

VEGPOWER

Beans – School Briefing

About Veg Power

Veg Power is a not-for-profit alliance dedicated to making healthy, sustainable eating exciting and irresistible. Through collaboration, creative communications and real-world insight, Veg Power gets kids fired up and empowers parents to make healthy eating easy.

Here's a snapshot of our achievements:

- Secured over £20m of advertising and celebrity support including Ant & Dec, Will.i.am, Team GB, Tom Jones, Kung Fu Panda, Shaun the Sheep and many more.
- Delivered the Eat Them to Defeat Them programme to over 5,500 primary and special schools with over 1.7m different children taking part over the last seven years.
- This year 30,000 pupils in primary and special schools joined our Growing to Love programme to grow their own tomatoes.
- Thousands of parents come to our website and social channels for expert advice and support.

Beans

We need to eat more beans. Beans, pulses and lentils are little powerhouses of goodness. They're good for our health, good for the planet and pretty good news for stretched family budgets.

We have partnered up with The Food Foundation and Beans is How on a three-year mission to get the UK eating more beans. It's a large and dynamic coalition with a wide range of coordinated initiatives.

Our contribution includes running a programme in primary schools, launching a social media campaign and developing fresh, creative ideas to get people excited about beans.

The Importance of Beans

How do you keep a family healthy for less? How can we reduce the impact of our food on climate change? Beans is how. Delicious, simple beans, lentils and pulses.

90%
OF ADULTS
don't eat enough
FIBRE¹



On average,
we **ONLY** eat
a third of a
PORTION of
BEANS a day²



We eat **TWICE**
as much
MEAT as the
GLOBAL AVERAGE³



20%
UK Green
House Gas
emissions come from
FOOD system⁴



Only **25%**
OF PEOPLE
REGULARLY
eat **BEANS**⁵



Over **40%**
OF PEOPLE
do not eat
any BEANS¹



Schools Programme

Veg Power and The Food Foundation have secured a grant from the National Lottery to fully fund a programme in 750 primary schools with an emphasis on lower income communities.

- Programme starts on 3rd November 2025.
- Programme runs for three years through to the end of term in June/July 2028.
- We will be working with school caterers to increase the frequency of beans on the menu throughout the year.
- There will be a strong feature period in November each year, but there will be activities and resources throughout the year.
- Over the three years we will move through three phases:
 - **Year 1 – Try Beans** – all about getting kids to try beans
 - **Year 2 – Explore Beans** – introduce more variety
 - **Year 3 – Love Beans** – encourage greater frequency

Resources for Schools

For the 750 National Lottery funded schools, we will supply the following physical resources:

- Rolls of **participation stickers** for lunchtime teams to hand out at bean-themed lunch events – we will provide enough for three whole-school bean-themed lunch events. A fresh set of the same designs will be sent again each year.
- A set of A4 **decoration packs** for the lunch area, one set per school. These are intended to be used for the three years, though we will allow for some replacement of lost or damaged decoration sets.
- A4 **posters** to notify parents. These are intended to be used for the three years, though we will allow for some replacement of lost or damaged posters.
- **Reward charts** and **sticker sheets** for each pupil to take home each November.

In addition, we will create a series of digital resources available for other schools:


- A **guide to the programme for teachers** will be available on the website.
- A **school assembly**.
- A mobile-friendly digital **flyer to send to parents** to engage and inform them and direct them to the resources we have to support families.
- Curriculum supporting **lesson plans** and classroom activities for different year groups.

Resources for Families


Recognising that dietary habits are primarily formed at home, we complement our positive school experiences by empowering parents and carers to improve their children's nutrition.

Feedback from our Eat Them to Defeat Them campaign shows how impactful this can be:

77%
PARENTS
of children who took part said they
ATE MORE VEGETABLES



62% PARENTS
of children who took part in schools
said they also
ATE MORE VEG



55%
OF PARENTS
REPORTED A LASTING CHANGE IN
THEIR CHILDRENS DIET




To support families we will provide:

- **Reward charts** and **sticker sheets** for each pupil to take home each November.
- A mobile-friendly digital **flyer to send to parents** to engage and inform them and direct them to the resources we have to support families.
- **Online resources** from the expert nutritionist, food psychologist and chefs who support Veg Power to help parents and carers to get their families to eat more beans without the risk, cost and friction that concern many parents and carers.
- A wide selection of recipes, serving ideas and tips on how to include more beans in your family's favourite dishes from our network of celebrity and community chefs.

Registration

The National Lottery funding enables us to offer the fully-funded physical resources to 750 state-funded primary and special schools across the UK, weighted towards lower income communities. Lower income will be calculated based on eligibility for free school meals.

For schools applying to our full programme, we request the following commitments:

- **Engage for three years:** We ask for a commitment to the full three-year programme, barring unforeseen circumstances. This consistent engagement is crucial for the programme's success.
- **Utilise resources, especially take-home packs:** Please make full use of our resources, particularly by sending the packs home in school bags. These packs are both highly effective and a significant investment.
- **Complete the annual impact survey:** We require schools to complete a brief 15-minute online impact survey each year. While we'll offer other feedback opportunities, participation in these isn't mandatory for all schools.
- **Collaborate with caterers on bean-focused menus:** Where possible, please work with your school caterers to incorporate more beans into the menu. We'll also be collaborating directly with most school caterers.

We will be significantly oversubscribed for this programme. We are sorry for those to whom we cannot fully support. We will prioritise those schools in lower income communities, who have previously supported Veg Power's programmes and/or where we have strong support for the local authority or school caterers.

We will supply all the digital resources for free for all those schools we cannot fully support with the National Lottery funded resources. We may also create an option for local authorities, school caterers or academy groups to self-fund the programme in their schools.

Please note: we do not have funding to translate programmes in Welsh, as we often do to support schools in Wales.

Next Steps

Schools please apply to participate in this programme by completing [this short online application form](#). Please complete registration before the end of the summer term.

Caterers, local authorities and multi-academy trusts, please contact the Veg Power team directly on hello@vegpower.org.uk or to your existing contacts at Veg Power to discuss how you might engage with this campaign.

