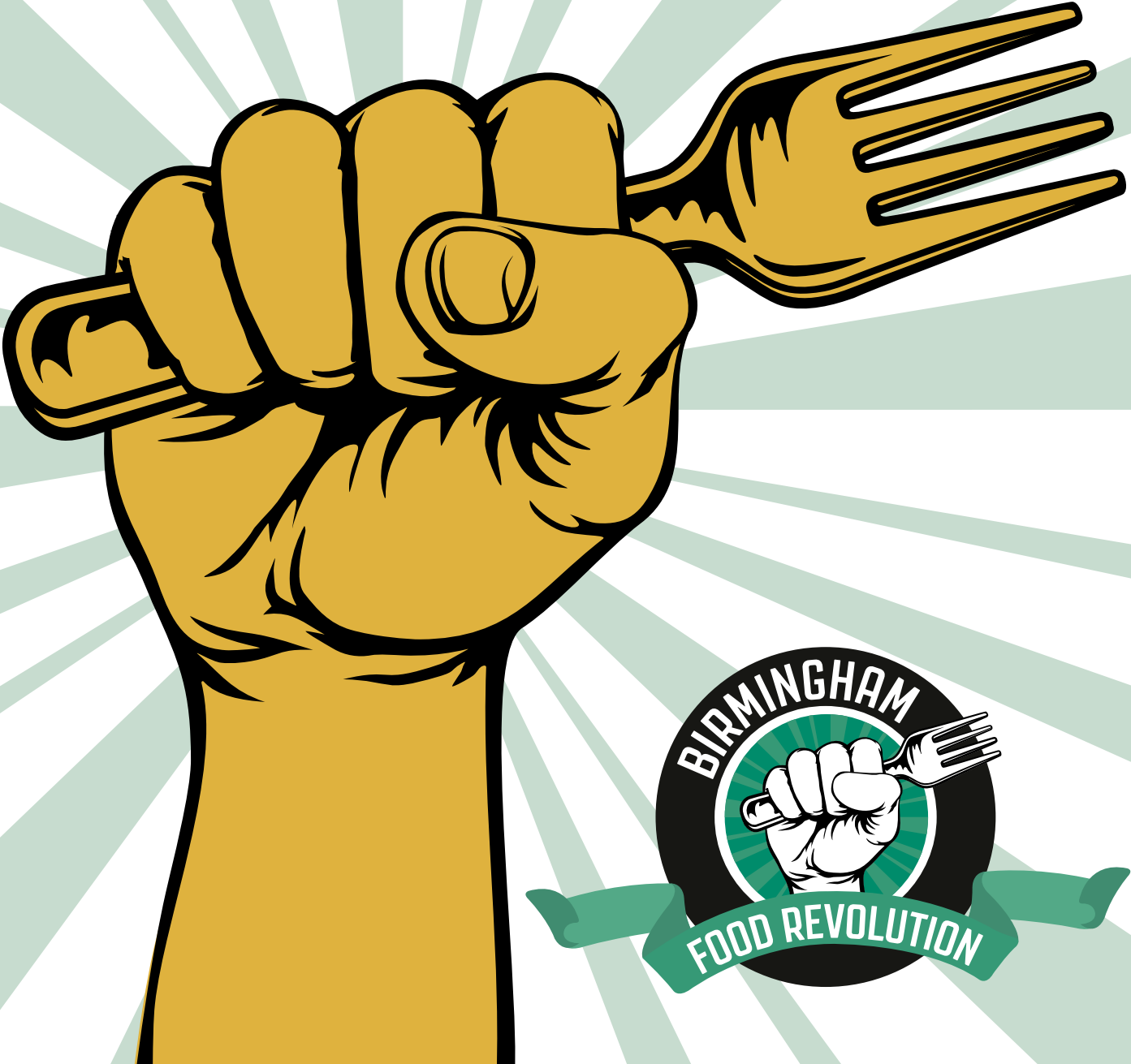


DRAFT

THE PEOPLE'S VERSION
**BIRMINGHAM
FOOD
SYSTEM
STRATEGY**



**CREATING A BOLDER,
HEALTHIER AND
MORE SUSTAINABLE
FOOD CITY
2022 – 2030**



Vision

Together we will help people across Birmingham grow, sell, buy and eat more healthy and environmentally friendly food. We will make sure food is tasty and everyone has enough money to buy it. We will waste less food and recycle and compost more. Everyone in our city will be able to live a happy and healthy life.



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Introduction

“I think we’ve got an amazing food culture in Birmingham. We’re blessed with great cultures and blessed with great chefs in the city...”

South Asian Adult (Birmingham Food Conversations)



Birmingham Food System Strategy

Creating a Bolder, Healthier & More Sustainable Food City

Vision

Together we will help people across Birmingham grow, sell, buy and eat more healthy and environmentally friendly food. We will make sure food is tasty and everyone has enough money to buy it. We will waste less food and recycle and compost more. Everyone in our city will be able to live a happy and healthy life.

Key Principles

Three principles are key to the development of this strategy and action plan:

Working Together

Work together and build on things that already work well.

Make things easier

Make it easier for people to take action, and fix problems.

Help those who need it

Make things better for those who need it most.

We want to improve....

... our environment

We will work together to make sure our city's food system doesn't hurt the environment by changing what food we eat, and wasting less food.

... our communities

We will make it so everyone in Birmingham can eat low-cost and healthy food that is better for the environment. Birmingham people will be able to help others in their community and come together to share food.

