

Charity registration number 1180969

Company registration number 11408816 (England and Wales)

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Brett Harris Wigdortz OBE Peter Freedman Louise Holland David Jackson Tasha Mhakayakona Gorm Thomassen Freya Watson Rima Amin
Secretary	Jennifer Milward
Charity number	1180969
Company number	11408816
Registered office	Benwell House 15-21 Benwell Road London United Kingdom N7 7BL
Auditor	Prager Metis LLP 5a Bear Lane Southwark London United Kingdom SE1 0UH
Bankers	Barclays Bank UK PLC 1 Churchill Place London E14 5HP
Solicitors	Bates Wells 10 Queens Street Place London United Kingdom EC4R 1BE

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BITE BACK 2030 LIMITED
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CHAIRMAN'S STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2022

Despite a year of political and economic turmoil, it has been a very successful year for Bite Back 2030, with huge energy and momentum powering the work of our fantastic youth movement.

At the heart of all our work have been our remarkable young campaigners. It has been incredibly rewarding to see growing recognition of our youth leadership model, across the political, media and corporate worlds. Three years since our inception in 2019, our youth leadership approach is stronger than ever and is getting noticed!

We've grown our Youth Boards to cover six cities across the country, alongside a National Youth Board, taking the total number of young campaigners to nearly 90. On top of that, 1,300 young people in schools and 550 in community groups have taken part in our programmes, all exploring how changes to the food system in their settings can have a huge impact on child health.

This year we also took a big step forward in the way we engage with major food businesses, fuelled by our core belief that whilst food and drink companies are a big part of the problem, that makes them a big part of the solution too. We were proud to launch the inaugural Food Systems Accelerator in May, bringing together eight UK businesses with young leaders - each company committing to a meaningful change goal that will benefit child health by the end of the programme in November. And young campaigners Christina, Jacob and Luke delivered powerful messages at the globally-important Consumer Goods Forum in June and October, building relationships with businesses who are looking to prioritise child health.

The Government context this year has been incredibly challenging, due to continued political turmoil and shifting priorities from three different Prime Ministers. We are pleased that our campaign to enforce the School Food Standards led to new measures announced in the Levelling Up White paper in February 2022. However, we are deeply disappointed that the junk food marketing legislation our young people campaigned so effectively for has been delayed. Nevertheless, we can take encouragement from our efforts to make sure that this is not scrapped altogether - knowing it will come into force in 2025.

We said farewell to our Chair, Corinna Hawkes at the end of the year as she moved to a new role at the Food & Agriculture Organisation of the United Nations. Corinna did a wonderful job as Chair and we are all grateful for her support and dedication to the mission. I'm delighted to take on the role of Chair on an interim basis, as we work towards finding a permanent replacement in 2023.

I'm proud that we have continued to strengthen the organisation in order to accelerate progress against our mission. New staff members this year have brought important additional skills to support our youth-led movement. I am confident that the team's expertise, dedication and passion puts us in a strong position as we look ahead. Most importantly, we remain youth-led in all we do, with a fantastic mix of existing and brand new youth voices energising us throughout the year.

Our next challenge is how we take Bite Back 2030 to greater scale – delivering more radical and faster progress towards a healthier and fairer food system. We have big plans for our campaigns to create even more noise on the national stage, and for our message to reach a bigger, and emboldened, youth audience. As you will read in this report, we've taken a big step forward in 2022, and we are all excited to continue the ambitious Bite Back journey together.

.....
Peter Freedman
Chairman

Date:

BITE BACK 2030 LIMITED

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TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 DECEMBER 2022

The trustees present their annual report and financial statements for the year ended 31 December 2022.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charitable company's Memorandum and Articles of Association, the Companies Act 2006 and "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).

Objectives and activities

The charitable company's objects are:

- (1) to advance the education of the public and promote research, including the causes, prevention, management and treatment of childhood obesity and by publishing the useful results of such research; and
- (2) to promote health including without limitation the health of young people who suffer from obesity by:
 - (a) the provision of information, advice and support in relation to diet, nutrition, lifestyle, fitness and physical exercise; and
 - (b) encouraging ethical practice on the part of schools, businesses and other establishments in relation to the composition, processing, promotion and distribution of food and related practices.

Structure

The charity was incorporated under the name 2030 Youth Obesity Alliance on 11th June 2018. The charity formally changed its name to Bite Back 2030 Ltd on 30th May 2019. The charitable company is a company limited by guarantee and does not have any share capital. It is governed by its Memorandum and Articles of Association.

Our goal

We want to halve childhood obesity by 2030 and close the inequality gaps that exist in obesity rates between richer and poorer children.

Who are we?

It should be easy to eat healthily - it isn't. Bite Back 2030 is a youth-led movement working to change that by redesigning the system to put child health first. That means healthy schools, healthy streets and healthy screens - everywhere, because children living in the poorest areas are twice as likely to be affected than their wealthiest peers. Bite Back 2030 was co-founded by chef and campaigner Jamie Oliver and philanthropist Nicolai Tangen.

Jamie Oliver Group donates services to Bite Back 2030 including office space, assistance with content design and IT and HR support. A detail breakdown of the services provided by Jamie Oliver Limited is included within the charitable activities note accompanying this report.

What are we doing?

Bite Back 2030 believes the voice of young people is critical in this redesign. We find, recruit and train exceptional youth leaders, and support them to lead mission-aligned campaigns of national significance. We bring them together with the decision makers across government, the food industry and schools to find new solutions to this crisis. We work for change in three ways:

- **Creative, youth-led campaigns** to engage decision makers and drive change on key issues which matter to young people and drive improved food environments;
- **Youth insights and co-design** to better understand the issues faced by young people and develop new solutions with them that work;
- **Surprising, fresh content** to tell our story, engage new youth audiences in our work and start to shift public understanding about the need for change.

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

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FOR THE YEAR ENDED 31 DECEMBER 2022

Missions - the focus of our work

1. Healthy schools

Let's provide good food for all, and at every stage, so the health of children everywhere is strengthened by the food they eat.

We want UK school food to be world-class, and to see all children getting access to a quality, nutritious lunch through the holidays.

2. Healthy streets

Let's leverage the power of our communities and reach out to ensure no one is forgotten when it comes to food, no matter where they live. We want to make it easier to eat healthily with clearer labelling on food, making them honest about what's inside them.

Let's do this and make healthy food affordable, empowering people with quality options for what they can eat. Let's create alternative and healthier youth spaces, so young people have more opportunities to explore, run and play

3. Healthy screens

Let's abandon the culture of excess and champion pre-obesity crisis values i.e. home cooking, baking, food awareness, family mealtimes.

And let's put an end to the use of dishonest advertising and misleading product claims, by restricting foods high in fat, salt and sugar (HFSS) being marketed online.

Why we are working on this?

It should be easy for us to eat healthily - it isn't.

Young people should be able to live free from pressure from Big Food brands, but right now we are under a constant bombardment from advertising that is intended to give junk food a starring role in children's minds. Millions are being spent every year on making sure unhealthy foods are in the spotlight. There is no escaping its influence: it is front and centre at sporting events, on bus shelters, in magazines, on TV and on our social feeds.

The many and widespread marketing tactics used by big brands to promote unhealthy foods are making it harder than it should be to stay healthy. Most worryingly, many of these tactics are used to target children.

And whilst young people are surrounded by a food system which is rigged against their health, schools should be the one place where access to healthy, nutritious food is enjoyed by all - but they're not.

