

# Creating a Healthy Food City

## Birmingham Food Survey Report

**394 Responses Collected**

**Collected pre-Covid-19, measures baseline position**

Lydia Carter

Public Health Officer

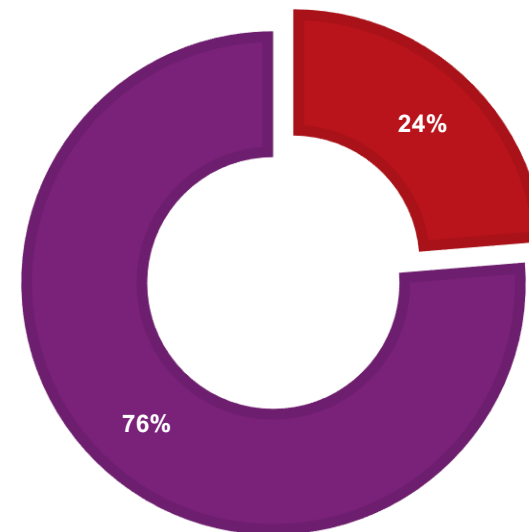
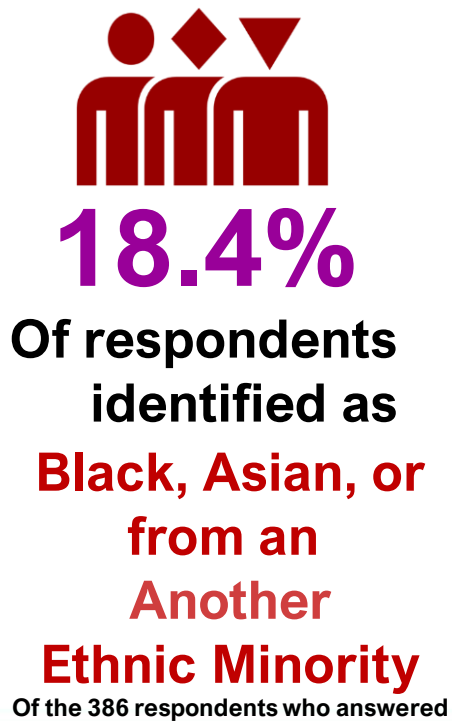
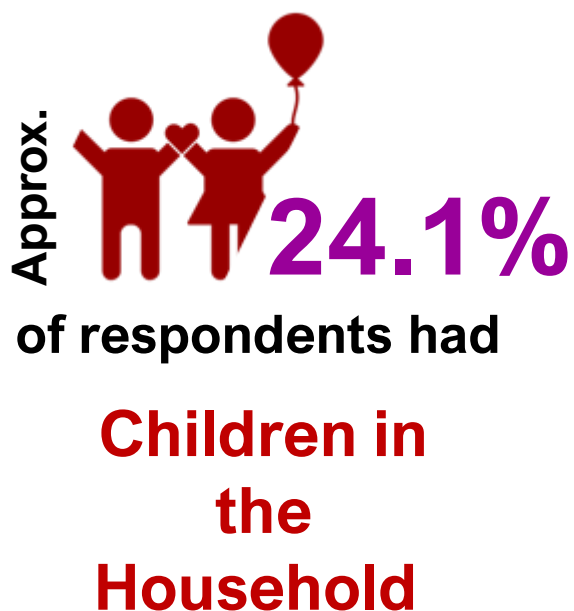
[Lydia.Carter@birmingham.gov.uk](mailto:Lydia.Carter@birmingham.gov.uk)



# Birmingham Food Survey Results

The survey finished on the 16th April 2020

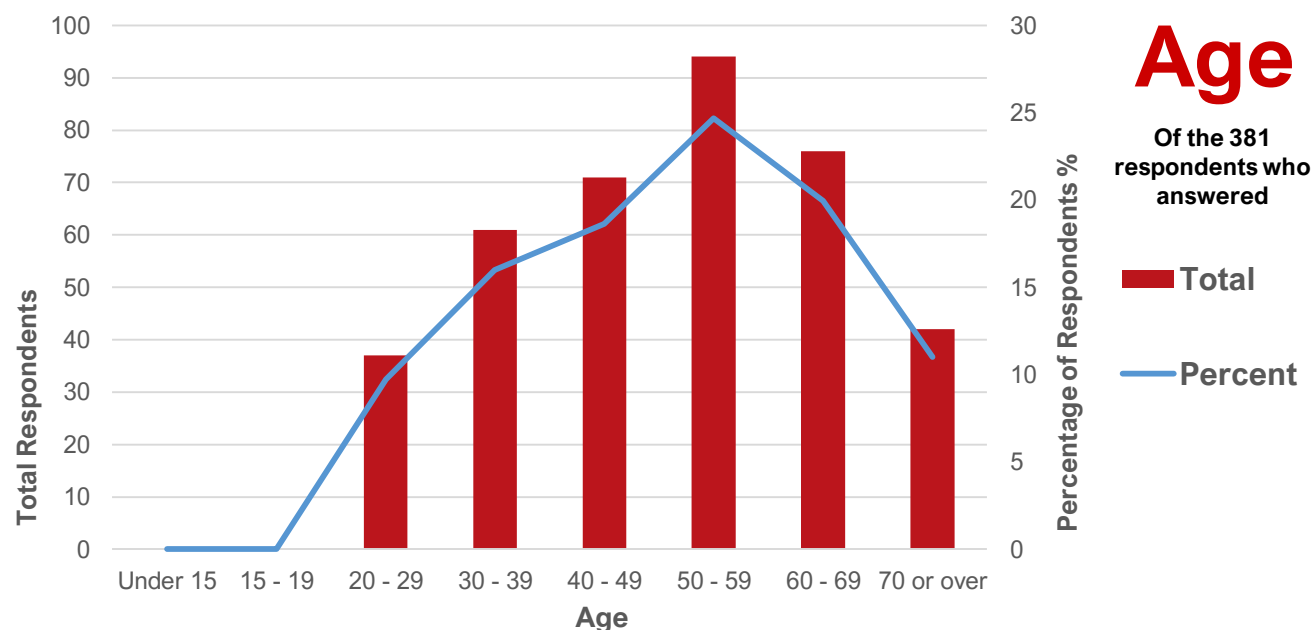
## 394 SURVEYS COMPLETED



## Gender

Of the 367 respondents who answered

■ Male ■ Female



## Age

Of the 381 respondents who answered

■ Total  
— Percent

# Section 1: Your Food Experiences

Birmingham citizens share their best and worst food experiences to help us understand the experiences that are influencing their food choices.

Question: Tell us about your most memorable food experience.

Qualitative Feedback - Key codes identified



362

Of respondents  
chose  
to provide a  
comment

## Section 1: Your Food Experiences

Birmingham citizens share their best and worst food experiences to help us understand the experiences that are influencing their food choices.

**Question: Tell us about your most memorable food experience.**

**Qualitative Feedback - Key themes identified**

### Eating Out

*'I've had 2 fantastic food experiences in the past year that have really shaped how I view food. I had a tasting menu at Harbourne Kitchen and another at Little Blackwood in Moseley and I view those 2 experiences as some of the top highlights of my year - the different flavours that I wouldn't normally cook myself and the way they paired the food with the various drinks was especially memorable...'*

### Self-Sufficient and Homely Food Experiences

*"Coming from a Caribbean background food has always been important. Watching my mother as a young child create delicious healthy meals daily on a low budget. Utilising ingredients grown in our own garden ..."*

### Food & Experience

*"Sometimes the enjoyment comes from new experiences, sometimes from revisiting familiar dishes or familiar places"*

*"Eating a delicious seafood couscous on a balmy summer evening outside a small backstreet restaurant in Trapani, Sicily"*

### Food & Company

*'Cooking my favourite Sunday roast for my family and seeing my little girl who was 6 months old at the time, eat food for the first time. It was lovely to be able to eat as a family and share my love of food and cooking with her'*

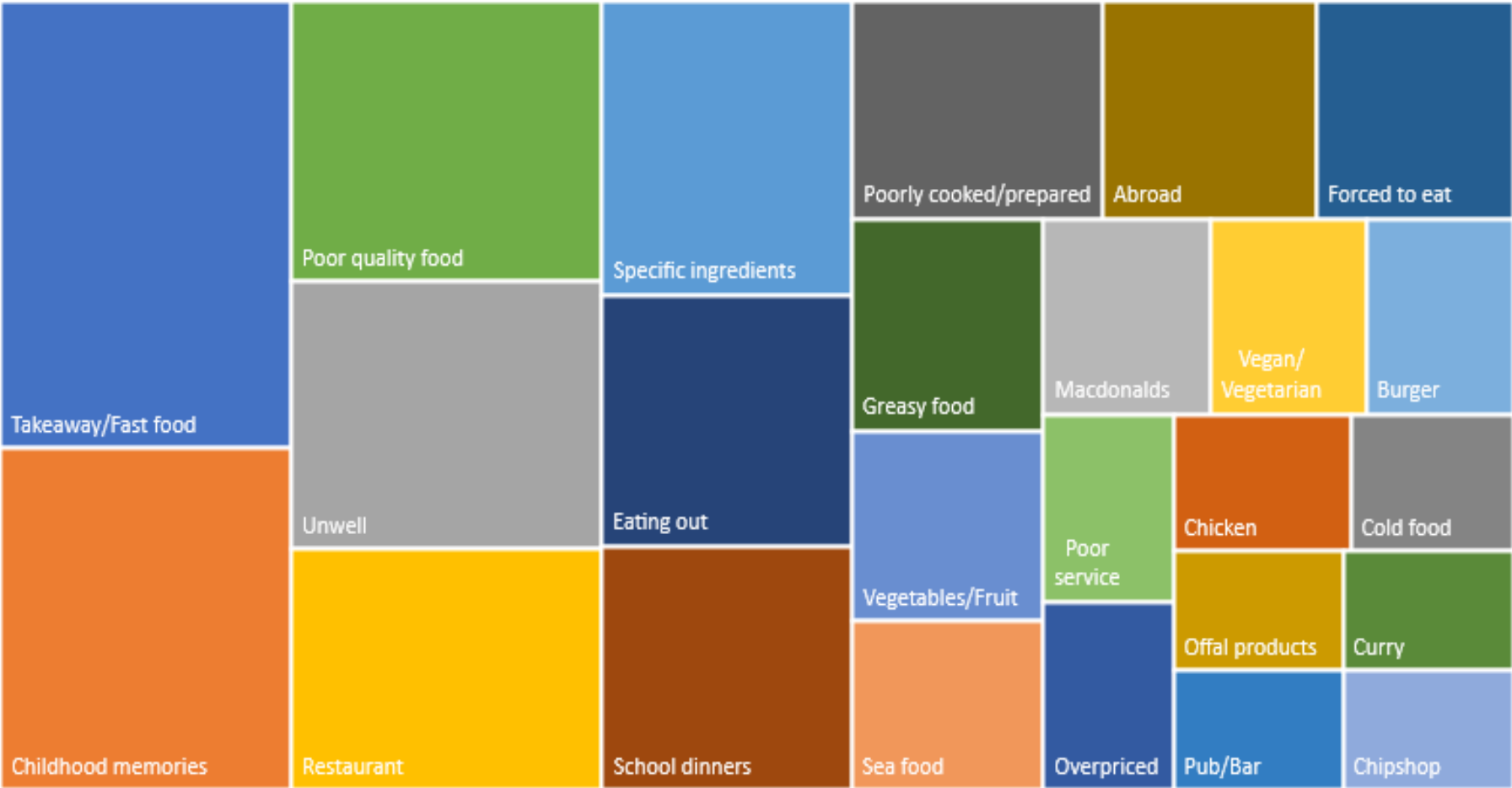
*'My most memorable food experiences are times when I enjoy home cooked food with family or friends. They are social and culinary experiences and don't have to be exotic- simple food is just as good'*

# Section 1: Your Food Experiences

Birmingham citizens share their best and worst food experiences to help us understand the experiences that are influencing their food choices.

