

ACS

2021 Pledge



ACS | the voice of
local shops

This is a UK wide pledge

This commitment will be implemented
by 2023

1

Charities, community-based organisations, individuals, schools and nurseries commit to help and inspire children and adults to eat more veg.

This aligns with point 10 on the Commitments

Commitment Details

Undertake annual polling to track the proportion of independent convenience stores providing and promoting veg and fruit in their stores

Monitoring

Voice of Local Shops (VOLS) polling question, November. Current VOLS polling question: Q12 [all; single code] Thinking about fruit and veg in your shop compared to the last year, have the following increased, decreased, or stayed the same? - 1. Sales 2. Range 3. Number of Promotions

ACS

2021 Pledge



ACS | the voice of
local shops

This is a UK wide pledge

This commitment will be implemented
by 2023

2

Charities, community-based organisations, individuals, schools and nurseries commit to help and inspire children and adults to eat more veg.

This aligns with point 10 on the Commitments

Commitment Details

Host a Convenience Sector Healthy Eating Webinar with new insights for retailers

Monitoring

ACS will host the webinar in Spring 2022 and report back on the number of retailer/attendees as well as speakers and content delivered.

ACS

2021 Pledge



ACS | the voice of
local shops

This is a UK wide pledge

This commitment will be implemented
by 2023

3

6Department of Health, devolved governments, Local Authorities and other key stakeholders commit to explore new ways for securing preferential access to vegetables for those on a low income including modernising and increasing the uptake of Healthy Start.

This aligns with point 6 on the Commitments Framework

Commitment Details

Promote the take up of Healthy Start in the convenience sector and the opportunity for retailers to supplement voucher value

Monitoring

Update ACS' Healthy Start communications assets in 2021 to reflect changes to healthy start product categories and payment format
Dedicated advice section on ACS website
Commitment to promote members that have supplemented Healthy Start Vouchers through ACS' comms channels