

Birmingham Food Revolution

Helen Harrison, Assistant Director Healthy
Behaviours and Communities

Sarah Pullen, Food System Lead

Public Health Division, Birmingham City Council
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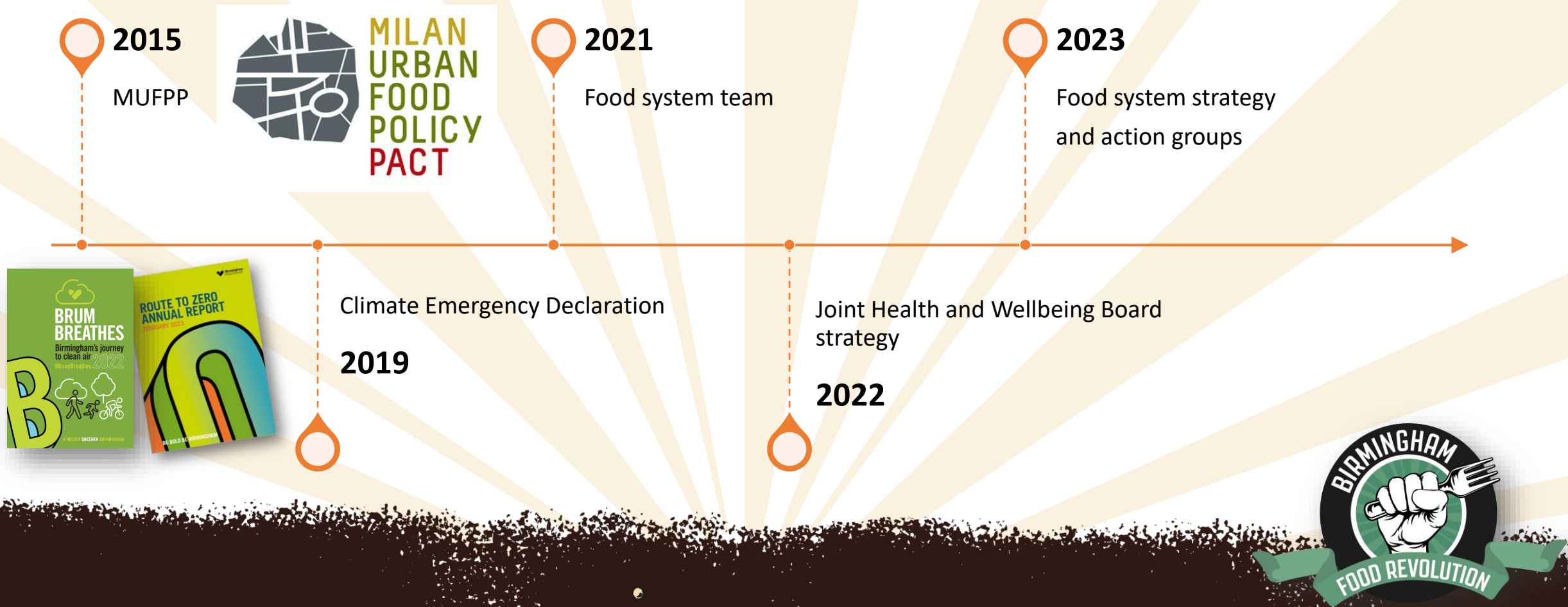


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Our Journey



- Climate emergency declaration in 2019
- Route to Net Zero: coordinating action across the council to address climate change
- Catering and Food Procurement Strategy
- Inclusive Growth: building strong communities to live and work, to grow up and to grow old and addressing health, employment, social mobility and climate change
- Planning policy: improving the built environment and increasing growing spaces
- Parks and green spaces: improving the quality of our parks so that Birmingham stays cooler in the summer and increasing access to growing spaces
- Transport: increasing electric vehicles
- Housing: better insulating council-owned housing, replacing gas boilers with electric heat pumps
- Tourism: launching a Sustainable Food Tourism hub



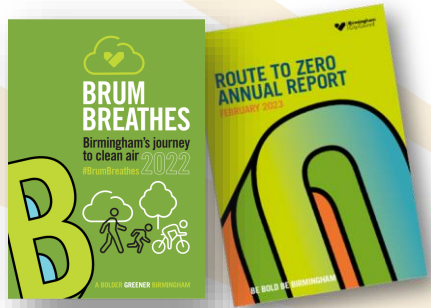
Our Journey

2015
MUFPP



2021
Food system team

2023
Food system strategy
and action groups



2019
Climate Emergency Declaration

2022
Joint Health and Wellbeing Board
strategy





BIRMINGHAM FOOD SYSTEM STRATEGY

Vision

Create a fair, sustainable and prosperous food system and economy, where food options are nutritious, affordable and desirable so everyone can thrive.

