

# TASTED

England & Wales · Charity number 1183753

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2019-06-06

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

## Contact

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## Activities

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**Objects:** I)TO ADVANCE THE EDUCATION OF CHILDREN IN SENSORY FOOD EDUCATION.II)TO PRESERVE AND PROTECT THE HEALTH OF SUCH BENEFICIARIES BY THE PROMOTION OF SENSORY FOOD EDUCATION AND HELPING CHILDREN TO BUILD A HEALTHY RELATIONSHIP WITH FOOD.

**Activities:** We provide curriculum and training in Taste Education to schools and nurseries. The aim of TastEd lessons are to give children positive exposure to vegetables and fruits and to give teachers a simple and effective tool for delivering food education. The long term goal is to help children know, try and enjoy healthy food.

## Classification

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- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives, Environment/conservation/heritage
- **Who:** Children/young People, The General Public/mankind

## Geography

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- Scotland
- Throughout England And Wales

## Finances

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Period end	Income	Expenditure	Assets	Employees
2025-04-05	£52,183	£75,110	-	-
2024-04-05	£7,319	£62,222	-	-
2023-04-05	£49,935	£43,289	-	-
2022-04-05	£124,920	£24,711	-	-
2021-04-05	£44,515	£23,422	-	-

## Trustees

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Name	Role	Appointed
<b>Dr Jane Lockie</b>	Chair	2020-04-30
BEE WILSON		2018-12-31
Dr Jason O'Rourke		2018-12-31
Dr John Lee		2023-12-08
Flora Ellen May Donovan		2023-12-08
Joolz Felix Foster FCCA		2023-12-08
Kim Smith		2019-12-10

**TASTED**

England & Wales - Charity number 1183753

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# Accounts

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# TastEd








The sensory food education charity



**ANNUAL  
REPORT  
2024 - 2025**



# TASTED ANNUAL REPORT 2024 - 2025

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“ We allow children to find vegetables and fruits that suit their own taste preferences and encourage them to articulate what they like and don't like. ”



This year we have been celebrating our fifth birthday as a charity, and we have so much to celebrate. TastEd continues to bring the joy and excitement of sensory food education to more children than ever before.

Our resources now include over 80 lesson plans and a wealth of supporting materials that guide teachers step by step through delivering a TastEd lesson. We've had the privilege of seeing teachers embed TastEd across the curriculum, learning about the Great Fire of London, exploring Black History Month, or deepening understanding of other topics, all through the medium of food.

Our lessons are created by our founder, Bee Wilson, an award-winning writer, working alongside practising teachers and the TastEd team. This year we expanded our curriculum with new lessons in plant biology, including a fun experiment using dye and celery to show how plants take in water against gravity. We believe every subject in the curriculum could be taught through the joy of sensory food education.

A key aim of TastEd lessons is to familiarise children with fruits and vegetables they may not encounter at home. We don't preach that these foods are healthy - although of course they are - but instead encourage children to discover their own preferences and to express what they like and don't like. Lessons are child-led, and pupils describe the look, taste, texture, smell and sound of what they are exploring. I loved hearing one child describe a long red pepper as "a space rocket."



Jane  
Lockie  
Chair



Another important aspect of our lessons is that every child can take part. Educational practitioners tell us they value how TastEd helps them get to know their pupils better, an outcome we are particularly proud of.

As a former paediatric anaesthetist, I have seen first-hand the consequences of poor diet in childhood, from rising obesity to preventable dental decay. I have also seen interventions fail to change behaviour, but through TastEd we see genuine shifts: children trying new fruits and vegetables and talking about food positively. This year we have strengthened our data collection through our new online learning platform, helping us better understand our reach and impact.

Confidence is key for practitioners. Many are unfamiliar with certain fruits and vegetables themselves, and feedback shows TastEd training gives them the assurance they need to teach food in a joyful, hands-on way. A particular highlight this year was our “TastEd Day” with Anglia Ruskin University BED (Hons) Primary Education students, where 80 trainee teachers across three campuses discovered TastEd (and, for many, celeriac) for the first time. Embedding this approach early in a teacher’s career will help make sensory food education a normal part of school life.

Like many charities, funding has been a challenge. Following generous long-term support from the Jane Goodman Trust and others, we worked hard to diversify our income. One highlight was a fundraising dinner hosted by our patron Anna Jones and founder Bee Wilson at Honey & Smoke, London. The evening introduced TastEd to

new supporters, included free tickets for teachers, and a raffle. It was a joyful, collaborative celebration of our work and the generosity of our team and supporters.

To build on that momentum and strengthen our financial stability, we appointed a Fundraising Manager. We were delighted by the calibre of applicants and thrilled to welcome Victoria to the role in November.

I am humbled by what TastEd achieves with such a very small but dedicated team. My heartfelt thanks go to our staff and supporters who make so much possible with limited resources.

This year, we said farewell to trustees Francesca Re Manning and Cecilia Delgarno, whose insight and commitment have been invaluable. Our board remains strong, diverse, and deeply engaged, and I want to thank each member for their time, energy, and care for the charity.

The year ahead is full of opportunity for TastEd. We’re excited to bring the joy of sensory food education to even more schools and nurseries, expand our curriculum with new lessons, and ideally grow our team so we can better support teachers and children. Building partnerships across the UK will extend our reach, and by strengthening evidence of our impact and working alongside others in health and education, we’ll continue to champion every child’s right to a healthy, joyful relationship with food.

Jane Lockie,  
Chair of Trustees



# ABOUT TastEd

## VISION

**Our vision is that** TastEd is integral to every child's school and early years experience, delivered regularly by confident, empowered practitioners and embedded in the UK school system.

## MISSION

**Our mission is to** radically transform food education to help every child in the UK develop a joyful relationship with healthy food and learn to love eating vegetables and fruit.

## PURPOSE

**Our purpose is to** introduce every child to the joy of vegetables and fruit to build lifelong, healthy and sustainable eating habits.



## The challenge

Children in the UK still eat far fewer vegetables and fruits than recommended, despite the long-running 5-a-day campaign. Among primary-age children, average intake is just 3.3 portions a day, and only around a quarter meet the recommended five (Health Survey for England, 2022). Worryingly, one in three children aged 5–10 eats fewer than one portion of vegetables daily (Food Foundation, 2020).

At the same time, children are consuming more ultra-processed foods, with the average UK toddler getting over 60% of their energy from these products, which are high in salt, sugar and unhealthy fats but low in essential nutrients. This has serious implications for children's physical and mental health.

Fruits and vegetables provide vital micronutrients and fibre, and insufficient intake can harm wellbeing. Higher consumption in school-age children is linked to lower rates of depression (Guzek et al., 2020) and a reduced risk of obesity and type 2 diabetes (Willett et al., The Lancet, 2019).



Traditional nutrition education has focused largely on an information based approach, reinforced by messages about 5-a-day and the Eatwell plate. This achieved little to no impact on children's vegetable and fruit consumption.



"The kids love it and try things they have not tried before."

Meadowbrook,  
Oxfordshire



## How TastEd works to address this need?

TastEd's approach empowers children to explore vegetables and fruits through their five senses—sight, smell, touch, taste, and sound. This sensory engagement helps children develop a broader range of food preferences, fostering a joyful and positive relationship with healthy eating that can extend beyond the classroom to improve long-term health outcomes.

TastEd sessions are accessible and enjoyable, meaning children have the opportunity to taste a larger range of vegetables and fruits, even amid challenges like the ongoing cost-of-living crisis. By learning alongside peers in a supportive environment, children are encouraged to explore new foods and TastEd's "no one has to try" principle relieves pressure and increases willingness to try.

To support educators, TastEd provides training to upskill teachers and practitioners, equipping them to be able to deliver impactful lessons. Our comprehensive resources—including lesson plans and sensory activity guides—are designed to integrate seamlessly into the curriculum, ensuring sustainable, school-wide implementation.



See

Touch

Smell

Hear

Taste

## THIS YEAR

This year marked the fifth anniversary of TastEd's founding, a milestone that highlights how far we've come. In those five years, we have seen remarkable growth in both educators' understanding of TastEd and the demand for our approach, as well as in the impact that TastEd activities are having on children.

Analysis of several years of data shows that teachers are delivering more TastEd lessons each year, exactly the outcome we hope to see.

Familiarity is a crucial driver of behaviour change, the more often children engage with a variety of foods, the more likely they are to accept and enjoy them, ultimately incorporating them into their diets. This steady increase in lesson delivery, along with feedback from educators that children are trying new foods, is therefore a key indicator that TastEd is working as intended.

This year also marked the launch of TastEd's ambitious five-year strategy, designed to take this impact even further through three commitments:



**GROW:** Give every child the chance to explore vegetables and fruit with all five senses.



**EMBED:** Empower schools and early years settings to weave TastEd into daily life.



**ADVOCATE:** Champion every child's right to discover healthy food through taste education.



# IMPACT



## Our Reach

It's inspiring to see TastEd's reach continue to grow across the UK. While the majority of our work is still based in England, we are committed to expanding further and supporting more schools in Wales, Scotland, and Northern Ireland over the next five years, ensuring children everywhere have the opportunity to discover the joy of healthy food through their senses.



**1010**

Primary Schools



**636**

Nurseries

**461** new schools and EYFS settings

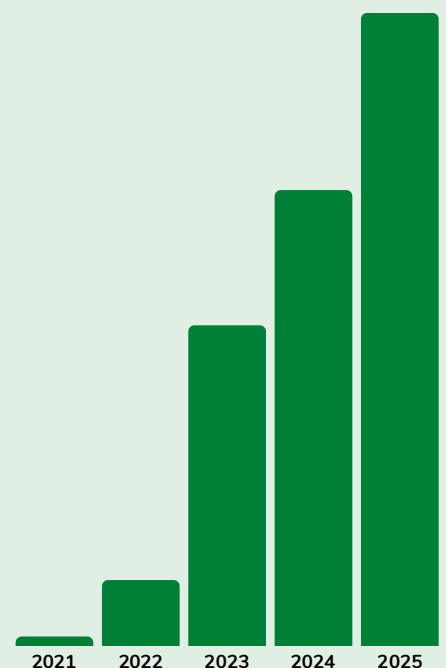
have signed up to access TastEd resources.

**90%** of teachers and practitioners

saw an **increase in pupil's confidence** in trying new foods as a result of running TastEd sessions

**99%** of people

who've accessed our in-person or online training sessions feel **confident or very confident** that they could successfully deliver TastEd lessons or activities to their pupils.



# Upskilling teachers and practitioners



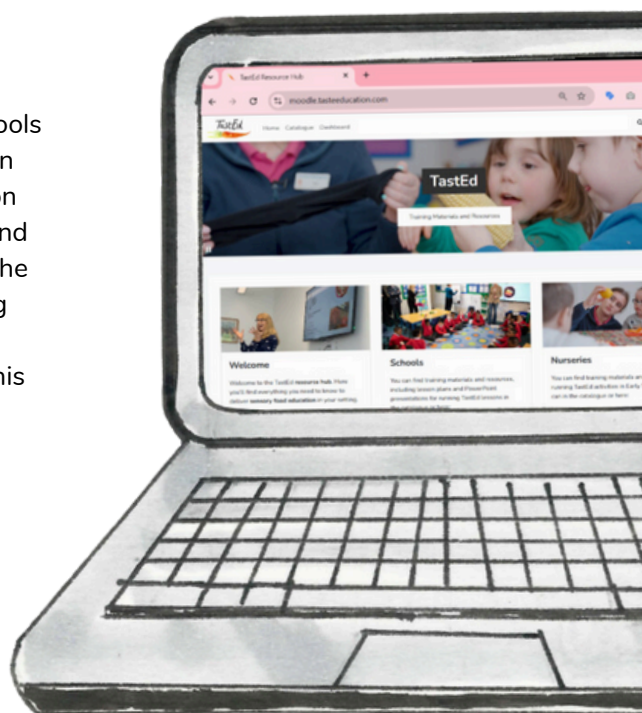
At the heart of TastEd's model is a simple belief: embedding sensory food education starts with empowering educators. Our aim is to give teachers and early years practitioners the skills and confidence to deliver TastEd themselves. Because children already know and trust their teachers, they are more likely to engage and explore food with curiosity and confidence.

By training educators rather than delivering lessons directly, TastEd's impact reaches far wider — to more schools, classrooms, and children across the country. We offer accessible, flexible training both online and in person, giving practitioners the tools and inspiration to bring sensory food education to life and create lasting change.

## Online Training

Our online training programme empowers schools and nurseries across the UK to confidently learn and implement TastEd's sensory food education approach. Designed to be simple, accessible, and practical, the training introduces educators to the core principles behind TastEd lessons, enabling them to integrate food education into their classrooms – no in-person training required. This means schools can begin delivering TastEd straight away, inspiring a positive food culture from day one.

This year, we enhanced our approach to better meet the needs of educators. We launched a new suite of training videos specifically designed for early years practitioners. These videos are shorter, feature more real-life examples of TastEd in action, and include opportunities to hear directly from peers who have successfully delivered the lessons. Building on this success, next year we will create a bespoke video series for primary school teachers, offering content tailored to their classrooms and challenges.



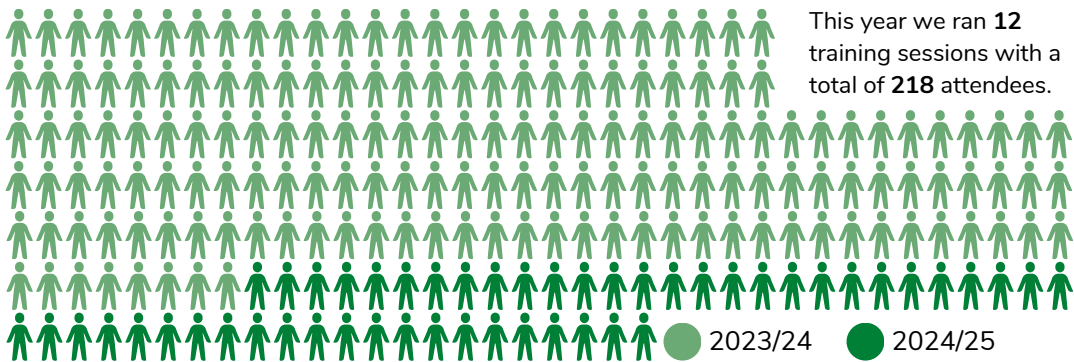
**Our primary teacher training videos have been viewed over 389 times this year.**

We also introduced live online training sessions this year – giving practitioners the chance to join interactive sessions, explore the theory and principles behind TastEd, and have their questions answered in real time. These new opportunities ensure that every educator, regardless of location or schedule, can access high-quality training and feel supported as they bring sensory food education to life.

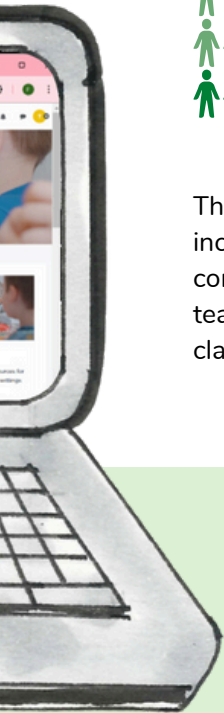
"I found all the videos very useful, and it helped me feel confident about leading sessions."  
**Auden Place Community Nursery, Camden**

"I think the videos are very informative. TastEd is showing me how to teach in a much more immersive and exciting way. I am genuinely looking forward to using the resources and taking part in TastEd sessions with our pupils."  
**Pencaerau Primary School, Cardiff**

### In-person Training



This year, we built on several successful years of delivering in-person training, with increased participation and consistently positive feedback from educators. These sessions continue to provide valuable, hands-on experience with sensory food education, helping teachers gain the confidence, skills, and enthusiasm to bring TastEd lessons to life in their classrooms.

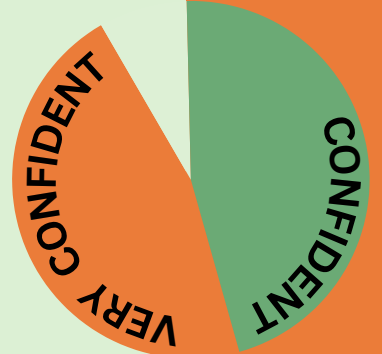


#### Brighton and Hove Early Years Practitioners attending in-person training:

"Brilliant training"

"Clear and simple and easy to start in setting."

I like how accessible and user friendly it was. Easy to understand and implement



## Embedding TastEd into Teacher Training



Until now, TastEd training has primarily focused on teachers already working in classrooms, often in the midst of their busy primary school careers. This year, thanks to an exciting new partnership with **Anglia Ruskin University**, we took a step further by supporting their **Bachelor of Education Primary Education programme**.

This partnership allowed us to work with future teachers at the very start of their careers, planting the seed of sensory food education early. By introducing TastEd during their training, we helped these student teachers understand the principles behind sensory food education and appreciate the importance and value of including food education in their future practice.

We delivered training simultaneously across the **Cambridge, Chelmsford, and Peterborough campuses**, reaching **80 students**.



96%

percent of students who took part in the TastEd training day feel confident about delivering TastEd in their future practice.

Feedback from both course leaders and students was overwhelmingly positive. For many the sessions offered their first ever sensory food experiences, sparking curiosity and excitement about bringing this approach into their future classrooms.

"It builds many skills in children, and I would love to lead a TastEd lesson in primary school. I tried a pepper for the first time today!"

"It is a very engaging idea that I am looking forward to using in my own teaching journey."

"I found today's sessions extremely useful and engaging as it was hands on. I have learnt so much and cannot wait to teach this in a Primary school classroom."

## Embedding TastEd into Practice

### A Case Study: Brighton & Hove City Council

This year, we were delighted to run a training pilot with Brighton & Hove City Council, aimed at equipping early years practitioners with the skills and confidence to deliver sensory food education in their settings. As part of the pilot, 15 settings took part in our training, reaching around 1,000 children.

Practitioners told us the training was highly practical, easy to follow, and immediately applicable in their settings. They reported feeling more confident running TastEd sessions and valued how the approach encourages children's curiosity without putting pressure on them to taste or like foods. Staff shared that TastEd sessions sparked rich language and joyful conversations, children asked questions, recalled memories, and described foods with excitement. Some favourites included:

*"This reminds me of my mummy's Bolognese!"* – during basil tasting

*"I think this smells like nanny's house."* – during basil smelling

*"It's very minty – like toothpaste!"* – during mint tasting

Even children who are usually hesitant became more willing to explore food, showing greater confidence over time. Parents of children at the settings have responded positively, with children sharing their experiences at home.

Councillor Emma Daniel, Cabinet Member for Children, Families and Youth Services at Brighton & Hove City Council, captured the importance of the project:



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*"We know that many young children don't eat enough fruit and vegetables, so this project will create exciting opportunities to explore new foods in a familiar environment and shape healthy eating habits. This will support other council initiatives designed to help us build a better future for children and young people in the city."*

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Following the success of this pilot, Brighton & Hove City Council plan to roll TastEd training out to all early years settings in the area. We also trained staff from nine local primary schools and Brighton and Hove Council has a small grants scheme available to help them get started. Off the back of the pilot, we will be working with Brighton and Hove to roll out training to educators across the region, so sensory food education becomes fully embedded and sustainable within local schools and nurseries.

# Bringing Tasted Into The Classroom

## Online Learning Hub

This year, we began to see the impact of our investment in the Tasted Online Hub, with a more streamlined and user-friendly system that makes it easier than ever for teachers and practitioners to access training resources, lesson plans, and supporting materials.



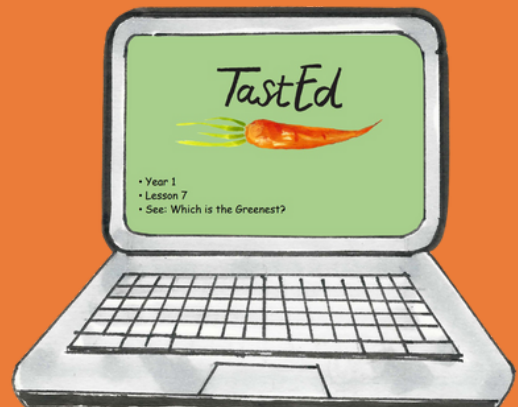
# 954 THIS YEAR

Downloads from Dec 2023 to the end of the academic year - Aug 2024.

To date, teachers have provided feedback for 1,300 Tasted lessons they have delivered to children across the UK, with 90% observing an increase in children's confidence when trying new foods, a powerful testament to the difference Tasted is making in supporting children with preference change.

## The Resources

Our goal is to make delivering Tasted as simple and enjoyable as possible for educators. Each lesson plan provides clear, step-by-step guidance on how to run the session, what resources are needed, and how the lesson links to the national curriculum. To support teachers further, we provide engaging PowerPoint presentations filled with photos and illustrations that bring each lesson to life and keep children excited and involved from start to finish.



Thanks to funding from Beans is How and support from Bold Bean Co and Hodmedod's we were able to develop a new set of resources for children in Key Stage Two (age 7-11) to introduce children to lentils, beans and chickpeas through their senses of sight, touch and taste.



"The Beans lessons were fantastic. The class really enjoyed each lesson and learnt a lot about the foods. They really enjoyed tasting new foods and so many pupils tried some things for the first time. It was great to have such a range of beans and legumes in the lessons as this gave such a

broad experience of the different types/colours and tastes of the foods.

The lessons gave lots of information about how each food was grown and developed the children's vocabulary for each type. There were many children in class who do not eat a wide range of foods and I know some tried foods for the first time. I know several parents have commented that their children are now trying more beans and legumes and have asked to help with preparing and cooking foods or spotting some of the beans, chickpeas etc when shopping.



The children and parents were very excited prior to the lessons and I had lots of children wanting more. I have nothing but positive feedback"

**St Matthew's Primary School, Cambridge**



"The TastEd activities have been really easy to run and the children have enjoyed them. We really liked that the activity plans were broken down into what questions to use and how to approach it, which made it easy for any practitioner to pick it up and run. We have heard from parents that their children have tried more food at home, even though we have not been doing this very long."

**Playmates Nursery,  
Kingston upon Thames**



## Ambassador Schools

As part of our 5th Birthday celebrations, we are proud to shine a spotlight on five schools that have shown exceptional commitment to embedding sensory food education into their daily practice. By celebrating these schools, we honour the passion and creativity of educators and school communities who are giving children the chance to explore, taste, and enjoy healthy foods. Each school has taken its own unique approach to bringing sensory food education to life, helping hundreds of children grow in confidence around food and build healthier relationships with what they eat. It is truly inspiring to recognise and share the many ways TastEd is being embedded across the country.



The first three schools we are delighted to recognise are:



PRENDERGAST  
LADYWELL SCHOOL



"At Prendergast Primary, we love TastEd! Our children develop valuable food knowledge and grow in confidence when tasting and discussing new foods.

From Reception to Year 6, our TastEd lessons immerse children in a wide variety of foods—tomatoes, peppers, sweetcorn, ripe and unripe bananas, and even mushrooms! We also connect our learning to key topics, exploring coconuts during Black History Month, squash for Harvest, and seasonal produce as part of our Food Miles topic."

“ We received lots of positive comments from parents that children were trying more and a wider variety [of fruits and vegetables] at home and some even began growing their own and eating it. ”



The feedback we receive from teachers and practitioners continues to be one of the most powerful indicators of TastEd's impact. This year, educators have told us that TastEd lessons are not only helping children try and enjoy more fruits and vegetables, but are also sparking excitement and curiosity in the classroom. Teachers describe TastEd as a joyful experience for both pupils and staff, noting how it builds confidence, strengthens communication skills, and creates an inclusive environment where every child feels able to take part and engage.

**Barnby Dun Primary Academy,  
Doncaster:**

"TastEd had a massive impact in our setting. When children were asked the question - what have you enjoyed this year (on their reports) many said, "taste education or tasting new foods." Thank you for the inspiration!!"

**Greenfield Special School, Merthyr  
Tydfil:**

"TastEd is great for parent child bonding."

In one activity run with 7 children, 3 children tried a fruit or vegetable they'd never tried before and 4 children liked something they tried.



## Millfields Community School A Case Study

Millfield Community School in Hackney introduced TastEd in 2023. Once the headteacher and DT Lead were on board, it was full steam ahead!

A short twilight training session meant a core group of teachers were trained and ready to deliver TastEd.

Year 3 teacher and DT Lead, Bruno Roth, then organised TastEd days, so that all children in the school, over 600 students, could take part in lessons on the same day. These happen on a termly basis.

TastEd patron Anna Jones supported the days, helping prep fruit and vegetables and assisting with lesson delivery. Natoora kindly supplied some of the produce for the lessons.



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"We had a child who never had eaten a pepper before and at the end of this he really enjoyed them."

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There was a real buzz on TastEd day, with children and teachers walking down corridors talking about the fruits and vegetables they had tried. One teacher reported that in a class of 23, every child tried a new fruit or vegetable, and 21 children liked at least one of the foods.

One of the biggest challenges for Millfield is the cost of fruit and vegetables. While they have been able to support some of this through sponsorship and help from the PTA, the school is still exploring ways to sustain this provision long term.



"TastEd was so popular with my pupils. It would be great to have even more lessons!"

Sutton VA Primary School



## Advocating

Although the benefits of sensory food education are becoming increasingly recognised, it is still relatively new to the UK and not yet widely embedded across education settings. Our vision is for TastEd to be known, understood, valued, and fully integrated by a wide range of stakeholders – including educators, policymakers, researchers, politicians, and partners – as a key tool for helping children develop a lifelong love of healthy food.

To achieve this, we work hard to champion

TastEd and sensory food education throughout the year. Highlights from 2024-2025 include:

- **Ministerial Visit:** Stephen Morgan MP, Minister for Early Education, visited Archfield House Nursery and Preschool, where he observed two TastEd activities in action and even joined in the popular “What’s in the Sock?” sensory activity. His visit provided an excellent opportunity to discuss the urgent need for sensory food education in early years settings and the importance of supporting practitioners to deliver it effectively.

## Growing the organisation

This year marked another important step forward in TastEd’s journey as we welcomed our first Fundraising Manager to the team. As a small but ambitious charity, building a sustainable funding base is essential to ensure we can continue to grow, reach more schools and nurseries, and support educators with high-quality training and resources.

Our new Fundraising Manager is helping us to strengthen relationships with existing supporters, explore new partnerships, and diversify our income streams. This role not only brings greater capacity and expertise to our team but also ensures that TastEd is well-positioned to secure the long-term investment needed to deliver on our five-year strategy.



- **Department for Education Engagement:**

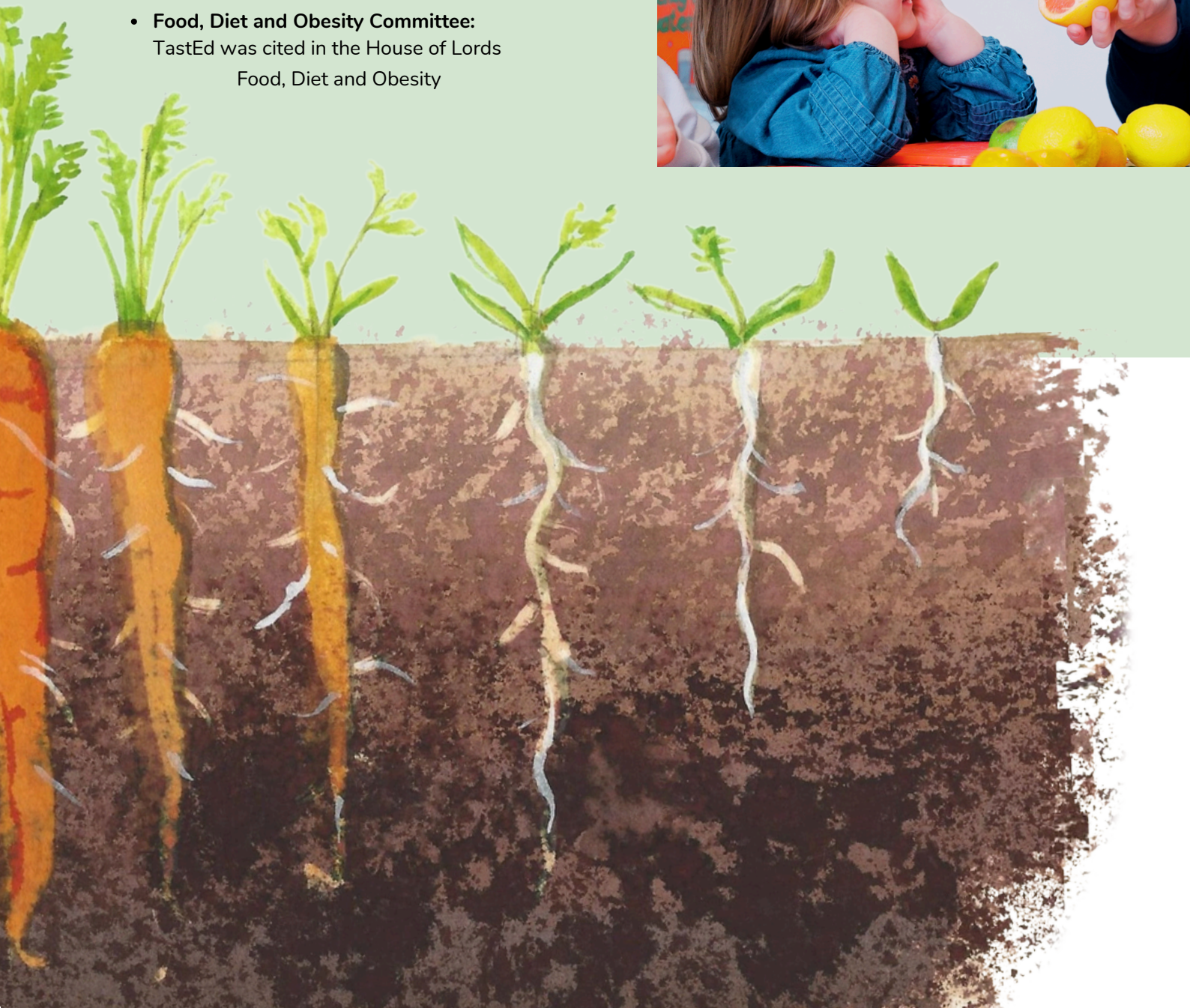
We welcomed the Early Years Safeguarding, Health and Wellbeing team to Ambler Children's Centre and Primary School. The visit showcased how TastEd can be delivered across age groups. Seeing TastEd activities happening with pre-school children as well as a Year 5 lesson, demonstrated how sensory food education can grow with children throughout their school journey, to support long term behaviour change.

- **International Collaboration:** TastEd was proud to present as part of the main programme at the Helsinki Food Education Symposium in Helsinki, sharing our progress on an international stage and learning from inspiring colleagues working in food education around the world.

- **Food, Diet and Obesity Committee:** TastEd was cited in the House of Lords Food, Diet and Obesity

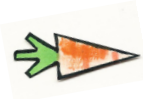
Committee 2024 report for its role in helping children develop positive relationships with fruit and vegetables. This recognition reinforces our evidence-led approach and supports our advocacy for a whole-school and whole-nursery approach to food education.

These activities play a vital role in building awareness and credibility for TastEd, helping us influence the national conversation on food education and bring sensory food education to more children, in more settings, across the UK.



## Looking forward to 2025 - 2026

As TastEd moves into the 2025/26 year, we are building on a strong foundation of growth, learning, and impact to transform food education in the UK. We will continue to grow our reach, embed TastEd more deeply within schools and early years settings, and advocate for children's right to know and love healthy food for life.



**GROW** - expanding our reach so that more children have the opportunity to explore vegetables and fruits, that they otherwise wouldn't have.