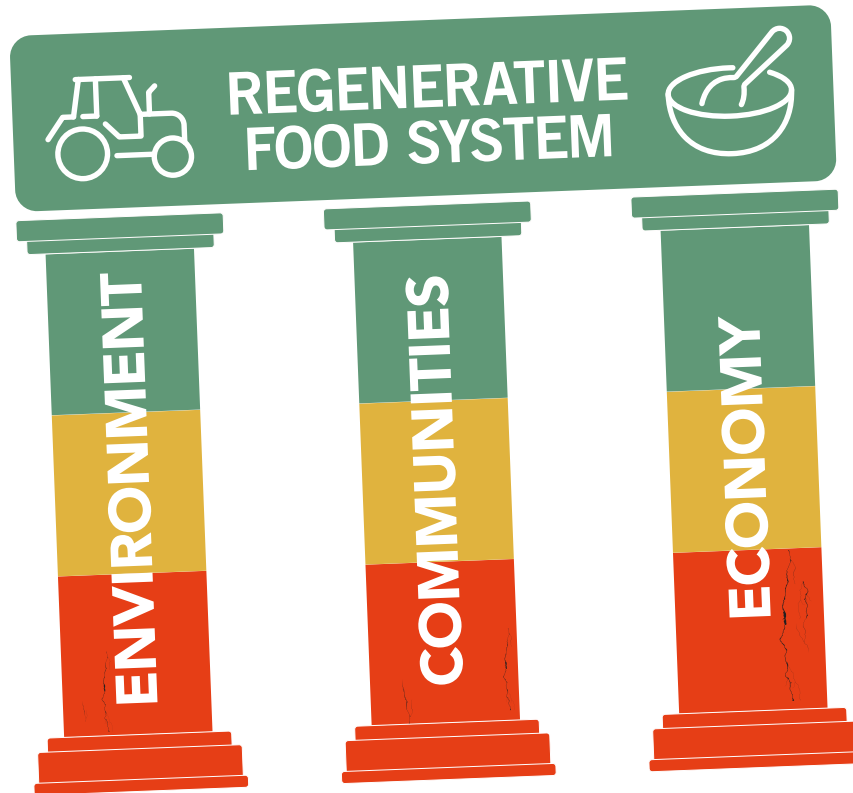
... our economy

We will make sure there are lots of jobs in food businesses so everyone has enough money to live.



Birmingham Food System Strategy

Creating a Bolder, Healthier & More Sustainable Food City



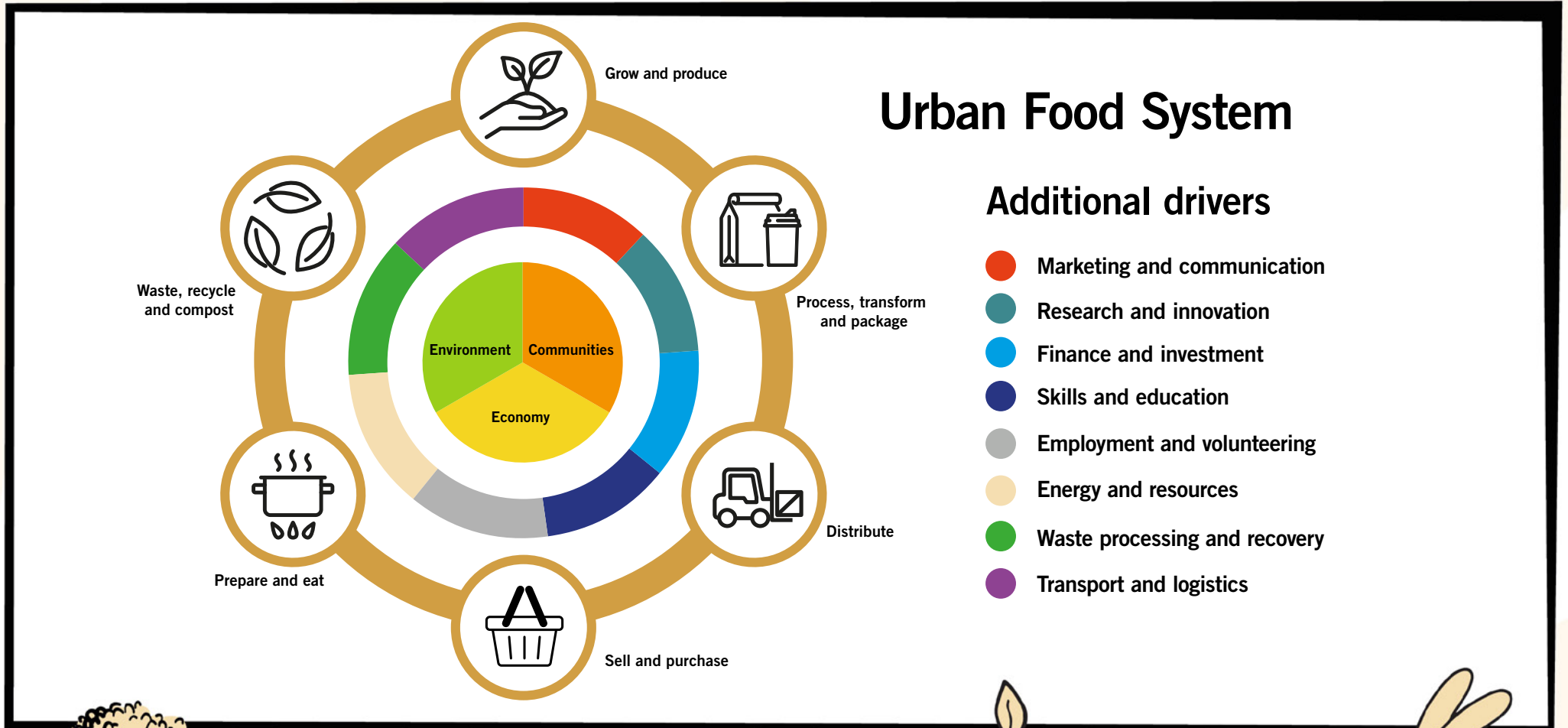
A thriving food system is built on a strong foundation where we regenerate and improve our environment, communities and economy.