Question: What was your least favourite food experience?

Qualitative Feedback - Key codes identified



357



Of respondents  
chose  
to provide a  
comment

## Section 1: Your Food Experiences

Birmingham citizens share their best and worst food experiences to help us understand the experiences that are influencing their food choices.

### Question: What was your least favourite food experience?

#### Qualitative Feedback – Key themes identified

##### Takeaways and Fast food

*"Greasy, stodgy takeaways, my first ever McDonald's, a donna kebab"*

*"Being served raw chicken on a meal at a restaurant, it has made me very hesitant about eating chicken when out now"*

##### Poor food

*"In hospital I have been served 3 coloured splodge - a mound of splodge in brown, cream and grey, supposed to be mince, mash and vegetables but smelling so foul it was left untouched..."*

*"Poor quality, tasteless food such as fast or mass-produced food."*

##### Eating out

*Asda Café. Ordered 2 mega breakfasts at over £6 each. Was appalling. Dry rubbery meat, cold small portions. Egg was rock hard. Beans dry and cold. How the manager could serve that to customers is beyond me."*

##### Memories

*"Did not like school lumpy mash yucky I use to vomit when I was forced to eat it at school."*

*"Having to clear my plate of food I hated"*

##### Being unwell

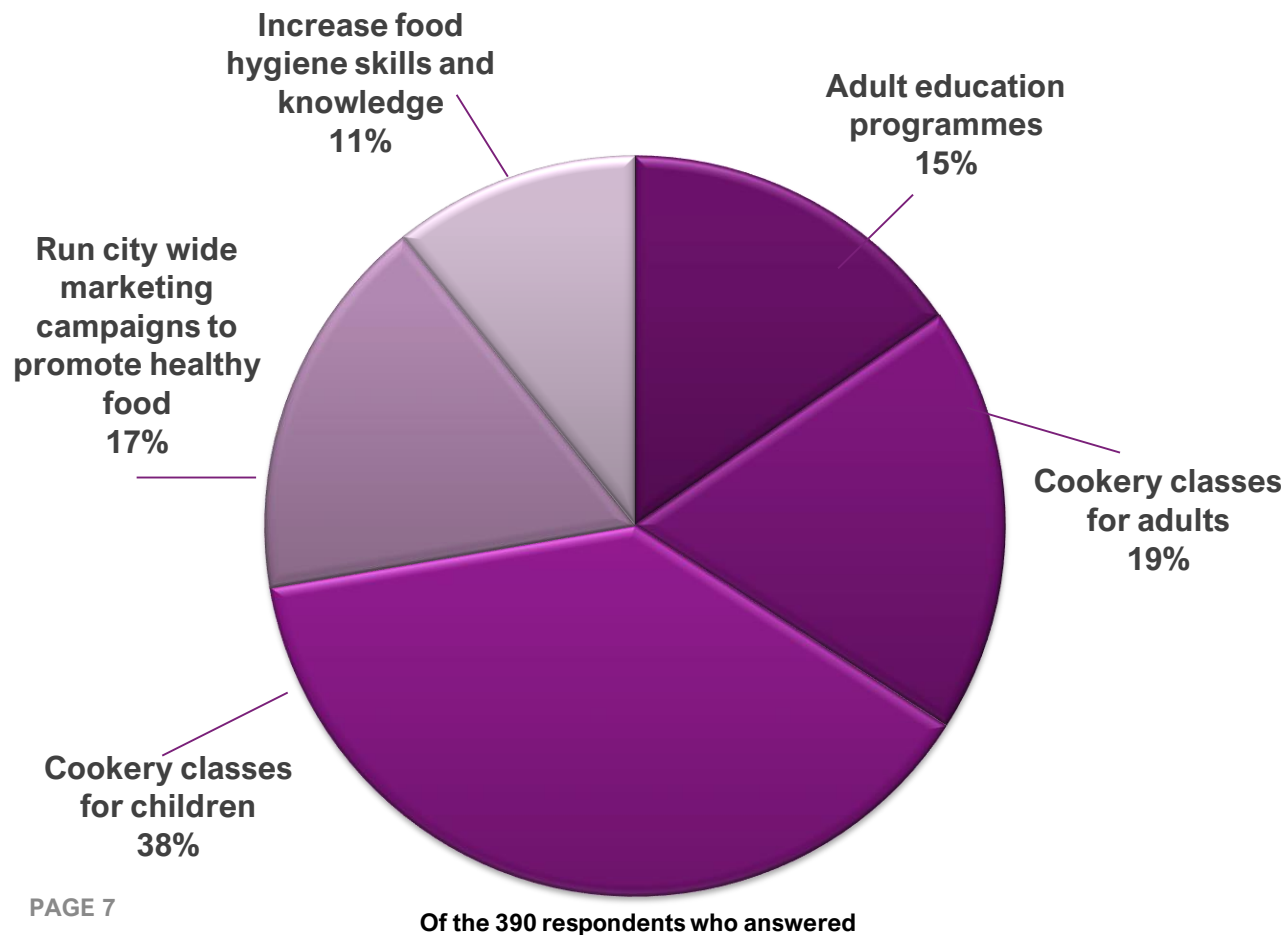
*"Food poisoning after eating in a restaurant."*

*"I got food poisoning after eating at KFC as a child and I haven't been able to go back to a KFC since - even the thought of it makes me feel nauseous"*

## Section 2: Healthy Food City

Birmingham citizens tell us which food related policies they believe we should prioritise on our journey to make Birmingham a Healthy Food City.

### Knowledge & Skills



### Access & Availability

With no more than 28.7% favouring other measures suggested



40.1%

Make fruit and vegetables more affordable and accessible



31.3%

Increase the availability and affordability of locally grown food

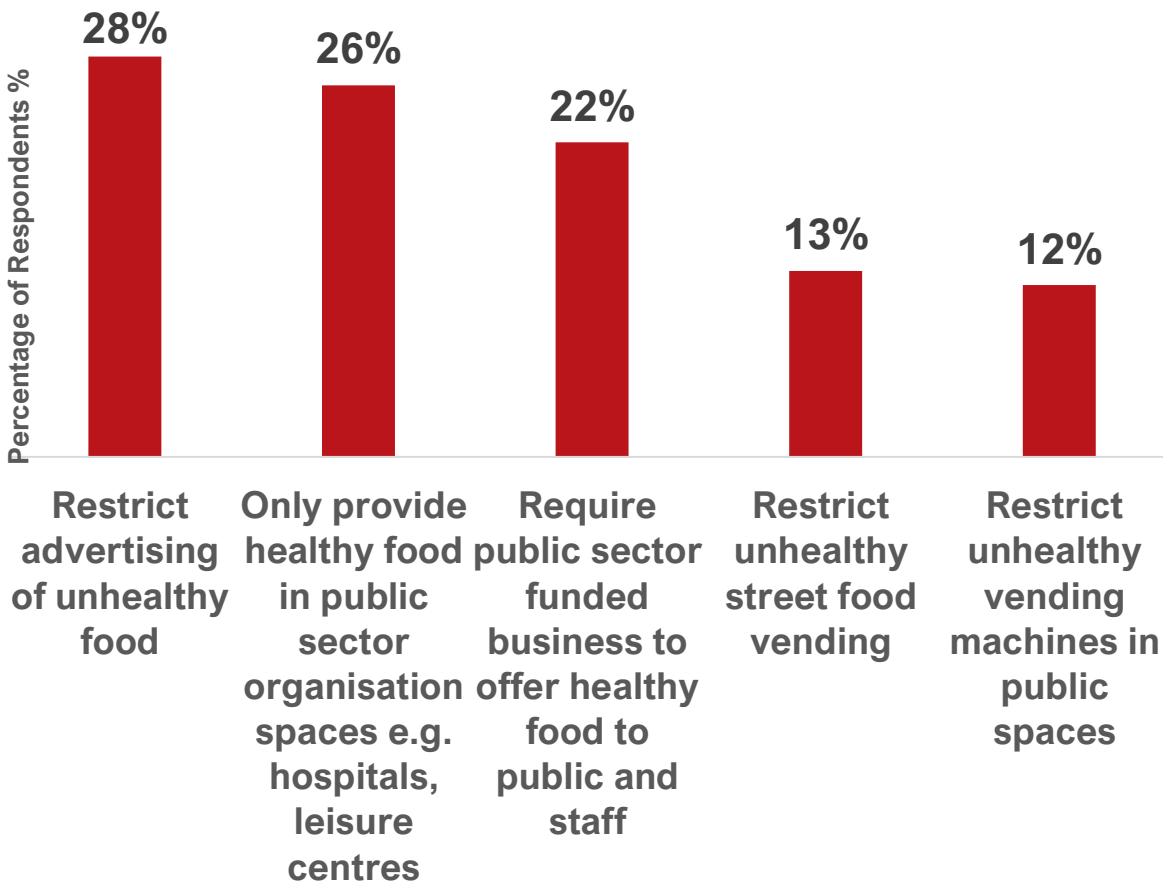
Of the 387 respondents who answered

# Section 2: Healthy Food City

Birmingham citizens tell us which food related policies they believe we should prioritise on our journey to make Birmingham a Healthy Food City.

