

The National Food Strategy: The Plan

Recommendations Summary & Alignment

Recommendation 1: Introduce a sugar and salt reformulation tax. Use some of the revenue to help get fresh fruit and vegetables to low income families

Government should introduce a £3/kg tax on sugar and a £6/kg tax on salt sold for use in processed foods or in restaurants and catering businesses to encourage business and manufacturing to reformulate their products to use less sugar and salt. The rate of £6/kg tax on salt is higher due to smaller amount used in products, resulting in a higher rate to encourage active reformulation.

The SDIL would be replaced by the Sugar Tax, and the new tax would apply to all sugar and sweetening ingredients (except raw fruit) at a rate of £3/kg which is approximately the same rate as the current SDIL.

Recommendation	BCC Projects Alignment	Draft BCC Food Strategy Alignment	Opportunities
<p>Introduce a sugar and salt reformulation tax. Use some of the revenue to help get fresh fruit and vegetables to low income families</p>	<ul style="list-style-type: none"> • Whisk B2B – Supporting local businesses (specifically SME and restaurants) to proactively assess and reformulate products to reduce sugar and salt in line with the NFS. • COTB: Birmingham Basket – identifying localised baselines of consumer habits and be able to use these baselines as levers to effect change, to measure these changes, and to be able to report success. • COTB: Spiral Curriculum – Educating apprentices on taking active change with healthy food options both personally and within their roles will enable proactive decision making from production through to consumption regarding sugar and salt in produce. • Birmingham Emergency Food Plan: Food & Drink Manufacturing Recovery Plan, Food Systems Vulnerabilities Mapping, Food Justice Network • Bhealthy Webinars: Prioritising Healthier Eating Behaviours and Buying. 	<ol style="list-style-type: none"> 1. Food Production: Opportunity to encourage reformulation of food production organisations to align with the Sugar and Salt rates. 3. Food Logistic / Supply Chains: Same as above 4. Food Retail – Home: Accounting the effect of a sugar and salt tax on consumer behaviours, availability, accessibility, and encouraging healthier food buying behaviours. 5. Food Retail – Out of Home: Encouraging and enabling OoH businesses to reformulate their food offer to the city to bring sugar and salt rates in line with the NFS and keep costs down for them and consumers. 	<ul style="list-style-type: none"> • Birmingham Food Strategy – Align the contents, language and ambitions of the Birmingham Food Strategy with the NFS on a localised level. • Whisk B2B and C2C – Reposition the offer of the Whisk platform as a tool for both consumers and business (specifically SME’s and restaurants/catering) to prepare for the incoming tax changes and reformulate to avoid incurring costs/losing customers. • COTB: Spiral Curriculum – Opportunity to include the prioritisation of healthier food buying within the module, with incentive in the later project goal of SME’s and Food Apprentices accessing the Spiral Curriculum which particularly covers sugar, salt, and advantages of healthier buying/production behaviours.

	<ul style="list-style-type: none"> MUFPP: International support for system change at national and local systems. Mexico is mentioned as an example of good practice with reformation of produce and Mexico City is a member of MUFPP – presenting a unique opportunity to learn and grow from Mexico City’s experience with their national reformation taxes. 		<ul style="list-style-type: none"> “Community Eatwell” Social Prescribing Programme – See Recommendation 7.
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Recommendation 2: Introduce mandatory reporting for large food companies

All food businesses with over 250 employees should have a legal duty to publish annual data on their sales of various product types as well as food waste. The report should include (both value in £ and vl/t) and be reviewed every five years for:

- Sales of food and drink high in fat, sugar or salt (HFSS) excluding alcohol.
- Sales of protein by type (of meat, dairy, fish, plant, or alternative protein) and origin.
- Sales of vegetables and Sales of fruit.
- Sales of major nutrients: fibre, saturated fat, sugar and salt.
- Food waste.
- Total food and drink sales.

The FSA should hold responsibility for collecting and creating a platform for reporting, establishing a common set of definitions/data standards. FSA should also ensure that the data recording aligns with current reporting mechanisms to maximise reporting and avoid proliferation in business metric reporting. FSA would report the findings in their annual report to parliament on the state of the food system.

Recommendation	BCC Projects Alignment	Draft BCC Food Strategy Alignment	Opportunities
Introduce mandatory reporting for large food companies	<ul style="list-style-type: none"> COTP: Birmingham Basket – The exploration of consumer buying behaviours can assess the data reported from manufactures. Both manufacture and end consumer evaluation. 	<ol style="list-style-type: none"> Food Production – Enabling organisations to reformulate production and encourage the healthier product creation to not stand out in reporting. Food Transformation – See above. Recycling & Waste – The need to report food waste will encourage better practice with food waste and enable better practices. Data & Evidence – The data disclosure from businesses will enable Birmingham to make more informed 	<ul style="list-style-type: none"> COTP: Birmingham Basket – There is an opportunity to extend/develop the Birmingham Basket to become the “Birmingham Production Basket” to provide a voluntary option for SME and smaller food businesses to share their data with BCC PH.

		decisions and align action plans with annual production/buying patterns.	
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Recommendation 3: Launch a new “Eat and Learn” initiative for schools

DfE should launch a “Eat and Learn” initiative for all children 3 – 18yrs, in partnership with Office of Health Promotion to ensure eating well is part of every child’s school experience. The “Eat and Learn” initiative will involve the 5 key elements: 1) Curriculum Changes, 2) Accreditation, 3) Inspection, 4) Funding, 5) Recruitment and training.

