

# Creating a Healthy Food City

## Tackling Obesity through economic growth

### Birmingham Basket Kick-Off Workshop

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# Agenda

- Welcome & Housekeeping
- Introductions
- Overview of Healthy City Approach
- Overview of the Trailblazer Programme
- The Birmingham Basket Discussion

# Our Ambition to become a Healthy Food City

Birmingham – a city of growth where every child, citizen and place matters



- Creating a **health food planning and economic climate** (Workstream 1)
- Creating a better understanding of food in the city through the **Birmingham Basket** (Workstream 2)
- Creating a **healthy apprenticeship workforce** that understands health, healthy eating and can support a healthier food economy (Workstream 3)

# Birmingham City Council Plan: 2018-2022

## Challenges and opportunities

**BIRMINGHAM HAS**  
**1,141,000**  
**CITIZENS**  
**46%**  
**UNDER 30**



Our population is expected to rise to 1.31 million by 2039 (15% rise from now) and 24% predicted rise in adults aged 85+ by 2028.

**90**  
**A**  
**DIFFERENT**  
**LANGUAGES**  
**ARE SPOKEN**

Birmingham has a young and richly diverse population with 25% of the population under-18 and 42% from Black and Minority Ethnic communities.

**OUTSIDE OF LONDON**  
**OUR CITY IS THE**  
**MOST**  
**ETHNICALLY &**



**CULTURALLY**  
**DIVERSE**



**1,789**  
**CHILDREN**  
**IN CARE**  
**(UNDER 18)**

1 in 3 children live in poverty and there is a gap in life expectancy between the wealthiest and poorest wards. English is not the first language for 42% of school children.

**1,836**  
**FAMILIES**  
**SUPPORTED BY**  
**FAMILY SERVICES\***

(THINK FAMILY)



**Unemployment** is higher than the UK average – 6.4% in Birmingham compared to 2.6% in the UK. **Unequal employment** rates across Birmingham – e.g. Hodge Hill at 46% compared to 78% in Sutton Coldfield. **Air pollution** causes up to 900 premature deaths (deaths before the age of 75) per year.



**61,818**  
**COUNCIL HOUSES**

89,000 new homes are needed by 2023: street homelessness is on the rise and 1 in 88 people (12,785) are homeless.



**MOST RAPIDLY**  
**IMPROVING CITY**

to live and work in with exciting new developments in Birmingham city centre, delivering almost 13,000 new homes, over 40,000 jobs and adding £2 billion to the local economy.

**COMMONWEALTH**  
**GAMES**

will reposition Birmingham globally,

**GENERATING**  
**£526m**

for the regional economy and creating 1,000 new homes.



Wide ranging lively cultural offer, including world class theatres, Town Hall and Symphony Hall and a rich tapestry of festivals.

**CITIZENS'**  
**TOP PRIORITIES**

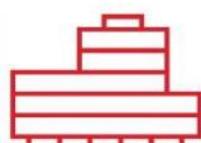
- #1** Clean Streets (57%)
- #2** Refuse Collection (55%)
- #3** Child Protection and Safeguarding (37%)
- #4** Road and Pavement Repairs (37%)
- #5** Care and Support for Older and Disabled People (36%)

**HOME TO OVER**  
**20**  
**MUSEUMS**



**571**  
**PARKS**

More than any other European city.

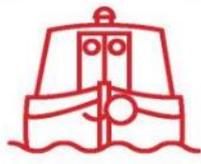


**4 MILLION VISITORS TO**  
**CITY'S 37**  
**LIBRARIES**  
**ANNUALLY**



**12,373**  
**ADULTS (18+)**  
**RECEIVING**  
**LONG-TERM SUPPORT**

**35 MILES**  
**OF WATERWAYS**  
**MORE CANALS**  
**THAN VENICE**



**HOME TO**  
**5**  
**UNIVERSITIES**  
 with 87,400 students (aged 16-64).

**Making a positive difference** everyday to people's lives  
**Making a positive difference** everyday to people's lives

# BIRMINGHAM

## WORKING TOWARDS A HEALTHY CITY: HEALTH INEQUALITIES

### BIRMINGHAM POPULATION

1,137,123

Birmingham Population  
Est. Population 2017

1,073,045  
Census 2011

56.3%

of Birmingham residents live in the 20% most deprived areas in England

### LIFE AT THE BOTTOM

People who live in the most deprived 10% are:

