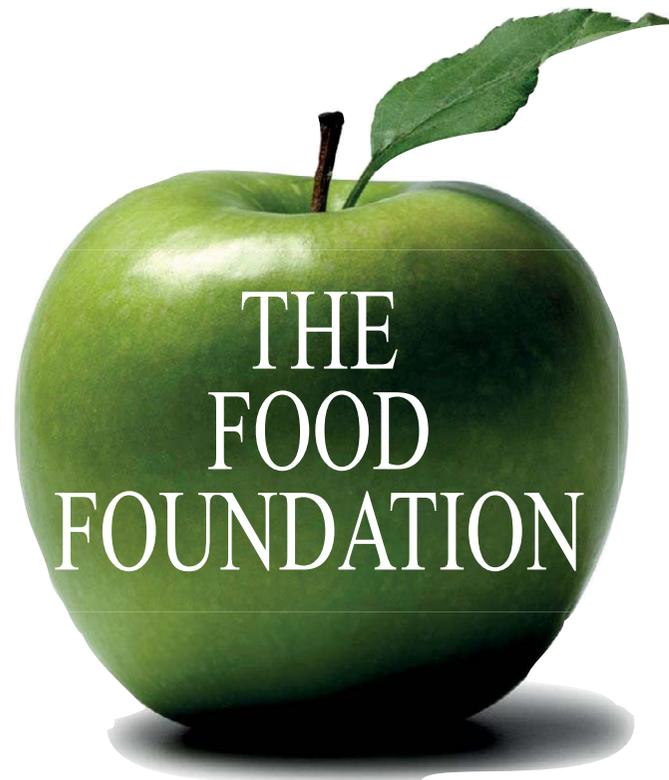


Review and
Accounts for
the year ending
August 31st 2020

ANNUAL REPORT



LETTER FROM CHAIR

This last year has been an extremely difficult time for so many and for all those who have been personally impacted by Covid-19 we send our heartfelt compassion and best wishes.

For the Food Foundation it has been a year that has reinforced our belief in our mission, shone a more extreme spotlight on the cause we have been campaigning on for the last 5 years, and strengthened our resolve to make the changes so needed to address the inequalities and negative health outcomes caused by parts of our food system.

Covid-19 has brought into stark relief what we have known has been endemic in society for years – that of inequalities that impact the health, attainment and well-being of our population. Whether those inequalities lie in the financial means to buy healthy food, the unequal prominence of unhealthy foods in our high streets or the availability and quality of the provision of food in schools, hospitals and prisons, the challenges are not simple and there are no silver bullets.

The recognition that the solutions are complex, systemic and touch much more than just food policy is at the heart of how and what the Food Foundation aims to address.

We have been very fortunate this year that we have been working with a wide range of great champions whose messages, voices and passion match and complement ours. Firstly, our focus on low-income families with a particular lens on young people has been very prominent throughout the pandemic. There has been no greater voice and advocate for school aged children than the remarkable Marcus Rashford MBE. We have been privileged to work with him and his team to successfully campaign for extension to free school meals in the holidays and the uplift of Healthy Start. His work has been instrumental in driving change. And all of our work on this has only just started as these challenges will not disappear – inequalities cannot be vaccinated against!

The trustees have been thrilled that our CEO Anna Taylor OBE has been advising the National Food Strategy and Henry Dimbleby. Again, following the publication of the first report the Food Foundation recognises that a report is the start not the end goal and it has been involved in building strong coalitions to embed the recommendations into policy. The work that we have done in relation to the industry has been crucial in driving change. Through the Peas Please project, we have worked with the sector to deliver over 162m more portions of fruit and veg – with on-going commitments to increase significantly to 3 billion. We want to thank the sector for taking action to address the fruit and veg content of their offerings and the National Lottery Community Fund for providing so much support.

The year ahead provides new opportunities for change with several international moments for discussion and policy commitments on food system change, including COP26. We will be extending our work with young people to develop a global set of actions for change which will be promoted at these events.

The Trustees are very proud of what the Food Foundation has been able to achieve this year and want to show huge gratitude to the team and as importantly, all those funders, collaborators and other organisations with whom we work.



Laura Sandys, Chair

TRUSTEES' RESPONSIBILITIES STATEMENT

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.



FUNDRAISING

Food Foundation understands its duty to protect the public, including vulnerable people, from unreasonably intrusive or persistent fundraising approaches and undue pressure to donate. 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 2019/2020 equalling the previous year.



WHO IS FOOD FOUNDATION & WHY DO WE EXIST?



The Food Foundation was established to understand why the UK food system is failing to deliver the necessary public goods, and to drive change in food policy and business practice to ensure everyone, across our nations, can afford and access a healthy diet. What we eat in the UK is damaging our health and our planet, and these implications are compounded by the significant and growing number of people facing food insecurity.

Our charity constitution sets out our ambition to address these terrible statistics and 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...

Promote and protect health by promoting healthy eating and improved diet and to decrease diet related disease among the public.

These goals are set out in our charitable objects above and provide the basis for all of the Food Foundation's work.

› The statistics are shocking...

Only **2.9%** of food and drink advertising is used to promote fruit and vegetables.



1 in 4 places to buy food are fast food outlets

10% of five-year-olds and **20%** of 11-year-olds are obese

The global food system is responsible for **a third** of all human-caused greenhouse gas emissions

More healthy foods are **three times** as expensive as less healthy foods per calorie

The poorest **20%** of UK households would need to spend 39% of their disposable income on food to meet Eatwell Guide costs. This compares to just **8%** for the richest **20%**.

79% of adults and more than **90%** of children eat fewer than 3.5 portions of vegetables a day

Childhood obesity rates are **twice** as high in the most deprived communities than in the least deprived communities

37% of children's breakfast cereals are high in sugar. **59%** are high or medium in salt. **38%** are low in fibre.



Diabetes-related amputations have increased by **18%** over the last four years

Children in deprived communities are more than **1 cm** shorter on average than children in wealthy communities by the time they reach age 11

Only **24%** of ready meals contain no meat



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.

WHAT ARE WE DOING TO TACKLE THE PROBLEM?

Our vision

Is a sustainable food system which delivers health and wellbeing for all

Our mission

Is changing food policy and business practice to ensure everyone, across our nations, can afford and access a healthy diet

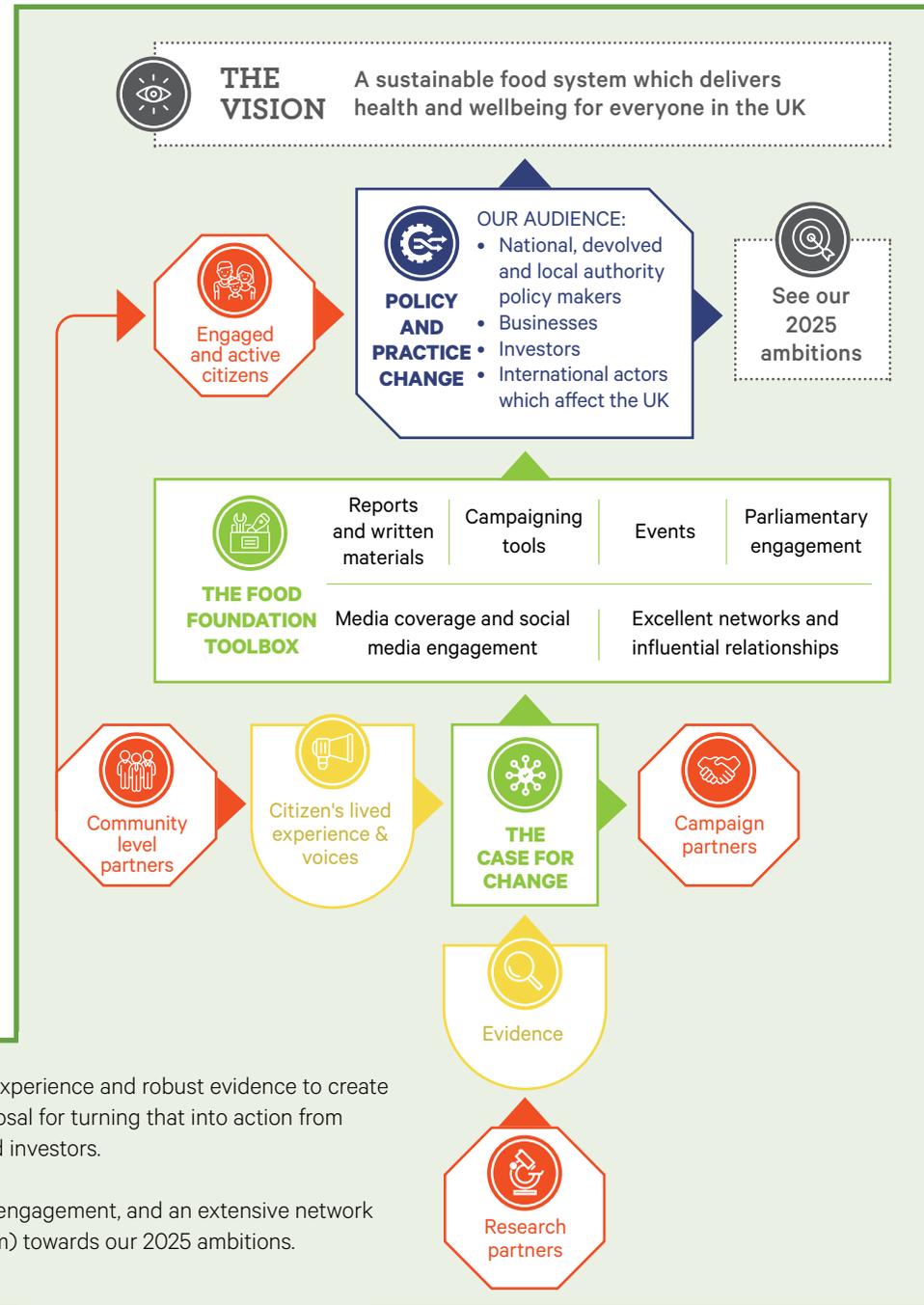
What we do

We use surprising and inventive ideas to catalyse and deliver fundamental change in the food system by building and synthesising strong evidence, shaping powerful coalitions, harnessing citizens' voices and driving progress with impactful communications. We continually identify new opportunities for action, and trial new levers for change.

OUR THEORY OF CHANGE

Our **theory of change** explains how we bring together lived experience and robust evidence to create a powerful case for change, and sets out the tools at our disposal for turning that into action from local, national and international policy makers, businesses and investors.

We use reports, events, campaigns, parliamentary and media engagement, and an extensive network to deliver progress towards our vision, and (in the shorter term) towards our 2025 ambitions.





OUR AMBITIONS FOR 2025

We aim to play an active role in changing the health and well-being trajectory of children born in 2025 so the food system supports them to avoid life-long diet-related disease.

1

CHANGING CHILDREN'S FOOD:

The UK will have substantially improved the design and delivery of policies which affect children's food and contribute to a reduction in children's food insecurity and childhood obesity

2

CHANGING VEGETABLE CONSUMPTION:

There will be 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.

3

CHANGING BUSINESS INCENTIVES:

All retailers, caterers and high street food chains will routinely report 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

4

CHANGING PUBLIC POLICY:

Food policy at city, national and international levels will have significantly strengthened through the development of integrated strategies. These are already starting to reorient food systems to deliver healthier and more sustainable diets.