1) Curriculum Changes

- DfE to update the EYFS Framework to add Sensory Food Education for all EY settings.
- Reinstate the Food A-Level which should undergo a substantial redesign with food education experts. The new A-level should include learning about the food system and where our food comes from, and how the food we eat affects the environment and our health.

2) Accreditation

- Schools should be encouraged to adopt a “Whole-School Approach” to food by ensuring food is integrated into the life of the school.
- The Government should require all schools to work with accreditation schemes - such as Food for Life - to improve school food and education using this whole school approach. The accreditation bodies would provide training and support for leaders and staff. All schools should strive to achieve bronze certification.

3) Inspection

- Ofsted should assess, conduct deep dives, and publish regular “research reviews” of Food and Nutrition, providing the same level of scrutiny and rigour that is given to subject such as English, Maths, and Reading (Primary only).
- Ofsted should ensure the mandatory certification under the accreditation scheme has been successfully executed and consider the certification award level in their overall school rating.

4) Funding

- Government should pay for the ingredients that children use in cooking lessons (as they do for schoolbooks), in early years settings as well as in schools. Teachers must be given the time, equipment and support to be able to order, prepare and store these ingredients, including funding support staff where necessary.

- We recommend that the government doubles the funding for the School Fruit and Vegetable Scheme, from £40.4m to £80.8m. But it should give the money directly to schools rather than administering the scheme centrally.
- There should be an entitlement to at least one portion of local fruit or vegetables a day for every infant school pupil. Schools and their caterers should be encouraged to use the dynamic procurement scheme (see Recommendation 13) to purchase fruit and vegetables from local suppliers. The Government should provide comprehensive guidance and training on how they can do so.

5) Recruitment and training

- Primary School teachers should be upskilled and given guidance to deliver food & nutrition curriculum. Secondary level training/recruitment of Food teachers in key to tackle the workforce shortage.
- DfE should monitor the number of food teachers and actively recruit/attract more specialists to tackle the skill shortage. There should also be a focus on improving information on how to become a food teacher and reinstate the food teacher training bursary.
- The implementation of all these changes should be placed under a dedicated Eat and Learn team in DfE.
- DfE should update the School Food Standards to align with the Reference Diet (see Recommendation 14), and immediately ensure the Standards reflect SACN on sugar and fibre consumption in children.
- To support school leaders an interactive website for the initiative should be created by the DfE and the Office for Health Promotion. It should signpost schools and early years providers to the best materials available, and to expert organisations who can support the goals of the initiative.

Recommendation	BCC Projects Alignment	Draft BCC Food Strategy Alignment	Opportunities
Launch a new “Eat and Learn” initiative for schools	<ul style="list-style-type: none"> • COTB: Spiral Curriculum – Provides food and nutrition education for secondary level and above. Will also upskill and develop apprentice educators within settings. • Whisk C2C – Is already being used with HAF in education children and young people about food, ingredients, nutrition and encouraging cooking. • Bhealthy Webinars – A suite of food and nutrition training ready and utilised for localised education. 	<p>4) Food Retail – Home: Understand and reformulate the approach to home cooking through children and young people accessing better understanding of food and nutrition in the education.</p> <p>5) Food Retail – Out of Home: Observing education settings as OoH Food Places focuses the approach in ensuring education settings provide nutritious food offer, adequate food and nutrition education, and drives community behaviours.</p> <p>6) Recycling & Waste: Education and education settings have an important role</p>	<ul style="list-style-type: none"> • COTB: Spiral Curriculum – Following the evidence collection of the Spiral Curriculum, we could inform the development of an online development modulation of Food and Nutrition for all education staff in a tiered format depending on whether the setting is EYFS, Primary, Secondary, FE, HE settings. • EYF Sensory Food Commission – We could work with our Education Department to create a commission for EYFS settings to enable Sensory Food Learning with evaluation to prepare Birmingham providers for governmental change. This will also open ongoing development/discussion with Education Partners

