

Takeaways & Markets Programme

Bradford District

INTRODUCTION

Bradford's food environment is characterised by a high density of fast food outlets and is the 13th most deprived local authority in England, shaping local dietary behaviours. In 2023, Public Health commissioned Keighley Healthy Living (KHL) to deliver the Living Well Takeaways and Markets Programme to support healthier food choices and help fast food businesses improve their menus.



DRIVERS OF LOCAL FOOD CLIMATE

- High deprivation and tight household budgets
- Meal delivery apps expand access to unhealthy options
- Fast food exposure + low income = higher obesity risk

OBJECTIVES

Engage with fast food outlets across Bradford district and provide free support to help them make small, yet practical menu changes to improve nutritional quality and improve health outcomes across the district.

HEALTH & ENVIRONMENTAL IMPACT

- Increased risk of type 2 diabetes and metabolic syndrome
- Food high in calories/saturated fat/sugar/salt → linked to obesity/cardiovascular disease
- High greenhouse gas emissions from meat-heavy supply chains
- Large amounts of single-use packaging → increased waste
- Significant energy/water and use for production and operations
- Contributes to "food swamps" in urban areas → unhealthy food dominates local environment

METHOD

KHL conducted consumer engagement to gather insights through focus groups and online surveys.

KEY FINDINGS

- 82.9% want healthier takeaway options
- 72% would choose a healthier version of their favourite dish
- If the healthier option cost more 41.2% would still choose it/35.8% would not/23% unsure
- 72.8% are concerned about the health impacts of unhealthy takeaway foods

HIGHLIGHTS SO FAR

- Consumer insights used to create support offer for food businesses
- Nutritional support provided to identify small, feasible menu improvements
- 1:1 coaching provided ensuring changes were practical and commercially viable
- '20 Small Changes' co-produced with takeaways
- 100+ takeaways working toward offering at least one healthier menu option



HEALTHY MARKETS WORK



- Developed 30+ healthy menu options, linked to a food ordering app
- Co-developed the "Better For You" logo with Trading Standards

EXAMPLES OF CHANGES

- New marinades for grilled/BBQ items to reduce unhealthy cooking methods
- Low fat cheese on pizzas; introduction of salad bars
- Water/fruit drinks instead of high calorie fizzy drinks
- Shallow frying and use of rapeseed oil
- Promotional materials updated to feature water instead of sugary drinks
- Diet drinks priced 30% cheaper than full sugar versions
- Reduced mayonnaise and sauces
- Smaller containers/portion sizes; more salad options
- Salt dispensers modified to release less salt
- Jacket potatoes included in children's menus
- New items: boiled rice, sweet potato dishes

'BETTER FOR YOU' CRITERIA

- <600 kcal
- Lower in fat/saturates/salt/sugar
- Includes ≥80g fruit/veg
- KHL will continue supporting the Healthy Markets Charter and expand work to other markets across the district



Contact:

m.thornton@bradford.gov.uk or ben.fletcher@bradford.gov.uk

mylivingwell.co.uk/takeaways