Key principles

Collaborate

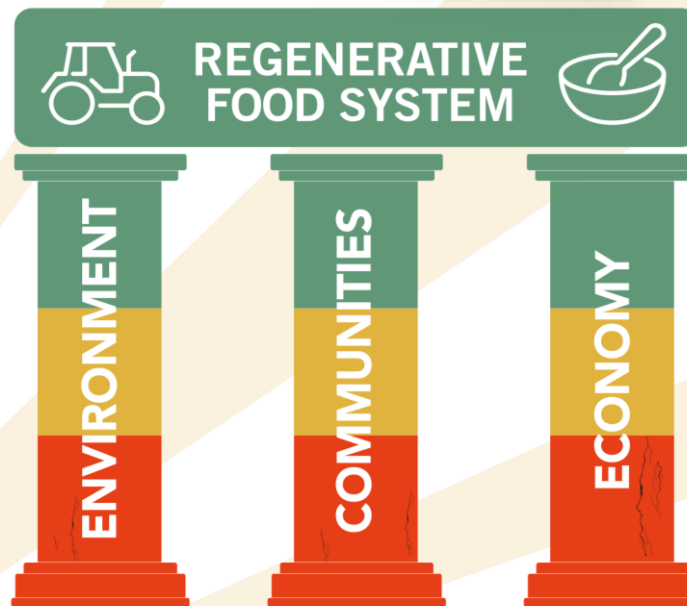
Strengthen partnerships and build on existing good practice.

Empower

Remove barriers and facilitate solutions.

Equalise

Focus actions where they are needed most to reduce inequalities.



Ingredients for success

- Strong leadership and political buy-in
- Clear vision and strategy
- Citizen engagement
- Exploration and learning from other cities
- Building on our strengths
- Dedicated food team



Food Procurement

Catering and Food Procurement Strategy for Cityserve (schools) and Civic Catering approved in 2023 and is aligned with:

- Birmingham Food System Strategy
- Birmingham Joint Health and Wellbeing Strategy
- Glasgow Food and Climate Declaration
- Sustainable Food Places Award commitment
- Coolfood Pledge commitment to reduce greenhouse gas emissions by 25% by 2030 relative to a 2015 baseline
- Birmingham Business Charter for Social Responsibility
- Includes Environment and Sustainability Impact Assessment

Food Tender – in progress

Moving from 4 suppliers to 2 to consolidate the supply chain and deliveries to reduce from 42,800 deliveries to 15,000. This includes a multi-temperature tender 4 years at £5.4m/year (£21m over contract period).

Tender was weighted towards 30% quality, 20% social value and 50% price. Social value includes Local First with employment and sourcing, partners in communities, good employer, green and sustainable, ethical procurement as well as the BBC4SR action plan. Suppliers are required to:

- Support eradication of single use plastics
- Reduce waste
- Ensure vehicles are compliant with Clean Air Zone
- Employ local workforce
- Pay Real Living Wage to all staff
- Increase volume of produce sourced locally
- Increase uptake of seasonal produce
- Increase healthy food options
- Participate in city-wide procurement action group
- Meet Coolfood Pledge commitment and Sustainable Food Places Award criteria

We have developed contract specification to increase transparency and reporting. We are also currently developing a guide on the different food standards, awards and marks to support buyers and suppliers to improve the food offer.

FULL OF BEANS

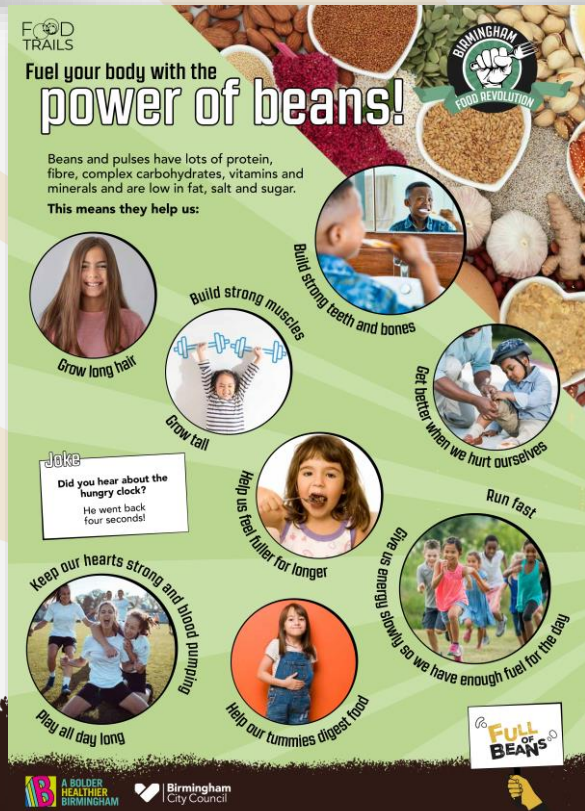
We're on a mission to help everyone discover how amazing beans and pulses are. They may be small, but they are **MIGHTY!** They are super for our bodies, great for the planet, affordable, convenient, and delicious too!