Too many school canteens are serving food that does not meet required standards and is not affordable to every child. School canteens replicate many of the issues seen in the food system, with many flooded with unhealthy options that are put front and centre for pupils. And the threshold for students to access Free School Meals is still incredibly low, meaning around 800,000 children in poverty are missing out all together.

Finally, children and families around the country have continued to feel the lingering, harsh impact of the Coronavirus pandemic, exacerbated by a cost of living crisis which has driven up energy costs, rent and food prices for families. These have highlighted the injustices in the food system, underpinning our activity throughout the year.

We can and must redesign the food system to protect the health and futures of millions of children.

Public Benefit Statement

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

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The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charitable company should undertake.

Achievements and performance

Building on our campaigns and projects in 2021, we had five strategic priorities to guide our work through 2022:

1. **Maintain momentum on impact:** we want to keep driving changes to make food environments healthier through Government policy and business commitments.
2. **Shift public understanding and grow our audience, reach and influence:** we want the public to see the issue as a systemic problem not individual responsibility.
3. **Deliver framed campaigns, content and insights which are co-designed and integrated:** we want to challenge with youth-led approaches that garner attention and are authentically youth-led.
4. **Grow and empower the youth movement:** we want to scale the number of young people we work with, support our campaigns and take action for change.
5. **Mature and strengthen the organisation:** we want to build a world-leading youth-led organisation that grows and matures as our movement does.

Following the approval by our Board of our movement building plan in 2021, we welcomed more young people than ever before, enabling them to become leaders in the fight to transform our food system. This included developing our existing National, London and Birmingham Youth Boards; the launch of new Regional Youth Boards in Liverpool, Manchester, Sheffield and Leeds; the first cohort of our School Food Champions completing the programme, with a second cohort recruited; and our new Community Food Champions reaching groups in cities across the country.

This all led to significant growth of income and team size, with new expertise putting us in a strong position for the next phase of growth and impact.

1. Growing and empowering our youth-led movement



This year has seen us make huge progress on the size and strength of our youth movement, from our remarkable Youth Board members to the young people engaged in our programmes in schools and community settings. In total, we worked with more than **1,900 young people in 2022**. They have driven our campaigns, powered our content and spoken powerfully at events right across the country, connecting the public at large with the fight for a better food system.

Growing our Youth Boards

Back in May 2021, our Trustees approved a growth plan which set out how Bite Back intended to build a sustainable youth leadership structure. Following the establishment of Youth Boards in London and Birmingham in 2021, we embarked on a major recruitment and expansion effort to enable young people to lead local and regional change in different parts of the country in Spring/Summer 2022.

In May, recruitment for new Youth Boards in **Liverpool, Manchester, Sheffield and Leeds** opened and we were blown away by the interest and talent of young people wanting to join Bite Back. Supported through the process by our Youth team, we welcomed 50 new young campaigners to our movement. We're proud that the cohort remains diverse, with members 65% female, 51% from Black, Asian and other minority ethnic backgrounds and 20% receiving Free School Meals (FSM).

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To kick off their engagement, we held a four-day Summer Residential at Queen Anne's School in Reading. 60 young people (from both our existing Bite Back members on our National, London and Birmingham Youth Boards and new) from across the country came together to learn more about the food system and develop their own campaigns, communications and creative skills. The residential was a great opportunity to strengthen our national movement, with lasting bonds made between young people from different parts of the country.

This year the staff Youth Team grew with the recruitment of a second Youth Facilitator (Rachel) and a Head of Youth (Korane). These appointments have strengthened our team, enabling us to explore how we strategically grow and scale our success. We will continue this work into 2023, with the creation of a youth development strategy. This will enable Bite Back to continue to empower and grow our young people as individuals whilst also developing them as part of our movement to drive the success of our campaigns and overarching mission.

Our Champions Programmes

1) School Food Champions

63 schools and **more than 500 young people** took part in our first cohort of School Food Champions (SFC) in 2022. 59% of these schools had higher than national average proportion of pupils receiving pupil premium and our baseline surveys showed that: 25% of participants were in receipt of Free School Meals (and another 21% weren't sure or preferred not to say, so this may be higher), 37% of participants were of ethnicities other than White British and 60% had not taken part in any other leadership or social action programmes before.

Following weekly sessions using resources designed by our team, young people designed social action projects to improve their school food environments, both in terms of the food on offer and the dining environment. Our SFC schools led changes including removing fizzy drinks from sale, increasing access to free drinking water, increasing the availability of healthy options and reducing queuing times. Our end of year evaluation showed that 100% of teachers and 94% of pupils would recommend SFC to others. 82% of our schools committed to changes which increased the flow of healthy options in their canteen or made changes to their School Food Policy, and we saw increases in the proportion of pupils who believe that their school puts healthy food in the spotlight and feel they have access to healthy and affordable food at school.

We launched recruitment for cohort two in March 2022 and received 170 applications. **140 schools** were invited to join the programme from September 2022, spread across **82 different local authorities**. Based on feedback from our first year, we undertook a full redesign of all session plans and resources, making them more pupil-facing and deepening knowledge on how to design successful social action campaigns. These new session plans sit in a brilliant redesigned TeacherHub website which offers a hugely improved user experience for the teachers delivering SFC.

Our Cohort two schools are mid way through their SFC year, and our team are visiting schools regularly to support teams and gather feedback. We have held several webinars for our teachers and a pupil webinar where our SFC participants heard directly from Youth Board member Chirstina Adane on her top tips for campaigning.

Insights and evidence from our SFC schools has been used in policy meetings with both local and national government, and representatives from the School Food team at the Department for Education have joined our SFC steering group to hear what pupils really want from their school canteens. We also linked up Youth Board members with our SFC schools through video messages and have representatives from the Youth Boards in our steering group to ensure the project is guided by young people themselves.

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2) Community Food Champions



In March 2022 we were awarded further funding from the # iWill Fund to expand our Community Food Champions (CFC) programme following our pilot in 2021. The new model has been designed and delivered in partnership with UK Youth who have extensive experience running youth programmes and have a significant network of youth organisations which we could leverage for recruitment.

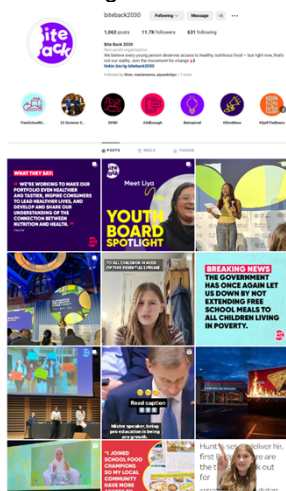
16 youth organisations were contracted to work with **50 groups of young people** to support them to change the food environment in their local community. To achieve this, following youth worker training and a series of regional kick-off events, youth workers delivered a series of 10 workshops to each group of young people, helping young people to understand the food system in general and in their locality. As a group, young people identified one main problem in their community and together they developed a social action campaign idea, which they pitched to the rest of their region at a series of six pitch events held around the country in November 2022. These pitch events were attended by local councillors, business owners and stakeholders which provided an opportunity for young people to share their findings with those in power who may be able to help make the needed changes in their local areas.



554 young people took part in the first phase of CFC, and the programme achieved its aims of working with young people from low income families and minority ethnic backgrounds, as well as young people who faced multiple barriers to participation: 52% came from a low income family, 35% were eligible for Free School Meals and 11% had special educational needs or a disability.

