

Bite Back 2030

England & Wales · Charity number 1180969

Details

Other names 2030 YOUTH OBESITY ALLIANCE, Bite Back 2030

Status Registered

Legal form Charitable company

Company number [11408816](#)

Registered 2018-12-03

Register [View on the Charity Commission register](#)

Contact

Address Fivefields
8-10 Grosvenor Gardens
London
SW1W 0DH

Phone 07966033076

Email hello@biteback2030.com

Website www.biteback2030.com

Activities

Objects: THE OBJECTS OF THE CHARITY ARE: 2.1.1 TO ADVANCE THE EDUCATION OF THE PUBLIC AND PROMOTE RESEARCH, INCLUDING WITHOUT LIMITATION IN RELATION TO THE CAUSES, PREVENTION, MANAGEMENT AND TREATMENT OF CHILDHOOD OBESITY AND BY PUBLISHING THE USEFUL RESULTS OF SUCH RESEARCH; AND 2.1.2 TO PROMOTE HEALTH, INCLUDING WITHOUT LIMITATION THE HEALTH OF YOUNG PEOPLE WHO SUFFER WITH OBESITY BY: (A) THE PROVISION OF INFORMATION, ADVICE AND SUPPORT IN RELATION TO DIET, NUTRITION, LIFESTYLE, FITNESS AND PHYSICAL EXERCISE; AND (B) ENCOURAGING ETHICAL PRACTICE ON THE PART OF SCHOOLS, BUSINESSES AND OTHER ESTABLISHMENTS IN RELATION TO THE COMPOSITION, PROCESSING, PROMOTION AND DISTRIBUTION OF FOOD AND RELATED PRACTICES, THROUGH THE IDENTIFICATION, ARTICULATION, PROMOTION AND ENFORCEMENT OF AGREED ETHICAL STANDARDS WITH RESPECT TO SUCH PRACTICES.

Activities: The 2030 Youth Obesity Alliance works to educate the public on the causes and risks of childhood obesity as well to promote healthy lifestyle choices. Through promoting research, providing educational materials and promoting ethical standards across various sectors the Alliance aims to half the rate of childhood obesity in the UK by 2030.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives, Economic/community Development/employment
- **Who:** Children/young People, The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£2,312,300	£2,171,242	£1,094,211	26
2023-12-31	£2,450,569	£2,397,092	£953,153	26
2022-12-31	£2,583,136	£2,535,182	£899,676	20
2021-12-31	£1,967,886	£1,646,468	£851,422	12
2020-12-31	£1,269,970	£1,249,048	£530,004	7

Trustees

Name	Role	Appointed
Annabelle-Marie Aderinola		2025-03-27
BRETT WIGDORTZ		2018-06-11
Gorm Thomassen		2020-09-23
Peter Malcom Lowthian Freedman		2021-06-14
Reuben Byfield		2025-03-27
Rima Amin		2021-04-01
Tasha Mhakayakona		2020-11-25

Bite Back 2030

England & Wales - Charity number 1180969

Accounts

Registered number: 11408816
Charity number: 1180969

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)
TRUSTEES' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

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BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS
FOR THE YEAR ENDED 31 DECEMBER 2024**

Trustees	Anne Longfield, Chair Rima Amin Reuben Byfield (appointed 27 March 2025) Annabelle-Marie Elegbede (appointed 27 March 2025) Peter Freedman Louise Holland (resigned 22 May 2024) David Jackson (resigned 17 June 2024) Tasha Mhakayakona Gorm Thomassen Freya Watson (resigned 22 June 2024) Brett Harris Wigdortz OBE
Company registered number	11408816
Charity registered number	1180969
Registered office	Fivefields 8-10 Grosvenor Gardens London SW1W 0DH
Company secretary	Rachael Gibbons
Independent auditors	Goodman Jones LLP Chartered Accountants 1st Floor Arthur Stanley House 40-50 Tottenham Street London W1T 4RN
Bankers	Barclays Bank UK PLC 1 Churchill Place London E14 5HP
Solicitors	Bates Wells 10 Queens Street Place London EC4R 1BE

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

CHAIR'S STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2024

In 2024 Bite Back launched a new strategy to be bolder and bigger in putting forward the voices of young people to call for changes to the way unhealthy food is made, marketed and sold. Bite Back's greatest strength is the truly authentic voice of our young people and every Bite Back young person I have met has spoken with such passion and knowledge about the issues and actions we need to take to transform our broken food system.

And the mission remains urgent. Right now, the health of 1 in 3 children is already at risk by age 11 from food related ill-health such as obesity, tooth decay and we are now seeing Type 2 diabetes in children as young as six. We simply must act now if we want to avoid sleepwalking into a preventable child health crisis.

Fuel Us Don't Fool Us is our campaign raising awareness of the power and profit from Big Food companies. I was pleased to join Dev and Alice to speak at the launch of our campaign in February alongside Sir Patrick Vallance, the former Chief Scientific Officer. The campaign has driven significant increase in media awareness, public engagement, narrative shift and calls for action.

This was most evident in the House of Lords Enquiry into Food, Diet and Obesity which went the furthest yet in identifying the food industry as in need of radical responsibility and change. I was delighted that Harrison, Anisah and Emmanuel were invited to give evidence to the Committee and Anisah spoke at the launch of the report.

We are pleased to see the Government has taken action with some early commitments. Our young people have long campaigned for the junk advertising restrictions on TV and online which the Government has committed to, we welcomed the ban on the sale of energy drinks to under 16s, and we were pleased to see the Government commit to new powers for Local Authorities to stop new fast food outlets opening. This is something our final report in December highlighted.

Our young people see the power of Big Food in their communities and we are now starting to see change at Local Authority level. We worked with three Local Authorities to support them to commit to healthier advertising policies, most notably Andy Burnham Mayor of Greater Manchester who, alongside the other Metro Mayors, to ban unhealthy food advertising on Manchester's public transport network and cited Bite Back's impact. We showed change is possible with our billboard takeover at Westfield in August and there is more to come in 2025 so watch this space!

Local change is happening in schools as well. Bite Back in Schools has now reached 28,000 young people and we have seen over 100 schools introduce healthier food options through the programme. I am delighted to say that we have secured new funding from National Lottery's UK Fund which will allow us to significantly scale our Bite Back in Schools and Shape Your Streets programmes across England but also launch in Scotland for the first time in 2025.

The tide is turning not just at home but also internationally as young people's voices are influencing politicians and business leaders. Dev and Molly spoke powerfully at the Consumer Goods Global Summit in June and through our partnership with UNICEF two countries are now leading campaigns

I'm proud that we have continued to strengthen the team and organisation in order to accelerate progress against our mission. We have brought in new talent to the team, moved offices to Fivefields creating a hub with other youth NGOs and started broadening our range of funders to support growth and impact.

I am confident that the team's expertise, dedication and passion puts us in a strong position as we look ahead. Thank you to my fellow Trustees for their support and expertise. Most importantly, we remain youth-led in all we do, with a fantastic mix of existing and brand new youth voices energising us throughout the year.

BITE BACK 2030 LIMITED
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CHAIR'S STATEMENT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2024

We continue in our drive to take Bite Back to greater scale – delivering more radical and faster progress towards a healthier and fairer food system. We will build on our successes this year to develop bigger, bolder campaigns in 2025 to create even more noise on the national stage, and for our message to reach a bigger, and emboldened, youth audience. We've set the platform for that leap forward in 2025, and we are all excited to continue the ambitious Bite Back journey together.

Anne Longfield CBE
Chair

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2024

Objectives and activities (continued)

b. Strategies for achieving objectives

Bite Back is a youth movement working to redesign the food system for child health. It was co-founded by chef and campaigner Jamie Oliver and philanthropist Nicolai Tangen.

It should be easy to eat healthily - it isn't. Our food system is broken. Global food giants, reliant on marketing and selling unhealthy, unsustainable ultra-processed food, dominate our supermarkets, high streets and screens. They spend billions on advertising to keep unhealthy food centre stage in children's minds.

At the same time, despite the introduction of the School Food Standards in 2014, reports suggest that as many as 60% of secondaries fail to meet the standards and there are 900,000 children living in poverty who do not meet the threshold for a Free School Meal. Schools should be the one place we can guarantee child health.

The result is a preventable health and climate crisis. By age 11, the health of 1 in 3 young people is already at risk from food-related ill health such as obesity, tooth decay and even Type 2 Diabetes. Children in the most deprived areas face a disproportionately high risk.

Bite Back brings a new, unique approach to the sector that is centred around using the youth voice to transform the world in which children are growing up. We believe that by telling a new story and making space for young people on the biggest platforms we can create a context that is ripe for action, making successful policy implementation more likely.

Bite Back develops brilliant young advocates particularly those from under-represented backgrounds, empowering them so their voices are heard by those in power. We undertake research, co-design solutions and lead high-impact campaigns to drive change from decision makers in National and Local Government and the Food Industry.

By 2030 we want to reach a tipping point in the food system that makes it easy to be healthy: this involves regulatory change and corporate commitments to change food environments; a shift in public attitudes and narrative; and a scaled-up youth movement that sees food as the next major issue affecting young people's health.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2024

Objectives and activities (continued)

c. Our goal

We want to redesign the food system for child health so that we see a long-term reversal in food related ill-health issues affecting young people such as tooth decay, obesity and Type 2 diabetes.

By 2030, we want to create a tipping point in the food system. This will look like:

1. A new food environment

The Government introduces new policies that regulate and restrict unhealthy food, while at the same time creating new subsidies and incentives to ensure that healthy food becomes the norm, being affordable, widely accessible and visible.

Increasing numbers of food companies prioritise and commit to making and marketing healthy food, while those who continue to produce unhealthy food see their market share and scale reduce.

Schools become a place where child health is guaranteed, where food is prioritised as a key driver of academic success with improved school food standards and adherence to these, as well as access for every child to a good quality meal.

2. A new food culture

We shift the prevailing narrative around food from personal responsibility to be about the responsibility of Government, Food Industry and Schools to create a food system that protects our health rather than harms us.

Consumers, citizens and voters start to prioritise food and health as an issue with greater political interest, consumer demand for health.

Media increasingly report on the issue, challenging food businesses and government on their record on health.

3. A mass movement of young people

Young people were at the forefront of raising awareness about the climate crisis. We want to see food become the next big issue that young people mobilise around and take action on.

Food contributes one-third of global climate emissions, it reflects their culture and heritage and is a source of extreme inequality that will affect the health and prosperity of the next generation.

d. Public benefit statement

As Bite Back, our aim is to halve childhood obesity by 2030. Our charitable objects are to advance the issue of childhood obesity and promote public health. We empower the voices of young people, those with lived experience of the drivers of obesity, to call for change. We support them to deliver powerful, youth-led campaigns which drive change in the food environment, develop youth insights and co-design new solutions with young people, and create surprising, fresh content which reaches youth audiences with public health messages in an innovative way that connects.

Our executive team and trustee board have had due regard for the Charity Commission's public benefit guidance when exercising our duties.

Achievements and performance

a. Key Performance Indicators and Achievements

Building on our campaigns and projects in 2023, we have focused our activity on six strategic priorities in 2024:

1. **Inspire policy change:** we want to keep driving changes from National and Local Government to make food environments healthier through new policy commitments;
2. **Influence corporate commitments:** we want to see food companies make commitments to sell and market more healthy food;
3. **Build a school food movement:** we want schools to put food at the centre of their culture, committing to high quality healthy meals for all pupils;
4. **Shift the public narrative:** we want the public, policy makers and media to see this issue as a systemic problem not one of personal responsibility;
5. **Grow a youth movement:** we want to grow the number of young people we train who see food and health as a major issue they want to take action on.
6. **Build a world-class organisation:** we want to continue building the funding, people and values to support our young people to have maximum impact.

We were delighted to see the new Labour Government commit to three new policies: to implement the junk food advertising restrictions on TV and online; to ban the sale of energy drinks to under 16s; and to give local authorities new powers to ban new fast food takeaways opening near schools.

We worked with three Local Authorities (Sheffield City Council, Peterborough and Greater Manchester Combined Authority) to commit to introducing a healthy advertising policy. By redesigning our schools programme to reach significantly more young people, reaching 20,000 young people through school assemblies and lessons. Through new funding from the UK Fund we will be able to work more Schools and Local Authorities over the next five years.

We had a number of major media appearances as part of our Fuel Us Don't Fool Us campaign reaching a major public audience and continued to speak on major platforms such as the House of Lords Enquiry and Consumer Goods Forum Global Summit to share young people's lived experiences to bigger audiences than ever before.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2024

Achievements and performance (continued)

b. Our Impact

1. Inspiring Policy Change

Fuel Us Don't Fool Us

Our 'Fuel Us, Don't Fool Us' corporate responsibility campaign launched in February 2024. Over the next 3 years we plan to highlight the performance of the UK's biggest food companies, to use that data to tell a new story about our food system and mobilise support for Government and Big Food to take action to transform our food system. It aims to drive three changes:

1. To drive a minimum of 10 strategic commitments to child health and planetary health from the largest food businesses in the UK;
2. To build support for a new Government to implement and go further on unhealthy food marketing restrictions in 2025 into outdoor, brand, packaging and sustainability marketing;
3. To build wider support from the public, media and influencer audiences for action on human and planetary health.

We released four major reports: 3 focused on manufacturers and 1 on the out of home sector.

- **Report 1:** Our first report looked at the scale of unhealthy food sold by the top 10 global manufacturers. We worked with Oxford University on this report which profiled the top 10 global food manufacturers and showed that 70% of their sales come from unhealthy food and drink. The report was supported by Sir Patrick Vallance and featured in The Times and Radio 4 Today Programme with Dr Chris van Tulleken. It secured 529 media mentions, 1.4m social impressions with 79% positive sentiment. The report received coverage from additional esteemed outlets including BBC Today, The Independent, Evening Standard, and The Observer.



- **Report 2:** this focused on how companies use child-appealing marketing strategies was featured in The Guardian, leading to two radio interviews with Times Radio. We have since attracted organic media requests from mainstream news outlets such as The Sun, The Daily Mail and others - underlining how we have become the go-to organisation for insights, comments and studies. Additionally, our question at the

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2024

Achievements and performance (continued)

Nestlé AGM was highlighted in Le Monde, and we have been extensively quoted in The Grocer and other trade press. Significantly, over the past half a year, we have also achieved significant coverage internationally including a feature piece on RAI Italia TV, Le Monde, and News24 (South Africa).

- **Report 3:** we convened a group of leading health and climate organisations to look at the record of the top 10 manufacturers on carbon emissions.
- **Report 4:** This report looked for the first time at out of home (OOH) outlets – or big food chains. The report uncovered a concerning expansion in big food chains since 2014, particularly around schools. We were thrilled to see a strident response from Health Secretary Wes Streeting included in the Guardian coverage of our report. Our intention with this research was always to press policymakers on the urgent need for these companies to report on their healthy sales and for local authorities to be empowered to curb their expansion. Engagement from Streeting will hopefully open doors for conversations with more policymakers and move us closer to policy change.

Fast food chains accused of 'flooding' areas near UK schools with unhealthy options

Health secretary accuses fast food outlets such as KFC, Domino's and Subway of 'cruelly targeting kids' near schools



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House of Lords Enquiry

Harrison, Emmanuel and Anisah gave evidence to the inquiry and made a real impression on the committee in May 2024. They spoke about child appealing marketing, energy drinks and junk food around schools. Harrison's video was viewed 350k times on TikTok.

Anisah was asked by the Chair of the Committee to speak at the report launch in the autumn to a room of policymakers and key stakeholders.

Public Affairs & Party Conferences

We held a Parliamentary Reception in March 2024 to celebrate Bite Back's 5th Birthday. The keynote was Public Health Minister Andrea Leadsom and the event was attended by 25 MPs and Peers. Our Parliamentary Drop In in September 2023 was attended by 25 MPs.

This year we hosted our first-ever fringe events with our youth ambassadors at both Labour and Conservative Party Conferences in the prominent Youth Zone. Our panel at Labour included, Dr Zubir Ahmed MP, PPS at DHSC and Rachel Sylvester from The Times. At Labour Conference, we also attended fringe events featuring

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2024

Achievements and performance (continued)

SoS for Health and SoS for Education. We also organised a fringe event in partnership with the New Statesman on behalf of our wider advocacy work with the School Food Review. In addition to fringe events, our youth ambassador was selected to ask a question to both Secretary of States and followed-up with a photo and request for additional meetings. We are in conversations following up those requests. At Conservative Conference, our panel featured ex-Minister Jo Churchill and Alfred Slade from the Obesity Health Alliance. Our young ambassador also met James Cleverly MP, who at the time was the front-runner for Conservative leadership.

Local Government

Building on the success of 2023 where Tower Hamlets introduced a healthier advertising policy, we expanded to work with three Local Authorities who committed to healthier advertising policies: Sheffield City Council, Peterborough and Greater Manchester Combined Authority. Our young people have provided evidence of the impact of advertising on young people as well as shared their stories which has supported policy makers in convincing council members to support the policy.

- **Sheffield City Council** met our Youth Board who provided evidence and a report on the food in council owned spaces and reviews of hot food takeaway rules. This has built into a relationship where young people's stories have supported a shift in narrative among council leaders which has allowed a healthier advertising policy to pass;
- **Greater Manchester Combined Authority:** in partnership with the Public Health team, our Youth Board members in Manchester undertook research to map the number of unhealthy food adverts in Manchester, producing a report, campaign film and presenting to Council leaders. Mayor Andy Burnham cited Bite Back's work when he announced the policy to introduce healthier advertising on the Bee Network in October.
- **Peterborough:** building out of our Community Food Champions programme, Peterborough Youth Council presented to Council and met local MP in Parliament to help secure a healthier advertising policy. It passed the evidence and scrutiny committee and was approved by the full council.

"By far the most important aspect in this is the consistent voices of young people and wilful effort to shift the underpinning narrative against which our health outcomes and policy choices get discussed. I think the narrative of many has shifted along a lot since then. The work of BB was pretty influential in the day. Keep doing it"

A member of the Public Health team at Sheffield City Council

"Bite Back have taken the fight to the junk food giants and it's only right that we join our voices in support. Our young people deserve the best possible start in life and that means leaders speaking as one and taking action where we can to limit the influence of junk food adverts."

Andy Burnham, Mayor of Greater Manchester Combined Authority

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2024

Achievements and performance (continued)

Research

2. Influencing Corporate Action

Nestle AGM

We followed up the launch of Fuel Us Don't Fool Us first report on the healthier sales of Big Food companies by partnering with Share Action to support a shareholder resolution for Nestle to set a more ambitious healthier sales target. Becky went to the Nestle AGM in Lausanne and asked a question from the floor. This was supported by a media campaign and helped to secure 11% of shareholders voting in favour of the resolution. It also secured wider media coverage and internal meetings with Nestle which we build on as we the campaign grows.



KitKat owner Nestlé fights off push to cut back on unhealthy products

Investor proposal to reduce levels of fat, salt and sugar in products is backed by only 11% of shareholders



Consumer Goods Forum

We continued our relationship with the Consumer Goods Forum by speaking on the main stage for a second time at the Global Summit in June, held in Chicago. Our representatives Molly and Dev delivered a standout presentation which garnered positive feedback. They had the opportunity to meet influential figures including the Chair of Coca-Cola and the CEO of Unilever. Notably former U.S first lady, Michelle Obama, who spoke at the event, publicly called out PepsiCo on the main stage and requested to view a video of our talk.

Corporate Engagement & NGO Coalition

We have tried to build on our Food Systems Accelerator by convening 7 new businesses alongside our Accelerator businesses for a Policy Workshop in July at Waddesdon Manor. We aimed to set a joint NGO & Industry Policy Proposal for the incoming Government with a set of policy priorities. We struggled to find consensus on a joint set of asks to the Government and we will continue with a smaller group and the coalition on a joint paper for the Secretary of State on mandatory reporting. The workshop has led to the formation of a NGO coalition to coordinate our engagement and asks of the food industry. Working closely with the Food Foundation, we are bringing together Nesta, Share Action and ATNI.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2024

Achievements and performance (continued)

3. Building A School Food Movement

Bite Back in Schools

We continued delivery of Bite Back in Schools to Cohorts 3 and recruited new schools to Cohort 4. Across Cohorts 3 (2023–2024) and 4 (2024–2025), the Bite Back in Schools programme grew in both reach and impact engaging 28,000 students across 114 schools.

Cohort 3 engaged over 12,000 students, with 600 taking on leadership roles in School Food Champion Clubs across 56 schools. Their projects reached around 40,000 peers and led to real improvements, like new food options and better dining spaces. Learning from Cohort 3 shaped a more streamlined approach for Cohort 4, which is now running in 58 schools. So far, it's reached over 16,000 students and supported 800 School Food Champions to lead change.

With stronger evaluation and clearer commitments from school leaders, the programme is building momentum—and creating a growing movement of young people driving healthier, fairer school food systems across the country. We have commissioned an evaluation from ImpactEd to look at the impact of the programme but we have noted some excellent **examples of student-led impact**:

- Ormiston Six Villages: Created an ongoing forum for students to review and put forward new menu ideas which are tasty and nutritious.
- St Hilda's CoFe school: offers free fruit and yoghurt at breakfast from next term.
- Benton Park: Introducing a salad bar
- Abingdon House: Introducing a soup station
- Darton Academy: Introducing an additional till to reduce queuing
- Lilian Baylis Technology School: Commissioning a large mural for the canteen space to improve the experience and increase the number of students who use the canteen
- The Charles Dickens School: Improved water access throughout the school; reduced some portion sizes in the canteen
- The Mandeville School: Introduced a naturally flavoured water station (water with fruit/mint etc)
- Howden School: redesigned the canteen and got new tables and chairs to improve people's experience

One of the features of the new programme design is that every school starts with an assembly from a Bite Back Ambassador. This year, we trained 11 trained Bite Back Ambassadors (aged 18–21) who have delivered dynamic in-person or virtual assemblies. These ambassadors introduced students to the school food system and inspired them to get involved in improving their school environments. They will return at year-end to facilitate impact assemblies, celebrating and reinforcing student-led achievements.

Buckinghamshire School Food Partnership

With funding from the Rothschild Foundation, we launched a **new whole-school pilot across 10 schools in Buckinghamshire**. Coordinated by Insignis Academy Trust and Bite Back, each school has appointed a School Food Leader who is supported to review their school food quality and culture and set a whole school strategy for improvement. They run Bite Back in Schools and can then draw down from a menu of support from partners including Chefs in Schools, School Food Matters, Jamie Oliver Group and Food Teachers Centre.

This culminated in an inspiring presentation day at Waddesdon Manor where young people from across the 10 schools presented their change projects and impact they had. It allowed young people from across the project to connect, practice public speaking and demonstrate their impact. We are integrating the end of programme presentation into the wider Bite Back in Schools programme.

Achievements and performance (continued)

4. Shifting The Public Narrative

Billboard Campaign:

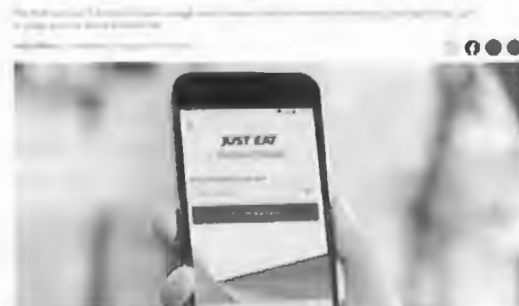
We took over billboard spaces in areas of high family footfall across the UK to offer young people 'a commercial break' from junk food ads as they get out and about during the school holidays. It took over advertising spaces on UK streets, online and on digital audio networks to draw attention to the powerful influence junk food brands have over children and shift how they think about the issue. The campaign reached 7 million among the target audience of ABC1 parents, with qualitative surveys showing 62% of respondents displayed a marked and helpful mindset shift, away from individualism and 89% referenced the food environment's influence over health.



ASA Complaint:

We combined the brand campaign with the announcement from the Advertising Standards Agency who upheld a complaint by one of our Youth Board who had been targeted with an unhealthy food advert from Just Eat and McDonalds. It helped secure over **40 pieces of media coverage**, including national coverage on **ITV**, **The Guardian**, **The Independent** and **The Mirror**. We also received a notable coverage in the Trade Media for the first time this year - including a notable feature in **Campaign** magazine - one of the world's leading industry titles—a huge milestone for the brand.

Just Eat ad featuring McDonald's burgers banned for breaching junk food code



TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2024

Achievements and performance (continued)

Media Coverage:

Our inaugural report in the "Fuel Us Don't Fool Us" campaign has been a resounding success, garnering 529 media mentions with an impressive 79% positive sentiment. The report received coverage from esteemed outlets including **BBC Today, The Times, The Independent, Evening Standard, and The Observer.**

Social Media:

Our social media presence continues to grow, with total followers increasing about 8,400 since February to over 41,000 as of 30 November.

- Young Followers (TikTok & Instagram 13-24): Increased by 2,171 this year to 5,245.
- Impressions: Surpassed 9.8 million since February.
- Engagements: Reached 211,999 this year
- Video Views: Totalled 2.4 million.

Awards:

We were delighted that our hugely recognised partnership with world leading Branding agency, Wolff Olins, has now been celebrated with an award. In October, we were awarded best Brand Development in the prestigious Third Sector Awards. The campaign has also been shortlisted for its first recognition - the CharityComms Best In-House Campaign award. We are also extremely proud to announce that Harrison, now 19 years old and a founding member of Bite Back's youth board, has been announced as winner of the 2024 Diana Award. This is a huge testament to all his hard work, from an activist that has been campaigning on an issue so important to him since he first told his story on Good Morning Britain at aged 10.



5. Building A Youth Movement

We have recently recruited 15 new activists to join the Youth Board in 2024. This means we have 85 actively engaged young activists including 55 under 18s and 30 over 18s. We undertook a training review and have introduced new schedules for sessions, personal development plans and new workshops to develop their skills. The sense of community amongst the young people is at an all time high and it has enabled us to deepen the development of a growing number of young people who are well equipped to speak on behalf of Bite Back.

We hold two annual in-person events, our 4-day Summer Residential and our End of Year Event.

External Evaluation

We commissioned an external evaluation of our Youth Board model by the University of Southampton. The evaluation found a positive change in the following areas for our young people:

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2024

Achievements and performance (continued)

- Confidence & improved peer relationships
- Social capital
- Wellbeing & belonging
- Career progression & university
- Knowledge of food system and issues

Our Programmes - Bite Back in Schools & National Citizen Service

KPI 5 focuses on growing the number of young people who are aware of the importance of healthier food environments and are supported to take local action to drive change, and become part of the movement supporting our Youth Board to drive change at national level. We have reached nearly 30,000 young people and achieve this through three initiatives: schools, communities and digital.

Schools: We have changed the programme model of Bite Back in Schools so it now reached 28,000 young people. The programme starts with a whole-school assembly for all KS3 students and 5 lessons in PSHE for which we train teachers to deliver.

Communities: Building out of our iWill funded Community Food Champions and Youth Board engagement in their home towns we are building a Shape Your Streets programme for young people in communities to work with their local authorities to support local policy change in areas such as healthier advertising. We have secured funding to work with Essex and Oxfordshire and hope to expand this work

Digital: We won a tender with National Citizen Service to develop a Digital Champions programme as part of the NCS Digital Experiences. We have designed this programme and created the content, and the plan is that we will release this programme on our new digital platform at in 2025 with the aim of reaching 10,000 young people.

UNICEF Partnership

We launched a new 2-year partnership UNICEF called Fix My Food to support the capacity building of 200 youth advocates for healthier food environments across 5 countries with the aim of building a global movement of young people working to improve healthier food environments. The countries are South Africa, Jamaica, Vietnam, Mongolia and Pacific Islands.

Each project starts with an initial 3-day in person capacity building workshops to train them in understanding food environments, our narrative and framing alongside advocacy and campaigning strategies. This is followed by mentoring calls and virtual workshops.

In South Africa and Jamaica we had a more intensive model with a second in-person workshop to support the launch of a national campaign to introduce front-of-pack warning labels. In South Africa this included new research, an open letter signed by over 1,000 young people and a launch event with the Deputy Minister for Health. In Jamaica, the young people will launch their campaign in early 2025 aiming to make warning labels a manifesto priority for all political parties in the upcoming election.

UNICEF have evaluated the first workshops and have seen a strong shift away in perceptions of who is responsible for healthier food environments, away from personal responsibility towards governments, food companies and schools.

We are now working to bring together all the countries for a shared learning event in 2025 and to bring more countries on board to expand the programme next year.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2024

Achievements and performance (continued)

6. Build a world-class organisation

We saw significant impact in 2024 from the investment we made the previous year in the development of our new strategy, brand, narrative, and website. This allowed our campaigns to cut through with a bolder voice which grew reach in the media and impact with stakeholder audiences.

We hired a number of new roles including a new Finance & Operations Director, Head of Programmes, Head of Communications and created a Head of Policy role to strengthen our leadership team. We have created a new Extended Leadership team to broaden decision making, engagement and also develop talent.

We have always had a commitment to bring in our Youth Board expertise where possible in delivery of the mission. We trained 11 of our Youth Board as facilitators for this year's Bite Back in Schools programme and they delivered 53 assemblies in the autumn term.

We moved office in October to Fivefields and brought finance, HR, operations and technology in house ending our in-kind support from Jamie Oliver Group. We are grateful for their support and we have now invested in a combination of new staff roles and external providers to support operations.

We have continued to improve training and processes around safeguarding this year including revised risk assessment forms for trips and growing the number of DSLs trained within Bite Back. Ensuring our young people's safety is our top priority.

We undertook a DEI review and formed a DEI working group, as well as a Culture Working Group. We have agreed DEI as a training priority and each team set DEI objectives in 2024. We continue to deliver monthly Team Days to bring our team together and our staff surveys showed positive and improved staff engagement and awareness of our strategy.

Financial review

a. Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies.

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2024

b. Reserves policy

Total income during the year was £2,312,300 (2023: £2,450,569). This includes: donations received during the year of £702,916 (2023: £762,500); grants received of £10,000 (2023: £15,000); income from charitable activities of £1,578,931 (2023: £1,538,488); other income of £16,877 (2023: £20,769); and bank interest of £3,576 (2023: £3,812).

Encompassed within the income during the year are restricted funds of £368,100 (2023: £361,000); £145,000 in respect of Bite Back in Schools; £203,100 from charitable foundations and £20,000 for our work with corporates.

The total expenditure incurred was £2,171,239 (2023: £2,397,092)

At the balance sheet date, the net reserves held by the Charity were £1,094,211 (2023: £953,153), which includes £157,003 (2023: £217,416) of restricted funds and £95,054 (2023: £222,500) of designated funds, leaving £842,154 (2023: £513,237) available for unrestricted usage.