## Licensing & Regulation

Of the 390 respondents who answered

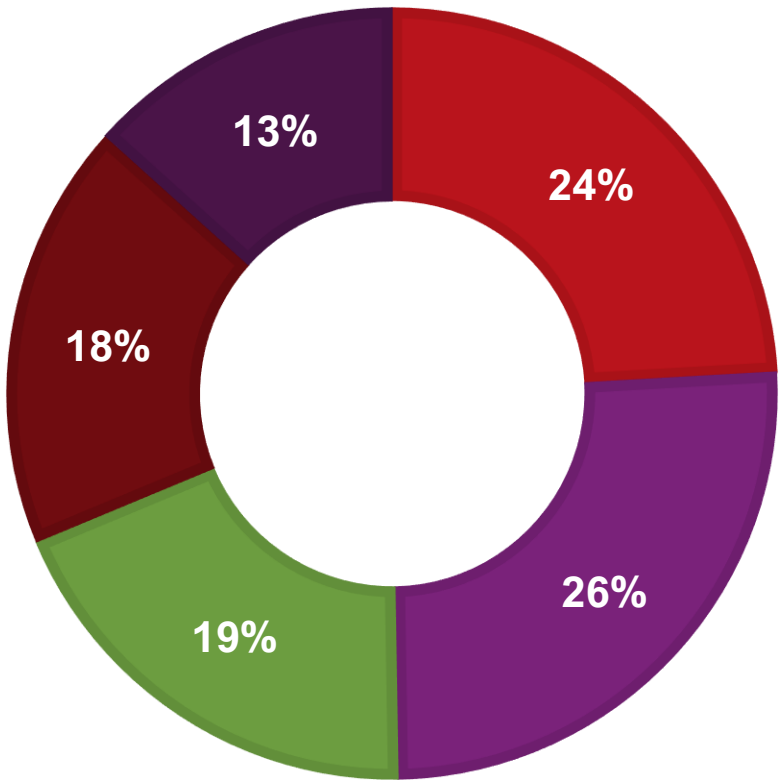


Public Response to Healthy Eating Licensing and Regulation

## Restaurants & Take-Away Policy

Of the 390 respondents who answered

- Licensing regulation to require minimum % healthier food offer
- Require food hygiene rating public display as part of licence
- Require food nutrition labelling of food as part of licence
- Require calorie labelling on menus
- Prevent school time discounting





## Section 2: Healthy Food City

Birmingham citizens tell us which food related policies they believe we should prioritise on our journey to make Birmingham a Healthy Food City.

## Section 2: Healthy Food City

Birmingham citizens tell us which food related policies they believe we should prioritise on our journey to make Birmingham a Healthy Food City.

**Question - Do you think there are any other specific policy options we should be considering as a council?**

## Qualitative Feedback - Key codes identified



277



**Of respondents  
chose  
to provide a  
comment**

## Section 2: Healthy Food City

Birmingham citizens tell us which food related policies they believe we should prioritise on our journey to make Birmingham a Healthy Food City.

**Question - Do you think there are any other specific policy options we should be considering as a council?**

**Qualitative Feedback - Key themes identified**

### Reducing Food Swamps

*"The food environment in which we live dictates how we eat. In our area there are several fast food outlets (Chinese, pizza, fish & chips, fried chicken). It makes it easy for people to access and eat this food because it is there on the doorstep. Surely some sort of licensing or planning laws can be enacted in order to restrict the number of outlets in a given location or ward."*

*"Too many take away shops restaurants opened near schools to target school children"*

### Enhance Education

*"Schools could offer cookery days for both pupils and parents, cooking as a family but make it enjoyable. Introduce some healthy tips like eating more vegetables"*

*"Teaching young adults to plan, budget and cook for themselves and in a healthy way."*

### Affordable Healthy Food

*"In Stirchley you can get good veg on one end of the high street but on the other end the only option is the co-op which is expensive and unreliable...When the alternatives are cheap frozen pizzas from the local convenience shop, you can see why people make less healthy choices."*

*"Increase the amount of fresh, healthy food available locally"*

### Environmental Impact

*"Promote sustainable and environmentally-friendly food choices: educating people on what food is seasonal, on how to reduce food waste, on how to grow your own, how to eat less meat and more vegetables etc. Health and environment go hand-in-hand..."*

*"Making sure allotments are readily available across the city. They encourage people to grow healthy food, reduce food miles..."*

## Section 3: The Last Meal You Ate

Birmingham citizens tell us about the last meal they had eaten so we can understand the different types of meals consumed in Birmingham.

What was your last meal?  
What time did you eat that meal?

% Response At This Meal	Meal	Most Common Time For Meal
16.8%	Breakfast	06:00-8:00
30.0%	Lunch	12:00-14:00
17.8%	Dinner	18:00-20:00

Of the 394 respondents who answered



69.5%

Stated their last meal had been  
'Eaten At Home'



30.8%

Stated their last meal was  
'Eaten Outside The Home'

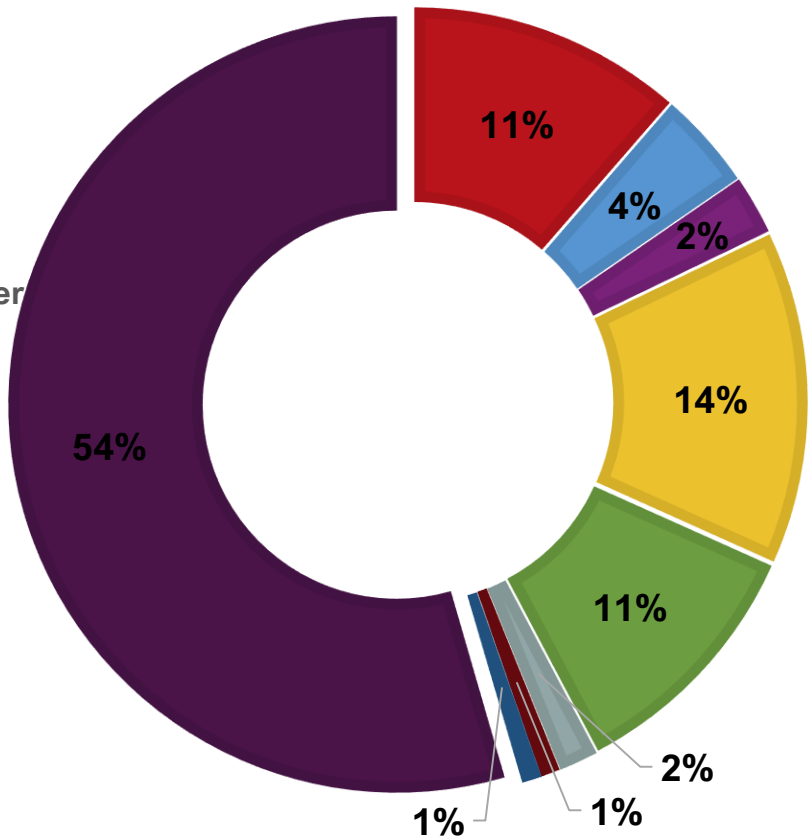
Of the 383 respondents who answered

# Section 3: The Last Meal You Ate

Birmingham citizens tell us about the last meal they had eaten so we can understand the different types of meals consumed in Birmingham.

## What kind of meal did you eat outside the home?

- Restaurant
- Independent fast food retailer
- Large chain fast food retailer (e.g. KFC, McDonalds, etc.)
- Workplace canteen
- Supermarket
- Corner shop
- Street vendor/food truck
- Place of worship
- Other