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After the pitch events, 22 groups were selected to receive further funding to develop their social action campaigns over a 6-9 month period in 2023. Successful campaign ideas included encouraging youth clubs across Peterborough to offer healthy and affordable snacks and drinks options, removing junk food adverts from billboards at Sheffield Wednesday FC's stadium and replacing the food options with healthier options, and petitioning councils to remove junk food adverts from bus stops outside schools in Newcastle. The Bite Back campaigns team are supporting all groups to achieve their campaign goals, offering guidance on campaign strategy and tactics as well as making connections with local decision makers and stakeholders.



Growing our digital movement

In 2022, we drove significant growth in our digital audience and supporters, exceeding our targets. We grew our **digital supporter list to a total of 59,000** - an online community committed to raising their voice for child health. To get to this level of engagement, we tested a variety of conversion methods, including paid social media, email blasts to the Change.org list, and creating a competition for Birmingham YB members to sign-up their friends.

In total, we achieved **6.9 million digital engagements** throughout the year through social media engagements, email opens, video views, website page views and engagement on Change.org. This engagement converted through into a total of **239,542 campaign actions**.

It's clear that mobilising our digital movement is resulting in real impact for our campaigns - which you can read about in more detail in section three.

2. Driving changes to food environments

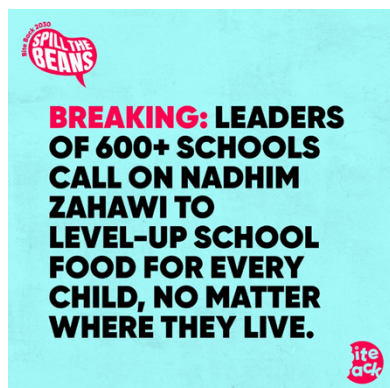
Part One: Our campaigns

This year we set out to maintain momentum on impact, and to deliver well-framed campaigns which were co-designed by our young campaigners. Building on previous successes, we delivered a huge amount of campaigning, which encompassed all areas of our focus, from healthy schools, healthy streets and healthy screens.

School Food Standards - February 2022

Young people are the ones who really know what's going on with school food - they eat it every day - but their voices are almost always missing from the school food conversation. Our # SpillTheBeans campaign set out to change that. In late 2021, our # SpillTheBeans report revealed the school food experiences of young people around the country, as told by them to our Youth Board members who facilitated our focus group conversations. The findings were unequivocal: all school food isn't equal - some schools are setting a new high bar for excellent food, while others aren't even meeting the existing government standards.

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In 2022, we continued the momentum of our report launch with online content that explored young people's experiences of school food. We also coordinated an open letter to the Education Secretary Nadhim Zahawi which was signed by school leaders representing more than 600 schools. Jamie Oliver lent his support, calling on the Education Secretary to level up school food.

Campaign Win! Our efforts worked! In February, the Government met our demands and announced plans to pilot a new enforcement scheme to ensure all schools meet the School Food Standards.

In its Levelling Up White Paper published on 2 February, the Government confirmed that:

"...a joint project will be launched between DfE and the Food Standards Agency to design and test a new approach for local authorities in assuring and supporting compliance with school food standards. The project will engage with multiple local authorities in March, with pilots expected to go live in September. Participating local authorities will include Blackpool Council, Lincolnshire County Council, Plymouth City Council and Nottingham City Council. The UK Government will promote accountability and transparency of school food arrangements by encouraging schools to complete a statement on their school websites, which sets out their whole school approach to food. The UK Government's intention is that this will become mandatory when schools can do this effectively."

Don't Hide What's Inside - June 2022



In June we took our campaign to call out misleading marketing tactics to the next level!

Powered by great creative ideas from Youth Board members, we wanted to shine another light on these dirty tricks with an eye-catching stunt and content designed to engage a broad public audience, whilst also pressuring the Government and food businesses to take action.

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We branded, designed and printed convincing packaging for a snack bar called “müd” (pronounced “mood”). The product had health claims all over it, lifted directly from Kellogg’s products, like ‘high in fibre’ and ‘no added sugar’. Health claims – that whilst all technically true – disguised the fact that the product was 100%, plain old mud!

Working with the creative agency Shape History, we developed a convincing product launch across social media and conducted a ‘market research’ experiment with Bite Back campaigners at Borough market, before finally revealing all with a stunt outside the Kellogg’s factory in Manchester in June.



The stunt was covered in the Big Issue and other media outlets, and a campaign film reached audiences online - all in our trademark style of being cheeky, fresh and passionate about fixing a system that is rigged against child health.

Junk Food Marketing - May onwards

2022 was a year of ups and downs for our junk food marketing campaign. We started the year with the new legislation to restrict adverts for food and drinks high in fat, sugar or salt (HFSS) on TV before 9pm and online making its way through Parliament as part of the Health and Care Bill. Despite a small, but vocal contingent of MPs opposing the restrictions, thanks to sustained MP briefings from Bite Back and other NGOs, the restrictions passed into law in the Spring.

However Prime Minister Boris Johnson’s position was looking increasingly unstable by this point and there had been ongoing rumours that junk food marketing restrictions were at risk as a result of political deals. Despite huge lobbying efforts, in May it was announced that the multi-buy promotion restrictions and junk food advertising restrictions would both be delayed for a year - ostensibly due to the cost of living crisis.

Bite Back’s youth board reacted with anger, taking to Downing Street to protest and working with other NGOs to keep the newspapers and MP’s inboxes full of outrage and evidence-informed arguments as to why the restrictions are needed. But meanwhile the wider political turbulence continued, with Liz Truss replacing Johnson as Prime Minister in September and immediately ordering a review into all child health policies, including junk food marketing.

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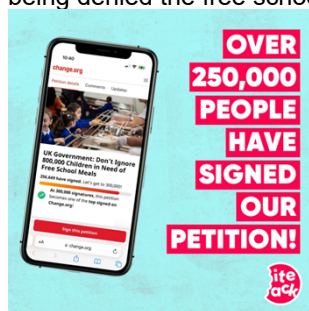


In an unprecedented year for politics, Truss was replaced after just over six weeks in office, by Rishi Sunak. Thankfully, vital restrictions on location promotions of HFSS products in retailers came into force on 1 October, but rumours still swirled about the fate of the advertising restrictions. Our worst fears were confirmed in early December when it was announced that the advertising restrictions would be delayed until 2025 - this time because the food industry “needs more time to prepare.”

Once again Bite Back reacted with frustration, writing to the Health Secretary and mobilising supporters to send thousands of emails to their MPs resulting in several Parliamentary Questions being tabled. While it seems very unlikely the delay can be shortened now, Bite Back will continue to ensure the need to take junk food out of the spotlight with robust advertising restrictions remains high on the political agenda through the year ahead.

Free School Meals - June 2022 onwards

As the cost of living crisis began to impact families across the UK, Bite Back joined forces with allies across the school food space to tackle the injustice of free school meal eligibility. Under the current policy, any household earning over £7,400 a year (after tax, not including benefits) isn't eligible for free school meals. That incredibly low threshold hasn't changed with inflation and spiralling costs. As a result over 800,000 children living in poverty are being denied the free school meals support they need to thrive.



Our campaign launched with a Change.org petition from Christina calling on the Government to extend free school meal eligibility to all children living in poverty. This followed her iconic 2020 petition that ultimately resulted in the Government U-turn on holiday free school meal provision. Our petition remains open, with more than a quarter of a million signatures.

Shortly after the petition launch we drove supporters towards an 'email your MP' action to generate more support across Westminster. 9 MPs including 6 Labour, 2 Lib Dems and 1 DUP have tabled a total of 17 questions to the government following our supporter emails.