- By the end of 2026 we aim to reach over **1,500 schools** and **1,000 early years settings**, focusing on areas where sensory food education is least established.
- We will scale our training offer, with more in-person sessions, improved online access, and tailored support for teachers at different stages of their careers. By the end of next year we will aim to have trained **750 practitioners** in total.
- Strengthen partnerships to deliver training and support at scale, following successful pilots such as with Brighton and Hove City Council, and exploring opportunities with new partners across the UK.
- Continue to build the evidence base for TastEd, gathering data to demonstrate impact and support our advocacy work.



**EMBED** - This year, we will focus on helping practitioners confidently integrate TastEd into everyday teaching and learning.

- Develop our online platform so that more practitioners are engaging with our existing core resources and our expanding range of topic resources on a regular basis.
- Continue to work with teacher training providers to introduce TastEd early in teachers' careers, building the foundation for long-term change.



**ADVOCATE** - we will continue to raise awareness of TastEd's role as a powerful, evidence-led approach to food education.

- Engage with policymakers and education leaders to highlight TastEd's contribution to a whole-school and whole-nursery approach to food.
- Amplify our impact through storytelling, sharing powerful case studies and evidence from schools and nurseries via media, events, and partnerships to show how TastEd transforms children's confidence, curiosity, and enjoyment of healthy foods.



## Financial Overview

This year marked a period of steady financial growth and strategic investment for TastEd, strengthening our ability to deliver impactful training and support to schools and settings.



## Income

This year, TastEd's income totalled £52,183.

This represents a significant increase on last year; however, our financial position in 2023–24 was shaped by the large multi-year grant from the Jane Goodman Charitable Trust. As we continued to draw on that grant during 2024–25, we did not need to match expenditure through new income alone.

We were pleased to see growth in our monthly donor community, strengthening our foundation for long-term sustainability. Our first fundraising dinner, hosted by Patron Anna Jones at Honey & Smoke, raised over £3,000 and introduced many new supporters to TastEd.

Alongside individual giving, we secured valued support from local authorities and significant funding from the All Saints Educational Trust. We also reviewed and restructured our training fees to ensure they more accurately reflect the true cost of delivering high-quality training.

## Expenditure

As a small organisation with 1.5 FTE, our expenditure is primarily staffing, which directly supports the delivery and expansion of our impact. Because our model focuses on training and empowering educators, rather than running high-cost direct delivery programmes, personnel costs are effectively our project costs. This year we made a strategic decision to increase fundraising capacity to strengthen long-term sustainability.

A major investment was the development of our Moodle learning platform, funded through a generous one-off grant from the Jane Goodman Charitable Trust. We remain deeply grateful for this transformative support; however, the Trust's funding has now concluded.

Trustee and staff expenses remain modest, reflecting our careful use of resources.

## Reserves

TastEd has maintained healthy free reserves, in line with our policy to hold 3–6 months of operating costs. Trustees review reserves regularly to ensure the charity's financial stability as our operational needs grow.

## Future Outlook

Looking ahead, we will continue diversifying our income streams to reduce reliance on any single funder and support long-term sustainability. As we grow our base of monthly donors, we will also expand our grant-funding portfolio and deepen relationships with local authorities. By broadening our income mix, we will strengthen TastEd's financial resilience and our ability to offer high-quality resources and training to schools and early years settings.



# STRUCTURE

**TastEd is a Charitable Incorporated Organisation.**

**Governing document:** The constitution adopted on 1st January 2019 amended on 06 Dec 2024.

**Charitable objectives:**



To advance the education of children in sensory food education.



To preserve and protect the health of such beneficiaries by the promotion of sensory food education and helping children to build a healthy relationship with food.



**Trustee selection method:** Apart from the first charity trustees, every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees. All TastEd Trustees are required to undergo a DBS check, sign the Charity Commission Trustee Declaration, and complete a declaration of interests on joining the board.

TastEd is governed and managed by our trustees who share the decision making and take responsibility for all aspects of the charity's activities. Minimal expenses can be claimed by the trustees in accordance with our trustee expenses policy.

This year, two trustees stepped down from TastEd's board, and we are proud to continue with a strong and engaged board of eight dedicated trustees who bring a wealth of experience and passion to guiding our mission.

## The board of trustees:



**Jane Lockie**  
Chair



**Joolz Foster**  
Treasurer



**John Lee**  
Secretary



**Bee Wilson**  
Founder



**Jason O'Rourke**  
Founder



**Flora Donovan**



**Jessica Lea-Wilson**



**Kim Smith**

Francesca Re Manning stood down from being a trustee on 6th December 2024.

Cecilia Dalgarno stood down from being a trustee on 21st February 2025.

# ACKNOWLEDGEMENTS

We remain deeply grateful for the generosity of our partners and supporters, whose commitment has enabled TastEd to grow our reach and inspire a lifelong love of healthy food in the next generation.

Our heartfelt thanks also go to the teachers and early years practitioners across the UK who have brought TastEd lessons to life, helping children discover, taste, and enjoy new foods every day.

This year, we are delighted to give special recognition to:

- Millfields Community School, London
- Archfield House Nursery and Pre-School, Bristol
- Prendergast Primary School, London

In addition, our work continues to be made possible thanks to the support of many individuals and organisations. This year, we are especially grateful to:

- All Saints Educational Trust
- Anna Jones and her team
- Annabel Lee
- Alice Morgan
- Beans is How
- Bold Bean Co
- Hodmedod's
- Honey & Co.
- Natoora
- Rosie White
- Sapere International
- Tiggitt Software Limited
- The Cranfield Trust
- The Jane Goodman Trust

Photography by Tom Perry and Eric Aydin-Barberini

Thank you for being such an important part of TastEd's journey. We are also grateful to everyone who has supported us along the way, advisors and donors to volunteers and to everyone that advocates for sensory food education. Together, we are creating lasting change, and we couldn't do it without you.





@tastedfeed



tasted\_feed



TastEdFeed



tasted



**TastEd is a registered charity in England and Wales, charity number 1183753 and in Scotland, charity number SC053373.**

[www.tasteeducation.com](http://www.tasteeducation.com)

[info@tasteeducation.com](mailto:info@tasteeducation.com)

9 Dovecote Lane, Coleby, Lincoln,  
LN5 0AD

Report of the Trustees and  
Unaudited Financial Statements for the Year Ended 5 April 2025  
for  
TastEd

Contents of the Financial Statements  
for the Year Ended 5 April 2025

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## TastEd

### Chair's Statement for the Year Ended 5 April 2025

This year we have been celebrating our fifth birthday as a charity, and we have so much to celebrate. TastEd continues to bring the joy and excitement of sensory food education to more children than ever before. Our resources now include over 80 lesson plans and a wealth of supporting materials that guide teachers step by step through delivering a TastEd lesson. We've had the privilege of seeing teachers embed TastEd across the curriculum, learning about the Great Fire of London, exploring Black History Month, or deepening understanding of other topics, all through the medium of food.

Our lessons are created by our founder, Bee Wilson, an award-winning writer, working alongside practising teachers and the TastEd team. This year we expanded our curriculum with new lessons in plant biology, including a fun experiment using dye and celery to show how plants take in water against gravity. We believe every subject in the curriculum could be taught through the joy of sensory food education.

A key aim of TastEd lessons is to familiarise children with fruits and vegetables they may not encounter at home. We don't preach that these foods are healthy - although of course they are - but instead encourage children to discover their own preferences and to express what they like and don't like. Lessons are child-led, and pupils describe the look, taste, texture, smell and sound of what they are exploring. I loved hearing one child describe a long red pepper as "a space rocket."

Another important aspect of our lessons is that every child can take part. Educational practitioners tell us they value how TastEd helps them get to know their pupils better, an outcome we are particularly proud of. As a former paediatric anaesthetist, I have seen first-hand the consequences of poor diet in childhood, from rising obesity to preventable dental decay. I have also seen interventions fail to change behaviour, but through TastEd we see genuine shifts: children trying new fruits and vegetables and talking about food positively. This year we have strengthened our data collection through our new online learning platform, helping us better understand our reach and impact. Confidence is key for practitioners. Many are unfamiliar with certain fruits and vegetables themselves, and feedback shows TastEd training gives them the assurance they need. Particular highlight this year was our "TastEd Day" with Anglia Ruskin University BEd (Hons) Primary Education students, where 80 trainee teachers across three campuses discovered TastEd (and, for many, celeriac) for the first time. Embedding this approach early in a teacher's career will help make sensory food education a normal part of school life. Like many charities, funding has been a challenge. Following generous long-term support from the Jane Goodman Trust and others, we worked hard to diversify our income.

One highlight was a fundraising dinner hosted by our patron Anna Jones and founder Bee Wilson at Honey & Smoke, London. The evening introduced TastEd to new supporters, included free tickets for teachers, and a raffle. It was a joyful, collaborative celebration of our work and the generosity of our team and supporters. To build on that momentum and strengthen our financial stability, we appointed a Fundraising Manager. We were delighted by the calibre of applicants and thrilled to welcome Victoria to the role in November.

## TastEd

### Chair's Statement for the Year Ended 5 April 2025

I am humbled by what TastEd achieves with such a very small but dedicated team. My heartfelt thanks go to our staff and supporters who make so much possible with limited resources. This year, we said farewell to trustees Francesca Re Manning and Cecilia Delgarno, whose insight and commitment have been invaluable. Our board remains strong, diverse, and deeply engaged, and I want to thank each member for their time, energy, and care for the charity. The year ahead is full of opportunity for TastEd. We're excited to bring the joy of sensory food education to even more schools and nurseries, expand our curriculum with new lessons, and ideally grow our team so we can better support teachers and children. Building partnerships across the UK will extend our reach, and by strengthening evidence of our impact and working alongside others in health and education, we'll continue to champion every child's right to a healthy, joyful relationship with food.

Jane Lockie,  
Chair of Trustees

TastEd

Report of the Trustees  
for the Year Ended 5 April 2025

The trustees present their report with the financial statements of the charity for the year ended 5 April 2025. The trustees have adopted the provisions of 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).

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing document**

The charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

**Risk management**

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Charity number**

1183753

**Principal address**

9 Dovecote Lane  
Coleby  
Lincoln  
Lincolnshire  
LN5 0AD

**Trustees**

Dr Jane Lockie  
joolz felix foster FCCA  
Dr Michael John Lee  
Cecilia Dalgarno (resigned 21.2.25)  
Flora Ellen May Donovan  
Jessica Seren Grace Lea-Wilson  
Jason O'Rourke  
Francesca Re Manning (resigned 6.12.24)  
Kim Smith  
Bee Wilson

Approved by order of the board of trustees on 26 November 2025 and signed on its behalf by:

joolz felix foster FCCA - Trustee

Independent Examiner's Report to the Trustees of  
TastEd

**Independent examiner's report to the trustees of TastEd**

I report to the charity trustees on my examination of the accounts of TastEd (the Trust) for the year ended 5 April 2025.

**Responsibilities and basis of report**

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under Section 145(5)(b) of the Act.

**Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Trust as required by Section 130 of the Act;  
or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Mrs J L Price FCCA  
The Association of Chartered Certified Accountants

27 November 2025

Statement of Financial Activities  
for the Year Ended 5 April 2025

	Notes	Unrestricted fund £	Restricted funds £	5.4.25 Total funds £	5.4.24 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies		26,997	19,153	46,150	1,123
<b>Charitable activities</b>					
Sensory food education		5,152	-	5,152	5,399
Investment income	2	881	-	881	797
<b>Total</b>		<u>33,030</u>	<u>19,153</u>	<u>52,183</u>	<u>7,319</u>
<b>EXPENDITURE ON</b>					
<b>Charitable activities</b>					
Sensory food education		<u>67,260</u>	<u>7,850</u>	<u>75,110</u>	<u>62,222</u>
<b>NET INCOME/(EXPENDITURE)</b>		(34,230)	11,303	(22,927)	(54,903)
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		88,759	-	88,759	143,662
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><u>54,529</u></u>	<u><u>11,303</u></u>	<u><u>65,832</u></u>	<u><u>88,759</u></u>

TastEd

Balance Sheet  
5 April 2025

	Notes	Unrestricted fund £	Restricted funds £	5.4.25 Total funds £	5.4.24 Total funds £
<b>CURRENT ASSETS</b>					
Debtors	6	10,559	-	10,559	503
Cash in hand		46,875	11,303	58,178	88,811
		<u>57,434</u>	<u>11,303</u>	<u>68,737</u>	<u>89,314</u>
<b>CREDITORS</b>					
Amounts falling due within one year	7	(2,905)	-	(2,905)	(555)
		<u>54,529</u>	<u>11,303</u>	<u>65,832</u>	<u>88,759</u>
<b>NET CURRENT ASSETS</b>					
		<u>54,529</u>	<u>11,303</u>	<u>65,832</u>	<u>88,759</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>					
		<u>54,529</u>	<u>11,303</u>	<u>65,832</u>	<u>88,759</u>
<b>NET ASSETS</b>					
		<u>54,529</u>	<u>11,303</u>	<u>65,832</u>	<u>88,759</u>
<b>FUNDS</b>					
	8				
Unrestricted funds				54,529	88,759
Restricted funds				11,303	-
				<u>65,832</u>	<u>88,759</u>
<b>TOTAL FUNDS</b>					
				<u>65,832</u>	<u>88,759</u>

The financial statements were approved by the Board of Trustees and authorised for issue on 26 November 2025 and were signed on its behalf by:

Trustee

The notes form part of these financial statements

## 1. ACCOUNTING POLICIES

### **Basis of preparing the financial statements**

The financial statements of the charity, which is a public benefit entity under FRS 102, 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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

### **Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, 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 accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

### **Taxation**

The charity is exempt from tax on its charitable activities.

### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Notes to the Financial Statements - continued  
for the Year Ended 5 April 2025

**2. INVESTMENT INCOME**

	5.4.25	5.4.24
	£	£
Interest on cash deposits	881	797
	<u>881</u>	<u>797</u>

**3. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 5 April 2025 nor for the year ended 5 April 2024.

**Trustees' expenses**

During the period expenses totalling £1955 (2024 £876) were paid to trustees.

**4. STAFF COSTS**

The average monthly number of employees during the year was as follows:

	5.4.25	5.4.24
Director	1	-
Fund Raiser	1	-
	<u>2</u>	<u>-</u>

No employees received emoluments in excess of £60,000.

**5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted fund £	Restricted funds £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	1,123	-	1,123
<b>Charitable activities</b>			
Sensory food education	5,399	-	5,399
Investment income	797	-	797
<b>Total</b>	<u>7,319</u>	<u>-</u>	<u>7,319</u>
<b>EXPENDITURE ON</b>			
<b>Charitable activities</b>			
Sensory food education	62,222	-	62,222
<b>NET INCOME/(EXPENDITURE)</b>	(54,903)	-	(54,903)

Notes to the Financial Statements - continued  
for the Year Ended 5 April 2025

**5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued**

	Unrestricted fund £	Restricted funds £	Total funds £
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward	143,662	-	143,662
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS CARRIED FORWARD</b>	<b>88,759</b>	<b>-</b>	<b>88,759</b>
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
<b>6. DEBTORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR</b>			
		5.4.25 £	5.4.24 £
Trade debtors		63	-
Gift aid due in		3,139	503
Software licence prepaid		7,357	-
		<hr/> <hr/>	<hr/> <hr/>
<b>7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>			
		5.4.25 £	5.4.24 £
Other creditors		2,905	555
		<hr/> <hr/>	<hr/> <hr/>
<b>8. MOVEMENT IN FUNDS</b>			
	At 6.4.24 £	Net movement in funds £	At 5.4.25 £
<b>Unrestricted funds</b>			
General fund	88,759	(34,230)	54,529
<b>Restricted funds</b>			
All Saints Educational Trust	-	8,836	8,836
Beans Is How	-	2,467	2,467
	<hr/>	<hr/>	<hr/>
	-	11,303	11,303
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<b>88,759</b>	<b>(22,927)</b>	<b>65,832</b>
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

Notes to the Financial Statements - continued  
for the Year Ended 5 April 2025

**8. MOVEMENT IN FUNDS - continued**

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	33,030	(67,260)	(34,230)
<b>Restricted funds</b>			
All Saints Educational Trust	15,400	(6,564)	8,836
Beans Is How	3,753	(1,286)	2,467
	<u>19,153</u>	<u>(7,850)</u>	<u>11,303</u>
<b>TOTAL FUNDS</b>	<u>52,183</u>	<u>(75,110)</u>	<u>(22,927)</u>

**Comparatives for movement in funds**

	At 6.4.23 £	Net movement in funds £	At 5.4.24 £
<b>Unrestricted funds</b>			
General fund	143,662	(54,903)	88,759
<b>TOTAL FUNDS</b>	<u>143,662</u>	<u>(54,903)</u>	<u>88,759</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	7,319	(62,222)	(54,903)
<b>TOTAL FUNDS</b>	<u>7,319</u>	<u>(62,222)</u>	<u>(54,903)</u>

Notes to the Financial Statements - continued  
for the Year Ended 5 April 2025

**8. MOVEMENT IN FUNDS - continued**

A current year 12 months and prior year 12 months combined position is as follows:

	At 6.4.23 £	Net movement in funds £	At 5.4.25 £
<b>Unrestricted funds</b>			
General fund	143,662	(89,133)	54,529
<b>Restricted funds</b>			
All Saints Educational Trust	-	8,836	8,836
Beans Is How	-	2,467	2,467
	<u>-</u>	<u>11,303</u>	<u>11,303</u>
<b>TOTAL FUNDS</b>	<u>143,662</u>	<u>(77,830)</u>	<u>65,832</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	40,349	(129,482)	(89,133)
<b>Restricted funds</b>			
All Saints Educational Trust	15,400	(6,564)	8,836
Beans Is How	3,753	(1,286)	2,467
	<u>19,153</u>	<u>(7,850)</u>	<u>11,303</u>
<b>TOTAL FUNDS</b>	<u>59,502</u>	<u>(137,332)</u>	<u>(77,830)</u>

**9. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 5 April 2025.

**10. ULTIMATE CONTROLLING PARTY**

The charity is controlled by the trustees.

Detailed Statement of Financial Activities  
for the Year Ended 5 April 2025

	5.4.25 £	5.4.24 £
<b>INCOME AND ENDOWMENTS</b>		
<b>Donations and legacies</b>		
Appeals & donations	24,361	620
Gift aid tax reclaimed	2,636	503
Beans Is How	3,753	-
All Saints Educational Trust	15,400	-
	<hr/>	<hr/>
	46,150	1,123
<b>Investment income</b>		
Interest on cash deposits	881	797
<b>Charitable activities</b>		
TastEd training and delivery fees	5,152	3,645
Research	-	1,754
	<hr/>	<hr/>
	5,152	5,399
<b>Total incoming resources</b>	<hr/>	<hr/>
	52,183	7,319
<b>EXPENDITURE</b>		
<b>Charitable activities</b>		
Fundraising costs	3,921	752
Teacher training	3,458	6,020
Project management	56,358	37,733
Other direct costs	129	81
	<hr/>	<hr/>
	63,866	44,586
<b>Support costs</b>		
<b>Management</b>		
Office expenses	5,101	8,935
Subscriptions and donations	132	953
Sundry and other costs	3,098	6,144
Trustee expenses	1,955	876
Advertising and promotions	186	31
Accountancy fees	50	345
Carried forward	10,522	17,284

TastEd

Detailed Statement of Financial Activities  
for the Year Ended 5 April 2025

	5.4.25 £	5.4.24 £
<b>Management</b>		
Brought forward	10,522	17,284
Legal & professional costs	650	307
Bank charges	72	45
	<hr/>	<hr/>
	11,244	17,636
	<hr/>	<hr/>
Total resources expended	75,110	62,222
	<hr/>	<hr/>
<b>Net expenditure</b>	<u>(22,927)</u>	<u>(54,903)</u>

This page does not form part of the statutory financial statements

**TASTED**

England & Wales - Charity number 1183753

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# Accounts

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Charity registration number: 1183753

# TastEd

Annual Report and Financial Statements  
for the Year Ended 5 April 2024



Burdett King Accountancy Limited  
8 The Hamiltons  
Newmarket  
CB8 0NF

**TastEd**  
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## **TastEd**

### **Reference and Administrative Details**

<b>Charity name</b>	TastEd
<b>Charity registration number</b>	1183753
<b>Trustees</b>	Dr Jane Lockie, Chair of Trustees Cecillia Erica Dalgarno (Appointed 8 December 2023) Flora Ellen May Donovan (Appointed 8 December 2023) Joolz Felix Foster (Appointed 8 December 2023) Jessica Seren Grace Lea-Wilson (Appointed 8 December 2023) Dr Michael John Lee (Appointed 8 December 2023) Jason O'Rourke Kim Smith Bee Wilson
<b>Accountant</b>	Burdett King Accountancy Limited 8 The Hamiltons Newmarket CB8 0NF

## **TastEd**

### **Trustees' Report**

#### **Trustees' Report**

The trustees, who are directors for the purposes of company law, present the annual report together with the financial statements of the charitable company for the year ended 5 April 2024.

#### **Trustees**

Jane Lockie - Chair

Joolz Foster - Treasurer

John Lee - Secretary

Cecilia Dalgarno

Flora Donovan

Jessica Lea-Wilson

Jason O'Rourke

Francesca Re Manning

Kim Smith

Bee Wilson

Bee Wilson stood down as chair of trustees as of the 8th of December 2023.

Jane Lockie stood down as treasurer and was appointed chair of trustees as of the 8th of December 2023.

Joolz Foster was appointed treasurer as of the 8th of December 2023.

John Lee was appointed secretary as of the 8th of December 2023.

#### **Chair's Statement**

As TastEd approaches its fifth anniversary, we reflect on our remarkable journey so far and look ahead with renewed ambition. Our mission remains to radically transform food education, helping every child in the UK develop a joyful relationship with healthy food and learn to love eating vegetables and fruit.

We have now reached over 1,100 schools and nurseries, with 352 new sign-ups this year. This steady growth reflects the increasing recognition of the importance of sensory food education.

Data continues to show low vegetable and fruit consumption and diets high in ultra-processed food for children in the UK. Our work addresses these alarming trends in child health, alongside the rise in obesity and poor dental health. Without familiarising children with foods they have not encountered before we cannot expect them to eat healthy vegetables and fruit, even if these foods were to be in plentiful supply. Telling anyone that vegetables and fruit are healthy is simply not enough. TastEd is the tool to introduce children to vegetables and fruits and, with repeated exposure, help them discover their own likes and dislikes and articulate these. The golden rules, "no-one has to try" and "no-one has to like", liberate children to explore the joy of eating vegetables and fruit according to their own tastes.

By providing the tools and support for practitioners we equip them with the skills to be able to enable children to explore and embrace vegetables and fruit in a pressure free, enjoyable way, unlocking their potential to develop healthy eating habits that last a lifetime.

You can read more about all our achievements below, but I'd particularly like to highlight our Welsh translation of key resources, which allows us to reach even more children across the UK. Additionally, our contribution to the House of Lords report on Food, Diet, and Obesity was a vital opportunity to emphasise the importance of sensory food education in fostering healthier diets across the country.

## **TastEd**

### **Trustees' Report**

One of the key focuses of this year was developing our 5-year strategy which we did with the generous support of Alice Morgan and the Cranfield Trust.

In 2024, our strategic focus centers on the Growth, Embedding, and Advocacy of sensory food education:

- Growth: Expanding into more schools and underserved communities, increase the breadth of our lessons to support the delivery of food education across the curriculum and growing our team to support this delivery.
- Embedding: Ensuring consistent delivery of lessons, despite challenges such as staff turnover, and enhancing our measurement tools.
- Advocacy: Championing sensory food education as a vital foundation for children's lifelong health.

I took over as chair of the board in December 2023. I am hugely grateful to our previous co-chairs Bee Wilson and Kim Smith. Thankfully, both remain as trustees and I'm grateful to them and indeed all our trustees who are all actively engaged in our governance and go above and beyond to further our mission. Thank you to you all.

To support our growing impact, we strengthened our team and governance this year. Following a skills audit, we recruited five talented new trustees through a rigorous selection process. These additions, including a new treasurer and secretary, bring invaluable expertise to help guide TastEd's next chapter.

I am thrilled to have Joolz Felix-Foster, John Lee OBE, Cecilia Delgarno, Flora Donovan and Jess Lea-Wilson joining our board.

I am grateful to our project manager, Fran Box, whose drive and can-do attitude are responsible for many of our successes. This year, we were supported with our marketing, administration and delivery of teacher training by skilled freelancers Helena Buckley, Ange Bebbington and Louise Morrissey. We are also hugely thankful to have benefited from the support of our patron, Anna Jones, who has been instrumental in raising our profile.

With ambitious targets, a passionate team, and growing recognition of the importance of food education, we look forward to bringing TastEd to even more schools and children in the coming year. Jane Lockie, Chair of Trustees

#### **Objectives and activities**

TastEd's charitable objectives are as follows:

1. To advance the education of children in sensory food education.
2. To preserve and protect the health of such beneficiaries by the promotion of sensory food education and helping children to build a healthy relationship with food.

#### ***Public benefit***

The trustees confirm that they have complied with the requirements of section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission for England and Wales.

## **TastEd**

### **Trustees' Report**

#### **Structure, governance and management**

TastEd is a Charitable Incorporated Organisation, registered charity number 1183753 with the registration dated 6 June 2019.

Trustee selection method: Apart from the first charity trustees, every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees.

TastEd is governed and managed by the trustees who share the decision making and take responsibility for all aspects of the charities activities. Minimal expenses are claimed by the trustees in accordance with the trustee expenses policy.

This year five new trustees were appointed to the board, who bring a breadth of experience that will greatly enhance the governance of the charity.

#### **Achievements and performance**

At TastEd, we aim to make sensory food education accessible to as many schools and early years settings as possible across the UK. This year, we've seen strong growth in schools and nurseries signing up to access our free resources, reinforcing our impact and broadening our reach. It's exciting to see TastEd's influence continue to expand, bringing food education to more children and educators nationwide.

We've had 352 new schools and nurseries sign up to join TastEd this year from across the UK.

#### **Upskilling teachers and practitioners**

To empower educators and ensure long-lasting and impactful food education, TastEd provides multiple training avenues— both online and in-person—that equip teachers and practitioners with the confidence and tools to bring sensory food education to life in their settings.

By making training accessible, flexible, and practical, we support teachers at every stage of their journey with TastEd, whether they're exploring our resources for the first time or seeking in depth, hands-on experience.

This year, we expanded our offerings significantly, including a suite of new online training videos for early years educators and the translation of resources for educators in Wales. The positive feedback and high levels of confidence reported by participants underscore the effectiveness of these training sessions in enhancing the knowledge and skills required to inspire healthier relationships with food among children.

#### **Online Training**

Our online training empowers schools and nurseries across the UK to independently learn and implement TastEd's sensory food education approach. Designed to be accessible and straightforward, this training introduces educators to the core principles behind TastEd lessons, enabling them to seamlessly incorporate food education into their classrooms—no in-person training required. With these resources, schools and nurseries can confidently begin delivering TastEd lessons and inspire a positive food culture right away.

The core training video has been translated into Welsh, ensuring that educators across Wales can now access it in both English and Welsh. In response to practitioner feedback, we developed seven new short training videos for early years settings. These concise, accessible videos introduce practitioners to the principles of sensory food education and showcase TastEd activities in real nursery settings. In addition to demonstrating TastEd's delivery of the Early Years Foundation Stage (EYFS) framework, the videos offer practitioners the chance to hear directly from their peers, sharing firsthand insights and best practices. Tailored to fit the busy schedules of educators, these bitesize resources provide practical, relevant guidance, empowering practitioners to implement TastEd's approach effectively.

## **TastEd**

### **Trustees' Report**

#### **In-person Training**

This year we ran 12 training sessions with a total of 168 attendees.

We continue to offer in-person training sessions, providing teachers with valuable, hands-on experience in delivering TastEd lessons. This year, these sessions have been instrumental in allowing educators to fully immerse themselves in our sensory food education approach, gaining practical skills and confidence to bring TastEd to life in their classrooms. Through interactive demonstrations teachers leave with a deeper understanding and enthusiasm for TastEd, empowering them to deliver TastEd lessons to their pupils.

#### **Making it Easy**

Teachers report that they are increasingly time-poor, so our goal is to remove any barriers to delivering effective food education.

This year, thanks to the incredible generosity of The Jane Goodman Charitable Trust, we were able to invest in a new, user-friendly online platform designed to make our resources more accessible and engaging for educators across the UK. This platform consolidates all our key material including training videos, detailed lesson plans, PowerPoint presentations, and other supplementary resources into one organised, easy-to-navigate space, making it easier for the teachers to access them and therefore integrate TastEd content into their busy schedules.

The platform's streamlined experience not only benefits teachers but also provides TastEd with valuable insights into how our resources are being used. Data tracking on the platform allows us to monitor engagement with the platform and with specific resources, enabling us to better understand which materials are most helpful to teachers and identify areas for future improvement. Through this feedback loop, we can continually refine and expand our support for teachers, ensuring they have the tools they need to effectively engage pupils in meaningful food education.

Furthermore, this platform positions TastEd to expand its reach more effectively. As we grow our network of schools, this digital resource hub will allow us to support more teachers and pupils. By investing in this platform TastEd is not only meeting the current needs of teachers and pupils but is also laying a foundation for sustainable, far-reaching growth.

Having worked with teachers and practitioners to ensure the platform was easy to navigate we now have new users accessing the resources via our new resource hub with the existing users to be transferred over shortly.

#### **The resources**

TastEd resources are thoughtfully crafted to be user-friendly and accessible, empowering teachers to integrate sensory food education into their classrooms effortlessly. Each lesson includes engaging, hands-on activities that inspire children to explore fresh fruits and vegetables, understand the origins of their food, and experiment with simple recipes that require minimal equipment. This practical approach allows teachers to introduce pupils to a vibrant world of tastes and textures with little preparation.

This year, we expanded our resources with a new set of KS2 resources that integrate sensory food education into the plant science curriculum. These lessons offer children the opportunity to explore all parts of the plant, from roots to flowers, while learning about plant biology. Through hands-on activities, students not only deepen their understanding of plant science but also see firsthand how we consume every part of the plant, making the learning experience both informative and engaging.

## **TastEd**

### **Trustees' Report**

#### **Reaching a wide audience**

While sensory food education has long been used to introduce children to new foods around the world, the idea of incorporating it into children's school and nursery experiences to encourage healthier diets is relatively new. At TastEd, we're dedicated to championing children's right to explore food beyond traditional lessons on "healthy" and "unhealthy" foods. We want children to have the chance to experience food in a hands-on, curious way: to hold a cob of corn, feel the fuzzy texture of a peach, and taste new flavours they may not encounter at home. This year, we've Darren Squires Hull Food Partnerships actively sought out opportunities to share our mission, from media coverage to addressing policymakers in the House of Lords, all to help bring TastEd to more children across the UK.

Alongside being featured on BBC's The Food Programme, the TastEd team has actively shared the need for and benefits of sensory food education across a range of platforms, including popular food blogs, podcasts, and local radio shows. These appearances help us reach a broader audience, sparking interest and support for TastEd's mission.

#### **Growing the organisation**

As TastEd continues to grow as an organisation, we are dedicated to establishing a robust structure and the necessary resources to continue to support the practitioners who utilize our materials. Our objective is to meet the increasing demand for sensory food education, ensuring that more children have the opportunity to explore and enjoy a diverse range of fruits and vegetables.

To enhance our capacity, we have expanded our team by adding an administrative and marketing assistant, along with new teacher trainers. This expansion will enable us to increase our reach and better support our current practitioners in schools and nurseries, including enhancing our in-person training offerings.

