

# Brighton & Hove City Council and Brighton & Hove Food Partnership 2017 Pledge



This commitment will be implemented by  
October 2018

# 1

Town and cities commit to become urban veg pioneers, with city wide initiatives on skills, planning and/or procurement, campaigns and initiatives to drive up veg access & consumption and reduce waste

**This aligns with point 6 on the commitments framework**

## Commitment details

We are proud to make this commitment for Brighton & Hove to become a veg pioneer city. We will take a systemic approach to helping people from our city and the surrounding areas to eat more veg, embedding 'Veg City' at the heart of our 5-year city-wide food strategy which will be launched in 2018. Key activities will be around Planning (new guidance for developers), Early Years (parent engagement; upskilling nursery staff), Procurement (engaging with food businesses/caterers re serving more veg / training re veg prep and new veg recipe ideas), Schools (exploring opportunities for Veg City to compliment the ongoing Sugar Smart programme of work), Community Engagement & Promotion (ongoing campaign re Healthy Start Vouchers; PR/social media activity; cooking classes for veg-centred meals).

## Monitoring

1) City-wide stakeholder workshops will have taken place to establish a programme of work to achieve the pledge of becoming a veg pioneer city. 2) Veg City actions weave throughout the new city-wide food strategy 3) Feedback re new planning guidance. 4) Number of Early Years settings achieving the Healthy Choice Award since new guidance re veg incorporated. 5) Number of food-service businesses (inc. all major public sector catering contracts) serving extra portion of veg/ attending veg training. 6) Monitor data from question in the Safe & Well At School Survey re veg and fruit intake 7) Uptake of Healthy Start Vouchers

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## 2

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### Commitment details

We will develop a pioneering Supplementary Planning Document on food and seek endorsement from members to adopt. Subject to Consultation, this would focus on 3 key areas.

- 1) Food growing: guidance for developers to integrate food-growing effectively within plans and subsequent developments.
- 2) Access to healthy food: exploring how the planning system can support good access to healthy food.
- 3) Preventing obesogenic environments: guidance on shared open spaces for food growing, active lifestyles and biodiversity.

### Monitoring

- 1) City-wide stakeholder workshops during drafting stages for the Supplementary Planning Document.
- 2) Development of a new SPD on food. Target adoption date December 2018 subject to member approval.
- 3) Analysis of impact statistics from Planning Dept and monitoring the Sustainability Checklist; and feedback from Planning Department and Developers, target December 2019.

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## Commitment details

We will work with the national Peas Please campaign to see how our local reach can be used to amplify the national campaign.

## Monitoring

- 1) Monitoring social media campaigns and level of engagement around Veg City both on and offline.
- 2) No. of blogs shared.
- 3) Number of pilots delivered locally as part of the national campaign - e.g. if a national retailer wanted to run a pilot in a local store.