

FOOD FOUNDATION

England & Wales · Charity number 1187611

Details

Status Registered

Legal form CIO

Registered 2020-01-28

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

Contact

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Activities

Objects: TO ADVANCE THE EDUCATION OF THE PUBLIC THROUGH RESEARCH IN ALL ASPECTS OF THE FOOD SYSTEM INCLUDING HEALTH, SUSTAINABILITY, BUSINESS PRACTICE, DISTRIBUTION, CONSUMPTION, FOOD POLICY AND ECONOMICS, AND TO DISSEMINATE THE USEFUL RESULTS OF SUCH RESEARCH; AND TO PROMOTE AND PROTECT HEALTH BY PROMOTING HEALTHY EATING AND IMPROVED DIET AND TO DECREASE DIET RELATED DISEASE AMONG THE PUBLIC.

Activities: To advance the education of the public through research in all aspects of the food system including health, sustainability, business practice, distribution, consumption, food policy and economics, and to disseminate the useful results of such research; and to promote and protect health by promoting healthy eating and improved diet and to decrease diet related disease among the public.

Classification

- **How:** Provides Advocacy/advice/information
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-08-31	£1,953,892	£1,652,687	£902,108	23
2024-08-31	£1,381,335	£1,597,260	£600,903	23
2023-08-31	£1,844,276	£1,709,658	£816,828	19
2022-08-31	£1,776,433	£1,666,121	£682,210	17
2021-08-31	£1,549,910	£1,648,357	£571,898	16

Trustees

Name	Role	Appointed
Andrew Hobbs		2021-04-21
Dr Sophie Harris		2025-02-27
Judith Batchelar		2025-02-27
Laura Jane Sandys		2014-08-05
Neil Leitch		2024-10-22
PROFESSOR HUGH CHARLES JONATHAN GODFRAY		2015-02-09
ROSEL MARIE BOYCOTT		2015-02-09
Sir Michael Gideon Marmot		2017-06-12
Vanessa North		2021-04-21

FOOD FOUNDATION

England & Wales - Charity number 1187611

Accounts



The Food Foundation

ANNUAL REPORT 2025

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Foreword from the Chair



Laura Sandys
CBE, Chair

As an organisation the Food Foundation has gone from strength to strength with some clear policy wins, increasing influence across the policy landscape and strong finances. As Trustees we want to thank the team for their commitment and dedication and celebrate with them the movement that we have seen across Government, business and civil society.

We have launched an exciting new campaign called Bang in Some Beans building greater demand and understanding of the benefits of a significant increase in bean consumption. We are also working very closely with Government and philanthropists on raising the overall standards in school food – more about that next year!

So over the past twelve months, we have seen important policy wins that demonstrate the power of sustained advocacy and evidence-led campaigning. The expansion of free school meals and the introduction of mandatory business reporting on food and nutrition mark real steps forward—ones that will make a tangible difference to children’s lives and help rebalance a food system that has for too long failed the most vulnerable.

These achievements matter. Free school meals are not simply a welfare measure; they are one of the most effective interventions we have to protect children’s health, support learning, and reduce inequality. Likewise, requiring businesses to report transparently on the health impact of their products is a critical step towards

accountability in a food environment that has historically rewarded volume and profit over public good. These changes show that progress is possible when political leadership aligns with public need.

However, we cannot afford to be complacent. The context in which food policy now operates is becoming more volatile, more complex, and more unforgiving. Relentless food price inflation continues to squeeze household budgets, forcing millions of families to compromise on the quality and quantity of food they can afford. At the same time, geopolitical instability, trade disruption, and the growing threat of cyberattacks are exposing the fragility of global food supply chains. These are not distant risks; they are already reshaping what appears on supermarket shelves and what ends up on people’s plates.

We are concerned that how easily well-intentioned interventions can be undermined when regulation fails to keep pace with commercial innovation. The shift towards brand advertising in response to restrictions on unhealthy food marketing is a case in point. It illustrates how quickly impact of one regulation can be diluted when policy is narrow in scope or lacks enforcement teeth. If we are serious about improving public health, we must be equally serious about closing these loopholes.

This is why the Food Foundation is increasingly focused not just on individual policies, but on the need for a coherent, long-term framework for food policy in the UK. One that recognises food as fundamental infrastructure—essential to health, economic resilience, and national security. One that is designed to withstand economic shocks, political change, and industry pressure. And more importantly one that puts children’s health, environmental sustainability, and social justice at its core.

The coming years will demand boldness. They will require government to move beyond short-term fixes and commit to structural reform. They will require stronger accountability from industry, and a willingness to act when voluntary measures fall short. And they will require continued pressure from civil society to ensure that food policy serves the public interest, not just commercial priorities.

The Food Foundation will continue to play its part—bringing evidence to the table, amplifying the voices of those most affected by food insecurity, and pushing for policies that are proportionate to the scale of the challenge. The progress highlighted in this report shows what can be achieved. But it also underlines a simple truth: without sustained ambition and long-term thinking, we risk losing ground just as the stakes are rising.

This is a pivotal moment. The choices made now will shape the health of the next generation and the resilience of our food system for decades to come. We must choose to act decisively, collaboratively, and with the courage that the moment demands.

I would very much like to thank our great Trustees for giving their time and expertise to support the great team and our Executive Director Anna Taylor OBE who again has led such a dynamic team.

The highlights

IMPROVING EARLY YEARS NUTRITION



- 1 Our continued campaigning on the Healthy Start scheme contributed to a Government commitment to increase the value of Healthy Start payments by 10% from April 2026, the first value increase since 2021.
- 2 The final report of our Early Years series was launched in Parliament in May. The report's findings were included in our evidence submission to two Health and Social Care committee evidence inquiries and was the subject of a popular podcast in October.
- 3 A well-coordinated response by us and our partners to a BBC Panorama investigating the commercial baby food industry generated significant media coverage. The Government has subsequently strengthened its voluntary guidance on content and marketing of commercial baby food and drink.
- 4 We submitted evidence to the Competition and Market's Authority's (CMA) investigation into the infant formula and follow-on industry. From this investigation the CMA have made eleven strong recommendations that, if adopted by Government, would improve regulation of formula marketing.

INCREASING BEAN CONSUMPTION

- 1 Four major food businesses have moved to disclose data and /or set targets for fruit and vegetables and the plant/animal protein split (Ocado, Samworth Brothers, JD Wetherspoon and Nomad Foods)
- 2 We held a panel event at Groundswell 'Bringing Beans and Pulses back home' which was very well attended. The session examined the benefits of growing and consuming more beans and pulses in the UK and we're now at the start of a project scoping out barriers and opportunities to bean production in the UK, with a view to joining the dots on any increases in consumption with potential increases in domestic production.
- 3 We published *Meat Facts: what meat is the UK eating and why does it matter?*, which was in the top 10 downloads of the year from our website. Despite the topic of meat reduction being a contentious one, our report was well received with good coverage in both trade and national press. Our focus on processed meat consumption, particularly among children, and exploration of the large proportion of imported red meat that is processed, was useful in building consensus and a connecting narrative across a wide group of different stakeholders (health and environmental organisations but also British farmers).





INCREASING AFFORDABILITY OF NUTRITIOUS FOOD

- 1 Announcement in the Autumn 2024 budget that the tax rates for Soft Drinks Industry Levy would be up-rated, and that there would be a consultation on removing the exemption on milk-based drinks and changing the thresholds. This reflects calls from Food Foundation/ Recipe for Change budget submissions.
- 2 Affordability of healthy food reflected as one of the 10 outcomes of the Government's new Food Strategy.

IMPROVING SCHOOL FOOD

- 1 Government announced that Free School Meals will be expanded to all families in households on Universal Credit, and that they will update School Food Standards.
- 2 The Holiday Activities and Food Programme was extended for 3 years to cover the remainder of this government term.
- 3 Launched a new *Superpowers of Free School Meals* report at a parliamentary event that had 122 attendees including 30 cross-party MPs and members.



INCREASING FOOD BUSINESS TRANSPARENCY

- 1 Following our continued campaigning and advocacy work, mandatory reporting for all large food business by the end of this term of government was committed to in July's NHS 10 year prevention plan, with the Investor Coalition on Food Policy referenced in the plan itself, in addition to a commitment to bring in healthy sales targets for all food businesses.
- 2 Eleven of the 37 businesses assessed in Plating Up Progress now have a sales-based target and disclose data for sales of healthy foods vs. less healthy (HFSS) foods, compared to nine last year. Notably, following a number of years of engaging with retailers on reporting, all of the 11 major UK retailers now have commitments or sales-based targets for increasing sales of healthy food.
- 3 The Investor Coalition on Food Policy and Greenbank won the Sustainable Investment Awards - Best Sustainable Investment Engagement Initiative.



Our vision

A sustainable food system which delivers health and wellbeing for all.

Our mission

To change policy and business practice to ensure everyone in the UK can afford, access and enjoy healthy and sustainable food.

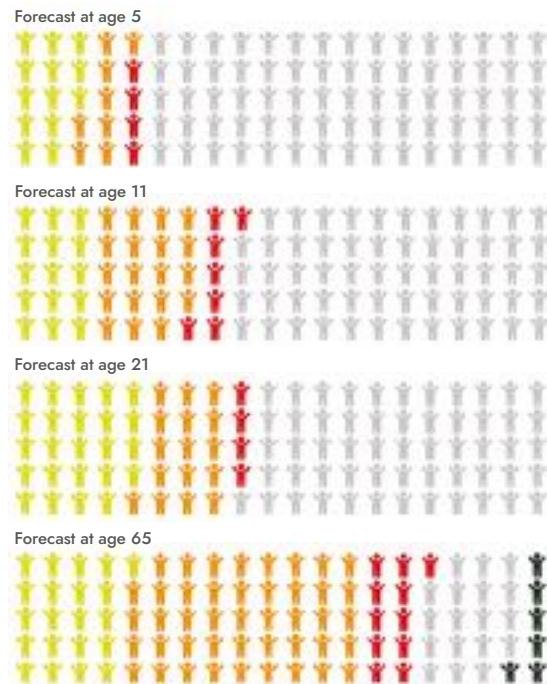
Why we exist

The Food Foundation was established to understand why the UK food system is failing to deliver the best outcomes for citizens and our planet, and to drive change in food policy and business practice to ensure everyone, across the UK, can afford, access and enjoy healthy and sustainable food. A great food system can help deliver equality of life expectancy, a sustainable NHS, greater school attainment and work productivity, beautiful countryside and a stable climate.

If action is not taken to tackle these food system failures, there are devastating consequences for our children and our planet. And the situation is even worse for those living on a low income.

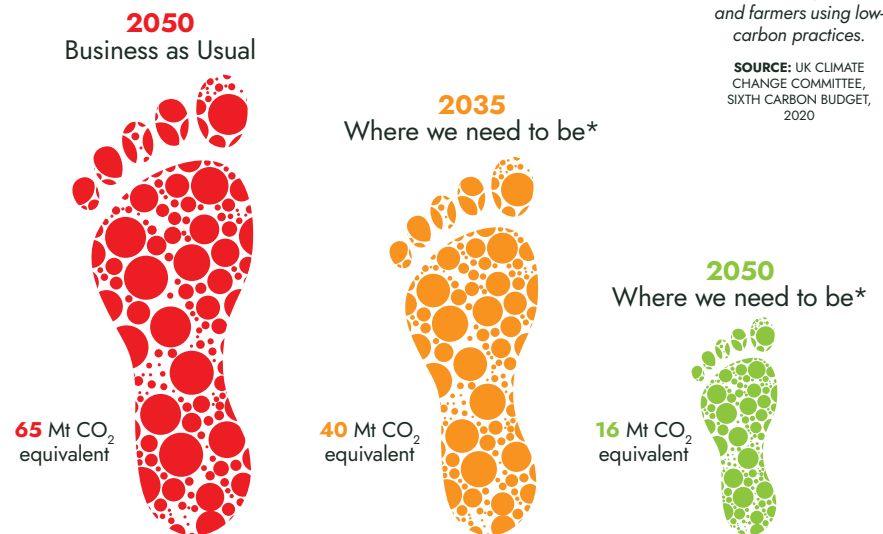
TRAJECTORY FOR 100 CHILDREN BORN IN 2022

- 👤 Overweight
- 👤 Moderate obesity
- 👤 Severe obesity
- 👤 Healthy/underweight
- 👤 Deceased



OUR PLANET'S PROSPECTS

Dietary carbon reduction needed by 2050



**includes 20% less meat consumption by 2035, 35% less meat by 2050, 60% less waste by 2050, and farmers using low-carbon practices.*

SOURCE: UK CLIMATE CHANGE COMMITTEE, SIXTH CARBON BUDGET, 2020

OUR IMPACT

from the Executive Director

It has been another very busy year at the Food Foundation and there have been some major, and very positive, policy developments in the UK. We have seen commitments from the government in a number of areas which we have been campaigning for over many years, showing just how important it is to continue to build the base of support for policy measures until the political opening



emerges. These exciting developments have in turn meant some of our activity is having to pivot to focus on implementation, as well as identifying the next wave of policy asks which the government should be focused on.

In November the government announced its intention to develop a Food Strategy and I was invited to sit on its **Food Strategy Advisory Board** – chaired by the lead Minister, one of two civil society representatives

While we have had demonstrable impact on significant policy and business decisions in the last year, this work continues to face many challenges. The number of active funders in food remains limited – though we are starting to see some new entrants to the sector which is exciting. The political context remains unstable which underlines how important coalition building is for delivering change; and there remain stubborn vested interested in the food industry which resist and delay action which is

“ We have seen commitments from the government in a number of areas which we have been campaigning for over many years ”

on the Board. In July, the first policy paper was published but specific policy commitments are not expected until 2026. This was an exciting development as it provides a policy vehicle for a cross government approach to food system change. The challenge now is to ensure the food strategy gets the level of political leadership it warrants to deliver long term change. We have also worked closely with the Food Farming and Countryside Commission and DEFRA to establish a Citizens Advisory Council as part of the process – giving citizens a direct influence on the policy making process.

demonstrably in support of public health. Civil society actors are increasingly finding new ways of working together to strengthen their impact and the more that funders can reward this collective effort the better.

The team at The Food Foundation have been incredibly smart in deploying our limited resources to deliver impacts this year which will make a material improvement to the lives of millions. They bring passion, resilience and enormous talent to the challenge of changing the food system and I want to thank them for being such wonderful people to work with.



OUR IMPACT

Improving Early Years nutrition

WHAT WE WERE TRYING TO ACHIEVE

We've been harnessing multiple policy levers to improve health and nutrition for children in their early years. To protect families on a low income, we've advocated for a strengthened Healthy Start scheme, including auto-enrolment, an increase in value, and a wider eligibility criteria to reach more children in poverty. On infant formula, we wanted to see the CMA's investigation into the industry lead to strong recommendations that would push the Government to take action on formula prices and marketing. Similarly on commercial baby food and drink, we aimed to see Government update voluntary guidance for industry as a step towards mandatory standards. Finally, our advocacy on food in early years settings aimed to see a review of nutrition guidance for nurseries.



THE IMPACT WHICH WE DELIVERED

- Our campaigning for improvements to Healthy Start included coordinating a letter, **signed by 88 signatories from across local government**, civil society and medical bodies, asking the Government to expand eligibility to all families on Universal Credit, increase the value in line with inflation and introduce auto-enrolment so no eligible family misses out.
- We also continued to **co-ordinate the Healthy Start Working Group**, alongside our partners at Sustain, which has a membership of over 25 civil society, academic and medical organisations.

At the Working Group's request, we produced a briefing with First Steps Nutrition Trust for The Department of Health and Social Care, collating the evidence for the health benefits of the Healthy Start scheme.

- As part of the NHS 10-year plan, the Government announced a **10% uplift in the value of the Healthy Start scheme payments from April 2026**, the first value increase since April 2021. Although a positive step, this increase falls far short of recent food inflation.



- The Government's **Best Start in Life strategy committed to a Family Hub in every local authority**; a recommendation made in our Barriers to Breastfeeding report. Whilst the Best Start in Life strategy made limited reference to breastfeeding, it opens up opportunities for advocacy on improved healthy eating support for families.
- In November 2024, we submitted evidence to the Competition and Markets Authority's (CMA) **investigation into the infant formula industry**. Subsequently, the CMA has made 11 strong recommendations focussed on strengthening regulation of marketing of infant formula.

- Our report, *Boosting early years nutrition to support a healthy childhood*, published in May 2025, investigated health inequalities in young children, the marketing strategies of commercial baby foods, and the challenges faced by early years settings in serving healthy food. Launched in Parliament to over 40 stakeholders, the report is **our fourth most read page on the website since publication date, with 877 views and 417 downloads**. In October we shared a podcast with a panel of experts to discuss the report's findings, which has been downloaded nearly 300 times.
- Drawing on research from the latest Early Years report, we've increased our advocacy for support for early years settings to deliver healthy meals to more children, including reviewing nutrition guidance for early years settings and expanding eligibility for free early years meals. We've seen two positive steps forward from Government, with **the expansion of eligibility for free early years meals to all children from families in receipt of Universal Credit**, and new nutrition guidance from nurseries introduced from September 2025.
- **The Government updated its NHS guidance to parents on use of commercial baby foods and voluntary guidance to the commercial baby food and drink industry**. These are positive steps forward that followed a well-coordinated NGO response and strong media coverage of a BBC Panorama.



THE HIGHLIGHTS

Our Early Years Report, *Boosting Early Years Nutrition to Support a Healthy Childhood*, was **launched at an event in Parliament in May 2025, hosted by Maya Ellis MP**. Food Ambassador Barbara Achingale spoke powerfully about the positive impact of the Healthy Start scheme for her young family.



The CMA concluded its investigation into the infant formula market. The final report **cited Food Foundation formula price analysis** and included **eleven strong recommendations** to Government.

The Government announced an increase in the **Healthy Start payments of 10% from 2026**. Although only modest, this is the first increase since April 2021.

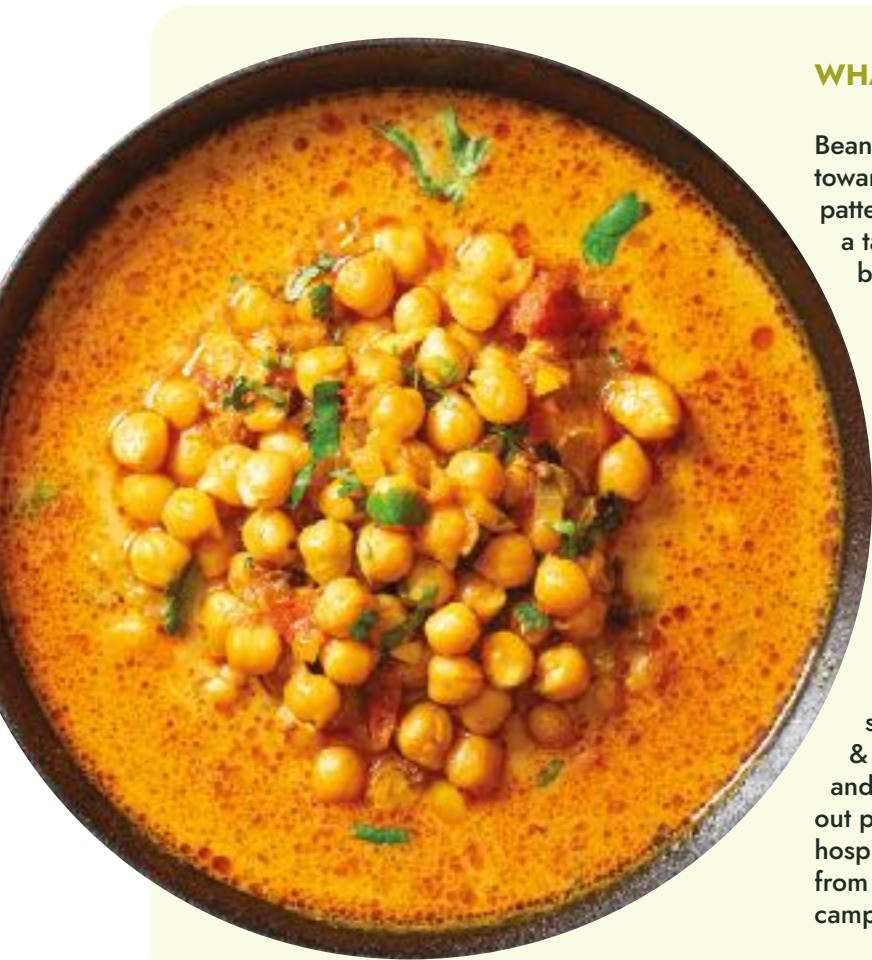
THE CHALLENGES AND KEY LESSONS

The final Early Years report explored a wide range of topics, including health inequalities in early childhood, the health impacts and marketing strategies of commercial baby food companies, and the challenges faced by early years settings. While this broad scope enabled engagement with stakeholders across the early years sector, it also limited the depth of analysis on some key issues. Strong coordination with other NGOs has allowed us to maintain broad coverage, minimise duplication, and sustain advocacy momentum behind our key policy priorities.



OUR IMPACT

Increasing bean consumption



WHAT WE WERE TRYING TO ACHIEVE

Beans can play a key role in shifting UK diets towards more healthy and sustainable eating patterns. In September 2025 we announced a target of doubling beans consumption by 2028, achieved by a public digital campaign, targeted business action and influencing policy on horticulture. This last year (2024-2025) has been about doing a lot of the groundwork for the recently announced campaign and securing funding to help us do it.

Our aim was to see government support build for a Horticulture strategy for England, update the Government Buying Standards for England to include servings of beans, for more food business to move to disclose data/ set new targets for increasing sales of fruit & veg and/or the plant/animal protein shift and for caterers and local authorities to roll out plant based menus in public setting e.g., hospitals. We also wanted to gain commitment from a broadcaster/partner to launch a major campaign in support of plants/beans.

THE IMPACT WHICH WE DELIVERED

- We secured major funding from the National Lottery for a **3-year campaign to double the consumption of beans in the UK** between 2025-2028.
- In addition to the funding from National Lottery we secured another **3-year contract with Birmingham City Council** to help expand their Full of Beans Campaign in Birmingham's schools, universities and other anchor institutions as well as out of home sector.
- Delicious Media are now running a **regular bean feature** with wide reach.
- We established good relationships with the team working on public sector procurement within Defra. **The government is likely to hold a consultation on the government buying standards in 2026** although, they have not made a formal commitment to this. They are currently in the process of data baselining to determine what public sector currently procures and how far off we are from the 50% British target The Labour Party has publicly committed to.

THE HIGHLIGHTS



> We held a panel event at Groundswell 'Bringing Beans and Pulses back home' which was very well attended. The session examined the benefits of growing and consuming more beans and pulses in the UK and we're now at the start of a project scoping out barriers and opportunities to bean production in the UK, with a view to joining the dots on any increases in consumption with potential increases in domestic production.

> 4 major food businesses have moved to disclose data/set targets for F&V and protein disclosure (Ocado, Samworth Brothers, JD Wetherspoon and Nomad Foods).



> We published two impactful briefings, both of which were in the top 10 downloads of the year from our website:

Low Hanging Fruit: A policy pathway for boosting uptake of plant-rich diets established policy asks with wide support and started to lay the groundwork on our future sustainable diets engagement with policymakers, leading to a number of meetings with parliamentarians we had not previously engaged with.



Meat Facts: what meat are we eating and why does it matter? was well received with good coverage in both trade and national press. Our focus on processed meat consumption, particularly among children, and exploration of the large proportion of imported red meat that is processed, was useful in building consensus and bridges across a wide group of different stakeholders (health and environmental organisations but also with British farmers).



THE CHALLENGES AND KEY LESSONS

It wasn't possible to fully kickstart this work until funding was secured, which didn't happen until later in the year, and we also unfortunately lost an opportunity of a TV campaign. However, we are now building good

relationships with several media organisations interested in beans e.g. Delicious, BBC Good Food. Overall, we set ourselves up for a really exciting and hopefully impactful campaign over the next 3 years.



OUR IMPACT

Increasing affordability of nutritious food

WHAT WE WERE TRYING TO ACHIEVE

Unhealthy calories are 2 times cheaper than healthier calories which means that it is often much more affordable to eat unhealthily; plus too many households have too little money left to spend on food once they have covered other essentials. This is particularly the case for households with children. The Junk food cycle has taken over our food system so that it's now much more profitable to sell unhealthier foods and wages and benefits have not kept pace with the cost of living and the benefit system makes the situation even harder for households with children.

Our aim was to build strong political, business, and public momentum for government action on healthier, fairer food systems—specifically by advancing measures such as extending the Soft Drinks Industry Levy to milk-based drinks, securing cross-party support for food taxes, and encouraging businesses and investors to publicly advocate for fiscal policies that shift commercial incentives. We also sought to ensure that Food Foundation evidence shaped key government reviews, that DHSC and HMT progressed consultations on fiscal and reformulation measures, and that poverty strategies incorporated the true cost of a healthy diet, with reduced food insecurity used as a key measure of success.

THE CHALLENGES AND KEY LESSONS

Continued cost of living crisis and concerns about rising food prices have made the narrative on food taxes more challenging. In the latter months of the year, announcements of targets for businesses as part of the 'healthy food standard' has also led some to question whether or not taxes are also warranted.

THE IMPACT WHICH WE DELIVERED

- Improvements to SDIL announced, including **increasing levy amount in line with inflation** and a consultation on removing milk-based drinks exemption and lowering the threshold where the tax comes in. Taxes were also included in House of Lords Committee report recommendations.
- **Our food insecurity and affordability data were extensively used** in the Government's Food Security Report to parliament, published in December 2024
- The Investor coalition on UK Food Policy included food taxes as one of their policy asks, and has **endorsed Recipe for Change coalition's budget submission**.

THE HIGHLIGHTS

Our food insecurity surveys have proved to be an influential policy tool for different stakeholders, and have been the basis of discussions with the Food Standards Agency, Department for Work and Pensions and Department for Education. The data was also featured on ITV's Good Morning Britain and continue to receive extensive media coverage.



OUR IMPACT

Improving school food

WHAT WE WERE TRYING TO ACHIEVE

Too many children are eating poorly or going hungry during the school day, undermining their health, learning, and overall well-being. This problem persists because school food standards are not being consistently implemented and many low-income children who are entitled to support are not accessing free school meals. The solution lies in automatically enrolling eligible children, properly monitoring school food standards while supporting schools to improve, and expanding eligibility for free school meals so that no child misses out.

THE IMPACT WHICH WE DELIVERED

We have successfully secured a number of policy commitments:

- Free School Meals will be expanded to **all families in households on Universal Credit**
- The School Food Standards **will be updated**
- The Holiday Activities and Food Programme has been extended for the **remainder of the term of this government**.

In addition:

- **We supported amendments to the Children's Wellbeing and Schools Bill** on Free School Meal auto-enrolment, school food monitoring and making HAF statutory.
- **We have continued to raise awareness** of the need for auto-enrolment including producing briefings, supporting the Fix Our Food research consortium, and supporting Peter Lamb's private members bill.



THE HIGHLIGHTS



As part of our work in the School Food Review, we updated the Superpowers of Free School Meals Evidence Pack in March 2025 with the latest research highlighting the benefits of Free School Meals and the importance of expanding provision to more children. The report was launched in Parliament, which had 122 attendees including 30 MPs and Peers. The launch was also covered in the media, including the Independent, Daily Mail and the Mirror. This was followed a few months later by the government announcing their commitment to expand Free School Meals to all children in families on Universal Credit.

THE CHALLENGES AND KEY LESSONS

The success we achieved in securing meaningful policy change required us to rapidly reorient our strategic and operational plans to align with a new and evolving context. This shift meant reassessing established priorities, timelines, and workflows to ensure our work remained relevant, responsive, and impactful within the updated policy landscape.





OUR IMPACT

Increasing food business transparency

WHAT WE WERE TRYING TO ACHIEVE

Through our Plating Up Progress (PUP) annual benchmark we continue to drive meaningful engagement with food businesses, encouraging them to disclose, set, and strengthen commitments that enable healthier and more sustainable diets. We also work closely with the Investor Coalition on Food Policy to amplify investor voices and engage governments on the need for stronger food system interventions, improved transparency, and consistent reporting standards. This year, our efforts focused on securing greater business accountability for health and sustainability performance and for the introduction of mandatory disclosure frameworks as a critical step toward a more transparent and responsible food sector.

THE IMPACT WHICH WE DELIVERED


- **Mandatory reporting** for all large food business by the end of this term of government was committed to in July's NHS 10-year prevention plan – with the Investor Coalition on Food Policy referenced in the plan itself – in addition to a commitment to bring in a healthy food standard with healthy sales targets for all food businesses. The political salience of committing to mandatory reporting was helped in part due to our successful engagement with businesses over the past year after public support from the FDF, Tesco's CEO, and a whole host of other retailers and manufacturers with whom we have engaged on the topic over the course of the past two years. This led to a tipping point.


The details of the policy are not yet clear, but we are hopeful there are opportunities to ensure the metrics include F&V and protein disclosure as well as healthy sales.

- **Reporting** - The Department for Business and Trade (DBT) and Department for Energy Security and Net Zero released a consultation on transition planning requirements in June with a submission deadline of September. We facilitated the Investor Coalition on Food Policy's input into this important consultation.
- **Healthy sales** - Eleven of the 37 businesses assessed in Plating Up Progress have a sales-based target and disclose data for sales of healthy foods vs. less healthy (HFSS) foods, compared to nine last year. Morrisons, CO-OP and Samworth Brothers now have healthy sales targets. Now all of the 11 major retailers have commitment or sales-based targets for healthy food.
- **Corporate lobbying** - the topic of conflicts of interest (COI) has been front and centre of many food policy discussions this year and our Corporate Lobbying briefing is currently our 5th most downloaded briefing of the past year. The next stage of this work is to engage MPs with the need to reform transparency registers.



The number of
FOOD INDUSTRY
 meetings with **MINISTERS**
DWARFS
 the number of meetings
 with **NGOs**
 with
TEN TIMES
 as many meetings
 for industry



 The Food
Foundation

THE HIGHLIGHTS

- › The Investor Coalition on Food Policy and Greenbank won the Sustainable Investment Awards - Best Sustainable Investment Engagement Initiative.
- › We launched a major report on Food Industry Corporate Lobbying at our second Investor Summit; the report was one of our most downloaded reports of the year and the Investor Summit attracted a large and diverse audience of predominantly investors, but also business, civil society, civil servants and academia.



THE CHALLENGES AND KEY LESSONS

The ESG blowback from the USA this year has impacted on investors' appetite to engage more publicly in campaigning and advocacy, requiring us to pivot our strategy towards policy engagement rather than health-focused public campaigning. In parallel, we have further refined our approach on policy engagement and asks on corporate lobbying and ministerial meeting transparency after having conducted and published our research on this topic.

Working with citizens

THE HIGHLIGHTS



The Food Ambassador programme currently consists of almost 60 citizens from across the UK, of which 41 are aged 14-25. Across the year, the ambassadors have been involved in a range of research and campaigning activities. These have included:

- › Contributing to the [Broken Plate Report 2025](#), with a photo-storytelling project and [exhibition launch](#) (pictured above) at Westminster ([available online](#)).
- › Playing a role in across our **early years work**, from providing their stories for reports, speaking at parliamentary events, to writing the [summary of recommendations](#) for a report series commissioned by The Food Foundation on early years nutrition.
- › Attending **breakfast events with MPs** at the [Lib Dem and Labour Party Conferences](#).

- › Giving **evidence to the Health and Social Care Committee** for their [inquiry into Food and Weight Management](#).
- › Appearing on numerous [podcasts](#), in [blogs](#) and [press releases](#).
- › Regularly meeting with the **Department for Education** to discuss school food provision.
- › Beginning regular meetings with the **Department for Work & Pensions** to discuss food insecurity, benefits, wages and nutritional safety nets.

Alongside the above activities and events, the Food Ambassadors have been involved in long-term strategic opportunities. Foremost, in January we launched the **Food Ambassador Advisory Board**, which aims to provide strategic guidance and ensure lived experience is embedded at the heart of the organisational decision-making. They meet quarterly to review progress, suggest new ideas, and keep our work relevant to the challenges they and their communities are facing.

Secondly, the Food Ambassadors have been part of a pioneering project in citizen engagement in government policy through the [Citizen Advisory Council](#) that has oversight of **Defra's Food Strategy development**. Before the summer, the Council co-designed citizen workshops which drew on citizens' experiences of the food system to describe issues and suggest policy solutions. Their findings culminated in [The Laying the Foundation report](#).

This autumn, the Council will conduct citizen inquiries to investigate what is working well regarding food in four different regions. The overarching aim of this project is to ensure that citizen input is fed into the Defra's Food Strategy White Paper, which still to be confirmed, but likely to be published in Spring 2026.



TRAINING OUR CITIZENS

Training and skills development is core to the Food Ambassador programme. Prior to public facing activities, such as speaking to the media, the Citizen Engagement team always runs a briefing to ensure ambassadors are prepared with tools to navigate tricky questions, share their story safely and land their message. We have built on this through online media training by **HEARD** and a training with a **professional storyteller** at the young Food Ambassadors summer residential.



We have also had Skills Sessions, led by our internal teams and based on requests from the Food Ambassadors. We've had sessions on how the UK Parliament works, corporate lobbying and climateflation. These have been very well received. Together, these opportunities build confidence and deepen understanding, equipping the Food Ambassadors with knowledge to advocate for change.

Food Ambassadors Feedback

In 2025, we conducted a Food Ambassador survey to understand how the ambassadors experience the programme, what they enjoy and where we could improve. The feedback was overwhelmingly positive. Common themes included:

- › **valuing being part of a diverse Food Ambassador community,**
- › **campaigning alongside others with lived experience of food insecurity**
- › **feeling safe and supported while volunteering with The Food Foundation**
- › **being heard and seen in our work**

Areas for improvement included having more strategic opportunities for ambassadors, as well as more local opportunities and in-person events. Ensuring Food Ambassadors have input into how the programme evolves is an important part of volunteer engagement and will conduct this survey each year to monitor and evaluate progress, and gather new learnings.

Adult Food Ambassador and mum of 3,
Caroline, shared:

“

[I've enjoyed] the different challenges we take on, the trips to meet some amazing people, the courses and groups I've been privileged to be part of and the fact I feel our hard work pays off. The experiences and the confidence they've helped me build.

”

Young Food Ambassador and school student,
Rushda, shared:

“

I've really enjoyed the trips, MP talks, and the major events I've been able to take part in. Those moments have been the highlights for me because they gave me the chance to learn a lot, meet inspiring people, and feel like I was part of something important. I've valued the experiences and the confidence they've helped me build.

”

Reaching and influencing our audiences

MPs /PEERS

Following the election in July 2024, we have built good relationships with a range of new parliamentarians and continue to have good reach in Westminster. Over the course of the year, 21 references were made to us and our work in Hansard, and we have worked closely with a range of MPs from across different parties to table written questions in the Commons that shed light on various areas of our work. In addition, we held 4 parliamentary events, with 90 different parliamentary attendees overall, including 3 Government Ministers. We also hosted or co-hosted a number of fringe events at Labour and Conservative party conferences. We have made written submissions to various select committee inquiries, including Health Select Committee inquiries on the first 1000 days and on food and obesity.

We held 4 parliamentary events, with 90 different parliamentary attendees overall

GOVERNMENT AND CIVIL SERVANTS

We have continued our regular engagement with Ministers and officials in a wide range of Government departments – most notably the Department for Environment, Food and Rural Affairs, the Department for Education, the Department for Health and Social Care, the Department of Work and Pensions, HM Treasury/HMRC, Department for Business and Trade, Department for Energy Security and Net Zero, Cabinet Office and the Food Standards Agency. As part of this we have been invited to join a number of working

groups and advisory groups hosted by different departments. We regularly respond to relevant Government consultations and informal stakeholder engagement exercises, write letters to Ministers on topical issues, and are invited to provide quotes for department press releases.

LOCAL LEADERS

This year we continued to expand our network of Local Authority leaders and officers through the UK Urban Food Forum (UFF). We ran 6 knowledge exchange sessions with 25 local authorities across England, Scotland and Wales which were attended by over 100 officials in total. The sessions focused on practical examples of working on food system transformation across number of key policy areas that FF has been campaigning on. This included better school food, tackling food insecurity at the local level, early years nutrition and improving food environments through local levers like advertising and planning restrictions.

The contacts and relationships that we built through this work have been recognised by DEFRA and DWP who we are now able to regularly connect with relevant LA stakeholders that can demonstrate best practice in a particular policy area, relevant to national government's agenda.

In addition, in September we secured a new 3 year contract with Birmingham City Council to continue and expand our local food policy work, with specific focus on sustainable diets, school food improvements and early years nutrition.

BUSINESSES

Our annual SOFI report also resulted in a record number of bilateral meetings with the businesses (we met with 33 out of the 37 companies assessed), to discuss the findings in the report and provide feedback on what they could do to improve their scores going forward. It was the first year we had included manufacturers in our Plating Up Progress benchmark, but our engagement with them has been successful and PUP has helped us to build new relationships with the sector, illustrated by the fact that several of the manufacturers have spoken at Food Foundation organised events this year.

INVESTORS

We continued to strengthen our relationships with the Investor Coalition on Food Policy. We spoke individually with 75% of the Investor Coalition members, slightly lower than last year but still positive given the geopolitical turmoil and ESG pushback. We expanded the membership of the Coalition's Advisory Group from three to five members, including adding one of the new

We continued to strengthen our relationships with the Investor Coalition on Food Policy

Coalition members as well as a large firm, providing diverse and holistic coverage of the investment sector on the Advisory Group.

We organised in-person and online meetings of the Investor Coalition and held our second Investor Summit, at which the largest audience was the investor community. This strengthened our relationships with

the Coalition as well as with potential new members. We published several investor briefings and podcasts, highlighting various food systems issues for investors to consider; in total these had close to 2000 hits and over 2500 downloads.

We facilitated the Coalition's engagement with policymakers through letters, consultation responses,

meetings, calls etc. to ensure that the investor voice is amplified and considered a key stakeholder in food policy discussions. We also successfully recruited Baroness Walmsley as the Honorary Ambassador to the Investor Coalition to help strengthen connections with parliamentarians. Investors from the Coalition have also contributed to several strategic communications outputs, including the FT and investor-specific press.

WIDER AUDIENCES

We've seen growth across our **social media channels**, with a focus on **LinkedIn** which has now become our biggest platform **up by 51%** (now 24,000+ followers) in the last year. This was a deliberate strategy as increasing numbers of individuals and organisations are moving away from X. Our other social channels have also performed strongly. **Instagram** followers are **up 17%** (now 14,800+), **TikTok** is **up 72%** (now 1,000+), **YouTube** **up 12%** (now 963) and **Facebook** **up 8%**. We also have **3,000+** followers on our **Bluesky** account. **Twitter/X** audience was **down 0.8%** (23,900+) largely due to many of our stakeholders leaving the platform.

Notable on social media was the launch of our **Broken Plate report which reached 29,000 people within the first week**, and our posts marking the government's extension of Free School Meals (including videos from chefs Tom Kerridge and Hugh Fearnley-Whittingstall) which got more than 100,000 views.



Looking at our social media audience growth, we out-performed nine out of 15 of the organisations working in our field that we choose to benchmark against.

We also achieved **184,000+ views** to our **website** and **16,600+ downloads** of our reports, including record numbers of downloads for our *Broken Plate* and *The State of the Nation's Food Industry* reports.

We received **3955 pieces of media coverage** in the last year across broadcast, national, trade and regional. This included over **400 pieces of coverage** for both our flagship reports, *The Broken Plate* and *The State of the Nation's Food Industry*.

Meanwhile, **podcast** downloads are **44% up** year-on-year, and we reached a record **2,037** monthly downloads in February 2025. Our 12-month average is 1,460 - up from just over 1,000 in the last reporting period. We achieved some of the biggest download figures for individual episodes since our launch in 2020 for some of our new panel discussion podcasts, on topics including Broken Plate, the battleground over eating meat, and ultra-processed food.

We are also strengthening our relationship with our target audience groups via our **newsletter** with the number of subscribers **up by 31%** to reach 4,682 subscribers.

We increased our audience base and numbers attending online and in person **events** to **3,218** (2,093 previous year) with NGO stakeholders the largest single sector attending followed by business, academic, civil servants and Parliamentarians. Our diversity tracking of speakers/hosts across all online and in person events showed representation as 69% who identify as female, 27% non-white; 16% aged under 30; and 19% with lived experience.



Anna Taylor

What next?

The coming year offers some major opportunities for impact which we intend to seize. We are organising our work around 3 main objectives – our impact delivery areas

1 Improving the availability, appeal and affordability of plant rich diets.

Within this area we plan to:

- a. Continue to engage in the policy development process on mandatory business reporting as we would like to see this include fruit and veg, and plant/animal protein split reporting in addition to healthy sales to provide a more holistic picture of healthy and sustainable diets.
- b. Inform thinking on the new school food standards given the opportunities it offers for reducing children's consumption of processed meat and increasing consumption of fibre rich beans and pulses.
- c. Launch and scale our Bang in Some Beans campaign – securing a big digital engagement campaign, alongside a series of business pledges to sell more beans and working with our partners Veg Power, Birmingham City Council and the University of Kent to deliver the campaign in schools and in local areas.
- d. Deepen our engagement on public procurement policy and practice as a lever for increasing access to healthy and sustainable food, while also supporting British growers.

2 Tackling children's nutrition insecurity. Within this area we plan to:

- a. Play a leading role in the campaign to ensure school food standards are updated, a monitoring system is introduced and all children, particularly those from low income families, have nourishing meals in school.
- b. Research and build consensus around a reformed Healthy Start scheme which supports children to access fruit and veg in their early years.
- c. Build support across DWP, DEFRA and MHCLG for a joined up approach in local areas to increase access to affordable nutritious foods in underserved places.
- d. Build the public narrative on the role of taxes on unhealthy food for shifting commercial incentives in the food system, and generating revenue to subsidise access to nutritious foods.

3 Securing stronger political leadership for long term food system change.

Within this area we plan to:

- a. Build the case for a Food Bill which attracts political backing and leadership.
- b. Build cross party and wide stakeholder support for a Food Bill – a legal framework to guide food policy for the coming decades.



TRUSTEES' REPORT

The Trustees present their report and financial statements for the year ending 31st August 2025 and confirm that the financial statements comply with current Charities SORP (FRS 102) – Accounting and Reporting by Charities: Statement of Recommended Practice.

The trustees are responsible for preparing the Trustees' Annual 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 & 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 2019] (FRS 102);
- 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;



- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

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 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

PUBLIC BENEFIT

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's objectives and activities and in planning future activities.

It is the judgement of the Trustees that activities in pursuit of the above objectives fully meet the public benefit test, which they have kept in mind in planning programmes for the charity.

FUNDRAISING

We are extremely grateful to our funders for all their support. We only accept funding which does not compromise our independence.

We review all financial engagements – assessing whether potential donations are acceptable and in line with the Foundation's aims. This year we reviewed our protocol for screening potential funding streams which may create risks of conflict of interest to allow us to assess more effectively for funds which may be one or two steps removed from a commercial interest. Further information can be found here:

<https://foodfoundation.org.uk/who-we-are#funders>

The Food Foundation approach to fundraising has been applying to Trusts, Foundations, Academic Institutes and Government Bodies for grants and donations. The Food Foundation understands and complies to its duty to protect the public, including vulnerable people, from unreasonably intrusive or persistent fundraising approaches and undue pressure to donate. We do not conduct digital marketing campaigns aimed at securing public donations. No third parties were involved in fundraising such as the use of external fundraising agencies for either telephone or face-to-face campaigns and received zero fundraising complaints during the financial year 2024/5, equalling the previous year. We have not voluntarily subscribed to any fundraising regulation schemes to date.

STRUCTURE, GOVERNANCE AND MANAGEMENT

We are governed by our Constitution and our charitable objects.

The Trustee Committee is chaired by Laura Sandys. The trustees have formed two sub-committees who meet between trustee meetings: the Audit, Risk and Compliance Committee chaired by Andrew Hobbs and the Impact and Reputation Committee chaired by Judith Batchelar. Terms of reference for each have been **agreed**.



The trustees have met four times during the course of the year. We have had substantive discussions and made decisions on the following areas:

- Focus of key projects on plant rich diets, nutrition insecurity for children, following through on existing commitments to ensure they are ultimately underpinned by a food bill.
- Safeguarding in relation to our citizen engagement programme and our staff: planning training and researching options to support all
- Diversity and skills of existing and future Board members; and research to inform the recruitment of new board members.
- Cybersecurity for our staff and partners: planning training and stress-testing exercises to improve safety and awareness
- AI and its uses internally as well as influence on our partners and audience, planning training and incorporating AI tools into HR processes such as recruitment
- Reviewing and decision making on potential funders with links to the food industry
- Budget and impact delivery areas for 2025-6

The **IMPACT AND REPUTATION COMMITTEE** has met three times during the course of the year. We have had substantive discussions and made recommendations on the following areas:

- Our strategy for managing our engagement on Twitter/X – and how we transition our audiences to Linked In, Bluesky and other channels
- Securing a figure head for the Investor Coalition
- Decision making around specific potential funders who have indirect links to part of the food industry and the development of an updated financial engagement policy
- Our strategy for developing our policy recommendations on local food systems

- Our approach to screening potential celebrities and influencers who we might work with
- The connection between our new Beans campaign and the international campaign called Beans is How.