5



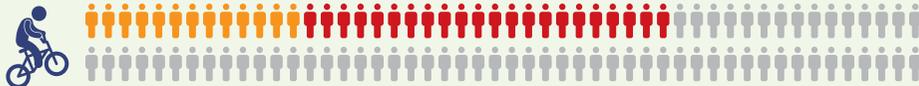
WE WANT TO CHANGE THE TRAJECTORY OF CHILDREN BORN IN 2020

● Overweight ● Obesity ● Dead

AT AGE 5/RECEPTION: FORECAST 2025



AT AGE 11/YEAR 6: FORECAST 2031



AT AGE 21: FORECAST 2041



AT AGE 65: FORECAST 2085



Note: Overweight is defined as a Body Mass Index (BMI) of 25 to 29.9 kg/m², with obesity a BMI of 30 kg/m² and above.



HOW WE WILL JUDGE OUR PROGRESS

We judge our progress towards these ambitions by monitoring several key metrics – designed to measure our engagement and relationships, our reputation, and our success in giving voice to citizens. These include:

- Business and Policy commitments
- Number of citizens involved directly in our influencing work
- Event attendees/recording views
- MP meetings and Committee evidence requests
- Media citations and social media following
- Website analytics
- Hansard citations and parliamentary activity

We set out below our progress against these metrics alongside other key achievements from this year which serve to illustrate our impact.

OUR KEY OUTPUTS IN 2019-20

› Each project we have embarked on has managed to produce impactful reports and changes throughout the last year, therefore, before we head deeper into each project, here are the highlights from 2019/2020:

CHILDREN'S RIGHT2GOOD CAMPAIGN

- › Government commitment to extend Free School Meals to **1.6 million children** in the summer holidays and NRPF children
- › **Government commitment** to two of the Right2Food Charter asks in its new Obesity Strategy
- › The **first ever** London Children's Food Insecurity Summit
- › **1 annual report** on progress against the Children's Right2Food Charter
- › A Covid-19 update to the Children's Right2Food Charter, and **200 attendees** at the online Charter relaunch event
- › **7** new young food ambassadors taking total count to **21**
- › **1** residential ambassador training event
- › **3 part series** of webinars on school food during the Covid-19 pandemic
- › A **brand new** Right2Food podcast with four youth-led episodes so far
- › A **special episode** of the Food Programme hosted by two of the young ambassadors
- › Ambassadors meeting with **two Government Ministers** in health and education

PEAS PLEASE

- › **162 million** additional portions of veg served
- › **19** new pledgers, bring the total number of pledgers to **93**
- › **3 reports** - the Peas Please progress report, Veg Facts: In Brief, and a report on veg box trends during Covid-19 (from a survey of 101 veg box providers)
- › **Northern Ireland** joining the Peas Please partnership
- › **8** face to face and **7** online veg advocate workshops delivered
- › **Recruitment** of citizen veg advocates begins
- › More cities become veg cities bringing the total to **25**
- › A policy/retailer Healthy Start roundtable

FRUIT AND VEGETABLE ALLIANCE

- › **2 year** alliance vision developed

VEG POWER (our partners)

- › **46 million** people reached by the 2020 *Eat Them To Defeat Them* campaign
- › **1,500** schools and **425,000** school children reached as part of the schools campaign

GLOBAL, NATIONAL AND CITY FOOD SYSTEMS

- › **Chief Independent Advisor** to Henry Dimbleby
- › **A webinar with Lord Krebs** to launch his House of Lords Committee report on the food system
- › Began a **policy briefing series** with the SHEFS consortium on Pathways to 5 a day City food systems
- › A household survey in conducted Pune, India with over **3,000** adults
- › **A film produced** to help engage with citizens in Birmingham on food system change and a policy audit tool developed for use in Birmingham and other local authorities
- › Representatives from **40 countries** attended our webinar on city food responses to Covid-19

PLATING UP PROGRESS

- › **9 out of 26** major UK food businesses improved their performance on nutrition and sustainability on our Plating Up Progress dashboard, launched in June 2020
- › **Two** industry roundtables held
- › **16** institutional investors and pension funds engaged with

COVID-19

- › **7** nationally representative surveys on food insecurity conducted
- › **3** webinars on our food insecurity statistics, each reaching **200-400** people
- › **354** tracker updates posted (up to the end of August)

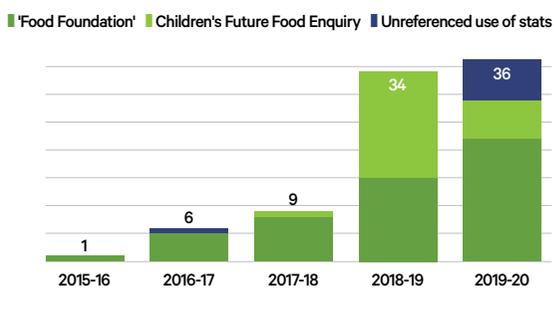
OUR GROWING REACH AND IMPACT



THE YEAR IN POLICY ENGAGEMENT

- At least 36 Hansard references to the Food Foundation or our data. 20 direct references to 'Food Foundation' on the floor of the house. 2 further references in Committee. 7 references to the Children's Future Food Inquiry. At least 7 unreferenced citations of our stats.
- Written evidence submitted to 4 select committee inquiries and 3 government consultations.
- Oral evidence provided to 2 select committees:
 - **House of Lords Committee on Food, Poverty, Health and the Environment.** The Food Foundation's written evidence was referenced **32 times in the committee's report**, and our oral evidence was referenced **18 times**.
 - **Environment, Food and Rural Affairs Committee's Inquiry into Covid-19 and Food Supply.** Food Foundation was referenced **8 times in the Committee's report**.
- Food Foundation was cited 5 times in an influential parliamentary research briefing on 'A resilient UK food system' from the Parliamentary Office of Science and Technology, published during the pandemic.
- Heard from senior government officials that our Covid-19 polling data was being used as a key input into the government's calculations, and was considered cross-departmentally as the authoritative source on food insecurity levels.
- Covid-19 food insecurity polling data quoted extensively in and around Parliament, including by Marcus Rashford in his letter to all MPs, by Emma Lewell-Buck MP in her cross-party letter with 51 other MPs to Gavin Williamson, and by Robert Halfon MP (Chair, Education Select Committee) in his letter to Vicky Ford. And was used by numerous other organisations in their media and policy work.
- 12 letters sent to government Ministers
- Meetings with 3 government Ministers, and 6 shadow Ministers
- Amendments submitted with our support during the latter stages of the Agriculture Bill by Emma Lewell-Buck MP in the Commons (amendment on measurement of food insecurity) and Baroness Rosie Boycott in the Lords (amendments on treating public health as a public good, and on reporting on household food insecurity).
- 6 parliamentary briefings circulated

HANSARD REFERENCES



THE YEAR IN EVENTS

- 2 in-person events prior to the first Covid-19 lockdown
- 10 online events since the start of the pandemic
- A total of 2402 up to attendees across all our events, with a further 5,500 views online



THE YEAR IN COMMUNICATIONS

- 2285 media hits
- 270 tweets, generating 571,000+ views, 3260+ mentions and 3000 new followers.
- The Food Foundation twitter page was searched for and visited over 19,000 times.
- 166,384 views of the Food Foundation website from 54,209 visitors.
- 16 blog posts



OUR GROWING REACH AND IMPACT

NOTABLE QUOTES

“ I would like to personally thank you for your continued engagement, advice and collaboration in helping us get food to people who have been made vulnerable as a result of COVID-19. I know that your team has been regularly engaged with Defra colleagues through various meetings for which your advice and input has been invaluable. We have valued your contribution, and the way in which you have challenged us in our thinking.”
GOVERNMENT MINISTER

“ Our work with Peas Please feels like it has opened doors that we had previously only dreamed of. Watch this space, as I think things will continue to get more exciting and fruitful.”

REBECCA LAUGHTON, FRUIT AND VEG ALLIANCE MEMBER

“ Thank you for the great work you are doing in the UK to highlight and push a response to food insecurity generally and to the escalating challenge in light of COVID19.”
LUCY WESTERMAN, NCD ALLIANCE

“ I just wanted to say what great work you and the Food Foundation are doing. Brilliant.”
PROF TIM LANG, CENTRE FOR FOOD POLICY, CITY UNIVERSITY

“ Amazing data on how CSAs and box-schemes increased during lockdown”
HONOR ELDRIDGE, SUSTAINABLE FOOD TRUST

“ What a brilliant session that was. So glad the Food Foundation is there!”
SHEILA DILLON

“ Many thanks for organising such a great event. It was really good to have such a large and diverse audience.”
LORD KREBS, CHAIR, FOOD, POVERTY, HEALTH AND ENVIRONMENT COMMITTEE, HOUSE OF LORDS

“ Brilliant briefing & joined up thinking. At last! Yes, nutrition should be everyone's 'business'”
WEBINAR ATTENDEE

“ We are all so thankful for your hard work. It's brilliant and clear and full of hope. Hoping it's picked up and run with.”
VEG BOX PROVIDER

“ I was very interested to read the findings. I very much hope we can collaborate further on this going forward”
GOVERNMENT OFFICIAL (ON OUR VEG BOX REPORT)

“ Brilliant - this is absolutely what we need”
GOVERNMENT OFFICIAL (ON BEING SENT COVID-19 POLLING WORK)

“ I just wanted to say how great you were in the EFRA evidence session on Tuesday. Thank you so much for your lucid answers, so many in support of the issues our members are engaged in. It really helps to have all our/your evidence and knowledge being shared at such a high level. I hope we can build some real community-based solutions to food poverty and ensure healthy food for everyone. Onwards and upwards.”
JYOTI FERNANDES, LANDWORKERS ALLIANCE



“ A great briefing. FF always doing such persistently brilliant/timely work!”

PROF TOM MACMILLAN,
ROYAL AGRICULTURAL
UNIVERSITY



SELECTED HANSARD QUOTES

“ I note the work of the hon. Member for Washington and Sunderland West on the Children’s Future Food inquiry. Although it has not been specifically referred to today, I assure her that the Government will respond to the report in due course. A number of interesting suggestions were made in that review. In the meantime, Ministers have addressed some of the most pressing issues by writing to schools to ensure that they are fully aware of their responsibilities in respect of these matters, including the fact that they should provide access to free fresh drinking water at all times. I look forward to meeting hon. Members to discuss the details further, but wish to assure them not only that will I respond shortly to the Children’s Future Food inquiry, but that we will continue to work closely with the sector over the coming months.

MICHELE DONELAN (CON)

“ What about further fiscal measures to make sure that healthier food is always affordable? If you read the Food Foundation’s Broken Plate report, they claim that a lot of the unhealthiest food is the cheapest food in this country, and that is particularly the cause of the poorest children being the most overweight. Is there anything we can do to rebalance that so that it is easier to buy more affordable healthy food?

ANDREW SELOUS (CON)

“ I served on a committee with the hon. Member for Washington and Sunderland West (Mrs Hodgson) to consider the children’s future food inquiry. We took evidence from children about the hunger that they suffered from at school—I kept having to put my

glasses on to hide that I was crying. That is ridiculous in a country such as this.

PHILLIPA WHITFORD (SNP)

“ Over the past seven weeks, the demand on Liverpool’s local welfare scheme for crisis payments for food and fuel has increased by 164% compared with this time last year. Will the Minister consider easing the plight of many living through this crisis by doubling child benefits and lifting the benefit cap, as requested by the Food Foundation?

