

	<b><u>Agenda Item: 13</u></b>
<b>Report to:</b>	<b>Birmingham Health &amp; Wellbeing Board</b>
<b>Date:</b>	<b>30<sup>th</sup> November 2021</b>
<b>TITLE:</b>	<b>Creating a Healthy Food City Forum Update</b>
<b>Organisation</b>	<b>Birmingham City Council</b>
<b>Presenting Officer</b>	<b>Sarah Pullen, Service Lead (Food System), Public Health</b>

<b>Report Type:</b>	<b>Presentation</b>
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### 1. Purpose:

- To provide an update on delivery to date, and current and planned activity on selected work streams within the context Creating a Healthy Food City Forum and wider food portfolio of work.
- To seek approval and input from the Board where noted within the report and as summarised in section 3 recommendations.

### 2. Implications:

BHWB Strategy Priorities	Childhood Obesity	Y
	Health Inequalities	Y
Joint Strategic Needs Assessment		
Creating a Healthy Food City		Y
Creating a Mentally Healthy City		
Creating an Active City		
Creating a City without Inequality		Y
Health Protection		

### 3. Recommendation

The Health and Wellbeing Board is recommended to:

- 3.1 Endorse the outline of the draft Food System Strategy and contribute to the pre-consultation, if required, to shape the final draft.
- 3.2 Note that Birmingham have signed the Glasgow Food and Climate Change Declaration and have made pledges regarding the Right to Food and our plan to act on Food Justice, and to embed this in other HWB work streams.

- 3.3 Participate in the upcoming decisions about how to tackle poverty across the city in response to the recent Food Poverty Core Group workshop and resulting recommendations.

#### 4. Report Body

##### 4.1 Context

**Vision:** Our shared vision is to create a bold, healthy, fair, and sustainable food system, and a prosperous local food economy, where food choices are nutritious, affordable and desirable so all citizens thrive and can achieve their potential for a happy, healthy life.

The main purpose of the Forum is to work together to apply a whole system approach to understanding the food landscape of the city and improving the food behaviours at a population level across Birmingham by ensuring that a joint action plan is developed and delivered.

A wide range of work is underway on the food system agenda and the Council has recruited a new dedicated Food System Team within the Public Health Division to accelerate this work. The final member of the team joined at the end of September 2021. In our team are Sarah Pullen – Service Lead, Bradley Yakob – Senior Officer, Rosemary (Rosie) Jenkins – Officer and Olanrewaju (Lanre) Akinola – Graduate Officer.

The minutes from the 13<sup>th</sup> October 2021 Creating a Healthy Food City Forum meeting can be seen in **Appendix 1**. This report will provide updates to the Board as requested on emerging food strategy and other work of the CHFCF.

##### 4.2 Developing the food system strategy and action plan

###### 4.2.1 Food System Strategy

The Creating a Healthy Food City Forum is in the process of developing a Food System Strategy for the city; an initial outline has been reviewed by the forum, Food Poverty Core Group and other key stakeholders and experts. The feedback received is being used to shape the strategy that will be presented to Cabinet and will go out public consultation in early 2022.

**Vision:** Our shared vision is to create a bold, healthy, fair, and sustainable food system, and a prosperous local food economy, where food choices are nutritious, affordable and desirable so all citizens thrive and can achieve their potential for a happy, healthy life.

###### **Objectives:**

1. Influence and support the food system and supply chains across Birmingham in order to **transform diets to become environmentally sustainable, ethical, and nutritious and support the local economy**. Actions will focus on increasing the supply, demand and consumption of target foods and

drinks.

