

## INTRODUCING...

Andrea McCloskey has joined the Eat Safe project management team, and is the main point of contact for any administrative enquiries on the scheme. Andrea, who is a member of FSANI's policy & legislation team, is available by phone on 028 90417705 or email [andrea.mccloskey@foodstandards.gsi.gov.uk](mailto:andrea.mccloskey@foodstandards.gsi.gov.uk)



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[www.food.gov.uk/northernireland/eatsafe](http://www.food.gov.uk/northernireland/eatsafe)

# an eye towards GROWTH

“Round about this time last year, we were just recovering from the first official presentations of the Eat Safe award to twenty very worthy recipients across the province,” says FSANI Eat Safe project Manager, Trevor Williamson. “Since then, the scheme has certainly proved itself to be popular amongst caterers – to the extent that we are now looking at expanding the scope of the scheme to enable additional premises to achieve the award. The scheme has been promoted at a number of high profile trade and consumer events, including the Ideal Home Exhibition, IFEX and Hospitality Exchange, and the most consistent enquiry at these events has been whether or not the scheme would be expanded to incorporate other types of business, particularly take-aways.

“The Eat Safe project management team have had several meetings with representative groups, such as the School Caterers’ Association, tutors from Northern Ireland’s catering colleges, the work-place restaurant and FSA colleagues in Scotland. The desire to see Eat Safe rolled out to more premises is overwhelming, and consultation with the Implementation Group has also indicated that the time may now be right for expansion of the scheme.

“We are particularly pleased that our colleagues in FSA Scotland have shown such an interest in Eat Safe. We’ve had a number of very productive meetings with them, and I can report that they are very interested in rolling out the award across Scotland. Consultations with Local Authorities (LA) there have also produced very positive responses, with 28 of the 32 LAs expressing an interest in participating.

“While this is not only gratifying from the point of view that the scheme can be adopted lock stock and barrel by Scotland, it would also ensure greater exposure for the Eat Safe brand and thereby create greater consumer recognition. The more widespread the presence of the Eat Safe logo in catering

premises, the more easily it will be recognised. The feed back we have had from FSAS is that they envisage the scheme being implemented in Scotland early in 2005.

“We have also clarified the scope of the scheme slightly to enable work place canteens to be given the award if the public have access to them at any time. This move is one we welcome, as it will improve awareness of the scheme in general without affecting the pace of development too much. As decisions are made in the near future on the scope of the scheme we will inform relevant stakeholders. Feed back and input is always welcome from consumers, caterers and enforcers.”

**TREVOR WILLIAMSON**  
Eat Safe Project Manager FSANI



**FOOD  
STANDARDS  
AGENCY**

**NORTHERN  
IRELAND**



# What is Eat Safe?

Eat Safe is an award scheme which promotes excellence in food hygiene. It is given by EHOs to restaurants that operate to standards above those currently required by law.

## Go ahead given to revamp website

The Eat Safe web pages which are currently accessed through the Northern Ireland pages on the FSA's main site, are to get a major revamp. The site currently acts as a one stop shop for those seeking information on the scheme, as well as a listing platform for public premises that have received the award.

The new site will retain this information, but will be designed to be more interactive and consumer friendly, with a new map, more features and fresh look. Keep your eyes peeled for this development in the new year!



## Farewell to David Close

It is with mixed feelings that we congratulate David Close on his recent appointment to a new post in England. David has been a staunch supporter of the Eat Safe scheme since its inception, and has put a lot of time and effort into advising the Implementation Group and promoting the scheme amongst caterers and catering associations. We wish him well, but we're sad to lose him!

However, we'd like to extend a warm welcome to Bob McDonald, the new chair of the NI Chefs and Cooks Association. Bob will take David's place on the implementation group, and we look forward to his input into the scheme.

## Rate of EXCHANGE

Eat Safe was on the agenda at a trade specific exhibition held at Belfast's Ramada Hotel on 5th & 6th October. Hospitality Exchange, which is organised by the Northern Ireland Hotels' Federation (NIHF), and aimed at hotel and catering managers, boasted a line up of speakers including TV chef Gary Rhodes, NIHF Chairman, Rodney Watson and FSANI's Trevor Williamson.

"Over the two days of the event, information was given to caterers from across Northern Ireland," Trevor reports. "As we have come to expect from stakeholder facing events, the feedback was very positive from catering managers. Our presence at this exhibition marks the start of a new phase for the Eat Safe project, during which it is hoped that both trade and consumer audiences can be targeted to build on the existing scheme membership."