	<ul style="list-style-type: none"> • Birmingham Emergency Food Plan – Cooking Skills Sessions and BHealthy programme supported many of the above aspects in a limited manner. • CWG: EatWell Guides - Internationalise and personalise the EatWell guides for localised communities (interpret at community levels). This will aid educators and school settings in making EatWell guides accessible for both education purposes and catering goals. 	<p>in both education future generation on recycling & waste behaviours, and in ensuring they champion sustainable behaviours in their catering and lesson environments.</p> <p>7) Food Beliefs & Behaviours: Incorporates all above statements as the 'Golden Thread' and aligns with all the Recommendations benefits.</p>	<p>for ongoing development of the "Eat & Learn" programme.</p> <ul style="list-style-type: none"> • School Food For Life Accreditation Support – Our established connection with the Soil Association, we are in a prime position to create/support all education providers within Birmingham to proactively pursue Food For Life Accreditation by creating a support package for education settings and upskilling our education department to provide ongoing support to settings during their application stage to achieve bronze standard. • School Staff Upskilling Programme – This aligns with the Spiral Curriculum and suite of training already created. We can go a step further and establish a collection of tools that can be shared via the BGFL platform for all education settings as a mandatory module for education setting staff to upskill existing workforce. • PH/CityServe Collaboration – Utilise our partnership with CityServe to envision the NFS and what steps can be taken now with a working group. The primary focus will be on achieving the aim of having the canteen/catering staff as the "heart of the school". • Recruitment Network Collab between UCB/PH/Education – UCB HUB is growing in influence and is the central point for Food, Catering, and Nutrition training. There is an opportunity to create a Recruitment Network/Pipeline to support our education settings in filling the staff shortfall by establishing placement pathways for students to lead and learn within school's food education.
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Recommendation 4: Extend eligibility for free school meals

Government should: Raise the household earnings threshold for free school meals (FSMs) from £7,400 to £20,000. Extend eligibility to children who are undocumented or have No Recourse to Public Funds (NPRF). Enrol eligible children for free school meals automatically.

This would increase the number of children benefiting from free school meals by 1.1 million, at a cost of £555m per year. The Department for Education (DfE) should bid for these funds in the upcoming Spending Review.

Recommendation	BCC Projects Alignment	Draft BCC Food Strategy Alignment	Opportunities
Extend eligibility for free school meals	No localised projects	<p>5) Food Retail – Out of Home: School meals are key within our strategy. By ensuring that full opt-in is accounted for and that all school meals are highly nutritious.</p> <p>7) Food beliefs and behaviours: See above</p>	<ul style="list-style-type: none"> Local FSM Supplement: Localised extension to the FSM programme to expand the reach of the Free School Meals in line with the recommendation. We aware that this is an ambitious and complex opportunity however it is key we scope all possible avenues. Fighting the stigma & Increasing the take-up: FSMs often come with historical and inaccurate stereotypes which reduce “opt-in” by families who would benefit the most from the programme and many parents/guardians are simply unaware of the FSMs or how to apply – all these facts put our CYP and families at risk. We can produce a tailored campaign, working with our Education Department, to fight the stigma surround FSM, increase the awareness of the programme so more family’s “opt-in”, and establish a clear unified approach to applying that simplifies the process for families.

Recommendation 5: Fund the Holiday Activities and Food programme for the next three years

Gov should extend the HAF programme for 3 years past 2021 and evaluate the current provision of 4 weeks in summer and 1 week in Christmas and Easter is enough in ensuring vulnerable children are not going hungry.

Recommendation	BCC Projects Alignment	Draft BCC Food Strategy Alignment	Opportunities
Fund the Holiday Activities and Food programme for the next three years	<ul style="list-style-type: none"> • HAF Programme Oversight: We currently sit on the HAF Programme Board locally and support/influence their input. • WHISK B2C: We have provided bespoke support for the HAF programme to utilise the WHISK platform for children, families, and their partner organisations to enhance the food and nutrition offer during the Summer HAF. 	<p>5) Food Retail – Out of Home: Meals provided for children during the holidays are key within our strategy. By ensuring that children don't go hungry is accounted for and that all HAF meals are highly nutritious.</p> <p>7) Food beliefs and behaviours: See above</p>	<ul style="list-style-type: none"> • Local HAF Programme Supplement: Localised extension to the HAF programme to extend the duration into 2022 (if gov opt not to adopt this recommendation) in line with the recommendation.

Recommendation 6: Expand the Healthy Start scheme

Gov should expand the Healthy Start voucher scheme to all households earning under £20,000 with pregnant women or children under five. It should take steps to increase uptake among people who are eligible.

At the same time as expanding the scheme, the Government should attempt to increase uptake among eligible people by:

- Running a £5m communications campaign to publicise the expansion of the scheme.
- Making sure public information on the scheme (such as the website and leaflets) is up to date.
- Making the application process simpler.
- Making sure GPs, health visitors, midwives, social workers and early years workers are aware of the scheme and can help eligible families to apply. This could involve:
 - Updating the IT system GPs use so they are informed about Healthy Start.
 - Making it standard practice to give application forms to parents when they first record a pregnancy or when their children are born.

- Making sure application forms are readily available in GP surgeries, children’s centres and other settings where pregnant women and mothers are likely to be.
- Encouraging local authorities, Clinical Commissioning Groups and hospital trusts to support people who work with pregnant women and young families (e.g. welfare rights workers, people working in food banks and community volunteers) to help them access the scheme.
- Continuing with plans to digitise the scheme (while ensuring alternative options are still available for those without digital devices).
- Considering how the scheme could be developed to allow purchases to be tracked, to allow more thorough evaluation of the scheme.

