

Project Plan: Taste a Better Future

Outcome	Workstream area, key activities	Objective	Outputs/deliverables
<p>1. Changes in public attitudes, understanding and behaviour leading to more climate and nature-friendly food choices and less food waste.</p> <p><i>Achieved through increasing contact with nature, food growing, eating and learning about food systems.</i></p>	<p>Partner-led engagement activities</p> <ul style="list-style-type: none"> • <u>Nature-based learning and sharing</u>: Open days, school visits, farm festivals e.g. potato harvest and feast, apple juice making, “Pick, cook, eat” events) • <u>Outreach to local groups, schools, faith groups</u> 	<p>Run a programme of public engagement and education activities, celebrations and outreach on food, climate and nature.</p>	<ul style="list-style-type: none"> • 10,000 people engaging in activities inspiring growing, and eating differently • 100 groups engaged
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<p>2. More people involved in nature and climate friendly growing, increasing knowledge, skills and positive action on climate and nature (e.g. food growing) and more people taking training/employment in horticulture.</p> <p><i>People engaged in activities to develop skills and knowledge and inspire them to grow, set up projects or take up training/employment.</i></p>	<p>Partner-led engagement activities</p> <ul style="list-style-type: none"> • <u>Touching soil and seed sessions</u>: regular, practical gardening sessions for a diverse range of people. • <u>Regular onsite volunteering</u> traineeships, apprenticeships • <u>Support for groups</u> setting up/running growing sites • <u>Engagement plan</u> ensuring a diversity of people targeted and reached. 	<p>Run training, engagement and support activities that inspire, develop skills and knowledge so people take environmental action or seek work in horticulture.</p>	<ul style="list-style-type: none"> • 750 people engaging in activities from diverse backgrounds. • 75% of surveyed increase skills/knowledge/ understanding • 200 participating in longer term activity e.g. volunteering, • 100 engaging in activity off site e.g. growing at home • 40 local sites supported involving 160 people in action for climate and nature • 40-50 people gaining qualifications, employment

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<p>3. Development of an ecosystem of support to strengthen capacity of hubs and the network to deliver impactful, inspiring public engagement on climate and nature during and beyond the programme</p>	<p>Network learning and movement building</p> <ul style="list-style-type: none"> • <u>Exchange Visits and mentoring</u> - peer-to-peer visits for climate hubs to visit and learn each of the other hubs and learning hub (s) • <u>Regional Peer-to-Peer learning events</u> to build the capacity of other farms. • <u>Peri-Urban (Community Farming) Practitioners Forum</u> - quarterly on-line forums and/or visits 	<p>Strengthen and build capacity of peri urban farms and other large scale growing projects through peer-to-peer learning, knowledge sharing between hubs and with other sites</p>	<ul style="list-style-type: none"> • 5 climate hubs established • 10 other peri-urban farms delivering climate & nature messages • 30 farms involved in regional networking, visits, forum • 15 learning visits • 12 online forums • 80 practitioners involved • 70% reporting increase in capacity to engage local people, stakeholders, institutions, decision-makers
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<p>4. Climate Hubs recognised as a significant contributor to address climate justice and improve nature, and play an effective role in raising awareness of food-related climate and nature issues with public and decision-makers moving towards the vision of a Climate Hub in every town and city.</p> <p><i>Evidence collected to make the case locally and nationally, helping advocate for access to land and the vision of a food growing Climate Hub in every town and city.</i></p>	<p>Monitoring, evaluation and learning</p> <ul style="list-style-type: none"> • <u>Capacity building/ training and support</u> for partners on data collection, making the case etc • <u>Baseline and data collection activities</u>, record keeping including focus groups. • <u>Engagement plan and activities</u> • <u>Review and Making the case</u> e.g. collating evidence, reports, farm visits, events for decision maker, learning hub findings 	<p>Support peri-urban farms and growing spaces to collect evidence, share climate and nature friendly food messages, and raise the profile with decision-makers and funders</p>	<ul style="list-style-type: none"> • Evidence of changes in attitudes, understanding and behaviour, for climate and nature, among public participants, practitioners and institutions and decision-makers • 10-15 focus groups and 500 evaluation surveys collected to evidence impact • 3 annual evidence reports (At end of yrs 1, 2 and 3) • Learning of hubs and learning partner shared

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<p>Outcome 4: As above</p> <p><i>Communities and policy makers better understand connections between priorities on climate, nature and health, resulting in support for nature-friendly land management, and peri urban farms</i></p>	<p>Communications</p> <ul style="list-style-type: none"> <u>Educational materials</u> (leaflets/booklet, posters,) co-created for hubs <u>Online communications</u> including socials, newsletters <u>Promotional materials and press work</u> <u>Programme wide events:</u> Launch, celebrations, webinar, visits with influencers 	<p>Increase public awareness, promote evidence and stories and raise profile with communities, media decision-makers, funders</p>	<ul style="list-style-type: none"> Open-source resources downloaded 250+ times 5,000 people engaged through online promotion 100 stakeholders e.g. local authorities, landholders involved in programme-wide events

Timing of the activities will work with the seasons and vary from place to place, with adaptations made based on learning from the preceding period / year. Here is an edited Gantt chart setting out our sample year one plan.

	Winter					Spring				Summer/ Autumn Harvest							
	Pre Jan	Jan			Milestone	April			Milestone	July			Milestone	October			Milestones/output
Project Management																	
Contracts	■				<i>Contracts signed, Staff recruited</i>				<i>Regular project meeting Terms of reference</i>				<i>Budget setting</i>				Annual report 2 paid interns from underrepresented background
Recruitment	■	■	■														
Project Meetings	■	■	■	■													
Reporting/invoicing																	
Partner Engagement Activities																	
Partner meetings	■	■	■		<i>Key partners engaged</i>	■			<i>Activities running</i>	■			<i>Pilot activities reviewed,</i>	■			1500 visitors
Activities Planning		■	■	■													
Launch events				■													

On site events:													<i>regular activities on and off site</i>				
Outreach																	
Soil and seed sessions:																	200 people onsite activities
Regular volunteering/ traineeships																	75 volunteering
Support for external groups																	15 groups supported
Network Learning and movement building																	
Exchange visits					<i>Training plan in place</i>				<i>First exchange visit</i>				<i>Engagement plan reviewed</i>				10 hubs engaged
Regional Peer learning																	1 regional event
Engagement plan and review																	
Practitioner's Forum																	3 forums, 20 farms
Monitoring, Evaluation and Learning																	
Recruit external support, refine framework					<i>MEL framework in place, baseline data collected</i>				<i>Data collated</i>				<i>Review meeting</i>				
Capacity building																	4 workshops
Data collection																	5 focus groups, 250 surveys
Review meetings, learning report																	Learning report
Making the case Plan																	
Communications																	
Communications plan					<i>Comms Plan drafted</i>				<i>Leaflets, assets video content produced</i>				<i>Case studies published</i>				
Website, socials																	2000 reach
Press release/ local press work																	
Educational materials codesigned																	50 downloads
Newsletter																	1000 subscribers
Case studies/ storytelling/ visits																	
Webinar																	50 attending
Year 1 celebration																	100 attending