Full of Beans Mission at Holiday Clubs

- Increase supply and demand of beans and pulses
- 70 Holiday Activities and Food Programme clubs (up to 4200 children aged 5-16)
- Increase familiarity – growing, tasting and cooking
- Affordable and common canned ingredients - kidney beans, butter beans, chickpeas and lentils

Utilised behavioural science including

- COM-B Model (capability, opportunity and motivation)
- Repeated tasting and exposure to develop liking for food (10 to 15 tries)
- Ten Conditions for Change Framework (decision to take up a behaviour, start the behaviour and continue to do the behaviour)
- Social Change Tipping Point (if 25% of people take up a behaviour social norms shift)
- Social Dynamics and Mechanisms (social learning, social comparison, social norms, social facilitation, social cooperation and social recognition)



Next Steps

- Strategic action plan being published early 2024
- Action groups delivering diverse projects across the food system
- Resources, case studies and key learning being shared on the Birmingham Food Revolution website
- Continue building our local, national and international partnerships



Top Tips

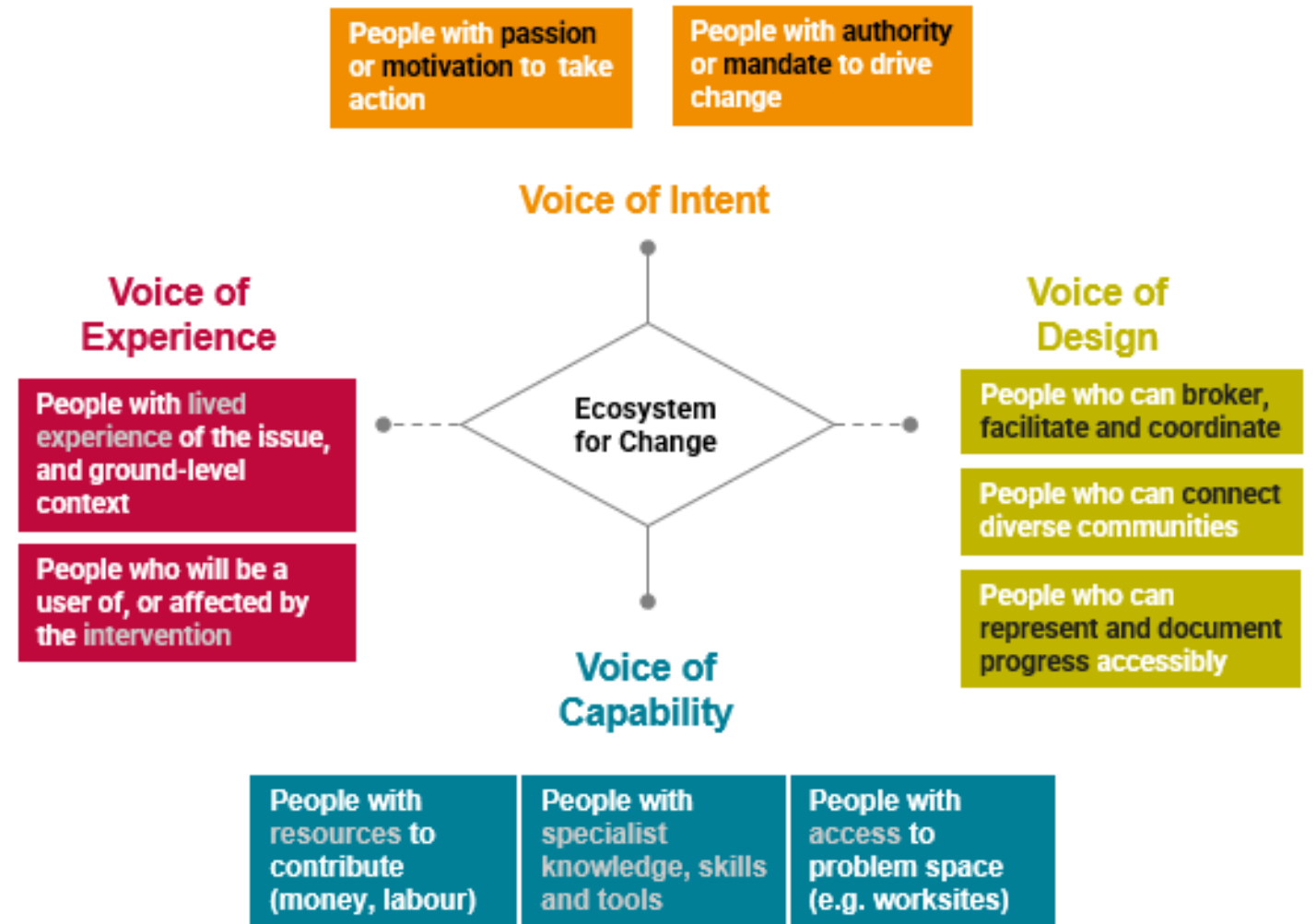
Source: Article by Bill Bannear. Based on ThinkPlace's Four Voices of Design. The model was extended by Alliance for Action in Singapore to add more elements to each of the four sections.
[The new zeitgeist: relationships and emergence | by Bill Bannear | Medium](#)

“We need to stop trying to design the solution, and instead design for the conditions that enable the emergence of many solutions.”

Bill Bannear, 2023



Who do we need to bring together to create viable initiatives?



How do we connect people who want to do something, with people who can help them do it, while staying grounded in real-world need and context to ensure it works?



Any questions?

FoodSystemPH@birmingham.gov.uk

[Search Birmingham Food Revolution](#)

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