

Overview

The Birmingham Food System strategy sets out a new strategy to address the food system and its impact on diets and health in Birmingham.

Through this consultation we are asking you, Birmingham's citizens, strategic partners, and key agencies (including current service providers), to give your views on our approach.

The draft strategy details our approach and is available to view on BeHeard. It is intended to direct our actions in Birmingham over the next 8 years (2022-2030). The strategy's vision is to create a bold, fair, sustainable and prosperous food system and economy, where food choices are nutritious, affordable and desirable so all citizens can achieve their potential for a happy, healthy life.

The draft strategy has been developed by the new Food System Team in the Public Health division, with input from the Creating a Healthy Food City forum, stakeholder groups, citizens, the Food Foundation, and best practice from international partnerships such as the Milan Urban Food Policy Pact. It has also been informed by research and insights on Birmingham's food system and the factors that shape people's diets through projects such as the Birmingham Food Survey and the Birmingham Seldom Heard Voices and Food Conversations. The Birmingham Food System Strategy will be managed by the Creating a Healthy Food City Forum, a subforum of the Health and Wellbeing Board, who will ensure the city of Birmingham collaboratively meet the aims for 2030.

The Birmingham Food System strategy is based on a series of workstreams across people and communities, the life course, the city, and different settings (the Big Bold City approach). It includes ambitions, objectives, and potential actions to be taken, alongside the key partners, indicators, and leaders who will help us achieve them. The strategy is underpinned by 3 key principles: collaborate (strengthen partnerships and build on existing good practice), empower (remove barriers and facilitate solutions) and equalise (focus actions where they are needed most to reduce inequalities).

Changing the food system cannot be achieved by the council alone and will involve agency from a range of organisations and individuals across a variety of settings. We want to strengthen engagement and co-production through consulting on the draft document. We would like to know whether you think our approach is the right approach and have our thinking and future actions shaped by your feedback.

While Birmingham City Council feels that the questions asked in this consultation are anonymous and so there is little risk of you being identified as an individual, we will ensure that any personal/category data provided is processed in line with our privacy statement.

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Food Action Decision Making and Prioritisation tool

Vision statement

Please see page 4 of the Birmingham Food System strategy

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

To what extent do you agree or disagree with the vision statement?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the vision statement, use the box below for comments you wish to make

If you disagree with the vision statement, tell us why and explain how you think this could be improved

Principles

Please see page 4 of the Birmingham Food System strategy

The three principles key to the development of the strategy and action plan are: collaborate (strengthen partnerships and build on existing good practice), empower (remove barriers and facilitate solutions) and equalise (focus actions where they are needed most to reduce inequalities).

To what extent do you agree or disagree with these principles?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the principles, use the box below for comments you wish to make

If you disagree with the principles, tell us why and explain how you think this could be improved

Ambition

Please see page 5 of the Birmingham Food System strategy

The Birmingham Food System Strategy is the city's ambitious eight-year approach to create a bold, sustainable, healthy and thriving food system. The Birmingham Food System Strategy marks the beginning of our Bold Birmingham Food Movement. The strategy is owned by the city and is driven by every citizen, organisation, and business in Birmingham collectively leveraging change, innovation, and development to create a future food system that every citizen is proud to be part of.

Our ambition is to ensure that Birmingham has a regenerative food system where our environment, communities, and economies thrive. This will involve regenerating our environment, regenerating our communities and regenerating our economy.

Regenerate our Environment

A future where our response to the climate emergency is visible through our collective urgent action to mitigate the impact our urban food system has on the environment. Seasonal and local produce is in high demand, and the carbon footprint and negative environmental impact from food miles, processing and unsustainable packaging is minimised. There is a strong culture of reduce, reuse, repurpose, recycle, and regenerative farming and food production practices are supported.

Regenerate our Communities

A future where every citizen, no matter their circumstances, can eat an affordable, healthy, and sustainable diet. Communities are resilient and empowered, and people of all ages, cultures and backgrounds develop meaningful connections when they come together and share food. Citizens live in communities where life has a fulfilling purpose and people are valued, and those who need it most are supported.

Regenerate our Economy

A future where our city has a circular economy and we attract innovation and investment. Our culturally diverse food offer is celebrated and our city is a food destination. SMEs and independent businesses are celebrated and supported and they thrive and grow. A nutritious, ethical and sustainable food offer is an economically sustainable business choice. Employment opportunities are plentiful, and workers are treated well, receive a fair salary, are upskilled and have opportunities for development.

To what extent do you agree or disagree with this ambition?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the ambition, use the box below for comments you wish to make

If you disagree with the ambition, tell us why and explain how you think this could be improved

Aims

Please see pages 8-9 of the Birmingham Food System strategy

Our aims for an eight-year journey together are:

1. Grow the Birmingham food movement

A cultural shift is emerging across our city, and insight work shows that demand for environmentally sustainable, ethical, nutritious and local food is increasing. Birmingham is leading the way with innovative projects to build this cultural change further. Through this strategy and action plan we will shine a light on the amazing initiatives taking place in our city, and inspire others to join the Birmingham Food Movement.