Of the 123 respondents who answered

## How satisfied were you with your 'Outside the home' meal?

Of the 177 respondents who answered



**Happy**  
94%



**Unhappy**  
6%

## Was your 'Outside the home' meal value for money?

Of the 74 respondents who answered



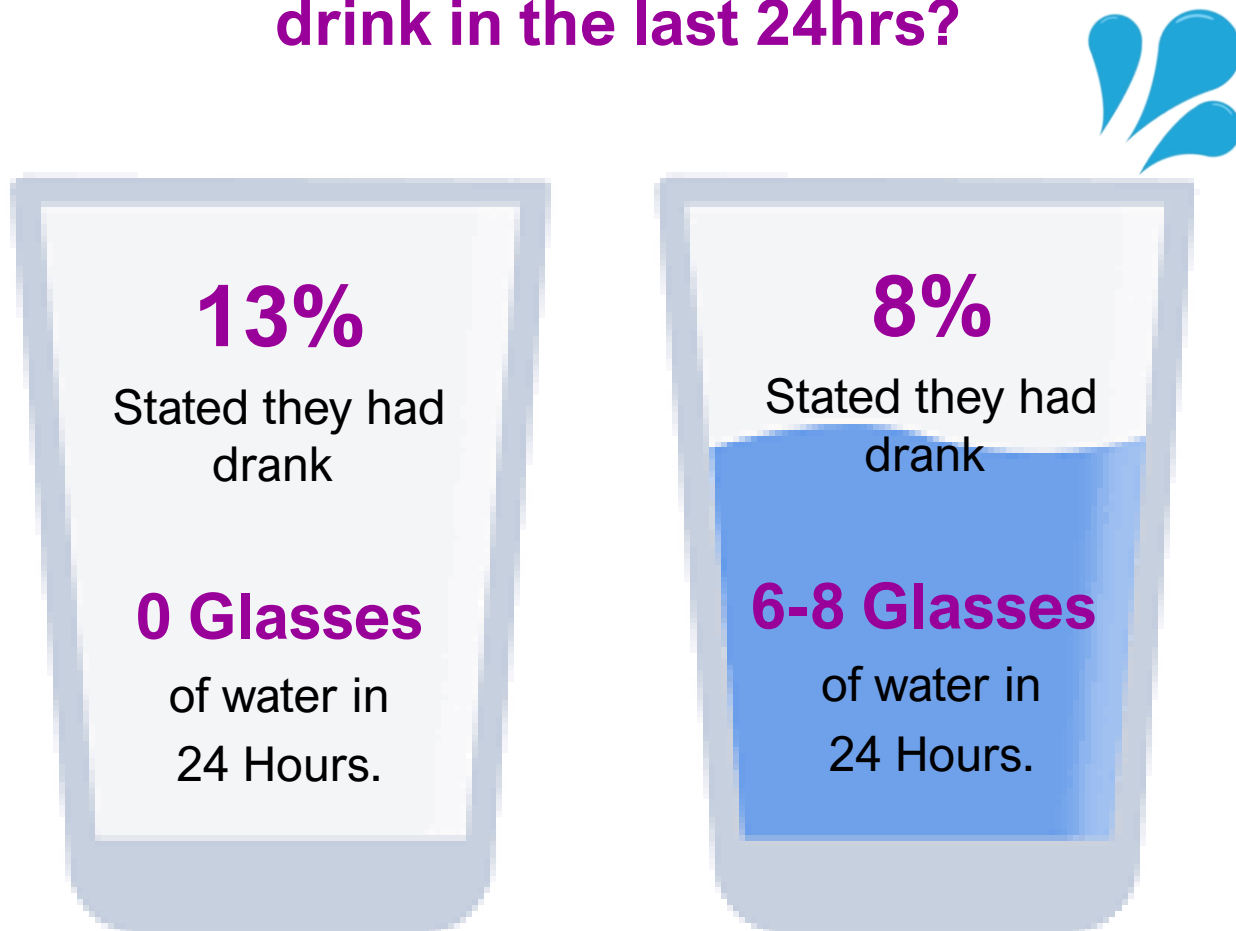
**Good Value**  
42%

**Poor Value**  
11%

## Section 4: Fluid Intake

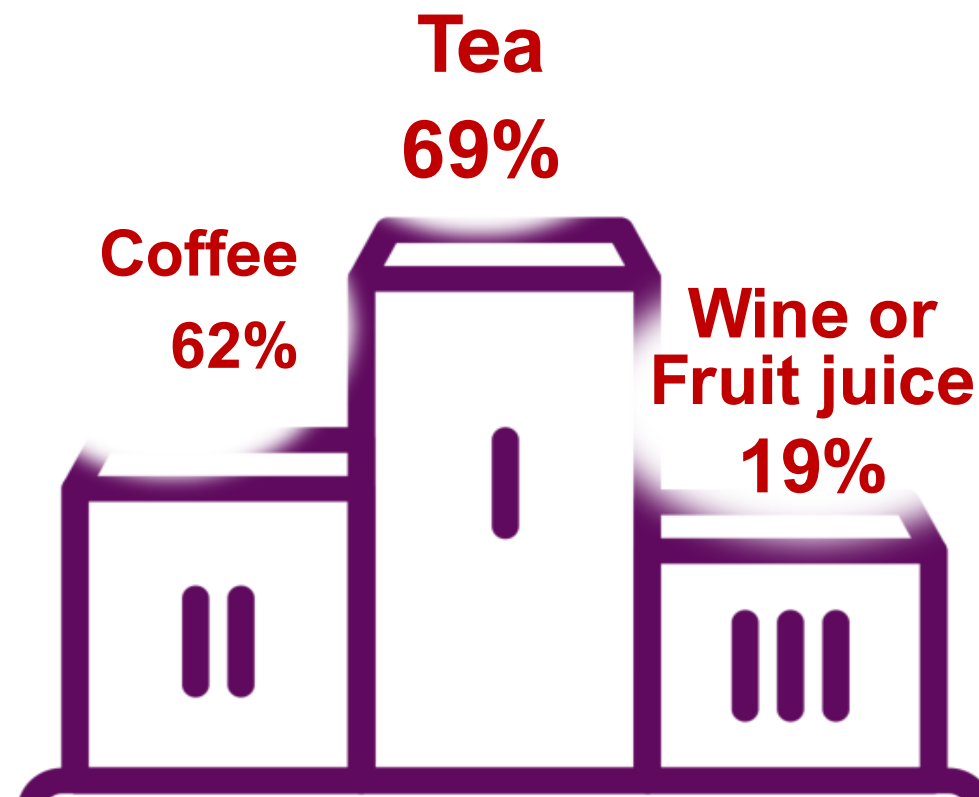
Birmingham citizens tell us about their fluid intake, their healthy and unhealthy drinking behaviours.

How many glasses of water did you drink in the last 24hrs?



Of the 391 respondents who answered

The most popular drinks consumed in the last 24 hours

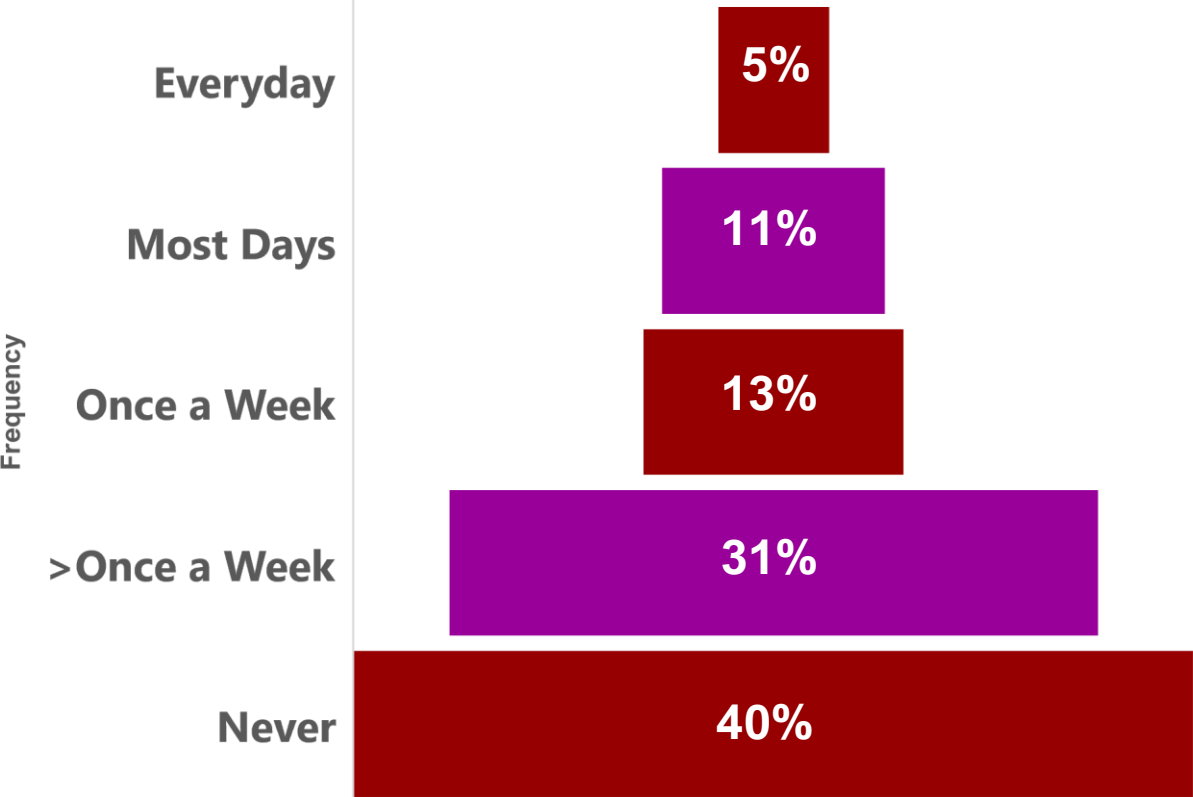


Of the 384 respondents who answered

# Section 4: Fluid Intake

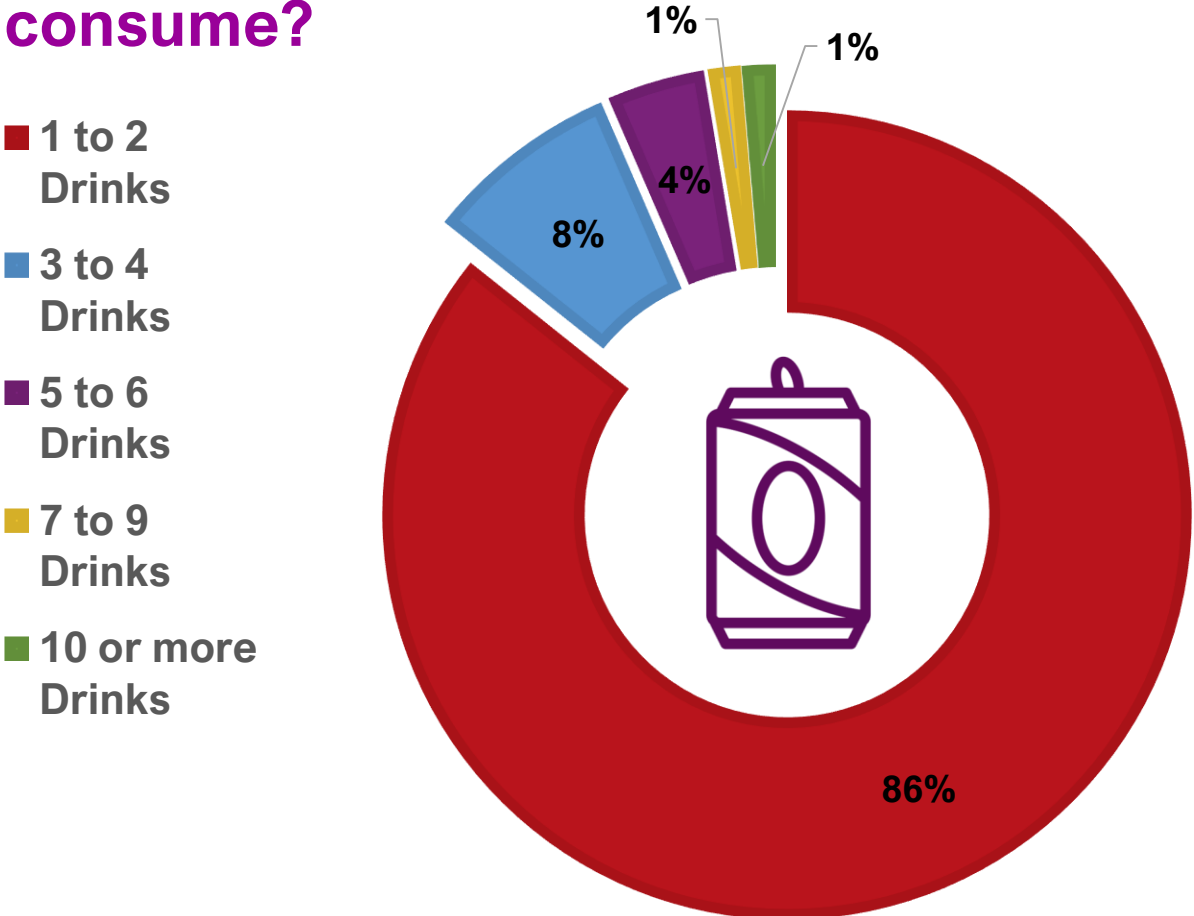
Birmingham citizens tell us about their fluid intake, their healthy and unhealthy drinking behaviours.

How often do you have a fizzy (non-alcoholic) drink?



Of the 392 respondents who answered

If 'everyday' or 'most days', how many fizzy drink servings do you usually consume?



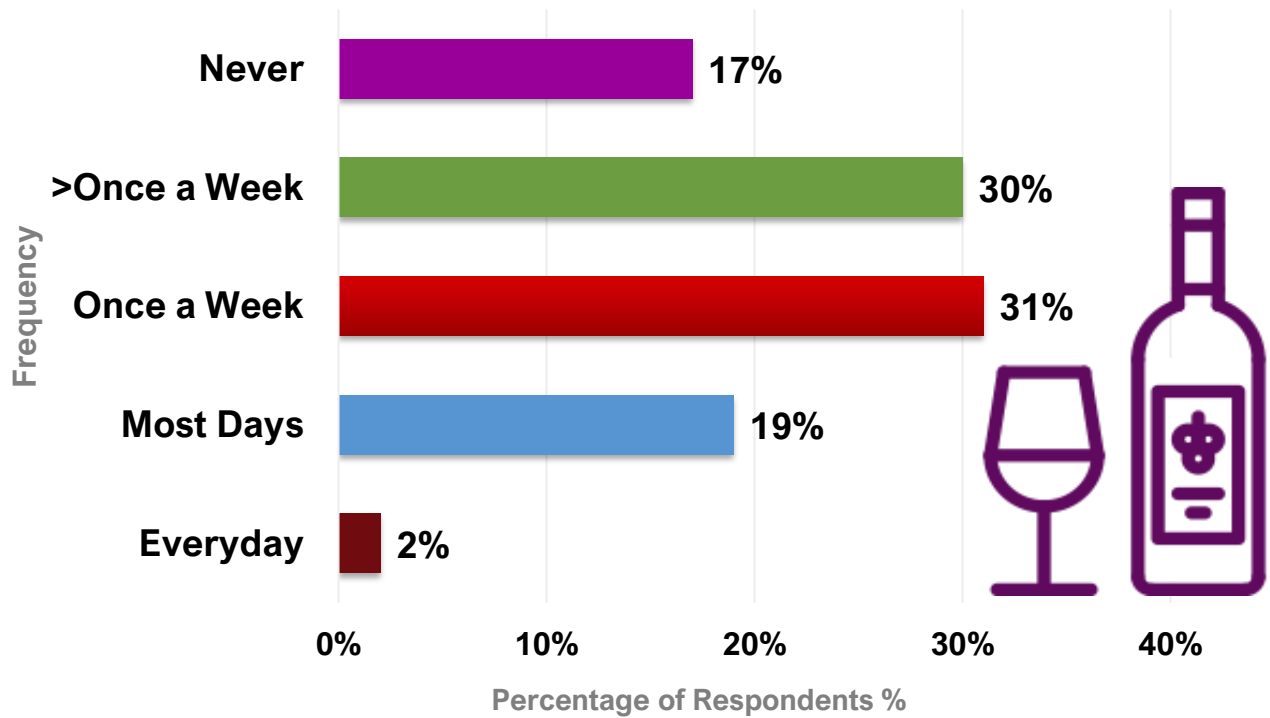
Of the 77 respondents who answered

# Section 4: Fluid Intake

Birmingham citizens tell us about their fluid intake, their healthy and unhealthy drinking behaviours.

