



# The Food Foundation

REVIEW AND ACCOUNTS  
FOR THE YEAR ENDING  
AUGUST 2021

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# Letter from the Chair



We entered the second year of COVID with increasing and deepening evidence of inequalities and research further confirmed the link between diet, weight and health vulnerabilities. These growing problems – felt by many but disproportionately by lower income families – has strengthened our resolve to drive for a healthier population and planet through good, sustainable and, importantly, affordable diets.

It has not been easy for many families and our research has shown that over the last two years the “Healthy Plate” as designated by the Government would cost 40% of household expenditure - out of reach of far too many. There are few who understand this more than Marcus Rashford MBE who has adopted several of our evidenced asks of Government to underpin his campaigning. We thank him for being such a crucial advocate on behalf of families throughout the country.

At The Food Foundation we work with others – it is part of our DNA so we would not want to claim some of the outcomes this year as due to us – but we have played an important role in coordinating, building coalitions and supporting others with evidence to promote their aims. As a result of this approach to collaborate and create common purpose there have had some notable successes this year with 1.7 million children benefiting from the policy change to extend Healthy Start and holiday provision, and of course the publication of the National Food Strategy to which our CEO was Chief Independent Advisor and that sets out a clear plan for Government action.

It was also changing business practises that focused our work this year. - Through Peas Please, 636 million more veg portions were sold or served across all food outlets. This was up from 162 million last year, with significant increase in promotions featuring healthy and veg-based products. Working with Veg Power, the annual advertising campaign that aims to drive demand for veg, 43 million people were reached by the *Eat Them To Defeat Them* campaign.

We have also gone beyond the food outlets, making concerted efforts to target investors in food companies who hold the key to driving change within food businesses. Our Plating Up Progress programme designed and coordinated representation to the Chancellor of the Exchequer from investors managing £2.8 trillion, calling for food businesses to report on their healthy and sustainable food sales.

- It was particularly thrilling to meet the global young food ambassadors that we have recruited on behalf of the UN at COP26 in Glasgow. These young ambassadors from 8 countries presented their stories and aspirations to leaders at COP. They will be going on to work with UN agencies and The Food Foundation to ensure that their voices are heard and that they have agency to make change in their countries.

We have continued to grow the number and diversity of supporters and funders and I want to say thank you for recognising the value of our work and supporting our activities.

It has, as for all organisations, been a difficult environment for our team and huge work has gone in to ensuring they have been safe and have been able to act as a team despite distancing. I want to say a particular thank you to Anna for her ability to lead an organisation through this year. On behalf of the Trustees, I want to say a huge thank you to the team for all they have achieved, their enthusiasm, energy and always going above and beyond. Thank you all.

**Laura Sandys CBE, Chair**

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1187611 (Registered;  
28th January 2020)

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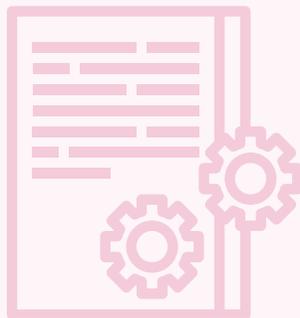
**Appointed Auditors:**  
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24 Old Bond Street,  
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# The highlights

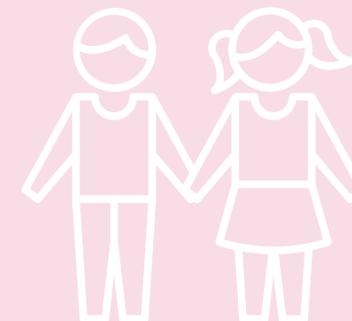
## Influencing Food Policy

- We **LED THE WAY** in monitoring the affects of the pandemic on food security – conducting a total of **FOUR** national surveys
- Our Executive Director served as **CHIEF INDEPENDENT ADVISER** to Henry Dimbleby – author of the National Food Strategy
- We helped to create the condition for youth leadership on food systems change globally and mobilised their voices in **106 COUNTRIES** securing **101,742 VOTES** for our Actions4Change



## Improving children's diets

- We worked with Marcus Rashford to initiate a parliamentary petition which secured **1.1 MILLION SIGNATORIES** focused on tackling food poverty
- We played a **LEADING ROLE** in securing policy commitments to increase the value of Healthy Start vouchers and deliver the Holiday Activities and Food Programme to support children eligible for free school meals during the school holidays. Together these programmes benefit **1.7 MILLION CHILDREN**



## Increasing vegetable consumption

- We attracted **12 NEW BUSINESSES** committed to taking action to make it easier for their customers to eat veg, resulting in the total number of Peas Please pledgers rose from **93 TO 105**
- Together our pledgers have served or sold an additional **636 MILLION** portions of veg since 2018, up from 162 million last year
- Veg Power's *Eat Them to Defeat Them* campaign entered its third year with a brand new ad, reaching **43 MILLION PEOPLE** and being activated in **1,900 SCHOOLS** (up from 1500 in 2020)



## Inspiring change in food businesses and investment

- Our work led to 5 out of 11 supermarkets setting targets for sales of healthy or healthier food (compared to 2 last year), which equates to approximately **60%** of the total retail market share. Also 4 out of 18 caterers and restaurant chains making a commitment to **INCREASE SALES OF VEGETABLES**
- For the first time, we worked with **SEVEN INSTITUTIONAL INVESTORS**, representing **£2.8 TRILLION** in assets under management to write a letter to the government calling for mandatory food business reporting of healthy and sustainable food sales



# Summary

This year we continued to monitor the impact of the pandemic on household food security by conducting four nationally representative surveys and collating findings from the first year of the pandemic in a summary report: Crisis within a crisis. In addition, our annual flagship report, The Broken Plate, which was downloaded more than 9000 times up from 4000 the previous year, explained in a stark set of ten metrics the ways in which the food system exacerbates the effects of income inequality in our health and well-being. Using this evidence, we continued to inform public, parliamentary and policy discussions about health inequalities, the cost of living and access to nutritious foods in different communities.

Demonstrating the reach of this work, 1.1 million people signed the parliamentary petition which we developed with Marcus Rashford, MBE, calling for action to tackle children's food poverty. This resulted in policy commitments to increase the value of Healthy Start vouchers received by low-income families with pre-school children from £3.10 to £4.25, and to deliver the Holiday Activities and Food Programme to support children eligible for free school meals during the school holidays. Together these programmes benefit 1.7 million children.

During this period our Executive Director also served as Henry Dimbleby's Chief Independent Adviser for the National Food Strategy which was published in July 2021 and proposed an ambitious set of recommendations to support a food system shift towards healthy and sustainable diets, as well as

tackling dietary inequalities. These will be the subject of a government White Paper in early 2022.

Our work to increase the consumption of vegetables continued to scale-up despite the significant impact of the pandemic on the hospitality sector. This year we attracted 12 new pledgers to Peas Please bringing the total to 105. Together our pledgers have served or sold an additional 636 million additional portions of veg since 2018, up from 162 million last year. In addition, Veg Power's Eat Them to Defeat Them campaign entered its third year with a brand new ad, reaching 43 million people and being activated in 1,900 schools (up from 1500 in 2020).

Behind the scenes we continued to build our relationships with companies involved in Peas Please and investors to establish commitments for long

term shifts towards healthy and sustainable diets. This work means that now 5 out of 11 supermarkets now have targets for sales of healthy or healthier food (compared to 2 last year) and 4 out of 18 caterers and restaurant chains have a commitment to increase sales of vegetables. In addition, seven institutional investors, representing £2.8 trillion in assets under management, signed our first letter to the government calling for mandatory food business reporting of healthy and sustainable food sales.

During this year we also started to build relationships internationally so we would be in a position to engage in the international events on food systems which took place in 2021. We played an active role in using

our experience in the UK to influence international discussions in the run up to the UN Food Systems Summit, convening 2 dialogues, hosting 4 events, and influencing 3 game changing solutions, one of which has evolved into an international coalition for benchmarking national food businesses.

In addition, we worked to mobilise youth voices for food system change in 106 countries, securing 101,742 youth votes for our Actions4Change. The results from the consultation have informed the Youth Declaration presented at the UNFSS, CGIAR's research program on Climate Change, Agriculture and Food Security and World Food Forum's Youth Compendium.



**“ Demonstrating the reach of this work, 1.1 million people signed the parliamentary petition which we developed with Marcus Rashford, MBE, calling for action to tackle children's food poverty**

## Our vision

A great food system which delivers the best health and wellbeing for us all and our planet.

## Our mission

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

## Why we exist

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

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

### OUR CHILDREN'S PROSPECTS

Trajectory for children born in **2021**

- OVERWEIGHT
- OBESITY
- SEVERE OBESITY
- DEAD

**AT AGE 5/RECEPTION:** FORECAST 2026



**AT AGE 11/YEAR 6:** FORECAST 2031



**AT AGE 21:** FORECAST 2041

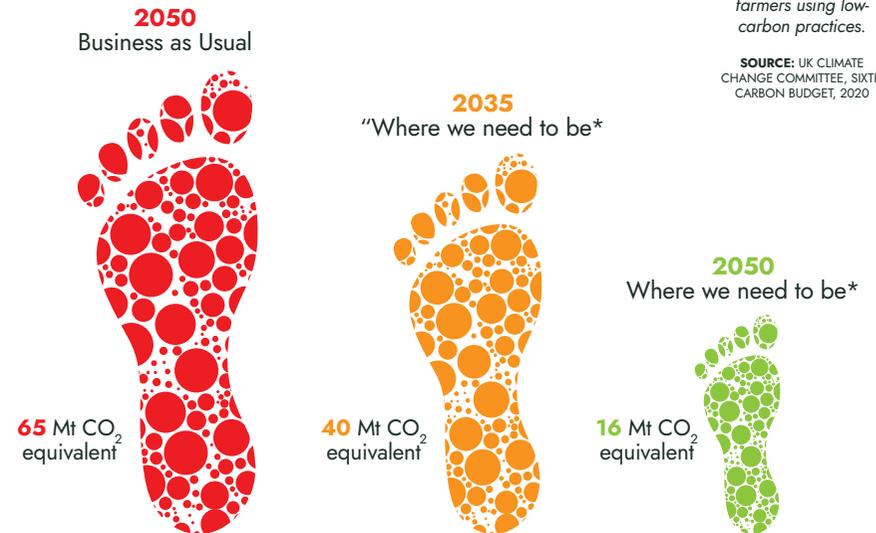


**AT AGE 65:** FORECAST 2086



### OUR PLANET'S PROSPECTS

Dietary carbon reduction needed by 2050





# Influencing food policy

We want to see the case for food systems change strengthened, including for bolder government intervention, in turn inspiring new leadership to emerge at city, national and international levels. And we want to see a stronger legislative framework for coherent future food policy.