Bite Back's policy is to aim to hold reserves at a level equal to four months' expenditure.

Bite Back is registered with the Fundraising Regulator. Fundraising is through applications to grants, trusts, corporates and other organisations; no professional fundraisers are used and no complaints have been received with respect to its fundraising practices.

c. Financial summary

Bite Back's policy is to aim to hold reserves at a level equal to four months' expenditure. This policy was met during the year.

d. Principal risks and uncertainties

Bite Back 2030's management and Trustees have developed a formal risk management register and have processes to regularly identify, review and manage the risks to the charity, Bite Back 2030 monitors its internal and external risk environment on an on-going basis and ensures clear ownership is in place alongside mitigations where appropriate. The Board monitors internal financial controls, procedures and risk management.

e. Fundraising

Bite Back is registered with the Fundraising Regulator. Fundraising is through applications to grants, trusts, corporates and other organisations; no professional fundraisers are used and no complaints have been received with respect to its fundraising practices. Bite Back makes use of its existing safeguarding policies and practices when carrying out fundraising.

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2024

Structure, governance and management

a. Constitution

The Charity was incorporated under the name 2030 Youth Obesity Alliance on 11th June 2018. The charity formally changed its name to Bite Back 2030 Limited on 30th May 2019.

The charitable company is a company limited by guarantee and does not have any share capital. It is governed by its Memorandum and Articles of Association.

b. Methods of appointment or election of Trustees

The Trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Brett Wigdortz OBE
Peter Freedman
Anne Longfield
Louise Holland
David Jackson (resigned 22 June 2024)
Tasha Mhakayakona
Gorm Thomassen
Freya Watson (resigned 22 June 2024)
Rima Amin
Reuben Byfield (appointed 27 March 2025)
Annabelle-Marie Aderinola (appointed 27 March 2025)

The management of the Charity is the responsibility of the Trustees who are elected and co-opted under the terms of the Memorandum of Association. Trustees are appointed through an open recruitment process. Any person who is willing to act as a Trustee may be appointed to be a trustee by a decision of the trustees. Every year, one third of the trustees, being those who have been longest in office since their last appointment or reappointment, must retire from office although trustees may be reappointed for a further term.

c. Organisational structure and decision-making policies

The Board of Trustees administers the charity. The Board meets at least four times a year to review and monitor activities and performance. A Chief Executive, has been appointed by the Trustees to manage the day-to-day operations of the charity. To facilitate effective operations, authority for certain operational matters has been delegated to the Chief Executive.

The systems of internal controls put in place have been designed to provide reasonable, but not absolute, assurance against material misstatement or loss. These include:

- A business plan and an annual budget approved by the Board of Trustees.
- Delegation of authority and segregation of duties.
- Regular monitoring of the financial results, variances from budgets, and performance Indicators by the Board of Trustees.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2024

Structure, governance and management (continued)

d. Policies adopted for the induction and training of Trustees

Trustees have access to training courses provided by NCVO and other organisations to keep them up to date with their legal responsibilities. To ensure that they are kept up to date with the organisation, the CEO provides a formal report at each Board meeting; in addition, the Trustees are invited to the residential with the Youth Board and to other events managed by Bite Back or where representatives of the Youth Board are speaking.

e. Pay policy for key management personnel

The pay of the charity's key personnel is set by the Board and reviewed annually, The Board has generated benchmarks through comparisons with other charities in the sector. Pay and remuneration is reviewed annually through a performance management appraisal process conducted by the Board.

f. Related party relationships

Peter Freedman, trustee of Bite Back 2030 Limited, is Chair of Spring Impact, one of Bite Back 2030 Limited's key suppliers.

Gorm Thomassen is CIO of AKO Capital LLP alongside his role as a trustee of Bite Back 2030 Limited.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2024

What's Next: Scaling Impact in 2025

1. Government

In April we will continue our Fuel Us Don't Fool Us campaign focusing on outdoor advertising starting with new research and a billboard campaign leading towards October when the Government will implement the TV and online advertising restrictions we campaigned for in 2022. We will also launch a new campaign on school food and engage with the Government's Food Strategy, Obesity Strategy and 10-year plan.

At local level, we will continue to roll out our Local Authority engagement working with Essex, Oxfordshire and Cheshire councils. We will expand further through new funding from the UK Fund to scale the number of Local Authorities we work with.

2. Corporates

We will grow our AGM programme aiming to attend 5 AGMs in partnership with Share Action this time looking at companies headquartered in North America alongside those in Europe.

We will continue to engage with a smaller group of corporates aligned to our mission to drive healthier food policy and convene NGOs with food companies we believe a shared position will be more compelling in supporting the Government's policy ambitions.

3. Schools

We will conclude Cohort 4 of Bite Back in Schools funded through #iWill and continue to grow our programme through new 5-year funding from UK Fund which will allow us reach 900 schools over the next 5-years. This will also expand the programme into Scotland for the first time.

We will consider how we mobilise our youth movement in schools and the headteachers and school leaders who support Bite Back in Schools to support and align with our school food campaign convening young people and school leaders with Department for Education.

4. Public

We will build on our billboard pilot to launch a bigger public campaigns through our April #CommercialBreak campaign which will take Bite Back's message to billboards, buses and stations around London.

We will continue to grow our media work, events we speak at, and raise our public profile.

5. Youth

We will recruit a new cohort of Youth Board members including Youth Board members in Scotland for the first time. The number of our current group graduate becoming alumni is growing fast so we will bring in resource to continue building their engagement and impact.

We will expand our Bite Back in Schools and Shape Your Streets programme, as well as launch our NCS Digital Experience in April aiming to reach a wider audience of 16-17 year olds through National Citizen Service.

We will conclude delivery of our capacity building workshops in 5 countries with UNICEF and will launch in 2 more countries, as well as supporting a new train-the-trainer model in one region.

6. Organisation

We will grow our finance and operations team to build the capacity for future growth and continue to deliver on our DEI plans. We will deliver on our fundraising strategy growing income to support the expansion of our Schools and Communities programmes.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2024

Statement of Trustees' responsibilities

The Trustees (who are also the directors of the Charity for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial . Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Charity and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of information to auditors

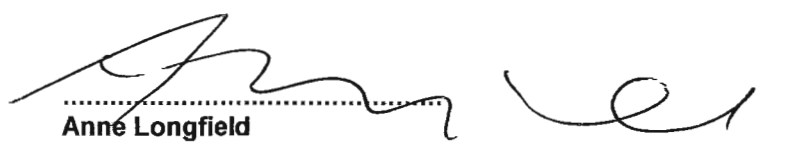
Each of the persons who are Trustees at the time when this Trustees' Report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charity's auditors are unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Auditors

The auditors, Goodman Jones LLP, have indicated their willingness to continue in office. The designated Trustees will propose a motion reappointing the auditors at a meeting of the Trustees.

Approved by order of the members of the board of Trustees and signed on their behalf by:


.....
Anne Longfield
Chair

Date: 18/09/2025.

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF BITE BACK 2030 LIMITED

Opinion

We have audited the financial statements of Bite Back 2030 Limited (the 'charitable company') for the year ended 31 December 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2024 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF BITE BACK 2030 LIMITED (CONTINUED)

Other information

The other information comprises the information included in the Annual Report other than the financial statements and our Auditors' Report thereon. The Trustees are responsible for the other information contained within the Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the Trustees' Report is inconsistent in any material respect with the financial statements; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Trustees' Responsibilities Statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF BITE BACK 2030 LIMITED (CONTINUED)

Auditors' responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the company and industry, we identified that the principal risks of non-compliance with laws and regulations related to industry sector regulations and unethical and prohibited business practices, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006, Charities Act 2011, Charity Commission and sector regulations, and UK Tax Legislation. We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls). Appropriate audit procedures in response to these risks were carried out. These procedures included:

- Discussions with management, including consideration of known or suspected instances of non-compliance with laws and regulation and fraud;
- Reading minutes of meetings of those charged with governance;
- Obtaining and reading correspondence from legal and regulatory bodies including HMRC;
- Identifying and testing journal entries;
- Challenging assumptions and judgements made by management in their significant accounting estimates.

We also communicated relevant identified laws and regulations and potential fraud risks to all engagement team members; and remained alert to any indications of fraud or non-compliance with laws and regulations throughout the audit.

There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditors' Report.

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF BITE BACK 2030 LIMITED (CONTINUED)

Use of our report

This report is made solely to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's trustees those matters we are required to state to them in an Auditors' Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.

Goodman Jones LLP

Goodman Jones LLP
Chartered Accountants
Statutory Auditor
1st Floor Arthur Stanley House
40-50 Tottenham Street
London
W1T 4RN

Date: 22-09-25

Goodman Jones LLP are eligible to act as auditors in terms of section 1212 of the Companies Act 2006.

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 DECEMBER 2024

	Note	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Income from:					
Donations and legacies	4	712,916	-	712,916	887,500
Charitable activities	5	1,210,831	368,100	1,578,931	1,538,488
Investments	6	3,576	-	3,576	3,812
Other income	7	16,877	-	16,877	20,769
Total income		1,944,200	368,100	2,312,300	2,450,569
Expenditure on:					
Raising funds	8	21,005	-	21,005	86,263
Charitable activities	10	1,721,724	428,513	2,150,237	2,310,829
Total expenditure		1,742,729	428,513	2,171,242	2,397,092
Net movement in funds		201,471	(60,413)	141,058	53,477
Reconciliation of funds:					
Total funds brought forward		735,737	217,416	953,153	899,676
Net movement in funds		201,471	(60,413)	141,058	53,477
Total funds carried forward		937,208	157,003	1,094,211	953,153

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 30 to 45 form part of these financial statements.

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)
REGISTERED NUMBER: 11408816

BALANCE SHEET
AS AT 31 DECEMBER 2024

	Note	2024 £	2023 £
Fixed assets			
Tangible assets	15	2,275	-
		<u>2,275</u>	<u>-</u>
Current assets			
Debtors	16	24,838	33,732
Cash at bank and in hand		1,135,041	1,140,580
		<u>1,159,879</u>	<u>1,174,312</u>
Current liabilities			
Creditors: amounts falling due within one year	17	(67,943)	(221,159)
		<u>1,091,936</u>	<u>953,153</u>
Net current assets		<u>1,091,936</u>	<u>953,153</u>
Total assets less current liabilities		<u>1,094,211</u>	<u>953,153</u>
Net assets excluding pension asset		<u>1,094,211</u>	<u>953,153</u>
Total net assets		<u><u>1,094,211</u></u>	<u><u>953,153</u></u>
Charity funds			
Restricted funds	19	157,003	217,416
Unrestricted funds	19	937,208	735,737
Total funds		<u><u>1,094,211</u></u>	<u><u>953,153</u></u>

The entity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the entity to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

However, an audit is required in accordance with section 144 of the Charities Act 2011.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2024

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



.....
Anne Longfield
Chair

Date: 18/02/2025

The notes on pages 30 to 45 form part of these financial statements.

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2024

	2024 £	2023 £
Cash flows from operating activities		
Net cash used in operating activities	(5,966)	137,950
	<hr/>	<hr/>
Cash flows from investing activities		
Dividends, interests and rents from investments	3,576	3,812
Purchase of tangible fixed assets	(3,149)	-
	<hr/>	<hr/>
Net cash provided by investing activities	427	3,812
	<hr/>	<hr/>
Cash flows from financing activities		
	<hr/>	<hr/>
Net cash provided by financing activities	-	-
	<hr/>	<hr/>
Change in cash and cash equivalents in the year	(5,539)	141,762
Cash and cash equivalents at the beginning of the year	1,140,580	998,818
	<hr/>	<hr/>
Cash and cash equivalents at the end of the year	1,135,041	1,140,580
	<hr/> <hr/>	<hr/> <hr/>

The notes on pages 30 to 45 form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

1. General information

Bite Back 2030 Limited is a charitable company limited by guarantee in England and Wales under company number 11408816. It is registered with the Charity Commission under charity number 1180969. The registered office address of the Charity is Benwell House, 15-21 Benwell Road, London, N7 7BL. The objects of the Charity are set out in the Trustees' Report from page 2.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Bite Back 2030 Limited meets the definition of a public benefit entity under FRS 102.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The financial statements are prepared in Sterling, the functional currency of the Charity. Monetary amounts in these financial statements are round to the nearest £.

2.2 Going concern

At the time of approving these financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue to operate for the foreseeable future. The Trustees consider that there is no material uncertainty about the Charity's ability to continue as a going concern after considering budgets, forecasts, cashflow forecasts, reserves, cash balances, and the future plans of the Charity. As a result, the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

2.3 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

2. Accounting policies (continued)

2.4 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably.

Grant and contract income is included in the Statement of Financial Activities on a receivable basis, subject to any attached performance or time conditions being met. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

Other income is recognised in the period in which it is receivable and to the extent the goods have been provided or on completion of the service.

2.5 Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

2.6 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

2. Accounting policies (continued)

2.6 Expenditure (continued)

All expenditure is inclusive of irrecoverable VAT.

2.7 Tangible fixed assets and depreciation

Tangible fixed assets costing £NIL or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, .

Depreciation is provided on the following basis:

Office equipment	-	33% Straight line
------------------	---	-------------------

2.8 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.9 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2.10 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of Financial Activities as a finance cost.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

2. Accounting policies (continued)

2.11 Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.12 Pensions

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

3. Critical accounting estimates and areas of judgement

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Critical accounting estimates and assumptions:

The Charity makes estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below.

Critical areas of judgement:

Income Recognition - the Charity receives income from contracts and performance grants. These agreements may include various qualitative and quantitative milestones and performance conditions, and time conditions, to be met in order for the Charity to have entitlement to the funds. The Charity makes various assumptions in determining the stage of completion of these contracts and performance grants.

4. Income from donations and legacies

	Unrestricted funds 2024 £	Total funds 2024 £	<i>Total funds 2023 £</i>
Donations	702,916	702,916	762,500
Grants	10,000	10,000	15,000
Donated services	-	-	110,000
	<u>712,916</u>	<u>712,916</u>	<u>887,500</u>

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

5. Income from charitable activities

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	<i>Total funds 2023 £</i>
Schools	-	165,000	165,000	224,500
Fix my food	86,119	-	86,119	7,801
Food Systems Accelerator	-	-	-	203,500
General charitable activities	1,093,150	203,100	1,296,250	1,050,437
NCS Digital Champions	31,562	-	31,562	52,250
	<u>1,210,831</u>	<u>368,100</u>	<u>1,578,931</u>	<u>1,538,488</u>
<i>Total 2023</i>	<u>1,172,988</u>	<u>365,500</u>	<u>1,538,488</u>	

6. Investment income

	Unrestricted funds 2024 £	Total funds 2024 £	<i>Total funds 2023 £</i>
Investment income - local cash	<u>3,576</u>	<u>3,576</u>	<u>3,812</u>

7. Other incoming resources

	Unrestricted funds 2024 £	Total funds 2024 £	<i>Total funds 2023 £</i>
Other income	<u>16,877</u>	<u>16,877</u>	<u>20,769</u>

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

8. Expenditure on raising funds

Fundraising trading expenses

	Unrestricted funds 2024 £	Total funds 2024 £	<i>Total funds 2023 £</i>
Consultancy	17,250	17,250	-
Fundraising - wages and salaries	3,755	3,755	-
Allocated centrally incurred fundraising and governance costs	-	-	86,263
	<u>21,005</u>	<u>21,005</u>	<u>86,263</u>

9. Analysis of grants

	Grants to Institutions 2024 £	Total funds 2024 £	<i>Total funds 2023 £</i>
Grants, Schools and Community	30,702	30,702	40,000
Grants, Campaigns	77,257	77,257	39,808
	<u>107,959</u>	<u>107,959</u>	<u>79,808</u>
<i>Total 2023</i>	<u>79,808</u>	<u>79,808</u>	

Grants to schools represents payments made to in respect of the #iWill Bite Back in Schools programmes, more information on which can be fund in the Trustees' Report.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

10. Analysis of expenditure on charitable activities

Summary by fund type

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	<i>Total 2023 £</i>
Schools and Community	238,977	50,024	289,001	412,629
Public Awareness	183,882	2,893	186,775	62,679
Campaigns	315,879	50,220	366,099	379,120
Comms and Social Media	227,200	22,895	250,095	263,472
Corporate Irresponsibility	-	41,465	41,465	4,700
Food Systems Accelerator	-	72,699	72,699	146,674
General charitable activities	72,107	143,220	215,327	353,879
Lab 2030	-	-	-	31,504
Policy and Engagement	338,979	42,034	381,013	345,801
Youth	344,700	3,063	347,763	310,371
	<u>1,721,724</u>	<u>428,513</u>	<u>2,150,237</u>	<u>2,310,829</u>
<i>Total 2023</i>	<u>1,869,835</u>	<u>440,994</u>	<u>2,310,829</u>	

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

11. Analysis of expenditure by activities

	Activities undertaken directly 2024 £	Grant funding of activities 2024 £	Support costs 2024 £	Total funds 2024 £	<i>Total funds 2023 £</i>
Schools and Community	258,299	30,702	-	289,001	412,629
Public Awareness	186,775	-	-	186,775	62,679
Campaigns	288,842	77,257	-	366,099	379,120
Comms and Social Media	250,095	-	-	250,095	263,472
Corporate Irresponsibility	41,465	-	-	41,465	4,700
Food Systems Accelerator	72,699	-	-	72,699	146,674
General charitable activities	141,167	-	74,160	215,327	353,879
Lab 2030	-	-	-	-	31,504
Policy and Engagement	381,013	-	-	381,013	345,801
Youth	347,763	-	-	347,763	310,371
	<u>1,968,118</u>	<u>107,959</u>	<u>74,160</u>	<u>2,150,237</u>	<u>2,310,829</u>
<i>Total 2023</i>	<u><u>2,019,774</u></u>	<u><u>79,808</u></u>	<u><u>211,247</u></u>	<u><u>2,310,829</u></u>	

12. Auditors' remuneration

	2024 £	<i>2023 £</i>
Fees payable to the Charity's auditor for the audit of the Charity's annual accounts	15,744	15,000
Fees payable to the Charity's auditor in respect of: All assurance services not included above	1,320	1,200

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

13. Staff costs

	2024	<i>2023</i>
	£	£
Wages and salaries	1,259,853	<i>1,197,170</i>
Social security costs	140,738	<i>133,465</i>
Contribution to defined contribution pension schemes	57,685	<i>55,769</i>
	<u>1,458,276</u>	<i><u>1,386,404</u></i>

The average number of persons employed by the Charity during the year was as follows:

	2024	<i>2023</i>
	No.	<i>No.</i>
Charitable activities	<u>26</u>	<i><u>26</u></i>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2024	<i>2023</i>
	No.	<i>No.</i>
In the band £60,001 - £70,000	1	<i>-</i>
In the band £70,001 - £80,000	-	<i>3</i>
In the band £80,001 - £90,000	2	<i>-</i>
In the band £130,001 - £140,000	1	<i>1</i>

During the year, the Charity incurred total remuneration, including employer's National insurance and pension contributions, of £508,895 (2023: £504,803) in respect of its key management personnel.

14. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits (2023 - £NIL).

During the year ended 31 December 2024, expenses totalling £6,409 were reimbursed or paid directly to 4 Trustees. (2023: £828 to 3 Trustees)

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

15. Tangible fixed assets

	Office equipment £
Cost or valuation	
Additions	3,149
At 31 December 2024	<u>3,149</u>
Depreciation	
Charge for the year	874
At 31 December 2024	<u>874</u>
Net book value	
At 31 December 2024	<u><u>2,275</u></u>
At 31 December 2023	<u><u>-</u></u>

16. Debtors

	2024 £	2023 £
Due after more than one year		
Prepayments and accrued income	1,976	2,500
	<u>1,976</u>	<u>2,500</u>
Due within one year		
Trade debtors	5,918	22,894
Other debtors	60	-
Prepayments and accrued income	16,884	8,338
	<u><u>24,838</u></u>	<u><u>33,732</u></u>

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

17. Creditors: Amounts falling due within one year

	2024	2023
	£	£
Bank overdrafts	10,219	6,654
Trade creditors	26,277	157,304
Accruals and deferred income	31,447	57,201
	67,943	221,159

18. Financial instruments

	2024	2023
	£	£
Financial assets		
Financial assets measured at fair value through income and expenditure	1,135,041	1,140,580

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

19. Statement of funds

Statement of funds - current year

	Balance at 1 January 2024 £	Income £	Expenditure £	Balance at 31 December 2024 £
Unrestricted funds				
Designated funds				
iWill Match Funding	145,000	145,000	(194,946)	95,054
FSA Corporates	27,500	-	(27,500)	-
Billboard	50,000	-	(50,000)	-
	<u>222,500</u>	<u>145,000</u>	<u>(272,446)</u>	<u>95,054</u>
General funds				
General Funds - all funds	513,237	1,799,200	(1,470,283)	842,154
	<u>513,237</u>	<u>1,799,200</u>	<u>(1,470,283)</u>	<u>842,154</u>
Total Unrestricted funds	<u>735,737</u>	<u>1,944,200</u>	<u>(1,742,729)</u>	<u>937,208</u>
Restricted funds				
#iWill Bite Back in Schools	97,583	145,000	(135,580)	107,003
Rothschild School Leadership	47,134	-	(47,134)	-
Rothschild Food Systems Accelerator	72,699	20,000	(72,699)	20,000
Garfield Weston	-	30,000	-	30,000
Oak Foundation	-	173,100	(173,100)	-
	<u>217,416</u>	<u>368,100</u>	<u>(428,513)</u>	<u>157,003</u>
Total funds	<u>953,153</u>	<u>2,312,300</u>	<u>(2,171,242)</u>	<u>1,094,211</u>

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

19. Statement of funds (continued)

Statement of funds - prior year

	<i>Balance at 1 January 2023 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Transfers in/out £</i>	<i>Balance at 31 December 2023 £</i>
Unrestricted funds					
Designated funds					
School Food Champions Programme 2023	100,000	-	-	(100,000)	-
School Food Champions Programme 2024	-	-	-	100,000	100,000
iWill Match Funding	-	-	-	45,000	45,000
FSA Corporates	-	-	-	27,500	27,500
Billboard	-	-	-	50,000	50,000
	<u>100,000</u>	<u>-</u>	<u>-</u>	<u>122,500</u>	<u>222,500</u>
General funds					
General Funds	431,128	2,089,569	(1,916,324)	(91,136)	513,237
	<u>531,128</u>	<u>2,089,569</u>	<u>(1,916,324)</u>	<u>31,364</u>	<u>735,737</u>
Restricted funds					
Funds in escrow	27,000	-	-	(27,000)	-
School Food Champions	182,437	-	(202,519)	20,082	-
Community Food Champions	159,111	-	(134,665)	(24,446)	-
#iWill Bite Back in Schools	-	145,000	(47,417)	-	97,583
Rothschild School Leadership	-	75,000	(27,866)	-	47,134
Rothschild Food Systems Accelerator	-	141,000	(68,301)	-	72,699
	<u>368,548</u>	<u>361,000</u>	<u>(480,768)</u>	<u>(31,364)</u>	<u>217,416</u>
	<u>899,676</u>	<u>2,450,569</u>	<u>(2,397,092)</u>	<u>-</u>	<u>953,153</u>

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

19. Statement of funds (continued)

Designated funds represent funds allocated by the Trustees for the following purposes:

- **School Food Champions** - match funding for our work in schools
- **iWill Match Funding** - match funding for our work in schools
- **FSA Corporates** - for running workshops with corporates
- **Billboards** - for a public awareness campaign

Restricted funds are held for the following purposes:

- **#iWill Bite Back In Schools** - match funding to support our work with schools and youth groups
- **Rothschild School Leadership** - to support our work with schools in Buckinghamshire
- **Rothschild Food Systems Accelerator** - to support our work running workshops with corporates
- **Garfield Weston** - to support the scale up of the "Bite Back in Schools" programme
- **Oak Foundation** - for youth-led campaigning on food injustice

20. Analysis of net assets between funds

Analysis of net assets between funds - current period

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Tangible fixed assets	2,275	-	2,275
Debtors due after more than one year	1,976	-	1,976
Current assets	1,000,900	157,003	1,157,903
Creditors due within one year	(67,943)	-	(67,943)
Total	937,208	157,003	1,094,211

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

20. Analysis of net assets between funds (continued)

Analysis of net assets between funds - prior period

	<i>Unrestricted funds 2023 £</i>	<i>Restricted funds 2023 £</i>	<i>Total funds 2023 £</i>
Debtors due after more than one year	2,500	-	2,500
Current assets	954,396	217,416	1,171,812
Creditors due within one year	(221,159)	-	(221,159)
Total	<u>735,737</u>	<u>217,416</u>	<u>953,153</u>

21. Reconciliation of net movement in funds to net cash flow from operating activities

	2024 £	2023 £
Net income for the period (as per Statement of Financial Activities)	141,058	53,477
Adjustments for:		
Depreciation charges	874	-
Dividends, interests and rents from investments	(3,576)	(3,812)
Decrease in debtors	8,894	9,052
Increase/(decrease) in creditors	(153,216)	79,233
Net cash provided by/(used in) operating activities	(5,966)	137,950

22. Analysis of cash and cash equivalents

	2024 £	2023 £
Cash in hand	1,135,041	1,140,580
Total cash and cash equivalents	1,135,041	1,140,580

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

23. Analysis of changes in net debt

	At 1 January 2024	Cash flows	At 31 December 2024
	£	£	£
Cash at bank and in hand	1,140,580	(5,539)	1,135,041
Bank overdrafts repayable on demand	(6,654)	(3,565)	(10,219)
	<u>1,133,926</u>	<u>(9,104)</u>	<u>1,124,822</u>

24. Pension commitments

The Charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the Charity in an independently administered fund. The pension cost charge represents contributions payable by the Charity to the fund for the year and amounted to £57,685 (2023: £55,769). Contributions of £nil (2023: £nil) were payable to the fund at the balance sheet date.

25. Related party transactions

Other than disclosed here or elsewhere in these financial statements the Charity has not entered into any related party transaction during the year, nor are there any outstanding balances owing between related parties and the Charity at 31 December 2024.

26. Controlling party

The Charity is controlled by its Board of Trustees as a whole, and no individual has overall control.

The Charity is a company limited by guarantee. In the event of a winding up, the liability in respect of the members is limited to £1 per member.

Bite Back 2030

England & Wales - Charity number 1180969

Accounts

Registered number: 11408816
Charity number: 1180969

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)
TRUSTEES' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

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BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS
FOR THE YEAR ENDED 31 DECEMBER 2023**

Trustees Anne Longfield, Chair (appointed 28 September 2023)
Rima Amin
Peter Freedman
Jessie Hawkes (resigned 19 January 2023)
Louise Holland
David Jackson
Tasha Mhakayakona
Gorm Thomassen
Freya Watson
Brett Harris Wigdortz OBE

Company registered number 11408816

Charity registered number 1180969

Registered office Benwell House
15-21 Benwell Road
London
N7 7BL

Company secretary Jennifer Milward

Independent auditors Goodman Jones LLP
Chartered Accountants
29/30 Fitzroy Square
London
W1T 6LQ

Bankers Barclays Bank UK PLC
1 Churchill Place
London
E14 5HP

Solicitors Bates Wells
10 Queens Street Place
London
EC4R 1BE

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

CHAIRMAN'S STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2023

This is my first annual report as Chair of Bite Back. I'm delighted to take on the role of Chair of Bite Back, a youth movement I have long admired. It is truly authentic to the voices of young people and every Bite Back young person I have met has spoken with such passion and knowledge about the issues and actions we need to take to transform our broken food system.

And the mission is urgent. Right now, the health of 1 in 3 children is already at risk by age 11 from food related ill-health such as obesity, tooth decay and even Type 2 diabetes. We simply must act now if we want to avoid sleepwalking into a preventable child health crisis.

With that in mind, after successfully launching in 2019, this year has been one to reflect and refresh as we redouble our efforts to scale impact. We launched an ambitious new 3-year strategy which is supported by a powerful new brand and narrative. We are grateful to global branding leaders Wolff Olins who supported us to develop the brand and narrative.

Meanwhile our campaigns and programmes have continued to have impact on making food environments healthier: two new food businesses from our Food Systems Accelerator committed to set and report on healthier sales targets; Tower Hamlets became the first Local Authority we have worked with to commit to a healthier advertising policy; and we received our first external evaluation of our schools programme which showed 70% of pupils and teachers felt their school food had become healthier.

It feels like momentum is picking back up among political parties to take action on food environments. We were delighted to see Labour committing to implement junk food advertising restrictions if elected. We held two high profile policy dinners as our young people consulted experts to develop our Youth Manifesto which we will release on our 5th Birthday in 2024 ahead of the General Election.

Our young people have continued to inspire and impress audiences speaking on the biggest stages. Jayda opened the Tony Blair Institute Future of Britain Conference and Becky addressed a global audience of public health leaders at the Bloomberg Healthy Cities Summit. I'm also delighted that we are inspiring other young people to join the movement. We have won two new contracts with National Citizen Service for a new digital programme and with UNICEF to support youth advocates in 5 countries to lead their own campaigns.

I'm proud that we have continued to strengthen the organisation in order to accelerate progress against our mission. We restructured our team in line with the capabilities required for the new strategy and launched a new website this year. I am confident that the team's expertise, dedication and passion puts us in a strong position as we look ahead. Most importantly, we remain youth-led in all we do, with a fantastic mix of existing and brand new youth voices energising us throughout the year.

Thank you to my fellow Trustees for their support and expertise, especially Peter Freedman who stepped in as interim Chair and has calmly steered us through a period of transition.

Our next challenge is how we take Bite Back 2030 to greater scale – delivering more radical and faster progress towards a healthier and fairer food system. We have big plans for our campaigns to create even more noise on the national stage, and for our message to reach a bigger, and emboldened, youth audience. We've now set the stage for that leap forward in 2024, and we are all excited to continue the ambitious Bite Back journey together.

Anne Longfield CBE
Chair

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2023

The Trustees present their annual report together with the audited financial statements of the Charity for the year 1 January 2023 to 31 December 2023. The Annual Report serves the purposes of both a Trustees' Report and a Directors' Report under company law. The Trustees confirm that the Annual Report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the Charity qualifies as small under section 382 of the Companies Act 2006, the Strategic Report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

Objectives and activities

a. Policies and objectives

The charitable company's objects are:

1. to advance the education of the public and promote research, including the causes, prevention, management and treatment of childhood obesity and by publishing the useful results of such research; and
2. to promote health including without limitation the health of young people who suffer from obesity by;
 - a. the provision of information, advice and support in relation to diet, nutrition, lifestyle, fitness and physical exercise; and
 - b. encouraging ethical practice on the part of schools, businesses and other establishments in relation to the composition, processing, promotion and distribution of food and related practices.

