

## Out to Lunch visitor attraction survey methodology



If you have any questions about the Out to Lunch survey methodology, please contact Rob Percival, Policy Officer at Soil Association [rpercival@soilassociation.org](mailto:rpercival@soilassociation.org) or 0117 987 4561.

### Out to Lunch league table scores were calculated on information from three sources:

#### 1. A menu review of the primary food outlet at the attraction

The outlets were surveyed in July and August 2016. Any questions or clarifications were followed up with the outlet.

#### 2. A questionnaire completed by the primary food outlet at the attraction

Questionnaires were emailed in July 2015. Outlets were given a month to respond, then a further extension with a reminder if the questionnaire was not returned on time. Emails were followed up by phone calls in instances where outlets were unresponsive. Outlets were notified from the outset that failure to respond to the questionnaire would result in the lowest score available in these areas.

#### 3. A field survey of visitor attractions including the primary food outlet conducted by parents

A team of parents was chosen from a pool of volunteers. 40 parents were selected in a nationally representative sample, stratified by ethnicity and income, with UK-wide representation, to provide two 'secret diner' visits to each attraction. An average of the scores given was used for the league table.

The information gathered was evaluated by the Soil Association and parents against a set of criteria, which were designed to test the provision of:

### Fresh food you can trust

This means - serving fresh, traceable, sustainable and ethically sourced food

#### For children and adult menus:

- Does the menu indicate where ingredients come from?
- Is British or local produce used?
- Is the food prepared and cooked fresh?
- Are eggs used from caged or free range systems?
- Is meat farm assured or traceable to the farm?
- Is provenance information about meat on the menu available on request?
- Do manufactured meat and fish products dominate the menu?
- Is environmentally friendly food on the menu?
- Are menus adapted to use in-season produce through the year?
- What animal welfare accreditation does meat used have?
- Is sustainable fish on the menu?
- Are steps taken to reduce plate waste?
- Are energy, water, and waste usage monitored?

### A healthy choice

This means - providing variety and making healthy eating easy

#### For children's menus in primary outlet:

- Are meals or meal options balanced?
- Is there a variety of starchy foods on offer in different meals?
- Do chips accompany everything on the menu?
- Does a portion of vegetables or salad come with or in every meal?

- Are vegetables incorporated into meals?
- Is there a good variety of vegetables on the menu?
- Is fruit the main component of deserts or is fresh fruit available?
- Is a variety of protein on offer?
- Are there a good number of non-meat dishes available?
- Is oily fish included as a meal option?
- How much of the food is deep fried?
- Are added-sugar or artificially sweetened drinks on the children's menu?
- Is free tap water available?
- Are natural yoghurts available?
- Are healthy choices supported with nutritional/healthy eating information?
- Are healthy options promoted and given price promotions?
- Can children's meals come in different sizes?
- Is the amount of food served a sensible amount for the child?
- Do meals contain problem additives and colourings?
- Do meals contain trans fats?

For adult menus in primary outlet:

- Are meals or meal options balanced?
- Are healthier starchy food choices offered?
- Are complex carbohydrates provided on the menu?
- Does a portion of vegetables of salad come with or in every meal?
- Are vegetables incorporated into meals?
- Is fruit the main component of deserts or is fresh fruit available?
- Is a variety of protein on offer?
- Are there a good number of non-meat dishes available?
- Are non-meat dishes promoted?
- Is oily fish included as a meal option?
- How much of the food is deep fried?
- Have steps been taken to minimise salt?
- Are healthy choices supported with nutritional/healthy eating information?
- Are healthy options promoted and given price promotions?
- Are healthier drinks available?
- Do meals contain trans fats?

Throughout the attraction:

- Is free fresh drinking water widely available throughout the attraction?
- Are healthier drinks and snacks the normal option available in vending machines?
- Are healthier drinks and snacks widely available in shops and kiosks?
- Are unhealthy drinks or snacks offered at the checkout or promoted?
- Do children's meals (hot or cold) or lunch boxes in secondary outlets typically include a portion of veg, a portion of fruit, and a healthy drink?
- Do adult meals (hot or cold) or lunch boxes in secondary outlets typically include a portion of veg, a portion of fruit, and a healthy drink?

**Family friendly**

**This means – welcoming children and treating them well and accommodating parent needs**

This criterion included the following survey questions:

For children's menus:

- Is children's cutlery available?

- Are activities linked to healthy eating or where food comes from provided?
- Are there baby changing facilities?
- Are high chairs available?
- Does the food look appealing?
- Does the restaurant signage welcome breastfeeding?
- Are children's portions of adult meals available?