Birmingham is known for our culturally diverse food offer, many small and independent businesses, and award winning food, and we will celebrate and support our local food economy and build our reputation as a food destination.

2. Build a sustainable, ethical and nutritious food system and thriving local economy

A thriving local food economy that is resilient and responsive to changes, and where sustainable, ethical and nutritious food choices are an economically sustainable business choice is our aim for the future.

In addition, by developing our food system as a major employer, where businesses and citizens benefit from the high-quality food sector education and skills development opportunities on offer, our food system will be a core part of our city.

3. Build stronger resilient communities that support those who most need it, and mitigate food insecurity

Communities, third sector and voluntary organisations play a vital role in supporting citizens, mitigating the impacts of poverty on food security, and maximising the uptake of support programmes such as healthy start vouchers and free school meals.

Our city-wide partnership will facilitate coordinated local action and this will be key to our success, and we will support and build on existing initiatives and community assets. The future will include strong communication, opportunities that are maximised, and responsive and tailored signposting to services and support.

4. Empower citizens to consume a sustainable, ethical, healthy and nutritious diet

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.

Work across the life course to support people to make healthier and more sustainable food choices, from weaning to moving into independence in adulthood, and staying healthy in later life.

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.

To what extent do you agree or disagree with the aims?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the aims, use the box below for comments you wish to make

If you disagree with the aims, tell us why and explain how you think this could be improved

Are there any key aims that we have missed or changes that should be made?

Big Bold City approach

Please see page 28 of the Birmingham Food System strategy

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. Food businesses e.g. catering, restaurants, cafés, canteens, takeaways, farm shops, food delivery services, markets, supermarkets, convenience stores and other food retailers
 2. Supply chain e.g. food producers and growers, logistics, delivery
 3. Third sector and not-for-profits e.g. charities, not-for-profit and voluntary organisations
 4. Community and faith settings e.g. community centres, allotments, churches, mosques, temples, shared spaces
 5. Education settings e.g. early years, nurseries, primary schools, secondary schools
 6. Further education settings e.g. colleges and universities
 7. Birmingham City Council e.g. Council services such as lifestyle services, education, regulation and enforcement and others
 8. Public services e.g. medical settings, libraries, commissioned services
 9. Research and innovation e.g. knowledge hubs, innovation companies
 10. Workplace and employers e.g. onsite food offer, workplace policies and initiatives
 11. Industry networks e.g. industry organisations and networks
 12. Home e.g. the wide variety of living situations that reflect Birmingham citizens

To what extent do you agree or disagree with the Big Bold City approach?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the Big Bold City approach, use the box below for comments you wish to make

If you disagree with the Big Bold City approach, tell us why and explain how you think this could be improved

Are there any key settings that we have missed or changes that should be made?

Framework for Action

Please see page 29 and 32-40 of the Birmingham Food System strategy

The strategy involves a Framework for Action that focuses on delivery through nine themed work streams. These are based on the international evidence-base and learning from networks such as Sustainable Food Places and the Milan Urban Food Policy Pact.

These workstreams are:

1. **Food production** – empower citizens and local producers to grow and preserve food and connect to the city's food system.
2. **Food sourcing** - increase sourcing of local, environmentally sustainable, ethical and nutritious foods across the food system
3. **Food transformation** - transform diets to contain more diverse and nutritious ingredients, and less fat, salt and sugar.
4. **Food waste and recycling** – maximise the repurposing and distribution of surplus food and minimise waste and unsustainable packaging.
5. **Food economy and employment** - create a thriving local food economy for all and maximise training and employment opportunities.
6. **Food skills and knowledge** - empower citizens with knowledge and skills to make the most of food in our city
7. **Food behaviour change** - ensure the capability, opportunity and motivation for key behaviours that will enable long term change.
8. **Food security and resilience** - ensure citizens in every community at every age have access to sufficient affordable nutritious safe food for health.
9. **Food innovation, partnerships & research** - gather insights and facilitate innovation, collaboration, learning and research across the food system

To what extent do you agree or disagree with the overall Framework for Action?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the Framework for Action, use the box below for comments you wish to make

If you disagree with the Framework for Action, tell us why and explain how you think this could be improved

Are there any key aspects that we have missed or changes that should be made?

Which of the eight workstreams do you think is the most important to improve the food system in Birmingham?

1. Food Production

Our objective is to empower citizens and local producers to grow and preserve food and connect to the city's food system.

Food is produced mainly through growing plants or raising animals, and is then sometimes transformed through a manufacturing and packaging process into the products we see on shelves and market stalls. How we produce food has an impact on the nutritional content of what we eat, the environment around us, and the price we pay for food.

The act of growing food individually and as a community can benefit health through bringing people together, reducing isolation and supporting both physical and mental health and wellbeing.

