

SHAPE YOUR STREETS

INFORMATION PACK



Shape Your Streets is a **fully funded programme** that empowers young people in your Local Authority to explore and influence their local food environment. Through workshops, video creation and photo evidence gathering, young people will get the chance to investigate food system inequalities and create and deliver powerful presentations to local councillors, public health teams and other key stakeholders. Along the way, they build confidence, leadership, and advocacy skills. Five Local authorities and 120 young people have taken part so far, and we're just getting started... now we're on the look out for our next change makers!



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

What does Shape Your Streets involve?..... 3

 How our programme works..... 4

 Impact on young people..... 5

 Impact on communities..... 6

Eligibility criteria..... 7

Programme timeline 8

What Bite Back offers Councils?..... 9

What we ask from Councils?..... 10

What we’ve achieved so far..... 11

How Shape Your Streets is funded..... 12

FAQ’s 13



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 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.

WHAT DOES SHAPE YOUR STREETS INVOLVE?

WE TAKE JUNK FOOD OUT OF THE SPOTLIGHT BY



- Putting young people's voices front and centre of change
- Tell a simple, motivating story that the public can get behind
- Activate helpful mindsets and ripen conditions for change
- Be used to positively influence policymakers

HOW OUR PROGRAMME WORKS

We kick things off with listening workshops during the school holidays. These are fun, creative sessions where young people get to explore how the local food system really works. Together, we unpack how food companies target young people with adverts, how surroundings shape the choices we make, and what can be done to make healthier options easier to access.

These workshops give young people a space to share their lived experiences and ideas about how to make the food system fairer, healthier, and better for everyone.

Next, we step into young people's local communities. The young people become investigators, by capturing videos, photos, and auditing what their local food environment actually looks and feels like. They gather powerful evidence of how junk food is promoted and their insights are brought to life in a youth-led report and a professionally produced video.

Then it is time for young people to have their moment! They present their findings, stories, and ideas directly to local decision makers and stakeholders. It's their chance to showcase their hard work, and push for real change in how our communities are shaped by food.



“Why should young people be bombarded by junk food ads? It halts our progress and damages our health. It's a no-brainer that junk food ads should be restricted on and around public transport in Greater Manchester”

Rizwan, Salford

IMPACT ON YOUNG PEOPLE

- **Empowering youth voice:** young people have valuable input in shaping their local food environment and improving community health.
- **Community mobilisation:** young people are equipped with the skills and confidence to advocate for healthier, fairer food environments in their area.
- **Social action and inclusion:** in Oxfordshire, 75% of participants had never been involved in social action or system-change work before. Shape Your Streets brings new voices into local decision-making.
- **Real influence on policy:** young people present their findings directly to local policymakers, seeing firsthand that their voices can drive real change.
- **Building transferable skills:** participants develop teamwork, communication, and research skills, building confidence, employability, and political awareness.

And most importantly...it's *fun*! Young people get to connect with others who care about making a difference, build friendships, and feel part of a movement creating positive change in their community.



Kacie, Essex

“I met the most amazing people, and had so much fun! I learnt things that I didn’t even realise were going on. The experience was such an eye opener.”

Kacie, Essex

IMPACT ON COMMUNITIES

- **Healthier local spaces:** young people's insights help councils identify where unhealthy advertising, fast-food clustering, and limited healthy options are most visible, shaping real, practical changes in the local food environment.
- **Community representation in policy:** the programme ensures that young people's lived experiences inform local decisions, making policy more inclusive and reflective of the communities it serves.
- **Media and public engagement:** the youth-led reports and videos create opportunities for positive media coverage, helping councils celebrate local action, raise awareness, and inspire other communities to follow suit.
- **Catalyst for wider influence:** youth-led evidence and storytelling spark conversations that go beyond the local area, inspiring other councils and national leaders to act.

CHANGE IN GREATER MANCHESTER

Young people's evidence and storytelling directly influenced the Greater Manchester Combined Authority to take action on junk food advertising. Their findings were presented to the Mayor's team and contributed to the decision by the Mayor of Greater Manchester, Andy Burnham, to introduce restrictions on unhealthy food adverts across Manchester's public transport system, the Bee Network, helping to create a healthier food environment for young people across the city. Lucy was one of the young people who presented the report to the Mayor.



