

BIRMINGHAM, UK: HEALTHY TAKE AWAY SERVICE

#takeaways #healthyfood #europe #overweightobesity #convenience

THE ACTION AND ITS AIMS: Birmingham piloted a takeaway service that delivered hot nutritious dinners to families at an affordable price, to provide a convenient alternative to usual unhealthy takeaways such as pizza, chips, and deep-fried foods. The aim was to test market demand for healthier alternatives among families and other users.

WHEN IT WAS INTRODUCED: The pilot ran for 10 weeks in 2018.

WHY IT WAS NEEDED: The new service was deemed necessary because the boom in online services for takeaways and food delivery has made it more convenient than ever for people to order unhealthy food, and healthy options are few. Birmingham has one of the highest rates of child obesity in the UK. In 2017-8, 25% of children aged 10 experienced obesity and 15% had overweight status.

WHO INITIATED IT, WHO IS INVOLVED: Birmingham City Council commissioned behaviour change charity Shift Design to develop the concept and test it on takeaway website Just-eat.co.uk. The action is part of work by the council's Tackling Obesogenic Environment Team that seeks to influence a cultural shift in food preferences.



Healthy takeaway meal), Shutterstock/Maram

IMPACTS TO DATE: By the seventh week of the pilot, the service had delivered 90 meals and average ratings were 5.7/6 stars. This led to the conclusion that there is market demand for the service, and the partners are working to identify the right model for a new social enterprise.

MORE INFORMATION:

- Website: Building a social enterprise to tackle childhood obesity: part 1, Shift Design <https://shiftdesign.org/building-social-enterprise-tackle-childhood-obesity/>

Citation: This case study version is from the Menu of Actions (2019). Suggested citation: Halliday, J., Platenkamp, L., Nicolarea, Y. (2019) A menu of actions to shape urban food environments for improved nutrition, GAIN, MUFPP and RUAF.