In a crucial step forward for the charity, we are collaborating with a consultant from the Cranfield Trust. This partnership will help us develop an ambitious yet achievable strategy that will guide TastEd's initiatives over the next five years, ensuring that our efforts are effectively targeted and deliver maximum impact for our beneficiaries

#### **Financial review**

This year, we successfully maintained our reserves and ensured financial stability through a multi-year grant that covered our expenditures. While income was lower, our spending remained consistent, allowing us to continue effectively delivering on our mission.

##### **Income**

In the financial period to 5 April 2024 the total income received was just over £7,300, made up of £1,100 in donations, £800 generated from funds on deposit, £1,750 generated from participating in research with the University of Roehampton and £3,650 from delivering practitioner training for the delivery of TastEd lessons to schools in Wales and the South of England.

##### **Expenditure**

Our expenditure rose to £55K for the period to 5 April 2024 as we made use of £8K of the £20K funds donated from the Jane Goodman trust in the previous financial period, for the purpose of setting up our own bespoke learning platform. The balance of the expenditure was broadly in line with the previous period.

We are determined to continue to provide our teaching resources to schools and nurseries free of charge, to minimise the barriers to uptake in schools and nurseries.

No trustees received payment this year other than minimal expenses in line with our expenses policy for attendance at trustee meetings and training.

## TastEd

### Trustees' Report

While we recognise the importance of developing a comprehensive fundraising strategy to diversify our income streams, we are currently focusing on effectively utilising previous donations and a multi-year grant to deliver our work. We have successfully maintained our financial reserves during this period. Looking ahead, we are committed to prioritising fundraising efforts, despite the challenging climate for charitable giving. Our mission to improve diets through increased consumption of vegetables and fruit is more relevant than ever, and we remain confident in securing the necessary support to advance this vital work.

The orderly handover of the treasurer's role from Jane Lockie to Joolz Felix-Foster is complete and as in all things TastEd the invaluable contribution of Fran Box is much appreciated in day-to-day management.

#### **Reserves**

Our reserves policy allows for 3 months of operating costs. We have identified at present £10,000 would be sufficient and we have this in our reserves. As we commission work from other personnel this will be reviewed.

#### **Plans for future periods**

In the Year 2024-2025, TastEd Will...

##### Expand Support and Growth for Teachers and Practitioners

- Partner with more schools and nurseries to embed TastEd's sensory food education approach and reach more children.
- Provide ongoing support to help teachers overcome barriers to delivery, ensuring that food education is accessible and impactful.
- Work with more local authorities to enable us to understand the needs of settings based on their locality.

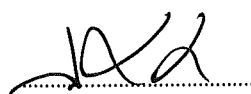
##### Drive Organisational Development

- Develop and implement a comprehensive five-year strategic plan to guide TastEd's growth and maximise our impact.
- Expand our team to fully leverage partnership opportunities and support our strategic initiatives.
- Diversify our funding streams to include grants and trusts, increase individual giving, and explore event-based fundraising opportunities.

##### Invest in Research and Impact Evaluation

- Continue to research the challenges of implementing food education, the unique impact of sensory food education, and how food education fits into broader issues affecting children's low vegetable and fruit consumption

Approved by the Trustees on 4 February 2025 and signed on their behalf by:



Joolz Felix Foster  
Trustee

## **TastEd**

### **Trustees' Responsibilities in relation to the Financial Statements**

The trustees 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).

The law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity 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 in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that 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 Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection fraud and other irregularities.

## Independent Examiner's Report to the Trustees of

### TastEd

I report on the accounts of the Trust for the year ended 5 April 2024, which are set out on pages 10 to 15.

#### Respective responsibilities of trustees and examiner

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011(the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the General Directions given by the Charity Commission under section 145 (5) (b) of the 2011 Act; and
- state whether particular matters have come to my attention.

#### Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

#### Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in any material respect the requirements:
  - to keep accounting records in accordance with section 130 of the Act; and
  - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Acthave not been met; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



.....  
Lisa King  
Burdett King Accountancy Limited

8 The Hamiltons  
Newmarket  
CB8 0NF

4 February 2025

**TastEd**  
**Statement of Financial Activities for the Year Ended 5 April 2024**

	Note	Unrestricted Funds £	Total Funds 2024 £	Total Funds 2023 £
<b>Incoming resources</b>				
Incoming resources from generated funds				
Voluntary income	2	1,123	1,123	42,172
Investment income	3	797	797	313
Incoming resources from charitable activities	4	5,399	5,399	7,450
Total incoming resources		<u>7,319</u>	<u>7,319</u>	<u>49,935</u>
<b>Resources expended</b>				
Costs of generating funds				
Fundraising trading: cost of goods sold and other costs	5	55,369	55,369	3,072
Charitable activities	5	6,853	6,853	40,217
Total resources expended		<u>62,222</u>	<u>62,222</u>	<u>43,289</u>
Net (expenditure)/income before transfers		(54,903)	(54,903)	6,646
<b>Transfers</b>				
Gross transfers between funds		-	-	-
Net movements in funds		(54,903)	(54,903)	6,646
<b>Reconciliation of funds</b>				
Total funds brought forward		143,662	143,662	137,016
Total funds carried forward		<u>88,759</u>	<u>88,759</u>	<u>143,662</u>

All incoming resources and resources expended derive from continuing activities.

The charity has no recognised gains or losses for the year other than the results above.

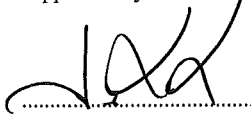
The notes on pages 12 to 15 form an integral part of these financial statements.

**TastEd**  
**Balance Sheet as at 5 April 2024**

		2024		2023	
	Note	£	£	£	£
<b>Current assets</b>					
Debtors	7	503		3,350	
Cash at bank and in hand		<u>88,811</u>		<u>140,312</u>	
			89,314		143,662
<b>Creditors: Amounts falling due within one year</b>					
	8		<u>(555)</u>		<u>-</u>
<b>Net current assets</b>			<u>88,759</u>		<u>143,662</u>
<b>Net assets</b>			<u><u>88,759</u></u>		<u><u>143,662</u></u>
<b>The funds of the charity:</b>					
<b>Unrestricted funds</b>					
Unrestricted income funds			<u>88,759</u>		<u>143,662</u>
<b>Total charity funds</b>			<u><u>88,759</u></u>		<u><u>143,662</u></u>

Approved by the Board on 4 February 2025 and signed on its behalf by:

Approved by the Trustees on 5 Feb 25 and signed on their behalf by:



Joolz Felix Foster  
Trustee

The notes on pages 12 to 15 form an integral part of these financial statements.

## **TastEd**

### **Notes to the Financial Statements for the Year Ended 5 April 2024**

#### **1 Accounting policies**

##### **Basis of preparation**

The financial statements have been prepared under the historical cost convention and in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities (SORP 2005)', issued in March 2005, applicable accounting standards and the Charities Act 2011.

##### **Fund accounting policy**

Unrestricted income funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

Designated funds are unrestricted funds set aside at the discretion of the trustees for specific purposes.

Further details of each fund are disclosed in note 10.

##### **Incoming resources**

Donations are recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability.

Incoming resources from tax reclaims are included in the statement of financial activities at the same time as the gift to which they relate.

Investment income is recognised on a receivable basis.

##### **Resources expended**

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to the expenditure. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

Costs of generating funds are the costs of trading for fundraising purposes.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

##### **Support costs**

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

**TastEd**

**Notes to the Financial Statements for the Year Ended 5 April 2024**

..... *continued*

**2 Voluntary income**

	<b>Unrestricted Funds £</b>	<b>Total Funds 2024 £</b>	<b>Total Funds 2023 £</b>
<b>Donations and legacies</b>			
Appeals and donations	620	620	2,172
Gift Aid tax reclaimed	503	503	-
	1,123	1,123	2,172
<b>Grants</b>			
Appeals and donations	-	-	40,000
	1,123	1,123	42,172
	1,123	1,123	42,172

**3 Investment income**

	<b>Unrestricted Funds £</b>	<b>Total Funds 2024 £</b>	<b>Total Funds 2023 £</b>
Interest on cash deposits	797	797	313
	797	797	313
	797	797	313

**4 Incoming resources from charitable activities**

	<b>Unrestricted Funds £</b>	<b>Total Funds 2024 £</b>	<b>Total Funds 2023 £</b>
<b>Charitable activity</b>			
TastEd training and delivery fees	3,645	3,645	7,450
Research	1,754	1,754	-
	5,399	5,399	7,450
	5,399	5,399	7,450

**TastEd**

**Notes to the Financial Statements for the Year Ended 5 April 2024**

..... continued

**5 Total resources expended**

	Operating activity	Charitable activity	Total
	£	£	£
<b>Direct costs</b>			
Fundraising costs	-	752	752
Teacher training	-	6,020	6,020
Project management	37,733	-	37,733
Other direct costs	-	81	81
	37,733	6,853	44,586
<b>Support costs</b>			
Office expenses	8,935	-	8,935
Subscriptions and donations	953	-	953
Sundry and other costs	6,144	-	6,144
Trustee expenses	876	-	876
Advertising and promotion	31	-	31
Accountancy fees	345	-	345
Legal and professional costs	307	-	307
Bank charges	45	-	45
	17,636	-	17,636
	55,369	6,853	62,222

**6 Trustees' remuneration and expenses**

During the period expenses totalling £876 (2023:£1,308) were paid to trustees. No remuneration was paid to any of the other trustees.

**7 Debtors**

	2024 £	2023 £
Other debtors	503	3,350

**8 Creditors: Amounts falling due within one year**

	2024 £	2023 £
Accruals and deferred income	555	-

**TastEd**

**Notes to the Financial Statements for the Year Ended 5 April 2024**

..... *continued*

**9 Related parties**

**Controlling entity**

The charity is controlled by the trustees.

**10 Analysis of funds**

	At 6 April 2023	Incoming resources	Resources expended	At 5 April 2024
	£	£	£	£
<b>General Funds</b>				
Unrestricted income fund	143,662	7,319	(62,222)	88,759

**11 Net assets by fund**

	Unrestricted Funds	Total Funds 2024	Total Funds 2023
	£	£	£
Current assets	89,314	89,314	143,662
Creditors: Amounts falling due within one year	(555)	(555)	-
Net assets	<u>88,759</u>	<u>88,759</u>	<u>143,662</u>



**TASTED**

England & Wales - Charity number 1183753

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# Accounts

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# TastEd

ANNUAL REPORT  
6TH APRIL 2022 -  
5TH APRIL 2023



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“ The greatest joy for all of us at TastEd is to receive feedback from teachers on the ways the sessions have actually changed children’s relationship with food. ”



This was a year of astonishing expansion for TastEd and a year when our work received national recognition and an Innovation Award from the BBC Food Programme. But it was also a year when teachers and nursery practitioners reported to us that they were more concerned than ever about the lack of fresh food in many children’s diets, a problem exacerbated by the cost of living crisis. Nursery teachers described children arriving in their care with very little direct knowledge of vegetables and fruits and a pronounced taste for ultra-processed foods.

In this context, the greatest joy for all of us at TastEd is to receive feedback from teachers on the ways the sessions have actually changed children’s relationship with food. Teachers have reported to us case after case of the life-changing impact of TastEd on children’s diets and lives, as children find themselves able to discover a liking for vegetables which neither they nor their parents could have imagined. When we heard from a teacher that a child in York on the autistic spectrum who generally lives on ‘very basic plain foods’ now asks for a side of lettuce at every school meal, or that children in Dunbar who never ate apples now ask for them, we feel all the more determined

to work to get TastEd to as many children as possible.

Our awareness of just how hard it currently is for many families to access a healthy diet gave us a renewed sense of urgency in continuing our work giving schools and other organisations a new model of food education as a tool for helping children with their physical, mental and social wellbeing. It renewed our ambition to give as many children as possible access to a ‘taste education’ which can enable them to develop a taste for vegetables and fruits and to build a joyful relationship with healthy eating. We know that in Britain where child malnutrition is rising, TastEd alone isn’t enough. Healthy food also urgently needs to be more affordable and accessible. But we believe that TastEd can plant the seed of a healthy relationship with food not just at school but for life.

Something new for TastEd this year was piloting Holiday and Activity Food Programmes (HAF) in Lincolnshire and Islington. These holiday programmes are aimed at supporting families on very low incomes during the school holidays. The feedback was extremely encouraging, with



←  
**Bee  
Wilson**  
Chair



those delivering the programme reporting that children loved the sessions and started asking to try more vegetables and fruits. We hope that this will be the start of more children, especially those from disadvantaged households, benefiting from TastEd beyond the classroom.

Having said this, our biggest achievement this year was the sheer number of schools and nurseries accessing our resources. We had aimed to have TastEd in 300 schools and nurseries by April 2023 but our actual numbers were more than twice as good as this, with more than 800 schools and nurseries signed up. This expansion was driven by a number of other positive developments, including DFE policy guidance to help early years practitioners bring TastEd to their settings; partnerships with Islington Council, Camden Council and Eat Sheffield; and winning the Innovation Award at the BBC Food and Farming Awards in November 2022.

We have many people to thank for their support this year. The generosity of the Jane Goodman Trust has been instrumental in enabling us to expand TastEd into so many

schools and nurseries. Our resources continue to benefit from input from some great creative talents including artist Annabel Lee (who illustrates our lesson plans) and filmmaker Tom Perry. We are also grateful to all our funders including The Runciman Family Trust.

On behalf of all the TastEd trustees, I would once again most of all like to thank our project manager, Fran Box, for her superb and meticulous work in overseeing and managing all manner of projects and being the face of TastEd in the world and for schools and nurseries. Fran has also been instrumental in gathering data (to set alongside our formal collaborations with research teams in Exeter and Roehampton), including the crucial information that '74% of children liked a vegetable or fruit they tried during a TastEd activity'.

We are looking forward to next year and to ever more children discovering the joy of vegetables and fruits through TastEd.

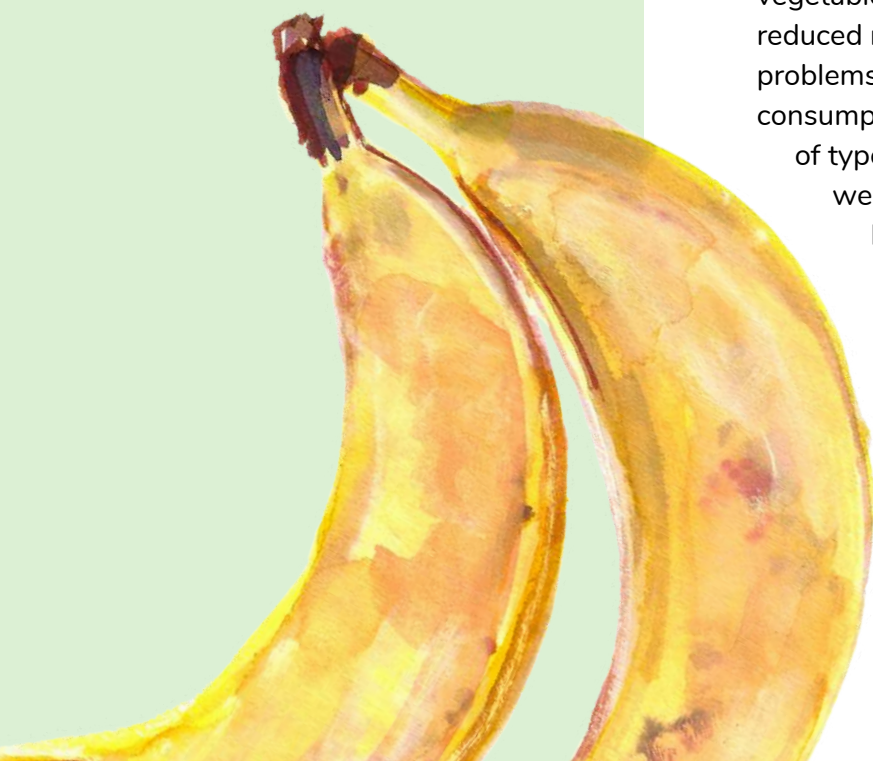
**Bee Wilson**  
Chairs of TastEd



CC

Children are trying more food and the fruit and veg the children bring in each morning are more diverse. We have more variety in the snack bar now as a result of TastEd.

CC



# ABOUT TastEd

TastEd was established in 2019, by food writer, Bee Wilson, headteacher Jason O'Rourke and ex-teacher Abby Scott to revolutionise the way food education is taught in the UK. Our programme introduces children to the joy of vegetables and fruit and supports them in building lifelong, healthy and sustainable eating habits.

## Why is it needed?

Children in the UK do not eat anything like the recommended amount of vegetables and fruits, despite the well known and long-running 5-a-day campaign. 5-10 year olds in the UK only manage to eat on average 1.6 portions of vegetables a day, and 33% of children in this age group eat fewer than one portion of vegetables a day (Food Foundation, 2020).

The health impact of this is significant for children's physical and mental health. Vegetables and fruits contain many essential micronutrients as well as fibre. When children don't get enough vegetables and fruits, their health suffers. A systematic review by Guzek et al (2020) found that higher consumption of fruits and vegetables in school age children was associated with reduced rates of depression and mental health problems. There is also clear evidence that higher consumption of vegetables correlates with a lower risk of type 2 diabetes and is associated with reduced weight gain (see, for example, Willett et al The Lancet 2019).

Traditional nutrition education has focused largely on an information based approach, reinforced by messages about 5-a-day and the Eatwell plate. This achieved little to no impact on children's vegetable and fruit consumption. TastEd's method enables children to use all their senses to explore vegetables and fruits, helping them to

widen their preferences and establish a liking for a broad variety of foods. Our aim is to help children to build a joyous and positive relationship with food and give them opportunities to discover new preferences for vegetables and fruits which should ultimately stay with them beyond the school gates and help to improve their long-term health.

### The TastEd Method and How it Works

TastEd is the official UK representative of Sapere International and is proud to bring their method, which has been used in schools in Sweden, Finland and elsewhere for many years, to the UK. Improving children’s willingness to try and to like fruits and vegetables is our core aim but there are other important benefits to the method, including increased engagement with literacy, especially writing. During TastEd activities ALL children are able to participate in the lessons. This results in improved communication and relationship building, with teachers reporting excellent engagement levels in TastEd lessons.



“I work with extremely vulnerable children and seeing the spark in their eyes as they use their different senses is wonderful. The lesson plans are great and offer so many options. TastEd is truly wonderful and I am glad it is part of my professional life.”

**Teacher, Meadowbrook College**



Children are encouraged to articulate why they like or don’t like a vegetable or fruit, by exploring taste, sight, smell, sound, texture and taste. There are no right or wrong answers and children and teachers learn alongside one another, exploring the foods together.

In contrast to most other nutrition education resources to date in the UK, the TastEd method is hands-on and child-centred. Our free learning resources (over 100 items including lesson plans, PowerPoints and early years activities). They were developed in consultation with teachers and piloted and used in the classrooms of a variety of schools and with different groups of children and have now been used in schools all over the UK. The activities are designed for early years through to the end of Key Stage 2 (age 11).



See



Hear



Touch



Smell



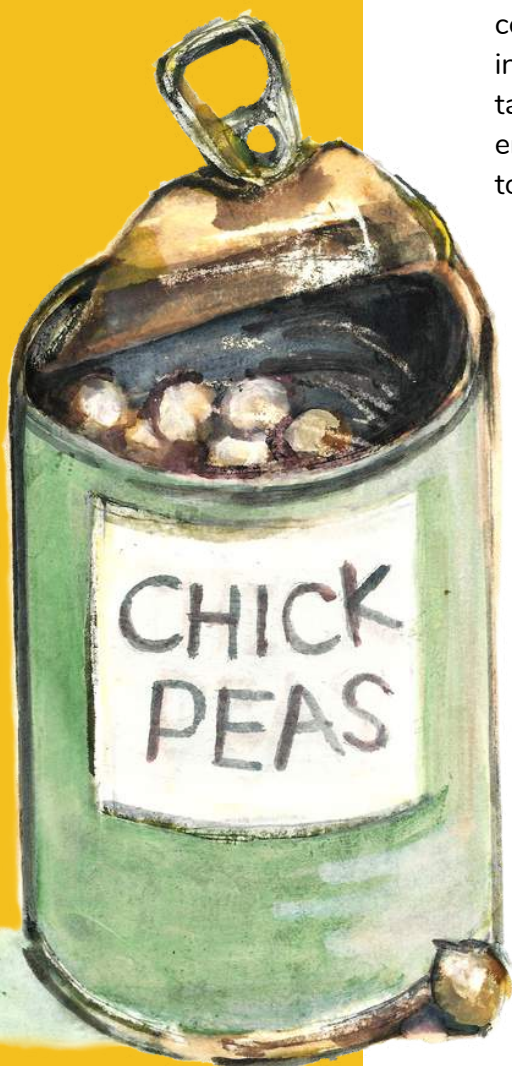
Taste

Our resources are designed to help teachers and other practitioners deliver the existing national curriculum in England on Cooking and Nutrition and on Healthy Eating, while also delivering many non-food elements of the curriculum, from Literacy to Science and History and many aspects of the EYFS curriculum. To take one example, there is a lesson plan and PowerPoint aimed at teaching the history of ancient Rome through some of the fossilised food remains of Pompeii, with the chance to taste pomegranates, olives and chickpeas. In another lesson ('Ringo's Broccoli'), the food and society of 1960s Britain is explored through the life of Ringo Starr who grew up not enjoying very many foods but who now enjoys vegetables and fruits, especially broccoli and blueberries. At the end of the lesson, the children can try broccoli and blueberries, to see whether they enjoy them as much as Ringo does.

### Our aims

Our aim is to give children the opportunity to try a wide variety of foods which they may not get the chance to try at home. TastEd activities - which consist of a series of fun, sensory games and activities involving direct handling of vegetables and fruits - take place in a classroom, nursery or school environment. The golden rules of TastEd, 'no one has to try' and 'no one has to like', remove the pressure that often exists at mealtimes and allow children to enjoy exploring food without worry. By giving children the space to explore vegetables and fruits and agency around developing food preferences, children become far more open to trying and liking new foods. The presence of a trusted adult (their teacher) and their peers often makes it easier for children to get past their natural reluctance to try new foods (there is extensive evidence that preferences are socially influenced)\*. In this context, children often surprise themselves and their teachers by trying and enjoying foods they did not imagine liking, such as radishes, cabbage or spinach leaves.

TastEd works with schools and nurseries to enable as many children as possible to experience sensory food education. We provide resources, training and support to ensure practitioners have the confidence to use and embed sensory food education in their setting.



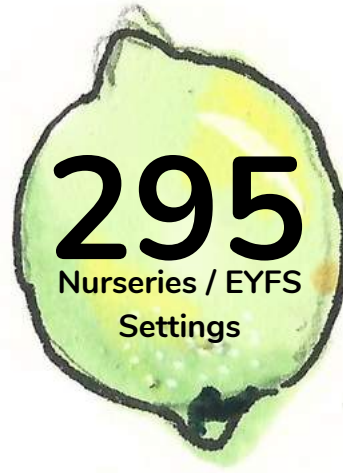
## THIS YEAR

It's been another fantastic year at TastEd, with more schools and nurseries than ever getting on board, incredible feedback from teachers and nursery practitioners and even an award or two to recognise the work being done.



## School and Nurseries

With TastEd resources now free to access we had aimed to work with more schools and nurseries than ever. We had a target of 300 schools and nurseries accessing our resources by April 2023. To date, we have:



This year we have had **659** new schools and nurseries joining TastEd.

We aim to change food education across the UK, and with settings from England, Scotland, Wales and Northern Ireland all now on board, we are on a journey to do this.

TastEd schools and nurseries sit across **151** local authorities in England, in rural and urban environments, serving children from a wide range of backgrounds. Every child should have the right to experience the joy of vegetables and fruit and we are excited to continue to work with a broad range of settings across the UK to do this, seeing the varied ways in which TastEd is becoming part of the school day.

2021

2022

2023

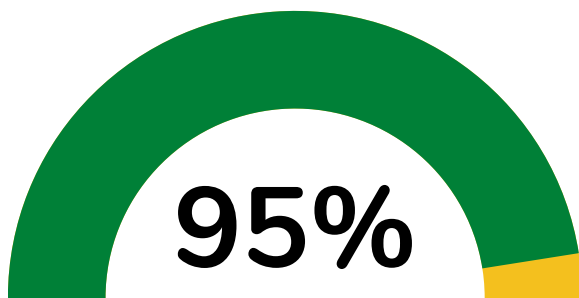
# Training

Core to TastEd's methodology is empowering teachers and practitioners to deliver sensory food education themselves. We aim to provide as much support as possible to enable practitioners to confidently run TastEd activities.

## Online Training

One way we do this is by providing a training video which continues to get very positive feedback.

This year **95%** of practitioners reported feeling confident or very confident about delivering TastEd lessons after watching the training video:



**462** Views since first launched in 2021.

"I thought the video was fantastic - clear, comprehensive and really inspiring."

**Dunbar Primary School**

"This looks fantastic. I can't wait to do this with the children, with them getting to explore all the lovely fruits and vegetables."

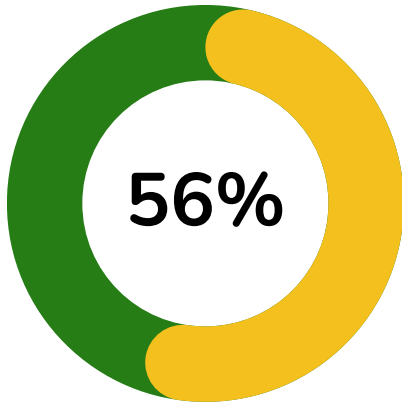
**Longparish Little School**



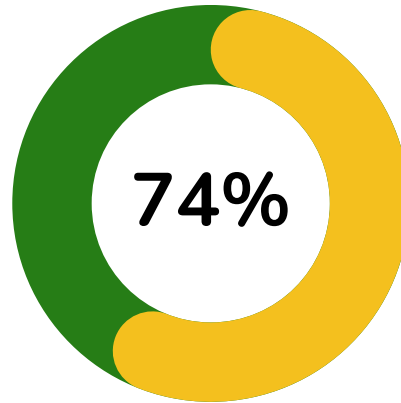


# Delivery and Feedback

Feedback from teachers and practitioners helps us to understand the impact of the programme.



of children who took part tried a fruit or vegetable for the first time.\*



of children who took part liked a fruit or vegetable they tried.\*

## Teacher's Voice:

"This was our first lesson and it couldn't have gone better! The children, without exception, loved it. They engaged really well with the idea of closely looking at our fruits and vegetables, and couldn't wait to try them."

**Dunbar Primary School**

"The children really enjoyed the activity and using the magnifying glasses... Two children who don't eat apple at snack time enjoyed the apple they ate."

**St Leonards Pre-School**

# 87%

of teachers reported that children's confidence in trying new food increased as a result of running TastEd activities in their schools or nurseries.



\*Based on 72 lessons run across 20 Schools  
\*\*Based on end of year feedback from 39 schools

# Teacher's Voice

A teacher from a school in York shared this story with us:

"When I first appeared with tomatoes, lettuce and mange tout, at least half of the class told me that they didn't like most if not all of them. There were lots of turned-up noses. I reminded the children of 'the golden rules' which seemed to calm nerves... by the end of the lesson they were all devouring mange tout, pulling them apart, intrigued by the little peas inside. Most of them tried lettuce and tomatoes too - and enjoyed them.

We also had great success with a boy with autism and sensory needs. He was so tentative at first and stood at the edge of the class but came to the table with friends after being reminded of the rule. He now has a side dish of lettuce with every school meal - this is huge. He lives on very basic plain foods. In fact the dinner staff are now going to serve the Year 1's a side of lettuce at least once a week with their dinners. The kids were 'let loose' on the leftovers and devoured the lot. Many had pockets stuffed with mange tout for a snack on the way home!! What a great success story.

I must also tell you that the girl who so proudly tried and now enjoys clementines in the last lesson eats one every snack time. She always catches my eye and gives me a proud smile. She was so proud to show her mum what she had achieved that lesson and proudly told me that her mum was very shocked and excited to see her eating them in the photos that I sent home. She often has one in her packed lunch too.

This teacher loves teaching TastEd. It's transformative!"





# HAF Programme

A TastEd Pilot

The HAF programme was first launched as a pilot by the Department for Education in 2018. It was designed to support disadvantaged families during the school holidays by providing healthy meals and enriching activities to young people.\*\* In 2019 there was an added requirement that nutritional education was provided with the desired outcome of healthier eating and greater nutritional knowledge for beneficiaries.

With a new set of TastEd activity plans adapted specifically for HAF providers, we worked with Lincolnshire County Council and Islington Council to pilot the resources. Providers had training and access to the resources. Based on positive feedback from providers these resources are now available to all HAF providers in England.

## TastEd at Acorn Childcare Centre's HAF Programme Case Study

July 2022

Katie, the senior play lead, delivered four TastEd sessions with over 30 children taking part. Katie reported that the children loved the sessions. Due to attendance being voluntary, it was a different group of children each time, however some children attended every session.

During the course of the sessions, she saw behaviour change in a number of the children and felt TastEd was a particularly useful process for reluctant eaters. She described a child who normally throws his lunch away attending every session and asking to try more of the fruits and vegetables available at the end of each session.



For another child the effect on their behaviour was noticeable, Katie describes a child who normally finds it hard to stay still and focus on activities. He was engaged with the activities and during one session when asked to describe eating raspberries, he said “it makes me feel really calm”.

Katie also noted the effect of positive peer pressure on the children doing the TastEd activities. One child, who was



# Partnerships

Working in partnership is key to TastEd's success to date. This year we've continued to work closely with Islington Council, whilst also working in collaboration with Camden Council and Learn Sheffield to expand TastEd in different areas of the UK.

## Department for Education - Early Years Health and Wellbeing

On the back of the National Food Strategy recommendation for sensory food education to be included in early years, TastEd has been collaborating with the Department for Education Health and Wellbeing policymaker on developing guidance for practitioners to help them implement sensory food education in their settings. After seeing TastEd in action at Washingborough

Academy, TastEd and DFE developed a simple guide including the principles, impact and tips for nursery workers and childminders, signposting them directly to TastEd's Early Years resources. [Help for Early Years Practitioners](#)

very unsure about trying carrots, with the knowledge there was no pressure to try, watched everyone else and then decided she would give it a go and tasted the carrot (she didn't like it but she gave it a go).

Finally, the children came from a diverse range of social, cultural, and religious backgrounds and the TastEd activities provided a great opportunity for children to talk about where food comes from, how it's grown and their personal preferences and different experiences of food. As children left the HAF programme for the day Katie could hear some of them telling their parents about the activities they had done.

"I tried Cucumber, I have never tasted it before. I can't really describe what it tasted like. It was very watery. I enjoyed trying the new food and learning about different ones."

**Scarlet, Age 6**



## TastEd at Ambler Primary School in Islington

Monic Marcou, the Year 3 teacher and PSHE and Healthy Eating Lead, at Ambler Primary school attended a TastEd training session that was commissioned by Islington Local Authority in February 2022.

She found the training to be “Very exciting, interactive and enjoyable” and was “Looking forward to launch.” Monica saw it as another healthy eating tool that was very much needed within the school.

In the summer term she ran TastEd lessons with her Year 3 class and a pupil voice activity was completed to understand the children’s thoughts on the lessons.

They said: “It helps you to learn what foods you will like in the future. I really enjoyed the lesson because you get to taste different foods that you’ve never tried before.” “I feel proud of myself and I think my mum will as well. Once she gave me a blueberry, but I didn’t like it so I spat it out. Now, I’m eight, I think I like some of the new fruits that I tried.” “We could do this again so that instead of junk food, we know some other foods to have.” “I think we should do this lesson again; I didn’t think I liked any of those fruits. Since I tried them in this lesson, I really like them!”