It is no longer enough to reduce negative outcomes by being sustainable or neutral. If we do this nothing will improve so we must aim higher.

UNSUSTAINABLE PRACTICES DAMAGE THE FOUNDATION OF OUR ENVIRONMENT, COMMUNITIES AND ECONOMY.



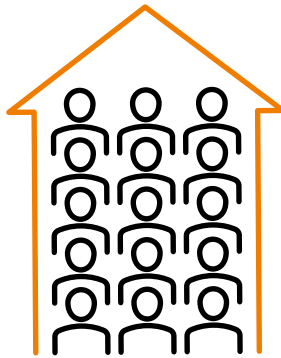
Food System Diagram



Setting The Context

SETTING THE CONTEXT

BIRMINGHAM HAS
1.15 MILLION
CITIZENS
46%
UNDER 30



Our population is expected to rise to 1.31 million by 2039 (15% rise from now) and 24% predicted rise in adults aged 85+ by 2028.

100
PLUS
DIFFERENT
LANGUAGES
ARE SPOKEN

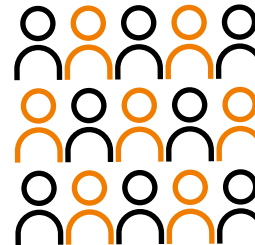


Birmingham has a young and richly diverse population with 25% of the population under-18 and 42% from black and minority ethnic communities.

OUTSIDE OF LONDON
OUR CITY IS THE
MOST
ETHNICALLY &



CULTURALLY
DIVERSE



2,000
CHILDREN
IN CARE
(UNDER 18)

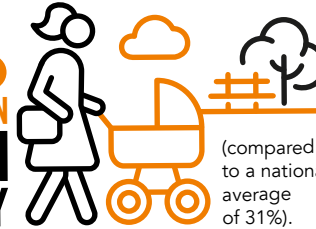


1 in 3 children live in poverty and there is a gap in life expectancy between the wealthiest and poorest wards. **English** is not the first language for 42% of school children.