"When I heard the announcement that junk food advertisements will be banned on the Bee Network, I was ecstatic. Not only because my experiences have directly impacted those in charge, but also because how much this change will benefit the health of the young people in my local area."

Lucy, Manchester



ELIGIBILITY CRITERIA

We want Shape Your Streets to create the best possible impact, so we've set out eligibility criteria to guide how we recruit Local Authorities into the programme.

1. HIGH LEVEL OF DEPRIVATION

Our programme aims to reduce health inequalities, therefore we prioritise local authorities most affected by deprivation. The Local Authority must have a high proportion of its Lower-layer Super Output Areas (LSOAs) within the most deprived 10% nationally according to the Indices of Multiple Deprivation 2025.

2. POLITICAL WILL FOR A HEALTHIER FOOD ENVIRONMENT

In order to ensure the best outcomes from the programme, the Local Authority should have strong political will for local systematic policy change on junk food advertisements and healthier food environments.

3. HIGH PREVALENCE OF JUNK FOOD ADVERTISEMENTS

The Local Authority should have a high prevalence of advertising for foods and drinks high in fat, sugar or salt (HFSS) across public and commercial spaces, such as billboards, bus stops or transport networks.

4. LARGE POPULATION SIZE

We want Shape Your Streets to impact the largest number of people possible, therefore we positively recruit large Local Authorities, however we welcome applications from less populous Local Authorities if they meet the other three criteria.



PROGRAMME TIMELINE



MONTH 1-3

**FUEL
THE FUTURE**

Are you 14-18 years old? It's time
to Bite Back in Essex.

In partnership with 

- Partnership agreement
- Project setup and planning
- Recruitment of young people

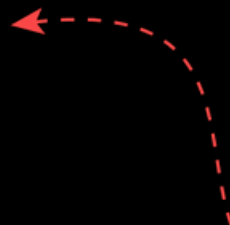
MONTH 4-6

- Evidence collection
- In-person 2 day workshop
- Filming



MONTH 7-9

- Report published
- Video complete
- Key Stakeholder meeting with young people



WHAT BITE BACK OFFERS COUNCILS?

FULLY FUNDED SUPPORT

Shape Your Streets is entirely funded, covering all workshops, facilitation, venues, food, travel, resources, and report production costs. This also includes a professional photographer and videographer that will join the workshop on the second day. The council will be supported by a dedicated project manager at Bite Back who will oversee every stage of delivery and host a fortnightly check-in meeting with your council team to ensure smooth coordination and progress.

EXPERT PARTNERSHIP AND DELIVERY

The full two-day workshop programme is organised, facilitated, and delivered by Bite Back, with professional facilitators experienced in youth engagement and health policy. Safeguarding and young people's recruitment are managed by our trusted national partners UK Youth in England and Young Scot in Scotland, ensuring safe, inclusive participation throughout.

LOCAL IMPACT

Each project generates powerful, locally relevant insights. Young people's stories and evidence can be used to inform public health strategies, strengthen local policy, and increase community understanding of how the food environment impacts health.

POSITIVE PUBLICITY AND COMMUNITY ENGAGEMENT

The programme provides opportunities for media coverage and community storytelling, highlighting your council's leadership in creating healthier, fairer food environments.

NATIONAL INFLUENCE

By taking part, your Local Authority becomes part of a national movement of young people and councils shaping the future of food policy. Local insights contribute to a wider campaign that influences national discussions on health and marketing regulation.



WHAT WE ASK FROM COUNCILS?

TIME AND COMMITMENT

- Attending weekly or fortnightly check-in meetings with the Bite Back project manager.
- Supporting key stages of the programme (planning, workshops, evidence gathering).

NAMED COUNCIL CONTACT

- Each participating council should nominate a lead contact within the Public Health team who can champion young people's voices and support policy change. This person will act as the main point of contact for Bite Back and help coordinate the programme locally.