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2023

Objectives and activities (continued)

b. Strategies for achieving objectives

Bite Back is a youth movement working to redesign the food system for child health. It was co-founded by chef and campaigner Jamie Oliver and philanthropist Nicolai Tangen.

It should be easy to eat healthily - it isn't. Our food system is broken. Global food giants, reliant on marketing and selling unhealthy, unsustainable ultra-processed food, dominate our supermarkets, high streets and screens. They spend billions on advertising to keep unhealthy food centre stage in children's minds.

At the same time, despite the introduction of the School Food Standards in 2014, reports suggest that as many as 60% of secondaries fail to meet the standards and there are 900,000 children living in poverty who do not meet the threshold for a Free School Meal. Schools should be the one place we can guarantee child health.

The result is a preventable health and climate crisis. By age 11, the health of 1 in 3 young people is already at risk from food-related ill health such as obesity, tooth decay and even Type 2 Diabetes. Children in the most deprived areas face a disproportionately high risk.

Bite Back brings a new, unique approach to the sector that is centred around using the youth voice to transform the world in which children are growing up. We believe that by telling a new story and making space for young people on the biggest platforms we can create a context that is ripe for action, making successful policy implementation more likely.

Bite Back develops brilliant young advocates particularly those from under-represented backgrounds, empowering them so their voices are heard by those in power. We undertake research, co-design solutions and lead high-impact campaigns to drive change from decision makers in National and Local Government and the Food Industry.

By 2030 we want to reach a tipping point in the food system that makes it easy to be healthy: this involves regulatory change and corporate commitments to change food environments; a shift in public attitudes and narrative; and a scaled-up youth movement that sees food as the next major issue affecting young people's health.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2023

Objectives and activities (continued)

c. Our goal

We want to redesign the food system for child health so that we see a long-term reversal in food related ill-health issues affecting young people such as tooth decay, obesity and Type 2 diabetes.

By 2030, we want to create a tipping point in the food system. This will look like:

1. A new food environment

The Government introduces new policies that regulate and restrict unhealthy food, while at the same time creating new subsidies and incentives to ensure that healthy food becomes the norm, being affordable, widely accessible and visible.

Increasing numbers of food companies prioritise and commit to making and marketing healthy food, while those who continue to produce unhealthy food see their market share and scale reduce.

Schools become a place where child health is guaranteed, where food is prioritised as a key driver of academic success with improved school food standards and adherence to these, as well as access for every child to a good quality meal.

2. A new food culture

We shift the prevailing narrative around food from personal responsibility to be about the responsibility of Government, Food Industry and Schools to create a food system that protects our health rather than harms us.

Consumers, citizens and voters start to prioritise food and health as an issue with greater political interest, consumer demand for health.

Media increasingly report on the issue, challenging food businesses and government on their record on health.

3. A mass movement of young people

Young people were at the forefront of raising awareness about the climate crisis. We want to see food become the next big issue that young people mobilise around and take action on.

Food contributes one-third of global climate emissions, it reflects their culture and heritage and is a source of extreme inequality that will affect the health and prosperity of the next generation.

d. Public benefit statement

As Bite Back, our aim is to halve childhood obesity by 2030. Our charitable objects are to advance the issue of childhood obesity and promote public health. We empower the voices of young people, those with lived experience of the drivers of obesity, to call for change. We support them to deliver powerful, youth-led campaigns which drive change in the food environment, develop youth insights and co-design new solutions with young people, and create surprising, fresh content which reaches youth audiences with public health messages in an innovative way that connects.

In setting objectives and planning for activities, the Trustees and executive team have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2023

Achievements and performance

a. Key Performance Indicators and Achievements

Building on our campaigns and projects in 2022, we have focused our activity on six strategic priorities in 2023:

1. **Inspire policy change:** we want to keep driving changes from National and Local Government to make food environments healthier through new policy commitments;
2. **Influence corporate commitments:** we want to see food companies make commitments to sell and market more healthy food;
3. **Build a school food movement:** we want schools to put food at the centre of their culture, committing to high quality healthy meals for all pupils;
4. **Shift the public narrative:** we want the public, policy makers and media to see this issue as a systemic problem not one of personal responsibility;
5. **Grow a youth movement:** we want to grow the number of young people we train who see food and health as a major issue they want to take action on.
6. **Build a world-class organisation:** we want to continue building the funding, people and values to support our young people to have maximum impact.

We were delighted to see Labour commit to introducing the junk food marketing restrictions if elected. We worked with Tower Hamlets as they committed to introducing a healthy advertising policy and are now working with 4 new Local Authorities on a similar policy. Two more companies from our Food Systems Accelerator, Danone and Jamie Oliver Group, set healthier sales targets. We had a number of major media appearances linked to our Free School Meals campaigns and our young people spoke at major events such as Tony Blair Institute Future of Britain Conference and Bloomberg Healthy Cities Summit to share our message. Finally, we changed the design of our schools programme to reach significantly more young people, reaching 12,500 young people through school assemblies and lessons.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2023

Achievements and performance (continued)

b. Our Impact

1. Inspiring Policy Change

Free School Meals

We started the year with our #FreeSchoolMeals campaign to extend FSM provision to 900,000 children living in poverty who are not currently eligible. We worked on this in collaboration with other NGOs as a Steering Group member of the School Food Review and #FeedTheFuture coalition.

We released “More Than A Meal”, a new research report sharing the voices of young people who miss out on Free School Meals and the impact they have. We presented this to the Children’s Commissioner and politicians, and developed a powerful campaign film to tell their stories which was **viewed over 1m times**. Alongside this we launched a petition which received **257,000 signatures** and undertook multiple media appearances with **Channel 4, Radio 4, Mirror, and Observer** to build public awareness of the need for action.

Our young people **delivered their petition to No.10 Downing Street** in January and took over advertising boards in Westminster tube station to target MPs and policy advisors. In September we welcomed the Mayor of London’s commitment to provide Universal Free School Meals to all primary pupils for one year, a policy that was replicated in other areas. While the National Government has not committed we will keep working towards this policy ahead of the General Election in 2024.

Junk Food Marketing

We continued to maintain the pressure on the implementation of the Government’s junk food marketing restrictions. We won the campaign in 2022 but the implementation date was pushed back to October 2025. There is a risk the consultation process gets further delayed and so we launched a campaign to target an election at Steve Barclay and Victoria Atkins. We presented our evidence to Labour and are delighted that Labour has now publicly committed to implement the policy if they come into Government at the next General Election.

Public Affairs & Youth Manifesto

We held two high-profile policy dinners with Labour and Conservative policy makers and think tanks, as well as our first Westminster drop-in event in September which was attended by 25 MPs and Peers. Our young people started developing their policy ideas which they plan to put into a Youth Manifest ahead of an anticipated General Election next year.

Local Government

Our work with Local Authorities on implementing healthy advertising policies really picked up pace this year and we are now working with **5 Local Authorities** including **our first campaign win in Tower Hamlets**. Our young people have provided evidence of the impact of advertising on young people as well as shared their stories which has supported policy makers in convincing council members to support the policy:

- **Tower Hamlets** committed to a healthier advertising policy after our Youth Board met Tower Hamlets Youth Council and advocated for the policy;
- **Sheffield City Council** met our Youth Board and are reviewing food in council owned spaces and reviews of hot food takeaway rules;
- **Greater Manchester Combined Authority**: funded by Bloomberg Philanthropies, we completed an evidence report and produced a short film which our Youth Board will present to the Mayor and GMCA to support a healthy advertising policy on the Bee Network, GMCA’s new joined up transport network.
- **Peterborough**: Community Food Champions group presented to Council to introduce a healthier advertising policy. It has passed the evidence and scrutiny committee and is now going to full council.
- **Sutton**: Youth Board members Lily and Zainab, who both live in Sutton, recorded a video and wrote a quote saying why this is important for young people. The team in Sutton are now developing

Achievements and performance (continued)



"Working closely with Bite Back during the development of the Tower Hamlets healthier advertising policy has been invaluable. The contribution of Bite Back, particularly its inspiring young people, played an important role in getting the policy over the line. Their passion, insights and first hand experiences brought a powerful youth voice to the table, highlighting the urgent need for action. We are grateful to have collaborated with such a dedicated group of young people."

A member of the Public Health team at London Borough of Tower Hamlets

2. Influencing Corporate Action

Food Systems Accelerator

We continued working with the 7 companies in Cohort 1 of our Food Systems Accelerator as they rolled out their trials and commitments. The companies continuing to engage with the programme are Tesco, Deliveroo, Costa, Jamie Oliver Group, Chartwells, Danone and KFC.

Danone and Jamie Oliver Group became the next companies after Tesco to set healthier sales targets: Danone committed 90% and Jamie Oliver Group committed 70%.

Costa, KFC and Chartwells started rolling out and evaluating their trials, and Deliveroo continued working on advertising trials and internal systems to identify healthier meals from partners.

We undertook a survey of 1,000 13-18 year olds which demonstrated quantitative evidence of the demand from young people for companies to do more on child health. We also launched an evaluation of Cohort 1 and started recruitment for a second Cohort to launch in 2024.

Sports Sponsorship - #PacketIn

We revisited our #PacketIn campaign targeting KP Snacks sponsorship of The Hundred. We tested new content on TikTok with GenZ influencers to see if we could grow our youth audience on different social media platforms. We received a response to our letter to the ECB but again they did not agree to review the sponsorship deal.

We have launched a Sports Sponsorship Pledge which we are asking football clubs and sports teams to sign.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2023

Achievements and performance (continued)

Corporate Accountability - #FuelUsDontFoolUs

We started work on a major new 3-year campaign to launch in 2024. The campaign will look at the 30 largest global food and drink companies operating in the UK across manufacturers, out of home and retailers. We will work with academic partners to understand the performance of these companies on the health of people and planet. We will examine exactly how much of the food these companies make and sell is healthy, how they use advertising and marketing, and how sustainable their food is.

3. Building A School Food Movement

School Food Champions

We completed delivery of cohorts 1 and 2 of School Food Champions working with **80 schools and 1,250 young people**. ImpactEd evaluated the programme and it showed evidence of positive impact on our priority areas for the programme:

1. **Positive changes to school food and culture:** 70% of pupils felt their social impact project had improved school food; 23% of teachers agreed that their schools put healthy food more of a priority than at the start of the programme;
2. **Increased student awareness of the food system and food inequality:**
3. **Increased student appetite for social action:** 70% of pupils planned to continue working on their social impact project and 94% would recommend the programme to a friend;
4. **Evidence that teachers value the programme:** over 95% of teachers would recommend the programme to other schools and enjoyed witnessing pupils step out of their comfort zones to drive positive change, while developing team work and interpersonal skills along the way.

Bite Back in Schools

We successfully secured new funding from #iWill Fund for cohorts 3 and 4 for a revised model Bite Back in Schools. It builds on School Food Champions to train more young people at the beginning through school assemblies and in-lesson content, before young people self-select for SFC. This means we reach more young people: we trained 12,500 young people through assemblies and 5 sessions which were integrated into lessons and curriculum time in the Autumn term. This builds wider support for changes to the school food environment and should ensure larger uptake for the School Food Champions club. 10 Youth Board members were trained to deliver the assemblies across 63 schools which have had excellent feedback from the schools and young people involved.

Buckinghamshire School Food Partnership

With funding from the Rothschild Foundation, we launched **a new whole-school pilot across 10 schools in Buckinghamshire**. Coordinated by Insignis Academy Trust and Bite Back, each school has appointed a School Food Leader who is supported to review their school food quality and culture and set a whole school strategy for improvement. They run Bite Back in Schools and can then draw down from a menu of support from partners including Chefs in Schools, School Food Matters, Jamie Oliver Group and Food Teachers Centre.

4. Shifting The Public Narrative

Brand & Narrative

Responding to feedback from our Youth Board, we decided to refresh our brand and narrative to make it resonate with an older teen audience. We worked with Wolff Olins to refresh the Bite Back visual identity and narrative. We had very positive feedback from the Youth Board who worked on integrating the new narrative into their stories at the Residential. The new narrative also aligns more closely with Bite Back's new strategy as well. We developed a brand film with Animade and held a launch event at Jamie Oliver HQ for the young people and stakeholders.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2023

Achievements and performance (continued)

On 28th September we had our much-anticipated **Bite Back Fuel Us Don't Fool Us relaunch event** revealing our new brand and updated narrative with an estimated 70 guests attending including civil servants, existing funders, sector peers, politicians, and high profile guests. Here we had our activists leading various moments of the event including an interview with our new Board Chair, Anne Longfield.

The brand film was seen 1m times.

Media

- Free School Meals
 - We undertook multiple media appearances with Channel 4, Radio 4, Mirror, and Observer as we handed over our petition to No.10 Downing Street;
 - Young campaigner Jacob was interviewed on BBC Radio London, responding the Mayor of London's decision to extend Free School Meals to all primary school students across the city; and
 - We facilitated an interview with the Chairman of Tesco who backed our calls for an extension to Free School Meals, with extensive coverage in BBC News, The Mirror (print and online), Yahoo and trade press. (Note: John Allan's engagement with the campaign came before any conduct allegations were made public.)
- Junk Food Marketing
 - Our CEO published an opinion piece on the leadership required from food businesses in The Grocer, on the back of attendance at their Gen-Z Conference;
 - We signed a joint letter in The Times challenging the launch of Nestle's new KitKat cereal, and making a case for stronger Government intervention in corporate policy;
 - Jayda, Alice and Dev recorded with BBC Radio 4's Food Programme for the annual book review which was broadcast in early December.

Digital

We launched a new digital platform in line with our new brand. It drove 44,000 page views in the first two months alone. It also incorporates a new digital learning environment for our programmes and new email functionality for supporters.

Young people participating in Bite Back in Schools have used the new platform to submit almost 200 images of food ads and stores in their local area, to be used as evidence of the broken food system. Our introductory emails received open rates between 35% - 46% suggesting very strong brand loyalty amongst our supporter base.

Digital engagements grew to 3.8m and we drove 50,000 digital campaign actions this year. We partnered with Albert Penn to create compelling new social media content using the new brand and narrative. Youth activist Alice challenged Wes Streeting at the Labour Party Conference — and the video has taken off, building more than 32,000 views on TikTok and making it our most successful piece of organic content on the platform.

Events

We have continued to provide unparalleled opportunities for our young people. We have focused on political events in particular building stronger relationships with the Labour Party. Below are some of the highlights:

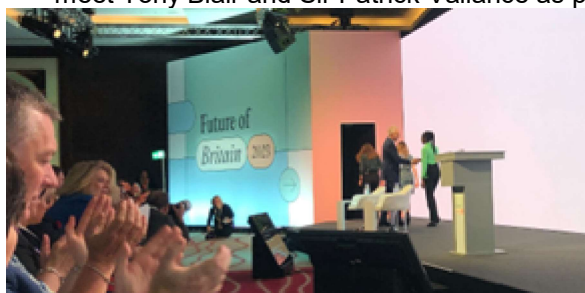
- **ASCL Conference (March)**: Yumna took to the stage of the largest school leader conference to
- **Bloomberg Healthy Cities Summit (March)**: Becky spoke to Mayors and public health teams from across the globe at the Partnership for Healthy Cities Plenary, hosted by Bloomberg Philanthropies, The Mayor of London, Vital Strategies and the World Health Organisation.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2023

Achievements and performance (continued)



- **Tony Blair Institute Future of Britain Conference (July):** Jayda spoke alongside other youth campaigners, Tony Blair and Jamie Oliver at the TBI Future of Britain Conference. Jayda had the chance to meet Tony Blair and Sir Patrick Vallance as part of the conference.



- Tasha spoke at the **Financial Times Weekend Festival (September)** as part of a panel of activists. Here they discussed 'How to spend it wisely — The trillion dollar question: can disruptive new models of philanthropy change the world?'

5. Building A Youth Movement

Youth Board

We changed our Youth Board structure moving from Regional Youth Boards to a National Youth Board based on feedback from Regional Youth Board members who wanted to work on national campaigns. Young people now choose their campaign priorities and work more collaboratively on campaigns whilst still continuing local initiatives where they have interest and a policy opportunity. It has increased retention, engagement and had very positive feedback from young people.

We have 71 actively engaged young activists including 47 under 18s and 24 over 18s. We introduced new schedules for sessions, personal development plans and new workshops to develop their skills. While the number actively engaged has fallen slightly from 87 at the start of the year, the sense of community amongst the young people is at an all time high and it has enabled us to deepen the development of a growing number of young people who are well equipped to speak on behalf of Bite Back. This is something we want to continue to focus on in the new year.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2023

Achievements and performance (continued)



We held our annual 4-day residential at Margam Country Park in Port Talbot where we introduced the new brand and narrative, and the young people identified their campaign priorities for the forthcoming year. They spent time connecting as a cohort doing outdoor activities and practising their storytelling, creativity and creating content.

We also started an external evaluation of our Youth Board model led by the University of Southampton. This will identify what makes the model effective and identify the impact it has had on the young people participating.

Community Food Champions

We concluded delivery of our Community Food Champions programme. 14 Community Food Champions groups submitted final presentations, reports and videos to evidence their social action campaign journeys.

We have received our phase two evaluation report from programme partners UK Youth. Highlights of findings included:

- The programme was successful in reaching a diverse cohort of young people. The ethnicity breakdown highlights that the programme reached above national averages of people from racialised communities (~19%, ONS, 2021).
- There was strong performance across all indicators associated with youth development. On average, 68% of participants either agreed (45%) or strongly agreed (23%) with the statements presented to them in the survey.
- There was most agreement around working well in a team (80%), enjoying learning new things (80%), working with people who are different from themselves (73%), and being motivated to make a difference in their community (75%).
- There was a similarly overall positive performance on indicators associated with community impact. On average 66% either agreed (40%) or strongly agreed (26%) with the statements.
- There was most agreement on knowing what foods are healthy (84%), that all young people have the right to be healthy no matter where they live (83%), and that participants were able to present their ideas to a decision maker (73%).

Two groups are continuing their campaigns after the end of the programme:

- **Peterborough Youth Council** - are campaigning to end junk food marketing. They successfully created an online petition, and a video response reply from the Leader of the Council, they presented at the Health Scrutiny Committee who unanimously voted to support the Youth Council's petition and recommended that

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2023

Achievements and performance (continued)

cabinet enact a policy to restrict the advertisement of such products on council-owned land and spaces, to include roundabout sponsorships, lamppost banners and third-party managed digital boards. We will continue to work with the group over the coming months with the hope that the policy will be enforced by the cabinet.

- **Sheffield Wednesday FC Community Programme** are campaigning to improve the healthy food options available on match days at Sheffield Wednesday FC, and remove billboard ads for junk food at the stadium. They held a matchday takeover in late September which was attended by Olivia Blake MP. Whilst at the takeover, MP Olivia Blake listened to the lived experiences of the young people, and realised that more needs to be done. She has since organised a Labour roundtable focused on junk food marketing. It was held at Westminster on 13th December and led by the young people from the CFC group. We worked with Olivia Blake's team and supported the young people in the lead up to this roundtable. The group have also been shortlisted for a Sheffield Youth Voice award in recognition of their campaign.

New Programmes - National Citizen Service and UNICEF

We won contracts to roll out two new programmes in 2024. We won a tender with **National Citizen Service** to develop a Digital Champions programme as part of the NCS Digital Experiences. We will release this programme on our new digital platform in the middle of next year, aiming to reach 10,000 young people.

We also won a competitive tender with **UNICEF** to support the capacity building of 200 youth advocates for healthier food environments across 5 countries (South Africa, Jamaica, Vietnam, Mongolia and Pacific Islands) in a 2-year project from January 2024. UNICEF have been really impressed with the Bite Back model and countries are keen to learn and develop their own youth advocates leveraging our experience and support.

6. Build a world-class organisation

After significant funding and team growth in 2022, we consolidated our activity and expenditure at the same level in 2023. Due to challenging external political environment we focused on developing our internal capabilities this year: we developed a new strategy, new brand and narrative, as well as launching a new website. These will all support our ambitions to scale impact in 2024 as we approach a General Election.

We also restructured our team focusing on the core capabilities we need to execute the strategy. This restructure is now complete and we also worked with Spring Impact to review our organisational capabilities which has produced a roadmap to support growth in the future.

We have always had a commitment to bring in our Youth Board expertise where possible in delivery of the mission. We ran our successful internship programme again this year in which 4 young people participated. We also trained 10 of our Youth Board as facilitators for this year's Bite Back in Schools programme and they delivered 63 assemblies in the autumn term.

We have strengthened our financial, HR, operational and technology systems as we plan to reduce our reliance on Jamie Oliver Group's in-kind support. This process should be complete early in 2024.

We introduced new training and processes around safeguarding this year including revised risk assessment forms for trips and growing the number of DSLs trained within Bite Back, ensuring our young people's safety is our top priority.

We also joined the Transformational Leadership Programme, a new initiative to review our current performance and culture on DEI including representation, governance, systems and processes. We undertook a DEI review and formed a DEI working group, implementing two key recommendations: we introduced new DEI training and also welcomed Khadija Owusu to attend meetings as a Board placement as part of the programme. Sadly, the programme ended unexpectedly so we will review the strategy again as a focus in 2024.

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2023

Financial review

a. Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies.

b. Reserves policy

Total income during the year was £2,450,569 (2022: £2,583,136). This includes: donations received during the year of £762,500 (2022: £1,083,022); grants received of £15,000 (2022: £449,906); income from charitable activities of £1,538,488 (2022: £692,781); other income of £20,769 (2022: £35,430); bank interest of £3,812 (2022: £387); and £110,000 (2022: £321,610) for donated goods and services.

Encompassed within the income during the year are restricted funds of £361,000 (2022: £574,906); £145,000 in respect of Bite Back in Schools and £216,500 for our work with corporates.

The total expenditure incurred was £2,397,092 (2022: £2,534,882).

At the balance sheet date, the net reserves held by the company were £953,153 (2022: £899,676), which includes £217,416 (2022: £368,548) of restricted funds and £222,500 (2022: £100,000) of designated funds, leaving £513,237 (2022: £431,128) available for unrestricted usage.

c. Financial summary

Bite Back's policy is to aim to hold reserves at a level equal to four months' expenditure. This policy was met during the year.

d. Principal risks and uncertainties

Bite Back 2030's management and Trustees have developed a formal risk management register and have processes to regularly identify, review and manage the risks to the charity, Bite Back 2030 monitors its internal and external risk environment on an on-going basis and ensures clear ownership is in place alongside mitigations where appropriate. The Board monitors internal financial controls, procedures and risk management.

e. Fundraising

Bite Back is registered with the Fundraising Regulator. Fundraising is through applications to grants, trusts, corporates and other organisations; no professional fundraisers are used and no complaints have been received with respect to its fundraising practices. Bite Back makes use of its existing safeguarding policies and practices when carrying out fundraising.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2023

Structure, governance and management

a. Constitution

The charity was incorporated under the name 2030 Youth Obesity Alliance on 11th June 2018. The charity formally changed its name to Bite Back 2030 Ltd on 30th May 2019.

The charitable company is a company limited by guarantee and does not have any share capital. It is governed by its Memorandum and Articles of Association.

b. Methods of appointment or election of Trustees

The management of the Charity is the responsibility of the Trustees who are elected and co-opted under the terms of the Memorandum of Association. Trustees are appointed through an open recruitment process. Any person who is willing to act as a Trustee may be appointed to be a trustee by a decision of the trustees. Every year, one third of the trustees, being those who have been longest in office since their last appointment or reappointment, must retire from office although trustees may be reappointed for a further term.

c. Organisational structure and decision-making policies

The Board of Trustees administers the charity. The Board meets at least four times a year to review and monitor activities and performance. A Chief Executive, James Toop, has been appointed by the Trustees to manage the day-to-day operations of the charity. To facilitate effective operations, authority for certain operational matters has been delegated to the Chief Executive.

The systems of internal controls put in place have been designed to provide reasonable, but not absolute, assurance against material misstatement or loss. These include:

- A business plan and an annual budget approved by the Board of Trustees.
- Delegation of authority and segregation of duties.
- Regular monitoring of the financial results, variances from budgets, and performance Indicators by the Board of Trustees.
-

d. Policies adopted for the induction and training of Trustees

Trustees have access to training courses provided by NCVO and other organisations to keep them up to date with their legal responsibilities. To ensure that they are kept up to date with the organisation, the CEO provides a formal report at each Board meeting; in addition, the Trustees are invited to the residential with the Youth Board and to other events managed by Bite Back or where representatives of the Youth Board are speaking.

e. Pay policy for key management personnel

The pay of the charity's key personnel is set by the Board and reviewed annually, The Board has generated benchmarks through comparisons with other charities in the sector. Pay and remuneration is reviewed annually through a performance management appraisal process conducted by the Board.

BITE BACK 2030 LIMITED
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TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2023

Structure, governance and management (continued)

f. Related party relationships

Peter Freedman, alongside his role as trustee and previous Chairman of Bite Back 2030 Limited, is Chair of Spring Impact, one of Bite Back 2030 Limited's key suppliers. During the year Spring Impact provided codification work totaling £82,500.

Louise Holland, alongside her role as a trustee of Bite Back 2030 Limited, is part of the key management personnel within the Jamie Oliver Group, who provide donated services to the charitable company as disclosed within the financial review above.

Gorm Thomassen, is CIO of AKO Capital LLP alongside his role as a trustee of Bite Back 2030 Limited. During the year AKO Capital LLP donated £500,000 to Bite Back 2030 Limited.

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2023

What's Next: Scaling Impact in 2024

1. Government

In March 2024, we held our first Parliamentary Reception to mark Bite Back's 5th Birthday where we launched our Youth Manifesto. We will be sharing the Youth Manifesto with MPs, Peers and policy makers ahead of the General Election and engaging with the House of Lords Food, Diet and Obesity Committee.

We will continue to roll out our Local Authority engagement writing a new strategy to work with more Local Authorities on healthier advertising policies. This includes finishing our project with the Greater Manchester Combined Authority.

2. Corporates

We will launch our biggest campaign yet, Fuel Us Don't Fool Us, which will look at the 30 largest global food and drink companies operating in the UK starting with manufacturers. We will examine how much of the food these companies make and sell is healthy, how they use advertising and marketing, and how sustainable their food is.

Building on our Accelerator programme, we will convene a wider group of businesses to develop a shared position on regulation. By bringing together NGOs with food companies we believe a shared position will be more compelling to an incoming Government.

3. Schools

We will continue to grow our new Bite Back in Schools model, recruiting a new group of 80 schools and reaching 15,000 new students. We will support our existing group of School Food Champions to deliver improvements to their school food.

We will conclude our whole school food leadership pilot in Buckinghamshire and use this to develop a new strategy to scale our impact in schools, growing a movement of school leaders and Bite Back Schools committed to providing great quality school food.

4. Public

In the summer we will launch a public communications campaign pilot aimed at shifting public opinion and culture around food. This will include a billboard, radio and outdoor campaign in key locations over the summer holiday.

We will continue to speak at major events such as the Consumer Goods Forum Global Summit in Chicago, Future Food Movement Business Leaders Dinner, and Global Forum for Food & Agriculture.

5. Youth

We will recruit a new cohort of Youth Board members as a number of our current group graduate to become alumni. We will also pilot a new Digital Activist programme recruiting new youth leaders who will support our Youth Board campaigns at a local level.

We aim to significantly grow our reach by launching our NCS Digital Experience in April aiming to reach a wider audience of 16-17 year olds through National Citizen Service. And we will deliver our first 5 capacity building workshops in 5 countries with UNICEF.

Energy and carbon report

As the charitable company has not consumed more than 40,000 kWh of energy In this reporting period, it qualifies as a low energy user under these regulations and is not required to report on its emissions, energy consumption or energy efficiency activities.

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

TRUSTEES' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2023

Statement of Trustees' responsibilities

The Trustees (who are also the directors of the Charity for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Charity and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of information to auditors

Each of the persons who are Trustees at the time when this Trustees' Report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charity's auditors are unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Auditors

The auditors, Goodman Jones LLP, were appointed in the period and have indicated their willingness to continue in office. The designated Trustees will propose a motion reappointing the auditors at a meeting of the Trustees.

Approved by order of the members of the board of Trustees and signed on their behalf by:


.....
Anne Longfield
Chair

Date: 09-05-24

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF BITE BACK 2030 LIMITED

Opinion

We have audited the financial statements of Bite Back 2030 Limited (the 'charitable company') for the year ended 31 December 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2023 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF BITE BACK 2030 LIMITED (CONTINUED)

Other information

The other information comprises the information included in the Annual Report other than the financial statements and our Auditors' Report thereon. The Trustees are responsible for the other information contained within the Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the Trustees' Report is inconsistent in any material respect with the financial statements; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Trustees' Responsibilities Statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF BITE BACK 2030 LIMITED (CONTINUED)

Auditors' responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the company and industry, we identified that the principal risks of non-compliance with laws and regulations related to industry sector regulations and unethical and prohibited business practices, and we considered the extent to which noncompliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006, Charities Act 2011, Charity Commission and sector regulations, and UK Tax Legislation. We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls). Appropriate audit procedures in response to these risks were carried. These procedures included:

- Discussions with management, including consideration of known or suspected instances of non-compliance with laws and regulation and fraud;
- Reading minutes of meetings of those charged with governance;
- Obtaining and reading correspondence from legal and regulatory bodies including HMRC;
- Identifying and testing journal entries;
- Challenging assumptions and judgements made by management in their significant accounting estimates.

We also communicated relevant identified laws and regulations and potential fraud risks to all engagement team members; and remained alert to any indications of fraud or non-compliance with laws and regulations throughout the audit.

There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditors' Report.

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF BITE BACK 2030 LIMITED (CONTINUED)

Use of our report

This report is made solely to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's trustees those matters we are required to state to them in an Auditors' Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.

Goodman Jones LLP

Goodman Jones LLP
Chartered Accountants
Statutory Auditor
29/30 Fitzroy Square
London
W1T 6LQ

Date: 09-05-24

Goodman Jones LLP are eligible to act as auditors in terms of section 1212 of the Companies Act 2006.

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 DECEMBER 2023

	Note	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Income from:					
Donations and legacies	4	887,500	-	887,500	1,854,538
Charitable activities	5	1,177,488	361,000	1,538,488	692,781
Investments	6	3,812	-	3,812	387
Other income	7	20,769	-	20,769	35,430
Total income		2,089,569	361,000	2,450,569	2,583,136
Expenditure on:					
Raising funds	8	86,263	-	86,263	46,985
Charitable activities	10	1,830,061	480,768	2,310,829	2,487,897
Total expenditure		1,916,324	480,768	2,397,092	2,534,882
Net income/(expenditure)		173,245	(119,768)	53,477	48,254
Transfers between funds	18	31,364	(31,364)	-	-
Net movement in funds		204,609	(151,132)	53,477	48,254
Reconciliation of funds:					
Total funds brought forward		531,128	368,548	899,676	851,422
Net movement in funds		204,609	(151,132)	53,477	48,254
Total funds carried forward		735,737	217,416	953,153	899,676

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 27 to 41 form part of these financial statements.