2. **Develop a resilient food system** that is responsive to changing markets and food supplies by increasing the adaptability of menus and recipes, and improving the desirability of, and skills and knowledge with, a wider range of foods.
3. **Reduce the systemic structural inequalities** of food and nutrition by **improving the availability, affordability, and access** to safe, nutritious foods across Birmingham in every community, for every citizen.
4. Become recognised as a **world leader in urban food system innovation, insights, and research**, with a culture of learning and development and cross-sector partnerships.
5. Create a **thriving local economy**, where the **food system is a major employer**, and businesses and citizens benefit from the **high-quality food sector education and skills development** opportunities on offer.
6. **Facilitate coordinated working** across the city by capturing initiatives, services, local action, and community assets and enable partnership working. Also, improve communication to maximise opportunities, reduce duplication and increase signposting to initiatives.
7. **Identify the barriers, facilitators, and drivers of behaviour change** across the food system and utilise behavioural science and other evidence-based methods to shape action that will bring about immediate and long-term change.
8. **Empower the city** by improving skills and knowledge, enabling local action, overcoming barriers, and ensuring actions are financially sustainable for food businesses and citizens.
9. **Position Birmingham as a food destination** with a flourishing, vibrant food scene that celebrates the cultural diversity of the city and our excellent local produce.
10. **Work in partnership** across the city to achieve our shared ambition to create a healthy and sustainable food city in Birmingham. Develop meaningful engagement and communication with diverse communities, businesses and organisations across the city and mobilise joint action around common food system goals.

**Context:** Birmingham food landscape, and how we connect with local, national, and international strategies and initiatives.

**Big Bold City Approach:** The work streams and actions will be developed through a city-wide lens, with an understanding of how different elements of the food system interact. In addition, the impact the food system has on different people and places, and the impact those people and places have on the food system will be considered, including capturing what drives the decision-making, food behaviours and choices...

- **Across people and communities** including different demographics, life circumstances and those with protected characteristics
- **Across the life course** including early years, children, young people, adults, older adults
- **Across the city** including areas of deprivation, access to supermarkets
- **Across settings** The food system in Birmingham operates across a diverse range of settings. We will work to ensure a joined-up, city-wide approach by undertaking the actions for work streams across the following settings:
  1. **Birmingham City Council** e.g. Council services such as lifestyle services, education, regulation and enforcement and other services
  2. **Public services** e.g. medical settings, libraries, commissioned services
  3. **Research and innovation** e.g. knowledge hubs, innovation companies
  4. **Food business** e.g. catering, restaurants, cafés, canteens, takeaways, farm shops, food delivery services, markets, supermarkets, convenience stores and other food retailers
  5. **Supply chain** e.g. food producers and growers, logistics, delivery
  6. **Workplace and employers** e.g. onsite food offer, workplace policies and initiatives
  7. **Education settings** e.g. early years, nurseries, primary schools, secondary schools
  8. **Further education settings** e.g. colleges and universities
  9. **Community** e.g. community centres, allotments, shared spaces, third sector, initiatives
  10. **Home** e.g. the wide variety of living situations that reflect Birmingham citizens

**Framework for action:** delivering across eight work streams

1. **Food sourcing** – increase sourcing of environmentally sustainable, ethical, and nutritious foods across the food system and support the local economy.
2. **Food transformation** – transform diets and reformulate recipes to contain less fat, salt, and sugar, and more sustainable, less processed and a more diverse range of ingredients.
3. **Food production** – empower citizens to grow, produce and preserve their own food, and enable food grown and produced locally to connect into the city's food system.

4. **Food waste and recycling** – maximise the repurposing of food, distribution of food surplus and recycling, and minimise waste and unsustainable packaging.
5. **Food economy and employment** – create a thriving local food economy and maximise opportunities so the food system is a major employer and citizens benefit from high-quality training opportunities.
6. **Food skills and knowledge** – empower citizens and businesses with knowledge and skills in relation to the food system, including food sourcing, preparation, and nutrition.
7. **Food behaviour change** – identify drivers of behaviours, including barriers and facilitators, and shape actions and solutions to bring about immediate and long-term change.
8. **Food innovation, partnerships, and research** – gather insights and facilitate collaboration, innovation, and research across the food system by working with, and learning from, partners.

**Measuring success:** Indicators for change, outputs, outcomes.

**Governance:** Strategic oversight and delivery, cross-matrix working and connections to other strategies and priorities.