IAN BYRNE (LAB)

“ I add my voice to those thanking Marcus Rashford for his inspiring and tireless work against child hunger. I also pay tribute to 15-year-old Dev Sharma, the Member of Youth Parliament for Leicestershire and an ambassador for the Food Foundation, for championing the right to food for all children.

CLAUDIA WEBBE (LAB)

“ The pressures on food banks have increased, and it is estimated by the Food Foundation that over 8 million people, including 2 million children, in the UK have faced food insecurity of some kind during the pandemic.

LORD HAIN (LAB)

“ The Secretary of State will perhaps recall that last year the Children’s Future Food inquiry was published. One of its recommendations was that an independent UK watchdog for children’s food should

be established immediately, so that we have committed and energetic leadership to deliver for children. Such a watchdog has not been established; are there any plans to establish one? What are the obstacles to doing so?

PATRICIA GIBSON (LIB DEM)

“ My Lords, the outbreak of the Covid-19 virus highlights weaknesses in the food system and will exacerbate issues relating to food poverty and diet-related ill health, particularly for those in the lowest income groups. The Food Foundation described this as a “crisis on a crisis”.

BARONESS JANKE (LIB DEM)

“ Data from the Food Foundation this month shows that approximately 500,000 children entitled to free school meals have received no substitutes since March. This is 31% of entitled children. Food poverty is a terrible scourge. Vouchers for food, concentrated on large supermarkets, have been spasmodic and in some areas non-existent.

BARONESS BAKEWELL OF HARDINGTON MANDEVILLE (LIB DEM)

“ My Lords, according to the Food Foundation, there are 3.7 million children in this country living in households where a healthy diet is unaffordable. Does the Minister agree that that is a disgraceful situation for one of the wealthiest countries in the world? Can he tell us what the Government are doing to address this problem?

LORDS KREBS (CROSSBENCH)

PROJECT ACHIEVEMENTS

Publication of the Broken Plate

The Broken Plate is our annual, flagship publication. 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. This year's Broken Plate was deliberately shorter and more infographic-led than our previous report. New this year was the inclusion of a trajectory infographic, charting the projected prevalence of overweight, obesity, and other nutrition related chronic diseases for children born in 2020. We set the report in the context of Covid-19's impact on the food system, noting the importance of diet for immunity and prevention of disease and the economic impact of the pandemic on health inequalities and food prices.



Children's Right2Food Campaign

Last year, we reported on the publication of our Children's Future Food Inquiry, a year-long investigation into children's food. It involved many young people across the UK giving evidence which helped us develop the Children's Right2Food Charter. The Inquiry report received widespread coverage at the launch and continues to be referenced in debates, select committee hearings, bill committee meetings and in the media.



We began 2020 by bringing together London youth and policymakers to attend the launch of the London Right2Food Charter during the first UK summit on Children's Food Insecurity Summit at City Hall. The event was attended by high-profile speakers including Children's Commissioner for England and the Deputy London Mayor for social integration.



Then Covid-19 hit, plunging the country into lockdown, and millions of children, many of whom were already struggling to secure a decent diet, further into food insecurity. Given the scale of the challenge, the provisions set out in the Children's Right2Food Charter have never been more important.

In response to this crisis, the Children's Right2Food Campaign has had a sizable impact. We've tracked and reported on children's food insecurity in real-time. Our research has informed the campaign of a world-famous footballer star and has spurred action from Government on children's food programmes. We've continually sought opportunities to champion youth voices in the media, with Government and parliamentarians. By doing so, child food poverty has been propelled to the forefront on public and political debate helping us make significant progress in key areas of our Right2Food Charter.



SECURING HOLIDAY SUPPORT FOR CHILDREN ON FREE SCHOOL MEALS

When schools closed across the UK in March 2020 due to the Covid-19 pandemic, we worked with a coalition of civil society campaigners to call for Free School Meals to be extended during the half-term, Easter, and the summer holidays. This involved extensive press engagement, penning joint letters, and circulating briefings ahead of key debates. The issue gained widespread media coverage and backing from politicians across the political spectrum, including the Conservative Chair of the Education Select Committee and the Shadow Education Secretary.

The UK Government initially refused to provide children with help over the summer break, but a key turning point came when England footballer Marcus Rashford lent his voice to the campaign. In his

open letter to all MPs, he used Food Foundation's data on child food insecurity to illustrate the need, writing; "Wembley Stadium could be filled with more than twice with children who have had to skip meals during lockdown due to their families not being able to access food (200,000 children according to Food Foundation estimates)." On 17 June, the Government announced a £120 million Covid Summer Holiday Fund to support children on free school meals in England with a £90 voucher to cover the six-week summer holiday period, matched by similar commitments in the Devolved Nations.

In August we began working closely with Marcus Rashford on how to make lasting change to improve children's food security. This influenced Marcus Rashford to adopt the National Food Strategy's three recommendations to tackle children's food poverty which were published in July. He used these three asks as the basis for his new Taskforce's large-scale public campaign to #endchildfoodpoverty which launched officially on 1 September. We continue to collaborate with Marcus and his Taskforce, working with our Ambassadors to contribute evidence and lived experience testimony to the campaign.

850,000 (11% OF 8-17 YEAR OLDS)

CHILDREN REPORTED THAT EITHER THEY OR THEIR FAMILY HAD VISITED A FOOD BANK IN THE SUMMER HOLIDAYS TO GET FOOD. THIS WAS OVER 60% HIGHER IN NON-WHITE BRITISH ETHNIC GROUPS.

#ENDCHILDFOODPOVERTY

SOURCE: FOOD FOUNDATION

“I'm not on free school meals because my mum works, but she's a single parent. Sometimes I only have one meal a day.”

PEOPLE FROM SCHOOL IN SOUTH TYNSIDE

#ENDCHILDFOODPOVERTY

1.4 MILLION CHILDREN (18% OF 8-17 YEAR OLDS)

reported experiences of food insecurity over the summer holidays.

#ENDCHILDFOODPOVERTY

SOURCE: FOOD FOUNDATION

CHILDREN'S RIGHT2FOOD CHARTER

A year on from our Inquiry, we published a **progress report** that looked back on our Charter recommendations to see what had changed. We captured results in a traffic light rating, to shine a light on each nation's progress regarding children's food policy. The report points to a lack of action, slow progress, and Covid-related delays in children's food policy across all four UK nations. The findings reaffirmed the need for an approach to children's food which comprehensively addresses policy gaps and implementation failures. It also underlined the imperatives created by the Covid-19 for children's health and diet and pushed for a Children's Right2Food Commission (formally referred to as a Watchdog) as a long-term solution. The progress report, published in July 2020, included an updated Children's Right2Food Charter to reflect Covid-19 events.

As well as updating their Charter, the Young Food Ambassadors produced an accompanying **illustration** and created a new **video** to explain their Charter which was shared extensively on social media. The Ambassadors have co-produced a new series of Right2Food **podcasts** where they shared stories of lockdown impacting their diets and food access. In June, two of our Ambassadors cohosted with Sheila Dillon a special episode of **BBC Radio 4's Food Programme**, to discuss their Charter and lockdown experiences.

At an online launch for the progress report and updated Charter, five of the Ambassadors spoke,



“We remain committed to reviewing what more can be done... The report from the Children’s Future Food Inquiry makes a valuable contribution to this process. We look forward to engaging with you further on this subject.”

alongside three cross-party MPs and the Children's Commissioner for Scotland.

In July, the Ambassadors had the opportunity to present their updated Charter in a meeting with Vicky Ford, Parliamentary Under Secretary of State for Children and Families at the Department for Education and Jo Churchill, Parliamentary Under Secretary of State at the Department of Health and

Social Care, which Dame Emma Thompson chaired. In a letter following the meeting, the Ministers wrote: *“We remain committed to reviewing what more can be done... The report from the Children’s Future Food Inquiry makes a valuable contribution to this process. We look forward to engaging with you further on this subject.”* Vicky Ford agreed to a follow-up meeting in the Autumn for further discussion with the Ambassadors on monitoring school food standards.

PROJECT ACHIEVEMENTS

CHILDREN'S RIGHT2FOOD IMPACT HIGHLIGHTS

Our Covid-19 polling played a pivotal role in highlighting the sheer scale of child food insecurity and the number of children missing out on Free School Meals due to problems with the national voucher scheme. In response, the Government committed to giving 1.6 million disadvantaged children holiday provision throughout the half-term, Easter and Summer holidays, and to temporarily extending Free School Meals to thousands of children from families with no recourse to public funds who were previously excluded. Support during the holidays will have positive effects on children's health and educational attainment, but also relieve the financial strain of parents and families grappling with the economic impact of the pandemic.

The Young Food Ambassadors have also played a key role in raising awareness of the health inequalities leading to rising childhood obesity rates in the UK. They have been interviewed extensively by the press which led to 190 print

and online media hits. They've tirelessly campaigned on the recommendations in their Charter on banning unhealthy food advertising on TV and online, restricting unhealthy food promotions and making healthy food more affordable. We were delighted to see their campaigning paying off with the new Government obesity strategy introduced in July, which included various of these measures - a 9pm watershed on food and drink high in fat, sugar and salt (HFSS) advertising, restrictions on unhealthy buy-one-get-one-free offers and a new consultation on banning unhealthy food advertising online. This move will substantially reduce all children's exposure to unhealthy food adverts, creating space for healthy options to be given more priority.

Due to Covid-19, plans for an international conference on child food insecurity in Dundee in April 2020 involving the Ambassadors, partners and policymakers were postponed.

While the pandemic has restricted face-to-face events, the Ambassadors used the time to share their experiences of life under lockdown with policymakers and the media. We plan to involve our Ambassadors in a range of upcoming events next year, including an international summer summit meeting and input into COP26 next year.

With new project funding confirmed, we have welcomed several new staff members to help deliver a robust programme of work for the next three years, including a dedicated Children's Right to Food Project Manager. We have also worked to expand the Ambassadors cohort to address key geographical gaps and now have 21 Ambassadors across the UK, with the group expected to reach 30 within the next year.



“I AM DETERMINED ALONG WITH MY PEERS TO ACHIEVE OUR CHARTER GOALS, AND TO MAKE A POSITIVE CHANGE TO OUR COUNTRY. FOOD INEQUALITY IS A COMPLEX ISSUE WITH MANY CONTRIBUTING FACTORS BUT IT IS NOTHING WE CANNOT OVERCOME, WITH THE APPROPRIATE RESOURCES AND TIME. FOOD POVERTY IS AN ISSUE THAT A HIGHLY DEVELOPED COUNTRY LIKE THE UK SHOULD NOT HAVE TO FACE, BUT WE DO. I AM CERTAIN WE CAN MAKE A CHANGE.”

BETH, YOUNG FOOD AMBASSADOR, WALES

PROJECT ACHIEVEMENTS



Peas Please

The Peas Please initiative was launched in 2017 to boost vegetable consumption in the UK. Using a food systems approach that focuses specifically on veg, Peas Please aims to bring together actors from across the UK food system (farmers, retailers, restaurant chains, caterers, manufacturers, charities and government departments) with the common goal of making it easier for everyone to eat veg. Committed to collaborative working, Peas Please is led by project partners the Food Foundation, and supported by Nourish Scotland, Food Sense Wales, Food NI, Belfast Food Network and Sustain.