Recommendation	BCC Projects Alignment	Draft BCC Food Strategy Alignment	Opportunities
Expand the Healthy Start scheme	<ul style="list-style-type: none"> ● Cllr Hamilton & Political Campaign: Cllr Paulette Hamilton has been instrumental for Birmingham and Nationally in expanding the Healthy Start Scheme and increasing the sign-up within Birmingham, working closely with the CYP Team within Public Health and The BUMP partnership. ● Healthy Start Scheme Expansion: CYP Team have been visiting partner’s networks and front facing organisations (midwifery, food bank, religious org, and more). They hosted a webinar fact finding initiative which was well received and attending. Front line staff had misunderstood that the scheme had come to an end and disillusion around what the Healthy Start scheme was. Plan to have a local campaign to increase uptake, in line with national revitalisation. This will go live in September with packages for front line staff, healthy eating links and healthy recipes, community services, and activities. Will go live to schools, GPs, pharmacies, food banks and more. Secured in the BCU midwifery module for healthy eating and presenting on the healthy start programme. Also working with CLLR to promote the service to improve the uptake which was at 61% and have seen a 1% increase each month with the hope of sharp increase after update in September. In October there is a plan to role a digital option of the Healthy Start Scheme in line with national trail. Birmingham is campaigning/lobbying for automatic registering – opt-out system rather than an opt-in system and currently awaiting. 	4) Food Retail – Home: This recommendation will have a major positive financial and health impact on the food choices and behaviours at home of our most vulnerable citizens.	<ul style="list-style-type: none"> ● Internal Collaboration: CYP Team and Food Team should aim at creating a co-production approach to improving the Healthy Start Scheme within Birmingham – establishing a flagship model to showcase nationally. Working to create and utilise existing platforms such as the Creating a Healthy Food City Forum, WHISK B2C, Diverse Birmingham Eatwell Guide, and more to expand the offer of the local HS Scheme.

	<ul style="list-style-type: none"> • WHISK B2C: Opportunity to work in connection with the CYP revitalised Healthy Start Support packages by providing an online food and nutrition support platform for sharing healthy eating options with discussion and communication options. • The Diverse Birmingham EatWell Programme: The Food Team are currently looking to go out to commission to create a diverse and inclusive EatWell Guide that will account for different cultural foods and eating behaviours. This will also accompany an accredited system to upskill community leaders to deliver EatWell advice and services locally, tailored to the community's needs. 		
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Recommendation 7: Trial a “Community Eatwell” programme (CEP), supporting those on low incomes to improve their diets.

The Gov should trial a “Community Eatwell” programme to provide targeted healthy eating support for people of low incomes. Gov should run a pilot to assess the programme and the roll out nationally.

Pilot projects should identify patients in need of dietary support and refer them to a Link Worker (non-clinical specialised healthy eating staff), who would design a programme for the patients’ needs and link them in local services. The patients would receive an “Eatwell Prescription” which will entitle them to free fruit and veg, alongside healthy eating programmes such as cooking classes in community kitchens. The Link Worker will also act as a source of motivation and ensure engagement in the patient’s personal programme.

Up to seven Primary Care Networks (PCNs) should be invited to bid for the chance to set up their own pilot programmes, to run over three years. The PCN would use social prescribing and other interventions to support healthy changes in behaviour, increasing fruit and vegetable consumption.

The programmes should be devised locally to ensure existing facilities and initiatives are utilised in the programmes and that the interventions are suitable to local needs.

After the 3-year pilot, a detailed evaluation should be conducted before rolling out nationally.

Recommendation	BCC Projects Alignment	Draft BCC Food Strategy Alignment	Opportunities
<p>Trial a “Community Eatwell” programme, supporting those on low incomes to improve their diets.</p>	<p>No specific projects align directly with this current recommendation however:</p> <ul style="list-style-type: none"> • Whisk B2C: The online platform provides an avenue for the Link Worker to upload healthy and nutritious recipes to be utilised with the fresh produce. Also, the online discussion portal creates the opportunity for the “Community EatWell” participants to communicate and share their experiences. • MUFPP: With our senior membership within the MUFPP and Cllr Hamilton’s role on the steering group – we can establish a learning relationship with Washington DC who are also members, and have a successful food and eat well prescription programme since 2013 (Food as Medicine Programme) • Neighbourhoods Network Scheme: The NNS has established the effectiveness of community social prescribing and partnerships which can be pulled into trialling the programme under the pilot model when government announce interest. • CHFC Forum: The CHFC Forum membership is prime collective for actioning elements of the ‘Community Eatwell’ programme with community kitchen leaders, NHS & GP Leads, growing and food providers in place acting as an establish network. This can go further with the Creating a Healthy Food City Partnership group (see opportunities). 	<p>3) Food Logistics/Supply Chains: The prescription and social prescribing model will act as a radical remodelling of the current food supply chains – allowing for locally grown healthy and nutritious food to be prioritised and championed over alternative cheap options.</p> <p>4) Food Retail – Home: The link workers and the extended programme of community cooking/recipe sharing will change the way in which the most vulnerable families buy produce and cook at home.</p> <p>7) Food beliefs & behaviours: See above.</p>	<ul style="list-style-type: none"> • Creating a Healthy Food City Partnership: Establishing a local cross-sector food partnership involving public and third sector, business and community representatives; including those with lived experience of food issues as well as organisations and institutions. This partnership will feed up into the CHFC Forum and act as an operational partnership linking in as many key/influential stakeholders. This group will also help us to meet the needs of the SFP Award scheme and by aligning the partnership with the ‘Community Eatwell’ programme will place the city at Silver Award. • Pilot City Status: The NFS has recommended that Gov look to pilot the ‘Community Eatwell’ programme, we should work closely with Food Foundation to ensure we are considered to pilot the scheme within the city. • Learn & Collaborate Internationally: As mentioned with the MUFPP section – we have a prime opportunity to expand our international relationships with Washington DC who are also active members within the MUFPP and have been flagged within the NFS for their Food as Medicine Programme which has informed the ‘Community Eatwell’ programme.