The **AUDIT AND RISK COMMITTEE** has met four times during the course of the year. We have had substantive discussions and made recommendations on the following areas:

- Reviewed offers of funding against the Financial Engagement policy
- Approved a change of auditors
- Constant review of banking arrangements to optimise interest receivable whilst monitoring risk
- Reviewed the risk register
- Held a specific review of cyber security with the IT support provider

STRENGTHENING OUR SAFEGUARDING

Over the last year, The Food Foundation has implemented the recommendations from the safeguarding audit carried out by the Athena Programme. Updates have included reviewing and updating The Food Foundation's Safeguarding Policy and Safer Recruitment Policy, ensuring all staff have up-to-date safeguarding training and working to embed and understanding of safeguarding practices and responsibilities across the organisation. Safeguarding is now covered in the Food Ambassador induction (and prior to engagements), in staff team updates, as well as at Board Meetings. The Citizen Engagement Team has managed a number of safeguarding issues regarding Food Ambassadors effectively and with confidence, with support of the Safeguarding Trustee – Charles Godfray. Looking forward, we are exploring training options for trauma-informed practice and setting professional boundaries. These are skills that the Citizen Engagement Team have identified as needing to develop.

Organisational structure and how the charity makes decisions.

Decisions on strategy and budget are made by the trustees during their quarterly meetings. The Audit, Risk and Compliance Committee and the Impact and Reputation Committee review specific areas of work and provide advice on decisions to the Trustee Committee. They delegate the day to day running of the charity to the Executive Director in line with our reserved and delegated matters agreements. She has a small team of senior staff who form the senior management of the organisation.

Policies and procedures for induction and training of trustees.

Any new trustee will receive a copy of the current version of our constitution; and a copy of the latest Trustees' Annual Report and statement of accounts.

Arrangements for setting pay and remuneration of key management personnel and any benchmarks, parameters or criteria used.

The remuneration set for staff is based on an assessment of market rates through identifying remuneration levels of roles with similar skill and experience requirements, and an assessment of resources available to the Food Foundation. The salaries implemented from 1 September 2025 were based on a benchmarking exercise, and taking the London Living Wage into account.

Relationships with related parties and any other charities and organisations with which it co-operates in the pursuit of its charitable objectives.

We cooperate with a range of other organisations in pursuit of our charitable objectives.

LEGAL STATUS

Food Foundation CIC was incorporated 5th August 2014 and registered with Companies House, with Company Number 09162855. By way of conversion, as of 28th January 2020 Food Foundation CIO was registered with the Charities Commission with Charity Number 1187611.

INCOME AND EXPENDITURE

The year to 31 August produced a surplus on restricted funds, totalling £324,888, caused principally by the start of the National Lottery Climate Action funded Beans project, and the Tilt Collective project, both of which paid significant funds to Food Foundation at the start of their projects. Unrestricted funds incurred a deficit of £23,683 in the year. The Trustees and the Executive are satisfied with the current financial position, with over £3 million of funding commitments made during the year to 31 August 2025, and a valuable 3 year unrestricted grant being confirmed in January 2026. The forecast for unrestricted reserves, based upon commitments already made, demonstrates that the reserves will be above the required level until mid 2027, and thus that the organisation is well placed.

BALANCE SHEET

We have closing funds of £902,108 (£600,903 year ended 31st August 2024) with cash holdings of £846,959 (£510,832 year ended 31st August 2024).

CHARITY FUNDS

RESTRICTED - At the end of the year our restricted funds amounted to £465,605 (£140,717 year ended 31st August 2024). These monies are committed across various projects running in future financial periods.

UNRESTRICTED - At the end of the year our unrestricted funds amounted to £436,503 (£460,186 year ended 31st August 2024). Of the £436,503, £305,000 represents our 3 months 'rainy day reserve' (2024, £260,500), leaving a free unrestricted balance of £131,503.

Funds are needed to ensure the stability of our mission, meet our financial obligations as and when they become due. Requirements are predominantly to assist with the peaks and troughs of cashflow; any unforeseen operational costs such as resource cover for long-term sickness; to allow time to organise alternative funding should a funder(s) withdraw their funding for any reason; to be able to react to an unplanned

opportunity; and for any unplanned organisational closure event in a clean and appropriate manner.

The reserves policy is to maintain unrestricted funds of 25% of our annual operational expenditure, which equates to £305,000.

We operate a simple organisational structure and have no long-term commitments.

Our reserves policy is reviewed annually by the trustees.

PRINCIPAL RISKS AND UNCERTAINTIES

<i>Principal risks</i>	<i>Current controls</i>	<i>Actions being taken</i>
Meeting fundraising targets	Fundraising tracker provides active tracking of funding bids to ensure steady pipeline.	Regular Trustee review of unrestricted reserves forecast v reserves policy
Cyber Attack/Data Breach	Data Protection, Security Policy/Clean and Clear desk policy in place and made available to the team. Back-up services are provided by external IT company which monitor potential breaches and attempts at security breaches. Passwords to sites are protected and we have dual authorisation set up.	Continuous updates to systems, staff training and updates to policies. Aim to secure Cyber Essentials certificate in the coming year.
Conflicts of interest between the charity and its funders, trustee or senior managers which leads to loss of independence or perception of independence	Policy for avoiding conflict of interest with seeking funds; Declarations of interest by all trustees at trustee meetings and annually with senior staff during the audit; Register of interests maintained	Policy for reviewing potential grants from sources allied to the food industry is applied rigorously
Safeguarding breach leading to failure in the protection of children or high risk adults.	DBS Check documentation required included in the new employee onboarding checklist. Safeguarding policies and procedures in place.	Continued safeguarding training is provided to all staff members; Staff working directly with ambassadors are given level 3 safeguarding training.
The quality of our work undermines trust in the organisation	Strengthened processes for quality assuring work with Expert Advisers, internal peer review and Research Adviser	Protocols documented for implementation

The Trustees have assessed the major risks to which we may be exposed and to the best of their knowledge are satisfied that appropriate systems are in place to mitigate exposure to those risks. We maintain a risk register that is reviewed quarterly by our Audit, Risk and Compliance Committee and subsequently considered within every Trustee meeting. All risks are monitored using a traffic light system, with Low, Medium and High-risk levels.

To mitigate and dampen any incurred difficulties from loss of major funding, the Foundation has put in place a comprehensive Reserves Policy and have strived to increase reserve funds where possible and begin to link this to funding applications.

GOING CONCERN

Our financial statements have been prepared on a going concern basis. We have checked the robustness of our forecasts and even after taking into account any

reasonable downsides, it indicates we have sufficient funds to remain operational for at least the next 12 months.

We have a continual process of fundraising for our work by scanning new opportunities which align with our strategy from a wide range of charitable trusts and foundations. We aim to build long-term relationships with our funders so they are familiar with our strategy and understand fully what we are trying to achieve. We are aiming to diversify our income streams and this has supported our ability to be agile and react with impact to the changing political environment and implement. This funding will allow The Food Foundation to build on and develop organisational sustainability and structures.

We have worked with the Guy's & St Thomas' Charity, operating as Impact on Urban Health, and the Kristian Gerhard Jebsen Foundation who have provided core

funding over multiple years. These have been included in the Statement of Funds as Unrestricted Grants. They are vital grants to permit the charity to pursue its key objectives with the confidence that the core costs of operation, IT, premises, and administrative and management staff costs are well funded.

THANK YOU

The Food Foundation would like to gratefully acknowledge the volunteers who have worked with us over the year and have generously donated their time to give us advice or helped us to deliver our projects. We are also very grateful to FieldFisher and Nielsen for their pro-bono services this year.

Laura Sandys

L J Sandys, Chair of Trustees
3rd March 2026



Report and Audited Financial Statements

31 August 2025

OPINION

We have audited the financial statements of Food Foundation (the 'charity') for the year ended 31 August 2025 which comprise the statement of financial activities, balance sheet, statement of cash flows and the related notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 August 2025 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

BASIS FOR OPINION

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical

requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and the provisions available for small entities, in the circumstances set out in note 7 to the financial statements, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

CONCLUSIONS RELATING TO GOING CONCERN

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

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

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

OTHER INFORMATION

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

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

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

RESPONSIBILITIES OF TRUSTEES

As explained more fully in the trustees' responsibilities statement set out in the trustees' report, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

AUDITOR RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

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

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

influence the economic decisions of users taken on the basis of these financial statements.

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

- 1 We obtained an understanding of the legal and regulatory framework that the charity operates in, and assessed the risk of non-compliance with applicable laws and regulations. Throughout the audit, we remained alert to possible indications of non-compliance.
- 2 We reviewed the charity's policies and procedures in relation to:
 - Identifying, evaluating and complying with laws and regulations, and whether they were aware of
 - any instances of non-compliance;
 - Detecting and responding to the risk of fraud, and whether they were aware of any actual,
 - suspected or alleged fraud; and
 - Designing and implementing internal controls to mitigate the risk of non-compliance with laws and regulations, including fraud.
- 3 We inspected the minutes of trustee meetings.
- 4 We enquired about any non-routine communication with regulators and reviewed any reports made to them.

- 5 We reviewed the financial statement disclosures and assessed their compliance with applicable laws and regulations.
- 6 We performed analytical procedures to identify any unusual or unexpected transactions or balances that may indicate a risk of material fraud or error.
- 7 We assessed the risk of fraud through management override of controls and carried out procedures to address this risk. Our procedures included:
 - Testing the appropriateness of journal entries;
 - Assessing judgements and accounting estimates for potential bias;
 - Reviewing related party transactions; and
 - Testing transactions that are unusual or outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. Irregularities that arise due to fraud can be even harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

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

USE OF OUR REPORT

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

Godfrey Wilson Limited

GODFREY WILSON LIMITED

Chartered accountants and statutory auditors
5th Floor Mariner House
62 Prince Street
Bristol
BS1 4QD

Date: 4 March 2025

Godfrey Wilson Limited is eligible for appointment as auditor of the charity by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006.

Charity Number:

1187611

Registered office and operational address:

International House
6 Canterbury Crescent
London
SW9 7QD

Trustees:

The trustees who served during the year and up to the date of this report were as follows:

Judith Batchelar (appointed 27 February 2025)
Parveen Bird (appointed 22 October 2024)
Rosel Boycott
Prof Hugh Godfray
Dr Sophie Harris (appointed 27 February 2025)
Andrew Hobbs
Neil Leitch (appointed 22 October 2024)
Sir Michael Marmot
Vanessa North
Laura Sandys

Executive Director:

Anna Taylor, OBE

Bankers:

Lloyds Bank plc
25 Gresham Street
London
EC2V 7HN

CAF Bank Limited
25 Kings Hill Avenue
Kings Hill
West Malling
ME19 4JQ

Auditors:

Godfrey Wilson Limited
Chartered accountants and statutory auditors
5th Floor Mariner House
62 Prince Street
Bristol
BS1 4QD

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 AUGUST 2025

	Note	Restricted £	Unrestricted £	2025 Total £	Restated 2024 Total £
Income from:					
Donations	3	1,175,102	482,965	1,658,067	1,097,443
Charitable activities	4	-	290,748	290,748	276,827
Investments		-	5,077	5,077	7,065
Total income		<u>1,175,102</u>	<u>778,790</u>	<u>1,953,892</u>	<u>1,381,335</u>
Expenditure on:					
Raising funds		-	71,252	71,252	68,474
Charitable activities		850,827	730,608	1,581,435	1,528,786
Total expenditure	6	<u>850,827</u>	<u>801,860</u>	<u>1,652,687</u>	<u>1,597,260</u>
Net income / (expenditure)		324,275	(23,070)	301,205	(215,925)
Transfers between funds		<u>613</u>	<u>(613)</u>	<u>-</u>	<u>-</u>
Net movement in funds	7	324,888	(23,683)	301,205	(215,925)
Reconciliation of funds:					
Total funds brought forward		<u>140,717</u>	<u>460,186</u>	<u>600,903</u>	<u>816,828</u>
Total funds carried forward		<u><u>465,605</u></u>	<u><u>436,503</u></u>	<u><u>902,108</u></u>	<u><u>600,903</u></u>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 14 to the accounts.

Prior period expenditure has been reclassified to reflect the requirements of the Charities SORP (FRS 102) and to be comparable with the current year. The restatement impacts the classification of expenditure between raising funds and charitable activities as documented in note 6. The restatement is purely a reclassification and does not affect net income / (expenditure).

BALANCE SHEET AS AT 31 AUGUST 2025

	Note	£	2025 £	2024 £
Current assets				
Debtors	10	132,998		182,899
Current asset investment	11	201,461		-
Cash at bank and in hand		<u>645,498</u>		<u>510,832</u>
		979,957		693,731
Liabilities				
Creditors: amounts falling due within 1 year	12	<u>(77,849)</u>		<u>(92,828)</u>
Net current assets			<u>902,108</u>	<u>600,903</u>
Net assets	13		<u><u>902,108</u></u>	<u><u>600,903</u></u>
Funds				
Restricted funds	14		465,605	140,717
Unrestricted funds				
General funds			<u>436,503</u>	<u>460,186</u>
Total charity funds			<u><u>902,108</u></u>	<u><u>600,903</u></u>

Approved by the trustees on 3 March 2026 and signed on their behalf by

Laura Sandys

L J Sandys, Chair of Trustees

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 AUGUST 2025

	2025 £	2024 £
Cash used in operating activities:		
Net movement in funds	301,205	(215,925)
Adjustments for:		
Interest from investments	(5,077)	(7,065)
Decrease / (increase) in debtors	49,901	(76,394)
Decrease in creditors	<u>(14,979)</u>	<u>(32,315)</u>
Net cash provided by / (used in) operating activities	<u>331,050</u>	<u>(331,699)</u>
Cash flows from investing activities:		
Interest from investments	<u>5,077</u>	<u>7,065</u>
Net cash provided by investing activities	<u>5,077</u>	<u>7,065</u>
Increase / (decrease) in cash and cash equivalents in the year	336,127	(324,634)
Cash and cash equivalents at the beginning of the year	<u>510,832</u>	<u>835,466</u>
Cash and cash equivalents at the end of the year	<u><u>846,959</u></u>	<u><u>510,832</u></u>
Cash and cash equivalents comprises:		
Current asset investments	201,461	-
Cash at bank and in hand	<u>645,498</u>	<u>510,832</u>
	<u><u>846,959</u></u>	<u><u>510,832</u></u>

The charity has not provided an analysis of changes in net debt as it does not have any long term financing arrangements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2025

1. ACCOUNTING POLICIES

A) GENERAL INFORMATION AND BASIS OF PREPARATION

Food Foundation registered as a Charitable Incorporated Organisation on 28 January 2020 in England and Wales. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The registered number is 1187611 and registered office is 7th Floor, International House, 6 Canterbury Crescent, London, SW9 7QD.

The financial statements have been prepared in accordance with 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) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Food Foundation meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

B) GOING CONCERN BASIS OF ACCOUNTING

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

C) INCOME

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item of income have been met, it is probable that the income will be received and the amount can be measured reliably.

The recognition of income from donations is dependent on establishing entitlement, the probability of receipt and the ability to estimate with sufficient accuracy the amount receivable.



NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2025

1 ACCOUNTING POLICIES (CONTINUED)

Grants (including government grants) are included in the Statement of Financial Activities when the charity has entitlement to the funds, any performance related conditions attached to the grant have been met, it is probable that the income will be received and the amount can be measured reliably. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

Income from the supply of services is recognised with the delivery of the contracted service provided that: the stage of the completion, the costs incurred in delivering the service and the costs to complete the requirements of the contract can all be measured reliably.

D) DONATED SERVICES AND FACILITIES

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item, is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

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

E) INTEREST RECEIVABLE

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

F) FUNDS ACCOUNTING

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

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

G) EXPENDITURE AND IRRECOVERABLE VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

H) ALLOCATION OF SUPPORT AND GOVERNANCE COSTS

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities based on the proportion of staff time as follows:

	2025	Restated 2024
Raising funds	6.3%	6.2%
Charitable activities	93.7%	93.8%

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2025**1 ACCOUNTING POLICIES (CONTINUED)****I) DEBTORS**

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

J) CURRENT ASSET INVESTMENTS

Current asset investments consist of balances held on short term deposit in interest bearing accounts, with a maturity date between 3 and 12 months.

K) CASH AT BANK AND IN HAND

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

L) CREDITORS

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

M) FINANCIAL INSTRUMENTS

The charity only has financial assets and financial liabilities that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their fair value as at the balance sheet date. All financial instruments are measured at cost, which is their fair value. Financial assets include the bank balances, trade debtors and accrued income, but excludes prepayments. Financial liabilities include trade creditors, other creditors and accruals but excludes deferred income, social security and other taxes due.

N) PENSION COSTS

The charity operates a defined contribution pension scheme for its employees. There are no further liabilities other than that already recognised in the SOFA.

O) FOREIGN CURRENCY TRANSACTIONS

Transactions in foreign currencies are translated at rates prevailing at the date of the transaction. Balances denominated in foreign currencies are translated at the rate of exchange prevailing at the year end.

P) ACCOUNTING ESTIMATES AND KEY JUDGEMENTS

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are accrued income as described in note c) above.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2025

2. PRIOR PERIOD COMPARATIVES: STATEMENT OF FINANCIAL ACTIVITIES

	Restricted £	Unrestricted £	Restated 2024 Total £
Income from:			
Donations	600,822	496,621	1,097,443
Charitable activities	-	276,827	276,827
Investments	-	7,065	7,065
	<u>600,822</u>	<u>780,513</u>	<u>1,381,335</u>
Total income			
Expenditure on:			
Raising funds	-	68,474	68,474
Charitable activities	744,641	784,145	1,528,786
	<u>744,641</u>	<u>852,619</u>	<u>1,597,260</u>
Total expenditure			
Net expenditure and net movement in funds	<u>(143,819)</u>	<u>(72,106)</u>	<u>(215,925)</u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2025

3. INCOME FROM DONATIONS

	Restricted £	Unrestricted £	2025 Total £
Grants	1,175,102	442,576	1,617,678
Donations	-	40,389	40,389
Total income from donations	<u>1,175,102</u>	<u>482,965</u>	<u>1,658,067</u>

Prior period comparative:

	Restricted £	Unrestricted £	2024 Total £
Grants	600,822	448,854	1,049,676
Donations	-	47,767	47,767
Total income from donations	<u>600,822</u>	<u>496,621</u>	<u>1,097,443</u>

4. INCOME FROM CHARITABLE ACTIVITIES

	2025 Total £	2024 Total £
Service income	<u>290,748</u>	<u>276,827</u>

All income from charitable activities in the current and prior year was unrestricted.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2025

5. GOVERNMENT GRANTS

The charity receives government grants, defined as funding from the National Lottery to fund charitable activities. The total value of such grants in the period ending 31 August 2025 was £449,586 (2024: £50,797). There are no unfulfilled conditions or contingencies attaching to these grants in 2024/25.

6. TOTAL EXPENDITURE

	Raising funds £	Charitable activities £	Support and governance costs £	2025 Total £
Staff costs (note 8)	50,983	754,699	140,178	945,860
Research	-	109,795	-	109,795
Partner costs	-	201,734	-	201,734
Contractors	-	25,462	-	25,462
Other project costs	-	188,494	-	188,494
Technology	-	-	15,360	15,360
Premises	-	-	28,566	28,566
Governance	-	-	3,149	3,149
Communications	-	1,196	20,539	21,735
HR and finance	-	-	81,295	81,295
Other support costs	-	-	31,237	31,237
Sub-total	50,983	1,281,380	320,324	1,652,687
Allocation of support and governance costs	<u>20,269</u>	<u>300,055</u>	<u>(320,324)</u>	<u>-</u>
Total expenditure	<u>71,252</u>	<u>1,581,435</u>	<u>-</u>	<u>1,652,687</u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2025

**6. TOTAL EXPENDITURE (CONTINUED)
PRIOR PERIOD COMPARATIVE - RESTATED**

	Raising funds £	Charitable activities £	Support and governance costs £	2024 Total £
Staff costs (note 8)	48,725	740,630	182,794	972,149
Research	-	143,321	-	143,321
Partner costs	-	62,248	-	62,248
Contractors	-	61,497	-	61,497
Other project costs	-	214,740	-	214,740
Technology	-	-	21,129	21,129
Premises	-	-	28,620	28,620
Governance	-	-	321	321
Communications	-	6,156	32,101	38,257
HR and finance	-	-	34,470	34,470
Other support costs	-	-	20,508	20,508
Sub-total	48,725	1,228,592	319,943	1,597,260
Allocation of support and governance costs	<u>19,749</u>	<u>300,194</u>	<u>(319,943)</u>	<u>-</u>
Total expenditure	<u>68,474</u>	<u>1,528,786</u>	<u>-</u>	<u>1,597,260</u>

Prior period expenditure has been restated to reflect the split of staff time spent on raising funds, charitable activities, and support and governance activities. Additionally, the prior period expenditure disclosure has been expanded to better reflect the charity's activity areas. Total expenditure is not affected.

7. NET MOVEMENT IN FUNDS

This is stated after charging:

	2025 £	2024 £
Operating lease payments	28,800	28,800
Trustees' remuneration	Nil	Nil
Trustees' reimbursed expenses	Nil	Nil
Auditors' remuneration (excluding VAT):		
▪ Statutory audit	10,950	13,200
▪ Other services	-	2,100
	<u>-</u>	<u>2,100</u>

In common with other charities of our size and nature we use our auditors to assist with the preparation of the financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2025

8. STAFF COSTS

	2025	2024
Staff costs were as follows:	£	£
Salaries and wages	828,423	851,354
Social security costs	85,513	90,893
Pension costs	<u>31,924</u>	<u>29,902</u>
	<u>945,860</u>	<u>972,149</u>

	2025	2024
Employees earning more than £60,000 during the year:	No.	No.
Between £60,000 and £70,000	1	-
Between £90,000 and £100,000	<u>1</u>	<u>1</u>

	2025	2024
	No.	No.
Average head count	<u>23</u>	<u>23</u>

The key management personnel of the charity comprise the Trustees, Executive Director, and senior management team. The total employee benefits of the key management personnel were £328,886 (2024: £388,075).

9. TAXATION

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

10. DEBTORS

	2025	2024
	£	£
Trade debtors	72,837	136,629
Accrued income	56,759	36,108
Prepayments	<u>3,402</u>	<u>10,162</u>
	<u>132,998</u>	<u>182,899</u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2025

11. CURRENT ASSET INVESTMENTS

	2025 £	2024 £
Short term deposits	<u>201,461</u>	<u>-</u>

12. CREDITORS: AMOUNTS FALLING DUE WITHIN 1 YEAR

	2025 £	2024 £
Trade creditors	29,249	42,019
Accruals	21,895	20,382
Other taxation and social security	22,091	25,520
Other creditors	<u>4,614</u>	<u>4,907</u>
	<u>77,849</u>	<u>92,828</u>

13. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Restricted funds £	General funds £	Total funds £
Current assets	490,056	489,901	979,957
Current liabilities	<u>(24,451)</u>	<u>(53,398)</u>	<u>(77,849)</u>
Net assets at 31 August 2025	<u>465,605</u>	<u>436,503</u>	<u>902,108</u>
Prior year comparative			
	Restricted funds £	General funds £	Total funds £
Current assets	233,545	460,186	693,731
Current liabilities	<u>(92,828)</u>	<u>-</u>	<u>(92,828)</u>
Net assets at 31 August 2024	<u>140,717</u>	<u>460,186</u>	<u>600,903</u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2025

14. MOVEMENTS IN FUNDS

	At 1 September 2024 £	Income £	Expenditure £	Transfers between funds £	At 31 August 2025 £
Restricted funds					
Bite Back 2030	-	20,125	(14,148)	-	5,977
Green Alliance	-	11,700	(11,700)	-	-
Guy's & St Thomas' Charity	47,369	60,000	(69,743)	-	37,626
Kristian Gerhard Jebsen Foundation	-	40,000	(40,000)	-	-
Imperial College National Lottery - Full of Beans	-	11,826	(12,439)	613	-
National Lottery - Awards for All	-	429,586	(282,424)	-	147,162
Nuffield Foundation	-	20,000	(17,784)	-	2,216
Nutritional Wellbeing Foundation	-	86,625	(86,625)	-	-
Rank Foundation	-	40,000	-	-	40,000
School Food Matters	11,140	631	(11,771)	-	-
Sustain: The Alliance for Better Food & Farming	-	28,043	(25,319)	-	2,724
The Rothschild Foundation - Beans	-	86,441	(53,995)	-	32,446
The Rothschild Foundation - Groundswell	-	26,685	(3,381)	-	23,304
The Health Foundation	-	4,342	(2,486)	-	1,856
Trust for London	-	15,000	(7,909)	-	7,091
Waterloo Foundation	3,758	45,000	(48,758)	-	-
Windward Fund	78,450	25,000	(90,219)	-	13,231
	-	224,098	(72,126)	-	151,972
Total restricted funds	140,717	1,175,102	(850,827)	613	465,605
Unrestricted funds					
General funds	460,186	778,790	(801,860)	(613)	436,503
Total unrestricted funds	460,186	778,790	(801,860)	(613)	436,503
Total funds	600,903	1,953,892	(1,652,687)	-	902,108

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2025

14. MOVEMENTS IN FUNDS (CONTINUED)**Purposes of restricted funds**Bite Back 2030

To support our coordination on business engagement and mandatory reporting.

Green Alliance

To support our work on a policy briefing on boosting plant rich diets.

Guy's & St Thomas' Charity

For leveraging investor support for healthier food and business policy.

Kristian Gerhard Jebsen Foundation

To support our core costs.

Imperial College

To support our research engagement on food taxes.

National Lottery - Full of Beans

To support our beans campaign.

National Lottery - Awards for All

To support our young food ambassador residential trip.

Nuffield Foundation

Using quantitative and qualitative evidence to re-shape the public narrative on dietary inequality, particularly relating to children, to catalyse purposeful action from policy makers and business. Funds held to contribute towards the Dietary Inequality project.

Nutritional Wellbeing Foundation

To support our work on secondary school food.

Rank Foundation

To support the placement of a Time to Shine Leader.

School Food Matters

To support our advocacy on school food.

Sustain: The Alliance for Better Food & Farming

Delivery of the 'Fiscal Measures' project, which is a joint project with the Obesity Health Alliance and Sustain to build the evidence base on and advocate for fiscal measures relating to food.

The Rothschild Foundation - Beans

To support our research to scope bean production in the UK.

The Rothschild Foundation - Groundswell

To support our event on beans at Groundswell.

The Health Foundation

To support our work to bring ambassador voices to parliamentarians.

Trust for London

To support our work on school food in London.

Waterloo Foundation

To support research and advocacy on early years nutrition.

Windward Fund

To support our work to advocate for plant rich diets.

Transfers

To cover overspends on restricted projects with general funds.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2025

14. MOVEMENTS IN FUNDS (CONTINUED)**Prior year comparative**

	At 1 September 2023 £	Income £	Expenditure £	Transfers between funds £	At 31 August 2024 £
Restricted funds					
AIM Foundation	21,820	-	(21,820)	-	-
Beaverbrooke Foundation	17,500	-	(17,500)	-	-
British Heart Foundation	-	7,232	(7,232)	-	-
Guy's & St Thomas' Charity	136,781	86,668	(176,080)	-	47,369
Imperial College	-	9,358	(9,358)	-	-
National Lottery	68,461	115	(68,576)	-	-
Nuffield Foundation	-	131,539	(131,539)	-	-
QBE	-	50,000	(50,000)	-	-
Rank Foundation	8,670	31,474	(29,004)	-	11,140
School Food Matters	-	15,297	(15,297)	-	-
Sustain: The Alliance for Better Food & Farming	18,952	68,344	(87,296)	-	-
The Health Foundation	-	21,600	(21,600)	-	-
The Joseph Rowntree Trust for London	12,352	17,500	(29,852)	-	-
University of Leeds	-	45,000	(41,242)	-	3,758
University of Leeds	-	4,500	(4,500)	-	-
Waterloo Foundation	-	90,000	(11,550)	-	78,450
Wellcome Trust/The London School of Hygiene and Tropical Medicine	-	16,975	(16,975)	-	-
Uni of Robert Gordon	-	875	(875)	-	-
Uni of SOAS	-	4,189	(4,189)	-	-
Ad hoc	-	156	(156)	-	-
Total restricted funds	284,536	600,822	(744,641)	-	140,717
Unrestricted funds					
<i>Designated funds:</i>					
Core	71,859	-	-	(71,859)	-
<i>Total designated funds</i>	<i>71,859</i>	<i>-</i>	<i>-</i>	<i>(71,859)</i>	<i>-</i>
General funds	460,433	780,513	(852,619)	71,859	460,186
Total unrestricted funds	532,292	780,513	(852,619)	-	460,186
Total funds	816,828	1,381,335	(1,597,260)	-	600,903

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2025

15. OPERATING LEASE COMMITMENTS

The charity had operating leases at the year end with total future minimum lease payments as follows:

	2025	2024
	£	£
Amount falling due:		
Within 1 year	28,800	28,800
Within 1 - 5 years	<u>16,800</u>	<u>45,600</u>
	<u><u>45,600</u></u>	<u><u>74,400</u></u>

16. RELATED PARTY TRANSACTIONS


R Boycott, a trustee, is also a director of Veg Power CIC until 4 December 2024. A Taylor, CEO, is also a director of Veg Power CIC. During the year the charity made partner payments of £191,712 (2024: £nil). There were no outstanding amounts payable at the year end.

D Edwards, a trustee in the prior year, was also a trustee of Sustain: The Alliance for Better Food & Farming. In the prior remuneration year the charity received grants from Sustain of £66,390.

A sibling of S Harris, a trustee, is an employed by the charity and has received remuneration during the period of S Harris's appointment amounting to £13,645.

All transactions were carried out at arms length.



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FOOD FOUNDATION

England & Wales - Charity number 1187611

Accounts



The Food Foundation

ANNUAL REPORT 2024

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Foreword from the Chair



**Laura Sandys CBE,
Chair**

What a year! This year culminated with the huge acknowledgement of the Food Foundation and Anna Taylor in winning the Derek Cooper Outstanding Achievement Award at the annual BBC Food and Farming Awards. As Trustees we could not be more proud of the organisation and its achievements over the last 10 years!

AWARD WINNING PICTURE

Recognition such as this however is the result of a lot of work and this year our team has been working tirelessly on pre and post election activity with significant achievements throughout the year. Importantly we laid the ground work for a new Government, whichever of the parties were going to win, engaging with all parties on their manifestos and their front bench spokespeople fulfilling our charity objectives of delivering healthy, good and sustainable food for all.



Anna Taylor and Hugh Fearnley-Whittingstall at the BBC Food and Farming Awards

Free School Meal successes include the Mayor of London continuing to support free school meals for all primary students with results emerging to show the significant impact of what this means to health and learning. 66 other local authorities are introducing auto-enrolment which is one of our very first asks of the new government.

The impact of food poverty is still very high and is unsustainably impacting children's future so detrimentally. We have continued campaigning on this crucial issue and have shown that height, obesity and long term illness are worse in the UK than other European countries. This will be a core focus for next year as the longer this continues the greater the health price the poorest families will have to pay now, and into the future.

We are a systems wide organisation so our work with business and investors has been important to get the whole system to take responsibility and be accountable for their actions in relation to their societal outcomes. No one is beyond our scrutiny – and of course our desire for collaboration.

Funding has been challenging this year particularly as we have a clear policy not to take any funds from the food industry so rely on grant funders. However 2025 is looking stronger and our impact is being recognised by many new funders. We want to thank all those funders who have made such an on-going commitment to our work – we could not have got to where we are today without you!

It is very exciting that we are welcoming 4 new Trustees onto the board over this next year replacing some of our existing trustees in line with good governance. We have been thrilled to recruit new Trustees with very diverse sets of experiences and expertise. I want to say a huge thanks to Parveen Bird, Dr Sophie Harris, Neil Leitch OBE and Judith Batchelor OBE for agreeing to join us. We will be thrilled to learn from you this year and into the future. I personally also want to thank David Edwards who will be stepping down this year. David was with us from the very start of the Food Foundation and his belief and contribution to our success cannot be underestimated.

And a huge thanks to our great trustees who have contributed so much to our first 10 years!

Roll on the Next 10 Years!

Registered Charity Number:
1187611 (Registered;
28th January 2020)

Registered Address:
Food Foundation CIO,
7th Floor, International
House, 6 Canterbury
Crescent, Brixton, London,
SW9 7QD

Executive Director:
Anna Taylor, OBE

Board of Trustees:
Laura Sandys CBE
(Chair & Founder),
Judith Batchelar

Pat Biggers

Parveen Bird

Baroness Rosie Boycott

David Edwards

Prof Sir Charles Godfray

Dr Sophie Harris

Andrew Hobbs

Neil Leitch

Tom Lindsay

Prof Sir Michael Marmot

Essie North

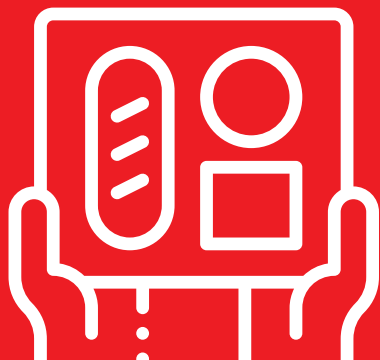
Appointed Auditors:
Price Bailey LLP,
24 Old Bond Street,
London, W1S 4AP

Registered Bank:
CAF Bank Limited,
25 Kings Hill Avenue,
Kings Hill, West Malling,
Kent, ME19 4JQ

The highlights

IMPROVING SCHOOL FOOD

- 1 Sadiq Khan confirmed his long term support for funding free school meals (FSM) for primary school children in London.
- 2 66 local authorities now working to auto-enrol children on free school meals.
- 3 We tested a regional FSM campaign model in the West Midlands ready for scale up and securing engagement from 4 metro mayors on expanding free school meals.
- 4 We researched with secondary school students in Yorkshire the impact of poor school food quality on children eligible for free school meals and identified priorities for schools and Department for Education. The parliamentary launch was attended by more than 20 MPs.



GREATER BUSINESS TRANSPARENCY

- 1 Our top priority metric for mandatory health reporting by food businesses was prioritised by the government's Food Data Transparency Partnership.
- 2 7 supermarkets now publicly report data on their sales which come from healthy foods and have also set targets. 4 supermarkets now publicly report data on their sales which come from fruit and veg and have also set targets. The numbers were 6 and 3 respectively last year.
- 3 The Investor Coalition for Food Policy membership has grown by more than 40% since its inception in 2022 (2022: 23 members), with now over 30 investors representing over £6 trillion in assets under management.
- 4 A significant increase in the number of investors and businesses (11; 4 investors and 7 businesses) who were willing to call for greater policy intervention in the food system – including at a roundtable pre-election with (now) food minister, in our podcast and blog series and in a joint statement which we worked on with the Food, Farming and Countryside Commission.



CONTINUED >

ADOPTION OF THE KIDS FOOD GUARANTEE

- 1 Five retailers took action to improve access to affordable healthy food in line with our Kids Food Guarantee asks
 - a. Several companies took action to reduce the price of infant formula (Iceland, Coop, Danone), and Competitions Market Authority initiated an inquiry into profiteering.
 - b. Tesco trialled a new sugar free yogurt
 - c. Lidl have set a wholegrains sales target within their new fibre strategy.

- 2 Our data has been widely cited including by BBC Panorama, Channel 4's Steph's packed lunch and the Greater London Authority and has been used by Food Standards Scotland for planning their promotions regulations. In particular, our data on the cost of healthy and unhealthy packed lunches was covered across national, local and trade media including Telegraph, The Mirror, Independent and discussed on ITV's This Morning.



BUILDING POLITICAL SUPPORT FOR FOOD SYSTEM CHANGE

- 1 There were a number of policy areas from the Food Foundation's manifesto that were reflected in the party manifestos – notably 3 parties committing to the expansion of school meals.
- 2 During and immediately after the election we launched two short reports which received very widespread media coverage including the front page of The Guardian, and we have heard are being cited by new Ministers: Neglected Generation and Food insecurity Update.
- 3 Our Nourishing the Nation Manifesto page has been viewed nearly 3,000 times on our website and the Nourishing the Nation: A shared vision of a brighter future video aimed at policymakers had 1,500 views on Youtube and 7,400 views on X with over 44,000 impressions.



PREVENTING FOOD INSECURITY

- 1 Continued widespread use of our food insecurity and food price data including by former Work and Pensions ministers in a letter to the Financial Times, and internally by the Department of Work and Pensions.
- 2 Deep dives on specific areas of food insecurity, such as disabilities, single parent families and mental health (forthcoming) have helped facilitate relationships with a wider range of stakeholders working on these issues.
- 3 Continued campaigning on Healthy Start, including on access for people with no recourse to public funds, which has led to the eventual launch of a much anticipated government consultation on this issue.



Our vision

A sustainable food system which delivers health and wellbeing for all.

Our mission






To change policy and business practice to ensure everyone in the UK can afford, access and enjoy healthy and sustainable food.

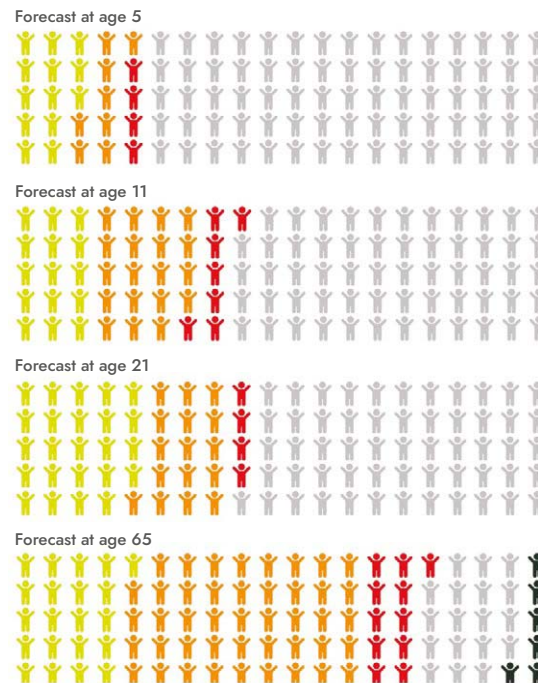
Why we exist

The Food Foundation was established to understand why the UK food system is failing to deliver the best outcomes for citizens and our planet, and to drive change in food policy and business practice to ensure everyone, across the UK, can afford, access and enjoy healthy and sustainable food. A great food system can help deliver equality of life expectancy, a sustainable NHS, greater school attainment and work productivity, beautiful countryside and a stable climate.

If action is not taken to tackle these food system failures, there are devastating consequences for our children and our planet. And the situation is even worse for those living on a low income.

TRAJECTORY FOR 100 CHILDREN BORN IN 2022

-  Overweight
-  Moderate obesity
-  Severe obesity
-  Healthy/underweight
-  Deceased



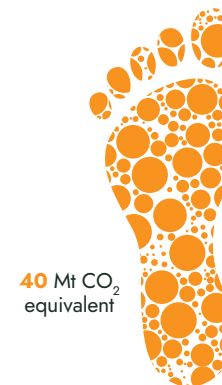
OUR PLANET'S PROSPECTS

Dietary carbon reduction needed by 2050

2050
Business as Usual



2035
Where we need to be*



2050
Where we need to be*



*includes 20% less meat consumption by 2035, 35% less meat by 2050, 60% less waste by 2050, and farmers using low-carbon practices.

SOURCE: UK CLIMATE CHANGE COMMITTEE, SIXTH CARBON BUDGET, 2020

Our Impact

from the Executive Director



The mayoral elections and general election have dominated the year. The run up to the election was a period where we a) had to refresh our team's understanding of charity and election law to ensure our campaigning remains fully aligned with our charitable objectives and is fully independent b) invest in building relationships with political parties in opposition and c) ensure we were prepared for an election being called at any time, with relevant outputs completed in advance of likely election timings. We had a large programme of work "Nourishing the Nation, Election 2024" which was aimed at getting out core messages on the need for political leadership and policy intervention in the food system. In this work, we not only worked in close collaboration with other civil society actors, but we also leveraged our relationships with businesses to make a case for private sector support for food system intervention by government.

Despite the considerable uncertainty, and pre-election inertia which characterised much of the year, our engagement allowed us to set out clearly the priorities of citizens up and down the country – and the challenges they face in the aftermath of the highest food price inflation for 40 years – in securing access to nutritious, sustainable food. It has also help to shape the immediate priorities of the new government, and there are now a number of processes which are up and running which allow us to use our evidence to inform and influence policy decisions. While this report shows we have delivered meaningful impacts in all five of our priority areas, we have also played a key role in shaping the public narrative around what needs to be done to support people in Britain to eat well, whatever their circumstances, helping to create a conducive environment for evidence-based policy decisions in the new government term.

“ This report shows we have delivered meaningful impacts in all five of our priority areas ”



OUR IMPACT

Improving school food

WHAT WE WERE TRYING TO ACHIEVE

- › A increase in the number of children eligible for free school meals.
- › Government departments taking action to address allow auto-enrolment of children eligible for free school meals.
- › Improvements to school food standards – an overhaul of standards with improvement of nutritional quality and sustainability; and a commitment to rolling out nationwide monitoring system following completion of FSA pilots.



THE IMPACT WHICH WE DELIVERED

- We coordinated a stunt in Westminster on Free School Meals, bringing together young people and MPs on the issue of free school meals.
- We helped to secure a Westminster Hall Debate on school food, hosted by Liberal Democrat Munira Wilson, where our work was cited by four different MPs.
- We launched a report on school food quality in Yorkshire, based on the experience of young researchers. Our parliamentary event in collaboration with Fix Our Food/University of York which was attended by 16 MPs, 4 peers, 3 parliamentary staffers and 2 civil servants. The report and poems launched at the event continue to be part of our engagement work with MPs.
- We coordinated letters to the metro mayor candidates ahead of the mayoral elections; 16 candidates responded. We continue to have positive discussions regarding pilots with the mayoral teams in West Midlands, Yorkshire and Liverpool.
- In West Midlands specifically, we ran a 2 week campaign involving 60 buses (pictured left) with a FSM advertising campaign across Birmingham, 30 buses across Wolverhampton, and 30 buses across Coventry. In addition, targeted paid social media ads achieved 3.6 million impressions across the West Midlands. The campaign led to 3 leading candidates expressing their support to expand free school meals on the BBC.
- Two political parties – Liberal Democrats and The Greens – included commitments on FSM in their manifestos, Labour included a commitment to roll out free school breakfasts while Sadiq Khan (Labour London mayor) featured free school meals as a key part of his mayoral campaign and committed to ongoing roll out.
- 66 local authorities are now working on auto-enrollment. We coordinated a letter to Department for Education with Bremner & Co on the topic, which received 130 signatories from councils, charities and academia. We have had positive discussions with the new government on this.

THE HIGHLIGHTS



Westminster stunt

“
 I believe the Government needs to do more to provide students with a healthy, sustainable and tasty free school meal because our health matters for our education and future
 ”

Aliza, Age 14



Fix our food parliamentary event



Primary school canteen



OUR IMPACT

Adoption of the Kids Food Guarantee

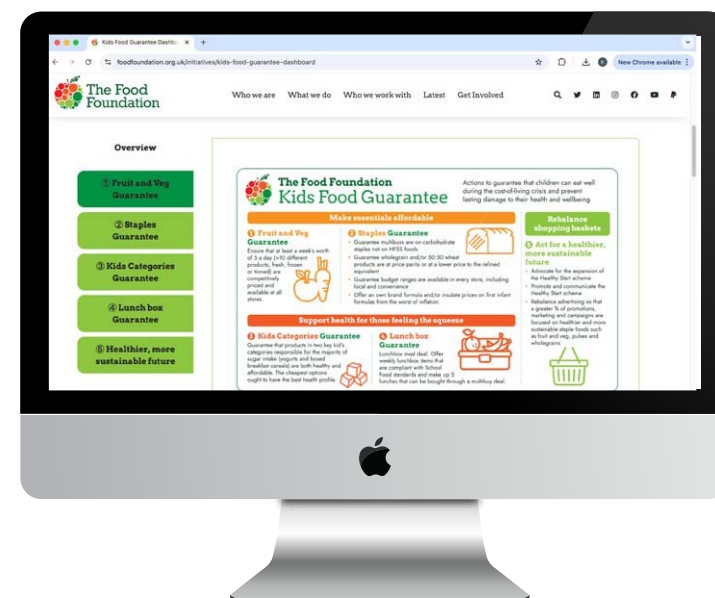
WHAT WE WERE TRYING TO ACHIEVE

Our Kids Food Guarantee was launched in March 2023 as a response to high levels of food insecurity among households with children. We outlined a roadmap of actions for retailers to guarantee that children from low income households could eat well during the cost-of-living crisis and prevent lasting damage to their health and wellbeing. Our core ask was for retailers to act to implement better pricing for health so that families having to trade down in price were not also trading down on nutrition.