90%
OF WARDS
MORE
DEPRIVED
THAN NATIONAL AVERAGE



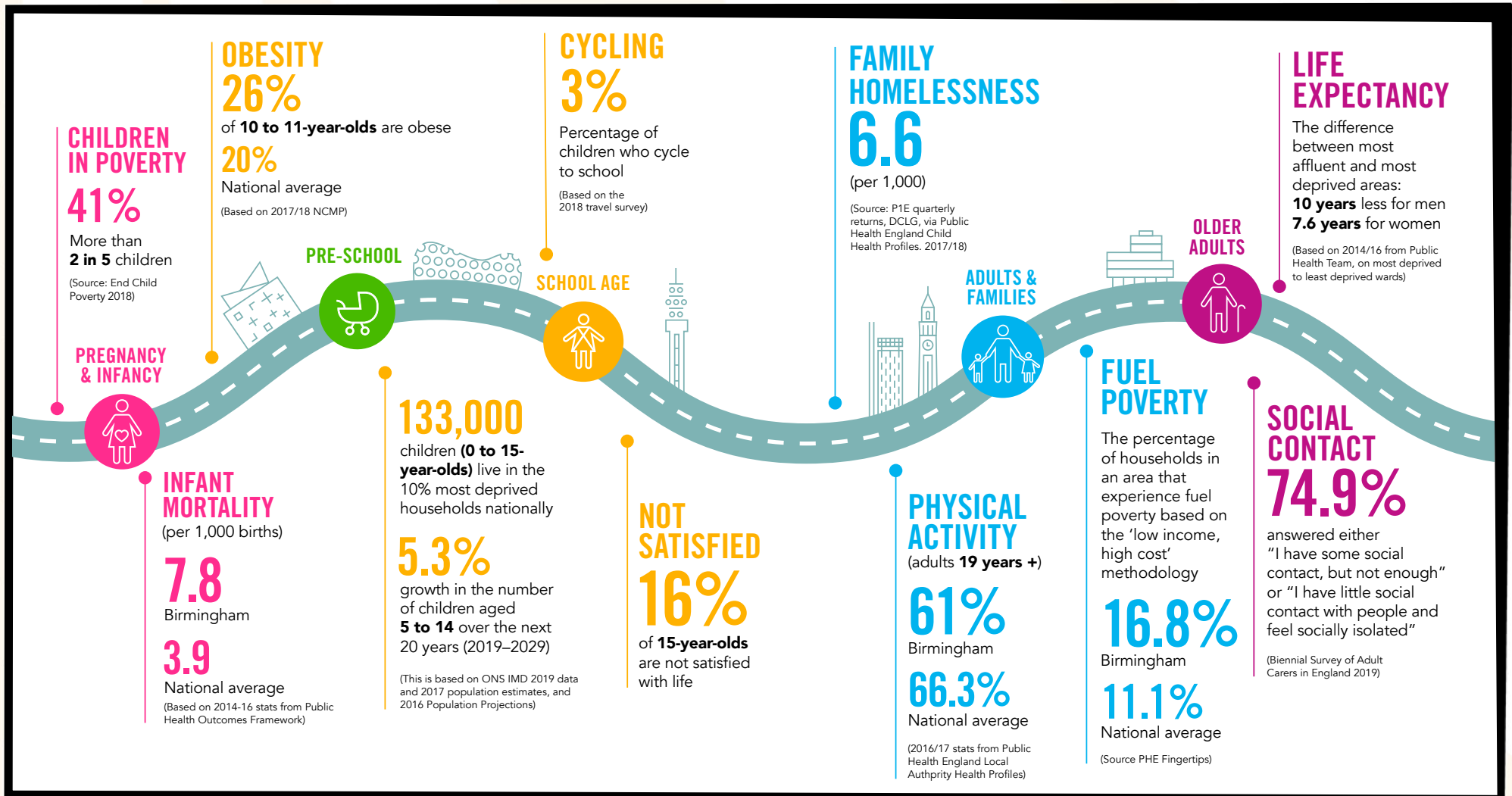
41%
OF CHILDREN
LIVE IN
POVERTY



(compared to a national average of 31%).



The Challenges



A Strategy Built by Birmingham People

The Birmingham Food System Strategy is our plan of how we work together to help people grow, sell, buy and eat more healthy and environmentally friendly food over the next eight years. The food system is about how food gets from the farm to your plate and also what we throw away.

Everyone is important in the food system. This includes farmers, shops, schools, families, bin lorries and recycling. Birmingham is one of the biggest cities in Europe so there are lots of people to feed and lots of food waste. We want to make our city's food system better.

We have lots of people from all around the world who live in our city and lots of amazing food businesses. We want to work together as a team so people can make Birmingham a better place.

We want you to tell us what you think about the Birmingham Food System Strategy and what ideas you have to make it happen.

We have spoken to lots of people already. This is what they have said:

People who live here tell us they want:

- Food that does not cost too much.
- Food from around the world and celebrate that we have people from lots of different countries living in Birmingham.
- For us all to eat a mixture of lots of different foods that are healthy.

People who work in communities have told us:

- Too many people don't have enough money to buy food or the fuel to cook it.
- Too many people do not know how to cook a healthy meal.

Food businesses and shops have told us:

- It is hard to make the food that shops and restaurants sell healthier and better for the environment in a way that still makes money.

- Too much food is wasted and thrown away.
- Things happening around the world means that getting food and delivering it costs more money.

Scientists and researchers have told us:

- Half of the people who live in Birmingham don't eat enough fruits and vegetables.
- Birmingham has lots of takeaways which means we eat too many unhealthy meals.
- Lots of people don't have enough money to buy healthy food.

If we eat too much fat, salt and sugar, and not enough fruits and vegetables, it makes us ill.





Incredible Surplus collects and accepts surplus to repurpose! We aim to fill bellies not bins. We would love to see much more land brought into use. We work with community cafe's - TAWS, FoodCycle, Sol Café, ChangeKitchen

Photo: Anne Galagher - Incredible Surplus



Aims

What we will do over the next eight years 2022 – 2030

Aim 1: Start a food revolution and make everyone care about the Birmingham food system

- There's lots of amazing people in Birmingham who want to make our food system better. We want to eat more food that is grown in our country, is healthy for our bodies, and better for the environment. We want to celebrate and share about the good things that are already

Aim 2: Make it easy to buy healthy and environmentally friendly food in shops and restaurants

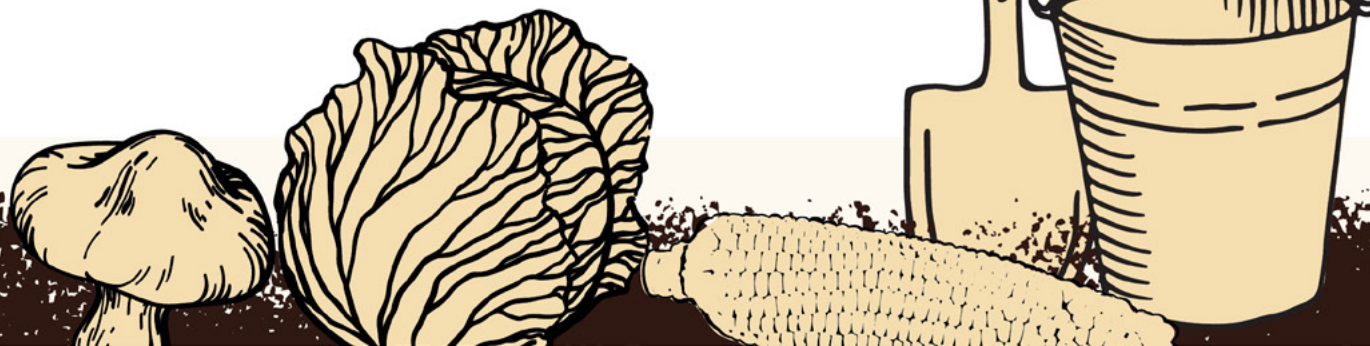
- We want to make it easier to buy and sell healthy and environmentally friendly food in shops and restaurants. We also want there to be lots of ways to learn new skills so people can get jobs in food businesses.

Aim 3: Make it so everyone has enough food to eat and be healthy and we all help people in our community

- Not everyone can get healthy and tasty food because it is too expensive or not available in their local shop. We want to fix this and also make it easier for people to get help close to where they live. We want to celebrate and learn from communities that help each other.

Aim 4: Make it easier for people to eat healthy and environmentally friendly food

- We want everyone to be able to learn about healthy and environmentally friendly food. This includes how to buy, make and cook healthy and tasty meals. We also want to make it easier to eat this type of food even if you don't have much money or equipment for cooking.



Next Steps

What we will do over the next eight years 2022 – 2030

We will make this strategy happen by working together. Lots of different people from across the city will choose what they are going to do to make Birmingham's food system better. Together we will make a plan for the next eight years, from 2022 until 2030. This is called the Birmingham Food System Strategy Action Plan.



