



VEGPOWER

BANG IN SOME BEANS

TOOLKIT

FOR LOCAL FOOD PARTNERSHIPS

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PREFACE

Beans, pulses and lentils are affordable superfoods supporting healthy people and a healthy planet – popular across cultures, continents and age groups. The Food Foundation's "Bang in Some Beans" campaign is helping the UK eat more of these nutritional powerhouses and in this ready-to-go-toolkit, designed for co-ordinators, we hope to support the important work that Sustainable Food Places does in driving place-based food change.

Please share the word with your steering groups, stakeholders and citizens.



Leon Ballin,
Place-Based Food Systems Manager
at The Food Foundation

BANG IN SOME BEANS

The Food Foundation and **Veg Power**, together with partners from across the food system – from retailers and manufacturers, to restaurant chains and caterers – are launching a UK-wide campaign with a simple mission: we want to get people eating more beans (including legumes and pulses), doubling UK bean consumption by 2028! This is a high-energy movement on a mission to put beans & pulses at the heart of the British diet. Since the launch in November 2025 the campaign has reached millions on social media and press, secured sales-based pledges from dozens of businesses, and inspired thousands of children in schools to bang in those beans.



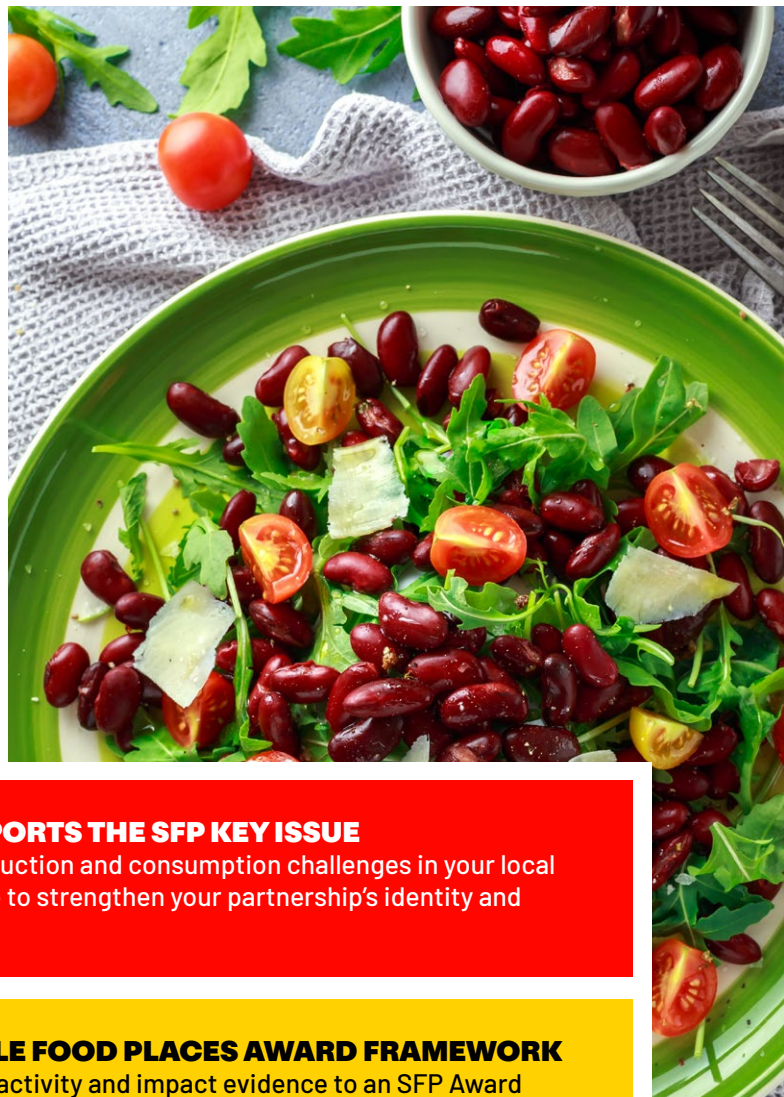
HOW TO USE THIS RESOURCE

Sustainable Food Places members are uniquely placed to turn national campaigns into local action.