The science of food production is always evolving and this generates new opportunities for urban food production, both commercially and domestically. As a result, this creates opportunities for job creation, as well as more environmentally sustainable food supply chains. The nature of the food production cycle is that it is seasonal which can create surplus crops at peak times of the year. Innovation and partnership is required to maximise opportunities and avoid waste so that we don't lose food that could feed our city.

The aspirations below will shape the Food System Strategy Action Plan:

Grow More in Birmingham

- Support more community growing across the city with community champions leading growing campaigns across the city, and increase growing in parks, community spaces, schools and window boxes. Inspire and enable people to get involved and try growing.
- Empower communities to utilise unused public spaces for temporary growing co-operatives and support a city-wide Growing Network of learning and sharing.
- Inspire targeted evidence-based initiatives across the public sector that maximise the potential benefits of growing for health and wellbeing to reduce inequalities.
- Work with Local Enterprise Partnerships to enable innovative urban farming opportunities as part of the growth strategy for the city, maximising the potential of the East Birmingham growth corridor.
- Utilise the tools for planning and licensing, including the Healthy City Planning Toolkit, to maximise the potential to create growing spaces across the city.

Grow for Good

- Use the levers of procurement to support environmentally sustainable and ethical food production as a fundamental part of the food system of the city.
- Develop competencies within training opportunities so citizens are upskilled to work in agriculture and food production, and increase apprenticeship opportunities to develop the future workforce.

To what extent do you agree or disagree with the Food Production workstream?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the Food Production workstream, use the box below for comments you wish to make

If you disagree with the Food Production workstream, tell us why and explain how you think this could be improved

Are there any key aspects of Food Production that we have missed or changes that should be made?

Are there any key actions for Food Production that we have missed?

2. Food Sourcing

Our objective is to increase sourcing of local, environmentally sustainable, ethical and nutritious foods across the food system.

Food sourcing is important as it has a huge impact on people and the planet. Better food sourcing can reduce harm to the environment, mitigate climate change, reduce pollution, support the ecosystem, improve animal welfare, and support the health, wellbeing and life circumstances of people. It can also enable thriving economies and businesses that, in turn, support communities.

The aspirations below will shape the Food System Strategy Action Plan:

Local First

- Increase demand and expectation of seasonal, local, sustainable food sourcing with ethical supply chains.
- Support businesses, especially those in the public sector, to explicitly consider local sourcing in their food procurement.
- Support more rural-urban connection, especially through local markets that help connect independent and small producers with local communities.

Local For All

- Address the challenge of food sourcing for at-risk groups and develop solutions for those who are unable to purchase in bulk, or afford minimum order amount required for deliveries, and implement solutions.
- Where there are gluts that farmers can't sell, explore solutions so it is still harvested and can connect into the food system and benefit those who need it most.
- Explore how local food hubs can connect surplus foods with those who need it, and how surplus food can be transformed into meals.

Understand Local Food

- Support schools and adult education providers to work with local food producers to help citizens understand the food journey and be more aware of the farmers and producers in the Midlands.
- Identify the farms and producers across Central England, and what food they produce and when. Increase awareness of what local foods are available, when they are in season, and where they can be purchased.

To what extent do you agree or disagree with the Food Sourcing workstream?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the Food Sourcing workstream, use the box below for comments you wish to make

If you disagree with the Food Sourcing workstream, tell us why and explain how you think this could be improved

Are there any key aspects of Food Sourcing that we have missed or changes that should be made?

Are there any key actions for Food Sourcing that we have missed?

3. Food Transformation

Our objective is to transform diets to contain more diverse and nutritious ingredients, and less fat, salt and sugar.

The process of transformation of food is about turning raw ingredients into food primarily to sell either through shops or in restaurants. Ingredients like apples can be transformed into foods ranging from apple pies to baby food, or can be sold in their raw form with simple cleaning and limited packaging.

The transformation journey can involve adding ingredients like salt, fat and sugar to create flavour as well as structure, texture and longevity to products. Although some of these are essential to the final product, there are often ways to make this better for our health and the environment.

We want to see a city where food is transformed in ways which are delicious, include diverse ingredients, are nutritious and healthy and are environmentally sustainable. This will involve working with industry locally, regionally and nationally.

The aspirations below will shape the Food System Strategy Action Plan:

Make Food Healthier, Sustainable and Delicious

- Encourage industry to create more affordable nutrient dense healthy food in ways that are attractive and engaging to our diverse communities.
- Inspire food technology innovation through our higher education partners across the city, and the industries of the city and wider West Midlands, to improve food formulation.
- Challenge the status quo through open and authentic discussion of our food system and its impact on our lives and our future.
- Empower citizens and communities to understand more about food transformation and create an environment that creates demand for healthier food.

To what extent do you agree or disagree with the Food Transformation workstream?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the Food Transformation workstream, use the box below for comments you wish to make

If you disagree with the Food Transformation workstream, tell us why and explain how you think this could be improved

Are there any key aspects of Food Transformation that we have missed or changes that should be made?

Are there any key actions for Food Transformation that we have missed?

4. Food Waste and Recycling

Our objective is to maximise the repurposing and distribution of surplus food and minimise waste and unsustainable packaging.