Framework for Action

How land is used, access to healthy food, advertising, local transportation, income, employment opportunities - all of this is interconnected and impacts on what food people access and eat.”

Birmingham Food Dialogues
(Public sector, third sector, citizenship and private sector)

It should be easy for us to eat healthily - it isn't ... As the Birmingham Youth Board of Bite Back 2030, we believe that every single young person has the right to live a healthy life. That's why we are campaigning to improve access to healthy food in the city we love and are proud to call home.

Photo: Birmingham Youth Board of Bite Back 2030



Big Bold City Approach

There are lots of different people and places across Birmingham. Each of these can do things to make the food system better, but what needs to happen will be different for each one. For the action plan, we want to think about what each of these people and places can do. We also want to make things better for people who need our help most. We need to plan what actions need to take place:

- **Across people and communities** of different backgrounds, life circumstances and other characteristics that make people who they are
- **Across the stages of life** including babies, children, young people, adults and older adults
- **Across the city** including areas where people don't have much money and places where there aren't any supermarkets

- **Across settings** as there are lots of different places and organisations across the food system in Birmingham. We will work to make sure that we work as a team and that action is taken across the city in the following places:

1. **Food businesses** e.g. places that sell food, including shops and restaurants
2. **Supply chain** e.g. food growers and producers, and those that transport and deliver food
3. **Third sector and not-for-profits** e.g. charities, not-for-profit and voluntary groups
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

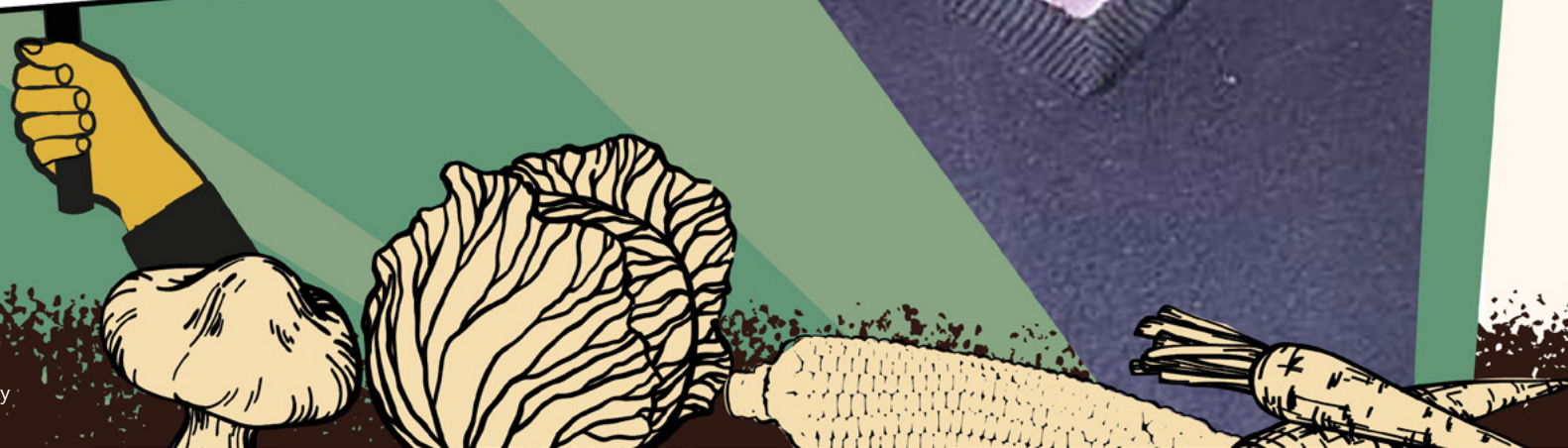
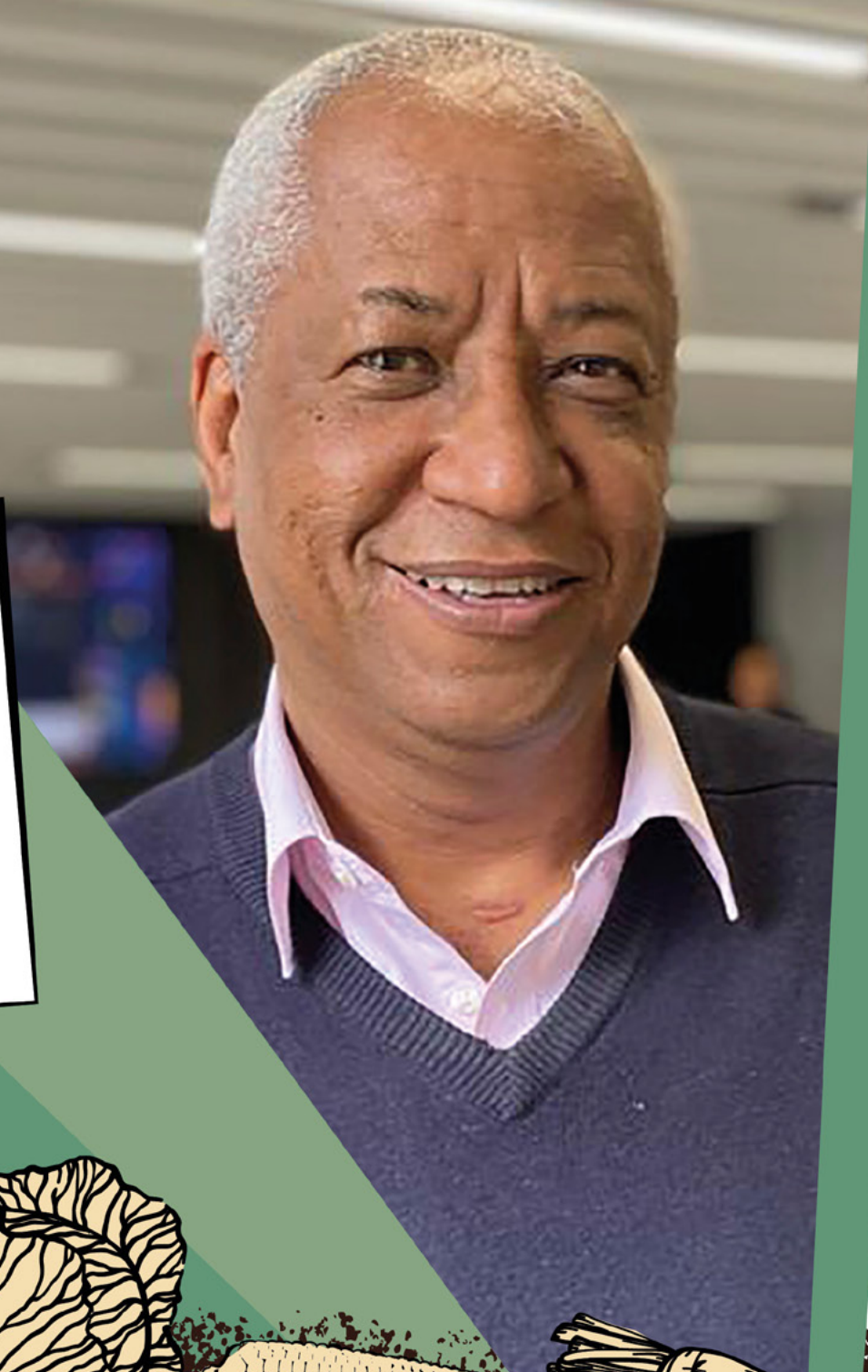
6. **Further education settings** e.g. colleges and universities
7. **Government organisations** e.g. Birmingham City Council
8. **Public services** e.g. doctor's surgeries and libraries
9. **Research and innovation** e.g. scientists and businesses that explore new ideas
10. **Workplace and employers** e.g. places that people work
11. **Networks** e.g. organisations that connect people who have similar interests together
12. **Home** e.g. the wide variety of living situations of people who live in Birmingham

