

Memorandum of Understanding; between Cambridgeshire County Council Public Health Directorate, Cambridge City Council, Fenland District Council, East Cambridgeshire District Council, Huntingdonshire District Council and South Cambridgeshire District Council for the implementation of the Healthier Options initiative.

Parties

- (1) Cambridgeshire County Council, Public Health Directorate** whose address is Shire Hall, Castle Street, Cambridge, CB3 0AP (CCC).
- (2) Cambridge City Council** whose address is Mandela House, 4 Regent Street, Cambridge, CB2 1BY (City).
- (3) Fenland District Council** whose address is County Road, March, PE15 8NQ (FDC).
- (4) East Cambridgeshire District Council** whose address is the Grange, Nutholt lane, Ely, Cambridgeshire, CB7 4EE (ECDC).
- (5) Huntingdonshire District Council** whose address is Pathfinder House, St Mary's Street, Huntingdon. PE29 3TN (HDC).
- (6) South Cambridgeshire District Council** whose address is South Cambridgeshire Hall, Cambourne Business Park, Cambourne, Cambridge, CB23 6EA (SCDC).

Individually a 'Party', together the 'parties'.

1. Introduction

- 1.1. The Parties to this Memorandum of Understanding (MOU) are Cambridgeshire County Council Public Health Directorate, Cambridge City Council, Fenland District Council, East Cambridgeshire District Council, Huntingdonshire District Council and South Cambridgeshire District Council.

2. Background

- 2.1. The Healthier Options initiative launched in Summer 2015 as a collaboration between CCC; City; ECDC and FDC.
- 2.2 It was developed using the Department of Health Responsibility Deal toolkit for Local Authorities. Insight for the initiative was also gained from a prior test programme called 'Healthier Catering Commitment Cambridgeshire' which was trialled in 2012.
- 2.3 Healthier Options aims to see healthier food and drink options for people to choose from when eating out and about. Small and medium sized food businesses are supported by Environmental Health Teams to participate in this free membership award scheme. Businesses pledge their unique intentions for changes to food preparation techniques and menus around key areas to;
 - i. Reduce portion sizes.
 - ii. 'Change the default' *make the standard option the healthier option*

- iii. Reduce sugar, fat and salt
- iv. Increase fruit and vegetables

2.4 The University of Hertfordshire conducted an independent evaluation of an initial pilot phase of the initiative. The evaluation suggested Healthier Options and similar schemes do increase business and customer awareness of healthier eating. The initiative was thought of positively by businesses and once committed they were prepared to make changes. Customers and ambassadors were also supportive of the initiative. The evaluation made some recommendations to develop the initiative. It was concluded that Healthier Options should be rolled out to a larger number of businesses and evaluated over a longer period also.

2.5 More information of the initiative can be found on the Healthier Options website:

<http://www.healthier-options.org.uk/>

3. Aims and objectives

3.1. CCC Public Health Directorate wishes to offer support to Healthier Options partners from the City and District Councils. This funded support is to enable Environmental Health Teams to effectively engage and support local businesses in the Healthier Options initiative. The support is offered for the period of August 2016 and March 2017, once this Memorandum of Understanding (**MOU**) has been signed.

3.2 In signing this agreement the City or District Council confirms their commitment to achieve the following, between August 2016 and March 2017:

- To promote Healthier Options to small and medium-sized food businesses.
- Support interested businesses to make a Healthier Options pledge.
- Share details of new pledges with the County Council Public Health at the earliest opportunity to promote.
- Continue to support businesses to implement their pledge over the agreed period (usually 3 months).
- Complete a return visit after the agreed implementation period (usually 3 months) to sign off their achievement. Award businesses which have achieved their pledge with a Healthier Options membership and certificate.
- Share details of new members with the County Council Public Health at the earliest opportunity to update the Healthier Options website.
- Sign up a minimum of 7 businesses which are working on implementing their pledge.
- Utilise the Public Health Nutritionist in any nutrition related queries which may arise.
- Ensure all Environmental Health Officers are aware of Healthier Options and that at least one Officer has attended the half day training on implementing the initiative.

- Release Environmental Health Officer who is implementing the initiative to attend a 1 day RSPH Level 2 Award in Healthier Food and Special Diets.
- Provide a quarterly progress report and data to the County Council Public Health and attend Healthier Options quarterly stakeholder meetings.

4.0 Remuneration

CCC will provide each other party with:

4.1 A one-off payment of £860, to include:

- £110 towards time spent on initial engagement with businesses e.g. brief conversations.
- £630 to support 7 businesses in making and achieving their pledge. This would equate to 4 x 90 minute meetings with each business although it is expected that 2-3 meetings would be enough for most businesses.
- £120 towards management costs amounting to one hour per the 7 businesses.

4.2 An additional payment of £100 per business to achieve a Healthier Options pledge and be awarded membership (up to £700 for membership of 7 businesses)

4.3 CCC will also continue to cover the reasonable cost for the provision of campaign materials.

4.4 CCC will pay for required training for Environmental Health Officers at a Royal Society for Public Health Level 2 Award in Healthier Food and Special Diets.

5.0 Variation

This MOU may only be varied by written agreement of the parties.

6.0 Governing Law and Jurisdiction

This MOU shall be governed by and construed in accordance with English law and each party agrees to submit to the exclusive jurisdiction of the courts of England and Wales.⁶

Agreement

Cambridgeshire County Council, Public Health Department

Name

Signature

Date

Designation

Cambridge City Council

Name

Signature

Date

Designation

East Cambridgeshire District Council

Name

Signature

Date

Designation

Huntingdonshire District Council

Name

Signature

Date

Designation

Fenland District Council

Name

Signature

Date

Designation

South Cambridgeshire District Council

Name

Signature

Date

Designation