During 2019 Peas Please was granted funding from the National Lottery Community Fund to allow for the expansion of the pre-existing work and for future support up until 2023. It also allowed us to expand the partnership to Northern Ireland.

This year the project has hit several milestones, from significantly increasing engagement from major retailers and food industry leading caterers, to increasing the amount of veg sold and served by our pledgers.

In January 2020 we published the second annual Peas Please progress report, with the results of our monitoring exercise for the reporting year July 2018 to June 2019. The report showed that an additional 89.9 million portions of vegetables have been served or sold by Peas Please pledgers since the start of the programme in 2017.

In July we ran our annual monitoring cycle for the reporting



year 2019-2020, published December 2020. It shows that 162 million additional portions of veg have been served/sold by Peas Please pledgers since 2017. However, the rate at which we are increasing our cumulative portion total has slowed.

This year we added 72.1 million portions of veg to our total – 13 million fewer than in the year 2018-19, with 25 pledgers unable to report back to us this year due to Covid-19. Despite the difficulties many of our pledgers have faced this year, there has still been some excellent progress made by our pledgers with thirty-eight already on track to meet their original commitments.

THIS YEAR
WE ADDED
72.1
million
PORTIONS OF
VEG TO OUR
TOTAL



KEY HIGHLIGHTS TO OUR INCREASE IN PLEDGER ENGAGEMENT INCLUDED:

- › Tesco increased the percentage of own-brand ready meals that have at least one of your 5-a-day from 26% to 50%
- › Compass Group launched a new plant-forward range, 'Plantilicious', into their business and industry, college, university and healthcare business contracts in January 2020. The new plant-based range ensures the vegetable content of meals makes up at least two portions of veg
- › Lantra (Tyfu Cymru) updated their Wales industry action plan for horticulture, with ambitious targets and a collaborative approach supporting their ambition of growing more veg in Wales.

PROJECT ACHIEVEMENTS

Between September 2019 and August 2020 a further 19 pledgers made a pledge for more veg (including 10 casual dining chains), bringing our total number of pledgers to 93 by August 2020. Two pledgers have been removed from the scheme. New commitments have been obtained from major stakeholders including Mitchel & Butler, JD Wetherspoons, Leon & ITV.

This year's monitoring methodology now reports progress on a sector-by-sector basis to encourage friendly competition and to highlight those sectors where more could be done. This year, two traffic light scores have been assigned to pledgers instead of just one; one for overall progress against pledges, and one for progress against portions served/sold which we hope will incentivise more transparent reporting of vegetable sales.



Example for our retailer pledgers:

The colour-code is defined as:

- **BLACK:** No report from pledger
- **GREY:** First year of reporting (score will be reported next year)
- 🌐 **COVID-19:** Unable to report back this year due to capacity issues caused by COVID-19
- **RED:** Limited progress
- **ORANGE:** A good start
- **YELLOW:** On the road to success
- **GREEN:** Fully implemented all commitments.

PLEDGER	TRAFFIC LIGHT	
	OVERALL PROGRESS	PORTION PROGRESS
Aldi	●	Does not currently report
Asda		🌐
Co-op	●	Does not currently report
Lidl	●	●
Sainsbury's	●	New baseline data reported this year
SimplyFresh		🌐
Tesco	●	● (new baseline data reported this year)
Waitrose	●	Does not currently report
Henderson Group/SPAR NI	●	●



The first Peas Please Prizes were awarded in 2020, recognising outstanding achievements by our pledgers. Prizes were awarded for a range of different actions undertaken by the Peas Please community, including those companies increasing the amount of veg sold by the largest proportion, as well as those acting at a community level to improve access to veg. All pledgers have also received Peas Please branded 'badges' this year, helping to raise the profile of the scheme and encourage continued engagement with the initiative.



PROJECT ACHIEVEMENTS

CITIZEN ENGAGEMENT

Preparation has been underway throughout 2019-2020 for our Veg Advocate workstream. Veg Advocates will act as individual agents of change within their local communities, working with our private sector pledgers and helping our understanding of the barriers many people face in accessing vegetables in their lived experience.

Before lockdown in March, we had run eight workshops in Scotland and one in Belfast. After having to pause the roll-out of our recruitment workshops due to Covid-19, we trialled online workshop formats, in Scotland initially, and have now developed an effective and interactive online workshop which has been well received. Six online workshops have been hosted in Scotland and one in England and we currently have recruited nearly 10 of the 100 Advocates being aimed for. The workshops have been well received. Between September and December we will run 50 workshops across the devolved nations to recruit 100 Veg Advocates to work with us over the remaining three years of project funding.

Over the summer the People's Engagement team surveyed 100 individuals from across the UK to gather insights about their experiences of accessing fruit and veg during Covid-19. We intend to publish a qualitative report with an analysis of the findings in January 2021. Three additional Sustainable Food Places obtained funding this year enabling them to become Veg Cities, bringing the total number of Veg Cities to 25. Veg Cities work to connect organisations and communities across the UK with the aim of getting local areas to grow, cook, sell, and save more vegetables. Thus far 430 organisations have been involved in Veg Cities activities, 635,513 people directly reached through veg promotion activities in local communities, with 370 initiatives to reduce food waste established and 24 vegetable markets and stands set up as a result.



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 free vitamins for mothers and children, and food vouchers to purchase vegetables, fruit, pulses, and milk. Currently 269,000 people are in receipt of the scheme, although 540,000 are eligible to receive the vouchers. Increasing uptake of the scheme and expanding eligibility is therefore a key objective for Peas Please.



In May we ran a Healthy Start roundtable to facilitate conversation between the NHS Business Services and eight of our pledgers within the retail sector ahead of the planned digitisation of the scheme in England, Wales and Northern Ireland. Following this roundtable, NHS Business services appointed a researcher to work more closely with the retailers to ensure successful implementation of the scheme in 2021.

Following the release in July of Part One of the National Food Strategy's recommendations for expanding the eligibility of the scheme and increasing the value of the voucher, we have been working closely with Peas Please retailers and the Department of Health and Social Care to explore and scope out how they can best support and add value to the voucher.

PROJECT ACHIEVEMENTS

HORTICULTURE POLICY

In November 2019 the Peas Please partnership submitted a **response** to the National Food Strategy's Call for Evidence, making the case for the need to develop and establish a 20-year campaign for fruit and vegetables in order to change endemic low levels of consumption in the UK. Nine recommendations were made as part of a holistic strategy to increase consumption and production, including more support for British horticulture and working to improve access to fruit and veg among low-income groups.

We have also worked to develop and promote the reach and terms of reference of the Fruit and Vegetable Alliance, a consortium of UK fruit and vegetable producers of which Peas Please is a founding member. The Alliance has met regularly this year, and proved a particularly useful mechanism for sharing knowledge and collaborating during Covid-19 as British food supply chains came under strain. A two-year vision for the Alliance has now been signed off, with five working groups established to implement the plan. Peas Please will lead consumption working group. The Alliance is also working with DEFRA to help inform the support needed for the sector going forward.

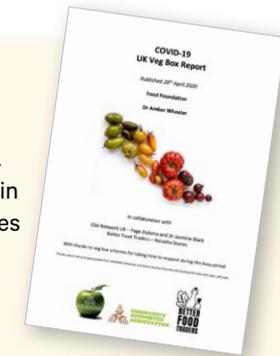
Peas Please has also been active in advocating for growth of British vegetable production across the UK, in line with the need to increase availability and consumption. In Scotland, Peas Please was active in supporting the fruit, vegetable and potato action plan. In Northern Ireland, Peas Please has been engaging directly with growers and Ulster Farmers' Union and convened a group of stakeholders to establish next steps on how to support and develop the sector. In Wales, Peas Please has presented evidence on production and consumption to horticulture stakeholders and has fed into the development of the Tyfu Cymru action plan. Peas Please has also been asked to work alongside industry stakeholders to form a overarching vision for the sector.

REPORTS AND RESEARCH

In May we published the results of a survey with **101 Veg Box providers** to evidence the anecdotal testimony on the huge uplift in sales of veg boxes since the start of lockdown. We found that sales of veg boxes increased by 111% in the six weeks following lockdown in March. This report since been referenced a number of times as part of reports and articles on Covid-19 and the food system. We intend to repeat the survey in 2021 to track what has happened since.



Veg Facts 2020: In brief, a fact file making the case for growing and eating more vegetables in the UK, was published in June to coincide with a reading of the Agricultural Bill. We received positive coverage in trade press, as well as coverage in **i-news**. The report has also been **translated into Welsh**.



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 in more veg.

To achieve our aim of everyone in the UK eating an extra portion of veg a day we will continue to work to deliver the following outcomes:

- 1 More veg eaten, through veg being more available, more affordable and especially to those on a low income.**
- 2 A permanent shift in the food system in favour of higher veg consumption reflected in both business practice and government policies.**
- 3 A successful model for enabling people's voices and lived experience to create food system change and a new generation of food system agents of change (called Veg Advocates).**



PROJECT ACHIEVEMENTS



This year we have successfully built momentum and engagement with the programme, establishing Peas Please as a model for multi-stakeholder food system initiatives. The task now for the year ahead will be in navigating a complex landscape in the wake of Covid-19, which has both helped and hindered project progress. While many retailers have

seen a significant uplift in grocery sales, the Out of Home sector has been significantly impacted by restaurant, school and workplace closures, with social distancing measures profoundly affecting many of our pledgers. Going forward we will therefore work towards obtaining more ambitious pledges from businesses who have met their original targets, and advocate for the continued inclusion of veg on menus to support the casual dining and catering sectors as they rebuild and regroup. The impact of Covid-19 put pause to much of our new business engagement, but we continue to work towards our target of 100 pledger organisations.

Despite the negative effects Covid-19 has had on many of our pledgers, stalling progress for some as businesses were forced to close we have benefitted from the increased focus on UK supply chains this year, with Covid-19 and Brexit creating new interest in supporting British horticulture. The rise in rates of food insecurity has also led to a renewed focus on the issue among many food businesses, with Healthy Start increasingly seen as a key part of corporate responsibility initiatives by many of our retail pledgers.



OUR IMPACT EXTERNALLY

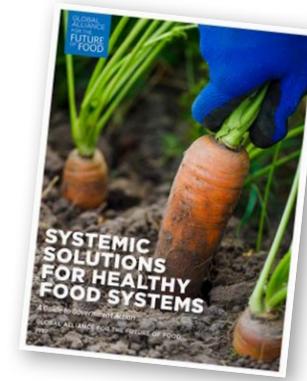
Notable references to Peas Please



Peas Please was used as an example of a voluntary scheme with the potential to encourage healthier grocery retailing in **an article** published in the British Medical Journal this year: *What role should the commercial food system play in promoting health through better diet?*



Veg Facts 2020: in brief was cited by the House of Lord's Select Committee on Food, Poverty, Health and Environment in their **report**, *Hungry for Change: fixing the failures of food*.



Peas Please is included as a case study as part of a **report** by the Global Alliance for the Future of Food recommending ways in which governments can support healthy food systems.



The rationale for Peas Please and the progress we have achieved to date were featured in a 'news and views' **article** published in the British Nutrition Foundation's Nutrition Bulletin journal.



A May **article** in Food Navigator cited Peas Please as an example of an initiative looking *Beyond sugar and salt reformulation: making the case for 'positive' nutrition targets to help curb obesity*.