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)
REGISTERED NUMBER: 11408816

BALANCE SHEET
AS AT 31 DECEMBER 2023

	Note	2023 £	2022 £
Current assets			
Debtors	15	33,732	42,784
Cash at bank and in hand		1,140,580	998,818
		<u>1,174,312</u>	<u>1,041,602</u>
Creditors: amounts falling due within one year	16	(221,159)	(141,926)
Net current assets		<u>953,153</u>	<u>899,676</u>
Total assets less current liabilities		<u>953,153</u>	<u>899,676</u>
Net assets excluding pension asset		<u>953,153</u>	<u>899,676</u>
Total net assets		<u>953,153</u>	<u>899,676</u>
Charity funds			
Restricted funds	18	217,416	368,548
Unrestricted funds	18	735,737	531,128
Total funds		<u>953,153</u>	<u>899,676</u>

The entity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the entity to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

However, an audit is required in accordance with section 144 of the Charities Act 2011.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2023

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

Anne Longfield

.....
Anne Longfield
Chair

Date: 09-05-24

The notes on pages 27 to 41 form part of these financial statements.

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2023

	2023	2022
	£	£
Cash flows from operating activities		
Net cash used in operating activities	137,950	95,307
	<hr/>	<hr/>
Cash flows from investing activities		
Dividends, interests and rents from investments	3,812	387
	<hr/>	<hr/>
Net cash provided by investing activities	3,812	387
	<hr/>	<hr/>
Cash flows from financing activities		
	<hr/>	<hr/>
Net cash provided by financing activities	-	-
	<hr/>	<hr/>
Change in cash and cash equivalents in the year	141,762	95,694
Cash and cash equivalents at the beginning of the year	998,818	903,124
	<hr/>	<hr/>
Cash and cash equivalents at the end of the year	1,140,580	998,818
	<hr/> <hr/>	<hr/> <hr/>

The notes on pages 27 to 41 form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

1. General information

Bite Back 2030 Limited is a charitable company limited by guarantee in England and Wales under company number 11408816. It is registered with the Charity Commission under charity number 1180969. The registered office address of the Charity is Benwell House, 15-21 Benwell Road, London, N7 7BL. The objects of the Charity are set out in the Trustees' Report from page 2.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Bite Back 2030 Limited meets the definition of a public benefit entity under FRS 102.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The financial statements are prepared in Sterling, the functional currency of the Charity. Monetary amounts in these financial statements are round to the nearest £.

2.2 Going concern

At the time of approving these financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue to operate for the foreseeable future. The Trustees consider that there is no material uncertainty about the Charity's ability to continue as a going concern after considering budgets, forecasts, cashflow forecasts, reserves, cash balances, and the future plans of the Charity. As a result, the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

2.3 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

2. Accounting policies (continued)

2.4 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably.

Grant and contract income is included in the Statement of Financial Activities on a receivable basis, subject to any attached performance or time conditions being met. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

Other income is recognised in the period in which it is receivable and to the extent the goods have been provided or on completion of the service.

2.5 Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

2.6 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

All expenditure is inclusive of irrecoverable VAT.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

2. Accounting policies (continued)

2.7 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.8 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2.9 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of Financial Activities as a finance cost.

2.10 Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.11 Pensions

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

3. Critical accounting estimates and areas of judgement

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Critical accounting estimates and assumptions:

The Charity makes estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below.

Critical areas of judgement:

Income Recognition - the Charity receives income from contracts and performance grants. These agreements may include various qualitative and quantitative milestones and performance conditions, and time conditions, to be met in order for the Charity to have entitlement to the funds. The Charity makes various assumptions in determining the stage of completion of these contracts and performance grants.

4. Income from donations and legacies

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	<i>Total funds 2022 £</i>
Donations	762,500	-	762,500	1,083,022
Grants	15,000	-	15,000	449,906
Donated services	110,000	-	110,000	321,610
	<hr/>	<hr/>	<hr/>	<hr/>
	887,500	-	887,500	1,854,538
	<hr/>	<hr/>	<hr/>	<hr/>
<i>Total 2022</i>	<hr/> 1,279,632 <hr/>	<hr/> 574,906 <hr/>	<hr/> 1,854,538 <hr/>	

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

5. Income from charitable activities

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	<i>Total funds 2022 £</i>
Schools	4,500	220,000	224,500	-
Comms	7,801	-	7,801	48,910
Food Systems Accelerator	62,500	141,000	203,500	643,871
General charitable activities	1,050,437	-	1,050,437	-
Website	52,250	-	52,250	-
	<u>1,177,488</u>	<u>361,000</u>	<u>1,538,488</u>	<u>692,781</u>
<i>Total 2022</i>	<u>692,781</u>	<u>-</u>	<u>692,781</u>	

6. Investment income

	Unrestricted funds 2023 £	Total funds 2023 £	<i>Total funds 2022 £</i>
Investment income - local cash	3,812	3,812	387
	<u>3,812</u>	<u>3,812</u>	<u>387</u>

7. Other incoming resources

	Unrestricted funds 2023 £	Total funds 2023 £	<i>Total funds 2022 £</i>
Other income	20,769	20,769	35,430
	<u>20,769</u>	<u>20,769</u>	<u>35,430</u>

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

8. Expenditure on raising funds

Fundraising trading expenses

	Unrestricted funds 2023 £	Total funds 2023 £	<i>Total funds 2022 £</i>
Allocated centrally incurred fundraising and governance costs	86,263	86,263	46,985

9. Analysis of grants

	Grants to Institutions 2023 £	Total funds 2023 £	<i>Total funds 2022 £</i>
Grants, Schools and Community	40,000	40,000	24,000
<i>Total 2022</i>	<i>24,000</i>	<i>24,000</i>	

Grants to schools represents payments made to in respect of the School Food Champions and #iWill Bite Back in Schools programmes, more information on which can be fund in the Trustees' Report.

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

10. Analysis of expenditure on charitable activities

Summary by fund type

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	<i>Total 2022 £</i>
Schools and Community	162	412,467	412,629	267,960
Public Awareness	62,679	-	62,679	-
Campaigns	379,120	-	379,120	25,000
Comms and Social Media	263,472	-	263,472	-
Corporate Irresponsibility	4,700	-	4,700	-
Food Systems Accelerator	78,373	68,301	146,674	1,093,103
General charitable activities	353,879	-	353,879	420,486
Lab 2030	31,504	-	31,504	491,615
Policy and Engagement	21,343	-	21,343	-
Digital Infrastructure	324,458	-	324,458	110,659
Youth	310,371	-	310,371	79,074
	<u>1,830,061</u>	<u>480,768</u>	<u>2,310,829</u>	<u>2,487,897</u>
<i>Total 2022</i>	<u><u>1,868,486</u></u>	<u><u>619,411</u></u>	<u><u>2,487,897</u></u>	

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

11. Analysis of expenditure by activities

	Activities undertaken directly 2023 £	Grant funding of activities 2023 £	Support costs 2023 £	Total funds 2023 £	<i>Total funds 2022 £</i>
Schools and Community	372,569	40,000	60	412,629	267,960
Public Awareness	62,679	-	-	62,679	-
Campaigns	379,120	-	-	379,120	25,000
Comms and Social Media	263,472	-	-	263,472	-
Corporate Irresponsibility	4,700	-	-	4,700	-
Food Systems Accelerator	146,674	-	-	146,674	1,093,103
General charitable activities	-	-	353,879	353,879	420,486
Lab 2030	31,504	-	-	31,504	491,615
Policy and Engagement	21,343	-	-	21,343	-
Digital Infrastructure	324,458	-	-	324,458	110,659
Youth	310,371	-	-	310,371	79,074
	<u>1,916,890</u>	<u>40,000</u>	<u>353,939</u>	<u>2,310,829</u>	<u>2,487,897</u>
<i>Total 2022</i>	<u><u>2,043,411</u></u>	<u><u>24,000</u></u>	<u><u>420,486</u></u>	<u><u>2,487,897</u></u>	

12. Auditors' remuneration

	2023 £	<i>2022 £</i>
Fees payable to the Charity's auditor for the audit of the Charity's annual accounts	15,000	15,000
Fees payable to the Charity's auditor in respect of: All assurance services not included above	1,200	-
	<u><u>1,200</u></u>	<u><u>-</u></u>

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

13. Staff costs

	2023	<i>2022</i>
	£	£
Wages and salaries	1,197,170	<i>887,717</i>
Social security costs	133,465	<i>99,135</i>
Contribution to defined contribution pension schemes	55,769	<i>38,055</i>
	<u>1,386,404</u>	<i><u>1,024,907</u></i>

The average number of persons employed by the Charity during the year was as follows:

	2023	<i>2022</i>
	No.	<i>No.</i>
Charitable activities	<u>26</u>	<i><u>20</u></i>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2023	<i>2022</i>
	No.	<i>No.</i>
In the band £70,001 - £80,000	2	<i>-</i>
In the band £100,001 - £110,000	-	<i>1</i>
In the band £130,001 - £140,000	1	<i>-</i>

During the year, the Charity incurred total remuneration, including employer's National insurance and pension contributions, of £504,803 (2022: £336,122) in respect of its key management personnel.

14. Trustees' remuneration and expenses

During the current and prior year, no Trustees received any remuneration or other benefits (2022 - £NIL).

During the year ended 31 December 2023, expenses totalling £828 were reimbursed or paid directly to 3 Trustees (2022 - .

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

15. Debtors

	2023 £	2022 £
Due after more than one year		
Prepayments and accrued income	2,500	3,024
	<u>2,500</u>	<u>3,024</u>
Due within one year		
Trade debtors	22,894	30,000
Prepayments and accrued income	8,338	9,760
	<u>33,732</u>	<u>42,784</u>

16. Creditors: Amounts falling due within one year

	2023 £	2022 £
Trade creditors	157,304	80,057
Corporation tax	-	6,150
Other taxation and social security	-	31,582
Other creditors	6,654	-
Accruals and deferred income	57,201	24,137
	<u>221,159</u>	<u>141,926</u>

17. Financial instruments

	2023 £	2022 £
Financial assets		
Financial assets measured at fair value through income and expenditure	1,140,580	998,818

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

18. Statement of funds

Statement of funds - current year

	Balance at 1 January 2023 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 December 2023 £
Unrestricted funds					
Designated funds					
School Food Champions Programme 2023	100,000	-	-	(100,000)	-
School Food Champions Programme 2024	-	-	-	100,000	100,000
iWill Match Funding	-	-	-	45,000	45,000
FSA Corporates	-	-	-	27,500	27,500
Billboard	-	-	-	50,000	50,000
	<u>100,000</u>	<u>-</u>	<u>-</u>	<u>122,500</u>	<u>222,500</u>
General funds					
General Funds - all funds	431,128	2,089,569	(1,916,324)	(91,136)	513,237
	<u>431,128</u>	<u>2,089,569</u>	<u>(1,916,324)</u>	<u>(91,136)</u>	<u>513,237</u>
Total Unrestricted funds	531,128	2,089,569	(1,916,324)	31,364	735,737
	<u>531,128</u>	<u>2,089,569</u>	<u>(1,916,324)</u>	<u>31,364</u>	<u>735,737</u>
Restricted funds					
Funds in escrow	27,000	-	-	(27,000)	-
School Food Champions Scheme	182,437	-	(202,519)	20,082	-
Community Food Champions Scheme	159,111	-	(134,665)	(24,446)	-
#iWill Bite Back in Schools	-	145,000	(47,417)	-	97,583
Rothschild School Leadership	-	75,000	(27,866)	-	47,134
Rothschild Food Systems Accelerator	-	141,000	(68,301)	-	72,699
	<u>368,548</u>	<u>361,000</u>	<u>(480,768)</u>	<u>(31,364)</u>	<u>217,416</u>
	<u>368,548</u>	<u>361,000</u>	<u>(480,768)</u>	<u>(31,364)</u>	<u>217,416</u>
Total funds	899,676	2,450,569	(2,397,092)	-	953,153
	<u>899,676</u>	<u>2,450,569</u>	<u>(2,397,092)</u>	<u>-</u>	<u>953,153</u>

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

18. Statement of funds (continued)

Statement of funds - prior year

	<i>Balance at 1 January 2022 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Transfers in/out £</i>	<i>Balance at 31 December 2022 £</i>
Unrestricted funds					
Designated funds					
School Food Champions Programme 2023	100,000	-	-	-	100,000
General funds					
General Funds - all funds	513,275	2,008,230	(1,915,471)	(174,906)	431,128
Total Unrestricted funds	613,275	2,008,230	(1,915,471)	(174,906)	531,128
Restricted funds					
Funds in escrow	27,000	-	-	-	27,000
School Food Champions Scheme	211,147	150,000	(178,710)	-	182,437
Community Food Champions Scheme	-	424,906	(440,701)	174,906	159,111
	238,147	574,906	(619,411)	174,906	368,548
Total funds	851,422	2,583,136	(2,534,882)	-	899,676

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

18. Statement of funds (continued)

Designated funds represent funds allocated by the Trustees for the following purposes:

- **School Food Champions** - match funding for our work in schools
- **iWill Match Funding** - match funding for our work in schools
- **FSA Corporates** - for running workshops with corporates
- **Billboards** - for a public awareness campaign

Restricted funds are held for the following purposes:

- **#iWill Bite Back In Schools** - match funding to support our work with schools and youth groups
- **Rothschild School Leadership** - to support our work with schools in Buckinghamshire
- **Rothschild Food Systems Accelerator** - to support our work running workshops with corporates

19. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Debtors due after more than one year	2,500	-	2,500
Current assets	916,375	255,437	1,171,812
Creditors due within one year	(221,159)	-	(221,159)
Difference	38,021	(38,021)	-
Total	735,737	217,416	953,153

Analysis of net assets between funds - prior year

	<i>Unrestricted funds 2022 £</i>	<i>Restricted funds 2022 £</i>	<i>Total funds 2022 £</i>
Debtors due after more than one year	3,024	-	3,024
Current assets	670,030	368,548	1,038,578
Creditors due within one year	(141,926)	-	(141,926)
Total	531,128	368,548	899,676

BITE BACK 2030 LIMITED
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

20. Reconciliation of net movement in funds to net cash flow from operating activities

	2023 £	2022 £
Net income for the year (as per Statement of Financial Activities)	53,477	48,254
Adjustments for:		
Dividends, interests and rents from investments	(3,812)	(387)
Decrease/(increase) in debtors	9,052	(35,999)
Increase in creditors	79,233	83,439
Net cash provided by operating activities	137,950	95,307

21. Analysis of cash and cash equivalents

	2023 £	2022 £
Cash in hand	1,140,580	998,818
Total cash and cash equivalents	1,140,580	998,818

22. Analysis of changes in net debt

	At 1 January 2023 £	Cash flows £	At 31 December 2023 £
Cash at bank and in hand	998,818	141,762	1,140,580
	998,818	141,762	1,140,580

23. Pension commitments

The Charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the Charity in an independently administered fund. The pension cost charge represents contributions payable by the Charity to the fund for the year and amounted to £55,769 (2022: £38,055). Contributions of £nil (2022: £6,150) were payable to the fund at the balance sheet date.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

24. Related party transactions

Other than disclosed here or elsewhere in these financial statements, there were no related party transactions or balances requiring disclosure for either the current or prior years.

25. Controlling party

The Charity is controlled by its Board of Trustees as a whole, and no individual has overall control.

The Charity is a company limited by guarantee. In the event of a winding up, the liability in respect of the members is limited to £1 per member.

Bite Back 2030

England & Wales - Charity number 1180969

Accounts

Charity registration number 1180969

Company registration number 11408816 (England and Wales)

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Brett Harris Wigdortz OBE Peter Freedman Louise Holland David Jackson Tasha Mhakayakona Gorm Thomassen Freya Watson Rima Amin
Secretary	Jennifer Milward
Charity number	1180969
Company number	11408816
Registered office	Benwell House 15-21 Benwell Road London United Kingdom N7 7BL
Auditor	Prager Metis LLP 5a Bear Lane Southwark London United Kingdom SE1 0UH
Bankers	Barclays Bank UK PLC 1 Churchill Place London E14 5HP
Solicitors	Bates Wells 10 Queens Street Place London United Kingdom EC4R 1BE

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
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BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
CHAIRMAN'S STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2022

Despite a year of political and economic turmoil, it has been a very successful year for Bite Back 2030, with huge energy and momentum powering the work of our fantastic youth movement.

At the heart of all our work have been our remarkable young campaigners. It has been incredibly rewarding to see growing recognition of our youth leadership model, across the political, media and corporate worlds. Three years since our inception in 2019, our youth leadership approach is stronger than ever and is getting noticed!

We've grown our Youth Boards to cover six cities across the country, alongside a National Youth Board, taking the total number of young campaigners to nearly 90. On top of that, 1,300 young people in schools and 550 in community groups have taken part in our programmes, all exploring how changes to the food system in their settings can have a huge impact on child health.

This year we also took a big step forward in the way we engage with major food businesses, fuelled by our core belief that whilst food and drink companies are a big part of the problem, that makes them a big part of the solution too. We were proud to launch the inaugural Food Systems Accelerator in May, bringing together eight UK businesses with young leaders - each company committing to a meaningful change goal that will benefit child health by the end of the programme in November. And young campaigners Christina, Jacob and Luke delivered powerful messages at the globally-important Consumer Goods Forum in June and October, building relationships with businesses who are looking to prioritise child health.

The Government context this year has been incredibly challenging, due to continued political turmoil and shifting priorities from three different Prime Ministers. We are pleased that our campaign to enforce the School Food Standards led to new measures announced in the Levelling Up White paper in February 2022. However, we are deeply disappointed that the junk food marketing legislation our young people campaigned so effectively for has been delayed. Nevertheless, we can take encouragement from our efforts to make sure that this is not scrapped altogether - knowing it will come into force in 2025.

We said farewell to our Chair, Corinna Hawkes at the end of the year as she moved to a new role at the Food & Agriculture Organisation of the United Nations. Corinna did a wonderful job as Chair and we are all grateful for her support and dedication to the mission. I'm delighted to take on the role of Chair on an interim basis, as we work towards finding a permanent replacement in 2023.

I'm proud that we have continued to strengthen the organisation in order to accelerate progress against our mission. New staff members this year have brought important additional skills to support our youth-led movement. I am confident that the team's expertise, dedication and passion puts us in a strong position as we look ahead. Most importantly, we remain youth-led in all we do, with a fantastic mix of existing and brand new youth voices energising us throughout the year.

Our next challenge is how we take Bite Back 2030 to greater scale – delivering more radical and faster progress towards a healthier and fairer food system. We have big plans for our campaigns to create even more noise on the national stage, and for our message to reach a bigger, and emboldened, youth audience. As you will read in this report, we've taken a big step forward in 2022, and we are all excited to continue the ambitious Bite Back journey together.

.....
Peter Freedman
Chairman

Date:

BITE BACK 2030 LIMITED

(A COMPANY LIMITED BY GUARANTEE)

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 DECEMBER 2022

The trustees present their annual report and financial statements for the year ended 31 December 2022.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charitable company's Memorandum and Articles of Association, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019).

Objectives and activities

The charitable company's objects are:

- (1) to advance the education of the public and promote research, including the causes, prevention, management and treatment of childhood obesity and by publishing the useful results of such research; and
- (2) to promote health including without limitation the health of young people who suffer from obesity by:
 - (a) the provision of information, advice and support in relation to diet, nutrition, lifestyle, fitness and physical exercise; and
 - (b) encouraging ethical practice on the part of schools, businesses and other establishments in relation to the composition, processing, promotion and distribution of food and related practices.

Structure

The charity was incorporated under the name 2030 Youth Obesity Alliance on 11th June 2018. The charity formally changed its name to Bite Back 2030 Ltd on 30th May 2019. The charitable company is a company limited by guarantee and does not have any share capital. It is governed by its Memorandum and Articles of Association.

Our goal

We want to halve childhood obesity by 2030 and close the inequality gaps that exist in obesity rates between richer and poorer children.

Who are we?

It should be easy to eat healthily - it isn't. Bite Back 2030 is a youth-led movement working to change that by redesigning the system to put child health first. That means healthy schools, healthy streets and healthy screens - everywhere, because children living in the poorest areas are twice as likely to be affected than their wealthiest peers. Bite Back 2030 was co-founded by chef and campaigner Jamie Oliver and philanthropist Nicolai Tangen.

Jamie Oliver Group donates services to Bite Back 2030 including office space, assistance with content design and IT and HR support. A detail breakdown of the services provided by Jamie Oliver Limited is included within the charitable activities note accompanying this report.

What are we doing?

Bite Back 2030 believes the voice of young people is critical in this redesign. We find, recruit and train exceptional youth leaders, and support them to lead mission-aligned campaigns of national significance. We bring them together with the decision makers across government, the food industry and schools to find new solutions to this crisis. We work for change in three ways:

- **Creative, youth-led campaigns** to engage decision makers and drive change on key issues which matter to young people and drive improved food environments;
- **Youth insights and co-design** to better understand the issues faced by young people and develop new solutions with them that work;
- **Surprising, fresh content** to tell our story, engage new youth audiences in our work and start to shift public understanding about the need for change.

By 2030 we want to reach a tipping point that makes it easy to be healthy: this involves regulatory change and corporate commitments to change food environments; a shift in public attitudes and narrative; and a scaled-up youth movement that sees food as the next major issue affecting young people's health.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

Missions - the focus of our work

1. Healthy schools

Let's provide good food for all, and at every stage, so the health of children everywhere is strengthened by the food they eat.

We want UK school food to be world-class, and to see all children getting access to a quality, nutritious lunch through the holidays.

2. Healthy streets

Let's leverage the power of our communities and reach out to ensure no one is forgotten when it comes to food, no matter where they live. We want to make it easier to eat healthily with clearer labelling on food, making them honest about what's inside them.

Let's do this and make healthy food affordable, empowering people with quality options for what they can eat. Let's create alternative and healthier youth spaces, so young people have more opportunities to explore, run and play

3. Healthy screens

Let's abandon the culture of excess and champion pre-obesity crisis values i.e. home cooking, baking, food awareness, family mealtimes.

And let's put an end to the use of dishonest advertising and misleading product claims, by restricting foods high in fat, salt and sugar (HFSS) being marketed online.

Why we are working on this?

It should be easy for us to eat healthily - it isn't.

Young people should be able to live free from pressure from Big Food brands, but right now we are under a constant bombardment from advertising that is intended to give junk food a starring role in children's minds. Millions are being spent every year on making sure unhealthy foods are in the spotlight. There is no escaping its influence: it is front and centre at sporting events, on bus shelters, in magazines, on TV and on our social feeds.

The many and widespread marketing tactics used by big brands to promote unhealthy foods are making it harder than it should be to stay healthy. Most worryingly, many of these tactics are used to target children.

And whilst young people are surrounded by a food system which is rigged against their health, schools should be the one place where access to healthy, nutritious food is enjoyed by all - but they're not.

Too many school canteens are serving food that does not meet required standards and is not affordable to every child. School canteens replicate many of the issues seen in the food system, with many flooded with unhealthy options that are put front and centre for pupils. And the threshold for students to access Free School Meals is still incredibly low, meaning around 800,000 children in poverty are missing out all together.

Finally, children and families around the country have continued to feel the lingering, harsh impact of the Coronavirus pandemic, exacerbated by a cost of living crisis which has driven up energy costs, rent and food prices for families. These have highlighted the injustices in the food system, underpinning our activity throughout the year.

We can and must redesign the food system to protect the health and futures of millions of children.

Public Benefit Statement

As Bite Back 2030, our aim is to halve childhood obesity by 2030. Our charitable objects are to advance the issue of childhood obesity and promote public health. We empower the voices of young people, those with lived experience of the drivers of obesity, to call for change. We support them to deliver powerful, youth-led campaigns which drive change in the food environment, develop youth insights and co-design new solutions with young people, and create surprising, fresh content which reaches youth audiences with public health messages in an innovative way that connects. Our executive team and trustee board have had due regard for the Charity Commission's public benefit guidance when exercising our duties.

BITE BACK 2030 LIMITED

(A COMPANY LIMITED BY GUARANTEE)

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charitable company should undertake.

Achievements and performance

Building on our campaigns and projects in 2021, we had five strategic priorities to guide our work through 2022:

1. **Maintain momentum on impact:** we want to keep driving changes to make food environments healthier through Government policy and business commitments.
2. **Shift public understanding and grow our audience, reach and influence:** we want the public to see the issue as a systemic problem not individual responsibility.
3. **Deliver framed campaigns, content and insights which are co-designed and integrated:** we want to challenge with youth-led approaches that garner attention and are authentically youth-led.
4. **Grow and empower the youth movement:** we want to scale the number of young people we work with, support our campaigns and take action for change.
5. **Mature and strengthen the organisation:** we want to build a world-leading youth-led organisation that grows and matures as our movement does.

Following the approval by our Board of our movement building plan in 2021, we welcomed more young people than ever before, enabling them to become leaders in the fight to transform our food system. This included developing our existing National, London and Birmingham Youth Boards; the launch of new Regional Youth Boards in Liverpool, Manchester, Sheffield and Leeds; the first cohort of our School Food Champions completing the programme, with a second cohort recruited; and our new Community Food Champions reaching groups in cities across the country.

This all led to significant growth of income and team size, with new expertise putting us in a strong position for the next phase of growth and impact.

1. Growing and empowering our youth-led movement



This year has seen us make huge progress on the size and strength of our youth movement, from our remarkable Youth Board members to the young people engaged in our programmes in schools and community settings. In total, we worked with more than **1,900 young people in 2022**. They have driven our campaigns, powered our content and spoken powerfully at events right across the country, connecting the public at large with the fight for a better food system.

Growing our Youth Boards

Back in May 2021, our Trustees approved a growth plan which set out how Bite Back intended to build a sustainable youth leadership structure. Following the establishment of Youth Boards in London and Birmingham in 2021, we embarked on a major recruitment and expansion effort to enable young people to lead local and regional change in different parts of the country in Spring/Summer 2022.

In May, recruitment for new Youth Boards in **Liverpool, Manchester, Sheffield and Leeds** opened and we were blown away by the interest and talent of young people wanting to join Bite Back. Supported through the process by our Youth team, we welcomed 50 new young campaigners to our movement. We're proud that the cohort remains diverse, with members 65% female, 51% from Black, Asian and other minority ethnic backgrounds and 20% receiving Free School Meals (FSM).

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FOR THE YEAR ENDED 31 DECEMBER 2022



To kick off their engagement, we held a four-day Summer Residential at Queen Anne's School in Reading. 60 young people (from both our existing Bite Back members on our National, London and Birmingham Youth Boards and new) from across the country came together to learn more about the food system and develop their own campaigns, communications and creative skills. The residential was a great opportunity to strengthen our national movement, with lasting bonds made between young people from different parts of the country.

This year the staff Youth Team grew with the recruitment of a second Youth Facilitator (Rachel) and a Head of Youth (Korane). These appointments have strengthened our team, enabling us to explore how we strategically grow and scale our success. We will continue this work into 2023, with the creation of a youth development strategy. This will enable Bite Back to continue to empower and grow our young people as individuals whilst also developing them as part of our movement to drive the success of our campaigns and overarching mission.

Our Champions Programmes

1) School Food Champions

63 schools and **more than 500 young people** took part in our first cohort of School Food Champions (SFC) in 2022. 59% of these schools had higher than national average proportion of pupils receiving pupil premium and our baseline surveys showed that: 25% of participants were in receipt of Free School Meals (and another 21% weren't sure or preferred not to say, so this may be higher), 37% of participants were of ethnicities other than White British and 60% had not taken part in any other leadership or social action programmes before.

Following weekly sessions using resources designed by our team, young people designed social action projects to improve their school food environments, both in terms of the food on offer and the dining environment. Our SFC schools led changes including removing fizzy drinks from sale, increasing access to free drinking water, increasing the availability of healthy options and reducing queuing times. Our end of year evaluation showed that 100% of teachers and 94% of pupils would recommend SFC to others. 82% of our schools committed to changes which increased the flow of healthy options in their canteen or made changes to their School Food Policy, and we saw increases in the proportion of pupils who believe that their school puts healthy food in the spotlight and feel they have access to healthy and affordable food at school.

We launched recruitment for cohort two in March 2022 and received 170 applications. **140 schools** were invited to join the programme from September 2022, spread across **82 different local authorities**. Based on feedback from our first year, we undertook a full redesign of all session plans and resources, making them more pupil-facing and deepening knowledge on how to design successful social action campaigns. These new session plans sit in a brilliant redesigned TeacherHub website which offers a hugely improved user experience for the teachers delivering SFC.

Our Cohort two schools are mid way through their SFC year, and our team are visiting schools regularly to support teams and gather feedback. We have held several webinars for our teachers and a pupil webinar where our SFC participants heard directly from Youth Board member Chirstina Adane on her top tips for campaigning.

Insights and evidence from our SFC schools has been used in policy meetings with both local and national government, and representatives from the School Food team at the Department for Education have joined our SFC steering group to hear what pupils really want from their school canteens. We also linked up Youth Board members with our SFC schools through video messages and have representatives from the Youth Boards in our steering group to ensure the project is guided by young people themselves.

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FOR THE YEAR ENDED 31 DECEMBER 2022

2) Community Food Champions



In March 2022 we were awarded further funding from the # iWill Fund to expand our Community Food Champions (CFC) programme following our pilot in 2021. The new model has been designed and delivered in partnership with UK Youth who have extensive experience running youth programmes and have a significant network of youth organisations which we could leverage for recruitment.

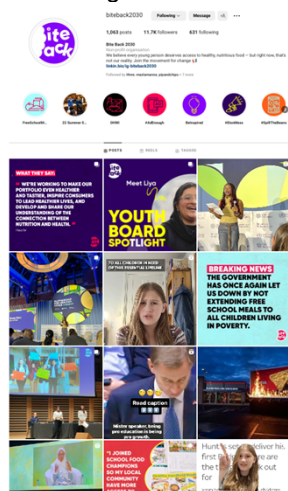
16 youth organisations were contracted to work with **50 groups of young people** to support them to change the food environment in their local community. To achieve this, following youth worker training and a series of regional kick-off events, youth workers delivered a series of 10 workshops to each group of young people, helping young people to understand the food system in general and in their locality. As a group, young people identified one main problem in their community and together they developed a social action campaign idea, which they pitched to the rest of their region at a series of six pitch events held around the country in November 2022. These pitch events were attended by local councillors, business owners and stakeholders which provided an opportunity for young people to share their findings with those in power who may be able to help make the needed changes in their local areas.