**These criteria were chosen to reflect:**

- What is important to parents – informed by a nationally representative survey of 1500 parents conducted in February 2013 and a further survey of more than 1000 self-selecting parents in July 2016.
- For children's food: [The School Food Standards](#) and [Voluntary Food and Drink Guidelines for Early Years Settings in England](#)
- For adult food: Relevant national best practice schemes, including England's [Government Buying Standards for food and catering](#) 'best practice', the [Welsh Government Corporate Health Standard \(healthier food and catering practices\)](#), and the [Scottish Government's Healthy Living Award](#)
- [NHS England's 'CQUIN' incentive](#) for healthier retail/vending in hospitals
- Good practice proven to be achievable in over 1.5 million meals served to [Food for Life Catering Mark standards](#) each working day

The scoring table for these criteria is detailed below.

**Visitor attraction selection criteria:**

- The most popular attractions, calculated by annual visitor numbers, were selected from national/regional shortlists covering: London, South, Midlands & East, North, Scotland, Wales, Northern Ireland.
- 5 attractions were selected from the London shortlist, 3 from the South, 3 from the Midlands & East, 3 from the North, 3 from Scotland, 2 from Wales, 1 from N. Ireland – 20 in total.
- Attractions were selected to ensure UK-wide geographical representation; family-friendly attractions, and attractions with a stake in environmental education, were prioritised.

## Out to Lunch visitor attraction performance criteria



	This means	Key questions	How will measured performance	Max 150
<b>Fresh food you can trust</b>				<b>48 points</b>
<p>Food is made and cooked in the restaurant</p> <p>Traceable meat</p> <p>Environmentally sustainable &amp; ethical food</p> <p>Environmentally friendly food served</p> <p>Animal products are from higher welfare systems</p> <p>Fish from sustainable stocks</p> <p>Efforts are made to use in-season produce</p>	Information readily available on where ingredients come from	Does the menu indicate where ingredients come from? (country of origin, supplier, farm) <i>Score for both children's and adult menus</i>	Not at all – 0pts In a few instances (1 or 2 separate ingredients on the menu) – 1pt In some instances (3+ separate ingredients) – 2pts	4 points
	Food is freshly prepared – cooked from scratch in the kitchen	Is British produce used?  Country and county of origin of: 2 meat products, 1 fish if on menu, 2 x vegetables, 1 x salads, 2 x staples	80% British – 4pts 50% British – 3pts 25% British – 2pts Some British – 1pts No British – 0pt (See the <a href="#">Catering Mark handbook</a> for definition of 'local')	4 points
	Environmentally friendly food served	Are locally sourced ingredients used?	4+ ingredients – 3pts 3 ingredients – 2pts 2 ingredients – 1pt	3 points
	Animal products are from higher welfare systems	Is meat farm-assured/traceable to the farm?	No or minority of meat (by meat type) farm assured – 0pts Half or majority of meat (by meat type) – 1pt All meat is farm assured – 2pts	2 points
	Fish from sustainable stocks	Is provenance information about meat on the menu available on request?	No – 0pts Some information provided, either where food was originally produced or whether it has welfare assurance – 1pt Detailed response given, including where food was originally produced and whether it has welfare assurance – 2pts	2 points
	Efforts are made to use in-season produce	Is food freshly made/prepared in the restaurant?	None or a minority of named ingredients are made and prepared in the restaurant – 0pts Half or a majority of named ingredients are made and prepared in the restaurant – 1pt All the named ingredients are made and prepared in the restaurant – 2pts	8 points
		Is food cooked for the first time in the restaurant?		