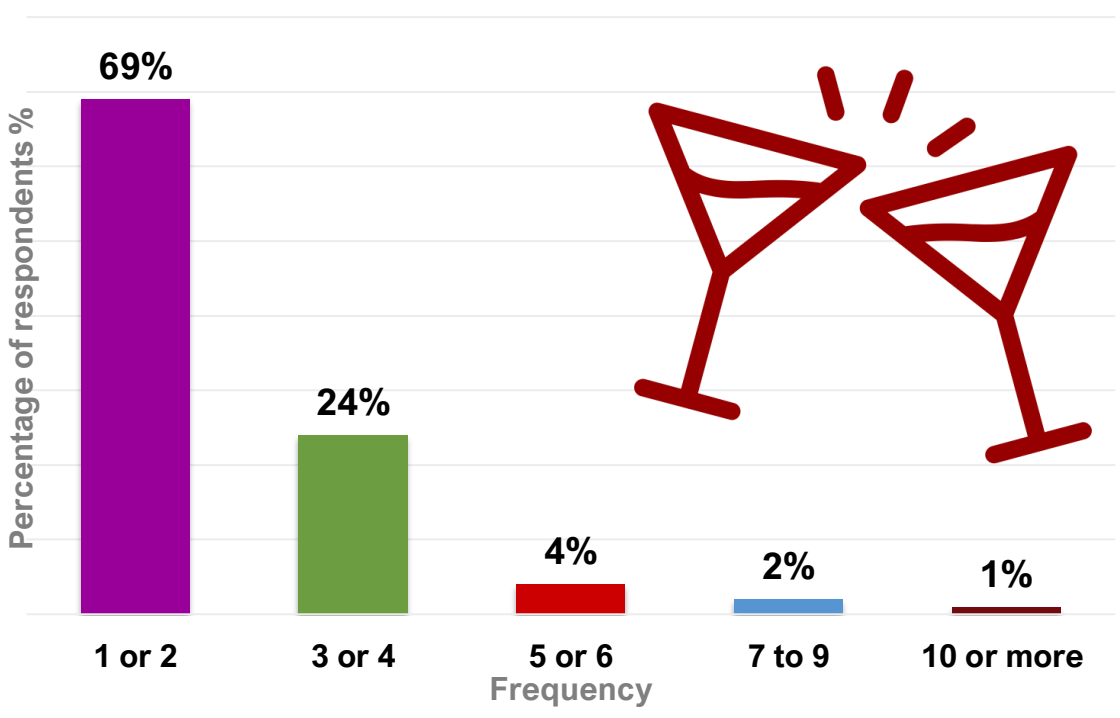
## How often do you have a drink containing alcohol?

Of the 390 respondents who answered



## How many alcoholic drinks a day do you have?

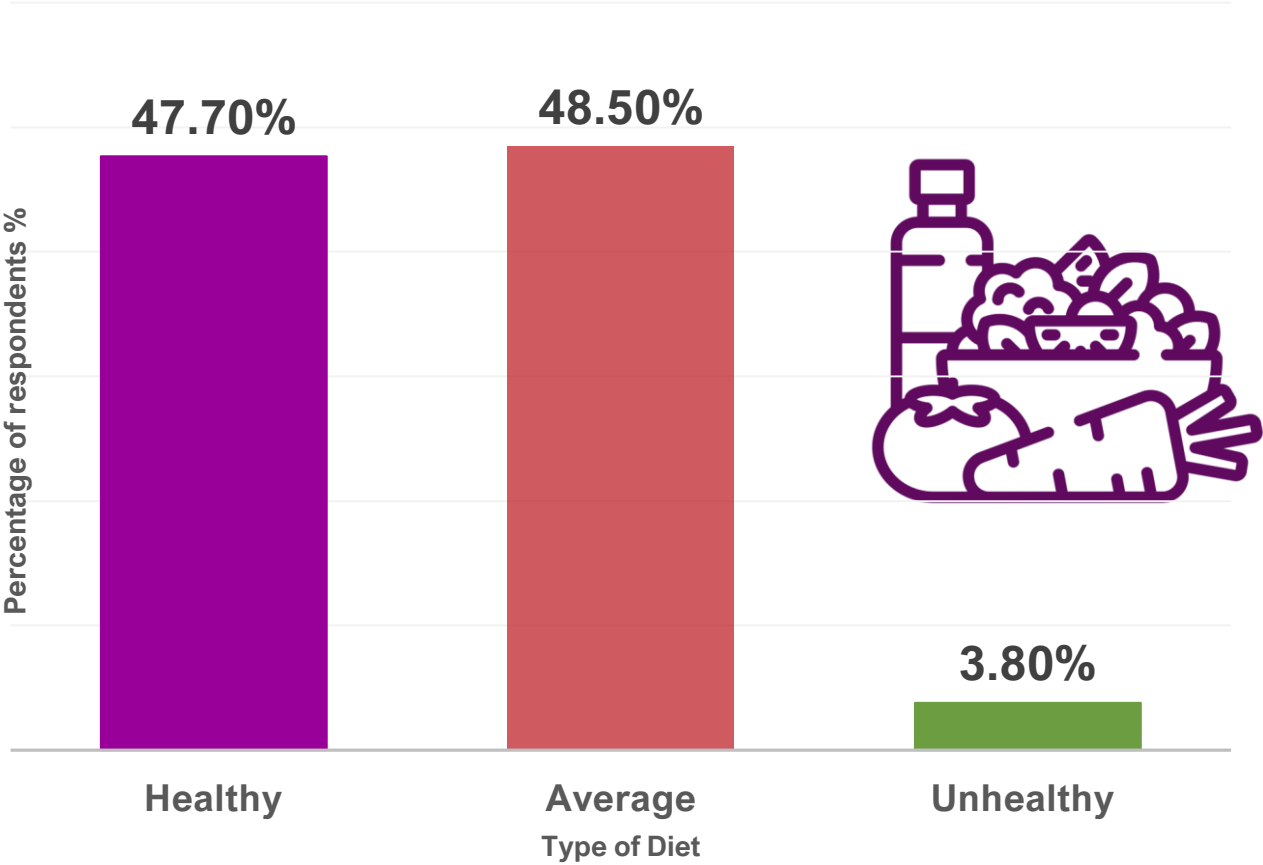
Of the 327 respondents who answered



# Section 5: Diet & Cooking Behaviours

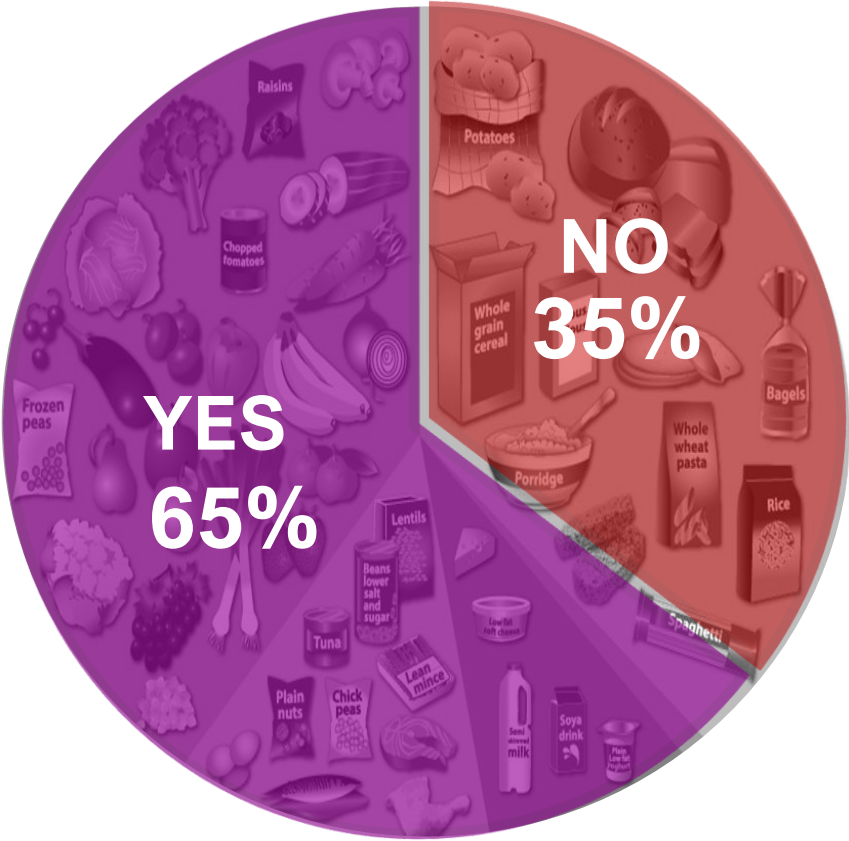
Birmingham citizens tell us about their diet and cooking behaviours at home.