Food waste is bad for citizens, for communities and for our city. It means we spend more on food than we need to, and it creates environmental burdens through the need to dispose of excessive packaging, and uneaten or unsold food. Food waste happens at every stage of the food system and much of this is avoidable, and to put this in numbers (Love Food Hate Waste, 2021):

- In the UK, 70% of UK food waste (post-farm gate) comes from households, equivalent to a value of over £14 billion a year and 20 million tonnes of GHG emissions.
- An average family of four can save £60 per month by reducing food waste.
- While food waste in households reduced by over 40% in 2020 during the pandemic, it rebounded back in 2021 to pre-pandemic levels.
- Higher food waste is associated more with working age adults, use of ready made meals, time pressures, dietary restriction and lack of skills and confidence.

Reducing food waste and packaging conserves energy and resources, and reduces waste in landfill, it is better for our pockets as well as for our planet.

The aspirations below will shape the Food System Strategy Action Plan:

Be Waste Wise

- Create and support a culture in households and across the food system that avoids waste at every stage.
- Work to understand the barriers that stop people avoiding waste, such as lack of access to a fridge.
- Support citizens to be waste wise and support better and easier food management for households.
- Encourage food businesses to be waste wise by using best practice models and repurposing, and food sharing and recycling food surplus in partnership with community organisations.
- Explore models of community collaboration with food production, and support access to affordable nutritious food, and utilise surplus or near waste food.

To what extent do you agree or disagree with the Food Waste and Recycling workstream?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the Food Waste and Recycling workstream, use the box below for comments you wish to make

If you disagree with the Food Waste and Recycling workstream, tell us why and explain how you think this could be improved

Are there any key aspects of Food Waste and Recycling that we have missed or changes that should be made?

Are there any key actions for Food Waste and Recycling that we have missed?

5. Food Economy and Employment

Our objective is to create a thriving local food economy for all and maximise training and employment opportunities.

Food is produced, transformed, sold, and disposed of by people as part of their jobs and volunteer roles, and this is underpinned by a broad range of training and skills development.

The food economy is a significant part of the economy of Birmingham, and one which reflects our diverse and vibrant global heritage, and the interconnection of hundreds of small and medium enterprises (SME). As we come through the pandemic the resilience of the food economy is a key issue for the future.

We want Birmingham to have a vibrant and sustainable food economy that is a world leader in innovation, diversity and healthy food. Our food economy will create jobs that attract and support talent, and by working with our education providers we will position our citizens for these opportunities and take this ethos across the world.

The aspirations below will shape the Food System Strategy Action Plan:

Good Food Jobs and Businesses

- Develop Birmingham as a food destination with a flourishing, vibrant, diverse food scene that celebrates the cultural diversity of the city, and our excellent local produce and independent businesses.
- Celebrate businesses that innovate and lead healthy, sustainable, ethical and affordable food approaches across the breadth of the city.
- Encourage all businesses in the food system to become Real Living Wage employers and model good workplace practices so that the sector becomes known for good jobs.
- Support innovation opportunities in the food sector.
- Utilise the tools for planning and licensing, including the Healthy City Planning Toolkit, to maximise the potential to create healthy food retail environments.

Good Food Skills

- Work with the food sector to understand the interventions needed to support an education and skills pipeline that will support a healthier and more sustainable food city across the food system.
- Work with education providers to understand the needs of the food system, and encourage and support local people to enter the sector.
- Maximise the potential of national schemes, such as apprenticeships, to enable entry to the food sector employment for disadvantaged groups.

To what extent do you agree or disagree with the Food Economy and Employment workstream?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the Food Economy and Employment workstream, use the box below for comments you wish to make

If you disagree with the Food Economy and Employment workstream, tell us why and explain how you think this could be improved

Are there any key aspects of Food Economy and Employment that we have missed or changes that should be made?

Are there any key actions for Food Economy and Employment that we have missed?

6. Food Skills and Knowledge

Our objective is to empower citizens with knowledge and skills to make the most of food in our city

Confidence and knowledge of how to make the most from food comes through loudly from citizens, and through research, as being a significant issue. Food is part of our social structure, it is how we celebrate, grieve, commiserate and congratulate and it is a fundamental part of many cultures of heritage and identity.

Although it is often seen as simple many people don't feel confident in making healthy choices when it comes to food, and too few of us understand the food system and the impact it has on our lives and our communities. Knowledge isn't enough, it has to be supported by skills to use this knowledge, and empowering individuals to ask for what they want, and ensuring they have the equipment and access to put the knowledge and skills into action.

The aspirations below will shape the Food System Strategy Action Plan:

Grow Smart

- Support citizens to understand where food comes from, how it is farmed and transformed so they can make informed choices.
- Support citizens and communities to grow local, individually and collaboratively.

Shop Smart

- Support greater understanding of food labelling and how food transformation impacts on nutrition and health.

