

BITE BACK IN SCHOOLS

INFORMATION PACK



Bite Back in Schools is a **fully funded programme** that empowers students in Years 7–10 (Years S1 to S4 in Scotland) to lead change in their school food environment. Through assemblies, sessions, and a School Food Champions club, students investigate food system inequalities and run social action projects to make healthy food the easy choice. Along the way, they build confidence, leadership, and advocacy skills. **Over 30,000 students across 200+ schools** have taken part — and we're just getting started!



2025. Bite Back 2030 is a registered charity (1180969) and a company limited by guarantee, registered in England and Wales number 11408816.

CONTENTS

Who are Bite Back?	3
How can Bite Back in Schools help?	3
What does Bite Back in Schools involve?	4
Phase 1 - Whole year group sessions.....	4
Phase 2 - School Food Champion Extra Curricular Club	5
Phase 3 - Spreading the word.....	5
Programme timeline	6
Project examples	7
What's in it for my school?.....	9
What will Bite Back provide?	9
What are the benefits for my pupils?	9
What is expected of my school?	10
Staffing	10
Finding Curriculum time	10
Training	11
Monitoring and Evaluation	11
Commitment from your leadership team	11
Our Goals	12
Funding and the Grantee agreement	13
How is Bite Back in Schools Funded?	14
Data and Safeguarding	15
GDPR	15
Safeguarding	15
FAQ's	16



WHO ARE BITE BACK?

Bite Back is a youth activist movement challenging a food system that's been set up to fool us all. It should be easy for us to eat healthily, but the reality is, it isn't. The food system is rigged against us, flooding our high streets, schools and supermarket shelves with junk food. This means that the future health of 1 in 3 children in the UK is at risk from food

related ill health. Children living in the poorest areas are twice as likely to be affected as their wealthier peers. **The good news is, it's totally preventable and we are biting back!** We believe that we can and must redesign this food system to protect the health and futures of millions of children, no matter where they live.

HOW CAN BITE BACK IN SCHOOLS HELP?

School should be a place where every child can thrive; it is the single biggest opportunity we have to ensure every child has access to decent, nutritious food. Right now this is not the case - but Bite Back in Schools was created to change this!

Bite Back in Schools is a **fully-funded** programme **for Year 7, 8, 9 and 10 students (and years S1 to S4 in Scotland)**. It gives them the opportunity to uncover the problems and injustices within our food system through eye-opening sessions and by gathering evidence from their own school and community. Students then devise and carry out a social action project in their club that will

transform their school by putting healthy food in the spotlight and increasing the flow of affordable, nutritious food in their canteens.

The programme involves a year group assembly, whole year group sessions, an extracurricular School Food Champions club and a celebration assembly to acknowledge their work. Through these activities, students will work towards improving their own school food system to give every child what they need to thrive whilst also providing them with valuable social action experience, which will enhance their personal development. **It's a win-win situation!**

WHAT DOES BITE BACK IN SCHOOLS INVOLVE?

Bite Back in Schools is split into three phases, across the school year.

- **Phase 1** - Kick off assembly and whole year group sessions
- **Phase 2** - School Food Champions (SFC) extracurricular club
- **Phase 3** - Spreading the word

Schools have the option to deliver it to **Year 7, 8, 9 or 10** (or any combination of these year groups). In Scotland, schools can deliver it to years S1 to S4.

PHASE 1 - WHOLE YEAR GROUP SESSIONS

Phase 1 is delivered to a whole year group, or a combination of year groups, and is an introduction to the food system and social action.

We start your journey off with a **powerful assembly** delivered by one of our youth ambassadors. Then you'll kick start a series of five engaging sessions, delivered across an entire year group by your teachers **within curriculum time**. Here students will get to grips with the problems in our food system, learn the ways it's rigged against them, map their local area and begin practising their campaigning skills by taking part in collective social action moments.

There are four hours of engaging content to be delivered to your chosen year group, and you will have flexibility to deliver the sessions in your chosen curriculum time, e.g. tutor time, PSHE, Enrichment or in drop-down days - **we want to make the programme work for you**. The sessions will be fully planned and resourced for you, including individual workbooks for each pupil.