## THE NATIONAL FOOD STRATEGY INDEPENDENT REVIEW

This year our Executive Director continued to work as Chief Independent Advisor to Henry Dimbleby on the **National Food Strategy** until publication of the final report in July.

We also led a large youth engagement exercise involving 426 young people across the country to inform the development of the National Food Strategy, ensuring that young people's priorities for food systems transformation were heard loud and clear by Government.

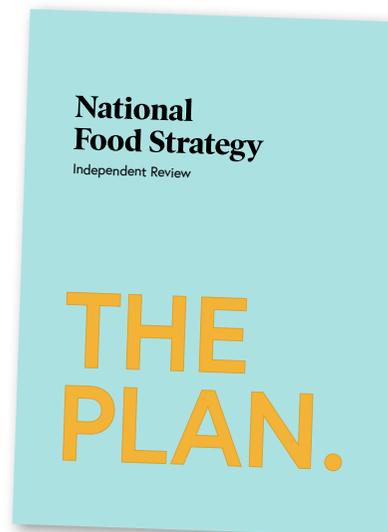
We were pleased to see many of The Food Foundation's priority policy asks reflected in the final list of recommendations. On school food, the report recommended robust monitoring of compliance with the school food standards, Free School Meal eligibility expansion, and long-term funding for the Holiday Activities and Food Programme. Recommendations which would improve support for increased veg consumption include an expansion of eligibility for the Healthy Start scheme, increased funding for the School Fruit and Veg scheme, and a trial of fruit and veg prescriptions. We also support recommendations for a new sugar and salt reformulation tax, mandatory sales-weighted business reporting (as called for through our Plating Up Progress project), a new set of national targets and metrics for measuring progress on food

systems transformation, and for food-based standards for public procurement to apply across all public settings.

We are now working with a wide range of NGOs, businesses and investors to encourage the Government to take the report's recommendations seriously, and to commit to take many of them forward when they respond to the review in early 2022. We are supporting the review's call for a new Good Food Bill as the primary legislative vehicle through which many of the recommended changes could be delivered.

## CHANGING THE NARRATIVE ON DIETARY INEQUALITIES

With support from the Nuffield Foundation, this year we have launched an expanded programme of work on dietary inequalities. Over the next 3 years this workstream will use quantitative and qualitative evidence to re-shape the public narrative on dietary inequality to catalyse purposeful action from policy makers and businesses.



**OUR OBJECTIVES ARE:**

1. To explore, explain and communicate the manifestations of dietary inequality in the UK, charting where and why dietary inequalities are entrenched and examining how macro trends and policy shifts affect these patterns.
2. To develop a package of evidence to stimulate new public policy solutions aimed at preventing dietary inequality among children. This work will provide a clear public narrative and support for the state’s role in protecting children’s right to healthy food.

**The Broken Plate**, our annual, flagship publication, forms part of this work. It has a core educational message that if we are to improve diets we must tackle the food environment, rather than just relying on individuals to make better choices. It tracks progress (or lack of progress) against 10 metrics that measure the health of the nation’s food system and looks at the ways in which the food system makes the impact of low income on health even worse.



This year’s report was published in July 2021, just ahead of the launch of the National Food Strategy, and was covered in several prominent media outlets, including on the Today Programme, and in the Daily Mail, the Evening Standard, The Sun, and The Times. Over 750 people registered to attend the launch event and a further 235 have since watched the event recording. The report has been downloaded over 9000 times.

“ Just sat in on the Broken Plate webinar – was brilliant. Sobering but brilliantly done. Congratulations. A great piece of work and marvellously executed. ”

“ Brilliant work on the Broken Plate report. It's incredibly rich and useful. ”

**INSPIRING AND CATALYSING LEADERSHIP**

2021 was an important year for securing international leadership on food systems change and our **Global Food Systems** project gave us opportunity to leverage some of the major international events which took place. Several of these events – the UN Food Systems Summit, COP26 and Nutrition4Growth – took place from September onwards so are not detailed in this report, but here we describe the work which we did in the run up to these events to support greater leadership for food systems change from young people, the private sector (described above) and city authorities.

**INSPIRING YOUNG LEADERS**

Working with the Global Alliance for Improved Nutrition (GAIN), we supported a group of 30 youth food activists from all over the world to develop a campaign calling for urgent action to transform the food system, tackle hunger and unhealthy diets, and protect the environment. This youth-led campaign has been coordinating a global consultation with young people to develop a list of actions they want business and governments to take to fix our food system. The list is called the ‘Actions 4 Change’. Since the campaign launched in 2021 young people all over the world have been voting on their top Actions 4 Change. Those

that get the most votes will form the final list, forming an important advocacy tool for young people all over the world to use as they urge business and governments in their own countries to take urgent action. The campaign launched in May with over 81,000 people watching worldwide. By August 2021 around 50,000 young people had voted on their Actions 4 Change and signed the global youth pledge. The campaign is supported by a steering group of organisations that include GAIN, EAT Foundation, WWF, WAGGGS, War Child, Real Food Systems, UN Nutrition, World Health Organisation and SUN Civil Society Network.

## INFLUENCING FOOD POLICY

The global consultation for the Actions 4 Change helped to shape the coalitions and topics that came out of the UN Food Systems Summit. The campaign also gained support from the UNFSS Secretariat. Act4Food Act4Change youth leaders were invited to speak at the UNFSS pre-summit in July, where they presented to decision makers what their priority actions were. Our youth leaders have been given platforms to speak at a variety of other international events, speaking in more than 100 events over the course of the year.

Youth leaders have felt empowered to run campaigns within their own countries. Our youth leader in India ran webinars and workshops with students in 200 schools across India. The work involved educating school children about our global food system and talking them through the different Actions 4 Change. The students then picked an action and ran their own small school project around that. Youth leaders in Tanzania, Ethiopia and Nigeria have also been going into schools and communities educating young people about food systems transformation.



The campaign has also had meaningful engagement with both businesses and member states. At the UNFSS pre-summit young people had a chance to speak to both policy makers and business leaders about the changes that they wanted. This was done during two round-tables which were both affiliated sessions of the UNFSS pre-summit. The campaign has also been covered by Al Jazeera, Forbes, Sky Global Citizen, Um So Planeta and Food Tank.

*“The young generation are living with the consequences of climate change and its direct impact on food systems and nutrition - already materializing through more frequent natural hazards such as droughts or floods.*”

*Youth must be part of the broad network of actors addressing the inter-related challenges of environment, food, nutrition and health. It is absolutely necessary to make sure youth are involved in the decision making as it will shape the future of food systems and consequently of their lives. The Actions4Change campaign will help the youth advocate for sustainable food systems and make their voices heard. UN Nutrition will ensure that we listen to the voices of the youth as we work to end malnutrition.”* Dr. Naoko Yamamoto, Chair of UN Nutrition and Assistant Director-General for Universal Health Coverage/Healthier Populations at The World Health Organisation

**“ I think hearing from everyone this weekend makes me realise we need a food revolution. I’d never considered farming as an issue, but now I understand how it all links together. ”**

GRACE, MAGIC BREAKFAST

In the UK, we also convened young food activists to inspire greater leadership, thanks to support from Esmee Fairbairn, Impact on Urban Health and SHEFS. In July 2020, we welcomed 120 young people aged between 14-25 and chaperones to the first Youth4Food Festival in Somerset, Bristol. Bringing together delegates from Children’s Right2Food, Bite Back 2030, Magic Breakfast, Flame, Scouts, Vegan Organic Network and WWF, we ran an exciting two-day programme to stimulate youth engagement and collaboration on food system transformation.

**“ I learnt so much about the food system – It’s so important to know there is so much more to be done about biodiversity. ”**

ZOE, BITE BACK 2030



**“ I’m really grateful to come here and have this opportunity. I would never have been able to have come to a festival like this. I can’t wait now to see what we can achieve in the future and I can’t wait to go back to my region to start tackling food poverty. ”**

FELIX, CR2F

**SOME OF THE KEY HIGHLIGHTS INCLUDED:**  
 The event was an amazing opportunity for young people to learn from each other about different aspects of the food system, from food poverty to farming. We also attracted media coverage from Sky Kids, Taste Made, Food FM and local news outlets. Feedback from the young people confirmed it was an important moment in building individual and collective youth activism – something we hope to build on for a second event next year.

“ Having so many different groups – not that similar in their aims, but part of the same food system, it’s been really interesting hearing from different people’s perspectives about their activism. It demonstrates there is hope for the future. ”

HOLLY, FLAM

**INSPIRING CITY LEADERS**

This year we have continued to work with Birmingham City Council to support them in their plans to develop a food strategy and forge international connections with other cities to provide peer support. We have provided ongoing support and advice in the development of the city’s food strategy and supported them to host a UN Food System Summit Dialogue to inform the development of the city’s Food Strategy.

took place over the summer months. The series was designed to give cities planning or beginning to develop a city food strategy practical information to inform and inspire their own strategies. We delivered this webinar series in partnership with FSSAI (Food Safety Standards Authority of India), MUFPP (Milan Urban Food Policy Pact) and SHEFS (Sustainable and Healthy Food Systems).

The Food Foundation has been supporting FSSAI (Food Safety and Standards Authority of India) and India’s

Smart Cities Mission to launch and implement the EatSmart Challenge, building on the partnership we have developed between Birmingham (UK) and Pune (in India). Over 100 Indian cities registered to participate. Participating cities have since submitted city food visions and action plans which will be assessed by an international panel including FAO and MUFPP Secretariat. 11 cities will be funded to implement their plans and will be supported by the Food Cities 2022 learning partnership.



Also, we launched the Food Cities 2022 Learning Partnership which is an initiative that supports cities to develop and implement city led food policies and action plans. It has been supported by FCDO as well as SHEFS funding. We are building a network of core cities who are developing their food agendas, with a particular focus on low to middle income countries in the Commonwealth. We delivered a webinar series as part of the learning partnership entitled ‘A Food Strategy For Your City’ which

**WHAT  
NEXT?**

- Building on our work this year we plan to establish The Food Foundation as the leading source of insight and solutions to dietary inequalities, particularly in the context of food price inflation and the levelling up agenda. As part of this we will continue to gather and publish evidence on levels of food insecurity across the UK population and engage with parliament on our findings and those gathered by the government.
- We will campaign with our partners for the National Food Strategy White Paper to recommend primary legislation which mandates business reporting and procurement standards and a defined process for monitoring progress in food system transformation.
- We will make a case for the role of food systems in delivering the Nationally Determined Contributions as part of the UK’s Net Zero commitments and make a case for a greater focus on food at COP27.
- We will support Birmingham city council to publish an ambitious food strategy which delivers health and environmental goals with an action plan for delivery which involved communities and businesses. We will showcase the work which they and other commonwealth cities round the world have been doing within our Food Cities 2022 network at the Commonwealth Games in 2022.