Cook Smart

- Support greater understanding of how to prepare and cook food, especially in the context of limited time and finances.
- Create opportunities for inter-cultural and inter-generational cooking to share learning and experiences as part of the work on social cohesion.
- Utilise online platforms such as Whisk to develop communities where recipes and ideas are shared.
- Explore how to expand access to cooking equipment in communities.

Eat Well

- Support parents, families and those who work with children to develop skills for a lifetime within children and young people, and help them build healthy relationships with food as they grow into adulthood.
- Support citizens and businesses to understand healthy food, and its impact and benefits, in the context of their culture, heritage and the wider city.

To what extent do you agree or disagree with the Food Skills and Knowledge workstream?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the Food Skills and Knowledge workstream, use the box below for comments you wish to make

If you disagree with the Food Skills and Knowledge workstream, tell us why and explain how you think this could be improved

Are there any key aspects of Food Skills and Knowledge that we have missed or changes that should be made?

Are there any key actions for Food Skills and Knowledge that we have missed?

7. Food Behaviour Change

Our objective is to ensure the capability, opportunity and motivation for key behaviours that will enable long term change.

The choices we make about food aren't just about knowledge and skills, they are influenced by lots of factors around us every day. These factors include those related to culture and social influences, and also environmental barriers such as lacking equipment or access to affordable food.

Helping people to make better choices about the food they eat, buy and throw away needs to consider these factors. We also need to use evidence-based behaviour change approaches to understand and enable both immediate and long-term change in the context of real lives in our city.

The aspirations below will shape the Food System Strategy Action Plan:

Supporting Individual Change

- Co-produce social marketing and behaviour change interventions with local people and partners using science-based approaches. This will include conducting a behavioural diagnosis to identify what techniques are most likely to support behaviour change, and delivering campaigns such as those using 'nudge' techniques.
- Develop the evidence-based 1 to 1 interventions, delivered through social prescribing and other programmes, to support individual behaviour change.

Communities of Change

- Enable community led behaviour change programmes that use peer support and culturally competent approaches, and are embedded into communities, including those of identity and experience.
- Support the use of the evidence-based behaviour change methods across the community and voluntary sector.

A City of Change

- Working with the universities of the city, we want to expand the understanding of applied behaviour change science in the context of our global city, to support healthier and more sustainable food choices at an individual, community and food system level.
- Support businesses to shape their environments to nudge customers towards nutritious and sustainable choices, and share tips on how to introduce people to new menu items in a way that increases uptake.
- Continue to develop and deepen our understanding of the barriers to a healthy and sustainable food system in Birmingham through insight and research and co-production with citizens, communities, industry and our wider partnerships.

To what extent do you agree or disagree with the Food Behaviour Change workstream?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the Food Behaviour Change workstream, use the box below for comments you wish to make

If you disagree with the Food Behaviour Change workstream, tell us why and explain how you think this could be improved

Are there any key aspects of Food Behaviour Change that we have missed or changes that should be made?

Are there any key actions for Food Behaviour Change that we have missed?

8. Food Security & Resilience

Our objective is to ensure citizens in every community at every age have access to sufficient affordable nutritious safe food for health.

Too many citizens, including too many families, have to make difficult choices every week in our city between buying healthy food or paying bills. These choices are the result of wider policies on welfare and living wage employment, but the impacts are clear to see on people's plates and through the impact on their health.

We have to be proactive in applying evidence-based approaches to addressing food poverty and insecurity to mitigate the impact of deprivation, and support citizens to feed themselves and their families in the context of the national policy landscape.

The aspirations below will shape the Food System Strategy Action Plan:

Talk about Food Poverty

- Through our city-wide partnership we will build a big city-wide conversation to shine a light on the reality of food poverty, and try to reduce the stigma and isolation created by being unable to feed yourself or your family.

Mitigate Food Poverty

- Use evidence-based approaches to increase awareness and uptake of initiatives across the city, for example Healthy Start vouchers, networks such as Food Justice Network and Growing Network, and community initiatives.
- Support knowledge, skills and access to initiatives that enable individuals to eat healthy and delicious diets on low incomes.
- Identify what drives unaffordable food across the city, and develop evidence-based solutions to bring about change that will create more affordable food businesses, and increase healthy affordable options on offer to citizens.

Reduce Food Poverty

- Continue to work towards truly being a Living Wage City and influence, on a national level, the welfare and employment practices that lead to food poverty.

Be a Food Resilient City

- Use our global city position to collaborate and influence regional, national and international policy to increase the food security of cities, which are uniquely vulnerable to disruption to the global food supply chain.

To what extent do you agree or disagree with the Food Security & Resilience workstream?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the Food Security & Resilience workstream, use the box below for comments you wish to make

If you disagree with the Food Security & Resilience workstream, tell us why and explain how you think this could be improved

Are there any key aspects of Food Security & Resilience that we have missed or changes that should be made?

Are there any key actions for Food Security & Resilience that we have missed?

9. Food Innovation, Partnerships and Research

Our objective is to gather insights and facilitate innovation, collaboration, learning and research across the food system.

