

Birmingham - Food Economy (May 2022)

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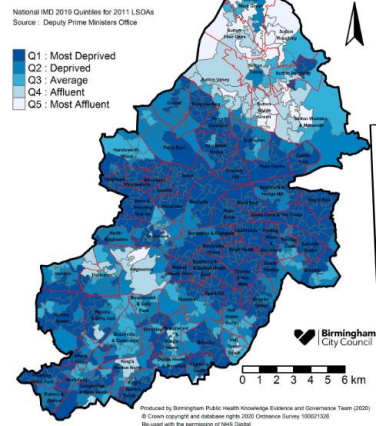


Plan

- Context
- Ambition: Regenerative Food System
- Aim: Build a sustainable, ethical and nutritious food system and a thriving local economy
- Workstream: Food Economy & Employment
- Embedding: Food Economy across the whole strategy
- First steps

Context

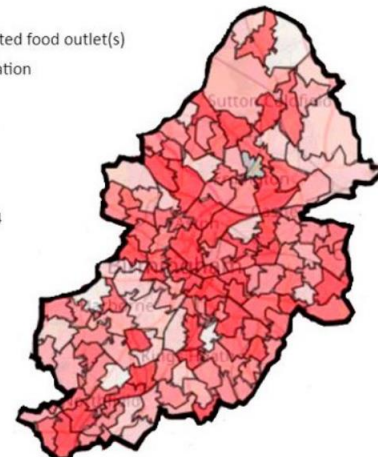
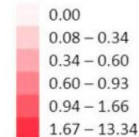
Map of the 69 (2018) Wards in Birmingham showing Deprivation



“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...”

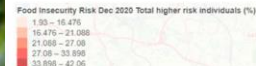
South Asian Adult (Birmingham Food Conversations)

Number of selected food outlet(s) per 1,000 population

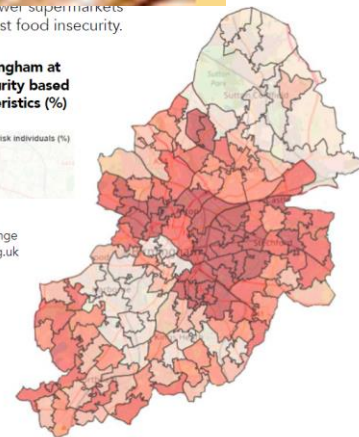


areas, where there are fewer supermarkets available, also suffer the most food insecurity.

Total population of Birmingham at higher risk of food insecurity based on demographic characteristics (%)



Source: Food Insecurity Risk Range (LSOA) level on mylocalmap.org.uk (University of Southampton)



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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.

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Creating a Bolder, Healthier & More Sustainable Food City

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Framework for Action

Our future city:

Gives more to the environment
than it takes

Has healthy and resilient communities

Has a thriving food economy

Is the food system that the citizens
of Birmingham deserve and need

Head chef at primary school
leading an innovative approach

Photo: Matthew Knight -
Hillstone Primary School

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Creating a Bolder, Healthier & More Sustainable Food City

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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 paid and volunteer job roles, and this is underpinned by a broad range of training and skills development.

The food sector 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 and sustainable 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

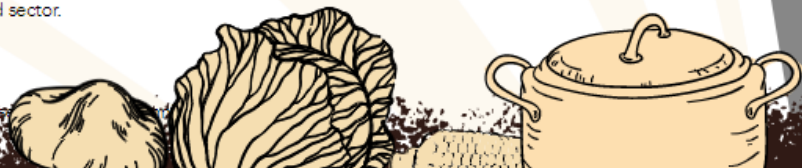
- Develop Birmingham as a food destination with a flourishing, vibrant, diverse food scene that celebrates the cultural diversity of the city, and our excellent local produce and independent businesses.
- Celebrate businesses that innovate and lead healthy, sustainable, ethical and affordable food approaches across the breadth of the city.
- Create a circular economy and a culture where local, small and independent businesses are supported and celebrated.
- 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.

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 system across the city.
- 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 food sector employment for disadvantaged groups.

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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...

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
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



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First steps....





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