3x

MORE LIKELY TO

be ADMITTED for PREVENTABLE CONDITIONS

DIE PREMATURELY from PREVENTABLE CONDITIONS

### AT RISK & VULNERABLE

8%

OF ALL IN-PATIENTS are of BLACK ETHNICITY

more than expected

BLACK ETHNICITY

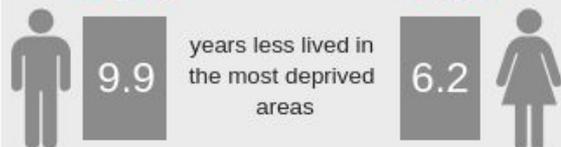
12% IN-PATIENTS with MENTAL ILLNESS

9% A&E PSYCHIATRIC ATTENDANCES

2x more than expected

### LIFE EXPECTANCY

84.6 MOST AFFLUENT 86.4



74.7 MOST DEPRIVED 80.2

People who live in the most deprived 10% are:

3x

MORE LIKELY TO

be IN CONTACT WITH MENTAL HEALTH SERVICES

have a LONG TERM CONDITION

SEVERE MULTIPLE DISADVANTAGE measured as

Substance Misuse  
Homelessness  
Offenders

6,700

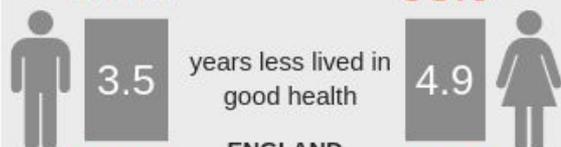
affected by 2 SMD  
B'ham & S'hull

2,000

affected by 3 SMD

### HEALTHY LIFE EXPECTANCY

59.9 BIRMINGHAM 58.9



63.4 ENGLAND 63.8

128,655

CHILDREN LIVE IN THE MOST DEPRIVED 10%

aged 0-15 years

1 IN 4

CHILDREN LIVE IN POVERTY



Supported Adults with learning disabilities

1%

are in paid employment

64.1%

live in stable accommodation

# OBESITY IN BIRMINGHAM

WORKING TOWARDS A HEALTHY CITY

## ENVIRONMENTAL DRIVERS

**1,058**

Fast Food Outlets in Birmingham in 2016

**96.1**

Fast Food Outlets per 100,000 citizens  
Compares to 116 Manchester/ 126 Leeds

**27**

Food Banks listed by the Trussell Trust in Birmingham

**571**  
**PARKS**  
Birmingham has more green space than any other European city



**14 sq miles of green space**

**70,000 School Meals**

Served by City Serve every day in schools across the city

**24.5%**

of adults aren't even walking for 10mins or doing any cycling at all in a month

## ACTIVITY & EATING

% infants who initiate breastfeeding within 48hrs of Birth

**71.1%**  
WM 68.9%  
ENG 74.5%



**52.2%**  
Are still breastfeeding at 6-8wks

**26.1%**

of 5yrs olds with one or more decayed, missing or filled teeth



**0.33**  
average number of decayed, missing or filled teeth (dmft) in 3yr olds

% of people who use outdoor space for exercise or health reasons

**18.4%**

Average for England is 17.9%

**54.1%**

of 15yr olds eat 5 or more portions of fruit/veg every day WM 51.1% ENG 52.4%

**12.3%**

of 15yrs old who are physically active for at least 1hr a day

**25.4%**

of Adults in Birmingham are inactive (<30mins of activity/wk)



**48.9%**

of Adults in Birmingham eat the recommended 5-a-day fruit/vegetables

## OUTCOMES

**RECEPTION**

**YEAR 6**

**23.5**

% of 4-5yr children are carrying excess weight (overweight, obese or severely obese)



**40.3**

% of 10-11yr old children are carrying excess weight (overweight, obese or severely obese)



**11.7%**

**10.9%**



**14.1%** of Black children have excess weight compared to 10.3% of white children

**27.2%**

**22.3%**



**27.9%** of Asian children have excess weight compared to 21.5% of white children

26.8% of YR6 & 12.4% of reception, children are obese in the most deprived areas compared to 12.8% (Yr6) & 5.3% (R) in the least deprived areas