SUPPORT WITH LOCAL LINKS

- Connecting Bite Back with local youth services and community groups.
- Suggesting appropriate venues for workshops and presentation events.
- Helping to identify local stakeholders who can attend the final showcase (e.g. councillors, NHS representatives, community leaders).

LOGISTICAL SUPPORT

- Assisting with venue and catering arrangements for the two-day workshop.
- Supporting local Public Relations or communications when media opportunities arise.

POLITICAL WILL AND FOLLOW-THROUGH

The most successful projects happen when there is genuine openness to youth input and a willingness to act. Councils are encouraged to:

- Consider how young people's recommendations can be embedded into local strategy or policy.
- Support the continuation of youth-led work after the project ends, where possible.

WHAT WE'VE ACHEIVED SO FAR

LOCATION	IMPACT & OUTPUTS
GREATER MANCHESTER	Impact: Young people’s evidence and storytelling directly influenced the Greater Manchester Combined Authority to take action on junk food advertising. Their findings contributed to Mayor Andy Burnham’s decision to introduce restrictions on unhealthy food adverts across the Bee Network. Read the report: Overwhelming & Inescapable (Bite Back, 2023). Watch the video: Overwhelming & Inescapable film.
OXFORDSHIRE	Impact: Young people presented their findings at the Local Health Improvement Board and Town Hall, helping place youth voices at the centre of discussions on advertising, access, and food policy. Read the report: Everywhere we go we're surrounded (Bite Back, 2025). Watch the video: Everywhere we go we're surrounded film.
ESSEX	Impact: Young people explored how local advertising and access influence food choices. Their recommendations were shared with key stakeholders, sparking local discussions on how to make healthier food options more accessible to young people.
SHEFFIELD	Impact: Young people investigated the availability of healthy food options across council-owned spaces, including leisure centres, sports venues and libraries, helping local decision-makers understand the importance of access to healthy foods in public spaces. Read more: Local news story.

HOW SHAPE YOUR STREETS IS FUNDED

Shape Your Streets 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>



FAQs

When do applications close?

Applications are open until Friday 9th January, after which successful councils will be notified.

Is Shape your Streets available to UK wide Local Authorities?

Shape Your Streets is currently available to Local Authorities in England and Scotland. We hope to expand to other nations in future rounds.

What commitment is needed from councils?

We ask for support from your local public health team, including time and assistance with the logistical planning of workshops (e.g. venue and catering bookings), a dedicated staff contact, help building local links, and most importantly a genuine openness to listening to young people and the political will to bring about change.

How long will the programme last?

From project planning and setup through to report and presentation delivery, the programme runs for approximately nine months.

For a detailed delivery timeline, please see page 8.

When will the workshops take place?

Workshops are held during school holidays (e.g. mid-term or summer holidays) and take place over two days.

How is Shape Your Streets funded and what does this include?

The programme is fully funded with the support of the National Lottery.

This includes a dedicated project manager, all facilitation, venue, food, and travel costs, and all report production costs, including a professional photographer and videographer.

How do you select local authorities?

We want Shape Your Streets to have a large-scale impact influencing both local and national policy. We therefore prioritise:

- Strong political will to make change and listen to young people.
- Areas with high levels of deprivation, to help reduce health inequalities.
- Larger or Combined Local Authorities, however we welcome applications from less populous Local Authorities if they meet the other two criteria.

How many Local Authorities can take part?

We are able to deliver a small number of these fully funded projects each year.

We plan to expand the programme in future years, so if your Local Authority isn't selected this time, we may contact you as the programme expands to more areas.

Who is responsible for safeguarding?

Bite Back will work with our partners UK Youth(England) and Young Scot (Scotland) to safeguard the event and recruit local young people.

Any further questions? Please don't hesitate to contact us on:

aoife.donaghy@biteback2030.com

YOUR LOCAL AUTHORITY COULD BE NEXT...



APPLY BEFORE FRIDAY 9TH JANUARY 2026



Shape Your Streets Information Pack

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