The Grocer **covered the results** of last year's progress report in January 2020, describing the report as a big step forward for the scheme.

Global, National and City Food Systems



SHEFS

The Food Foundation continues to work with nine other partner organisations (including the London School of Hygiene and Tropical Medicine, UCL, City University and SOAS) on SHEFS, a Wellcome Trust-funded research project. The global research programme uses novel techniques to generate and synthesise evidence, and to help decision makers create policies that deliver nutritious and healthy diets in an environmentally sustainable and socially fair manner. In the last year, the Food Foundation has produced two research briefs for SHEFS. The first focussed on underutilized crops in South Africa, and the second showed that fruit and vegetable consumption in the UK is below the recommended five-a-day and that a considerable proportion of fruit and vegetables consumed are imported from climate vulnerable countries. Three further briefings on fruit and vegetables in the UK will use SHEFS findings to explore the potential health and environmental benefits of increasing our consumption of fruit and veg in the UK, and the biodiversity impacts of different pathways to five-a-day, before putting forward a series of policy recommendations for driving necessary change. These briefings are already generating interest from policy makers and industry players.

We also ran an engagement event with the City of London Primary Academy Islington in late 2019. We engaged with primary school-age children through songs, cooking and play to talk about how diets, health and the environment are interrelated, and to help them play an empowered and active role in shaping a healthy and environmentally sustainable food system.

Throughout the year we have taken part in meetings with the wider SHEFS team, delivering a variety of workshops and learning sessions to upskill SHEFS researchers on policy engagement. In October we led several sessions on policy and policy engagement over the two-day SHEFS biannual meeting.



NATIONAL FOOD STRATEGY

This year our Executive Director Anna Taylor has continued to work as Chief Independent Advisor to Henry Dimbleby on the National Food Strategy. Leon Co-Founder and author of the School Food Plan Henry Dimbleby was commissioned by Environment Secretary Michael Gove in 2019 to conduct an independent review of the UK food system, which will serve as the basis for an overarching cross-departmental National Food Strategy. This year the National Food Strategy ran a public Call for Evidence, and in response to the challenges for the food system posed by Covid-19 and Brexit has published National Food Strategy: Part 1, which makes a series of short-term recommendations. Three of these align closely with the asks in our Children's Right2Food Charter. Since publication we have convened a group of charitable organisations to call for their implementation.

Co-funded by Wellcome (through the SHEFS project) and the Health Foundation, we are leading the young people's engagement for the National Food Strategy across England. We will be running a series of 40 school events to hear first-hand what young people are



most concerned about and the ideas they would like to see the strategy cover. This year we have developed engagement and research materials for use in the workshops. Delivery of the workshops in schools was unfortunately delayed by Covid-19, but we have now recruited two new staff members to conduct the workshops from Autumn 2020 either in-person or online as the situation allows. Two children from each school will then go on to take part in a national event where they will discuss policy options and present their ideas to policy and business leaders.



CITY FOOD STRATEGIES

Over the past year we have continued our work to inspire leadership on food policy and develop a learning partnership between two major world cities – Birmingham, UK, and Pune, India – through the BINDI project, supported by what was then known as Department of International Development (DFID) and Tata Trusts. We have coordinated a household survey in Pune with over 3,000 adults exploring eating habits, understanding of healthy food and policy changes that citizens want to see made to help them to secure healthier diets, developing a policy brief based on this including recommendation for Pune Municipal Corporation, which was launched at an event in Pune in December.

The success of the BINDI partnership has enabled us to develop strong relationship with Birmingham City Council. Birmingham also began its own citizen engagement activities in 2019 and launched the Birmingham Food Conversation. This was launched at the same time as the National Food Conversation in England which was part of the National Food Strategy. To support this we also produced a short film to help engage citizens across Birmingham city and get their input into the state of the city's food system.

Our funding to establish and facilitate the BINDI partnership came to an end in the Spring, but we have since built on this work, formalising our partnership with Birmingham City Council to provide technical assistance for their work over the next two years to develop a healthy food economy. We were also commissioned to develop an audit tool to examine to what extent the policies and programmes in Birmingham city are contributing to a healthy food economy and which local authority powers the Council could use to improve food environments in the city (which can now be used by other local authorities/councils). The work outlined above was interrupted by the COVID-19 pandemic as both Pune and Birmingham quickly needed to supply emergency food provision for the residents in their cities. Interestingly, both cities shared a similar approach when responding to the COVID-19 emergency. The Food Foundation produced case studies focused on their emergency food and nutrition responses which were published on the Food Foundation website as well as by EUROCITIES, Core Cities and SUSTAIN. An online seminar featuring this work took place on 25th June and attracted an audience from across 40 countries.

We have also secured FCDO funding for an ambitious 'Global Food Systems' project which will build on the BINDI partnership to involve other Commonwealth cities in the run up to the Birmingham Commonwealth Games 2022. In the summer of 2020 we also continued to develop our relationship with Food Safety and Standards Authority of India (FSSAI), so that we can work with up to 10 more cities in India, helping them to develop plans and policies for sustainable and healthy diets.



PROJECT ACHIEVEMENTS

Plating Up Progress

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.

This 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 2019 we released our second **report** for the project, assessing what food businesses in the UK were doing to bring about a transition to healthy and sustainable food. This report highlighted the key gaps in industry performance and reporting and related these to risks and opportunities for investors. The report also made a clear call to action for investors to increase expectations on food businesses and provided a set of

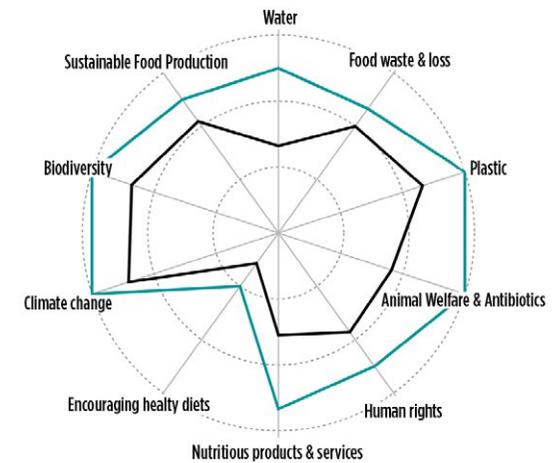
“asks” and metrics that should be used. The report was launched at an event we hosted in London, attended by around 100 people from the business, investor, policy, civil society and academic sectors.

In 2020 our assessment of UK food businesses has been further developed to include additional metrics for plastics and living wages, in addition to the 2019 metrics on nutrition, climate change, biodiversity, sustainable food production, water use, food waste, human rights, and animal welfare. We produced an **interactive dashboard** that provided clear profiles for each company, as well as the sectors as a whole and analysis of whether companies were focusing on their products, their supply chains, or both. This dashboard allows any stakeholder to assess individual companies’ performance and progress over time, as well as compare between companies and across sectors. We also provide full transparency on the methodology and data used in the assessment.

Example diagrams



■ Average
■ 2020 Leadership



Example: Profile of companies’ performance across key topics, comparing the average restaurant chain profile with best practices across the sector.

Example: UK supermarket traffic light profiles across key topics

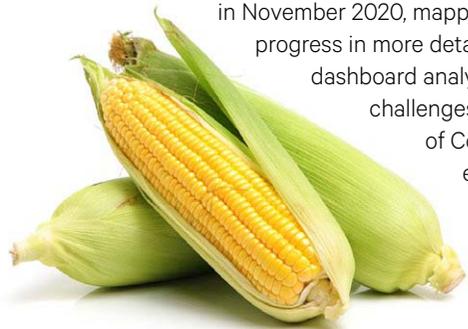
Company	Nutritious products & services	Encouraging healthy diets	Climate change	Biodiversity	Sustainable food production	Water	Food waste & loss	Plastics	Animal welfare & antibiotics	Human rights
Aldi	Yellow	Red	Green	Yellow	Green	Orange	Yellow	Yellow	Yellow	Yellow
Asda	Orange	Red	Green	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Coop	Orange	Orange	Green	Green	Green	Yellow	Yellow	Green	Yellow	Green
Iceland	Orange	Red	Yellow	Yellow	Orange	Red	Yellow	Green	Orange	Yellow
Lidl	Yellow	Red	Yellow	Yellow	Yellow	Red	Yellow	Yellow	Orange	Yellow
Marks & Spencer	Yellow	Orange	Green	Green	Green	Yellow	Yellow	Green	Green	Yellow
Morrisons	Orange	Red	Green	Yellow	Yellow	Orange	Yellow	Green	Yellow	Yellow
Occo	Orange	Orange	Yellow	Yellow	Yellow	Red	Yellow	Yellow	Orange	Yellow
Sainsbury's	Yellow	Orange	Green	Yellow	Yellow	Green	Yellow	Green	Yellow	Yellow
Tesco	Yellow	Red	Green	Green	Yellow	Yellow	Yellow	Green	Yellow	Yellow
Waitrose	Orange	Red	Green	Green	Green	Orange	Yellow	Green	Green	Yellow

PROJECT ACHIEVEMENTS

We have implemented an engagement process throughout this work, with both investors and the businesses, resulting **in 9 of the 26 businesses improving their commitments across different topics over the course of the year.** This engagement process has included a number of workshops with both the businesses and investors and, during the lockdown period of Covid-19, one-to-one dialogues where workshops were no longer possible. We will reinstate the workshop program in 2021, either online or in person depending on how the current pandemic influences what is possible.

Throughout the year we have also been **working with the World Benchmarking Alliance to build a consensus on the methodology and metrics** that all food businesses should be reporting against. Together we are working towards 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. This will provide both national and global contexts in assessing the food industry's progress towards a healthy and sustainable food system.

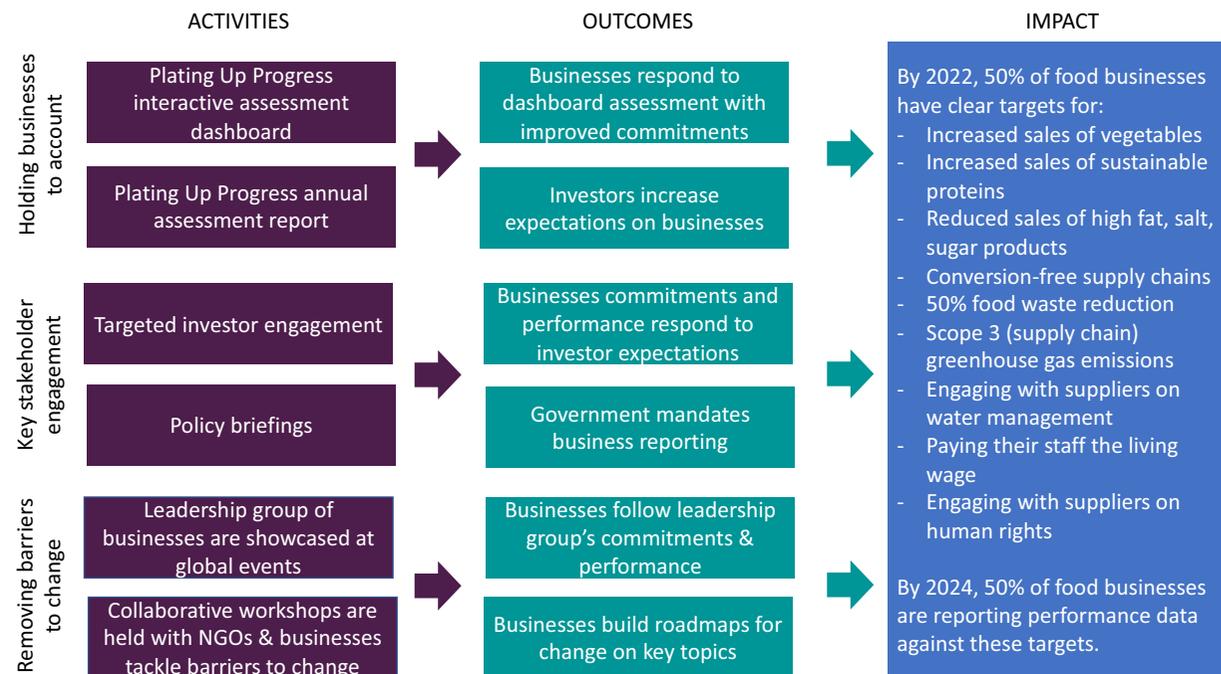
Whilst some of our engagement work has been restricted by the current pandemic, we have been able to engage with the majority of businesses and our selected group of investors and this process will continue in the next financial year. Our 2020 report will be produced in November 2020, mapping the industry's progress in more detail based on the dashboard analysis, and framing the challenges ahead in the context of Covid-19 and the key enablers for change in response to the pandemic:



- Clear and consistent reporting on performance from the food industry
- Government policies that facilitate change in the food industry as part of a wider economic recovery from Covid-19
- Collaborative initiatives that improve the decision-making capabilities of food businesses
- Investor engagement that increases expectations on businesses and applies health and sustainability factors to the provision of finance in the future.