# Improving children's diets

We want to see a substantial improvement the design and delivery of policies which affect children's food and contribute to a reduction in children's food insecurity and childhood obesity.



**Children's Right2Food** is a nationwide initiative to ensure every child in the UK can access and afford good food. We are led by a team of Young Food Ambassadors from across the UK who call for government action to tackle children's food insecurity and childhood obesity caused by inequalities.

Our work this year has shone unprecedented attention on the continued impact of Covid-19 on children's food insecurity and the need for long-term national policy change to strengthen the nutritional safety net for low-income children. We have played a pivotal role in the trailblazing **#EndChildFoodPoverty** campaign to which we provided key evidence, mobilised a broad coalition of charities and briefed parliamentarians and the media. This was escalated to the highest national profile through the involvement of footballer Marcus Rashford.

After a successful campaign calling for food vouchers to be extended to children on Free School Meals over the summer, in September 2020 we began working more closely with Marcus Rashford to secure more long-term commitments to improving diets and food access for children in low-income families. We called this the End Children Food Poverty campaign.

Our engagement with Marcus helped to shape his campaign that adopted the three recommendations published in Part One of the National Food Strategy to support children at risk of food poverty. These three asks also align with our Right2Food Charter; namely to expand Free School Meal eligibility, increase the value and eligibility for Healthy Start and fund a nationwide holiday food provision programme.

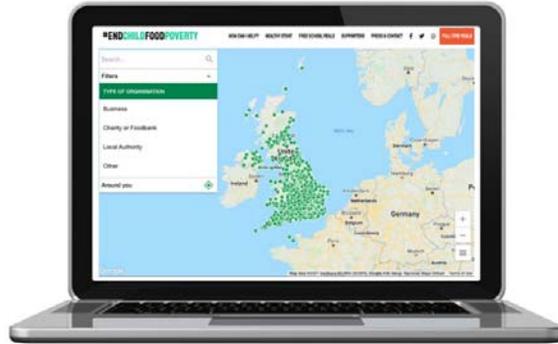
While Marcus invited retailers and businesses to form an Industry Task Force, our role has centred on coordinating the advocacy efforts of a broad coalition of more than 30 civil society organisations. Between September and November, we spearheaded a tightly coordinated campaign that combined evidence-gathering, direct advocacy, public campaigning, and briefing of parliamentarians and media. In doing so, we secured national media coverage, generating more than 2,000 media stories and gained significant parliamentary support from all parties.



When holiday provision wasn't extended over the October half-term, we worked with digital agency PLMR to launch a 'KidsMealsMap' - an online platform designed to show businesses, community organisations and councils who were providing free meals to vulnerable children. More than 1,100 businesses were located on the map. In the first 24 hours, the map received over 20,000 visits and was shared on social media by MPs, local councils, celebrities, and the Mayor of London. The map was covered on BBC News, ITV News and the Guardian. The map won the 'Best Use of a Communications Tool in a Campaign' at the 2021 PRCA Digital Awards.

We have since gone on to launch the **#EndChildFoodPoverty** website which signposts resources for families experiencing food insecurity as well as acting as the mouthpiece for Marcus' campaign.





It features a Healthy Start eligibility calculator which over 18,500 people used. This helped over 8,300 people find out they are eligible for support from the scheme. The site also features LGfL's **Free School Meal Eligibility Checker** - a tool that simplifies Free School Meal applications for parents and subsequent access to potential PPF for schools. Since its inclusion on the site an additional £13 million in Pupil Premium Funding has been released. This brings the total of potential PPF funding released since the launch of the Checker in 2015 to £100 million

In October, Marcus launched a parliamentary petition focusing on the 3 recommendations, backed by our Young Food Ambassadors. In just a few weeks, the petition broke records for reaching more than 1 million signatures within 2 weeks. At the time, it was one of only five parliamentary petitions to attract a million signatures, and the first since the last general election.

This dramatically increased levels of public, media and political engagement with the issue, successfully demonstrating to Government the widespread appetite for change.



In November 2020 the Government announced a substantial package worth nearly £400m which would improve the lives of more than 1.7million children:

1. £220m dedicated to holidays activities and food programme for Easter, summer and Christmas holidays in 2021 for all local authorities in England benefiting more than 1.4 million children.
2. Increase to the value of vouchers of Healthy Start scheme for fruit, veg and milk to pregnant women and pre-schoolers in low-income families and reaching more than 300,000 children
3. Access to free school meals to children without recourse to public funds who were previously excluded.

Together this represents significant progress on 2 of the 3 calls in the parliamentary petition and the National Food Strategy Part 1.

The third ask on the expansion of the Free School Meals and Healthy Start remains outstanding.

**✓ SUPPORTED**  
Extend the Holiday Activity and Food Programme to all areas in England, to all children who get Free School Meals

**✓ SUPPORTED**  
Increase the value of Healthy Start vouchers to £4.25

**✗ NO PROGRESS MADE**  
Expand Free School Meals to all under-16s where a parent or guardian is in receipt of Universal Credit or equivalent benefit



**REPORTS AND RESEARCH**

Throughout this period we commissioned four nationally representative surveys to track household food insecurity, two of which captured evidence directly from children. Our findings revealed a grave picture of the catastrophic effect on food insecurity for the UK's poorest households and children which we've reported to the media and parliamentarians.

Our real-time statistics have proved vital to the End Child Food Poverty Campaign, bolstering a social media campaign by Marcus and his Taskforce. We also gathered real-life testimonies from those at the frontline, children, individuals and families that told the human stories behind the statistics.

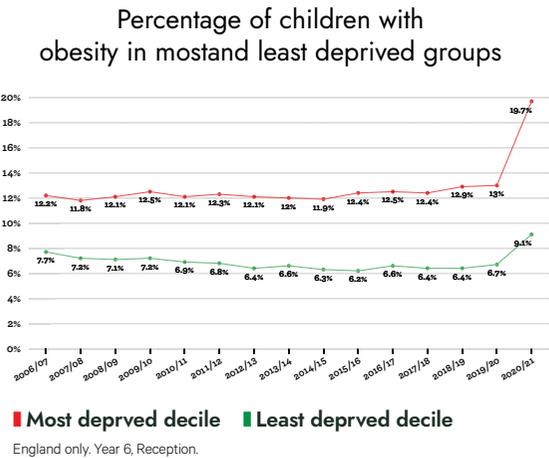
During this time, we also launched a new Children's Right2Food dashboard, bringing together the latest evidence from multiple sources on children's food, particularly focussed on dietary and health inequalities. The Dashboard includes essential data on child food insecurity, as well analysis on the

In February 2021, we consolidated our food insecurity data collected from seven rounds of nationally representative surveys between March 2020 and January 2021 in a report **'A Crisis Within a Crisis: The Impact of Covid-19 on Household Food Security'** holding a webinar with a 200-strong audience to share the key findings. Our report has been downloaded more than 1,500 times since publication, quoted in leading media including ITV and The Guardian as well as being cited in leading publications including The National Food Strategy: The Plan.



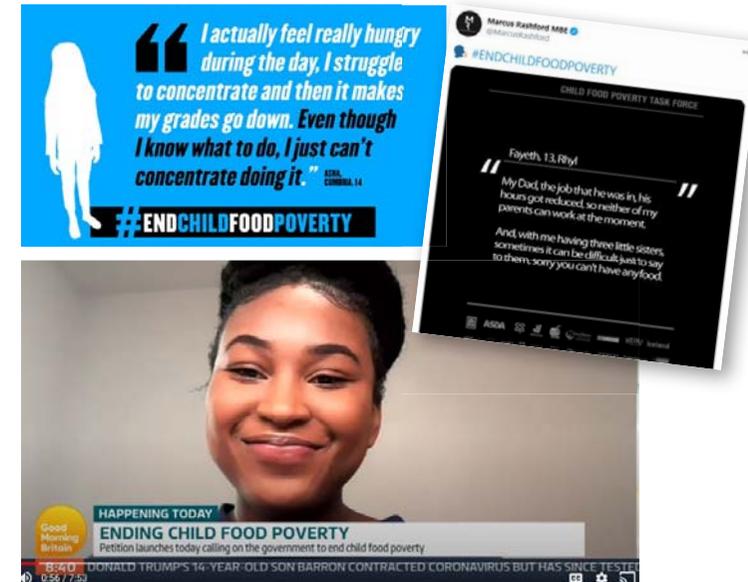
coverage of Government programmes on children's food including relevant to the End Child Food Poverty Campaign.

**Children with overweight and obesity**



**GIVING A PLATFORM TO YOUTH**

Our team of Young Food Ambassadors have used their own experience to put issues relating to poor food access at the centre of public and political debate. When the #EndChildFoodPoverty campaign launched on social media, our Ambassadors shared their own stories with Marcus Rashford and his Taskforce to help raise public awareness.



The Ambassadors made an appeal through the media for Government action, giving interviews on live TV, on the radio and in print. Eighteen-year-old Jani and Children's Right2Food Campaign Ambassador Dame Emma Thompson showed their support on ITV's Good Morning Britain on launch day for the petition.

The Ambassadors have also engaged with members of parliament and have been quoted by parliamentarians directly.

*“Tia from Lancashire, one of our witnesses living with food insecurity, said this: “You know everyone’s struggling but you just don’t know how much everyone is struggling because no one wants to talk about it. An older person who is struggling doesn’t want to talk about it because they feel embarrassed or they’re embarrassing their kids. Some people don’t want to talk about it in Darwen”— where she comes from— “because there is such a stigma.”*

Lord Krebs in the House of Lords

The group have continued to produce their Right2Food Podcast, and their capacity to give human stories to the statistics on food poverty was recognised by the Guild of Food Writers when our podcast won the 2021 Investigative Food Journalism Award. The Ambassadors and Dame Emma Thompson also had the chance to meet with Marcus in Manchester to discuss campaign plans and were featured in Marcus’ BBC documentary aired in December 2020.



During this time, the Ambassadors have also built meaningful relationships with the Department for Education. Following a meeting last year, they met again with Children’s Minister, Vicky Ford and now meet the Department’s officials termly so that the Ambassadors may share their views and first-hand experiences on school food policy areas.

*“We are very grateful for the input of the Food Foundation. I know colleagues at the Department for Education are especially grateful for the excellent presentation from the young food ambassadors at a recent HAF advisory group.”*

Prime Minister Boris Johnson, February 2021

The Ambassadors have also presented to DfE’s advisory board on the Holiday Activity and Food (HAF) scheme. Their presentation was sent out to local authorities delivering the programme and even recognised for their contribution by the Prime Minister.



*“I know colleagues at the Department for Education are especially grateful for the excellent presentation from the young food ambassadors at a recent HAF advisory group.”*

Prime Minister Boris Johnson, Letter to Marcus Rashford, February 2021

In December, the Young Food Ambassadors and Emma Thompson met the Leader of the Opposition, Sir Keir Starmer, and his shadow education team to put forward the case for expanding eligibility of Free School Meals to more children.