		<i>Score for both children's and adult menus – meat, fish, veg dishes</i>	None or a minority of named ingredients are cooked in the restaurant for the first time – 0pts Half or a majority of named ingredients are cooked in the restaurant for the first time – 1pt All the named ingredients are cooked in the restaurant for the first time – 2pts	
		Do manufactured meat and fish 'products' (any shaped or coated meat) dominate the menu? <i>Score for both children's and adult menus</i>	Meat products are included in half or + of meals – 0pts Meat products are included in minority of meals – 1pt Meat products are not included in any meals – 2pt	4 points
		Is the choice of organic food given?	None – 0pts One organic ingredient – 1pt Two organic ingredients – 2pts Three organic ingredients – 3pts Four + organic ingredients – 4pts	4 points
		Are the eggs used free-range?	Caged eggs used or no information available – 0pts Mix of free-range and cages – 1pts All free range (includes organic) – 2pts	2 points
		What animal welfare accreditation does meat used have? (Welfare accreditation = freedom food, free range, organic)	No accreditation – 0pts Any accredited pork or poultry or fish on the menu – 1pt All pork is accredited – 2pts All poultry is accredited – 2pts All pork & poultry is accredited – 5pts	5 points
		Is there sustainable fish on the menu, is there anything from MCS 'fish to avoid' list?	Menu includes fish MCS 'fish to avoid' list – minus 1pt Menu does not include fish MCS 'fish to avoid' list – 0pts Menu includes MSC or sustainable fish – 1pt Restaurant has a robust policy on sustainable fish – 1pt	2 points
		Are menus adapted to use in-season produce through the year? <i>Score for both children's and adult menus</i>	No – 0pts Yes, ingredients change – 1pt Yes, meals change – 2pts	4 points
		Are steps taken to reduce the amount of food left uneaten/plate waste?	A policy for managing waste is in place – 1pt The public are engaged through posters, the menu or other means to encourage reduced waste – 1pt	2 points
		Do you monitor the energy, water, waste of your food or catering service?	Policies for monitoring energy, water, waste of catering service with commitment to continual improvement – 1pt Policies demonstrate detailed and comprehensive evidence of a systematic approach to managing energy use, water consumption and waste of catering service – 1pt	2 points

A healthy choice – Children’s menu in primary outlet				34 points
Providing variety  Making healthy eating easier	Good balance and variety of foods on offer	Are meals or meal options balanced? (include <u>one</u> starchy food and one portion of protein, and at least one stand-alone portion of veg or salad in a meal)	None or minority of meals are balanced – 0pt Half or majority of meals are balanced– 1pt All meals are balanced – 2pts	2 points
	Variety of starchy foods available	Is there a variety of starchy foods on offer in different meals? (bread, potatoes, pasta/noodles, rice, other grains)	Only one or two starchy foods on offer – 0 points Three starchy foods on offer – 1pt Four+ starchy foods on offer – 2pts	2 points
	Chips don’t dominate the menu	Do chips accompany everything on the menu?	Chips all or majority of the meals on the menu – 0pts Half or majority of meals have chips with them – 1pt In a minority of meals, or chips are one of several options across the menu – 1pt No meals have chips with them – 2pts	2 points
	Variety of vegetables and salads available	Does veg or a portion of salad come with or in every meal?	Veg or salad comes with half or less of meals – 0pts Veg or salad comes with majority of meals – 1pt Veg or salad comes with every meal – 2pts	2 points
	Puddings contain fruit	Are vegetables incorporated into different meals? (e.g. pizza topping , vegetables in pasta dishes)	No meals available with veg incorporated – 0pts One meal available with veg incorporated – 1pt Two+ meals available with veg incorporated – 2pts	2 points
	Variety of protein available	Is there a good variety of vegetables on the menu? (other than peas/baked beans)	None available – 0pts Minority of menu items include one other choice – 1pt Majority of menu items include one other choice – 2pt	2 points
	Fried food doesn’t dominate the menu	Is fruit the main component of deserts or is fresh fruit available?	None – 0pts In a minority of puddings – 1pt In half or majority of puddings – 2pts Fresh fruit available – extra 1pt	3 points
	Steps taken to make healthy eating easy	Is a variety of protein on offer? (red meat, poultry, fish, meat alternative)	Only one or two protein options on offer – 0pts Three protein options on offer – 1pt Four+ protein options on offer – 2pts	2 points
	Healthy drinks on offer	Is there a good choice of non-meat dishes?	None or only one non-meat meal available – 0pts Two different non-meat meals available – 1pt Three+ different non-meat meals available – 2pts	2 points
	Free from problematic additives and colourings and trans fats	Is oily fish included as a meal option?	No – 0pts Yes – 1pt	1 point

