Brighton & Hove City Council and Brighton & Hove Food Partnership

2017 Pledge

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

This commitment will be implemented by October 2018

Commitment details
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
Brighton & Hove City Council and Brighton & Hove Food Partnership
2017 Pledge

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.

This commitment will be implemented by October 2020

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

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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 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.