Birmingham is a thriving hub of innovation and best practice and is a centre for urban food system innovation. By bringing together city-wide, national and international partners to solve food system challenges we increase partnerships, communication, maximise opportunities and reduce duplication. Collectively we are on a mission to better understand food systems, and develop innovative solutions supported by research and technology. We want to create a bolder city, maximise the future trends and opportunities in food for all our citizens, and ensure our food system is healthy, fair and sustainable.

The aspirations below will shape the Food System Strategy Action Plan:

Our Diverse and Engaged Food City

- Through the Creating a Healthy City Food Forum and our city-wide partnership, we will strengthen and expand the engagement across the city to inform and collaborate towards our shared ambition of a creating a healthier and more sustainable food city for Birmingham.
- In communities of place, identity and experience across the city we want to build networks and collaboration for change and impact.
- Through our international partnerships, such as the Milan Urban Food Policy Pact, Delice Network, Food Cities 2022 and BINDI partnership, we will learn and collaborate to be a better city food system.
- Through the opportunity of the Commonwealth Games and the Food Cities 2022 network, we will form new partnerships to support healthier food choices and empower healthy food business linked to our Commonwealth partner cities and nations.

Our Innovative Food City

- Working through economic growth and innovation partnerships, we must maximise the potential of the food system of our city to be at the cutting edge of affordable, ethical, healthy and sustainable food.
- Through the vibrant and diverse food scene of the city, we will continue to develop and innovate sustainable, healthy, delicious and ethical food that celebrates our diverse and evolving culture and heritage.

Our Learning Food City

- Working with the Urban Food Systems Collaboration, hosted by Birmingham City University, we can develop a cross-institutional approach to research and insight that drives change through science and research.

To what extent do you agree or disagree with the Food Innovation, Partnerships and Research workstream?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the Food Innovation, Partnerships and Research workstream, use the box below for comments you wish to make

If you disagree with the Food Innovation, Partnerships and Research workstream, tell us why and explain how you think this could be improved

Are there any key aspects of Food Innovation, Partnerships and Research that we have missed or changes that should be made?

Are there any key actions for Food Innovation, Partnerships and Research that we have missed?

Food System Partners and Other Priorities and Strategies

See pages 44-46 of the Birmingham Food System strategy

Birmingham is the largest local authority in Europe, with many moving parts, strategies, leaders, and change-makers. A key driver for success in making Birmingham's food system bolder, healthier and more sustainable is bringing the many moving parts together.

The Birmingham Food System Strategy will aim to connect, empower, and inform strategic plans from across Birmingham in two key ways:

Embedding Cross-Matrix Working

The Creating a Healthy Food City Forum, has established a working collaborative of key organizations and change-makers from across Birmingham with influence on many key sectors such as health, economy and business, research and innovation, education and skills, communities, food justice, and many more.

We will continue to grow and develop the Creating a Healthy Food City Forum to ensure that we are able to establish a cross-matrix working approach to leveraging change in Birmingham's food system.

We will achieve this aim by creating the Birmingham Food System Action Plan that will outline the actions needed across the city to achieve the outcome and outputs of the Birmingham Food System Strategy. The action plan will be the responsibility of the Creating a Healthy Food City Forum.

Through this approach we will be able to maximise our impact across the complex and multifaceted food system, as there are most often interconnected issues and we can't treat one priority in isolation.

Aligning with Strategies and Priorities

The city's strategies and priorities are constantly evolving to meet the needs of Birmingham citizens and to develop a better city for all. The Birmingham Food System Strategy considers all current strategies and priorities; and our aim will be to ensure that all future developments within Birmingham will be influenced by the aims, objectives and approaches within this eight-year plan.

Strategic Oversight

The Food System Strategy will be overseen by the Health and Wellbeing Board, as a statutory committee of Cabinet.

The Framework will be driven by the Creating a Healthy Food City Forum and delivered in conjunction with partners and key players from across Birmingham. The Creating a Healthy Food City Forum reports to the Health and Wellbeing Board, under the leadership of the Cabinet Member for Adult Health and Social Care.

Delivery

The ambition of a Bolder, Healthier and More Sustainable Food City can only be achieved by setting a clear direction, establishing pivotal actions for all, and working across organisations and the system to lever long-term effective change. The Birmingham Food System Strategy will therefore be supported by the Birmingham Food System Strategy Action Plan, which will develop and evolve to deliver the objectives of the Birmingham Food System Strategy by

2030. This will be delivered through a broad, representative and dynamic local food partnership.

Citizen Focused and Citizen Led

The journey in creating the Birmingham Food System Strategy began by listening to the citizens of Birmingham. We have commissioned and curated a variety of focus groups, engagement sessions, workshops, seminars, and so much more to ensure that we hear the voice of Birmingham.

We have received the input of over 500 citizens from all stages of life, from all backgrounds, and with differing interest in our city's food system.

We intend to continue our endeavour of hearing and championing the voices in Birmingham, by committing to replicate and repeat the food system dialogues held during the development of the strategy at key intervals during the eight year period.