554 young people took part in the first phase of CFC, and the programme achieved its aims of working with young people from low income families and minority ethnic backgrounds, as well as young people who faced multiple barriers to participation: 52% came from a low income family, 35% were eligible for Free School Meals and 11% had special educational needs or a disability.

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After the pitch events, 22 groups were selected to receive further funding to develop their social action campaigns over a 6-9 month period in 2023. Successful campaign ideas included encouraging youth clubs across Peterborough to offer healthy and affordable snacks and drinks options, removing junk food adverts from billboards at Sheffield Wednesday FC's stadium and replacing the food options with healthier options, and petitioning councils to remove junk food adverts from bus stops outside schools in Newcastle. The Bite Back campaigns team are supporting all groups to achieve their campaign goals, offering guidance on campaign strategy and tactics as well as making connections with local decision makers and stakeholders.



Growing our digital movement

In 2022, we drove significant growth in our digital audience and supporters, exceeding our targets. We grew our **digital supporter list to a total of 59,000** - an online community committed to raising their voice for child health. To get to this level of engagement, we tested a variety of conversion methods, including paid social media, email blasts to the Change.org list, and creating a competition for Birmingham YB members to sign-up their friends.

In total, we achieved **6.9 million digital engagements** throughout the year through social media engagements, email opens, video views, website page views and engagement on Change.org. This engagement converted through into a total of **239,542 campaign actions**.

It's clear that mobilising our digital movement is resulting in real impact for our campaigns - which you can read about in more detail in section three.

2. Driving changes to food environments

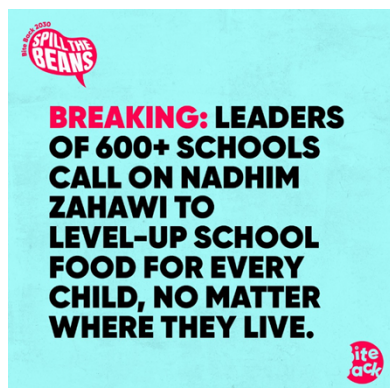
Part One: Our campaigns

This year we set out to maintain momentum on impact, and to deliver well-framed campaigns which were co-designed by our young campaigners. Building on previous successes, we delivered a huge amount of campaigning, which encompassed all areas of our focus, from healthy schools, healthy streets and healthy screens.

School Food Standards - February 2022

Young people are the ones who really know what's going on with school food - they eat it every day - but their voices are almost always missing from the school food conversation. Our # SpillTheBeans campaign set out to change that. In late 2021, our # SpillTheBeans report revealed the school food experiences of young people around the country, as told by them to our Youth Board members who facilitated our focus group conversations. The findings were unequivocal: all school food isn't equal - some schools are setting a new high bar for excellent food, while others aren't even meeting the existing government standards.

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FOR THE YEAR ENDED 31 DECEMBER 2022



In 2022, we continued the momentum of our report launch with online content that explored young people's experiences of school food. We also coordinated an open letter to the Education Secretary Nadhim Zahawi which was signed by school leaders representing more than 600 schools. Jamie Oliver lent his support, calling on the Education Secretary to level up school food.

Campaign Win! Our efforts worked! In February, the Government met our demands and announced plans to pilot a new enforcement scheme to ensure all schools meet the School Food Standards.

In its Levelling Up White Paper published on 2 February, the Government confirmed that:

"...a joint project will be launched between DfE and the Food Standards Agency to design and test a new approach for local authorities in assuring and supporting compliance with school food standards. The project will engage with multiple local authorities in March, with pilots expected to go live in September. Participating local authorities will include Blackpool Council, Lincolnshire County Council, Plymouth City Council and Nottingham City Council. The UK Government will promote accountability and transparency of school food arrangements by encouraging schools to complete a statement on their school websites, which sets out their whole school approach to food. The UK Government's intention is that this will become mandatory when schools can do this effectively."

Don't Hide What's Inside - June 2022



In June we took our campaign to call out misleading marketing tactics to the next level!

Powered by great creative ideas from Youth Board members, we wanted to shine another light on these dirty tricks with an eye-catching stunt and content designed to engage a broad public audience, whilst also pressuring the Government and food businesses to take action.

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FOR THE YEAR ENDED 31 DECEMBER 2022



We branded, designed and printed convincing packaging for a snack bar called “müd” (pronounced “mood”). The product had health claims all over it, lifted directly from Kellogg’s products, like ‘high in fibre’ and ‘no added sugar’. Health claims – that whilst all technically true – disguised the fact that the product was 100%, plain old mud!

Working with the creative agency Shape History, we developed a convincing product launch across social media and conducted a ‘market research’ experiment with Bite Back campaigners at Borough market, before finally revealing all with a stunt outside the Kellogg’s factory in Manchester in June.



The stunt was covered in the Big Issue and other media outlets, and a campaign film reached audiences online - all in our trademark style of being cheeky, fresh and passionate about fixing a system that is rigged against child health.

Junk Food Marketing - May onwards

2022 was a year of ups and downs for our junk food marketing campaign. We started the year with the new legislation to restrict adverts for food and drinks high in fat, sugar or salt (HFSS) on TV before 9pm and online making its way through Parliament as part of the Health and Care Bill. Despite a small, but vocal contingent of MPs opposing the restrictions, thanks to sustained MP briefings from Bite Back and other NGOs, the restrictions passed into law in the Spring.

However Prime Minister Boris Johnson’s position was looking increasingly unstable by this point and there had been ongoing rumours that junk food marketing restrictions were at risk as a result of political deals. Despite huge lobbying efforts, in May it was announced that the multi-buy promotion restrictions and junk food advertising restrictions would both be delayed for a year - ostensibly due to the cost of living crisis.

Bite Back’s youth board reacted with anger, taking to Downing Street to protest and working with other NGOs to keep the newspapers and MP’s inboxes full of outrage and evidence-informed arguments as to why the restrictions are needed. But meanwhile the wider political turbulence continued, with Liz Truss replacing Johnson as Prime Minister in September and immediately ordering a review into all child health policies, including junk food marketing.

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TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

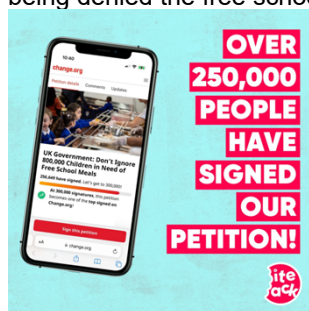


In an unprecedented year for politics, Truss was replaced after just over six weeks in office, by Rishi Sunak. Thankfully, vital restrictions on location promotions of HFSS products in retailers came into force on 1 October, but rumours still swirled about the fate of the advertising restrictions. Our worst fears were confirmed in early December when it was announced that the advertising restrictions would be delayed until 2025 - this time because the food industry “needs more time to prepare.”

Once again Bite Back reacted with frustration, writing to the Health Secretary and mobilising supporters to send thousands of emails to their MPs resulting in several Parliamentary Questions being tabled. While it seems very unlikely the delay can be shortened now, Bite Back will continue to ensure the need to take junk food out of the spotlight with robust advertising restrictions remains high on the political agenda through the year ahead.

Free School Meals - June 2022 onwards

As the cost of living crisis began to impact families across the UK, Bite Back joined forces with allies across the school food space to tackle the injustice of free school meal eligibility. Under the current policy, any household earning over £7,400 a year (after tax, not including benefits) isn't eligible for free school meals. That incredibly low threshold hasn't changed with inflation and spiralling costs. As a result over 800,000 children living in poverty are being denied the free school meals support they need to thrive.



Our campaign launched with a Change.org petition from Christina calling on the Government to extend free school meal eligibility to all children living in poverty. This followed her iconic 2020 petition that ultimately resulted in the Government U-turn on holiday free school meal provision. Our petition remains open, with more than a quarter of a million signatures.

Shortly after the petition launch we drove supporters towards an ‘email your MP’ action to generate more support across Westminster. 9 MPs including 6 Labour, 2 Lib Dems and 1 DUP have tabled a total of 17 questions to the government following our supporter emails.

In October, the campaign had a particularly exciting milestone at Conservative Party Conference when Rt Hon Michael Gove MP expressed his support saying, “*What we can do is extend free school meals to every child in receipt of universal credit...given the scale of the challenge we face and the benefits that brings...it seems to me that this is a more than worthwhile intervention*”.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022



We followed the petition and MP action with our **More Than a Meal report** which revealed the lived experiences of children reliant on free school meals, those who are missing out and the teachers who see the impact of the unjust eligibility threshold every day.

Alongside the report we released a hard hitting [video](#) of our own Youth Board members who have personal experience with free school meals calling on the government to do the right thing and close the eligibility gap. The video has been **viewed more than 828,000 times** across Instagram, Twitter, Facebook, LinkedIn and YouTube, and was shared by Jamie Oliver, Change.org, Which, Jimmy Wales (Founder of Wikipedia) and [more](#).



In November, eight Bite Back young people attended 'The Superpowers of Free School Meals', a joint event with the Food Foundation in Westminster to build support amongst MPs. We led a workshop to support the young people to develop a spoken word poem about free school meals, which was performed at the event to resounding applause.

In total, our campaign featured in **25 pieces of media coverage**, including 18 national print/online/broadcast pieces. We supported young people to share their experiences in a sensitive and meaningful way, which added much needed youth-insights into a national conversation which at times was stigmatising and sensationalist. We are also proud that we supported young people to speak on public platforms for the very first time. Particular highlights included:

- Rizwan featured on Radio 4's Today Programme
- Christina speaking to BBC London
- Sam, Rizwan and Brooke interviewed for a Byline Times feature
- Sneha, Harrison and Praise featured across two episodes of Sky Kids FYI News
- Victor's experiences share in children's newspaper First News

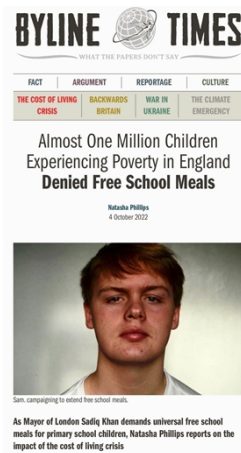
**BITE BACK 2030 LIMITED
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Christina Adane: 'Ending food poverty shouldn't be a battle, but the work has to be done'
Food activist, Bite Back 2030



Christina Adane in south London. Photograph: Antonio Olmos/The Observer

Christina Adane, 19, is already in her fourth year of campaigning for better free school meals provision. In 2020, she started a petition against the withdrawal of free school meals during lockdown, which was signed by 450,000 people and helped to inspire **Marcus Rashford's campaign** (followed by a hasty government U-turn). With



Sam, campaigning to extend free school meals
As Mayor of London Sadiq Khan demands universal free school meals for primary school children, Natasha Phillips reports on the impact of the cost of living crisis

Regional campaigns - throughout the year

It's been a really exciting year for regional campaigns, with Youth Board members in cities across the country taking action in their communities.



Campaigns focused on tackling junk food advertising in public spaces, with our **London** Youth Board calling on local borough councils to restrict junk food ads in council owned spaces, and our **Birmingham** Youth Board calling on Andy Street, the Mayor of the West Midlands, to end junk food ads on the public transport network in the West Midlands.

In February, our Birmingham campaigners launched a petition targeting Andy Street, which was signed by more than 1,000 people and handed in to Andy Street's advisor at West Midlands Combined Authority. They made a [powerful spoken word video](#) about Birmingham and why they want it to be a healthy city and were featured in the Birmingham Food Strategy published in June 2022.



The London Youth Board created a youth manifesto, **Bombarded by Junk Food: Our Story**, and disseminated it to candidates ahead of the local elections, and all target council leaders. This was converted into digital assets, including [Jayda's poem](#), [Anica's illustration](#) and [Amarita's painting](#).

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TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

To support their campaigns they collected evidence of the problem in their cities and reached out to key stakeholders asking to meet with them to discuss the campaign. Key meetings included:

- Birmingham City Council's Director of Public Health, Justin Varney, and the public health team
- Andy Street's advisor and representatives from West Midlands Combined Authority and Transport for West Midlands
- Shaun Bailey, MP for West Bromwich West
- Deputy Mayor of Tower Hamlets Borough Council
- Public Health and Food teams at Hackney, Harrow, and Newham Borough councils.

In London, Youth Board members attended hustings in Richmond and Lambeth ahead of the local elections, talked with Conservative, Labour, Lib Dem and Green candidates about their campaign and [recorded a video](#) for webinar hosted by the GLA and Sustain for an audience of 80+ public health officials on the subject of junk food advertising.

Both local campaigns were featured in the media, allowing Bite Back to reach new audiences. Yumna, Chair of the Birmingham Youth Board, was interviewed on BBC Radio WM while Becky and Lily from the London Youth Board were interviewed for a feature on London Live.

Greg Fell, Director of Public Health Sheffield:
"I am 100% supportive of your intentions and your ask of me. Let me consider it carefully and see how we can make more and faster progress in this space."

Councillor Terry Fox, Leader of Sheffield City Council:
"I agree with you that the food on sale in publicly owned spaces, particularly those where young people socialise, should include healthy options that are also affordable in relation to less healthy options"

Part two: Engaging with businesses

Our Food Systems Accelerator

This year we developed an innovative programme to engage some of the UK's biggest food and drink businesses: our Food Systems Accelerator. It partners young people with businesses to identify, develop and deliver a business change goal that will put child health first and set a new standard for how businesses can lead the health agenda. The programme is an opportunity to connect with and understand a demographic that businesses have historically found hard to engage with.



8 businesses joined cohort one - Chartwells, Costa coffee, Danone, Deliveroo, Innocent, Jamie Oliver Group, KFC and Tesco - and **16 Youth Board members participated**, each paired with a participating corporate.

Partner organisations supported the programme, with impact and evaluation expertise from **Nesta**, facilitation from **Leaders' Quest** and funding from the **Rothschild Foundation**. To kick off our programme, we held an inspiring two-day workshop in May at Waddesdon Manor, bringing together corporates and Youth Board members for the first time.

This was followed by Youth Board visits to corporate HQs in summer, with draft change goals shared at a virtual September check-in. We closely guided the development of the change goals in line with our evidence-based framework, through regular email correspondence and virtual check-ins with the individual corporates; joint meetings with the corporates and colleagues from Nesta; bespoke video content recorded by Youth Board members to help motivate; and evidence bases and reporting templates to ensure consistency and rigour.

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TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

All 8 corporates committed to their own change goals, which were announced together at our **Accelerator Summit** in November, to an audience including representatives from the Department of Health and Social Care. We were particularly pleased that marketing was a feature of so many change goals - both using marketing to spotlight healthier options and shifting marketing spend from less healthy options.

Shortly after the Summit, all eight companies signed up to a joint statement calling for Government intervention and a level playing field, with the powerful statement making headlines in the leading trade outlet The Grocer. Together they wrote:

“To truly transform the food system into one that is healthier for everyone, we know our industry needs to go further. To do that, we need a level playing field where all businesses are working to the same goals, supported by policies that incentivise changes that will improve health while remaining fair for consumers and businesses. The government should involve businesses, health stakeholders and the young people who are affected most by the current food system to develop and implement evidence-based policies.”

Whilst many corporates have reported finding the cost of living crisis incredibly challenging (due to higher prices, lower footfall), the Accelerator has helped keep health on the agenda internally, despite shifting business priorities. KFC and Deliveroo have appointed staff roles with health as a key responsibility, and a number of corporates required sign off at the Board level to participate in the Accelerator.

Feedback from Youth Board members showed that they found the programme very insightful and were particularly excited about in-person engagement with the corporates, at their HQs and the Summit. However, they would like to feel even more listened to and engaged by the corporates as the programme moves forward.

We are developing a self-funded model for ongoing participation of Cohort 1 businesses, which will enable us to continue to monitor the change goals as they are tested and implemented. Building on a successful first year, we have started to invite new businesses to join Cohort 2 in 2023.

3. Changing public perceptions of the food system and child health

Central to all of our work has been changing the way people understand the food system and its impact on child health. We have been consistent and persistent in our use of the Frameworks narrative, taking audiences, supporters, stakeholders and decision makers on a journey to shift engrained, and often unhelpful, mindsets.

Media activity



This year has been our most successful to date, with Bite Back campaigners making headlines throughout the year and delivering a strong message of how it should be easy to eat healthily, but it isn't. From in-depth features to breaking news responses, we've delivered a strong narrative, powered by the experiences of young people at school, on the streets and on screens online.

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TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

Particular highlights have included:

- Widespread coverage of our Free School Meals campaign, with young campaigners featuring in **The Mirror, The Observer, Radio 4's Today Programme, Byline Times, Waitrose Weekend, The Independent, BBC London News** and **The Big Issue**
- Coverage of our new Youth Boards' campaigns in London and Birmingham, on **London Live** and **BBC Radio WM**, respectively
- A major, punchy feature with Christina in the **FT's HTSI** magazine, covering her role as a young campaigner and her determination to transform the food system
- Regular engagement with child and youth-centred news outlets **First News** and **Sky's FYI News**, particularly covering the work of young campaigners to improve school food environments and access
- An appearance on Jamie Oliver's guest edit of **BBC Radio 4's Today Programme**, led by our National Youth Board Chair Luke and featuring a host of young voices to expose how the food system is rigged against child health
- Regular coverage in trade press, particularly of our new Food Systems Accelerator programme and our Free School Meals campaign, including in **The Grocer, Retail Times, Grocery Gazette** and **TES**

Digital activity

Across our channels, we've delivered powerful messages to online audiences, and mobilised our digital movement to take action to protect child health. We've shared youth-led content across social media, our newsletters, website and more.

Highlights have included:

- **Our Free School Meals campaign film**, which we launched in September, was viewed more than 766,000 times across Instagram, Twitter, Facebook, LinkedIn and YouTube, and shared by Jamie Oliver, Change.org, Which, Jimmy Wales and more.
- **228,575** people have signed our petition, calling on the Government to extend Free School Meals to all children living in poverty
- **A partnership with Change.org**, which drove a huge percentage of our 228,575 petition signatures, and created a mass digital audience to convert to our supporter list.
- Supporters have sent **4,152 emails to MPs** about Free School Meals, with these driving **16 parliamentary questions!**
- **2,472 emails** sent to Boris Johnson and MPs for our Junk Food Marketing campaign
- Collaboration with the **Jamie Oliver Group** at key moments, in particular the Eton Mess protect, to drive social media engagement and video views in response to Boris Johnson's u-turn on junk food advertising.
- The launch of a **pilot digital platform** incentivising our Community Food Champions to map food prices in their local area, and keep a food diary. In total, young people recorded the prices of 2,700 food and drink items, across 64 different food outlets.

Finally, we're pleased that this year we have embedded key members of the digital team, and recruited a new Digital Content Producer to support our work.

Events and speaking engagements

Young people have taken our messages to more than 40 events this year, connecting with audiences in local communities, and on national and international platforms. This strand of our work has been vital in shifting mindsets around the food systems and its impact on child health, with young campaigners frequently speaking to influential decision makers, food business leaders and political leaders.

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TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

Highlights this year have included:

- Two keynote presentations to the influential **Consumer Goods Forum**: in June Christina and Jacob travelled to Dublin and delivered a challenging presentation on the panel 'Future Consumers: The Next Generation of Food Fighters', and in June Christina and Luke travelled to Amsterdam for the CGF's Sustainable Retail Summit.
- Video messages from young people and online participation in events hosted by the **UN Food and Agriculture Organisation** and **UNICEF**.
- Campaigner in Residence Christina representing Bite Back at the **World Food Forum** in Rome in October, and the **Global Child Forum** in Stockholm in December
- New local and regional opportunities for Youth Board members to connect with decision makers in their area



Recognising our achievements

This year we were delighted that the efforts of young people and staff was recognised on a national level. This included:

- Youth Board member Jacob recognised with a prestigious **Diana Award** - the third Bite Back campaigner to receive the accolade!
- Our Youth Board collectively shortlisted for the Young Campaigner of the Year Award at the **SMK National Campaigner Awards**
- Young campaigners Harrison and Nabeeha becoming **Baton Bearers for the Commonwealth Games in Birmingham** in recognition of their outstanding efforts to improve their communities
- Chief Executive James Toop nominated for Charity Leader of the Year at the **Charity Times Awards**, and Charity Chief Executive at the **Third Sector Awards** for his work to grow and establish Bite Back 2030

This recognition is testament to Bite Back growing in strength and influence, with our core messages reaching more people than ever before.

4. Maturing and strengthening our organisation

We saw significant growth in both Core and Programmatic funding this year. Core funding came from an increased commitment from Impact on Urban Health that allowed us to invest in scaling up the Core team strengthening our Communications, Public Affairs and Operations teams. This was further enhanced by a new grant from Oak Foundation to explore the intersection between healthy food and healthy planet. We secured new designated funding for two new programmes: Rothschild Foundation to enable our new Food Systems Accelerator; and #iWill Fund funding to deliver Community Food Champions.

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This meant that the Bite Back staff team grew to 25 this year. This has allowed us to strengthen team management and provide capacity for scaled up delivery and also to support the leadership team to drive future strategy. We have launched two strategic initiatives with external partners to ensure we continue to promote diversity and codify our model.

- **DEI:** we have continued to focus on ensuring that the team is more diverse, participating in the Transformational Leadership Programme and working with the organisation Do It Now Now to ensure diversity, equity and inclusion are built into all our processes. We conducted a baseline survey by interviewing trustees, staff and young people which will shape key recommendations for 2023. Currently 20% of our staff are from Black, Asian and minority ethnic backgrounds, and 80% of staff are women.
- **Codification:** we are working with Spring Impact to codify our youth leadership model and identify how we can scale our impact going forward. This project will conclude in Autumn 2023.

As a youth-led organisation, we have continued to explore opportunities for young people to progress in their development at Bite Back, and use their unique insights, talents and experiences collaboratively with the staff team. In 2022 this included:

- Digital Apprentice - Lanre
- Campaigner in Residence - Christina
- Digital Marketing Internship - Jacob
- Campaigns and Policy Internship - Praise

Their involvement in our work has been invaluable and invigorating, contributing to the reach of our growth, influence and authenticity throughout the year. In 2023, we will look for further opportunities to offer apprenticeships and internships to young people. With the proposed restructure of our Youth Boards, to be implemented in 2023, our Alumni will continue to be engaged in our campaigns and we plan to involve them more directly in our School Food Champions work.

The Jamie Oliver Group has historically provided support to Bite Back, including HR and Finance services. As Bite Back grows, we have appointed a Head of Finance and Operations to build the skills and knowledge within the organisation. We also received pro bono support from Bain & Co to support our strategy development.

Peter Freedman has taken over as Interim Chair of our Trustee Board after Professor Corinna Hawkes announced her intention to stand down at the start of 2023. The Board agreed to set up a Finance Sub-committee, chaired by Gorm Thomassen, to provide additional oversight of the financial management of the organisation as well as approve remuneration and pay awards.

Financial review

Total income during the year was £2,583,136 (2021 - £1,967,886). This includes; donations received during the year of £1,083,022 (2021 - £1,142,627), grants received of £449,906 (2021 - £150,000), income from charitable activities of £692,781 (2021 - £275,438), other income of £35,430 (2021 - £14,778), investment income of £387 (2021 - £43) in respect of bank interest received and £321,610 (2021 - £385,000) for donated goods and services received (further details are given in the notes to the accounts).

Encompassed within the income during the year are restricted funds of £574,906 (2021 - £375,000); £150,000 (2021 - £350,000) in respect of the School Food Champions Scheme, £424,906 (2021 - nil) in respect of the Community Food Champions Scheme and none (2021 - £25,000) in respect of the Youth Summit 2021.

The total expenditure incurred was £2,535,183 (2021 - £1,646,468) of which £959,114 (2021 - £467,275) was paid in relation to projects undertaken and £319,840 (2021 - £383,520) relates to donated services received; £235,000 from Jamie Oliver Limited, £69,000 from Bain & Co and £15,840 from Visuals Team Limited. In addition Jamie Oliver Limited provided £1,770 (2021 - £1,480) of donated services that have been allocated to the School Food Champions Scheme.

As at the reporting date the net reserves held by the charitable company were £899,675 (2021 - £851,422) which includes £368,547 (2021 - £238,147) of restricted funds and £100,000 (2021 - £100,000) designated funds, leaving £431,128 (2021 - £513,275) available for unrestricted usage. The charitable company had no tangible assets.

BITE BACK 2030 LIMITED
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TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

Bite Back 2030's policy is to hold reserves at a level equal to three months' expenditure. Bite Back has general reserves of £431,128.

The trustees have assessed the major risks to which the charitable company is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

The key risks facing the organisation include:

- Financial sustainability: Sustaining fundraising to enable future growth and impact
- Safeguarding: Ensuring we keep our young people safe online and at residential training visits, and maintain healthy peer relationships
- Delivery: Failing to deliver on contracts such as # iWill or Youth Board growth
- Reputation: Our work is often in the public eye so we have to ensure we get the tone of our campaigns right, maintain our focus on framing and collaborate where it can have impact.

Plans for future periods

Our 2023 Objectives

We will build on our successes in 2022 to deliver in five key areas:

- Build public pressure for change by growing our profile and audience
- Grow our leadership influence to motivate decision makers to change
- Enhance our youth voice and build our GenZ audience
- Build a pioneering youth-led organisation

Structure, governance and management

The charity was incorporated under the name 2030 Youth Obesity Alliance on 11th June 2018. The charity formally changed its name to Bite Back 2030 Ltd on 30th May 2019.

The charitable company is a company limited by guarantee and does not have any share capital. It is governed by its Memorandum and Articles of Association.

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Brett Harris Wigdortz OBE

Peter Freedman

Corinna Hawkes

(Resigned 19 January 2023)

Louise Holland

David Jackson

Tasha Mhakayakona

Gorm Thomassen

Freya Watson

Rima Amin

Relationship with related parties

Peter Freedman, alongside his role as Chairman of Bite Back 2030 Limited, is Chair of Spring Impact, one of Bite Back 2030 Limited's key suppliers. During the year Spring Impact provided codification work totaling £82,500.

Louise Holland, alongside her role as a trustee of Bite Back 2030 Limited, is part of the key management personnel within the Jamie Oliver Group, who provide donated services to the charitable company as disclosed within the financial review above.

Gorm Thomassen, is CIO of AKO Capital LLP alongside his role as a trustee of Bite Back 2030 Limited. During the year AKO Capital LLP donated £500,000 to Bite Back 2030 Limited.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

The Board of Trustees administers the charity. The Board meets at least four times a year to review and monitor activities and performance. A Chief Executive, James Toop, has been appointed by the Trustees to manage the day-to-day operations of the charity. To facilitate effective operations, authority for certain operational matters has been delegated to the Chief Executive.

The systems of internal controls put in place have been designed to provide reasonable, but not absolute, assurance against material misstatement or loss. These include:

- A business plan and an annual budget approved by the Board of Trustees.
- Delegation of authority and segregation of duties.
- Regular monitoring of the financial results, variances from budgets, and performance indicators by the Board of Trustees.

Risk management

Bite Back 2030's management and Trustees have developed a formal risk management register and have processes to regularly identify, review and manage the risks to the charity. Bite Back 2030 monitors its internal and external risk environment on an on-going basis and ensures clear ownership is in place alongside mitigations where appropriate. The Board monitors internal financial controls, procedures and risk management.

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

Pay and remuneration

The pay of the charity's key personnel is set by the Board and reviewed annually. The Board has generated benchmarks through comparisons with other charities in the sector. Pay and remuneration is reviewed annually through a performance management appraisal process conducted by the Board.

Energy and carbon report

As the charitable company has not consumed more than 40,000 kWh of energy in this reporting period, it qualifies as a low energy user under these regulations and is not required to report on its emissions, energy consumption or energy efficiency activities.

Auditor

In accordance with the company's articles, a resolution proposing that Prager Metis LLP be reappointed as auditor of the company will be put at a General Meeting.

The Trustees' report was approved by the Board of Trustees.

.....
Peter Freedman

Date:

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
STATEMENT OF TRUSTEES' RESPONSIBILITIES
FOR THE YEAR ENDED 31 DECEMBER 2022

The trustees, who are also the directors of Bite Back 2030 Limited for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
INDEPENDENT AUDITOR'S REPORT
TO THE TRUSTEES OF BITE BACK 2030 LIMITED

Opinion

We have audited the financial statements of Bite Back 2030 Limited (the 'charitable company') for the year ended 31 December 2022 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2022 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
INDEPENDENT AUDITOR'S REPORT (CONTINUED)
TO THE TRUSTEES OF BITE BACK 2030 LIMITED

Responsibilities of trustees

As explained more fully in the statement of Trustees' responsibilities, the trustees, who are also the directors of the charitable company for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

- Through consultation with management we obtained an understanding of the laws and regulations that could reasonably be expected to have a material effect on the financial statements.

- The outcome of these enquiries and the relevant laws and regulations were communicated throughout our team as well as consideration during team briefing on how fraud may occur in the charitable company.

- We identified the laws and regulations to have a direct effect on the financial statements as being the UK financial reporting standards, Charities Act, Employment Law, General Data Protection Regulations (GDPR). There were no additional fundamental laws and regulations identified related to the operating aspects of the business that may have a material effect on the financial statements.

- Audit procedures undertaken in response to the potential risks relating to irregularities comprised of: inquiries with management as to whether the charitable company complies with such laws and regulations, a review of board minutes and a review of the grant application and approval process.

- We assessed the susceptibility of the charitable company's financial statements to material misstatement, including how fraud might occur by: Identifying and assessing the design effectiveness of controls management has in place to prevent and detect fraud; understanding how those charged with governance considered and addressed the potential for override of controls or other inappropriate influence over the financial reporting process; identifying and testing journal entries where relevant and in particular any journals indicating large or unusual transactions based on our understanding of the charitable company; testing completeness of income through substantive tests and performing analytical review procedures as well as cut off tests on the revenue recognised.

No instances of material non-compliance were identified. However, the likelihood of detecting irregularities, including fraud, is limited by the inherent difficulty in detecting irregularities, the effectiveness of the entity's controls, and the nature, timing and extent of the audit procedures performed. Irregularities that result from fraud might be inherently more difficult to detect than irregularities that result from error. As explained above, there is an unavoidable risk that material misstatements may not be detected, even though the audit has been planned and performed in accordance with ISAs (UK).

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

**BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
INDEPENDENT AUDITOR'S REPORT (CONTINUED)
TO THE TRUSTEES OF BITE BACK 2030 LIMITED**

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

**Mark Boomla (Senior Statutory Auditor)
for and on behalf of Prager Metis LLP**

.....

