

TastEd








The sensory food education charity

A photograph of three children in a classroom setting, focused on preparing food. The child in the center, a young boy with curly brown hair wearing a white t-shirt, is smiling and looking down at his hands as he works with green leafy vegetables. To his right, another boy with dark hair wearing a dark blue jacket is also looking down at the food. On the left, the back of a third child's head with curly brown hair is visible. They are all gathered around a wooden table where a white plate filled with green leafy vegetables sits. The background shows a typical classroom environment with shelves, papers, and various supplies.

**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



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.

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.



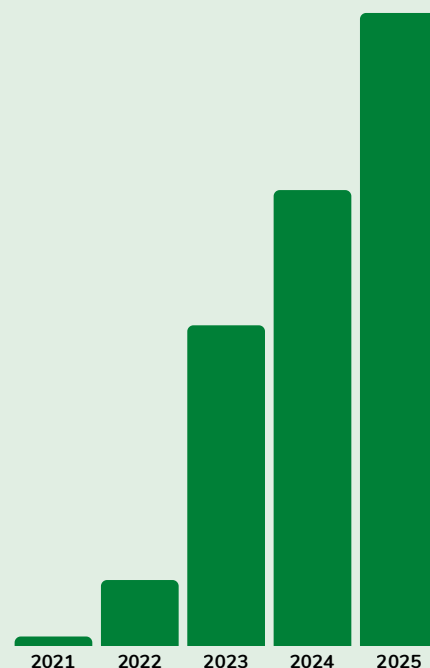
1010

Primary Schools



636

Nurseries



Upskilling teachers and practitioners



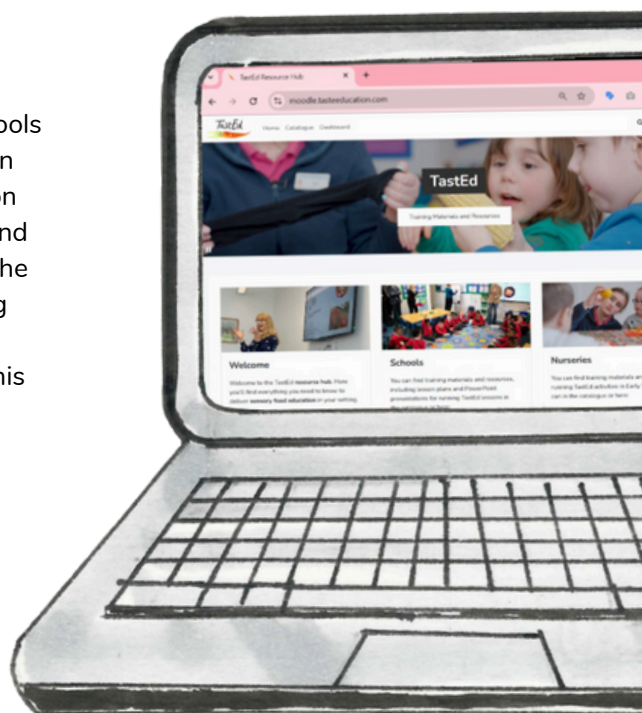
At the heart of TastEd's model is a simple belief: embedding sensory food education starts with empowering educators. Our aim is to give teachers and early years practitioners the skills and confidence to deliver TastEd themselves. Because children already know and trust their teachers, they are more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