The Food Action Decision-Making and Prioritisation (FADMaP) tool will make sure we focus on actions that help people who need it most.

Work Stream Objectives

For 14 years all our food waste has been going to an anaerobic digestion plant to make electricity.

Photo: Wade Lyn - Island Delight



Framework for Creating a Bolder, Healthier and More Sustainable Food City

Our Framework for Action is focused on delivery through nine themed work streams based on the international evidence-base and learning from networks such as Sustainable Food Places and Milan Urban Food Policy Pact. The nine themed work streams are:

Food Production

Make it easier for everyone to grow food, and increase how much food is grown in Birmingham.

Food Waste and Recycling

Reduce food waste, share spare food with other people, compost more and reduce unsustainable packaging.

Food Behaviour Change

Make sure people are able to, and want to, change their behaviour to make things better.

Food Sourcing

Make it easier to get local, environmentally sustainable, ethical and healthy foods into the food system.

Food Economy and Employment

Make it so people can learn job skills, and food businesses are making money so there are lots of jobs available.

Food Security & Resilience

Make sure everyone across Birmingham can get healthy and safe food at a cost they can afford.

Food Transformation

Improve diets so they contain lots of different and healthy ingredients, and reduce the amount of fat, salt and sugar.

Food Skills and Knowledge

Increase knowledge and skills related to food, including how it gets from the farm to our forks.

Food Innovation, Partnerships & Research

Learn about food systems, come up with new ideas, and work as a team to make our food system better.





Food Production - How Food is Grown and Produced

Our objective is to make it easier for everyone to grow food, and increase how much food is grown in Birmingham.

We want to:

- Inspire people to get involved and try growing.
- Connect people so they can grow together.
- Have local people leading growing activities.
- Find and use spaces for growing.
- Grow more in parks, community spaces, schools and window boxes.
- Increase skills so people can work in the growing industry.



Food Sourcing – Where Food Comes From

Our objective is to make it easier to get local, environmentally sustainable, ethical and healthy foods into the food system.

We want to:

- Increase how many people want and ask for seasonal, local food that doesn't damage the environment.
- Increase how much local food is sold by local food businesses.
- Help small farmers and producers to sell their food in Birmingham.
- Make sure everyone is able to buy or have access to affordable food.
- When there is food that farmers can't sell, look for solutions so it is still used. It can go into the food system to help those who most need it.
- Look at how local food hubs can connect extra, unwanted (surplus) foods with those who need it. They can let people know how this food can be made into meals.
- Support schools and adult education providers to work with local food producers to help people understand where food comes from. Also be more aware of the farmers and producers in the Midlands.
- Find out the farms and producers across Central England and find out when and what food they produce. Help people know what local foods are there, when they are in season, and where they can be bought from.



Food Transformation – How Food is Made

Our objective is to improve diets so they contain lots of different and healthy ingredients, and reduce the amount of fat, salt and sugar.

We want to:

- Encourage food businesses to change recipes:
 - To use ingredients that are better for the environment,
 - To use ingredients that are full of vitamins and nutrients (like beans, lentils and dark green leafy vegetables),
 - To have less fat salt and sugar.
- Help food businesses to make their food offer better, but in ways that mean they are still affordable and attractive to customers.
- Inspire new ideas and science to explore how to improve how food is made.
- Make sure everyone can learn about how food is made, and make it so people are asking for this food from businesses.