**Chartered Accountants
Statutory Auditor**

5a Bear Lane
Southwark
London
United Kingdom
SE1 0UH

Prager Metis LLP is eligible for appointment as auditor of the charitable company by virtue of its eligibility for appointment as auditor of a company under of section 1212 of the Companies Act 2006.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2022

		Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
	Notes						
<u>Income and endowments from:</u>							
Donations and legacies	2	1,279,632	574,906	1,854,538	1,302,627	375,000	1,677,627
Charitable activities	3	692,781	-	692,781	275,438	-	275,438
Investments	4	387	-	387	43	-	43
Other income	5	35,430	-	35,430	14,778	-	14,778
Total income		2,008,230	574,906	2,583,136	1,592,886	375,000	1,967,886
<u>Expenditure on:</u>							
Charitable activities	6	1,915,771	619,411	2,535,182	1,482,615	163,853	1,646,468
Net incoming/(outgoing) resources before transfers							
		92,459	(44,505)	47,954	110,271	211,147	321,418
Gross transfers between funds							
		(174,906)	174,906	-	-	-	-
Net (expenditure)/income for the year/ Net (outgoing)/incoming resources							
		(82,447)	130,401	47,954	110,271	211,147	321,418
Other recognised gains and losses							
Other gains or losses	12	300	-	300	-	-	-
Net movement in funds		(82,147)	130,401	48,254	110,271	211,147	321,418
Fund balances at 1 January 2022							
		613,275	238,147	851,422	503,004	27,000	530,004
Fund balances at 31 December 2022							
		531,128	368,548	899,676	613,275	238,147	851,422

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
BALANCE SHEET
AS AT 31 DECEMBER 2022

	Notes	2022 £	£	2021 £	£
Current assets					
Debtors	13	42,784		6,785	
Cash at bank and in hand		998,818		903,124	
		<u>1,041,602</u>		<u>909,909</u>	
Creditors: amounts falling due within one year	14	<u>(141,926)</u>		<u>(58,487)</u>	
Net current assets			<u>899,676</u>		<u>851,422</u>
Income funds					
Restricted funds	15		368,548		238,147
<u>Unrestricted funds</u>					
Designated funds	16	100,000		100,000	
General unrestricted funds		<u>431,128</u>		<u>513,275</u>	
			<u>531,128</u>		<u>613,275</u>
			<u>899,676</u>		<u>851,422</u>

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2022, although an audit has been carried out under section 144 of the Charities Act 2011.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The financial statements were approved by the Trustees on

.....
Peter Freedman
Trustee

Company registration number 11408816

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2022

	Notes	2022		2021	
		£	£	£	£
Cash flows from operating activities					
Cash generated from operations	19		95,307		324,111
Investing activities					
Investment income received		387		43	
Net cash generated from investing activities					
			387		43
Net cash used in financing activities					
			-		-
Net increase in cash and cash equivalents					
			95,694		324,154
Cash and cash equivalents at beginning of year			903,124		578,970
Cash and cash equivalents at end of year			<u>998,818</u>		<u>903,124</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022

1 Accounting policies

Charity information

Bite Back 2030 Limited is a private company limited by guarantee incorporated in England and Wales. The registered office is Benwell House, 15-21 Benwell Road, London, N7 7BL, United Kingdom.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charitable company is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charitable company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charitable company is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Donations are recognised when the aforementioned recognition criteria have been met. Income tax recoverable in relation to donations received under gift aid or deeds of covenant is recognised when it is probable that it will be received.

Donated services and facilities are recognised as income when the charitable company has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charitable company of the item is probable and that economic benefit can be measured reliably.

Volunteers

The value of services provided by volunteers is not incorporated into the financial statements.

In total, we worked with more than 1,900 young people in 2022. They have driven our campaigns, powered our content and spoken powerfully at events right across the country, connecting the public at large with the fight for a better food system.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

1 Accounting policies

(Continued)

1.5 Expenditure

Expenditure and liabilities are accounted for on an accruals basis and recognised once there is a legal or constructive obligation committing the charitable company to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. All expenditure is inclusive of VAT. Expenditure is classified under headings that aggregate all costs related to that category.

Direct charitable activities include expenditure associated with projects and associated costs as well as support costs related to these activities.

Donated services relate to non-monetary services provided by a third party.

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charitable company and audit fees.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.7 Financial instruments

The charitable company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charitable company's balance sheet when the charitable company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

1.8 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

1.9 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.10 Legal status of the charitable company

The charitable company is a company limited by guarantee and has no share capital. In the event of the charitable company being wound up, the liability in respect of the guarantee is limited to £1 per member.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

2 Donations and legacies

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2022	2022	2022	2021	2021	2021
	£	£	£	£	£	£
Donations and gifts	958,022	125,000	1,083,022	917,627	225,000	1,142,627
Grants receivable	-	449,906	449,906	-	150,000	150,000
Donated goods and services (see note 6)	321,610	-	321,610	385,000	-	385,000
	<u>1,279,632</u>	<u>574,906</u>	<u>1,854,538</u>	<u>1,302,627</u>	<u>375,000</u>	<u>1,677,627</u>
Grants receivable for core activities						
The National Lottery Community Fund Grant	-	449,906	449,906	-	150,000	150,000
	<u>-</u>	<u>449,906</u>	<u>449,906</u>	<u>-</u>	<u>150,000</u>	<u>150,000</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

3 Charitable activities

	Provision of reports	Food Systems Accelerator	Netflix documentary	Youth-led social movement	Total 2022	Provision of reports	Youth-led social movement	Total 2021
	2022	2022	2022	2022		2021	2021	
	£	£	£	£	£	£	£	£
Services provided under contract	23,910	77,500	25,000	-	126,410	45,000	-	45,000
Performance related grants	126,600	-	-	439,771	566,371	-	230,438	230,438
	<u>150,510</u>	<u>77,500</u>	<u>25,000</u>	<u>439,771</u>	<u>692,781</u>	<u>45,000</u>	<u>230,438</u>	<u>275,438</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

4 Investments

	Unrestricted funds	Unrestricted funds
	2022	2021
	£	£
Interest receivable	387	43
	<u>387</u>	<u>43</u>

5 Other income

	Unrestricted funds	Unrestricted funds
	2022	2021
	£	£
Other income	6,030	6,978
School food matters	29,400	7,800
	<u>35,430</u>	<u>14,778</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

6 Charitable activities

	Direct Charitable Activities 2022 £	Donated Services 2022 £	School Food Champions 2022 £	Community Food Champions 2022 £	Total 2022 £	Direct Charitable Activities 2021 £	Donated Services 2021 £	School Food Champions 2021 £	Total 2021 £
Staff costs	887,192	-	109,382	28,333	1,024,907	603,061	-	69,868	672,929
Staff training and recruitment	18,218	-	-	-	18,218	7,634	-	-	7,634
Temporary staff	10,857	-	-	-	10,857	-	-	-	-
Staff health insurance	12,388	-	324	-	12,712	4,635	-	-	4,635
Consultancy fees and project costs	418,835	84,840	43,522	411,917	959,114	404,814	-	62,461	467,275
Travel expenses	21,731	-	330	451	22,512	24,385	-	-	24,385
Entertaining	-	-	-	-	-	3,676	-	-	3,676
Social media and marketing	109,613	-	1,046	-	110,659	34,536	-	42	34,578
Sundry expenses	9,834	-	-	-	9,834	18,389	-	43	18,432
Bank charges	98	-	106	-	204	91	-	45	136
Office space	-	80,000	-	-	80,000	-	80,000	-	80,000
Information technology	441	30,000	-	-	30,441	-	30,000	-	30,000
Legal and finance	82,500	60,000	-	-	142,500	-	60,000	-	60,000
Public relations and communications	-	25,000	-	-	25,000	-	25,000	-	25,000
Content donation - design costs	-	-	-	-	-	-	148,520	1,480	150,000
Fundraising event support	6,985	40,000	-	-	46,985	-	40,000	-	40,000
	1,578,692	319,840	154,710	440,701	2,493,943	1,101,221	383,520	133,939	1,618,680
Grant funding of activities (see note 7)	-	-	24,000	-	24,000	-	-	3,600	3,600
Share of governance costs	17,239	-	-	-	17,239	22,874	-	1,314	24,188
	1,595,931	319,840	178,710	440,701	2,535,182	1,124,095	383,520	138,853	1,646,468

Analysis by fund

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

6 Charitable activities	(Continued)								
Unrestricted funds	1,595,931	319,840	-	-	1,915,771	1,099,095	383,520	-	1,482,615
Restricted funds	-	-	178,710	440,701	619,411	25,000	-	138,853	163,853
	<u>1,595,931</u>	<u>319,840</u>	<u>178,710</u>	<u>440,701</u>	<u>2,535,182</u>	<u>1,124,095</u>	<u>383,520</u>	<u>138,853</u>	<u>1,646,468</u>

25% of the time incurred by the Chief Executive Officer is in relation to fundraising activities.

During the year the charitable company was the recipient of donated services totaling £319,840. Jamie Oliver Limited provided non-monetary services of £235,000 (2021 - £385,000).

Bain & Company provided non-monetary services of £69,000. Visuals Team Limited provided a discount of £15,840 towards project costs.

In addition Jamie Oliver Limited provided £1,770 (2021 - £1,480) of donated services that have been allocated to the School Food Champions Scheme.

Included within Share of governance costs above are payments for legal and professional fees of £2,239 (2021 - £4,538)

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

7 Grants payable

	School Food Champions 2022 £	School Food Champions 2021 £
Grants to institutions:		
<u>Cohort 1</u>		
1st payment - 22 schools (2021 - 12 schools)	6,600	3,600
2nd payment - 23 schools	9,200	-
<u>Cohort 2</u>		
1st payment - 26 schools	7,800	-
2nd payment - 1 school	400	-
	<u>24,000</u>	<u>3,600</u>

Further information regarding the School Food Champions Programme and the out reach of the grants can be found within the Trustees' Report under "Our Champions Programmes 1) School Food Champions".

8 Auditor's remuneration

Fees payable to the charitable company's auditor and associates:	2022 £	2021 £
Audit of the charitable company's annual accounts	15,000	11,340
	<u>15,000</u>	<u>11,340</u>

The above is included within governance costs of £17,239 (2021 - £24,188) in note 6.

9 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charitable company during the year.

10 Employees

The average monthly number of employees during the year was:

	2022 Number	2021 Number
Charitable activities	20	12
	<u>20</u>	<u>12</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

10 Employees **(Continued)**

Employment costs	2022	2021
	£	£
Wages and salaries	887,717	587,993
Social security costs	99,135	62,213
Other pension costs	38,055	22,723
	<u>1,024,907</u>	<u>672,929</u>

The number of employees whose annual remuneration was more than £60,000 is as follows:

	2022	2021
	Number	Number
£60,001 - £80,000	2	1
£80,001 - £100,000	-	1
£120,001 - £140,000	1	1
	<u> </u>	<u> </u>

The above employees are accruing benefits under the automatic enrolment pension scheme. Contributions during the year were £10,521.

11 Taxation

Bite Back 2030 Limited is a registered charity, all activities are deemed to be of a charitable nature and as such no provision is considered necessary for taxation.

12 Other gains or losses

	Unrestricted funds	Total
	2022	2021
	£	£
Foreign exchange gains	(300)	-
	<u> </u>	<u> </u>

13 Debtors

Amounts falling due within one year:	2022	2021
	£	£
Trade debtors	30,000	-
Prepayments and accrued income	9,760	3,237
	<u>39,760</u>	<u>3,237</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

13 Debtors	(Continued)	
	2022	2021
	£	£
Amounts falling due after more than one year:		
Prepayments and accrued income	3,024	3,548
	<u> </u>	<u> </u>
Total debtors	<u>42,784</u>	<u>6,785</u>
14 Creditors: amounts falling due within one year	2022	2021
	£	£
Other taxation and social security	37,732	18,237
Trade creditors	80,057	21,587
Accruals and deferred income	24,137	18,663
	<u> </u>	<u> </u>
	<u>141,926</u>	<u>58,487</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

15 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			Movement in funds				Balance at 31 December 2022 £
	Balance at 1 January 2021 £	Incoming resources £	Resources expended £	Balance at 1 January 2022 £	Incoming resources £	Resources expended £	Transfers £	
Funds in escrow	27,000	-	-	27,000	-	-	-	27,000
School Food Champions Scheme	-	350,000	(138,853)	211,147	150,000	(178,710)	-	182,437
Youth Board Summit	-	25,000	(25,000)	-	-	-	-	-
Community Food Champions Scheme	-	-	-	-	424,906	(440,701)	174,906	159,111
	<u>27,000</u>	<u>375,000</u>	<u>(163,853)</u>	<u>238,147</u>	<u>574,906</u>	<u>(619,411)</u>	<u>174,906</u>	<u>368,548</u>

Included within "Cash at bank and in hand" is a designated bank account for funds received from The National Lottery Community Fund. These funds are restricted for use on the School Food Champions and Community Food Champions Scheme.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

16 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Balance at 1 January 2021	Movement in funds Incoming resources	Balance at 1 January 2022	Movement in funds Incoming resources	Balance at 31 December 2022
	£	£	£	£	£
School Food Champions Programme	100,000	-	100,000	-	100,000
	<u>100,000</u>	<u>-</u>	<u>100,000</u>	<u>-</u>	<u>100,000</u>
	<u>100,000</u>	<u>-</u>	<u>100,000</u>	<u>-</u>	<u>100,000</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

17 Analysis of net assets between funds

	Unrestricted funds 2022 £	Designated funds 2022 £	Restricted funds 2022 £	Total Unrestricted funds 2022 £	Designated funds 2021 £	Restricted funds 2021 £	Total 2021 £	
Fund balances at 31 December 2022 are represented by:								
Current assets/(liabilities)	431,129	100,000	368,547	899,676	513,275	100,000	238,147	851,422
	<u>431,129</u>	<u>100,000</u>	<u>368,547</u>	<u>899,676</u>	<u>513,275</u>	<u>100,000</u>	<u>238,147</u>	<u>851,422</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

18 Related party transactions

There were no disclosable related party transactions during the year (2021 - none).

19 Cash generated from operations	2022	2021
	£	£
Surplus for the year	47,954	321,418
Adjustments for:		
Investment income recognised in statement of financial activities	(387)	(43)
Foreign exchange differences	300	-
Movements in working capital:		
(Increase) in debtors	(35,999)	(2,409)
Increase in creditors	83,439	5,145
Cash generated from operations	95,307	324,111

20 Auditor's Ethical Standards

In common with many charities of our size and nature, we use our auditors to assist with the preparation of the accounts.

21 Analysis of changes in net funds

The charitable company had no debt during the year.

Bite Back 2030

England & Wales - Charity number 1180969

Accounts

Charity Registration No. 1180969

Company Registration No. 11408816 (England and Wales)

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Brett Harris Wigdortz OBE Peter Freedman Corinna Hawkes Louise Holland David Jackson Tasha Mhakayakona Gorm Thomassen Freya Watson Rima Amin	(Appointed 14 June 2021) (Appointed 15 August 2021)
Charity number	1180969	
Company number	11408816	
Registered office	Benwell House 15-21 Benwell Road London United Kingdom N7 7BL	
Auditor	Prager Metis LLP 5a Bear Lane Southwark London United Kingdom SE1 0UH	
Bankers	Barclays Bank UK PLC 1 Churchill Place London E14 5HP	
Solicitors	Bates Wells 10 Queens Street Place London England EC4R 1BE	

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
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BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
CHAIR'S STATEMENT

FOR THE YEAR ENDED 31 DECEMBER 2021

If 2020 was the year that Bite Back 2030's young people set out to prove that powerful, authentic youth-led campaigning can have an impact on national Government policy, 2021 was the year to demonstrate that our approach was repeatable, sustainable and scalable.

Building on Tasha's 2020 successful campaign for a 9pm watershed on junk food advertising, Dev launched a campaign to restrict all junk food advertising online. This led to him and other Youth Board members presenting new research and their lived experience to MPs, peers and Public Health Minister, Jo Churchill. The policy to restrict online advertising was announced in the Queen's Speech in May and is a significant and symbolic step forward in creating healthier screens for young people.

Our young people also led campaigns and took part in TV, radio and press interviews on issues from sports sponsorship to school food which framed the issue and shifted mindsets in the media and public. In September, Jacob met the ECB following the # PacketIn campaign targeting their sponsorship of KP Snacks and in November we released our # SpillTheBeans research highlighting young people's experience of school food.

Our young people received widespread external recognition for their work. We now have four winners of the prestigious Diana Award for youth social action, with Christina securing a Diana Legacy Award as well as winning Third Sector's Rising Star in September becoming a finalist in the International Children's Peace Prize in November.

Our reputation is growing across key decision makers in the food system. We held our second Youth Summit in October in partnership with Tortoise Media live-streaming a panel including Jamie Oliver, Tesco's Chief Customer Officer Alessandra Bellini and Christina. We were joined in the audience by leaders from the Government (Public Health England, Department of Health, Food Standards Agency) and the food industry (KFC, Deliveroo).

This profile and impact have attracted more young people to the youth-led movement. We agreed a new movement strategy which included the launch of our first Regional Youth Boards in London and Birmingham and our a new schools programme, School Food Champions, working with 500 young people in 40 schools across England. This has been accompanied by a significant growth in funding and staff to support the wider delivery.

Our young people have seized the opportunity to make a difference and the movement feels like it is building significant potential. As we emerge from Covid-19 and with the National Food Strategy response due from the Government we are really excited to see what the Bite Back movement can achieve going forward.

.....
Corinna Hawkes
Chair
Dated:

BITE BACK 2030 LIMITED

(A COMPANY LIMITED BY GUARANTEE)

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 DECEMBER 2021

The trustees present their report and financial statements for the year ended 31 December 2021.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charitable company's Memorandum and Articles of Association, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

The trustees' report has been prepared to encompass the requirements of a directors' report as required by company law.

Objectives and activities

The charitable company's objects are:

- (1) to advance the education of the public and promote research, including the causes, prevention, management and treatment of childhood obesity and by publishing the useful results of such research; and
- (2) to promote health including without limitation the health of young people who suffer from obesity by:
 - (a) the provision of information, advice and support in relation to diet, nutrition, lifestyle, fitness and physical exercise; and
 - (b) encouraging ethical practice on the part of schools, businesses and other establishments in relation to the composition, processing, promotion and distribution of food and related practices.

Structure

The charity was incorporated under the name 2030 Youth Obesity Alliance on 11th June 2018. The charity formally changed its name to Bite Back 2030 Ltd on 30th May 2019. The charitable company is a company limited by guarantee and does not have any share capital. It is governed by its Memorandum and Articles of Association.

Our goal

We want to halve childhood obesity by 2030 and close the inequality gaps that exist in obesity rates between richer and poorer children.

Who are we?

Bite Back 2030 is a youth-led movement working to change that by redesigning the system to put child health first. That means healthy schools, healthy streets and healthy screens - everywhere, because children living in the poorest areas are twice as likely to be affected than their wealthiest peers. Bite Back 2030 was co-founded by chef and campaigner Jamie Oliver and philanthropist Nicolai Tangen.

Jamie Oliver Group donates services to Bite Back 2030 including office space, assistance with content design and IT and HR support. A detail breakdown of the services provided by Jamie Oliver Limited is included within the charitable activities note accompanying this report.

What are we doing?

Bite Back 2030 believes the voice of young people is critical in this redesign. We find, recruit and train exceptional youth leaders, and support them to lead mission-aligned campaigns of national significance. We bring them together with the decision makers across government, the food industry and schools to find new solutions to this crisis. We work for change in three ways:

- **Creative, youth-led campaigns** to engage decision makers and drive change on key issues which matter to young people and drive improved food environments;
- **Youth insights and co-design** to better understand the issues faced by young people and develop new solutions with them that work;
- **Surprising, fresh content** to tell our story, engage new youth audiences in our work and start to shift public understanding about the need for change.

By 2023 we want a national movement of young people driving change in three impact areas: healthy schools, healthy streets and healthy screens.

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TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

Missions - the focus of our work

1. Healthy schools

Let's provide good food for all, and at every stage so the health of children everywhere is strengthened by the food they eat.

We want UK school food to be world-class, and to see all children getting access to a quality, nutritious lunch through the holidays.

2. Healthy streets

Let's leverage the power of our communities and reach out to ensure no one is forgotten when it comes to food, no matter where they live. We want to make it easier to eat healthily with clearer labelling on food, making them honest about what's inside them.

Let's do this and make healthy food affordable, empowering people with quality options for what they can eat. Let's create alternative and healthier youth spaces, so young people have more opportunities to explore, run and play

3. Healthy screens

Let's abandon the culture of excess and champion pre-obesity crisis values i.e. home cooking, baking, food awareness, family mealtimes.

And let's put an end to the use of dishonest misconduct advertising and misleading product claims, by restricting foods high in fat, salt and sugar (HFSS) being marketed online.

Why we are working on this?

Changes to the food system over the last 30 years are having a dramatic impact on child health. One in three children now leaves primary school overweight or obese. But we can turn things around.

The coronavirus pandemic has highlighted the injustices in the food system and sharpened the focus on the impact obesity has on health outcomes, but it has also given us an opportunity to deliver positive change. As a result of the pandemic, nearly six in 10 families have seen their incomes squeezed and struggle to cover the cost of three or more basic essentials, including food, utilities, rent, travel or child-related costs. Demand for free school meals rose sharply as the economic impact of Covid-19 bit families, with 900,000 newly registered claimants since the start of the pandemic. And food banks also saw sharp rises for food due to the sudden unemployment and reduced wages. Low income families were financially unable to stockpile food in the early weeks of the pandemic, and were faced with only the most expensive versions of products.

That means making healthier foods affordable, readily accessible for all, and using marketing and advertising to give healthy options a starring role in children's minds. By redesigning the food system we can protect the health of future generations.

Public Benefit Statement

As Bite Back 2030, our aim is to halve childhood obesity by 2030. Our charitable objects are to advance the issue of childhood obesity and promote public health. We empower the voices of young people, those with lived experience of the drivers of obesity, to call for change. We support them to deliver powerful, youth-led campaigns which drive change in the food environment, develop youth insights and co-design new solutions with young people, and create surprising, fresh content which reaches youth audiences with public health messages in an innovative way that connects. Our executive team and trustee board have had due regard for the Charity Commission's public benefit guidance when exercising our duties

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FOR THE YEAR ENDED 31 DECEMBER 2021

The impact of Covid-19

Covid-19 has brutally exposed the inequalities and laid bare the injustices that exist in our food system. It has also sharpened our focus on the impact of obesity on health outcomes, and the impact of financial insecurity on diet and nutrition standards. Covid-19 has pushed nearly 500,000 more children into food poverty and with rising energy and food prices, the cost of living crisis is biting harder. Due to the Prime Minister's own experience with Covid-19, tackling rising obesity rates is now a major Government priority as we rebuild post pandemic. Our own research shows half of young people are concerned about the injustices in the food system and want action to be taken. There is a political moment, public appetite and the policy space now to accelerate change.

Achievements and performance

Building on our successful campaigns in 2020, Bite Back had four major objectives for 2021: to maintain our momentum on impact through high profile national campaigns; to grow the youth-led movement through new programmes and opportunities; to shift perceptions on the issue grow our influence, profile and reputation with decision makers; and to strengthen the systems, processes and operations to sustain growth and impact.

We maintained our strategic, planned impact focus on junk food advertising and school food, but also launched a reactive campaign on sports sponsorship following the Cristiano Ronaldo 'water bottle' moment at Euro 2020 targeting the KP Snacks sponsorship of The Hundred, a new cricket tournament targeting young people.

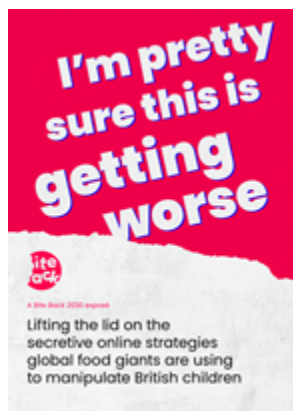
We approved our movement building plan which included the launch of three new youth building initiatives which reached over 600 young people. This included our first Regional Youth Boards in London and Birmingham, School Food Champions delivered in over 40 schools and a Community Food Champions pilot.

This all led to significant growth of income and team size with new expertise which sets us up for the next phase of growth and impact.

1. Campaigns

We ran four major campaigns throughout the year, each designed to secure action to improve child health, and using imaginative tactics to get audiences thinking differently about the causes of child obesity.

Junk Food Marketing - online advertising (March-May)



Fronted by our National Youth Board Co-Chair, Dev's campaign asked the Government to completely restrict high fat, salt and sugar products (HFSS) being advertised online. We conducted research to quantify the problem and found young people are being bombarded by 15 billion junk food adverts online every year, which is more than 500 per second. We presented our exposé to MPs, whilst Dev's open letter was signed by more than 560 people, and more than 2,400 emails were sent directly to then Secretary of State Matt Hancock MP calling for change. In his open letter Dev said:

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“We need to end this bombardment of young people now because it is proven to make us crave too much, buy too much, pester parents too much, and ultimately eat too much junk. This is seriously bad for our health during a pandemic when our health should be top priority.”

In Parliament, Matt Hancock agreed for Bite Back’s young people to meet Public Health Minister Jo Churchill, with this meeting taking place with Dev, Christina and Jacob in April 2021.

In a major win for our campaign, the Government announced the policy to restrict HFSS advertising online in the Queen’s Speech in May.

Bite Back’s young people were at the centre of media coverage around the new Government policies, adding a crucial perspective on the impact of new regulations due to come into force in 2023. In March, Dev appeared on BBC Radio 4’s You and Yours, where he went head to head with Stephen Woodford, Chief Executive of the Advertising Association, and mounted a robust defence of efforts to tackle junk food marketing.

In May, Christina and Jacob appeared on Times Radio to reflect on the impact of proposed online junk food marketing restrictions. Then in June, when further policy details were announced by Jo Churchill, Dev appeared on ITV Central and Nihal Arthanayke’s BBC Radio 5 Live show, where he put forward a confident and compelling argument for new legislation.

Collectively, our youth board members reached millions of people with their campaign message. They effectively reframed existing and damaging narratives around childhood obesity and made a powerful case for change.

PacketIn (July-August)

Over the summer, our Youth Board member Jacob designed and led the # PacketIn campaign, which called for the English Cricket Board (ECB) to end their youth-focused sponsorship deal with KP Snacks for the new ‘The Hundred’ tournament.



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Jacob said: "Sports teams are so incredibly influential to young people and it annoys me that teams could use their power to promote child health yet don't. It disappoints me that The Hundred are dressing their players in bright colours with unhealthy sponsors and essentially making them look like bags of crisps — especially when they've explicitly said they're targeting towards young people."

Jacob's open letter was signed by more than 2,400 people and he secured a meeting with the ECB's Communications and Corporate Directors in September. While the ECB did not commit to end the sponsorship deal, Jacob was able to secure their agreement to collaborate with the Bite Back Youth Board on the new kit design and to develop new criteria to promote child health in future sponsorship deals.



Continuing our focus on improving sports environments, we sponsored Dulwich Hamlet Football club this season to show healthy sports sponsorship is possible.

DontHideWhatsInside (October-December)

Emily's campaign took aim at misleading [health 'halo' claims](#) which make young people buy products which they think are healthy but are not.

We conducted new research on the eating habits of young people and analysed the products they consumed. We found that claims like "no added sugar", "contains fruit and veg", or "high in fibre" make buyers think a food is healthy — and they're scarily effective. Half of teenagers said this type of claim made them more likely to buy, yet many of these products would show a glaring red traffic light if their packaging was honest about what was really inside. Our research found smoothies, yoghurts and cereal bars were tricking us the most — including many products from brands owned by Coca-Cola, Kellogg's and Müller.



More than 1,000 emails were sent to senior executives at the companies found to be the worst offenders, and Innocent agreed to meet with Emily in early 2022.

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To bring the campaign to life, we produced a new film, *Mascots Anonymous*, which was viewed over 1 million times in its first 3 months. A darkly comic piece, the film showed what happens when the mascots created to sell junk food start to come to terms with the lies they have told and the damage they've done to child health.

SpillTheBeans (July - December)



Despite School Food Standards being introduced in 2014, worrying research from the Soil Association in 2019 found that only 60% of schools are compliant. Board members Harrison and Anisah set out to change this by demanding the Government introduce new mechanisms to monitor how schools meet this requirement.

Through Summer 2021, members of the National Youth Board conducted research through 15 focus groups with other young people, gathering powerful insights into school food environments across the country. They uncovered a worrying and inconsistent picture, with healthier options frequently unavailable or more expensive, and great injustice for pupils who receive free school meals.

Comments from youth panellists included:

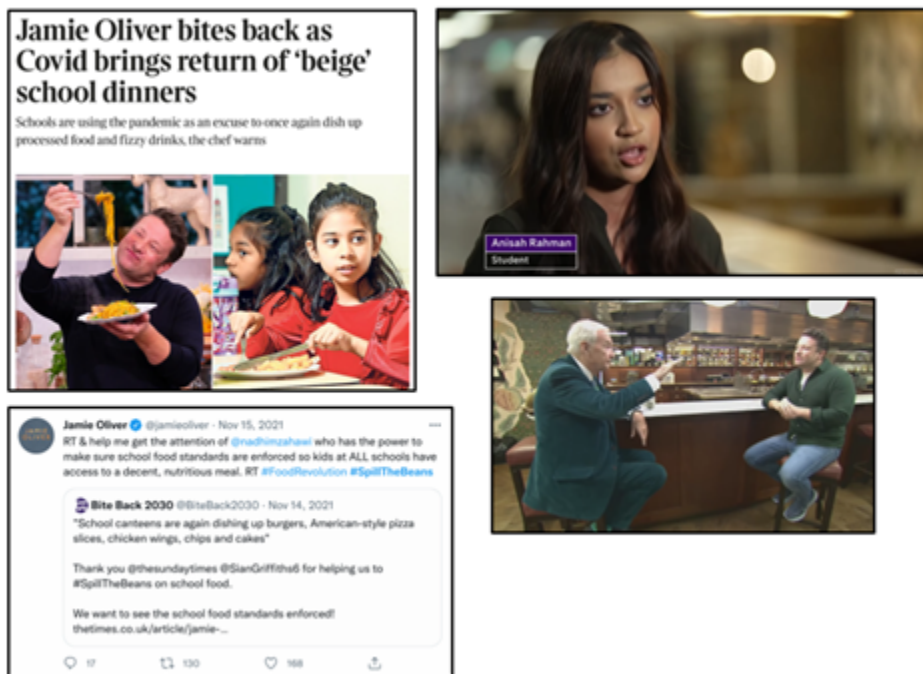
- "We have fruit but they're so expensive – it's £1 for a banana when you can buy it for less in a supermarket."
- "I thought school lunches were the same all around but that's not the case at all. It's not equal and I don't think it's something that is spoken about, in terms of the gap between other schools."
- "I have a friend who's on free school meals. Because the healthy food is so expensive, but the snacks are so cheap, sometimes she'll buy a snack at break-time and by lunchtime she can't even get a main meal because the allowance is so short."



