

Peas Please

Project Strategy Board

Terms of Reference



## **Context**

Peas Please is a partnership project currently operating across England, Scotland and Wales, and planning to include Northern Ireland in 2018. The project is jointly managed by Food Foundation, Food Cardiff, Nourish Scotland and WWF-UK.

Funding for the project to date has come primarily from charitable trusts. Approximately 2 FTE staff have been engaged on the project to date, spread across a number of staff in the partner agencies.

The aim of the project is to increase vegetable consumption in the UK through encouraging supply chain actors to promote vegetables more effectively, making them more normal, convenient, attractive and available in the UK food environment; while at the same time encouraging national and local governments to provide an enabling policy environment and to support universal access.

The project rationale is that increasing vegetable consumption, other things being equal, will improve health, reduce the greenhouse gas emissions from the UK diet, and support growth in the UK horticulture sector.

The project started in 2016 and is expected to run for a further three years in its current format to end 2020.

To date, more than 40 pledges have been made by businesses and public bodies, with commitments from over 50% of the UK retail sector as well as major food service and manufacturing companies. A robust monitoring and evaluation framework is being established to assess:

- The extent to which pledges by businesses and others were acted on, and their estimated impact on consumption
- Overall and disaggregated changes in UK vegetable consumption against baseline and trend (the project's partnership with the Dutch government's National Fruit and Vegetable Action Plan will provide a useful comparative framework)
- The effectiveness of the project's methods in securing change across the sector

## **Objectives**

To articulate and keep under review the project's scope, goals, evidence base, working assumptions and intervention logic, success measures and resources

To agree, track and update the project's workplan and delivery

To help secure necessary resources to deliver the project

To design and implement the monitoring and evaluation process for the project

To keep the working of the project partnership under review, and address any differences of perspective, priorities or capacity which could diminish the effectiveness or integrity of the project

## **Membership**

Food Foundation

Food Cardiff

Nourish Scotland

WWF UK

WRAP

Northern Ireland partner

PWC

University of Cambridge

SRA

Sustainable Food Cities

## **Meeting frequency**

Quarterly full day face to face meetings.

There are likely to be additional working groups established especially in the first year, with meetings mainly online.

Additionally, the direct delivery partners will have at least one scheduled monthly conference call to discuss operational issues.

## **Chair**

Anna Taylor, Food Foundation