It was decided to expand TastEd to all classes across the school and lessons now take place approximately once every half-term. An email was sent out to inform parents about the upcoming exciting food education their children would be experiencing and there were workshops that introduced parents to the techniques and activities used in TastEd lessons so they could replicate these at home.

The children are enjoying new foods and the impact of TastEd has been seen at lunchtime. One child said “I tried it in TastEd so I’m going to try it now” when referring to vegetables available at the salad bar. It was even noted on a school trip that the children from Ambler were particularly good at eating vegetables.

**Thank you to all the organisations we have worked in partnership with this year, with particular thanks to Food for Life and Veg Power.**





## Research

TastEd is working with Roehampton University and Richmond and Wandsworth Councils on a multisite, multi-component intervention aimed at improving children's health and reducing childhood obesity.

TastEd worked with St Richard's CE Primary School, Brandlehow Primary School and Smallwood Primary School, training staff and providing resources, support and equipment to enable them to deliver sensory food education lessons. We look forward to sharing the results of the intervention next year.

TastEd

“

The judges felt that one of the finalists really did stand out because they were making such a big impact on the future of food because they were educating a future generation about food.

”

Dan Saladino - BBC Food  
and Farming Award Judge

## ★ Awards

TastEd joined the Peas Please initiative in 2021, pledging to work with 100 schools to help children eat more vegetables. In May 2022 we were thrilled to be awarded the Rising Star Award which recognises new Peas Please pledgers who have made effective and ambitious pledges to help everyone eat more veg.

TastEd was then nominated for a BBC Food and Farming award. The awards, which have been running for over 20 years, celebrate the incredible work being done to promote good food across the UK food system. On Wednesday 9 November at the National Museum in Cardiff, TastEd was announced as the winner of the 2022 Innovation Award, a hugely exciting moment for the charity and one for which we are very grateful. Presenting the award, Dan Saladino said that The judges also described TastEd as a project that is highly 'scalable'.



## ★ Resources and Support

With a wide range of exciting lessons freely available to schools and nurseries, our focus this year was on improving our support for practitioners, enabling them to easily understand the principles of TastEd and how to embed it in their settings. Following the success of our training video for primary school teachers, in collaboration with EYFS practitioners, we are producing a series of practical videos for those working with Early Years pupils.





## NEXT YEAR

**In 2023 - 2024 want to build on the success we have already achieved, do this we will:**

- **Reach even more schools and nurseries:** through partnership working and organic growth we will continue to increase the number of education settings accessing TastEd across the UK, ensuring we have the capacity to provide support to enable those settings to deliver sensory food education. We aim to have 1400 schools and nurseries in total signed up to TastEd by the end of next year.
- **Be evidence based:** through continuing to work directly with teachers, taking part in research projects and implementing new data solutions, we will be better informed about how schools and nurseries are using TastEd and what we can do to further support them to embed TastEd into their education practices.
- **Training teachers:** alongside the launch of our new EYFS training videos, we will provide free in-person experiential training to 150 practitioners. This will continue to be evaluated and refined to ensure practitioners feel confident delivering TastEd and it leads to sensory food education being embedded in education settings.

Jane  
Lockie  
Treasurer



### Financial Position

We remain in a secure financial position this year.

	<b>Income</b> £49,935
	<b>Expenditure</b> £43,289

### Income

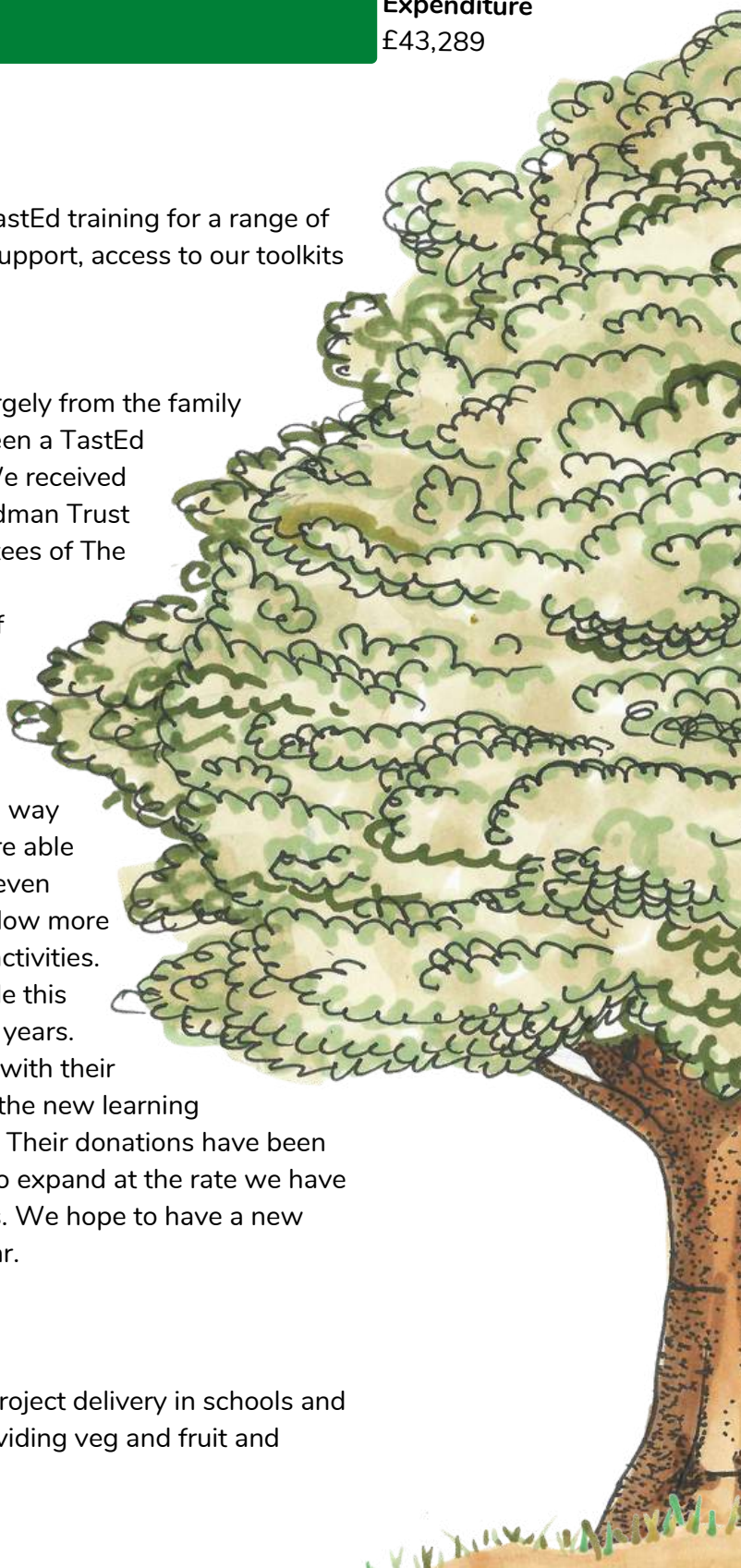
We received a total of £4,100 through running TastEd training for a range of providers. We currently provide all other school support, access to our toolkits and training videos free of charge in order to reach the greatest number of children.

We received over £2000 as private donations, largely from the family and friends of the late Lesley Mackay who had been a TastEd supporter. We thank them for their generosity. We received a further donation of £40,000 from the Jane Goodman Trust (JGT) in January 2023. We presented to the trustees of The JGT our progress with their previous donations. (£12,500 for filming and £100,000 for a rollout of TastED lessons, providing schools with support, equipment and training, and further curriculum development).

We were seeking £20,000 in order to change the way that teachers and other education practitioners are able to access our resources. We wanted to facilitate even greater use of our free resources and therefore allow more children, our beneficiaries, to experience TastEd activities. We looked at several learning platforms to provide this access and costed the change as £20,000 over 3 years. The Jane Goodman Trustees again astounded us with their generosity and agreed to donate all the costs for the new learning platform and a further £20,000 for running costs. Their donations have been transformational for TastEd and have helped us to expand at the rate we have into many more schools, nurseries and HAF clubs. We hope to have a new learning platform in place in the next financial year.

### Expenditure

Almost a third of our expenditure was on direct project delivery in schools and curriculum development. These costs include providing veg and fruit and



equipment for training sessions and TastEd lessons in schools, nurseries and HAF provision. Curriculum development is largely done by our chair and founder Bee Wilson without payment. The artwork, which is a vital contribution to the joy of our lessons, and training videos forms an additional cost.

Our main expenditure last year was paying a freelance project manager, without whom we would achieve nothing.

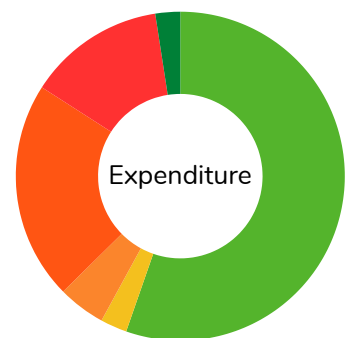
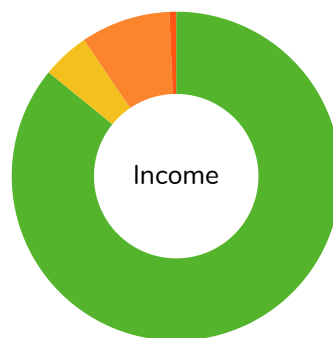
Our trustee expenses are generally small but this year we had a number of time-sensitive opportunities to work with other organisations in the food sector. Our trustee, and at the time co-chair, Kim Smith had developed many of these links and trustees agreed that in order to make the most of these connections Kim would be paid for a limited period of 6 months. Kim was available and able to deliver lessons and to promote TastEd alongside Veg Power. She also worked in conjunction with trustees and team members to develop links in early years and HAF programmes. In total, in the 6 months, she received £4,224.00. We had received a donation from the Runciman Trust in the previous year towards our ongoing costs and therefore we allocated this.

We again alternated our trustee meetings between online and in-person and therefore kept our travel and subsistence costs down. Some trustees undertook training for their roles with NCVO.

### Reserves

Our current reserves policy requires that we hold £10,000 in reserve.

In the next financial year, we aim to recruit a new treasurer who will support with further development of financial procedures and fundraising strategy.



### Income

- Charitable Trusts
- Individual Donations
- Payment for Services
- Investment

### Expenditure

- Freelance Costs
- Trustee Expenses
- Running Costs
- Resource Development
- School Training and Support
- Marketing
- Other

## STRUCTURE

**TastEd is a Charitable Incorporated Organisation.**

**Governing document:** constitution adopted on 1st January 2019.

**Charitable objectives:**



To advance the education of children in sensory food education.



To preserve and protect the health of such beneficiaries by the promotion of sensory food education and helping children to build a healthy relationship with food.



**Trustee selection method:** Apart from the first charity trustees, every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees.

TastEd is governed and managed by our trustees who share the decision making and take responsibility for all aspects of the charity's activities. Minimal expenses can be claimed by the trustees in accordance with our trustee expenses policy. During this financial year, Kim Smith was paid a set fee for support with programme management between October 2022 and March 2023. Apart from this no other trustees received payment for their work on the board.

This year the board has decided to increase its number of trustee meetings from three to four. Due to the size of the organisation, board members also take on operational tasks and consider risk management.

**The current board of trustees consists of:**



**Bee Wilson**  
Chair



**Jane Lockie**  
Treasurer



**Jason O'Rourke**



**Kim Smith**



**Francesca Re Manning**

Bee Wilson resumed the role of sole chair of the board on the 9th March 2023. Gurbinder Lalli stood down from being a TastEd trustee as of 9th March 2023.

# ACKNOWLEDGEMENTS

We are very grateful to the individuals and organisations who have provided support to TastEd during this period.

## **Funders**

The Jane Goodman Trust

The Runciman Charitable Trust

We would also like to extend a huge thank you to all the individuals who have donated to TastEd over the past year.

## **Partners:**

Sapere International

Food For Life

Islington Council

Eat Smart Sheffield (Learn Sheffield)

Veg Power

**Patron:** Anna Jones

**Educational consultants:** Ruth Platt

**Illustrator:** Annabel Lee

**Filmmaker:** Tom Perry

**Website design and support:** The Creative Agency

**Independent Examiner:** Burdett King Accountants

Thank you to everyone else who has supported us on our journey to date, to our advisors, to those who have donated time or money, and to all the advocates of TastEd and sensory food education, we couldn't have done it without you.

\*See, for example, Birch, Leann (1999), 'Development of Food Preferences', Annual Review of Nutrition, 19, 41-62; Cruwys, Bevelander and Hermans (2015), 'Social modeling of eating; A Review of when and why social influence affects food intake and choice', Appetite; Duncker, Karl (1938), 'Experimental Modification of Children's Food Preferences Through Social Suggestion', Journal of Abnormal and Social Psychology, 33, 489-507; Herman and Polivy (2005), 'Normative Influences on Food Intake', Physiology and Behaviour; Higgs, Suzanne (2015), 'Social norms and their influence on eating behaviours', Appetite; Wilson, Bee First Bite: How We Learn to Eat (2015)

\*\*[https://assets.publishing.service.gov.uk/media/6246db758fa8f52777576286/Evaluation\\_of\\_the\\_2021\\_holiday\\_activities\\_and\\_food\\_programme.pdf](https://assets.publishing.service.gov.uk/media/6246db758fa8f52777576286/Evaluation_of_the_2021_holiday_activities_and_food_programme.pdf)





**Charity number 1183753**

[www.tasteeducation.com](http://www.tasteeducation.com)

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TastEdFeed



tasted

# TastEd

Annual Report and Financial Statements

for the Year Ended 5 April 2023



**TastEd**  
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**TastEd**  
**Reference and Administrative Details**

<b>Charity name</b>	TastEd
<b>Charity registration number</b>	1183753
<b>Trustees</b>	Bee Wilson, Chair of Trustees Kim Smith Rosina Borelli, Trustee (Resigned 5 May 2022) Dr Gurbinder Lalli, Trustee (Resigned 9 March 2023) Dr Jane Lockie, Trustee Jason O'Rourke, Trustee Francesca Re Manning, Trustee
<b>Accountant</b>	Burdett King Accountancy Limited 8 The Hamiltons Newmarket CB8 0NF

# **TastEd**

## **Trustees' Report**

### **TastEd**

#### **Trustees' Report**

The trustees, who are directors for the purposes of company law, present the annual report together with the financial statements of the charitable company for the year ended 5 April 2023.

#### **Trustees**

Bee Wilson

Kim Smith

Jason O'Rourke

Dr Jane Lockie

Francesca Re Manning

#### **Trustees' Statement**

TastEd exists to deliver sensory food education to as many children as possible in the UK. We aspire to TastEd becoming the norm for all children everywhere, but our immediate aims are to increase delivery of sensory food education in the UK and for the TastEd lessons to be the go-to solution for teachers to provide this. We believe this will have a lifelong impact on improving the diets of the population, in particular improving the consumption of vegetables and fruit.

We also seek to maintain the quality of TastEd lesson delivery by providing teacher training before teachers use the lessons and by providing ongoing support and further training. We are proud to have delivered TastEd to more children (our beneficiaries) and families in our second year using lesson plans delivered by trained teachers in UK schools. The challenges of the pandemic made this more difficult, but also more urgent as the consequences of unhealthy diets were laid bare. We thus provided home learning packs, online lessons and a 'Happier Mealtimes' broadcast all of which allowed us to reach more beneficiaries.

#### **Objectives and activities**

TastEd's charitable objectives are as follows:

1. To advance the education of children in food sensory education.
2. To preserve and protect the health of such beneficiaries by the promotion of sensory food education and helping children to build a healthy relationship with food.

The aim is to help children across the UK learn to enjoy eating vegetables and fruits through sensory food education so that they develop healthier food preferences.

Many children feel scared of trying new foods but we believe they can be excited to explore the huge variety of sights, smells, textures, sounds and tastes available.

We provide schools and parents with resources and support to use TastEd's unique, fun lessons giving both children and adults new ways to explore and discover vegetables and fruits. These lessons empower children to explore, taste and learn to enjoy fruits and vegetables, ultimately helping them enjoy a more healthy diet.

# **TastEd**

## **Trustees' Report**

### ***Public benefit***

The trustees confirm that they have complied with the requirements of section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission for England and Wales.

### **Structure, governance and management**

TastEd is a Charitable Incorporated Organisation, registered charity number 1183753 with the registration dated 6 June 2019.

TastEd is governed and managed by the trustees who share the decision making and take responsibility for all aspects of the charities activities. Minimal expenses are claimed by the trustees in accordance with the trustee expenses policy. During this financial year, Kim Smith was paid a set fee for support with programme management between October 2022 and March 2023. Apart from this no other trustee received payment for their work on the board.

This year the board has decided to increase its number of trustee meetings from three to four. Due to the size of the organisation, board members also take on operational tasks and consider risk management.

Trustees are appointed for a term of three years.

### **Achievements and performance**

This was a year of astonishing expansion for TastEd and a year when our work received national recognition and an Innovation Award from the BBC Food Programme. But it was also a year when teachers and nursery practitioners reported to us that they were more concerned than ever about the lack of fresh food in many children's diets, a problem exacerbated by the cost of living crisis. Nursery teachers described children arriving in their care with very little direct knowledge of vegetables and fruits and a pronounced taste for ultra-processed foods.

In this context, the greatest joy for all of us at TastEd is to receive feedback from teachers on the ways the sessions have actually changed children's relationship with food. Teachers have reported to us case after case of the lifechanging impact of TastEd on children's diets and lives, as children find themselves able to discover a liking for vegetables which neither they nor their parents could have imagined. When we heard from a teacher that a child in York on the autistic spectrum who generally lives on 'very basic plain foods' now asks for a side of lettuce at every school meal, or that children in Dunbar who never ate apples now ask for them, we feel all the more determined to work to get TastEd to as many children as possible.

Our awareness of just how hard it currently is for many families to access a healthy diet gave us a renewed sense of urgency in continuing our work giving schools and other organisations a new model of food education as a tool for helping children with their physical, mental and social wellbeing. It renewed our ambition to give as many children as possible access to a 'taste education' which can enable them to develop a taste for vegetables and fruits and to build a joyful relationship with healthy eating. We know that in Britain where child malnutrition is rising, TastEd alone isn't enough. Healthy food also urgently needs to be more affordable and accessible. But we believe that TastEd can plant the seed of a healthy relationship with food not just at school but for life.

Something new for TastEd this year was piloting Holiday and Activity Food Programmes (HAF) in Lincolnshire and Islington. These holiday programmes are aimed at supporting families on very low incomes during the school holidays. The feedback was extremely encouraging, with those delivering the programme reporting that children loved the sessions and started asking to try more vegetables and fruits. We hope that this will be the start of more children, especially those from disadvantaged households, benefiting from TastEd beyond the classroom.

## **TastEd**

### **Trustees' Report**

Having said this, our biggest achievement this year was the sheer number of schools and nurseries accessing our resources. We had aimed to have TastEd in 300 schools and nurseries by April 2023 but our actual numbers were more than twice as good as this, with more than 800 schools and nurseries signed up. This expansion was driven by a number of other positive developments, including DFE policy guidance to help early years practitioners bring TastEd to their settings; partnerships with Islington Council, Camden Council and Eat Sheffield; and winning the Innovation Award at the BBC Food and Farming Awards in November 2022.

We have many people to thank for their support this year. The generosity of the Jane Goodman Trust has been instrumental in enabling us to expand TastEd into so many schools and nurseries. Our resources continue to benefit from input from some great creative talents including artist Annabel Lee (who illustrates our lesson plans) and filmmaker Tom Perry. We are also grateful to all our funders including The Runciman Family Trust.

On behalf of all the TastEd trustees, I would once again most of all like to thank our project manager, Fran Box, for her superb and meticulous work in overseeing and managing all manner of projects and being the face of TastEd in the world and for schools and nurseries. Fran has also been instrumental in gathering data (to set alongside our formal collaborations with research teams in Exeter and Roehampton), including the crucial information that '74% of children liked a vegetable or fruit they tried during a TastEd activity'.

We are looking forward to next year and to ever more children discovering the joy of vegetables and fruits through TastEd.

#### **Financial review**

**Income** - We received a total of £4,100 through running TastEd training for a range of providers. We currently provide all other school support, access to our toolkits and training videos free of charge in order to reach the greatest number of children.

We received over £2,000 as private donations, largely from the family and friends of the late Lesley Mackay who had been a TastEd supporter. We thank them for their generosity. We received a further donation of £40,000 from the Jane Goodman Trust (JGT) in January 2023. We presented to the trustees of The JGT our progress with their previous donations. (£12,500 for filming and £100,000 for a rollout of TastEd lessons, providing schools with support, equipment and training, and further curriculum development).

We were seeking £20,000 in order to change the way that teachers and other education practitioners are able to access our resources. We wanted to facilitate even greater use of our free resources and therefore allow more children, our beneficiaries, to experience TastEd activities. We looked at several learning platforms to provide this access and costed the change as £20,000 over 3 years. The Jane Goodman Trustees again astounded us with their generosity and agreed to donate all the costs for the new learning platform and a further £20,000 for running costs. Their donations have been transformational for TastEd and have helped us to expand at the rate we have into many more schools, nurseries and HAF clubs. We hope to have a new learning platform in place in the next financial year.

**Expenditure** - Almost a third of our expenditure was on direct project delivery in schools and curriculum development. These costs include providing veg and fruit and equipment for training sessions and TastEd lessons in schools, nurseries and HAF provision. Curriculum development is largely done by our chair and founder Bee Wilson without payment. The artwork, which is a vital contribution to the joy of our lessons, and training videos forms an additional cost.

Our main expenditure last year was paying a freelance project manager, without whom we would achieve nothing.

## **TastEd**

### **Trustees' Report**

Our trustee expenses are generally small but this year we had a number of time-sensitive opportunities to work with other organisations in the food sector. Our trustee, and at the time cochair, Kim Smith had developed many of these links and trustees agreed that in order to make the most of these connections Kim would be paid for a limited period of 6 months. Kim was available and able to deliver lessons and to promote TastEd alongside Veg Power. She also worked in conjunction with trustees and team members to develop links in early years and HAF programmes. In total, in the 6 months, she received £4,224. A donation from the Runciman Trust in the previous year towards our ongoing costs and therefore we allocated this.

We again alternated our trustee meetings between online and inperson and therefore kept our travel and subsistence costs down. Some trustees undertook training for their roles with NCVO.

#### **Reserves**

Our reserves policy allows for 3 months of operating costs. We have identified at present £10,000 would be sufficient and we have this in our reserves. As we commission work from other personnel this will be reviewed.

#### **Plans for future periods**

In 2023 - 2024 want to build on the success we have already achieved, do this we will: NEXT YEAR Reach even more schools and nurseries: through partnership working and organic growth we will continue to increase the number of education settings accessing TastEd across the UK, ensuring we have the capacity to provide support to enable those settings to deliver sensory food education. We aim to have 1400 schools and nurseries in total signed up to TastEd by the end of next year.

Be evidence based: through continuing to work directly with teachers, taking part in research projects and implementing new data solutions, we will be better informed about how schools and nurseries are using TastEd and what we can do to further support them to embed TastEd into their education practices.

Training teachers: alongside the launch of our new EYFS training videos, we will provide free in-person experiential training to 150 practitioners. This will continue to be evaluated and refined to ensure practitioners feel confident delivering TastEd and it leads to sensory food education being embedded in education settings

All of this is to enable more children across the UK to know, try and enjoy more vegetables and fruit.

Approved by the Trustees and signed on their behalf by:

.....

Bee Wilson  
Trustee

Date:.....

## **TastEd**

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The trustees 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).

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# **Independent Examiner's Report to the Trustees of TastEd**

I report on the accounts of the Trust for the year ended 5 April 2023, which are set out on pages 8 to 13.

## **Respective responsibilities of trustees and examiner**

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the General Directions given by the Charity Commission under section 145 (5) (b) of the 2011 Act; and
- state whether particular matters have come to my attention.

## **Basis of independent examiner's report**

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

## **Independent examiner's statement**

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in any material respect the requirements:
  - to keep accounting records in accordance with section 130 of the Act; and
  - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Acthave not been met; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

.....  
Lisa King  
Burdett King Accountancy Limited

8 The Hamiltons  
Newmarket  
CB8 0NF

5 February 2024

**TastEd**  
**Statement of Financial Activities for the Year Ended 5 April 2023**

	Note	Unrestricted Funds £	Total Funds 2023 £	Total Funds 2022 £
<b>Incoming resources</b>				
Incoming resources from generated funds				
Voluntary income	2	42,172	42,172	121,899
Investment income	3	313	313	3
Incoming resources from charitable activities	4	7,450	7,450	500
Total incoming resources		<u>49,935</u>	<u>49,935</u>	<u>122,402</u>
<b>Resources expended</b>				
Costs of generating funds				
Fundraising trading: cost of goods sold and other costs	5	3,072	3,072	-
Charitable activities	5	40,217	40,217	24,711
Total resources expended		<u>43,289</u>	<u>43,289</u>	<u>24,711</u>
Net income before transfers		6,646	6,646	97,691
<b>Transfers</b>				
Gross transfers between funds		-	-	-
Net movements in funds		6,646	6,646	97,691
<b>Reconciliation of funds</b>				
Total funds brought forward		<u>137,016</u>	<u>137,016</u>	<u>39,325</u>
Total funds carried forward		<u><u>143,662</u></u>	<u><u>143,662</u></u>	<u><u>137,016</u></u>

All incoming resources and resources expended derive from continuing activities.

The charity has no recognised gains or losses for the year other than the results above.

The notes on pages 10 to 13 form an integral part of these financial statements.

**TastEd**  
**Balance Sheet as at 5 April 2023**

		2023		2022	
	Note	£	£	£	£
<b>Current assets</b>					
Debtors	7	3,350		2,500	
Cash at bank and in hand		<u>140,312</u>		<u>134,516</u>	
			<u>143,662</u>		<u>137,016</u>
<b>Net assets</b>			<u><u>143,662</u></u>		<u><u>137,016</u></u>
<b>The funds of the charity:</b>					
<b>Restricted funds</b>					
			-		8,411
<b>Unrestricted funds</b>					
Unrestricted income funds			<u>143,662</u>		<u>128,605</u>
<b>Total charity funds</b>			<u><u>143,662</u></u>		<u><u>137,016</u></u>

Approved by the Trustees on ..... and signed on their behalf by:

.....

Bee Wilson  
Trustee

The notes on pages 10 to 13 form an integral part of these financial statements.

## **TastEd**

### **Notes to the Financial Statements for the Year Ended 5 April 2023**

#### **1 Accounting policies**

##### **Basis of preparation**

The financial statements have been prepared under the historical cost convention and in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities (SORP 2005)', issued in March 2005, applicable accounting standards and the Charities Act 2011.

##### **Fund accounting policy**

Unrestricted income funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

Restricted funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

Designated funds are unrestricted funds set aside at the discretion of the trustees for specific purposes.

Further details of each fund are disclosed in note 9.

##### **Incoming resources**

Donations are recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability.

Incoming resources from tax reclaims are included in the statement of financial activities at the same time as the gift to which they relate.

Investment income is recognised on a receivable basis.

##### **Resources expended**

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to the expenditure. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

Costs of generating funds are the costs of trading for fundraising purposes.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

##### **Support costs**

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

## TastEd

### Notes to the Financial Statements for the Year Ended 5 April 2023

..... continued

#### 2 Voluntary income

	Unrestricted Funds £	Total Funds 2023 £	Total Funds 2022 £
<b>Donations and legacies</b>			
Appeals and donations	2,172	2,172	14,399
Gift Aid tax reclaimed	-	-	2,500
	2,172	2,172	16,899
<b>Grants</b>			
Appeals and donations	40,000	40,000	105,000
	42,172	42,172	121,899

#### 3 Investment income

	Unrestricted Funds £	Total Funds 2023 £	Total Funds 2022 £
Interest on cash deposits	313	313	3
	313	313	3

#### 4 Incoming resources from charitable activities

	Unrestricted Funds £	Total Funds 2023 £	Total Funds 2022 £
<b>Charitable activity</b>			
School programme delivery fees	7,450	7,450	500
	7,450	7,450	500

## TastEd

### Notes to the Financial Statements for the Year Ended 5 April 2023

..... continued

#### 5 Total resources expended

	Operating activity	Charitable activity	Total
	£	£	£
<b>Direct costs</b>			
Fundraising costs	-	3,319	3,319
Teacher training	-	6,342	6,342
Project management	-	24,178	24,178
Cost of goods sold	-	638	638
Other direct costs	-	154	154
Legal and professional costs	-	5,586	5,586
	-	40,217	40,217
<b>Support costs</b>			
Office expenses	110	-	110
Subscriptions and donations	207	-	207
Sundry and other costs	55	-	55
Cost of trustee meetings	1,307	-	1,307
Travel and subsistence	825	-	825
Accountancy fees	225	-	225
Legal and professional costs	297	-	297
Bank charges	46	-	46
	3,072	-	3,072
	3,072	40,217	43,289

#### 6 Trustees' remuneration and expenses

During the period expenses totalling £1,308 (2022:£372) were paid to trustees. During this financial year Kim Smith (Trustee) was paid £4,224 for support with programme management between October 2022 and March 2023. No remuneration was paid to any of the other trustees.

#### 7 Debtors

	2023 £	2022 £
Other debtors	3,350	2,500

## TastEd

### Notes to the Financial Statements for the Year Ended 5 April 2023

..... *continued*

#### 8 Related parties

##### Controlling entity

The charity is controlled by the trustees.

#### 9 Analysis of funds

	At 6 April 2022	Incoming resources	Resources expended	Transfers	At 5 April 2023
	£	£	£	£	£
<b>Designated Funds</b>					
Jane Goodman Trust	100,000	40,000	-	(27,596)	112,404
<b>General Funds</b>					
Unrestricted income fund	37,016	9,935	(43,289)	27,596	31,258
	<u>137,016</u>	<u>49,935</u>	<u>(43,289)</u>	<u>-</u>	<u>143,662</u>

#### 10 Net assets by fund

	Unrestricted Funds	Total Funds 2023	Total Funds 2022
	£	£	£
Current assets	143,662	143,662	137,016
Net assets	<u>143,662</u>	<u>143,662</u>	<u>137,016</u>

# TastEd

Annual Report and Financial Statements

for the Year Ended 5 April 2023



**TastEd**  
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Balance Sheet .....	9
Notes to the financial statements .....	10 to 13

**TastEd**  
**Reference and Administrative Details**

<b>Charity name</b>	TastEd
<b>Charity registration number</b>	1183753
<b>Trustees</b>	Bee Wilson, Chair of Trustees Kim Smith Rosina Borelli, Trustee (Resigned 5 May 2022) Dr Gurbinder Lalli, Trustee (Resigned 9 March 2023) Dr Jane Lockie, Trustee Jason O'Rourke, Trustee Francesca Re Manning, Trustee
<b>Accountant</b>	Burdett King Accountancy Limited 8 The Hamiltons Newmarket CB8 0NF

# **TastEd**

## **Trustees' Report**

### **TastEd**

### **Trustees' Report**

The trustees, who are directors for the purposes of company law, present the annual report together with the financial statements of the charitable company for the year ended 5 April 2023.

### **Trustees**

Bee Wilson

Kim Smith

Jason O'Rourke

Dr Jane Lockie

Francesca Re Manning

### **Trustees' Statement**

TastEd exists to deliver sensory food education to as many children as possible in the UK. We aspire to TastEd becoming the norm for all children everywhere, but our immediate aims are to increase delivery of sensory food education in the UK and for the TastEd lessons to be the go-to solution for teachers to provide this. We believe this will have a lifelong impact on improving the diets of the population, in particular improving the consumption of vegetables and fruit.