We presented this evidence to MPs and school leaders in mid-November, and we secured high-profile coverage of our research in [The Sunday Times](#), First News and The Sunday Telegraph.

We were pleased to work closely with Jamie Oliver on the launch of this report, and his backing enabled us to reach fresh audiences on social media and through traditional press. An interview with Jon Snow on Channel 4 News saw Jamie and Youth Board member Anisah share the findings and make a powerful case for improvements in school food.

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Action will continue into 2022, when further announcements and decisions by the Government are expected.

2. Growing our youth-led movement

In May 2021, our Trustees approved a growth plan which set out how Bite Back intended to build a sustainable youth leadership structure. Our Youth Boards have targeted national and city-level change through campaigning, whilst our Champions programmes have enabled growth and grassroots impact through schools and community organisations. Together, these approaches have enabled us to reach a greater scale, both nationally and through local level programmes in schools and towns.

Regional Youth Boards

In August, 34 new young people started their Youth Board journeys with us in London and Birmingham, beginning a powerful new chapter in the way Bite Back facilitates local and regional change, led by young people.



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Members of our new Local Youth Boards underwent a three-day residential training, covering nutrition, food environments, campaigning, leadership and communications. We brought them together with our existing National Youth Board, who led some of the training for new members. We're proud that the cohort remains diverse, with members 85% female, 74% from BAME backgrounds and 20% receiving Free School Meals (FSM).

Chairs and Vice-Chairs for the London and Birmingham groups were elected, with the groups beginning planning for their first campaigns. Informed by their own experiences, the London Youth Board will be campaigning to restrict junk food advertising in all publicly-owned spaces across the capital, and the Birmingham Youth Board is aiming to secure an end to all junk food advertising across the West Midlands public transport network.

We have continued to develop plans for further expansion of our Regional Youth Boards through 2022, including analysis of priority cities and regions to reach in 2022-23, the preparation of funding applications and undertaking feasibility studies. At our end-of-year party, our young people set us the challenge to keep scaling outside London — and we're excited to rise to it!

Growing our digital movement

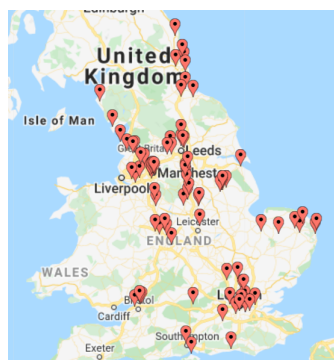
In 2021, we grew our digital movement, generating 2.7 million engagements across social media, video, email and website page views, and growing to a total of 51,980 digital supporters who took 13,434 actions — signing petitions, emailing their MP, and tweeting government ministers — in support of our youth-led campaigns.

We developed new strategic thinking on how to grow and track our digital movement as part of our Youth Pyramid, creating a digital army to spread our message, support our campaign goals, and to apply to our youth programmes. The majority of our new Regional Youth Board members learnt about Bite Back from Instagram advertising!

We launched a new email strategy and engagement targets, transitioning our full supporter list to SendGrid, ensuring all emails are authored by our young campaigners, and securing an average open rate of 28% across the year.

We laid strong groundwork for 2022, hiring a Digital Manager and a Content and Social Media Manager who will develop and implement strategies on website content, SEO, Google Ads, social media, and digital influencer engagement. We also hired Youth Board member Lanre Adeleye as our first Digital Apprentice, whose design and web development skills have produced exciting new digital content and web experiences for our audience throughout the year. In 2022, we will redesign and rebuild our digital platform, informed by youth insights and testing, to support our movement scaling and campaign goals.

School Food Champions



65 schools applied for, and started, our new twelve-month School Food Champions (SFC) programme for teams of young leaders aged 11-14, facilitated by a Lead Teacher. This programme began in September 2021 and will run through the academic year to Summer 2022.

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Our team developed a training programme, which guides participants to a better understanding of food systems, food inequality and campaigning, whilst also developing leadership and teamworking skills. Alongside this, SFC groups will audit their school food environment, decide on changes they want to see and engage other pupils, school leadership and caterers to deliver positive changes.

We were pleased with the nationwide spread of schools which signed up (as indicated on the map on the right) and 25% of pupils at schools taking part in the programme are eligible for FSM.

Community Food Champions

In Summer 2021 we piloted two Community Food Champions (CFC) programmes, delivered in partnership with two youth organisations in London (Brixton and Hackney). 45% of participants were in receipt of free school meals and 88% identified as BAME. 50% had not participated in any other leadership or social action programmes.



Our pilot empowered young people to think about the food available in their local area, and run a social action project to drive positive change. 30 young people participated in six weeks of workshops to learn about issues in the food system, map their local food environment, and use campaigning tools to plan a project to tackle these.

Participants brought their findings and ideas to a pitch event at Jamie Oliver HQ where they engaged directly with an audience of 30 local business leaders, councillors, restaurant owners, politicians and funders.



Whilst the two groups undertook the same workshops, their campaigns and follow up activities varied greatly to reflect the specific interests of the young people and the specifics of the local food environment in their communities. Our Hackney group is in ongoing conversations with the Mayor of Hackney and Hackney Council to encourage all schools across the local authority to commit to going meat free one day a week. They also ran a Bite Back takeover week at the WaterHouse restaurant where their insights from the workshops led them to develop meat-reduced recipes which were cooked by the young participants and sold to the public. Their campaign was celebrated in the Shoreditch Trust's newsletter and on their website, and on the Mayor of Hackney's social media channels.

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Meanwhile, our Brixton Community Food Champions held an event for local young people at Brixton Soup Kitchen where they invited other young people to share their experiences, ran activities to open young people's eyes to the amount of sugar in food and drinks, and encouraged others to join their project. The young people created videos to promote their event and shared these on social media. They are also exploring a partnership with Ad Free Cities in their campaign to end junk food advertising in Lambeth.

3. Changing public perceptions of childhood obesity

Central to all of our work has been changing the way society views the issue of childhood obesity through strategic communications. We have been consistent and persistent in our use of the Frameworks narrative taking audiences, supporters, stakeholders and decision makers on a journey to shift engrained mindsets.

Media activity

Across all our media pieces, social content, events and our campaigns, we deployed our carefully framed narrative for maximum impact.

The result was a number of powerful and helpful headlines and well crafted articles including BBC Radio 4's Food Programme featuring Bite Back in the episode 'Stirring Up Stories; The business of food PR' and The Sunday Telegraph which ran a double page feature of Christina and her campaigning with Bite Back

"Junk food ads have been junked, and one teenager at least is delighted. Seventeen-year-old Christina Adane chairs the youth board of Bite Back 2030."

Bite Back X Giles Coren and The British Library Food Season Finale

Throughout the year we have supported our young campaigners to talk confidently about child health, and the flood of unhealthy food faced by children and families every day. This was powerfully demonstrated in a short film featuring Christina, Jacob and Barakat meeting food writer and broadcaster Giles Coren, produced as part of an event held in partnership with the British Library in May 2021. The young people brought to life their experiences of streets, schools and screens being flooded with junk food, and the adverts which take centre stage in children's minds.



Youth Summit 2021

We ran our second Youth Summit on 7th October 2021, bringing young people and decision makers together in one room.



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We hosted a panel discussion with Tortoise Media featuring Christina Adane (Co-Chair of our National Youth Board), Jamie Oliver and Alessandra Bellini (Chief Customer Officer Tesco), which was watched by 85 decision makers in the room and more than 300 people through the live stream online.

The Government's Chief Nutritionist, the General Managers of KFC and Deliveroo and BBC's Dr Chris van Tulleken were amongst the crowd, so this was a great opportunity for Bite Back's young people to make a big impression! Spoken word performances by Zoe, Harrison, Alex and Christina from our National Youth Board brought extra energy and creativity to the event.

Recognising our movement's successes



With successes coming throughout the year, we were delighted that the hard work and dedication of Bite Back individuals was rewarded.

In December, our National Youth Board Chair Christina won the GlobalDiana Legacy Award, recognising her tireless campaigning for child health. This included her work to secure the UK Government's u-turn in 2020 to provide free school meals for low income families during the school holidays after they were hit hard by the coronavirus pandemic.

Christina had further success as she was named the Rising Star at the Third Sector Awards in September, and was a finalist for the International Children's Peace Prize in November. Tasha, our original Co-Chair and now a Trustee was named in the Outstanding Black University Students List.

4. Strengthening the organisation

The Bite Back staff team grew to 15 this year, with good progress made on ensuring that the team is more diverse. 20% of our staff now come from BAME backgrounds, and 66% of staff are women.

We are also working to provide employment opportunities beyond the youth board. We were delighted to welcome Lanre Adeleye as our first Digital Marketing Apprentice and Christina Adane as an intern in the summer to pilot the approach of the Youth Board working with the staff team as part of our commitment to being a truly youth-led organisation. She will join the team full-time in September 2022 as our first gap year 'Young Campaigner in Residence'.

We have also strengthened and diversified the Trustee Board chaired by Professor Corinna Hawkes. It now includes two trustees from BAME backgrounds and three trustees who are under 25. This year Rima Amin (Global Policy Manager, Change.org) and Peter Freedman (former MD, Consumer Goods Forum) have joined our Board bringing significant expertise on youth-led campaigning and corporate engagement.

We have also relaunched our Impact Advisory Board chaired by Dr Andrew Vallance-Owen and brings together expertise from across adolescent development, food systems, corporate change, policy and framing narrative. They will be responsible for ensuring our campaign priorities have an embedded theory of change and evidence base and for validating the measurement of impact from our campaigns and policy change.

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Financial review

Total income during the year was £1,967,886 (2020 - £1,269,970). This includes; donations received during the year of £1,142,627 (2020 - £891,972), grants received of £150,000 (2020 - Nil), other income of £245,216 (2020 - £182,581) in respect of projects and school vouchers, £45,000 (2020 - Nil) received following the provision of a report to Public Health England, investment income of £43 (2020 - Nil) in respect of bank interest received and £385,000 (2020 - £195,417) for donated services received from Jamie Oliver Limited (further details are given in the notes to the accounts).

Encompassed within the income during the year are restricted funds of £375,000 (2020 - Nil); £350,000 in respect of the School Food Champions Scheme and £25,000 in respect of the Youth Summit 2021.

The total expenditure incurred was £1,646,469 (2020 - £1,249,048) of which £467,275 (2020 - £502,735) was paid in relation to projects undertaken and £385,000 (2020 - £197,417) relates to the donated services received from Jamie Oliver Limited, of which £1,480 has been allocated to the School Food Champions Scheme.

As at 31 December 2021 the net reserves held by the charitable company were £851,421 (2020 - £530,004) which includes £238,067 (2020 - £27,000) of restricted funds and £100,000 (2020 - £100,000) designated funds, leaving £513,354 (2020 - £403,004) available for unrestricted usage. The charitable company had no tangible assets.

Reserves

Bite Back 2030's policy is to hold reserves at a level equal to three months' expenditure. Bite Back has general reserves of £513,354. The Trustees have designated £100,000 for the School Food Champions Scheme as the charity received full funding up front but this will be spent in 2022-23.

Major risks to the charity

The key risks facing the organisation include:

1. Financial sustainability: Sustaining fundraising to enable future growth and impact
2. Safeguarding: Ensuring we keep our young people safe online and at residential training visits, and maintain healthy peer relationships
3. Delivery: Failing to deliver on contracts such as # iWill or Youth Board growth
4. Reputation: Our work is often in the public eye so we have to ensure we get the tone of our campaigns right, maintain our focus on framing and collaborate where it can have impact.

Our 2022 Objectives

We will build on our successes in 2020 to deliver in five key areas:

1. To maintain our impact through high-impact national and local campaigns;
2. To engage key audiences and perceptions about the issue;
3. To deliver framed campaigns, content and insights;
4. To grow the youth-led movement;
5. To strengthen the organisation, systems and processes.

We plan to scale up our Community Food Champions programme through new funding and develop a new Food Systems Accelerator to bring together major corporates with young people to drive change.

Structure, governance and management

The charity was incorporated under the name 2030 Youth Obesity Alliance on 11th June 2018. The charity formally changed its name to Bite Back 2030 Ltd on 30th May 2019.

The charitable company is a company limited by guarantee and does not have any share capital. It is governed by its Memorandum and Articles of Association.

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Leonie Monifa Bellio

(Resigned 22 March 2021)

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Gemma Rachel Mortensen	(Resigned 15 January 2021)
Brett Harris Wigdortz OBE	
Peter Freedman	(Appointed 14 June 2021)
Corinna Hawkes	
Louise Holland	
David Jackson	
Tasha Mhakayakona	
Gorm Thomassen	
Freya Watson	
Nicola Cox	(Resigned 6 May 2021)
Rima Amin	(Appointed 15 August 2021)

The Board of Trustees administers the charity. The Board meets at least four times a year to review and monitor activities and performance. A Chief Executive, James Toop, has been appointed by the Trustees to manage the day-to-day operations of the charity. To facilitate effective operations, authority for certain operational matters has been delegated to the Chief Executive.

The systems of internal controls put in place have been designed to provide reasonable, but not absolute, assurance against material misstatement or loss. These include:

- A business plan and an annual budget approved by the Board of Trustees.
- Delegation of authority and segregation of duties.
- Regular monitoring of the financial results, variances from budgets, and performance indicators by the Board of Trustees.

Risk management

Bite Back 2030's management and Trustees have developed a formal risk management register and have processes to regularly identify, review and manage the risks to the charity. Bite Back 2030 monitors its internal and external risk environment on an on-going basis and ensures clear ownership is in place alongside mitigations where appropriate. The Board monitors internal financial controls, procedures and risk management.

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

Pay and remuneration

The pay of the charity's key personnel is set by the Board and reviewed annually. The Board has generated benchmarks through comparisons with other charities in the sector. Pay and remuneration is reviewed annually through a performance management appraisal process conducted by the Board.

Energy and carbon report

As the charitable company has not consumed more than 40,000 kWh of energy in this reporting period, it qualifies as a low energy user under these regulations and is not required to report on its emissions, energy consumption or energy efficiency activities.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

Statement of Trustees' responsibilities

The trustees, who are also the directors of Bite Back 2030 Limited for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Auditor

In accordance with the company's articles, a resolution proposing that Prager Metis LLP be reappointed as auditor of the company will be put at a General Meeting.

Disclosure of information to auditor

Each of the trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The Trustees' report was approved by the Board of Trustees.

.....
Corinna Hawkes

Dated:

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
INDEPENDENT AUDITOR'S REPORT
TO THE TRUSTEES OF BITE BACK 2030 LIMITED

Opinion

We have audited the financial statements of Bite Back 2030 Limited (the 'charitable company') for the year ended 31 December 2021 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2021 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
INDEPENDENT AUDITOR'S REPORT (CONTINUED)
TO THE TRUSTEES OF BITE BACK 2030 LIMITED

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the statement of Trustees' responsibilities, the trustees, who are also the directors of the charitable company for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

- Through consultation with management we obtained an understanding of the laws and regulations that could reasonably be expected to have a material effect on the financial statements.

- The outcome of these enquiries and the relevant laws and regulations were communicated throughout our team as well as consideration during team briefing on how fraud may occur in the charitable company.

- We identified the laws and regulations to have a direct effect on the financial statements as being the UK financial reporting standards, Charities Act, Employment Law, General Data Protection Regulations (GDPR). There were no additional fundamental laws and regulations identified related to the operating aspects of the business that may have a material effect on the financial statements.

**BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
INDEPENDENT AUDITOR'S REPORT (CONTINUED)
TO THE TRUSTEES OF BITE BACK 2030 LIMITED**

- Audit procedures undertaken in response to the potential risks relating to irregularities comprised of: inquiries with management as to whether the charitable company complies with such laws and regulations, a review of board minutes and a review of the grant application and approval process.

- We assessed the susceptibility of the charitable company's financial statements to material misstatement, including how fraud might occur by: Identifying and assessing the design effectiveness of controls management has in place to prevent and detect fraud; understanding how those charged with governance considered and addressed the potential for override of controls or other inappropriate influence over the financial reporting process; identifying and testing journal entries where relevant and in particular any journals indicating large or unusual transactions based on our understanding of the charitable company; testing completeness of income through substantive tests and performing analytical review procedures as well as cut off tests on the revenue recognised.

No instances of material non-compliance were identified. However, the likelihood of detecting irregularities, including fraud, is limited by the inherent difficulty in detecting irregularities, the effectiveness of the entity's controls, and the nature, timing and extent of the audit procedures performed. Irregularities that result from fraud might be inherently more difficult to detect than irregularities that result from error. As explained above, there is an unavoidable risk that material misstatements may not be detected, even though the audit has been planned and performed in accordance with ISAs (UK).

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

**Mark Boomla (Senior Statutory Auditor)
for and on behalf of Prager Metis LLP**

.....

**Chartered Accountants
Statutory Auditor**

5a Bear Lane
Southwark
London
United Kingdom
SE1 0UH

Prager Metis LLP is eligible for appointment as auditor of the charitable company by virtue of its eligibility for appointment as auditor of a company under of section 1212 of the Companies Act 2006.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 DECEMBER 2021

		Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £
	Notes						
<u>Income and endowments from:</u>							
Donations and legacies	2	1,302,627	375,000	1,677,627	1,087,389	-	1,087,389
Charitable activities	3	45,000	-	45,000	-	-	-
Investments	4	43	-	43	-	-	-
Other income	5	245,216	-	245,216	182,581	-	182,581
Total income		<u>1,592,886</u>	<u>375,000</u>	<u>1,967,886</u>	<u>1,269,970</u>	<u>-</u>	<u>1,269,970</u>
<u>Expenditure on:</u>							
Charitable activities	6	1,482,615	163,853	1,646,468	1,249,048	-	1,249,048
Net income for the year/ Net movement in funds		110,271	211,147	321,418	20,922	-	20,922
Fund balances at 1 January 2021		503,004	27,000	530,004	482,082	27,000	509,082
Fund balances at 31 December 2021		<u><u>613,275</u></u>	<u><u>238,147</u></u>	<u><u>851,422</u></u>	<u><u>503,004</u></u>	<u><u>27,000</u></u>	<u><u>530,004</u></u>

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
BALANCE SHEET

AS AT 31 DECEMBER 2021

	Notes	2021 £	£	2020 £	£
Current assets					
Debtors	12	6,785		4,376	
Cash at bank and in hand		903,124		578,970	
		<u>909,909</u>		<u>583,346</u>	
Creditors: amounts falling due within one year	13	<u>(58,487)</u>		<u>(53,342)</u>	
Net current assets			851,422		530,004
			<u>851,422</u>		<u>530,004</u>
Income funds					
Restricted funds	14		238,147		27,000
<u>Unrestricted funds</u>					
Designated funds	16	100,000		100,000	
General unrestricted funds		<u>513,275</u>		<u>403,004</u>	
			613,275		503,004
			<u>613,275</u>		<u>503,004</u>
			<u>851,422</u>		<u>530,004</u>

The financial statements were approved by the Trustees on

.....
 Corinna Hawkes
Trustee

Company Registration No. 11408816

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2021

	Notes	2021 £	£	2020 £	£
Cash flows from operating activities					
Cash generated from operations	18		324,111		20,215
Investing activities					
Investment income received		43		-	
Net cash generated from/(used in) investing activities			43		-
Net cash used in financing activities			-		-
Net increase in cash and cash equivalents			324,154		20,215
Cash and cash equivalents at beginning of year			578,970		558,755
Cash and cash equivalents at end of year			<u>903,124</u>		<u>578,970</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021

1 Accounting policies

Charity information

Bite Back 2030 Limited is a private company limited by guarantee incorporated in England and Wales. The registered office is Benwell House, 15-21 Benwell Road, London, N7 7BL, United Kingdom.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charitable company is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charitable company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charitable company is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Donations are recognised when the aforementioned recognition criteria have been met. Income tax recoverable in relation to donations received under gift aid or deeds of covenant is recognised when it is probable that it will be received.

Donated services and facilities are recognised as income when the charitable company has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charitable company of the item is probable and that economic benefit can be measured reliably.

Volunteers

The value of services provided by volunteers is not incorporated into the financial statements.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

1 Accounting policies

(Continued)

1.5 Expenditure

Expenditure and liabilities are accounted for on an accruals basis and recognised once there is a legal or constructive obligation committing the charitable company to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. All expenditure is inclusive of VAT. Expenditure is classified under headings that aggregate all costs related to that category.

Direct charitable activities include expenditure associated with projects and associated costs as well as support costs related to these activities.

Donated services relate to non-monetary services provided by a third party.

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charitable company and audit fees.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.7 Financial instruments

The charitable company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charitable company's balance sheet when the charitable company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

1.8 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

1.9 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.10 Financial instruments

The charitable company has elected to apply the provisions of Section 11 'Basic Financial Instruments' of FRS 102 to all of its financial instruments. Basic financial assets include debtors and cash and bank balances and basic financial liabilities include creditors and bank loans.

Financial instruments are recognised in the charitable company's balance sheet when the charitable company becomes party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

1.11 Legal status of the charitable company

The charitable company is a company limited by guarantee and has no share capital. In the event of the charitable company being wound up, the liability in respect of the guarantee is limited to £1 per member.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

2 Donations and legacies

	Unrestricted funds	Restricted funds	Total	Unrestricted funds
	2021	2021	2021	2020
	£	£	£	£
Donations and gifts	917,627	225,000	1,142,627	891,972
Grants receivable	-	150,000	150,000	-
Donated goods and services (see note 6)	385,000	-	385,000	195,417
	<u>1,302,627</u>	<u>375,000</u>	<u>1,677,627</u>	<u>1,087,389</u>
Grants receivable for core activities				
The National Lottery Community Fund Grant	-	150,000	150,000	-
	<u>-</u>	<u>150,000</u>	<u>150,000</u>	<u>-</u>

3 Charitable activities

	Provision of reports 2021	2020
	£	£
Services provided under contract	45,000	-
	<u>45,000</u>	<u>-</u>

4 Investments

	Unrestricted funds	Total
	2021	2020
	£	£
Interest receivable	43	-
	<u>43</u>	<u>-</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

5 Other income

	Unrestricted funds	Unrestricted funds
	2021	2020
	£	£
Other income	6,978	998
Projects	230,438	176,583
School food review	7,800	5,000
	<u>245,216</u>	<u>182,581</u>
	<u><u>245,216</u></u>	<u><u>182,581</u></u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

6 Charitable activities

	Direct Charitable Activities 2021 £	Donated Services 2021 £	School Food Champions 2021 £	Total 2021 £	Direct Charitable Activities 2020 £	Donated Services 2020 £	Total 2020 £
Staff costs	603,061	-	69,868	672,929	499,178	-	499,178
Staff training and recruitment	7,634	-	-	7,634	1,016	-	1,016
Temporary staff	-	-	-	-	7,068	-	7,068
Staff health insurance	4,635	-	-	4,635	5,411	-	5,411
Consultancy fees and project costs	404,814	-	62,461	467,275	502,735	-	502,735
Travel expenses	24,385	-	-	24,385	7,816	-	7,816
Entertaining	3,676	-	-	3,676	751	-	751
Social media and marketing	25,824	-	42	25,866	13,395	-	13,395
Sundry expenses	18,389	-	43	18,432	3,049	-	3,049
Bank charges	91	-	45	136	78	-	78
Office space	8,712	80,000	-	88,712	-	78,000	78,000
Information technology	-	30,000	-	30,000	-	25,000	25,000
Legal and finance	-	60,000	-	60,000	-	33,000	33,000
Public relations and communications	-	25,000	-	25,000	-	20,000	20,000
Content donation - design costs	-	148,520	1,480	150,000	-	39,417	39,417
Fundraising event support	-	40,000	-	40,000	-	-	-
	<u>1,101,221</u>	<u>383,520</u>	<u>133,939</u>	<u>1,618,680</u>	<u>1,040,497</u>	<u>195,417</u>	<u>1,235,914</u>
Grant funding of activities (see note 7)	-	-	3,600	3,600	-	-	-
Share of governance costs (see below)	22,874	-	1,314	24,188	13,134	-	13,134
	<u><u>1,124,095</u></u>	<u><u>383,520</u></u>	<u><u>138,853</u></u>	<u><u>1,646,468</u></u>	<u><u>1,053,631</u></u>	<u><u>195,417</u></u>	<u><u>1,249,048</u></u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

6 Charitable activities

(Continued)

Analysis by fund

Unrestricted funds	1,099,095	383,520	-	1,482,615	1,053,631	195,417	1,249,048
Restricted funds	25,000	-	138,853	163,853	-	-	-
	<u>1,124,095</u>	<u>383,520</u>	<u>138,853</u>	<u>1,646,468</u>	<u>1,053,631</u>	<u>195,417</u>	<u>1,249,048</u>

25% of the time incurred by the Chief Executive Officer is in relation to fundraising activities.

During the year Jamie Oliver Limited provided non-monetary services of £385,000 (2020 - £195,417) to Bite Back 2030 Limited, of which £1,480 was in relation to the School Food Champions Scheme.

Included within Share of governance costs above are payments for legal and professional fees of £4,538.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

7 Grants payable

	School Food Champions 2021 £	2020 £
Grants to institutions (12 grants):		
Ormiston SWB Academy	300	-
The Kemnal Academies	300	-
Ormiston Horizon Academy	300	-
Framingham Earl High School	300	-
Ormiston Ventre Academy	300	-
Woodmansterne School	300	-
George Abbot School	300	-
Beckfoot Upper Heaton	300	-
The Duchess High School	300	-
Swanwick Hall School	300	-
Bishop Young Church of England Academy	300	-
Sedfield Community College	300	-
	<u>3,600</u>	<u>-</u>

8 Auditor's remuneration

The analysis of auditor's remuneration is as follows:

Fees payable to the charitable company's auditor and associates:	2021 £	2020 £
Audit of the charitable company's annual accounts	11,340	10,800
	<u>11,340</u>	<u>10,800</u>

The above is included within governance costs of £24,188 (2020 - £13,134) in note 6.

9 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charitable company during the year.

10 Employees

The average monthly number of employees during the year was:

	2021 Number	2020 Number
Charitable activities	12	7
	<u>12</u>	<u>7</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

10 Employees **(Continued)**

Employment costs	2021	2020
	£	£
Wages and salaries	587,993	434,623
Social security costs	62,213	44,796
Other pension costs	22,723	19,759
	<u>672,929</u>	<u>499,178</u>

The number of employees whose annual remuneration was £60,000 or more were:

	2021	2020
	Number	Number
£60,001 - £80,000	1	-
£80,001 - £100,000	1	1
£120,001 - £140,000	1	1
	<u>1</u>	<u>2</u>

The above employees are accruing benefits under the automatic enrolment pension scheme. Contributions during the year were £11,833.

11 Taxation

Bite Back 2030 Limited is a registered charity, all activities are deemed to be of a charitable nature and as such no provision is considered necessary for taxation.

12 Debtors

Amounts falling due within one year:	2021	2020
	£	£
Prepayments and accrued income	3,237	-
	<u>3,237</u>	<u>-</u>
Amounts falling due after more than one year:	2021	2020
	£	£
Prepayments and accrued income	3,548	4,376
	<u>3,548</u>	<u>4,376</u>
Total debtors	<u>6,785</u>	<u>4,376</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

13 Creditors: amounts falling due within one year

	2021	2020
	£	£
Other taxation and social security	18,237	17,510
Trade creditors	21,587	1,123
Accruals and deferred income	18,663	34,709
	<u>58,487</u>	<u>53,342</u>

14 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			Movement in funds		
	Balance at 1 January 2020	Incoming resources	Balance at 1 January 2021	Incoming resources	Resources expended	Balance at 31 December 2021
	£	£	£	£	£	£
Funds in escrow	27,000	-	27,000	-	-	27,000
School Food Champions Scheme	-	-	-	350,000	(138,853)	211,147
Youth Summit 2021	-	-	-	25,000	(25,000)	-
	<u>27,000</u>	<u>-</u>	<u>27,000</u>	<u>375,000</u>	<u>(163,853)</u>	<u>238,147</u>

Included within "Cash at bank and in hand" is a designated bank account for funds received from The National Lottery Community Fund. These funds are restricted for use on the School Food Champions Scheme. As at the reporting date £94,658 was held.

15 Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2021	2021	2021	2020	2020	2020
	£	£	£	£	£	£
Fund balances at 31 December 2021 are represented by:						
Current assets/ (liabilities)	729,764	121,658	851,422	503,004	27,000	530,004
	<u>729,764</u>	<u>121,658</u>	<u>851,422</u>	<u>503,004</u>	<u>27,000</u>	<u>530,004</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2021

16 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Transfers	Balance at 1 January 2021	Movement in funds Incoming resources	Balance at 31 December 2021
	£	£	£	£
School Food Champions Programme	100,000	100,000	-	100,000
	<u>100,000</u>	<u>100,000</u>	<u>-</u>	<u>100,000</u>
	<u><u>100,000</u></u>	<u><u>100,000</u></u>	<u><u>-</u></u>	<u><u>100,000</u></u>

17 Related party transactions

There were no disclosable related party transactions during the year (2020 - none).

18 Cash generated from operations

	2021	2020
	£	£
Surplus for the year	321,418	20,922
Adjustments for:		
Investment income recognised in statement of financial activities	(43)	-
Movements in working capital:		
(Increase) in debtors	(2,409)	(4,376)
Increase in creditors	5,145	3,669
Cash generated from operations	<u><u>324,111</u></u>	<u><u>20,215</u></u>

19 Auditor's Ethical Standards

In common with many charities of our size and nature, we use our auditors to assist with the preparation of the accounts.

20 Analysis of changes in net funds

The charitable company had no debt during the year.

Bite Back 2030

England & Wales - Charity number 1180969

Accounts

Charity Registration No. 1180969

Company Registration No. 11408816 (England and Wales)

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Brett Harris Wigdortz OBE Peter Freedman Corinna Hawkes Louise Holland David Jackson Tasha Mhakayakona Gorm Thomassen Freya Watson Rima Amin	(Appointed 14 June 2021) (Appointed 7 July 2020) (Appointed 1 January 2020) (Appointed 25 November 2020) (Appointed 25 November 2020) (Appointed 23 September 2020) (Appointed 25 November 2020) (Appointed 1 April 2021)
Charity number	1180969	
Company number	11408816	
Registered office	10 Queen Street Place London EC4R 1BE	
Auditor	Prager Metis LLP 5a Bear Lane Southwark London United Kingdom SE1 0UH	
Solicitors	Bates Wells 10 Queen Street Place London EC4R 1BE	

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
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BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
CHAIR'S STATEMENT

FOR THE YEAR ENDED 31 DECEMBER 2020

2020 was an unprecedented year. Covid-19 caused significant loss, disruption and uncertainty to the lives of young people and their families globally. We realised the importance of access to good food as our supermarket shelves were empty, the injustices in our food system as more people accessed food banks and the issue of Free School Meal funding and the impact of obesity as we saw the effects on those seriously ill and tragically dying from Covid-19.

