

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

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**BITE BACK 2030 LIMITED**  
**(A Company Limited by Guarantee)**

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**CONTENTS**

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	Page
<b>Reference and Administrative Details of the Charity, its Trustees and Advisers</b>	1
<b>Chairman's Statement</b>	2
<b>Trustees' Report</b>	3 - 18
<b>Independent Auditors' Report on the Financial Statements</b>	19 - 22
<b>Statement of Financial Activities</b>	23
<b>Balance Sheet</b>	24 - 25
<b>Statement of Cash Flows</b>	26
<b>Notes to the Financial Statements</b>	27 - 41

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**BITE BACK 2030 LIMITED**  
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**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS  
FOR THE YEAR ENDED 31 DECEMBER 2023**

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**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

**CHAIRMAN'S STATEMENT**  
**FOR THE YEAR ENDED 31 DECEMBER 2023**

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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

**TRUSTEES' REPORT**  
**FOR THE YEAR ENDED 31 DECEMBER 2023**

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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**

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**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**

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**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**

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**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**

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**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

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

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**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**

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**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**

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**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.

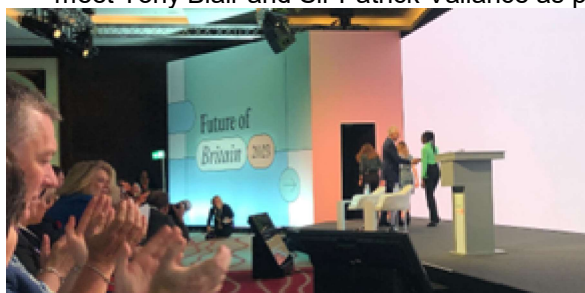
**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 DECEMBER 2023**

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**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**

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**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**

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**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.

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

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**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**

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**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.

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

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**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**

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**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.

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

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**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

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

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**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.

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

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**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.

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

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**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](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Auditors' Report.

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**BITE BACK 2030 LIMITED**  
**(A Company Limited by Guarantee)**

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

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**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 £
<b>Income from:</b>					
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
<b>Total income</b>		<b>2,089,569</b>	<b>361,000</b>	<b>2,450,569</b>	<b>2,583,136</b>
<b>Expenditure on:</b>					
Raising funds	8	86,263	-	86,263	46,985
Charitable activities	10	1,830,061	480,768	2,310,829	2,487,897
<b>Total expenditure</b>		<b>1,916,324</b>	<b>480,768</b>	<b>2,397,092</b>	<b>2,534,882</b>
<b>Net income/(expenditure)</b>		<b>173,245</b>	<b>(119,768)</b>	<b>53,477</b>	<b>48,254</b>
Transfers between funds	18	31,364	(31,364)	-	-
<b>Net movement in funds</b>		<b>204,609</b>	<b>(151,132)</b>	<b>53,477</b>	<b>48,254</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward		531,128	368,548	899,676	851,422
Net movement in funds		204,609	(151,132)	53,477	48,254
<b>Total funds carried forward</b>		<b>735,737</b>	<b>217,416</b>	<b>953,153</b>	<b>899,676</b>

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 £
<b>Current assets</b>			
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)
<b>Net current assets</b>		<u>953,153</u>	<u>899,676</u>
<b>Total assets less current liabilities</b>		<u>953,153</u>	<u>899,676</u>
<b>Net assets excluding pension asset</b>		<u>953,153</u>	<u>899,676</u>
<b>Total net assets</b>		<u>953,153</u>	<u>899,676</u>
<b>Charity funds</b>			
Restricted funds	18	217,416	368,548
Unrestricted funds	18	735,737	531,128
<b>Total funds</b>		<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.

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**BITE BACK 2030 LIMITED**  
**(A Company Limited by Guarantee)**

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**BALANCE SHEET (CONTINUED)**  
**AS AT 31 DECEMBER 2023**

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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.

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**BITE BACK 2030 LIMITED**  
**(A Company Limited by Guarantee)**

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**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED 31 DECEMBER 2023**

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

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**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**

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**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**

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**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.

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

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**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 preformance 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**

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

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

**6. Investment income**

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

**7. Other incoming resources**

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

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

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**8. Expenditure on raising funds**

**Fundraising trading expenses**

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

**9. Analysis of grants**

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

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**

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

**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**

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

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

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**BITE BACK 2030 LIMITED**  
**(A Company Limited by Guarantee)**

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

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**13. Staff costs**

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

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

	<b>2023</b>	<b>2022</b>
	<b>No.</b>	<b>No.</b>
Charitable activities	<b>26</b>	<b>20</b>

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

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

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 £
<b>Due after more than one year</b>		
Prepayments and accrued income	2,500	3,024
	<u>2,500</u>	<u>3,024</u>
<b>Due within one year</b>		
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 £
<b>Financial assets</b>		
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 £
<b>Unrestricted funds</b>					
<b>Designated funds</b>					
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>
<b>General funds</b>					
General Funds - all funds	<u>431,128</u>	<u>2,089,569</u>	<u>(1,916,324)</u>	<u>(91,136)</u>	<u>513,237</u>
<b>Total Unrestricted funds</b>	<u>531,128</u>	<u>2,089,569</u>	<u>(1,916,324)</u>	<u>31,364</u>	<u>735,737</u>
<b>Restricted funds</b>					
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>
<b>Total funds</b>	<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>
<b>Unrestricted funds</b>					
<b>Designated funds</b>					
School Food Champions Programme 2023	100,000	-	-	-	100,000
<b>General funds</b>					
General Funds - all funds	513,275	2,008,230	(1,915,471)	(174,906)	431,128
<b>Total Unrestricted funds</b>	613,275	2,008,230	(1,915,471)	(174,906)	531,128
<b>Restricted funds</b>					
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
<b>Total funds</b>	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**

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

**Analysis of net assets between funds - prior year**

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

**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)	<b>53,477</b>	48,254
<b>Adjustments for:</b>		
Dividends, interests and rents from investments	<b>(3,812)</b>	(387)
Decrease/(increase) in debtors	<b>9,052</b>	(35,999)
Increase in creditors	<b>79,233</b>	83,439
<b>Net cash provided by operating activities</b>	<b>137,950</b>	95,307

**21. Analysis of cash and cash equivalents**

	2023 £	2022 £
Cash in hand	<b>1,140,580</b>	998,818
<b>Total cash and cash equivalents</b>	<b>1,140,580</b>	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	<b>998,818</b>	<b>141,762</b>	<b>1,140,580</b>
	<b>998,818</b>	<b>141,762</b>	<b>1,140,580</b>

**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**

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**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.