

	<b><u>Agenda Item: 9</u></b>
<b>Report to:</b>	<b>Birmingham Health &amp; Wellbeing Board</b>
<b>Date:</b>	<b>21 January 2020</b>
<b>TITLE:</b>	<b>CREATING A HEALTHY FOOD CITY FORUM - UPDATE</b>
<b>Organisation</b>	<b>Birmingham Public Health</b>
<b>Presenting Officer</b>	<b>Dr Justin Varney – Director of Public Health</b>

<b>Report Type:</b>	<b>Presentation</b>
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<b>1. Purpose:</b>
To inform the board of the function, priorities and actions of the Healthy Food City Forum.

2. Implications: # Please indicate Y or N as appropriate]		
BHWB Strategy Priorities	Childhood Obesity	Y
	Health Inequalities	Y
Joint Strategic Needs Assessment		Y
Creating a Healthy Food City		Y
Creating a Mentally Healthy City		Y
Creating an Active City		Y
Creating a City without Inequality		Y
Health Protection		Y

<b>3. Recommendation</b>
3.1 To note the function, priorities and actions of the forum.
3.2 To identify whether any of the other forums share and/or can support the priorities
3.3 Where appropriate, offer guidance as to how best this joint-working and/or support can be implemented.

## 4. Report Body

### 4.1 Context

4.1.1 The Creating a Healthy Food City (CHFC) Forum is a sub-committee of the Birmingham Health and Wellbeing Board. The 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.

4.1.2. There are ten objectives set out within the terms of reference for the forum (**Appendix 1**). The overarching objectives of the forum are as follows:

- To deliver a joint vision for addressing current healthy food levels in the city and to exploit opportunities for joint working.
- To develop a robust action plan that will underpin the delivery of the Health & Wellbeing Board's healthier food and obesity priorities and indicators and oversee its delivery. This will be available to be shared at the Healthy and Wellbeing Boards March meeting.

4.1.3 This report outlines the 4 priority topics for the Creating a Healthy Food City Forum (CHFCF) and provides progress to date and next steps. The four priorities over the next twelve months are:

- Developing and maintaining our international relationships to build our reputation as an international healthy food city
- To create and adopt a Food Strategy for Birmingham
- To conduct a year long food conversation, to provide insight and to fill gaps in data and knowledge of food in Birmingham
- To deliver against the objectives outlined in the Childhood Obesity Trailblazer

### 4.2 Current Circumstance

4.2.1 The slides in **Appendix 2** detail the current circumstances that have led to the need for a healthy food city to be established, underpinned by an emerging food strategy. Some of the headline challenges and statistics include:

- There are 1,058 hot food takeaways in Birmingham: 96.1/100,000 population
- There are 27 foodbanks in Birmingham listed by the Trussell Trust
- 23.5% of children in reception are overweight or obese in Birmingham, this rises to 40.3% by the time they are in year 6.
- Only 54.1% of 15yr olds in Birmingham eat at least 5 portions of fruit and veg per day
- 26.1% of 5yr olds in Birmingham have decayed, missing or filled teeth
- The leading causes of life-limiting illness and premature death in Birmingham are caused by lifestyle related behaviours, including those related to food.

### 4.3 Next Steps / Delivery

Currently, the work being carried out to build our reputation as an international healthy food city is dominated by two distinct programmes.

- 1) The Milan Urban Food Policy Pact (MUFPP) (see **Appendix 6**)
- 2) The Birmingham India Nutrition Initiative (see **Appendix 7**)

**MUFPP** is an international partnership for action on creating healthy food environments in cities and towns. Birmingham joined as one of the founding partner cities and won an award for its work with Pune on food in 2015. The partnership enables connection with a network of 206 cities across the world to share learning on approaches to food in urban environments.

There are 7 commitments to signing up to the pact, they can be found in **Appendix 6**.

