

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

Charity name	TastEd
Charity registration number	1183753
Trustees	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
Accountant	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.

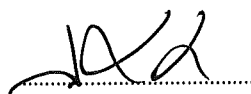
Drive Organisational Development

- 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

		Unrestricted Funds	Total Funds 2024	Total Funds 2023
	Note	£	£	£
Incoming resources				
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>
Resources expended				
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
Transfers				
Gross transfers between funds		-	-	-
Net movements in funds		(54,903)	(54,903)	6,646
Reconciliation of funds				
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.

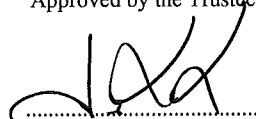
The notes on pages 12 to 15 form an integral part of these financial statements.

TastEd
Balance Sheet as at 5 April 2024

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

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

3 Investment income

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

4 Incoming resources from charitable activities

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

TastEd

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

..... continued

5 Total resources expended

	Operating activity	Charitable activity	Total
	£	£	£
Direct costs			
Fundraising costs	-	752	752
Teacher training	-	6,020	6,020
Project management	37,733	-	37,733
Other direct costs	-	81	81
	<u>37,733</u>	<u>6,853</u>	<u>44,586</u>
Support costs			
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
	<u>17,636</u>	<u>-</u>	<u>17,636</u>
	<u>55,369</u>	<u>6,853</u>	<u>62,222</u>

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	<u>503</u>	<u>3,350</u>

8 Creditors: Amounts falling due within one year

	2024 £	2023 £
Accruals and deferred income	<u>555</u>	<u>-</u>

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
	£	£	£	£
General Funds				
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	88,759	88,759	143,662