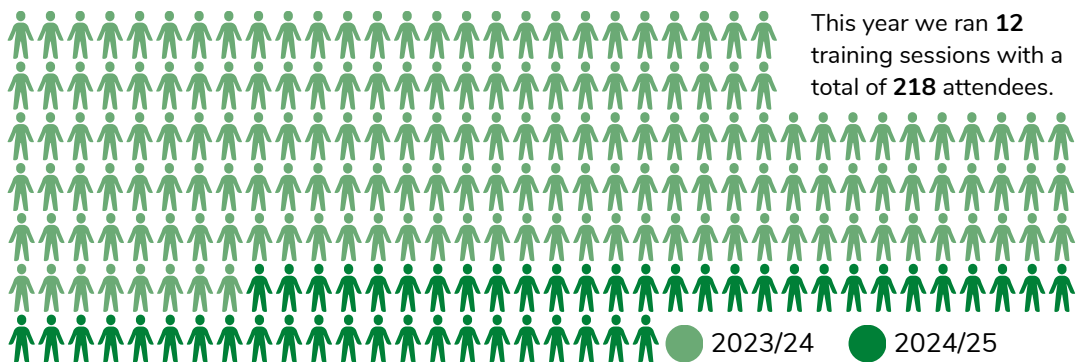
"I found all the videos very useful, and it helped me feel confident about leading sessions."

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



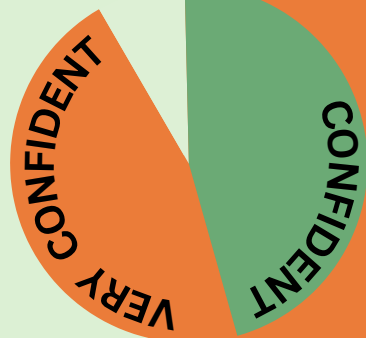
This year, we built on several successful years of delivering in-person training, with increased participation and consistently positive feedback from educators. These sessions continue to provide valuable, hands-on experience with sensory food education, helping teachers gain the confidence, skills,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

"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."

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

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:



"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."

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.



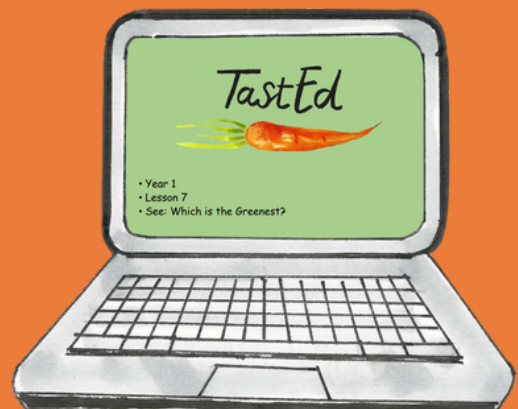
954 THIS YEAR

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.



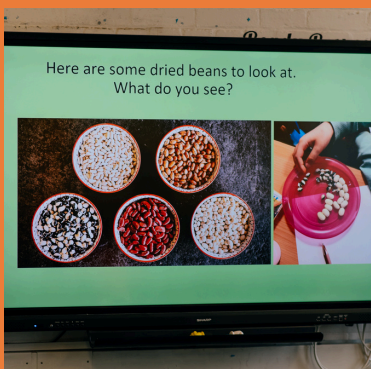
"The Beans lessons were fantastic. The class really enjoyed each lesson and learnt a lot about the foods. They really enjoyed tasting new foods and so many pupils tried some things for the first time. It was great to have such a range of beans and legumes in the lessons as this gave such a

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.

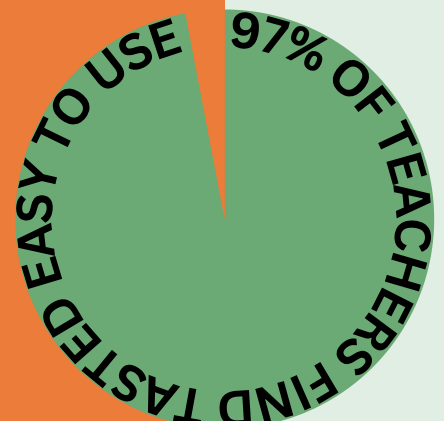
The children and parents were very excited prior to the lessons and I had lots of children wanting more. I have nothing but positive feedback."

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.