We also seek to maintain the quality of TastEd lesson delivery by providing teacher training before teachers use the lessons and by providing ongoing support and further training. We are proud to have delivered TastEd to more children (our beneficiaries) and families in our second year using lesson plans delivered by trained teachers in UK schools. The challenges of the pandemic made this more difficult, but also more urgent as the consequences of unhealthy diets were laid bare. We thus provided home learning packs, online lessons and a 'Happier Mealtimes' broadcast all of which allowed us to reach more beneficiaries.

### **Objectives and activities**

TastEd's charitable objectives are as follows:

1. To advance the education of children in food sensory education.
2. To preserve and protect the health of such beneficiaries by the promotion of sensory food education and helping children to build a healthy relationship with food.

The aim is to help children across the UK learn to enjoy eating vegetables and fruits through sensory food education so that they develop healthier food preferences.

Many children feel scared of trying new foods but we believe they can be excited to explore the huge variety of sights, smells, textures, sounds and tastes available.

We provide schools and parents with resources and support to use TastEd's unique, fun lessons giving both children and adults new ways to explore and discover vegetables and fruits. These lessons empower children to explore, taste and learn to enjoy fruits and vegetables, ultimately helping them enjoy a more healthy diet.

# **TastEd**

## **Trustees' Report**

### ***Public benefit***

The trustees confirm that they have complied with the requirements of section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission for England and Wales.

### **Structure, governance and management**

TastEd is a Charitable Incorporated Organisation, registered charity number 1183753 with the registration dated 6 June 2019.

TastEd is governed and managed by the trustees who share the decision making and take responsibility for all aspects of the charities activities. Minimal expenses are claimed by the trustees in accordance with the trustee expenses policy. During this financial year, Kim Smith was paid a set fee for support with programme management between October 2022 and March 2023. Apart from this no other trustee received payment for their work on the board.

This year the board has decided to increase its number of trustee meetings from three to four. Due to the size of the organisation, board members also take on operational tasks and consider risk management.

Trustees are appointed for a term of three years.

### **Achievements and performance**

This was a year of astonishing expansion for TastEd and a year when our work received national recognition and an Innovation Award from the BBC Food Programme. But it was also a year when teachers and nursery practitioners reported to us that they were more concerned than ever about the lack of fresh food in many children's diets, a problem exacerbated by the cost of living crisis. Nursery teachers described children arriving in their care with very little direct knowledge of vegetables and fruits and a pronounced taste for ultra-processed foods.

In this context, the greatest joy for all of us at TastEd is to receive feedback from teachers on the ways the sessions have actually changed children's relationship with food. Teachers have reported to us case after case of the lifechanging impact of TastEd on children's diets and lives, as children find themselves able to discover a liking for vegetables which neither they nor their parents could have imagined. When we heard from a teacher that a child in York on the autistic spectrum who generally lives on 'very basic plain foods' now asks for a side of lettuce at every school meal, or that children in Dunbar who never ate apples now ask for them, we feel all the more determined to work to get TastEd to as many children as possible.

Our awareness of just how hard it currently is for many families to access a healthy diet gave us a renewed sense of urgency in continuing our work giving schools and other organisations a new model of food education as a tool for helping children with their physical, mental and social wellbeing. It renewed our ambition to give as many children as possible access to a 'taste education' which can enable them to develop a taste for vegetables and fruits and to build a joyful relationship with healthy eating. We know that in Britain where child malnutrition is rising, TastEd alone isn't enough. Healthy food also urgently needs to be more affordable and accessible. But we believe that TastEd can plant the seed of a healthy relationship with food not just at school but for life.

Something new for TastEd this year was piloting Holiday and Activity Food Programmes (HAF) in Lincolnshire and Islington. These holiday programmes are aimed at supporting families on very low incomes during the school holidays. The feedback was extremely encouraging, with those delivering the programme reporting that children loved the sessions and started asking to try more vegetables and fruits. We hope that this will be the start of more children, especially those from disadvantaged households, benefiting from TastEd beyond the classroom.

## **TastEd**

### **Trustees' Report**

Having said this, our biggest achievement this year was the sheer number of schools and nurseries accessing our resources. We had aimed to have TastEd in 300 schools and nurseries by April 2023 but our actual numbers were more than twice as good as this, with more than 800 schools and nurseries signed up. This expansion was driven by a number of other positive developments, including DFE policy guidance to help early years practitioners bring TastEd to their settings; partnerships with Islington Council, Camden Council and Eat Sheffield; and winning the Innovation Award at the BBC Food and Farming Awards in November 2022.

We have many people to thank for their support this year. The generosity of the Jane Goodman Trust has been instrumental in enabling us to expand TastEd into so many schools and nurseries. Our resources continue to benefit from input from some great creative talents including artist Annabel Lee (who illustrates our lesson plans) and filmmaker Tom Perry. We are also grateful to all our funders including The Runciman Family Trust.

On behalf of all the TastEd trustees, I would once again most of all like to thank our project manager, Fran Box, for her superb and meticulous work in overseeing and managing all manner of projects and being the face of TastEd in the world and for schools and nurseries. Fran has also been instrumental in gathering data (to set alongside our formal collaborations with research teams in Exeter and Roehampton), including the crucial information that '74% of children liked a vegetable or fruit they tried during a TastEd activity'.

We are looking forward to next year and to ever more children discovering the joy of vegetables and fruits through TastEd.

#### **Financial review**

**Income** - We received a total of £4,100 through running TastEd training for a range of providers. We currently provide all other school support, access to our toolkits and training videos free of charge in order to reach the greatest number of children.

We received over £2,000 as private donations, largely from the family and friends of the late Lesley Mackay who had been a TastEd supporter. We thank them for their generosity. We received a further donation of £40,000 from the Jane Goodman Trust (JGT) in January 2023. We presented to the trustees of The JGT our progress with their previous donations. (£12,500 for filming and £100,000 for a rollout of TastEd lessons, providing schools with support, equipment and training, and further curriculum development).

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Approved by the Trustees and signed on their behalf by:

.....

Bee Wilson  
Trustee

Date:.....

## **TastEd**

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Lisa King  
Burdett King Accountancy Limited

8 The Hamiltons  
Newmarket  
CB8 0NF

5 February 2024

**TastEd**  
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The notes on pages 10 to 13 form an integral part of these financial statements.

**TastEd**  
**Balance Sheet as at 5 April 2023**

		2023		2022	
	Note	£	£	£	£
<b>Current assets</b>					
Debtors	7	3,350		2,500	
Cash at bank and in hand		<u>140,312</u>		<u>134,516</u>	
			<u>143,662</u>		<u>137,016</u>
<b>Net assets</b>			<u><u>143,662</u></u>		<u><u>137,016</u></u>
<b>The funds of the charity:</b>					
<b>Restricted funds</b>					
			-		8,411
<b>Unrestricted funds</b>					
Unrestricted income funds			<u>143,662</u>		<u>128,605</u>
<b>Total charity funds</b>			<u><u>143,662</u></u>		<u><u>137,016</u></u>

Approved by the Trustees on ..... and signed on their behalf by:

.....

Bee Wilson  
Trustee

The notes on pages 10 to 13 form an integral part of these financial statements.

## **TastEd**

### **Notes to the Financial Statements for the Year Ended 5 April 2023**

#### **1 Accounting policies**

##### **Basis of preparation**

The financial statements have been prepared under the historical cost convention and in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities (SORP 2005)', issued in March 2005, applicable accounting standards and the Charities Act 2011.

##### **Fund accounting policy**

Unrestricted income funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

Restricted funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

Designated funds are unrestricted funds set aside at the discretion of the trustees for specific purposes.

Further details of each fund are disclosed in note 9.

##### **Incoming resources**

Donations are recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability.

Incoming resources from tax reclaims are included in the statement of financial activities at the same time as the gift to which they relate.

Investment income is recognised on a receivable basis.

##### **Resources expended**

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to the expenditure. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

Costs of generating funds are the costs of trading for fundraising purposes.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

##### **Support costs**

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

## TastEd

### Notes to the Financial Statements for the Year Ended 5 April 2023

..... continued

#### 2 Voluntary income

	Unrestricted Funds £	Total Funds 2023 £	Total Funds 2022 £
<b>Donations and legacies</b>			
Appeals and donations	2,172	2,172	14,399
Gift Aid tax reclaimed	-	-	2,500
	2,172	2,172	16,899
<b>Grants</b>			
Appeals and donations	40,000	40,000	105,000
	42,172	42,172	121,899

#### 3 Investment income

	Unrestricted Funds £	Total Funds 2023 £	Total Funds 2022 £
Interest on cash deposits	313	313	3
	313	313	3

#### 4 Incoming resources from charitable activities

	Unrestricted Funds £	Total Funds 2023 £	Total Funds 2022 £
<b>Charitable activity</b>			
School programme delivery fees	7,450	7,450	500
	7,450	7,450	500

## TastEd

### Notes to the Financial Statements for the Year Ended 5 April 2023

..... continued

#### 5 Total resources expended

	Operating activity	Charitable activity	Total
	£	£	£
<b>Direct costs</b>			
Fundraising costs	-	3,319	3,319
Teacher training	-	6,342	6,342
Project management	-	24,178	24,178
Cost of goods sold	-	638	638
Other direct costs	-	154	154
Legal and professional costs	-	5,586	5,586
	-	40,217	40,217
<b>Support costs</b>			
Office expenses	110	-	110
Subscriptions and donations	207	-	207
Sundry and other costs	55	-	55
Cost of trustee meetings	1,307	-	1,307
Travel and subsistence	825	-	825
Accountancy fees	225	-	225
Legal and professional costs	297	-	297
Bank charges	46	-	46
	3,072	-	3,072
	3,072	40,217	43,289

#### 6 Trustees' remuneration and expenses

During the period expenses totalling £1,308 (2022:£372) were paid to trustees. During this financial year Kim Smith (Trustee) was paid £4,224 for support with programme management between October 2022 and March 2023. No remuneration was paid to any of the other trustees.

#### 7 Debtors

	2023 £	2022 £
Other debtors	3,350	2,500

## TastEd

### Notes to the Financial Statements for the Year Ended 5 April 2023

..... *continued*

#### 8 Related parties

##### Controlling entity

The charity is controlled by the trustees.

#### 9 Analysis of funds

	At 6 April 2022	Incoming resources	Resources expended	Transfers	At 5 April 2023
	£	£	£	£	£
<b>Designated Funds</b>					
Jane Goodman Trust	100,000	40,000	-	(27,596)	112,404
<b>General Funds</b>					
Unrestricted income fund	37,016	9,935	(43,289)	27,596	31,258
	<u>137,016</u>	<u>49,935</u>	<u>(43,289)</u>	<u>-</u>	<u>143,662</u>

#### 10 Net assets by fund

	Unrestricted Funds	Total Funds 2023	Total Funds 2022
	£	£	£
Current assets	143,662	143,662	137,016
Net assets	<u>143,662</u>	<u>143,662</u>	<u>137,016</u>

**TASTED**

England & Wales - Charity number 1183753

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# Accounts

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# TastEd

ANNUAL REPORT  
6TH APRIL 2021 -  
5TH APRIL 2022



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“ Challenging circumstances for children refocused our minds on just how important it is to offer good quality food education in schools as a tool for helping children with their physical, mental and social well-being. ”



As we entered the second year of the pandemic in the spring of 2021, we were acutely aware of the growing health problems facing many children in the UK and beyond. The covid pandemic saw a rise in sales of ultra-processed foods and also a sharp rise in childhood obesity in the UK. The number of reception age children (aged 4-5) with obesity rose from 9.9% in 2019-2020 to 14.4% in 2020-2021, whilst for Year 6 pupils (aged 10-11) obesity prevalence increased from 21.0% to 25.5% in the same periods\*. Meanwhile, the cost of living crisis has made it harder than ever for many families, especially those on lower incomes, to access fresh fruits and vegetables. At the same time, more children than ever before have been suffering with mental health problems, partly as a result of the disruptions to their school life caused by lockdowns.

These challenging circumstances for children refocused our minds on just how important it is to offer good quality food education in schools as a tool for helping children with their physical, mental and social well-being. It made us all the more

determined to continue on our goals of working to get sensory food education into more schools and other settings, so that as many children as possible can benefit from the opportunity to experience vegetables and fruits in a joyful way.

At TastEd, this has been our biggest year of growth and development to date and we are very proud of what we have achieved (though we know we still have a long way to go in future years). In June 2021, we pledged our support to the Peas Please Campaign – a campaign run by the Food Foundation designed to increase consumption of vegetables. Our pledge was to support 100 schools and nurseries in delivering sensory food education by the end of 2023. We are thrilled to say that we have already exceeded this goal. This growth has largely been propelled by the generosity of the Jane Goodman Charitable Trust and on behalf of TastEd, I want to say a huge thank you to the JGT trustees for their generosity.

In June 2021, we were able to remove one of our major barriers to expansion by



**Bee  
Wilson**

**Kim  
Smith**



producing a teacher training video. This meant that any school in the country could now access our training instantly and free of charge. The video complements the in-person training which we still offer – through our excellent teacher trainer Ruth Platt. Another boost to the number of settings delivering TastEd was a project with Islington Council’s Public Health team which offered training to early years educators across Islington.

Another area of growth this year has been curriculum design. We often hear from teachers that it is hard to fit food education into an already squeezed schedule. Partly to help with this, we have been adding to our suite of topic-based lessons.

We are happy to say that this was also a year when we were involved in several forms of research to evaluate the effectiveness of TastEd in enhancing children’s willingness to try vegetables and fruits. We have been working with researchers at both the University of Exeter and the University of Roehampton

on projects looking at the impact of TastEd. In addition, we engage in various forms of informal self-evaluation, including using an advisory board of teachers to give us feedback on ways to improve what we do and make sure that what we offer corresponds to the realities of teachers’ lives in these challenging times.

The greatest joy for all of us at TastEd this year has been receiving feedback from teachers on the ways the sessions have actually changed children’s relationship with food. A teacher at the University of Cambridge primary school told us that a child who never usually ate any food at school felt comfortable trying three new foods in a TastEd lesson. Another teacher told us, “The children absolutely love TastEd. They look forward to it each time we deliver the sessions. We have seen lots of more reserved children get involved which is lovely”.

We have many people to thank for their support this year. We were thrilled that the food writer Anna Jones joined us as our first Patron. Our resources continue to benefit from input from some great creative talents including artist Annabel Lee (who illustrates our lesson plans) and filmmaker Tom Perry. We are also grateful to all our funders including The Jane Goodman Trust, The Runciman Family Trust, Talking Politics and Lincolnshire Community Foundation. On behalf of all the TastEd trustees, we would most of all like to thank our project manager, Fran Box, whose quietly consistent hard work and superb organisational skills have made the crucial difference in making this our most successful year to date.

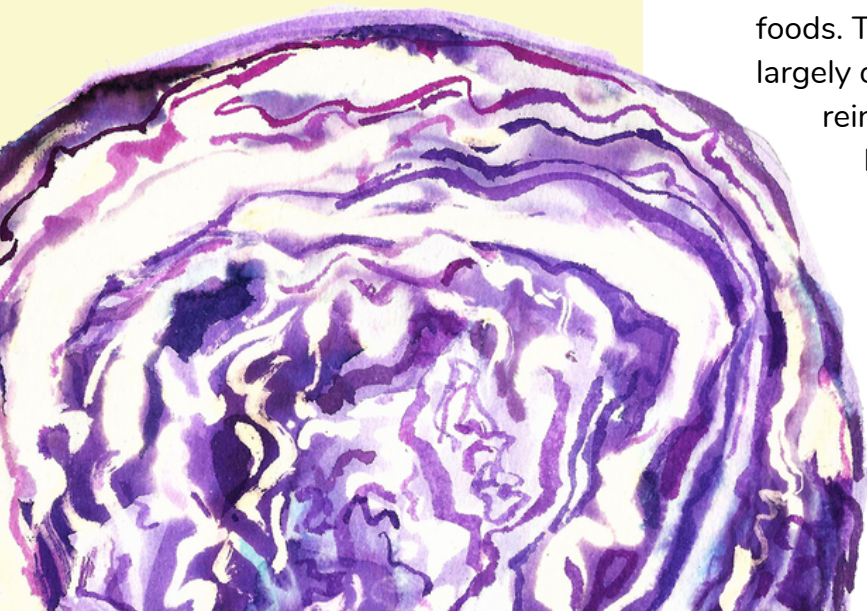
**Bee Wilson and Kim Smith**  
Co-Chairs of TastEd

CC

The children loved it. They engaged really well with the idea of closely looking at our fruits and veg, and couldn't wait to try them.

They came back for seconds of everything, even some for the bitter radicchio! We had converts to asparagus, beetroot, red cabbage and passion fruit.

CC



# ABOUT TastEd

It is well established that children in the UK do not eat anything like enough fruit and vegetables. For example, 5-10 year olds in the UK only manage to eat on average 1.6 portions of vegetables a day, and 33% of children in this age group eat fewer than one portion of vegetables a day (Food Foundation, 2020).

The health impact of this is significant for children's physical and mental health. Vegetables and fruits contain many essential micronutrients as well as fibre. When children don't get enough vegetables and fruits, their health suffers. A systematic review by Guzek et al (2020) found that higher consumption of fruits and vegetables in school age children was associated with reduced rates of depression and mental health problems. There is also clear evidence that higher consumption of vegetables correlates with a lower risk of type 2 diabetes and is associated with reduced weight gain (see Willett et al The Lancet 2019).

British food education to date has been far too focused on telling children what they shouldn't eat rather than giving them the skills to enjoy new foods. Traditional nutrition education has focused largely on an information-based approach reinforced by messages about 5-a-day and the Eatwell plate. This achieved little to no impact on children's vegetable and fruit consumption. TastEd's aim is to use sensory food education as a way to enable children to widen their preferences and establish a liking for a wide variety of foods (focusing on vegetables and fruits).

We aim to help children use their own senses to build a joyous and positive relationship with food and give them opportunities to discover new preferences for vegetables and fruits which should ultimately stay with them beyond the school gates and help to improve their long-term health.

In the three years since we were established, TastEd has been proud to translate the tried and tested Sapere method (which has been used in schools in Sweden, Finland and elsewhere for many years) to a UK context. We are the official UK representative of Sapere international. The potential difference sensory food education can make in the UK in increasing children's willingness to try and to like fruits and vegetables is huge. Added benefits include enhanced engagement, for example in terms of literacy teachers report that the experience of handling foods encourages children to write using similes and metaphors.

Having created a curriculum of more than a hundred free learning resources, TastEd offers a new, more hands-on and child-centred approach to food and nutrition education, giving children the opportunity to try a wide variety of foods which they may not get the chance to try at home. TastEd activities - which consist of a series of fun, sensory games and activities involving direct handling of vegetables and fruits - take place in a classroom, nursery or school environment. The golden rules of TastEd, 'no one has to try' and 'no one has to like', remove the pressure that often exists at mealtimes and allow children to enjoy exploring food without worry. By giving children the space to explore food and agency around developing food preferences children become far more open to trying and liking new foods. The presence of a trusted adult and their classmates often makes it easier for children to get past their natural reluctance to try new foods (there is extensive evidence that preferences are socially influenced).

TastEd works with schools to enable as many children as possible to experience sensory food education. We provide resources, training and support to ensure schools and nurseries have the confidence to use and embed sensory food education in their setting.



See



Hear



Touch



Smell



Taste

## THIS YEAR

This year marked a major turning point for TastEd, as we decided to provide all our resources for **FREE to UK schools and nurseries** to ensure as many children as possible experience sensory food education.

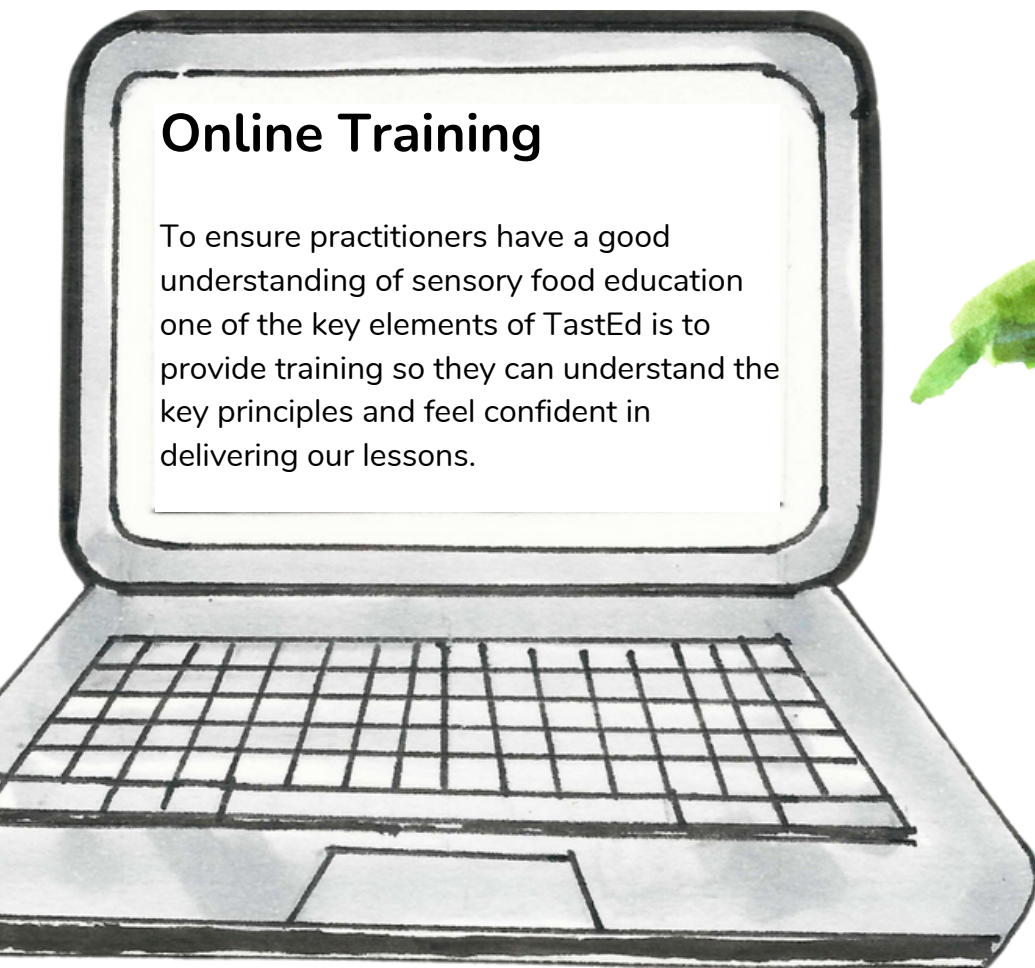


## ★ Training

To ensure practitioners have a good understanding of sensory food education one of the key elements of TastEd is to provide training so they can understand the key principles and feel confident in delivering our lessons.

### Online Training

To ensure practitioners have a good understanding of sensory food education one of the key elements of TastEd is to provide training so they can understand the key principles and feel confident in delivering our lessons.



# Video Training

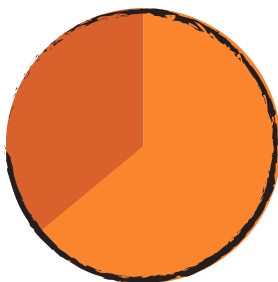
Addressing some of the barriers to delivering TastEd, in June 2021 we developed an in-depth teacher training video that schools and nurseries can access online for free.

This video allows teachers and EYFS practitioners to understand:

- ➔ What TastEd and sensory food education is
- ➔ The history and development of TastEd
- ➔ The key principles of TastEd
- ➔ The benefits to pupils and teachers
- ➔ How TastEd lessons work
- ➔ How to run a TastEd lesson
- ➔ The senses
- ➔ How TastEd is different from other healthy eating lessons



## How confident do you now feel delivering TastEd sessions?



A small initial sample provided a very positive feedback response about the video, with **36%** feeling **very confident** and **64%** feeling **confident** in their ability to deliver TastEd activities after watching the video.

Whilst no one that provided feedback felt they definitely need further training, 79% did say they might want further training. 70% of those that might be interested in further training would choose for it to be online rather than in-person.

With teachers feeling confident and choosing for training to be delivered online we believe this simple model of food education is very scalable.

We want to extend special thanks to **Jane Goodman Trust** for providing funding to allow us to produce this video and to **Tom Perry Films** for their fantastic videography and production.

"I thoroughly enjoyed watching the video; it was engaging and full of useful information."

Jubilee Wood Primary School



## In-person Training

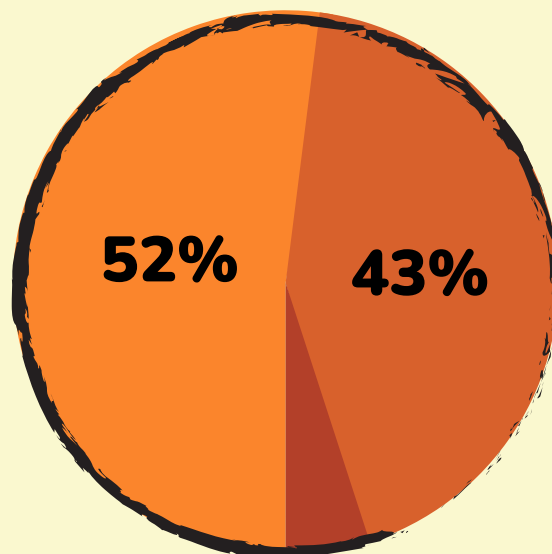
At the beginning of 2022 we resumed our in-person training, providing an in-depth opportunity to explore TastEd's history and methodology as well as enabling conversations around food education.

Working in partnership with Islington Council's Public Health Team TastEd ran two half-day training sessions, one for primary schools and nurseries. It was an experience for all the senses with participants learning all about TastEd and trying out the activities themselves as both teacher and pupil.

Of the 23 attendees who provided feedback **52%** felt **very confident** about delivering TastEd, with **43%** feeling **confident** and the remaining **5%** feeling **neutral**.

"I had fun and enjoyed the hands on approach. I even tried 2 new things myself."

"A super training experience, opened up my eyes to my approach to eating concepts with children."



# Resources

This year TastEd developed **6 topic-specific** TastEd lessons for key stage 1 and 2 enabling sensory food education to be taught across the curriculum. Food education does not need to be limited to the small amount of time most schools can dedicate to it given its position within the national curriculum. It can instead be woven throughout the school day, either as part of the cooking and nutrition curriculum, or a history, or geography lesson, at lunchtime or after school.

These lessons were piloted with teachers and pupils at The University of Cambridge Primary School and are now available to all schools who have access to TastEd resources.



1960s and Ringo's Broccoli

The Great Fire and Street Names and Food

Refugees and Food Smells and Memories

Around the World, The Journey of Spice

Evolution and The Don't Eat Me Salad

Ancient Rome and the Food of Pompeii



We're excited to continue developing the resources we offer to schools and nurseries, enabling teachers to use sensory food education across the curriculum.

"We loved the 60s [lesson], we had the most interesting combinations with broccoli, blueberries, cinnamon and oil."

Teacher and TastEd lead at UCPS



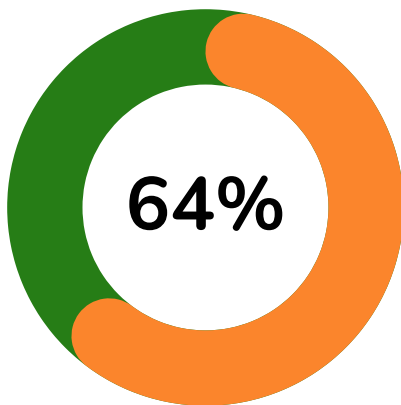
# Delivery and Feedback

2021

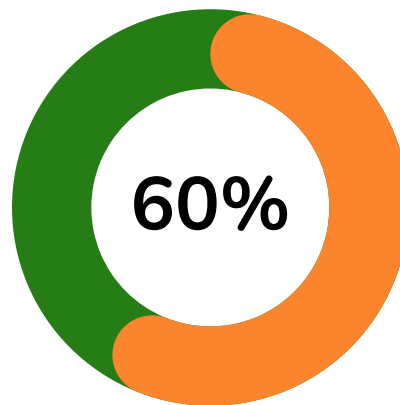


Prior to April 2021 **22 schools and 1 nursery** has signed up to access TastEd resources, by April 2022 this has risen to **159 schools and 11 nurseries**.

2022



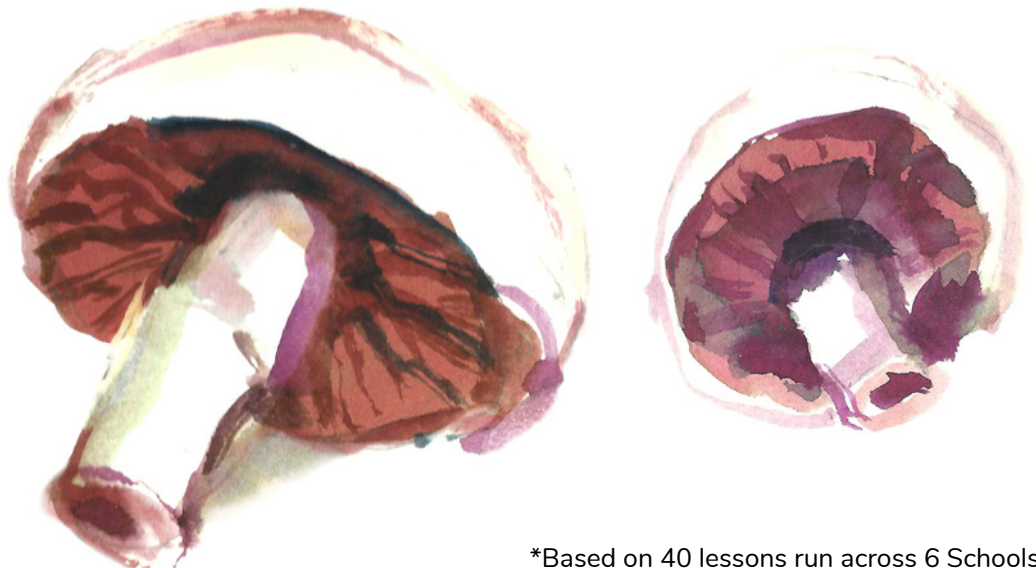
of children who took part tried a fruit or vegetable for the first time.\*



of children who took part liked a fruit or vegetable they tried.\*

Our first end of term survey was sent in December 2021 to understand where TastEd was being run and what the barriers were to delivery. There was a 42% response rate from schools that had signed up to use TastEd to the survey.

Schools reported that **time** was the main barrier to delivering TastEd, additionally there was the impact of Covid restrictions on delivering practical food sessions. Topic lessons aim to alleviate this time pressure, using TastEd lessons to teach bring other curriculum areas to life, in addition to Cooking and Nutrition lessons.



\*Based on 40 lessons run across 6 Schools

## FEEDBACK

# Lincolnshire Case Study

Thanks to funding from Lincolnshire Community Foundation, TastEd ran a project working with four schools in Lincolnshire, delivering TastEd to EYFS and KS1 pupils in schools with an average free school meal percentage of 36.7 (compared to a UK average of 20.8%).



“ [The] nurture team LOVE the resources. Year 2 used the spices session and noticed much higher engagement.

Teacher, Abbey Hulton Primary School



**St Gilbert of Sempringham C of E Primary School** ran TastEd for the first time in April 2021. They ran 5 sessions (one for each of the senses) across one half-term in both their mixed EYFS and reception class and their Yr 1 and 2 class.

