



## Out to Lunch visitor attraction survey methodology

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

**Out to Lunch league table scores are calculated on information from three sources:**

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

The outlets and attractions are surveyed in July and August 2018. Any questions or clarifications are followed up with the caterer and attraction.

**2. A questionnaire completed by the caterer at the attraction**

Questionnaires are emailed in July 2018. Caterers and attractions are given a month to respond, then a further extension with a reminder if the questionnaire is not returned on time. Emails are followed up by phone calls in instances where caterers and attractions are unresponsive. Caterers and attractions are notified from the outset that failure to respond to the questionnaire will 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 is chosen from a pool of volunteers. 50 parents are selected in a nationally representative sample, stratified by ethnicity and income, with UK-wide representation, to provide a minimum of two 'secret diner' visits for each attraction. An average of the scores given is used for the league table.

**The information gathered is evaluated by the Soil Association and parents against a set of criteria, which are 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 meat 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?
- Are puddings an appropriate portion size?
- 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 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?
- Are children's lunchboxes healthy?
- Do children's meals (hot or cold) in secondary outlets typically include a portion of veg, a portion of fruit, and a healthy drink?
- Do adult meals (hot or cold) 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 1.7 million meals served to [Food for Life Served Here 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 regional shortlists covering: London, South, Midlands & East, North, Scotland, Wales, Northern Ireland.
- 6 attractions were selected from the London shortlist, 4 from the South, 3 from the Midlands, 3 from the North, 3 from Scotland, 2 from Wales, 1 from N. Ireland – 22 in total.
- Attractions were selected to ensure UK-wide geographical representation. Family and child-friendly attractions were prioritised.

## Out to Lunch visitor attraction performance criteria



	This means	Key questions	How will measured performance	Max 160
<b>Fresh food you can trust</b>				<b>46 points</b>
<p>Food is made and cooked in the restaurant</p> <p>Traceable meat</p> <p>Environmentally sustainable &amp; ethical food</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	Where do ingredients come from (country of production)?	Record origin of: All meat products, 1x fish if on menu, 2x vegetables, 1x salads, 2x staples.	No score (background research)
	Environmentally friendly food served	Is the meat on the menu British?	No meat is British – 0 points Some meat is British – 1 point All the meat on the menu is British – 2 points	2 points
	Animal products are from higher welfare systems	Is the meat in children's lunchboxes British?	No meat is British – 0 points Some meat is British – 1 point All the meat in the lunchbox is British – 2 points  If no lunchboxes are offered, 'all the meat on the menu' is British is awarded 4 points	2 points
	Fish from sustainable stocks	Are locally sourced ingredients used? (‘Locally sourced’ are from the same or adjacent county or for Scotland or Wales from within the country.)	4+ ingredients – 3pts 3 ingredients – 2pts 2 ingredients – 1pt	3 points
	Efforts are made to use in-season produce	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
		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

		<p>Is food freshly made/prepared in the restaurant?</p> <p>Is food cooked for the first time in the restaurant?</p> <p><i>Score for meat, fish, veg dishes from across children's and adult menus</i></p>	<p>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</p> <p>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</p>	8 points
		<p>Do manufactured meat and fish 'products' (any shaped or coated meat) dominate the menu?</p> <p><i>Score for both children's and adult menus</i></p>	<p>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</p>	4 points
		<p>Is the choice of organic food given?</p>	<p>None – 0pts  One organic ingredient – 1pt  Two organic ingredients – 2pts  Three organic ingredients – 3pts  Four + organic ingredients – 4pts</p>	4 points
		<p>Are the eggs used free-range?</p>	<p>Caged eggs used or no information available – 0pts  Mix of free-range and cages – 1pts  All free range (includes organic) – 2pts</p>	2 points
		<p>What animal welfare accreditation does meat used have?  (Welfare accreditation = freedom food, free range, organic)</p>	<p>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 &amp; poultry is accredited – 5pts</p>	5 points
		<p>Is there sustainable fish on the menu, is there anything from MCS 'fish to avoid' list?</p>	<p>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</p>	2 points
		<p>Are menus changed to use in-season British produce through the year?</p> <p><i>Score for both children's and adult menus</i></p>	<p>No – 0pts  Yes, in-season British ingredients are incorporated – 1pt  Yes, menus are changed to use in-season British produce – 2pts</p>	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
<b>A healthy choice – Children’s menu in primary outlet</b>				<b>47 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
	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 Two portions of veg or salad with some meals – extra 1 point Two portions of veg or salad with every meal – extra 3 points	5 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 desserts 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	Are puddings an appropriate portion size?	No pudding exceeds 220kcal per portion – 1 point One or more puddings exceed 550kcal per portion – minus 1 point	4 points
	Healthy drinks on offer	Free from problematic additives and colourings and trans fats		