## Implementation Group view point - Chief Environmental Health Officers' Group secretary, Barny Heywood



“The development of the Eat Safe Award scheme has been slow but steady over the last year. That is exactly as it was planned to be to ensure that the limited resources of the District Councils were not overstretched by a new and demanding activity.

“However we are in a transitional position. Members of the business community want the Eat Safe Award as a means of marketing their business; schools, colleges and workplaces

are also voicing their interest in joining the scheme. However, there is not yet a large enough number of businesses in each High Street for the Award to have captured the attention of the wider public or the media.

“I think it is clear from the present interest from food businesses, that those with an interest in marketing have a perception that possession of the award will be beneficial. We therefore have evidence that the Eat Safe Award can produce the desired motivation to improve even before public attention has been harnessed. The next step, the development of public awareness is a necessary stage however, if the business sector is to maintain motivation.

“It may be that the discussions now under way to allow diversification of the award from the first eligible group - the hotels and restaurants - to include separate sub-sets

of the scheme for schools, workplace canteens and restaurants, will help establish the Eat Safe logo and ethos across wider sectors of the community. That in turn will help stimulate interest in those awards in the windows of local restaurants and other catering businesses.

“The end result of this work will be that food businesses will wish to achieve the award to gain a marketing advantage or to maintain customer confidence; Environmental Health Officers will find that their work is easier because businesses will have greater motivation to achieve good standards; and the public will benefit from knowing that businesses with the Eat Safe Award displayed are likely to provide safe food from well managed kitchens backed by trained and competent staff. It's not often that we can see situations in which everyone can be a winner.”

## The Big 5-0: Community Restaurant Follows in Footsteps of Hygiene Elite



TWO YOUNG CENTRE USERS ENJOY A HEALTHY SNACK AT FOOTPRINTS COMMUNITY RESTAURANT

The Eat Safe scheme reached a milestone this month as the 50th Eat Safe award was presented to the Footprints community restaurant in Poleglass. Based in Footprints Women's Centre in West Belfast, the community restaurant was established to meet the needs of centre users and children in the centre's childcare services.

Originally founded in 1997, the onsite catering facility has strived to promote healthy eating in the community through the provision of safe, high quality food.

One of the centre's main aims is to enhance the knowledge, skills and confidence on food safety, diet and nutrition using the Footprints restaurant as a working example.

With health and hygiene on top of the list of priorities, Catering Manager Eileen Wilson explains how her staff are put through their paces:

“It's extremely important to us that our staff are trained in food safety and that our premises maintain and demonstrate high hygiene standards. We are delighted that all the hard work put into the running of the restaurant has been acknowledged and appreciated.

“Winning this award will not only increase the local community's confidence in what we're trying to do, but will also demonstrate to surrounding areas that the Footprint's community restaurant is actively and effectively setting an example in food safety.”

## EAT SAFE SCHEME

### TAKES PRIDE IN ITS WORK

Tensions are high and nerves are frayed for the Eat Safe project management team as we go to press. The team is awaiting news from the upcoming Institute of Public Relations PRide Awards ceremony (25th Nov).

The branding and launch of the Eat Safe scheme, co-ordinated by Morrow Communications, has been shortlisted for the prestigious Public Sector Project award for effective integrated communication.

Eat Safe project manager, Trevor Williamson is already hard at work on an acceptance speech, but says that it's not winning that counts, but having a project that you are proud of.

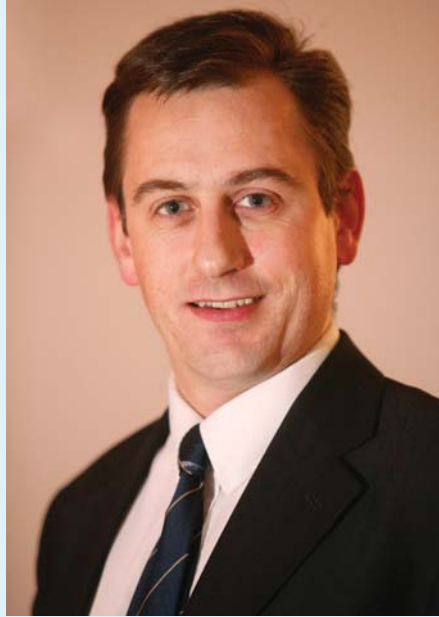
“We are delighted to see the hard work and planning that went into the launch of the Eat Safe project get this recognition. Even if the Morrow Communications team don't pick up an award on the night, we are still very proud of what we have achieved working with them, with the limited resources available. We know this will be a good base from which to take the Eat Safe brand forward”

The Eat Safe scheme is up against nominees from the likes of DVLNI and Intertrade Ireland.