In October, the campaign had a particularly exciting milestone at Conservative Party Conference when Rt Hon Michael Gove MP expressed his support saying, “*What we can do is extend free school meals to every child in receipt of universal credit...given the scale of the challenge we face and the benefits that brings...it seems to me that this is a more than worthwhile intervention*”.

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We followed the petition and MP action with our **More Than a Meal report** which revealed the lived experiences of children reliant on free school meals, those who are missing out and the teachers who see the impact of the unjust eligibility threshold every day.

Alongside the report we released a hard hitting [video](#) of our own Youth Board members who have personal experience with free school meals calling on the government to do the right thing and close the eligibility gap. The video has been **viewed more than 828,000 times** across Instagram, Twitter, Facebook, LinkedIn and YouTube, and was shared by Jamie Oliver, Change.org, Which, Jimmy Wales (Founder of Wikipedia) and [more](#).



In November, eight Bite Back young people attended 'The Superpowers of Free School Meals', a joint event with the Food Foundation in Westminster to build support amongst MPs. We led a workshop to support the young people to develop a spoken word poem about free school meals, which was performed at the event to resounding applause.

In total, our campaign featured in **25 pieces of media coverage**, including 18 national print/online/broadcast pieces. We supported young people to share their experiences in a sensitive and meaningful way, which added much needed youth-insights into a national conversation which at times was stigmatising and sensationalist. We are also proud that we supported young people to speak on public platforms for the very first time. Particular highlights included:

- Rizwan featured on Radio 4's Today Programme
- Christina speaking to BBC London
- Sam, Rizwan and Brooke interviewed for a Byline Times feature
- Sneha, Harrison and Praise featured across two episodes of Sky Kids FYI News
- Victor's experiences share in children's newspaper First News

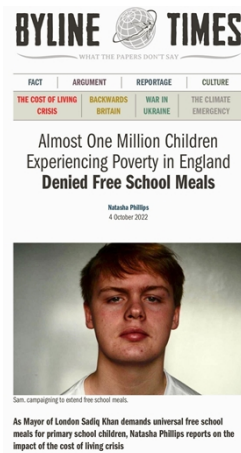
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Christina Adane: 'Ending food poverty shouldn't be a battle, but the work has to be done'
 Food activist, Bite Back 2030



Christina Adane in south London. Photograph: Antonio Olmos/The Observer

Christina Adane, 19, is already in her fourth year of campaigning for better free school meals provision. In 2020, she started a petition against the withdrawal of free school meals during lockdown, which was signed by 450,000 people and helped to inspire **Marcus Rashford's campaign** (followed by a hasty government U-turn). With



Sam, campaigning to extend free school meals. As Mayor of London Sadiq Khan demands universal free school meals for primary school children, Natasha Phillips reports on the impact of the cost of living crisis

Regional campaigns - throughout the year

It's been a really exciting year for regional campaigns, with Youth Board members in cities across the country taking action in their communities.



Campaigns focused on tackling junk food advertising in public spaces, with our **London** Youth Board calling on local borough councils to restrict junk food ads in council owned spaces, and our **Birmingham** Youth Board calling on Andy Street, the Mayor of the West Midlands, to end junk food ads on the public transport network in the West Midlands.

In February, our Birmingham campaigners launched a petition targeting Andy Street, which was signed by more than 1,000 people and handed in to Andy Street's advisor at West Midlands Combined Authority. They made a [powerful spoken word video](#) about Birmingham and why they want it to be a healthy city and were featured in the Birmingham Food Strategy published in June 2022.



The London Youth Board created a youth manifesto, **Bombarded by Junk Food: Our Story**, and disseminated it to candidates ahead of the local elections, and all target council leaders. This was converted into digital assets, including [Jayda's poem](#), [Anica's illustration](#) and [Amarita's painting](#).

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To support their campaigns they collected evidence of the problem in their cities and reached out to key stakeholders asking to meet with them to discuss the campaign. Key meetings included:

- Birmingham City Council's Director of Public Health, Justin Varney, and the public health team
- Andy Street's advisor and representatives from West Midlands Combined Authority and Transport for West Midlands
- Shaun Bailey, MP for West Bromwich West
- Deputy Mayor of Tower Hamlets Borough Council
- Public Health and Food teams at Hackney, Harrow, and Newham Borough councils.

In London, Youth Board members attended hustings in Richmond and Lambeth ahead of the local elections, talked with Conservative, Labour, Lib Dem and Green candidates about their campaign and [recorded a video](#) for webinar hosted by the GLA and Sustain for an audience of 80+ public health officials on the subject of junk food advertising.

Both local campaigns were featured in the media, allowing Bite Back to reach new audiences. Yumna, Chair of the Birmingham Youth Board, was interviewed on BBC Radio WM while Becky and Lily from the London Youth Board were interviewed for a feature on London Live.

Greg Fell, Director of Public Health Sheffield:
"I am 100% supportive of your intentions and your ask of me. Let me consider it carefully and see how we can make more and faster progress in this space."

Councillor Terry Fox, Leader of Sheffield City Council:
"I agree with you that the food on sale in publicly owned spaces, particularly those where young people socialise, should include healthy options that are also affordable in relation to less healthy options"

Part two: Engaging with businesses

Our Food Systems Accelerator

This year we developed an innovative programme to engage some of the UK's biggest food and drink businesses: our Food Systems Accelerator. It partners young people with businesses to identify, develop and deliver a business change goal that will put child health first and set a new standard for how businesses can lead the health agenda. The programme is an opportunity to connect with and understand a demographic that businesses have historically found hard to engage with.



8 businesses joined cohort one - Chartwells, Costa coffee, Danone, Deliveroo, Innocent, Jamie Oliver Group, KFC and Tesco - and **16 Youth Board members participated**, each paired with a participating corporate.

Partner organisations supported the programme, with impact and evaluation expertise from **Nesta**, facilitation from **Leaders' Quest** and funding from the **Rothschild Foundation**. To kick off our programme, we held an inspiring two-day workshop in May at Waddesdon Manor, bringing together corporates and Youth Board members for the first time.

This was followed by Youth Board visits to corporate HQs in summer, with draft change goals shared at a virtual September check-in. We closely guided the development of the change goals in line with our evidence-based framework, through regular email correspondence and virtual check-ins with the individual corporates; joint meetings with the corporates and colleagues from Nesta; bespoke video content recorded by Youth Board members to help motivate; and evidence bases and reporting templates to ensure consistency and rigour.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

All 8 corporates committed to their own change goals, which were announced together at our **Accelerator Summit** in November, to an audience including representatives from the Department of Health and Social Care. We were particularly pleased that marketing was a feature of so many change goals - both using marketing to spotlight healthier options and shifting marketing spend from less healthy options.

Shortly after the Summit, all eight companies signed up to a joint statement calling for Government intervention and a level playing field, with the powerful statement making headlines in the leading trade outlet The Grocer. Together they wrote:

“To truly transform the food system into one that is healthier for everyone, we know our industry needs to go further. To do that, we need a level playing field where all businesses are working to the same goals, supported by policies that incentivise changes that will improve health while remaining fair for consumers and businesses. The government should involve businesses, health stakeholders and the young people who are affected most by the current food system to develop and implement evidence-based policies.”