Our Scottish Ambassadors had the opportunity to meet with the Scottish Government ahead of the May 2021 elections. They have welcomed in the Scottish National Party’s (SNP) commitments to year-round holiday provision and Universal Free School Meals in primary school.

WHAT NEXT?



- We will publish evidence on challenges and solutions to dietary inequality among school children and start to research and publish a new body of evidence on diets and dietary drivers among children in their early years.
- We will support a sustained increase in Healthy Start uptake, even through the scheme’s digitisation process
- We will work with our young food ambassadors to support them to run local campaigns to improve children’s food



# Increasing veg consumption

We want to see a permanent shift in the food system in favour of higher veg consumption reflected in both business practice and government policies, with three billion additional portions of vegetables consumed.



The project has hit several milestones, from reaching (and exceeding) our target of 100 pledging organisations, to increasing the amount of veg sold and served by our pledgers, to seeing a greater number of participating organisations making SMART commitments to selling and serving more veg.

In July 2021 we ran our annual monitoring cycle for the reporting year 2020-2021, published December 2021. It shows that 636 million additional portions of veg have

been served/sold by Peas Please pledgers since 2017. This year we added over 403 million portions to our total, which represents encouraging progress towards our goal of 3 billion additional portions of veg sold by 2023. This increase has been overwhelmingly driven by our supermarket pledgers, who have both continued to ramp up new product development and reformulation initiatives to ensure that ready meal ranges contain more veg, but also started to report back to us on sales of veg across their businesses, allowing us to track progress made as a result of activities supporting veg.

Despite the difficulties many of our pledgers have faced this year as a result of the Covid-19 pandemic continuing to impact on the Out of Home sector in particular, there has still been some excellent progress made by our pledgers, with 27 already on track to meet their commitments.

KEY HIGHLIGHTS IN PLEDGER ENGAGEMENT INCLUDED:

- Aldi, Lidl, Sainsbury's and Henderson Group/SPAR NI have committed to SMART targets for increasing sales of veg across their businesses.
- Compass Group have expanded the ambition of their pledge, committing to increase the amount of veg procured across their business by 20%
- Waitrose have pledged to increase the amount of veg in new and reformulated products. Throughout the product development process the proportion of veg in recipes for all ready meals and meal ingredients/ composite dishes now has to be recorded to increase the number of products which carry a 5-a-day claim.





We also ran two successful online events, bringing together a wide range of stakeholders from across England and the devolved nations to explore all things veg and debate how best to increase the UK's low levels of veg consumption. Over 1,100 people have watched and attended our Veg Fest and Veg Summit Series events, with England's Veg Summit recorded live at River Cottage with Hugh Fearnley Whittingstall and DEFRA Minister, Victoria Prentis.

**“ Minister Prentis wanted to share her heartfelt thanks for organising such an amazing event. The Minister had a great time and found the discussion with the other panellists extremely useful. ”**

MINISTER OF STATE VICTORIA PRENTIS, FOLLOWING HER CONTRIBUTION TO OUR VEG SUMMIT 2021

**“ It was a wonderful day and we covered some important ground, very galvanizing from my point of view to push Compass even further on veg and specific areas like carbon labelling and school partnerships. I hope we'll have lots of % progress by next year to report back. ”**

GROUP DIRECTOR OF COMMUNICATIONS AND CORPORATE AFFAIRS, COMPASS GROUP, FOLLOWING VEG SUMMIT 2021



**CITIZEN ENGAGEMENT**

Between September 2020 and January 2021 Peas Please ran over 50 online workshops across the devolved nations with 540 attendees, successfully recruiting 180 Veg Advocates, smashing the 100 target.

January onwards saw work with Veg Advocates ramp up, with them meeting with our pledgers, participating in a Dialogue with manufacturers as part of the UN Food Systems Summit process, contributing to our reports, leading and participating in activities for our Veg Summit Series, building their local networks, and getting stuck in with a range of related activities such as WRAP's Action on Food Waste week and Veg Power's Lunchbox Hacks campaign.



Next year they will be doing a whole range of work on increasing veg consumption in their own communities.

**VEG CITIES**

Veg Advocates have been linking up and participating in activities of Veg Cities across the country. Monitoring data provided on behalf of Veg Cities by Sustain shows once again the breadth and depth of veg-related activities taking place at a local level. Organisations participating in Veg Cities encompass a range of different areas including schools and community groups, restaurants, caterers, councils, and food growing enterprises.



Together, these organisations have made a variety of different pledges for more veg, including committing to promote veg, serving two portions of veg in every meal, running veg growing and cooking classes, and educating local communities about food waste. Local food partnerships have also been very involved in providing food emergency support to their communities during the pandemic, with 116,569 additional portions of veg grown or cooked and donated to projects and to those most in need in the past year.



**Horticulture policy**

We have continued to support the Fruit and Veg Alliance and co-ordinated a sub-group looking at increasing consumption of fruit and veg. Recommendations were made and agreed and discussed with Defra and submitted to the National Food Strategy. We also helped co-ordinate an Alliance response to the National Food Strategy, securing agreement from over twenty members on the needs of the horticulture sector.

Through Peas Please we have continued to advocate for growth of sustainable vegetable production across the UK, in line with the need to increase availability if consumption rises. In Scotland, we supported research into what more could be done to supply urban areas with fruit and veg by supporting councils to adopt local food growing as part of local food strategies. In Wales we encouraged the development of a new Horticulture Alliance, hosted by one of our Pledgers Tyfu Cymru. This is now meeting regularly and has representatives from Welsh Government in attendance. And in Northern Ireland we worked with Good Food NI to support horticulturalists and the work they are doing on promoting the sector and marketing.

Although it is too early to be able to assess whether Peas Please is impacting on national dietary trends and having a tangible impact on the amount of vegetables the UK is eating, we have certainly established proof of concept, collaborating with a wide variety of stakeholders to galvanise action from both business and governments to focus and invest more in veg.

**POLICY ENGAGEMENT**

**Healthy Start**

Healthy Start is a statutory scheme in England, Wales and Northern Ireland that acts as a nutritional ‘safety net’, providing young pregnant women and low-income families with children under the age of 4 with vouchers to purchase vegetables, fruit, pulses, and milk.

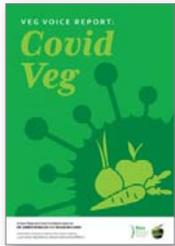
However, just 60% of eligible families are currently registered for the scheme. We worked with UK retailers to support the Healthy Start scheme to increase uptake. Retailers (5 of them Peas Please pledgers) both sign-posted their customers to the scheme and provided additional value so that the vouchers would go further and support families to buy more fruit and veg. We also hosted 4 roundtables to facilitate discussion around the forthcoming digitisation of the scheme between retailers and government. Thanks to these efforts, and the increased awareness of the scheme generated by



the End Child Food Poverty Taskforce’s focus on Healthy Start, we have seen uptake of the scheme increase by ten percentage points in the period across England, Wales and Northern Ireland. Between Sept 2020 and August 2021, 61,000 more families accessed the scheme than before our partnership began.

**Reports and research**

We published three reports:



**Veg Voice Report: Covid Veg** gathered stories from nearly a hundred people in the midst of UK-wide Covid-19 restrictions in 2020 (June–Aug). These paint a picture of people’s experiences of accessing fruit and veg during the pandemic, and highlight that affordability remains a key barrier when it comes to consumption of fruit and veg in the UK.



**Veg Facts 2021**, the third in our series of Veg Facts reports, looked once again at how much veg the UK is eating. We found that veg consumption remains low, with almost a third of children eating less than one portion of veg a day and explored both the health and environmental benefits that diets with more veg can bring.



**Feeding our Future: An investigation into UK school food** looked at the differing provision of school food across the four UK nations, with a focus on school food quality and how easy it is for children to access a nutritious meal while at school. We presented a number of examples of best practice from a broad range of organisations working in school food. The report makes recommendations for policymakers, caterers and schools who want to improve the quality of the food school children are eating, highlighting the opportunities for schools to get children eating more veg.

**We were thrilled to see that Peas Please reports were downloaded over 4,200 times between December 2020 and July 2021. Additionally, Peas Please and Veg Power received 369 media hits, a doubling of media coverage compared to last year.**

In addition to the reports above the Food Foundation has continued its partnership with the SHEFS academic consortium funded by the Wellcome Trust through which we have worked with researchers examining fruit and vegetable consumption in the UK. We have now published two policy briefings on this topic. These briefings have received considerable attention from Government officials as they develop their thinking on how to support the UK horticultural sector and improve UK fruit and veg consumption.



**ALL OUR REPORTS HAVE ALSO BEEN PUBLISHED IN WELSH**

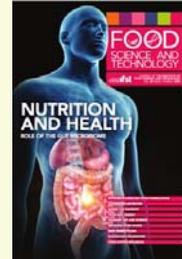


## Our impact externally

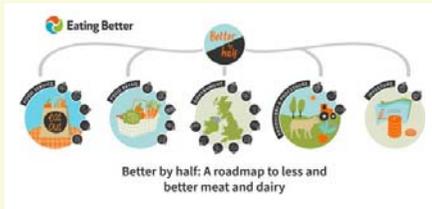
### SOME NOTABLE REFERENCES TO PEAS PLEASE IN THE LAST YEAR



Peas Please and Veg Power were both cited in the 'Case studies of promising initiatives' chapter of the FAO's **background paper** looking at policies and programmes that increase fruit and veg consumption as part of *The International Year of Fruit and Vegetables*.



An article on Peas Please, **'Eating the Rainbow'**, featured in the Institute of Food Science and Technology's journal as part of an edition looking at nutrition and health.



Peas Please was included as a case study of 'leadership in action' as part of Eating Better's roadmap, **Better by half: A roadmap**

**to less and better meat and dairy**, as an example of encouraging sales of plant-based foods.



Stats from our Veg Facts 2021 report were referenced on The Today Program, as part of a piece looking at typical diets in the UK ahead of publication of the National Food Strategy.



We hit 100 pledgers in April, with plenty of trade coverage of the milestone, including in **The Grocer**.



Peas Please was cited as an example of a positive nutrition reformulation campaign in **Food Navigator**, thanks to the success of our pledgers who've made commitments to boost the content of veg in ready meals.

### WHAT NEXT?



- We will support businesses to progress on reporting on sales of healthy food, plant-based vs animal-based proteins and vegetables. We will track the progress of businesses, with the ultimate goal for businesses to have board-level accountability and targets for their performance.
- As part of a longer-term goal to shift the market, we will start to engage businesses around price parity across animal and plant protein as well as composite foods that include vegetables.
- We will engage with DEFRA to support the development of a growth plan for horticulture.