We built and launched a data dashboard for the Kids Food Guarantee, and published 12 reports between August 2023 and September 2024 monitoring progress across our Guarantee areas. We achieved 11,835 webpage hits and 437 downloads for KFG reports. Our data has been used by Panorama, FSA and Channel 4's Steph's packed lunch. We launched a summary briefing in May 2024 summarising one year of the KFG with a webinar that was well attended by 150 people.

THE IMPACT WHICH WE DELIVERED

- Two retailers each implemented a programme that mapped onto one of our guarantee areas: **Tesco** made two own-label yogurts the healthiest and cheapest across the whole category, and piloted kid's sized plain yogurt pots. **Lidl** introduced a new fibre strategy which includes a commitment to increase sales of wholegrains by 20% by 2026, in August 2024 launched an affordable own label first infant formula product (Lupilu) in line with our asks.
- Other performance improvements included: **Iceland** discounted infant formula leading to the price of first infant formula brands falling across the retailers, **Co-op** initiated consistent pricing of formula across the country and in all stores, **Danone** cut the price of Aptamil which resulted in the big four retailers then cutting the price of the brand. **Waitrose**, using our formula research as a catalyst in discussions with their category and commercial teams, have achieved a review of pricing as part of the new category strategy.
- We also engaged with a number of government departments and external bodies including Treasury, Department of Health and Social Care, Food Standards Scotland and The Food Standards Agency on the Kids Food Guarantee.
- Our data has been widely cited in media coverage of formula price rises and we have noted a shift in media and political narratives around formula as a result. The Competition and Markets Authority enquiry is underway, looking at formula pricing across the UK retailers.



THE HIGHLIGHTS

- › Iceland's action to reduce the price of infant formula led to a domino effect on other retailers and manufacturers subsequently reducing the price of formula.
- › Food Standards Scotland launched a consultation on restricting multibuys and price promotions on high fat, sugar and/or salt food and drink in Scotland, citing our data on price promotions as part of their justification for exploring the potential to restrict a broader range of unhealthy food promotions than in England.
- › Tesco's strategic focus on children's health and targeting yogurts as a key category to improve is a big win resulting from the engagement with the Kids Food Guarantee.



THE CHALLENGES & KEY LESSONS

The most significant **challenge** we faced was obtaining representative data to monitor progress as we wanted to track progress across the majority of retailers. This was coupled with a considerable team time and resource commitment required to do multiple reports and respond to retailer queries over the reports and their performance. Over time, civil servants became less interested in the issue as the cost of living crisis became less prominent in the national news.

The **key lesson** we learned was that our focus ought to be on tracking those categories of most relevance to both the wider business and policy environment. For example, tracking infant formula was impactful because of the growing media focus on the issue and the CMA's interest in the category.



OUR IMPACT

Building political support for food system change

WHAT WE WERE TRYING TO ACHIEVE

Our focus this year has been to ensure that food system change was on the agenda of the main political parties in the lead up to the General Election, and to ensure we were prepared for an election regardless of when it was called. This involved working across both Houses of Parliament, building relationships with representatives across multiple parties, and engaging with the party officials. Following the election, we sought to harness the energy of a new government, and the large cohort of new MPs, on the issues outlined in our manifesto.



THE IMPACT WHICH WE DELIVERED

- There were a number of policy areas from the Food Foundation’s manifesto that were reflected in the party manifestos

Food and drink taxes	Lib Dems – expand soft drinks industry levy
Advertising	Labour, Lib Dems, Cons – banning advertising of junk food to children Lib Dems - Supporting local authorities to restrict outdoor advertising
School food	Labour – free breakfasts for primary school children Lib Dem - extending free school meals to all primary school children Green - All children to have a daily free school meal and free breakfast clubs in primary school
Procurement	Labour, Cons – half of public food procurement from the UK or environmentally sustainable
Wage and Benefit levels	Labour - expand remit of low pay commission Lib Dem - independent commission on Universal Credit Green - Ensure everybody has sufficient income to make sustainable food choices, including raising the minimum wage, Universal Credit, disability benefits and carer’s allowance
Horticulture	Lib Dem - Invest in the development of alternative proteins Green - Encourage a move to more mixed farming with new horticulture support for fruit and vegetable production
Cross government working	Lib Dem – introduce a National Food Strategy Lib Dem – Health Creation Unit in Cabinet office Green - A cross government approach to health

- A key part of our pre-election work was the 'Nourishing the Nation: election 24' campaign, focused on our asks for the new government. Within this sat our manifesto, cost free policy report, short briefings on key manifesto asks, our guide to the food system for new MPs and our 'vision' video. The purpose of this work was to build momentum around a set of key asks across the food system, bringing many of our strands of work together in one place.
- We submitted to various Select Committees including to the replace with Environment, Food and Rural Affairs Committee Committee, the Public Accounts Committee, the Levelling Up and Housing Committee, and the House of Lords Food, Diet and Obesity Select Committee. For the latter we met with committee members, gave oral evidence in the first session, which set the tone for the rest of the inquiry and our Food Ambassadors were also invited to give oral evidence, as did a member of our Investor Coalition. We also produced a written submission.
- We undertook comprehensive analysis of the party manifestos as they were published during the election period, as well as an analysis of how they featured our issues overall. This was published through a series of podbites and blogs.
- During the election period we also published a report on the poor state of children's health titled 'the Neglected Generation' as an opportunity to keep our issues on the agenda. The report gained over 400 pieces of coverage across national, local and trade media. Highlights included the story appearing on The Guardian front page and as the lead story on the Guardian website, as well as articles on Independent, Daily Mail, ITV, The Telegraph online and mentions on Sky News, Channel 5 News, Panorama and LBC, with Henry Dimbleby also interviewed on the topic on Good Morning Britain.



THE HIGHLIGHTS

- › The Nourishing the Nation package of work was a success, and it is notable that food featured in every single major political party's manifesto



UK children shorter, fatter and sicker amid poor diet and poverty, report finds

Food Foundation says height of five-year-olds falling, child obesity up by a third and type 2 diabetes by a fifth



The report says the significant decline in child health is the result of a 'wholly insufficient' food policy. Photograph: JGI/Jamie Grill/Getty Images/Tetra images RF

- › The Neglected Generation report which became a national talking point.

- › The establishment of the House of Lords' Food, Diet and Obesity Special Committee shows the prominence that food and health is attaining in our political landscape.



Food, Diet and Obesity Committee Thursday 2 May 2024 Meeting started at 10:04am, ended 12:27pm





OUR IMPACT

Greater business transparency

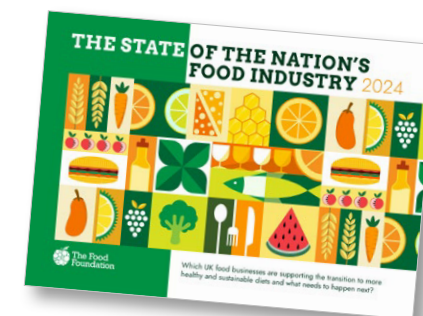
WHAT WE WERE TRYING TO ACHIEVE

Using our Plating Up Progress benchmark as a launchpad for engagement, we are encouraging food businesses to disclose, set and strengthen their commitments to support people to eat more healthily and sustainably. We also support the Investor Coalition on Food Policy to engage more with Governments on intervening on food issues to support better standard setting and transparency in the food sector. This year our main ask was to see stronger political and business commitments to health and sustainability reporting, mainly through the introduction of mandatory disclosures.



THE IMPACT WHICH WE DELIVERED

- In November 2023 we published the second iteration of our flagship report: the State of the Nation's Food Industry (SOFI) to coincide with the start of COP28. The SOFI report showcased the results of our 2023 Plating Up Progress analysis and had good coverage in trade and mainstream media publications, with almost 200 attendees attending the launch webinar.
- The report was invaluable in helping us have long-term strategic conversations with food industry to discuss how they can improve their performance in line with health and sustainability objectives; in total, we met with 21 businesses.
- The Food Foundation and the Investor Coalition continued to be actively engaged in the Food Data Transparency Partnership (FDTP) process. Investor Coalition members and Food Foundation staff attended meetings with DHSC and Defra officials, and twice submitted written input on the FDTP Health Working Group proposals. Prior to the general election, the FDTP health working group's proposals included two of the Food Foundation's top three metrics for testing by industry.
- Seven businesses made significant progress since last year in disclosing transparent data and setting targets to support sales of healthier and more sustainable food: Lidl GB; Bidfood; Aldi; Marks & Spencer; Compass Group UK & Ireland; Ocado; and Waitrose.
- Five new investors joined the Investor Coalition, increasing the membership by 40% since 2022.
- As part of our Lobbying for Good project, eight businesses and four investors spoke out in support of mandatory reporting and greater standard setting that supports transparency; overall, ten businesses as well as the wider Investor Coalition on Food Policy spoke out in support of this policy ask. The Liberal Democrats' election manifesto included a specific recognition on the need for businesses to report formally on their wider impact on society and the environment; there was also some recognition on the need for this from the Labour Party.



THE HIGHLIGHTS

“ I thought it was a great and greatly powerful session ”

Carolyn Ball, Director for Delivery of Net Zero, Compass Group UK & Ireland

- › The Investor Coalition gave in-person evidence at the House of Lords Committee on Food, Diet & Obesity, as well as submitting written evidence in collaboration with ShareAction.



- › We published our Rethinking Plant-Based Meat Alternatives report, assessing 68 different plant-based meat alternatives, examining their nutritional, environmental and price credentials and comparing them both to meat and each other. The report became one of our most downloaded reports for the year.

- › In April 2024 we held a roundtable with then Shadow Minister for Defra Daniel Zeichner MP and other officials, where forward-thinking food businesses and investors put forward their vision for a healthy and sustainable food system post-election.



“

It was impressive to see the range of stakeholders you could convene

”

Richard Hall, Vice President and General Secretary, Danone UK & Ireland



OUR IMPACT

Preventing food insecurity

WHAT WE WERE TRYING TO ACHIEVE

This year our primary goal was to keep issues of food insecurity, inequalities and affordability high up the agenda – we were specifically seeking new commitments to drive up uptake of healthy start and expand the scheme (including the consultation on the eligibility of households with no recourse to public funds) and to build commitment to ensure that benefit entitlements factor in the cost of a healthy diet.



THE IMPACT WHICH WE DELIVERED

- Published the 14th and 15th rounds of our food insecurity surveys, alongside blogs providing further detailed analysis of the findings. Our food insecurity surveys have proved to be an influential policy tool for different stakeholders, and have been the basis of discussions with Food Standards Agency, Department for Work and Pensions and Department for Education. Round 14 secured good coverage on television and digital media and reached 9,846 hits in our website, and the reports remain widely cited by different stakeholders. Round 15 gained 370 pieces of coverage with highlights including The Guardian, Independent, The Sun Online (English and Scottish editions) and Mail Online. Our Head of Policy and Advocacy was interviewed by BBC Scotland about the findings and Michael Marmot quoted our data during the Andrew Marr show on LBC Radio. In addition, we published deep dives on food insecurity on three topics – single parent families, disabilities and on mental health.
- Regular tracking of a basic basket of goods for our food price tracker, which continues to be used and cited, including in major media, such as The Guardian. This helps to solidify our role in the public debate on food affordability. During the last year our food prices tracker reached 8,265 hits in our website.



- Advocated for expanding eligibility, increasing the value, and boosting uptake of the Healthy Start scheme. We coordinated a letter to Andrea Leadsom MP, signed by over 140 organisations and actors, calling for the permanent eligibility of families with No Recourse to Public Funds (NRPF). This helped to secure a commitment from the new Labour government to launch the consultation on NRPF eligibility in July. The Food Foundation and our Healthy Start analysis and data were referenced multiple times in Westminster Hall Debates, with eight MPs raising parliamentary questions about its importance.
- Released our second Early Years report, focused on barriers to breastfeeding with a specific focus on the economic challenges which low income women face. The report was launched in February 2024 at a parliamentary event attended by over 40 stakeholders, featuring three cross-party MP speakers. The report reached 28,559 social media accounts within a week of publication.



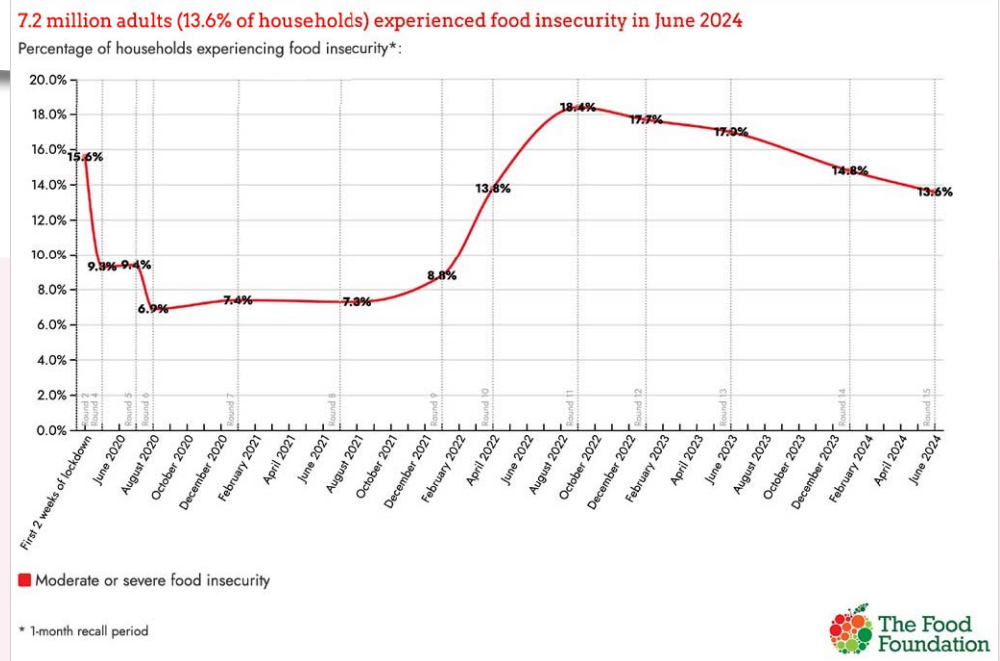
Early Years report
parliamentary event

THE HIGHLIGHTS

- › Our food insecurity data was used by Debbie Abrahams MP in a letter to the Chancellor ahead of the Autumn Budget, which was endorsed by several former Secretaries of State for Work and Pensions and Metro Mayors.

THE CHALLENGES AND KEY LESSONS

Inconsistencies in government data on Healthy Start uptake posed challenges for engagement, advocacy and monitoring of uptake. Additionally, aligning advocacy efforts with political milestones was crucial for maximizing impact but this requires careful planning and efficient allocation of resources and staff. Our food insecurity data continues to be well received, and this has been helped by topical deepdives into specific areas such as disabilities and mental health. These have in turn also helped engagement with those working on these issues but who may not have a focus on food.



Working with citizens

THE HIGHLIGHTS



The Food Foundation works with citizens from across the UK, aged 14 years and upwards, who have lived experience of food insecurity. These citizens make up our Food Ambassador programme. Over the last 12 months, we have welcomed 14 new Food Ambassadors making a total of 49 Food Ambassadors (of which 23 are 18 years or under). The Food Ambassadors have been involved in a number of exciting and impactful activities including:

- › The “Serving Up Better” Stunt in Westminster as part of the Feed The Future campaign to expand Free School Meal (FSM) eligibility.

- › Regularly meeting with the Department of Education to discuss expanding FSM eligibility and the current state of school food standards.
- › Providing witness evidence to the Youth Select Committee on the impact of the cost-of-living crisis on young people. Food Ambassador, Dev Sharma, chaired the session.
- › Attending a meeting with the Labour MP for Halifax, Holly Lynch.
- › Attending a parliamentary event focusing on new research published on the FSM allowance.
- › Working on the animated video “Nourishing the Nation: A shared vision of a brighter future.”
- › Providing evidence to the House of Lords Select Committee on Food, Obesity and Diet, which not only had a great impact, going viral, but has been quoted over 30 times in the final report and recommendations.
- › In addition, our Food Ambassadors have been part of diverse communications strategies. From press and media opportunities, such as Abdul’s contribution to a Guardian article focusing on people’s experiences of navigating food insecurity, to a short Food Foundation blog series (“Citizen’s View”) in which Dan, Caroline and Glory shared their hopes for the new government in the run up to the General Election. Citizen’s voices have also been heard on our podcasts including a Pod Bite on breastfeeding, Kathleen’s reflections on giving evidence to the House of Lords Select Committee, and the young ambassadors’ round up of the annual Residential Stay (or “Resi”).

This year, our residential event saw 16 young Food Ambassadors head to York where they bonded, attended training and began to design campaigns that they will carry out with the Food Foundation. On the final day, the young ambassadors met with Racheal Maskell MP to talk about universal FSMs.

TRAINING OUR CITIZENS

The Food Foundation’s ambassador programme aims to invest in citizens so that they have the skillsets needed to be successful food activists. In the last year, we have organised multiple Media

Skills trainings with the organisation Heard and Facilitation trainings with NEON. Both organisations specialise at working with people with lived experience and supported the ambassadors to

develop their skills through an anti-oppressive lens. At the residential, two journalists from Media First provided bespoke training to the sixteen young Food Ambassadors.

Reaching and influencing our audiences

MPs /PEERS

Over the course of the year, we had attendance from 57 different Parliamentarians to Food Foundation events.

We have also strengthened relations with a core group of Parliamentarians who are consistently committed to improving different parts of the food system such as Healthy Start, School Food, or dietary inequalities. We purposefully focused on building relations with those MPs who were a) standing in the 2024 election and b) very likely to retain their seats in the 2024 election. Going forward, this presents us with the task of rebuilding our base of Parliamentary supporters amongst the significantly diminished Conservative benches.

We have also achieved 15 references in Hansard for the curtailed Parliamentary year. We have had different Ministers and Shadow Ministers from the Departments of Health and Social Care, and Environment, Food and Rural Affairs attend our events.

All of our engagement has been cross party, and the diversification of political parties represented in the House of Commons after 2024 General Election has furthered that.

Throughout the year, we had 70 civil servants attend Food Foundation events

GOVERNMENT AND CIVIL SERVANTS

We continue to engage with civil servants across a number of different departments, including Department for Health and Social Care, Department for Environment, Food and Rural Affairs, Department for Work and Pensions, Department for Education, Food Standards Agency and Food Standards Scotland. In addition, we have started to build new relationships with Department for Business and Trade and Department for Energy Security and Net Zero in collaboration with our Investor Coalition. Following the election, we wrote to all Secretary of States and relevant Ministers from priority Departments, and have started to engage with each department on the priorities of the new government. Throughout the year, we had 70 civil servants attend Food Foundation events. We have responded to a number of government consultations over the course of the year, covering issues such as advertising regulations, promotions (Scotland), formula prices and commercial infant food, as well as submitted representations to the Autumn and Spring budgets.

LOCAL AUDIENCE – LOCAL AUTHORITIES

We have deepened our engagement with local authorities over the past year as they continue to play increasingly important role in developing and testing place based-approaches to food

We have deepened our engagement with local authorities over the past year

system transformation. We have had 87 local authority representatives attend the FF events with 14 local authorities signed up to participate in the UK Urban Food Forum (UFF) pilot programme since we launched the initiative in July 2024. UFF is a collaborative platform for urban local authorities to address challenges, share best practices, and innovate in the field of sustainable and healthy food systems that the Food Foundation has developed in partnership with Birmingham City Council. Since the launch we held 3 sessions that were attended by 30 local authority officers. Going forward we hope to use UFF to identify interventions and successful approaches that can be scaled and replicated across the country.

In addition, we established new relationships with regional governments across England as part of our campaign aimed at Metro Mayors in the run up to local elections in May 2024 to champion nationwide action to extend free school meals.

Finally, this year we were able to secure additional funding from the Birmingham City Council to continue supporting them in delivery of their ambitious 8 year Food System Strategy. This has allowed us to influence policy development across 4 council departments beyond public health including procurement, business and commercial, environment and environmental health departments.

BUSINESSES

This year 204 businesses attended FF events and businesses represented 22% of our total new Linked In followers. This represented a further 1,240 business followers hearing about, engaging with and acting upon key information we are sharing on this relevant business communication platform.

A key highlight of the year was our Rethinking the Menu event on 25 June, as part of London Climate Action Week, held in collaboration with the Sustainable Restaurant Association (SRA) and the World Resources Institute (WRI). This 'in person' event focused on reducing Scope 3 emissions in the out of home sector, attracted 42 businesses in the Out of home sector. This event also positioned The Food Foundation as a key player within sustainability in the food system.

We have specifically deepened our engagement with food manufacturers by including 7 major manufacturers in our Plating up Progress dashboard for the first time. The information gathering and analysis period has led to direct interaction with these companies, including two key own brand label suppliers. This has given us valuable insights into their operations, enabling a better understanding of the status of healthy and sustainable foods in the UK. In turn, we share best practice with these businesses, raising awareness of the importance of taking positive action or risk being singled out as lagging behind in this sector.

We published a number of key briefing reports, shared with food businesses during the year, which have been well received and cemented our reputation for salient and credible information including the Profit Briefing report. Published in September 2023,

this report covered our investigation into the accusation that food businesses were guilty of 'greedflation', driving inflation by raising prices above their costs to make excess profits. The report was in the top ten downloaded reports with 583 hits and 274 downloads.

INVESTORS

We continued to build our relationships with, and embed the working methods for, the Investor Coalition on Food Policy. We had one-on-one engagement with investors, speaking individually with over 80% of the Investor Coalition members. We organised in-person and online meetings of the Investor Coalition which were attended by over two thirds of the Coalition. We published several investor briefings, highlighting various food systems issues for investors to consider. We also created several resources for the Coalition's landing page on the Food Foundation's website including a summary document and video about the Coalition, which have been used as promotional materials for expanding the Coalition. In total these briefings, podcasts and other materials had over 4000 hits and more than 2000 downloads.

This year 25 investors have attended Food Foundation events. We held two investor immersion events which were well-attended and helped to strengthen our relationship with key members of the coalition. Members of the Investor Coalition were also invited to speak on several in-person and online event panels, and we facilitated the Investor Coalition's participation in a number of initiatives and roundtables, including with parliamentarians and those run by the CSOs we collaborate with, to further ensure that the investor voice is amplified and considered a key stakeholder in food policy discussions. Investors from the Coalition have also contributed to a range of various media, including articles, blogs, podcasts and other strategic communications.

WIDER AUDIENCES

All of our social media channels have grown with **Twitter/X up 10%** (now 24,000+), **LinkedIn up 32%** (now 16,000+), **Instagram up 32%** (now 12,000+), **Tiktok up 63%**, **YouTube up 64%** and **Facebook up 11%**. We also recently launched accounts on Bluesky and Threads to expand our reach. Meanwhile, **podcast downloads are 62% up year-on-year**, helped by the introduction of a panel discussion format for longer episodes.

We also achieved some social media records! Our Neglected Generation report launch post had **155,000 views** on Twitter/X and a video of our Food Ambassador Kathleen Kerridge giving evidence at the House of Lords Food Diet and Obesity Committee has been **viewed 148,000 times**. To put that into context we recently **surpassed 250,000 views** on our **YouTube** channel since its creation (September 2015) from a total of 229 videos published and Kathleen's video accounts for 59% of that total, surpassing even videos featuring Marcus Rashford. Another success was the launch of our Vision Video with 53 organisations/food policy experts sharing it on their social media accounts.

In terms of the website, we recorded nearly more than **247,000 page views** and nearly **16,000 downloads** of our reports. We also had **4,200 media hits** across national print, broadcast, radio, trade and regional press.

What next?

In the coming year, we are identifying the key policy engagement opportunities being presented by the new government, particularly its five mission areas, which might allow us to progress our priorities for food system transformation.

There remains a significant gap between wage growth and the cost of living, and this is reflected in stubbornly high levels of food insecurity, particularly in certain groups of the population, which our surveys are revealing. This is combined with low levels of unemployment (4.2%) and high levels of economic inactivity (22%) with 2.8 million people who are economically inactive due to ill health. There is increasing evidence of the impact of climate change on specific food products in our supply chain. We're keen to do more work tracking the effects of climate change on food prices and have a research proposal just approved to start work on this. There are growing concerns among the farming community about a) the farming subsidy funding envelop being too small and too hard to gain access to b) increasing numbers of farmers going out of business c) competition with imported food produced to lower standards due to recent post Brexit trade deals and d) the impacts of changing weather patterns on farming viability. We're increasingly thinking about where our mission aligns with farmers interests to broaden the coalition of support for our goals.

We're keen to do more work tracking the effects of climate change on food prices

Our specific priorities for the next year have been shaped on where we believe there are opportunities for new commitments to be made by businesses or policy makers.

We have agreed 5 Impact Delivery Areas. For each of these areas we have developed "good, better, best" outcomes against which we will measure our progress. These are listed below.

1 Better school food for more children (quality, eligibility for free school meals and auto-enrollment). This will directly align with the Children’s Wellbeing Bill, and the child poverty task force but include work with the metro mayors to explore whether greater devolved powers will allow expansion of free school meals in other cities.



2 Better nutrition for pre-schoolers (baby food regulations, food standards in early years settings, expansion of healthy start). This will align with both the Health Mission and the Children’s Wellbeing Bill.



3 More vegetable and bean-rich options to substitute meat (public beans campaign, horticulture and procurement strategies, targeted business action). This will start with a focus on business engagement and priming citizens but will include work on horticulture and public procurement which DEFRA is leading.



4 Fiscal interventions to support the affordability of a healthy diet (taxes on unhealthy food, and subsidies and investment to improve food security). This will align with the Health Mission but include engagement with Treasury, and the Child Poverty Task Force, and the proposed review of Universal Credit.



5 Greater business transparency (mandatory reporting and lobbying). This will be aligned to both health and green energy mission areas, and is focused on the business expectations in supporting these national missions.



In addition to our Impact delivery areas we have on further workstream which is in development. This is focused on our local work where we are testing interventions which local actors can adopt in order to expand, deepen and complement actions taken by national actors.

We’re currently exploring actions taken by 3 local actors and their power to create better/novel food environments:

1. **Local Authorities** – focusing on Birmingham where we are testing a range of interventions, including food hubs
2. **Universities** (on campus and as part of the civic role) – focusing on the University of Kent and piloting its right to food blueprint in 3 further universities
3. **Local developers** – testing the role of a food strategy as part of new housing developments

These areas are all at the research and evidence building stage, rather than the engagement stage. But by next year we hope they will be at the engagement stage.



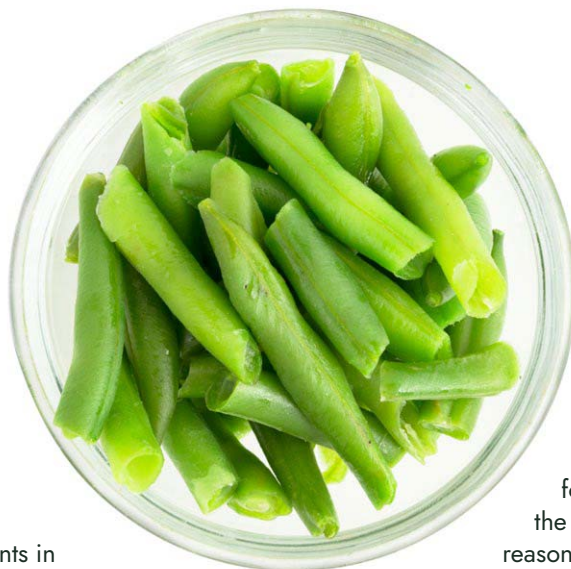
TRUSTEES' REPORT

The Trustees present their report and financial statements for the year ending 31st August 2024 and confirm that the financial statements comply with current Charities SORP (FRS 102) – Accounting and Reporting by Charities: Statement of Recommended Practice.

The trustees are responsible for preparing the Trustees' Annual 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 & 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 2019] (FRS 102);
- 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;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.



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 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

PUBLIC BENEFIT

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's objectives and activities and in planning future activities.

It is the judgement of the Trustees that activities in pursuit of the above objectives fully meet the public benefit test, which they have kept in mind in planning programmes for the charity.

FUNDRAISING

We are extremely grateful to our funders for all their support. We only accept funding which does not compromise our independence. We review all financial

engagements – assessing whether potential donations are acceptable and in line with the Foundation's aims. For ethical reasons, we will not enter financial relationships with organisations closely linked to the active promotion of unhealthy food, tobacco products, armaments, gambling, alcohol products or political parties. Further information can be found here: <https://foodfoundation.org.uk/who-we-are#funders>



The Food Foundation approach to fundraising has been applying to Trusts, Foundations, Academic Institutes and Government Bodies for grants and donations. The Food Foundation understands and complies with its duty to protect the public, including vulnerable people, from unreasonably intrusive or persistent fundraising approaches and undue pressure to donate. We do not conduct digital marketing campaigns aimed at securing public donations. No third parties were involved in fundraising such as the use of external fundraising agencies for either telephone or face-to-face campaigns and received zero fundraising complaints during the financial year 2023/4 equalling the previous year. We have not voluntarily subscribed to any fundraising regulation schemes to date.

STRUCTURE, GOVERNANCE AND MANAGEMENT

We are governed by our Constitution and our charitable objects.

The Trustee Committee is chaired by Laura Sandys. The trustees have formed two sub-committees who meet between trustee meetings: the Audit, Risk and Compliance Committee chaired by Tom Lindsay and the Impact and Reputation Committee chaired by Rosie Boycott. Terms of reference for each have been agreed.

The trustees have met four times during the course of the year. We have had substantive discussions and made decisions on the following areas:

- Diversity and skills of existing Board members; and used our research to inform the recruitment of four new board members.
- Our approach to meat reduction recognising the complex health and environmental impacts as well as the impact on British farming
- Our decision making processes, policies and guidance for staff around campaigning during an election year
- To publish a 10 cost free policies report to set out quick wins for the incoming government.
- A charities governance code assessment was conducted and the Board agreed the timetable for responding to its findings.
- Reviewing and decision making on potential funders with links to the food industry
- Budget and impact delivery areas for 2024-5

The **IMPACT AND REPUTATION COMMITTEE** has met three times during the course of the year. We have had substantive discussions and made recommendations on the following areas:

- Our strategy for parliamentary and investor engagement
- Our monitoring and learning framework
- Our positioning on ultraprocessed foods, semaglutide treatments, farmer protests
- Our approach to working with influencers and celebrities

The **AUDIT AND RISK COMMITTEE** has met four times during the course of the year. We have had substantive discussions and made recommendations on the following areas:

- Improvement of maternity pay policy
- Our approach to remuneration for our citizen ambassadors
- Our approach to accepting donations from organisations allied to the food industry

STRENGTHENING OUR SAFEGUARDING

In June, we commissioned a safeguarding audit with an expert consultancy, the Athena Programme. This provided a roadmap for ensuring that we follow best practice and embed it across the organisation. Since, we have reviewed and updated several policies and begun a staff training audit. The Food Ambassadors are also being involved on this journey to ensure they understand our policies and what support is available to them while volunteering with us.

Organisational structure and how the charity makes decisions.

Decisions on strategy and budget are made by the trustees during their quarterly meetings. The Audit, Risk and Compliance Committee and the Impact and Reputation Committee review specific areas of work and provide advice on decisions to the Trustee Committee. They delegate the day to day running of the charity to the Executive Director in line with our reserved and delegated matters agreements. She has a small team of senior staff who form the senior management of the organisation.

Policies and procedures for induction and training of trustees.

All new trustees receive an induction session with staff, a copy of the constitution, annual report, delegated authority policy and trustee terms of reference

Arrangements for setting pay and remuneration of key management personnel and any benchmarks, parameters or criteria used.

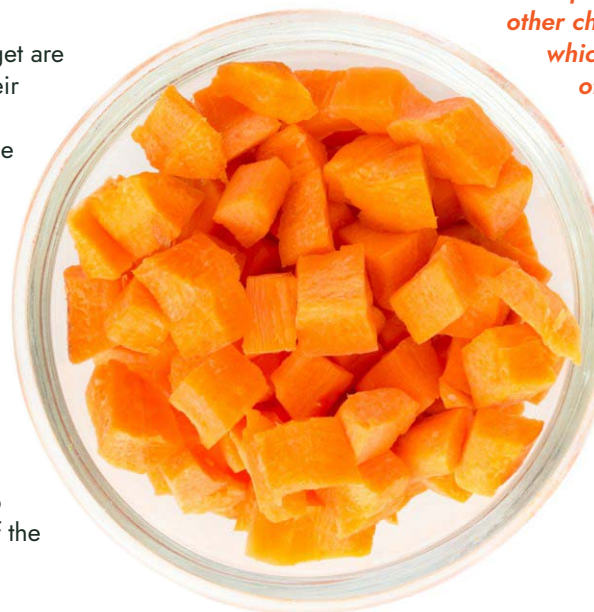
The remuneration set for staff is based on an assessment of market rates through identifying remuneration levels of roles with similar skill and experience requirements, and an assessment of resources available to the Food Foundation. During the final months of this year a formal benchmarking exercise was conducted using Harris Hill published comparators.

Relationships with related parties and any other charities and organisations with which it co-operates in the pursuit of its charitable objectives.

We cooperate with a range of other organisations in pursuit of our charitable objectives.

LEGAL STATUS

Food Foundation CIO is registered with the Charities Commission with Charity Number 1187611.



INCOME AND EXPENDITURE

The year to 31 August saw a deficit on both restricted and unrestricted funds, totalling £215,925. This does not concern the trustees, due to the significant surplus on unrestricted funds in the prior year of £210,535 which created a restricted fund well in excess of the target then of £220,000. The executive team are confident that funding applications currently being pursued will result in a position where 2025's costs can be covered and that the organisation will be well placed for future years.

BALANCE SHEET

There are closing funds of £600,903 (£816,828 year ended 31st August 2023) with cash holdings of £510,832 (£835,464 year ended 31st August 2023).

CHARITY FUNDS

RESTRICTED - At the end of the year our restricted funds amounted to £140,717 (£284,536 year ended 31st August 2023). These monies are committed across various projects running throughout our next financial period.

UNRESTRICTED - At the end of the year our unrestricted funds amounted to £460,186 (£532,292 year ended 31st August 2023). Of the £460,187, £260,500 represents our 3 month 'untouchable reserve pot' (2023, £223,000), leaving a free unrestricted balance of £199,686 which will be spent throughout the next year based on charity needs.

Funds are needed to ensure the stability of our mission, meet our financial obligations as and when they become due. Requirements are predominantly to assist with the peaks and troughs of cashflow; any unforeseen operational costs such as resource cover for long-term sickness; to allow time to organise alternative funding should a funder(s) withdraw their funding for any reason; to be able to react to an unplanned opportunity; and for

any unplanned organisational closure event in a clean and appropriate manner.

Reserves will be funded with surplus unrestricted operating funds. Our existing reserves policy is to maintain unrestricted funds of 25% of our annual operational expenditure, plus potential statutory redundancy liabilities. 25% of our closing operational expenditure for the

reported period plus a further £25,000 (rounded up potential statutory redundancy liability) equates to £260,500.

We operate a simple organisational structure and have no long-term commitments.

Our reserves policy is reviewed annually by the trustees.

PRINCIPAL RISKS AND UNCERTAINTIES

<i>Principal risks</i>	<i>Current controls</i>	<i>Actions being taken</i>
Meeting fundraising targets	Having dedicated time to fundraise, having a 3-year budget to support fundraising and continuously updating the fundraising pipeline.	Applying for funds and seeking to diversify the funding pool. Bringing in expert help to work with philanthropists
Cyber Attack/Data Breach	Data Protection, Security Policy/Clean and Clear desk policy in place and made available to the team. Back-up services are provided by external IT company which monitor potential breaches and attempts at security breaches. Passwords to sites are protected and we have dual authorisation set up.	Continuous updates to systems, staff training and updates to policies. Need to secure Cyber Essentials certificate in the coming year.
Safeguarding breach leading to failure in the protection of children or high risk adults.	DBS Check documentation required included in the new employee onboarding checklist. Safeguarding policies and procedures in place.	Continued safeguarding training is provided to all staff members; Staff working directly with ambassadors are given level 3 safeguarding training. Policies have recently been audited and updated using expert consultant.
The quality of our work undermines trust in the organisation	Clear sign off processes for different pieces of work agreed at the Board; ongoing use of expert advisers on technical issues	Dealing with conflicting data when they arise and appropriate handling by communications team

The Trustees have assessed the major risks to which we may be exposed and to the best of their knowledge are satisfied that appropriate systems are in place to mitigate exposure to those risks. We maintain a risk register that is maintained and reviewed quarterly by our Audit, Risk and Compliance Committee and subsequently considered within every Trustee meeting. All risks are monitored using a traffic light system, with Low, Medium and High-risk levels.

To mitigate and dampen any incurred difficulties from loss of major funding, the Foundation has put in place a comprehensive Reserves Policy and have strived to increase reserve funds.

GOING CONCERN

Our financial statements have been prepared on a going concern basis. We have checked the robustness of our forecasts and even after taking into account any reasonable downsides, it indicates we have sufficient

funds to remain operational for at least the next 12 months.

We have a continual process of fundraising for our work by scanning new opportunities which align with our strategy from a wide range of charitable trusts and foundations. We aim to build long-term relationships with our funders so they are familiar with our strategy and understand fully what we are trying to achieve. We are aiming to diversify our income streams and this has supported our ability to be agile and react with impact to the changing political environment and implement. This funding will allow The Food Foundation to build on and develop organisational sustainability and structures.

We have worked with the Rothschild Foundation, Impact on Urban Health and the Kristian Gerhard Jebsen Foundation to move from restricted funding to core funding. This has been split under the Statement of Funds as Unrestricted Core.

THANK YOU

The Food Foundation would like to thank the volunteers who have worked with us over the year and have generously donated their time to give us advice or helped us to deliver our projects. We are also very grateful to FieldFisher, Hogan Lovell, Weber Shandwick, University of Oxford, Neilson and Kantar for their pro-bono services this year.



L J Sandys, Chair of Trustees
27 February 2025



Independent Auditor's Report to the Trustees of Food Foundation

OPINION

We have audited the financial statements of Food Foundation (the 'charity') for the year ended 31 August 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows, and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

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

BASIS FOR OPINION

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor responsibilities for the audit of the financial statements section of our report.

We are independent of the charity in accordance with

the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

CONCLUSIONS RELATING TO GOING CONCERN

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

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

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

OTHER INFORMATION

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the

extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

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

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- the charity has not kept adequate and proper accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

RESPONSIBILITIES OF TRUSTEES

As explained more fully in the trustees' responsibilities statement, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

AUDITOR RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

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

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

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

We gained an understanding of the legal and regulatory framework applicable to the Charity and the sector in which it operates and considered the risk of the Charity not complying with the relevant laws and regulations including fraud in particular those that could have a material impact on the financial statements. This included those regulations directly related to the financial statements, including financial reporting, and tax legislation. In relation to the operations of the Charity this included compliance with the Charities Act 2011.

The risks were discussed with the audit team and we remained alert to any indications of non-compliance throughout the audit. We carried out specific procedures to address the risks identified.

These included the following:

- Review of legal fees incurred;
- Reviewing minutes of Trustee Board meetings;
- Agreeing the financial statement disclosures to underlying supporting documentation;
- Enquiring of management, including those charged with governance;
- Reviewing key accounting policies and estimates

To address the risk of management override of controls, we reviewed systems and procedures to identify potential areas of management override risk. In particular, we carried out testing of journal entries and other adjustments for appropriateness. We also assessed management bias in relation to the accounting policies adopted and in determining significant accounting estimates.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the FRC's website at: <https://www.frc.org.uk/auditors/audit-assurance/auditor-s-responsibilities-for-the-audit-of-the-fi/description-of-the-auditor%E2%80%99s-responsibilities-for>. This description forms part of our auditor's report.

USE OF OUR REPORT

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

Price Bailey LLP

Price Bailey LLP
Chartered Accountants
Statutory Auditors
24 Old Bond Street
London
W1S 4AP

Date 1 April 2025

Price Bailey LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

TRUSTEES' REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2024

	Note	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Income:					
Donations and legacies	4	496,621	600,822	1,097,443	1,546,252
Charitable activities	5	276,827	-	276,827	294,414
Other income	6	7,065	-	7,065	3,610
Total income		780,513	600,822	1,381,335	1,844,276
Expenditure:					
Charitable activities	7	852,619	744,641	1,597,260	1,709,658
Total expenditure		852,619	744,641	1,597,260	1,709,658
Net movement in funds		(72,106)	(143,819)	(215,925)	134,618
Reconciliation of funds:					
Total funds brought forward		532,292	284,536	816,828	682,210
Total funds carried forward		460,186	140,717	600,903	816,828

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

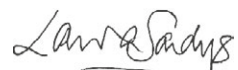
All income and expenditure has arisen from continuing activities.

The notes on pages 33 to 47 form part of these financial statements.

BALANCE SHEET AS AT 31 AUGUST 2024

	Note	2024 £	2023 £
Current assets			
Debtors	11	182,899	106,507
Cash at bank	17	510,832	835,464
		693,731	941,971
Creditors: amounts falling due within one year	12	(92,828)	(125,143)
		600,903	816,828
Net current assets		600,903	816,828
Total net assets		600,903	816,828
Charity funds			
Restricted funds	13	140,717	284,536
Unrestricted funds	13	460,186	532,292
		600,903	816,828
Total funds		600,903	816,828

The financial statements were approved and authorised for issue by the Trustees on **27/02/2025** and signed on their behalf by:



L J Sandys, Chair of Trustees

The notes on pages **33** to **47** form part of these financial statements.

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 AUGUST 2024

	Note	2024 £	2023 £
Cash flows from operating activities			
Net cash used in operating activities	16	(324,632)	375,861
Cash flows from investing activities			
Net cash provided by investing activities		-	-
Change in cash and cash equivalents in the year			
Cash and cash equivalents at the beginning of the year		835,464	459,603
Cash and cash equivalents at the end of the year		<u>510,832</u>	<u>835,464</u>

The notes on pages **33** to **47** form part of these financial statements.

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

GENERAL INFORMATION

Food Foundation registered as a Charitable Incorporated Organisation (CIO) on 28 January 2020 in England and Wales, within the United Kingdom. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity. The registered number is 1187611 and the registered office is 7th Floor, International House, 6 Canterbury Crescent, Brixton, London, SW9 7QD.

2. ACCOUNTING POLICIES

2.1 Basis of preparation of financial statements

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

Food Foundation meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The financial statements are prepared in sterling, which is the functional currency of the Charity and rounded to the nearest £1.

The financial statements have been prepared to give a 'true and fair view' and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair view'. This departure has involved following Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 14 July 2014 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.



NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2024**2 ACCOUNTING POLICIES (CONTINUED)****2.2 Going concern**

The financial statements have been prepared on a going concern basis which forecasts that the charity will have adequate resources to continue in operational existence for a period of at least 12 months from the date of this financial report. A forecast has been prepared for a period of more than 12 months from the date of approval of these financial statements. The forecasts indicates that, whilst taking into account reasonable downsides, sufficient funds are expected to be generated within the charity so as to meet liabilities as they fall due.

2.3 Income

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

The recognition of income from donations and legacies is dependent on establishing entitlement, the probability of receipt and the ability to estimate with sufficient accuracy the amount receivable. Evidence of entitlement to a legacy exists when the Charity has sufficient evidence that a gift has been left to them (through knowledge of the existence of a valid will and the death of the benefactor) and the executor is satisfied that the property in question will not be required to satisfy claims in the estate. Receipt of a legacy must be recognised when it is probable that it will be received and the fair value of the amount receivable, which will generally be the expected cash amount to be distributed to the Charity, can be reliably measured.

Grants (including government grants) are included in the Statement of Financial Activities when the charity has entitlement to the funds, any performance related conditions attached to the grant have been met, it is probable that the income will be received and the amount can be measured reliably. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

Income from the supply of services is recognised with the delivery of the contracted service provided that: the stage of the completion, the costs incurred in delivering the service and the costs to complete the requirements of the contract can all be measured reliably.

2.4 Expenditure

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

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

All expenditure is inclusive of irrecoverable VAT.

2.5 Debtors

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

2.6 Cash at bank and in hand

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

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2024**2 ACCOUNTING POLICIES (CONTINUED)****2.7 Liabilities and provisions**

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

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

2.8 Financial instruments

The charity only has financial assets and financial liabilities that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their fair value as at the balance sheet date. All financial instruments are measured at cost, which is their fair value. Financial assets include the bank balances, trade debtors and accrued income, but excludes prepayments. Financial liabilities include trade creditors, other creditors and accruals but excludes deferred income, social security and other taxes due.

2.9 Pensions

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

2.10 Fund accounting

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

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

3. CRITICAL ACCOUNTING ESTIMATES AND AREAS OF JUDGEMENT

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

No significant judgements, accounting policies or assumptions have been made by management in applying the charity's accounting policies.