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

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:**

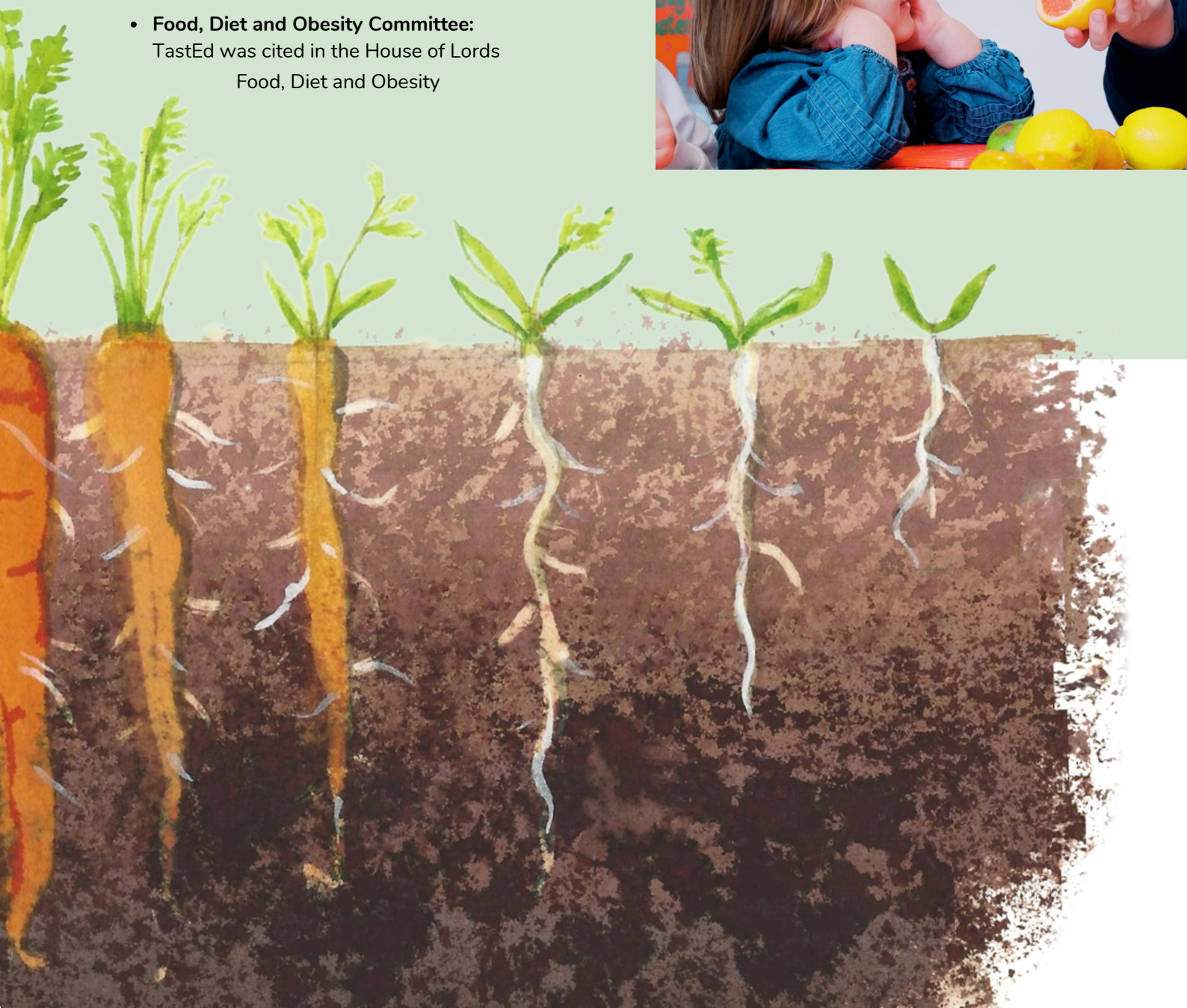
We welcomed the Early Years Safeguarding, Health and Wellbeing team to Ambler Children's Centre and Primary School. The visit showcased how TastEd can be delivered across age groups. Seeing TastEd activities happening with pre-school children as well as a Year 5 lesson, demonstrated how sensory food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

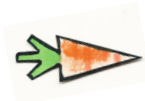
Committee 2024 report for its role in helping children develop positive relationships with fruit and vegetables. This recognition reinforces our evidence-led approach and supports our advocacy for a whole-school and whole-nursery approach to food education.