**1.46**

% underweight among children in Reception



**1.85**

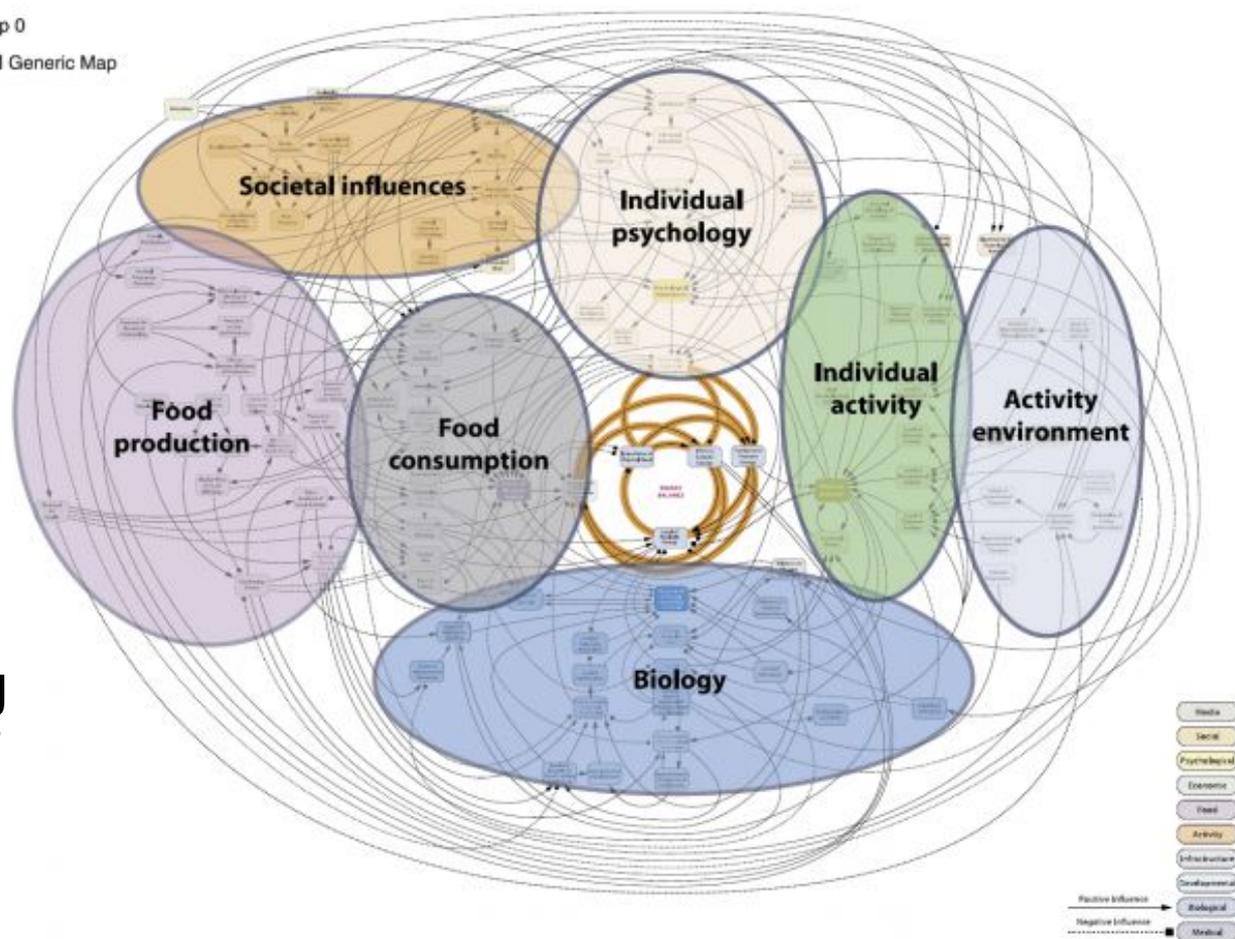
% underweight among children in Reception

# Whole System Action Is Needed

Research, like the [Foresight report](#), has shown that tackling obesity needs lots of different actions.

Action is needed at different levels of society and by different types of organisations working together in a range of different areas.

Map 0  
Full Generic Map



# Three Pillar Approach

## Creating A Healthy Food City

- Healthy food environments in communities, workplaces and schools
- Healthy food economies
- Communities of identity and place informed approaches
- Social narrative about food

## Creating An Active City

- Active environments, including making the most of the CWG infrastructure opportunities.
- Accessible provision
- Community co-production
- Social narrative about activity

## Supporting Weight Management

- Maximise engagement with existing support and resources e.g. C4L, OneYou, NHS Weight Management course & app, HENRY in early years settings.
- Maximise positive opportunity of NCMP through School nursing service and NHS Health Check.

