



# Becoming a Veg City: experience from Brighton & Hove

2<sup>nd</sup> May 2018

Chloe Clarke

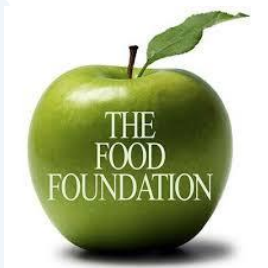


# What we do



# Yes please to Peas Please

- Invited to attend workshops / feed into Commitments Framework
- Excited by project / impressed by Food Foundation
- “Yes please” to Peas Please
- Met with key local partners – City Council, Public Health, Children’s Centres, Universities
- Looked at existing projects to add veg into



# Our pledge to become a Veg City

- October 2017 made joint pledge with BHCC
- Joint press release / blog / social media
- Commitments framework – pledges under no.6



TOWNS AND CITIES 6. 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



# Our citywide commitments



- Ensure Peas Please is key part of new **citywide food strategy**
- Develop **new guidance for planners/developers** re food growing /access to healthy food
- Ensure **Caterers sign up to “2 x 2020”** pledge to serve 2 portions of veg with each main meal
- **Veg-themed training** for chefs/caterers
- Increase uptake of **Healthy Start Vouchers**
- **Cookery classes** for veg-centred meals
- **Support for local growers** – PR / events
- Integrate Peas Please into **current policy / award schemes**

# Our Veg City pledge: embed Peas Please into citywide food strategy

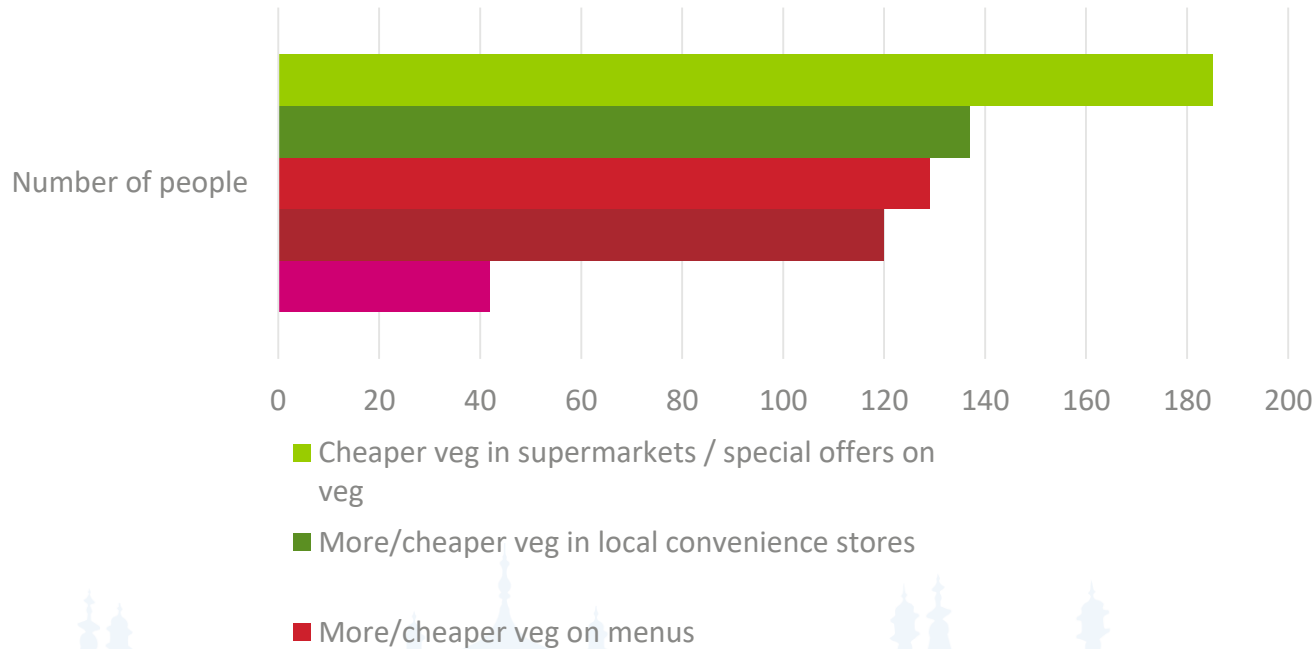


- **Series of themed roundtables/ stakeholder workshops** (e.g. Healthy & sustainable food; Tackling food poverty; Catering and food procurement; Land use / food producers)
  - 1. How can you contribute to get everyone eating an extra portion of veg per day?**
  - 2. What barriers do you think need overcoming?**
- Peas Please one of key themes for strategy - launched in Nov 2018
- Consultation process included online survey – 400 responses
  - Public
  - Food businesses – restaurants, cafes, hotels, caterers, retailers



# Public online survey responses

What might help you eat an extra portion of veg or eat more healthily?





# Public survey: what might help you eat an extra portion of veg?

Healthier  
convenience  
food

I want  
supermarkets to  
push veg that is  
in season and  
local

I want plastic-  
free veg!