“I just wanted to say thank you for an amazing assembly and launch for the Bite Back Programme. Our Bite Back Ambassador was wonderful and delivered a confident and engaging assembly. There was a real buzz amongst the students and staff and it was great to see students talking and debating with one another about food advertising and the food offering in our school restaurant.”

Brooke Weston Academy

PHASE 2 - SCHOOL FOOD CHAMPIONS EXTRA CURRICULAR CLUB

After being inspired by their whole year group sessions, 10-15 students come together as a mighty **School Food Champions Team!** The team will meet weekly during terms 2 and 3, after school or at lunchtime. The weekly sessions will be delivered by your chosen lead teacher and are fully resourced by us!

The content will lead on from the whole school sessions and will move the team straight into taking action by investigating how their school food environment impacts their health, collating feedback from their peers and relevant stakeholders about changes they would like to see and taking those findings to school decision makers. They will develop this into a social action project which aims to either:

1. Make nutritious food the norm in your canteen
2. Improve the school food environment

PHASE 3 - SPREADING THE WORD

Now it's time for your School Food Champions to shine! In this phase, students will share the powerful work they've done in Phase 2 by delivering a celebration assembly to their peers and wider school community.

They'll share how they audited the school food system and took action to improve the canteen experience. Schools are encouraged to invite local MPs, governors, parents, and Bite Back representatives to showcase the impact – and who knows, it could even open doors to future funding for your student changemakers!



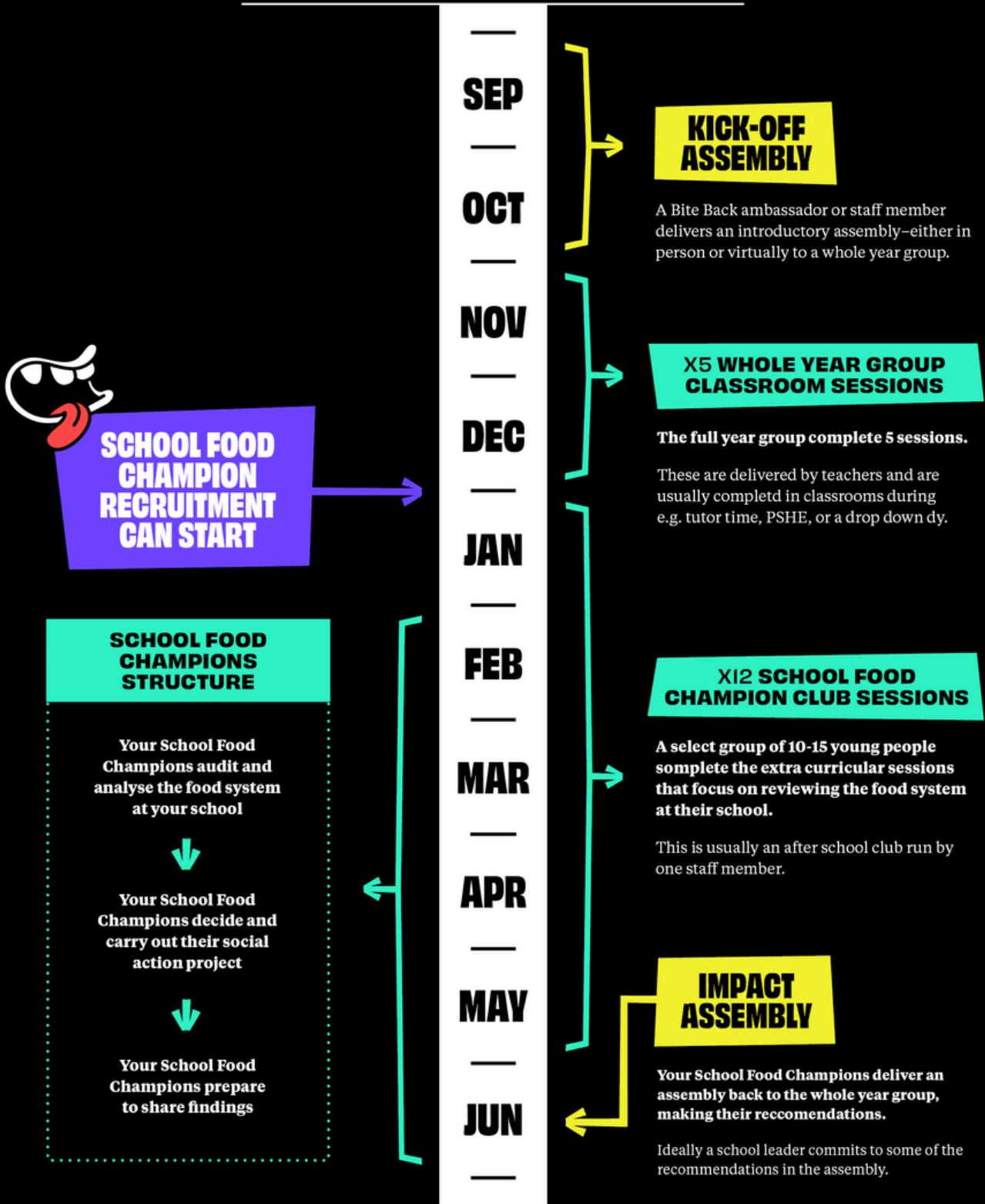
"I enjoyed seeing a team of students come together and grow, working effectively as a team and taking themselves outside their comfort zones."

