**Appendix I: Interview guides**

**Interview guide for local authority participants**

* Can you tell me about your role at *\*your local authority\**?
* Can you tell me a bit about the work you do in relation to the Healthier Catering Commitment?
* How have you approached retailers to involve them in these initiatives?
* Have you had any challenges in working with retailers or engaging them in healthy food initiatives? If so, please explain what they have been.
* How did you find was the best way to overcome these challenges?
* Are there any tools or resources that you rely on to implement these initiatives? (Either within or outside of the local authority)
* Were there any additional resources or tools that would have been useful in addressing these challenges?
* Did you have anything else you wanted to add?
* Is there anyone else at your local authority or other local authorities that you think might be interesting to talk to?

**Interview guide for supporting organisations**

* Can you tell me about your role at *\*your organisation\**?
* Can you tell me a bit about the work you do in relation to the Healthier Catering Commitment?
* How does your organisation support the delivery of the Healthier Catering Commitment?
* Have you had any challenges in supporting the Healthier Catering Commitment delivery? If so, please explain what they have been.
* How did you find was the best way to overcome these challenges?
* Are there any tools or resources that you provide to local authorities to support the delivery of the Healthier Catering Commitment?
* Were there any additional resources or tools that would have been useful in supporting the delivery of the Healthier Catering Commitment?
* Did you have anything else you wanted to add?
* Is there anyone else at your organisation or other local authorities that you think might be interesting to talk to?

**Interview guide for supplier involved in HCC**

* Can you tell me about your role at *\*your organisation\**?
* Can you tell me a bit about how your organisation is involved in the Healthier Catering Commitment?
* How did the involvement with the Healthier Catering Commitment come about? Please step me through the process.
* What kind of products to you supply?
* Who are the main food service outlets that you supply?
* What kind of considerations did you think about when starting this work with the Healthier Catering Commitment? For example, did you consider any potential impact on your businesses profits?
* What do you think the outcomes for your business have been as a result of your involvement with the Healthier Catering Commitment?
* Why do you think your company has become involved in the Healthier Catering Commitment when other suppliers haven’t?
* Are there any challenges that you have experienced or foresee in promoting and selling healthier options?

**Interview guide for evaluation organisation**

* Can you tell me about *\*your organisation\** and your role here?
* Can you tell me a bit about how your organisation is or has been involved in the Healthier Catering Commitment?
* What are some of the other healthy food service or food retail strategies or evaluations that you have been a part of?
* Have you had any challenges in working with retailers or engaging them in healthy food initiatives? If so, please explain what they have been.
* How did you find was the best way to overcome these challenges?
* Are there any tools or resources that you rely on to implement these initiatives? (Either within or outside of the local authority)
* Were there any additional resources or tools that would have been useful in addressing these challenges?
* Did you have anything else you wanted to add?

**Interview guide for industry group**

* Can you tell me about *\*your organisation\** and your role here?
* Can you tell me how *\*your organisation\** sees the role of your industry in healthy eating?
* What are the kinds of initiatives that your industry has implemented to promote healthy eating?
* What do you think is the role for other organisations and sectors involved in the food industry?
* What do you think are the most important factors that influence consumer choice? How does health factor into this? How might this be different from 5 or 10 years ago?
* There are often comments made about how unhealthy food is cheaper – could you comment on that?
* What do you think the role of the government should be in supporting healthy eating?
* Did you have anything else you wanted to add?