# Inspiring change in food businesses and investment

We want to see all retailers, caterers and high street food chains routinely reporting on key metrics, demonstrating their support for healthy diets from sustainable food systems so that government, investors and citizens can use the new data to inform policy, investment and behaviour.

Multiple health, societal and environmental problems are connected with our food system. These originate from the way we produce food and what we actually eat. The private sector has a key role in driving change, with supermarkets, caterers and restaurant chains especially able to influence the required transitions in our diets and farming systems, being both gatekeepers to our diets and the funnel through which most commercially produced food is channelled. In terms of influence, this sector is crucial – if change does not happen there, then the change is probably not happening.



## PLATING UP PROGRESS

Our Plating up Progress project has two aims. First, to

forge a consensus on metrics and reporting mechanisms that allow assessment of food industry progress in transitioning to sustainable and healthy diets. Second, to engage stakeholders to advance the uptake of these metrics and track progress in the industry.

In September 2020 we released our second annual **Plating Up Progress report** for the project, assessing individual companies and sectors' progress in a transition to healthy and sustainable food. This report highlighted examples of leading performance by companies and assessed both the impact of covid-19 on businesses' performance on healthy and

sustainable food. We made key recommendations to core audiences (the UK government, the food industry, and investors) for accelerating change and making sure that the current pandemic was seen as an opportunity for change rather than a hindrance. The launch of this report was attended by over 250 people as part of an online webinar and panel session hosted by journalist James Ashton.

This report was followed by a targeted **policy briefing** for the UK government in April 2021, calling for mandatory reporting on healthy and sustainable food sales and increased focus from the government on ensuring that the food industry was being held accountable on key health, social and environmental issues.



As a direct result of our policy briefing we were able to facilitate a group of investors to write to the UK government in support of the National Food Strategy's recommendation for mandatory business reporting on sales of healthy and sustainable food (a recommendation which we were instrumental in bringing about). Investors representing £2.8 trillion in assets under management signed the **letter** supporting the recommendation for mandatory reporting by food businesses and called on the government to use a regulatory framework to tackle the multiple health and environmental challenges within the food system (see box below for key asks in this letter). The investors' letter was covered by **FT.com** as well as multiple financial and food trade including **Business Green, Investment Week, ESG Clarity and The Grocer**.



**BOX 2: KEY ASKS FROM INVESTORS TO THE GOVERNMENT, IN SUPPORT OF THE NATIONAL FOOD STRATEGY RECOMMENDATIONS**

We therefore call on the Government to demonstrate clear leadership and ambition in its response to National Food Strategy in order to create a food system that promotes health and wellbeing for the entire population while preserving and enhancing the environmental systems on which we all rely.

Specifically, we encourage the government to:

**Implement clear and consistent mandatory reporting requirements for companies in the food sector;**

**Consider the full range of regulatory tools at its disposal - including fiscal interventions and enhanced regulation - to promote sustainability in the food system, focusing in particular on internalising the externalities borne by the environment and society;**

**Be bold and ambitious in its response to this major social and environmental challenge.**

**Signatories:**

- Rathbone Greenbank Investments
- Aviva Investors
- Castlefield Investment Partners LLP
- EOS at Federated Hermes (on behalf of its stewardship clients)
- Guy's & St Thomas' Foundation
- Newton Investment Management
- ShareAction
- The Food Foundation
- Legal and General Investment Management

SOURCE: PLATING UP PROGRESS 2021 SECTION 2C: RECOMMENDATIONS FOR INVESTORS

**11** SUPERMARKETS

**5** CONTRACT CATERERS

**2** WHOLESALERS

**6** FROM THE FAST FOOD OR QUICK SERVICE RESTAURANT SECTOR

**5** FROM THE CASUAL DINING RESTAURANT SECTOR

**22** PUBLICLY LISTED OR OWNED BY PUBLICLY LISTED PARENT COMPANIES

SOURCE: PLATING UP PROGRESS 2021 SECTION 1: ANALYSIS OF SUPERMARKETS, RESTAURANTS, CATERERS AND WHOLESALERS

**Benchmarking the UK food industry**

In 2021 our engagement with businesses was expanded to 29 companies and our analysis showed significant progress in some sectors, with retailers especially beginning to publicly report on sales-based health and sustainability data (see box below).

**Food industry progress**

Five out of eleven supermarkets now have targets for sales of healthy or healthier food, compared to two this time last year.

Two supermarkets now report on the percentage of their protein sales that come from plant-based products, compared to no supermarkets last year, with one also having a target to increase sales of plant-based alternatives by 300% by 2025.

One supermarket now has a public target to increase sales of fruit and vegetables, with another having a public target to increase the proportion of total sales tonnage that comes from vegetables, compared to no supermarkets last year.

Four out of eighteen restaurants, caterers and wholesalers have a commitment to increase sales of vegetables, although these commitments were already in place in 2020.

All supermarkets, and thirteen out of eighteen restaurants, caterers and wholesalers, now either have net zero climate change targets that include scope 3 greenhouse gas emissions or have started (or committed to start) measuring their scope 3 greenhouse gas emissions.

SOURCE: PLATING UP PROGRESS 2021 EXECUTIVE SUMMARY

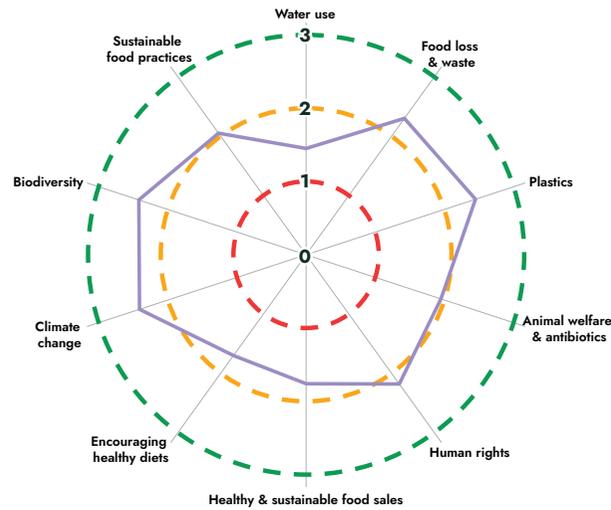


Our sector analysis and company scorecards are publicly available on our Plating Up Progress dashboard for supermarkets, caterers, quick service restaurants, casual dining chains and wholesalers, with all underlying data and methodology fully transparent.

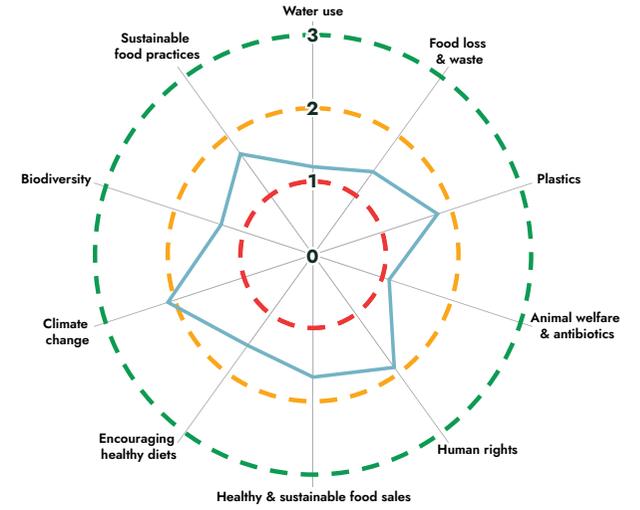
Example: Sector comparisons from our UK food business assessment.