Recommendation 8: Guarantee the budget for agricultural payments until at least 2029 to help farmers transition to more sustainable land use

Defra should guarantee the budget for agricultural funding until 2029, maintaining it at its current level of £2.4bn (in real terms). It should ring-fence £500m–£700m of this money for natural carbon removal and restoring semi-natural habitats.

The Government should ring-fence £500m–700m for schemes to encourage natural carbon removal and habitat restoration. These schemes would incentivise farmers to convert their less productive land into nature-rich, carbon-sequestering landscapes.

Recommendation	BCC Projects Alignment	Draft BCC Food Strategy Alignment	Opportunities
Guarantee the budget for agricultural payments until at least 2029 to help farmers transition to more sustainable land use	This recommendation is outside the power of BCC. However, our Food System Dialogues work with The Food Foundation will include a specific event with Farms and Producers to ensure their voices are heard and gather their thoughts on the Food Systems.	<ol style="list-style-type: none"> 1) Food Production – As part of our Food Strategy, we will work with local farmers, and producers to support new ways of utilising farming land and creating new sustainable routes for food production. 2) Food Transformation – Working with farmers and food producers to promote new plant based and sustainable growing behaviours. 	<ul style="list-style-type: none"> • Sustainable Food Growing Marketing Stimulation: We are looking to hold, with our partners within the International Department, a CWG & International Partners Food Summit which will look a production, sustainability, and the Food System. This is a prime opportunity to start the discussion, development, and stimuli for encouraging new sustainable growing industry in Birmingham.

Recommendation 9: Create a rural land use framework based on the Three Compartment Model.

Defra should devise a Rural Land Use Framework, to be in place by 2022 and should work with the Local Nature Recovery network to prepare a National Rural Land Map. This will include data on productivity of farmed land, priority areas for the environment, areas where significant pollution, and the England Tree Strategy, England Peat Action Plan, and Local Nature Recovery Strategies.

The framework will provide detailed assessments of the best way to use any given area of land and inform the many existing incentive schemes and land-based strategies in Defra. This will also include the best way to achieve a “three compartment model” on farming yield and development land.

Land changes cannot be imposed by central Gov and should focus on ensuring the framework creates access to National Rural Land Map, key in decision making central and local government, join up the current eight different schemes, and shape regulatory priorities moving forward.

Recommendation	BCC Projects Alignment	Draft BCC Food Strategy Alignment	Opportunities
<p>Create a rural land use framework based on the Three Compartment Model.</p>	<ul style="list-style-type: none"> COTP – Healthy City Planning Toolkit: The toolkit incorporates Climate Change within its reach for large land use applications. This currently accounts for nature conservation and biodiversity. There is more that can be included within the toolkit – see opportunities. 	<ol style="list-style-type: none"> 1) Food Production – Food Production is key element of our Food Strategy and will incorporate the use the ‘Three Compartment Model’ to inform food production decisions at a local authority level. 2) Food Transformation – The use of sustainable food methods such as agroforestry and ensuring land is used in a combined 6) Recycling & Waste – The current title is not broad enough to strategically include all elements of sustainability improvement we can achieve and influence within the Food System. To include this recommendation, we can change the theme to “Whole System Sustainability”. 	<ul style="list-style-type: none"> COTP – The Healthy City Planning Toolkit: The current toolkit while still in consultation stage and before delivering to Cabinet for final implementation; we have a opportunity to incorporate the “Three Compartment Model” to the toolkit with links for land use application to consider elements of sustainable land use within the Climate Change supplement.

Recommendation 10: Define minimum standards for trade, and a mechanism for protecting them.

Government should establish a list of core standards which will direct all future trade deals and establish mechanisms that will protect the standards into the future. These should cover animal welfare, environment and health protection, carbon emissions, antimicrobial resistance, and zoonotic disease risk.

The Government should set out a list of minimum standards which it expects imported food to meet in support of the objective of a healthy and sustainable food system. These will include areas where we thrive such as animal welfare and environmental protection, conversely, must extended further to include the reduction of serious harms overseas.

The Government should also set out a mechanism which it proposes to use to defend these standards in trade deals. This mean that no trade deal will lower UK standard and/or open the UK market to imports that do not comply with the standards.

