

Taking a citywide approach to helping everyone to eat more veg

Making a pledge for more veg

In 2017, Brighton & Hove City Council (BHCC) made a joint pledge with the Brighton & Hove Food Partnership to take a citywide approach to helping people to eat more veg. We are now working towards becoming a pioneer Veg City. This commitment is part of the national Peas Please initiative launched by the Food Foundation.

We are committed to reducing the inequalities that exist here: **fewer than 50% of 8-11 year-old pupils from the most deprived areas eat their five-a-day compared with over 90% in the least deprived areas.** Our Peas Please activity will help to address this.



Look out for the Peas Please actions threaded throughout the full version of the action plan

Get kids eating veg

- BHCC trial raw veg in schools with target to reduce waste
- Schools take part in Fuel for Schools and Edible Playgrounds
- Food outlets at major child-friendly events create healthier menus with an extra portion of veg
- Healthy Choice Award criteria for Early Years settings include an extra portion of veg

Work with businesses

- Lidl research into overcoming barriers to eating veg for people in East Brighton
- Large public sector caterers commit to serving two portions of veg with every main meal
- Restaurants and cafes flip order of menus to read veggie, fish, meat



Citywide Actions

Promote veg

- Increase uptake of Healthy Start Vouchers (can be used to buy veg)
- Use blogs, social media, PR and advertising to promote veg

Improve access to veg

- Local businesses ensure more fresh produce in 'Community Fridges' and in homeless shelters
- Guidance for developers produced around food growing, access to healthy food and healthier environments

Invest in training and skills

- Veg cookery classes at Community Kitchen for staff from Early Years, food businesses and schools