Fingers crossed everyone! And here's hoping that Trev doesn't do a Gwyneth Paltrow if we do win!

# Eat Safe Advocate

In this new feature, we will talk to those who appear to have the knack of promoting Eat Safe in their areas. This month we talk to Dromara man, Robert Lamont. An EHO with Lisburn City Council, Robert has 12 years' experience in the field of food safety.



## How many Eat Safe premises have you in your area?

8 have been awarded so far with another 4 pending in the next few weeks.

## Do you have any special promotional methods for the Eat Safe scheme in your area given the large number of premises already awarded?

Lisburn City Council is very proactive in trying to involve all clients in any promotional schemes that will help benefit the district. The EHOs within Lisburn are highly committed to improving the health and hygiene within local food businesses and believe that good businesses should be recognised for maintaining these high standards over the year.

## Are you pleased with the levels of response in your area or do you feel that it could be improved?

So far Eat Safe has been well received but there definitely is room for improvement. Not everyone is aware of the scheme and what it means and this needs to be addressed. If the scheme's profile were to be raised I would definitely envisage a greater uptake by businesses in the area.

## How important is Eat Safe for your Council?

I believe the scheme goes hand in hand with the Council's core values of trying to improve on the health and well being of community members, and therefore we will continue to promote the scheme through our work.

## Who stands to benefit from Eat Safe?

Both consumers and the catering industry will benefit from the scheme. Displaying the Eat Safe logo highlights that the caterer prepares the food in hygienically approved premises, which in turn gives consumers confidence in the food that they are eating.

## Do you think the scheme could be expanded, and if so in what way?

I think the scheme could be extended to include schools, work canteens and take-aways in particular. The take-away sector is the area of catering where people have the least confidence in so most work needs to be done there.

## What would be the best thing that could happen to the scheme?

If the Eat Safe logo was readily recognised and fully understood I believe the scheme would really take off. And this understanding can be only be facilitated through raising its profile. It's here that I feel the Council can play a major role in assisting the FSA to make people more aware of the programme and the related benefits.

## List of Eat Safe Restaurants

RESTAURANT	ADDRESS
Canal Court Hotel	Newry
Strabane Community Project	Strabane
Mount Charles Island Restaurant	Lisburn
Caffe Uno	Belfast
McDonalds Enniskillen	Enniskillen
Tuck Inn	Armoiy
Wysner's Restaurant	Ballycastle
Rendevous	Moira
Edenmore Golf & Country Club	Magheralin
Number 7 Restaurant	Craigavon
M.A. Quail	Banbridge
Subway	Banbridge
Gardiners Restaurant	Magherafelt
La Cuisine Catering Co.	Belfast
Annies	Armagh
Bushmills Inn	Bushmills
Scribbles	Bangor
McDonalds Bangor	Bangor
Hagues Lounge	Lisburn
Mandarin Palace	Derry
Abbey Restaurant	Bangor
La Patisserie	Ballymoney
Classic Cuisine	Ballymena
Malone Golf Club	Belfast
City Hotel	Derry
Grapevine Restaurant	Dungannon
Corr's Corner	Glengormley
Barnaby's	Ballyclare
La Cuisine Catering Co.	Glengormley
McDonald's	Newtownabbey
McDonald's	Newtownabbey
Causeway Hospital	Coleraine
Daisy Hill Hospital Restaurant	Newry
Pit Stop	Kilkeel
Aylesforte House	Warrenpoint
Craigavon Civic Centre	Craigavon
P&G Family Foods Restaurant	Portadown
Compass Catering	Erne Hospital Enniskillen
Subway	Enniskillen
Erne Training Restaurant	Enniskillen
Harmony Café	Portadown
Boyds Stores Ltd	Newry
Graduate Restaurant of Newry Institute	Newry
Loughside Café	Oxford Island
Drumadoon House	Cloughmills
The Flying Clipper & The Erin Restaurant	Derry
The Pheasant	Annahilt
The Plough	Hillsborough
Aruna Café	Moira
Footprints Trading Ltd	Dunmurry
La Tasca Restaurant Ltd	Odyssey Pavilion
Harry Ramsdens	Yorkgate Belfast
Time Piece Restaurant	Portadown
The Head of the Road	Portadown
Ricks Restaurant	Carryduff Centre
Kentucky Fried Chicken	Albertbridge Road Belfast
Zen Restaurant	Adelaide Street Belfast
The Kings Head	Lisburn Road Belfast
Moira Drive Through	Moira