To avoid breaching World Trade Organisations Anti-Protectionism rules, Gov should consider implementing tariff reductions within Free Trade Agreements for products that comply with the UK core standards. Noncompliant products would incur the UK’s full tariff, which is significant enough to keep noncompliant

products from flooding the market. This mechanism is supported by the Trade and Agriculture Commission and the government must establish standards and mechanisms before moving forward with trade deals with countries such as USA and Brazil.

Recommendation	BCC Projects Alignment	Draft BCC Food Strategy Alignment	Opportunities
Define minimum standards for trade, and a mechanism for protecting them	<ul style="list-style-type: none"> International Partnerships (MUFPP, Delice, Horizon): Our international partnerships and our positions of influence within these partnerships provides insight into the potential to influence members states/cities to adopt UK core standards. There is also the opportunity to learn from member states on effective city level standards for trade to champion positive standard and mechanism approach. 	<ol style="list-style-type: none"> 1) Food Production – This recommendation directly influences and impacts on the production of both domestic and international produce to comply with a core UK standard. There is the opportunity to align our Birmingham Food Strategy with potential levers/standards than can influence all forms of production, transformation, and trade. 2) Food Transformation – See Above. 3) Food Logistics/Supply Chains – See Above. 	<ul style="list-style-type: none"> Birmingham Food Buying/Trade Charter – We have the opportunity, in collaboration with the Creating a Healthy Food City Forum and The Greater Birmingham Chamber of Commerce, to establish a Birmingham Core Standard for trade/buying of produce that will outline what Birmingham businesses should look for such as animal welfare, environment and health protection, carbon emissions, antimicrobial resistance, and zoonotic disease risk. We can then create a Birmingham Food Buying/Trade Charter that awards businesses with accolades and/or incentives for meeting the standards.

Recommendation 11: Invest £1 billion in innovation to create a better food system.

The Government, as part of its Innovation Strategy, should invest in transforming the food system. This should include:

- **Challenge funding for healthy and sustainable diets** - Establishing a £500m fund, managed by UK research and Innovation (UKRI), to invest in innovation for healthy and sustainable diets, including £75m for alternative proteins.
- **Farmer-led Innovation & Methane suppressants** - Ensuring the £280m Defra has already earmarked for innovation through the Agricultural Transition Plan supports a full spectrum of “farmer led” approaches, with priorities including agroecological farming, horticulture, and methods for reducing methane emissions from cows and sheep. Defra’s £280m fund should also specifically include investment to develop new technologies to suppress methane emissions from cows and sheep, and to encourage their take-up by farmers.
- **Fruit and vegetable production** - One priority for Defra should be fruit and vegetable growing, with its innovation funding becoming a key component of an ambitious growth strategy for fresh produce, developed with the industry. This should be supported by a wider programme of investment to

boost horticultural productivity sustainably, creating a less bureaucratic, more inclusive and better funded successor to the previous EU Fruit and Vegetable Regime.

- **Alternative Proteins Cluster** - £50m to help build, fund and support an innovation cluster where scientists and entrepreneurs can develop, test and scale up new alternative proteins.
- **What Works Centres** - Setting up two What Works Centres, with a combined endowment of £200m, to strengthen the evidence for farming and food policies.

Recommendation	BCC Projects Alignment	Draft BCC Food Strategy Alignment	Opportunities
<p>Invest £1 billion in innovation to create a better food system.</p>	<ul style="list-style-type: none"> • WHISK: We have directly influenced and funded innovation through the propriety WHISK (Samsung) digital platform which intends to create a social and connected food discussion platform that will connect the world. The platform also offers both a free B2C platform, as well as a unique B2B platform for improving the food system at retail/production stage. • International Learning & Sharing: Our international partnerships via MUFPP, Delice, Horizon’s and more have acted in a similar way to the What Works Centres – with Birmingham both showcasing research and innovation within the cities Food System, and also allowing us to learn from a plethora of other cities on their approaches and on what works for them. 	<p>1 to 8) Cross Cutting with all streams of the Birmingham Food Strategy – The importance of research and innovation with our approach to radical change of the Food System of Birmingham and the UK must be underpinned by sound/constant research and insured/supported innovation.</p>	<ul style="list-style-type: none"> • DIPS & Steamhouse Collaboration: We are currently looking at working with DIPS and Steamhouse to create an opportunity for a new digital start-ups and SME’s to create a bespoke online food system map for public and service provider access. This will help to connect innovation and start the discussion within Birmingham on the importance on whole system innovation in food. • Extra Strategy Stream/Cross Cutting Stream: There is an opportunity to reposition the Birmingham Food Strategy to either have a focus on research and innovation or ensure that it is cross-cutting throughout the strategy. This will better align our future approach to the NFS and possibly position us better to take advantage of future funding/WWC outputs. • Cross-sectional Grassroot Partnership: The recommendation repeatedly highlights the importance to share/communicate and innovate with farmers/producers rather than marginalise them. We could look to

			<p>establish a Cross-Sectional Grassroot Partnership of 'on-the-ground' people from every stage of the food system. This will unify the food system discourse, support our approach to the SFP, and further strengthen the CHFC Forum by acting as the operational group (?Creating a Healthy Food City Partnership?)</p> <ul style="list-style-type: none"> • Possible £250m funding for non-commercial (e.g. public health) innovation projects: The recommendation suggests that £250m of the £1b, should be allocated to Public Health innovation projects. If we work to meet the above opportunities and continue to build of our current projects, we should be able to access the funding. It would be advantageous for lobbying and strategic national discussions to take place now to influence the funding pot.
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Recommendation 12: Create a National Food System Data programme.