Sustainability and our impact on environment is at the very core of all our decisions. From sourcing the best, seasonal, local produce, to the type of containers our food comes in, we're trying to leave the smallest carbon footprint possible. We believe that good food shouldn't cost the earth - literally.

Photo: Robert Bull (Bob) – Plant + Pulse




Food Waste and Recycling

Our objective is to reduce food waste, share spare food with other people, compost more and reduce unsustainable packaging.

We want to:

- Create a city that is passionate about reducing food waste.
- Find out what stops people reducing waste, for example if they don't have a fridge.
- Help people compost food locally.
- Encourage food businesses to reduce waste by learning from what works well from other businesses.
- Encourage food businesses to share and recycle food they don't need, or might go to waste, with community organisations who can give it to people who need food.
- Explore how communities can work together to make meals for people who need it using food that would otherwise go to waste.



FareShare Midlands turns an environmental problem into a social solution by supplying good quality surplus food to local communities who tackle hunger and poverty and the root causes of both.

**Laura Spencer - Head of Development
Photo: Imogen Burns, Laura Spencer and Richard Farroll
volunteering at FareShare - West Midlands**



Food Economy and Employment

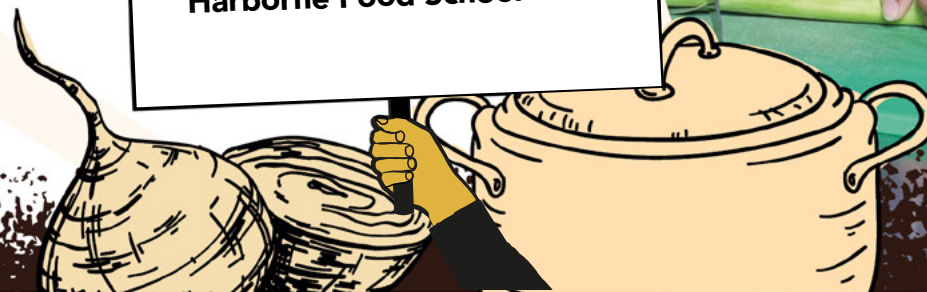
Our objective is to make it so people can learn job skills, and food businesses are making money so there are lots of jobs available.

We want to:

- Make it so Birmingham is famous for the amazing food we offer from lots of different cultures and people want to visit our city to try it.
- Celebrate businesses that do a great job with providing food that is healthy, affordable and better for the environment.
- Support local, small and independent businesses.
- Encourage all food businesses in Birmingham to become Real Living Wage employers which means workers get fair pay and have enough money to live.
- Support food businesses in Birmingham with exploring and trying new ideas that will help the food system.
- Look at how we can use planning and licensing tools to help make food businesses healthier.
- Develop opportunities for people to learn and develop skills so they can get jobs related to the food system.
- Make use of national schemes, such as apprenticeships, to help people from different backgrounds get jobs in the food system.



**Photo: Shaleen Meelu -
Harborne Food School**



Food Behaviour Change

Our objective is to increase knowledge and skills related to food, including how it gets from the farm to our forks.

We want to:

- Help people understand where food comes from, how it is farmed and made.
- Support people and communities to have the skills and knowledge to grow food.
- Help people understand what food does to our bodies.
- Increase understanding of food labels and how food is made.
- Help people know how to prepare and cook food, especially if they don't have much time or money.
- Help people from different cultures and of different ages cook together so they can share learning and experiences.
- Use websites and apps to help share recipes and ideas in communities.
- Explore how to make it so people can access cooking equipment in their community.
- Develop skills in children and young people and help them build healthy relationships with food.
- Develop culturally diverse healthy eating guidance.

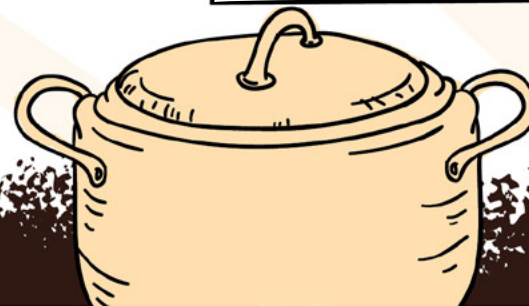
**The College of Food,
University College Birmingham**

Photo: Lewis Walker – Lecturer

Cumin seeds

Dried galangal

UNIVERSITY
COLLEGE
BIRMINGHAM
ACCREDITED BY THE UNIVERSITY OF NEARBY
Lewis Walker
The College of Food



Food Skills and Knowledge

Our objective is to make sure people are able to, and want to, change their behaviour to make things better.

We want to:

- Work as a team with local people and partners to when creating programmes that change behaviour.
- Use scientific methods to find out what approaches will work best to help different people change their behaviour.
- Make people want to carry out behaviours by describing them as enjoyable, exciting or social, rather than “healthy”.
- Support behaviour change programmes that are in communities and are led by people from those communities.
- Work with communities to build on what already works well, including programmes and initiatives that are already happening, as well as connecting with leaders and role models in communities.
- Help community and voluntary groups use methods that work, and to share ideas and what has worked well with other groups.
- Work with scientists across the city to increase understanding about how to change behaviours.
- Help businesses change how they arrange their food offer so it is easy for people to make healthy choices.
- Help food businesses change what food they have on their menu in a way that makes customers happy.
- Continue to explore what stops people from eating food that is good for them and the environment.



**Head chef at primary school
leading an innovative approach**

**Photo: Matthew Knight -
Hillstone Primary School**



Food Security and Resilience

Our objective is to make sure everyone across Birmingham can get healthy and safe food at a cost they can afford.