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

4. INCOME FROM DONATIONS AND LEGACIES

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Donations	47,767	-	47,767	17,782
Grants	448,854	600,822	1,049,676	1,528,470
	<u>496,621</u>	<u>600,822</u>	<u>1,097,443</u>	<u>1,546,252</u>

In 2024, amounts receivable from government grants amounted to £0 (2023: £195,368 with no unfulfilled conditions.)

In 2023, total income from grants was £1,528,470, of which £259,646 was unrestricted.

In 2023, £17,782 of donations income was unrestricted, no 2023 donations were restricted.

5. INCOME FROM CHARITABLE ACTIVITIES

	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Service income	<u>276,827</u>	<u>276,827</u>	<u>294,414</u>

In 2023, service income of £294,414 was unrestricted.

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

6. OTHER INCOMING RESOURCES

	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Other income	7,065	7,065	3,610

In 2023, all £3,610 of other income was unrestricted.

7. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES**Summary by fund type**

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Total 2023 £
Direct costs	766,377	687,577	1,453,954	1,570,905
Support costs	86,242	57,064	143,306	138,753
	<u>852,619</u>	<u>744,641</u>	<u>1,597,260</u>	<u>1,709,658</u>

In 2023, direct costs were £1,570,905, of which 1,342,977 was restricted and £227,928 was unrestricted.

In 2023, support costs were £138,753, of which £136,080 was unrestricted and £1,764 was restricted.

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

7. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES (CONTINUED)**7a. Summary by expenditure type**

	Staff costs 2024 £	Other costs 2024 £	Total costs 2024 £	Total funds 2023 £
Direct costs	972,149	481,805	1,453,954	1,570,905
Support costs	-	143,306	143,306	138,753
Total 2024	972,149	625,113	1,597,620	1,709,658

In 2023, direct costs were £1,570,905 of which £804,776 related to staff costs and £766,129 related to other costs. In 2023, support costs were £138,753 of which £Nil related to depreciation and £138,753 related to other costs.

7b. Analysis of support costs

	2024 £	2023 £
Technology costs	21,129	11,207
Premises costs	28,620	28,440
Other costs	77,936	85,306
Governance costs	15,621	13,800
	143,306	138,753

Charity governance costs relate to audit and accountancy fees in both 2024 and 2023 financial periods.

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

8. AUDITORS' REMUNERATION

	2024 £	2023 £
Fees payable to the Charity's auditor for the audit of the Charity's annual accounts	13,200	12,000
Fees payable to the Charity's auditor in respect of: All non-audit services not included above	2,100	1,800
	<u>15,300</u>	<u>13,800</u>

9. STAFF COSTS

	2024 £	2023 £
Wages and salaries	851,354	704,037
Social security costs	90,893	76,470
Pensions costs	29,902	24,269
	<u>972,149</u>	<u>804,776</u>

The Charity operates a defined contribution pension scheme. The pension cost charge represents contributions payable by the Charity to the fund and amounted to £29,902 (2023 - £24,269). Contributions totalling £3,915 (2023 - £Nil) were payable to the fund at the balance sheet date, and are included in other creditors in note 12 to the accounts.

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

	2024 No.	2023 No.
Employees	23	19
	<u>23</u>	<u>19</u>

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

9. STAFF COSTS (CONTINUED)

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

	2024 No.	2023 No.
In the band £60,001 - £70,000	-	2
In the band £80,001 - £90,000	-	1
In the band £90,001 - £100,000	1	-

The key management personnel comprise the Trustees and the Executive Management Team and a total of 17 persons (2023: 15). Total benefits (including employer pension contributions and employer national insurance contributions) received by key management personnel in the year amounted to £388,075 (2023 - £249,873)

10. TRUSTEES' REMUNERATION AND EXPENSES

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

During the year ended 31 August 2024, no Trustee expenses have been incurred (2023 - £NIL).

11. DEBTORS

	2024 £	2023 £
Due within one year		
Trade debtors	136,629	49,971
Prepayments and accrued income	46,270	56,536
	<u>182,899</u>	<u>106,507</u>

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

12. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024 £	2023 £
Trade creditors	42,019	38,419
Other taxation and social security	25,520	104
Other creditors	4,907	5,267
Accruals and deferred income	20,382	81,353
	<u>92,828</u>	<u>125,143</u>
	<u><u>92,828</u></u>	<u><u>125,143</u></u>
	2024 £	2023 £
Resources deferred as at 1 September 2023	55,966	42,168
Resources deferred during the year	-	55,966
Amounts released from previous periods	(55,966)	(42,168)
	<u>-</u>	<u>55,966</u>
	<u><u>-</u></u>	<u><u>55,966</u></u>

At the date of the balance sheet, no deferred income was recognised by the Charity (2023: £55,966).

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

13. STATEMENT OF FUNDS

Statement of funds - current year

	Balance at 1 September 2023 £	Income £	Expenditure £	Transfers in/out £	Balance at 31 August 2024 £
Unrestricted funds					
Unrestricted General	460,433	780,513	(852,619)	71,859	460,186
Unrestricted Core	71,859	-	-	(71,859)	-
	<u>532,292</u>	<u>780,513</u>	<u>(852,619)</u>	<u>-</u>	<u>460,186</u>
Restricted funds					
AIM Foundation	21,820	-	(21,820)	-	-
Beaverbrooke Foundation	17,500	-	(17,500)	-	-
British Heart Foundation	-	7,232	(7,232)	-	-
Guys & St Thomas' Charity	136,781	86,668	(176,080)	-	47,369
Health Foundation	-	21,600	(21,600)	-	-
Imperial College	-	9,358	(9,358)	-	-
National Lottery	68,461	115	(68,576)	-	-
Nuffield Foundation	-	131,539	(131,539)	-	-
QBE	-	50,000	(50,000)	-	-
Rank Foundation	8,670	31,474	(29,004)	-	11,140
School Food Matters	-	15,297	(15,297)	-	-
Sustain: The Alliance for Better Food & Farming	18,952	68,344	(87,296)	-	-
The Joseph Rowntree Charitable Trust	12,352	17,500	(29,852)	-	-
Trust for London	-	45,000	(41,242)	-	3,758
University of Leeds	-	4,500	(4,500)	-	-
Waterloo Foundation	-	90,000	(11,550)	-	78,450
Wellcome Trust/The London School of Hygiene and Tropical Medicine	-	16,975	(16,975)	-	-
Uni of Robert Gordon	-	875	(875)	-	-
Uni of SOAS	-	4,189	(4,189)	-	-
Ad hoc	-	156	(156)	-	-
	<u>284,536</u>	<u>600,822</u>	<u>(744,641)</u>	<u>-</u>	<u>140,717</u>
Total of funds	<u>816,828</u>	<u>1,381,335</u>	<u>(1,597,260)</u>	<u>-</u>	<u>600,903</u>

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

13. STATEMENT OF FUNDS (CONTINUED)

Statement of funds - prior year

	Balance at 1 September 2022 £	Income £	Expenditure £	Balance at 31 August 2023 £
Unrestricted funds				
Unrestricted General	321,757	332,119	(193,443)	460,433
Unrestricted Core	-	243,333	(171,474)	71,859
	<u>321,757</u>	<u>575,452</u>	<u>(364,917)</u>	<u>532,292</u>
Restricted funds				
AIM Foundation	25,000	-	(3,180)	21,820
Beaverbrooke Foundation	-	17,500	-	17,500
British Heart Foundation	-	-	-	-
Guys & St Thomas' Charity	-	39,281	(39,281)	-
Health Foundation	1,751	-	(1,751)	-
Imperial College	26,907	195,368	(222,275)	-
National Lottery	24,854	15,000	(39,854)	-
QBE	173,595	170,166	(206,980)	136,781
Rank Foundation	43,737	-	(43,737)	-
School Food Matters	-	407,118	(338,657)	68,461
The Joseph Rowntree Charitable Trust	-	206,574	(206,574)	-
Trust for London	-	28,147	(19,477)	8,670
University of Leeds	37,183	49,300	(67,531)	18,952
Waterloo Foundation	4,084	41,125	(32,857)	12,352
Wellcome Trust/The London School of Hygiene and Tropical Medicine	23,342	-	(23,342)	-
Uni of Robert Gordon	-	44,000	(44,000)	-
Uni of SOAS	-	55,245	(55,245)	-
	<u>360,453</u>	<u>1,268,824</u>	<u>(1,344,741)</u>	<u>284,536</u>
Total of funds	<u>682,210</u>	<u>1,844,276</u>	<u>(1,709,658)</u>	<u>816,828</u>

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

14. FUNDS HELD ARE AS FOLLOWS:

- Guys & St Thomas' Charity (Impact on Urban Health): Funds held to contribute towards The Children's Right2Food Campaign which is a nationwide initiative to ensure every child in the UK can access and afford good food, and was shaped by the findings of the Children's Future Food Inquiry. Funds also held to contribute leveraging investor support for healthier food and business policy.
- Birmingham City Council: Providing technical assistance on the delivery of the city's food strategy.
- Impact on Urban Health: Unrestricted funds which contribute to supporting our work across diet, health and poverty. Restricted funds also held to contribute leveraging investor support for healthier food and business policy.
- University of Cambridge: Funds to support the research, policy engagement and advocacy for the Mandala research consortium which is testing interventions in Birmingham to support the shift to healthy and sustainable diets.
- University of Kent: Funds to support the development of the right to food university blueprint.
- Waterloo Foundation: Funds to support research and advocacy on early years nutrition.
- Rank Foundation: Funds held to contribute to a Time to Shine leader, fixed term employment over the 12-month period, to improve our charity's capacity to deliver services in the longer term. This benefitted our citizen and business engagement work.
- Trust For London: Funds held to contribute towards the Children's Right2Food project.
- AIM Foundation: Funds held to contribute towards the Children's Right2Food project.
- Beaverbrook Foundation: Funds held to contribute to organisation sustainability efforts in diversifying funding based on our fundraising strategy.
- Nuffield Foundation: Using quantitative and qualitative evidence to re-shape the public narrative on dietary inequality, particularly relating to children, to catalyse purposeful action from policy makers and business. Funds held to contribute towards the Dietary Inequality project.
- Sustain: Funds delivery of the 'Fiscal Measures' project, which is a joint project with the Obesity Health Alliance and Sustain to build the evidence base on and advocate for fiscal measures relating to food.
- Wellcome Trust/The London School of Hygiene and Tropical Medicine: Funds held to support The Food Foundation as it works with eight partner organisations (including the London School of Hygiene and Tropical Medicine, UCL, City University and SOAS) on Sustainable and Healthy Food Systems (SHEFS), a Wellcome Trust-funded research project. The funds were also held to contribute towards the National Food Strategy.
- The Joseph Rowntree Charitable Trust: Funds held to contribute towards the Plating Up Progress project.

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

15. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Current assets	460,186	233,545	693,731
Creditors due within one year	-	(92,828)	(92,828)
Total	<u>460,186</u>	<u>140,717</u>	<u>600,903</u>

Analysis of net assets between funds - prior year

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Current assets	532,292	409,679	941,971
Creditors due within one year	-	(125,143)	(125,143)
Total	<u>532,292</u>	<u>284,536</u>	<u>816,828</u>

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

16. RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2024 £	2023 £
Net income/expenditure for the period (as per Statement of Financial Activities)	(215,925)	134,618
Adjustments for:		
Decrease/(Increase) in debtors	(76,392)	231,775
Increase/(Decrease) in creditors	(32,315)	9,468
Net cash provided by/(used in) operating activities	(324,632)	375,861

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

17. ANALYSIS OF CASH AND CASH EQUIVALENTS

	2024 £	2023 £
Cash at bank	510,832	835,464

18. ANALYSIS OF CHANGES IN NET DEBT

	At 1 September 2023 £	Cash flows £	At 31 August 2024 £
Cash at bank and in hand	835,464	(324,632)	510,832

19. RELATED PARTY TRANSACTIONS

One of our trustees, R Boycott also acts as a director of Veg Power CIC. Veg Power CIC received communications consultancy services from the charity totalling £nil during the year (2023: £3,936).

One of our trustees, D Edwards, also acts as a trustee of Sustain: The Alliance for Better Food & Farming. Sustain: The Alliance for Better Food & Farming distributed grants to the charity totalling £66,390 for the period (2023: £49,300). No balances were receivable as at 31 August 2024 (2023: £nil).

One of our key management personnel has a close family member who acts as a director for the University of Kent. The University of Kent received services from the charity totalling £25,342 during the year (2023: £22,074). There is a balance outstanding as at 31 August 2024 of £12,982 (2023: £12,982). These transactions were undertaken on an arms' length basis.

There were no further related party transactions to disclose (2023: none).



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FOOD FOUNDATION

England & Wales - Charity number 1187611

Accounts



The Food Foundation

ANNUAL REPORT 2023

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Foreword from the Chair



**Laura Sandys CBE,
Chair**

Our focus on cost of living has not diminished. Families are even less able to buy good food and are more reliant on cheap, poor quality food. Poor diets remain the biggest single contributor to the poor health of the nation. With 17% of families still in food poverty we have a big challenge ahead. We must also not forget that while a drop in inflation is being heralded – this is merely a slowing down of price increases. Our basic basket data shows that food prices remain 25% higher than they were in April 2022 making life extremely hard for many citizens.

If we are to rebuild the long term health and wellbeing of our nation we must start to grapple with the now well understood underlying issues – significant food insecurity, bad diets, unaffordable healthy food, low quality public food provision, relentless marketing of unhealthy food, and not enough vegetables and fruit as part of an affordable diet. The Food Foundation is working hard to drive change in policy and practice across Government, the industry and the public sector to start to rectify these substantial systemic problems.

In addition, we are just as focused on how the system does not deliver for our planet with strong focus on investors, industry and government policy to pivot away from those foods that are contributing to climate change and threatening nature. We do know what to do, we just need to start making sustainable diets and sustainable food processes mainstream not just for the minority.

The political climate is challenging with continual changes to policy, people and with an election likely in 2024. It is therefore more and more important that the public, the charities and the sector join more effectively together to

build the consensus for change. At the Food Foundation we are committed and feel that we have been very successful in building these coalitions for action.

One of our core campaigns around Free School Meals is gaining more and more traction with parliamentarians. Cities have been leading the way with the great announcement that all primary school children will have free school meals – with other local authorities following suit. The evidence from these initiatives will further build the case for greater focus on food in schools. While there are still no direct commitments from the two major parties, there is a growing consensus, that at least £7,400 annual household earnings is not an adequate threshold for eligibility, and at best that free school meals should be available to all primary school children. We still have work to do but know that the clamour is growing.

Our great team is working hard to build the right coalitions, provide evidence to departments, gain much higher profile for the issues and achieve change. The team led by Anna Taylor have had an exceptional year and we thank all those that support us in driving a new food environment for our fellow citizens.

Next year will be one of the most important for us and the food system. We need to drive the evidence through to policy makers across Parliament and Whitehall and ensure that we establish the core building blocks to reverse the detriment our current food system is doing to the public and the planet.

**Registered
Charity Number:**
1187611 (Registered;
28th January 2020)

Registered Address:
Food Foundation CIO,
7th Floor, International
House, 6 Canterbury
Crescent, Brixton, London,
SW9 7QD

Executive Director:
Anna Taylor, OBE

Board of Trustees:
Laura Sandys CBE
(Chair & Founder),

Pat Biggers
Baroness Rosie Boycott
David Edwards

Prof Sir Charles Godfray
Andrew Hobbs
Tom Lindsay

Prof Sir Michael Marmot
Essie North
Dr Mehroosh Tak

Appointed Auditors:
Price Bailey LLP,
24 Old Bond Street,
London, W1S 4AP

Registered Bank:
CAF Bank Limited,
25 Kings Hill Avenue,
Kings Hill, West Malling,
Kent, ME19 4JQ

The highlights

Increasing veg consumption

Through our **PEAS PLEASE INITIATIVE** we aim to increase veg consumption through engagement with businesses, public authorities and communities. In the final year of funding for the programme:



1. Our business pledgers have delivered **1.2 BILLION** additional portions of veg since 2018, up from 771 million last year
2. We funded **54 COMMUNITY-BASED PROJECTS** involving 88 of our citizen advocates to test approaches for encouraging more people to eat veg, reaching approximately **2,700** people.

Inspiring business and investor engagement

WE WANT COMPANIES TO BE MORE ACCOUNTABLE for the health and environmental impacts of their businesses. Our business and investor engagement has helped to secure:

1. Six supermarkets now publicly report data on their sales which come from healthy foods and have also set targets. Three supermarkets now publicly report data on their sales which come from fruit and veg and have also set targets. The numbers were five and two respectively last year, as Waitrose has now set a target and discloses sales data for both HFSS foods and fruit and vegetables.
2. Four retailers have taken action to improve access to affordable healthy food in line with our Kids Food Guarantee asks
3. The Investor Coalition for Food Policy now has membership from over 30 (2022: 23 investors) investors, with £6 trillion in assets under management. 120 people attended our first Investor Summit in February 2023.



Improving children's food



WE AIM TO TACKLE childhood food insecurity and inequalities in childhood obesity. Our objective this year focussed on extending **FREE SCHOOL MEALS** – particularly as an emergency intervention in the cost of living. We also have also focussed on increasing uptake of **HEALTHY START**. Our campaigning this year has helped secure:

1. An extension of Free School Meals (FSM) to all children in primary

schools in London: **£130MILLION** of emergency funding set aside to expand provision of FSM to all Key Stage 2 children in London's state schools for the academic year 2023/4. An estimated **287,000** more children are set to benefit.

2. **17 LOCAL AUTHORITIES** (2022: 3) in England are signed up to implement and evaluate the automatic enrolment of children eligible for free school meals onto the scheme.

Influencing food policy

WE AIM TO CHANGE food policy to deliver a much healthier, sustainable and more affordable diet through changing the food system. Our policy engagement work has helped to secure:

1. The Food Foundation as a go-to source of evidence on food insecurity and dietary inequalities, our food insecurity and food prices trackers and blogs had just under 49,000 views (2022: 35,000) and our flagship Broken Plate 2023 report has been viewed 14,233 times (2022: 7,386).
2. An inquiry into the adequacy of benefit levels by the Work and Pensions Committee following our advocacy on the disproportionate

levels of food insecurity among benefit claimants.

3. Establishment of the Health Working Group of the Food Data Transparency Partnership which can serve as a stepping stone towards mandatory reporting for food companies on the transition to healthy and sustainable diets
4. Launch of Recipe for Change in collaboration with Sustain and OHA. This is a new campaign calling for a food industry levy which builds on the success of the Soft Drinks Industry Levy
5. A comprehensive food strategy formally launched by Birmingham City Council



Our vision

A sustainable food system which delivers health and wellbeing for all.

Our mission






To change policy and business practice to ensure everyone in the UK can afford, access and enjoy healthy and sustainable food.

Why we exist

The Food Foundation was established to understand why the UK food system is failing to deliver the best outcomes for citizens and our planet, and to drive change in food policy and business practice to ensure everyone, across the UK, can afford, access and enjoy healthy and sustainable food. A great food system can help deliver equality of life expectancy, a sustainable NHS, greater school attainment and work productivity, beautiful countryside and a stable climate.

If action is not taken to tackle these food system failures, there are devastating consequences for our children and our planet. And the situation is even worse for those living on a low income.

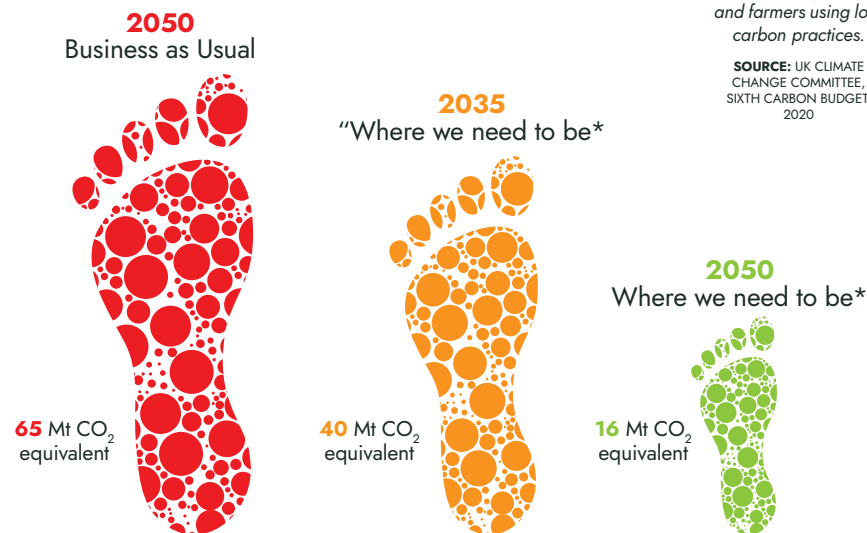
TRAJECTORY FOR 100 CHILDREN BORN IN 2022

-  Overweight
-  Moderate obesity
-  Severe obesity
-  Healthy/underweight
-  Deceased



OUR PLANET'S PROSPECTS

Dietary carbon reduction needed by 2050



*includes 20% less meat consumption by 2035, 35% less meat by 2050, 60% less waste by 2050, and farmers using low-carbon practices.

SOURCE: UK CLIMATE CHANGE COMMITTEE, SIXTH CARBON BUDGET, 2020



Message from the Executive Director

This year the UK has been overwhelmed by the cost of living crisis which has been triggered by a series of global and national factors which have left people in Britain dealing with inflation which has reached a 40 year high and the biggest drop in living standards in a single year since the 1950s. Given how significant this is for the food which people can afford and the health impacts of poor diets, we have worked to ensure our work is oriented towards relieving the effects of the cost of living on people's health and wellbeing. This has meant we have continued our work to protect children's health through Healthy Start and free school meals, and we have pivoted our business engagement from a primary focus on improving access to vegetables to encompassing a broader set of asks relevant to lower income families captured in our new Kid's Food Guarantee. This has delivered tangible results which have a material impact on health and wellbeing, though as ever our ambition exceeds what has been achieved. Thanks to our work, and those of our partners, the extent of the dietary crisis in the UK is becoming more widely recognised from multiple sections of society and we hope this will create the conditions for even greater impact next year.



OUR IMPACT

Increasing veg consumption



Our Peas Please initiative comes to the end of its current period of funding in November 2023. We have finished the programme with a total of 110 pledgers committed (2022: 110) to increasing sales and servings of vegetables. We have continued to maintain engagement from a high proportion of our pledgers, with 44 pledgers on track or having fully achieved their commitments in the final year of programme reporting. Our pledgers have cumulatively served or sold an additional 1.1 billion portions of veg since 2018, up from 771 million last year. Although this is less than our initial portion goal for the programme, given the impact of the pandemic on our out of home pledgers and the continuing impact of the cost of living crisis on household purchasing of fruit and veg, we have demonstrated that a clear common goal can deliver collective impact.

This year we have also seen our community-based work led by our citizen Veg Advocates come to fruition. We awarded 100 small grants to our Veg Advocates supporting 54 activities across the UK aiming to boost veg consumption within local communities, with grants tackling issues from food waste to cooking skills, promoting growing and health and nutrition, and based in settings from nurseries, schools, community gardens, cafés and shops. These activities reached an estimated 2,700 people and involved 88 Veg Advocates, with at least 17 activities having plans in place to continue into the future. Ten of our Veg Advocates subsequently acted as “documenters”, working alongside City University to evaluate the impact of the Veg Advocate programme, and evaluating how successful we have been in delivering a participatory citizen model. A series of blogs and case studies authored by the Veg Advocates have

been produced and published on our website summarising their community-based activities across the four UK nations.

At the national level we saw the government regrettably reverse a commitment to a horticulture growth strategy for England in May – something which we have been pushing for through our work with the Fruit and Vegetable Alliance for a number of years.

We have continued to work with retailers to support the government’s Healthy Start scheme, with an academic evaluation of Sainsbury’s Healthy Start value-add campaign finding that it had successfully increased fruit and vegetable purchases among low income households.

Our sister organisation Veg Power’s *Eat Them to Defeat Them* campaign entered its fifth year, with their five-year programme evaluation finding that 36 million people have been reached every year by Veg Power advertising since 2019 with 1.5 million children having taken part in the Veg Power Schools programme. 53% of parents with children involved in the schools’ programme reported an increase in the volume and variety of vegetables consumed, with 4,884 schools having taken part in the programme. An estimated £132 million in additional vegetable sales resulted from Veg Power’s campaigns in 2019-2022. In Autumn 2022 Veg Power launched their new Simply Veg campaign, designed to support families through the cost of living crisis by providing affordable, healthy and sustainable inspiration and recipes high in veg and pulses.

We are currently working with Peas Please partners to explore new funding options for the future of the programme, and are planning a final Veg Summit event at City Hall in November 2023.



OUR IMPACT

Improving Children's Food

Free School Meals



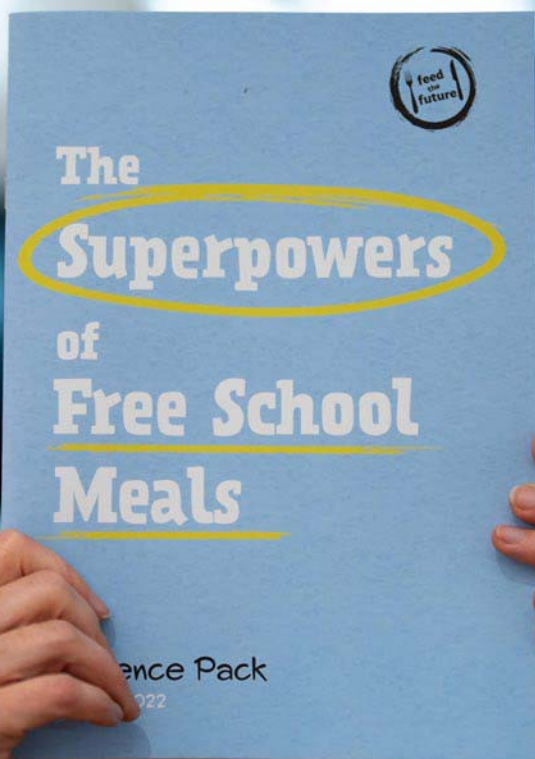
In October 2022, we launched the #FeedtheFuture Campaign with eight partner organisations to call for extended Free School Meals (FSM) eligibility – particularly in response to mounting cost-of-living pressures on families. The campaign included:

- 1. DATA AND EVIDENCE:** we surveyed children on their experiences of food insecurity and polled members of parliament and the public to gauge support for FSM eligibility increase. This data underpinned our campaign press release, parliamentary briefings and social media assets. We collated an Evidence Pack which we distributed to policymakers and wider stakeholders. The evidence pack has been widely referenced by MPs and wider stakeholders and has been downloaded 1,800 times.
- 2. MEDIA AND SOCIAL CAMPAIGN:** We partnered with the London Evening Standard and The Independent, who published 36 articles on Free School Meals online and in print over six weeks including front page news and a special investigation.
- 3. ENGAGEMENT:** Our event at Tory Party Conference secured the high-profile MP Michael Gove as a panellist who used the event to publicly support Free School Meal expansion. Our event in Westminster attracted 204 attendees including policymakers, media and high-profile individuals.
- 4. ADVOCACY:** We have coordinated a series of open letters to Government from Education leaders (representing a million teachers and 24,000 schools), the health sector with 50 signatories representing more than 150,000 doctors and medical students, over half a million nurses, midwives, dieticians and support staff and thirteen business leaders including nine retailers. Each letter enjoyed extensive media coverage including an Op-Ed in the Telegraph and a piece in the BMJ.

IMPACT OF THE CAMPAIGN:

In February 2023, the Mayor of London announced £130m of emergency funding to expand FSM across state-funded primary schools for the academic year 2023/4, benefiting 287,000 children. We know our campaign with the London Evening Standard influenced his announcement; his deputy mayor attended our Westminster event and his press

materials quoted our data and evidence. As well as this policy win from London, our campaign led to a groundswell of support from influential voices in education, health experts, and food companies. We have managed to tell a positive story about Free School Meals helping build broad political support.



IMPROVING CHILDREN'S FOOD

FREE SCHOOL MEAL AUTO-ENROLLMENT

As a partner on the FixOurFood programme in Yorkshire, The Food Foundation has played a key role in raising awareness and subsequent implementation of FSM auto-enrolment processes by local authorities (LAs) in Yorkshire and around England to ensure that children who are entitled to FSM are automatically able to access them without having to apply. We worked in this partnership to undertake an action research project to support implementation and evaluation in LAs, while engaging with multi-level stakeholders to advocate for the adoption of auto-enrolment by national government. There have already been 17 LAs who have signed up to the project. We have delivered two webinars and produced a Toolkit to encourage and aid additional LAs to adopt and implement the FSM auto-enrolment process.

HEALTHY START

We have continued to advocate for improved uptake for Healthy Start. For example, in February 2023, we published a new report on Early Years nutrition, calling on Government to improve Healthy Start for young parents, and in April 2023, we reported that the Government missed its own 75% uptake target, leading to coverage in national news including The Guardian. We have worked with members of parliament to draw attention to the issue leading to a large number of parliamentary questions and two back bench bills, in which our data and evidence was quoted extensively. While uptake for Healthy Start remains at 66%, we have increased parliamentary support and a sympathetic media narrative to help tackle this.



YOUNG FOOD AMBASSADORS

Our successes are in large part due to the tireless campaigning of our Young Food Ambassadors who continue to be powerful agents for change. The Ambassadors have had multiple meetings with MPs and government officials, taken part in events, spoken word performances and given media interviews. We were delighted that their campaigning efforts have been recognised in the nomination of three awards, including one of our ambassadors winning the Youth Campaigner of the Year award in Jamie Oliver's School Food awards.



"It was so lovely to see the power of so many young people all in one room, who shared the same beliefs and wanted the same goal. It was truly magical to be part of."

Saf Stedall, 18, Young Food Ambassador



"Of the many interventions that we can make, one of the most timely, effective and targeted would be extending Free School Meal provision to those eligible for Universal Credit... this is a more than worthwhile intervention compared with some of the other policy choices in front of us...In an ideal world, I think we should have universal Free School Meals for all children in primary school."

Michael Gove at The Tory Party Conference

"It was a very good event. We were impressed by the creativeness of allocating some people packed lunches!"

Emily Whitehead, Civil Servant, DfE – in reference to the FSM Superpowers event





OUR IMPACT

Influencing Food policy

This year, we have further grown our reputation as an authority on food systems change in a number of ways.



FOOD INSECURITY AND BASKET TRACKER

We have continued to monitor food insecurity rates via a series of nationally representative surveys (tracker viewed 28,671 times in 2023 (2022; 24,122), and monitor food prices via the Consumer Price Index and our 'Basic Basket' tracker (tracker viewed 2,466 times in 2023 (2022; 10,788). Through this work we have played a critical role in raising the profile of rising food insecurity levels in policy circles, helping to make the case for stronger support mechanisms for low-income families.

BROKEN PLATE

Our annual *Broken Plate* report on the state of the food system has now become a major annual moment on the food policy calendar, this year featuring supportive commentaries from representatives from all our major stakeholder groups. This year we have grown our audience for another year with a total of **14,233 VIEWS** on our website so far and a combined **1,600 VIEWS** of the launch webinar and teaser video about the report. *Broken Plate 2023* has also been downloaded **1,835 TIMES**. (2022: 12,116 views of web page and a combined 726 views of *Broken Plate* launch webinar and teaser video).

Our Quick Bites webinar series has provided timely snap analysis on major policy developments of relevance to the food agenda attract a strong policy audience. We have held 8 webinars this year with over 4,000 views.

RECIPE FOR CHANGE (FOOD TAXES)

In partnership with Sustain and Obesity Health Alliance we launched a new campaign, *Recipe for Change*, which is calling for a new food industry levy which

builds on the success of the soft drinks industry levy. We are leading the research pillar of this campaign and commissioned new research which models the health impact of a sugar and salt levy as proposed within the National Food Strategy Independent Review. The campaign had over 30 supporting organisations at the time of launch.

We have also been helping to stimulate policy and practice change at **LOCAL LEVELS**:

Birmingham City Council - This year we continued our partnership with Birmingham City Council, supporting their Food Systems team and developing the Birmingham Food System Strategy. We have been working at a city, regional, national and international level, engaging and mobilising a range of stakeholders, including as part of the UK Urban Food Forum. In addition, we developed a Food Justice Toolkit which documents over 300 local-level strategies, policies, and interventions from around the globe addressing food injustice.

University of Kent - We continue to work with The University of Kent and this year publicly launched **The Right to Food University initiative**, a partnership project between The Food Foundation and the University of Kent. We are developing a blueprint for the Right to Food Initiative and different models that could be rolled out to other universities across the UK, and are also supporting the University's catering, procurement and sustainability teams to develop a new Sustainable Food Action Plan, which will aim to improve the healthiness, affordability and sustainability of their food offer on campus.



OUR IMPACT

Inspiring business and investor action



PLATING UP PROGRESS

Building on the work of Peas Please and our Plating up Progress dashboard we are

helping to drive up commitments from food companies to be transparent in setting targets and monitoring whether their sales are supporting people to eat more healthily and sustainably. This year we have seen:

- Asda now has a target and is reporting data on its sales of high fat sugar and/or salt foods (HFSS);
- Waitrose has set a target and is reporting data on sales of fruit and veg, and is also reporting on their sales of plant protein;
- Coop is now reporting data on their sales of fruit and veg;
 - Aldi is reporting data to WWF on its sales of animal vs plant protein;
 - Compass Group is now reporting data on HFSS.

In October 2022 we published our first **State of the Food Industry report**, which showcased the findings of our 2022 Plating Up Progress analysis and set out our vision for sustainable and healthy businesses practice in the UK - in line with investor ESG objectives. This report is intended to function as a sister report to our flagship *Broken Plate* report and enable us to have long-term strategic conversations with a number of UK food retail and service businesses to discuss how they can improve their performance.

Following publication, we conducted eleven business meetings to discuss the report. The report was positively received on social media and covered in trade press, with the podcast summary of the report downloaded almost 250 times, one of our most successful podcasts for the 2022-23 year.

ADVOCATING FOR BETTER STANDARDS AND IMPROVED TRANSPARENCY

Both The Food Foundation and the Investor Coalition on Food Policy have continued to advocate and campaign for the introduction of mandatory business reporting requirements by the government, mainly through the Food Data Transparency Partnership (FDTP) process. Our Executive Director and the Chair of the Investor Coalition were invited to co-chair the Expert Users Group within FDTP. The political environment has been challenging, and in April the Investor Coalition and several key food businesses sent letters to the government urging them to keep the focus on health within FDTP. These letters, which we facilitated, were credited with the government maintaining the health working group. Nevertheless, the government has rolled back on its commitment to the metrics being mandatory, which led to our Investor Coalition chair and our Executive Director making the decision to step back from their roles as co-chairs of the Expert Users Group. The Investor Coalition continues to be actively engaged in the FDTP process through both the environmental and health strands of the FDTP. Several Investor Coalition members have attended workshops, held bilateral meetings with DHSC and DEFRA officials, and the Coalition's policy working group is submitting written feedback to the FDTP proposals. The Food Foundation staff have also been engaged in the process.

INVESTORS

The Investor Coalition on Food Policy has grown to £6 trillion in assets under management, with over 30 investors this year (compared with 23 investors last year). In February 2023 we organised an **Investor Summit**. The Summit was the first of its kind and was well attended, raising the profile of the Coalition among the investment community and policy makers with 120 attendees and coverage of the Coalition later covered by 12 different media reports, including in **The Times**.

Using the data from our Plating Up Progress work, we have produced four investor briefings which:

- Assess the financial risks in the food system.
- Analyse the biggest gaps in food industry data and suggests how investors can improve the quality of reporting and data availability.
- Explore the importance of moving from a siloed to a systems approach when making food related investment decisions, which allows for better assessment and management of cumulative risks and opportunities and potential trade-offs faced by the food industry.
- Look at what UK food companies are doing to support the transition away from industrial meat.

RETAILER ACTION IN THE COST OF LIVING CRISIS

In March 2023 we launched our **Kids Food Guarantee** in response to high levels of food insecurity among households with children. This is a set of actions which we believe supermarkets should have in place as a minimum if we are to effectively tackle rising levels of food insecurity. The core ask is for retailers to act to implement better pricing for health. The Guarantee includes actions that citizens have told us they are eager to see and which align with existing areas of retailer action and activity. We engaged with several industry groups and forums to launch the Guarantee, and held a successful

parliamentary event in collaboration with Which? in May calling for retailers to act during the cost of living crisis. An original short film documenting the lived experience of the cost of living crisis, called 'they know we are here' was launched at the event and subsequently covered widely in the media.

Since April we have been working with QuestionMark, an international non-profit think tank, to look at online pricing and product information for the major UK retailers to monitor whether the retail sector is making any progress against our asks. Since June, we have built and launched a data dashboard for the Kids Food Guarantee, and published 8 reports monitoring progress across the yogurt, cereal and first infant formula categories and

exploring the healthiness of multibuy and lunchbox deals for children.

Four retailers have acted on Kids Food Guarantee asks as a result of our engagement and the findings of our lunchbox report were covered on Channel 4's Steph's Packed Lunch. We have also engaged with a number of government departments and external bodies including HMT, DHSC, FSS and FSA on the Kids Food Guarantee. Our data has been widely cited in coverage of formula price rises and we have been encouraged by the shift in media and political narratives around formula as a result, with first infant formula now in the spotlight as an essential many simply can't afford. A forthcoming Competition and Markets Authority enquiry plans to look at formula pricing across the UK retailers.



Actions to guarantee that children can eat well during the cost-of-living crisis and prevent lasting damage to their health and wellbeing

Make essentials affordable

1 Fruit and Veg Guarantee

Ensure that at least a week's worth of 5 a day (>10 different products, fresh, frozen or tinned) are competitively priced and available at all stores.



2 Staples Guarantee

- Guarantee multibuys are on carbohydrate staples not on HFSS foods
- Guarantee wholegrain and/or 50:50 wheat products are at price parity or at a lower price to the refined equivalent
- Guarantee budget ranges are available in every store, including local and convenience
- Offer an own brand formula and/or insulate prices on first infant formulas from the worst of inflation.



Rebalance shopping baskets

5 Act for a healthier, more sustainable future

- Advocate for the expansion of the Healthy Start scheme
- Promote and communicate the Healthy Start scheme
- Rebalance advertising so that a greater % of promotions, marketing and campaigns are focused on healthier and more sustainable staple foods such as fruit and veg, pulses and wholegrains



Support health for those feeling the squeeze

3 Kids Categories Guarantee

Guarantee that the healthiest products (with the lowest NPM score) in two key kid's categories responsible for the majority of sugar intake is the cheapest per 100g: yogurts & boxed breakfast cereals.



4 Lunch box Guarantee

Lunchbox meal deal. Offer weekly lunchbox items that are compliant with School Food standards and make up 5 lunches that can be bought through a multibuy deal.





OUR IMPACT

Reaching and Influencing our audiences

MPS / PEERS

Our work continues to receive significant attention in Westminster. 39 references were made to us and our work in Hansard, as well as numerous mentions in select committees. Mentions came from parliamentarians representing all major political parties and none.

We contributed to multiple events which engaged Parliamentarians and political parties over the course of the year including two events at each of the Labour and Conservative Party conferences. We also hosted several events in the Houses of Parliament itself including our Horticulture Event and our cost of living event. Additionally, we had a successful parliamentary event to launch Broken Plate 2023 which included speaker representation from Labour (frontbench), Conservative, Liberal Democrat and Green Parties, which demonstrates the cross-party support for the work we are doing to highlight dietary inequalities.

In addition to this, we have made written submissions to multiple select committee inquiries on topics including, the EFRA Commons Committee inquiry on Food Security, the Health and Social Care Commons Committee on prevention, the DWP Commons

Committee's inquiry into Benefit Levels and the Lords Horticulture Committee's inquiry into the sector. Anna Taylor also gave oral evidence to the EFRA Commons Committee's inquiry on Food Security.



Committee inquiry and consultation contributions:

We have been pleased see our work profiled in a number of high profile reports including the EFRA Committee Food Security Report and the Climate Change Committee 2023 Report to Parliament. Following our engagement with the Work and Pensions Committee on food insecurity levels amongst benefit claimants, an inquiry was launched into the adequacy of benefit levels.

We have met regularly with MPs, Peers and parliamentary staff in our efforts to increase the number of Parliamentarians who are interested in food and diet as political issues. Furthermore, we expanded our engagement with the Labour Frontbench which has led to them showing interest in Healthy Start as an issue that a future Labour government may expand.

GOVERNMENT AND CIVIL SERVANTS

We have continued a regular programme of meetings with Ministers and officials in a number of different Government departments – most notably the Department for Environment, Food and Rural Affairs, the Department for Education, the Department for Health and Social Care, the Department for Work and Pensions, the Food Standards Agency, and the Department for Levelling up, Housing and Communities. We respond regularly to relevant Government consultations and informal stakeholder engagement exercises, and we regularly write letters to Ministers on topical issues. This year to launch our Broken Plate report, we held a briefing specifically for civil servants that was attended by 33 civil servants from 6 Government departments.



LOCAL AUDIENCE - LOCAL AUTHORITIES

Birmingham City Council: At the city level through our partnership with Birmingham City Council, we helped the Council's Food System Team to publish and launch a comprehensive food strategy for the city for consultation. We helped to support the evidence base, draw in

experience from around the country and internationally on local food partnerships and best practice and help identify leading actors within the city who could be mobilised to support delivery of the strategy through local action groups.

BUSINESSES

Our Peas Please community of pledgers is now 110 organisations operating within the food system, with retailers responsible for over 93% of the UK's retail market share having committed to increasing sales of vegetables through Peas Please. We continue to engage with the 29 major UK food service and food retail businesses benchmarked annually through our Plating Up Progress analysis, and have this year also started to build relationships with manufacturers – in part through our Kids Food Guarantee work.



INVESTORS

The Investor Coalition has grown to £6 trillion in assets under management, with over 30 investors this year. We have now formalised the governance and goals of the Investor Coalition on Food Policy, with The Food Foundation acting as the secretariat. Two working groups have been established to focus on driving forward progress in specific areas; policy issues related to standard setting (including the FDTP and corporate lobbying) and risks and opportunities related to investor action in support of a food system transition.



WIDER AUDIENCES

Our audiences on social media have increased across the board with **Instagram up 287%**, **LinkedIn up 96%**, **YouTube up 35%**, **Twitter/X up 21%** and **Facebook up 17%**. We also launched a **TikTok** account in October 2022 and our content has been **viewed more than 76,000 times**. Visitors to our **website have increased 49%** and we achieved a record number of visitors for a single month in March 2023 (27,100 users). In addition, the number of subscribers to the main Food Foundation **newsletter has increased by 19%**. The number of **media hits (7,612) we have achieved has also risen by 175%**.

Our **event programme** has reached a wide cross section of our audiences across various event opportunities including a series of **three Parliamentary events** on the cost of living crisis, horticulture and Broken Plate (parliamentarians and civil servants), our inaugural Investor Summit (investors and businesses); our **Westminster Free School Meal Superpowers event** (NGO's, local government and citizens); and our annual **Young Food Ambassador Residential** (young people). In addition, there were **eight Quick Bite webinars** tackling issues including party conferences, food advertising, sweeteners and 1 year on from the NFS which **3,803 people viewed online** and **1,743 attended live**.



OUR IMPACT

What next?



In the coming year, we expect to see the continued effects of the cost living crisis on living standards and public health. This is against a backdrop of growing urgency to tackle the increase in global temperatures which is creating so much climatic instability and has knock on effects on food production and prices. Enhancing the resilience of our food system, and British families to cope with these shocks is more important than ever. This year we have consolidated our work into 5 programme areas which set out our strategic approach for deepening our impact with the change makers with whom we work over the next 3 years. These are thus oriented towards policy makers at national level, local level actors, investors, food businesses and around building our reputation as a go to source of evidence on food systems change. At the same time we have identified 5 impact delivery areas where we expect to deliver results in the coming 12 months. For each of these areas we have developed “good, better, best” outcomes against which we will measure our progress. These are listed below.

- 1. SECURING SUPPORT FROM POLITICAL PARTIES** in advance of the general election for transforming the food system to deliver public health and environmental benefit.
- 2. SCHOOL FOOD** – focusing on supporting local free school meal pilots to generate demand for a change in policy on eligibility; introducing auto enrolment for free school meals; and continuing to drive up standards in school food.
- 3. FOOD INSECURITY** – focusing on the uptake and expansion of healthy start as well as improving accountability of the Department for Work and Pensions for levels of food insecurity among benefit claimants.
- 4. BUSINESS TRANSPARENCY** – focusing on continuing to advocate for companies to set targets

and disclose data on their sales, and for government to mandate this reporting.

- 5. KIDS FOOD GUARANTEE** – focusing on the role which supermarkets can play in supporting children in low income families to eat in a way which protects their long term health.

In addition, we are progressing research in 2 major areas: early years nutrition, and pathways to meat reduction, as well as expanding our panel of adult food ambassadors to ensure that lived experience is embedded within the solutions we propose to our change makers.