Lead Teacher

PROGRAMME TIMELINE

BEFORE

ONCE ACCEPTED: COMPLETE YOUR DELIVERY PLAN AND GRANT AGREEMENT AND INFORM RELEVANT STAFF MEMBERS INVOLVED. SELECT THE YEAR GROUP TAKING PART



SHARE YOUR ASSEMBLY WITH BITE BACK AND GET INVOLVED IN OUR WIDER WORK

AFTER

PROJECT EXAMPLES

**Manchester
Enterprise
Academy**

- Removed pizza and sausage rolls from the menu
- Started serving only brown bread
- Expanded the range of healthier lunch options e.g. hummus and vegetable baguette, soup, vegetarian curry
- Introduced healthier snacks such as yoghurt pots and apple and cinnamon porridge

**George Abbot
School**

- Worked with the catering team to reformulate the existing flapjack recipe to make it more nutritious, whilst ensuring it was still tasty
- Introduced new grab-n-go lunchtime options that were full of vegetables
- Campaigned for more water fountains around the school

**The Priory
Academy LSST**

- Stopped the sale of fizzy drinks on campus
- Reduced the amount of sugar in canteen desserts
- Had a stand at a local event to share their learnings of the food system

**Ormiston Victory
Academy**

- Increased the number of water fountains on campus
- Introduced a salad bar
- Added nutritious vegan options to 90% of lunchtimes

**Helston
Community
College**

- Campaigned for more water fountains on site
- Appealed to local businesses to purchase reusable water bottles for the students
- Surveyed 700+ students at their school to ensure their projects were representative of the student body

**Bellingham
Middle School**

- Designed a mural for the canteen to make it a more welcoming space
- Campaigned for more water fountains on site
- Identified dairy as a nutrient lacking in the current canteen offer and worked with the caterers to change this.

**Ormiston Six
Villages Academy**

- Introduced “food in the spotlight” to promote healthy options in the canteen
- Analysed Parent Pay data to assess the impacts in purchasing habits

**Whytrig Middle
School**

- Successfully introduced clear pricing and menus to the canteen
- Worked on bringing healthier options into the spotlight
- Introduced a break time offer, as previously students had to bring in from home

”We really enjoy the programme as it gives us a voice to make change in our school.”

William Hume Grammar School



WHAT'S IN IT FOR MY SCHOOL?

All the whole cohort and extra curricular club sessions are **fully planned and resourced**, plus our team will always be on hand to answer any questions.