Government should create a National Food System Data Programme to collect and share data, so that the businesses and other organisations involved in the food system can track progress and plan. The programme should connect two main areas of evidence: data about the land (pre-production and will inform Recommendation 9) and data on food production, distribution, retail and the environmental and health impacts of that food (post-production and will inform Recommendation 2).

These two areas of evidence should be connected through a single programme, to create a clear, accessible and evolving picture of the impact our diet has on nature, climate and public health, to help guide decision making throughout the food system.

The key data should be published using visualisation dashboards that make it easier for users to compare information, model future scenarios and assess the effectiveness of different policies or logistical models.

Our initial recommendations for food system metrics against which data should be collected are set out in [Table 1 \(click here\)](#), alongside bodies that currently hold at least some of those data. In addition, the food system is closely connected to many other systems, both national and international. Over time, data on transport, energy, environment, healthcare and so forth should be added to the programme.

Recommendation	BCC Projects Alignment	Draft BCC Food Strategy Alignment	Opportunities
Create a National Food System Data programme.	<ul style="list-style-type: none"> • COTP – Birmingham Basket: The Birmingham Basket work programme will be a localised data exploration of the buying behaviours within Birmingham to create a baseline for consumer habits and use as levers to effect change, measure influence, and report success. The Birmingham Basket will potentially be the first of its kind at a local level and can be used as a flagship approach to the value of a National Food System Data programme. • WHISK – B2B & B2C: WHISK provides an alternative approach to data collection and use but aligns with the post-production element of understand both food retail decisions and consumer decisions. This can be further extended to deliver a measurement mechanism to access whether interventions are seeing direct influence on recipes and uptake of different cooking practices. 	1 to 8) Cross Cutting with all streams of the Birmingham Food Strategy – The importance of using effective evidence with our strategy, action plan, and all programmes within the Food ambitions is paramount. Currently all the data and evidence we utilise is brought together manually from multiple sources such as focus groups (Seldom Heard Voices, Food Dialogues, etc.), city wide surveys (B’ham Food Survey), NCMP and Obesity Measures, and Birmingham Basket. We are leading the way nationally with our commitment to evidence gathering and ensuring our programme decisions are data lead – demonstrating the importance of creating a National Food System Data Programme.	<ul style="list-style-type: none"> • Flagship Localised Data Programme: Our current trajectory, we are on track to lead on the collection, collation, and use of whole food system data to inform, measure, and enact effective change levers. We should consider creating a report and summarising the effectiveness of our local data programme, sharing our learning nationally to both support and leverage the National Food Data Programme.

Recommendation 13: Strengthen government procurement rules to ensure that taxpayer money is spent on healthy and sustainable food.

Government should reform its Buying Standards for Food (GBSF) so that taxpayers’ money goes on healthy and sustainable food. All public sector organisations should be required to apply these standards. The Government should aim to increase the role of small and local suppliers in public food procurement, including through the rollout of a web platform currently being trialled in the South West.

The Government should also introduce a mandatory accreditation scheme for caterers in schools, hospitals and prisons, working with existing certification bodies such as Food for Life, to support caterers to reach baseline standards and encourage them to aim higher still.

Defra should redesign the GBSF to emphasise the importance of quality over cost. All tenders should be required to meet an achievable but high baseline standard for quality before cost is considered at all. It should also align with the new Reference Diet (Recommendation 14), which likely to recommend serving less meat and dairy and more wholegrains, fruit, vegetables and pulses, to maximise the health and sustainability of the food served. The GBSF should then be updated every five years.

All public sector organisations should be required to apply the redesigned GBSF when procuring food, including those which are currently exempt (such as schools and local authorities). The Government should develop a monitoring and enforcement mechanism to make sure that the food served is healthy and sustainable.

The Government should also seek to increase the participation of small and local businesses in food procurement. As a first step, it should provide adequate funding for a pilot of a dynamic procurement system that is scheduled to launch in the South West of England from June 2022. This scheme, based on a web platform run by Bath and North East Somerset Council, should allow SMEs and local businesses to sell smaller quantities of fresh food and drink to public bodies. If the pilot succeeds, the Government should roll out the system nationwide. The Government should also encourage the use of SME and local suppliers in the GBSF.

The Government should work with existing certifier – such as Food for Life – to introduce a mandatory accreditation scheme for the food served in schools, hospitals and prisons. Institutions that complied fully with the obligations in the GBSF would be awarded a Bronze certificate. Taking further steps towards a good food culture would entitle an organisation to a Silver certificate, while a Gold certificate would be awarded to organisations that demonstrated a whole organisation approach to food.