The lessons had very positive feedback from the staff and pupils:

“The children absolutely love TastEd. They look forward to it each time we deliver the sessions. We have seen lots of more reserved children get involved which is lovely. From a teacher's perspective it is brilliant having everything the resources available to support teaching. It makes it very easy to deliver.”

Year 1 and 2 Teacher

The EYFS teacher felt TastEd lends itself to Early Years so well, saying it was “an extension of what they do all the time anyway.” The Year 1 teacher found that “once we started doing TastEd the children just started having those conversations on the carpet during snack time, they started doing it for themselves, or while they were eating their lunch they started just having those conversations, they led themselves to talking about their senses.”

After each lesson, the teacher took the extra fruit and veg to the lunch hall to run informal TastEd sessions with KS2 students. People often think older pupils won't be engaged, however as we've seen before and as was demonstrated at this school in Lincolnshire **"they were hooked"**.

The year 3 to 6 pupils got really involved and tried lots of the different fruit and vegetables, they enjoyed the sessions. Lots of the pupils didn't know many of the fruit and vegetables that were being put out but were willing to try them.



## Research

Between April 2021 -2022 TastEd embarked on our evidence and evaluation programme in partnership with Exeter University to begin validating the impact of TastEd on children's experience and consumption of fruit and veg. This included:

- A quantitative research pilot in one class in a south London primary school. In conjunction with Dr. Lucy Cooke, a Research Psychologist specialising in children's eating behaviour we developed a questionnaire to establish whether TastEd improves children's willingness to try new foods.
- Drawing on insights from the pilot we conducted further quantitative research at a Cambridge primary school who were embedding TastEd across all year groups. In addition to children completing the improved questionnaire, we conducted qualitative interviews with parents, children and teachers to understand the impact of TastEd on each user. Analysis of data is now underway and we continue to collaborate with Exeter University on the next phase of research.
- TastEd is also a partner organisation in a multisite, multicomponent intervention with Roehampton University aimed at improving children's health and reducing childhood obesity, due to begin a pilot phase in October 2022 for 1 year.

# People



## Patron

In January 2022 Anna Jones became the first official patron for TastEd. We are thrilled that Anna Jones, the voice of modern vegetarian cooking, is a passionate supporter of sensory food education. Anna had the opportunity to see a TastEd in action, seeing the full spectrum with a Reception and Year 6 class part in Prendergast Primary School. We look forward to working with her further going forward.

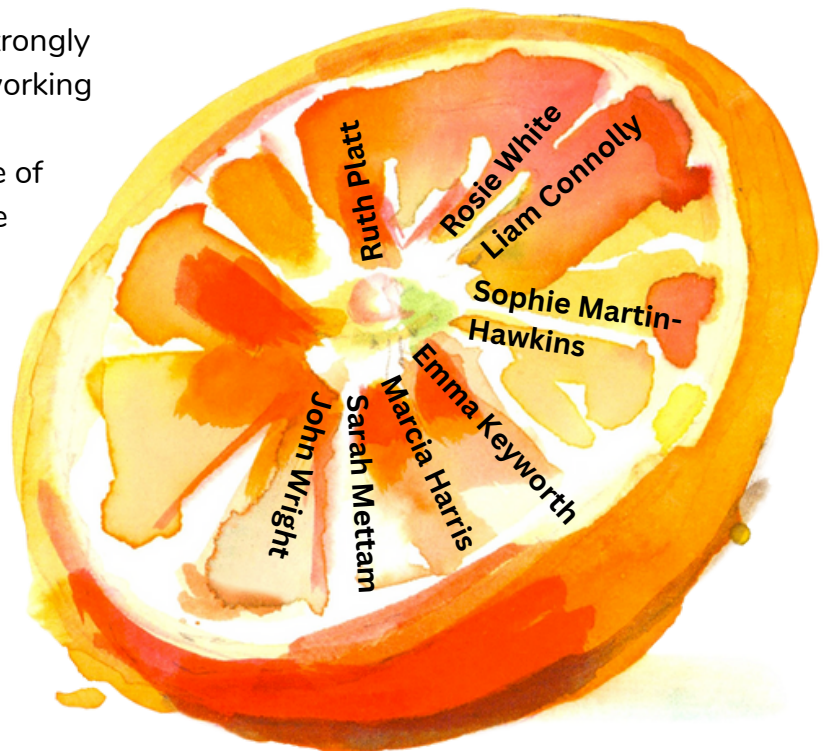
## Teacher Advisory Panel

Teachers have always informed the work that TastEd has done, alongside the Headteacher and teacher that are part of the TastEd founding team, a wide range of teachers have continued to support the creation and development of TastEd resources and to inform the direction of the charity.

To continue ensuring our work is strongly informed by those people we are working with we have developed a Teacher Advisory Panel, made up of a range of teachers and ex-teachers who have taught across EYFS and Year 6.

To date, the panel has met twice, in November 2021 and February 2022. The aim is to meet once a term to discuss how TastEd can best support schools and nurseries and their practitioners.

Thank you to those who make up our Teacher Advisory Board.





# Partnerships

At TastEd we know there is much work to do in helping children eat better, so for us collaborating with like minded organisations who share our mission to help improve the lives and diets of children is an effective way to achieve our goals. As a young charity we have plenty to learn from established organisations, but our unique expertise in sensory food education and agile approach means we have lots to offer.



This year we partnered with Food For Life supporting schools to take a whole school approach to food. TastEd is now available to all FFL schools through their online membership, bringing our unique food education approach to schools and nurseries whilst complementing existing FFL projects. FFL teams use TastEd lessons to get teachers to consider starting food education and help spread the word about our fun approach. Thanks to this partnership we are now in more schools and nurseries across the UK and we can't wait to see how we can work even better together going forward.



TastEd has long been a supporter of Veg Power's nationwide project to help children eat more vegetables (and Veg Power in turn has supported TastEd by promoting our version of sensory food education in some of its schools materials). This year we continue to build on our partnership through development of a whole school intervention to help children eat more veg and supporting Simply Veg, a new campaign to guide parents in helping families keep veg on their plates, with our Co-Chairs Kim and Bee joining the expert panel to respond to veg based questions from parents.



In June 2021 we pledged our support to the Peas Please campaign, committing to help people increase their vegetable intake, by supporting 100 schools and nurseries in delivering sensory food education by the end of 2023. We look forward to supporting this work, which is so closely aligned with our own objectives.

In 2022-23 we will continue to build on our successful work to date. Increased resources from the Jane Goodman Trust will enable TastEd to reach significantly more beneficiaries and increase the depth of the work that will be able to be carried out with schools and nurseries.

### **Schools and Nurseries**

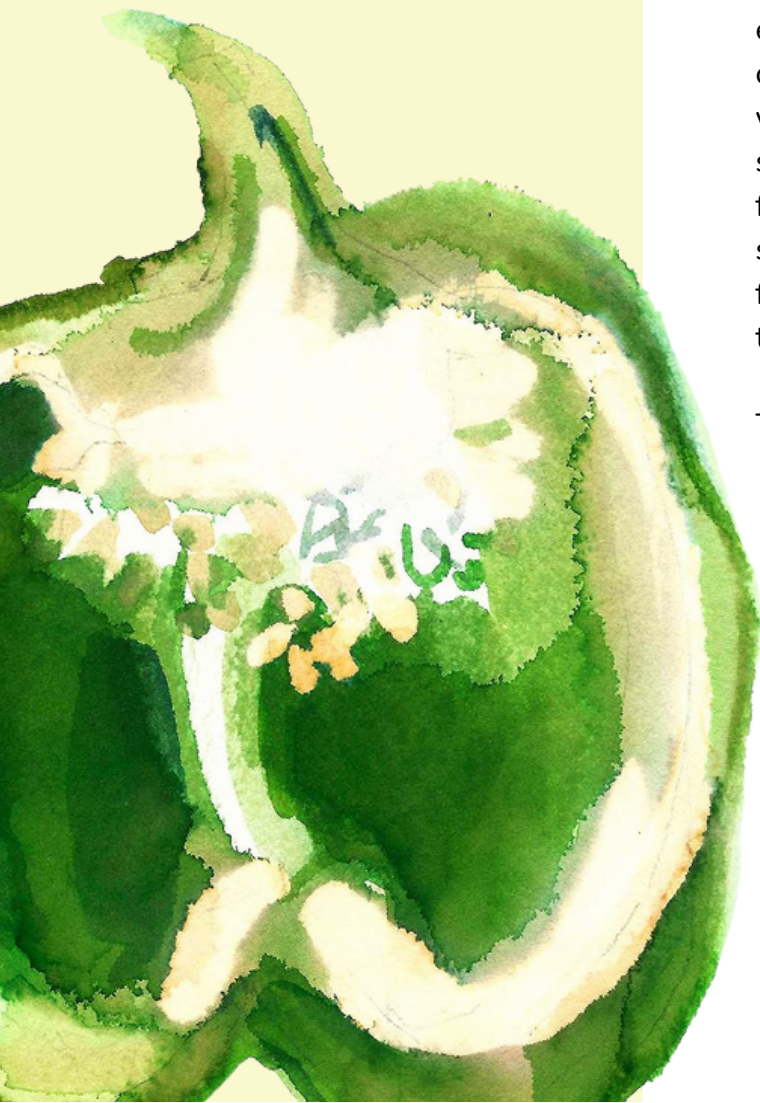
By April 2023 we aim to have 300 schools and nurseries signed up to TastEd, which nearly doubles our numbers to date but, with all our lesson plans and powerpoints, and teacher training video available free to all UK schools and nurseries, we believe this is achievable. We will continue to work closely with these schools to understand the impact TastEd is having, the ways we can further support schools, and the barriers that lead to food education not being prioritised in schools.

Based on the positive working relationship established with Islington Council, we aim to collaborate with other local authorities and work with their public health, education, and healthy schools teams. This could help to embed sensory food education across the work they do, allowing schools to share best practice and for sensory food education to permeate into other sections of the borough's work.

There is a close affinity between sensory food education and the work already being done in EYFS. To ensure that this existing positive relationship is capitalised on we will focus on developing resources and training videos that are further tailored to the needs of early years settings.

### **Holiday and Activity Food (HAF) Programme**

We believe every child should have a healthy diet and sensory food education is one way in which we can help young people improve their



relationship with food and as such improve the diet. One way in which we will reach more beneficiaries is to adapt TastEd resources to better support HAF providers.

Government guidelines for HAF declare nutrition education is a mandatory requirement every day. TastEd can support this by providing a simple and affordable way in which this can be delivered.



## STRUCTURE

**TastEd is a Charitable Incorporated Organisation.**

**Governing document:** constitution adopted on 1st January 2019.

**Charitable objectives:**

1. To advance the education of children in sensory food education.
2. To preserve and protect the health of such beneficiaries by the promotion of sensory food education and helping children to build a healthy relationship with food.

**Trustee selection method:** Apart from the first charity trustees, every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees.

To date, trustees have been recruited through shared contacts in the food world and are from a range of backgrounds, including education, food policy and health.

TastEd is governed and managed by our trustees who share the decision-making and take responsibility for all aspects of the charity's activities.

Minimal expenses can be claimed by the trustees in accordance with our trustee expenses policy and no trustee receives payment for their work on the board.

The board meets three times a year to discuss performance and make strategic decisions. Due to the size of the organisation board members also take on operational tasks and consider risk management.



### **Bee Wilson: Founder and Co-chair**

Bee Wilson is a food writer and broadcaster and the author of five books. She has long been interested in school food and served two terms as a school governor at St Matthew's primary school in Cambridge.



### **Kim Smith: Co-chair**

Kim Smith is currently a PhD student at City University of London researching food education policy in primary schools and has over 20 years experience working across the UK food industry.



### **Jane Lockie: Treasurer**

Jane has had a career in anaesthesia for children's surgery. She worked to foster a co-operative approach involving children in their treatment. Jane believes a healthy life involves enjoying food with family and friends.



### **Jason O'Rourke: Founder and Trustee**

Jason O'Rourke is the headteacher of Washingborough Academy, Lincolnshire. He is the UK representative on the SAPERE International Board and a member of the All-Party Parliamentary Group on School Food.



### **Gurpinder Lalli: Trustee**

Gurpinder Lalli is a Senior Lecturer in Education and Inclusion Studies, based in the Institute of Education at the University of Wolverhampton. He is author of Schools, Food and Social Learning and is also a school governor.



### **Francesca Re Manning: Trustee**

Francesca Re Manning is a qualified solicitor with an LLM from Cambridge University. Francesca is the Programme Manager of the Global Food Security Interdisciplinary Research Centre at the Cambridge University.



Rosina Borelli stood down from being a TastEd trustee as of 5th May 2022.  
Francesca Re Manning was appointed trustee on the 6th January 2022.

**Jane  
Lockie**  
Treasurer



## Financial Position

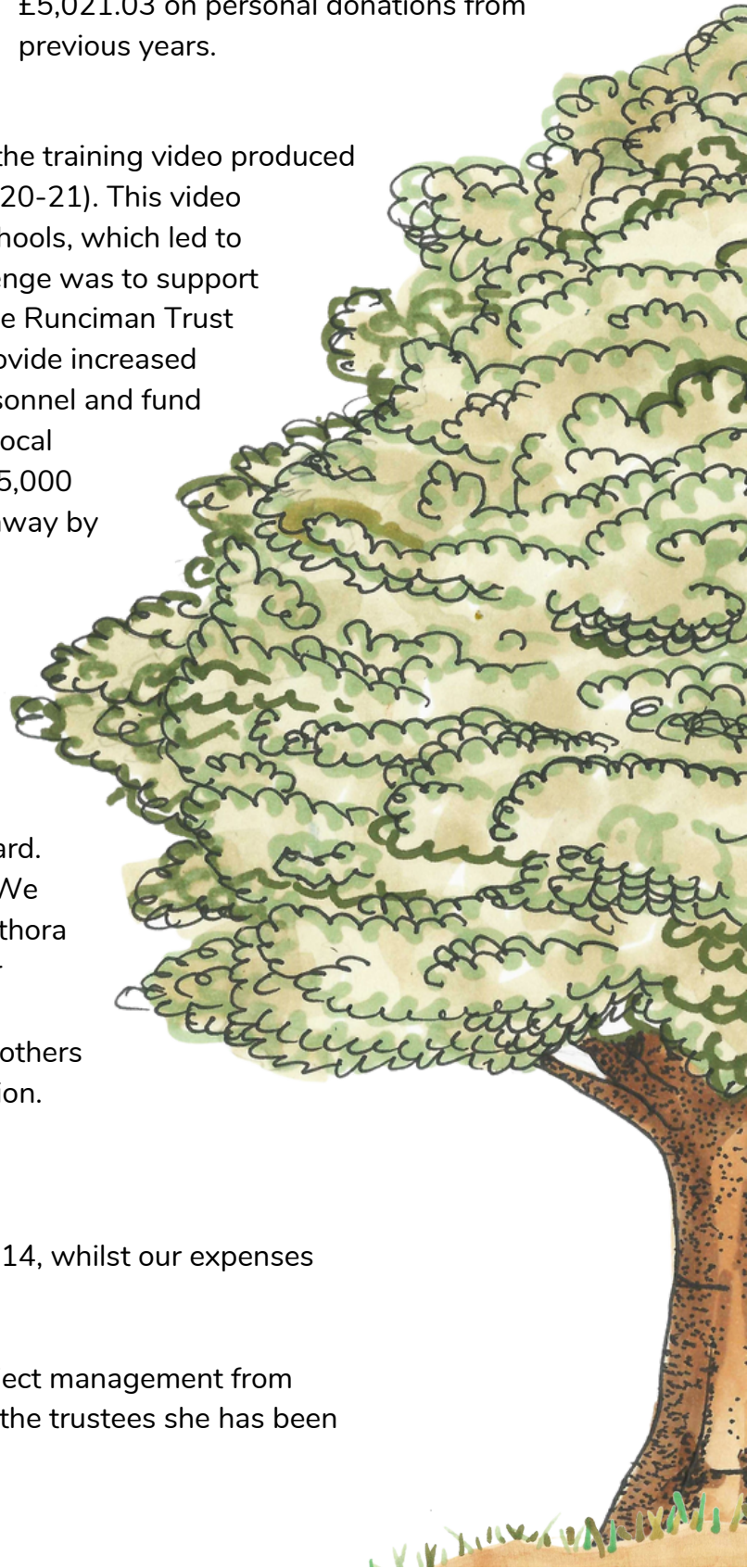
TastEd's financial position is good and we have kept our costs low to maximise the use of funds towards the delivery of our lessons to our beneficiaries. We have received a number of significant donations this year. We have also been registered for gift aid and claimed £5,021.03 on personal donations from previous years.

The Jane Goodman Trust was impressed by the training video produced utilising a portion of their previous donation (20-21). This video allowed us to launch our resources free to schools, which led to our rapid growth, and thus our biggest challenge was to support this growth. We therefore applied to both the Runciman Trust and The Jane Goodman Trust for funds to provide increased Project Management time, appoint more personnel and fund further training and resources for work with local authorities. We were thrilled to be granted £5,000 from the Runciman Family Trust and blown away by a grant of £100,000 from the Jane Goodman Trust. We continued to receive support from the Talking Politics Podcast until June 2021, for which we were also extremely grateful. We received a donation from Dr David Robinson's funeral collection and we also received a personal donation of £10,000 from a member of the trustee board. We are extremely grateful to all our donors. We recognise that the charitable sector has a plethora of good causes and we are in competition for donations. Our feedback to our donors has encouraged further giving and there are few others working in the sector of sensory food education.

## Income and Expenditure

Our total income for this year was £124,920.14, whilst our expenses totalled £24,710.90.

The main expenses were commissioning project management from Fran Box. In collaboration with work from all the trustees she has been



largely responsible for all the successes this year. She represents extremely good value as she has a can do attitude has saved us spending resources on other contracts.

Other expenditure is detailed in the table below. Of note we have been able to commission new artwork to complement our new lessons and further filming has taken place in different school settings. Our trustee meetings will alternate between in-person and online to reduce the trustee costs but our trustee claims, for which we have a policy, are modest, considering the amount all our trustees bring to the organisation.

## Reserves

Our reserves policy allows for 3 months of operating costs. We have identified at present £8,000 would be sufficient and we have this in our reserves. As we commission work from other personnel this will need to be reviewed.

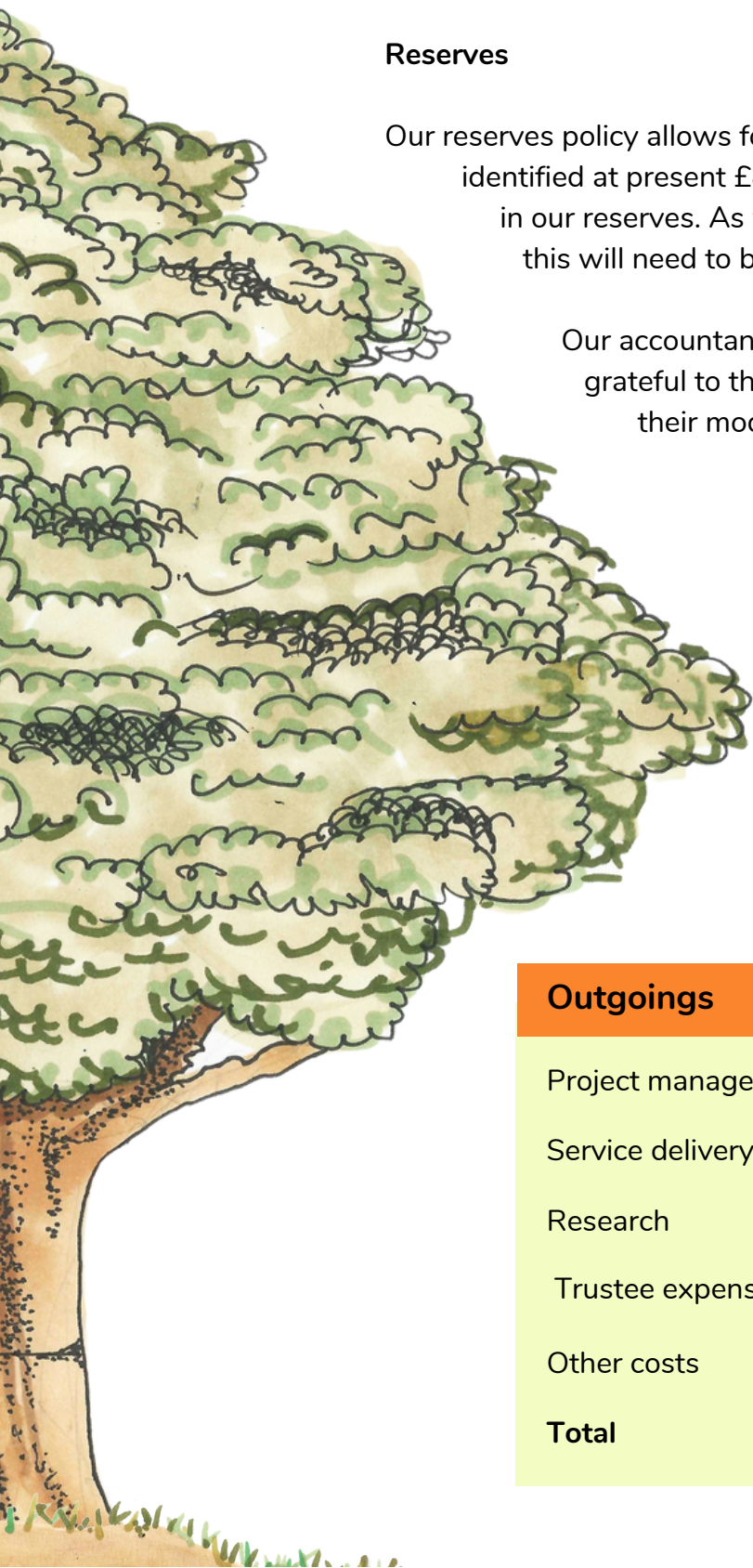
Our accountant is Burdett King Accountants and we are grateful to them for their ongoing work with us, and for their modest charges.

## Incomings

Donations	£14,330.73
Gift aid tax	£5,021.03
Grants	£105,000
Payment for services	£568.38
<b>Total</b>	<b>£124,920.14</b>

## Outgoings

Project management	£16,006.53
Service delivery	£6,688.89
Research	£254.03
Trustee expenses	£371.57
Other costs	£1,389.88
<b>Total</b>	<b>£24,710.90</b>



# ACKNOWLEDGEMENTS

We are very grateful to the individuals and organisations who have provided support to TastEd during this period.

## Funders

The Jane Goodman Trust  
The Runciman Charitable Trust  
Lincolnshire Community Foundation  
Talking Politics  
The family of David Robinson

## Partners:

Sapere International  
Food For Life  
Islington Council  
Veg Power

**Patron:** Anna Jones

**Educational consultants:** Ruth Platt and Kelly Robinson

**Illustrator:** Annabel Lee

**Filmmaker:** Tom Perry

**Website design and support:** The Creative Agency

**Auditors:** Burdett King Accountants

**Researcher:** Luke McGuire at The University of Exeter

Thank you to everyone else who has supported us on our journey to date, to our advisors, to those that have donated their time or money, and to all the advocates of TastEd and sensory food education, we couldn't have done it without you.

\*<https://digital.nhs.uk/data-and-information/publications/statistical/national-child-measurement-programme/2020-21-school-year#summary>



Itired Th e tomatoes  
and The ~~t~~tomatoes  
were wober Lee.





**Charity number 1183753**

[www.tasteeducation.com](http://www.tasteeducation.com)

[info@tasteeducation.com](mailto:info@tasteeducation.com)

9 Dovecote Lane, Coleby, Lincoln,  
LN5 0AD



@tastedfeed



tasted\_feed



TastEdFeed



tasted

# TastEd

Annual Report and Financial Statements

for the Year Ended 5 April 2022



**TastEd**  
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## **TastEd**

### **Reference and Administrative Details**

<b>Charity name</b>	TastEd
<b>Charity registration number</b>	1183753
<b>Trustees</b>	Bee Wilson, Chair of Trustees Kim Smith, Co Chair Rosina Borelli, Trustee (Resigned 5 May 2022) Dr Gurbinder Lalli, Trustee Dr Jane Lockie, Trustee Jason O'Rourke, Trustee Francesca Re Manning, Trustee (Appointed 6 January 2022)
<b>Accountant</b>	Burdett King Accountancy Limited 8 The Hamiltons Newmarket CB8 0NF

# **TastEd**

## **Trustees' Report**

### **TastEd**

#### **Trustees' Report**

The trustees, who are directors for the purposes of company law, present the annual report together with the financial statements of the charitable company for the year ended 5 April 2022.

#### **Trustees**

Bee Wilson

Kim Smith

Jason O'Rourke

Dr Gurbinder Lalli

Dr Jane Lockie

Rosina Borelli

Francesca Re Manning

#### **Trustees' Statement**

TastEd exists to deliver sensory food education to as many children as possible in the UK. We aspire to TastEd becoming the norm for all children everywhere, but our immediate aims are to increase delivery of sensory food education in the UK and for the TastEd lessons to be the go-to solution for teachers to provide this. We believe this will have a lifelong impact on improving the diets of the population, in particular improving the consumption of vegetables and fruit.

We also seek to maintain the quality of TastEd lesson delivery by providing teacher training before teachers use the lessons and by providing ongoing support and further training. We are proud to have delivered TastEd to more children (our beneficiaries) and families in our second year using lesson plans delivered by trained teachers in UK schools. The challenges of the pandemic made this more difficult, but also more urgent as the consequences of unhealthy diets were laid bare. We thus provided home learning packs, online lessons and a 'Happier Mealtimes' broadcast all of which allowed us to reach more beneficiaries.

#### **Objectives and activities**

TastEd's charitable objectives are as follows:

1. To advance the education of children in food sensory education.
2. To preserve and protect the health of such beneficiaries by the promotion of sensory food education and helping children to build a healthy relationship with food.

The aim is to help children across the UK learn to enjoy eating vegetables and fruits through sensory food education so that they develop healthier food preferences.

Many children feel scared of trying new foods but we believe they can be excited to explore the huge variety of sights, smells, textures, sounds and tastes available.

We provide schools and parents with resources and support to use TastEd's unique, fun lessons giving both children and adults new ways to explore and discover vegetables and fruits. These lessons empower children to explore, taste and learn to enjoy fruits and vegetables, ultimately helping them enjoy a more healthy diet.

# TastEd

## Trustees' Report

### ***Public benefit***

The trustees confirm that they have complied with the requirements of section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission for England and Wales.

### **Structure, governance and management**

TastEd is a Charitable Incorporated Organisation, registered charity number 1183753 with the registration dated 6 June 2019.

TastEd is governed and managed by the trustees who share the decision making and take responsibility for all aspects of the charities activities. Minimal expenses are claimed by the trustees in accordance with the trustee expenses policy and no trustee receives payment. To date trustees have been recruited through shared contacts in the food world and are from a range of backgrounds, including education, food policy and health.

Trustees are appointed for a term of three years.

### **Achievements and performance**

As we entered the second year of the pandemic in the spring of 2021, we were acutely aware of the growing health problems facing many children in the UK and beyond. The covid pandemic saw a rise in sales of ultra-processed foods and also a sharp rise in childhood obesity in the UK. The number of reception age children (aged 4-5) with obesity rose from 9.9% in 2019-2020 to 14.4% in 2020-2021, whilst for Year 6 pupils (aged 10-11) obesity prevalence increased from 21.0% to 25.5% in the same periods\*. Meanwhile, the cost of living crisis has made it harder than ever for many families, especially those on lower incomes, to access fresh fruits and vegetables. At the same time, more children than ever before have been suffering with mental health problems, partly as a result of the disruptions to their school life caused by lockdowns.

These challenging circumstances for children refocused our minds on just how important it is to offer good quality food education in schools as a tool for helping children with their physical, mental and social well-being. It made us all the more Challenging circumstances for children refocused our minds on just how important it is to offer good quality food education in schools as a tool for helping children with their physical, mental and social well-being. determined to continue on our goals of working to get sensory food education into more schools and other settings, so that as many children as possible can benefit from the opportunity to experience vegetables and fruits in a joyful way.

At TastEd, this has been our biggest year of growth and development to date and we are very proud of what we have achieved (though we know we still have a long way to go in future years). In June 2021, we pledged our support to the Peas Please Campaign – a campaign run by the Food Foundation designed to increase consumption of vegetables. Our pledge was to support 100 schools and nurseries in delivering sensory food education by the end of 2023. We are thrilled to say that we have already exceeded this goal. This growth has largely been propelled by the generosity of the Jane Goodman Charitable Trust and on behalf of TastEd, I want to say a huge thank you to the JGT trustees for their generosity.

In June 2021, we were able to remove one of our major barriers to expansion by producing a teacher training video. This meant that any school in the country could now access our training instantly and free of charge. The video complements the inperson training which we still offer – through our excellent teacher trainer Ruth Platt. Another boost to the number of settings delivering TastEd was a project with Islington Council's Public Health team which offered training to early years educators across Islington.

Another area of growth this year has been curriculum design. We often hear from teachers that it is hard to fit food education into an already squeezed schedule. Partly to help with this, we have been adding to our suite of topic-based lessons.

## **TastEd**

### **Trustees' Report**

We are happy to say that this was also a year when we were involved in several forms of research to evaluate the effectiveness of TastEd in enhancing children's willingness to try vegetables and fruits. We have been working with researchers at both the University of Exeter and the University of Roehampton on projects looking at the impact of TastEd. In addition, we engage in various forms of informal self-evaluation, including using an advisory board of teachers to give us feedback on ways to improve what we do and make sure that what we offer corresponds to the realities of teachers' lives in these challenging times.

The greatest joy for all of us at TastEd this year has been receiving feedback from teachers on the ways the sessions have actually changed children's relationship with food. A teacher at the University of Cambridge primary school told us that a child who never usually ate any food at school felt comfortable trying three new foods in a TastEd lesson. Another teacher told us, "The children absolutely love TastEd. They look forward to it each time we deliver the sessions. We have seen lots of more reserved children get involved which is lovely".

We have many people to thank for their support this year. We were thrilled that the food writer Anna Jones joined us as our first Patron. Our resources continue to benefit from input from some great creative talents including artist Annabel Lee (who illustrates our lesson plans) and filmmaker Tom Perry. We are also grateful to all our funders including The Jane Goodman Trust, The Runciman Family Trust, Talking Politics and Lincolnshire Community Foundation. On behalf of all the TastEd trustees, we would most of all like to thank our project manager, Fran Box, whose quietly consistent hard work and superb organisational skills have made the crucial difference in making this our most successful year to date.

In March 2021 TastEd began the recruitment of volunteers.

As a small charity, working on a national scale, the time and skills volunteers can offer is invaluable to increasing the work we can do.

We were overwhelmed with the huge number of amazing applications received and are excited to have 11 passionate volunteers on board who are looking forward to becoming ambassadors for TastEd in their local areas.

#### **Financial review**

TastEd's financial position is good and we have kept our costs low to maximise the use of funds towards the delivery of our lessons to our beneficiaries. We have received a number of significant donations this year. We have also been registered for gift aid and claimed £5,021.03 on personal donations from previous years.

The Jane Goodman Trust was impressed by the training video produced using a portion of their previous donation (20-21). This video allowed us to launch our resources free to schools, which led to our rapid growth, and thus our biggest challenge was to support this growth. We therefore applied to both the Runciman Trust and the Jane Goodman Trust for funds to provide increased Project Management time, appoint more personnel and fund further training and resources for work with local authorities. We were thrilled to be granted £5,000 from the Runciman Family Trust and blown away by a grant of £100,000 from the Jane Goodman Trust. We continued to receive support from the Talking Politics Podcast until June 2021, for which we were also extremely grateful to all our donors. We recognise that the charitable sector has a plethora of good causes and we are in competition for donations. Our feedback to our donors has encouraged further giving and there are few others working in the sector of sensory food education.