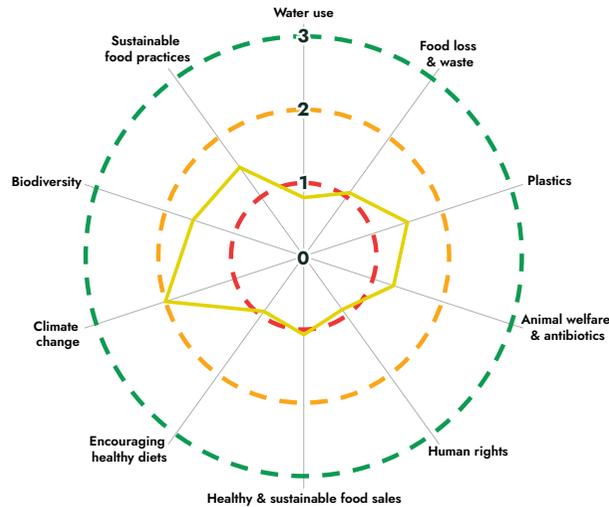
**SUPERMARKETS' AVERAGE**



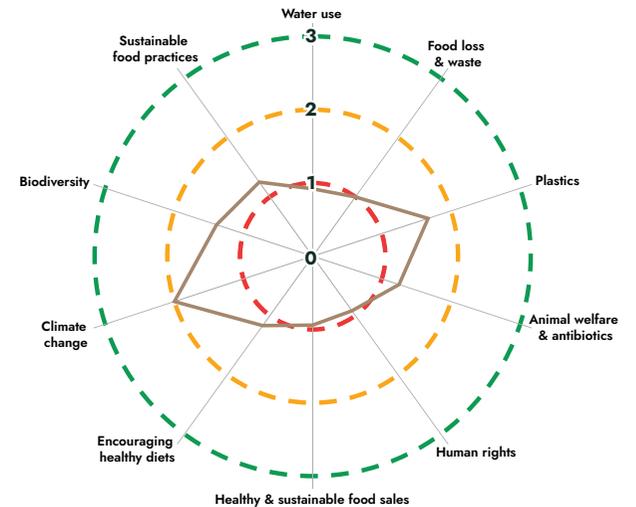
**CONTRACT CATERERS' AVERAGE**



**CASUAL DINING RESTAURANTS' AVERAGE**



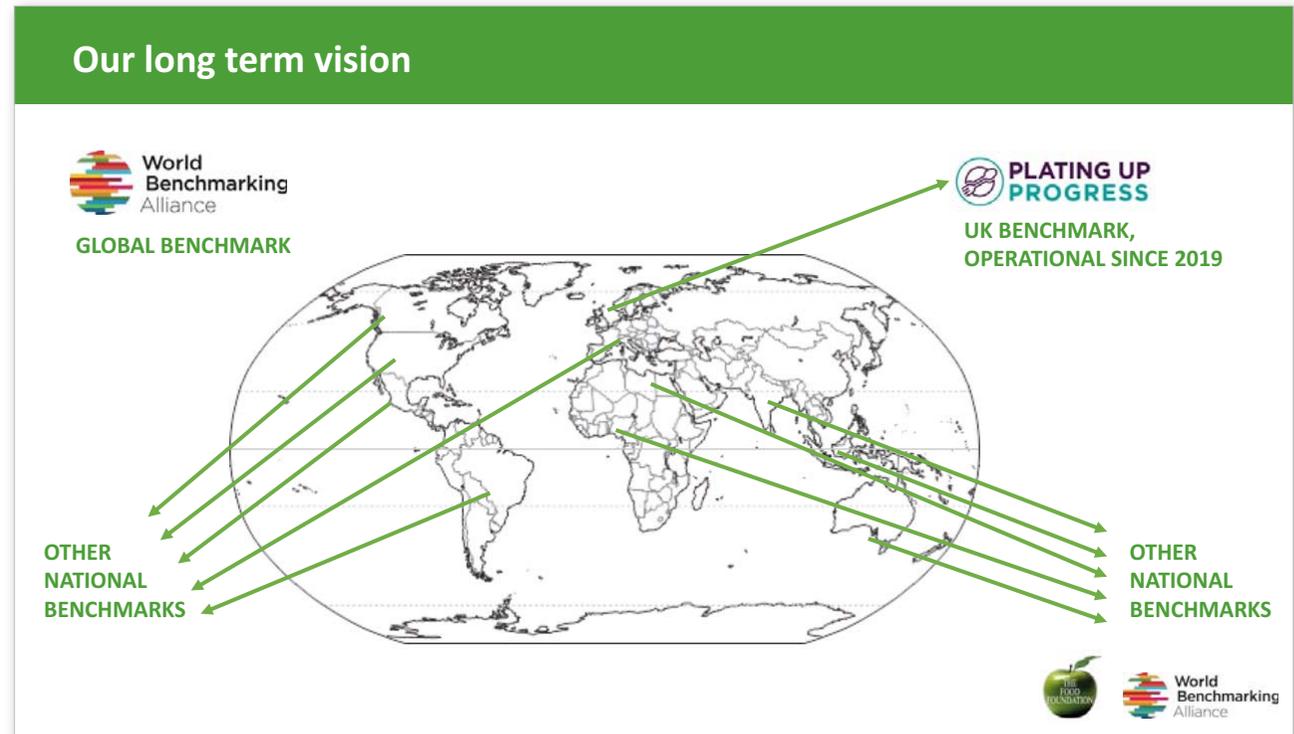
**FAST FOOD RESTAURANTS' AVERAGE**



**Sharing lessons learned internationally**

Throughout the year we have also been working with the World Benchmarking Alliance to build a coalition of organisations who can replicate our Plating Up Progress work in different countries in alignment with the global work being done by the World Benchmarking Alliance. As part of this work, our proposal for a coalition of organisations using aligned metrics and methodologies was recognised as a gamechanging solution at the UN Food Systems Summit and we were able to launch an initial coalition of organisations interested in producing benchmarks of the food industry in their own countries and sharing lessons learned on how to create change using these benchmarks and engagement with governments, investors and other stakeholders.

In late 2021 we will be producing the first toolkit for this – a guide to carrying out food industry benchmarks and engaging with key stakeholders - and holding first workshops with organisations about piloting the use of this toolkit in 2022.





- We see investors as being a key group who can influence outcomes with both the government and the food industry and

will be testing different mechanisms to help investors become a more powerful policy voice on food issues. Our main target

outcome for this in the near term will be around mandatory business reporting on healthy and sustainable food sales.

- We will also be looking to support other organisations implementing similar benchmarks and engagement initiatives

in other countries so that we can effectively share best practices and lessons learned.

# Building our engagement

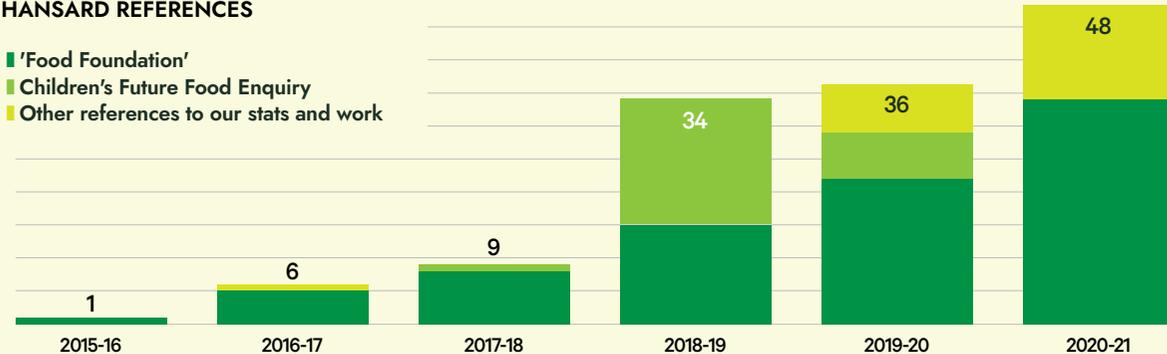
## WITH PARLIAMENT

This year has seen a further increase in our engagement with parliamentarians with at least 48 Hansard references to the Food Foundation or our work and 34 direct references to 'Food Foundation' on the floor of the house.



## HANSARD REFERENCES

■ 'Food Foundation'  
 ■ Children's Future Food Enquiry  
 ■ Other references to our stats and work



“ I am a massive fan of the Food Foundation, which is run by our wonderful former colleague Laura Sandys CBE. Its “Broken Plate 2020” food report shows that 14% of local authorities in the last 18 months saw a more than 5% increase in the number of fast food takeaways. What were the directors of public health doing in those 14% of local authorities, where things were clearly going in the wrong direction? ”

ANDREW SELOUS MP

“ My Lords, it is a great pleasure to introduce this debate on behalf of the Select Committee on Food, Poverty, Health and the Environment. I start by thanking all the members of the committee for their excellent contributions to our inquiry. In particular, I thank my noble friend Lady Boycott, as well as Anna Taylor of the Food Foundation, who first suggested the idea for this inquiry. ”

LORD KREBS

“ Anna Taylor, who is working with Henry Dimbleby on the national food strategy, represented the Food Foundation at the evidence session. She added: “If we get the legal structures right, the governance arrangements are right and Parliament is involved in scrutinising those, we will not be in the situation we have now with such high levels of unmet need.” ”

IAN BYRNE MP

THROUGH  
OUR  
WEBSITES

We had  
**261,931 VIEWS**  
OF THE **FOOD**  
**FOUNDATION WEBSITE**  
(57% increase from last year)  
from **111,784 visitors**  
(95% increase from  
last year)



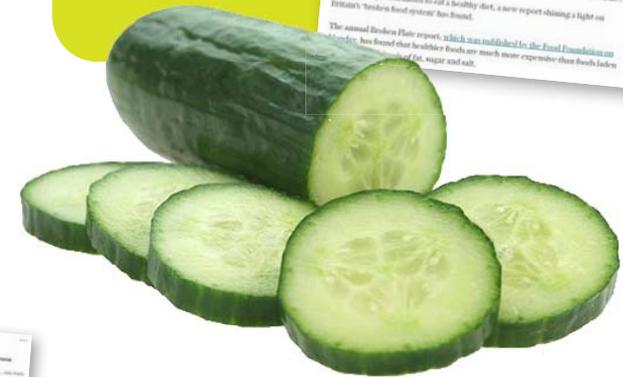
The Food foundation led on the development of the **EndChildFoodPoverty** website which was the focal point for Marcus Rashford's Child Food Poverty Taskforce and campaign. The website received **202,167 VIEWS**. These were from **91,187 VISITORS**.

We created a new website for our international youth campaign **Actions4Change**, which featured a voting mechanism allowing for young people globally to select their food and climate priorities to take to world leaders. The website received **9,116 VIEWS** between July and August 2020 alone, from **2,463 DIFFERENT VISITORS**.



IN THE MEDIA

This year we were cited  
**3980**  
times in the  
media, a  
**74%**  
increase from  
last year



ON SOCIAL MEDIA



**796** tweets, reaching **9,237,904** people and generating **5344** new followers



We have started to develop our 'business' audience through increased output on LinkedIn. Our posts were seen by **74,328** people resulting in **1305** new followers.



**1340** new followers from **189** posts with exciting and engaging new content this year with a focus on adding a human voice to our narrative and tone.



# Trustees' report

The Trustees present their report and financial statements for the year ending 31st August 2021 and confirm that the financial statements comply with current Charities SORP (FRS 102) – Accounting and Reporting by Charities: Statement of Recommended Practice.

The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law, applicable to charities in England & Wales, requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities [SORP 2019] (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records that disclose with reasonable

accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

## PUBLIC BENEFIT

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

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

## FUNDRAISING

We are extremely grateful to our funders for all their support. We only accept funding which does not compromise our independence. We review all financial engagements – assessing whether potential donations are acceptable and in line with the Foundation's aims. For ethical reasons, we will not enter financial relationships with organisations closely linked to the active promotion of tobacco products, armaments, gambling, alcohol products or political parties. Further information can be found here: <https://foodfoundation.org.uk/who-we-are#funders>



The Food Foundation understands its duty to protect the public, including vulnerable people, from unreasonably intrusive or persistent fundraising approaches and undue pressure to donate. We do not conduct digital marketing campaigns aimed at securing public donations. The charity does not use external fundraising agencies for either telephone or face-to-face campaigns and received zero fundraising complaints during the financial year 2020/2021 equalling the previous year. We have not voluntarily subscribed to any fundraising regulation schemes to date.

### STRUCTURE, GOVERNANCE AND MANAGEMENT

We are governed by our Constitution and our charitable objects. The Food Foundation is managed by 11 trustees who met 4 times during the past year. We recruited four new trustees through external advertisement for a three-year term effective 21st April 2021.

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

### Organisational structure and how the charity makes decisions.

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

### Policies and procedures for induction and training of trustees.

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

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

The remuneration set for staff is based on an assessment of market rates through identifying remuneration levels of roles with similar skill and experience requirements, and an assessment of resources available to the Food Foundation.

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

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

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

### LEGAL STATUS

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



## INCOME AND EXPENDITURE

We are still in our infancy as an organisation and continue to see year on year growth. This year we have seen our income increase by 19% against our records for the year ending 31st August 2020, however a substantial amount of this income relates to projects that carry across our financial year – see Balance Sheet and Reserves. This funding has allowed us to increase our ambition and subsequently increase our team to facilitate such.

Internally our expenditure is considered across three areas, project costs, employees (wage) and other non-employee operational costs. Within this reported period, we have seen increases across all areas aligned to our funding levels and organisational growth. We have increased our average number of employees from 10 to 16 and expect to increase the team further in the coming year to around 18. As we cannot guarantee funding levels, four of these roles are fixed term.

## BALANCE SHEET

We have closing funds of £571,898 (£670,345 year ended 31st August 2020) with cash holdings of £393,169 (£534,613 year ended 31st August 2020).

Within our closing balance, we have £284,406 restricted and £287,492 unrestricted (£448,397 and £221,948 respectively year ended 31st August 2020) funds available to us. The unrestricted funds will predominantly contribute to next year's activities, along with some unrestricted funds designated to contribute towards our core costs.