By bringing together the public sector, communities, businesses, growers, anchor institutions and decision makers around a shared message, campaigns like this build momentum, engage new audiences and create opportunities to make progress across multiple areas of the local food system.

This toolkit has been developed to help **Local Food Partnership coordinators, core teams and steering groups** make the most of the **Bang in Some Beans (BISB)** campaign. It demonstrates how the campaign can support delivery across the Sustainable Food Places framework, providing ideas and inspiration for integrating campaign activity into your food partnership's wider programme of work.

The resource is organised around the **six Sustainable Food Places Key Issues**. Each Key Issue section is set out in three parts to identify:



1. HOW A LOCAL BISB CAMPAIGN SUPPORTS THE SFP KEY ISSUE

Engaging with BISB can help you address production and consumption challenges in your local food system, as well as providing a galvanising route to strengthen your partnership's identity and participation.

2. SPECIFIC LINKS TO THE SUSTAINABLE FOOD PLACES AWARD FRAMEWORK

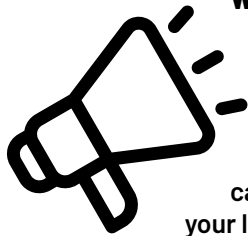
Bang in Some Beans can contribute valuable activity and impact evidence to an SFP Award application. While a campaign alone will not meet the overall Bronze or Silver benchmark for any Key Issue, applicants can explain how the campaign forms part of a wider programme of work, what the food partnership contributed, who participated and what changed as a result.

3. LINKS TO BISB CAMPAIGN ASSETS AND RESOURCES TO HELP ENGAGE PARTNERS

The toolkit will help you to orientate yourself around the wide range of resources and campaign assets that BISB has developed with partners for cross-sector engagement.

You can use the resource in different ways DEPENDENDING ON YOUR PRIORITIES

Planning a partnership- wide campaign?



Work through the **whole resource** to identify opportunities to engage partners across multiple sectors and maximise the campaign's contribution to your local food strategy / action plan.

Looking to strengthen a particular area of work?



Dip into the relevant **Key Issue section** to generate ideas, catalyse action and bring fresh energy to a specific priority – whether that's building a stronger local food movement, supporting healthier food environments or influencing local policy.

Working towards a Sustainable Food Places Award?



Use **part 2** of each **section** of the resource to identify opportunities to generate evidence of partnership activity, collaboration and impact that contributes towards Award benchmarks.

Like all of our campaigns, BISB is intended to be adapted to **your local context**. We encourage partnerships to work with local organisations and communities to **shape activities** that reflect local priorities, celebrate local stories and ensure the campaign is relevant, **inclusive** and **engaging** for people from all walks of life.

KEY ISSUE 1

Taking a strategic and collaborative approach to good food governance and action

1. HOW THE CAMPAIGN SUPPORTS KEY ISSUE 1

Shared campaigns can be a powerful way to bring a food partnership's strategy to life. By creating opportunities for organisations from different sectors to work towards a common goal, campaigns help connect themes across a food action plan and demonstrate how collaboration can deliver visible outcomes.

The **BISB** campaign offers an accessible way to engage your Local Food Partnership steering groups members and working groups around a positive, practical message that cuts across health, climate, local economy, education and

community priorities. It can generate early "quick wins" for a food partnership at its early stages that build internal confidence, strengthen relationships between organisations and demonstrate the value of coordinated and concerted action.

By creating opportunities for partners to contribute in different ways, campaigns can also inject energy, creativity and a sense of shared purpose into partnership working, showing that food system change can be collaborative, achievable and even fun.

2. LINKS TO THE SUSTAINABLE FOOD PLACES AWARD FRAMEWORK

BISB can provide practical evidence that the food partnership is coordinating partners to deliver its food strategy or action plan.

It could contribute to evidence of:

- coordinated delivery of actions spanning health, sustainability, community engagement, food business and procurement; and
- the food partnership coalescing and coordinating activity, rather than partners acting independently.