# CREATING A HEALTHY FOOD CITY

Developing our approach

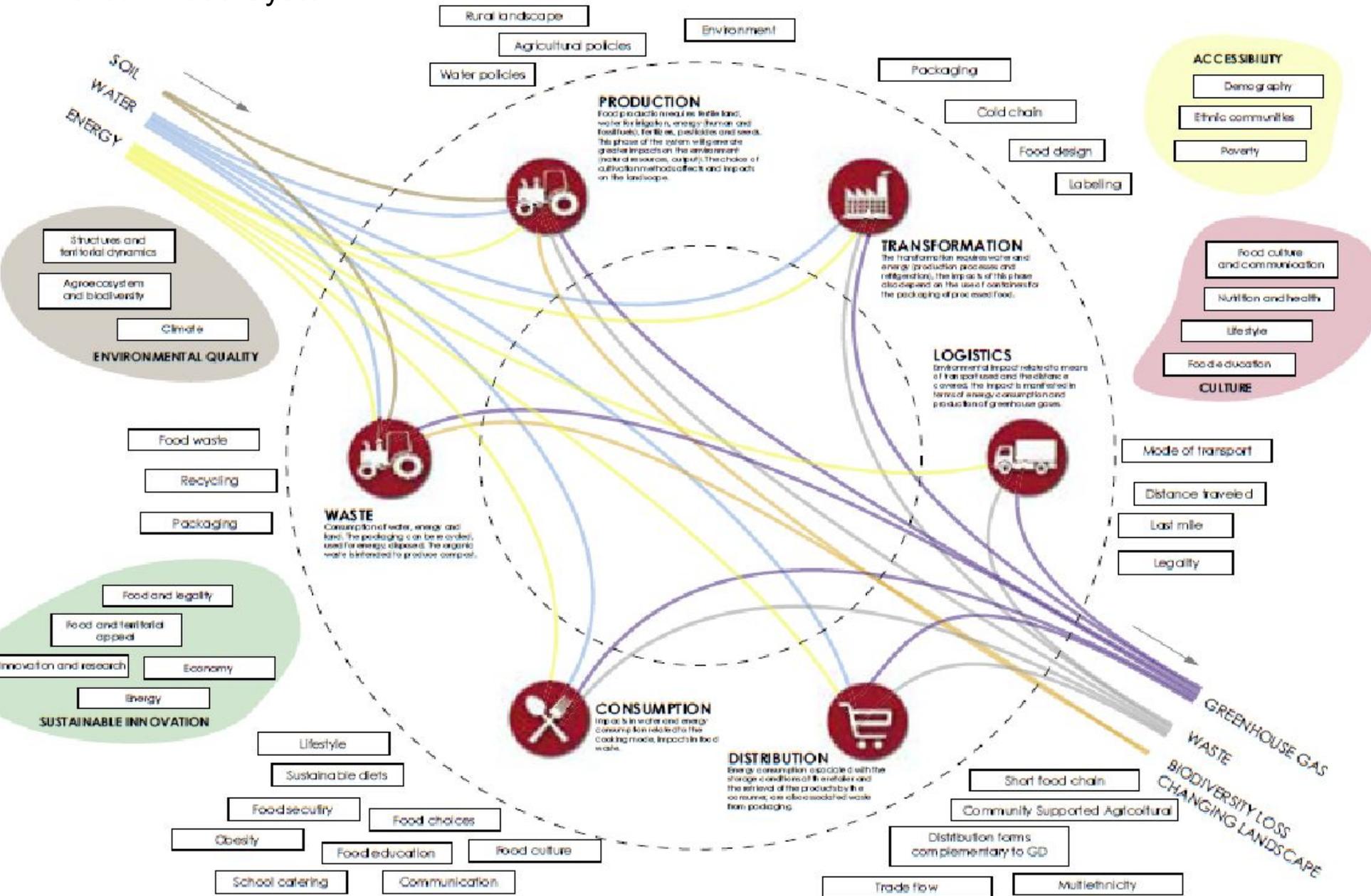


# The Food Journey



Image source: <https://www.eufic.org/en/food-safety/article/food-industry-standards-focus-on-haccp>