		How much of the food is deep fried? (fried in manufacture or kitchen)	Majority or half of meals contain fried ingredients – minus 1pt Minority of meals contain fried ingredients – 1pt No meals contain fried ingredients – 2pts	2 points
		Are healthier meal options given price promotions? Unhealthy = no veg, fruit or salad, or inclusion of fried food	No, they are more expensive / pay extra for veg / meal deals limit choices to unhealthy options – minus 1pt All meals the same price – 1pt All meals the same price and all healthy – 2pt Healthy options are cheaper – 2pts Free fruit or free salad/veg available - extra 1pt	3 points
		Are healthy choices supported with information and promoted in the restaurant?	No indication of what is better for you – 0pts Some guidance, 5aday or meal highlighted as healthy on the menu -1pt Detailed info, nutritional info on the menu - 2pts Information about eating well is on display / healthy choices are promoted in the restaurant – 1pt	3 points
		Are natural yoghurts available?	Natural yoghurts are the only available (yoghurts containing added sugar, aspartame or other artificial sweeteners are not permitted) – 1pt	1 point
		The only children’s drinks available should be: plain water, milk, pure fruit juices (max 150mls), yoghurt or milk drinks (less than 5% sugar), combinations of the above	Unlimited refills of sugary drinks available – minus 1pt None or minority of drinks permitted in schools – 0pts Majority of drinks have no added sugar or sweeteners – 1pt All drinks have no added sugar or sweeteners – 2pts Free tap water was offered upon arrival – 1 extra pt	3 points
		Do meals contain problem additives and colourings? (see Catering Mark standards)	Yes – 0pts No information available or no policy/practice – 0pts Policy/practice – additives & colourings not allowed – 1pt	1 point
		Do meals contain trans fats?	Yes – 0pts No information available or no policy/practice – 0pts Policy/practice – trans fats not allowed – 1pt	1 point
		Are children’s lunchboxes offered in addition to a children’s menu?	If yes, score as meal options as above.	No score

<b>A healthy choice – Adult menu in primary outlet</b>				<b>33 points</b>
Providing variety  Making healthy eating easier	Good balance and variety of foods on offer	Are meals or meal options balanced? (include <u>one</u> starchy food and one portion of protein, and at least one stand-alone portion of veg or salad in a meal)	None or minority of meals are balanced – 0pt Half or majority of meals are balanced– 1pt All meals are balanced – 2pts	2 points
	Healthier starchy foods and complex carbohydrates	Are healthier starchy food choices offered? (A healthier starchy food choice is any of the complex carbohydrates, jacket, boiled or mashed potatoes where butter/oil has not been added)	100% starchy food is healthier – 2pt 50% or more of starchy food is healthier – 1pt	2 point
	Variety of vegetables and salads available			
	Puddings contain fruit	Are complex carbohydrates provided on the menu? (Wholegrain pasta, brown rice, wholegrain oats, spelt, quinoa, buckwheat, sorghum, koras)	Yes, some – 1pt Yes, variety – 1pt No – 0pt	2 point
	A good number of non-meat dishes			
	Fried food doesn't dominate the menu	Does veg or a portion of salad come with or in every meal?	Veg or salad comes with half or less of meals – 0pts Veg or salad comes with majority of meals – 1pt Veg or salad comes with every meal – 2pts	2 points
	Steps taken to make healthy eating easy	Are vegetables incorporated into different meals? (e.g. pizza topping , vegetables in pasta dishes)	No meals available with veg incorporated – 0pts One meal available with veg incorporated – 1pt Two+ meals available with veg incorporated – 2pts	2 points
	Healthy drinks on offer	Is fruit the main component of deserts or is fresh fruit available?	None – 0pts A portion of fruit in a minority of puddings – 1pt A portion of fruit in half or majority of puddings – 2pts Fresh fruit available – extra 1pt	3 points
	Steps taken to reduce salt	Is a variety of protein on offer? (red meat, poultry, fish, meat alternative)	Only one or two protein options on offer – 0pts Three protein options on offer – 1pt Four+ protein options on offer – 2pts	2 points
	Free from trans fats	Is there a good choice of non-meat dishes?	None or only one non-meat meal available – 0pts Two different non-meat meals available – 1pt Three+ different non-meat meals available – 2pts Three+ different non-meat meals available, 50% or more of the menu is meat free and includes non-dairy/meat proteins – 3pts	3 points



		Are non-meat dishes promoted?	No – 0pts Healthy vegetable and pulse-based dishes are positioned at the top of the menu and are included in any meal deal – 1pt	1 point
		Is oily fish included as a meal option?	No – 0pts Yes – 1pt	1 point
		How much of the food is deep fried? (fried in manufacture or kitchen)	Majority or half of meals contain fried ingredients – minus 1pt Minority of meals contain fried ingredients – 1pt No meals contain fried ingredients – 2pts	2 points
		Have steps been taken to minimise salt?	Salt is only available from the point of service, not on tables – 2pts	2 points
		Are healthier meal options given price promotions? Unhealthy = no veg, fruit or salad, or inclusion of fried food	No, they are more expensive /pay extra for veg / meal deals limit choices to unhealthy options – minus 1pt All meals the same price – 1pt All meals the same price and all healthy – 2pt Healthy options are cheaper – 2pts Free fruit or free salad/veg available - extra 1pt	3 points
		Are healthy choices supported with information?	No indication of what is better for you – 0pts Some guidance, 5aday or meal highlighted as healthy -1pt Detailed info, nutritional info -2pts	2 points
		Are healthier drinks available?	100% healthier (no added sugar or sweeteners) drinks available – 3pts 75% healthier drinks available, unhealthy drinks capped at 330ml portions – 2pt Less than 75% healthier drinks available or unhealthy drinks served in larger than 330ml portions – 0pts Unlimited refills of sugary drinks available – minus 1pt	3 points
		Do meals contain trans fats?	No information available or no policy/practice – 0pts Policy/practice - additives & colourings not allowed – 1pt	1 point
<b>A healthy choice – throughout the attraction</b>				<b>20 points</b>
Providing variety	Healthier vending	Is free fresh drinking water widely available throughout the attraction?	Water is widely available and easy to find – 2pts Water was only available once – 1pt No free fresh water available – 0pts	2 points
Making healthy eating easier	Healthier meal options	Are healthier snacks the normal option available in vending machines?	Secret diners report that 50% or more of sweet and savoury snacks available are healthier options – 2pts Policy specifies that 50% or more of sweet and savoury	4 points

