

Draft Action Plan

Initial Actions			Lead	Partners	Timescale	Notes
Priority 1: Communications on how to eat healthily under current restrictions						
1a	YouTube Food Videos	Creation of a suite of YouTube videos by local chefs to provide a variety of practical examples of recipes to meet diversified food needs, cultural preferences, and budgets.	Birmingham City Council Public Health	Local Chefs	First tranche of videos has gone live.	Depending on the engagement potential to create more content on specific themes.
1b	BHealthy	As part of the COVID response a simple checklist with practical tools and tips to help improve your health and wellbeing and reduce risk of becoming seriously ill from Covid-19 was produced. These resources including healthy eating and can be reused as part of ongoing citizen engagement.	Birmingham City Council Public Health	Various	TBC	The resources are available and have been heavily promoted already. Consideration needs to be given to a future comms plan through alternative routes.
1c	Whisk project	<p>The overall aim of this pilot is to understand if giving businesses access to a platform that can simply express the “healthiness” of their food offer make them more aware of their food offer and does this change their behaviour?</p> <p>This pilot will enable a small collection of businesses to:</p> <ul style="list-style-type: none"> • Evaluate their food offer - providing a healthy menu score. • Help customers make informed choice about the food they are eating and the establishments they purchase from, focussing on the potential impact on their health. • Focus on switching to healthier ingredients and cooking practices. 	Birmingham City Council Public Health	Whisk (Samsung), others TBC by March 2021	<p>Pilot Phase: January – December 2021 (TBC)</p> <p>Expansion / Roll-out phase: TBD following quarterly evaluations commencing June / July 2021.</p>	<p>This will help BCC to understand:</p> <ul style="list-style-type: none"> • If this increases the healthy options provided. • If the businesses will restructure their menus to achieve healthier scores

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Priority 2: Food system resilience						
2a	Community Growing	The potential health and social benefits of gardening and community food growing warrant the attention of health professionals and policy makers. Whilst local authorities and planning departments are well placed to enable people to participate in horticultural activities in their community.	The Active Wellbeing Society	Birmingham City Council Adults Social Care, Birmingham City Council Neighbourhoods, Birmingham City Council Parks.	Initial activity has focused on feasibility. During January 2021 the group will focus on potential bids funding streams,	

		Jointly this group is working towards freeing up parcels of land held by Birmingham City Council and others that can be repurposed as community growing spaces.			and then operational implementation.	
2b	Lead Food Poverty Core Group	<p>In November 2020 Birmingham City Council re-established the Food Poverty Core Group to better understand the systems level responses we can put in place across the local systems in Birmingham to ensure a robust and coordinated response to the various issues around food poverty.</p> <p>The three themes we need to focus on; 1) prevention of people going into food poverty 2) crisis management – how do we get them out of it 3) recovery – moving forward, long term impact.</p> <p>A rapid evidence review will be completed on each theme for action / discussion by the group.</p>	Birmingham City Council Public Health	The Active Wellbeing Society, Birmingham City Council Adults Social Care, Birmingham City Council Neighbourhoods, Birmingham Children's Partnership.		
2c	Engagement with Food Justice Network	<p>The Food Justice Network is a partnership to co-ordinate the work on food justice within Birmingham across multiple partners and sectors. It has a number of sub-groups focused on direct, practical action including:</p> <ul style="list-style-type: none"> • Street feeding • Community Cafes and Cooked Food • Growing • Barriers and Opportunities • Funding • Campaigning • Emergency Food Distribution 	The Active Wellbeing Society	Multiple	Monthly meetings by sub-groups and core groups at varying frequencies.	While Birmingham City Council Public Health is not able to attend all meetings, it is sighted on most minutes.

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Priority 3: Food transport systems						
3a	Food Systems Vulnerabilities Mapping	WMCA led project on the commissioning of a piece of research to understand the vulnerabilities of the West Midlands food system and potential challenges to food security in relation to the end of the transition period, the impact of COVID, and the future impact of climate change.	WMCA	WMCA, Birmingham City Council, Solihull MBC, Health education partners (TBC), LEPs (TBC)	This project will seek to complete tender process by February 2020.	Whilst this comes after the official departure date in the event of a no deal (Jan 1st) there are still several benefits to the research: - Food stocks and interim arrangements will likely mean the full impact to the food system will not be felt until after the end of the

						transition - The researchers can examine our food system in 'real time' as it responds to the immediate pressures of EU exit - Even If recommendations are not able to be adopted in time, they will prepare us for future shocks (in terms of further pandemics or the impact of climate change and a growing global population).
3b	Buffer Contingency Stocks	Birmingham Food Council has produced a model to address buffer contingency stock systems, that would enable the UK to be better prepared for future food system shocks.	Birmingham Food Council	TBC	Meeting between BCC and BFC (date TBC)	
3c	Food and Drink Manufacturing Recovery Plan	<p>Birmingham City Council Public Health has been sighted on an early version of the plan, which includes objectives to:</p> <ul style="list-style-type: none"> • Support food and drink manufacturing businesses to adapt their organisation for survival now and their business models to thrive and be sustainable long-term. • Assess and overcome food and drink manufacturing skills gaps both now and in the future. 	GBSLEP	TBC	Presentation to Creating a Healthy Food City in January 2021 and then TBC.	