For Bronze, applicants could show how BISB contributes to the delivery of their mandatory 12-month action plan and supports coordinated action involving several sectors.

For Silver, stronger evidence would show that BISB is part of a three-year strategy or action plan, involves a diverse range of partners and communities, and has secured active support from the local authority and other strategic organisations.

3. LINKS TO BISB CAMPAIGN ASSETS AND RESOURCES

- [BISB website.](#)
- [BISB Supporter Toolkit.](#)
- [SFP Resources, Key Issue 1.](#)



KEY ISSUE 2

Building a Good Food Movement

1. HOW THE CAMPAIGN SUPPORTS KEY ISSUE 2

Strong local food movements are built through shared stories, collective action and opportunities for people to participate. While food partnerships work across complex issues – from food insecurity to climate resilience – campaigns can provide a simple, accessible way for people, organisations and communities to become part of that wider movement, helping Sustainable Food Places **Build a Good Food Movement.**

By engaging with a shared, cross-sector campaign such as **BISB**, food partnerships can use accessible, engaging public messages to introduce food systems thinking in ways that resonate with diverse communities and sectors. The campaign provides a practical opportunity to bring together schools, community organisations, health services, food businesses, local authorities, growers and residents around a positive, inclusive conversation about good food. Through this kind of visible, collaborative activity, partnerships can strengthen public awareness and support active food citizenship.

For Sustainable Food Places, campaigns have long played an important role in connecting local action with national ambition. Whether encouraging people to celebrate local food, reduce food waste or eat more sustainably, shared campaigns help create a sense that many people and organisations are working towards the same goal. This coherence amplifies local activity, gives partners a common language, and helps build momentum for wider food system change.

Food partnerships can use the BISB campaign

not simply to encourage people to eat more beans, but to spark conversations about affordability, health, climate, diverse food cultures and the joy of good food.

Ultimately, successful campaigns do more than change individual behaviours. They create opportunities for people to connect with one another, discover local initiatives, and see themselves as part of a growing movement working towards a healthier, fairer and more sustainable local food system.



2. LINKS TO THE SUSTAINABLE FOOD PLACES AWARD FRAMEWORK

BISB aligns closely with Award action area 2A, "Inspire and engage the public about good food".

It could contribute to evidence of:

- raising awareness of food, health and sustainability through local media, social media and partner communications;
- engaging individuals and organisations through a public-facing umbrella campaign;
- promoting practical participation across different social and cultural communities; and
- connecting community food initiatives so they can exchange ideas, resources and campaign activity.

For Bronze, BISB could help demonstrate a range of well-promoted public events and engagement opportunities.

For Silver, activity should reach people from a wide range of backgrounds and demonstrate that the food partnership has catalysed or coordinated participation across a strong network of community food initiatives. Particular attention should be given to communities currently underrepresented in the local good food movement.

At Silver, a network for community food initiatives and leaders is mandatory. BISB could provide a shared activity around which that network collaborates.

CASE STUDY:

The Birmingham City Council Full of Beans Campaign

- Worked closely with the Birmingham Food System Partnership to identify opportunities for action and to amplify the reach of campaign activities.
- Built on existing relationships to develop and deliver interventions with the Birmingham Holiday Activities and Food Programme, encouraging children and young people to eat more beans and pulses.
- Developed practical resources to help children grow, taste and cook with beans and pulses.
- Collated and shared a wide range of bean and pulse recipes.
- Engaged local food businesses to explore opportunities to increase beans and pulses on menus.
- Demonstrates how a beans and pulses campaign can be adapted to different settings and the needs of the local food system.



3. LINKS TO BISB CAMPAIGN ASSETS AND RESOURCES

• BISB Supporter Toolkit

Contains the campaign's downloadable resources – including communications assets, recipes, social media content, promotional materials and activity ideas – all of which can be adapted for local use, enabling partners across a place to take part while maintaining a shared identity and message.