The next steps are to:

- Use the MUFPP framework to inform development of a framework for creating a healthy food city.
  - (i) A graduate has been recruited and support collection of food related data (Jan - March)
  - (i) The MUFPP framework will be discussed at the next Healthy Food City Forum providing an opportunity for members to input into data collection (January 16th 2020)
- Learn from specific award-winning cities and reflect on how practice can be adapted and adopted in Birmingham in a sustainable way.
  - (i) The Food Foundation will present their findings of a 'Food Policy Audit' on January 16th 2020. The consultant (Shaleen Meelu) will be compiling case studies (from FAO and MUFPP database) to provide examples of how city authorities are implementing the kind of policies highlighted (January - February 2020)
  - (ii) Birmingham is contributing to a second Horizon 2020 application focused on food system transformation. This involves collaboration with 10 cities across Europe including Copenhagen who are award winning in relation to public sector procurement (January 2020)
- Currently exploring funding options to host the MUFPP international meeting in 2022 as part of the Commonwealth Games year of activity. (January 2020)

The **BINDI** Project is a partnership with Pune, India to 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.

In Pune, face to face population surveys have captured the views of over 3,000 households representative of the city demographics delivered by community researchers. They have gathered information on out of home food consumption and purchasing behaviour, focusing on perspectives on policy reform at a City level. This policy update can be found in **Appendix 4** with further information in **Appendix 5**. A similar survey has taken place in Birmingham through the Seldom Heard Voices work.

The next steps are to:

- Write up the findings from the Qualitative focus groups with over 30 seldom heard voices commissioned in Sept 2019 (February – March 2020)
- Collaborate to compare survey findings from citizen food surveys (February – March 2020)
- Explore the potential to collaborate to run parallel social marketing campaigns in Pune and Birmingham, building on the learning from the National Food Mission in India and evaluate impact. (February – March 2020)
- Shared learning around regulatory levers for food licensing, especially in context of new market entrants in home delivery e.g. Deliveroo, Just Eat, Uber Eats (February – March 2020)
- Explore potential around how to stimulate sustainable healthy food business, especially in socio-economically deprived areas (February – March 2020)

### **Birmingham Food Strategy:**

The Food Strategy is currently in the very early stages of development. However, it is anticipated that the strategy will be adopted by the Summer of 2020. The crux of the strategy is currently as follows (however, this may change during the consultation and engagement stages of development and adoption):

The draft vision and ambition sets out the following:

“We want Birmingham to be a city where every citizen can eat an affordable healthy diet, enjoys occasional treats, and knows that the food they eat is ethical and environmentally sustainable.”

“We want Birmingham to be a city where the food economy is vibrant and reflects the diversity of our communities, and is financially successful and sustainable contributing to a circular economy for food which reduces waste and maximises the local assets of the city and west midlands region.”

The draft objectives are:

- Improve the access to affordable healthy sustainable food across Birmingham in every community for every citizen
- Develop a sustainable food city approach across the food system in the city

- Reduce the inequalities in food access and nutritional intake across the city
- Work in partnership with citizens and organisations across the city to achieve the shared ambition to create a healthy food city in Birmingham

An action plan is currently being drawn up to take forward the strategy, this will be presented at the next Forum meeting on the 16<sup>th</sup> January alongside the findings from the initial scoping work carried out with forum members at the first meeting.

### **Birmingham Food Conversation:**

This is a year of pre-planned activity as part of shaping the approach to creating a Healthy Food City in Birmingham. The conversation was started with the hosting in Birmingham of the National Food Conversation led by DEFRA, this coincided with the launch of Birmingham's Seldom Heard Voices series of conversations, and the digital launch of the Birmingham Food Survey. A Public Health priority is to commission a series of targeted focus group conversations about food and nutrition with communities that are rarely heard. There will be specific high profile campaigns throughout the year to coincide with national events, the first one being "Fizz Free February", this aims to reduce fizzy sugary drink consumption.

The findings from these conversations will help influence the development of the Healthy Food City Strategy that is aiming to shape a better food environment for citizens in Birmingham.

The findings from the Birmingham Food Survey will be published in increments of 250 responses received. To date there have been 260 responses received. A report will be presented at the CHFC Forum on the 16/01/20.

