

Good Food Takeaway Buckinghamshire

Briefing for Councils

Delivered by Rice Marketing for Buckinghamshire Council · September 2026

Headline

The Good Food Takeaway pilot, launched in partnership with Buckinghamshire Council, identified ten independent takeaways around two Healthy School Neighbourhoods and worked with them to make healthier food an easier choice for local people and families. The pilot met its engagement target in full: every business introduced a healthier meal deal, nine are actively promoting it and seven are already recording sales.

Delivered by Rice Marketing between September 2025 and August 2026, the pilot covered Aylesbury (Elmhurst) and High Wycombe (Cressex). It complements [Good Food Retail](#), which applies the same approach with convenience stores.

10/10

takeaways engaged

10

healthier meal deals agreed

9

actively promoting

7

already reporting sales

10

want to continue and expand

Objective

The aim was to make it easier to choose healthier options for local people and families, where they already buy food. The programme set out to:

- Create a healthier food environment for residents in the Elmhurst and Cressex Healthy School Neighbourhoods.
- To work with ten fast food outlets, five per area, to offer and promote choices lower in fat, sugar and salt.
- Improve the nutritional profile of meals through changes to dishes, ingredients and cooking methods.
- Understand the barriers takeaway owners face, to inform a future Healthy Catering Initiative for Buckinghamshire.

Approach

The model pairs local insight with practical, owner-led support, offering marketing advice and expertise which was identified as high value for the takeaway owners.

1

Listen to the community

Insight groups with schoolchildren and parents showed healthier options must feel like good value and be sold as "tastier and healthier", not a replacement for the takeaway treat.

2

Choose the right businesses

Identified in the vicinity of the target Schools Neighbourhoods, ten takeaways were shortlisted covering burgers, chicken, pizza, fish and chips, Indian dishes and kebabs.

3

Audit against six criteria

A bespoke audit tool built on the Healthier Catering Commitment covered menu, snacks and drinks, labelling, promotion, children's options and pricing.

4

Engage the owner directly

One to one structured meetings were booked with owners, and each owner's motivation and business priorities were identified.

5

Agree a tailored plan and meal deal

Every business received an action plan, a Healthier Options guide for its cuisine, a healthier meal deal, a co-branded window poster and an A4 counter card.

6

Launch and evaluate

A launch at BGR Boy, Aylesbury on 16 July 2026 was attended by Cllr Isobel Darby. Each business was re-assessed against its baseline in August 2026.

Results

Before the programme, only one of the ten businesses was promoting healthier options. After it, nine were offering improved healthier dishes, labelling them and promoting them through meal deals.

Action area	Before	After
Healthier menu (new dishes, cooking methods, ingredients)	1	9
Healthier menu items labelled	2	9
Healthier options promoted (point of sale, social media)	1	9
Meal deals that include healthier choices	1	9
Healthier drinks and snacks	9	9
Healthier under-12s or teen meal	1	1

Number of businesses out of ten. The tenth, H&Z Grill, reopened after a refit at the end of August, after evaluation began; healthier options were built into its new menu from the start.

The changes are selling, and owners are extending them on their own initiative

BGR Boy

Added a grilled chicken wrap and a Better Choice Range; sells 2 to 3 meal deals a day with incremental, profitable sales.

Chicken Cottage

Sells 4 to 5 healthier meal deals a day, well matched to its younger customers.



Oasis

Rebranded its deal as a "Gym Box" for local gym members; sells 3 to 4 a day and has listed it on Just Eat and Deliveroo.

Azimi's Pizza

Its vegetarian deal is more profitable than meat options and is bringing in new customers.

Where a deal did not sell, owners adapted rather than dropped it. The two chip shops found customers wanted traditional meals, so both are moving to smaller portions of fish, chips and mushy peas instead of ingredient swaps. No business reported the healthier meal deal as extra workload.

Cressex Secondary School has also put up a Good Food Takeaway storyboard in its foyer, taking the message directly to young people.

"We're proud to be part of the Good Food Takeaway initiative. It's given us the opportunity to expand our menu with a Better Choice Range, making healthier options more visible and giving customers even more choice."

Naveed, owner, BGR Boy

"By making healthier options easier to find, more appealing and more affordable, these businesses are making a valuable contribution to the health and wellbeing of our communities."

Cllr Isobel Darby, Cabinet Member for Health and Wellbeing, Buckinghamshire Council

What could this mean for councils

Good Food Takeaway is a practical, low-cost way to change the food on offer around schools, working with local businesses rather than against them. Owners see healthier food as a sales and marketing tool, and all ten want an ongoing relationship with the council.

- **Offer marketing support, not stock.** Posters, menu labelling and social media content are what owners value and struggle to access.
- **Talk to the owner.** Independent owners make the decisions. Franchises with no local control need a head office route, which takes longer.
- **Fit the change to the cuisine.** Smaller portions can work better than ingredient swaps for traditional menus such as fish and chips.
- **Give clear guidance on children's meals.** Several owners want to launch children's deals and need advice on HFSS rules.
- **Plan for simple sales tracking.** Businesses on corporate tills need an easy way to record healthier meal deal sales.

Find out more

To find out how Good Food Takeaway and Good Food Retail could work in your area, contact Rice Marketing - www.ricemarketing.co.uk