# Urban Food System



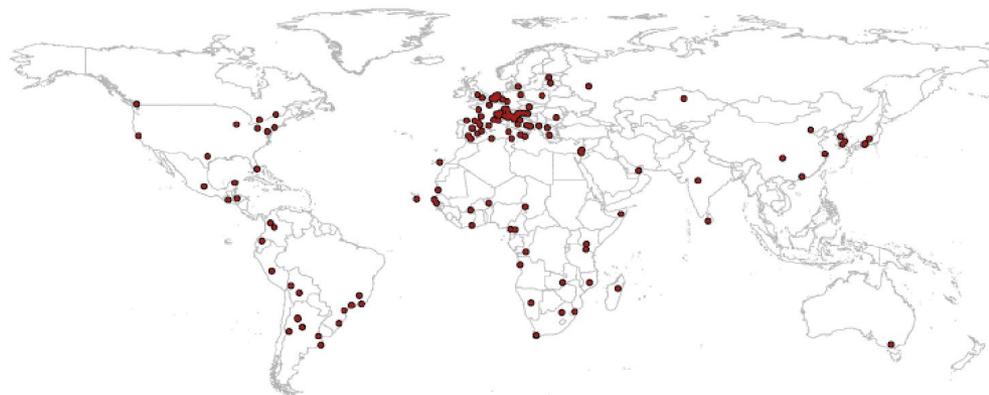
## **Our initial thinking on Vision and ambition**

**Birmingham is a Healthy Food City with a thriving and sustainable healthy food economy that reflects the diversity of our citizens and where healthy food choices are easy, accessible, safe, affordable and normal in every community.**



# Milan Urban Food Policy Pact

- Milan Urban Food Pact which is a European partnership for action on creating healthy food environments in cities and towns.
- Birmingham joined as one of the founding partner cities and has been awarded for its work on food in 2015.
- The partnership enables connection with a network of 193 cities across the world to share learning on approaches to food in urban environments.



# BINDI Partnership

- Bindhi Project in partnership with Pune, India to work together on creating food smart cities.
- Both Pune and Birmingham are second cities in their respective countries, both have significant educational footprints of universities and schools, strong links to manufacturing and industry and growing and evolving economies.
- The partnership is supported by the Food Foundation who are funded to do this by DIFD and Tata Foundation.



# Food Foundation Policy Audit

- As part of the development work for the Childhood Obesity Trailblazer pilot we recognised a need to audit the current policy framework against best practice policy - nationally and internationally.
- Food Foundation are leading this work, which will also develop a policy audit tool that can be then become a shared resources for other areas to draw on.
- This work will report in late Summer 2019.

# OBESITY TRAIL BLAZER PROGRAMME

Developing our approach





# Progress to date

Established 'Creating a Healthy Food City' Forum reporting to Health & Wellbeing Board, chaired by Cabinet Member for Health & ASC

## Workstream 1: Growth

- Final version of the Healthy City Planning toolkit piloted through Perry Barr Phase 2 CWG site
- Initial meetings with economic growth departments in BCC to scope opportunities
- Integration of a 'healthy food economy' as explicit objective of East B'ham Strategy consultation

## Workstream 2: Data

- Great City Digital Food Hunt to map data sources across the food system in Birmingham
- Analysis of YouGov 'Food Concerns' survey – B'ham sample
- Meeting with Kantar and ONS to review B'ham sample

## Workstream 3: Skills

- Mapping of level 1 to 7 Apprenticeship models and Pre-apprenticeship landscape in Birmingham.
- Met with a series of apprenticeship providers to understand how best to develop spiral

# Local Evaluation Focus

University of Birmingham is our local evaluation partner, led by Prof. Emma Frew

- Focus on evaluation of impact of Workstream 3 - Creating an *apprenticeship* workforce that understands health, healthy eating and can support a healthier food economy
- Before and after experimental design – comparing pre-October 2020 comparator group to post-October 2020 intervention group
- Including all levels of apprenticeship (Traineeship to MBA) and quality of training will be assessed as well as attitudes and aspirations

Baseline knowledge & understanding assessment cohort 1

Intervention of spiral curriculum across Level 1-7 apprenticeships

Assessment of knowledge & understanding in cohort 2

# Three Big Challenges to date

## Workstream 1: Growth

- Lack of good practice examples of sustainable healthy food businesses for low socio-economic markets or entry points

Creating a healthier food environment therefore involves stimulating both supply and demand and producing an economic logic model.

## Workstream 2: Data

- None of the national data sets on food have a large enough sample size in Birmingham to be representative

Engaging with Supermarket chains to explore timeline to retail data becoming no longer commercially sensitive

Launching Birmingham Food Survey to capture broader data with BINDI partnership

## Workstream 3: Skills



## Governance & Engagement

- Considering inequalities at scale and breadth

Commissioned 'Seldom Heard voices' focus groups with support of LSHTM & BINDI partnership

# THE BIRMINGHAM BASKET



## The Ambition

To establish a retail basket tracker to provide timely insight into the food purchasing behaviour of Birmingham.