**Food Action Decision-Making and Prioritisation (FADMaP) tool** in order to aid decision-making and prioritising actions. This will ensure actions are:

- Citizen-first
- Celebrating diversity
- Addressing poverty and inequalities
- Healthy and safe
- Environmentally sustainable
- Economically sustainable
- Empowering
- Evidence-based
- Cost-effective
- Scaled and paced
- Learning and improving
- Risk-aware and resilient.

#### 4.2.2 Working Towards a Sustainable Food Places Award

The Sustainable Food Places Award is designed to recognise and celebrate the success of those places taking a joined-up, holistic approach to food and that have achieved significant positive change across key food issues. Birmingham is working to achieve this award by meeting the following criteria:

- Establish a broad, representative, and dynamic local food partnership
- Develop, deliver, and monitor a food strategy/action plan
- Inspire and engage the public about good food
- Foster food citizenship and a local good food movement
- Tackle food poverty
- Promote healthy eating
- Put good food enterprise at the heart of local economic development
- Promote healthy, sustainable, and independent food businesses to consumers
- Change policy and practice to put good food on people's plates
- Improving connections and collaboration across the local supply chain
- Promote sustainable food production and consumption and resource efficiency
- Reduce, redirect, and recycle food, packaging, and related waste

A food strategy and action plan need to be in place for 12 months to be eligible to apply for the award, so Birmingham is aiming to apply in 2023.

Applying for this award gives us access to funding streams, and through a food resilience grant from Sustainable Food Places, The Active Wellbeing Society has been commissioned to develop a growing network, to deliver workshops and to explore how unused land could be used for growing.

#### 4.2.3 National Food Strategy

The National Food Strategy was published in July 2021. The Food System Team have reviewed how Birmingham aligns with the 14 recommendations in the National Food Strategy and identified opportunities. See **Appendix 2** The National Food Strategy Recommendations Brief Summary and Alignment. The National Food Strategy established the national food conversation and movement that has been ongoing since 2019 and started in Birmingham.

Recommendation 14: Set clear targets and bring in legislation for long-term change – highlights the importance and need for cities to have established food strategies, that both reference national targets and the needs of their local communities that we serve.

The Birmingham Food System Strategy, with its scope of eight years, is in a prime position to enable real change at a time where the power, energy, and drive for food system change is at its highest.

The National Food Strategy also recommends actions to escape the junk food cycle and protect the NHS, reduce diet-related inequality, and make the best use of our land: recommendations which are encompassed in the Birmingham Food System Strategy. Within the strategy, we will reference the relevant National Food Strategy recommendations that Birmingham can influence and enable locally.

#### 4.2.4 Citizen Engagement and Insight Work Across Birmingham

Research from Birmingham Food Conversations and other insight projects, including a recent report by Aston University (**Appendix 3**), have been used to

shape the emerging food system strategy and priorities. A series of commissioned focus groups were held with communities of identity and experience as part of the Seldom Heard Voices project to capture people's beliefs and attitudes towards the food system in Birmingham. The final report is now complete and can be viewed via an interactive presentation [here](#).

#### **4.2.5 Food Foundation, partnerships and other organisations in Birmingham involved in the food agenda**

- The Food Foundation Partnership contract, established in July 2020 and in place for two years, assists with the implementation of national and international food policies and guidelines, and specialist advice, support, and management of Birmingham's international relationships. The partners have been in ongoing conversations with the Food System Team to discuss key project deliverables by quarter over the life of the contract.
- Mandala Consortium, whose focus is on transforming urban food systems for planetary and population health, and their project is centred on the city of Birmingham.
- Living Labs from Food Trails funded through the EU Horizon 2020 Programme, is addressing the call "Food 2030 – Empowering Cities as agent of food system transformation".
- There are also other organisations leading work including NIHR School for Public Health Research of which the University of Birmingham is now a member; Centre of Economics of Obesity at University of Birmingham; and also academics, professors and researchers from universities and colleges across Birmingham.

#### **4.2.6 The Glasgow Food and Climate Declaration**

Birmingham has signed the Glasgow Food and Climate Change Declaration which is a commitment by subnational governments to tackle the climate emergency through integrated food policies, and a call on national governments to act. We recognise the role that our city's food system plays in the climate emergency and are working in partnership across the city to address this.