Whilst many corporates have reported finding the cost of living crisis incredibly challenging (due to higher prices, lower footfall), the Accelerator has helped keep health on the agenda internally, despite shifting business priorities. KFC and Deliveroo have appointed staff roles with health as a key responsibility, and a number of corporates required sign off at the Board level to participate in the Accelerator.

Feedback from Youth Board members showed that they found the programme very insightful and were particularly excited about in-person engagement with the corporates, at their HQs and the Summit. However, they would like to feel even more listened to and engaged by the corporates as the programme moves forward.

We are developing a self-funded model for ongoing participation of Cohort 1 businesses, which will enable us to continue to monitor the change goals as they are tested and implemented. Building on a successful first year, we have started to invite new businesses to join Cohort 2 in 2023.

3. Changing public perceptions of the food system and child health

Central to all of our work has been changing the way people understand the food system and its impact on child health. We have been consistent and persistent in our use of the Frameworks narrative, taking audiences, supporters, stakeholders and decision makers on a journey to shift engrained, and often unhelpful, mindsets.

Media activity



This year has been our most successful to date, with Bite Back campaigners making headlines throughout the year and delivering a strong message of how it should be easy to eat healthily, but it isn't. From in-depth features to breaking news responses, we've delivered a strong narrative, powered by the experiences of young people at school, on the streets and on screens online.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

Particular highlights have included:

- Widespread coverage of our Free School Meals campaign, with young campaigners featuring in **The Mirror, The Observer, Radio 4's Today Programme, Byline Times, Waitrose Weekend, The Independent, BBC London News** and **The Big Issue**
- Coverage of our new Youth Boards' campaigns in London and Birmingham, on **London Live** and **BBC Radio WM**, respectively
- A major, punchy feature with Christina in the **FT's HTSI** magazine, covering her role as a young campaigner and her determination to transform the food system
- Regular engagement with child and youth-centred news outlets **First News** and **Sky's FYI News**, particularly covering the work of young campaigners to improve school food environments and access
- An appearance on Jamie Oliver's guest edit of **BBC Radio 4's Today Programme**, led by our National Youth Board Chair Luke and featuring a host of young voices to expose how the food system is rigged against child health
- Regular coverage in trade press, particularly of our new Food Systems Accelerator programme and our Free School Meals campaign, including in **The Grocer, Retail Times, Grocery Gazette** and **TES**

Digital activity

Across our channels, we've delivered powerful messages to online audiences, and mobilised our digital movement to take action to protect child health. We've shared youth-led content across social media, our newsletters, website and more.

Highlights have included:

- **Our Free School Meals campaign film**, which we launched in September, was viewed more than 766,000 times across Instagram, Twitter, Facebook, LinkedIn and YouTube, and shared by Jamie Oliver, Change.org, Which, Jimmy Wales and more.
- **228,575** people have signed our petition, calling on the Government to extend Free School Meals to all children living in poverty
- **A partnership with Change.org**, which drove a huge percentage of our 228,575 petition signatures, and created a mass digital audience to convert to our supporter list.
- Supporters have sent **4,152 emails to MPs** about Free School Meals, with these driving **16 parliamentary questions!**
- **2,472 emails** sent to Boris Johnson and MPs for our Junk Food Marketing campaign
- Collaboration with the **Jamie Oliver Group** at key moments, in particular the Eton Mess protect, to drive social media engagement and video views in response to Boris Johnson's u-turn on junk food advertising.
- The launch of a **pilot digital platform** incentivising our Community Food Champions to map food prices in their local area, and keep a food diary. In total, young people recorded the prices of 2,700 food and drink items, across 64 different food outlets.

Finally, we're pleased that this year we have embedded key members of the digital team, and recruited a new Digital Content Producer to support our work.

Events and speaking engagements

Young people have taken our messages to more than 40 events this year, connecting with audiences in local communities, and on national and international platforms. This strand of our work has been vital in shifting mindsets around the food systems and its impact on child health, with young campaigners frequently speaking to influential decision makers, food business leaders and political leaders.

BITE BACK 2030 LIMITED

(A COMPANY LIMITED BY GUARANTEE)

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

Highlights this year have included:

- Two keynote presentations to the influential **Consumer Goods Forum**: in June Christina and Jacob travelled to Dublin and delivered a challenging presentation on the panel 'Future Consumers: The Next Generation of Food Fighters', and in June Christina and Luke travelled to Amsterdam for the CGF's Sustainable Retail Summit.
- Video messages from young people and online participation in events hosted by the **UN Food and Agriculture Organisation** and **UNICEF**.
- Campaigner in Residence Christina representing Bite Back at the **World Food Forum** in Rome in October, and the **Global Child Forum** in Stockholm in December
- New local and regional opportunities for Youth Board members to connect with decision makers in their area



Recognising our achievements

This year we were delighted that the efforts of young people and staff was recognised on a national level. This included:

- Youth Board member Jacob recognised with a prestigious **Diana Award** - the third Bite Back campaigner to receive the accolade!
- Our Youth Board collectively shortlisted for the Young Campaigner of the Year Award at the **SMK National Campaigner Awards**
- Young campaigners Harrison and Nabeeha becoming **Baton Bearers for the Commonwealth Games in Birmingham** in recognition of their outstanding efforts to improve their communities
- Chief Executive James Toop nominated for Charity Leader of the Year at the **Charity Times Awards**, and Charity Chief Executive at the **Third Sector Awards** for his work to grow and establish Bite Back 2030

This recognition is testament to Bite Back growing in strength and influence, with our core messages reaching more people than ever before.

4. Maturing and strengthening our organisation

We saw significant growth in both Core and Programmatic funding this year. Core funding came from an increased commitment from Impact on Urban Health that allowed us to invest in scaling up the Core team strengthening our Communications, Public Affairs and Operations teams. This was further enhanced by a new grant from Oak Foundation to explore the intersection between healthy food and healthy planet. We secured new designated funding for two new programmes: Rothschild Foundation to enable our new Food Systems Accelerator; and #iWill Fund funding to deliver Community Food Champions.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

This meant that the Bite Back staff team grew to 25 this year. This has allowed us to strengthen team management and provide capacity for scaled up delivery and also to support the leadership team to drive future strategy. We have launched two strategic initiatives with external partners to ensure we continue to promote diversity and codify our model.

- **DEI:** we have continued to focus on ensuring that the team is more diverse, participating in the Transformational Leadership Programme and working with the organisation Do It Now Now to ensure diversity, equity and inclusion are built into all our processes. We conducted a baseline survey by interviewing trustees, staff and young people which will shape key recommendations for 2023. Currently 20% of our staff are from Black, Asian and minority ethnic backgrounds, and 80% of staff are women.
- **Codification:** we are working with Spring Impact to codify our youth leadership model and identify how we can scale our impact going forward. This project will conclude in Autumn 2023.

As a youth-led organisation, we have continued to explore opportunities for young people to progress in their development at Bite Back, and use their unique insights, talents and experiences collaboratively with the staff team. In 2022 this included:

- Digital Apprentice - Lanre
- Campaigner in Residence - Christina
- Digital Marketing Internship - Jacob
- Campaigns and Policy Internship - Praise

Their involvement in our work has been invaluable and invigorating, contributing to the reach of our growth, influence and authenticity throughout the year. In 2023, we will look for further opportunities to offer apprenticeships and internships to young people. With the proposed restructure of our Youth Boards, to be implemented in 2023, our Alumni will continue to be engaged in our campaigns and we plan to involve them more directly in our School Food Champions work.