Despite the challenges of the pandemic, we have a number of collaborative events planned to tackle barriers to change in the food industry and to highlight what leadership looks like and, with investor engagement, how the sector as a whole can accelerate its transition to healthy and sustainable food. We will produce clear case studies of how investors are able to leverage their influence to create change and produce a number of briefings, for example a policy briefing, as well as both a toolkit for other organisations to replicate this work and our 2021 report on business progress.

OUR THEORY OF CHANGE FOR THE NEXT TWO YEARS CAN BE SEEN HERE:

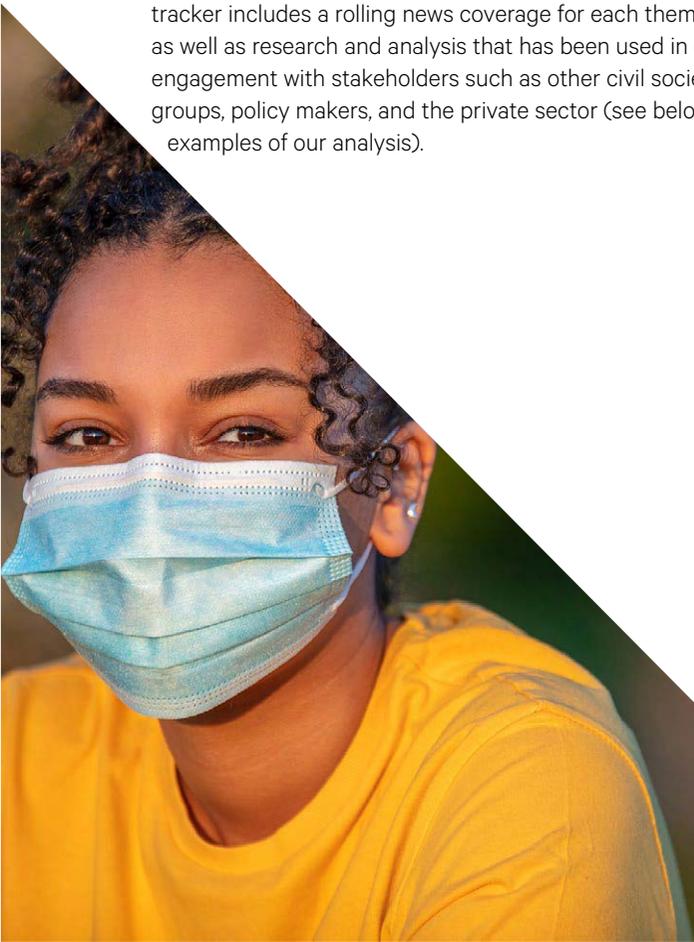


PROJECT ACHIEVEMENTS



Covid-19

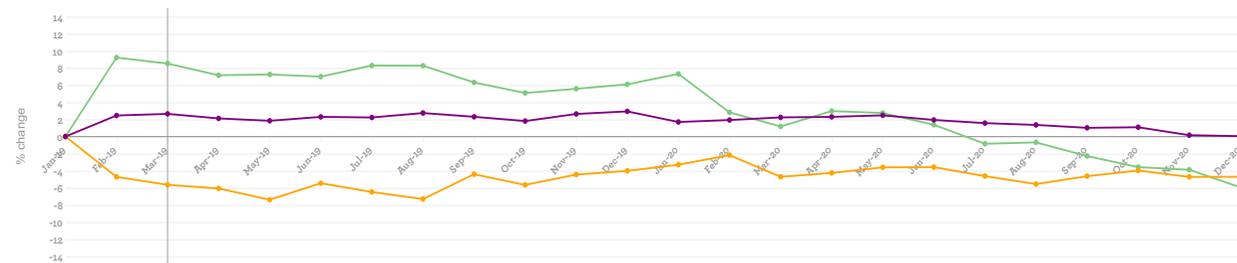
As the pandemic hit the UK and the first lockdown began, we decided it would be valuable to both track developments and carry out specific analysis of impacts across the food system. These are focused on four key themes: macro events such as food prices, impacts on vulnerable groups, supply and demand around fruit and vegetables, and impacts on the food industry (primarily consumer-facing food businesses). The tracker includes a rolling news coverage for each theme as well as research and analysis that has been used in our engagement with stakeholders such as other civil society groups, policy makers, and the private sector (see below for examples of our analysis).



The average monthly percentage change in CPI average retail prices for fruit, vegetables and all foods over the past year compared to January 2019.

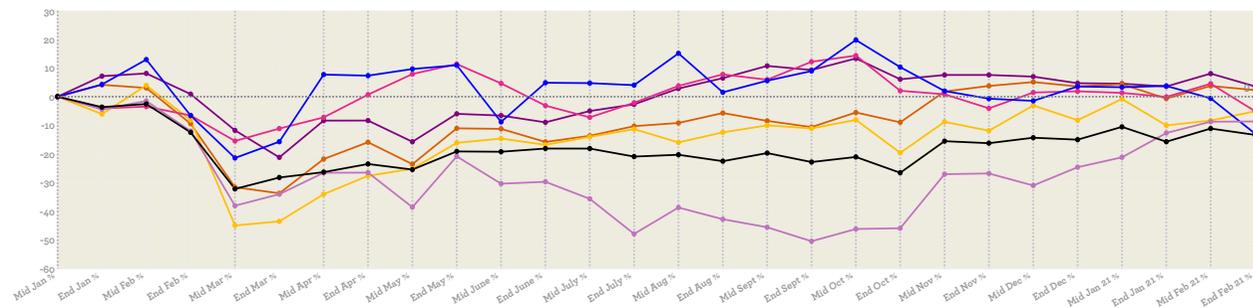
We first compared average percentage changes in price over 12 months compared to a fixed point in time (January 2019). We've done this for fruits, vegetables, and all foods in the CPI basket.

■ Veg ■ Fruit ■ All foods



Quick services restaurants & delivery services share price % change compared to the start of the year.

■ McDonalds ■ YUM! Brands ■ Restaurant Brands International ■ Domino Pizza Plc
 ■ Just Eat Takeaway ■ Greggs ■ FTSE100



PROJECT ACHIEVEMENTS

Early in the Covid-19 pandemic, we recognised the need to fill a crucial knowledge gap on vulnerable groups' access to food. Evidence shows that children living in low-income households and minority children are more likely to experience food insecurity. Those exposed to food insecurity are more likely to experience negative health outcomes, wellbeing and behavioural problems, and are more likely to be obese compared to children from food secure households. Attempting to reduce childhood insecurity therefore directly aligns with our charity's aim to protect children from nutritional and social harm and promotes well-being, especially those who are most disadvantaged.

PARENTS OF
two million
CHILDREN REPORTED
THAT THEY'D
EXPERIENCED FOOD
INSECURITY

With funding from Guy's and St Thomas' Charity, we commissioned a series of 7 UK-wide surveys between March and September, working with Dr Rachel Loopstra at King's College London on analysis.

Collecting this data gave us a timely and accurate picture of household-level food security across the UK, helping us to identify groups at risk and track trends over time. We dedicated three surveys specifically to households with children to gauge how effective Government programmes were in protecting children's food access. The findings were dramatic: by May, parents of two million children reported that they'd experienced food insecurity and more than 200,000 children have had to skip meals; over the summer 850,000 children reported either that or their families had had to visit a food bank over the summer.

“MILLIONS OF YOUNG PEOPLE IN THE UK HAVE BEEN AFFECTED BY FOOD INSECURITY AND POOR FOOD QUALITY IN THE COVID-19 CRISIS AND WILL CONTINUE TO BE. THE GOVERNMENT NEEDS TO ENSURE YOUNG PEOPLE - ESPECIALLY THOSE WITH LIVED EXPERIENCE - ARE INVOLVED IN FINDING LONG-TERM SOLUTIONS TO THESE PROBLEMS.”

DEV, YOUNG FOOD AMBASSADOR, ENGLAND

IMPACT OF TRACKER

We shared our findings widely with civil servants, Government officials and media, receiving substantial and widespread engagement - our survey findings been quoted widely in national press and were used extensively in parliament in key debates and in parliamentary questions. We also disseminated our data in a three-part webinar series attended by between 200-400 key stakeholders at each. Our tracker earned 18,156 unique website views over the period to end August 2020.

After we received the results from our first food insecurity survey we started to point to the need for a national level coordination mechanism to tackle food insecurity to ensure no vulnerable groups were overlooked. While a coordination mechanism was not set up the government did establish a cross-ministerial taskforce responsible for food insecurity amongst vulnerable groups which strengthen the effectiveness of the government's response.