### **4.3 Food Poverty and Food Justice**

#### **4.3.1 Food Poverty**

In October 2021, a workshop took place with the Birmingham's Food Poverty Core Group to establish where food poverty action should sit in light of the considerable overlap with the Food Justice Network, Financial Inclusion Partnership, Creating a City Without Inequality and broader scope of the Creating a Healthy City Food Forum, which now covers more topics across the whole food system and is broader than just a health remit. An options paper has been written and is currently being reviewed by the group, and the Food System Team will action across BCC as needed to bring it to the attention of decision makers and to ensure tackling food poverty, and poverty more

broadly, is embedded and led effectively. The draft options paper is available in **Appendix 4**.

#### **4.3.2 Food Justice Network and Emergency Food Plan**

The Emergency Food Plan was an interim measure during the Covid-19 response; this is a live document that ensures that areas of assistance to the response can be strategically shaped and implemented. The Food Justice Network has been key to coordinating emergency food parcels, and it continues to be a grassroots proactive network and members of the BCC Food Team attend meetings. The members are currently reviewing where their focus and priorities should be going forwards.

#### **4.3.3 Milan Urban Food Policy Pact, Right to Food and Food Justice Pledge**

Milan Urban Food Policy Pact is a European partnership for action on creating healthy food environments in cities and towns. The partnership enables connection with a network of 193 cities across the world to share learning on approaches to food in urban environments. In 2021 Birmingham was elected by other cities to represent Europe in the Pact alongside Barcelona. Birmingham is leading the pan-city thinking on cultural dimensions of the food system and the political narrative around Food Justice. Dr Justin Varney and Councillor Hamilton launched a global city pledge on food justice whilst presenting at the Barcelona conference in October 2021.

As part of this work, a food affordability tool has been developed to examine differences in food availability and prices across Birmingham. It is based on the Lancet EAT Planetary diet. The idea is that this will also be tested in Pune and Johannesburg to see if it is transferable to other countries.

As part of our work representing Europe on Food Justice, we have led the development of a political statement on Food Justice for cities to sign and work with us on. This aligns with the Council's commitment to Right to Food but is more specific to Food Justice. The statement has support from the UN Special Rapporteur on Food Justice and the MUFPP secretariate in Milan. Cities sign up to the statement and then join a virtual network for shared learning facilitated by the Food team within the PH division. We hope that this emerging network will help us better address Food Justice issues in Birmingham as well as providing a national and international platform for the voices of cities to be heard in this space.

*"As city mayors, we are committed to addressing food justice by acknowledging that all our citizens irrespective of status are entitled to safe and nutritious food at all times. We recognise the benefits of a collaborative partnership to address the global challenge of food insecurity exacerbated by the COVID-19 pandemic, climate crisis, and disaster displacement."*

The experience of the pandemic has shone a harsh and hard light on the fragility of food security within urban cities exacerbating existing inequalities in many communities. Birmingham City Council is calling on cities across the world to collaborate with us to raise the voices of cities in national and international arenas and collaborate with us for action on food justice. As an

elected member of the MUFPP Steering Committee, Birmingham is calling on city leaders to pledge towards working collectively to address the United Nations Sustainable Development Goal (SDG) 2 to “end hunger, achieve food security and improved nutrition and promote sustainable agriculture” and ensure that the right to food is enshrined in city food policy. Cities that pledge will be invited to work with us as part of a learning and sharing network to build political networks between cities as we work together to ensure food justice for our citizens across the world.

#### **4.4 Other projects**

##### **4.4.1 International Partnerships**

**The BINDI project** (Birmingham Public Health partnership with Pune, India). How we can maximise sharing knowledge on food systems and work together on creating food smart cities. Both Pune and Birmingham are second cities in their respective countries, both have significant educational footprints of universities and schools, strong links to manufacturing and industry and growing and evolving economies. The partnership is supported by the Food Foundation who are funded to do this by DIFD and Tata Foundation. Work to date through the partnership has included using a shared survey tool for the food conversations with input from the CHEFS unit at KCL, shared learning on Covid food response and sharing of social marketing campaigns. Next steps work is looking to explore drivers of uptake of fast food and out of home hot food rather than home cooking in young adults and exploration of global exchange of food beliefs between urban diverse communities.