## How would you describe your diet?



Of the 394 respondents who answered

## The Eatwell Guide? Have you seen this guide?



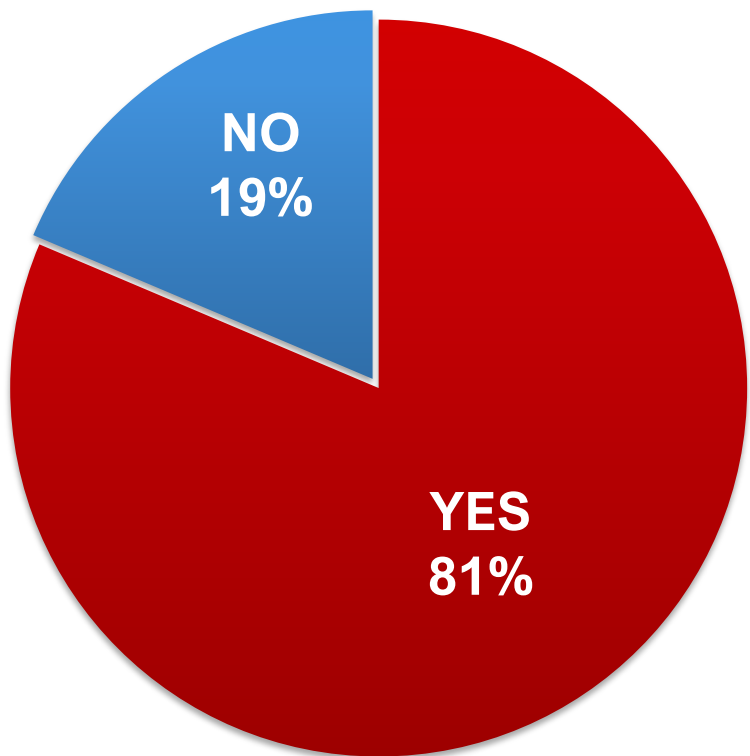
Of the 393 respondents who answered



# Section 5: Diet & Cooking Behaviours

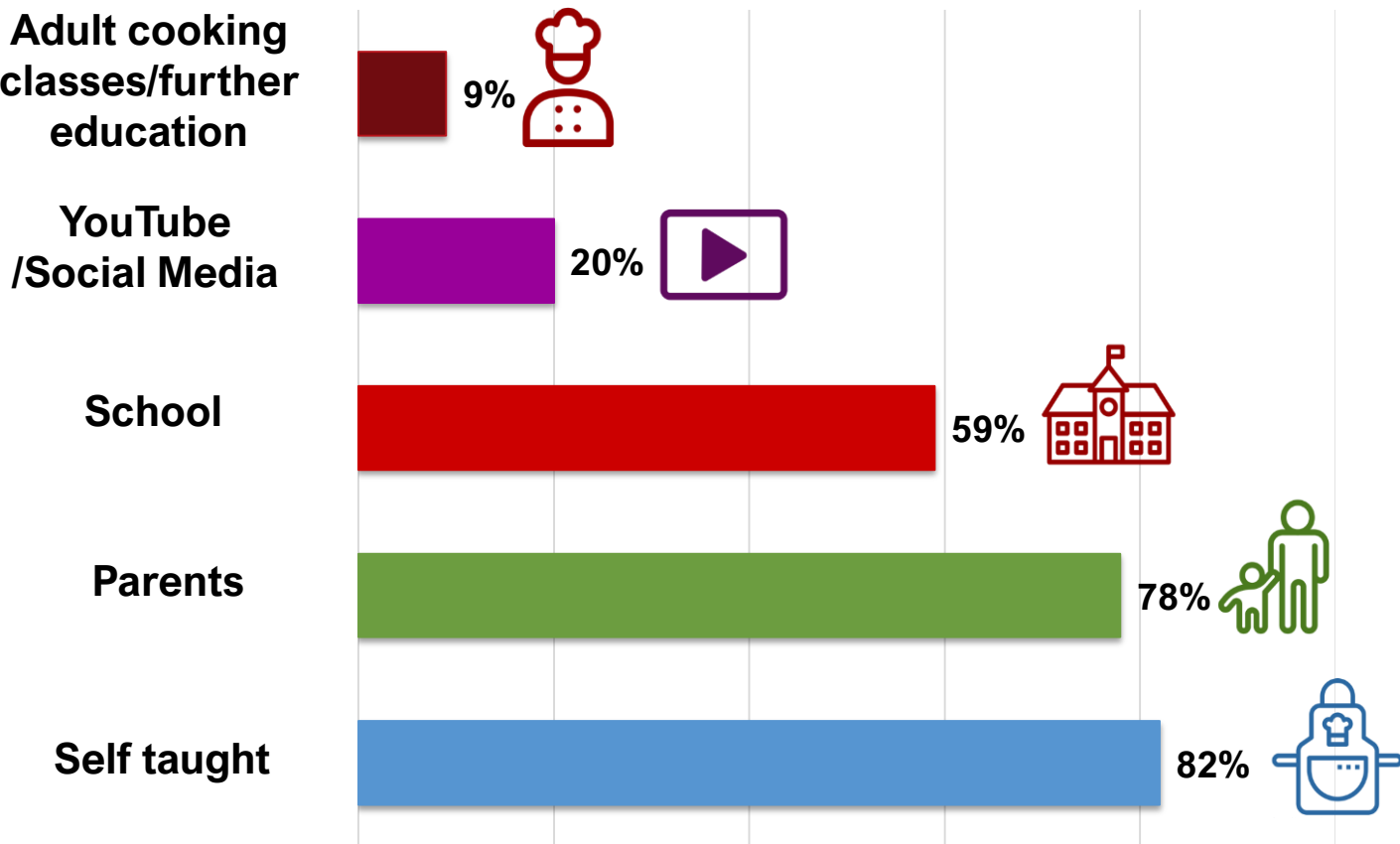
Birmingham citizens tell us about their diet and cooking behaviours at home.

## Have you been taught to cook?



Of the 392 respondents who answered

## Who taught you to cook?



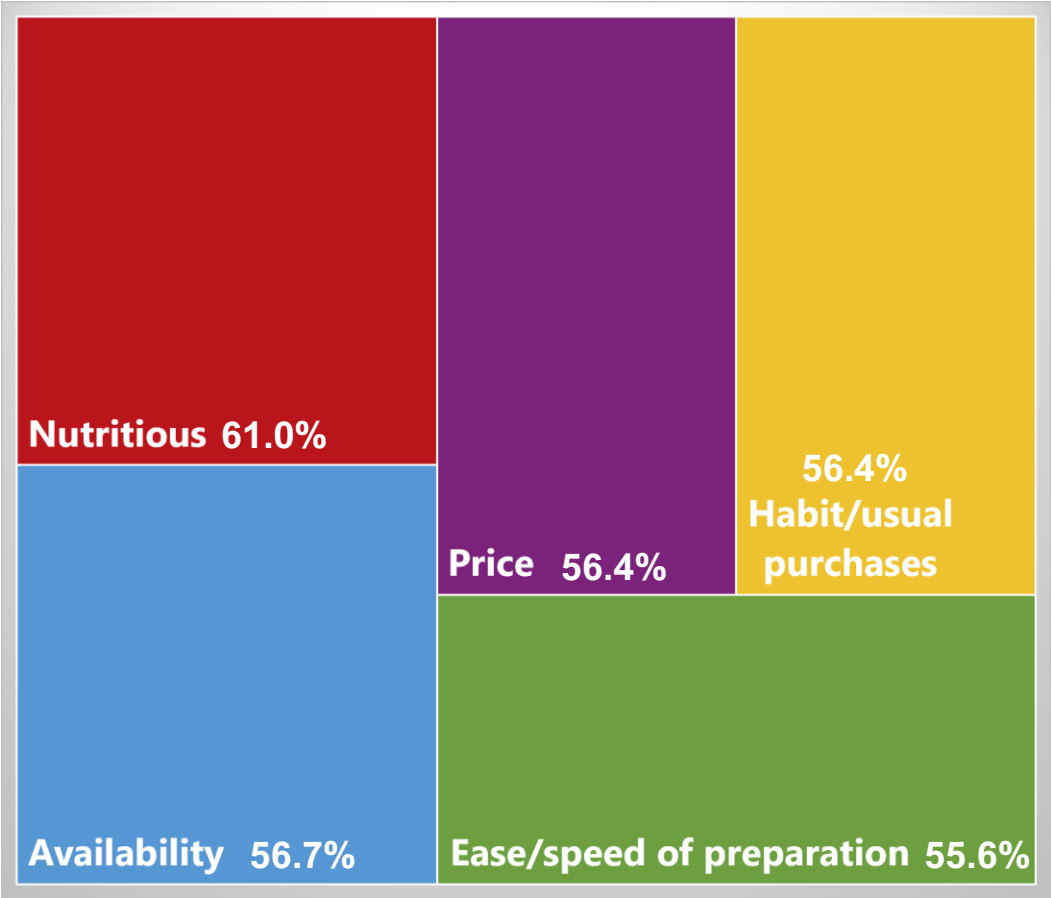
Percentage of Respondents %

Of the 358 respondents who answered

# Section 5: Diet & Cooking Behaviours

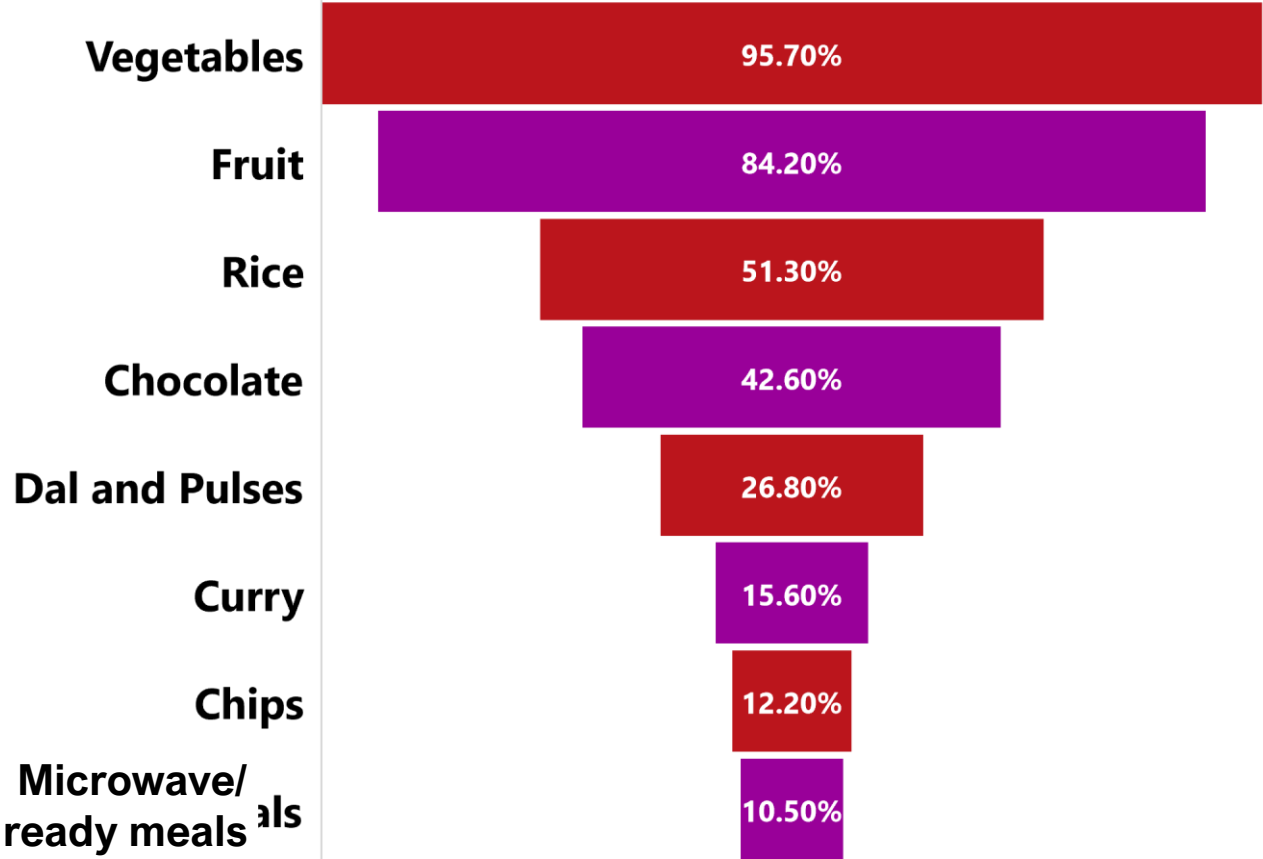
Birmingham citizens tell us about their diet and cooking behaviours at home.