We will be prioritising the following areas for organisational development in the coming year:

- Finalising our Political Activity and Campaigns Policy to ensure that we are well prepared to face the exciting challenge of the forthcoming general election.
- Developing a more comprehensive strategy for Equality, Diversity and Inclusion (EDI)
- Applying our renewed commitment to EDI to the recruitment of new board members to strengthen our governance and better represent the communities we serve.
- Completing our governance review to ensure that we exemplify best practice.
- Working with our dynamic staff team to examine and further embed our values in how we work.
- Continuing to enrich and improve employee wellbeing through workplace initiatives and learning opportunities.
- We are looking forward with working with new partners and funders and diversifying our income streams.

TRUSTEES' REPORT

The Trustees present their report and financial statements for the year ending 31st August 2023 and confirm that the financial statements comply with current Charities SORP (FRS 102) – Accounting and Reporting by Charities: Statement of Recommended Practise.

The trustees are responsible for preparing the Trustees' Annual 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 & 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 2019] (FRS 102);
- 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;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

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 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

PUBLIC BENEFIT

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's objectives and activities and in planning future activities.

It is the judgement of the Trustees that activities in pursuit of the above objectives fully meet the public benefit test, which they have kept in mind in planning programmes for the charity.

FUNDRAISING

We are extremely grateful to our funders for all their support. We only accept funding which does not compromise our independence.

We review all financial engagements – assessing whether potential donations are acceptable and in line with the Foundation's aims. For ethical reasons, we will not enter financial relationships with organisations closely linked to the active promotion of tobacco products, armaments, gambling, alcohol products or political parties. Further information can be found here: foodfoundation.org.uk/who-we-are#funders



The Food Foundation approach to fundraising has been applying to Trusts, Foundations, Academic Institutes and Government Bodies for grants and donations. The Food Foundation understands and complies to its duty to protect the public, including vulnerable people, from unreasonably intrusive or persistent fundraising approaches and undue pressure to donate. We do not conduct digital marketing campaigns aimed at securing public donations. No third parties were involved in fundraising such as the use of external fundraising agencies for either telephone or face-to-face campaigns and received zero fundraising complaints during the year (2022, none) equalling the previous year. We have not voluntarily subscribed to any fundraising regulation schemes to date.

STRUCTURE, GOVERNANCE AND MANAGEMENT

We are governed by our Constitution and our charitable objects.

The Trustee Committee is chaired by Laura Sandys. The trustees have formed two sub-committees who meet between trustee meetings: the Audit, Risk and Compliance Committee chaired by Tom Lindsay and the Impact and Reputation Committee chaired by Rosie Boycott. Terms of reference for each have been agreed.



The trustees have met four times during the course of the year and additionally had a half day away day to discuss strategy. We have had substantive discussions and made decisions on the following areas:

1. Review and approval of recommendations made by the Committees.
2. The development of an impact tracker to monitor progress against annual objectives.
3. The development of new programme objectives and a more strategic approach to budgeting, along with approval of the budget for FY 23/24.
4. Fundraising and ensuring our fundraising aligns with our strategy and is not steered by donor priorities. This has included the securing of more unrestricted funds. We have also explored in some depth our fundraising capacity but have not entirely yet resolved how we best resource the organisation on fundraising.
5. We initiated a governance review of the Board and during our away day we agreed our priorities for applying our approach to Equity, Diversity and Inclusion in the recruitment of new trustees and the development of an online statement.
6. We surveyed the future trends which are likely to affect The Food Foundation's operations.

The **IMPACT AND REPUTATION COMMITTEE** has met three times during the course of the year. We have had substantive discussions and made recommendations on the following areas:

1. The Food Foundation's work with celebrities and influencers. This included developing processes for how we review potential opportunities for working with potential celebrities and influencers and evaluate

the risks and benefits. It led to the development of a protocol for reviewing new relationships with individuals who might have a sustained relationship with the Foundation in support of its work.

2. The communications strategy and specifically helping to shape our core messages and how we track the impact of our engagement on our target audiences.
3. The development of our Kid's Food Guarantee and how we would engage supermarkets in the most effective way.
4. The development of our work on sustainable diets and meat reduction with a view to ensuring we play to the Food Foundation's strengths as an organisation.

The **AUDIT AND RISK COMMITTEE** has met four times during the course of the year. We have had substantive discussions and made recommendations on the following areas:

1. The creation of a new grading structure for staff and benchmarking of salaries against charity sector recruitment market comparators to benchmark salaries. This was conducted at the start of the year and again at the end of the year in anticipation of the next financial year. This included decisions about remuneration for staff on hybrid working contracts and those with remote working contracts.
2. Supporting staff through the cost of living crisis with a series of one-off payments.

3. Annual accounts (FY 21/22) including discussion of the annual report with the auditors and reappointing the auditors for FY 22/23.
4. The creation of a new maternity pay policy to include a provision in addition to Statutory Maternity Pay.
5. The introduction of new staff contracts.
6. The ongoing review of the risk register.

Organisational structure and how the charity makes decisions.

Decisions on strategy and budget are made by the trustees during their quarterly meetings. The Audit, Risk and Compliance Committee and the Impact and Reputation Committee review specific areas of work and provide advice on decisions to the Trustee Committee. They delegate the day to day running of the charity to the Executive Director. She has a small team of senior staff who form the senior management of the organisation.

Policies and procedures for induction and training of trustees.

Any new trustee will receive a copy of the current version of our constitution; and a copy of the latest Trustees' Annual Report and statement of accounts.

Arrangements for setting pay and remuneration of key management personnel and any benchmarks, parameters or criteria used.

The remuneration set for staff is based on an assessment of market rates through >>



identifying remuneration levels of roles with similar skill and experience requirements, and an assessment of resources available to the Food Foundation. During the final months of this year a formal benchmarking exercise was conducted using Harris Hill published comparators and a new staff grading structure was developed for implementation in the year beginning September 2022.

Relationships with related parties and any other charities and organisations with which it co-operates in the pursuit of its charitable objectives.

We are the principal relationship holder with the National Lottery Community Fund for the delivery of our Peas Please project. We provide funds for 4 partners to support the delivery of the project. These partnerships are governed by partner contracts with each of the four partner organisations, whereby the contract between the Food Foundation and The Programme Partner consists of an Agreement, the National Lottery's Grant Agreement, in addition to further appendices specific to the project agreement and other Mandatory Policies.

We cooperate with a range of other organisations in pursuit of our charitable objectives.

LEGAL STATUS

Food Foundation CIC was incorporated 5th August 2014 and registered with Companies House, with Company Number 09162855. By way of conversion, as of 28th January 2020 Food Foundation CIO was registered with the Charities Commission with Charity Number 1187611.

INCOME AND EXPENDITURE

We are still in our infancy as an organisation and continue to see year on year growth. This year we have seen our income increase by 4% against our records for the year ending 31st August 2022, however, a substantial amount of this income relates to projects that carry across our financial year – see Balance Sheet and Reserves. This

funding has allowed us to increase our ambition and subsequently increase our team to facilitate such.

Internally our expenditure is considered across three areas, project costs, employees (wage) and other non-employee operational costs. Within this reporting period, we have seen increases across all areas aligned to our funding levels and organisational growth. We have increased the number of employees to around 19 as planned and but expect to increase the team further in the coming year to around 21.

BALANCE SHEET

We have closing funds of £816,828 (£682,210 year ended 31st August 2022) with cash holdings of £835,464 (£459,603 year ended 31st August 2022).

Within our closing balance, we have restricted £284,536 and unrestricted £532,292 (£360,453 and £321,757 respectively year ended 31st August 2022) funds available to us. The unrestricted funds will predominantly contribute to next year's activities, along with some unrestricted funds designated to contribute towards our core costs.

We operate a defined contribution pension scheme which is managed by NEST. All contributions have been paid over during the year.

RESERVES

RESTRICTED – At the end of the year our restricted reserves amounted to £284,536 (£360,453 year ended 31st August 2022). These monies are committed across various projects running throughout our next financial period.

UNRESTRICTED – At the end of the year our unrestricted reserves amounted to £532,292 (£321,757

year ended 31st August 2022). Part of the £532,292 unrestricted fund, £71,859, relates to core funding allocated towards our overheads and project costs for the upcoming year. This leaves a free unrestricted balance of £200,433 (minus reserves) which will be spent throughout the next year based on charity needs.

Reserves are needed to ensure the stability of our mission, meet our financial obligations as and when they become due. Requirements are predominantly to assist with the peaks and troughs of cashflow; any unforeseen operational costs such as resource cover for long-term sickness; to allow time to organise alternative funding should a funder(s) withdraw their funding for any reason; to be able to react to an unplanned opportunity; and for any unplanned organisational closure event in a clean and appropriate manner.

Reserves will be funded with surplus unrestricted operating funds. Our existing reserves policy is to maintain unrestricted funds of 25% of our annual operational expenditure, plus potential statutory redundancy liabilities, and prudently, being a newly formed charity, to achieve this within a three-to-five-year period from 1st September 2019. 25% of our closing operational expenditure for the reported period plus a further £25,000 (rounded up potential statutory redundancy liability) equates to £452,415. We are now four years into our self imposed five year deadline, and have achieved our reserves target with a small surplus of £8,018 (2022; a deficit of £33,333).

We operate a simple organisational structure and have no long-term commitments.

Our reserves policy is reviewed annually by the trustees.



PRINCIPLE RISKS AND UNCERTAINTIES

<i>Principle risks</i>	<i>Current controls</i>	<i>Actions being taken</i>
Cyber Attack/Data Breach	Data Protection, Security Policy/Clean and Clear desk policy in place and made available to the team. Back-up services are provided by external IT company which monitor potential breaches and attempts at security breaches. Passwords to sites are protected and we have dual authorisation set up.	Continuous updates to systems, training and updates to policies.
Cost of living increase effects on budgeting	Benchmarking annually for salaries, amounts increased based on market rates for each sector. Reforecasting other costs based on increases.	Continuous review of costs (salaries and other costs) against budgets and reforecast.
Safeguarding breach leading to failure in the protection of children or high risk adults.	DBS Check documentation required included in the new employee onboarding checklist. Safeguarding policies and procedures in place.	Continued safeguarding training is provided to all staff members; Staff working directly with ambassadors are given level 3 safeguarding training.
Meeting fundraising targets	Having dedicated time to fundraise, having a 3-year budget to support fundraising and continuously updating the fundraising pipeline.	Applying for funds and seeking to diversify funding pool.



The Trustees have assessed the major risks to which we may be exposed and to the best of their knowledge are satisfied that appropriate systems are in place to mitigate exposure to those risks. We maintain a risk register that is reviewed quarterly by our Audit, Risk and Compliance Committee and subsequently considered within every Trustee meeting. All risks are monitored using a traffic light system, with Low, Medium and High-risk levels. We currently have no risks calculated to be high.

To mitigate and dampen any difficulties incurred from loss of major funding, the Foundation has put in place a comprehensive Reserves Policy and have strived to increase reserve funds where possible and begin to link this to funding applications.

GOING CONCERN

Our financial statements have been prepared on a going concern basis. We have checked the robustness of our forecasts and even after taking into account any reasonable downsides, it indicates we have sufficient funds to remain operational for at least the next 12 months.

We have a continual process of fundraising for our work by scanning new opportunities which align with our strategy from a wide range of charitable trusts and foundations. We aim to build long-term relationships with our funders, they are familiar with our strategy and understand fully what we are trying to achieve. We are aiming to diversify our income streams and this has supported our ability to be agile and react with impact to the changing political environment and implement. This funding will allow The Food Foundation to build on and develop organisational sustainability and structures.

We have worked with the Rothschild Foundation, Impact on Urban Health and the Kristian Gerhard Jebsen Foundation to move from restricted funding to core funding over the next three to four years. This has been split under the Statement of Funds as Unrestricted Core. We have budgeted activities against unrestricted core funds to support organisational objectives and will cover overheads. We expect to draw down on these funds significantly over the next 12 months.

THANK YOU

The Food Foundation would like to gratefully acknowledge the volunteers who have worked with us over the year and have generously donated their time to give us advice or helped us to deliver our projects. We are also very grateful to FieldFisher, Hogan Lovell, Weber Shandwick, University of Oxford, Nielsen and Kantar for their pro-bono services this year.

L J Sandys, Chair of Trustees
6 February 2024

Independent Auditor's Report to the Trustees of Food Foundation

OPINION

We have audited the financial statements of Food Foundation (the 'charity') for the year ended 31 August 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows, and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 August 2023, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

BASIS FOR OPINION

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit

of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

CONCLUSIONS RELATING TO GOING CONCERN

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

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

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

OTHER INFORMATION

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

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

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- the charity has not kept adequate and proper accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

RESPONSIBILITIES OF TRUSTEES

As explained more fully in the trustees' responsibilities statement, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

AUDITOR RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

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

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

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

We gained an understanding of the legal and regulatory framework applicable to the Charity and the sector in which it operates and considered the risk of the Charity not complying with the relevant laws and regulations including fraud in particular those that could have a material impact on the financial statements. This included those regulations directly related to the financial statements, including financial reporting, and tax legislation. In relation to the operations of the Charity this included compliance with the Charities Act 2011.

The risks were discussed with the audit team and we remained alert to any indications of non-compliance throughout the audit. We carried out specific procedures to address the risks identified.

These included the following:

- Review of legal fees incurred;
- Reviewing minutes of Trustee Board meetings;
- Agreeing the financial statement disclosures to underlying supporting documentation;
- Enquiring of management, including those charged with governance;
- Reviewing key accounting policies and estimates

To address the risk of management override of controls, we reviewed systems and procedures to identify potential areas of management override risk. In particular, we carried out testing of journal entries and other adjustments for appropriateness. We also assessed management bias in relation to the accounting policies adopted and in determining significant accounting estimates.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the FRC's website at: <https://www.frc.org.uk/auditors/audit-assurance/auditor-s-responsibilities-for-the-audit-of-the-fi/description-of-the-auditor%E2%80%99s-responsibilities-for>. This description forms part of our auditor's report.

USE OF OUR REPORT

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

Price Bailey LLP

Price Bailey LLP
Chartered Accountants
Statutory Auditors
24 Old Bond Street
London
W1S 4AP

Date 7 February 2024

Price Bailey LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

TRUSTEES' REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

	Note	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Income:					
Donations and legacies	4	277,428	1,268,824	1,546,252	1,523,858
Charitable activities	5	294,414	-	294,414	251,526
Other income	6	3,610	-	3,610	1,049
Total income		<u>575,452</u>	<u>1,268,824</u>	<u>1,844,276</u>	<u>1,776,433</u>
Expenditure:					
Charitable activities	7	364,917	1,344,741	1,709,658	1,666,121
Total expenditure		<u>364,917</u>	<u>1,344,741</u>	<u>1,709,658</u>	<u>1,666,121</u>
Net movement in funds		<u>210,535</u>	<u>(75,917)</u>	<u>134,618</u>	<u>110,312</u>
Reconciliation of funds:					
Total funds brought forward		321,757	360,453	682,210	571,898
Total funds carried forward		<u>532,292</u>	<u>284,536</u>	<u>816,828</u>	<u>682,210</u>

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

All income and expenditure has arisen from continuing activities.

The notes on pages 27 to 41 form part of these financial statements.

BALANCE SHEET AS AT 31 AUGUST 2023

	Note	2023 £	2022 £
Current assets			
Debtors	11	106,507	338,282
Cash at bank and in hand	17	835,464	459,603
		941,971	797,885
Creditors: amounts falling due within one year	12	(125,143)	(115,675)
		816,828	682,210
Net current assets		816,828	682,210
Total net assets		816,828	682,210
Charity funds			
Restricted funds	13	284,536	360,453
Unrestricted funds	13	532,292	321,757
		816,828	682,210
Total funds		816,828	682,210

The financial statements were approved and authorised for issue by the Trustees on **6 February 2024** and signed on their behalf by:



L J Sandys, Chair of Trustees

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 AUGUST 2023

	Note	2023 £	2022 £
Cash flows from operating activities			
Net cash used in operating activities	16	375,861	66,434
Cash flows from investing activities			
Net cash provided by investing activities		-	-
Change in cash and cash equivalents in the year			
Cash and cash equivalents at the beginning of the year		459,603	393,169
Cash and cash equivalents at the end of the year		835,464	459,603

The notes on pages **27** to **41** form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

GENERAL INFORMATION

Food Foundation registered as a Charitable Incorporated Organisation (CIO) on 28 January 2020 in England and Wales, within the United Kingdom. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity. The registered number is 1187611 and the registered office is 7th Floor, International House, 6 Canterbury Crescent, Brixton, London, SW9 7QD.

2. ACCOUNTING POLICIES

2.1 Basis of preparation of financial statements

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

Food Foundation meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The financial statements are prepared in sterling, which is the functional currency of the Charity and rounded to the nearest £1.

The financial statements have been prepared to give a 'true and fair view' and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair view'. This departure has involved following Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 14 July 2014 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.



NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023**2 ACCOUNTING POLICIES (CONTINUED)****2.2 Going concern**

The financial statements have been prepared on a going concern basis which forecasts that the charity will have adequate resources to continue in operational existence for a period of at least 12 months from the date of this financial report.

A forecast has been prepared for a period of more than 12 months from the date of approval of these financial statements. The forecasts indicates that, whilst taking into account reasonable downsides, sufficient funds are expected to be generated within the charity so as to meet liabilities as they fall due.

2.3 Income

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

The recognition of income from donations and legacies is dependent on establishing entitlement, the probability of receipt and the ability to estimate with sufficient accuracy the amount receivable.

Evidence of entitlement to a legacy exists when the Charity has sufficient evidence that a gift has been left to them (through knowledge of the existence of a valid will and the death of the benefactor) and the executor is satisfied that the property in question will not be required to satisfy claims in the estate. Receipt of a legacy must be recognised when it is probable that it will be received and the fair value of the amount receivable, which will generally be the expected cash amount to be distributed to the Charity, can be reliably measured.

Grants (including government grants) are included in the Statement of Financial Activities when the charity has entitlement to the funds, any performance related conditions attached to the grant have been met, it is probable that the income will be received and the amount can be measured reliably.

The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance

of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

Income from the supply of services is recognised with the delivery of the contracted service provided that: the stage of the completion, the costs incurred in delivering the service and the costs to complete the requirements of the contract can all be measured reliably.

2.4 Expenditure

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

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

All expenditure is inclusive of irrecoverable VAT.

2.5 Debtors

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

2.6 Cash at bank and in hand

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

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023**2 ACCOUNTING POLICIES (CONTINUED)****2.7 Liabilities and provisions**

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

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

2.8 Financial instruments

The charity only has financial assets and financial liabilities that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their fair value as at the balance sheet date. All financial instruments are measured at cost, which is their fair value. Financial assets include the bank balances, trade debtors and accrued income, but excludes prepayments. Financial liabilities include trade creditors, other creditors and accruals but excludes deferred income, social security and other taxes due.

2.9 Pensions

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

2.10 Fund accounting

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

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

3. Critical accounting estimates and areas of judgement

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

No significant judgements, accounting policies or assumptions have been made by management in applying the charity's accounting policies.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

4. INCOME FROM DONATIONS AND LEGACIES

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Donations	17,782	-	17,782	3,201
Grants	259,646	1,268,824	1,528,470	1,520,657
	<u>277,428</u>	<u>1,268,824</u>	<u>1,546,252</u>	<u>1,523,858</u>

In 2023, amounts receivable from government grants amounted to £195,368 (2022: £388,791) with no unfulfilled conditions (2022: none).

In 2022, total income from grants was £1,520,657, all of which was restricted.

In 2022, £3,201 of donations income was unrestricted, no 2022 donations were restricted.

5. INCOME FROM CHARITABLE ACTIVITIES

	Unrestricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Service income	<u>294,414</u>	<u>294,414</u>	<u>251,526</u>

In 2022, service income of £251,526 was unrestricted and there was £1,049 other income.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

6. OTHER INCOMING RESOURCES

	Unrestricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
Other income	3,610	3,610	1,049

7. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES

Summary by fund type

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	Total 2022 £
Direct costs	227,928	1,342,977	1,570,905	1,500,861
Support costs	136,989	1,764	138,753	165,260
	<u>364,917</u>	<u>1,344,741</u>	<u>1,709,658</u>	<u>1,666,121</u>

In 2022, direct costs were £1,500,861, of which £1,432,608 was restricted and £68,253 was unrestricted.

In 2022, support costs were £165,260, of which £153,258 was unrestricted and £12,002 was restricted.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

7. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES (CONTINUED)**Summary by expenditure type**

	Staff costs 2023 £	Other costs 2023 £	Total costs 2023 £
Direct costs	804,776	766,129	1,570,905
Support costs	-	138,753	138,753
Total 2023	804,776	904,882	1,709,658

In 2022, direct costs were £1,500,861 of which £679,676 related to staff costs and £821,185 related to other costs. In 2022, support costs were £165,260 of which £5,865 related to depreciation and £159,395 related to other costs.

Analysis of support costs

	2023 £	2022 £
Technology costs	11,207	12,517
Depreciation	-	5,865
Premises costs	28,440	30,323
Other costs	85,306	105,005
Governance costs	13,800	11,550
	138,753	165,260

Charity governance costs relate to audit and accountancy fees in both 2023 and 2022 financial periods.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

8. AUDITORS' REMUNERATION

	2023 £	2022 £
Fees payable to the Charity's auditor for the audit of the Charity's annual accounts	12,000	8,475
Fees payable to the Charity's auditor in respect of: All non-audit services not included above	1,800	1,150
	<u>13,800</u>	<u>9,625</u>

9. STAFF COSTS

	2023 £	2022 £
Wages and salaries	704,037	592,403
Social security costs	76,470	65,518
Pensions costs	24,269	21,755
	<u>804,776</u>	<u>679,676</u>

The Charity operates a defined contribution pension scheme. The pension cost charge represents contributions payable by the Charity to the fund and amounted to £24,269 (2022 - £21,755). Contributions totalling £Nil (2022 - £Nil) were payable to the fund at the balance sheet date, and are included in other creditors in note 12 to the accounts.

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

	2023 No.	2022 No.
Employees	19	17
	<u>19</u>	<u>17</u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

9. STAFF COSTS (CONTINUED)

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

	2023 No.	2022 No.
In the band £60,001 - £70,000	2	-
In the band £80,001 - £90,000	1	2

The key management personnel comprise the Trustees and the Executive Management Team and a total of 15 persons (2022: 14). Total benefits (including employer pension contributions and employer national insurance contributions) received by key management personnel in the year amounted to £249,873 (2022 - £184,268)

10. TRUSTEES' REMUNERATION AND EXPENSES

During the year, no Trustees received any remuneration or other benefits (2022 - £NIL).

During the year ended 31 August 2023, no Trustee expenses have been incurred (2022 - £NIL).

11. DEBTORS

	2023 £	2022 £
Due within one year		
Trade debtors	49,971	208,562
Prepayments and accrued income	56,536	129,720
	<u>106,507</u>	<u>338,282</u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

12. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023 £	2022 £
Trade creditors	38,419	19,761
Other taxation and social security	104	13,777
Other creditors	5,267	2,225
Accruals and deferred income	81,353	79,912
	<u>125,143</u>	<u>115,675</u>
	<u><u>125,143</u></u>	<u><u>115,675</u></u>
	2023 £	2022 £
Resources deferred as at 1 September 2022	42,168	-
Resources deferred during the year	55,966	42,168
Amounts released from previous periods	(42,168)	-
	<u>55,966</u>	<u>42,168</u>
	<u><u>55,966</u></u>	<u><u>42,168</u></u>

At the date of the balance sheet, £55,966 of deferred income was recognised by the Charity (2022 £42,168). Deferred income received in the year relates to service income received in advance of entitlement.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

13. STATEMENT OF FUNDS

Statement of funds - current year

	Balance at 1 September 2022 £	Income £	Expenditure £	Balance at 31 August 2023 £
Unrestricted funds				
Unrestricted General	321,757	332,119	(193,443)	460,433
Unrestricted Core	-	243,333	(171,474)	71,859
	<u>321,757</u>	<u>575,452</u>	<u>(364,917)</u>	<u>532,292</u>
Restricted funds				
AIM Foundation	25,000	-	(3,180)	21,820
Beaverbrook Foundation	-	17,500	-	17,500
Healthy Food, Healthy Planet	-	39,281	(39,281)	-
Esmee Fairbairn Foundation	1,751	-	(1,751)	-
Foreign Commonwealth and Development Office	26,907	195,368	(222,275)	-
Fusion21 Foundation	24,854	15,000	(39,854)	-
Impact on Urban Health	173,595	170,166	(206,980)	136,781
Kristian Gerhard Jebsen Foundation	43,737	-	(43,737)	-
National Lottery Community Fund	-	407,118	(338,657)	68,461
Nuffield Foundation	-	206,574	(206,574)	-
Rank Foundation	-	28,147	(19,477)	8,670
Sustain: The Alliance for Better Food & Farming	37,183	49,300	(67,531)	18,952
The Joseph Rowntree Charitable Trust	4,084	41,125	(32,857)	12,352
The Tudor Trust	23,342	-	(23,342)	-
Trust for London	-	44,000	(44,000)	-
Wellcome Trust/The London School of Hygiene and Tropical Medicine	-	55,245	(55,245)	-
	<u>360,453</u>	<u>1,268,824</u>	<u>(1,344,741)</u>	<u>284,536</u>
Total of funds	<u>682,210</u>	<u>1,844,276</u>	<u>(1,709,658)</u>	<u>816,828</u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

13. STATEMENT OF FUNDS (CONTINUED)**Statement of funds - prior year**

	Balance at 1 September 2021 £	Income £	Expenditure £	Balance at 31 August 2022 £
Unrestricted funds				
Unrestricted General	287,492	255,776	(221,511)	321,757
	<hr/>	<hr/>	<hr/>	<hr/>
Restricted funds				
AIM Foundation	-	25,000	-	25,000
Charity Works KickStart	-	2,302	(2,302)	-
Esmee Fairbairn Foundation	15,296	3,929	(17,474)	1,751
Foreign Commonwealth and Development Office	77,123	388,791	(439,007)	26,907
Fusion21 Foundation	10,000	25,000	(10,146)	24,854
GAIN	-	790	(790)	-
Guys & St Thomas' Charity	33,110	211,054	(70,569)	173,595
Kristian Gerhard Jebsen Foundation	28,449	100,000	(84,712)	43,737
National Lottery Community Fund	14,676	394,073	(408,749)	-
Stichting World Benchmarking Alliance	52,335	-	(52,335)	-
Nuffield Foundation	-	127,675	(127,675)	-
Sustain: The Alliance for Better Food & Farming	-	70,300	(33,117)	37,183
The Joseph Rowntree Charitable Trust	28,650	17,500	(42,066)	4,084
The Tudor Trust	24,311	40,000	(40,969)	23,342
Trust for London	-	40,000	(40,000)	-
Wellcome Trust/The London School of Hygiene and Tropical Medicine	456	74,055	(74,511)	-
University of Kent	-	188	(188)	-
	<hr/>	<hr/>	<hr/>	<hr/>
	284,406	1,520,657	(1,444,610)	360,453
	<hr/>	<hr/>	<hr/>	<hr/>
Total of funds	<u>571,898</u>	<u>1,776,433</u>	<u>(1,666,121)</u>	<u>682,210</u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

14. FUNDS HELD ARE AS FOLLOWS:

- The AIM Foundation: Funds held to contribute towards the Children's Right2Food project.
- Beaverbrook Foundation: Funds held to contribute to organisation sustainability efforts in diversifying funding based on our fundraising strategy.
- Core funding: Grants by Rothschild Foundation, Kristian Gerhard Jebsen Foundation and Impact on Urban Health: Funds held to contribute towards organisational core activities for organisational development and sustainability.
- Esmee Fairbairn Foundation: Funds held to contribute towards core salary and project costs for work to improve diets in the UK. Restricted funds held specifically for the National Food Strategy project.
- Foreign, Commonwealth and Development Office: Major transformations in the global food system are required in order to meet the 2030 Sustainable Development Goals (SDGs) to end hunger, achieve food security and improve nutrition. Funds held are contributing to the Global Food System project.
- Fusion Foundation: Funds held to contribute towards the Dietary Inequality project funding the food insecurity surveys and the affordability work for Broken Plate
- Impact on Urban Health: Funds held to contribute towards The Children's Right2Food Campaign which is a nationwide initiative to ensure every child in the UK can access and afford good food, and was shaped by the findings of the Children's Future Food Inquiry. Funds also held to contribute leveraging investor support for healthier food and business policy.
- Healthy Food Healthy Planet: Funds held to contribute to an Investor Summit in support of our Investor Coalition work engaging investors with food policy and the transition towards more healthy and sustainable food systems.
- Kristian Gerhard Jebsen Foundation: Funds held to contribute towards the Children's Right2Food Campaign.
- National Lottery Community Fund: Funds held to contribute to the Peas Please project, which is a trail-blazing initiative focused specifically on veg, Peas Please brings together farmers, retailers, restaurant chains, caterers, processors and government departments with a common goal of making it easier for everyone to eat more veg.
- Nuffield Foundation: Using quantitative and qualitative evidence to re-shape the public narrative on dietary inequality, particularly relating to children, to catalyse purposeful action from policy makers and business. Funds held to contribute towards the Dietary Inequality project.
- Rank Foundation: Funds held to contribute to a Time to Shine leader, fixed term employment over the 12-month period, to improve our charity's capacity to deliver services in the longer term.
- Sustain: Funds delivery of the 'Fiscal Measures' project, which is a joint project with the Obesity Health Alliance and Sustain to build the evidence base on and advocate for fiscal measures relating to food.
- The Joseph Rowntree Charitable Trust: Funds held to contribute towards the Plating Up Progress project.
- The Tudor Trust: Funds held to contribute towards the Children's Right2Food project.
- Trust For London: Funds held to contribute towards the Children's Right2Food project.
- Wellcome Trust / The London School of Hygiene and Tropical Medicine: Funds held to support The Food Foundation as it works with eight partner organisations (including the London School of Hygiene and Tropical Medicine, UCL, City University and SOAS) on Sustainable and Healthy Food Systems, (SHEFS), a Wellcome Trust-funded research project. These funds were also held to contribute towards the National Food Strategy.
- Unrestricted Core: This includes funds from the Rothschild Foundation and the Kristian Gerhard Jebsen Foundation. The funds are unrestricted and held to contribute to organisational development and sustainability. They are separated on the Statement of funds for better monitoring and reporting to funders.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

15. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Current assets	532,292	409,679	941,971
Creditors due within one year	-	(125,143)	(125,143)
Total	532,292	284,536	816,828

Analysis of net assets between funds - prior year

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Current assets	321,757	476,128	797,885
Creditors due within one year	-	(115,675)	(115,675)
Total	321,757	360,453	682,210

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

16. RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2023 £	2022 £
Net income for the year (as per Statement of Financial Activities)	134,618	110,312
Adjustments for:		
Depreciation charges	-	5,865
Decrease/(Increase) in debtors	231,775	(39,028)
Increase/(Decrease) in creditors	9,468	(10,715)
Net cash provided by/(used in) operating activities	375,861	66,434

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

17. ANALYSIS OF CASH AND CASH EQUIVALENTS

	2023 £	2022 £
Cash in hand	835,464	459,603

18. ANALYSIS OF CHANGES IN NET DEBT

	At 1 September 2022 £	Cash flows £	At 31 August 2023 £
Cash at bank and in hand	459,603	375,861	835,464

19. PENSION COMMITMENTS

The charity operates a defined contribution pension scheme. Pension costs for the period have been charged at £24,269 (2022: £21,755). At the period end, £3,042 was owed to the scheme (2022: £2,225).

20. RELATED PARTY TRANSACTIONS

One of our trustees, R Boycott also acts as a director of Veg Power CIC. Veg Power CIC received communications consultancy services from the charity totalling £3,936 during the year (2022: £8,936). No balances were outstanding as at 31 August 2023 (2022: £nil).

One of our trustees, D Edwards, also acts as a trustee of Sustain: The Alliance for Better Food & Farming. Sustain: The Alliance for Better Food & Farming distributed grants to the charity totalling £49,300 for the period (2022: £70,300). No balances were receivable as at 31 August 2023 (2022: £nil).

One of our key management personnel has a close family member who acts as a director for the University of Kent. The University of Kent received services from the charity totalling £22,074 during the year (2022: £nil). There is a balance outstanding as at 31 August 2023 of £12,982 (2022: £nil). These transactions were undertaken on an arms' length basis.

There were no further related party transactions to disclose (2022: none).



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foodfoundation.org.uk | +44(0)20 3086 9953 | [@Food_Foundation](https://www.instagram.com/Food_Foundation)

FOOD FOUNDATION

England & Wales - Charity number 1187611

Accounts



The Food Foundation

ANNUAL REPORT 2022

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Foreword from the Chair



**Laura Sandys CBE,
Chair**

This year has been a very busy time for The Food Foundation not least with our growing concern and focus on the impact of food inflation on the lowest income families. This has kept us all awake at night considering the very difficult decisions families up and down the country are having to make regarding food or heat – or neither. Our food inflation tracker that we started during the COVID-19 pandemic has shown how important it is to understand the depth of the food poverty in this country; having grown from 8% of families facing food insecurity before the pandemic to today's figure of 25% of families with children facing food insecurity.

We have been working with the media, leading businesses, opinion formers, MPs, Peers and civil servants to support these families through the extension of free school meals, an uplift in Universal credit and healthier eating support.

While food poverty has been a strong focus of our work, we have been very committed to our long-standing aim to increase healthier eating through our Peas Please initiative that works with all types of food businesses to increase veg consumption. Our initiative has increased veg portions included in all types of food to 771 million additional portions. Fruit and veg prescriptions have been included in new legislation and we have driven a higher uptake of Healthy Start Vouchers for young families.

We have been working with a wider range of partners from Cities like Birmingham through to running a strong youth presence at COP. These partnerships have helped us influence more policymakers to take food and nutrition seriously as part of a core metric of a healthy population.

Our work with the media has significantly developed with great partnerships with The Independent and Evening Standard and with a significant increase of broadcast coverage from Peston, Good Morning Britain, Newsnight and Today gaining us an increased profile. Parliamentary activity has increased this year with high profile events including several MPs and Peers – most notable was the large number of Parliamentarians who attended our cost-of-living event.

The team is growing with excellent leadership from our CEO Anna Taylor OBE, and the Trustees would like to applaud all the brilliant achievements of all the team from our most junior to our leadership team. They are all going beyond the call of duty and playing a crucial part in putting healthy and sustainable food on the agenda.

**Registered
Charity Number:**
1187611 (Registered;
28th January 2020)

Registered Address:
Food Foundation CIO,
7th Floor, International
House, 6 Canterbury
Crescent, Brixton, London,
SW9 7QD

Executive Director:
Anna Taylor, OBE

Board of Trustees:
Laura Sandys CBE
(Chair & Founder),

Pat Biggers

Baroness Rosie Boycott

David Edwards

Prof Sir Charles Godfray

Andrew Hobbs

Tom Lindsay

Prof Sir Michael Marmot

Essie North

Dr Mehroosh Tak

Appointed Auditors:
Price Bailey LLP,
24 Old Bond Street,
London, W1S 4AP

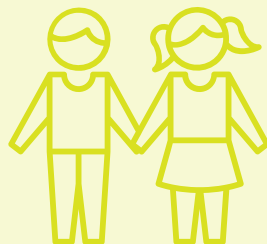
Registered Bank:
CAF Bank Limited,
25 Kings Hill Avenue,
Kings Hill, West Malling,
Kent, ME19 4JQ

The highlights

Improving children's food

WE AIM TO TACKLE childhood food insecurity, inequalities and childhood obesity. Our campaigning work has helped to secure:

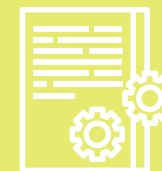
- An extension of **FREE SCHOOL MEALS** to all children without recourse to public funds.
- A three-year commitment of funding for the Holiday Activities and Food Programme (at £200m per year) for the **1.9 MILLION CHILDREN ELIGIBLE** for free school meals.
- An increase in the uptake of Healthy Start in spite of a challenging digitisation process, benefiting an additional **107,000 FAMILIES**.



Influencing Food Policy

WE AIM TO CHANGE food policy to deliver a much healthier, sustainable and more affordable diet by transforming the food system. Our policy engagement work has helped to secure:

- The Food Foundation as a go-to source of evidence on food insecurity and dietary inequalities (our food insecurity and food prices trackers and blogs had over **35,000 VIEWS** and our flagship Broken Plate 2022 report was **DOWNLOADED 4000 TIMES**).
- The Government's first Food Security report (a new requirement in the Agriculture Act) included a substantial focus on **HOUSEHOLD FOOD INSECURITY** as well as national-level food security.
- A commitment to implement the Food Data Transparency Partnership in the Government's Food Strategy which would pave the way for **MANDATORY REPORTING FOR FOOD COMPANIES** on the transition to healthy and sustainable diets.
- A comprehensive food strategy published by Birmingham City Council.



Increasing vegetable consumption

Our **PEAS PLEASE INITIATIVE AIMS** to increase veg consumption through engagement with businesses, public authorities and communities. This year we:

- Secured commitment from **110 BUSINESS PLEDGERS** (2021: 105 business pledges) delivering **771 MILLION** additional portions, up from **623 MILLION** last year.
- Funded **59 COMMUNITY-BASED PROJECTS** (this is a one off activity) led by our citizen advocates to test approaches for citizens to participate in large scale systems change
- Helped secure a commitment to the **COMMUNITY EATWELL PROGRAMME** for piloting fruit and veg prescriptions in the Levelling Up White Paper.
- Secured a commitment to a new **HORTICULTURE GROWTH STRATEGY** for England in the Government's Food Strategy.



Inspiring change in food businesses and investment

We want companies to **BE MORE ACCOUNTABLE** for the health and environmental impacts of their businesses. Our business and investor engagement has helped to secure:

- A **MAJOR SUPERMARKET** reporting data against their target for sales which come from healthy foods.
- Significant investment from retailers, particularly Iceland, Lidl and Sainsbury's in evaluating, promoting and adding **VALUE TO HEALTHY START**.
- The new Investor Coalition for Food Policy with **MEMBERSHIP FROM 23 INVESTORS**.



Our vision

A great food system which delivers the best health and wellbeing for us all and our planet.

Our mission





To change policy and business practice to ensure everyone in the UK can afford, access and enjoy healthy and sustainable food.

Why we exist

The Food Foundation was established to understand why the UK food system is failing to deliver the best outcomes for citizens and our planet, and to drive change in food policy and business practice to ensure everyone, across the UK, can afford, access and enjoy healthy and sustainable food. A great food system can help deliver equality of life expectancy, a sustainable NHS, greater school attainment and work productivity, beautiful countryside and a stable climate.

If action is not taken to tackle these food system failures, there are devastating consequences for our children and our planet. And the situation is even worse for those living on a low income.

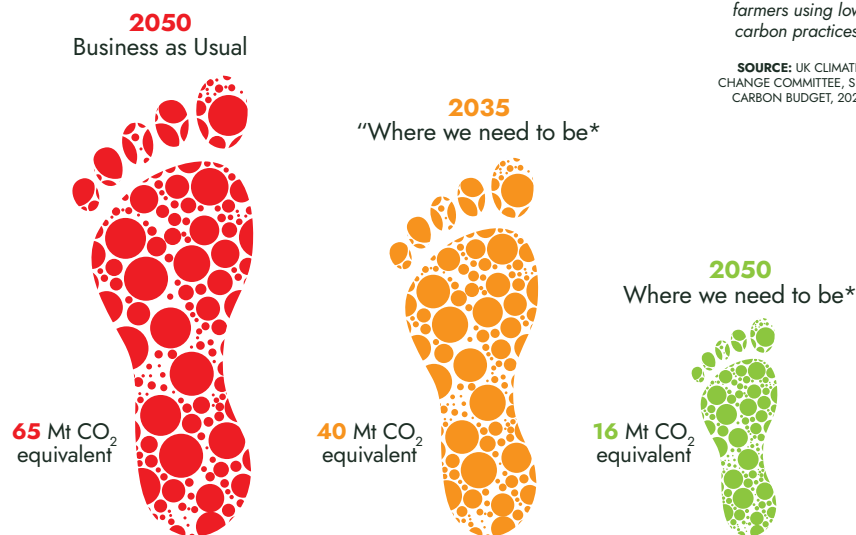
TRAJECTORY FOR 100 CHILDREN BORN IN 2022

-  Overweight
-  Moderate obesity
-  Severe obesity
-  Healthy/underweight
-  Deceased



OUR PLANET'S PROSPECTS

Dietary carbon reduction needed by 2050





OUR IMPACT

Increasing veg consumption

We want to see a permanent shift in the food system in favour of higher veg consumption reflected in both business practice and government policies, with three billion additional portions of vegetables consumed.



Our **Peas Please** initiative which is due to end in 2023 is continuing to draw support from companies and organisations who want to join our collective endeavour to help people

in Britain eat more veg. This year we have welcomed 5 new pledgers to the programme, including **Ocado and Subway**, making a total of 110 pledgers committed to increasing sales of vegetables. We have continued to maintain engagement from a high proportion of our pledgers and this year we were able to host our first in-person Pledger Conference since before the pandemic attracting 45 representatives from organisations across the food system. **Together our pledgers have served or sold an additional 771 million portions of veg since 2018**, up from 623 million last year. This year we have not seen as big an increase as we hoped – this is partly a legacy of Covid and losing engagement from the out of home sector and partly, we think, an effect of the cost-of-living crisis on purchasing of veg. We are now refocusing our pledgers on what they can do this year to support their customers to maintain their veg consumption in spite of the pressures on family budgets.

This year we have also seen a big investment in our community-based work led by our citizen Veg Advocates. **We awarded 100 small grants to our Veg Advocates** supporting 59 activities across the UK aiming to boost veg consumption

within local communities, with grants tackling issues from food waste to cooking skills, promoting growing and health and nutrition, and based in settings from nurseries, schools, community gardens, cafés and shops. Ten of our Veg Advocates are now acting as “documenters”, working alongside City University to evaluate the impact the Veg Advocate programme has had and evaluating how successful we have been in delivering a participatory citizen model.

At the national level we saw a welcome commitment to a new ‘Community Eatwell’ trial in the Levelling-Up White Paper – which we have been calling for since 2017 in our publication “Eating Better for Less” – and also a commitment to a cross-cutting horticulture growth strategy for England – which we have been pushing for through our work with the Fruit and Vegetable Alliance for a number of years.

Our sister organisation Veg Power’s *Eat Them to Defeat Them* campaign entered its fourth year, with a TV ad reaching **40 MILLION PEOPLE** and the programme being activated in **3,845 SCHOOLS** (up from 1900 in 2021). **57% of parents whose children took part in the campaign said they’d eaten more vegetables as a result.** The campaign has led to an estimated £92 million in additional vegetable sales. This year Veg Power’s success has been recognised across a range of different awards, including winning the Third Sector Corporate Engagement Award 2022, being shortlisted as a finalist by the Royal Society of Public Health for their Healthier Lives Award 2022, and winning the IPA (Institute of Practitioners in Advertising) Gold Effectiveness Award 2022 and the IPA President’s Prize for Behavioural Change.





OUR IMPACT

Improving children's food

We want to see a substantial improvement in the design and delivery of policies which affect children's food and contribute to a reduction in children's food insecurity and childhood obesity.



Despite considerable policy change achieved last year, too many children continue to miss out on good quality, nutritious food. Therefore, we have continued to advocate for investment in three policies recommended in our Children's Future Food Inquiry published in 2019: an increase to Free School Meal eligibility, long-term funding the Holiday Activities and Food Programme and increased uptake and entitlement for Healthy Start.

FREE SCHOOL MEALS - TERMTIME AND HOLIDAYS

At the start of the year, we launched an online platform allowing members of the public to write to their MP.

Working with civil society partners, we coordinated a series of influential letters – including from Marcus Rashford and major food businesses – to the then-Chancellor Rishi Sunak which were published in the Sunday Times and an open letter from Russell Viner, President of the Royal College of Paediatrics and Child Health, published in the British Medical Journal. Every MP across the country was contacted by constituents and the campaign gained national media coverage (Sky News, The Mirror, Daily Mail, The Independent, The Sun, Good Morning Britain).

We supplied new evidence working with Fix Our Food, a five-year research partnership in Yorkshire, to conduct an evaluation of the impact of the Government's Holiday





Activities and Food (HAF) programme delivery over the summer holidays. This evaluation report, combined with our annual progress report on children's food policy, helped to facilitate meetings and briefings with senior officials at the Department for Education, Number 10 and the Department of Health.

We helped achieve two major policy impacts. First, the **permanent extension of Free School Meals** to families affected by No Recourse to Public Funds (NRPF). This increased entitlement ensures that children previously denied Free School Meals due to their family's immigration status will now have access. And second, a further three-years of funding for holiday food provision for low-income children, confirmed in Chancellor's 2021 Autumn Budget.