We want to:

- Help our city talk about what is like to not have enough money to feed yourself or your family. We will reduce how alone people feel when they don't have enough money, and make sure people don't feel shame when they need help.
- Increase awareness of programmes and support that aim to help people who can't afford food, and increase how much people use them.
- Increase knowledge and skills and access to initiatives that help people learn how to eat healthy and tasty food on a low income.
- Create more affordable food businesses and how much affordable healthy food is available.
- Continue to work towards being a Living Wage City so workers earn enough money to afford to live and buy food.
- Influence the food system in our country and across the world to help people in cities access and afford food.
- Help our food system cope when there are changes to the food supply chain by planning how to act quickly when there are problems, and recover afterwards.



Working with communities to create permanent food landscapes, where people can access fresh food in their open spaces.

Food Forest Brum/Mothergardens



Food Innovation, Partnerships and Research

Our objective is to learn about food systems, come up with new ideas, and work as a team to make our food system better.

We want to:

- Work as a team with people across the city to create a food system that is healthy for people and better for the environment.
- Connect people together in networks so we can work together more easily.
- Connect with people from around the world to learn and work together to improve the global food system.
- Connect with people who support our economy and come up with new ideas to make sure Birmingham develops new ways of doing things that mean food is affordable, healthy and better for the environment.
- Celebrate that people in Birmingham come from all around the world and many different backgrounds, and keep this in mind when making plans about how to make our food system better.
- Make Birmingham a centre for urban food systems where scientists, researchers, and people across our city work together to change food systems, and share what works with other cities.



Psychology of Eating in Adults and Children (PEACH) is a research theme that sits within the Applied Health Research Group at Aston University

**Photo: Professor Jacqueline Blissett -
Chair in Childhood Eating Behaviour**



Prioritisation Tool

Making sure our actions work:
Food Action Decision-Making and Prioritisation Tool

We will have lots of ideas for actions and this decision tool will help us decide which ones to do first. We will choose the best ideas by thinking about how much each action does the following:



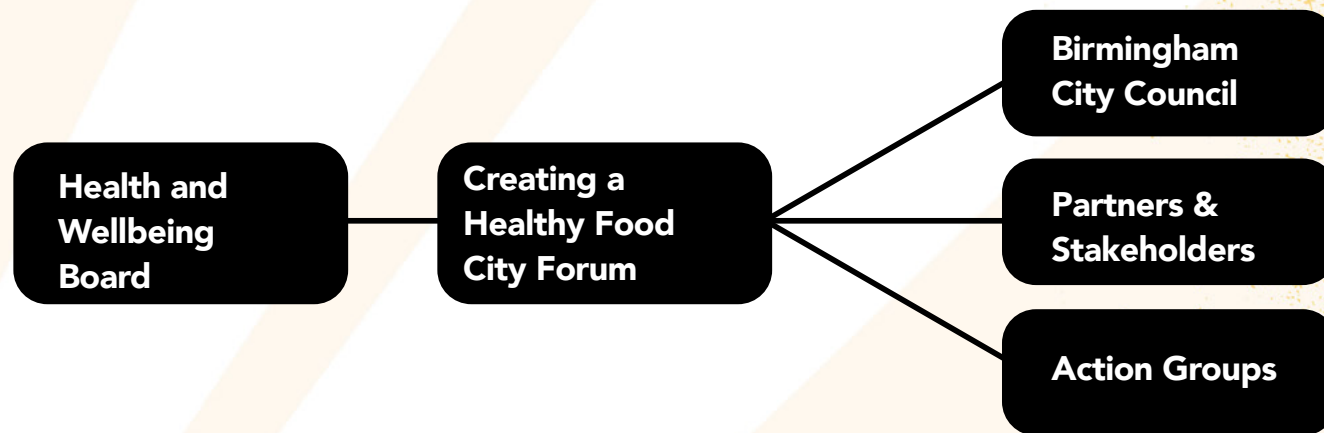
How will we do this?

Who is involved?

This work is being led by the Creating a Healthy Food City Forum, which is part of the Health and Wellbeing Board in Birmingham. This forum is a group of people from across the food system in our city. Birmingham City Council, organisations and people from across the city, and Action Groups that will lead on the different work streams.

How will it happen?

The whole city will work as a team to make our food system better. This strategy will help us plan and make choices about what to do, and then the Birmingham Food System Strategy Action Plan will share what, when and how we will do this. We are aiming to make things better by 2030. To make this happen we also want to set up a local food partnership which has lots of people from across the city involved.



Everyone across Birmingham is important

We started writing the Birmingham Food System Strategy by listening to people from across Birmingham and finding out what they thought was important. We will carry on listening to people and making sure what they say is included in our plan.

By doing this we will make sure that we:

- Do what people in Birmingham are asking for;
- Help those who need it most;
- Have support from people across Birmingham;

- Capture the voices of all citizens;
- Find out what works;
- Carry out actions people across Birmingham can see, feel, and know about.

Your thoughts and ideas will help us make this Birmingham Food System Strategy even better and help us create the Action Plan. This plan will say what we will do and when, and how we will work as a team to make our food system better by 2030.





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Food Foundation

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Special thanks to the Birmingham Food Legends across our city for trailblazing this Food Revolution

A hand with yellow skin and a black sleeve holds a white rectangular sign with a black border. The sign contains the following information:

- Twitter icon followed by **@BhamCityCouncil**
- Facebook icon followed by **@birminghamcitycouncil**
- Instagram icon followed by **@birminghamcitycouncil**
- The website **birmingham.gov.uk**