Recommendation	BCC Projects Alignment	Draft BCC Food Strategy Alignment	Opportunities
<p>Strengthen government procurement rules to ensure that taxpayer money is spent on healthy and sustainable food.</p>	<ul style="list-style-type: none"> CityServe & BCC Public Health Collaboration: In 2019, CityServe and BCC Public Health Division began discussions on the current GBSF, exploring how we as a public institute either met or was working to meet the GBSF. We also explored how we could go further to act as an exemplary organisation moving forward. COVID-19 stalled these discussions however with this recommendation, a new dedicated Food Team, and CityServe’s current strategic refresh – we are in a prime position to move forward with 	<p>3) Food Logistics/Supply Chains – Repositioning the GBSF, providing further support for SME’s to compete with larger suppliers, and ensuring accreditation will fundamentally change the food logistics, supply chains, and procurement processes within Birmingham. We should aim to incorporate as many aspects of this recommendation within this stream (such as Quality over Cost, increasing accountability, and assessing the whole food system when procuring).</p> <p>5) Food Retail – Out of Home – As mentioned in the opportunities of Recommendation 3, we should strive to include an expectation for</p>	<ul style="list-style-type: none"> Food For Life Accreditation Support – Our established connection with the Soil Association, we are in a prime position to create/support all public institutions within Birmingham to proactively pursue Food For Life Accreditation by creating a support package for tailored to settings and upskilling our public body partners to provide ongoing support to settings during their application stage to achieve bronze standard. (Further resource is needed to achieve this)

	<p>championing this new approach and begin work on meeting Food for Life accreditation.</p> <ul style="list-style-type: none"> • Birmingham Healthy Catering Charter: Birmingham Public Health in collaboration with Environmental Health are currently creating a city-based accreditation charter for catering and food retailers. This will encourage catering and food retailers to work on sustainability, quality, local buying, and more to work towards attaining accreditation as part of the Birmingham Healthy Catering Charter. 	<p>all schools, NHS Trusts, and prisons within Birmingham to strive for Bronze Food for Life accreditation. This will greatly influence the Food Retail of Out of Home meals of our most vulnerable citizens and evidence demonstrates a positive result for both consumer and economy.</p>	
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Recommendation 14: Set clear targets and bring in legislation for long-term change.

Government should set a long-term statutory target to improve diet-related health, and create a new governance structure for food policy, through a Good Food Bill. The Good Food Bill’s diet-related health target would complement the existing statutory target for carbon reduction, and proposed targets in the Environment Bill. The Bill would also require the government to prepare regular (five-yearly) Action Plans to make further progress beyond the initial steps we set out in this report. These Action Plans should set out interim targets, and measures to meet them, that are consistent with the food system’s contribution to national health, nature and climate commitments.

In this, the Government would be assisted by the Food Standards Agency (FSA), whose remit would be formally extended. The FSA would have powers and duties to advise the Government on the contents of its five-yearly Action Plans, and to provide an annual, independent progress report to Parliament.

In addition, the Bill would put in place mechanisms to support a consistent approach to improving the health and sustainability of the food system across the whole public sector, and throughout the food industry in England. It would:

- Commit the Government to establish and periodically update a healthy and sustainable Reference Diet, to be used by all public bodies in food-related policymaking and procurement.
- Oblige all public sector organisations that spend public money on food to do so in line with specific procurement standards, consistent with the Reference Diet (supporting Recommendation 13).
- Commit the FSA to developing a harmonised and consistent food labelling system to describe the environmental impacts of food products, which we recommend it undertakes in collaboration with Defra and the Institute of Grocery Distribution.

- Require local authorities in England to develop food strategies, developed with reference to national targets and in partnership with the communities they serve.
- Facilitate the development of the National Food System Data Programme by requiring large businesses to publish data on the health and environmental impact of their product portfolios (supporting Recommendations 2 and 12).

Recommendation	BCC Projects Alignment	Draft BCC Food Strategy Alignment	Opportunities
<p>Set clear targets and bring in legislation for long-term change.</p>	<ul style="list-style-type: none"> • The Birmingham Food Strategy: The strategy is a key project and commitment that will place us within the other leading 50 cities, boroughs, and counties with an established local food strategy. The advantage we have, is that we can include and learn from the NFS, existing strategies, and international partners in our pursuit of an outstanding flagship local food strategy. • CWG Birmingham EatWell Guide: The Reference Diet mentioned within the recommendation will set the national approach to health and food. Our current project that will aim to create cultural and international EatWell Guides for the diverse city of Birmingham will further support the move of organisations across the city to deliver high quality, healthy, and culturally diverse food. 	<p>1 to 8) Cross Cutting with all streams of the Birmingham Food Strategy – The implementation of a national Good Food Bill will greatly influence our cities local strategic approach to food. Fortunately, with our partnership with The Food Foundation who worked closely with the NFS, we are in a prime position to ensure that our Food Strategy is prepare and anticipates the Good Food Bill and Reference Diet. We will need to ensure that our strategy has the flexibility/foresight to allow for new national legislation to complement our aims/streams/goals.</p>	<ul style="list-style-type: none"> • Developing the Draft Birmingham Food Strategy: As we are currently still developing and finalising our local food strategy, we now have a prime opportunity to adapt and incorporate elements of the NFS to ensure our strategy is ahead of the potential national changes that will be coming into place.