All reports from Providers commissioned to conduct seldom heard voices food conversations will be received by 14/01/20.

The next steps are:

- Publish the findings of the Seldom Heard Voices conversations, feeding into the Birmingham Food Strategy and the Forum action plan (February – March 2020)
- Publish the findings of the Birmingham Food Survey (rolling publication), feeding into the Birmingham Food Strategy and Forum action plan (February – March 2020)
- Publish a 12 months Food communication plan (January 2020)
- Conduct a Fizz Free February campaign (February 2020)

### **Childhood Obesity Trailblazer (COTB):**

The COTB is unique to only 5 cities in England, Birmingham recently hosted

the launch of the COTB programme. The programme is responsible to the Dept of Health, the LGA and Public Health England.

Public Health was successful with the COTB bid in June of 2019, this was after successfully implementing a COTB discovery phase programme the previous year. The Trailblazer scheme awards £100,000 per year for 3 years, for Public Health to spend against the COTB implementation plan. The COTB implementation plan covers 3 work programmes (wp1, wp2 and wp3).

WP1 focuses on the built environment and will see Public Health finalise the Healthy City Development Toolkit and pilot this against the Perry Barr Development Masterplan and the Edgbaston Reservoir Supplementary Planning Document. It will also see the development of a sustainable healthy food corridor within the East Birmingham Development programme.

WP2 focuses on the development of a Birmingham Basket. This is similar to the National Basket that is produced to provide consumer insight and trends that assist with understanding behaviours and commissioning intentions and decisions. The Birmingham Basket will allow Birmingham to gain much needed data and insight into consumer food habits to assist with the decision making process of developing a healthy food city.

WP3 focuses on the development of a health and wellbeing spiral curriculum of learning. The purpose of this is to produce a learning programme that can be embedded into the apprenticeship programme of Birmingham City Council, with other interested partners including the NHS, and West Midlands Police. The curriculum will allow for health and wellbeing to be considered from level 0 to level 7 of the apprenticeship scheme, offering opportunities for individual, cultural and corporate considerations and decisions to be made with reference to individual, service user and workforce wellbeing.

The quarter 1 monitoring report is attached in **Appendix 3**. Public Health will be submitting the quarter 2 monitoring report to the LGA at some point in January.

## **5. Compliance Issues**

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

Progress is monitored on a day to day basis by Public Health. Reporting lines are from officers to the Public Health Lead for Place, into the Assistant Director and Director of Public Health. The strategy, action plan and any project plans are reported into the CHFC Forum and are also reported into the Chair of the Forum and Chair of the HWBB via Cabinet Member briefings and standing agenda items. External progress is monitored where necessary by awarding bodies, for example the COTB is monitored by the LGA and a wider steering group.

### **5.2 Management Responsibility**

Kyle Stott, Public Health Lead for Places and Dr Justin Varney Director of Public Health

<b>6. Risk Analysis</b>			
<b>Identified Risk</b>	<b>Likelihood</b>	<b>Impact</b>	<b>Actions to Manage Risk</b>
Strategy is not adopted	low	high	Comprehensive action plan developed, signed off and monitored by the forum
Low citizen participation in conversation and engagement	low	high	Communications plan developed and
COTB objectives are not met	medium	low	Task and finish groups for each WP have been established. Monthly check-ins with LGA. External funding has been awarded for expert support

<b>Appendices</b>
<p><b>Appendix 1:</b> Terms of reference</p> <p><b>Appendix 2:</b> Healthy Food City and Food Survey presentation</p> <p><b>Appendix 3:</b> Childhood Obesity Trailblazer: Quarterly report</p> <p><b>Appendix 4:</b> Birmingham India Nutrition Initiative (BINDI) Policy Update</p> <p><b>Appendix 5:</b> Birmingham India Nutrition Initiative (BINDI) presentation</p> <p><b>Appendix 6:</b> Milan Urban Food Policy Pact (MUFPP) presentation</p>

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

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