SCHOOL FOOD QUALITY

In June 2021 – together with civil society partners Bite Back 2030, Chefs in Schools and School Food Matters

and support from Impact on Urban Health – we established a new School Food Review Working Group, coordinating a coalition of 36 players from across the school food system. We have worked together on five pillars of school food reform (entitlement, procurement, accountability, uptake and funding.) Our impact was demonstrated in the **Levelling Up White Paper**, published in February 2022, which proposed new measures to improve school food accountability in the form of mandatory reporting and piloting a new quality assurance role for the Food Standards Agency.

HEALTHY START

Another area of focus has been uptake of Healthy Start and to ensure the digitisation of the scheme does not create barriers to access for eligible families. Following last year's increase to the value of Healthy Start, this year we developed a hugely successful online eligibility calculator and have continued to work with retailers to promote Healthy Start to their customers. We've kept the issue of Healthy Start uptake in the press, such as by coordinating an open letter from Marcus Rashford to health professionals, and also on social media, **with support from key influencers and retailers.**



When issues were reported by service users during the digitisation of the scheme, we fed back problems directly to civil servants in order to overcome barriers to access quickly. It was **encouraging to learn** that by April 2022, **345,000 successful applications had been made to the digitisation scheme, with over 107,000 of these new to Healthy Start.** We continue to work closely with the Department of Health and Social Care to ensure the remaining enrolled households move over to the digital system and to advocate for wider promotion of the scheme to reach eligible families not yet signed up.

We helped to achieve major policy impacts such as the extension of Free school Meals to families affected by No Recourse to Public Funds and further funding for holiday food provision for low income children.

These above measures indicate positive steps for children's food access and diets, and our successes are in large part due to the tireless campaigning of our Young Food Ambassadors who continue to be **powerful agents for change.** We were delighted to have our campaigning efforts recognised through the Third Sector Excellence Awards winning the 'Big Impact Award' and the Special Contribution to Public Sector Catering Award for the achievements of our End Child Food Poverty coalition.



OUR IMPACT

Influencing food policy

We want to see the case for food systems change strengthened, including for bolder government intervention, in turn inspiring new leadership to emerge at city, national and international levels. And we want to see a stronger legislative framework for coherent future food policy.

This year, in the context of the ongoing impact of the COVID-19 pandemic and the growing cost-of-living crisis, we have substantially increased our focus on dietary inequalities and food insecurity. We have continued to **monitor food insecurity rates** via a series of nationally representative surveys and have also stepped up our work on monitoring food prices – both via the Consumer Price Index and by launching our own **‘Basic Basket’ tracker** in April 2022. Through this work we have played an important role in raising the profile of rising food insecurity levels in policy circles, helping to make the case for stronger support mechanisms for low-income families – including increased investment in the household support fund, cost-of-living support payments for those on benefits, fuel bill support payments, and the council tax rebate. We were also pleased to see the Government’s first *Food Security* report (a new requirement in the *Agriculture Act*) include a substantial **focus on household food insecurity** as well as national level food security. Our annual ***Broken Plate* report** more explicitly focussed on inequalities this year and continues



to be hugely well-received by policymakers and a wide variety of other stakeholders – with a total of **4000 downloads** from our website. It clearly makes the case that our food environment does not make it easy to eat healthily and sustainably, particularly if you are living on a low income, and is a key educational tool in our policy engagement work.

Our second major policy focus has been advocating for the adoption of the recommendations which were made by Henry Dimbleby in his independent review of the food system, the **National Food Strategy**, which was published in July 2021. Following the publication of the report, we helped to convene a large group of NGOs to campaign for the Government to adopt the recommendations. We particularly focussed on the need for a **Good Food Bill**, which we argued should set a long-term vision and series of targets for food system change, establish independent mechanisms for monitoring progress, introduce mandatory requirements for food business to report on a range of sales-weighted



We were very pleased to see commitments to a new Food Data Transparency Partnership, which we hope in time will lead to a more solid commitment on the introduction of mandatory food business reporting requirements.

We helped to support the evidence base, draw in experience from around the country on local food partnerships and help identify leading actors within the city who could be mobilised to support.

At the international level, we have continued to work with Global Alliance for Improved Nutrition (GAIN) to develop a vision for a global youth movement focused on food systems transformation. This is based on the Actions4Change which were developed with young people around the world and were based on **103,937 youth votes from 98 countries**. We have helped to create a number of international opportunities for young people to campaign, including when we co-hosted a pre-COP26 event in Italy and also during COP26 when we took 12 youth leaders to Glasgow where we hosted three events in the green and blue zones.

health and sustainability metrics (to drive greater transparency in the food industry), and ensure that Government led by example by putting in place legally enforceable standards for public procurement of food. We successfully leveraged our relationships with food businesses and investors to influence policymakers, **convening 110 civil society organisations, businesses, academics, farmers and local authorities to sign a joint statement** calling for bold new food legislation and a comprehensive cross-Government approach to food.

In June 2022 the Government responded to the National Food Strategy with its own *Government Food Strategy*. We were very pleased to see **commitments to a new Food Data** Transparency Partnership, which we hope in time will lead to a more solid commitment on the introduction of mandatory food business reporting requirements. Though the Government did not commit

to a new Food Bill, we also feel that we have made major headway in making the case for the need for a better system of governance on food policy. The Food Standards Agency have since published a new organisational strategy, in which they have committed to work more broadly to ensure that it is easier for consumers to eat a healthy and sustainable diet, to consider the impact of food insecurity on their work, and to publish a **'state of the nation's food standards'** report each year.

At the city level, through our partnership with Birmingham City Council we helped the Council's Food Team to publish a comprehensive food strategy for the city for consultation.





OUR IMPACT

Inspiring business and investor action

We want to see all retailers, caterers and high street food chains routinely reporting on key metrics, demonstrating their support for healthy diets from sustainable food systems so that government, investors and citizens can use the new data to inform policy, investment and behaviour.



PLATING UP PROGRESS

Building on the work of **Peas Please** and our **Plating up Progress**

dashboard we are helping to drive up commitments from food companies to be transparent in setting targets and monitoring whether their sales are supporting people to eat more healthily and sustainably. This year we have seen Aldi reporting the percentage of food sales which came from healthier products.

As described above, we have in parallel been campaigning for the introduction of mandatory business reporting requirements by the government. Our relationships with food businesses and investors meant that we could add their voices to our campaign, thereby making it substantially stronger. Building on our first investor letter in July 2021, we partnered with Rathbone Greenbank to publish an official response to the Government's Food Strategy, welcoming the commitment to the **Food Data Transparency Partnership** but cautioning against the broader weakness in the strategy. We then coordinated letters to Government from investors (representing more than £6trn in assets under management) and from **16 major food businesses** in support of the inclusion of mandatory reporting in the Government's response to the National Food Strategy Independent

Review. This grouping of investors has developed into an **Investor Coalition on Food Policy**, members of which subsequently met with Victoria Prentis (Minster of State, Defra) in February 2022 – a meeting which we helped to catalyse. We have since aided the coalition to maintain a dialogue with Defra on their future role in helping shape food business reporting requirements.

In support of our work on children's food, we have continued to work with both retailers and government to advocate for continued support of the Healthy Start scheme (Best Start in Scotland). We've hosted several meetings with UK retailers to explore the potential for adding value to the scheme in its new, digitised form. Research from the Universities of Leeds and Birmingham have separately **evaluated Sainsbury's and Lidl's value add offers** during 2020-21 as a result of our outreach efforts and have found that both materially impacted on the amount their customers spent on fruit and veg. This year, Iceland have successfully implemented several creative communication campaigns to boost awareness of the scheme; 81 million of their own-brand milk bottles will advertise the Healthy Start scheme in England, and a further 9 million will carry information about the **Best Start scheme in Iceland's Scottish stores**. The retailer has also created special campaign home delivery vans which will deliver in areas of low Healthy Start take-up across the UK. From September 2022, a second phase of the campaign will also see Healthy Start and Best Start Foods promoted on 100 million packs of frozen fruit and vegetables over the next two years – a partnership with Del Monte will also see the **Healthy Start scheme on 4.6 million packs** of the brand's frozen fruit products.





OUR IMPACT

Reaching and influencing our audiences

MPS / PEERS

Our work continues to receive significant attention in Parliament. 47 references were made to us and our work on the floor of the house (equalling numbers from 2020/21, despite that being an unusually busy year due to the Marcus Rashford campaign). Mentions came from parliamentarians representing all major political parties.

We have contributed to parliamentary committee inquiries on topics including **Food Security, the Children and Families Act, Impact of Body Image on Physical and Mental Health, Sustainable Timber and Deforestation, and the Cost-of-Living**. Our Executive Director, Anna Taylor, has given oral evidence to the Environment, Food and Rural Affairs Committee, and to the Scottish Parliament's scrutiny process for the Good Food Nation bill.

We have met regularly with MPs, Peers and parliamentary staff, presenting our work to the APPG on Food and Health, and the Westminster Food and Nutrition Forum, and running dedicated events in parliament on the National Food Strategy and the food and fuel price crisis.



LOCAL AUTHORITIES

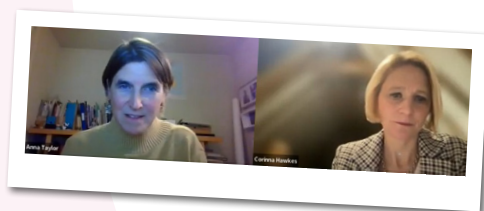
This year we deepened our engagement with Birmingham City Council and worked with the city to convene a major event in the margins of the Commonwealth Games in July. This event was convened in partnership with Birmingham City Council, Birmingham Commonwealth Association and the Department for International Trade. It attracted **delegates from 8 countries and 20 cities**. This event followed several webinar series' on food policy development at the city level which **involved representatives from 22 cities**.



GOVERNMENT AND CIVIL SERVANTS

We have continued a regular programme of meetings with Ministers and officials in a number of different Government departments – most notably the **Department for Environment, Food and Rural Affairs, the Department for Education, the Department for Health and Social Care, the Department for Work and Pensions, the Food Standards Agency, and the Office for National Statistics**. We respond regularly to relevant Government consultations and informal stakeholder engagement exercises, and we regularly write letter to Ministers on topical issues.

We regularly run webinars which attract a strong policy audience and our new Quick Bites webinar format reached 558 attendees allowing us to provide timely snap analysis on major policy developments of relevance to the food agenda.



BUSINESSES

This year we have grown our **Peas Please** community of pledgers to 110 organisations operating within the food system, with retailers responsible for over 93% of the UK's retail market share now committed to increasing sales of vegetables through Peas Please.

For the first time we had a dedicated business engagement resource, working across both our **Plating Up Progress** and Peas Please projects to deepen our engagement with food retailers and the out of home sector. This provided the inspiration for our first State of the Nation Food Industry report, due to be published in October, which will set out what good business practice in supporting the transition towards healthy and sustainable diets ought to look like for the retail and food service sectors.



INVESTORS

The investor coalition has grown to £6 trillion in assets under management, with 23 investors this year. Using the data from our Plating Up Progress work, we have produced three investor briefings which:

1. **make the case for investor engagement on food policy and mandatory reporting**
2. **highlight the data gaps in the food industry and the risks and opportunities related to investors' investments in the food and agriculture sector**
3. **examine the effectiveness of food business net zero commitments and explore the role of investors in pushing for incentives and regulations to reduce businesses emissions.**

We are now formalising the governance and goals of the Investor Coalition on Food Policy, with The Food Foundation acting as the secretariat and part of the advisory board with three key investors.

WIDER AUDIENCES

Overall, our audiences have grown considerably on our website and through our social media channels.

Our website visitors are up by 55%, our **newsletter reach has grown by 5%** and with a **56% uplift in the "open rate" of our newsletter**. Our followings on **Twitter**, **Facebook** and **Instagram** have **grown** and for **LinkedIn** we have seen a **1,666% increase** in visitors to our profile. This year we were **cited 2,983 times** in the media (a decrease of 25% on last year, but that was an exceptionally busy year due to the campaign with Marcus Rashford). It is 31% up on the 2019-2020 figures, which do not include broadcast media hits.

Our event programme has reached a wide cross section of our audiences across various event opportunities including in person panel events at **COP26** and online at the **Nutrition 4 Growth conference** (global policy makers and global youth); **UK Veg advocate meetings** (citizens); the **Peas Please Pledger conference** (businesses) and our **Commonwealth Food Futures Summit event** at the Commonwealth Games (cities; local and national government.)



OUR IMPACT

What's next?

In the coming year, as we enter the final period of the current government and face a deepening cost-of-living crisis, we have identified 5 impact objectives which we will pursue.

supporting and demonstrating leadership at a sub-national level in Birmingham city and in the University of Kent as well as fostering leadership on access to nutritious food within two government departments – DWP and Defra.

Our fifth objective focuses on the work we will do to continue to influence the wider public narrative and policy discourse on healthy and sustainable diets with a view to influencing priorities within political manifestos in advance of the next election. As part of this work, we will be helping to amplify the voices of investors who are increasingly engaged on food macro stewardship and who we convene as part of the Investor Coalition on Food Policy.

In addition, we are focusing on the following areas of organisational development:

We have developed and defined our staff structure and pay grades further to enable transparency, and retention and attraction of talent. In parallel to this we are developing our senior management team, initially by expanding it to include more specialist skills and capacity through the recruitment of a Head of Finance and Operations (completed this year) and a Head of Policy and Advocacy.

We will develop and implement a staggered Equality, Diversity and Inclusion (EDI) strategy that will complement our EDI strategy for citizens and young people engagement, focusing on demographics that are affected by food insecurity with underrepresentation in society. This will support our recruitment and staff development processes and help to create a diverse team.

Two objectives focus on actions from policy makers and the business sector on easing the impact of the cost-of-living crisis on public health. The first of these is focused on extending free school meals to more children living in poverty in England and the second focuses on securing business commitments to make it easier for people to eat well during the cost-of-living crisis including by promoting Healthy Start.

For the third objective, we will continue our work on progressing business transparency, target setting and reporting to ultimately mainstream business activity in support of healthy and sustainable diets within discussions of business performance. In parallel we will be working to ensure the government's plans on the Food Data Transparency Partnership are implemented and involve investors in the process.

For the fourth objective, in recognition of the limited policy space for progressing the longer term food system transformation agenda, we will focus on



Trustees' report

The Trustees present their report and financial statements for the year ending 31st August 2022 and confirm that the financial statements comply with current Charities SORP (FRS 102) – Accounting and Reporting by Charities: Statement of Recommended Practice.

The trustees are responsible for preparing the Trustees' Annual 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 & 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 2019] (FRS 102);
- 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;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

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 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

PUBLIC BENEFIT

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's objectives and activities and in planning future activities.

It is the judgement of the Trustees that activities in pursuit of the above objectives fully meet the public benefit test, which they have kept in mind in planning programmes for the charity.

FUNDRAISING

We are extremely grateful to our funders for all their support. We only accept funding which does not compromise our independence. We review all financial engagements – assessing whether potential donations are acceptable and in line with the Foundation's aims. For



ethical reasons, we will not enter financial relationships with organisations closely linked to the active promotion of tobacco products, armaments, gambling, alcohol products or political parties. Further information can be found here: <https://foodfoundation.org.uk/who-we-are#funders>

The Food Foundation approach to fundraising has been applying to Trusts, Foundations, Academic Institutes and Government Bodies for grants and donations. The Food Foundation understands and complies to its duty to protect the public, including vulnerable people, from unreasonably intrusive or persistent fundraising approaches and undue pressure to donate. We do not conduct digital marketing campaigns aimed at securing public donations. No third parties were involved in fundraising such as the use of external fundraising agencies for either telephone or face-to-face campaigns and received zero fundraising complaints during the financial year 2021/22 equalling the previous year. We have not voluntarily subscribed to any fundraising regulation schemes to date.

STRUCTURE, GOVERNANCE AND MANAGEMENT

We are governed by our Constitution and our charitable objects. The Food Foundation is managed by 10 trustees who met 4 times during the past year. One trustee resigned in March 2022 as she became an MP (Paulette Hamilton).

The Trustee Committee is chaired by Laura Sandys. The trustees have formed two sub-committees who meet between trustee meetings: the Audit, Risk and Compliance Committee chaired by Tom Lindsay and the Impact and Reputation Committee chaired by Rosie Boycott. Terms of reference for each have been agreed.

In 2023 we will conduct a board and committee performance review based on a systematic assessment of how well the board is performing its legal responsibilities and contributing to organisational success. It will consider the performance of the whole board, its committees and the contribution of individual members. We will also conduct a Charities Commission Governance Code compliance review, to identify how we are tracking against the Code. We will report on the findings and actions taken in next year's annual report.

Organisational structure and how the charity makes decisions.

Decisions on strategy and budget are made by the trustees during their quarterly meetings. The Audit, Risk and Compliance Committee and the Impact and Reputation Committee review specific areas of work and provide advice on decisions to the Trustee Committee. They delegate the day-to-day running of the charity to the Executive Director. She has a small team of senior staff who form the senior management of the organisation.

Policies and procedures for induction and training of trustees.

Any new trustee will receive a copy of the current version of our constitution; and a copy of the latest Trustees' Annual Report and statement of accounts.

Arrangements for setting pay and remuneration of key management personnel and any benchmarks, parameters or criteria used.

The remuneration set for staff is based on an assessment of market rates through identifying remuneration levels of roles with similar skill and experience requirements, and an assessment of resources available to the Food Foundation. During the final months of this year a formal benchmarking exercise was conducted using Harris Hill published comparators and a new staff grading structure was developed for implementation in the year beginning September 2022.



Relationships with related parties and any other charities and organisations with which it co-operates in the pursuit of its charitable objectives.

We are the principal relationship holder with the National Lottery Community Fund for the delivery of our Peas Please project. We provide funds for 4 partners to support the delivery of the project. These partnerships are governed by partner contracts with each of the four partner organisations, whereby the contract between the Food Foundation and The Programme Partner consists of an Agreement, the National Lottery's Grant Agreement, in addition to further appendices specific to the project agreement and other Mandatory Policies.

We cooperate with a range of other organisations in pursuit of our charitable objectives.

LEGAL STATUS

Food Foundation CIC was incorporated 5th August 2014 and registered with Companies House, with Company Number 09162855. By way of conversion, as of 28th January 2020 Food Foundation CIO was registered with the Charities Commission with Charity Number 1187611.

INCOME AND EXPENDITURE

We are still in our infancy as an organisation and continue to see year on year growth. This year we have seen our income increase by 14.6% against our records for the year ending 31st August 2021, however a substantial amount of this income relates to projects that carry across our financial year – see Balance Sheet and Reserves. This funding has allowed us to increase our ambition and subsequently increase our team to facilitate such.

Internally our expenditure is considered across three areas, project costs, employees (wage) and other non-employee operational costs. Within this reporting period, we have seen increases across all areas aligned to our funding levels and organisational growth. We have maintained our number of employees at around 17 but expect to increase the team further in the coming year to around 20. As we cannot guarantee funding levels, 4 of these roles are fixed term.

BALANCE SHEET

We have closing funds of £682,210 (£571,898 year ended 31st August 2021) with cash holdings of £459,603 (£393,169 year ended 31st August 2021).

Within our closing balance, we have restricted £ 360,453 and unrestricted £ 321,757 (£284,406 and £287,492 respectively year ended 31st August 2021) funds available to us. The unrestricted funds will predominantly contribute to next year's activities, along with some unrestricted funds designated to contribute towards our core costs.

We operate a defined contribution pension scheme which is managed by NEST. All contributions have been paid over during the year.

RESERVES

RESTRICTED - At the end of the year our restricted reserves amounted to £360,453 (£284,406 year ended 31st August 2021). These monies are committed across various projects running throughout our next financial period.

UNRESTRICTED - At the end of the year our unrestricted reserves amounted to £321,757 (£287,492 year ended 31st August 2021). £321,757 of this relates to accrued entitled and probable income attributable between £82,090 and designated to contribute towards our core costs over that period, a further £66,667 is designated to contribute towards our core costs for our next financial period, leaving an available balance of £173,000.

Reserves are needed to ensure the stability of our mission, meeting our financial obligations as and when they become due. Requirements are predominantly to assist with the peaks and troughs of cashflow; any unforeseen operational costs such as resource cover for long term sickness; to allow time to organise alternative funding should a funder(s) withdraw their funding for any reason; to be able to react to an unplanned opportunity; and for any unplanned organisational closure event in a clean and appropriate manner.

Reserves will be funded with surplus unrestricted operating funds. Our existing reserves policy is to maintain unrestricted funds of 25% of our annual operational expenditure, plus potential statutory redundancy liabilities, and prudently, being a newly formed charity, to achieve this within a three-to-five-year period from 1st September 2019. 25% of our closing operational expenditure for the reported period plus a further £25,000 (rounded up potential statutory redundancy liability) equates to £260,000. We are now three years into our maximum five-year self-imposed timeline, our reserves target deficit is £87,000. We are a young, growing organisation and envisage generating suitable funding over the remaining planned timeline to reach our target level.



We operate a simple organisational structure and have no long-term commitments.

Our reserves policy is reviewed annually by the trustees.

PRINCIPLE RISKS AND UNCERTAINTIES

The Trustees have assessed the major risks to which we may be exposed and to the best of their knowledge are satisfied that appropriate systems are in place to mitigate exposure to those risks. We maintain a risk register that is reviewed quarterly by our Audit, Risk and Compliance Committee and subsequently considered within every Trustee meeting. All risks are monitored using a traffic light system, with Low, Medium and High-risk levels. We currently have no risks calculated to be high

To mitigate and dampen any incurred difficulties from loss of major funding, the Foundation has put in place a comprehensive Reserves Policy and have strived to increase reserve funds where possible and begin to link this to funding applications.

GOING CONCERN

Our financial statements have been prepared on a going concern basis. We have checked the robustness of our forecasts and even after taking into account any reasonable downsides, it indicates we have sufficient funds to remain operational for at least the next 12 months.

We have a continual process of fundraising for our work by scanning new opportunities which align with our strategy from a wide range of charitable trusts and foundations. In 2021/22 we made approximately 7

funding applications and have been successful in three. We aim to build long term relationships with our funders so they are familiar with our strategy and understand fully what we are trying to achieve. Our founding funders – Nuffield Foundation and Esmee Fairbairn who started their support for us in 2015 are each now supporting us with a third wave of funding and are committed until 2023/4.

THANK YOU

The Food Foundation would like to gratefully acknowledge the volunteers who have worked with us over the year and have generously donated their time to give us advice or helped us to deliver our projects. We are also very grateful to FieldFisher, Hogan Lovell, Weber Shandwick and Kantar for their pro-bono services this year.



L J Sandys

Date: **6th February 2023**

Independent Auditor's Report to the Trustees of Food Foundation

OPINION

We have audited the financial statements of Food Foundation (the 'charity') for the year ended 31 August 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows, and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 August 2022, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

BASIS FOR OPINION

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

CONCLUSIONS RELATING TO GOING CONCERN

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

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

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

OTHER INFORMATION

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

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

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- the charity has not kept adequate and proper accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

RESPONSIBILITIES OF TRUSTEES

As explained more fully in the trustees' responsibilities statement, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

AUDITOR RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

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

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement

when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

We gained an understanding of the legal and regulatory framework applicable to the Charity and the sector in which it operates and considered the risk of the Charity not complying with the relevant laws and regulations including fraud in particular those that could have a material impact on the financial statements. This included those regulations directly related to the financial statements, including financial reporting, and tax legislation. In relation to the operations of the Charity this included compliance with the Charities Act 2011.

The risks were discussed with the audit team and we remained alert to any indications of non-compliance throughout the audit. We carried out specific procedures to address the risks identified.

These included the following:

- Review of legal fees incurred;
- Reviewing minutes of Trustee Board meetings;
- Agreeing the financial statement disclosures to underlying supporting documentation;

- Enquiring of management, including those charged with governance;
- Reviewing key accounting policies and estimates

To address the risk of management override of controls, we reviewed systems and procedures to identify potential areas of management override risk. In particular, we carried out testing of journal entries and other adjustments for appropriateness. We also assessed management bias in relation to the accounting policies adopted and in determining significant accounting estimates.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the FRC's website at: <https://www.frc.org.uk/auditors/audit-assurance/auditor-s-responsibilities-for-the-audit-of-the-fi/description-of-the-auditor%E2%80%99s-responsibilities-for>. This description forms part of our auditor's report.

USE OF OUR REPORT

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

Price Bailey LLP

Price Bailey LLP
Chartered Accountants
Statutory Auditors
24 Old Bond Street
London
W1S 4AP
Date: 22nd February 2023

Price Bailey LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 AUGUST 2022

	Note	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Income:					
Donations and legacies	4	3,201	1,520,657	1,523,858	1,320,150
Charitable activities	5	251,526	-	251,526	229,760
Other income	6	1,049	-	1,049	-
Total income		<u>255,776</u>	<u>1,520,657</u>	<u>1,776,433</u>	<u>1,549,910</u>
Expenditure:					
Charitable activities	7	221,511	1,444,610	1,666,121	1,648,357
Total expenditure		<u>221,511</u>	<u>1,444,610</u>	<u>1,666,121</u>	<u>1,648,357</u>
Net movement in funds		<u>34,265</u>	<u>76,047</u>	<u>110,312</u>	<u>(98,447)</u>
Reconciliation of funds:					
Total funds brought forward		287,492	284,406	571,898	670,345
Total funds carried forward		<u>321,757</u>	<u>360,453</u>	<u>682,210</u>	<u>571,898</u>

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

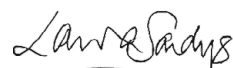
All income and expenditure has arisen from continuing activities.

The notes on pages 25 to 40 form part of these financial statements.

BALANCE SHEET AS AT 31 AUGUST 2022

	Note	2022 £	2021 £
Fixed assets			
Tangible assets	11	-	5,865
Current assets			
Debtors	12	338,282	300,835
Cash at bank and in hand		459,603	393,169
		<u>797,885</u>	<u>694,004</u>
Creditors: amounts falling due within one year	13	(115,675)	(127,971)
Net current assets		<u>682,210</u>	<u>566,033</u>
Total assets less current liabilities		<u>682,210</u>	<u>571,898</u>
Total net assets		<u><u>682,210</u></u>	<u><u>571,898</u></u>
Charity funds			
Restricted funds	14	360,453	284,406
Unrestricted funds	14	321,757	287,492
Total funds		<u><u>682,210</u></u>	<u><u>571,898</u></u>

The financial statements were approved and authorised for issue by the Trustees on **6th February 2023** and signed on their behalf by:



L J Sandys

The notes on pages **25** to **40** form part of these financial statements.

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 AUGUST 2022

	2022 £	2021 £
Cash flows from operating activities		
Net cash used in operating activities	66,434	(137,964)
Cash flows from investing activities		
Purchase of tangible fixed assets	-	(3,480)
Net cash provided by/(used in) investing activities	-	(3,480)
Change in cash and cash equivalents in the year	66,434	(141,444)
Cash and cash equivalents at the beginning of the year	393,169	534,613
Cash and cash equivalents at the end of the year	459,603	393,169

The notes on pages 25-40 form part of these financial statements

The notes on pages **25** to **40** form part of these financial statements.



NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022

GENERAL INFORMATION

Food Foundation registered as a Charitable Incorporated Organisation (CIO) on 28 January 2020 in England and Wales, within the United Kingdom. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity. The registered number is 1187611 and the registered office is 7th Floor, International House, 6 Canterbury Crescent, Brixton, London, SW9 7QD.

2. ACCOUNTING POLICIES

2.1 Basis of preparation of financial statements

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

Food Foundation meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The financial statements are prepared in sterling, which is the functional currency of the Charity and rounded to the nearest £1.

The financial statements have been prepared to give a 'true and fair view' and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair view'. This departure has involved following Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 14 July 2014 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022

2 ACCOUNTING POLICIES (CONTINUED)

2.2 Going concern

The financial statements have been prepared on a going concern basis which forecasts that the charity will have adequate resources to continue in operational existence for a period of at least 12 months from the date of this financial report.

A forecast has been prepared for a period of more than 12 months from the date of approval of these financial statements. The forecasts indicates that, whilst taking into account reasonable downsides, sufficient funds are expected to be generated within the charity so as to meet liabilities as they fall due.

2.3 Income

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

The recognition of income from donations and legacies is dependent on establishing entitlement, the probability of receipt and the ability to estimate with sufficient accuracy the amount receivable. Evidence of entitlement to a legacy exists when the Charity has sufficient evidence that a gift has been left to them (through knowledge of the existence of a valid will and the death of the benefactor) and the executor is satisfied that the property in question will not be required to satisfy claims in the estate. Receipt of a legacy must be recognised when it is probable that it will be received and the fair value of the amount receivable, which will generally be the expected cash amount to be distributed to the Charity, can be reliably measured.

Grants (including government grants) are included in the Statement of Financial Activities when the charity has entitlement to the funds, any performance related conditions attached to the grant have been met, it is probable that the income will be received and the amount can be measured reliably. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

Income from the supply of services is recognised with the delivery of the contracted service provided that: the stage of the completion, the costs incurred in delivering the service and the costs to complete the requirements of the contract can all be measured reliably.

2.4 Expenditure

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

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

All expenditure is inclusive of irrecoverable VAT.

2.5 Tangible fixed assets and depreciation

Tangible fixed assets, where costs are above our de minimis threshold of £1,000 are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

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

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022**2 ACCOUNTING POLICIES (CONTINUED)****2.5 Tangible fixed assets and depreciation (continued)**

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

Depreciation is provided on the following basis:

Office equipment - 33% Straight line

2.6 Debtors

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

2.7 Cash at bank and in hand

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

2.8 Liabilities and provisions

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

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

2.9 Financial instruments

The charity only has financial assets and financial liabilities that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction

value and subsequently measured at their fair value as at the balance sheet date. Fixed assets are measured at cost less current depreciation, all other financial instruments are measured at cost, which is their fair value. Financial assets include the bank balances, trade debtors and accrued income, but excludes prepayments. Financial liabilities include trade creditors, other creditors and accruals but excludes deferred income, social security and other taxes due.

2.10 Pensions

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

2.11 Fund accounting

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

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

3. CRITICAL ACCOUNTING ESTIMATES AND AREAS OF JUDGEMENT

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

No significant judgements, accounting policies or assumptions have been made by management in applying the charity's accounting policies.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022

4. INCOME FROM DONATIONS AND LEGACIES

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Donations	3,201	-	3,201	13,700
Grants	-	1,520,657	1,520,657	1,306,450
	<u>3,201</u>	<u>1,520,657</u>	<u>1,523,858</u>	<u>1,320,150</u>

In 2022, amounts receivable from government grants amounted to £388,791 (2021: £436,551) with no unfulfilled conditions (2021: none).

In 2021, total income from grants was £1,306,450 of which £1,290,080 was restricted and £16,370 was unrestricted.

In 2021, £13,700 of donations income was unrestricted, no 2021 donations were restricted.

5. INCOME FROM CHARITABLE ACTIVITIES

	Unrestricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Service income	<u>251,526</u>	<u>251,526</u>	<u>229,760</u>

In 2021, service income of £229,760 was unrestricted and there was £NIL other income.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022

6. OTHER INCOMING RESOURCES

	Unrestricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Other income	1,049	1,049	-

7. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES

Summary by fund type

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Total 2021 £
Direct costs	68,253	1,432,608	1,500,861	1,501,021
Support costs	153,258	12,002	165,260	147,336
	<u>221,511</u>	<u>1,444,610</u>	<u>1,666,121</u>	<u>1,648,357</u>

In 2021, direct costs were £1,501,021, of which £1,446,497 was restricted and £54,524 was unrestricted.

In 2021, support costs were £147,336, of which £139,782 was unrestricted and £7,574 was restricted.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022

7. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES (CONTINUED)**Summary by expenditure type**

	Staff costs 2022 £	Depreciation 2022 £	Other costs 2022 £	Total 2022 £
Direct costs	679,676	-	821,185	1,500,861
Support costs	-	5,865	159,395	165,260
	<u>679,676</u>	<u>5,865</u>	<u>980,580</u>	<u>1,666,121</u>

In 2021, direct costs were £1,501,021 of which £665,810 related to staff costs and £835,211 related to other costs. In 2021, support costs were £147,336 of which £5,724 related to depreciation and £141,612 related to other costs.

Analysis of support costs

	2022 £	2021 £
Technology costs	12,517	46,871
Depreciation	5,865	5,724
Premises costs	30,323	14,838
Other costs	105,005	69,603
Governance costs	11,550	10,300
	<u>165,260</u>	<u>147,336</u>

Charity governance costs relate to audit and accountancy fees in both 2022 and 2021 financial periods.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022

8. AUDITORS' REMUNERATION

	2022 £	2021 £
Fees payable to the Charity's auditor for the audit of the Charity's annual accounts	8,475	7,725
Fees payable to the Charity's auditor in respect of: All non-audit services not included above	1,150	1,050
	<u> </u>	<u> </u>

9. STAFF COSTS

	2022 £	2021 £
Wages and salaries	592,403	583,939
Social security costs	65,518	61,319
Pensions costs	21,755	20,552
	<u> </u>	<u> </u>
	<u>679,676</u>	<u>665,810</u>

The Charity operates a defined contribution pension scheme. The pension cost charge represents contributions payable by the Charity to the fund and amounted to £21,755 (2021 - £20,552). Contributions totalling £Nil (2021 - £27) were payable to the fund at the balance sheet date, and are included in other creditors in note 12 to the accounts.

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

	2022 No.	2021 No.
Employees	17	16
	<u> </u>	<u> </u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022

9. STAFF COSTS (CONTINUED)

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

	2022 No.	2021 No.
In the band £80,001 - £90,000	2	2

The key management personnel comprise the Trustees and the Executive Management Team and a total of 14 persons (2021: 13). Total benefits (including employer pension contributions and employer national insurance contributions) received by key management personnel in the year amounted to £184,268 (2021 - £166,966)

10. TRUSTEES' REMUNERATION AND EXPENSES

During the year, no Trustees received any remuneration or other benefits (2021 - £NIL).

During the year ended 31 August 2022, no Trustee expenses have been incurred (2021 - £NIL).

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022

11. TANGIBLE FIXED ASSETS

	Office equipment £
Cost or valuation	
At 1 September 2021	25,558
At 31 August 2022	<u>25,558</u>
Depreciation	
At 1 September 2021	19,693
Charge for the year	5,865
At 31 August 2022	<u>25,558</u>
Net book value	
At 31 August 2022	<u>-</u>
At 31 August 2021	<u>5,865</u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022

12. DEBTORS

	2022 £	2021 £
Due within one year		
Trade debtors	208,562	32,686
Other debtors	-	2,254
Prepayments and accrued income	129,720	265,895
	<u>338,282</u>	<u>300,835</u>

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022 £	2021 £
Trade creditors	19,761	63,104
Other taxation and social security	13,777	-
Other creditors	2,225	27
Accruals and deferred income	79,912	64,840
	<u>115,675</u>	<u>127,971</u>

	2022 £	2021 £
Resources deferred as at 1 September 2021	-	-
Resources deferred during the year	42,168	-
	<u>42,168</u>	<u>-</u>

At the date of the balance sheet, £42,168 of deferred income was recognised by the Charity (2021 £Nil).
Deferred income received in the year relates to service income received in advance of entitlement.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022

14. STATEMENT OF FUNDS

Statement of funds - current year

	Balance at 1 September 2021 £	Income £	Expenditure £	Balance at 31 August 2022 £
Unrestricted funds				
General Funds	287,492	255,776	(221,511)	321,757
Restricted funds				
AIM Foundation	-	25,000	-	25,000
Charity Works KickStart	-	2,302	(2,302)	-
Esmee Fairbairn Foundation	15,296	3,929	(17,474)	1,751
Foreign Commonwealth and Development Office	77,123	388,791	(439,007)	26,907
Fusion21 Foundation	10,000	25,000	(10,146)	24,854
GAIN	-	790	(790)	-
Guys & St Thomas' Charity	33,110	211,054	(70,569)	173,595
Kristian Gerhard Jebsen Foundation	28,449	100,000	(84,712)	43,737
National Lottery Community Fund	14,676	394,073	(408,749)	-
Nuffield Foundation	-	127,675	(127,675)	-
Sustain: The Alliance for Better Food & Farming	-	70,300	(33,117)	37,183
Stichting World Benchmarking Alliance	52,335	-	(52,335)	-
The Joseph Rowntree Charitable Trust	28,650	17,500	(42,066)	4,084
The Tudor Trust	24,311	40,000	(40,969)	23,342
Trust For London	-	40,000	(40,000)	-
University of Kent	-	188	(188)	-
Wellcome Trust/The London School of Hygiene and Tropical Medicine	456	74,055	(74,511)	-
	284,406	1,520,657	(1,444,610)	360,453
Total of funds	571,898	1,776,433	(1,666,121)	682,210

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022

14. STATEMENT OF FUNDS (CONTINUED)

Statement of funds - prior year

	Balance at 1 September 2020 £	Income £	Expenditure £	Balance at 31 August 2021 £
Unrestricted funds				
General Funds	221,948	259,830	(194,286)	287,492
Restricted funds				
Charity Works	-	3,845	(3,845)	-
Church Action on Poverty	5,290	-	(5,290)	-
Esmee Fairbairn Foundation	100,000	-	(84,704)	15,296
Fondation de France/Daniel & Nina Carasso	34,637	1,687	(36,324)	-
Foreign Commonwealth and Development Office	30,516	436,551	(389,944)	77,123
Fusion21 Foundation	-	10,000	-	10,000
The Food People	-	15,000	(15,000)	-
Guys & St Thomas' Charity	87,775	13,284	(67,949)	33,110
The Joseph Rowntree Charitable Trust	-	33,416	(4,766)	28,650
Kristian Gerhard Jebsen Foundation	-	100,000	(71,551)	28,449
National Lottery Communication Fund	93,470	407,742	(486,536)	14,676
Nuffield Foundation	-	43,714	(43,714)	-
Rothschild Foundation	-	20,000	(20,000)	-
RSA Food, Farming and Countryside Commission	6,837	-	(6,837)	-
The Health Foundation	26,081	14,547	(40,628)	-
The Tudor Trust	23,335	42,000	(41,024)	24,311
Trust for London	40,000	-	(40,000)	-
University of Sheffield	-	1,420	(1,420)	-
University of York	-	3,000	(3,000)	-
Wellcome Trust/ The London School of Hygiene and Tropical Medicine	456	45,074	(45,074)	456
Stichting World Benchmarking Alliance	-	98,800	(46,465)	52,335
	<u>448,397</u>	<u>1,290,080</u>	<u>(1,454,071)</u>	<u>284,406</u>
Total of funds	<u>670,345</u>	<u>1,549,910</u>	<u>(1,648,357)</u>	<u>571,898</u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022

- **15. FUNDS HELD ARE AS FOLLOWS:**

- Aim Foundation: Funds held to contribute towards the Children's Right2Food project
- Esmee Fairbairn Foundation: Funds held to contribute towards core salary and project costs for work to improve diets in the UK. Restricted funds held specifically for the National Food Strategy project.
- FusionFoundation: Funds held to contribute towards the Dietary Inequality project funding the food insecurity surveys and the affordability work for Broken Plate
- Foreign, Commonwealth and Development Office: Major transformations in the global food system are required in order to meet the 2030 Sustainable Development Goals (SDGs) to end hunger, achieve food security and improve nutrition. Funds held are contributing to the Global Food System project.
- Guys & St Thomas' Charity (Impact on Urban Health): Funds held to contribute towards The Children's Right2Food Campaign which is a nationwide initiative to ensure every child in the UK can access and afford good food, and was shaped by the findings of the Children's Future Food Inquiry. Funds also held to contribute leveraging investor support for healthier food and business policy.
- Kristian Gerhard Jebsen Foundation: Funds held to contribute towards the Children's Right2Food Campaign.
- National Lottery Community Fund: Funds held to contribute to the Peas Please project, which is a trail-blazing initiative focused specifically on veg, Peas Please brings together farmers, retailers, restaurant chains, caterers, processors and government departments with a common goal of making it easier for everyone to eat more veg.
- Nuffield Foundation: Using quantitative and qualitative evidence to re-shape the public narrative on dietary inequality, particularly relating to children, to catalyse purposeful action from policy makers and business. Funds held to contribute towards the Dietary Inequality project.
- Sustain: Funds delivery of the 'Fiscal Measures' project, which is a joint project with the Obesity Health Alliance and Sustain to build the evidence base on and advocate for fiscal measures relating to food.
- The Joseph Rowntree Charitable Trust: Funds held to contribute towards the Plating Up Progress project.
- The Tudor Trust: Funds held to contribute towards the Children's Right2Food project.
- Trust For London: Funds held to contribute towards the Children's Right2Food project.
- Wellcome Trust / The London School of Hygiene and Tropical Medicine: Funds held to support Food Foundation as it works with eight partner organisations (including the London School of Hygiene and Tropical Medicine, UCL, City University and SOAS) on Sustainable and Healthy Food Systems, (SHEFS), a Wellcome Trust-funded research project. These funds were also held to contribute towards the National Food Strategy.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022

16. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Current assets	321,757	476,128	797,885
Creditors due within one year	-	(115,675)	(115,675)
Total	321,757	360,453	682,210

Analysis of net assets between funds - prior year

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Tangible fixed assets	5,865	-	5,865
Current assets	281,627	412,377	694,004
Creditors due within one year	-	(127,971)	(127,971)
Total	287,492	284,406	571,898

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022

17. RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2022 £	2021 £
Net income/(expenditure) for the year (as per Statement of Financial Activities)	110,312	(98,447)
Adjustments for:		
Depreciation charges	5,865	5,724
(Increase) in debtors	(39,028)	(84,019)
(Decrease)/Increase in creditors	(10,715)	38,778
Net cash provided by/(used in) operating activities	66,434	(137,964)

18. ANALYSIS OF CASH AND CASH EQUIVALENTS

	2022 £	2021 £
Cash in hand	459,603	393,169

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2022

19. ANALYSIS OF CHANGES IN NET DEBT

	At 1 September 2021	Cash flows £	At 31 August 2022 £
Cash at bank and in hand	£ 393,169	66,434	459,603

20. PENSION COMMITMENTS

The charity operates a defined contribution pension scheme. Pension costs for the period have been charged at £21,755 (2021: £20,552). At the period end, £2,225 was owed to the scheme (2021: £2,207).

21. RELATED PARTY TRANSACTIONS

One of our trustees, Rosie Boycott also acts as a director of Veg Power CIC. Veg Power CIC received communications consultancy services from the charity totalling £8,936 during the year (2021 - £10,660). No balances were outstanding as at 31 August 2022 (2021: £nil).

One of our trustees, David Edwards, also acts as a trustee of Sustain: The Alliance for Better Food & Farming. Sustain: The Alliance for Better Food & Farming distributed grants to the charity totalling £70,300 for the period (2021: £Nil).

There were no further related party transactions to disclose (2021: none).



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foodfoundation.org.uk | +44(0)20 3086 9953 | [@Food_Foundation](https://www.instagram.com/Food_Foundation)

FOOD FOUNDATION

England & Wales - Charity number 1187611

Accounts



The Food Foundation

REVIEW AND ACCOUNTS
FOR THE YEAR ENDING
AUGUST 2021

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Letter from the Chair



We entered the second year of COVID with increasing and deepening evidence of inequalities and research further confirmed the link between diet, weight and health vulnerabilities. These growing problems – felt by many but disproportionately by lower income families – has strengthened our resolve to drive for a healthier population and planet through good, sustainable and, importantly, affordable diets.

It has not been easy for many families and our research has shown that over the last two years the “Healthy Plate” as designated by the Government would cost 40% of household expenditure - out of reach of far too many. There are few who understand this more than Marcus Rashford MBE who has adopted several of our evidenced asks of Government to underpin his campaigning. We thank him for being such a crucial advocate on behalf of families throughout the country.

At The Food Foundation we work with others – it is part of our DNA so we would not want to claim some of the outcomes this year as due to us – but we have played an important role in coordinating, building coalitions and supporting others with evidence to promote their aims. As a result of this approach to collaborate and create common purpose there have had some notable successes this year with 1.7 million children benefiting from the policy change to extend Healthy Start and holiday provision, and of course the publication of the National Food Strategy to which our CEO was Chief Independent Advisor and that sets out a clear plan for Government action.

It was also changing business practises that focused our work this year. - Through Peas Please, 636 million more veg portions were sold or served across all food outlets. This was up from 162 million last year, with significant increase in promotions featuring healthy and veg-based products. Working with Veg Power, the annual advertising campaign that aims to drive demand for veg, 43 million people were reached by the *Eat Them To Defeat Them* campaign.

We have also gone beyond the food outlets, making concerted efforts to target investors in food companies who hold the key to driving change within food businesses. Our Plating Up Progress programme designed and coordinated representation to the Chancellor of the Exchequer from investors managing £2.8 trillion, calling for food businesses to report on their healthy and sustainable food sales.

- It was particularly thrilling to meet the global young food ambassadors that we have recruited on behalf of the UN at COP26 in Glasgow. These young ambassadors from 8 countries presented their stories and aspirations to leaders at COP. They will be going on to work with UN agencies and The Food Foundation to ensure that their voices are heard and that they have agency to make change in their countries.