#### **Reserves**

Our reserves policy allows for 3 months of operating costs. We have identified at present £8,000 would be sufficient and we have this in our reserves. As we commission work from other personnel this will need to be reviewed.

# TastEd

## Trustees' Report

### **Plans for future periods**

In 2022-23 we will continue to build on our successful work to date. Increased resources from the Jane Goodman Trust will enable TastEd to reach significantly more beneficiaries and increase the depth of the work that will be able to be carried with schools and nurseries.

### ***Schools and Nurseries***

By April 2023 we aim to have 300 schools and nurseries signed up to TastEd.

We aim to collaborate with local authorities and work with their public health, education, and healthy schools teams.

There is a close affinity between sensory food education and the work already being done in EYFS. To ensure that this existing positive relationship is capitalised on we will focus on developing resources and training videos that are further tailored to the needs of early years settings.

### ***Holiday and Activity (HAF) Programme***

One way in which we will reach more beneficiaries is to adapt TastEd resources to better support HAF providers.

Government guidelines for HAF declare nutrition education is a mandatory requirement every day. TastEd can support this by providing a simple and affordable way in which this can be delivered.

All of this is to enable more children across the UK to know, try and enjoy more vegetables and fruit.

Approved by the Trustees and signed on their behalf by:

.....

Bee Wilson  
Trustee

Date:.....

## **TastEd**

### **Trustees' Responsibilities in relation to the Financial Statements**

The trustees 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).

The law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity 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 in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that 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 Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection fraud and other irregularities.

## **Independent Examiner's Report to the Trustees of TastEd**

I report on the accounts of the Trust for the year ended 5 April 2022, which are set out on pages 8 to 13.

### **Respective responsibilities of trustees and examiner**

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the General Directions given by the Charity Commission under section 145 (5) (b) of the 2011 Act; and
- state whether particular matters have come to my attention.

### **Basis of independent examiner's report**

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

### **Independent examiner's statement**

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in any material respect the requirements:
  - to keep accounting records in accordance with section 130 of the Act; and
  - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Acthave not been met; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

.....  
Lisa King  
Burdett King Accountancy Limited

8 The Hamiltons  
Newmarket  
CB8 0NF

3 February 2023

**TastEd**  
**Statement of Financial Activities for the Year Ended 5 April 2022**

	Unrestricted Funds	Restricted Funds	Total Funds Year ended 5 April 2022	Total Funds 1 April 2020 to 5 April 2021
Note	£	£	£	£
<b>Incoming resources</b>				
Incoming resources from generated funds				
Voluntary income	2	121,899	-	121,899
Incoming resources from charitable activities	3	503	-	503
Total incoming resources		<u>122,402</u>	<u>-</u>	<u>122,402</u>
<b>Resources expended</b>				
Charitable activities	4	20,642	4,069	24,711
Total resources expended		<u>20,642</u>	<u>4,069</u>	<u>24,711</u>
Net income before transfers		101,760	(4,069)	97,691
<b>Transfers</b>				
Gross transfers between funds		<u>6,860</u>	<u>(6,860)</u>	<u>-</u>
Net movements in funds		108,620	(10,929)	97,691
<b>Reconciliation of funds</b>				
Total funds brought forward		<u>19,985</u>	<u>19,340</u>	<u>39,325</u>
Total funds carried forward		<u><u>128,605</u></u>	<u><u>8,411</u></u>	<u><u>137,016</u></u>

All incoming resources and resources expended derive from continuing activities.

The charity has no recognised gains or losses for the year other than the results above.

The notes on pages 10 to 13 form an integral part of these financial statements.

**TastEd**  
**Balance Sheet as at 5 April 2022**

		5 April 2022		5 April 2021	
	Note	£	£	£	£
<b>Current assets</b>					
Debtors	6	2,500		5,021	
Cash at bank and in hand		<u>134,516</u>		<u>34,304</u>	
			<u>137,016</u>		<u>39,325</u>
<b>Net assets</b>			<u><u>137,016</u></u>		<u><u>39,325</u></u>
<b>The funds of the charity:</b>					
<b>Restricted funds</b>			8,411		19,339
<b>Unrestricted funds</b>					
Unrestricted income funds			<u>128,605</u>		<u>19,986</u>
<b>Total charity funds</b>			<u><u>137,016</u></u>		<u><u>39,325</u></u>

Approved by the Trustees on ..... and signed on their behalf by:

.....

Bee Wilson  
Trustee

The notes on pages 10 to 13 form an integral part of these financial statements.

## **TastEd**

### **Notes to the Financial Statements for the Year Ended 5 April 2022**

#### **1 Accounting policies**

##### **Basis of preparation**

The financial statements have been prepared under the historical cost convention and in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities (SORP 2005)', issued in March 2005, applicable accounting standards and the Charities Act 2011.

##### **Fund accounting policy**

Unrestricted income funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

Restricted funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

Further details of each fund are disclosed in note 8.

##### **Incoming resources**

Donations are recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability.

Incoming resources from tax reclaims are included in the statement of financial activities at the same time as the gift to which they relate.

##### **Resources expended**

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to the expenditure. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

## TastEd

### Notes to the Financial Statements for the Year Ended 5 April 2022

..... continued

#### 2 Voluntary income

	Unrestricted Funds £	Restricted Funds £	Total Funds Year ended 5 April 2022 £	Total Funds 1 April 2020 to 5 April 2021 £
<b>Donations and legacies</b>				
Appeals and donations	14,399	-	14,399	42,730
Gift Aid tax reclaimed	2,500	-	2,500	5,021
	16,899	-	16,899	47,751
 <b>Grants</b>				
Appeals and donations	105,000	-	105,000	-
	121,899	-	121,899	47,751

#### 3 Incoming resources from charitable activities

	Unrestricted Funds £	Restricted Funds £	Total Funds Year ended 5 April 2022 £	Total Funds 1 April 2020 to 5 April 2021 £
<b>Charitable activity</b>				
School programme delivery fees	500	-	500	250
School membership	-	-	-	1,535
Interest on cash deposits	3	-	3	1
	503	-	503	1,786

## TastEd

### Notes to the Financial Statements for the Year Ended 5 April 2022

..... continued

#### 4 Total resources expended

	Charitable activity	Total
	£	£
<b>Direct costs</b>		
Teacher training	2,345	2,345
Project management	16,006	16,006
Other direct costs	146	146
Subscriptions and donations	608	608
Sundry and other costs	489	489
Cost of trustee meetings	372	372
Website, graphics and art	4,199	4,199
Accountancy fees	250	250
Legal and professional costs	296	296
	<u>24,711</u>	<u>24,711</u>

#### 5 Trustees' remuneration and expenses

During the period expenses totalling £372 (2021:£nil) were paid to trustees. No remuneration was paid to any of the trustees.

#### 6 Debtors

	5 April 2022	5 April 2021
	£	£
Other debtors	<u>2,500</u>	<u>5,021</u>

## TastEd

### Notes to the Financial Statements for the Year Ended 5 April 2022

..... continued

#### 7 Related parties

##### Controlling entity

The charity is controlled by the trustees.

#### 8 Analysis of funds

	At 6 April 2021	Incoming resources	Resources expended	Transfers	At 5 April 2022
	£	£	£	£	£
<b>General Funds</b>					
Unrestricted income fund	19,985	122,402	(20,642)	6,860	128,605
<b>Restricted Funds</b>					
Restricted income fund	19,340	-	(4,069)	(6,860)	8,411
	<u>39,325</u>	<u>122,402</u>	<u>(24,711)</u>	<u>-</u>	<u>137,016</u>

#### 9 Net assets by fund

	Unrestricted Funds	Restricted Funds	Total Funds 5 April 2022	Total Funds 5 April 2021
	£	£	£	£
Current assets	153,972	-	137,016	39,325
Net assets	<u>153,972</u>	<u>(16,956)</u>	<u>137,016</u>	<u>39,325</u>

# TastEd

Annual Report and Financial Statements

for the Year Ended 5 April 2022



**TastEd**  
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## **TastEd**

### **Reference and Administrative Details**

<b>Charity name</b>	TastEd
<b>Charity registration number</b>	1183753
<b>Trustees</b>	Bee Wilson, Chair of Trustees Kim Smith, Co Chair Rosina Borelli, Trustee (Resigned 5 May 2022) Dr Gurbinder Lalli, Trustee Dr Jane Lockie, Trustee Jason O'Rourke, Trustee Francesca Re Manning, Trustee (Appointed 6 January 2022)
<b>Accountant</b>	Burdett King Accountancy Limited 8 The Hamiltons Newmarket CB8 0NF

# **TastEd**

## **Trustees' Report**

### **TastEd**

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# TastEd

## Trustees' Report

### ***Public benefit***

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Trustees are appointed for a term of three years.

### **Achievements and performance**

As we entered the second year of the pandemic in the spring of 2021, we were acutely aware of the growing health problems facing many children in the UK and beyond. The covid pandemic saw a rise in sales of ultra-processed foods and also a sharp rise in childhood obesity in the UK. The number of reception age children (aged 4-5) with obesity rose from 9.9% in 2019-2020 to 14.4% in 2020-2021, whilst for Year 6 pupils (aged 10-11) obesity prevalence increased from 21.0% to 25.5% in the same periods\*. Meanwhile, the cost of living crisis has made it harder than ever for many families, especially those on lower incomes, to access fresh fruits and vegetables. At the same time, more children than ever before have been suffering with mental health problems, partly as a result of the disruptions to their school life caused by lockdowns.

These challenging circumstances for children refocused our minds on just how important it is to offer good quality food education in schools as a tool for helping children with their physical, mental and social well-being. It made us all the more Challenging circumstances for children refocused our minds on just how important it is to offer good quality food education in schools as a tool for helping children with their physical, mental and social well-being. determined to continue on our goals of working to get sensory food education into more schools and other settings, so that as many children as possible can benefit from the opportunity to experience vegetables and fruits in a joyful way.

At TastEd, this has been our biggest year of growth and development to date and we are very proud of what we have achieved (though we know we still have a long way to go in future years). In June 2021, we pledged our support to the Peas Please Campaign – a campaign run by the Food Foundation designed to increase consumption of vegetables. Our pledge was to support 100 schools and nurseries in delivering sensory food education by the end of 2023. We are thrilled to say that we have already exceeded this goal. This growth has largely been propelled by the generosity of the Jane Goodman Charitable Trust and on behalf of TastEd, I want to say a huge thank you to the JGT trustees for their generosity.

In June 2021, we were able to remove one of our major barriers to expansion by producing a teacher training video. This meant that any school in the country could now access our training instantly and free of charge. The video complements the inperson training which we still offer – through our excellent teacher trainer Ruth Platt. Another boost to the number of settings delivering TastEd was a project with Islington Council's Public Health team which offered training to early years educators across Islington.

Another area of growth this year has been curriculum design. We often hear from teachers that it is hard to fit food education into an already squeezed schedule. Partly to help with this, we have been adding to our suite of topic-based lessons.

## **TastEd**

### **Trustees' Report**

We are happy to say that this was also a year when we were involved in several forms of research to evaluate the effectiveness of TastEd in enhancing children's willingness to try vegetables and fruits. We have been working with researchers at both the University of Exeter and the University of Roehampton on projects looking at the impact of TastEd. In addition, we engage in various forms of informal self-evaluation, including using an advisory board of teachers to give us feedback on ways to improve what we do and make sure that what we offer corresponds to the realities of teachers' lives in these challenging times.

The greatest joy for all of us at TastEd this year has been receiving feedback from teachers on the ways the sessions have actually changed children's relationship with food. A teacher at the University of Cambridge primary school told us that a child who never usually ate any food at school felt comfortable trying three new foods in a TastEd lesson. Another teacher told us, "The children absolutely love TastEd. They look forward to it each time we deliver the sessions. We have seen lots of more reserved children get involved which is lovely".

We have many people to thank for their support this year. We were thrilled that the food writer Anna Jones joined us as our first Patron. Our resources continue to benefit from input from some great creative talents including artist Annabel Lee (who illustrates our lesson plans) and filmmaker Tom Perry. We are also grateful to all our funders including The Jane Goodman Trust, The Runciman Family Trust, Talking Politics and Lincolnshire Community Foundation. On behalf of all the TastEd trustees, we would most of all like to thank our project manager, Fran Box, whose quietly consistent hard work and superb organisational skills have made the crucial difference in making this our most successful year to date.

In March 2021 TastEd began the recruitment of volunteers.

As a small charity, working on a national scale, the time and skills volunteers can offer is invaluable to increasing the work we can do.

We were overwhelmed with the huge number of amazing applications received and are excited to have 11 passionate volunteers on board who are looking forward to becoming ambassadors for TastEd in their local areas.

#### **Financial review**

TastEd's financial position is good and we have kept our costs low to maximise the use of funds towards the delivery of our lessons to our beneficiaries. We have received a number of significant donations this year. We have also been registered for gift aid and claimed £5,021.03 on personal donations from previous years.

The Jane Goodman Trust was impressed by the training video produced using a portion of their previous donation (20-21). This video allowed us to launch our resources free to schools, which led to our rapid growth, and thus our biggest challenge was to support this growth. We therefore applied to both the Runciman Trust and the Jane Goodman Trust for funds to provide increased Project Management time, appoint more personnel and fund further training and resources for work with local authorities. We were thrilled to be granted £5,000 from the Runciman Family Trust and blown away by a grant of £100,000 from the Jane Goodman Trust. We continued to receive support from the Talking Politics Podcast until June 2021, for which we were also extremely grateful to all our donors. We recognise that the charitable sector has a plethora of good causes and we are in competition for donations. Our feedback to our donors has encouraged further giving and there are few others working in the sector of sensory food education.

#### **Reserves**

Our reserves policy allows for 3 months of operating costs. We have identified at present £8,000 would be sufficient and we have this in our reserves. As we commission work from other personnel this will need to be reviewed.

# TastEd

## Trustees' Report

### **Plans for future periods**

In 2022-23 we will continue to build on our successful work to date. Increased resources from the Jane Goodman Trust will enable TastEd to reach significantly more beneficiaries and increase the depth of the work that will be able to be carried with schools and nurseries.

### ***Schools and Nurseries***

By April 2023 we aim to have 300 schools and nurseries signed up to TastEd.

We aim to collaborate with local authorities and work with their public health, education, and healthy schools teams.

There is a close affinity between sensory food education and the work already being done in EYFS. To ensure that this existing positive relationship is capitalised on we will focus on developing resources and training videos that are further tailored to the needs of early years settings.

### ***Holiday and Activity (HAF) Programme***

One way in which we will reach more beneficiaries is to adapt TastEd resources to better support HAF providers.

Government guidelines for HAF declare nutrition education is a mandatory requirement every day. TastEd can support this by providing a simple and affordable way in which this can be delivered.

All of this is to enable more children across the UK to know, try and enjoy more vegetables and fruit.

Approved by the Trustees and signed on their behalf by:

.....

Bee Wilson  
Trustee

Date:.....

## **TastEd**

### **Trustees' Responsibilities in relation to the Financial Statements**

The trustees 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).

The law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity 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 in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that 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 Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection fraud and other irregularities.

## **Independent Examiner's Report to the Trustees of TastEd**

I report on the accounts of the Trust for the year ended 5 April 2022, which are set out on pages 8 to 13.

### **Respective responsibilities of trustees and examiner**

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the General Directions given by the Charity Commission under section 145 (5) (b) of the 2011 Act; and
- state whether particular matters have come to my attention.

### **Basis of independent examiner's report**

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

### **Independent examiner's statement**

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in any material respect the requirements:
  - to keep accounting records in accordance with section 130 of the Act; and
  - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Acthave not been met; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

.....  
Lisa King  
Burdett King Accountancy Limited

8 The Hamiltons  
Newmarket  
CB8 0NF

3 February 2023

**TastEd**  
**Statement of Financial Activities for the Year Ended 5 April 2022**

	Unrestricted Funds	Restricted Funds	Total Funds Year ended 5 April 2022	Total Funds 1 April 2020 to 5 April 2021
Note	£	£	£	£
<b>Incoming resources</b>				
Incoming resources from generated funds				
Voluntary income	2	121,899	-	121,899
Incoming resources from charitable activities	3	503	-	503
Total incoming resources		<u>122,402</u>	<u>-</u>	<u>122,402</u>
<b>Resources expended</b>				
Charitable activities	4	20,642	4,069	24,711
Total resources expended		<u>20,642</u>	<u>4,069</u>	<u>24,711</u>
Net income before transfers		101,760	(4,069)	97,691
<b>Transfers</b>				
Gross transfers between funds		<u>6,860</u>	<u>(6,860)</u>	<u>-</u>
Net movements in funds		108,620	(10,929)	97,691
<b>Reconciliation of funds</b>				
Total funds brought forward		<u>19,985</u>	<u>19,340</u>	<u>39,325</u>
Total funds carried forward		<u><u>128,605</u></u>	<u><u>8,411</u></u>	<u><u>137,016</u></u>

All incoming resources and resources expended derive from continuing activities.

The charity has no recognised gains or losses for the year other than the results above.

The notes on pages 10 to 13 form an integral part of these financial statements.

**TastEd**  
**Balance Sheet as at 5 April 2022**

		5 April 2022		5 April 2021	
	Note	£	£	£	£
<b>Current assets</b>					
Debtors	6	2,500		5,021	
Cash at bank and in hand		<u>134,516</u>		<u>34,304</u>	
			<u>137,016</u>		<u>39,325</u>
<b>Net assets</b>			<u><u>137,016</u></u>		<u><u>39,325</u></u>
<b>The funds of the charity:</b>					
<b>Restricted funds</b>			8,411		19,339
<b>Unrestricted funds</b>					
Unrestricted income funds			<u>128,605</u>		<u>19,986</u>
<b>Total charity funds</b>			<u><u>137,016</u></u>		<u><u>39,325</u></u>

Approved by the Trustees on ..... and signed on their behalf by:

.....

Bee Wilson  
Trustee

The notes on pages 10 to 13 form an integral part of these financial statements.

## **TastEd**

### **Notes to the Financial Statements for the Year Ended 5 April 2022**

#### **1 Accounting policies**

##### **Basis of preparation**

The financial statements have been prepared under the historical cost convention and in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities (SORP 2005)', issued in March 2005, applicable accounting standards and the Charities Act 2011.

##### **Fund accounting policy**

Unrestricted income funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

Restricted funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

Further details of each fund are disclosed in note 8.

##### **Incoming resources**

Donations are recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability.

Incoming resources from tax reclaims are included in the statement of financial activities at the same time as the gift to which they relate.

##### **Resources expended**

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to the expenditure. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

## TastEd

### Notes to the Financial Statements for the Year Ended 5 April 2022

..... continued

#### 2 Voluntary income

	Unrestricted Funds £	Restricted Funds £	Total Funds Year ended 5 April 2022 £	Total Funds 1 April 2020 to 5 April 2021 £
<b>Donations and legacies</b>				
Appeals and donations	14,399	-	14,399	42,730
Gift Aid tax reclaimed	2,500	-	2,500	5,021
	16,899	-	16,899	47,751
 <b>Grants</b>				
Appeals and donations	105,000	-	105,000	-
	121,899	-	121,899	47,751

#### 3 Incoming resources from charitable activities

	Unrestricted Funds £	Restricted Funds £	Total Funds Year ended 5 April 2022 £	Total Funds 1 April 2020 to 5 April 2021 £
<b>Charitable activity</b>				
School programme delivery fees	500	-	500	250
School membership	-	-	-	1,535
Interest on cash deposits	3	-	3	1
	503	-	503	1,786

## TastEd

### Notes to the Financial Statements for the Year Ended 5 April 2022

..... continued

#### 4 Total resources expended

	Charitable activity	Total
	£	£
<b>Direct costs</b>		
Teacher training	2,345	2,345
Project management	16,006	16,006
Other direct costs	146	146
Subscriptions and donations	608	608
Sundry and other costs	489	489
Cost of trustee meetings	372	372
Website, graphics and art	4,199	4,199
Accountancy fees	250	250
Legal and professional costs	296	296
	<u>24,711</u>	<u>24,711</u>

#### 5 Trustees' remuneration and expenses

During the period expenses totalling £372 (2021:£nil) were paid to trustees. No remuneration was paid to any of the trustees.

#### 6 Debtors

	5 April 2022	5 April 2021
	£	£
Other debtors	<u>2,500</u>	<u>5,021</u>

## TastEd

### Notes to the Financial Statements for the Year Ended 5 April 2022

..... continued

#### 7 Related parties

##### Controlling entity

The charity is controlled by the trustees.

#### 8 Analysis of funds

	At 6 April 2021	Incoming resources	Resources expended	Transfers	At 5 April 2022
	£	£	£	£	£
<b>General Funds</b>					
Unrestricted income fund	19,985	122,402	(20,642)	6,860	128,605
<b>Restricted Funds</b>					
Restricted income fund	19,340	-	(4,069)	(6,860)	8,411
	<u>39,325</u>	<u>122,402</u>	<u>(24,711)</u>	<u>-</u>	<u>137,016</u>

#### 9 Net assets by fund

	Unrestricted Funds	Restricted Funds	Total Funds 5 April 2022	Total Funds 5 April 2021
	£	£	£	£
Current assets	153,972	-	137,016	39,325
Net assets	<u>153,972</u>	<u>(16,956)</u>	<u>137,016</u>	<u>39,325</u>

**TASTED**

England & Wales - Charity number 1183753

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# Accounts

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# TastEd

ANNUAL REPORT  
5TH JUNE 2020 -  
5TH APRIL 2021



# TRUSTEES' STATEMENT

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TastEd exists to deliver sensory food education to as many children as possible in the UK. We aspire to TastEd becoming the norm for all children everywhere, but our immediate aims are to increase delivery of sensory food education in the UK and for the TastEd lessons to be the go-to solution for teachers to provide this. We believe this will have a lifelong impact on improving the diets of the population, in particular improving the consumption of vegetables and fruit.

We also seek to maintain the quality of TastEd lesson delivery by providing teacher training before teachers use the lessons and by providing ongoing support and further training. We are proud to have delivered TastEd to more children (our beneficiaries) and families in our second year using lesson plans delivered by trained teachers in UK schools. The challenges of the pandemic made this more difficult, but also more urgent as the consequences of unhealthy diets were laid bare. We thus provided home learning packs, online lessons and a 'Happier Mealtimes' broadcast all of which allowed us to reach more beneficiaries.

We became a CIO in June 2019 and last years report covered our achievements for our first year. This report thus covers a shorter period June 2020 to April 2021 to align with our financial year.

\*Bee Wilson - Chair (sabbatical from January 2021)  
Kim Smith and Rosina Borrelli - Co-chairs (from January 2021)  
Jane Lockie - Treasurer  
Jason O'Rourke - Safeguarding lead  
Courtney Whalen Van De Weyer stood down as TastEd trustee in January 2021

Bee Wilson



Kim Smith



Rosina Borrelli



Jane Lockie



Jason O'Rourke



Gurpinder Lalli



Courtney Whalen Van de Weyer



# ABOUT TastEd

TastEd's aim is to help children across the UK learn to enjoy eating vegetables and fruits through sensory food education so that they develop healthier food preferences.

Many children feel scared of trying new foods but we believe they can be excited to explore the huge variety of sights, smells, textures, sounds and tastes available.

On average children aged between 5 and 10 living in the UK eat just 1.7 portions of veg a day and sensory food education is one of the key ways in which we can work to improve this.\*

We provide schools and parents with resources and support to use TastEd's unique, fun lessons giving both children and adults new ways to explore and discover vegetables and fruits. These lessons empower children to explore, taste and learn to enjoy fruits and vegetables, ultimately helping them enjoy a more healthy diet.



CC

**I don't want to try new foods because I don't think it will taste nice.**

A 6-year-old before a TastEd lesson

**I'm scared to eat new food in case I don't like it.**

An 8-year-old before a TastEd lesson

**I don't want to try a new vegetable because I am afraid it is not going to taste nice.**

An 8-year-old before a TastEd lesson

CC



# WHAT WORKED THIS YEAR

TastEd is now in its second year, a year of growth and success but also one that required responsiveness due to the ever-changing situations caused by the pandemic.

During this period TastEd trained and worked with 11 new schools, as well as continuing to work with schools previously engaged with TastEd, meaning children across the country were receiving TastEd lessons and having the opportunity to explore food using all their senses.

In January 2021, Trustees decided to make access to TastEd resources free for all UK primary schools, to ensure all children have the chance to experience TastEd and remove the issue of cost for schools

TastEd successfully secured funding to produce a series of videos to facilitate online training, helping school staff to understand the core principles of TastEd and receive guidance on running the programme within their schools. The first film is commissioned to begin filming in April 2021.



## VOLUNTEERS

In March 2021 TastEd began the recruitment of volunteers.

As a small charity, working on a national scale, the time and skills volunteers can offer is invaluable to increasing the work we can do.

We were overwhelmed with the huge number of amazing applications received and are excited to have 11 passionate volunteers on board who are looking forward to becoming ambassadors for TastEd in their local areas.

# Covid Response

As the coronavirus pandemic led to the closing of schools and further disruption to children's education TastEd continued to develop ways of allowing children and families to access TastEd sessions from home.

The home learning resources created last year were downloaded an additional 319 times during this period.

Live TastEd lessons were run on YouTube with TastEd teaching consultant Ruth Platt delivering one session for each of the senses. These have since been viewed over 800 times.



"My 6 year old daughter never tries new food but she was willing to try all the new veg I gave her after learning about it as she was then interested."

"We tried ground cumin, nutmeg, ground coriander, cloves and after the live [session] the kids asked for more!! So we basically tried the whole cupboard of spices"

"This blew me away! My 4 year old - who is definitely a regular refuser of food at mealtimes - tried everything and went back for more, and tried new things, and actually couldn't wait to get stuck in and taste things!"

Testaments from parents and carers after taking part in the live lessons or doing TastEd activities at home.

# TastEd In Lincolnshire

TastEd secured funding from The Lincolnshire Community Foundation to run a project working with 4 new schools in Lincolnshire, helping to create a hub of schools in the area.

"The children were really adventurous on the most part and it really encouraged them seeing their friends having a go and trying."

The project ran from March 2021 and will continue to August 2021.

Research showed that during lockdown children on free school meals ate less fruit and vegetables.\*\* As such TastEd worked with four schools with a high free school meal percentage to ensure those most affected by the pandemic had the opportunity to experience fresh fruit and vegetables in the classroom, learning about where they came from and discovering preferences for foods they had never tried before.

If you tried the peppers today, did you like the taste? What did or didn't you like about it? If you tried by licking, smelling or touching, can you describe this?

I didn't like the green bell pepper because it was sour and bitter. I did like the red baby pepper because it was sweet.



Some children were surprised at how nice all of the fruits were. Some children had not tried strawberries before and really liked them.

# SCHOOLS

OVER THE LAST 10 MONTHS THE NUMBER OF SCHOOLS DELIVERING TASTED HAS GROWN.

## LINCOLNSHIRE

St George's CE Primary School  
Washingborough Academy  
Witham St Hughs Academy  
Carlton Road Academy  
Mount Street Academy  
St Gilbery of Sempringham  
Church Lane Primary School  
Waddington Redwood Academy  
Friskney All Saints Primary School

## LONDON

Ark Franklin Primary School  
Campsbourne Primary School  
Prendergast Primary School  
John Ball Primary School  
Gayhurst Community School

## CAMBRIDGESHIRE

University of Cambridge Primary School  
St Matthews Primary School

## LEICESTERSHIRE

Westfield Infant School  
Birch Wood School

## BIRMINGHAM

Bournville Primary School

## BLACKBURN

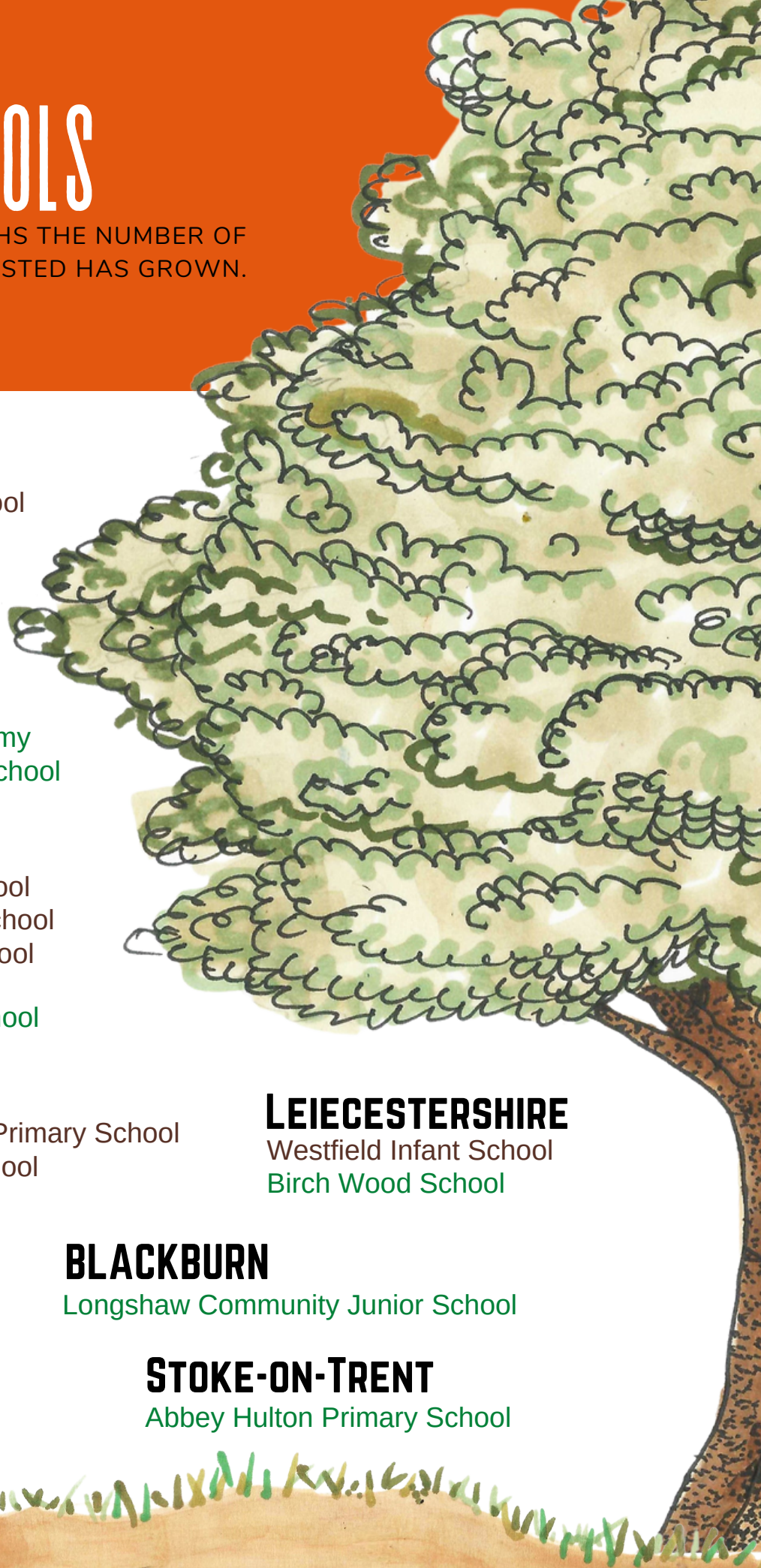
Longshaw Community Junior School

## BERKSHIRE

Whitchurch-on-Thames Pre-School

## STOKE-ON-TRENT

Abbey Hulton Primary School



# LOOKING AHEAD NEXT YEAR



With the uncertainties of the pandemic allowing, in our next reporting period, from 6th April 2021 to the 5th April 2022, we will:

- Have a fully accessible set of resources that are completely free for UK primary schools to use, as such our aim will be to have 100 schools signed up to deliver TastEd lessons, increasing our reach significantly.
- Produce a teacher training video that will help school staff understand the principles of TastEd and enable schools to embed TastEd lessons into their curriculum without the necessary need for in-person training.
- Work with the University of Exeter to produce a body of evidence showing the effectiveness of sensory food education in improving children's relationships with healthy eating.
- Set up a teacher advisory board. TastEd has always been strongly teacher-led and this board will allow TastEd to ensure teachers continue to be at the forefront of the work we do.
- Expand volunteer roles. Recruiting volunteers with a range of different skills to learn from their expertise and to increase the work that is able to be done on a day-to-day basis.
- Continue to work collaboratively, building relationships to learn from those in the field and creating a wider understanding of what sensory food education is and why there is a need for it.