What’s the biggest influence on your food choices?



Of the 390 respondents who answered

Which of the following types of food do you eat more than once a week?

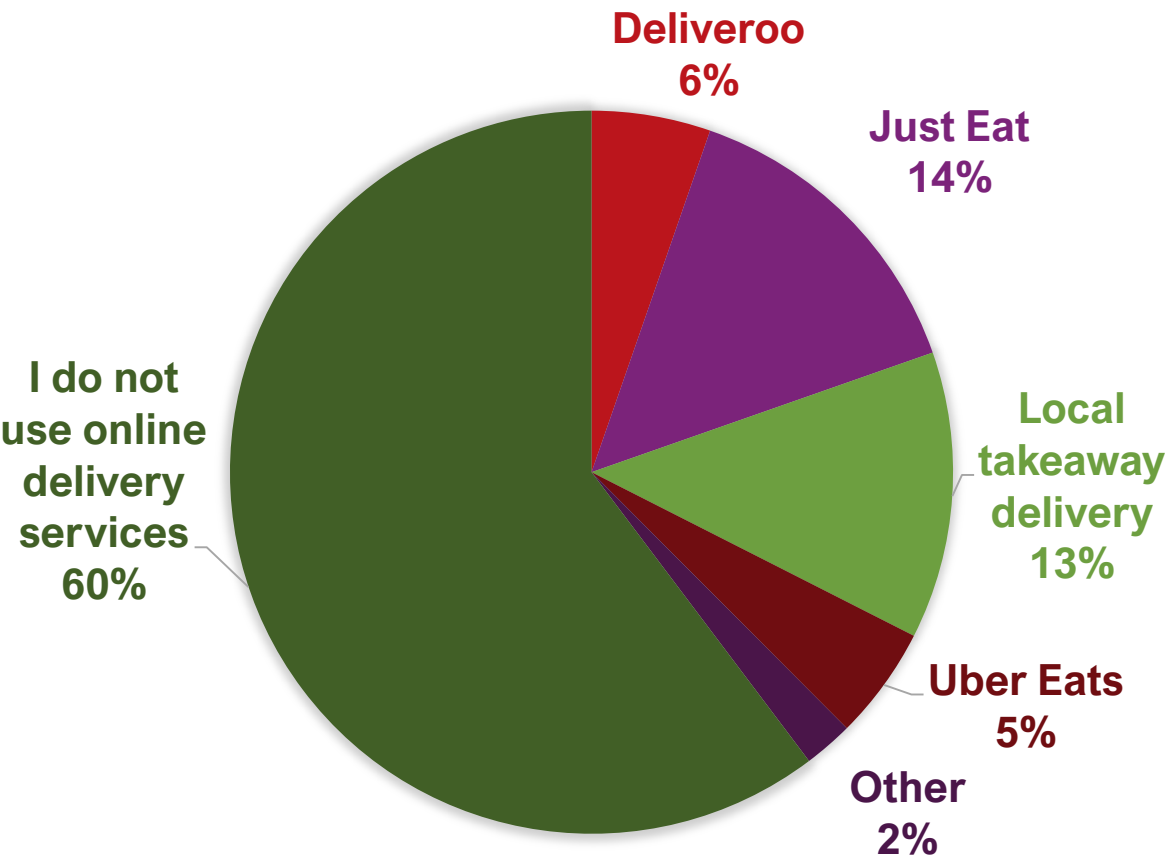


Of the 392 respondents who answered

## Section 6: Hot Food Take-Away

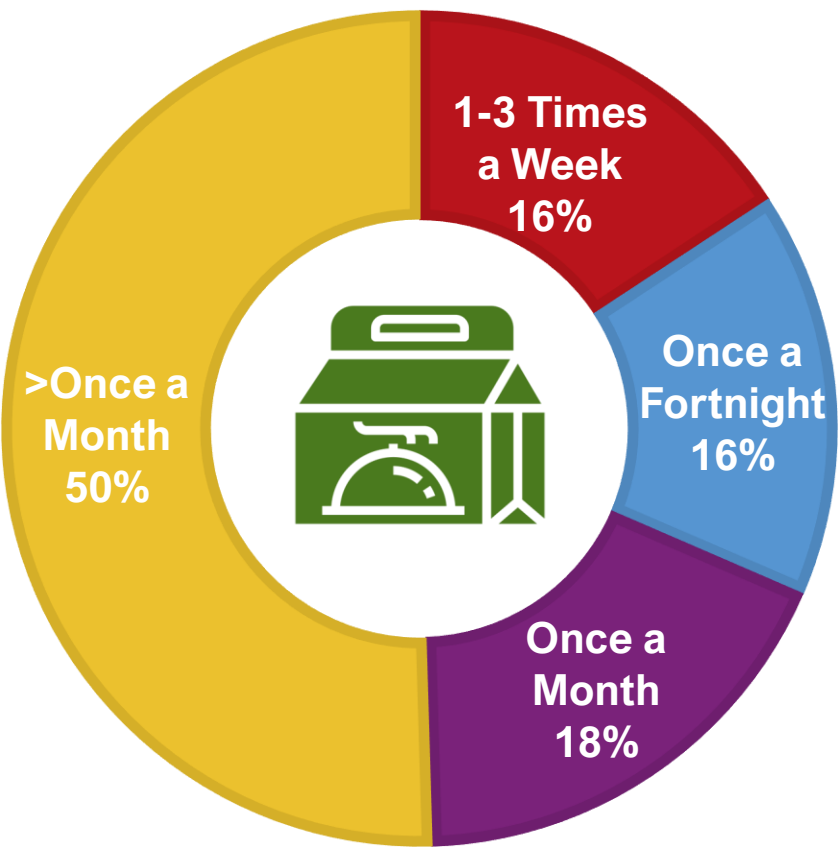
Birmingham citizens tell us about their choices when ordering Hot Food Take-Away and behaviour when ordering food from 'Outside of the Home'.

Which of the food delivery services have you used, in the last month?



Of the 379 respondents who answered

On average, how often do you order hot food to be delivered to your home?



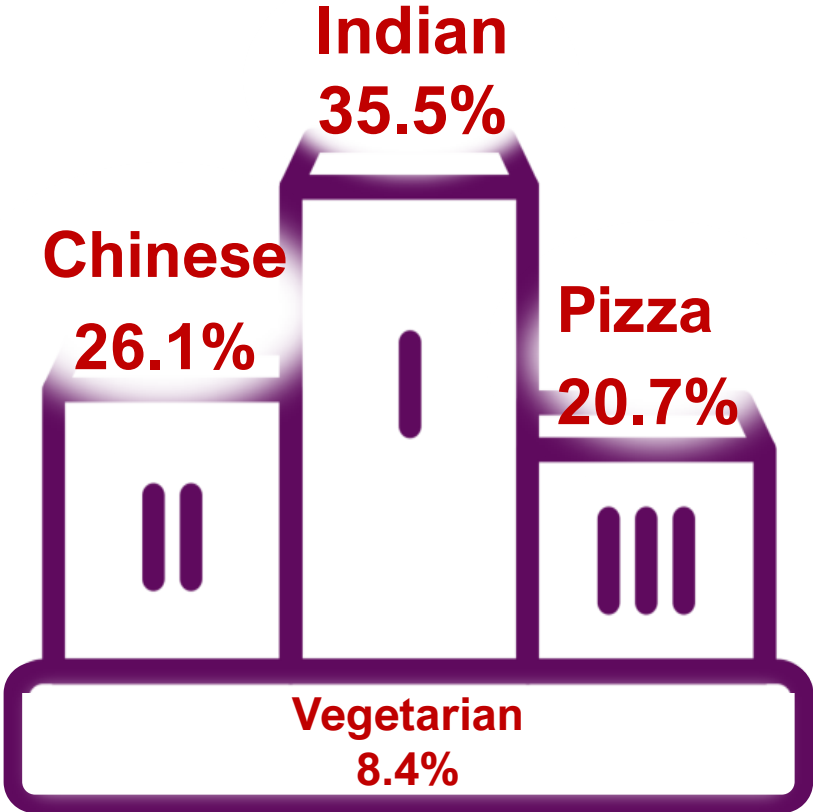
Of the 216 respondents who answered

# Section 6: Hot Food Take-Away

Birmingham citizens tell us about their choices when ordering Hot Food Take-Away and behaviour when ordering food from ‘Outside of the Home’.

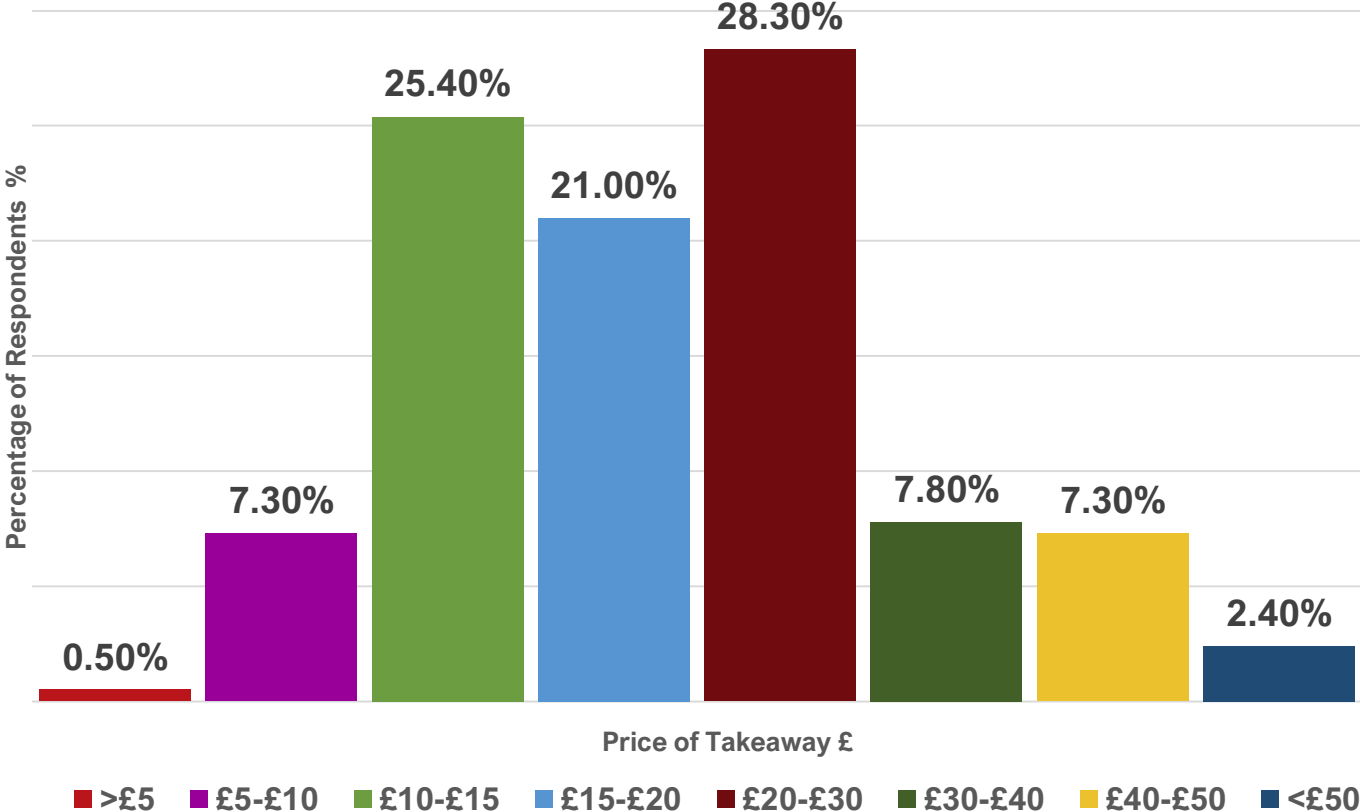
## Most popular hot food take-away choices