WHAT WILL BITE BACK PROVIDE?

Funding: Your school will receive **£500** which will act as remuneration for the staff member(s) who coordinates the programme, as well as for resources required throughout the year and your School Food Champions Social Action project.

Engaging resources: Your school will receive physical resources, including workbooks for all pupils and exciting merchandise for those on the SFC team. You'll also get access to our digital platform, which includes fully comprehensive session plans for both the year group activities and the SFC club sessions.

Eye-opening training: There will be online training for all staff involved in delivering the programme, as well as drop in sessions available throughout the year. This training can be accessed at a time that suits your staff.

Year-round support: Our team will always be on hand to contact with any questions or advice as you plan your social action campaigns.

WHAT ARE THE BENEFITS FOR MY PUPILS?

Their school will become a setting that **prioritises child health** and provides every student with the opportunity to thrive, which in turn can improve behaviour and attainment.

Their **learning will be enhanced** through curriculum links with a range of subjects. They will develop persuasive writing and presentation skills, required for English Language and Literacy and they will gain an increased understanding of Government and political processes which feed into the Citizenship curriculum and PSHE Association's 'living in the wider world' core theme.

They will **develop strong employability skills** such as project planning, public speaking, stakeholder engagement and leadership, to help them with their future careers and most importantly they will see that they have the power to make change!

They will **learn about the injustices and inequalities** underpinning society and how they as individuals can play a role in fighting these, contributing to their spiritual, moral, social and cultural development.

WHAT IS EXPECTED OF MY SCHOOL?

STAFFING

Bite Back in Schools takes a whole school approach to food and requires commitment from more than one member of staff within your school.

We know that the school year is very busy and we would like to work with you to be flexible in terms of delivery and support. You will need two teachers when signing up for the programme for the role of Coordinator and SFC Lead Teacher. Their roles can cross over as the programme unfolds.

The Coordinator will be responsible for ensuring the assembly and whole year-group sessions are delivered, and liaising with all staff in your school who will deliver the whole year group sessions. They will also be Bite Back's main point of contact throughout the year and will ensure the SFC Team are supported in their social action campaign.

The SFC Lead Teacher will run the weekly SFC extracurricular club sessions.

These two roles can be the same person, but for all schools we require a minimum of two contacts, at least one of whom must be SLT. Alongside the Coordinator and SFC Lead teacher, there will be further staff involved in the delivery of the whole year group sessions. The number of staff required for this will vary depending on the size of your school and we will discuss this with you during the setup process.

“We have come to realise that the quality of food we are being served is unhealthy. Not just for us but all the other 200+ schools across the UK in the Bite Back programme. We, as a whole, can help put a stop to this.”

William Hume Grammar School

FINDING CURRICULUM TIME

The **four hours of whole-year group content are to be delivered during the school day**. You can choose where to fit these sessions, many schools deliver these in PSHE/Citizenship or during tutor time or on a drop-down day.

TRAINING

Training is provided for all schools delivering the programme and **attendance at our training events is a requirement in order to receive your funding**. Sessions will be online and offered prior to the programme beginning. Drop in sessions will also be offered throughout the school year and they will provide a chance for staff to ask questions, to discuss problems encountered and to monitor progress with the programme.

MONITORING AND EVALUATION

Throughout the programme there will be online Evaluation moments, similar to surveys. These are check-in points where you tell us how you're getting on and to help us assess whether we are having our intended impact. We will always email you to let you know when each Evaluation Moment is due.

We also ask schools to commit to 1-2-1 calls with us across the year. These are 20 minute calls to chat about your progress, answering any questions you may have about social action projects and offering advice on how to develop a successful project.

You can expect **across the year two 1-2-1 calls and one call with your School Food Champions Club**.

COMMITMENT FROM YOUR LEADERSHIP TEAM

Your Headteacher will be required to **sign a grantee agreement** confirming your commitment to the requirements of the programme, including supporting the young people with their project to change the school food environment.

“Bite Back has been such an eye opening experience, not just for the students but for the staff too.”