We operate a defined contribution pension scheme which is managed by NEST. All contributions have been paid over during the year, with the exception of a minor reconciliation balancing value, due to be resolved in the coming year.

## RESERVES

**RESTRICTED** - At the end of the year our restricted reserves amounted to £284,406 (£448,397 year ended 31st August 2020). These monies are committed across various projects running throughout our next financial period. Dependent on the Coronavirus pandemic, a small amount may continue to be held at our next financial year end.

**UNRESTRICTED** - At the end of the year our unrestricted reserves amounted to £287,492 (£221,948 year ended 31st August 2020). £133,334 of this relates to accrued entitled and probable income attributable between September 2021 - July 2023 and designated to contribute towards our core costs over that period, a further £20,329 is designated to contribute towards our core costs for our next financial period, leaving an available balance of £133,829. Of this we held £127,993 within our cash holdings. £5,865 of our available balance can only be realised by disposing of our tangible fixed assets.

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

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

and prudently, being a newly formed charity, to achieve this within a three-to-five-year period from 1st September 2019. 25% of our closing operational expenditure for the reported period plus a further £25,000 (rounded up potential statutory redundancy liability) equates to £228,286. We are now two years into our maximum five year self-imposed timeline, after allowing for our tangible fixed assets of £5,865, our reserves target deficit is £100,322. We are a young, growing organisation and envisage generating suitable funding over the remaining planned timeline to reach our target level.

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

Our reserves policy is reviewed annually by the trustees.

## PRINCIPAL RISKS AND UNCERTAINTIES

The Trustees have assessed the major risks to which we may be exposed and to the best of their knowledge are satisfied that appropriate systems are in place to mitigate exposure to those risks. We maintain a risk register that is reviewed quarterly by our Audit, Risk and Compliance Committee and subsequently considered within every Trustee meeting. All risks are monitored using a traffic light system, with Low, Medium and High-risk levels. We currently have no High-risk indicators in place. Loss of funding for core Food Foundation activities has been identified as a 'potential' risk to the foundation as listed on the Risk Register.

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

### CORONAVIRUS

The Coronavirus pandemic has impacted the world in many ways and will likely continue to do so for some time to come. We have been fortunate enough not to experience any reduction in funding during the reported period. However, as some of our funding does come from Government sources, we have to prudently assume that this income stream may be impacted in the future.

During the pandemic we vacated our serviced office and adopted remote working arrangements. We have recently secured a new serviced office in Brixton where we now operate a combination of office based and remote working, allowing us to adapt to potential government guidelines/regulation changes and also allows greater flexibility to our team.

The largest impact to us was not being able to hold as many planned events throughout the year as we would have liked. We have had to adapt differing approaches to fulfil our objectives. We are in regular contact with our funders and greatly appreciate the flexibility seen from them surrounding this area with ever changing and reactive budget timelines.

### GOING CONCERN

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

We have a continual process for fundraising for our work by scanning new opportunities which align with our strategy from a wide range of charitable trusts and foundations. In 2020/21 we made approximately 5 funding applications and have been successful in two and awaiting the outcome on two. We aim to build long term relationships with our funders so they are familiar with our strategy and understand fully what we are trying to achieve. Our founding funders – Nuffield Foundation and Esmee Fairbairn who started their support for us in 2015 are each now supporting us with a third wave of funding and are committed until 2023/4.

### THANK YOU

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



**L J Sandys**

Date: 7<sup>th</sup> February 2022



# Independent Auditor's Report to the Trustees of Food Foundation

## OPINION

We have audited the financial statements of Food Foundation (the 'charity') for the year ended 31 August 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows, and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 August 2021, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

## BASIS FOR OPINION

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## CONCLUSIONS RELATING TO GOING CONCERN

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

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

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

### OTHER INFORMATION

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

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

We have nothing to report in this regard.

### MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

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

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

### RESPONSIBILITIES OF TRUSTEES

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

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

### AUDITOR RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

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

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance

with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

We gained an understanding of the legal and regulatory framework applicable to the Charity and the sector in which it operates and considered the risk of the Charity not complying with the relevant laws and regulations including fraud in particular those that could have a material impact on the financial statements. This included those regulations directly related to the financial statements, including financial reporting, and tax legislation. In relation to the operations of the Charity this included compliance with the Charities Act 2011 and SORP 2019, GDPR, employment law, safeguarding and health and safety.

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

These included the following:

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

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

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

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

## USE OF OUR REPORT

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



**Michael Cooper-Davis FCCA ACA**  
**Senior Statutory Auditor**

Price Bailey LLP  
Chartered Accountants  
Statutory Auditors  
24 Old Bond Street  
London  
W1S 4AP  
Date: 8 March 2022

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

# TRUSTEES' REPORT AND FINANCIAL STATEMENTS

## STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 AUGUST 2021

	Note	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
<b>Income:</b>					
Donations and legacies	4	30,070	1,290,080	1,320,150	1,216,505
Charitable activities	5	229,760	-	229,760	90,376
<b>Total income</b>		<u>259,830</u>	<u>1,290,080</u>	<u>1,549,910</u>	<u>1,306,881</u>
<b>Expenditure:</b>					
Charitable activities	6	194,286	1,454,071	1,648,357	961,500
<b>Total expenditure</b>		<u>194,286</u>	<u>1,454,071</u>	<u>1,648,357</u>	<u>961,500</u>
<b>Net movement in funds</b>		<u>65,544</u>	<u>(163,991)</u>	<u>(98,447)</u>	<u>345,381</u>
<b>Reconciliation of funds:</b>					
Total funds brought forward		221,948	448,397	670,345	324,964
<b>Total funds carried forward</b>		<u>287,492</u>	<u>284,406</u>	<u>571,898</u>	<u>670,345</u>

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

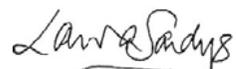
All income and expenditure has arisen from continuing activities.

The notes on pages 37 to 51 form part of these financial statements.

## BALANCE SHEET AS AT 31 AUGUST 2021

	Note	2021 £	2020 £
<b>Fixed assets</b>			
Tangible assets	10	5,865	8,109
<b>Current assets</b>			
Debtors	11	300,835	216,816
Cash at bank and in hand		393,169	534,613
		<u>694,004</u>	<u>751,429</u>
Creditors: amounts falling due within one year	12	(127,971)	(89,193)
<b>Net current assets</b>		<u>566,033</u>	<u>662,236</u>
<b>Total assets less current liabilities</b>		<u>571,898</u>	<u>670,345</u>
<b>Total net assets</b>		<u><u>571,898</u></u>	<u><u>670,345</u></u>
<b>Charity funds</b>			
Restricted funds	13	284,406	448,397
Unrestricted funds	13	287,492	221,948
<b>Total funds</b>		<u><u>571,898</u></u>	<u><u>670,345</u></u>

The financial statements were approved and authorised for issue by the Trustees on 7<sup>th</sup> February 2022 and signed on their behalf by:



L J Sandys

The notes on pages 37 to 51 form part of these financial statements.

## STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 AUGUST 2021

	2021 £	2020 £
<b>Cash flows from operating activities</b>		
Net cash used in operating activities	(137,964)	267,040
<b>Cash flows from investing activities</b>		
Purchase of tangible fixed assets	(3,480)	(10,635)
<b>Net cash used in investing activities</b>	<u>(3,480)</u>	<u>(10,635)</u>
<b>Change in cash and cash equivalents in the year</b>	(141,444)	256,405
Cash and cash equivalents at the beginning of the year	534,613	278,208
<b>Cash and cash equivalents at the end of the year</b>	<u><u>393,169</u></u>	<u><u>534,613</u></u>

The notes on pages 4 to 16 form part of these financial statements

The notes on pages **37**  
to **51** form part of these  
financial statements.



## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

### 1. GENERAL INFORMATION

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

### 2. ACCOUNTING POLICIES

#### 2.1 Basis of preparation of financial statements

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

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

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

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

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

### 2 ACCOUNTING POLICIES (CONTINUED)

#### 2.2 Going concern

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

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

#### 2.3 Income

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

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

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

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

#### 2.4 Expenditure

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

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

All expenditure is inclusive of irrecoverable VAT.

#### 2.5 Tangible fixed assets and depreciation

Tangible fixed assets are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Office equipment	-	33% Straight line
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**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021****2 ACCOUNTING POLICIES (CONTINUED)****2.6 Debtors**

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

**2.7 Cash at bank and in hand**

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

**2.8 Liabilities and provisions**

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

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

**2.9 Financial instruments**

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

**2.10 Pensions**

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

**2.11 Fund accounting**

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

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

**3. CRITICAL ACCOUNTING ESTIMATES AND AREAS OF JUDGEMENT**

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

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

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

**4. INCOME FROM DONATIONS AND LEGACIES**

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
Donations	13,700	-	13,700	9,171
Grants	16,370	1,290,080	1,306,450	1,207,334
	<u>30,070</u>	<u>1,290,080</u>	<u>1,320,150</u>	<u>1,216,505</u>

In 2021, amounts receivable from government grants amounted to £436,551 (2020: £156,777) with no unfulfilled conditions (2020: none).

In 2020, total income from grants was £1,207,334, of which £930,159 was restricted and £277,175 was unrestricted.

In 2020, £9,171 of donations income was unrestricted, no 2020 donations were restricted

**5. INCOME FROM CHARITABLE ACTIVITIES**

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
Service income	229,760	-	229,760	88,148
Other income	-	-	-	2,228
	<u>229,760</u>	<u>-</u>	<u>229,760</u>	<u>90,376</u>

In 2020, service income of £88,148 was unrestricted and other income of £2,228 was restricted.

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

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

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
Direct costs	54,524	1,446,497	1,501,021	859,508
Support costs	139,762	7,574	147,336	101,992
	<u>194,286</u>	<u>1,454,071</u>	<u>1,648,357</u>	<u>961,500</u>

In 2020, direct costs were £859,508 of which £112,869 was unrestricted and £746,639 was restricted.

In 2020, support costs were £101,992, of which £94,559 was unrestricted and £7,433 was restricted.

**Summary by expenditure type**

	Staff costs 2021 £	Depreciation 2021 £	Other costs 2021 £	Total funds 2021 £
Direct costs	665,810	-	835,211	1,501,021
Support costs	-	5,724	141,612	147,336
	<u>665,810</u>	<u>5,724</u>	<u>976,823</u>	<u>1,648,357</u>

In 2020, direct costs were £859,508 of which £386,163 related to staff costs and £473,345 related to other costs.

In 2020, support costs were £101,992 of which £5,033 related to depreciation and £96,959 related to other costs.