**Food Cities 2022 Learning Partnership** is an initiative that supports cities to develop and implement city led food policies and action plans. The aim is to build a network of cities who are developing their food agendas, with a particular focus on low to middle income countries in the Commonwealth. Through the partnership, responsive support and advice will be offered through a combination of events, resources, peer-to-peer learning, and access to experts. The Learning Partnership model was initially piloted in the BINDI project and the success of this project led to the Food Cities 2022 Learning Partnership.

The Food Foundation is also supporting Birmingham with other international work and partnerships, including Johannesburg.

##### **4.4.2 Childhood Obesity Trailblazer Project**

The Childhood Obesity Trailblazer Programme (COTP) seeks innovative action to tackle childhood obesity at local level. The programme is funded by the Department of Health and Social Care and managed by the Local Government Association with support from Public Health England. It is intended to test the limits of existing powers and developing solutions to local obstacles aiming to enable ambitious local action and to achieve change at scale. It is a national project, and several Local Authorities across the country are participating in the programme to tackle childhood obesity at a local level. Within Birmingham we decided on three workstreams to enable the ambition of the COTP programme:

***Workstream 1 Creating a healthy food planning and economic climate through creation and implementation of a developer toolkit.***

The Birmingham Healthy City Planning Toolkit has been designed so Health Impact Assessments can be conducted on planning applications and development plans, and to provide an opportunity to shape the future developments across the city to support health and wellbeing. The toolkit contains a range of questions that help developers consider the health impacts of new developments and shape ideas, and support planners and other stakeholders assess the potential impact of proposed plans and provide recommendations and challenge where necessary.

The toolkit went out for consultation on March 30th and closed on June 30th. We received a total of 22 feedback from strategic members of the community. A draft report is now available capturing the feedback, and the first page captures the key points (see **Appendix 5** Public Consultation Feedback Summary - Healthy Planning Toolkit Oct 2021). The public consultation feedback report will go out to Cabinet for approval and will be delivered alongside Birmingham Food Strategy.

A presentation was delivered at Birmingham City University on Friday 22nd October with built environment department, to share the purpose of the toolkit. We are developing plans on how to embed the toolkit into policy and practice, including the Birmingham Development Plan, which is being reviewed next year, by creating a cross-council partnership between planning and public health. A new Built Environment public health team is currently being recruited and will be able to support this work.

***Workstream 2 Creating a healthy apprenticeship workforce that understands health, healthy eating and can support a healthier food economy, known as the spiral curriculum.***

The Spiral Curriculum is a health literacy course that integrates the use of apprenticeship levy and training programmes to teach health and well-being content. An invite to tender for an educational writer went out and a content developer has created all the preliminary modules. The course focuses on health, food, nutrition, and physical activity and has three courses tailored to different apprenticeship levels (2-3, 4-5 and 6-7) at BCC.

This is a product development project, and the current recordings and module resources are the first draft for review. These will be beta-tested in a pilot study with 30 participants at BCC, and the evaluation conducted by University of Birmingham, including surveys and interviews, will be used to make recommendations of what needs to be changed/strengthened, and will be used to develop a scope for a future final product.

***Workstream 3 Creating a better understanding of food in the city through the Birmingham Basket.***

We had a tender document ready to release to capture food purchasing data

across Birmingham. We also had agreement from the LGA, who are managing the COTP grant, for us to conduct a Birmingham Food System Exploration project to capture insights from across the city about what barriers, facilitators and opportunities there are with regards to making selling healthy food an economically sustainable business choice. However, we have recently made a strong connection with the Mandala Consortium who are conducting a food system research project in Birmingham. We wish to ensure that the COTP proposed work doesn't duplicate what they are already doing on a bigger scale, and ensure our focus is on the gaps they don't cover instead. This means we're holding back on putting the Birmingham Basket tender out until we've spoken to Mandala again. It is likely they already have access to the food purchasing data we were planning to capture and can share it with us at no extra cost (with a data sharing agreement in place), and we can instead tailor our approach with our tender to gather other food system barriers and insights.

