Good Practice #12 – Birmingham Basket

Organisation in charge of the good practice	
Is your organisation the main institution in charge of this good practice?	*No*

Location of the organisation in charge:	Country	UK
	Region	West Midlands
	City	Birmingham
Main institution in charge:	*Birmingham City Council*	

Good practice general information		
Geographical scope of the practice:	*Local*	
Location of the practice	Country	*UK*
	Region	*West Midlands*
	City	*Birmingham*

Practice image:	
Title of practice:	*[17/100 characters]* Birmingham Basket

Good practice detailed information	
Short summary of the practice:	*[104/160 characters]* Birmingham Basket is a retail tracker to provide insight into the food purchasing behaviour of the city.

Detailed information on the practice:	*[986/1000-1500 characters]* One of the big questions the good practice is addressing is how to influence citizens to make healthier food choices and how can the food economy support a more sustainable model. The focus of the approach has shifted from obesity to transforming the food system. By understanding how people are spending their money on food, the project aims to develop policies to foster better food choices. Birmingham organised the Great City Food Digital Treasure Hunt to gather digital data available through the web to increase their understanding of the food environment of the city – this was part of the Digital Leaders Week held in Birmingham and across the UK. The project created an innovative alternative local metric, the Birmingham Basket, which captures local retail spend metrics to identify consumer retail habits and inform policy development and measure the impact of the initiatives – harnessing the power of data to support a healthier, more sustainable food policy in Birmingham.
Resources needed:	*[89/200-300 characters]* This information is considered to be confidential and unavailable at this moment of time.
Timescale (start/end date):	2018-ongoing
Evidence of success (results achieved):	*[489/300-500 characters]* Through initial market scoping the city has identified at least one supplier capable of delivering the required data, information and insight to understand how the people of Birmingham purchase food. They have decided that a full competitive tender process should be utilised to ensure that the city commissions the most innovative and value-for-money solution. The full tender process was initiated before the end of October 2020 for delivery of baseline data by the end of December 2020.
Challenges encountered:	*[283/300 characters]* As in all projects, challenges were identified along the way such as how to gain access to purchasing data held on store cards which are not owned by supermarkets – access to data is an integral part of helping the project unlock the levers to support citizens' healthy food choices.
Potential for learning or transfer:	*[303/500-1000 characters]* The project demonstrates the power of effective data collection applied to food systems - it is contributing to a knowledge of consumer habits and what the city needs to do to disrupt unhealthy choices: helping to inform local residents on healthy living and wellbeing to improve their living standards.
Further information:	*Link to where further information on the good practice can be found* https://www.birmingham.gov.uk/news/article/437/300000_awarded_to_birmingham_for_childhood_obesity_trailblazer_programme
Keywords:	*Select from existing keywords* (something similar to *partnership, big data, data analysis, health & social care*)