

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

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

CONTENTS

	Page
Reference and Administrative Details of the Charity, its Trustees and Advisers	1
Chair's Statement	2 - 3
Trustees' Report	4 - 21
Independent Auditors' Report on the Financial Statements	22 - 25
Statement of Financial Activities	26
Balance Sheet	27 - 28
Statement of Cash Flows	29
Notes to the Financial Statements	30 - 45

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

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

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

CHAIR'S STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2024

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

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

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

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

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

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

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

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

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

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

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

CHAIR'S STATEMENT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2024

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

Anne Longfield CBE
Chair

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2024

The Trustees present their annual report together with the audited financial statements of the Charity for the year 1 January 2024 to 31 December 2024. 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 2024

Objectives and activities (continued)

b. Strategies for achieving objectives

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

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

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

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

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

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

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

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

Objectives and activities (continued)

c. Our goal

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

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

1. A new food environment

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

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

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

2. A new food culture

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

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

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

3. A mass movement of young people

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

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

d. Public benefit statement

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

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

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

Achievements and performance

a. Key Performance Indicators and Achievements

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

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

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

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

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

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

Achievements and performance (continued)

b. Our Impact

1. Inspiring Policy Change

Fuel Us Don't Fool Us

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

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

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

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



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

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

Achievements and performance (continued)

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

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

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

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



© 2024 by Health Secretary Wes Streeting. All rights reserved. Photo credit: Health Secretary Wes Streeting. Photo credit: Health Secretary Wes Streeting.

House of Lords Enquiry

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

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

Public Affairs & Party Conferences

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

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

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

Achievements and performance (continued)

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

Local Government

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

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

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

A member of the Public Health team at Sheffield City Council

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

Andy Burnham, Mayor of Greater Manchester Combined Authority

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

Achievements and performance (continued)

Research

2. Influencing Corporate Action

Nestle AGM

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



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

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



Consumer Goods Forum

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

Corporate Engagement & NGO Coalition

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

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

Achievements and performance (continued)

3. Building A School Food Movement

Bite Back in Schools

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

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

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

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

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

Buckinghamshire School Food Partnership

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

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

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

Achievements and performance (continued)

4. Shifting The Public Narrative

Billboard Campaign:

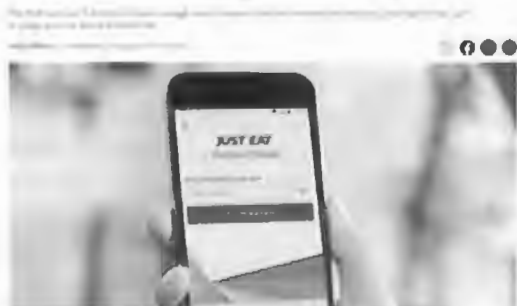
We took over billboard spaces in areas of high family footfall across the UK to offer young people 'a commercial break' from junk food ads as they get out and about during the school holidays. It took over advertising spaces on UK streets, online and on digital audio networks to draw attention to the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



ASA Complaint:

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

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



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

Achievements and performance (continued)

Media Coverage:

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

Social Media:

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

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

Awards:

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



5. Building A Youth Movement

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

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

External Evaluation

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

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

Achievements and performance (continued)

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

Our Programmes - Bite Back in Schools & National Citizen Service

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

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

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

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

UNICEF Partnership

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

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

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

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

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

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

Achievements and performance (continued)

6. Build a world-class organisation

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

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

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

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

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

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

Financial review

a. Going concern

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

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

b. Reserves policy

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

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

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

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

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

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

c. Financial summary

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

d. Principal risks and uncertainties

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

e. Fundraising

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

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

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

Structure, governance and management

a. Constitution

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

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

b. Methods of appointment or election of Trustees

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

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

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

c. Organisational structure and decision-making policies

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

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

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

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

Structure, governance and management (continued)