		(Healthier snacks = fresh fruit and veg portions, no added-sugar snack bars)	snacks available are healthier options – 2pts Less than 50% of sweet and savoury snacks available are healthier options – 0pts	
		Are healthier cold drinks the normal option available in vending machines? (Healthier drinks = milk, pure juices/smoothies, not including water)	Secret diners report 50% or more of drinks available are healthier options – 2pt Policy specifies that 50% or more of drinks available are healthier options – 2pt Less than 50% of drinks available are healthier options – 0pts	4 points
		Are healthier cold drinks available in shops and kiosks?	Healthier cold drinks are widely available – 2pts A limited choice of healthier drinks in a few outlets – 1pt Poor choice and hard to find – 0pts Unhealthy drinks are offered at the checkout – minus 1pt Unhealthy drinks are promoted (posters, displays etc.) or given price promotions – minus 1pt	2 points
		Are healthier snacks available in shops and kiosks?	Healthier snacks are widely available – 2pts A limited choice of healthier snacks in a few outlets – 1pt Poor choice and hard to find – 0pts Unhealthy snacks are offered at the checkout – minus 1pt Unhealthy snacks are promoted (posters, displays etc.) or given price promotions – minus 1pt	2 points
		Do children’s meals (hot or cold) or lunch boxes in secondary outlets typically include a portion of veg, a portion of fruit, and a healthy drink?	Children’s meals, hot and cold, always include fruit, vegetable portions and a healthy drink – 3pts Children’s meals generally include fruit, vegetable portions and a healthy drink – 2pts Children’s meals generally include at least one or more of fruit, vegetable portions, a healthy drink – 1pt Children’s meals generally do NOT include at least one or more of fruit, vegetable portions, a healthy drink – 0pts	3 points
		Do adult meals (hot or cold) or lunch boxes in secondary outlets typically include a portion of veg, a portion of fruit, and a healthy drink?	Adult meals, hot and cold, always include fruit, vegetable portions and a healthy drink – 3pts Adult meals generally include fruit, vegetable portions and a healthy drink – 2pts Adult meals generally include at least one or more of fruit, vegetable portions, a healthy drink – 1pt Adult meals generally do NOT include at least one or more of fruit, vegetable portions, a healthy drink – 0pts	3 points

Family friendly				15 points
	Children welcomed and treated well	Is children's cutlery available?	No - 0pts Yes, on request - 1pt Yes, as standard - 2pts	2 points
	Portion size is flexible	Is the amount of food served a sensible amount for your child?	No, it was too much - 0pts No, it was too little - 0pts Yes, it was about right - 1pt	1 point
	Kids portions of adult meals made available	Does the restaurant serve children's portions of adult meals?	No - 0pts Yes, on request - 1pt Yes, as standard (made clear on menu that this can happen) - 2pts	2 points
	Measures taken to accommodate children's and parent's needs	Can children's meals come in different sizes?	No - 0pts Yes, on request - 1pt Yes, as standard (indicated on menu) - 2pts	2 points
		Are activities provided for children? Are they linked to healthy eating/provenance?	No - 0pt Yes - 1pt Yes, linked to food/healthy eating - 2pts	2 points
		Are there baby changing facilities?	No - 0pts Yes - 1pt	1 point
		Are there high chairs available?	No - 0pts Yes - 1pt	1 point
		Does the food look appealing to you and your children?	No - 0pts Yes - 1pts	1 point
		Does the restaurant have signage welcoming breastfeeding?	No - 0pts No, but restaurant has provided written policy on breastfeeding - 1pt Yes, signage backed by a policy - 2pt	2 points
		Was free tap water available upon arrival?	No - 0pts Yes - 1pts	1 point