• SFP Resources

Key Issue 2.



KEY ISSUE 3

Healthy Food for All

1. HOW THE CAMPAIGN SUPPORTS KEY ISSUE 3

BISB is the perfect campaign to get people eating more healthily, as well as improving access to healthy and affordable food. 96% of people in the UK don't eat enough fibre, and beans are packed full of it. Fibre offers numerous health benefits including healthy digestion and a reduced risk of several chronic diseases. Beans are also a great source of protein and contain micronutrients like lysine, which amongst other functions plays a key role in calcium absorption and collagen formation. Crucially, they are low in cost, making them the ideal vehicle for building a local food system that's both healthier and more affordable.

By showing people how easy and delicious it can be to cook and eat more beans, BISB can improve the food culture in your area. The campaign will drive up demand and embolden the public to bang some beans into their shopping baskets and into everyday meals, enabling them to improve their diet and save money.

Our research shows that many people see beans as a bit dull, or just something you put in a chilli con carne. They need inspiration. You can ask chefs, nutritionists and influencers to help us spread the joy and show home cooks just how easy they are to add to their family's favourite dishes or to try exciting new dishes, from snacks

to salads and simple hacks, like

sausages with beans blended in, to lavish bean-as-the-hero dinners. In the link below, you'll find recipes that can be intentionally designed to be accessible, affordable and healthy, always prioritising deliciousness!

We recommend using beans which are readily available in mainstream retail and include at least an 80g portion of beans per adult serving. (To keep things simple, when we say beans, we're referring to all legumes, including pulses).

If working within school food or other catering sectors, can nutritionists work with catering teams to incorporate more beans into dishes? They can encourage their schools to support our campaign by joining our schools programme run by Veg Power or can encourage the school caterers to become Keen Bean Pledgers (see links below).

Nutritionists can highlight the benefits of adding more beans, lentils and pulses to diets and provide practical advice on how beans can be added to make simple and tasty meals. This can be done with the public via social media, or through their place of work, whether they are a consultant, or an in-house nutritionist within a company.

Beans are extremely useful for helping organisations in your area provide high-quality social food, because they are healthy, filling and affordable. That makes them a natural fit for helping your community make health an appealing priority in their diets, which is exactly why The Food Foundation and Veg Power have joined forces to create a suite of new resources called Eat Well For Less, including a flyer aimed at helping frontline staff at your community-based projects.



2. LINKS TO THE SUSTAINABLE FOOD PLACES AWARD FRAMEWORK

BISB is a readymade campaign to support food partnerships with Bronze / Silver Award action area 3B, "Promote healthy eating", as an example of a healthy eating campaign.

It could contribute to evidence of:

- running a healthy eating campaign that makes affordable, nutritious food more appealing and accessible;
- providing recipes, nutrition advice and practical cooking guidance;
- incorporating bean-based activities into cooking skills, social prescribing and healthy weight programmes;
- supporting community food organisations to provide and promote nutritious, affordable food;
- working with schools, health services, caterers and community organisations to improve local food culture; and
- increasing the availability and visibility of affordable healthy choices in shops, hospitality and other food settings.

For Bronze, BISB could form part of a wider range of initiatives tackling diet-related ill health and improving access to affordable healthy food. Delivery should recognise which communities face the greatest barriers to healthy food and target activity accordingly.

For Silver, applicants would need to demonstrate reach across different communities, settings and neighbourhoods, particularly among groups at greatest risk, alongside evidence of positive impact. This might include participation data, changes to menus or provision, increased confidence in cooking with beans, or reported changes in purchasing and eating.

BISB can strengthen healthy eating and social food provision, but it does not address the underlying causes of food poverty. Award evidence should place it alongside wider action on incomes, entitlements, access and dignified food support.



3. LINKS TO BISB CAMPAIGN ASSETS AND RESOURCES

- **Bean Facts**
The health, cost and nutrition evidence base.
- **BISB Supporter Toolkit**
Full of useful social media resources.
- **Veg Power bean recipe collection**
Recipes to share with chefs, caterers and home cooks.
- **Brighton and Hove 'Keen for Beans'**
Website.
- **Eat Well For Less** Website.
- **Eat Well For Less**
Tips and tricks flyer.
- **SFP Resources**,
Key Issue 3.



