

BITE BACK IN SCHOOLS

INFORMATION PACK



Bite Back in Schools is a **fully funded programme** that empowers learners in S1 to S4 to lead change in their school food environment. Through assemblies, sessions, and a School Food Champions club, learners investigate food system inequalities and run social action projects to put healthy options in the spotlight. Along the way, they build confidence, leadership, and advocacy skills. **Over 30,000 learners 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.

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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 1 in 3 children in the UK are 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 S1 to S4**. It gives learners 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. Learners then devise and carry out a social action project that will transform their school by putting healthy

food in the spotlight and increasing the flow of affordable, nutritious food in their dining halls.

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, learners will work to improve their dining hall experience and ensure their right to food is upheld, while also gaining valuable social action experience that supports 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 **S1, S2, S3 or 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 lesson time**. Here learners 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. registration/tutor time, as part of Health and Wellbeing curricular areas (e.g. in PSE or PE) or on off-timetable 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 learners come together as a mighty **School Food Champions Team!** The team will meet weekly, after school or at lunchtime. The weekly sessions will be delivered by your chosen SFC Group Leader 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. Putting nutritious food in the spotlight in your dining hall
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, learners will share the powerful work they've done in Phase 2 by delivering a celebration assembly to their peers and wider school community.

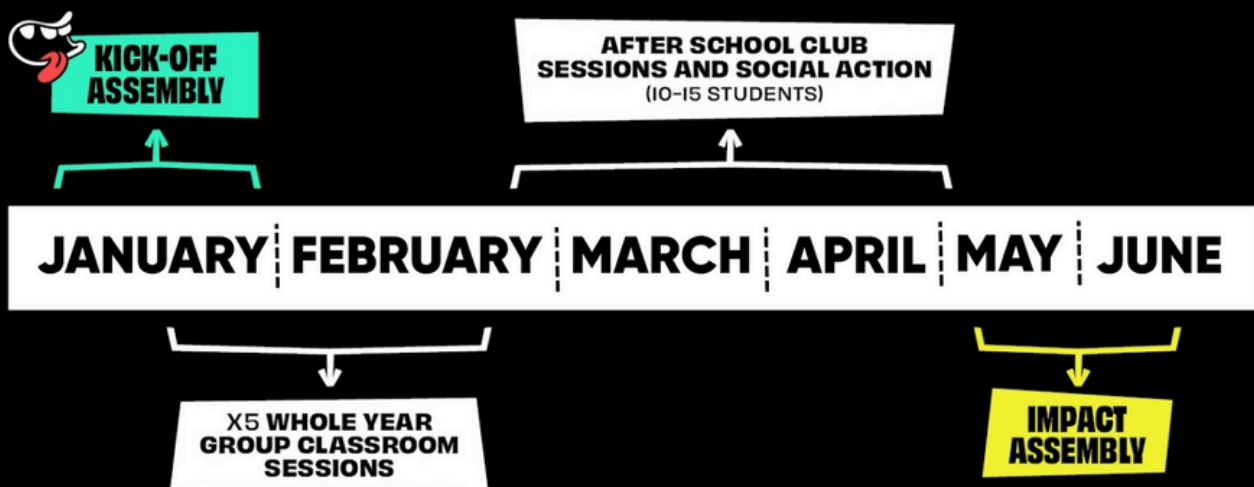
They'll share how they audited the school food system and took action to improve the canteen experience. Schools are encouraged to invite local MPs, MSPs, parents, and Bite Back representatives to showcase the impact — and who knows, it could even open doors to future funding for your young changemakers!



"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: 2026 SCOTTISH PILOT



Normally, Bite Back in Schools runs from August - July, across the school year. However, for its first year in Scotland, the pilot will run on a shorter timeline, from January - July. To alleviate time pressure, we will reduce the number of sessions and offer enhanced support from Bite Back staff.



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 **£1000** which will act as remuneration for the staff member(s) who coordinate 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 participating learners 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 LEARNERS?

By joining Bite Back in Schools, your school will **champion child health** and help create a learning environment where all young people are supported to thrive. This can have a positive impact on wellbeing, relationships, behaviour and attainment across the school community.

Participation directly supports **Curriculum for Excellence** — particularly the Health and Wellbeing responsibility of all — by enabling learners to explore how food options affect mental, emotional and physical wellbeing, and how this links to their capacity to learn and achieve.

Through campaigning and youth-led action, learners will also be exercising their rights under the **United Nations Convention on the Rights of the Child** (UNCRC) — including the right to nutritious food (Article 24), the right to the highest attainable standard of health (Article 24), and the right to express their views and be heard in matters affecting them (Article 12).

Taking part offers meaningful opportunities to develop **key skills for work and life**, such as project planning, public speaking, stakeholder engagement and leadership. More importantly, learners will recognise that their voices matter and that they have the power to influence change at school, community and national levels.

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 Group Leader. 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 Group Leader 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 Group Leader, 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. Some schools split these across registration/tutor time, as part of Health and Wellbeing curricular areas (e.g. during PSE or PE), or on an off-timetable 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 schools.

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:

- Putting healthy options in the spotlight to **make nutritious food the norm.**
- **Redesigning the school food experience** to encourage more learners to eat their school food and receive a nutritious, affordable and appealing meal every day.

The programme will also help learners 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 £1000.

FULLY FUNDED

The funding will be sent in one instalment. The full £1000 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.

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, such as posters or stall materials.

£500

£500 to fund the change the young people want to see e.g. a new water fountain, salad bar, or other changes to the dining hall.

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 January** 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 pupil data we collect during Evaluation moments will be kept anonymous.

SAFEGUARDING AND CHILD PROTECTION

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 £1000 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. £500 is to fund changes learners may wish to make in their schools. We will not ask for receipts, but if there is not any evidence of how this £100 and £500 has been spent, we may raise this with the SLT Champion.

Why is the programme aimed at S1-4? When they begin secondary school, young people are suddenly granted far more autonomy over what they buy and eat both in school and in the local community. We want to provide the opportunity for learners to have influence over this at a time when they are granted the responsibility. Secondary school pupils 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 participants 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 learner to have a role to play in 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 learners 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 is impossible. 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 dining hall 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.

Can any S1-4 pupil take part in the club? We would suggest prioritising learners 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 learners so if you have other pupils keen to join, they can take part too.

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 learners 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 learner will feel confident presenting, so our assembly plan includes flexible roles for participants 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 the programme be delivered in a range of contexts e.g. special schools or units for children with additional support needs? Yes! We have delivered this programme successfully in a range of contexts, including Special Schools and alternative provisions. We welcome applications from schools who support a wide variety of learners, and, will work with these schools to adapt the programme so that their learners can thrive on Bite Back in Schools.

Is the programme rights-respecting? Yes! Bite Back and Schools is all about giving children a say in their own lives and their own health. It strongly aligns with Article 12 (respect for the views of the child) and Article 24 (the right to health) of UNCRC.

What outcomes and experiences would the programme support? Participation directly supports Curriculum for Excellence — particularly the Health and Wellbeing responsibility of all — by enabling learners to explore how food choices affect mental, emotional and physical wellbeing, and how this links to their capacity to learn and achieve. It aligns strongly with fourth level experiences and outcomes such as:

- HWB 4-28a: Investigating factors affecting participation in physical activity and food choices, and understanding their impact on health within Scottish and wider contexts.
- HWB 4-30a: Exploring food and health policy and legislation, and evaluating their impact on individuals, communities and the world of work.
- HWB 4-37a: Examining how external influences shape consumer choices.

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



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