Of the 203 respondents who answered



## Roughly, how much did your last takeaway cost?

Of the 205 respondents who answered



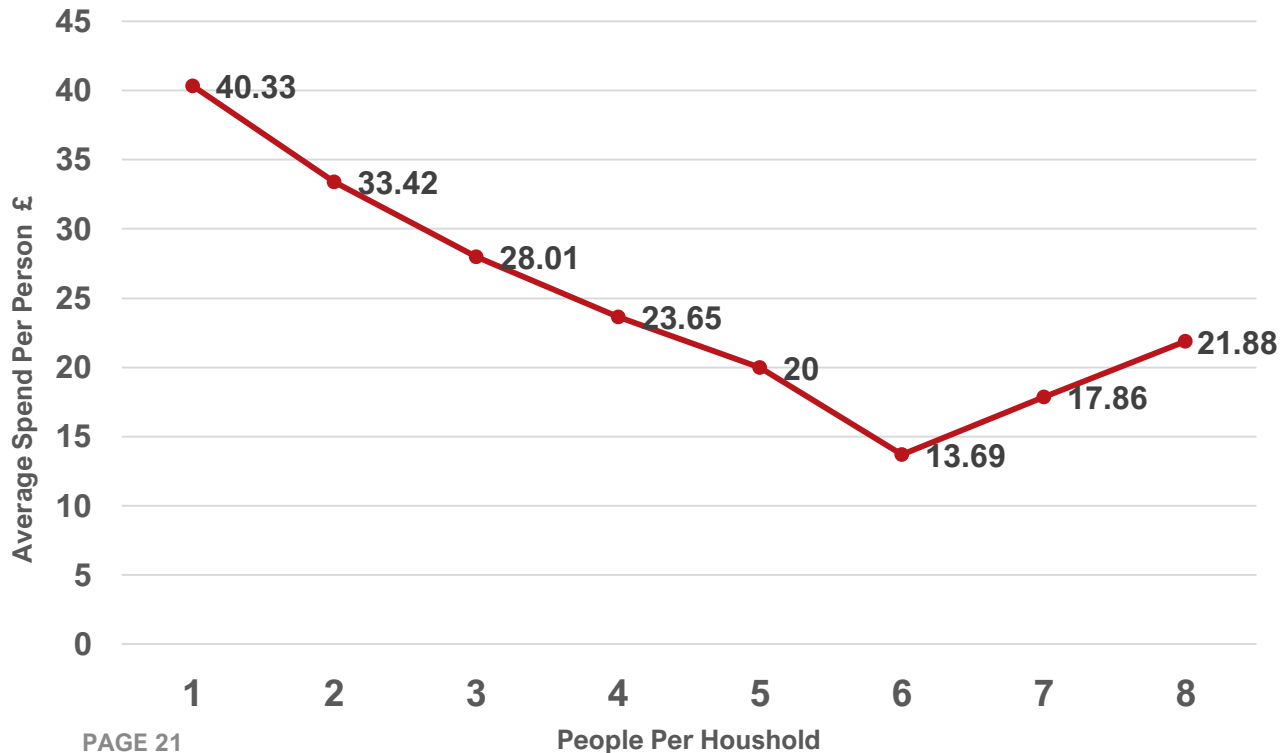
## Section 7: Buying Food

Birmingham citizens tell us where, why and how they buy food for themselves, or their households.

### On average, how much do you spend on food each week for the household?

Of the 389 respondents who answered

Approx. Average amount of money spent per person given the number of people in the household



On average per person per household, respondents spent

Approx. £28.59



## Section 7: Buying Food

Birmingham citizens tell us where, why and how they buy food for themselves, or their households.

Of respondents

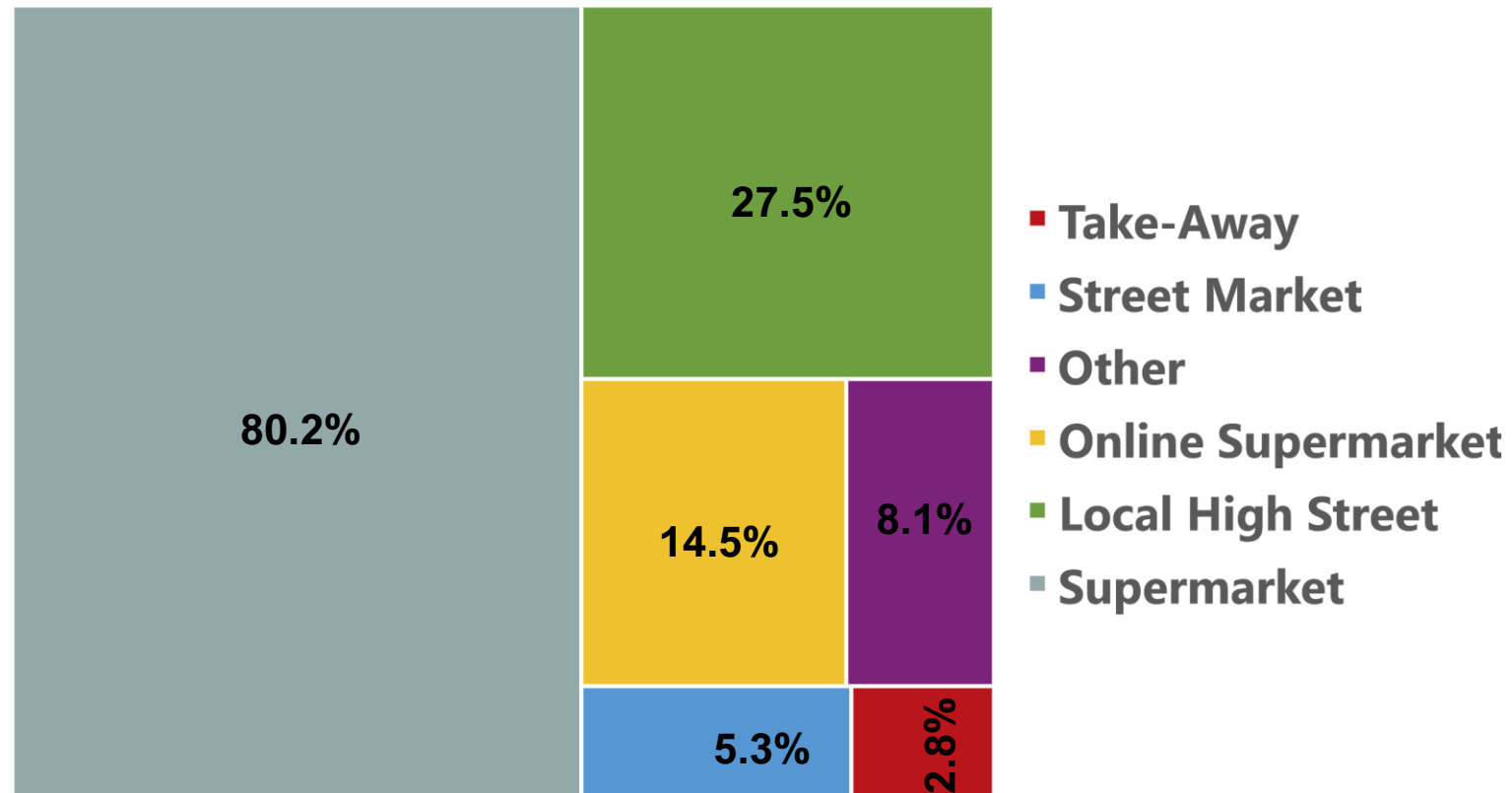
1%

had used a food  
bank in the last  
six months



Of the 391 respondents who answered

In the last week where has the majority of the  
food eaten in the house been bought?



Of the 393 respondents who answered

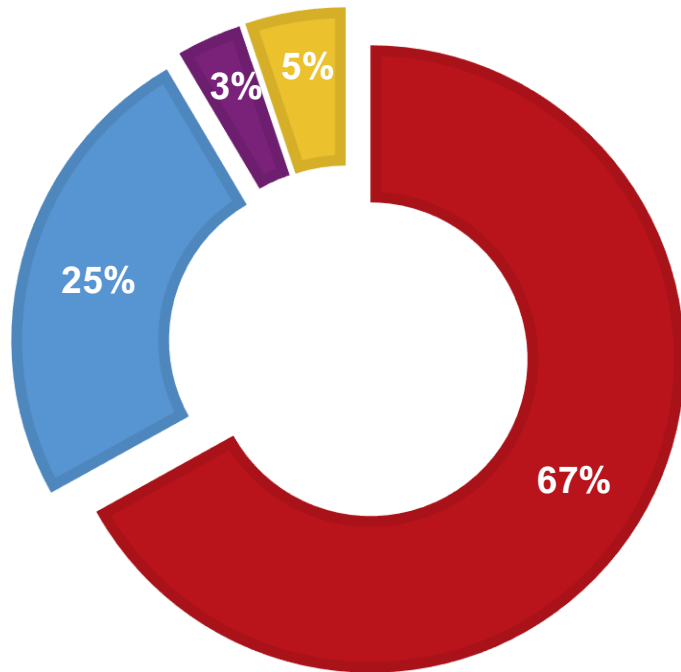
## Section 7: Buying Food

Birmingham citizens tell us where, why and how they buy food for themselves, or their households.

### Roughly how long is your regular journey to do the main food shop?

Of the 390 respondents who answered

■ >15 Min ■ 15Min-30Min ■ <30Min ■ Don't Travel



### What mode of transport do you use to do the main household food shop?

Of the 390 respondents who answered