		<p>No pudding contains more than 19g total sugar per portion – 4 points  50% or more puddings contain less than 19g total sugar – 3 points  No pudding contains more than 24g total sugar per portion – 2 points  50% or more puddings contain less than 24g total sugar – 1 point  The majority of puddings contain more than 24g total sugar – 0 point  (Fresh fruit and no-added-sugar yoghurt are counted as 'healthier puddings'.)  No nutritional info provided – minus 1pt</p>	
	Is a variety of protein on offer? (red meat, poultry, fish, meat alternative)	<p>Only one or two protein options on offer – 0pts  Three protein options on offer – 1pt  Four+ protein options on offer – 2pts</p>	2 points
	Is there a good choice of non-meat dishes?	<p>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, comprising 25% or more of the menu – 4pts</p>	4 points
	Is oily fish included as a meal option?	<p>No – 0pts  Yes – 1pt</p>	1 point
	How much of the food is deep fried? (fried in manufacture or kitchen)	<p>Majority or half of meals contain fried ingredients – minus 1pt  Minority of meals contain fried ingredients – 1pt  No meals contain fried ingredients – 2pts</p>	2 points
	Are healthier meal options given price promotions? Unhealthy = no veg, fruit or salad, or inclusion of fried food	<p>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</p>	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
		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 2pts 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 – 3pts [NB extra points for free tap water offered upon arrival below]	3 points
		Do meals contain problem additives and colourings? (see Food for Life Served Here 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 healthy?  Parents to list all lunchbox contents and options	All lunchboxes contain a portion of veg as standard – 2 points Option of a portion of veg or fruit in lunchboxes – 1 point Sweet snacks in lunchboxes are 100kcal or less – 1 point Water or juice are the only drinks available – 1 point  If no lunchboxes are offered a correlative number of additional points are available for the main menu in each category.	5 points
<b>A healthy choice – Adult menu in primary outlet</b>				<b>36 points</b>
Providing variety  Making healthy eating easier	Good balance and variety of foods on offer  Healthier starchy foods and complex	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



<p>carbohydrates</p> <p>Variety of vegetables and salads available</p> <p>Puddings contain fruit</p> <p>A good number of non-meat dishes</p> <p>Fried food doesn't dominate the menu</p> <p>Steps taken to make healthy eating easy</p> <p>Healthy drinks on offer</p> <p>Steps taken to reduce salt</p> <p>Free from trans fats</p>	<p>Are wholegrain or healthier carbohydrates provided on the menu? (Wholegrain pasta, brown rice, wholegrain oats, spelt, quinoa, buckwheat, sorghum, koras; potato with skin, not fried)</p>	<p>Yes, some – 1pt          Yes, various – 2pts          No – 0pt</p>	<p>2 point</p>
	<p>Does veg or a portion of salad come with or in every meal?</p>	<p>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          Two portions of veg with some meals – extra 1 point          Two portions of veg with every meal – extra 3 points</p>	<p>5 points</p>
	<p>Are vegetables incorporated into different meals? (e.g. pizza topping , vegetables in pasta dishes)</p>	<p>No meals available with veg incorporated – 0pts          One meal available with veg incorporated – 1pt          Two+ meals available with veg incorporated – 2pts</p>	<p>2 points</p>
	<p>Is fruit the main component of desserts or is fresh fruit available?</p>	<p>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</p>	<p>3 points</p>
	<p>Is a variety of protein on offer? (red meat, poultry, fish, meat alternative)</p>	<p>Only one or two protein options on offer – 0pts          Three protein options on offer – 1pt          Four+ protein options on offer – 2pts</p>	<p>2 points</p>
	<p>Is there a good choice of non-meat dishes?</p>	<p>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, 25% or more of the menu is meat free and includes non-dairy/meat proteins – 4pts</p>	<p>4 points</p>
	<p>Are non-meat dishes promoted?</p>	<p>No – 0pts          Healthy vegetable and pulse-based dishes are positioned at the top of the menu and are included in any meal deal – 2pt</p>	<p>2 points</p>
	<p>Is oily fish included as a meal option?</p>	<p>No – 0pts          Yes – 1pt</p>	<p>1 point</p>
	<p>How much of the food is deep fried? (fried in manufacture or kitchen)</p>	<p>Majority or half of meals contain fried ingredients – minus 1pt          Minority of meals contain fried ingredients – 1pt          No meals contain fried ingredients – 2pts</p>	<p>2 points</p>

		Have steps been taken to minimise salt intake?	Salt is only available from the point of service, not on tables – 3pts	3 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? Plain water, pure fruit juices (max 150mls), yoghurt or milk drinks (less than 5% sugar), combinations of the above	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 2pts	3 points
<b>A healthy choice – throughout the attraction</b>				<b>14 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? (Healthier snacks = fresh fruit and veg portions, fruit and nut snack bars)	Secret diners report that 50% or more of sweet and savoury snacks available are healthier options – 2pts Less than 50% of sweet and savoury snacks available are healthier options – 0pts	2 points
		Are healthier cold drinks the normal option available in vending machines? (Healthier drinks = milk, pure juices/smoothies, water)	Secret diners report 50% or more of drinks available are healthier options – 2pt Less than 50% of drinks available are healthier options – 0pts	2 points
		If no vending machines, double points are available for snacks and drinks available in shops and kiosks		
		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	2 points

		(Healthier drinks = milk, pure juices/smoothies, water)	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	
		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 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 – 2pts Children’s meals generally include fruit, vegetable portions and a healthy drink – 1pts Children’s meals generally do NOT include at least one or more of fruit, vegetable portions, a healthy drink – 0pts	2 points
		Do adult meals in secondary outlets typically include a portion of veg, a portion of fruit, and a healthy drink?  If no secondary outlets, double points are available for all meal options being balanced in primary outlet.	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 do NOT include at least one or more of fruit, vegetable portions, a healthy drink – 0pts	2 points
<b>Family friendly</b>				<b>17 points</b>
	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	Are children's puddings an appropriate portion size	No – 0pts Yes – 1pt	1 point
	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 – 2pts	2 point