The Jamie Oliver Group has historically provided support to Bite Back, including HR and Finance services. As Bite Back grows, we have appointed a Head of Finance and Operations to build the skills and knowledge within the organisation. We also received pro bono support from Bain & Co to support our strategy development.

Peter Freedman has taken over as Interim Chair of our Trustee Board after Professor Corinna Hawkes announced her intention to stand down at the start of 2023. The Board agreed to set up a Finance Sub-committee, chaired by Gorm Thomassen, to provide additional oversight of the financial management of the organisation as well as approve remuneration and pay awards.

Financial review

Total income during the year was £2,583,136 (2021 - £1,967,886). This includes; donations received during the year of £1,083,022 (2021 - £1,142,627), grants received of £449,906 (2021 - £150,000), income from charitable activities of £692,781 (2021 - £275,438), other income of £35,430 (2021 - £14,778), investment income of £387 (2021 - £43) in respect of bank interest received and £321,610 (2021 - £385,000) for donated goods and services received (further details are given in the notes to the accounts).

Encompassed within the income during the year are restricted funds of £574,906 (2021 - £375,000); £150,000 (2021 - £350,000) in respect of the School Food Champions Scheme, £424,906 (2021 - nil) in respect of the Community Food Champions Scheme and none (2021 - £25,000) in respect of the Youth Summit 2021.

The total expenditure incurred was £2,535,183 (2021 - £1,646,468) of which £959,114 (2021 - £467,275) was paid in relation to projects undertaken and £319,840 (2021 - £383,520) relates to donated services received; £235,000 from Jamie Oliver Limited, £69,000 from Bain & Co and £15,840 from Visuals Team Limited. In addition Jamie Oliver Limited provided £1,770 (2021 - £1,480) of donated services that have been allocated to the School Food Champions Scheme.

As at the reporting date the net reserves held by the charitable company were £899,675 (2021 - £851,422) which includes £368,547 (2021 - £238,147) of restricted funds and £100,000 (2021 - £100,000) designated funds, leaving £431,128 (2021 - £513,275) available for unrestricted usage. The charitable company had no tangible assets.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

Bite Back 2030's policy is to hold reserves at a level equal to three months' expenditure. Bite Back has general reserves of £431,128.

The trustees have assessed the major risks to which the charitable company is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

The key risks facing the organisation include:

- Financial sustainability: Sustaining fundraising to enable future growth and impact
- Safeguarding: Ensuring we keep our young people safe online and at residential training visits, and maintain healthy peer relationships
- Delivery: Failing to deliver on contracts such as # iWill or Youth Board growth
- Reputation: Our work is often in the public eye so we have to ensure we get the tone of our campaigns right, maintain our focus on framing and collaborate where it can have impact.

Plans for future periods

Our 2023 Objectives

We will build on our successes in 2022 to deliver in five key areas:

- Build public pressure for change by growing our profile and audience
- Grow our leadership influence to motivate decision makers to change
- Enhance our youth voice and build our GenZ audience
- Build a pioneering youth-led organisation

Structure, governance and management

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

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

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

Brett Harris Wigdortz OBE

Peter Freedman

Corinna Hawkes

(Resigned 19 January 2023)

Louise Holland

David Jackson

Tasha Mhakayakona

Gorm Thomassen

Freya Watson

Rima Amin

Relationship with related parties

Peter Freedman, alongside his role as Chairman of Bite Back 2030 Limited, is Chair of Spring Impact, one of Bite Back 2030 Limited's key suppliers. During the year Spring Impact provided codification work totaling £82,500.

Louise Holland, alongside her role as a trustee of Bite Back 2030 Limited, is part of the key management personnel within the Jamie Oliver Group, who provide donated services to the charitable company as disclosed within the financial review above.

Gorm Thomassen, is CIO of AKO Capital LLP alongside his role as a trustee of Bite Back 2030 Limited. During the year AKO Capital LLP donated £500,000 to Bite Back 2030 Limited.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

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

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

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

Risk management

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

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

Pay and remuneration

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

Energy and carbon report

As the charitable company has not consumed more than 40,000 kWh of energy in this reporting period, it qualifies as a low energy user under these regulations and is not required to report on its emissions, energy consumption or energy efficiency activities.

Auditor

In accordance with the company's articles, a resolution proposing that Prager Metis LLP be reappointed as auditor of the company will be put at a General Meeting.

The Trustees' report was approved by the Board of Trustees.

.....
Peter Freedman

Date:

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
STATEMENT OF TRUSTEES' RESPONSIBILITIES
FOR THE YEAR ENDED 31 DECEMBER 2022

The trustees, who are also the directors of Bite Back 2030 Limited for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:

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

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
INDEPENDENT AUDITOR'S REPORT
TO THE TRUSTEES OF BITE BACK 2030 LIMITED

Opinion

We have audited the financial statements of Bite Back 2030 Limited (the 'charitable company') for the year ended 31 December 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 charitable company's affairs as at 31 December 2022 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 Companies Act 2006.

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 charitable company 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 charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

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

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 contained within the annual report. Our opinion on the financial statements does not cover the other information and 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
- 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.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
INDEPENDENT AUDITOR'S REPORT (CONTINUED)
TO THE TRUSTEES OF BITE BACK 2030 LIMITED

Responsibilities of trustees

As explained more fully in the statement of Trustees' responsibilities, the trustees, who are also the directors of the charitable company for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's 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.

The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

- Through consultation with management we obtained an understanding of the laws and regulations that could reasonably be expected to have a material effect on the financial statements.

- The outcome of these enquiries and the relevant laws and regulations were communicated throughout our team as well as consideration during team briefing on how fraud may occur in the charitable company.

- We identified the laws and regulations to have a direct effect on the financial statements as being the UK financial reporting standards, Charities Act, Employment Law, General Data Protection Regulations (GDPR). There were no additional fundamental laws and regulations identified related to the operating aspects of the business that may have a material effect on the financial statements.

- Audit procedures undertaken in response to the potential risks relating to irregularities comprised of: inquiries with management as to whether the charitable company complies with such laws and regulations, a review of board minutes and a review of the grant application and approval process.

- We assessed the susceptibility of the charitable company's financial statements to material misstatement, including how fraud might occur by: Identifying and assessing the design effectiveness of controls management has in place to prevent and detect fraud; understanding how those charged with governance considered and addressed the potential for override of controls or other inappropriate influence over the financial reporting process; identifying and testing journal entries where relevant and in particular any journals indicating large or unusual transactions based on our understanding of the charitable company; testing completeness of income through substantive tests and performing analytical review procedures as well as cut off tests on the revenue recognised.

No instances of material non-compliance were identified. However, the likelihood of detecting irregularities, including fraud, is limited by the inherent difficulty in detecting irregularities, the effectiveness of the entity's controls, and the nature, timing and extent of the audit procedures performed. Irregularities that result from fraud might be inherently more difficult to detect than irregularities that result from error. As explained above, there is an unavoidable risk that material misstatements may not be detected, even though the audit has been planned and performed in accordance with ISAs (UK).

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

**BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
INDEPENDENT AUDITOR'S REPORT (CONTINUED)
TO THE TRUSTEES OF BITE BACK 2030 LIMITED**

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.

**Mark Boomla (Senior Statutory Auditor)
for and on behalf of Prager Metis LLP**

.....