Dronfield Henry Fanshawe School

OUR GOALS

Bite Back in Schools is all about empowering young people to drive positive change around food which will lead to changes in the quality of food & drink consumed in school canteens.

We provide this framework to our schools to support them in focusing their social action projects on interventions which align with our theory of change:

- Increasing the flow of healthy options to **make nutritious food the norm.**
- Once healthy foods are in the spotlight we need to **redesign the school food experience** to encourage more students to eat their school food and receive a nutritious, affordable and appealing meal every day.

The programme will also help students to develop leadership skills and will support their socio-emotional development. Therefore, through Bite Back in Schools we hope to see a double impact, benefiting both your school and the young people who take part.

We have six impact outcomes that we use to measure all activities in our programme against:

1

Pupils show an increased awareness of the food system, food inequality issues and of Bite Back and its mission

2

Young people feel empowered, emboldened and educated to take action and/or to create positive change through social action in their local context (i.e., in their school, family, community)

3

Public or new commitment by decision makers at school, regional or national level

4

Improvement in school food quality

5

Improvement in school food culture and environment

6

Positive changes in quality and quantity of non-High Fat Salt Sugar foods purchased by young people in school, particularly from lower socio-economic and minority backgrounds

FUNDING

Bite Back in Schools is fully funded and over the course of the year each school will receive £500.

FULLY FUNDED

The funding will be sent in one instalment. The full £500 will only be sent once your SFC team has been recruited and has informed us of their social action project during one of our Evaluation Moments. This is usually Spring term.

Any invoices relating to your participation in the Bite Back in Schools Programme 2025/26 must be received by Bite Back by 31st July 2026. Any invoices submitted beyond this date will not be processed.

£400

£400 as remuneration for the staff member(s) who coordinates the programme/leads Bite Back in Schools. As a school you can choose how to administer and split this payment if necessary.

£100

£100 for materials and resources for pupils to deliver their social action projects

GRANTEE AGREEMENT

After confirmation of your place on the programme, we will send you a Grantee Agreement. This will set out the expectations of your school to participate in the programme. The Agreement should be signed by your Headteacher and returned to us before the end of the Summer term to confirm your place on the programme. Without this agreement, we will not be able to release your funding.

If you choose to withdraw from the programme after receiving funding, you may be required to repay us. Details of the circumstances under which this would happen will be covered in your Grantee Agreement.

HOW BITE BACK IN SCHOOLS IS FUNDED

Bite Back in Schools is funded by the **National Lottery UK Fund**, which funds projects that help children and young people use their voice to influence change. All the projects that they fund must:

- Benefit communities across the UK (by working in different places, or by sharing learning between countries)
- Scale up their impact by expanding their work (by helping more people, or doing more for people they already work with)
- Support people experiencing poverty, disadvantage and discrimination
- Help make significant changes to services or systems that affect people's everyday lives.

You can learn more about the UK fund on their website -

<https://www.tnlcommunityfund.org.uk/funding/programmes/the-uk-fund>



DATA AND SAFEGUARDING

GDPR

We process personal data in accordance with our Privacy Notice which is available at: <https://www.biteback2030.com/privacy-matters/>

Any student data we collect during Evaluation moments will be kept anonymous.

SAFEGUARDING

Bite Back believes that everyone we come into contact with, regardless of age, gender identity, disability, sexual orientation or ethnic origin, has the right to be protected from all forms of abuse, harm, neglect and exploitation. Bite Back will not tolerate any abuse, harm or exploitation by staff or associated personnel. At Bite Back, safeguarding is everyone's responsibility.

If you have concerns about the safeguarding of any of the young people working with Bite Back during the programme, then please get in touch with our Designated Safeguarding Lead, by emailing safeguarding@biteback2030.com.

You can read our safeguarding policy below:

- [Overall safeguarding policy](#)

FAQs

What is the funding for? Your school will receive £500 for your participation in the Bite Back in Schools Programme. £400 of this is remuneration for the staff member(s) who coordinates the programme/leads Bite Back in Schools. £100 is for materials and resources for pupils to deliver their social action project. We will not ask for receipts, but if there is not any evidence of how this £100 has been spent, we may raise this with the lead teacher.

