

London Borough of Redbridge

2017 Pledge



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Redbridge



This commitment will be implemented by
October 2020

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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 increase the uptake of healthy start vouchers via a number of actions detailed in our food poverty action plan. These include: Investigating and mapping current uptake of Healthy Start Vouchers; Work in partnership to develop and implement a plan to increase uptake of Healthy Start vouchers and increase awareness of retailers currently accepting the vouchers; Partners will be regularly promoting Healthy Start vouchers and vitamins, including ensuring staff and volunteers are aware of the scheme.

Monitoring

We will use quarterly monitoring statistics on Healthy Start Voucher uptake (produced by the Department for Health) to monitor the progress that we are making towards our target.