Two moments catalysed action and activity around food and childhood obesity: Marcus Rashford's End Food Poverty campaign and the Prime Minister's Obesity Strategy developed after his hospitalisation from Covid-19. And Bite Back 2030's young people were there every step of the way. Christina's incredible early petition for holiday Free School Meal funding which secured u-turns at Easter and May half term paved the way for Marcus Rashford's campaign. Tasha's social media video spearheaded a call for a 9pm watershed on junk food advertising on TV which was announced in the Government's Obesity Plan.

It was a coming of age moment for Bite Back's Youth Board and the power of youth voice in shaping decisions made by politicians and industry about our food environments. Our Hungry For Change research in June showed that half of young people were more aware of the injustices in the food system after Covid-19 and wanted action to be taken. Through leading the Feed Britain Better coalition, our young people set five challenges to leaders in the food system. The recommendations from sector leaders were presented at our first Youth Summit in October.

As we demonstrated the power of the youth-led movement, we also stabilised the organisation. We secured several multi-year funding grants to expand our work with young people and recruited a new Chair and leadership team to deliver the next phase of the growth. While 2020 was a challenging year, it highlighted the importance of Bite Back's mission more than ever and created an opportunity for our young people to lead change. We are looking forward to building on these successes to drive further impact in the future.

.....
Corinna Hawkes
Chair
Dated:

BITE BACK 2030 LIMITED

(A COMPANY LIMITED BY GUARANTEE)

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 DECEMBER 2020

The trustees present their report and financial statements for the year ended 31 December 2020.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charitable company's Memorandum and Articles of Association, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

Objectives and activities

The charitable company's objects are:

- (1) to advance the education of the public and promote research, including the causes, prevention, management and treatment of childhood obesity and by publishing the useful results of such research; and
- (2) to promote health including without limitation the health of young people who suffer from obesity by;
 - (a) the provision of information, advice and support in relation to diet, nutrition, lifestyle, fitness and physical exercise; and
 - (b) encouraging ethical practice on the part of schools, businesses and other establishments in relation to the composition, processing, promotion and distribution of food and related practices.

Structure

The charity was incorporated under the name 2030 Youth Obesity Alliance on 11th June 2018. The charity formally changed its name to Bite Back 2030 Ltd on 30th May 2019.

The charitable company is a company limited by guarantee and does not have any share capital. It is governed by its Memorandum and Articles of Association.

Our goal

We want to halve childhood obesity by 2030 and close the inequality gaps that exist in obesity rates between richer and poorer children.

Who are we?

Bite Back 2030 is a youth-led movement working to change that by redesigning the system to put child health first. That means healthy schools, healthy streets and healthy screens - everywhere, because children living in the poorest areas are twice as likely to be affected that their wealthiest peers. Bite Back 2030 was co-founded by chef and campaigner Jamie Oliver and philanthropist Nicolai Tangen.

What are we doing?

Bite Back 2030 believes the voice of young people is critical in this redesign. We find, recruit and train exceptional youth leaders, and support them to lead mission-aligned campaigns of national significance. We bring them together with the decision makers across government, the food industry and schools to find new solutions to this crisis.

We work for change in three ways:

- **Creative, youth-led campaigns** to engage decision makers and drive change on key issues which matter to young people and drive improved food environments;
- **Youth insights and co-design** to better understand the issues faced by young people and develop new solutions with them that work;
- **Surprising, fresh content** to tell our story, engage new youth audiences in our work and start to shift public understanding about the need for change.

By 2023 we want a national movement of young people driving change in three impact areas: healthy schools, healthy streets and healthy screens.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

Missions - the focus of our work

1. Healthy schools

Let's provide good food for all, and at every stage so the health of children everywhere is strengthened by the food they eat.

We want UK school food to be world-class, and to see all children getting access to a quality, nutritious lunch through the holidays.

2. Healthy streets

Let's leverage the power of our communities and reach out to ensure no one is forgotten when it comes to food, no matter where they live.

We want to make it easier to eat healthily with clearer labelling on food, making them honest about what's inside them. Let's do this and make healthy food affordable, empowering people with quality options for what they can eat.

Let's create alternative and healthier youth spaces, so young people have more opportunities to explore, run and play

3. Healthy screens

Let's abandon the culture of excess and champion pre-obesity crisis values i.e. home cooking, baking, food awareness, family mealtimes.

And let's put an end to the use of dishonest misconduct advertising and misleading product claims, by restricting foods high in fat, salt and sugar (HFSS) being marketed online.

Why we are working on this?

Changes to the food system over the last 30 years are having a dramatic impact on child health. One in three children now leaves primary school overweight or obese. But we can turn things around.

The coronavirus pandemic has highlighted the injustices in the food system and sharpened the focus on the impact obesity has on health outcomes, but it has also given us an opportunity to deliver positive change. As a result of the pandemic, nearly six in 10 families have seen their incomes squeezed and struggle to cover the cost of three or more basic essentials, including food, utilities, rent, travel or child-related costs. Demand for free school meals rose sharply as the economic impact of covid-19 bit families, with 900,000 newly registered claimants since the start of the pandemic. And food banks also saw sharp rises for food due to the sudden unemployment and reduced wages. Low income families were financially unable to stockpile food in the early weeks of the pandemic, and we faced with only the most expensive versions of products.

That means making healthier foods affordable, readily accessible for all, and using marketing and advertising to give healthy options a starring role in children's minds. By redesigning the food system we can protect the health of future generations.

Public Benefit Statement

As Bite Back 2030, our aim is to halve childhood obesity by 2030. Our charitable objects are to advance the issue of childhood obesity and promote public health.

We empower the voices of young people, those with lived experience of the drivers of obesity, to call for change. We support them to deliver powerful, youth-led campaigns which drive change in the food environment, develop youth insights and co-design new solutions with young people, and create surprising, fresh content which reaches youth audiences with public health messages in an innovative way that connects.

Our executive team and trustee board have had due regard for the Charity Commission's public benefit guidance when exercising our duties.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

The impact of Covid-19

Covid-19 has brutally exposed the inequalities and laid bare the injustices that exist in our food system. It has also sharpened our focus on the impact of obesity on health outcomes, and the impact of financial insecurity on diet and nutrition standards. Covid-19 has pushed nearly 500,000 more children into food poverty.

Due to the Prime Minister's own experience with Covid-19, tackling rising obesity rates is now a major Government priority as we rebuild post pandemic. Our own research shows half of young people are concerned about the injustices in the food system and want action to be taken. There is a political moment, public appetite and the policy space now to accelerate change.

Achievements and performance

Bite Back's objectives for 2020 remained the same: to grow our youth movement, provide visible leadership opportunities for our Youth Board to drive real change and impact through high profile campaigns and projects, and to deliver a Youth Summit. The way we delivered these objectives was shaped significantly by Covid-19.

We responded quickly to key issues facing our young people with high profile campaigns such as Free School Meals and opportunities presented by the Prime Minister's new focus on obesity. We undertook youth insights work to understand how young people's eating habits changed under lockdown and created a youth-led coalition to set a vision for how we could Feed Britain Better post Covid-19 which was the focus of our Youth Summit.

Our Youth Board found their voice and achieved national profile, media and recognition for their campaigns which achieved two major policy wins. We grew the Youth Movement training 77 new youth leaders as well as built relationships with decision makers representing 50 organisations working towards change. We created fresh new content to help more young people on low-income budgets to stay healthy and eat well through lockdown. And we grew our supporters and audience who can help support and amplify our campaigns.

Some of our key achievements are listed below:

1. Creative youth-led campaigns:

We led two high-profile campaigns which both secured major campaign wins changing Government policy:

BITE BACK 2030 LIMITED **(A COMPANY LIMITED BY GUARANTEE)** **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)** **FOR THE YEAR ENDED 31 DECEMBER 2020**

Christina's FSM campaign

In March 2020, Bite Back's Youth Chair Christina Adane, then aged 16, started a petition calling on UK Prime Minister Boris Johnson not to abandon 1.4 million children living in disadvantaged families, calling on him to provide meal support through the school holidays. When the coronavirus pandemic was hitting low income households hard, Christina worked tirelessly with the team to drive awareness over a period of many months. That work resulted in over 430 thousand signatures and several government u-turns on their free school meals policy.

Boris Johnson: Don't take away lunches for 1.4 million kids on Free School Meals



The screenshot shows a petition page titled "Boris Johnson: Don't take away lunches for 1.4 million kids on Free School Meals". On the left is a photo of Christina Adane, a young woman in a white jacket. To the right, the petition is marked as "Victory" with 430,896 supporters. Below the title are social media sharing options: "Share on Facebook", "Send a Facebook message", "Send an email to friends", and "Tweet to your followers". At the bottom left, it says "Christina A started this petition to Boris Johnson and 1 other" and "My name is Christina, I'm 17 and live in London."

Christina's campaign garnered interest from far and wide and she was invited to speak to global audiences across the BBC, on Prince Harry and Meghan Markle's inaugural podcast, Archewell Audio and to influential members of the Eat Forum.

Her message reached millions. Eventually her campaign was picked up by England footballer Marcus Rashford.



The screenshot shows a Huffington Post article. At the top is the "HUFFPOST" logo and navigation links: NEWS, CORONAVIRUS, POLITICS, PRIDE 2020, OPINION, PERSONAL, ENTERTAINMENT, LIFE, PARENTS, VIDEO. Below is a Yahoo! Mail advertisement: "SPEND LESS TIME SEARCHING. MORE TIME CHILLING." with a "Find out more" button. The article is dated "20/05/2020 06:00 BST | Updated 20/05/2020 14:49 BST" and has the headline "Boris Johnson, Don't Make Me And 1.3 Million Other Children Go Hungry Next Week". The sub-headline reads: "For reasons unexplained, the Prime Minister has decided to withdraw support for children on free school meals over May half term, writes 16-year-old Christina Adane." The author is listed as "By Christina Adane".

Christina has personally engaged thousands of young people and adults with the issue of inequality within the food system, and has become a recognised and influential voice in the highest levels of industry and government. She was named one of the BBC's 100 most influential women in 2020 for her campaigning, and won the prestigious Diana Award this year for all the work she does with Bite Back to campaign for all children to have access to healthy nutritious food no matter where they live.

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TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

9pm watershed

In July 2020 the Prime Minister announced tough new measures on how and when junk food can be advertised. It followed months of campaigning by our incredible Youth Board and was a huge step forward for child health.



Tasha was Co-Chair at the time, and called for the Prime Minister to take childhood obesity seriously in a video that was viewed over 50,000 times.

Once again, Bite Back 2030 received national media coverage, and the Youth Board whipped up support from Tory MPs Dr James Davies and Andrew Selous, as well as celebrities including Hugh Fearnley-Whittingstall, Thomasina Miers, and David Gandy who in an open letter in The Guardian, called on Boris to commit to the restrictions.



Hugh Fearnley-Whittingstall (pictured) is urging Boris Johnson to take action to back up the Government's battle against obesity by banning junk food adverts on TV before 9pm

They are backing teenage-led campaign group BiteBack2030, which has sent a letter to the Government calling for curbs on junk food advertising.

The result will mean 13.1bn fewer ads for unhealthy food, and means the UK is leading by example in prioritising child health.

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TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

2. Youth insights and co-design:

Hungry For Change

Last year we released new research into the impact of lockdown on the eating and drinking habits of young people. The pandemic caused extraordinary upheaval to both the food system and everyday life, exposing the inequalities that exist around food.

Our report, which was supported by Guys' and St Thomas' Charity, highlighted significant changes in young people's eating habits and attitudes to food since the start of lockdown, and revealed starkly different experiences based on socio-economic background.

In the weeks before the Government was expected to announce new measures to tackle obesity, we identified key trends and then tested these with 1,000 14 to 19 year olds - and what we found was stark:

- 45% of participants say that they are now more aware of the injustices that exist in the food system, and 40% are worrying about those injustices more now than before lockdown.
- A third of teens reported cooking more, although those from less affluent socio-economic backgrounds were found to be stepping up to take responsibility for preparing meals for key worker single parents rather than cooking for enjoyment.
- 60% of young people feel eating as a family has positively impacted their health and wellbeing while in lockdown.

We put forward calls to action and a list of challenges for decision makers to respond and act to help protect child health.



The report gained national media coverage, including BBC News which our Youth Board co-chair Christina represented.

BITE BACK 2030 LIMITED
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TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

Feed Britain Better

Building on the five challenges in Hungry For Change, we mobilised and brought together a youth-led coalition to respond and take our calls to the next level. They proposed how we could make young people's food environments healthier and fairer post Covid-19.

Members of the coalition included Royal Society of Public Health, UNICEF UK, Food Foundation, Impact on Urban Health, ASCL and OnSide Youth Zones.

We conducted: a six week programme of events with over 60 Youth Leaders exploring and shaping the solutions; a week-long digital ethnographic immersion in the lives of 30 young people; and a youth panel of eight who shaped the project from the start.

We engaged 50 leading organisations across the food industry, government and civil society to develop 10 recommendations. The 10 recommendations were presented at the Youth Summit in October and disseminated to decision makers.

Members of our Youth Board also challenged leading companies in the food industry Nestle and Tesco in a virtual panel discussion about the measures they've made to protect child health, including promotion of foods high in fat, salt and sugar as well as marketing of cereals to kids. The event was chaired by Dr Chris Van Tulleken, a doctor and one of the BBC's leading science presenter, and over 150 people attended from across the industry.



BITE BACK 2030 LIMITED
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TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

3. Surprising, fresh content:

We have told a new story about the need to protect child health that has engaged new audiences

Cook with Jack

In March 2019 Bite Back was quick to recognise the challenge facing many families through lockdown - eating well on a tight budget. We invited Jack, from our founder Jamie Oliver's cookery school to join up to help out. Together we created Cook with Jack, a set of shopping lists, recipes and instruction videos centred around the government allocation to families on free school meals of £15 per week.



Jack took everything he had learned as a professional chef and used it as a force for social good to support children through lockdown whilst schools were shut.

During the summer lockdown, children could tune in live to cook along with Jack every weekday lunchtime and prepare a healthy delicious meal for their families. It helped young people eat well and gave working parents a much needed breather from the added pressures of unending child care and meal prep.

Children and young people would send in pictures of the meals they made with Jack's expert guidance, with proud smiles on their faces.



Jessica Kendall Pepper and beef pasta today, thankyou my son is really enjoying the daily cook along!



Love · Reply · Message · 3w · Edited

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

The recipes were all checked in line with school food standards and used ingredients sourced from mid-priced supermarkets.

Together, Bite Back 2030 and Jack gave young people a legacy of lifelong kitchen skills. We went on to create a cookbook of healthy recipes and made sure the cook-alongs were available on our YouTube channel.

To date, the Cook with Jack videos received over 40,000 views with over 1,700 hours watched in total, and 2,000 cookbooks have been downloaded. Jack even made sure his new puppy was part of the show, delighting fans with more than just a great and healthy lunch.



Strategy

We know that to achieve our mission we have to be ambitious. We developed a plan to bring about a paradigm shift in diets brought about by major shifts in three areas:

1. People: major shift in public awareness, understanding and action on the issue;
2. Policy: a reset with progressive new government policy reform for change;
3. Economic: new commercial models and practices which prioritise children's health.

We have identified five major impact goals for 2023 which align with the Government priorities as outlined in the July 2020 Obesity Plan and our own insights into what matters to young people:

- To ensure healthy, nutritious school food for every child all-year round;
- To make healthier food more affordable than unhealthy food through subsidies, discounts, and taxes (e.g. Sugar tax);
- To achieve consistent and honest front of pack labelling and promotion;
- To end junk food advertising online, on high streets and sports sponsorship;
- To normalise water as the go-to drink for young people.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

Financial review

The total donations received during the year were £891,972 and other income of £182,581 was in respect of projects, school vouchers and the Health Foundation. Income also included the value of £195,417 for donated services received from Jamie Oliver Limited (further details are given in the notes to the accounts). The total expenditure incurred was £1,053,631 of which £502,735 was paid in relation to projects undertaken. In addition the donated services received from Jamie Oliver Limited of £195,417 were included in expenses. As at 31 December 2020 the net reserves held by the charitable company were £530,004 which included £27,000 of restricted funds and £100,000 designated funds. The charitable company had no tangible assets.

Reserves

Bite Back 2030's policy is to hold reserves at a level equal to three months' expenditure. Bite Back has general reserves of £403,000. The Trustees have designated £100,000 for the School Food Champions programme as the charity received full funding up front but this will be spent in 2022-23.

Major risks to the charity

The key risks facing the organisation include:

1. Financial sustainability: Sustaining fundraising to enable future growth
2. Safeguarding: Keep safeguarding risk
3. Delivery: Failing to deliver on contracts such as Error in formula ->#iWill<-
4. Reputation: Our work is often in the public eye so we have to ensure we get the tone of our campaigns right.

Our 2021 Objectives

We will build on our successes in 2020 to deliver in four key areas:

1. To maintain our focus on impact through high-impact national and local campaigns
2. To embed youth leadership and build a talent pipeline
3. To grow our influence and reach, mobilising our supporter base
4. To develop our systems, processes and operations to sustain growth and impact.

We plan to develop a strategy to grow our Youth Movement to include Regional Youth Boards, a School Food Champions and Community Food Champions programme. We will deliver a second Youth Summit and run campaigns focusing on ending junk food advertising online, school food quality, sports sponsorship and product health claims.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

Structure, governance and management

The charity was incorporated under the name 2030 Youth Obesity Alliance on 11th June 2018. The charity formally changed its name to Bite Back 2030 Ltd on 30th May 2019.

The charitable company is a company limited by guarantee and does not have any share capital. It is governed by its Memorandum and Articles of Association.

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Lawrence James Haddad	(Resigned 26 November 2020)
Leonie Monifa Bellio	(Resigned 22 March 2021)
Gemma Rachel Mortensen	(Resigned 15 January 2021)
Nicolai Tangen	(Resigned 1 July 2020)
Anna Kim Taylor OBE	(Resigned 1 July 2020)
Brett Harris Wigdortz OBE	
Peter Freedman	(Appointed 14 June 2021)
Corinna Hawkes	(Appointed 7 July 2020)
Louise Holland	(Appointed 1 January 2020)
David Jackson	(Appointed 25 November 2020)
Tasha Mhakayakona	(Appointed 25 November 2020)
Gorm Thomassen	(Appointed 23 September 2020)
Freya Watson	(Appointed 25 November 2020)
Nicola Cox	(Appointed 1 January 2020 and resigned 6 May 2021)
Rima Amin	(Appointed 1 April 2021)

The Board of Trustees administers the charity. The Board meets at least four times a year to review and monitor activities and performance. A Chief Executive has been appointed by the Trustees to manage the day-to-day operations of the charity. To facilitate effective operations, authority for certain operational matters has been delegated to the Chief Executive.

The systems of internal controls put in place have been designed to provide reasonable, but not absolute, assurance against material misstatement or loss. These include:

- A business plan and an annual budget approved by the Board of Trustees.
- Delegation of authority and segregation of duties.
- Regular monitoring of the financial results, variances from budgets, and performance indicators by the Board of Trustees.

Risk management

Bite Back 2030's management and Trustees have developed a formal risk management register and have processes to regularly identify, review and manage the risks to the charity. Bite Back 2030 monitors its internal and external risk environment on an on-going basis and ensures clear ownership is in place alongside mitigations where appropriate. The Board monitors internal financial controls, procedures and risk management.

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

Pay and remuneration

The pay of the charity's key personnel is set by the Board and reviewed annually. The Board has generated benchmarks through comparisons with other charities in the sector.

Pay and remuneration is reviewed annually through a performance management appraisal process conducted by the Board.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

Statement of Trustees' responsibilities

The trustees, who are also the directors of Bite Back 2030 Limited for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Auditor

In accordance with the company's articles, a resolution proposing that Prager Metis LLP be reappointed as auditor of the company will be put at a General Meeting.

Disclosure of information to auditor

Each of the trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The Trustees' report was approved by the Board of Trustees.

.....
Corinna Hawkes

Dated:

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
INDEPENDENT AUDITOR'S REPORT
TO THE TRUSTEES OF BITE BACK 2030 LIMITED

Opinion

We have audited the financial statements of Bite Back 2030 Limited (the 'charitable company') for the year ended 31 December 2020 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2020 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
INDEPENDENT AUDITOR'S REPORT (CONTINUED)
TO THE TRUSTEES OF BITE BACK 2030 LIMITED

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the statement of Trustees' responsibilities, the trustees, who are also the directors of the charitable company for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

**BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
INDEPENDENT AUDITOR'S REPORT (CONTINUED)
TO THE TRUSTEES OF BITE BACK 2030 LIMITED**

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

**Mark Boomla (Senior Statutory Auditor)
for and on behalf of Prager Metis LLP**

.....

**Chartered Accountants
Statutory Auditor**

5a Bear Lane
Southwark
London
United Kingdom
SE1 0UH

Prager Metis LLP is eligible for appointment as auditor of the charitable company by virtue of its eligibility for appointment as auditor of a company under of section 1212 of the Companies Act 2006.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 DECEMBER 2020

		Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £	Unrestricted funds 2019 £	Restricted funds 2019 £	Total 2019 £
	Notes						
<u>Income and endowments from:</u>							
Donations and legacies	2	1,087,389	-	1,087,389	1,308,480	27,000	1,335,480
Investments	3	-	-	-	8	-	8
Other income	4	182,581	-	182,581	-	-	-
Total income		<u>1,269,970</u>	<u>-</u>	<u>1,269,970</u>	<u>1,308,488</u>	<u>27,000</u>	<u>1,335,488</u>
<u>Expenditure on:</u>							
Charitable activities	5	1,249,048	-	1,249,048	826,406	-	826,406
Net income for the year/ Net movement in funds		20,922	-	20,922	482,082	27,000	509,082
Fund balances at 1 January 2020		<u>482,082</u>	<u>27,000</u>	<u>509,082</u>	<u>-</u>	<u>-</u>	<u>-</u>
Fund balances at 31 December 2020		<u><u>503,004</u></u>	<u><u>27,000</u></u>	<u><u>530,004</u></u>	<u><u>482,082</u></u>	<u><u>27,000</u></u>	<u><u>509,082</u></u>

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
BALANCE SHEET

AS AT 31 DECEMBER 2020

	Notes	2020 £	£	2019 £	£
Current assets					
Debtors	9	4,376		-	
Cash at bank and in hand		578,970		558,755	
		<u>583,346</u>		<u>558,755</u>	
Creditors: amounts falling due within one year	10	<u>(53,342)</u>		<u>(49,673)</u>	
Net current assets			<u>530,004</u>		<u>509,082</u>
Income funds					
Restricted funds	11		27,000		27,000
<u>Unrestricted funds</u>					
Designated funds	12	100,000		-	
General unrestricted funds		<u>403,004</u>		<u>482,082</u>	
			<u>503,004</u>		<u>482,082</u>
			<u>530,004</u>		<u>509,082</u>

The financial statements were approved by the Trustees on

.....
 Corinna Hawkes
Trustee

Company Registration No. 11408816

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2020

	Notes	2020 £	£	2019 £	£
Cash flows from operating activities					
Cash generated from operations	16		20,215		558,747
Investing activities					
Investment income received		-		8	
Net cash (used in)/generated from investing activities					
			-		8
Net cash used in financing activities					
			-		-
Net increase in cash and cash equivalents					
			20,215		558,755
Cash and cash equivalents at beginning of year			558,755		-
Cash and cash equivalents at end of year					
			578,970		558,755

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020

1 Accounting policies

Charity information

Bite Back 2030 Limited is a private company limited by guarantee incorporated in England and Wales. The registered office is 10 Queen Street Place, London, EC4R 1BE.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charitable company is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charitable company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charitable company is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Donations are recognised when the aforementioned recognition criteria have been met. Income tax recoverable in relation to donations received under gift aid or deeds of covenant is recognised when it is probable that it will be received.

Donated services and facilities are recognised as income when the charitable company has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charitable company of the item is probable and that economic benefit can be measured reliably.

Volunteers

The value of services provided by volunteers is not incorporated into the financial statements.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

1 Accounting policies **(Continued)**

1.5 Expenditure

Expenditure and liabilities are accounted for on an accruals basis and recognised once there is a legal or constructive obligation committing the charitable company to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. All expenditure is inclusive of VAT. Expenditure is classified under headings that aggregate all costs related to that category.

Direct charitable activities include expenditure associated with projects and associated costs as well as support costs related to these activities.

Donated services relate to non-monetary services provided by a third party.

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charitable company and audit fees.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.7 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.8 Financial instruments

The charitable company has elected to apply the provisions of Section 11 'Basic Financial Instruments' of FRS 102 to all of its financial instruments. Basic financial assets include debtors and cash and bank balances and basic financial liabilities include creditors and bank loans.

Financial instruments are recognised in the charitable company's balance sheet when the charitable company becomes party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

1.9 Legal status of the charitable company

The charitable company is a company limited by guarantee and has no share capital. In the event of the charitable company being wound up, the liability in respect of the guarantee is limited to £1 per member.

2 Donations and legacies

	Unrestricted funds	Unrestricted funds	Restricted funds	Total
	2020	2019	2019	2019
	£	£	£	£
Donations and gifts	891,972	1,152,480	27,000	1,179,480
Donated goods and services (see note 5)	195,417	156,000	-	156,000
	<u> </u>	<u> </u>	<u> </u>	<u> </u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

3 Investments

	Total	Unrestricted funds
	2020	2019
	£	£
Interest receivable	-	8
	<u> </u>	<u> </u>

4 Other income

	Unrestricted funds	Total
	2020	2019
	£	£
Other income	998	-
Projects	176,583	-
School vouchers	5,000	-
	<u> </u>	<u> </u>
	<u>182,581</u>	<u> </u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

5 Charitable activities

	Direct Charitable Activities 2020 £	Donated Services 2020 £	Total 2020 £	Direct Charitable Activities 2019 £	Donated Services 2019 £	Total 2019 £
Staff costs	499,178	-	499,178	165,885	-	165,885
Staff training and recruitment	1,016	-	1,016	-	-	-
Temporary staff	7,068	-	7,068	18,786	-	18,786
Staff health insurance	5,411	-	5,411	905	-	905
Consultancy fees and project costs	502,735	-	502,735	450,778	-	450,778
Travel expenses	7,816	-	7,816	2,010	-	2,010
Entertaining	751	-	751	9,169	-	9,169
Social media and marketing	13,395	-	13,395	4,305	-	4,305
Sundry expenses	3,049	-	3,049	385	-	385
Bank charges	78	-	78	53	-	53
Office space	-	78,000	78,000	-	78,000	78,000
Information technology	-	25,000	25,000	-	25,000	25,000
Legal and finance	-	33,000	33,000	-	33,000	33,000
Public relations and communications	-	20,000	20,000	-	20,000	20,000
Content donation - design costs	-	39,417	39,417	-	-	-
	<u>1,040,497</u>	<u>195,417</u>	<u>1,235,914</u>	<u>652,276</u>	<u>156,000</u>	<u>808,276</u>
Share of governance costs (see note)	13,134	-	13,134	18,130	-	18,130
	<u><u>1,053,631</u></u>	<u><u>195,417</u></u>	<u><u>1,249,048</u></u>	<u><u>670,406</u></u>	<u><u>156,000</u></u>	<u><u>826,406</u></u>

Governance costs include payments to the auditors of £10,800 for audit fees. It also includes payments for legal and professional fees of £2,334.

25% of the time incurred by the Chief Executive Officer is in relation to fundraising activities.

During the year Jamie Oliver Limited provided non-monetary services to Bite Back 2030 Limited.

6 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charitable company during the year.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

7 Employees

The average monthly number of employees during the year was:

	2020	2019
	Number	Number
Charitable activities	7	4
	<u> </u>	<u> </u>

Employment costs	2020	2019
	£	£
Wages and salaries	434,623	142,583
Social security costs	44,796	17,494
Other pension costs	19,759	5,808
	<u> </u>	<u> </u>
	<u>499,178</u>	<u>165,885</u>

The number of employees whose annual remuneration was £60,000 or more were:

	2020	2019
	Number	Number
£70,001 - £80,000	-	1
£80,001 - £90,000	1	-
£90,001 - £100,000	1	-
£130,001 - £140,000	1	-
	<u> </u>	<u> </u>

The above employees are accruing benefits under the automatic enrolment pension scheme. Contributions during the year were £14,062.

8 Taxation

Bite Back 2030 Limited is a registered charity, all activities are deemed to be of a charitable nature and as such no provision is considered necessary for taxation.

9 Debtors

	2020	2019
	£	£
Amounts falling due after more than one year:	2020	2019
	£	£
Prepayments and accrued income	4,376	-
	<u> </u>	<u> </u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

10 Creditors: amounts falling due within one year

	2020	2019
	£	£
Other taxation and social security	17,510	10,210
Trade creditors	1,123	16,432
Accruals and deferred income	34,709	23,031
	<u>53,342</u>	<u>49,673</u>

11 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds		
	Balance at 1 January 2020	Incoming resources	Balance at 31 December 2020
	£	£	£
Funds in escrow	27,000	-	27,000
	<u>27,000</u>	<u>-</u>	<u>27,000</u>

12 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Balance at 1 January 2020	Transfers	Balance at 31 December 2020
	£	£	£
School Food Champions Programme	-	100,000	100,000
	<u>-</u>	<u>100,000</u>	<u>100,000</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020

13 Analysis of net assets between funds

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £	Unrestricted funds 2019 £	Restricted funds 2019 £	Total 2019 £
Fund balances at 31 December 2020 are represented by:						
Current assets/ (liabilities)	503,004	27,000	530,004	482,082	27,000	509,082
	<u>503,004</u>	<u>27,000</u>	<u>530,004</u>	<u>482,082</u>	<u>27,000</u>	<u>509,082</u>

14 Events after the reporting date

The COVID-19 pandemic has continued to have an impact on the charity by restricted access to funding sources that would normally be available to the charity.

15 Related party transactions

There were no disclosable related party transactions during the year (2019 - none).

16 Cash generated from operations

	2020 £	2019 £
Surplus for the year	20,922	509,082
Adjustments for:		
Investment income recognised in statement of financial activities	-	(8)
Movements in working capital:		
(Increase) in debtors	(4,376)	-
Increase in creditors	3,669	49,673
Cash generated from operations	<u>20,215</u>	<u>558,747</u>

17 Analysis of changes in net funds

The charitable company had no debt during the year.

18 Auditor's Ethical Standards

In common with many charities of our size and nature, we use our auditors to assist with the preparation of the accounts.