WHAT BEANS AND LENTILS ARE READILY AVAILABLE?

Black beans • Butter beans,
Cannellini beans • Chickpeas
Haricot beans • Mixed beans
Red kidney beans • Red lentils
Green lentils

CASE STUDY:**Brighton and Hove Food Partnership use beans to promote a healthier diet**

- They include recipes so people can see how to use beans more regularly in their own cooking.
- You can do the same with our list of recipes here!
- They provide answers to a series of frequently asked questions.
- You can do the same with our bean facts assets, like the one below.
- In fact, their website is full of resources to help people take part in their campaign and eat more beans! You can do something similar with the use of this toolkit and our social media resources, which you can find in section 3.



CREDIT: Claire Wright, veggpower.org.uk/recipes/burrito-rice-salad

KEY ISSUE 4

Sustainable Food Economy

1. HOW THE CAMPAIGN SUPPORTS KEY ISSUE 4

BISB can be a vehicle for helping SFPs to promote healthy, sustainable and independent food businesses to consumers, providing food businesses with opportunities for commercial growth. The opportunity for beans to unlock commercial growth has never been stronger.

Consumer appetite for these affordable, fibre-rich, protein-dense, non-UPF foods is growing against the backdrop of rising food prices and living costs.

We are asking businesses to ensure beans are available in store and on menus, and many are choosing to go further, either by becoming **Keen Bean Pledgers**, setting a target to sell more beans, or by becoming Bean Promoters, committing to making beans more appealing and available. 44 major businesses have already signed up to the campaign, with more to be announced in 2027. See the **Keen Bean Business page** for full details, including the Beans Commitment Framework.

For food businesses, this is a real commercial opportunity. BISB gives retailers, manufacturers, restaurants and caterers a ready-made campaign to build bean promotions around, helping them turn growing consumer demand into sales.

You can point the businesses you work with towards the **commercial playbook** for practical ideas on how to grow their bean sales as part of the campaign and become a fully-fledged BISB Supporter!

If any food businesses in your area are interested in co-creating branded content as part of the campaign, or in becoming a campaign and media partner, please put them in touch with Ben.Freedman@FoodFoundation.org.uk



2. LINKS TO THE SUSTAINABLE FOOD PLACES AWARD FRAMEWORK

BISB can contribute to Award action area 4B, "Promote healthy, sustainable and independent food businesses to consumers".

It could contribute to evidence of:

- running coordinated marketing, menu promotions, food events or business recognition activity;
- giving participating businesses opportunities to showcase products, dishes and recipes; and
- connecting businesses with consumers and other organisations across the local food economy.

For Bronze, applicants could show how the local authority, food partnership and other key bodies have supported healthy and sustainable food enterprises to participate and benefit.

For Silver, stronger evidence would demonstrate that the partnership has catalysed sustained business participation and generated measurable benefits – for example new products or menu items, increased bean sales, stronger connections between enterprises, or increased consumer spending with participating independent businesses.

BISB will contribute most strongly to this Key Issue where it supports local and independent businesses, rather than only amplifying activity by national retailers or manufacturers. Links to local growers, processors and supply chains would strengthen the evidence further.

3. LINKS TO BISB CAMPAIGN ASSETS AND RESOURCES

- **Keen Bean Business page**
Who is involved, and the Beans Commitment Framework.
- **BISB**
Commercial playbook.
- **SFP Resources**
Key Issue 4.



CASE STUDY:

Good Food for All — Glasgow Food Policy Partnership: #BeansOnTheMenu

- Challenged chefs and caterers to create and serve a new menu item which includes beans.
- Promoted the new dishes on behalf of the businesses taking part.
- Created social assets and hashtags to help businesses promote themselves.
- Ran a course aimed at businesses to help them learn about beans and come up with delicious recipes.