#### **4.4.3 UCB Institute of Urban Food Systems**

Partnership due to launch in Winter 2021 with University College Birmingham to create an academic nexus to bring together academics across disciplines and higher education institutions to support work to improve food systems in Birmingham & the West Midlands.

The Institute will host a series of debate dinners to highlight key issues in food system work hosted at UCB Restaurant which is staffed and run by culinary students. The Council is supporting these with subsidised tickets for citizens and young people to ensure the discussions actively involve a broad range of citizens.

#### **4.4.4 Culturally Relevant Eatwell Guide project and the Commonwealth Games**

Ensuring Eatwell Guide healthy eating guidelines are relevant and appropriate for the diverse cultures and communities across the city. Initial scoping exercise and then plan to commission recipes and materials to support a celebration of food culture. There will be a particular focus on Commonwealth communities in Birmingham linking to CWG 2022 legacy.

### **4.3 Next Steps / Delivery**

#### **4.2.1 Food Strategy**

- To ask that the Board endorse the outline strategy (objectives, Big Bold City Approach, Framework for Action and 8 work streams and FADMaP decision making tool) inclusion of the elements in the emerging draft Food System Strategy, today.
- To finalise the Draft Food System Strategy with agreement from partners by November 2021 Creating a Healthy Food City Forum.
- To enter full public consultation in early 2022 with a view to finalising and publishing the Food System Strategy in August 2022.

#### **4.4.2 Childhood Obesity Trailblazer Programme**

- Embed the Healthy City Planning Toolkit into policy and practice, including the Birmingham Development Plan, which is being reviewed next year, by creating a cross-council partnership between planning and public health. A new Built Environment public health team is currently being recruited and will be able to support this work.
- Recruit 30 BCC staff to participate beta-test the Spiral Curriculum health literacy course as part of a pilot study evaluation.
- Finalise plans to capture insights as part of a Birmingham Food System Exploration, and work with Mandala Consortium food systems research study to explore how we can maximise the benefits of working more closely with them.

#### **4.3.3 UCB Institute of Urban Food Systems**

- Finalise partnership with University College Birmingham.

#### **4.3.4 Culturally Relevant Eatwell Guide and Commonwealth Games**

- Complete initial scoping exercise and plan and commission final project.

### **5. Compliance Issues**

#### **5.1 HWBB Forum Responsibility and Board Update**

All work within the remit of the Forum will be reported to the Board as either a presentation or as part of the information updates detailing all Forum activity as per current governance arrangements.

Day-to-day responsibilities are managed:

- Internally via regular Food System Team meetings in line with Agile project management principles (bi-weekly updates as a minimum), and regular updates to the Cabinet Member for Health and Wellbeing through the Public Health Cabinet Member Briefing sessions (as requested).
- With partners through the Creating a Healthy Food City Forum itself, as well as multiple interfaces on shared work packages, objectives, and outcomes.

#### **5.2 Management Responsibility**

Sarah Pullen, Service Lead (Food System), Public Health, Birmingham City Council  
Maria Rivas, Assistant Director of Public Health (Wider Determinants), Birmingham City Council

<b>6. Risk Analysis</b>			
<b>Identified Risk</b>	<b>Likelihood</b>	<b>Impact</b>	<b>Actions to Manage Risk</b>
Continuity if members of staff in Food System Team off sick or other prolonged absence	Low	High	<ul style="list-style-type: none"> <li>-Well organised folders accessible by the whole team</li> <li>-Actions and key dates on calendar and tasks app</li> <li>-All team briefed on whole food system agenda</li> <li>-Team members copied into emails for their information and so they can find information as required</li> <li>-Detailed workplan</li> </ul>

<b>Appendices</b>
See attached 5 appendices. (An additional Appendix 6 maybe added during November as the Food System Strategy is currently being written) Subject to change on final submission to the board.

The following people have been involved in the preparation of this board paper:

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