Appendix 2

Birmingham Food System Strategy: "Creating a Bolder, Healthier, and More Sustainable Food City"

Consultation Plan

We propose that the consultation will be launched on the 11th April 2022 following Cabinet and the Creating a Healthy Food City Forum approval. The consultation will last for 18 weeks, closing on 19th August 2022.

The consultation has been designed to facilitate community engagement. The intention is to work via community engagement avenues to ensure engagement of all groups including seldom heard voices. It will be launched with a press release at the outset and consultation via the Be Heard platform will commence. Face-to-face engagement sessions and drop-in events (online and face-to-face) will commence.

The methodology and timeline for the consultation are outlined below:

Stakeholder/s	Method/s
Public	• Press release • Birmingham City Council website • Be Heard (online consultation platform) • Social media accounts (Birmingham City Council and Healthy Brum) • Community/stakeholder meetings and listening events • Ward forums • Focus groups • Drop-in events (face-to-face); to be held throughout Summer 2022
Birmingham MPs	• E-mail
BCC Councillors	• E-mail and engagement sessions (where appropriate)
Town/Parish Councils • Sutton Coldfield • New Frankley	• E-mail
Regional partners • WMCA • WMCA local authorities • Neighbouring county councils	• E-mail and engagement sessions (where appropriate)
Public services • Medical settings • Libraries • Commissioned services	• E-mail • Connecting with network groups

Stakeholder/s	Method/s
Research, innovation and other partners • Knowledge hubs • Innovation companies • Charities • Industry organisations and networks	• Be Heard (online consultation platform) • Social media accounts (Birmingham City Council and Healthy Brum) • E-mail • Connecting with network groups
Food businesses • Catering organisations • Restaurants • Cafés • Canteens • Takeaways • Farm shops • Food delivery services • Markets • Supermarkets • Convenience stores • Other food retailers	• Press release • Birmingham City Council website • Be Heard (online consultation platform) • Social media accounts (Birmingham City Council and Healthy Brum) • Community/stakeholder meetings and listening events • Focus groups • E-mail • Connecting with network groups
Supply chain • Food producers • Food growers • Food logistics • Food delivery	• Be Heard (online consultation platform) • Social media accounts (Birmingham City Council and Healthy Brum) • E-mail • Connecting with network groups • Focus groups
Workplace and employers • Onsite food offer • Organisation policy makers • Workplace health initiatives	• Be Heard (online consultation platform) • Social media accounts (Birmingham City Council and Healthy Brum) • E-mail • Connecting with network groups
Education settings • Early years settings and nurseries • Children's Centres • Primary schools • Secondary schools • Special Educational Needs settings	• E-mail • Connecting with network groups • Engagement sessions with head teacher forums (as appropriate) • Focus groups
Further education settings • Colleges • Universities • Student Unions	• Be Heard (online consultation platform) • Social media accounts (Birmingham City Council and Healthy Brum) • E-mail • Connecting with network groups • Focus groups

Stakeholder/s	Method/s
Community settings • Community centres • Allotments • Shared spaces • Third sector • Initiatives	• Press release • Birmingham City Council website • Be Heard (online consultation platform) • Social media accounts (Birmingham City Council and Healthy Brum) • Community/stakeholder meetings and listening events • E-mail • Connecting with network groups • Focus groups
Birmingham City Council departments	• E-mail and engagement sessions (where appropriate) • Birmingham City Council Intranet and Yammer