All of this is to enable more children across the UK to know, try and enjoy more vegetables and fruits.



# FINANCIAL SUMMARY

## Incomings

Charitable Trust Donations	£42,480
School Membership Fees	£1,534.76
TastEd Session Delivery	£250
TastEd Training Delivery	£250
<b>Total</b>	<b>£44,514.76</b>

## Outgoings

Project Management	£17,565
Teacher training and online lesson delivery	£4,250
Software and Website management	£1,433.75
Other costs	£173.10
<b>Total</b>	<b>£23,421.85</b>



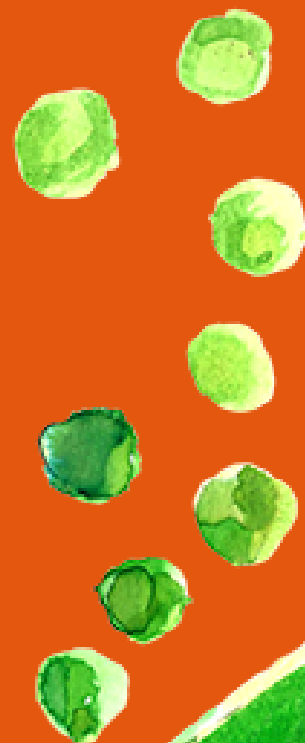
# OUR STRUCTURE

TastEd is a Charitable Incorporated Organisation

**Governing document:** constitution adopted on 1st January 2019.

**Trustee selection method:** Apart from the first charity trustees, every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees.

TastEd is governed and managed by our trustees who share the decision making and take responsibility for all aspects of the charities activities. Minimal expenses can be claimed by the trustees in accordance with our trustee expenses policy and no trustee receives payment. To date trustees have been recruited through shared contacts in the food world and are from a range of backgrounds, including education, food policy and health.



# ACKNOWLEDGEMENTS

We are very grateful to the individuals and organisations who have provided support to TasteEd during this period.

## Funders

The Jane Goodman Trust  
Lincolnshire Community Foundation  
The Runicaman Charitable Trust  
Talking Politics

## Advisors

Thank you to all our advisors who have been involved in TasteEd to date and in particular to the following individuals who have provided support this year:

Jack Smith  
Dawn Geisler  
Clare Morris  
Duncan Boak

## And continued thanks to...

Sapere International  
Ruth Platt  
Annabel Lee  
The Creative Agency

# TasteEd

Charity number 1183753

[www.tasteeducation.com](http://www.tasteeducation.com)

[info@tasteeducation.com](mailto:info@tasteeducation.com)

9 Dovecote Lane, Coleby, Lincoln,  
LN5 0AD



@tastedfeed



tasted\_feed



TasteEdFeed



tasted

# THANK YOU FOR BEING SUCH GOOD APPLES



# TastEd

Annual Report and Financial Statements  
for the Period from 1 April 2020 to 5 April 2021



**TastEd**  
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The following pages do not form part of the statutory financial statements:

Statement of financial activities per fund ..... 12 to 13

## TastEd

### Reference and Administrative Details

<b>Charity name</b>	TastEd
<b>Charity registration number</b>	1183753
<b>Trustees</b>	Bee Wilson, Chair of Trustees Rosina Borelli, Trustee (Appointed 30 April 2020) Dr Gurpinder Lalli, Trustee Dr Jane Lockie, Trustee (Appointed 30 April 2020) Jason O'Rourke, Trustee Kim Smith, Trustee Courtney Van de Weyer, Trustee (Resigned 31 January 2021)
<b>Accountant</b>	Burdett King Accountancy Limited 8 The Hamiltons Newmarket CB8 0NF

# TastEd

## Trustees' Report

### TastEd

#### Trustees' Report

The trustees, who are directors for the purposes of company law, present the annual report together with the financial statements of the charitable company for the year ended 5 April 2021.

#### Trustees

Bee Wilson

Kim Smith

Jason O'Rourke

Dr Gurpinder Lalli

Dr Jane Lockie (appointed 30 April 2020)

Rosina Borelli (appointed 30 April 2020)

#### Trustees' Statement

TastEd exists to deliver sensory food education to as many children as possible in the UK. We aspire to TastEd becoming the norm for all children everywhere, but our immediate aims are to increase delivery of sensory food education in the UK and for the TastEd lessons to be the go-to solution for teachers to provide this. We believe this will have a lifelong impact on improving the diets of the population, in particular improving the consumption of vegetables and fruit.

We also seek to maintain the quality of TastEd lesson delivery by providing teacher training before teachers use the lessons and by providing ongoing support and further training. We are proud to have delivered TastEd to more children (our beneficiaries) and families in our second year using lesson plans delivered by trained teachers in UK schools. The challenges of the pandemic made this more difficult, but also more urgent as the consequences of unhealthy diets were laid bare. We thus provided home learning packs, online lessons and a 'Happier Mealtimes' broadcast all of which allowed us to reach more beneficiaries.

We became a CIO in June 2019 and last year's report covered our achievements for our first year. This report thus covers a shorter period June 2020 to April 2021 to align with our financial year.

#### Objectives and activities

TastEd's aim is to help children across the UK learn to enjoy eating vegetables and fruits through sensory food education so that they develop healthier food preferences.

Many children feel scared of trying new foods but we believe they can be excited to explore the huge variety of sights, smells, textures, sounds and tastes available.

We provide schools and parents with resources and support to use TastEd's unique, fun lessons giving both children and adults new ways to explore and discover vegetables and fruits. These lessons empower children to explore, taste and learn to enjoy fruits and vegetables, ultimately helping them enjoy a more healthy diet.

#### *Public benefit*

The trustees confirm that they have complied with the requirements of section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission for England and Wales.

# TastEd

## Trustees' Report

### **Structure, governance and management**

TastEd is a Charitable Incorporated Organisation (CIO) governed by a constitution adopted on 1 January 2019.

The CIO is a registered charity, number 1183753 with the registration dated 6 June 2019.

TastEd is governed and managed by the trustees who share the decision making and take responsibility for all aspects of the charities activities. Minimal expenses are claimed by the trustees in accordance with the trustee expenses policy and no trustee receives payment. To date trustees have been recruited through shared contacts in the food world and are from a range of backgrounds, including education, food policy and health.

Trustees are appointed for a term of three years.

### **Achievements and performance**

TastEd is now in its second year, a year of growth and success but also one that required responsiveness due to the ever-changing situations caused by the pandemic.

During this period TastEd trained and worked with 11 new schools, as well as continuing to work with schools previously engaged with TastEd, meaning children across the country were receiving TastEd lessons and having the opportunity to explore food using all their senses.

In January 2021, Trustees decided to make access to TastEd resources free for all UK primary schools, to ensure all children have the chance to experience TastEd and remove the issue of cost for schools.

TastEd successfully secured funding to produce a series of videos to facilitate online training, helping school staff to understand the core principles of TastEd and receive guidance on running the programme within their schools. The first film is commissioned to begin filming in April 2021.

In March 2021 TastEd began the recruitment of volunteers.

As a small charity, working on a national scale, the time and skills volunteers can offer is invaluable to increasing the work we can do.

We were overwhelmed with the huge number of amazing applications received and are excited to have 11 passionate volunteers on board who are looking forward to becoming ambassadors for TastEd in their local areas.

### **Financial review**

The majority of our funds have come from private donations, we have also received a grant from the Lincolnshire Community Foundation to deliver TastEd in Lincolnshire based primary schools signed up to access TastEd membership. We additionally received a regular payment from the Talking Politics podcast for which we are extremely grateful. We also applied for and were granted funds of £12,480 from the Jane Goodman Trust which are allocated for creating a set of TastEd training videos.

Our main expenses were project management fees, teacher training costs and website running and update costs. There were no trustee expenses in this financial period.

We appointed Burdett King Accountancy to independently examine our accounts. We registered for gift aid to maximise the generous personal donations we had already received. In accordance with our reserves policy £8,000 is in reserve to allow us to run the website and provide support to schools for a 4 month period should our income cease to exist.

# TastEd

## Trustees' Report

### Plans for future periods

With the uncertainties of the pandemic allowing in our next reporting period we will:

- Have a fully accessible set of resources that are completely free for UK primary schools to use, as such our aim will be to have 100 schools signed up to deliver TastEd lessons, increasing our reach significantly.
- Produce a teacher training video that will help school staff understand the principles of TastEd and enable schools to embed TastEd lessons into their curriculum without the necessary need for in-person training.
- Work with the University of Exeter to produce a body of evidence showing the effectiveness of sensory food education in improving children's relationships with healthy eating.
- Set up a teacher advisory board. TastEd has always been strongly teacher-led and this board will allow TastEd to ensure teachers continue to be at the forefront of the work we do.
- Expand volunteer roles. Recruiting volunteers with a range of different skills to learn from their expertise and to increase the work that is able to be done on a day-to-day basis.
- Continue to work collaboratively, building relationships to learn from those in the field and creating a wider understanding of what sensory food education is and why there is a need for it.

All of this is to enable more children across the UK to know, try and enjoy more vegetables and fruit.

Approved by the Trustees and signed on their behalf by:

.....

Bee Wilson  
Trustee

Date:.....

## **TastEd**

### **Trustees' Responsibilities in relation to the Financial Statements**

The trustees 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).

The law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity 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 in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that 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 Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection fraud and other irregularities.

## **Independent Examiner's Report to the Trustees of TastEd**

I report on the accounts of the Trust for the period ended 5 April 2021, which are set out on pages 7 to 11.

### **Respective responsibilities of trustees and examiner**

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the General Directions given by the Charity Commission under section 145 (5) (b) of the 2011 Act; and
- state whether particular matters have come to my attention.

### **Basis of independent examiner's report**

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

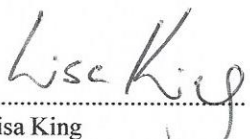
### **Independent examiner's statement**

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in any material respect the requirements:
  - to keep accounting records in accordance with section 130 of the Act; and
  - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act

have not been met; or

- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

  
.....  
Lisa King  
Burdett King Accountancy Limited

8 The Hamiltons  
Newmarket  
CB8 0NF

4 February 2022

TastEd

Statement of Financial Activities for the Period Ended 5 April 2021

		Unrestricted Funds	Restricted Funds	Total Funds 1 April 2020 to 5 April 2021	Total Funds Year ended 31 March 2020
	Note	£	£	£	£
<b>Incoming resources</b>					
Incoming resources from generated funds					
Voluntary income	2	35,271	12,480	47,751	52,295
Incoming resources from charitable activities					
	3	1,786	-	1,786	3,300
Total incoming resources		<u>37,057</u>	<u>12,480</u>	<u>49,537</u>	<u>55,595</u>
<b>Resources expended</b>					
Charitable activities	4	23,816	-	23,816	41,991
Total resources expended		<u>23,816</u>	<u>-</u>	<u>23,816</u>	<u>41,991</u>
Net movements in funds		13,241	12,480	25,721	13,604
<b>Reconciliation of funds</b>					
Total funds brought forward		6,745	6,859	13,604	-
Total funds carried forward		<u>19,986</u>	<u>19,339</u>	<u>39,325</u>	<u>13,604</u>

All incoming resources and resources expended derive from continuing activities.

The charity has no recognised gains or losses for the year other than the results above.

The notes on pages 9 to 11 form an integral part of these financial statements.

**TastEd**

**Balance Sheet as at 5 April 2021**

		5 April 2021		31 March 2020	
	Note	£	£	£	£
<b>Current assets</b>					
Debtors	6	5,021		-	
Cash at bank and in hand		34,304		13,604	
			39,325		13,604
<b>Net assets</b>			39,325		13,604
<b>The funds of the charity:</b>					
<b>Restricted funds</b>			19,339		6,860
<b>Unrestricted funds</b>					
Unrestricted income funds			19,986		6,744
<b>Total charity funds</b>			39,325		13,604

Approved by the Trustees on ..... and signed on their behalf by:

.....

Bee Wilson  
Trustee

The notes on pages 9 to 11 form an integral part of these financial statements.

## TastEd

### Notes to the Financial Statements for the Period Ended 5 April 2021

#### 1 Accounting policies

##### Basis of preparation

The financial statements have been prepared under the historical cost convention and in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities (SORP 2005)', issued in March 2005, applicable accounting standards and the Charities Act 2011.

##### Fund accounting policy

Unrestricted income funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

Restricted funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

Further details of each fund are disclosed in note 8.

##### Incoming resources

Donations are recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability.

Incoming resources from tax reclaims are included in the statement of financial activities at the same time as the gift to which they relate.

##### Resources expended

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to the expenditure. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

#### 2 Voluntary income

	Unrestricted Funds £	Restricted Funds £	Total Funds 1 April 2020 to 5 April 2021 £	Total Funds Year ended 31 March 2020 £
<b>Donations and legacies</b>				
Appeals and donations	30,250	12,480	42,730	20,574
Gift Aid tax reclaimed	5,021	-	5,021	-
Conference	-	-	-	31,721
	<u>35,271</u>	<u>12,480</u>	<u>47,751</u>	<u>52,295</u>

## TastEd

### Notes to the Financial Statements for the Period Ended 5 April 2021

..... continued

#### 3 Incoming resources from charitable activities

	Unrestricted Funds £	Restricted Funds £	Total Funds 1 April 2020 to 5 April 2021 £	Total Funds Year ended 31 March 2020 £
<b>Charitable activity</b>				
School programme delivery fees	250	-	250	3,300
School membership	1,535	-	1,535	-
Interest on cash deposits	1	-	1	-
	<u>1,786</u>	<u>-</u>	<u>1,786</u>	<u>3,300</u>

#### 4 Total resources expended

	Charitable activity £	Total £
<b>Direct costs</b>		
Teacher training	3,750	3,750
Project management	17,565	17,565
Online teaching	750	750
Other direct costs	105	105
Sundry and other costs	272	272
Website, graphics and art	1,374	1,374
	<u>23,816</u>	<u>23,816</u>

#### 5 Trustees' remuneration and expenses

During the period expenses totalling nil (2020:£1,596) were paid to trustees. No remuneration was paid to any of the trustees.

#### 6 Debtors

	5 April 2021 £	31 March 2020 £
Other debtors	<u>5,021</u>	<u>-</u>

**TastEd**

**Notes to the Financial Statements for the Period Ended 5 April 2021**

..... continued

**7 Related parties**

**Controlling entity**

The charity is controlled by the trustees.

**8 Analysis of funds**

	At 1 April 2020	Incoming resources	Resources expended	At 5 April 2021
	£	£	£	£
<b>General Funds</b>				
Unrestricted income fund	6,745	37,057	(23,816)	19,986
<b>Restricted Funds</b>				
Restricted income fund	6,859	12,480	-	19,339
	<u>13,604</u>	<u>49,537</u>	<u>(23,816)</u>	<u>39,325</u>

**9 Net assets by fund**

	Unrestricted Funds	Restricted Funds	Total Funds 5 April 2021	Total Funds 31 March 2020
	£	£	£	£
Current assets	56,281	-	39,325	13,604
Net assets	<u>56,281</u>	<u>(16,956)</u>	<u>39,325</u>	<u>13,604</u>

Table 1

Table 1. Summary of the data used in the analysis.

Year	Number of cases	Number of deaths	Number of hospitalizations
2010	100	5	20
2011	120	6	25
2012	150	8	30
2013	180	10	35
2014	200	12	40
2015	220	15	45
2016	250	18	50
2017	280	22	55
2018	300	25	60
2019	320	28	65
2020	350	30	70
2021	380	35	75
2022	400	40	80
2023	420	45	85
2024	450	50	90
2025	480	55	95
2026	500	60	100
2027	520	65	105
2028	550	70	110
2029	580	75	115
2030	600	80	120

# TastEd

Annual Report and Financial Statements  
for the Period from 1 April 2020 to 5 April 2021



**TastEd**  
**Contents**

Reference and Administrative Details ..... 1

Trustees' Report ..... 2 to 4

Trustees' responsibilities ..... 5

Independent examiner's report ..... 6

Statement of financial activities ..... 7

Balance Sheet ..... 8

Notes to the financial statements ..... 9 to 11

The following pages do not form part of the statutory financial statements:

Statement of financial activities per fund ..... 12 to 13

## TastEd

### Reference and Administrative Details

<b>Charity name</b>	TastEd
<b>Charity registration number</b>	1183753
<b>Trustees</b>	Bee Wilson, Chair of Trustees Rosina Borelli, Trustee (Appointed 30 April 2020) Dr Gurpinder Lalli, Trustee Dr Jane Lockie, Trustee (Appointed 30 April 2020) Jason O'Rourke, Trustee Kim Smith, Trustee Courtney Van de Weyer, Trustee (Resigned 31 January 2021)
<b>Accountant</b>	Burdett King Accountancy Limited 8 The Hamiltons Newmarket CB8 0NF

# TastEd

## Trustees' Report

### **TastEd**

### **Trustees' Report**

The trustees, who are directors for the purposes of company law, present the annual report together with the financial statements of the charitable company for the year ended 5 April 2021.

### **Trustees**

Bee Wilson

Kim Smith

Jason O'Rourke

Dr Gurpinder Lalli

Dr Jane Lockie (appointed 30 April 2020)

Rosina Borelli (appointed 30 April 2020)

### **Trustees' Statement**

TastEd exists to deliver sensory food education to as many children as possible in the UK. We aspire to TastEd becoming the norm for all children everywhere, but our immediate aims are to increase delivery of sensory food education in the UK and for the TastEd lessons to be the go-to solution for teachers to provide this. We believe this will have a lifelong impact on improving the diets of the population, in particular improving the consumption of vegetables and fruit.

We also seek to maintain the quality of TastEd lesson delivery by providing teacher training before teachers use the lessons and by providing ongoing support and further training. We are proud to have delivered TastEd to more children (our beneficiaries) and families in our second year using lesson plans delivered by trained teachers in UK schools. The challenges of the pandemic made this more difficult, but also more urgent as the consequences of unhealthy diets were laid bare. We thus provided home learning packs, online lessons and a 'Happier Mealtimes' broadcast all of which allowed us to reach more beneficiaries.

We became a CIO in June 2019 and last year's report covered our achievements for our first year. This report thus covers a shorter period June 2020 to April 2021 to align with our financial year.

### **Objectives and activities**

TastEd's aim is to help children across the UK learn to enjoy eating vegetables and fruits through sensory food education so that they develop healthier food preferences.

Many children feel scared of trying new foods but we believe they can be excited to explore the huge variety of sights, smells, textures, sounds and tastes available.

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### **Public benefit**

The trustees confirm that they have complied with the requirements of section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission for England and Wales.

# TastEd

## Trustees' Report

### **Structure, governance and management**

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TastEd is governed and managed by the trustees who share the decision making and take responsibility for all aspects of the charities activities. Minimal expenses are claimed by the trustees in accordance with the trustee expenses policy and no trustee receives payment. To date trustees have been recruited through shared contacts in the food world and are from a range of backgrounds, including education, food policy and health.

Trustees are appointed for a term of three years.

### **Achievements and performance**

TastEd is now in its second year, a year of growth and success but also one that required responsiveness due to the ever-changing situations caused by the pandemic.

During this period TastEd trained and worked with 11 new schools, as well as continuing to work with schools previously engaged with TastEd, meaning children across the country were receiving TastEd lessons and having the opportunity to explore food using all their senses.

In January 2021, Trustees decided to make access to TastEd resources free for all UK primary schools, to ensure all children have the chance to experience TastEd and remove the issue of cost for schools.

TastEd successfully secured funding to produce a series of videos to facilitate online training, helping school staff to understand the core principles of TastEd and receive guidance on running the programme within their schools. The first film is commissioned to begin filming in April 2021.

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We were overwhelmed with the huge number of amazing applications received and are excited to have 11 passionate volunteers on board who are looking forward to becoming ambassadors for TastEd in their local areas.

### **Financial review**

The majority of our funds have come from private donations, we have also received a grant from the Lincolnshire Community Foundation to deliver TastEd in Lincolnshire based primary schools signed up to access TastEd membership. We additionally received a regular payment from the Talking Politics podcast for which we are extremely grateful. We also applied for and were granted funds of £12,480 from the Jane Goodman Trust which are allocated for creating a set of TastEd training videos.

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# TastEd

## Trustees' Report

### Plans for future periods

With the uncertainties of the pandemic allowing in our next reporting period we will:

- Have a fully accessible set of resources that are completely free for UK primary schools to use, as such our aim will be to have 100 schools signed up to deliver TastEd lessons, increasing our reach significantly.
- Produce a teacher training video that will help school staff understand the principles of TastEd and enable schools to embed TastEd lessons into their curriculum without the necessary need for in-person training.
- Work with the University of Exeter to produce a body of evidence showing the effectiveness of sensory food education in improving children's relationships with healthy eating.
- Set up a teacher advisory board. TastEd has always been strongly teacher-led and this board will allow TastEd to ensure teachers continue to be at the forefront of the work we do.
- Expand volunteer roles. Recruiting volunteers with a range of different skills to learn from their expertise and to increase the work that is able to be done on a day-to-day basis.
- Continue to work collaboratively, building relationships to learn from those in the field and creating a wider understanding of what sensory food education is and why there is a need for it.

All of this is to enable more children across the UK to know, try and enjoy more vegetables and fruit.

Approved by the Trustees and signed on their behalf by:

.....

Bee Wilson  
Trustee

Date:.....

## **TastEd**

### **Trustees' Responsibilities in relation to the Financial Statements**

The trustees 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).

The law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
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- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that 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 Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection fraud and other irregularities.

## **Independent Examiner's Report to the Trustees of TastEd**

I report on the accounts of the Trust for the period ended 5 April 2021, which are set out on pages 7 to 11.

### **Respective responsibilities of trustees and examiner**

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the General Directions given by the Charity Commission under section 145 (5) (b) of the 2011 Act; and
- state whether particular matters have come to my attention.

### **Basis of independent examiner's report**

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

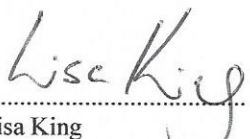
### **Independent examiner's statement**

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in any material respect the requirements:
  - to keep accounting records in accordance with section 130 of the Act; and
  - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act

have not been met; or

- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

  
.....  
Lisa King  
Burdett King Accountancy Limited

8 The Hamiltons  
Newmarket  
CB8 0NF

4 February 2022

TastEd

Statement of Financial Activities for the Period Ended 5 April 2021

		Unrestricted Funds	Restricted Funds	Total Funds 1 April 2020 to 5 April 2021	Total Funds Year ended 31 March 2020
	Note	£	£	£	£
<b>Incoming resources</b>					
Incoming resources from generated funds					
Voluntary income	2	35,271	12,480	47,751	52,295
Incoming resources from charitable activities					
	3	1,786	-	1,786	3,300
Total incoming resources		<u>37,057</u>	<u>12,480</u>	<u>49,537</u>	<u>55,595</u>
<b>Resources expended</b>					
Charitable activities	4	23,816	-	23,816	41,991
Total resources expended		<u>23,816</u>	<u>-</u>	<u>23,816</u>	<u>41,991</u>
Net movements in funds		13,241	12,480	25,721	13,604
<b>Reconciliation of funds</b>					
Total funds brought forward		6,745	6,859	13,604	-
Total funds carried forward		<u>19,986</u>	<u>19,339</u>	<u>39,325</u>	<u>13,604</u>

All incoming resources and resources expended derive from continuing activities.

The charity has no recognised gains or losses for the year other than the results above.

The notes on pages 9 to 11 form an integral part of these financial statements.

# TastEd

## Balance Sheet as at 5 April 2021

		5 April 2021		31 March 2020	
	Note	£	£	£	£
<b>Current assets</b>					
Debtors	6	5,021		-	
Cash at bank and in hand		<u>34,304</u>		<u>13,604</u>	
			<u>39,325</u>		<u>13,604</u>
<b>Net assets</b>			<u>39,325</u>		<u>13,604</u>
<b>The funds of the charity:</b>					
<b>Restricted funds</b>			19,339		6,860
<b>Unrestricted funds</b>					
Unrestricted income funds			<u>19,986</u>		<u>6,744</u>
<b>Total charity funds</b>			<u>39,325</u>		<u>13,604</u>

Approved by the Trustees on ..... and signed on their behalf by:

.....

Bee Wilson  
Trustee

The notes on pages 9 to 11 form an integral part of these financial statements.

## TastEd

### Notes to the Financial Statements for the Period Ended 5 April 2021

#### 1 Accounting policies

##### Basis of preparation

The financial statements have been prepared under the historical cost convention and in accordance with the Statement of Recommended Practice 'Accounting and Reporting by Charities (SORP 2005)', issued in March 2005, applicable accounting standards and the Charities Act 2011.

##### Fund accounting policy

Unrestricted income funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

Restricted funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

Further details of each fund are disclosed in note 8.

##### Incoming resources

Donations are recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability.

Incoming resources from tax reclaims are included in the statement of financial activities at the same time as the gift to which they relate.

##### Resources expended

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to the expenditure. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

#### 2 Voluntary income

	Unrestricted Funds £	Restricted Funds £	Total Funds 1 April 2020 to 5 April 2021 £	Total Funds Year ended 31 March 2020 £
<b>Donations and legacies</b>				
Appeals and donations	30,250	12,480	42,730	20,574
Gift Aid tax reclaimed	5,021	-	5,021	-
Conference	-	-	-	31,721
	<u>35,271</u>	<u>12,480</u>	<u>47,751</u>	<u>52,295</u>

## TastEd

### Notes to the Financial Statements for the Period Ended 5 April 2021

..... continued

#### 3 Incoming resources from charitable activities

	Unrestricted Funds £	Restricted Funds £	Total Funds 1 April 2020 to 5 April 2021 £	Total Funds Year ended 31 March 2020 £
<b>Charitable activity</b>				
School programme delivery fees	250	-	250	3,300
School membership	1,535	-	1,535	-
Interest on cash deposits	1	-	1	-
	<u>1,786</u>	<u>-</u>	<u>1,786</u>	<u>3,300</u>

#### 4 Total resources expended

	Charitable activity £	Total £
<b>Direct costs</b>		
Teacher training	3,750	3,750
Project management	17,565	17,565
Online teaching	750	750
Other direct costs	105	105
Sundry and other costs	272	272
Website, graphics and art	1,374	1,374
	<u>23,816</u>	<u>23,816</u>

#### 5 Trustees' remuneration and expenses

During the period expenses totalling nil (2020:£1,596) were paid to trustees. No remuneration was paid to any of the trustees.

#### 6 Debtors

	5 April 2021 £	31 March 2020 £
Other debtors	<u>5,021</u>	<u>-</u>

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**Notes to the Financial Statements for the Period Ended 5 April 2021**

..... *continued*

**7 Related parties**

**Controlling entity**

The charity is controlled by the trustees.

**8 Analysis of funds**

	At 1 April 2020	Incoming resources	Resources expended	At 5 April 2021
	£	£	£	£
<b>General Funds</b>				
Unrestricted income fund	6,745	37,057	(23,816)	19,986
<b>Restricted Funds</b>				
Restricted income fund	6,859	12,480	-	19,339
	<u>13,604</u>	<u>49,537</u>	<u>(23,816)</u>	<u>39,325</u>

**9 Net assets by fund**

	Unrestricted Funds	Restricted Funds	Total Funds 5 April 2021	Total Funds 31 March 2020
	£	£	£	£
Current assets	56,281	-	39,325	13,604
Net assets	<u>56,281</u>	<u>(16,956)</u>	<u>39,325</u>	<u>13,604</u>

Table 1

Table 1. Summary of the data used in the analysis.

Year	Number of cases	Number of deaths	Number of recoveries	Number of total cases
2019	1000	50	950	1000
2020	1500	75	1425	1500
2021	2000	100	1900	2000
2022	2500	125	2375	2500
2023	3000	150	2850	3000
2024	3500	175	3325	3500
2025	4000	200	3800	4000
2026	4500	225	4275	4500
2027	5000	250	4750	5000
2028	5500	275	5225	5500
2029	6000	300	5700	6000
2030	6500	325	6175	6500
2031	7000	350	6650	7000
2032	7500	375	7125	7500
2033	8000	400	7600	8000
2034	8500	425	8075	8500
2035	9000	450	8550	9000
2036	9500	475	9025	9500
2037	10000	500	9500	10000
2038	10500	525	9975	10500
2039	11000	550	10450	11000
2040	11500	575	10925	11500
2041	12000	600	11400	12000
2042	12500	625	11875	12500
2043	13000	650	12350	13000
2044	13500	675	12825	13500
2045	14000	700	13300	14000
2046	14500	725	13775	14500
2047	15000	750	14250	15000
2048	15500	775	14725	15500
2049	16000	800	15200	16000
2050	16500	825	15675	16500
2051	17000	850	16150	17000
2052	17500	875	16625	17500
2053	18000	900	17100	18000
2054	18500	925	17575	18500
2055	19000	950	18050	19000
2056	19500	975	18525	19500
2057	20000	1000	19000	20000
2058	20500	1025	19475	20500
2059	21000	1050	19950	21000
2060	21500	1075	20425	21500
2061	22000	1100	20900	22000
2062	22500	1125	21375	22500
2063	23000	1150	21850	23000
2064	23500	1175	22325	23500
2065	24000	1200	22800	24000
2066	24500	1225	23275	24500
2067	25000	1250	23750	25000
2068	25500	1275	24225	25500
2069	26000	1300	24700	26000
2070	26500	1325	25175	26500
2071	27000	1350	25650	27000
2072	27500	1375	26125	27500
2073	28000	1400	26600	28000
2074	28500	1425	27075	28500
2075	29000	1450	27550	29000
2076	29500	1475	28025	29500
2077	30000	1500	28500	30000
2078	30500	1525	28975	30500
2079	31000	1550	29450	31000
2080	31500	1575	29925	31500
2081	32000	1600	30400	32000
2082	32500	1625	30875	32500
2083	33000	1650	31350	33000
2084	33500	1675	31825	33500
2085	34000	1700	32300	34000
2086	34500	1725	32775	34500
2087	35000	1750	33250	35000
2088	35500	1775	33725	35500
2089	36000	1800	34200	36000
2090	36500	1825	34675	36500
2091	37000	1850	35150	37000
2092	37500	1875	35625	37500
2093	38000	1900	36100	38000
2094	38500	1925	36575	38500
2095	39000	1950	37050	39000
2096	39500	1975	37525	39500
2097	40000	2000	38000	40000
2098	40500	2025	38475	40500
2099	41000	2050	38950	41000
2100	41500	2075	39425	41500