We have continued to grow the number and diversity of supporters and funders and I want to say thank you for recognising the value of our work and supporting our activities.

It has, as for all organisations, been a difficult environment for our team and huge work has gone in to ensuring they have been safe and have been able to act as a team despite distancing. I want to say a particular thank you to Anna for her ability to lead an organisation through this year. On behalf of the Trustees, I want to say a huge thank you to the team for all they have achieved, their enthusiasm, energy and always going above and beyond. Thank you all.

Laura Sandys CBE, Chair

Registered Charity Number:
1187611 (Registered;
28th January 2020)

Registered Address:
Food Foundation CIO,
7th Floor, International
House, 6 Canterbury
Crescent, Brixton, London,
SW9 7QD

Executive Director:
Anna Taylor, OBE

Board of Trustees:
Laura Sandys CBE
(Chair & Founder),

Pat Biggers

Baroness Rosie Boycott
David Edwards

Prof Sir Charles Godfray
Councillor Paulette
Hamilton

Andrew Hobbs

Tom Lindsay

Prof Sir Michael Marmot
Essie North

Dr Mehroosh Tak

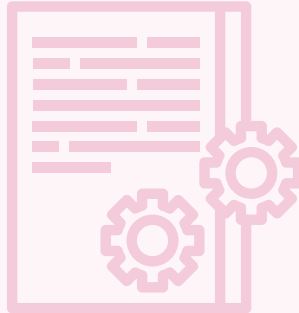
Appointed Auditors:
Price Bailey LLP,
24 Old Bond Street,
London, W1S 4AP

Registered Bank:
CAF Bank Limited,
25 Kings Hill Avenue,
Kings Hill, West Malling,
Kent, ME19 4JQ

The highlights

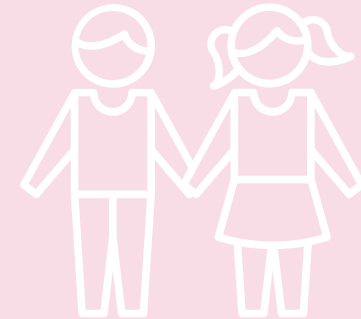
Influencing Food Policy

- We **LED THE WAY** in monitoring the affects of the pandemic on food security – conducting a total of **FOUR** national surveys
- Our Executive Director served as **CHIEF INDEPENDENT ADVISER** to Henry Dimbleby – author of the National Food Strategy
- We helped to create the condition for youth leadership on food systems change globally and mobilised their voices in **106 COUNTRIES** securing **101,742 VOTES** for our Actions4Change



Improving children's diets

- We worked with Marcus Rashford to initiate a parliamentary petition which secured **1.1 MILLION SIGNATORIES** focused on tackling food poverty
- We played a **LEADING ROLE** in securing policy commitments to increase the value of Healthy Start vouchers and deliver the Holiday Activities and Food Programme to support children eligible for free school meals during the school holidays. Together these programmes benefit **1.7 MILLION CHILDREN**



Increasing vegetable consumption

- We attracted **12 NEW BUSINESSES** committed to taking action to make it easier for their customers to eat veg, resulting in the total number of Peas Please pledgers rose from **93 TO 105**
- Together our pledgers have served or sold an additional **636 MILLION** portions of veg since 2018, up from 162 million last year
- Veg Power's *Eat Them to Defeat Them* campaign entered its third year with a brand new ad, reaching **43 MILLION PEOPLE** and being activated in **1,900 SCHOOLS** (up from 1500 in 2020)



Inspiring change in food businesses and investment

- Our work led to 5 out of 11 supermarkets setting targets for sales of healthy or healthier food (compared to 2 last year), which equates to approximately **60%** of the total retail market share. Also 4 out of 18 caterers and restaurant chains making a commitment to **INCREASE SALES OF VEGETABLES**
- For the first time, we worked with **SEVEN INSTITUTIONAL INVESTORS**, representing **£2.8 TRILLION** in assets under management to write a letter to the government calling for mandatory food business reporting of healthy and sustainable food sales



Summary

This year we continued to monitor the impact of the pandemic on household food security by conducting four nationally representative surveys and collating findings from the first year of the pandemic in a summary report: Crisis within a crisis. In addition, our annual flagship report, The Broken Plate, which was downloaded more than 9000 times up from 4000 the previous year, explained in a stark set of ten metrics the ways in which the food system exacerbates the effects of income inequality in our health and well-being. Using this evidence, we continued to inform public, parliamentary and policy discussions about health inequalities, the cost of living and access to nutritious foods in different communities.

Demonstrating the reach of this work, 1.1 million people signed the parliamentary petition which we developed with Marcus Rashford, MBE, calling for action to tackle children's food poverty. This resulted in policy commitments to increase the value of Healthy Start vouchers received by low-income families with pre-school children from £3.10 to £4.25, and to deliver the Holiday Activities and Food Programme to support children eligible for free school meals during the school holidays. Together these programmes benefit 1.7 million children.

During this period our Executive Director also served as Henry Dimbleby's Chief Independent Adviser for the National Food Strategy which was published in July 2021 and proposed an ambitious set of recommendations to support a food system shift towards healthy and sustainable diets, as well as

tackling dietary inequalities. These will be the subject of a government White Paper in early 2022.

Our work to increase the consumption of vegetables continued to scale-up despite the significant impact of the pandemic on the hospitality sector. This year we attracted 12 new pledgers to Peas Please bringing the total to 105. Together our pledgers have served or sold an additional 636 million additional portions of veg since 2018, up from 162 million last year. In addition, Veg Power's Eat Them to Defeat Them campaign entered its third year with a brand new ad, reaching 43 million people and being activated in 1,900 schools (up from 1500 in 2020).

Behind the scenes we continued to build our relationships with companies involved in Peas Please and investors to establish commitments for long

term shifts towards healthy and sustainable diets. This work means that now 5 out of 11 supermarkets now have targets for sales of healthy or healthier food (compared to 2 last year) and 4 out of 18 caterers and restaurant chains have a commitment to increase sales of vegetables. In addition, seven institutional investors, representing £2.8 trillion in assets under management, signed our first letter to the government calling for mandatory food business reporting of healthy and sustainable food sales.

During this year we also started to build relationships internationally so we would be in a position to engage in the international events on food systems which took place in 2021. We played an active role in using

our experience in the UK to influence international discussions in the run up to the UN Food Systems Summit, convening 2 dialogues, hosting 4 events, and influencing 3 game changing solutions, one of which has evolved into an international coalition for benchmarking national food businesses.

In addition, we worked to mobilise youth voices for food system change in 106 countries, securing 101,742 youth votes for our Actions4Change. The results from the consultation have informed the Youth Declaration presented at the UNFSS, CGIAR's research program on Climate Change, Agriculture and Food Security and World Food Forum's Youth Compendium.



“ Demonstrating the reach of this work, 1.1 million people signed the parliamentary petition which we developed with Marcus Rashford, MBE, calling for action to tackle children's food poverty

Our vision

A great food system which delivers the best health and wellbeing for us all and our planet.

Our mission

To change policy and business practice to ensure everyone in the UK can afford, access and enjoy healthy and sustainable food.

Why we exist

The Food Foundation was established to understand why the UK food system is failing to deliver the best outcomes for citizens and our planet, and to drive change in food policy and business practice to ensure everyone, across the UK, can afford, access and enjoy healthy and sustainable food. A great food system can help deliver equality of life expectancy, a sustainable NHS, greater school attainment and work productivity, beautiful countryside and a stable climate.

If action is not taken to tackle these food system failures, there will be devastating consequences for our children and our planet. And the situation is even worse for those living on a low income.

OUR CHILDREN'S PROSPECTS

Trajectory for children born in **2021**

- OVERWEIGHT
- OBESITY
- SEVERE OBESITY
- DEAD

AT AGE 5/RECEPTION: FORECAST 2026



AT AGE 11/YEAR 6: FORECAST 2031



AT AGE 21: FORECAST 2041

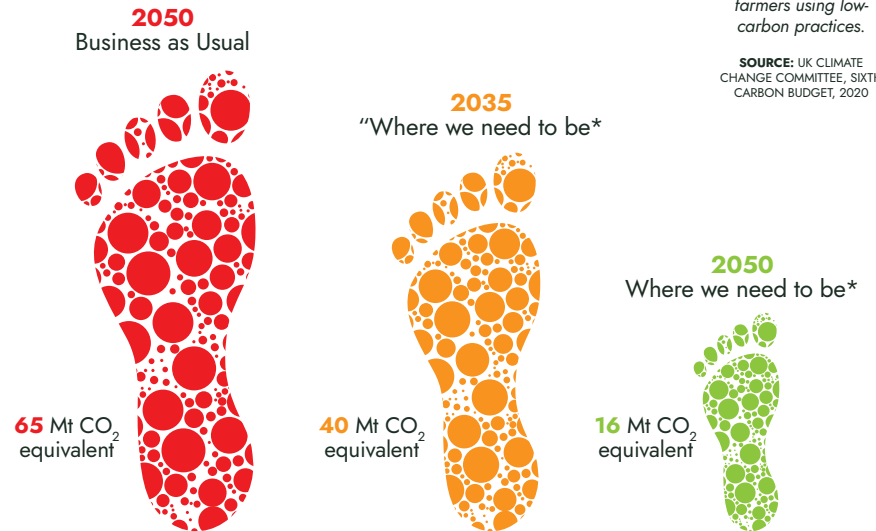


AT AGE 65: FORECAST 2086



OUR PLANET'S PROSPECTS

Dietary carbon reduction needed by 2050



**includes 20% less meat consumption by 2035, 35% less meat by 2050, 60% less waste by 2050, and farmers using low-carbon practices.*

SOURCE: UK CLIMATE CHANGE COMMITTEE, SIXTH CARBON BUDGET, 2020



Influencing food policy

We want to see the case for food systems change strengthened, including for bolder government intervention, in turn inspiring new leadership to emerge at city, national and international levels. And we want to see a stronger legislative framework for coherent future food policy.

THE NATIONAL FOOD STRATEGY INDEPENDENT REVIEW

This year our Executive Director continued to work as Chief Independent Advisor to Henry Dimbleby on the **National Food Strategy** until publication of the final report in July.

We also led a large youth engagement exercise involving 426 young people across the country to inform the development of the National Food Strategy, ensuring that young people's priorities for food systems transformation were heard loud and clear by Government.

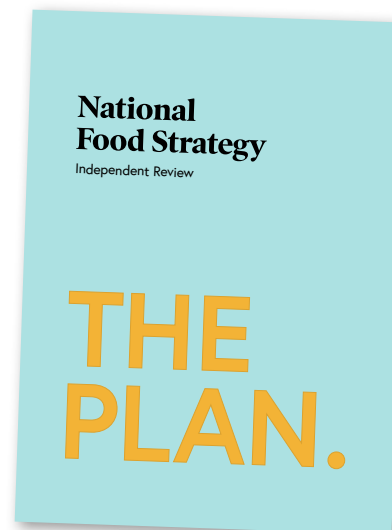
We were pleased to see many of The Food Foundation's priority policy asks reflected in the final list of recommendations. On school food, the report recommended robust monitoring of compliance with the school food standards, Free School Meal eligibility expansion, and long-term funding for the Holiday Activities and Food Programme. Recommendations which would improve support for increased veg consumption include an expansion of eligibility for the Healthy Start scheme, increased funding for the School Fruit and Veg scheme, and a trial of fruit and veg prescriptions. We also support recommendations for a new sugar and salt reformulation tax, mandatory sales-weighted business reporting (as called for through our Plating Up Progress project), a new set of national targets and metrics for measuring progress on food

systems transformation, and for food-based standards for public procurement to apply across all public settings.

We are now working with a wide range of NGOs, businesses and investors to encourage the Government to take the report's recommendations seriously, and to commit to take many of them forward when they respond to the review in early 2022. We are supporting the review's call for a new Good Food Bill as the primary legislative vehicle through which many of the recommended changes could be delivered.

CHANGING THE NARRATIVE ON DIETARY INEQUALITIES

With support from the Nuffield Foundation, this year we have launched an expanded programme of work on dietary inequalities. Over the next 3 years this workstream will use quantitative and qualitative evidence to re-shape the public narrative on dietary inequality to catalyse purposeful action from policy makers and businesses.



OUR OBJECTIVES ARE:

1. To explore, explain and communicate the manifestations of dietary inequality in the UK, charting where and why dietary inequalities are entrenched and examining how macro trends and policy shifts affect these patterns.
2. To develop a package of evidence to stimulate new public policy solutions aimed at preventing dietary inequality among children. This work will provide a clear public narrative and support for the state’s role in protecting children’s right to healthy food.

The Broken Plate, our annual, flagship publication, forms part of this work. It has a core educational message that if we are to improve diets we must tackle the food environment, rather than just relying on individuals to make better choices. It tracks progress (or lack of progress) against 10 metrics that measure the health of the nation’s food system and looks at the ways in which the food system makes the impact of low income on health even worse.



This year’s report was published in July 2021, just ahead of the launch of the National Food Strategy, and was covered in several prominent media outlets, including on the Today Programme, and in the Daily Mail, the Evening Standard, The Sun, and The Times. Over 750 people registered to attend the launch event and a further 235 have since watched the event recording. The report has been downloaded over 9000 times.

“ Just sat in on the Broken Plate webinar – was brilliant. Sobering but brilliantly done. Congratulations. A great piece of work and marvellously executed. ”

“ Brilliant work on the Broken Plate report. It's incredibly rich and useful. ”

INSPIRING AND CATALYSING LEADERSHIP

2021 was an important year for securing international leadership on food systems change and our **Global Food Systems** project gave us opportunity to leverage some of the major international events which took place. Several of these events – the UN Food Systems Summit, COP26 and Nutrition4Growth – took place from September onwards so are not detailed in this report, but here we describe the work which we did in the run up to these events to support greater leadership for food systems change from young people, the private sector (described above) and city authorities.

INSPIRING YOUNG LEADERS

Working with the Global Alliance for Improved Nutrition (GAIN), we supported a group of 30 youth food activists from all over the world to develop a campaign calling for urgent action to transform the food system, tackle hunger and unhealthy diets, and protect the environment. This youth-led campaign has been coordinating a global consultation with young people to develop a list of actions they want business and governments to take to fix our food system. The list is called the ‘Actions 4 Change’. Since the campaign launched in 2021 young people all over the world have been voting on their top Actions 4 Change. Those

that get the most votes will form the final list, forming an important advocacy tool for young people all over the world to use as they urge business and governments in their own countries to take urgent action. The campaign launched in May with over 81,000 people watching worldwide. By August 2021 around 50,000 young people had voted on their Actions 4 Change and signed the global youth pledge. The campaign is supported by a steering group of organisations that include GAIN, EAT Foundation, WWF, WAGGGS, War Child, Real Food Systems, UN Nutrition, World Health Organisation and SUN Civil Society Network.

INFLUENCING FOOD POLICY

The global consultation for the Actions 4 Change helped to shape the coalitions and topics that came out of the UN Food Systems Summit. The campaign also gained support from the UNFSS Secretariat. Act4Food Act4Change youth leaders were invited to speak at the UNFSS pre-summit in July, where they presented to decision makers what their priority actions were. Our youth leaders have been given platforms to speak at a variety of other international events, speaking in more than 100 events over the course of the year.

Youth leaders have felt empowered to run campaigns within their own countries. Our youth leader in India ran webinars and workshops with students in 200 schools across India. The work involved educating school children about our global food system and talking them through the different Actions 4 Change. The students then picked an action and ran their own small school project around that. Youth leaders in Tanzania, Ethiopia and Nigeria have also been going into schools and communities educating young people about food systems transformation.



The campaign has also had meaningful engagement with both businesses and member states. At the UNFSS pre-summit young people had a chance to speak to both policy makers and business leaders about the changes that they wanted. This was done during two round-tables which were both affiliated sessions of the UNFSS pre-summit. The campaign has also been covered by Al Jazeera, Forbes, Sky Global Citizen, Um So Planeta and Food Tank.

“The young generation are living with the consequences of climate change and its direct impact on food systems and nutrition - already materializing through more frequent natural hazards such as droughts or floods.”

Youth must be part of the broad network of actors addressing the inter-related challenges of environment, food, nutrition and health. It is absolutely necessary to make sure youth are involved in the decision making as it will shape the future of food systems and consequently of their lives. The Actions4Change campaign will help the youth advocate for sustainable food systems and make their voices heard. UN Nutrition will ensure that we listen to the voices of the youth as we work to end malnutrition.” Dr. Naoko Yamamoto, Chair of UN Nutrition and Assistant Director-General for Universal Health Coverage/Healthier Populations at The World Health Organisation

“ I think hearing from everyone this weekend makes me realise we need a food revolution. I’d never considered farming as an issue, but now I understand how it all links together. ”

GRACE, MAGIC BREAKFAST

In the UK, we also convened young food activists to inspire greater leadership, thanks to support from Esmee Fairbairn, Impact on Urban Health and SHEFS. In July 2020, we welcomed 120 young people aged between 14-25 and chaperones to the first Youth4Food Festival in Somerset, Bristol. Bringing together delegates from Children’s Right2Food, Bite Back 2030, Magic Breakfast, Flame, Scouts, Vegan Organic Network and WWF, we ran an exciting two-day programme to stimulate youth engagement and collaboration on food system transformation.

“ I learnt so much about the food system – It’s so important to know there is so much more to be done about biodiversity. ”

ZOE, BITE BACK 2030



“ I’m really grateful to come here and have this opportunity. I would never have been able to have come to a festival like this. I can’t wait now to see what we can achieve in the future and I can’t wait to go back to my region to start tackling food poverty. ”

FELIX, CR2F

SOME OF THE KEY HIGHLIGHTS INCLUDED:
 The event was an amazing opportunity for young people to learn from each other about different aspects of the food system, from food poverty to farming. We also attracted media coverage from Sky Kids, Taste Made, Food FM and local news outlets. Feedback from the young people confirmed it was an important moment in building individual and collective youth activism – something we hope to build on for a second event next year.

“ Having so many different groups – not that similar in their aims, but part of the same food system, it’s been really interesting hearing from different people’s perspectives about their activism. It demonstrates there is hope for the future. ”

HOLLY, FLAM

INSPIRING CITY LEADERS

This year we have continued to work with Birmingham City Council to support them in their plans to develop a food strategy and forge international connections with other cities to provide peer support. We have provided ongoing support and advice in the development of the city’s food strategy and supported them to host a UN Food System Summit Dialogue to inform the development of the city’s Food Strategy.

took place over the summer months. The series was designed to give cities planning or beginning to develop a city food strategy practical information to inform and inspire their own strategies. We delivered this webinar series in partnership with FSSAI (Food Safety Standards Authority of India), MUFPP (Milan Urban Food Policy Pact) and SHEFS (Sustainable and Healthy Food Systems).

The Food Foundation has been supporting FSSAI (Food Safety and Standards Authority of India) and India’s

Smart Cities Mission to launch and implement the EatSmart Challenge, building on the partnership we have developed between Birmingham (UK) and Pune (in India). Over 100 Indian cities registered to participate. Participating cities have since submitted city food visions and action plans which will be assessed by an international panel including FAO and MUFPP Secretariat. 11 cities will be funded to implement their plans and will be supported by the Food Cities 2022 learning partnership.



Also, we launched the Food Cities 2022 Learning Partnership which is an initiative that supports cities to develop and implement city led food policies and action plans. It has been supported by FCDO as well as SHEFS funding. We are building a network of core cities who are developing their food agendas, with a particular focus on low to middle income countries in the Commonwealth. We delivered a webinar series as part of the learning partnership entitled ‘A Food Strategy For Your City’ which

**WHAT
NEXT?**

- Building on our work this year we plan to establish The Food Foundation as the leading source of insight and solutions to dietary inequalities, particularly in the context of food price inflation and the levelling up agenda. As part of this we will continue to gather and publish evidence on levels of food insecurity across the UK population and engage with parliament on our findings and those gathered by the government.
- We will campaign with our partners for the National Food Strategy White Paper to recommend primary legislation which mandates business reporting and procurement standards and a defined process for monitoring progress in food system transformation.
- We will make a case for the role of food systems in delivering the Nationally Determined Contributions as part of the UK’s Net Zero commitments and make a case for a greater focus on food at COP27.
- We will support Birmingham city council to publish an ambitious food strategy which delivers health and environmental goals with an action plan for delivery which involved communities and businesses. We will showcase the work which they and other commonwealth cities round the world have been doing within our Food Cities 2022 network at the Commonwealth Games in 2022.



Improving children's diets

We want to see a substantial improvement the design and delivery of policies which affect children's food and contribute to a reduction in children's food insecurity and childhood obesity.



Children's Right2Food is a nationwide initiative to ensure every child in the UK can access and afford good food. We are led by a team of Young Food Ambassadors from across the UK who call for government action to tackle children's food insecurity and childhood obesity caused by inequalities.

Our work this year has shone unprecedented attention on the continued impact of Covid-19 on children's food insecurity and the need for long-term national policy change to strengthen the nutritional safety net for low-income children. We have played a pivotal role in the trailblazing **#EndChildFoodPoverty** campaign to which we provided key evidence, mobilised a broad coalition of charities and briefed parliamentarians and the media. This was escalated to the highest national profile through the involvement of footballer Marcus Rashford.

After a successful campaign calling for food vouchers to be extended to children on Free School Meals over the summer, in September 2020 we began working more closely with Marcus Rashford to secure more long-term commitments to improving diets and food access for children in low-income families. We called this the End Children Food Poverty campaign.

Our engagement with Marcus helped to shape his campaign that adopted the three recommendations published in Part One of the National Food Strategy to support children at risk of food poverty. These three asks also align with our Right2Food Charter; namely to expand Free School Meal eligibility, increase the value and eligibility for Healthy Start and fund a nationwide holiday food provision programme.

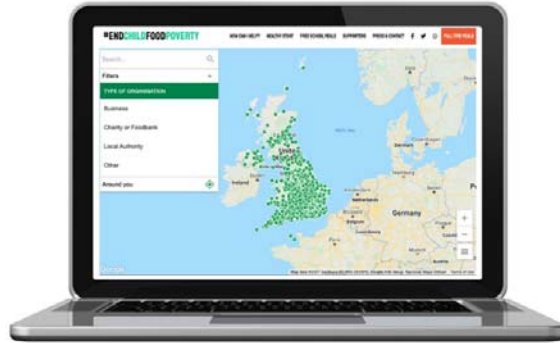
While Marcus invited retailers and businesses to form an Industry Task Force, our role has centred on coordinating the advocacy efforts of a broad coalition of more than 30 civil society organisations. Between September and November, we spearheaded a tightly coordinated campaign that combined evidence-gathering, direct advocacy, public campaigning, and briefing of parliamentarians and media. In doing so, we secured national media coverage, generating more than 2,000 media stories and gained significant parliamentary support from all parties.



When holiday provision wasn't extended over the October half-term, we worked with digital agency PLMR to launch a 'KidsMealsMap' - an online platform designed to show businesses, community organisations and councils who were providing free meals to vulnerable children. More than 1,100 businesses were located on the map. In the first 24 hours, the map received over 20,000 visits and was shared on social media by MPs, local councils, celebrities, and the Mayor of London. The map was covered on BBC News, ITV News and the Guardian. The map won the 'Best Use of a Communications Tool in a Campaign' at the 2021 PRCA Digital Awards.

We have since gone on to launch the **#EndChildFoodPoverty** website which signposts resources for families experiencing food insecurity as well as acting as the mouthpiece for Marcus' campaign.





It features a Healthy Start eligibility calculator which over 18,500 people used. This helped over 8,300 people find out they are eligible for support from the scheme. The site also features LGfL's **Free School Meal Eligibility Checker** - a tool that simplifies Free School Meal applications for parents and subsequent access to potential PPF for schools. Since its inclusion on the site an additional £13 million in Pupil Premium Funding has been released. This brings the total of potential PPF funding released since the launch of the Checker in 2015 to £100 million

In October, Marcus launched a parliamentary petition focusing on the 3 recommendations, backed by our Young Food Ambassadors. In just a few weeks, the petition broke records for reaching more than 1 million signatures within 2 weeks. At the time, it was one of only five parliamentary petitions to attract a million signatures, and the first since the last general election.

This dramatically increased levels of public, media and political engagement with the issue, successfully demonstrating to Government the widespread appetite for change.



In November 2020 the Government announced a substantial package worth nearly £400m which would improve the lives of more than 1.7million children:

1. £220m dedicated to holidays activities and food programme for Easter, summer and Christmas holidays in 2021 for all local authorities in England benefiting more than 1.4 million children.
2. Increase to the value of vouchers of Healthy Start scheme for fruit, veg and milk to pregnant women and pre-schoolers in low-income families and reaching more than 300,000 children
3. Access to free school meals to children without recourse to public funds who were previously excluded.

Together this represents significant progress on 2 of the 3 calls in the parliamentary petition and the National Food Strategy Part 1.

The third ask on the expansion of the Free School Meals and Healthy Start remains outstanding.

✓ SUPPORTED
Extend the Holiday Activity and Food Programme to all areas in England, to all children who get Free School Meals

✓ SUPPORTED
Increase the value of Healthy Start vouchers to £4.25

✗ NO PROGRESS MADE
Expand Free School Meals to all under-16s where a parent or guardian is in receipt of Universal Credit or equivalent benefit



REPORTS AND RESEARCH

Throughout this period we commissioned four nationally representative surveys to track household food insecurity, two of which captured evidence directly from children. Our findings revealed a grave picture of the catastrophic effect on food insecurity for the UK's poorest households and children which we've reported to the media and parliamentarians.

Our real-time statistics have proved vital to the End Child Food Poverty Campaign, bolstering a social media campaign by Marcus and his Taskforce. We also gathered real-life testimonies from those at the frontline, children, individuals and families that told the human stories behind the statistics.

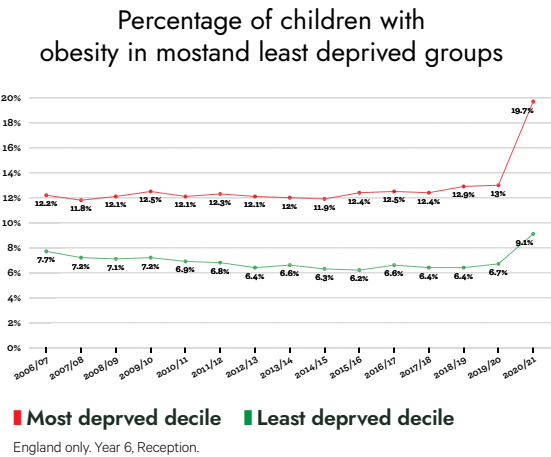
During this time, we also launched a new Children's Right2Food dashboard, bringing together the latest evidence from multiple sources on children's food, particularly focussed on dietary and health inequalities. The Dashboard includes essential data on child food insecurity, as well analysis on the

In February 2021, we consolidated our food insecurity data collected from seven rounds of nationally representative surveys between March 2020 and January 2021 in a report **'A Crisis Within a Crisis: The Impact of Covid-19 on Household Food Security'** holding a webinar with a 200-strong audience to share the key findings. Our report has been downloaded more than 1,500 times since publication, quoted in leading media including ITV and The Guardian as well as being cited in leading publications including The National Food Strategy: The Plan.



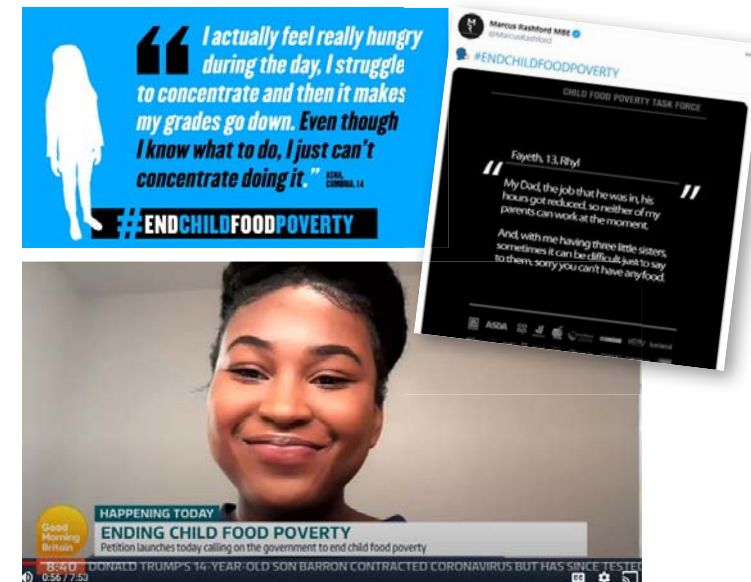
coverage of Government programmes on children's food including relevant to the End Child Food Poverty Campaign.

Children with overweight and obesity



GIVING A PLATFORM TO YOUTH

Our team of Young Food Ambassadors have used their own experience to put issues relating to poor food access at the centre of public and political debate. When the #EndChildFoodPoverty campaign launched on social media, our Ambassadors shared their own stories with Marcus Rashford and his Taskforce to help raise public awareness.



The Ambassadors made an appeal through the media for Government action, giving interviews on live TV, on the radio and in print. Eighteen-year-old Jani and Children's Right2Food Campaign Ambassador Dame Emma Thompson showed their support on ITV's Good Morning Britain on launch day for the petition.

The Ambassadors have also engaged with members of parliament and have been quoted by parliamentarians directly.

“Tia from Lancashire, one of our witnesses living with food insecurity, said this: “You know everyone’s struggling but you just don’t know how much everyone is struggling because no one wants to talk about it. An older person who is struggling doesn’t want to talk about it because they feel embarrassed or they’re embarrassing their kids. Some people don’t want to talk about it in Darwen”— where she comes from— “because there is such a stigma.”

Lord Krebs in the House of Lords

The group have continued to produce their Right2Food Podcast, and their capacity to give human stories to the statistics on food poverty was recognised by the Guild of Food Writers when our podcast won the 2021 Investigative Food Journalism Award. The Ambassadors and Dame Emma Thompson also had the chance to meet with Marcus in Manchester to discuss campaign plans and were featured in Marcus’ BBC documentary aired in December 2020.



During this time, the Ambassadors have also built meaningful relationships with the Department for Education. Following a meeting last year, they met again with Children’s Minister, Vicky Ford and now meet the Department’s officials termly so that the Ambassadors may share their views and first-hand experiences on school food policy areas.

“We are very grateful for the input of the Food Foundation. I know colleagues at the Department for Education are especially grateful for the excellent presentation from the young food ambassadors at a recent HAF advisory group.”

Prime Minister Boris Johnson, February 2021

The Ambassadors have also presented to DfE’s advisory board on the Holiday Activity and Food (HAF) scheme. Their presentation was sent out to local authorities delivering the programme and even recognised for their contribution by the Prime Minister.



“I know colleagues at the Department for Education are especially grateful for the excellent presentation from the young food ambassadors at a recent HAF advisory group.”

Prime Minister Boris Johnson, Letter to Marcus Rashford, February 2021

In December, the Young Food Ambassadors and Emma Thompson met the Leader of the Opposition, Sir Keir Starmer, and his shadow education team to put forward the case for expanding eligibility of Free School Meals to more children.

Our Scottish Ambassadors had the opportunity to meet with the Scottish Government ahead of the May 2021 elections. They have welcomed in the Scottish National Party’s (SNP) commitments to year-round holiday provision and Universal Free School Meals in primary school.

WHAT NEXT?



- We will publish evidence on challenges and solutions to dietary inequality among school children and start to research and publish a new body of evidence on diets and dietary drivers among children in their early years.
- We will support a sustained increase in Healthy Start uptake, even through the scheme’s digitisation process
- We will work with our young food ambassadors to support them to run local campaigns to improve children’s food



Increasing veg consumption

We want to see a permanent shift in the food system in favour of higher veg consumption reflected in both business practice and government policies, with three billion additional portions of vegetables consumed.



The project has hit several milestones, from reaching (and exceeding) our target of 100 pledging organisations, to increasing the amount of veg sold and served by our pledgers, to seeing a greater number of participating organisations making SMART commitments to selling and serving more veg.

In July 2021 we ran our annual monitoring cycle for the reporting year 2020-2021, published December 2021. It shows that 636 million additional portions of veg have

been served/sold by Peas Please pledgers since 2017. This year we added over 403 million portions to our total, which represents encouraging progress towards our goal of 3 billion additional portions of veg sold by 2023. This increase has been overwhelmingly driven by our supermarket pledgers, who have both continued to ramp up new product development and reformulation initiatives to ensure that ready meal ranges contain more veg, but also started to report back to us on sales of veg across their businesses, allowing us to track progress made as a result of activities supporting veg.

Despite the difficulties many of our pledgers have faced this year as a result of the Covid-19 pandemic continuing to impact on the Out of Home sector in particular, there has still been some excellent progress made by our pledgers, with 27 already on track to meet their commitments.

KEY HIGHLIGHTS IN PLEDGER ENGAGEMENT INCLUDED:

- Aldi, Lidl, Sainsbury's and Henderson Group/SPAR NI have committed to SMART targets for increasing sales of veg across their businesses.
- Compass Group have expanded the ambition of their pledge, committing to increase the amount of veg procured across their business by 20%
- Waitrose have pledged to increase the amount of veg in new and reformulated products. Throughout the product development process the proportion of veg in recipes for all ready meals and meal ingredients/ composite dishes now has to be recorded to increase the number of products which carry a 5-a-day claim.





We also ran two successful online events, bringing together a wide range of stakeholders from across England and the devolved nations to explore all things veg and debate how best to increase the UK's low levels of veg consumption. Over 1,100 people have watched and attended our Veg Fest and Veg Summit Series events, with England's Veg Summit recorded live at River Cottage with Hugh Fearnley Whittingstall and DEFRA Minister, Victoria Prentis.

“ Minister Prentis wanted to share her heartfelt thanks for organising such an amazing event. The Minister had a great time and found the discussion with the other panellists extremely useful. ”

MINISTER OF STATE VICTORIA PRENTIS, FOLLOWING HER CONTRIBUTION TO OUR VEG SUMMIT 2021

“ It was a wonderful day and we covered some important ground, very galvanizing from my point of view to push Compass even further on veg and specific areas like carbon labelling and school partnerships. I hope we'll have lots of % progress by next year to report back. ”

GROUP DIRECTOR OF COMMUNICATIONS AND CORPORATE AFFAIRS, COMPASS GROUP, FOLLOWING VEG SUMMIT 2021



CITIZEN ENGAGEMENT

Between September 2020 and January 2021 Peas Please ran over 50 online workshops across the devolved nations with 540 attendees, successfully recruiting 180 Veg Advocates, smashing the 100 target.

January onwards saw work with Veg Advocates ramp up, with them meeting with our pledgers, participating in a Dialogue with manufacturers as part of the UN Food Systems Summit process, contributing to our reports, leading and participating in activities for our Veg Summit Series, building their local networks, and getting stuck in with a range of related activities such as WRAP's Action on Food Waste week and Veg Power's Lunchbox Hacks campaign.



Next year they will doing a whole range of work on increasing veg consumption in their own communities.

VEG CITIES

Veg Advocates have been linking up and participating in activities of Veg Cities across the country. Monitoring data provided on behalf of Veg Cities by Sustain shows once again the breadth and depth of veg-related activities taking place at a local level. Organisations participating in Veg Cities encompass a range of different areas including schools and community groups, restaurants, caterers, councils, and food growing enterprises.



Together, these organisations have made a variety of different pledges for more veg, including committing to promote veg, serving two portions of veg in every meal, running veg growing and cooking classes, and educating local communities about food waste. Local food partnerships have also been very involved in providing food emergency support to their communities during the pandemic, with 116,569 additional portions of veg grown or cooked and donated to projects and to those most in need in the past year.



Horticulture policy

We have continued to support the Fruit and Veg Alliance and co-ordinated a sub-group looking at increasing consumption of fruit and veg. Recommendations were made and agreed and discussed with Defra and submitted to the National Food Strategy. We also helped co-ordinate an Alliance response to the National Food Strategy, securing agreement from over twenty members on the needs of the horticulture sector.

Through Peas Please we have continued to advocate for growth of sustainable vegetable production across the UK, in line with the need to increase availability if consumption rises. In Scotland, we supported research into what more could be done to supply urban areas with fruit and veg by supporting councils to adopt local food growing as part of local food strategies. In Wales we encouraged the development of a new Horticulture Alliance, hosted by one of our Pledgers Tyfu Cymru. This is now meeting regularly and has representatives from Welsh Government in attendance. And in Northern Ireland we worked with Good Food NI to support horticulturalists and the work they are doing on promoting the sector and marketing.

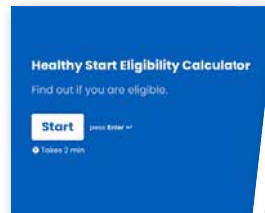
Although it is too early to be able to assess whether Peas Please is impacting on national dietary trends and having a tangible impact on the amount of vegetables the UK is eating, we have certainly established proof of concept, collaborating with a wide variety of stakeholders to galvanise action from both business and governments to focus and invest more in veg.

POLICY ENGAGEMENT

Healthy Start

Healthy Start is a statutory scheme in England, Wales and Northern Ireland that acts as a nutritional ‘safety net’, providing young pregnant women and low-income families with children under the age of 4 with vouchers to purchase vegetables, fruit, pulses, and milk.

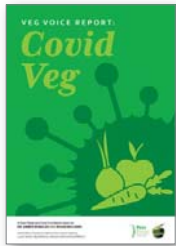
However, just 60% of eligible families are currently registered for the scheme. We worked with UK retailers to support the Healthy Start scheme to increase uptake. Retailers (5 of them Peas Please pledgers) both sign-posted their customers to the scheme and provided additional value so that the vouchers would go further and support families to buy more fruit and veg. We also hosted 4 roundtables to facilitate discussion around the forthcoming digitisation of the scheme between retailers and government. Thanks to these efforts, and the increased awareness of the scheme generated by



the End Child Food Poverty Taskforce’s focus on Healthy Start, we have seen uptake of the scheme increase by ten percentage points in the period across England, Wales and Northern Ireland. Between Sept 2020 and August 2021, 61,000 more families accessed the scheme than before our partnership began.

Reports and research

We published three reports:



Veg Voice Report: Covid Veg gathered stories from nearly a hundred people in the midst of UK-wide Covid-19 restrictions in 2020 (June–Aug). These paint a picture of people’s experiences of accessing fruit and veg during the pandemic, and highlight that affordability remains a key barrier when it comes to consumption of fruit and veg in the UK.



Veg Facts 2021, the third in our series of Veg Facts reports, looked once again at how much veg the UK is eating. We found that veg consumption remains low, with almost a third of children eating less than one portion of veg a day and explored both the health and environmental benefits that diets with more veg can bring.



Feeding our Future: An investigation into UK school food looked at the differing provision of school food across the four UK nations, with a focus on school food quality and how easy it is for children to access a nutritious meal while at school. We presented a number of examples of best practice from a broad range of organisations working in school food. The report makes recommendations for policymakers, caterers and schools who want to improve the quality of the food school children are eating, highlighting the opportunities for schools to get children eating more veg.

We were thrilled to see that Peas Please reports were downloaded over 4,200 times between December 2020 and July 2021. Additionally, Peas Please and Veg Power received 369 media hits, a doubling of media coverage compared to last year.

In addition to the reports above the Food Foundation has continued its partnership with the SHEFS academic consortium funded by the Wellcome Trust through which we have worked with researchers examining fruit and vegetable consumption in the UK. We have now published two policy briefings on this topic. These briefings have received considerable attention from Government officials as they develop their thinking on how to support the UK horticultural sector and improve UK fruit and veg consumption.

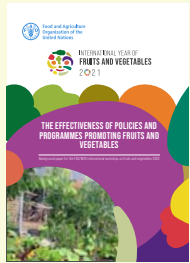


ALL OUR REPORTS HAVE ALSO BEEN PUBLISHED IN WELSH

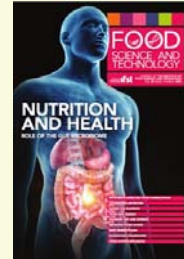


Our impact externally

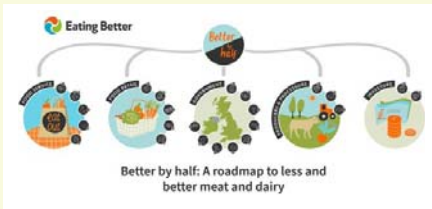
SOME NOTABLE REFERENCES TO PEAS PLEASE IN THE LAST YEAR



Peas Please and Veg Power were both cited in the 'Case studies of promising initiatives' chapter of the FAO's **background paper** looking at policies and programmes that increase fruit and veg consumption as part of *The International Year of Fruit and Vegetables*.



An article on Peas Please, **'Eating the Rainbow'**, featured in the Institute of Food Science and Technology's journal as part of an edition looking at nutrition and health.



Peas Please was included as a case study of 'leadership in action' as part of Eating Better's roadmap, **Better by half: A roadmap to less and better meat and dairy**.

to **less and better meat and dairy**, as an example of encouraging sales of plant-based foods.



Stats from our Veg Facts 2021 report were referenced on The Today Program, as part of a piece looking at typical diets in the UK ahead of publication of the National Food Strategy.



We hit 100 pledgers in April, with plenty of trade coverage of the milestone, including in **The Grocer**.



Peas Please was cited as an example of a positive nutrition reformulation campaign in **Food Navigator**, thanks to the success of our pledgers who've made commitments to boost the content of veg in ready meals.

WHAT NEXT?



- We will support businesses to progress on reporting on sales of healthy food, plant-based vs animal-based proteins and vegetables. We will track the progress of businesses, with the ultimate goal for businesses to have board-level accountability and targets for their performance.
- As part of a longer-term goal to shift the market, we will start to engage businesses around price parity across animal and plant protein as well as composite foods that include vegetables.
- We will engage with DEFRA to support the development of a growth plan for horticulture.



Inspiring change in food businesses and investment

We want to see all retailers, caterers and high street food chains routinely reporting on key metrics, demonstrating their support for healthy diets from sustainable food systems so that government, investors and citizens can use the new data to inform policy, investment and behaviour.

Multiple health, societal and environmental problems are connected with our food system. These originate from the way we produce food and what we actually eat. The private sector has a key role in driving change, with supermarkets, caterers and restaurant chains especially able to influence the required transitions in our diets and farming systems, being both gatekeepers to our diets and the funnel through which most commercially produced food is channelled. In terms of influence, this sector is crucial – if change does not happen there, then the change is probably not happening.



PLATING UP PROGRESS

Our Plating up Progress project has two aims. First, to

forge a consensus on metrics and reporting mechanisms that allow assessment of food industry progress in transitioning to sustainable and healthy diets. Second, to engage stakeholders to advance the uptake of these metrics and track progress in the industry.

In September 2020 we released our second annual **Plating Up Progress report** for the project, assessing individual companies and sectors' progress in a transition to healthy and sustainable food. This report highlighted examples of leading performance by companies and assessed both the impact of covid-19 on businesses' performance on healthy and

sustainable food. We made key recommendations to core audiences (the UK government, the food industry, and investors) for accelerating change and making sure that the current pandemic was seen as an opportunity for change rather than a hindrance. The launch of this report was attended by over 250 people as part of an online webinar and panel session hosted by journalist James Ashton.

This report was followed by a targeted **policy briefing** for the UK government in April 2021, calling for mandatory reporting on healthy and sustainable food sales and increased focus from the government on ensuring that the food industry was being held accountable on key health, social and environmental issues.



As a direct result of our policy briefing we were able to facilitate a group of investors to write to the UK government in support of the National Food Strategy's recommendation for mandatory business reporting on sales of healthy and sustainable food (a recommendation which we were instrumental in bringing about). Investors representing £2.8 trillion in assets under management signed the **letter** supporting the recommendation for mandatory reporting by food businesses and called on the government to use a regulatory framework to tackle the multiple health and environmental challenges within the food system (see box below for key asks in this letter). The investors' letter was covered by **FT.com** as well as multiple financial and food trade including **Business Green, Investment Week, ESG Clarity and The Grocer**.



BOX 2: KEY ASKS FROM INVESTORS TO THE GOVERNMENT, IN SUPPORT OF THE NATIONAL FOOD STRATEGY RECOMMENDATIONS

We therefore call on the Government to demonstrate clear leadership and ambition in its response to National Food Strategy in order to create a food system that promotes health and wellbeing for the entire population while preserving and enhancing the environmental systems on which we all rely.

Specifically, we encourage the government to:

Implement clear and consistent mandatory reporting requirements for companies in the food sector;

Consider the full range of regulatory tools at its disposal - including fiscal interventions and enhanced regulation - to promote sustainability in the food system, focusing in particular on internalising the externalities borne by the environment and society;

Be bold and ambitious in its response to this major social and environmental challenge.