KEY ISSUE 5

Catering and Procurement

1. HOW THE CAMPAIGN SUPPORTS KEY ISSUE 5

Catering and procurement is one of the most powerful levers you can pull for creating a good food system, and BISB can help you make the most of it. Every meal served by a school, hospital, council or workplace canteen is a chance to put healthy, sustainable food on someone's plate – and to send a signal down the supply chain about what should be grown, processed and sold. It is also, for many food partnerships, the hardest area to make progress in, which is exactly why a simple, positive campaign like BISB can be such a useful way in.

You could use the BISB campaign to create cross-sector commitment to more sustainable procurement and catering – offering a simple first stage action (swapping beans in or blending into dishes) to make meals healthier, cheaper and lower in carbon without losing any of the flavour. You could create a BISB manifesto or charter, bringing large and small caterers and public procurement together to make a splash – and use this wave to move towards a wider Sustainable Food Procurement working group, policies or strategies.

Schools are a particularly powerful place to focus. With the **new school food standards coming into force in September 2026**, your school catering teams will be introducing more fibre, beans and pulses to the menu. Veg Power's schools programme, part of BISB, is a free National Lottery funded campaign, built around the fibre trend to get more beans and pulses into primary schools. The programme runs until May

2028. To register your interest in getting your school involved, [fill in this form](#).

School caterers report that beans blended into dishes get eaten happily when nobody notices them, but the moment beans become visible on a menu, uptake drops and waste rises. So, the programme doesn't change the food at all: caterers run their normal menu cycle in early September with beans present but discreet, then run the same menu again from late September with the bean content named prominently. It's a discovery moment, not a change. The goal is to move beans from hidden to discovered, and to keep them visible on menus afterwards.



The approach is one you can borrow at any time. This toolkit publishes in September 2026, so the window to formally join this autumn's schools programme is tight or may already have closed. That doesn't make it irrelevant to you. The programme is designed to be flexible: the hidden-then-revealed model is something local school caterers can pick up at a time that fits their cycle. In the meantime, you can register here for updates to catch the next phase of the schools' programme. Please get in touch with questions, too, if you are considering this.

For caterers working in other sectors, there are events and other knowledge sharing moments happening throughout the BISB campaign that will provide your business with support on how to serve more beans. Just join the BISB campaign as a Keen Bean Pledger or Promoter.

2. LINKS TO THE SUSTAINABLE FOOD PLACES AWARD FRAMEWORK

BISB could help with action areas across the catering and procurement Key Issue, contributing to evidence of:

- councils and public institutions incorporating healthy, sustainable and culturally appropriate bean-based dishes into catering policies and menus;
- schools, hospitals, universities, care settings and workplaces adopting nutrition or sustainable food commitments;
- caterers testing, evaluating and retaining bean-based dishes;
- restaurants and smaller catering outlets improving their food offer; and
- procurement officers, caterers, suppliers and other decision-makers working together through a procurement group or campaign.

For Bronze, BISB could support examples of sustainable catering policy and practice across several institutions. Evidence will be stronger where campaign participation leads to a documented menu, policy or procurement change.

For Silver, applicants should show that healthy and sustainable catering is becoming normal practice across a wide range of institutions, supported by local authority leadership. They should also demonstrate significant procurement benefits for local, sustainable, independent or smaller-scale producers and suppliers.



3. LINKS TO BISB CAMPAIGN ASSETS AND RESOURCES

- **Register your school's interest in the BISB schools programme.**
- **Give Peas a Chance**
Project page and findings.
- **SFP Resources**
Key Issue 5.



CASE STUDY:

Give Peas a Chance — Aberdeen

WHAT THEY DID:

- School food pilot introducing organic Aberdeenshire green split peas to schools' menus in Aberdeen city, Moray and Highland via their catering service.
- Introduced Scottish organic dried split peas into school meals, subsidised to match the price.
- Built a new supply chain from field to plate.
- Held a recipe development day with caterers.
- Tweaked recipes throughout the trial based on pupil feedback, resulting in 11 recipes across primary and secondary menus.