The basket will provide a mechanism to understand impact on the food culture and behaviours of the city.

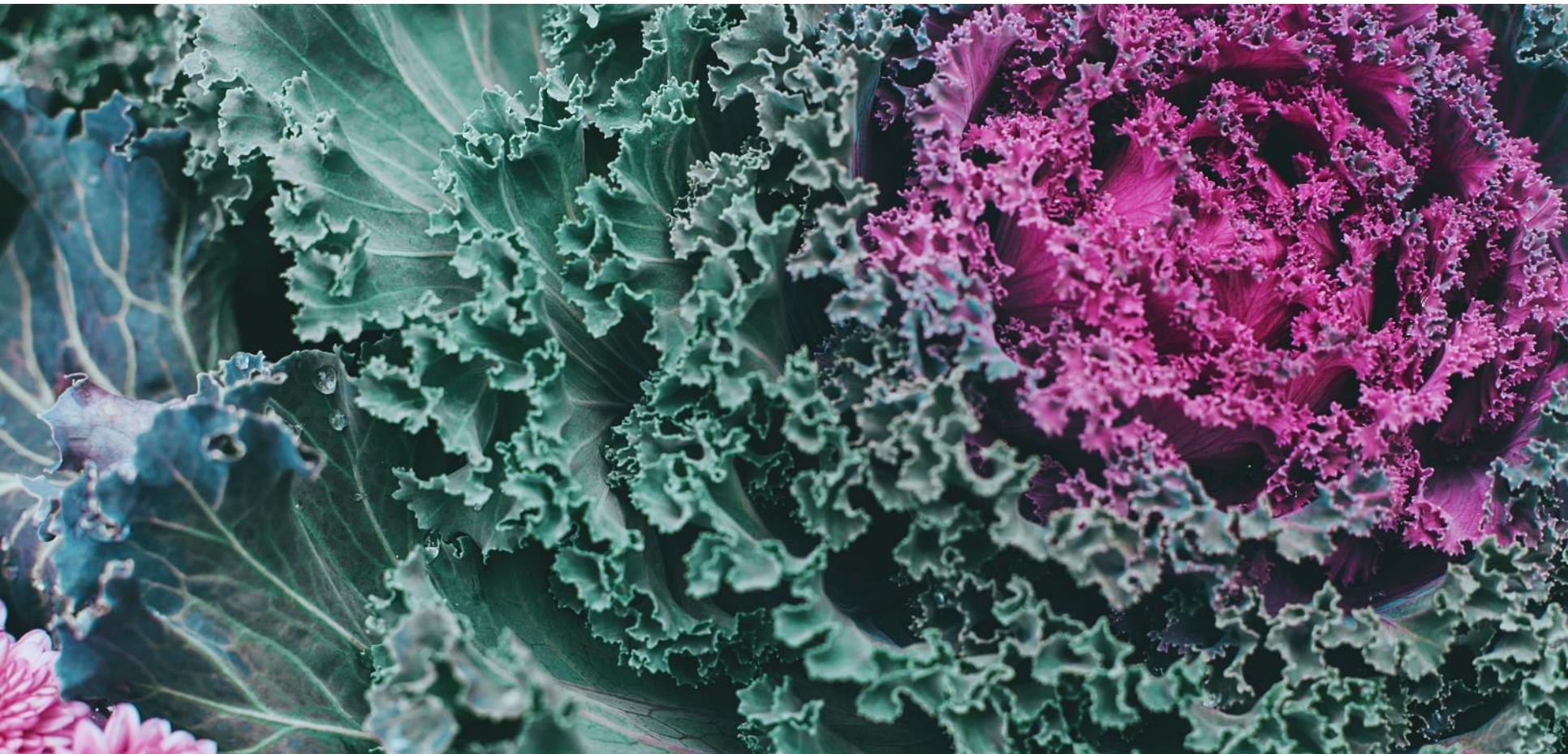


Secondary ambition....

The Basket tracks the cost of a healthy diet in Birmingham....

# Group Work

- What should we put in the basket?
- Why?



# Group Work

- Does it matter who sells it?
- Why?



# Group Work

- Does it matter at a population level who buys it?
- Why?



# Data Sources Exercise

- Who holds this data?
- How can we get it?
- Does it matter how old it is?
- How big is representative?
- How would we analyse it?



# Next Steps