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



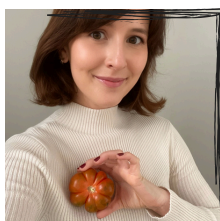
John Lee
Secretary



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

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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

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

	Notes	Unrestricted fund £	Restricted funds £	5.4.25 Total funds £	5.4.24 Total funds £
CURRENT ASSETS					
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>
CREDITORS					
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>
NET CURRENT ASSETS					
		<u>54,529</u>	<u>11,303</u>	<u>65,832</u>	<u>88,759</u>
TOTAL ASSETS LESS CURRENT LIABILITIES					
		<u>54,529</u>	<u>11,303</u>	<u>65,832</u>	<u>88,759</u>
NET ASSETS		<u>54,529</u>	<u>11,303</u>	<u>65,832</u>	<u>88,759</u>
FUNDS	8				
Unrestricted funds				54,529	88,759
Restricted funds				11,303	-
TOTAL FUNDS				<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

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

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 £
RECONCILIATION OF FUNDS			
Total funds brought forward	143,662	-	143,662
	<hr/>	<hr/>	<hr/>
TOTAL FUNDS CARRIED FORWARD	<u>88,759</u>	<u>-</u>	<u>88,759</u>

6. DEBTORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	5.4.25 £	5.4.24 £
Trade debtors	63	-
Gift aid due in	3,139	503
Software licence prepaid	<u>7,357</u>	<u>-</u>

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	5.4.25 £	5.4.24 £
Other creditors	<u>2,905</u>	<u>555</u>

8. MOVEMENT IN FUNDS

	At 6.4.24 £	Net movement in funds £	At 5.4.25 £
Unrestricted funds			
General fund	88,759	(34,230)	54,529
Restricted funds			
All Saints Educational Trust	-	8,836	8,836
Beans Is How	-	<u>2,467</u>	<u>2,467</u>
	<hr/>	<hr/>	<hr/>
	-	11,303	11,303
	<hr/>	<hr/>	<hr/>
TOTAL FUNDS	<u>88,759</u>	<u>(22,927)</u>	<u>65,832</u>

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 £
Unrestricted funds			
General fund	33,030	(67,260)	(34,230)
Restricted funds			
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>
TOTAL FUNDS	<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 £
Unrestricted funds			
General fund	143,662	(54,903)	88,759
	<u>143,662</u>	<u>(54,903)</u>	<u>88,759</u>
TOTAL FUNDS	<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 £
Unrestricted funds			
General fund	7,319	(62,222)	(54,903)
	<u>7,319</u>	<u>(62,222)</u>	<u>(54,903)</u>
TOTAL FUNDS	<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 £
Unrestricted funds			
General fund	143,662	(89,133)	54,529
Restricted funds			
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/>
TOTAL FUNDS	<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 £
Unrestricted funds			
General fund	40,349	(129,482)	(89,133)
Restricted funds			
All Saints Educational Trust	15,400	(6,564)	8,836
Beans Is How	3,753	(1,286)	2,467
	<hr/>	<hr/>	<hr/>
	19,153	(7,850)	11,303
	<hr/>	<hr/>	<hr/>
TOTAL FUNDS	<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 £
INCOME AND ENDOWMENTS		
Donations and legacies		
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
Investment income		
Interest on cash deposits	881	797
Charitable activities		
TastEd training and delivery fees	5,152	3,645
Research	-	1,754
	<hr/>	<hr/>
	5,152	5,399
Total incoming resources	<hr/>	<hr/>
	52,183	7,319
EXPENDITURE		
Charitable activities		
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
Support costs		
Management		
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

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

	5.4.25 £	5.4.24 £
Management		
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/>
Net expenditure	<u>(22,927)</u>	<u>(54,903)</u>