- Ran educational activities alongside the food introduction.

KEY LEARNINGS:

- Caterers adjusted recipes in response to pupil uptake of the meals, and purchasing volumes exceeded expectations.
- Education alongside new ingredients matters.
- The project revealed gaps in local supply chains that, if filled, could allow the model to scale.
- They used a mixed approach to pea recipes: some recipes incorporated peas into familiar favourites, and some were upfront about the beans.

KEY ISSUE 6

Food for the Planet

1. HOW THE CAMPAIGN SUPPORTS KEY ISSUE 6

Food for the Planet is about tackling the climate and nature emergency through sustainable food and farming and an end to food waste – and beans are one of the simplest, most effective swaps people can make. Producing a kilogram of beans generates 1/55th of the greenhouse gas emissions of an equivalent amount of beef, and because beans are nitrogen-fixing they enrich the soil, reduce the need for fertiliser and take up far less land and water than livestock. Encouraging people to bang beans into their cooking in place of some or all of the meat is climate action they can take which collectively can make a huge difference to your local area's impact on climate and nature.

BISB gives you a positive, practical campaign to help deliver a mainstream shift towards sustainable food. Rather than asking people to give anything up, it invites chefs, home cooks and food businesses to discover beans by blending them into familiar favourites like a bean-and-beef Bolognese, curry, fajitas, lasagne and mac & cheese, each cutting the carbon footprint of a meal while keeping it filling, affordable and delicious. These protein splits are an easy first step for anyone nervous about cooking with beans, and a natural message for city-wide campaigns promoting lower-carbon eating.

There's an opportunity on the supply side too. You can use the campaign to open conversations with farmers, growers and land managers about agroecological techniques and the role of pulses in healthy crop rotations, and to support food businesses in your area to improve resource efficiency and sustainability across their



operations. Whether it's a grower adding beans to their planting plan or a caterer cutting food waste, beans are a useful anchor for the wider sustainability work already happening in your area. Identifying agroecological growers of beans and pulses in your locality and shining a spotlight on them in local communications is a great way to celebrate the role of supply side action and promote their approach to other growers.

2. LINKS TO THE SUSTAINABLE FOOD PLACES AWARD FRAMEWORK

BISB aligns directly with Award action area 6A, "Promote sustainable food production and consumption and resource efficiency".

It could contribute to evidence of:

- delivering a place-wide campaign encouraging a mainstream shift towards sustainable diets;
- involving farmers and growers in conversations about pulses, crop rotations and agroecological production; and
- connecting consumer demand with opportunities for more sustainable local production.

For Bronze, BISB could form part of evidence of action to promote sustainable food production and consumption.

For Silver, stronger evidence would show that the campaign contributes to an effective strategic or systemic response, supported by the local authority and other institutions (like farming clusters). Links to sustainable production become credible where local farmers and growers are actively involved and tangible supply-side changes result.

3. LINKS TO BISB CAMPAIGN ASSETS AND RESOURCES

• BeanMeals and Food for Life:

The power of the pulses – see how beans have been used to promote a more sustainable supply chain in Leicestershire.

• Full of Beans Campaign, Good Food For All

another example of a food partnership using beans as a vessel for creating a better, more sustainable food system.

• SFP Resources Key Issue 6.



CASE STUDY:

Full of Beans — Glasgow

City-wide campaign aimed to promote greater consumption of beans and pulses as part of a healthy, planet-friendly diet in Glasgow. It did so by:

- sharing information on the environmental benefits of growing & eating beans;
- creating place-specific information on how to grow and cook beans;
- encouraging caterers to include more bean-based dishes on their menus;
- creating opportunities for different sectors and the public to participate;
- involving various growers across the city and encouraging people to grow and save seeds of interesting bean varieties.

