

Birmingham City Council

2017 Pledge

This is an England wide pledge



This commitment will be implemented by
October 2019

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

This aligns with point 10 on the commitments framework

Commitment details

In Birmingham the current uptake of Healthy Start vouchers is 70-75%. We will work with a range of partners in local authority, retailers and third sector organisations to

1. Increase registration of eligible beneficiaries to 85%
2. Improve acceptance and visibility of healthy start vouchers by retailers
3. Increase the number and variety of outlets that accept healthy start vouchers.
4. Improve usage of healthy start vouchers by parents of children over 2 years old.

Monitoring

A Public Health officer will work with a Public Health Nutrition Consultant (Services for Education) to gather baseline information. Interventions will be developed and monitored by Birmingham Public Health. Success will be defined by % increase in registration of eligible beneficiaries between baseline and follow-up; increase in number of outlets signing up to accept vouchers between baseline and follow-up; increase in variety of outlets signing up between baseline and follow-up; and increase in usage of vouchers by parents of children over 2 years old between baseline and follow up.

The numbers vary from quarter to quarter - as it depends on who is eligible so the numbers aren't as useful/meaningful as the % uptake.

However on average the average number of beneficiaries is approx. 12,500 and we want to increase to 14,700.

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Quick service and casual dining restaurants commit to offer two portions of veg inclusive in every kids meal

This aligns with point 9 on the commitments framework

Commitment details

City Serve/City Kitchen 'Made Fresh' feeds

over 70,000 children within a 90-minute window every school day. Over 95% of meals are cooked fresh onsite daily. Vegetables and pulses are included in meals.

We will:

1. Continue to develop our menus to ensure that the minimum two portions of veg is included in every meal and Birmingham pupils experience a range of vegetable options
2. Roll out our 'Seed to Plate' scheme through which pupils learn to grow and cook veg to all schools.
3. Develop training to ensure that City Serve staff can prepare a variety of vegetable dishes.

This a joint commitment by
Birmingham City Council and City Serve



Monitoring

The City Serve development kitchen will be involved in developing new menus and testing out recipes with children. New menu developments are also shared with parents and teachers. We will also report on schools signing up to and actively taking part in the 'Seed to Plate' scheme.

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Retailers commit to re-evaluate the way they sell vegetables, adopting new measures to drive increased consumption while maintaining their existing commitments to reduce waste

This aligns with point 1 on the commitments framework

Commitment details

A Health Economist from the University of Birmingham has secured a PhD studentship for 3 years with the aim to work with retailers to design interventions to increase vegetable uptake. A PhD student skilled in use of behavioural economics has been recruited to deliver this project. Multiple interventions will be tested under natural experiment conditions, 'success' will be measured using metrics relevant to the intervention design.

Monitoring

Multiple interventions will be tested under both lab-based and natural experiment conditions. 'Success' will be measured using metrics relevant to the intervention design. A key part of the evaluation will measure engagement with retailers

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Quick service, Food-On-The-Go businesses and casual dining restaurants commit to increase the number of portions of veg they sell while maintaining commitments to reduce waste

This aligns with point 3 on the commitments framework

Commitment details

Birmingham City Council will work with the West Midlands Street Food Alliance to

recruit and support 100 new street food traders through the 'Great Big Brummie Street Food Competition'. Competition categories include 'Healthy Street Food' – at least 1/3 of 100 new vendors will be offered support to launch if they offer at least two portions of veg in their meals

This a joint commitment by
Birmingham City Council and
NCASS



Monitoring

NCASS has developed standards for mobile food businesses at part of the Erasmus and Street Food for Regions project. NCASS will provide regular updates to both Public Health and Environmental Health. Success is seeing healthier Street Food in regions across the City not just the City Centre. Success is also supporting businesses to promote their healthier product and we hope to link into Environmental Health 'Scores on Doors'

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Businesses and public sector bodies providing food commit to support people to eat two portions of veg at lunchtime at no extra charge

This aligns with point 4 on the commitments framework

Commitment details

We are developing a nutrition standard in Birmingham which is easy for businesses to interpret. The aim is for this standard to be incorporated into all Public-Sector contracts that involve food. Potential providers of food served in care homes, schools and other facilities will be expected to demonstrate how they support groups and the wider population to eat more veg.

Monitoring

Success: commissioners agreeing to include the nutrition standards into the Birmingham Business Charter. Partner organisations adopting the standards for example, hospitals and other public sector settings. Monitoring will involve reporting on interpretation of nutrition standards by those who provide food and collecting both provider and customer feedback.

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Quick service and casual dining restaurants commit to offer two portions of veg inclusive in every kids meal

This aligns with point 9 on the commitments framework

Commitment details

The Plough is one of the most popular pubs in Birmingham and is the first business to

commit to offer two portions of veg in every Children's Meal. We will contact other businesses using the Plough as an example of best practice to encourage sign-up by other local businesses. We will set up a campaign on social media encouraging Birmingham parents to post pics of great veg offerings for children and celebrating businesses like the Plough that sign up to the campaign.

This is a joint commitment by
Birmingham City Council and The
Plough Harboure