Why is the programme aimed at Year 7-10? When they begin secondary school, young people are suddenly granted far more autonomy over what they buy and eat both in school and on the way to school. We want to provide the opportunity for students to have influence over this at a time when they are granted the responsibility. Secondary school students who are interested in Bite Back's work but are not in those year groups can get involved through our Youth Boards and other digital opportunities on our website.

Is there a minimum number of students for the extra curricular club? 10 is the minimum but you can have up to 15! We feel 10 is appropriate as a minimum number needed to participate in the activities, foster discussion around the topics included in the programme and for each student to have a role to play to contribute to the social action projects.

I'm worried about recruiting enough School Food Champions, what can I do?

Don't worry — we've designed Bite Back in Schools to make it as easy and engaging as possible to get students involved. The programme kicks off with a whole-year-group assembly and five interactive sessions, giving you a wide pool to choose from. These sessions not only raise awareness about school food issues but help identify passionate, motivated young people. If you're struggling to recruit you could offer small incentives to encourage involvement, such as badges, certificates, or exclusive merchandise (which we provide). You can highlight the benefits of joining — from building confidence and leadership skills to gaining experience in public speaking, teamwork, and campaigning. Or show them the impact! Explain that they'll be leading a real project, managing a budget, and making meaningful changes to their school's food environment. And remember, you're not alone — our team is here to support you every step of the way!

There are limitations to the changes that we can enact in our school. Does this matter? We understand that schools face limitations when it comes to making changes— whether due to budget, time, existing catering contracts or other constraints. But that doesn't mean meaningful action isn't possible. Your social action project doesn't have to be expensive. Small, low-cost changes can still make a big impact. For example, you could make pricing on menus more transparent, rearrange the canteen layout to highlight healthier options, or introduce a hydration station. These steps can help build momentum for more permanent change. Our resources offer a wide range of practical solutions designed to suit all school contexts, no matter your starting point.

When does the intro assembly happen? The introductory assembly is the very first step of the Bite Back in Schools programme and should take place before delivering the whole-year-group sessions. It sets the scene, introduces students to Bite Back, and creates that all-important “penny drop” moment about the food system. To make it as convenient as possible for your school, we offer flexible delivery options including: In-person or virtual delivery by a Bite Back Ambassador, subject to availability or a pre-recorded Ambassador assembly that you can play at a time that suits your schedule. Whichever option works best for your school, we’ll make sure your students get a powerful, energising start to the programme.

What is the impact assembly at the end of the programme? The impact assembly is a key part of the Bite Back in Schools journey. It’s a chance to recognise and showcase the incredible work your School Food Champions have done, and to share their impact with the wider school community. Crucially it's where your champions share their recommendations for improvements and ideally a school leader or catering team member commits to them. By sharing your work, you can build momentum, inspire others, and even open doors to further support or funding. It’s also how you give feedback to the Bite Back team — we ask that you share your assembly template with us, and where possible, a Bite Back Ambassador or team member may attend to celebrate with you in person. We understand not every student will feel confident presenting, so our assembly plan includes flexible roles for students to get involved in different ways — whether it’s behind the scenes, co-hosting, or helping to create content. It’s a powerful way to wrap up the programme and give your young changemakers the recognition they deserve!

Can any Year 7-10 student take part in the club? We would suggest prioritising students that have participated in the whole year group sessions as they will be up to speed on all of the content. However, the club will be accessible to all students so if you have other students keen to join, they can take part too.

Can the programme be delivered in a range of contexts e.g. Special Educational Needs (SEN) schools or Alternative Provisions? Yes! We have delivered this programme successfully in a range of contexts, including Special Educational Needs (SEN) Schools and alternative provisions. We welcome applications and, where appropriate, will work with these schools to adapt the programme so that their students can thrive on Bite Back in Schools

Any further questions? Please don't hesitate to contact us on: schoolfoodchampions@biteback2030.com



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