**Chartered Accountants
Statutory Auditor**

5a Bear Lane
Southwark
London
United Kingdom
SE1 0UH

Prager Metis LLP is eligible for appointment as auditor of the charitable company by virtue of its eligibility for appointment as auditor of a company under of section 1212 of the Companies Act 2006.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2022

		Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
	Notes						
<u>Income and endowments from:</u>							
Donations and legacies	2	1,279,632	574,906	1,854,538	1,302,627	375,000	1,677,627
Charitable activities	3	692,781	-	692,781	275,438	-	275,438
Investments	4	387	-	387	43	-	43
Other income	5	35,430	-	35,430	14,778	-	14,778
Total income		2,008,230	574,906	2,583,136	1,592,886	375,000	1,967,886
<u>Expenditure on:</u>							
Charitable activities	6	1,915,771	619,411	2,535,182	1,482,615	163,853	1,646,468
Net incoming/(outgoing) resources before transfers		92,459	(44,505)	47,954	110,271	211,147	321,418
Gross transfers between funds		(174,906)	174,906	-	-	-	-
Net (expenditure)/income for the year/ Net (outgoing)/incoming resources		(82,447)	130,401	47,954	110,271	211,147	321,418
Other recognised gains and losses							
Other gains or losses	12	300	-	300	-	-	-
Net movement in funds		(82,147)	130,401	48,254	110,271	211,147	321,418
Fund balances at 1 January 2022		613,275	238,147	851,422	503,004	27,000	530,004
Fund balances at 31 December 2022		531,128	368,548	899,676	613,275	238,147	851,422

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
BALANCE SHEET
AS AT 31 DECEMBER 2022

	Notes	2022 £	£	2021 £	£
Current assets					
Debtors	13	42,784		6,785	
Cash at bank and in hand		998,818		903,124	
		<u>1,041,602</u>		<u>909,909</u>	
Creditors: amounts falling due within one year					
	14	(141,926)		(58,487)	
Net current assets			<u>899,676</u>		<u>851,422</u>
Income funds					
Restricted funds	15		368,548		238,147
<u>Unrestricted funds</u>					
Designated funds	16	100,000		100,000	
General unrestricted funds		<u>431,128</u>		<u>513,275</u>	
			<u>531,128</u>		<u>613,275</u>
			<u>899,676</u>		<u>851,422</u>

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2022, although an audit has been carried out under section 144 of the Charities Act 2011.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The financial statements were approved by the Trustees on

.....
Peter Freedman
Trustee

Company registration number 11408816

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2022

	Notes	2022 £	£	2021 £	£
Cash flows from operating activities					
Cash generated from operations	19		95,307		324,111
Investing activities					
Investment income received		387		43	
Net cash generated from investing activities					
			387		43
Net cash used in financing activities					
			-		-
Net increase in cash and cash equivalents					
			95,694		324,154
Cash and cash equivalents at beginning of year			903,124		578,970
Cash and cash equivalents at end of year			<u>998,818</u>		<u>903,124</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022

1 Accounting policies

Charity information

Bite Back 2030 Limited is a private company limited by guarantee incorporated in England and Wales. The registered office is Benwell House, 15-21 Benwell Road, London, N7 7BL, United Kingdom.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Companies Act 2006 and "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 charitable company is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charitable company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charitable company is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Donations are recognised when the aforementioned recognition criteria have been met. Income tax recoverable in relation to donations received under gift aid or deeds of covenant is recognised when it is probable that it will be received.

Donated services and facilities are recognised as income when the charitable company 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 charitable company of the item is probable and that economic benefit can be measured reliably.

Volunteers

The value of services provided by volunteers is not incorporated into the financial statements.

In total, we worked with more than 1,900 young people in 2022. They have driven our campaigns, powered our content and spoken powerfully at events right across the country, connecting the public at large with the fight for a better food system.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

1 Accounting policies

(Continued)

1.5 Expenditure

Expenditure and liabilities are accounted for on an accruals basis and recognised once there is a legal or constructive obligation committing the charitable company 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. All expenditure is inclusive of VAT. Expenditure is classified under headings that aggregate all costs related to that category.

Direct charitable activities include expenditure associated with projects and associated costs as well as support costs related to these activities.

Donated services relate to non-monetary services provided by a third party.

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charitable company and audit fees.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.7 Financial instruments

The charitable company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charitable company's balance sheet when the charitable company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

1.8 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

1.9 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.10 Legal status of the charitable company

The charitable company is a company limited by guarantee and has no share capital. In the event of the charitable company being wound up, the liability in respect of the guarantee is limited to £1 per member.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

2 Donations and legacies

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2022	2022	2022	2021	2021	2021
	£	£	£	£	£	£
Donations and gifts	958,022	125,000	1,083,022	917,627	225,000	1,142,627
Grants receivable	-	449,906	449,906	-	150,000	150,000
Donated goods and services (see note 6)	321,610	-	321,610	385,000	-	385,000
	<u>1,279,632</u>	<u>574,906</u>	<u>1,854,538</u>	<u>1,302,627</u>	<u>375,000</u>	<u>1,677,627</u>
Grants receivable for core activities						
The National Lottery Community Fund Grant	-	449,906	449,906	-	150,000	150,000
	<u>-</u>	<u>449,906</u>	<u>449,906</u>	<u>-</u>	<u>150,000</u>	<u>150,000</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

3 Charitable activities

	Provision of reports	Food Systems Accelerator	Netflix documentary	Youth-led social movement	Total 2022	Provision of reports	Youth-led social movement	Total 2021
	2022	2022	2022	2022		2021	2021	
	£	£	£	£	£	£	£	£
Services provided under contract	23,910	77,500	25,000	-	126,410	45,000	-	45,000
Performance related grants	126,600	-	-	439,771	566,371	-	230,438	230,438
	<u>150,510</u>	<u>77,500</u>	<u>25,000</u>	<u>439,771</u>	<u>692,781</u>	<u>45,000</u>	<u>230,438</u>	<u>275,438</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

4 Investments

	Unrestricted funds	Unrestricted funds
	2022	2021
	£	£
Interest receivable	387	43
	<u>387</u>	<u>43</u>

5 Other income

	Unrestricted funds	Unrestricted funds
	2022	2021
	£	£
Other income	6,030	6,978
School food matters	29,400	7,800
	<u>35,430</u>	<u>14,778</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

6 Charitable activities

	Direct Charitable Activities 2022 £	Donated Services 2022 £	School Food Champions 2022 £	Community Food Champions 2022 £	Total 2022 £	Direct Charitable Activities 2021 £	Donated Services 2021 £	School Food Champions 2021 £	Total 2021 £
Staff costs	887,192	-	109,382	28,333	1,024,907	603,061	-	69,868	672,929
Staff training and recruitment	18,218	-	-	-	18,218	7,634	-	-	7,634
Temporary staff	10,857	-	-	-	10,857	-	-	-	-
Staff health insurance	12,388	-	324	-	12,712	4,635	-	-	4,635
Consultancy fees and project costs	418,835	84,840	43,522	411,917	959,114	404,814	-	62,461	467,275
Travel expenses	21,731	-	330	451	22,512	24,385	-	-	24,385
Entertaining	-	-	-	-	-	3,676	-	-	3,676
Social media and marketing	109,613	-	1,046	-	110,659	34,536	-	42	34,578
Sundry expenses	9,834	-	-	-	9,834	18,389	-	43	18,432
Bank charges	98	-	106	-	204	91	-	45	136
Office space	-	80,000	-	-	80,000	-	80,000	-	80,000
Information technology	441	30,000	-	-	30,441	-	30,000	-	30,000
Legal and finance	82,500	60,000	-	-	142,500	-	60,000	-	60,000
Public relations and communications	-	25,000	-	-	25,000	-	25,000	-	25,000
Content donation - design costs	-	-	-	-	-	-	148,520	1,480	150,000
Fundraising event support	6,985	40,000	-	-	46,985	-	40,000	-	40,000
	<u>1,578,692</u>	<u>319,840</u>	<u>154,710</u>	<u>440,701</u>	<u>2,493,943</u>	<u>1,101,221</u>	<u>383,520</u>	<u>133,939</u>	<u>1,618,680</u>
Grant funding of activities (see note 7)	-	-	24,000	-	24,000	-	-	3,600	3,600
Share of governance costs	17,239	-	-	-	17,239	22,874	-	1,314	24,188
	<u>1,595,931</u>	<u>319,840</u>	<u>178,710</u>	<u>440,701</u>	<u>2,535,182</u>	<u>1,124,095</u>	<u>383,520</u>	<u>138,853</u>	<u>1,646,468</u>