Seasonal, local veg  
recipe ideas –  
particularly packed  
lunch ideas

Better  
quality veg  
in local  
shops

Veg recipe ideas  
alongside special  
offers on veg

More interesting veg  
options on menus  
and for shop-bought  
sandwiches

An affordable grocer /  
market





# Caterers / restaurants / cafes: what can you do to help everyone eat an extra portion of veg per day?

We'll have  
a free  
fruit stand

We'll add veg  
to our fruit  
smoothies

We'll add high fibre  
veg in all our cakes  
and sweet bakes

We'll look at  
different  
cooking  
methods for  
veg

We'll offer a  
vegetable snack  
pot with 3  
different veg in it

We'll trial raw as well  
as cooked veg  
(primary school  
lunches)

We'll re-engineer every  
recipe to include a  
portion of veg



# Food retailers: what can you do to help everyone eat an extra portion of veg per day?

We regularly promote our fruit and veg on social media

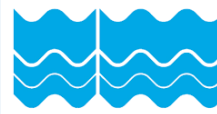
We can include veg snack pots at the till points

Business rate relief if we sell/promote only healthy products

Maybe we can copy Tesco and give free fruit to kids? (Store Manager for major retailer)



# Our Veg City pledge: work with caterers



# Our Veg City pledge: work with caterers

- ✓ **Online survey**
- ✓ Workshop for GFPG members - **‘Making Veg the Star of the Plate’** – inspirational chef speaker / shared ideas re veg recipes/ promotions
  - Downward trend in veg consumption as children age – nurseries had high veg consumption, primary lower, secondary lowest...but then picked up a bit at Uni as students keen to be more healthy
- ✓ **“2 x 2020” pledge** to serve 2 portions of veg with each main meal – 45% already doing / 45% have pledged to
- **Inspiring veg cookery courses** in Community Kitchen



# Our Veg City pledge: work with caterers

## Brighton & Hove City Council (BHCC) Primary School Meals Service

- Almost **11,500 meals** served in 90 mins every day across **64 primary schools**
- Children choose from **2 hot options daily** which are then **cooked from scratch**
- Already serve **two 35g portions per meal** – so already meeting 'Peas Please' target



# Food waste audit to better understand:



1. The **quantity** of food waste produced
2. The **composition** of food waste produced
3. The range of **reasons why** food waste is produced







**Most wasted  
foods....?**







# Vegetables!



# Most common reasons for leaving the veg?

"I just  
don't like  
it"

"Prefer  
raw veg"

"Too much  
veg"



"Too dry"

"Too soggy"

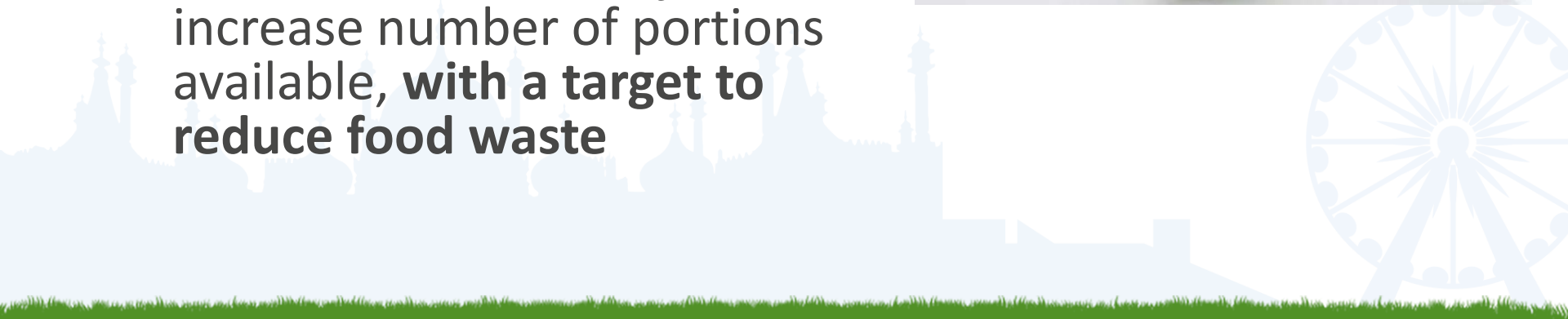
"I only like  
carrot sticks,  
not rounds"

# Favourite vegetables



# Recommendations - BHCC Primary School Meals Service pledge

- Committed to trialling raw veg
- Promoting “Eat a Rainbow” message
- Training to reinvigorate salad bars
- **Commitment to increase consumption of vegetables by children, rather than just increase number of portions available, with a target to reduce food waste**





# Our Veg City pledge: research with Lidl



- 1 of 2 pilot areas (B'ham & B'ton)
- Qualitative research – behavioural insights
- 2 x focus groups + stakeholder interviews
- How and why people in Lidl catchment currently choose, store, cook, serve, eat and waste veg (fresh and frozen)
- This will include those using Healthy Start Vouchers
- What might encourage them to eat extra portion
- **What are the barriers to buying veg in East Brighton**



# Any questions?