The GHGEs associated with the global production of beans and beef

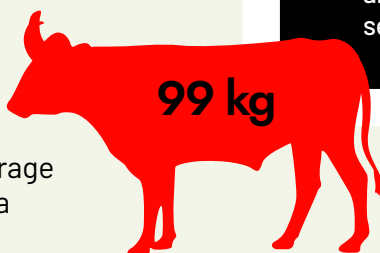
1.8 KILOGRAMS

of GHGEs emitted on average globally when producing a kilogram of beans



99 KILOGRAMS

of GHGEs emitted on average globally when producing a kilogram of herd beef



Source: our world in data, based on poore and nemecek (2018)

PLANNING YOUR LOCAL CAMPAIGN

A successful local campaign can be simple to implement. Start with a clear goal, focus on the people and organisations that can help achieve it, and choose activity that is realistic for your partnership and supports the strategic outcomes you're working to.

1 CREATE A SMALL CAMPAIGN TEAM AND DECIDE WHAT YOU WANT TO CHANGE

What should be different because of the campaign? This might be:

- more people cooking and eating beans;
- more schools or caterers putting beans on their menus;
- more local businesses promoting and selling bean-based food; or
- more local production of beans and pulses.

Choose one or two priority outcomes rather than trying to do everything.

Involve people with lived experience and strong community relationships from the beginning, rather than asking them only to promote a finished plan. Agree clear roles and communication methods. Monitor your success, it helps fuel the momentum.

2 PRIORITISE YOUR AUDIENCES

Who needs to participate or act to achieve your goal? Possible audiences include:

- farmers and growers;
- residents and families;
- schools, pupils and parents;
- community food organisations;
- chefs and caterers;
- retailers, restaurants and other food businesses; and
- health professionals.

Think about which communities are currently least likely to be reached and how they can help shape the campaign and benefit from engaging with it. Focus on one or two audiences, not everyone.

3 CHOOSE YOUR ACTIVITIES AND RESOURCES

Match activities and BISB resources to each audience. For example:

Audience	Possible activity
Families and residents	Recipes, social media, tasting sessions or cooking activities
Schools	Pupil activities, parent communications and school menu promotions
Caterers	Menu trials, recipe development and the Keen Bean Pledge
Independent food businesses	Promotions, new dishes, displays and campaign content
Community organisations	Affordable recipes and resources for frontline staff
Decision-makers	Campaign launch, site visit or evidence of local participation and impact

Focus on a small number of activities that partners have the capacity to deliver well.

4 CREATE A SIMPLE TIMELINE

Work backwards from your main campaign period. Include time for:

- involving communities and partners;
- agreeing roles and activities;
- adapting and sharing campaign resources;
- launching the campaign;
- maintaining momentum;
- gathering evidence; and
- celebrating and sharing results.

Include a clear start and finish, while identifying any successful activity you hope partners will continue.

5 PRIORITISE COMMUNICATION AND CELEBRATION

Decide on your core local message and the channels most likely to reach each audience. Use a mix of partner newsletters, social media, local media, community venues, events and face-to-face conversations. Use campaign activation stunts and launch events to bring together these audiences and comms channels, boosting the profile of the campaign and those taking part.

Make communications accessible, culturally relevant and available through trusted organisations and in appropriate languages and formats. Celebrate changes.



6 MONITOR AS YOU GO

Set up a simple shared system before the campaign starts. Simple and achievable is best. Capture things like:

- participating organisations and sectors;
- activities delivered and where they took place;
- people reached, including relevant demographic information;
- recipes, menus, policies or business practices changed;
- feedback, quotes, photographs and short stories; and
- any changes in purchasing, sales, uptake or food served.

Only collect information that you have a clear use for, and secure appropriate consent for photographs and personal stories.

7 REVIEW AND DECIDE WHAT COMES NEXT

Bring partners and participants together to consider:

- What worked well, and for whom?
- Who did the campaign reach or miss?
- What changed as a result?
- What did the food partnership add?
- Which activities should continue or grow?
- How can the learning inform your food strategy or SFP Award application?

Celebrate the end of the campaign with participating organisations, and particularly with the organising group behind it!



BANG IN SOME BEANS



With thanks to