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

**6. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES (CONTINUED)****Analysis of support costs**

	2021 £	2020 £
Technology costs	46,870	17,527
Depreciation	5,724	5,033
Premises costs	14,838	15,694
Other costs	69,603	55,138
Governance costs	10,300	8,600
	<u>147,335</u>	<u>101,992</u>

Charity governance costs relate to audit and accountancy fees in both 2021 and 2020 financial periods.

**7. AUDITORS' REMUNERATION**

	2021 £	2020 £
Fees payable to the Charity's auditor for the audit of the Charity's annual accounts	7,725	7,350
Fees payable to the Charity's auditor in respect of: All non-audit services not included above	<u>1,050</u>	<u>1,250</u>

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

## 8. STAFF COSTS

	2021 £	2020 £
Wages and salaries	583,939	342,036
Social security costs	61,319	32,524
Pensions costs	20,552	11,603
	<u>665,810</u>	<u>386,163</u>

The Charity operates a defined contribution pension scheme. The pension cost charge represents contributions payable by the Charity to the fund and amounted to £20,552 (2020 - £11,603). Contributions totalling £27 (2020 - £1,875) were payable to the fund at the balance sheet date, and are included in other creditors in note 12 to the accounts.

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

	2021 No.	2020 No.
Employees	<u>16</u>	<u>10</u>

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

In the band £70,001 - £80,000	-	1
In the band £80,001 - £90,000	1	-

The key management personnel comprise the Trustees and the Executive Director. Total benefits (including employer pension contributions and employer national insurance contributions) received by key management personnel in the year amounted to £86,328 (2020 - £84,689)

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

**9. TRUSTEES' REMUNERATION AND EXPENSES**

During the year, no Trustees received any remuneration or other benefits (2020 - £NIL).

During the year ended 31 August 2021, no Trustee expenses have been incurred (2020 - £NIL).

**10. TANGIBLE FIXED ASSETS**

	Office equipment £
<b>Cost or valuation</b>	
At 1 September 2020	22,078
Additions	3,480
At 31 August 2021	<u>25,558</u>
<b>Depreciation</b>	
At 1 September 2020	13,969
Charge for the year	5,724
At 31 August 2021	<u>19,693</u>
<b>Net book value</b>	
At 31 August 2021	<u>5,865</u>
At 31 August 2020	<u>8,109</u>

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

**11. DEBTORS**

	2021 £	2020 £
<b>Due within one year</b>		
Trade debtors	32,686	43,294
Other debtors	2,254	-
Prepayments and accrued income	265,895	173,522
	<u>300,835</u>	<u>216,816</u>

**12. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2021 £	2020 £
Trade creditors	63,104	25,086
Other taxation and social security	-	4,967
Other creditors	27	1,875
Accruals and deferred income	64,840	57,265
	<u>127,971</u>	<u>89,193</u>

At the date of the balance sheet, no deferred income was recognised by the Charity (2020 £Nil). Deferred income received in the year relates to grant income received in advance of entitlement.

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

## 13. STATEMENT OF FUNDS

## Statement of funds - current year

	Balance at 1 September 2020 £	Income £	Expenditure £	Balance at 31 August 2021 £
<b>Unrestricted funds</b>				
General funds	221,948	259,830	(194,286)	287,492
<b>Restricted funds</b>				
Charity Works	-	3,845	(3,845)	-
Church Action on Poverty	5,290	-	(5,290)	-
Esmee Fairbairn Foundation	100,000	-	(84,704)	15,296
Fondation de France/Daniel & Nina Carasso	34,637	1,687	(36,324)	-
The Food People	-	15,000	(15,000)	-
Foreign Commonwealth and Development Office	30,516	436,551	(389,944)	77,123
Fusion21 Foundation	-	10,000	-	10,000
Guys & St Thomas' Charity	87,775	13,284	(67,949)	33,110
The Joseph Rowntree Charitable Trust	-	33,416	(4,766)	28,650
Kristian Gerhard Jebsen Foundation	-	100,000	(71,551)	28,449
National Lottery Community Fund	93,470	407,742	(486,536)	14,676
Nuffield Foundation	-	43,714	(43,714)	-
Rothschild Foundation	-	20,000	(20,000)	-
RSA Food, Farming and Countryside Commission	6,837	-	(6,837)	-
The Health Foundation	26,081	14,547	(40,628)	-
The Tudor Trust	23,335	42,000	(41,024)	24,311
Trust For London	40,000	-	(40,000)	-
University of Sheffield	-	1,420	(1,420)	-
University of York	-	3,000	(3,000)	-
Wellcome Trust/ The London School of Hygiene and Tropical Medicine	456	45,074	(45,074)	456
Stichting World Benchmarking Alliance	-	98,800	(46,465)	52,335
	448,397	1,290,080	(1,454,071)	284,406
<b>Total of funds</b>	670,345	1,549,910	(1,648,357)	571,898

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

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

	Balance at 1 September 2019 £	Income £	Expenditure £	Balance at 31 August 2020 £
<b>Unrestricted funds</b>				
General funds	54,882	374,494	(207,428)	221,948
<b>Restricted funds</b>				
Awards for All Scotland	905	-	(905)	-
Church Action on Poverty	-	10,000	(4,710)	5,290
Department for Environmental Food and Rural Affairs	25,000	-	(25,000)	-
Esmee Fairburn Foundation	-	100,000	-	100,000
Fondation de France/Daniel & Nina Carasso	-	41,970	(7,333)	34,637
Foreign, Commonwealth and Development Office	-	156,777	(126,261)	30,516
Guys & St Thomas' Charity	-	196,716	(108,941)	87,775
National Lottery Community Fund	222,384	229,527	(358,441)	93,470
RSA Food, Farming and Countryside Commission	-	8,565	(1,728)	6,837
Tata Social Welfare Trust	-	7,281	(7,281)	-
The Health Foundation	-	30,391	(4,310)	26,081
The Rank Foundation	8,068	-	(8,068)	-
The Tudor Trust	-	40,000	(16,665)	23,335
The University of Oxford	8,000	3,250	(11,250)	-
Total Produce Plc	-	5,000	(5,000)	-
Trust for London	3,456	48,750	(12,206)	40,000
Wellcome Trust/ The London School of Hygiene and Tropical Medicine	2,269	54,160	(55,973)	456
	270,082	932,387	(754,072)	448,397
<b>Total of funds</b>	324,964	1,306,881	(961,500)	670,345

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

## 14. FUNDS HELD ARE AS FOLLOWS:

- Department for Environment, Food and Rural Affairs Veg Power: Funds held to help ensure the successful implementation of a high profile, national 'Veg Power' campaign to boost the availability, accessibility and consumption of vegetables, especially targeting children and those families on low incomes. The project was completed by 31 August 2020.
- Esmee Fairbairn Foundation: Funds held to contribute towards core salary and project costs for work to improve diets in the UK. Restricted funds held specifically for the National Food Strategy project.
- Fondation de France / Daniel & Nina Carasso: Funds held to contribute towards the Plating Up Process campaign. Plating Up Process assesses the progress being made by major UK-operating businesses within the food retail, food service and restaurant chain sectors across key themes relating to the transition to a healthy and sustainable food system.
- Foreign, Commonwealth and Development Office: Major transformations in the global food system are required in order to meet the 2030 Sustainable Development Goals (SDGs) to end hunger, achieve food security and improve nutrition. Funds held are contributing to the Global Food System project.
- Guys & St Thomas' Charity: Funds held to contribute towards The Children's Right2Food Campaign, which is a nationwide initiative to ensure every child in the UK can access and afford good food, and was shaped by the findings of the Children's Future Food Inquiry. Funds also held to contribute to the Covid project, which aims to understand the impact on COVID-19 on food insecurity, agriculture and the structure of the food industry.
- Kristian Gerhard Jebsen Foundation: Funds held to contribute towards the Children's Right2Food Campaign.
- National Lottery Community Fund: Funds held to contribute to the Peas Please project, which is a trail-blazing initiative focused specifically on veg, Peas Please brings together farmers, retailers, restaurant chains, caterers, processors and government departments with a common goal of making it easier for everyone to eat more veg.
- Nuffield Foundation: Using quantitative and qualitative evidence to re-shape the public narrative on dietary inequality, particularly relating to children, to catalyse purposeful action from policy makers and business. Funds held to contribute towards the Dietary Inequality project.
- The Health Foundation: Funds held to contribute to the initiative which the Environment Secretary commissioned, which promotes an independent review of the UK food system, which will serve as the basis for an overarching cross-departmental National Food Strategy.
- The Joseph Rowntree Charitable Trust: Funds held to contribute towards the Plating Up Progress project.
- The Stichting World Benchmarking Alliance Foundation: A Sub-Grant agreement with funding initiated from the Children's Investment Fund Foundation. Funds held to contribute towards the Plating Up Progress project.
- The Tudor Trust: Funds held to contribute towards the Children's Right2Food project.
- Trust For London: Funds held to contribute towards the Children's Right2Food project.
- Wellcome Trust / The London School of Hygiene and Tropical Medicine: Funds held to support Food Foundation as it works with eight partner organisations (including the London School of Hygiene and Tropical Medicine, UCL, City University and SOAS) on Sustainable and Healthy Food Systems, (SHEFS), a Wellcome Trust-funded research project. These funds were also held to contribute towards the National Food Strategy.

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

## 15. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Tangible fixed assets	5,865	-	5,865
Current assets	281,627	412,377	694,004
Creditors due within one year	-	(127,971)	(127,971)
<b>Total</b>	<b>287,492</b>	<b>284,406</b>	<b>571,898</b>

## Analysis of net assets between funds - prior year

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
Tangible fixed assets	8,109	-	8,109
Current assets	213,839	537,590	751,429
Creditors due within one year	-	(89,193)	(89,193)
<b>Total</b>	<b>221,948</b>	<b>448,397</b>	<b>670,345</b>

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

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

	2021 £	2020 £
Net (expenditure)/income for the year (as per Statement of Financial Activities)	(98,447)	345,381
<b>Adjustments for:</b>		
Depreciation charges	5,724	5,033
(Increase) in debtors	(84,019)	(146,258)
Increase in creditors	38,778	63,765
<b>Net cash (used in)/provided by operating activities</b>	<b>(137,964)</b>	<b>267,921</b>

**17. ANALYSIS OF CASH AND CASH EQUIVALENTS**

	2021 £	2020 £
Cash in hand	393,169	534,613

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2021

**18. ANALYSIS OF CHANGES IN NET DEBT**

	At 1 September 2020	Cash flows £	At 31 August 2021 £
Cash at bank and in hand	£ 534,613	(141,444)	393,169

**19. RELATED PARTY TRANSACTIONS**

One of our trustees, R Boycott also acts as a director of Veg Power CIC.

Veg Power CIC received communications consultancy services from the charity totalling £10,660 during the year (2020: £nil). No balances were outstanding as at 31 August 2021 (2020: £nil).

There were no further related party transactions to disclose (2020: none).



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