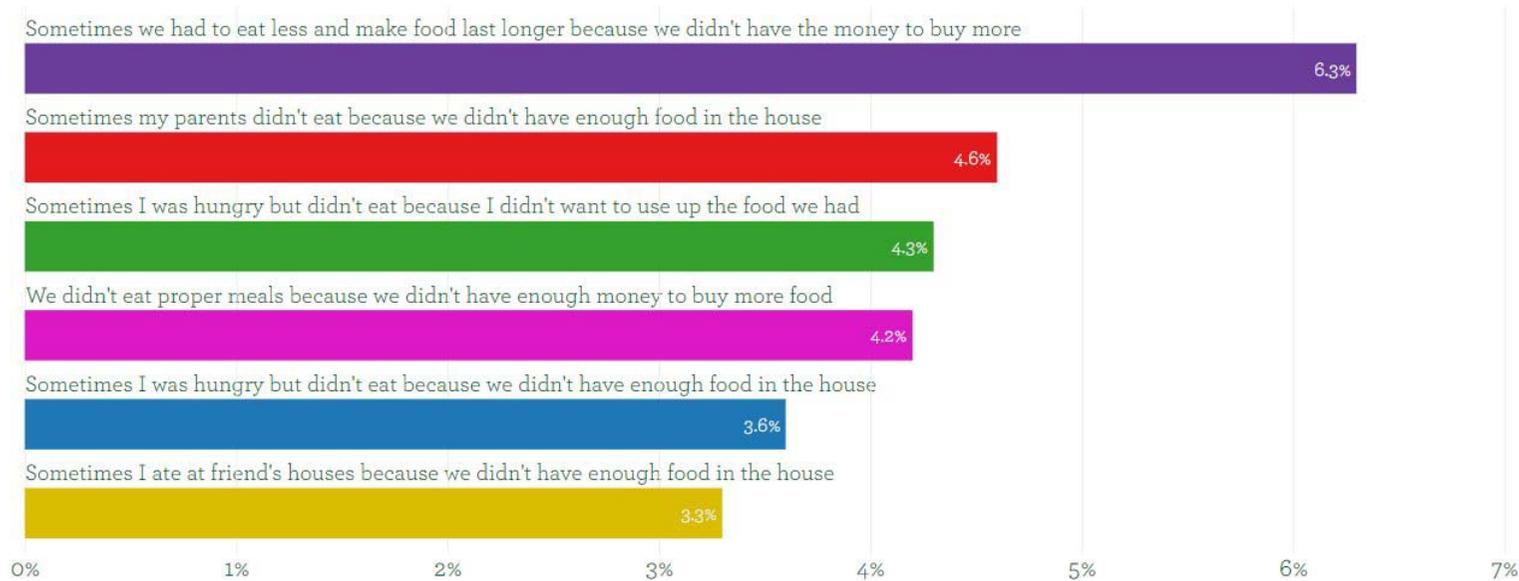


“The Food Foundation have ...demonstrated the near impossibility of low-income households eating healthily without addressing their lack of income. They have also been responsible for the simple, yet dramatic, reporting of the effect of the Covid-19 lockdown on food insecurity... The Food Foundation has quickly become an indispensable feature of the public health landscape in Britain.”

PROFESSOR SIR MICHAEL MARMOT

Food insecurity over the summer holidays

Over 1.4 million children (18%) aged 8-17 reported experiences of food insecurity over the summer holidays



*not mutually exclusive



As the situation regarding Covid-19 evolves and we approach 2021 we are developing the tracker so that it follows wider issues relating to the UK food system, such as EU Exit, environmental concerns as well as the ongoing impacts of the pandemic.

LEGAL & ADMINISTRATIVE

Registered

Charity Number:

1187611 (Registered;
28th January 2020)

Registered Address:

Food Foundation
Spayne, Lindsay & Co,
LLP, 55 Strand, London,
WC2N 5LR

Executive Director:

Anna Taylor, OBE

Board of Trustees:

Laura Sandys
(Chair & Founder)
Michael Marmot
Tom Lindsay
Rosie Boycott
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London, W1S 4AP

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CAF Bank Limited,
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Kent, ME19 4JQ

FINANCIAL REVIEW

The Trustees present their report and financial statements for the year ending 31st August 2020 and confirm that the financial statements comply with current Charities SORP (FRS 102) – Accounting and Reporting by Charities: Statement of Recommended Practice.

LEGAL STATUS

Food Foundation CIC was incorporated 5th August 2014 and registered with Companies House, with Company Number 09162855. Within this reported financial year, we converted to Food Foundation CIO and registered with the Charities Commission 28th January 2020, with Charity Number 1187611. As such, included within our financial statements are restated values for our year ending 31st August 2019 under SORP practices for comparable data.

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 significantly by 60% against our records for the year ending 31st August 2019, 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.

Our expenditure is considered across three areas, campaign costs, employees 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 six to ten and expect to increase the team further in the coming year to around 15. As we cannot guarantee funding levels, four of these roles are fixed term.

BALANCE SHEET

We have closing funds of £670,345 (£324,964 year ended 31st August 2019) with cash holdings of £534,613 (£278,208 year ended 31st August 2019).

Within our closing balance, we have £448,397 restricted and £221,948 (£270,082 and £54,882 respectively year ended 31st August 2019) unrestricted funds available to us. These funds will predominantly contribute to next year's activities.



LEGAL & ADMINISTRATIVE

We operate a defined contribution pension scheme which is managed by NEST. All contributions have been paid over during the year, with our August 2020 contribution being paid in September 2020.

RESERVES

Restricted - At the end of the year our restricted reserves amounted to £448,397 (£270,082 year ended 31st August 2019). The vast majority of this is committed across various projects running throughout our next financial period. In light of the Coronavirus pandemic, we predict that 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 £221,948 (£54,882 year ended 31st August 2019). £133,334 of this relates to accrued entitled and probable income attributable between August 2021 - July 2023, leaving a balance of £88,614. Of this we held £64,411 within our cash holdings and £8,110 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 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 equates to £122,038, hence a target deficit of £33,424. We operate a simple organisational structure and have no long-term commitments.

Our reserves policy is reviewed annually.

PRINCIPAL RISKS AND UNCERTAINTIES

The Trustees have assessed the major risks to which we may be exposed to 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 had to leave our trading premises as our landlord was no longer viably able to continue trading. We adopted remote working arrangements, which despite its challenges is working well. We plan to secure new office space in the not-too-distant future.

The largest impact to us was not being able to hold many planned events throughout the year and 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.

LEGAL & ADMINISTRATIVE

We have a continual process for fundraising for our work both by scanning new opportunities which align with our strategy from a wide range of charitable trusts and foundations. In 2020 we made approximately 15 funding applications and have been successful in approximately two thirds of these. 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 Esmée 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.

STRUCTURE, GOVERNANCE AND MANAGEMENT

We are governed by our Constitution and our charitable objects. The Food Foundation is managed by seven trustees who met 4 times during the past year. The Trustee Committee is chaired by Laura Sandys. The trustees have formed two sub-committees who will meet between trustee meetings: the Audit and Risk Committee chaired by Tom Lindsay and the Impact and Reputation Committee chaired by Rosie Boycott. Terms of reference for each have been agreed.

New trustees will be recruited through external advertisement. During 2020/1 we will be seeking at least one additional trustee who will be

appointed for a term of 3 years. In selecting individuals for appointment as charity trustees, the charity trustees will have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

】 ORGANISATIONAL STRUCTURE AND HOW THE CHARITY MAKES DECISIONS.

Decisions on strategy and budget are made by the trustees during their quarterly meetings. The Audit and Risk 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. Control is as defined in section 1124 of the Corporation Tax Act 2010.

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



Future plans including aims and objectives activities planned to achieve them.

Our current strategy which was approved in September 2019 runs until 2025, described on [pages 4-6](#)

In 2020/21

Children's Right2Food

During 2020/21 we will be building on the progress which we have made in the past year and the engagement which we have secured in our children's Right2Food campaign from devolved administrations and civil society organisations. Specifically:

1. We will contribute evidence and lived experience testimony for the campaign to support the 3 National Food Strategy recommendations on children's food programmes being led by footballer Marcus Rashford and coordinate the efforts of 20 charities in support of these recommendations. We will work to ensure this campaign reaches beyond England to all parts of the United Kingdom.
2. We will work to secure longer-term commitments to tackle children's food insecurity and inequalities in obesity in line with our children's Right2Food Charter.

3. We will work with our young food ambassadors to support their campaigning and give them opportunities for their voices to be heard by policymakers and in the media.
4. We will work to fill evidence gaps and track impact on government policies designed to improve children's food access and diets, holding policymakers to account and drive better outcomes.

Plating up Progress

During 2020/21 we will build on the engagement which we have held with businesses and investors and

1. Publish and promote the next edition of the Plating Up Progress dashboard using it to drive greater commitments from businesses and investors to take action in support of a transition to healthier and more sustainable food systems.
2. Consolidate our experience of developing the methodology and dashboard into a national toolkit to be used by organisations in other countries and which aligns with global efforts to evaluate industry progress being led by the World Benchmarking Alliance
3. Deliver evidence driven workshops with businesses which provide in-depth analysis and insight and helps businesses to develop roadmaps on areas where action is currently too slow.
4. Support leading businesses and investors to show case their progress on the international stage and use this to drive a race to the top.

Peas Please

Building on the insights from our 2019 Peas Please progress report, during 2020/21:

1. We will aim to secure greater commitments from major grocery retailers to drive up vegetable consumption and mainstream their reporting on this to the public and investors.
2. We will continue to develop the evidence for action to drive up veg consumption through publishing our Veg Facts 2021 and a report outlining the progress

needed in school food.

3. We will lead efforts to learn about how the Healthy Start scheme can be better supported and implemented by businesses and governments so that it delivers the greatest possible health benefits for its beneficiaries.
4. We will train and support our citizen veg advocates so their voices are heard by business leaders and policy makers.

Global, National and City Food systems

1. After the publication of the National Food Strategy, we will work to ensure the UK has a strong policy framework on food so that the food system realigns to deliver public health and environmental protection
2. We will support Birmingham City Council to become a leading local authority in the UK and on the world stage implementing the most effective approaches to delivering healthier food environments. Building on our partnership between Birmingham and Pune, India we will create a learning network for city authorities to scale up their efforts to tackle the health and sustainability of their city food systems.
3. We will use the international events in 2021 which offer the opportunity to secure political leadership for food systems transformation to showcase best practice amongst food businesses, city leaders and to promote and secure support to our Global Youth Food Charter which we will develop with young people in the UK and overseas during the first half of the year.

The information above has been verified and deemed acceptable for completion.

Signed:



Laura Sandys, Chair | 21st April 2021

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 2020 which comprise The Statement of Financial Activities, The Balance Sheet, The Statement of Cash Flows and 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 2020, 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 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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

OTHER INFORMATION

The trustees are responsible for the 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. 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.

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 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.

RESPONSIBILITIES OF TRUSTEES

As explained more fully in the trustees' responsibilities statement set out on page 2, the trustees are responsible for the preparation of financial statements which 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'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 regulations made under section 154 of that Act.

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.

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.



Michael Cooper-Davis FCCA ACA

Price Bailey LLP
Chartered Accountants
Statutory Auditors
24 Old Bond Street
London
W1S 4AP
Date **28 April 2021**

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 2020

	Note	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £	As restated Total funds 2019 £
Income:					
Donations and legacies	4	286,346	930,159	1,216,505	747,217
Charitable activities	5	88,148	2,228	90,376	66,963
Total income		374,494	932,387	1,306,881	814,180
Expenditure:					
Charitable activities	6	207,428	754,072	961,500	489,837
Total expenditure		207,428	754,072	961,500	489,837
Net movement in funds		167,066	178,315	345,381	324,343
Reconciliation of funds:					
Total funds brought forward		54,882	270,082	324,964	621
Total funds carried forward	14	221,948	448,397	670,345	324,964

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

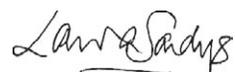
All income and expenditure has arisen from continuing activities.

The notes on pages 36 to 46 form part of these financial statements.

BALANCE SHEET AS AT 31 AUGUST 2020

	Note	2020 £	As restated 2019 £
Fixed assets			
Tangible assets	10	8,109	2,507
Current assets			
Debtors	11	216,816	69,677
Cash at bank and in hand		534,613	278,208
		<u>751,429</u>	<u>347,885</u>
Creditors: amounts falling due within one year	12	(89,193)	(25,428)
Net current assets		<u>662,236</u>	<u>322,457</u>
Total assets less current liabilities		<u>670,345</u>	<u>324,964</u>
Total net assets		<u><u>670,345</u></u>	<u><u>324,964</u></u>
Charity funds			
Restricted funds	14	448,397	270,082
Unrestricted funds	14	221,948	54,882
Total funds		<u><u>670,345</u></u>	<u><u>324,964</u></u>

The financial statements were approved and authorised on **21st April 2021** for issue by the Trustees and signed on their behalf by:



L J Sandys

Date: **21st April 2021**

The notes on pages
36 to 46 form part
of these financial
statements.



STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 AUGUST 2020

	2020 £	As restated 2019 £
Cash flows from operating activities		
Net cash used in operating activities	267,040	170,093
Cash flows from investing activities		
Purchase of tangible fixed assets	(10,635)	(3,058)
Net cash used in investing activities	(10,635)	(3,058)
Change in cash and cash equivalents in the year	256,405	167,035
Cash and cash equivalents at the beginning of the year	278,208	111,173
Cash and cash equivalents at the end of the year	<u>534,613</u>	<u>278,208</u>

The notes on pages 36 to 46 form part of these financial statements.





NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2020

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 55 Strand, London, WC2N 5LR.

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.



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.

As part of their review the Board of trustees have additionally considered the implications of the current Coronavirus Pandemic on the going concern assumption. The economic impact on the charity due to the Coronavirus Pandemic is subject to unprecedented levels of uncertainty with the full range of possible effects unknown. Sensitivity analyses have been applied to the forecasts to assess a range of potential impacts from the Coronavirus Pandemic. In the analyses, a variety of assumptions were modelled with varying degrees of impact and duration. Whilst there is evidence of negative effects on income and cash flows, the resulting sensitised forecasts continue to support the going concern assumption and the Board of trustees are confident they can take sufficient mitigating action to ensure that available funds will be sufficient for the charity's needs.

2.3 Reconciliation with previous Generally Accepted Accounting Practice

Food Foundagtion has converted from a Community Interest Company (CIC) to a Charitable Incorporated Organisation during the financial year to 31 August 2020. In preparing these accounts, the Trustees have considered whether in applying the accounting policies required by Charities SORP (FRS 102) the restatement of comparative items was required. These have been considered in note 13 of these financial statements.

2.4 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 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.

2.5 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.

2.6 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

2.7 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.

2.8 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.

2.9 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.

2.10 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.

2.11 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.

2.12 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.

4. INCOME FROM DONATIONS AND LEGACIES

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £	As restated Total funds 2019 £
Donations	9,171	-	9,171	-
Grants	277,175	930,159	1,207,334	747,217
	<u>286,346</u>	<u>930,159</u>	<u>1,216,505</u>	<u>747,217</u>

In 2019, income from grants was £747,217, of which £513,543 was restricted and £233,674 was unrestricted.

5. INCOME FROM CHARITABLE ACTIVITIES

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £	As restated Total funds 2019 £
Service income	88,148	-	88,148	65,006
Other income	-	2,228	2,228	1,957
	<u>88,148</u>	<u>2,228</u>	<u>90,376</u>	<u>66,963</u>

In 2019, service income of £65,006 and other income of £1,957 was all unrestricted.

6. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES

Summary by fund type

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £	As restated Total funds 2019 £
Direct costs	112,869	746,639	859,508	440,549
Support costs	94,559	7,433	101,992	49,288
	<u>207,428</u>	<u>754,072</u>	<u>961,500</u>	<u>489,837</u>

In 2019, direct costs were £440,549 of which £200,738 was unrestricted and £239,811 was restricted.

In 2019, support costs were £49,288, of which £45,638 was unrestricted and £3,650 was restricted.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2020

Summary by expenditure type

	Staff costs 2020 £	Depreciation 2020 £	Other costs 2020 £	Total funds 2020 £
Direct costs	386,163	-	473,345	859,508
Support costs	-	5,033	96,959	101,992
	<u>386,163</u>	<u>5,033</u>	<u>570,304</u>	<u>961,500</u>

Analysis of support costs

	2020 £	2019 £
Staff	-	1,230
Technology costs	17,527	10,405
Depreciation	5,033	1,253
Premises costs	15,694	19,907
Other costs	55,138	13,793
Governance costs	8,600	2,700
	<u>101,992</u>	<u>49,288</u>

Summary by expenditure type

	Staff costs 2019 £	Depreciation 2019 £	Other costs 2019 £	Total funds 2019 £
Direct costs	209,865	-	230,684	440,549
Support costs	-	1,253	48,035	49,288
	<u>209,865</u>	<u>1,253</u>	<u>278,719</u>	<u>489,837</u>

7. AUDITORS' REMUNERATION

	2020 £	2019 £
Fees payable to the Charity's auditor for the audit of the Charity's annual	7,350	-
Fees payable to the Charity's auditor in respect of: All non-audit services not included above	<u>1,250</u>	<u>-</u>



8. STAFF COSTS

	2020 £	2019 £
Wages and salaries	342,036	186,272
Social security costs	32,524	16,803
Pensions costs	11,603	6,790
	<u>386,163</u>	<u>209,865</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 £11,603 (2019 - £6,790). Contributions totalling £1,875 (2019 - £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:

	2020 No.	2019 No.
Employees	<u>10</u>	<u>6</u>

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

	2020 No.	2019 No.
In the band £60,001 - £70,000	-	1
In the band £70,001 - £80,000	<u>1</u>	<u>-</u>

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 £84,689 (2019 - £80,575).

9. TRUSTEES' REMUNERATION AND EXPENSES

During the year, no Trustees received any remuneration or other benefits (2019 - £NIL).

During the year ended 31 August 2020, no Trustee expenses have been incurred (2019 - £NIL).

10. TANGIBLE FIXED ASSETS

	Office equipment £
Cost or valuation	
At 1 September 2019	11,443
Additions	10,635
At 31 August 2020	<u>22,078</u>
Depreciation	
At 1 September 2019	8,936
Charge for the year	5,033
At 31 August 2020	<u>13,969</u>
Net book value	
At 31 August 2020	
At 31 August 2019	8,109
	<u>2,507</u>

11. DEBTORS

	2020	As restated 2019
	£	£
Due within one year		
Trade debtors	43,294	-
Prepayments and accrued income	173,522	69,677
	<u>216,816</u>	<u>69,677</u>

12. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020	As restated 2019
	£	£
Trade creditors	25,086	-
Other taxation and social security	4,967	-
Other creditors	1,875	-
Accruals and deferred income	57,265	25,428
	<u>89,193</u>	<u>25,428</u>

	2020	As restated 2019
	£	£
Deferred income at 1 September 2019	18,161	18,161
Resources deferred during the year	-	-
Amounts released from previous periods	(18,161)	-
	<u>-</u>	<u>18,161</u>

At the date of the balance sheet, no deferred income was recognised by the Charity (2019 - £18,161).
Deferred income released in the year relates to grant income received in advance of entitlement.

13. PRIOR YEAR ADJUSTMENTS

Food Foundation converted from a Community Interest Company (CIC) to a Charitable Incorporated Company (CIO) upon registration with the Charities Commission on 28 January 2020. This is the first year that the Charity has presented its financial statements under FRS 102 SORP. The last financial statements prepared under UK GAAP were for the year ended 31 August 2019, and the date of transition to FRS 102 SORP was therefore 1 September 2018.

Reconciliations and descriptions of the effect of transition to FRS 102 SORP on total funds and net income/(expenditure), have been shown below:

Reconciliation of total funds

	1 September 2018	31 August 2019
	£	£
Total funds under UK GAAP	621	1,794
Release of deferred income	-	298,170
Recognition of grant income in accordance with Charities SORP FRS 102	-	25,000
Total funds reported under FRS 102 SORP	<u>621</u>	<u>324,964</u>

	2019
	£
Net income reported under UK GAAP	1,173
Release of deferred income	298,170
Recognition of grant income in accordance with Charities SORP FRS 102	25,000
Net movement in funds reported under FRS 102 SORP	<u>324,343</u>



14. STATEMENT OF FUNDS

Statement of funds - current year

	As restated 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 Environment Food and Rural Affairs	25,000	-	(25,000)	-
Esmee Fairbairn 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
	<u>270,082</u>	<u>932,387</u>	<u>(754,072)</u>	<u>448,397</u>
Total of funds				
	<u><u>324,964</u></u>	<u><u>1,306,881</u></u>	<u><u>(961,500)</u></u>	<u><u>670,345</u></u>



14. STATEMENT OF FUNDS (continued)

Statement of funds - prior year

	Balance at 1 September 2018 £	As restated Income £	As restated Expenditure £	As restated Balance at 31 August 2019 £
Unrestricted funds				
General funds	621	300,637	(246,376)	54,882
Restricted funds				
Awards for All Scotland	-	10,000	(9,095)	905
Big Lottery Development Grant	-	54,276	(54,276)	-
Department for Environment Food and Rural Affairs	-	50,000	(25,000)	25,000
National Lottery Community Fund	-	222,863	(479)	222,384
The Health Foundation	-	28,527	(28,527)	-
The Rank Foundation	-	23,177	(15,109)	8,068
The Tudor Trust	-	35,721	(35,721)	-
The University of Oxford	-	29,350	(21,350)	8,000
Total Produce Plc	-	5,000	(5,000)	-
Trust for London	-	21,250	(17,794)	3,456
Wellcome Trust/ The London School of Hygiene and Tropical Medicine	-	33,379	(31,110)	2,269
	-	513,543	(243,461)	270,082
Total of funds	621	814,180	(489,837)	324,964

15. 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.
- Esmée 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.
- 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.
- Guy's & 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.
- 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.
- 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 Tudor Trust: Funds held to contribute towards the Children's Right2Food Campaign.
- Trust For London: Funds held to contribute towards the Children's Right2Food Campaign.
- 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.

16. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	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

Analysis of net assets between funds - As restated 2019

	Unrestricted funds 2019 £	Restricted funds 2019 £	Total funds 2019 £
Tangible fixed assets	2,507	-	2,507
Current assets	52,375	295,510	347,885
Creditors due within one year	-	(25,428)	(25,428)
Total	54,882	270,082	324,964

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2020

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

	2020 £	As restated 2019 £
Net income for the period (as per Statement of Financial Activities)	345,381	324,343
Adjustments for:		
Depreciation charges	5,033	1,253
(Increase) in debtors	(146,258)	(51,176)
Increase/(decrease) in creditors	63,765	(104,327)
Net cash provided by operating activities	<u>267,921</u>	<u>170,093</u>

18. ANALYSIS OF CASH AND CASH EQUIVALENTS

	2020 £	2019 £
Cash in hand	<u>534,613</u>	<u>278,208</u>

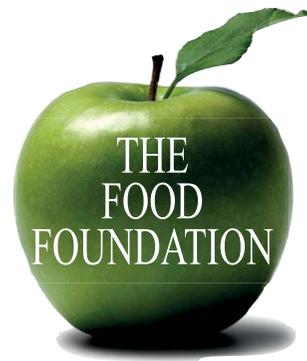
19. ANALYSIS OF CHANGES IN NET DEBT

	At 1 September 2019 £	Cash flows £	At 31 August 2020 £
Cash at bank and in hand	278,208	256,405	534,613

20. RELATED PARTY TRANSACTIONS

The Charity has not entered into any related party transaction during the year, nor are there any outstanding balances owing between related parties and the Charity at 31 August 2020 (2019: none)





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