Signatories:

- Rathbone Greenbank Investments
- Aviva Investors
- Castlefield Investment Partners LLP
- EOS at Federated Hermes (on behalf of its stewardship clients)
- Guy's & St Thomas' Foundation
- Newton Investment Management
- ShareAction
- The Food Foundation
- Legal and General Investment Management

SOURCE: PLATING UP PROGRESS 2021 SECTION 2C: RECOMMENDATIONS FOR INVESTORS

11 SUPERMARKETS

5 CONTRACT CATERERS

2 WHOLESALERS

6 FROM THE FAST FOOD OR QUICK SERVICE RESTAURANT SECTOR

5 FROM THE CASUAL DINING RESTAURANT SECTOR

22 PUBLICLY LISTED OR OWNED BY PUBLICLY LISTED PARENT COMPANIES

SOURCE: PLATING UP PROGRESS 2021 SECTION 1: ANALYSIS OF SUPERMARKETS, RESTAURANTS, CATERERS AND WHOLESALERS

Benchmarking the UK food industry

In 2021 our engagement with businesses was expanded to 29 companies and our analysis showed significant progress in some sectors, with retailers especially beginning to publicly report on sales-based health and sustainability data (see box below).

Food industry progress

Five out of eleven supermarkets now have targets for sales of healthy or healthier food, compared to two this time last year.

Two supermarkets now report on the percentage of their protein sales that come from plant-based products, compared to no supermarkets last year, with one also having a target to increase sales of plant-based alternatives by 300% by 2025.

One supermarket now has a public target to increase sales of fruit and vegetables, with another having a public target to increase the proportion of total sales tonnage that comes from vegetables, compared to no supermarkets last year.

Four out of eighteen restaurants, caterers and wholesalers have a commitment to increase sales of vegetables, although these commitments were already in place in 2020.

All supermarkets, and thirteen out of eighteen restaurants, caterers and wholesalers, now either have net zero climate change targets that include scope 3 greenhouse gas emissions or have started (or committed to start) measuring their scope 3 greenhouse gas emissions.

SOURCE: PLATING UP PROGRESS 2021 EXECUTIVE SUMMARY

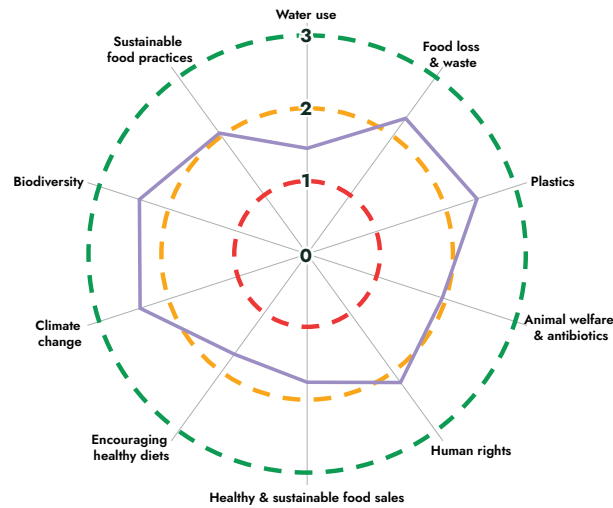


Our sector analysis and company scorecards are publicly available on our Plating Up Progress dashboard for supermarkets, caterers, quick service restaurants, casual dining chains and wholesalers, with all underlying data and methodology fully transparent.

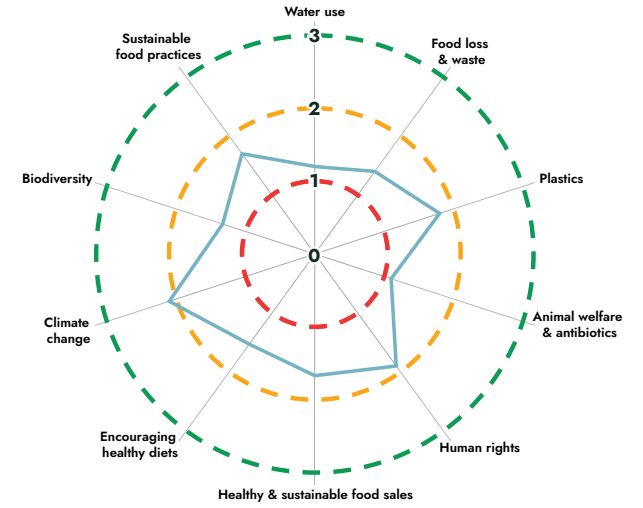
Example: Sector comparisons from our UK food business assessment.



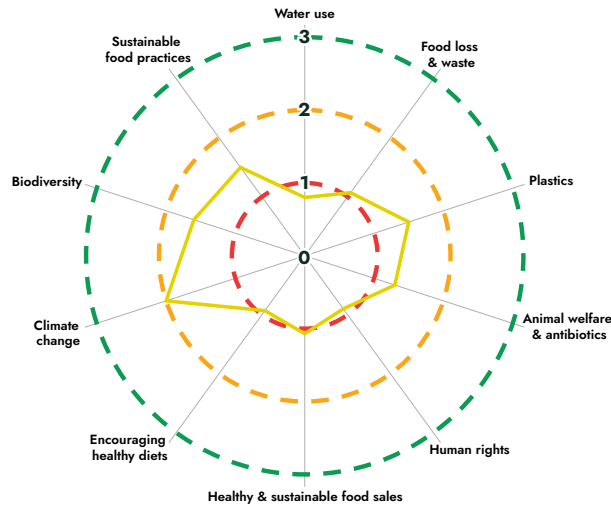
SUPERMARKETS' AVERAGE



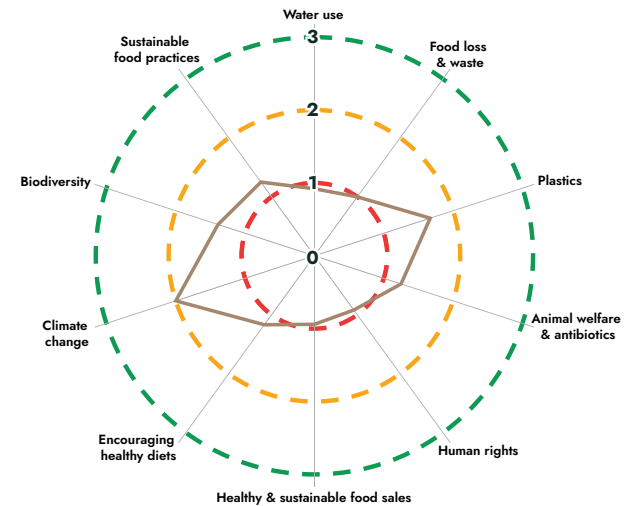
CONTRACT CATERERS' AVERAGE



CASUAL DINING RESTAURANTS' AVERAGE



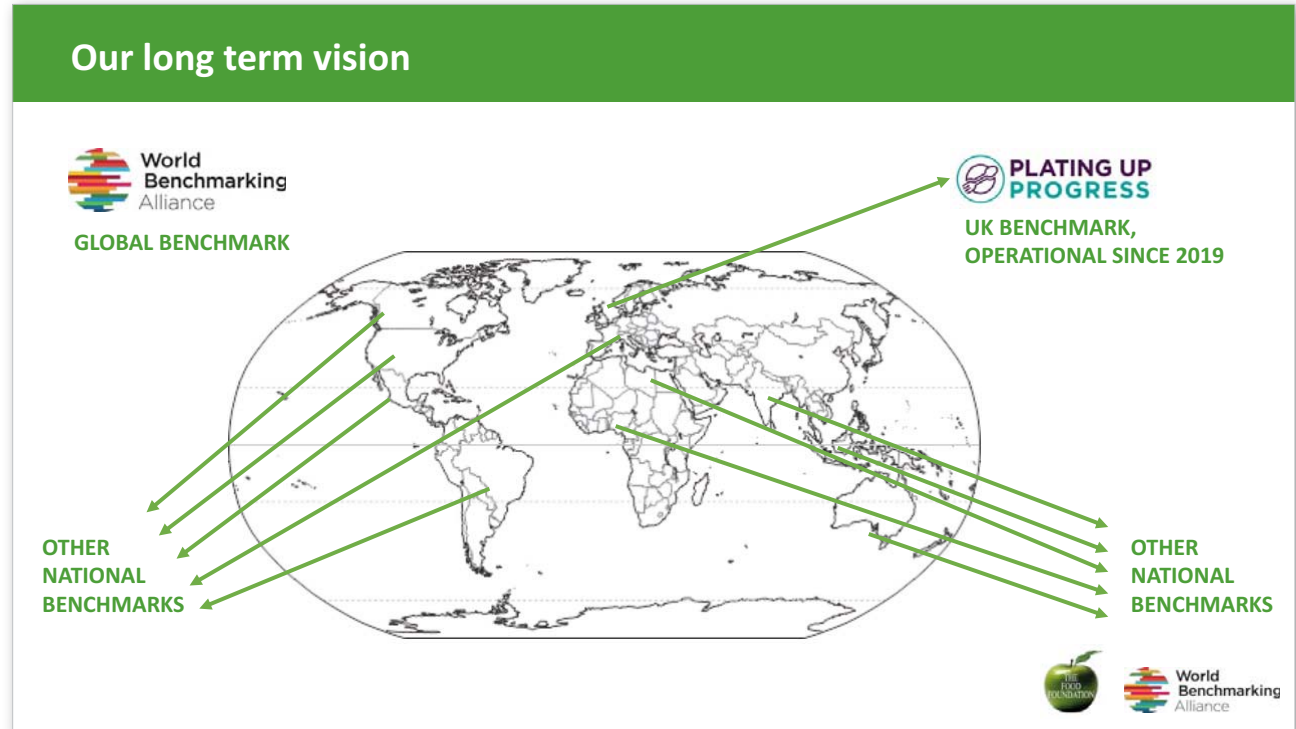
FAST FOOD RESTAURANTS' AVERAGE



Sharing lessons learned internationally

Throughout the year we have also been working with the World Benchmarking Alliance to build a coalition of organisations who can replicate our Plating Up Progress work in different countries in alignment with the global work being done by the World Benchmarking Alliance. As part of this work, our proposal for a coalition of organisations using aligned metrics and methodologies was recognised as a gamechanging solution at the UN Food Systems Summit and we were able to launch an initial coalition of organisations interested in producing benchmarks of the food industry in their own countries and sharing lessons learned on how to create change using these benchmarks and engagement with governments, investors and other stakeholders.

In late 2021 we will be producing the first toolkit for this – a guide to carrying out food industry benchmarks and engaging with key stakeholders - and holding first workshops with organisations about piloting the use of this toolkit in 2022.





- We see investors as being a key group who can influence outcomes with both the government and the food industry and will be testing different mechanisms to help investors become a more powerful policy voice on food issues. Our main target outcome for this in the near term will be around mandatory business reporting on healthy and sustainable food sales.
- We will also be looking to support other organisations implementing similar benchmarks and engagement initiatives in other countries so that we can effectively share best practices and lessons learned.

Building our engagement

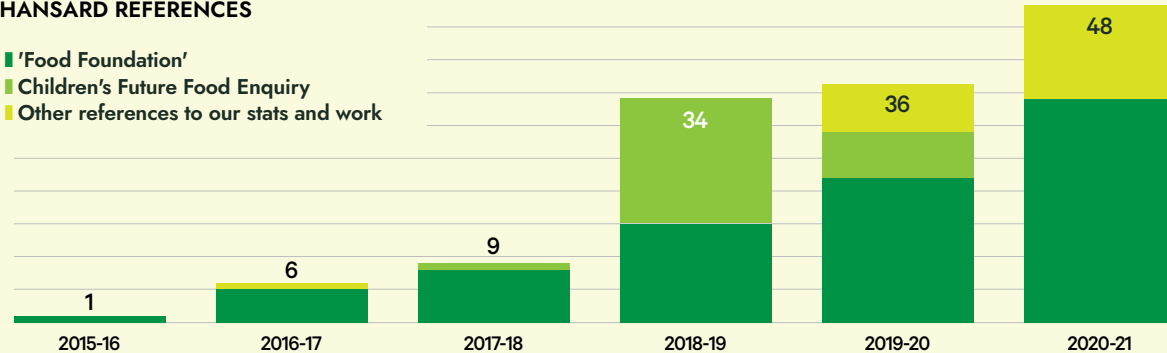
WITH PARLIAMENT

This year has seen a further increase in our engagement with parliamentarians with at least 48 Hansard references to the Food Foundation or our work and 34 direct references to 'Food Foundation' on the floor of the house.



HANSARD REFERENCES

■ 'Food Foundation'
 ■ Children's Future Food Enquiry
 ■ Other references to our stats and work



“ I am a massive fan of the Food Foundation, which is run by our wonderful former colleague Laura Sandys CBE. Its “Broken Plate 2020” food report shows that 14% of local authorities in the last 18 months saw a more than 5% increase in the number of fast food takeaways. What were the directors of public health doing in those 14% of local authorities, where things were clearly going in the wrong direction? ”

ANDREW SELOUS MP

“ My Lords, it is a great pleasure to introduce this debate on behalf of the Select Committee on Food, Poverty, Health and the Environment. I start by thanking all the members of the committee for their excellent contributions to our inquiry. In particular, I thank my noble friend Lady Boycott, as well as Anna Taylor of the Food Foundation, who first suggested the idea for this inquiry. ”

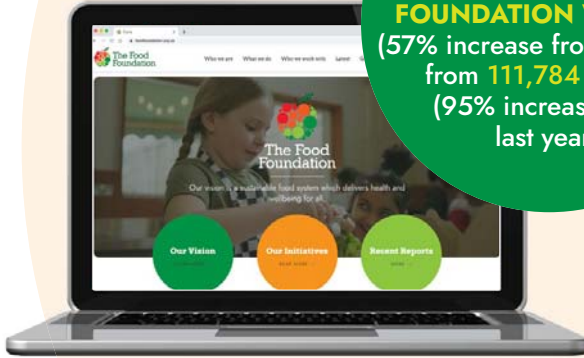
LORD KREBS

“ Anna Taylor, who is working with Henry Dimbleby on the national food strategy, represented the Food Foundation at the evidence session. She added: “If we get the legal structures right, the governance arrangements are right and Parliament is involved in scrutinising those, we will not be in the situation we have now with such high levels of unmet need.” ”

IAN BYRNE MP

THROUGH OUR WEBSITES

We had **261,931 VIEWS OF THE FOOD FOUNDATION WEBSITE** (57% increase from last year) from **111,784 visitors** (95% increase from last year)



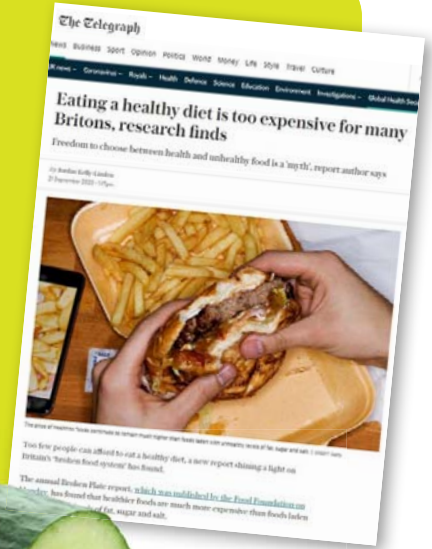
The Food foundation led on the development of the **EndChildFoodPoverty** website which was the focal point for Marcus Rashford's Child Food Poverty Taskforce and campaign. The website received **202,167 VIEWS**. These were from **91,187 VISITORS**.

We created a new website for our international youth campaign **Actions4Change**, which featured a voting mechanism allowing for young people globally to select their food and climate priorities to take to world leaders. The website received **9,116 VIEWS** between July and August 2020 alone, from **2,463 DIFFERENT VISITORS**.



IN THE MEDIA

This year we were cited **3980** times in the media, a **74%** increase from last year



ON SOCIAL MEDIA



796 tweets, reaching **9,237,904** people and generating **5344** new followers



We have started to develop our 'business' audience through increased output on LinkedIn. Our posts were seen by **74,328** people resulting in **1305** new followers.



1340 new followers from **189** posts with exciting and engaging new content this year with a focus on adding a human voice to our narrative and tone.



Trustees' report

The Trustees present their report and financial statements for the year ending 31st August 2021 and confirm that the financial statements comply with current Charities SORP (FRS 102) – Accounting and Reporting by Charities: Statement of Recommended Practice.

The trustees are responsible for preparing the Trustees' Annual 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 & 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 2019] (FRS 102);
- 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;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

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 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

PUBLIC BENEFIT

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's objectives and activities and in planning future activities.

It is the judgement of the Trustees that activities in pursuit of the above objectives fully meet the public benefit test, which they have kept in mind in planning programmes for the charity.

FUNDRAISING

We are extremely grateful to our funders for all their support. We only accept funding which does not compromise our independence. We review all financial engagements – assessing whether potential donations are acceptable and in line with the Foundation's aims. For ethical reasons, we will not enter financial relationships with organisations closely linked to the active promotion of tobacco products, armaments, gambling, alcohol products or political parties. Further information can be found here: <https://foodfoundation.org.uk/who-we-are#funders>



The Food Foundation understands its duty to protect the public, including vulnerable people, from unreasonably intrusive or persistent fundraising approaches and undue pressure to donate. We do not conduct digital marketing campaigns aimed at securing public donations. The charity does not use external fundraising agencies for either telephone or face-to-face campaigns and received zero fundraising complaints during the financial year 2020/2021 equalling the previous year. We have not voluntarily subscribed to any fundraising regulation schemes to date.

STRUCTURE, GOVERNANCE AND MANAGEMENT

We are governed by our Constitution and our charitable objects. The Food Foundation is managed by 11 trustees who met 4 times during the past year. We recruited four new trustees through external advertisement for a three-year term effective 21st April 2021.

The Trustee Committee is chaired by Laura Sandys. The trustees have formed two sub-committees who will meet between trustee meetings: the Audit, Risk and Compliance Committee chaired by Tom Lindsay and the Impact and Reputation Committee chaired by Rosie Boycott. Terms of reference for each have been agreed.

Organisational structure and how the charity makes decisions.

Decisions on strategy and budget are made by the trustees during their quarterly meetings. The Audit, Risk and Compliance Committee and the Impact and Reputation Committee review specific areas of work and provide advice on decisions to the Trustee Committee. They delegate the day to day running of the CIO to the Executive Director. She has a small team of senior staff who form the senior management of the organisation.

Policies and procedures for induction and training of trustees.

Any new trustee will receive a copy of the current version of our constitution; and a copy of the CIO's latest Trustees' Annual Report and statement of accounts.

Arrangements for setting pay and remuneration of key management personnel and any benchmarks, parameters or criteria used.

The remuneration set for staff is based on an assessment of market rates through identifying remuneration levels of roles with similar skill and experience requirements, and an assessment of resources available to the Food Foundation.

Relationships with related parties and any other charities and organisations with which it co-operates in the pursuit of its charitable objectives.

We are the principle relationship holder with the National Lottery Community Fund for the delivery of our Peas Please project. We provide funds for 4 partners to support the delivery of the project. These partnerships are governed by partner contracts with each of the four partner organisations, whereby the contract between the Food Foundation and The Programme Partner consists of an Agreement, the National Lottery's Grant Agreement, in addition to further appendices specific to the project agreement and other Mandatory Policies.

We cooperate with a range of other organisations in pursuit of our charitable objectives.

LEGAL STATUS

Food Foundation CIC was incorporated 5th August 2014 and registered with Companies House, with Company Number 09162855. By way of conversion, as of 28th January 2020 Food Foundation CIO was registered with the Charities Commission with Charity Number 1187611.



INCOME AND EXPENDITURE

We are still in our infancy as an organisation and continue to see year on year growth. This year we have seen our income increase by 19% against our records for the year ending 31st August 2020, however a substantial amount of this income relates to projects that carry across our financial year – see Balance Sheet and Reserves. This funding has allowed us to increase our ambition and subsequently increase our team to facilitate such.

Internally our expenditure is considered across three areas, project costs, employees (wage) and other non-employee operational costs. Within this reported period, we have seen increases across all areas aligned to our funding levels and organisational growth. We have increased our average number of employees from 10 to 16 and expect to increase the team further in the coming year to around 18. As we cannot guarantee funding levels, four of these roles are fixed term.

BALANCE SHEET

We have closing funds of £571,898 (£670,345 year ended 31st August 2020) with cash holdings of £393,169 (£534,613 year ended 31st August 2020).

Within our closing balance, we have £284,406 restricted and £287,492 unrestricted (£448,397 and £221,948 respectively year ended 31st August 2020) funds available to us. The unrestricted funds will predominantly contribute to next year's activities, along with some unrestricted funds designated to contribute towards our core costs.

We operate a defined contribution pension scheme which is managed by NEST. All contributions have been paid over during the year, with the exception of a minor reconciliation balancing value, due to be resolved in the coming year.

RESERVES

RESTRICTED - At the end of the year our restricted reserves amounted to £284,406 (£448,397 year ended 31st August 2020). These monies are committed across various projects running throughout our next financial period. Dependent on the Coronavirus pandemic, a small amount may continue to be held at our next financial year end.

UNRESTRICTED - At the end of the year our unrestricted reserves amounted to £287,492 (£221,948 year ended 31st August 2020). £133,334 of this relates to accrued entitled and probable income attributable between September 2021 - July 2023 and designated to contribute towards our core costs over that period, a further £20,329 is designated to contribute towards our core costs for our next financial period, leaving an available balance of £133,829. Of this we held £127,993 within our cash holdings. £5,865 of our available balance can only be realised by disposing of our tangible fixed assets.

Reserves are needed to ensure the stability of our mission, meeting our financial obligations as and when they become due. Requirements are predominantly to assist with the peaks and troughs of cashflow; any unforeseen operational costs such as resource cover for long term sickness; to allow time to organise alternative funding should a funder(s) withdraw their funding for any reason; to be able to react to an unplanned opportunity; and for any unplanned organisational closure event in a clean and appropriate manner.

Reserves will be funded with surplus unrestricted operating funds. Our existing reserves policy is to maintain unrestricted funds of 25% of our annual operational expenditure, plus potential statutory redundancy liabilities,

and prudently, being a newly formed charity, to achieve this within a three-to-five-year period from 1st September 2019. 25% of our closing operational expenditure for the reported period plus a further £25,000 (rounded up potential statutory redundancy liability) equates to £228,286. We are now two years into our maximum five year self-imposed timeline, after allowing for our tangible fixed assets of £5,865, our reserves target deficit is £100,322. We are a young, growing organisation and envisage generating suitable funding over the remaining planned timeline to reach our target level.

We operate a simple organisational structure and have no long-term commitments.

Our reserves policy is reviewed annually by the trustees.

PRINCIPAL RISKS AND UNCERTAINTIES

The Trustees have assessed the major risks to which we may be exposed and to the best of their knowledge are satisfied that appropriate systems are in place to mitigate exposure to those risks. We maintain a risk register that is reviewed quarterly by our Audit, Risk and Compliance Committee and subsequently considered within every Trustee meeting. All risks are monitored using a traffic light system, with Low, Medium and High-risk levels. We currently have no High-risk indicators in place. Loss of funding for core Food Foundation activities has been identified as a 'potential' risk to the foundation as listed on the Risk Register.

To mitigate and dampen any incurred difficulties from loss of major funding, the Foundation has put in place a comprehensive Reserves Policy and have strived to increase reserve funds where possible and begin to link this to funding applications.

CORONAVIRUS

The Coronavirus pandemic has impacted the world in many ways and will likely continue to do so for some time to come. We have been fortunate enough not to experience any reduction in funding during the reported period. However, as some of our funding does come from Government sources, we have to prudently assume that this income stream may be impacted in the future.

During the pandemic we vacated our serviced office and adopted remote working arrangements. We have recently secured a new serviced office in Brixton where we now operate a combination of office based and remote working, allowing us to adapt to potential government guidelines/regulation changes and also allows greater flexibility to our team.

The largest impact to us was not being able to hold as many planned events throughout the year as we would have liked. We have had to adapt differing approaches to fulfil our objectives. We are in regular contact with our funders and greatly appreciate the flexibility seen from them surrounding this area with ever changing and reactive budget timelines.

GOING CONCERN

Our financial statements have been prepared on a going concern basis. In particular response to the impacts of the Coronavirus pandemic, we have sensitised our forecasts and even after taking into account any reasonable downsides, it indicates we have sufficient funds to remain operational for at least the next 12 months.

We have a continual process for fundraising for our work by scanning new opportunities which align with our strategy from a wide range of charitable trusts and foundations. In 2020/21 we made approximately 5 funding applications and have been successful in two and awaiting the outcome on two. We aim to build long term relationships with our funders so they are familiar with our strategy and understand fully what we are trying to achieve. Our founding funders – Nuffield Foundation and Esmee Fairbairn who started their support for us in 2015 are each now supporting us with a third wave of funding and are committed until 2023/4.

THANK YOU

The Food Foundation would like to gratefully acknowledge the volunteers who have worked with us over the year and have generously donated their time to give us advice or helped us to deliver our projects. We are also very grateful to FieldFisher, PLMR, Google, Web Geo Services and Kantar for their pro-bono services this year.



L J Sandys

Date: 7th February 2022



Independent Auditor's Report to the Trustees of Food Foundation

OPINION

We have audited the financial statements of Food Foundation (the 'charity') for the year ended 31 August 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows, and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 August 2021, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

BASIS FOR OPINION

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

CONCLUSIONS RELATING TO GOING CONCERN

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

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

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

OTHER INFORMATION

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

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

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- the charity has not kept adequate and proper accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

RESPONSIBILITIES OF TRUSTEES

As explained more fully in the trustees' responsibilities statement, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

AUDITOR RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

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

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance

with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

We gained an understanding of the legal and regulatory framework applicable to the Charity and the sector in which it operates and considered the risk of the Charity not complying with the relevant laws and regulations including fraud in particular those that could have a material impact on the financial statements. This included those regulations directly related to the financial statements, including financial reporting, and tax legislation. In relation to the operations of the Charity this included compliance with the Charities Act 2011 and SORP 2019, GDPR, employment law, safeguarding and health and safety.

The risks were discussed with the audit team and we remained alert to any indications of non-compliance throughout the audit. We carried out specific procedures to address the risks identified.

These included the following:

- Review of legal fees incurred;
- Reviewing minutes of Trustee Board meetings;
- Agreeing the financial statement disclosures to underlying supporting documentation;
- Enquiring of management, including those charged with governance;
- Reviewing key accounting policies and estimates

To address the risk of management override of controls, we reviewed systems and procedures to identify potential areas of management override risk. In particular, we carried out testing of journal entries and other adjustments for appropriateness, and evaluated the business rationale of significant transactions to identify large or unusual transactions. We also assessed management bias in relation to the accounting policies adopted and in determining significant accounting estimates.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the FRC's website at: <https://www.frc.org.uk/auditors/audit-assurance/auditor-s-responsibilities-for-the-audit-of-the-fi/description-of-the-auditor%E2%80%99s-responsibilities-for>. This description forms part of our auditor's report.

USE OF OUR REPORT

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



Michael Cooper-Davis FCCA ACA
Senior Statutory Auditor

Price Bailey LLP
Chartered Accountants
Statutory Auditors
24 Old Bond Street
London
W1S 4AP
Date: 8 March 2022

Price Bailey LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 AUGUST 2021

	Note	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
Income:					
Donations and legacies	4	30,070	1,290,080	1,320,150	1,216,505
Charitable activities	5	229,760	-	229,760	90,376
Total income		<u>259,830</u>	<u>1,290,080</u>	<u>1,549,910</u>	<u>1,306,881</u>
Expenditure:					
Charitable activities	6	194,286	1,454,071	1,648,357	961,500
Total expenditure		<u>194,286</u>	<u>1,454,071</u>	<u>1,648,357</u>	<u>961,500</u>
Net movement in funds		<u>65,544</u>	<u>(163,991)</u>	<u>(98,447)</u>	<u>345,381</u>
Reconciliation of funds:					
Total funds brought forward		221,948	448,397	670,345	324,964
Total funds carried forward		<u>287,492</u>	<u>284,406</u>	<u>571,898</u>	<u>670,345</u>

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

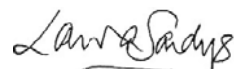
All income and expenditure has arisen from continuing activities.

The notes on pages 37 to 51 form part of these financial statements.

BALANCE SHEET AS AT 31 AUGUST 2021

	Note	2021 £	2020 £
Fixed assets			
Tangible assets	10	5,865	8,109
Current assets			
Debtors	11	300,835	216,816
Cash at bank and in hand		393,169	534,613
		<u>694,004</u>	<u>751,429</u>
Creditors: amounts falling due within one year	12	(127,971)	(89,193)
Net current assets		<u>566,033</u>	<u>662,236</u>
Total assets less current liabilities		<u>571,898</u>	<u>670,345</u>
Total net assets		<u><u>571,898</u></u>	<u><u>670,345</u></u>
Charity funds			
Restricted funds	13	284,406	448,397
Unrestricted funds	13	287,492	221,948
Total funds		<u><u>571,898</u></u>	<u><u>670,345</u></u>

The financial statements were approved and authorised for issue by the Trustees on **7th February 2022** and signed on their behalf by:



L J Sandys

The notes on pages **37** to **51** form part of these financial statements.

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 AUGUST 2021

	2021 £	2020 £
Cash flows from operating activities		
Net cash used in operating activities	(137,964)	267,040
Cash flows from investing activities		
Purchase of tangible fixed assets	(3,480)	(10,635)
Net cash used in investing activities	<u>(3,480)</u>	<u>(10,635)</u>
Change in cash and cash equivalents in the year	(141,444)	256,405
Cash and cash equivalents at the beginning of the year	534,613	278,208
Cash and cash equivalents at the end of the year	<u><u>393,169</u></u>	<u><u>534,613</u></u>

The notes on pages 4 to 16 form part of these financial statements

The notes on pages **37**
to **51** form part of these
financial statements.



NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

1. GENERAL INFORMATION

Food Foundation registered as a Charitable Incorporated Organisation (CIO) on 28 January 2020 in England and Wales, within the United Kingdom. In the event of the Charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity. The registered number is 1187611 and the registered office is 7th Floor, International House, 6 Canterbury Crescent, Brixton, London, SW9 7QD.

2. ACCOUNTING POLICIES

2.1 Basis of preparation of financial statements

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

Food Foundation meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The financial statements are prepared in sterling, which is the functional currency of the Charity and rounded to the nearest £1.

The financial statements have been prepared to give a 'true and fair view' and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair view'. This departure has involved following Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 14 July 2014 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

2 ACCOUNTING POLICIES (CONTINUED)

2.2 Going concern

The financial statements have been prepared on a going concern basis which forecasts that the charity will have adequate resources to continue in operational existence for a period of at least 12 months from the date of this financial report.

A forecast has been prepared for a period of more than 12 months from the date of approval of these financial statements. The forecasts indicates that, whilst taking into account reasonable downsides (including prudent estimations in relation to potential Pandemic restrictions), sufficient funds are expected to be generated within the charity so as to meet liabilities as they fall due.

2.3 Income

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

The recognition of income from donations and legacies is dependent on establishing entitlement, the probability of receipt and the ability to estimate with sufficient accuracy the amount receivable. Evidence of entitlement to a legacy exists when the Charity has sufficient evidence that a gift has been left to them (through knowledge of the existence of a valid will and the death of the benefactor) and the executor is satisfied that the property in question will not be required to satisfy claims in the estate. Receipt of a legacy must be recognised when it is probable that it will be received and the fair value of the amount receivable, which will generally be the expected cash amount to be distributed to the Charity, can be reliably measured.

Grants (including government grants) are included in the Statement of Financial Activities when the charity has entitlement to the funds, any performance related conditions attached to the grant have been met, it is probable that the income will be received and the amount can be measured reliably. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

Income from the supply of services is recognised with the delivery of the contracted service provided that: the stage of the completion, the costs incurred in delivering the service and the costs to complete the requirements of the contract can all be measured reliably.

2.4 Expenditure

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

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

All expenditure is inclusive of irrecoverable VAT.

2.5 Tangible fixed assets and depreciation

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

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

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

Depreciation is provided on the following basis:

Office equipment	-	33% Straight line
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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021**2 ACCOUNTING POLICIES (CONTINUED)****2.6 Debtors**

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

2.7 Cash at bank and in hand

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

2.8 Liabilities and provisions

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

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

2.9 Financial instruments

The charity only has financial assets and financial liabilities that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their fair value as at the balance sheet date. Fixed assets are measured at cost less current depreciation, all other financial instruments are measured at cost, which is their fair value. Financial assets include the bank balances, trade debtors and accrued income, but excludes prepayments. Financial liabilities include trade creditors, other creditors and accruals but excludes deferred income, social security and other taxes due.

2.10 Pensions

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

2.11 Fund accounting

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

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

3. CRITICAL ACCOUNTING ESTIMATES AND AREAS OF JUDGEMENT

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

No significant judgements, accounting policies or assumptions have been made by management in applying the charity's accounting policies.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

4. INCOME FROM DONATIONS AND LEGACIES

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
Donations	13,700	-	13,700	9,171
Grants	16,370	1,290,080	1,306,450	1,207,334
	<u>30,070</u>	<u>1,290,080</u>	<u>1,320,150</u>	<u>1,216,505</u>

In 2021, amounts receivable from government grants amounted to £436,551 (2020: £156,777) with no unfulfilled conditions (2020: none).

In 2020, total income from grants was £1,207,334, of which £930,159 was restricted and £277,175 was unrestricted.

In 2020, £9,171 of donations income was unrestricted, no 2020 donations were restricted

5. INCOME FROM CHARITABLE ACTIVITIES

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
Service income	229,760	-	229,760	88,148
Other income	-	-	-	2,228
	<u>229,760</u>	<u>-</u>	<u>229,760</u>	<u>90,376</u>

In 2020, service income of £88,148 was unrestricted and other income of £2,228 was restricted.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

6. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES**Summary by fund type**

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
Direct costs	54,524	1,446,497	1,501,021	859,508
Support costs	139,762	7,574	147,336	101,992
	<u>194,286</u>	<u>1,454,071</u>	<u>1,648,357</u>	<u>961,500</u>

In 2020, direct costs were £859,508 of which £112,869 was unrestricted and £746,639 was restricted.

In 2020, support costs were £101,992, of which £94,559 was unrestricted and £7,433 was restricted.

Summary by expenditure type

	Staff costs 2021 £	Depreciation 2021 £	Other costs 2021 £	Total funds 2021 £
Direct costs	665,810	-	835,211	1,501,021
Support costs	-	5,724	141,612	147,336
	<u>665,810</u>	<u>5,724</u>	<u>976,823</u>	<u>1,648,357</u>

In 2020, direct costs were £859,508 of which £386,163 related to staff costs and £473,345 related to other costs.

In 2020, support costs were £101,992 of which £5,033 related to depreciation and £96,959 related to other costs.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

6. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES (CONTINUED)**Analysis of support costs**

	2021 £	2020 £
Technology costs	46,870	17,527
Depreciation	5,724	5,033
Premises costs	14,838	15,694
Other costs	69,603	55,138
Governance costs	10,300	8,600
	<u>147,335</u>	<u>101,992</u>

Charity governance costs relate to audit and accountancy fees in both 2021 and 2020 financial periods.

7. AUDITORS' REMUNERATION

	2021 £	2020 £
Fees payable to the Charity's auditor for the audit of the Charity's annual accounts	7,725	7,350
Fees payable to the Charity's auditor in respect of: All non-audit services not included above	<u>1,050</u>	<u>1,250</u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

8. STAFF COSTS

	2021 £	2020 £
Wages and salaries	583,939	342,036
Social security costs	61,319	32,524
Pensions costs	20,552	11,603
	<u>665,810</u>	<u>386,163</u>

The Charity operates a defined contribution pension scheme. The pension cost charge represents contributions payable by the Charity to the fund and amounted to £20,552 (2020 - £11,603). Contributions totalling £27 (2020 - £1,875) were payable to the fund at the balance sheet date, and are included in other creditors in note 12 to the accounts.

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

	2021 No.	2020 No.
Employees	<u>16</u>	<u>10</u>

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

In the band £70,001 - £80,000	-	1
In the band £80,001 - £90,000	1	-

The key management personnel comprise the Trustees and the Executive Director. Total benefits (including employer pension contributions and employer national insurance contributions) received by key management personnel in the year amounted to £86,328 (2020 - £84,689)

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

9. TRUSTEES' REMUNERATION AND EXPENSES

During the year, no Trustees received any remuneration or other benefits (2020 - £NIL).

During the year ended 31 August 2021, no Trustee expenses have been incurred (2020 - £NIL).

10. TANGIBLE FIXED ASSETS

	Office equipment £
Cost or valuation	
At 1 September 2020	22,078
Additions	3,480
At 31 August 2021	<u>25,558</u>
Depreciation	
At 1 September 2020	13,969
Charge for the year	5,724
At 31 August 2021	<u>19,693</u>
Net book value	
At 31 August 2021	<u>5,865</u>
At 31 August 2020	<u>8,109</u>

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

11. DEBTORS

	2021 £	2020 £
Due within one year		
Trade debtors	32,686	43,294
Other debtors	2,254	-
Prepayments and accrued income	265,895	173,522
	<u>300,835</u>	<u>216,816</u>

12. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021 £	2020 £
Trade creditors	63,104	25,086
Other taxation and social security	-	4,967
Other creditors	27	1,875
Accruals and deferred income	64,840	57,265
	<u>127,971</u>	<u>89,193</u>

At the date of the balance sheet, no deferred income was recognised by the Charity (2020 £Nil). Deferred income received in the year relates to grant income received in advance of entitlement.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

13. STATEMENT OF FUNDS

Statement of funds - current year

	Balance at 1 September 2020 £	Income £	Expenditure £	Balance at 31 August 2021 £
Unrestricted funds				
General funds	221,948	259,830	(194,286)	287,492
Restricted funds				
Charity Works	-	3,845	(3,845)	-
Church Action on Poverty	5,290	-	(5,290)	-
Esmee Fairbairn Foundation	100,000	-	(84,704)	15,296
Fondation de France/Daniel & Nina Carasso	34,637	1,687	(36,324)	-
The Food People	-	15,000	(15,000)	-
Foreign Commonwealth and Development Office	30,516	436,551	(389,944)	77,123
Fusion21 Foundation	-	10,000	-	10,000
Guys & St Thomas' Charity	87,775	13,284	(67,949)	33,110
The Joseph Rowntree Charitable Trust	-	33,416	(4,766)	28,650
Kristian Gerhard Jebsen Foundation	-	100,000	(71,551)	28,449
National Lottery Community Fund	93,470	407,742	(486,536)	14,676
Nuffield Foundation	-	43,714	(43,714)	-
Rothschild Foundation	-	20,000	(20,000)	-
RSA Food, Farming and Countryside Commission	6,837	-	(6,837)	-
The Health Foundation	26,081	14,547	(40,628)	-
The Tudor Trust	23,335	42,000	(41,024)	24,311
Trust For London	40,000	-	(40,000)	-
University of Sheffield	-	1,420	(1,420)	-
University of York	-	3,000	(3,000)	-
Wellcome Trust/ The London School of Hygiene and Tropical Medicine	456	45,074	(45,074)	456
Stichting World Benchmarking Alliance	-	98,800	(46,465)	52,335
	448,397	1,290,080	(1,454,071)	284,406
Total of funds	670,345	1,549,910	(1,648,357)	571,898

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

13. STATEMENT OF FUNDS (continued)**Statement of funds - prior year**

	Balance at 1 September 2019 £	Income £	Expenditure £	Balance at 31 August 2020 £
Unrestricted funds				
General funds	54,882	374,494	(207,428)	221,948
Restricted funds				
Awards for All Scotland	905	-	(905)	-
Church Action on Poverty	-	10,000	(4,710)	5,290
Department for Environmental Food and Rural Affairs	25,000	-	(25,000)	-
Esmee Fairburn Foundation	-	100,000	-	100,000
Fondation de France/Daniel & Nina Carasso	-	41,970	(7,333)	34,637
Foreign, Commonwealth and Development Office	-	156,777	(126,261)	30,516
Guys & St Thomas' Charity	-	196,716	(108,941)	87,775
National Lottery Community Fund	222,384	229,527	(358,441)	93,470
RSA Food, Farming and Countryside Commission	-	8,565	(1,728)	6,837
Tata Social Welfare Trust	-	7,281	(7,281)	-
The Health Foundation	-	30,391	(4,310)	26,081
The Rank Foundation	8,068	-	(8,068)	-
The Tudor Trust	-	40,000	(16,665)	23,335
The University of Oxford	8,000	3,250	(11,250)	-
Total Produce Plc	-	5,000	(5,000)	-
Trust for London	3,456	48,750	(12,206)	40,000
Wellcome Trust/ The London School of Hygiene and Tropical Medicine	2,269	54,160	(55,973)	456
	270,082	932,387	(754,072)	448,397
Total of funds	324,964	1,306,881	(961,500)	670,345

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

14. FUNDS HELD ARE AS FOLLOWS:

- Department for Environment, Food and Rural Affairs Veg Power: Funds held to help ensure the successful implementation of a high profile, national 'Veg Power' campaign to boost the availability, accessibility and consumption of vegetables, especially targeting children and those families on low incomes. The project was completed by 31 August 2020.
- Esmee Fairbairn Foundation: Funds held to contribute towards core salary and project costs for work to improve diets in the UK. Restricted funds held specifically for the National Food Strategy project.
- Fondation de France / Daniel & Nina Carasso: Funds held to contribute towards the Plating Up Process campaign. Plating Up Process assesses the progress being made by major UK-operating businesses within the food retail, food service and restaurant chain sectors across key themes relating to the transition to a healthy and sustainable food system.
- Foreign, Commonwealth and Development Office: Major transformations in the global food system are required in order to meet the 2030 Sustainable Development Goals (SDGs) to end hunger, achieve food security and improve nutrition. Funds held are contributing to the Global Food System project.
- Guys & St Thomas' Charity: Funds held to contribute towards The Children's Right2Food Campaign, which is a nationwide initiative to ensure every child in the UK can access and afford good food, and was shaped by the findings of the Children's Future Food Inquiry. Funds also held to contribute to the Covid project, which aims to understand the impact on COVID-19 on food insecurity, agriculture and the structure of the food industry.
- Kristian Gerhard Jebsen Foundation: Funds held to contribute towards the Children's Right2Food Campaign.
- National Lottery Community Fund: Funds held to contribute to the Peas Please project, which is a trail-blazing initiative focused specifically on veg, Peas Please brings together farmers, retailers, restaurant chains, caterers, processors and government departments with a common goal of making it easier for everyone to eat more veg.
- Nuffield Foundation: Using quantitative and qualitative evidence to re-shape the public narrative on dietary inequality, particularly relating to children, to catalyse purposeful action from policy makers and business. Funds held to contribute towards the Dietary Inequality project.
- The Health Foundation: Funds held to contribute to the initiative which the Environment Secretary commissioned, which promotes an independent review of the UK food system, which will serve as the basis for an overarching cross-departmental National Food Strategy.
- The Joseph Rowntree Charitable Trust: Funds held to contribute towards the Plating Up Progress project.
- The Stichting World Benchmarking Alliance Foundation: A Sub-Grant agreement with funding initiated from the Children's Investment Fund Foundation. Funds held to contribute towards the Plating Up Progress project.
- The Tudor Trust: Funds held to contribute towards the Children's Right2Food project.
- Trust For London: Funds held to contribute towards the Children's Right2Food project.
- Wellcome Trust / The London School of Hygiene and Tropical Medicine: Funds held to support Food Foundation as it works with eight partner organisations (including the London School of Hygiene and Tropical Medicine, UCL, City University and SOAS) on Sustainable and Healthy Food Systems, (SHEFS), a Wellcome Trust-funded research project. These funds were also held to contribute towards the National Food Strategy.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

15. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Tangible fixed assets	5,865	-	5,865
Current assets	281,627	412,377	694,004
Creditors due within one year	-	(127,971)	(127,971)
Total	287,492	284,406	571,898

Analysis of net assets between funds - prior year

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
Tangible fixed assets	8,109	-	8,109
Current assets	213,839	537,590	751,429
Creditors due within one year	-	(89,193)	(89,193)
Total	221,948	448,397	670,345

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

16. RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2021 £	2020 £
Net (expenditure)/income for the year (as per Statement of Financial Activities)	(98,447)	345,381
Adjustments for:		
Depreciation charges	5,724	5,033
(Increase) in debtors	(84,019)	(146,258)
Increase in creditors	38,778	63,765
Net cash (used in)/provided by operating activities	(137,964)	267,921

17. ANALYSIS OF CASH AND CASH EQUIVALENTS

	2021 £	2020 £
Cash in hand	393,169	534,613

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

18. ANALYSIS OF CHANGES IN NET DEBT

	At 1 September 2020	Cash flows £	At 31 August 2021 £
Cash at bank and in hand	£ 534,613	(141,444)	393,169

19. RELATED PARTY TRANSACTIONS

One of our trustees, R Boycott also acts as a director of Veg Power CIC.

Veg Power CIC received communications consultancy services from the charity totalling £10,660 during the year (2020: £nil). No balances were outstanding as at 31 August 2021 (2020: £nil).

There were no further related party transactions to disclose (2020: none).



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