d. Policies adopted for the induction and training of Trustees

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

e. Pay policy for key management personnel

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

f. Related party relationships

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

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

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

What's Next: Scaling Impact in 2025

1. Government

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

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

2. Corporates

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

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

3. Schools

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

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

4. Public

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

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

5. Youth

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

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

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

6. Organisation

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

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

Statement of Trustees' responsibilities

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

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

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

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

Disclosure of information to auditors

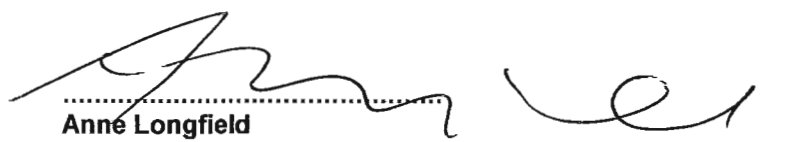
Each of the persons who are Trustees at the time when this Trustees' Report is approved has confirmed that:

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

Auditors

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

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


Anne Longfield
Chair

Date: 18/09/2025.

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

Opinion

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

In our opinion the financial statements:

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

Basis for opinion

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

Conclusions relating to going concern

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

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

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

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

Other information

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

We have nothing to report in this regard.

Matters on which we are required to report by exception

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

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

Responsibilities of trustees

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

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

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

Auditors' responsibilities for the audit of the financial statements

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

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

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

Based on our understanding of the company and industry, we identified that the principal risks of non-compliance with laws and regulations related to industry sector regulations and unethical and prohibited business practices, and we considered the extent to which 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 out. These procedures included:

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

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

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

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

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

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

Use of our report

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

Goodman Jones LLP

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

Date: 22-09-25

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

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

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

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

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

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

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

BALANCE SHEET
AS AT 31 DECEMBER 2024

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

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

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

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

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

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

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2024

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



.....
Anne Longfield
Chair

Date: 18/02/2025

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

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2024

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

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

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

1. General information

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

2. Accounting policies

2.1 Basis of preparation of financial statements

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

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

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

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

2.2 Going concern

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

2.3 Fund accounting

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

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

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

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

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

2. Accounting policies (continued)

2.4 Income

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

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

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

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

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

2.5 Interest receivable

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

2.6 Expenditure

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

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

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

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

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

2. Accounting policies (continued)

2.6 Expenditure (continued)

All expenditure is inclusive of irrecoverable VAT.

2.7 Tangible fixed assets and depreciation

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

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

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

Depreciation is provided on the following basis:

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

2.8 Debtors

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

2.9 Cash at bank and in hand

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

2.10 Liabilities and provisions

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

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

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

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

2. Accounting policies (continued)

2.11 Financial instruments

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

2.12 Pensions

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

3. Critical accounting estimates and areas of judgement

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

Critical accounting estimates and assumptions:

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

Critical areas of judgement:

Income Recognition - the Charity receives income from contracts and 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

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

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

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

5. Income from charitable activities

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

6. Investment income

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

7. Other incoming resources

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

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

8. Expenditure on raising funds

Fundraising trading expenses

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

9. Analysis of grants

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

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

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

10. Analysis of expenditure on charitable activities

Summary by fund type

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

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

11. Analysis of expenditure by activities

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

12. Auditors' remuneration

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

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

13. Staff costs

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

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

	2024	2023
	No.	No.
Charitable activities	26	26

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

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

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

14. Trustees' remuneration and expenses

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

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

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

15. Tangible fixed assets

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

16. Debtors

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

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

17. Creditors: Amounts falling due within one year

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

18. Financial instruments

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

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

19. Statement of funds

Statement of funds - current year

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

BITE BACK 2030 LIMITED
(A Company Limited by Guarantee)

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

19. Statement of funds (continued)

Statement of funds - prior year

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

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

19. Statement of funds (continued)

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

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

Restricted funds are held for the following purposes:

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

20. Analysis of net assets between funds

Analysis of net assets between funds - current period

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

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

20. Analysis of net assets between funds (continued)

Analysis of net assets between funds - prior period

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

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

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

22. Analysis of cash and cash equivalents

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

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

23. Analysis of changes in net debt

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

24. Pension commitments

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

25. Related party transactions

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

26. Controlling party

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

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