This will ensure that we:

- Continue to meet our citizens needs;
- Build stronger evidence and support for leveraging change;
- Capture the voice of our seldom heard citizens;
- Develop and deliver effective actions that citizens can see, feel, and are aware of;
- Are guided by those most affected by the food system in Birmingham.

To what extent do you agree or disagree with our approach to involving food system partners and aligning to other strategies and priorities?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with our approach to involving food system partners and aligning to other strategies and priorities, use the box below for comments you wish to make

If you disagree with our approach to involving food system partners and aligning to other strategies and priorities, tell us why and explain how you think it could be improved

Are there any organisations, networks, groups or people we should be communicating with and involving when creating the Food System Strategy Action Plan?

Are there any key priorities, strategies or best-practice guidance documents that we should align with when creating the Food System Strategy Action Plan that we may have missed?

Food Action Decision-Making and Prioritisation tool

See page 30 & 50-51 of the Birmingham Food System strategy

Through the work streams, there are key considerations to compare proposed action to in order to aid decision-making and prioritisation, and to strengthen proposed plans. This tool will enable effective prioritisation of different actions to improve the food system.

Actions will be:

1. Citizen-first
2. Celebrating diversity
3. Addressing poverty and inequalities
4. Healthy and safe
5. Environmentally sustainable
6. Economically sustainable
7. Empowering
8. Evidence-based
9. Cost-effective
10. Scaled and paced
11. Learning and improving
12. Risk-aware and resilient

Citizen-first

We will consider whether proposed action will benefit Birmingham citizens and whether we are acting on what the citizens want and need. We will put the citizen at the heart of our approach, working with citizens across the city to help co-produce a healthy, sustainable, economically viable food environment that is accessible to everyone.

Celebrate diversity

We know that there are significantly different relationships with food in different cultures and communities across the city and our action needs to work with, and for, these communities to find solutions and approaches that work in the context of celebrating this diversity. In addition, we will consider accessibility of proposed actions and reduce barriers, e.g. language, delivery method or context. We also consider the diversity of food requirements and choice, without judgement e.g. religious or ethical food choices. Food is a big part of how we express our culture, diversity, heritage and experiences.

Address poverty and inequalities

We aim to prevent food poverty and help people survive it and recover well. Birmingham citizens should have access to food, and the means to cook and prepare meals. Food, and nutritious fulfilling food, in the city of Birmingham should be a right of all its people, not a luxury. We will consider whether proposed action benefits those who need it most in a way

that will work. Beyond food and fuel, we will consider accessibility of proposed actions in terms of equipment, technology, internet access, literacy, transport and more.

Healthy and safe

All citizens should have access to nutritious and safe food. We want to support retail, businesses, and public sector to provide nutritious and safe food, whilst following hygiene guidance, and make the most of the everyday contact between food regulation and enforcement authorities in the city and the region to support businesses to work towards our shared ambition of a healthy, safe, and affordable food system in Birmingham.

Environmentally sustainable

Local, national, and global environmental sustainability will be a key driver for all actions. The impacts of Birmingham's food system on the environment will also be considered. We want to support retail, businesses, and public sector to be environmentally sustainable.

Economically sustainable

The food system is intrinsically connected to the economy of our city and citizens, so all our actions must be economically sustainable for consumers, businesses, and enterprises. Our actions must create incentives and/or opportunities for benefits, be aligned to their priorities, and avoid perception of damage or deficit.

Empowering

This strategy aims empower the citizens, communities, businesses, and organisations of Birmingham. Our actions must strive to overcome barriers faced by individuals and organisations to establish positive food system change. We should also use our actions to enable citizens to do what they are driven and motivated to do, to create a healthier, bolder food city.

Evidence-based

Our actions will be high impact, embedded, and sustainable. Actions will be developed in line with the best current evidence, and where evidence is lacking, we will seek to undertake research. We will use evidence from our national and international partners to learn from their experience, research, and best practice.

Cost-effective

We will ensure cost-effectiveness through cost-benefit analyses and being evidence-based in order to be effective. We will work to make the relative benefits greatest to those who need them most.

Scaled and paced

Birmingham is a large city with a diverse community, and it is important that we keep a focus on moving at pace and scaling to reach every part of Birmingham with our work, building on successes and finding ways to scale across the city to ensure that every citizen benefits. Horizon scanning will be a part of every action, including actively exploring how the resulting resources could be developed to ensure they are future-proofed and can be utilised in future larger-scale action.

Learning and improving

We know we need to listen and be humble in our approach, learning in true partnerships with cities, in the UK and across the world, learning from research and practice-based evidence and from citizens. We will be open and honest in our conversations about the challenges as well as the opportunities and successes.

Risk-aware and resilient

The food system is subject to potential significant challenges nationally, due to the currently unknown long-term impacts of the COVID-19 pandemic and the exit from the European Union. We need to ensure that the impacts of these risks are understood, and that Birmingham is as prepared as it can be. The potential risks that could impact the delivery of planned actions will be considered, and mitigations proposed.