Analysis by fund

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

6 Charitable activities	(Continued)								
Unrestricted funds	1,595,931	319,840	-	-	1,915,771	1,099,095	383,520	-	1,482,615
Restricted funds	-	-	178,710	440,701	619,411	25,000	-	138,853	163,853
	<u>1,595,931</u>	<u>319,840</u>	<u>178,710</u>	<u>440,701</u>	<u>2,535,182</u>	<u>1,124,095</u>	<u>383,520</u>	<u>138,853</u>	<u>1,646,468</u>

25% of the time incurred by the Chief Executive Officer is in relation to fundraising activities.

During the year the charitable company was the recipient of donated services totaling £319,840. Jamie Oliver Limited provided non-monetary services of £235,000 (2021 - £385,000).

Bain & Company provided non-monetary services of £69,000. Visuals Team Limited provided a discount of £15,840 towards project costs.

In addition Jamie Oliver Limited provided £1,770 (2021 - £1,480) of donated services that have been allocated to the School Food Champions Scheme.

Included within Share of governance costs above are payments for legal and professional fees of £2,239 (2021 - £4,538)

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

7 Grants payable

	School Food Champions 2022 £	School Food Champions 2021 £
Grants to institutions:		
<u>Cohort 1</u>		
1st payment - 22 schools (2021 - 12 schools)	6,600	3,600
2nd payment - 23 schools	9,200	-
<u>Cohort 2</u>		
1st payment - 26 schools	7,800	-
2nd payment - 1 school	400	-
	<u>24,000</u>	<u>3,600</u>

Further information regarding the School Food Champions Programme and the out reach of the grants can be found within the Trustees' Report under "Our Champions Programmes 1) School Food Champions".

8 Auditor's remuneration

Fees payable to the charitable company's auditor and associates:	2022 £	2021 £
Audit of the charitable company's annual accounts	15,000	11,340
	<u>15,000</u>	<u>11,340</u>

The above is included within governance costs of £17,239 (2021 - £24,188) in note 6.

9 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charitable company during the year.

10 Employees

The average monthly number of employees during the year was:

	2022 Number	2021 Number
Charitable activities	20	12
	<u>20</u>	<u>12</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

10 Employees **(Continued)**

Employment costs	2022	2021
	£	£
Wages and salaries	887,717	587,993
Social security costs	99,135	62,213
Other pension costs	38,055	22,723
	<u>1,024,907</u>	<u>672,929</u>

The number of employees whose annual remuneration was more than £60,000 is as follows:

	2022	2021
	Number	Number
£60,001 - £80,000	2	1
£80,001 - £100,000	-	1
£120,001 - £140,000	1	1
	<u> </u>	<u> </u>

The above employees are accruing benefits under the automatic enrolment pension scheme. Contributions during the year were £10,521.

11 Taxation

Bite Back 2030 Limited is a registered charity, all activities are deemed to be of a charitable nature and as such no provision is considered necessary for taxation.

12 Other gains or losses

	Unrestricted funds	Total
	2022	2021
	£	£
Foreign exchange gains	(300)	-
	<u> </u>	<u> </u>

13 Debtors

Amounts falling due within one year:	2022	2021
	£	£
Trade debtors	30,000	-
Prepayments and accrued income	9,760	3,237
	<u>39,760</u>	<u>3,237</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

13 Debtors	(Continued)	
	2022	2021
	£	£
Amounts falling due after more than one year:		
Prepayments and accrued income	3,024	3,548
	<u> </u>	<u> </u>
Total debtors	<u>42,784</u>	<u>6,785</u>
14 Creditors: amounts falling due within one year	2022	2021
	£	£
Other taxation and social security	37,732	18,237
Trade creditors	80,057	21,587
Accruals and deferred income	24,137	18,663
	<u> </u>	<u> </u>
	<u>141,926</u>	<u>58,487</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

15 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			Movement in funds				Balance at 31 December 2022 £
	Balance at 1 January 2021 £	Incoming resources £	Resources expended £	Balance at 1 January 2022 £	Incoming resources £	Resources expended £	Transfers £	
Funds in escrow	27,000	-	-	27,000	-	-	-	27,000
School Food Champions Scheme	-	350,000	(138,853)	211,147	150,000	(178,710)	-	182,437
Youth Board Summit	-	25,000	(25,000)	-	-	-	-	-
Community Food Champions Scheme	-	-	-	-	424,906	(440,701)	174,906	159,111
	<u>27,000</u>	<u>375,000</u>	<u>(163,853)</u>	<u>238,147</u>	<u>574,906</u>	<u>(619,411)</u>	<u>174,906</u>	<u>368,548</u>

Included within "Cash at bank and in hand" is a designated bank account for funds received from The National Lottery Community Fund. These funds are restricted for use on the School Food Champions and Community Food Champions Scheme.

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

16 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Balance at 1 January 2021	Movement in funds Incoming resources	Balance at 1 January 2022	Movement in funds Incoming resources	Balance at 31 December 2022
	£	£	£	£	£
School Food Champions Programme	100,000	-	100,000	-	100,000
	<u>100,000</u>	<u>-</u>	<u>100,000</u>	<u>-</u>	<u>100,000</u>
	<u>100,000</u>	<u>-</u>	<u>100,000</u>	<u>-</u>	<u>100,000</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

17 Analysis of net assets between funds

	Unrestricted funds 2022 £	Designated funds 2022 £	Restricted funds 2022 £	Total Unrestricted funds 2022 £	Designated funds 2021 £	Restricted funds 2021 £	Total 2021 £	
Fund balances at 31 December 2022 are represented by:								
Current assets/(liabilities)	431,129	100,000	368,547	899,676	513,275	100,000	238,147	851,422
	<u>431,129</u>	<u>100,000</u>	<u>368,547</u>	<u>899,676</u>	<u>513,275</u>	<u>100,000</u>	<u>238,147</u>	<u>851,422</u>

BITE BACK 2030 LIMITED
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2022

18 Related party transactions

There were no disclosable related party transactions during the year (2021 - none).

19 Cash generated from operations	2022	2021
	£	£
Surplus for the year	47,954	321,418
Adjustments for:		
Investment income recognised in statement of financial activities	(387)	(43)
Foreign exchange differences	300	-
Movements in working capital:		
(Increase) in debtors	(35,999)	(2,409)
Increase in creditors	83,439	5,145
Cash generated from operations	95,307	324,111

20 Auditor's Ethical Standards

In common with many charities of our size and nature, we use our auditors to assist with the preparation of the accounts.

21 Analysis of changes in net funds

The charitable company had no debt during the year.