

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	

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BITE BACK 2030 LIMITED
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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

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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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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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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:

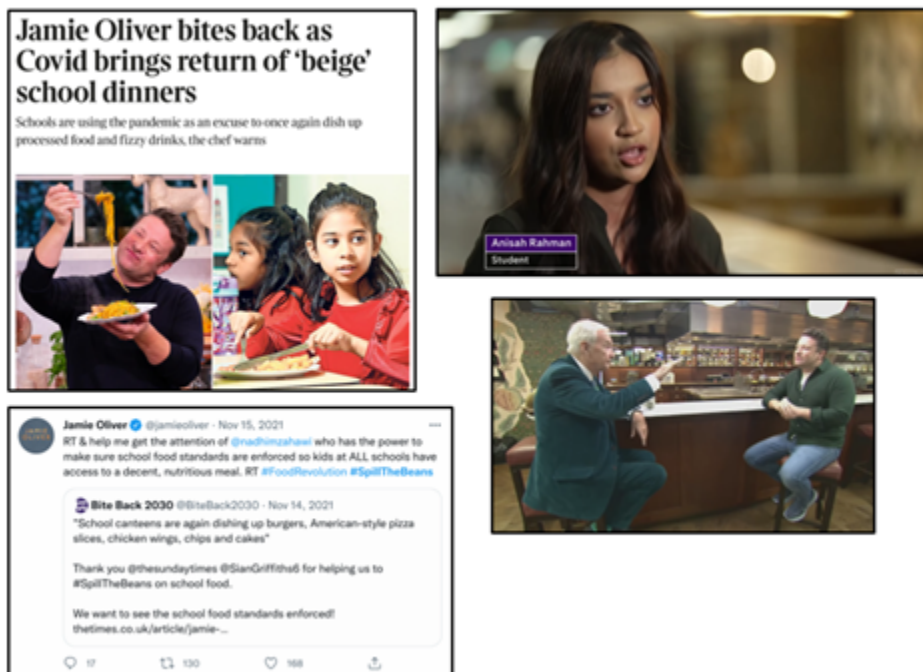
- "We have fruit but they're so expensive – it's £1 for a banana when you can buy it for less in a supermarket."
- "I thought school lunches were the same all around but that's not the case at all. It's not equal and I don't think it's something that is spoken about, in terms of the gap between other 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

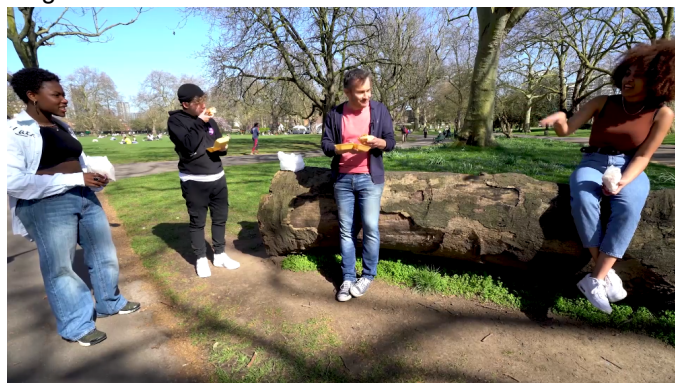
Across all our media pieces, social content, events and our campaigns, we deployed our carefully framed narrative for maximum impact.

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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FOR THE YEAR ENDED 31 DECEMBER 2021

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.

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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		1,592,886	375,000	1,967,886	1,269,970	-	1,269,970
<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		613,275	238,147	851,422	503,004	27,000	530,004

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	(58,487)		(53,342)	
Net current assets			851,422		530,004
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>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		-	
		<hr/>		<hr/>	
Net cash generated from/(used in) investing activities			43		-
Net cash used in financing activities			-		-
			<hr/>		<hr/>
Net increase in cash and cash equivalents			324,154		20,215
Cash and cash equivalents at beginning of year			578,970		558,755
			<hr/>		<hr/>
Cash and cash equivalents at end of year			903,124		578,970
			<hr/> <hr/>		<hr/> <hr/>

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>

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)	<u>22,874</u>	<u>-</u>	<u>1,314</u>	<u>24,188</u>	<u>13,134</u>	<u>-</u>	<u>13,134</u>
	<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	<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	<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 Number	2020 Number
£60,001 - £80,000	1	-
£80,001 - £100,000	1	1
£120,001 - £140,000	1	1
	<u>3</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	<u>3,237</u>	<u>-</u>
Amounts falling due after more than one year:	2021 £	2020 £
Prepayments and accrued income	<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.