To what extent do you agree or disagree with the Food Action Decision-Making and Prioritisation tool?

- ☐ Strongly agree
- ☐ Agree
- ☐ Don't know
- ☐ Disagree
- ☐ Strongly disagree

If you agree with the Food Action Decision-Making and Prioritisation tool, use the box below for comments you wish to make

If you disagree with the Food Action Decision-Making and Prioritisation tool, tell us why and explain how you think this could be improved

Are there any key priorities that we have missed or changes that should be made?

Asking for personal information

We would like you to tell us some things about you to get a good understanding of the variety of people who are answering these questions. We require a few responses about yourself including personal and special category data. Your information will be kept confidential and no personally identifiable information will be published since the data will be presented in tables or graphs using summary results. Any quotes you provide will remain anonymous.

Consent

All personal information on this form will be kept safe and is protected by law. We can only process your personal data with your consent. By providing a response you consent to the use of any such personal and special category data in this manner.

For further information on your personal data, please refer to Birmingham City Council's privacy policy on our website at: www.birmingham.gov.uk/privacy

About you

We would like you to tell us some things about you.

You do not have to tell us if you do not want to, but if you do, it will help us understand if we have failed to engage with specific parts of the community.

Are you making this response on behalf of yourself or an organisation?

- ☐ On my own behalf
- ☐ On behalf of an organisation

If on behalf of an organisation, tell us which organisation the response is from

Please use the box below for any comments you would like to make

Are you? Please tick one box that best describes your interest in the consultation

Are you making this response on behalf of yourself or an organisation?

- ☐ A member of the public
- ☐ Health or Care professional
- ☐ Public Health specialist
- ☐ An Academic

Other (please state)

Do you live, work, study or socialise in Birmingham? (Please tick all that apply)

- ☐ Live in Birmingham
- ☐ Work in Birmingham
- ☐ Study in Birmingham
- ☐ Socialise in Birmingham

Please tell us the first section of your home address postcode. e.g. B1, B26, B5, B16, B64

Postcode

Which age group applies to you?

- ☐ Under 16
- ☐ 16 - 19
- ☐ 20 – 24
- ☐ 25 – 29
- ☐ 30 – 34
- ☐ 35 – 39
- ☐ 40 – 44
- ☐ 45 – 49
- ☐ 50 – 54
- ☐ 55 – 59
- ☐ 60 – 64
- ☐ 65 – 69
- ☐ 70 – 74
- ☐ 75 - 79
- ☐ 80 – 84
- ☐ 85+
- ☐ Prefer not to say

What best describes your gender?

- ☐ Male
- ☐ Female
- ☐ Non-binary
- ☐ Prefer not to say

Other (please state)

The Equality Act (2010) defines a disabled person as someone with a 'physical or mental impairment which has a substantial and long-term adverse effect on his/her ability to carry out normal day to day activities' Do you identify as a person with a disability?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

Do any of these conditions affect your day-to-day activities?

- ☐ Dexterity (e.g. lifting, carrying objects, using a keyboard)
- ☐ Hearing (e.g. deafness or partial hearing)
- ☐ Learning or understanding or concentrating
- ☐ Memory
- ☐ Mental Health
- ☐ Mobility (e.g. walking short distances or climbing stairs)
- ☐ Neurodiversity (e.g. Autism, ADHD, Dyslexia etc.)
- ☐ Stamina or breathing or fatigue
- ☐ Vision (e.g. blindness or partial sight)
- ☐ No/none of these conditions affect my day-to-day activities

What is your ethnic group?

- ☐ Asian or Asian British
- ☐ Bangladeshi
- ☐ Chinese
- ☐ Indian
- ☐ Pakistani
- ☐ Black or Black British
- ☐ African
- ☐ Caribbean
- ☐ White
- ☐ English / Northern Irish / Scottish/ Welsh
- ☐ Irish
- ☐ Gypsy or Irish Traveller
- ☐ Mixed ethnic
- ☐ White and Asian
- ☐ White and Black African
- ☐ White and Black Caribbean
- ☐ Prefer not to say
- ☐ Other (please state)

What is your religious belief?

- ☐ Buddhism
- ☐ Christianity
- ☐ Hinduism
- ☐ Judaism
- ☐ Islam
- ☐ Sikhism
- ☐ No religion
- ☐ Prefer not to say
- ☐ Other (please state)

Do any of the following life experiences apply to your life?

- ☐ Veteran
- ☐ Homelessness
- ☐ Care Leaver
- ☐ Carer
- ☐ Refugee
- ☐ First generation migrant

What is your sexual orientation? (Please tick one box only)

- ☐ Bisexual
- ☐ Gay
- ☐ Lesbian
- ☐ Heterosexual / Straight
- ☐ Prefer not to say
- ☐ Other (please state)

Further comments or views on the Birmingham Food System strategy.

If you have any further comments or views on the Birmingham Food System strategy please contact: FoodSystemPH@birmingham.gov.uk