

Annual Report

Review and accounts
for the year ended
31 March 2019



Company registered number: 02673194

Charity registered number: 1018643

20  years
sustain
the alliance for better food and farming

This has been another extraordinary year for Sustain. The profound implications of Brexit for farming, fishing, food standards and international trade have become ever more real; our response as a robust alliance ever more needed. In spring 2018, the Sustain alliance co-hosted with Defra a consultation event on future farm policy, with Secretary of State Michael Gove MP as a keynote speaker. In the autumn, National Food Strategy lead Henry Dimbleby joined us for a vibrant discussion at Sustain's AGM. Throughout the year, our policy team has worked with great dedication to consult with, brief and meet with alliance members, sister alliances, MPs, Peers, parliamentary researchers and the media, to help shape thinking on some of the biggest policy changes that our sector has experienced in decades.

There is so much at stake. Just this spring, Extinction Rebellion protestors brought many streets to a standstill. Young school strike instigator Greta Thunberg brought her compelling message of climate and nature emergency to the world's leaders, with a call to action that Sustain, our members and the towns and

cities we work with are rising to respond to. Meanwhile, concern about the impacts of unhealthy and unsustainable diets continues to grow.

The issues that we care about so deeply, and which we and our members have worked on for so many years, are now centre stage. Public debates are positively fizzing about how radically to reduce food waste; eat much less – and better – meat and dairy; shift at scale to agro-ecological farming; secure everyone's right to healthy, affordable and sustainably produced food.

It is 20 years since the Sustain alliance was created to address growing challenges with our food system. Our main birthday celebrations will be held this year and we have not been short of parties over the past year, with the 10-year anniversaries in 2018 for three of our flagship campaigns - Capital Growth, the Real Bread Campaign and Sustainable Fish Cities. It is testament to the power of our alliance and campaign creativity that these initiatives – and others such as the Children's Food Campaign and Food Poverty campaign are going strong –

achieving impressive change, as our infographics on page three illustrate. Yet it is also sobering that such initiatives are still needed. Healthy and sustainable food is much better understood and appreciated than 20 years ago, but it is still not the norm. Making it become the norm is the great task ahead of us. We look forward to working with you to achieve it.



Professor Mike Rayner
Chair of Sustain's Council
of Trustees

Trustees:

Professor David Barling (re-elected 23/11/17)
Josie Cohen (elected 12/12/2018, role share with Keith Tyrell)
Catherine Fookes (elected 17/01/17)
Bridget Henderson (re-elected 12/12/2018)
Clare Horrell (elected 23/11/17)
Katharine Jenner (re-elected 17/01/17)
Laura Mackenzie (elected 23/11/17)
Modi Mwatsama (elected 23/11/17)

Clare Oxborrow (stood down in 2018)
Professor Mike Rayner (Chair, re-elected 12/12/2018)
Shaun Spiers (Deputy Chair, re-elected 12/12/2018)
Christopher Stopes (elected 23/11/17)
Alison Swan Parente (re-elected 12/12/2018)
Keith Tyrell (Treasurer, re-elected 12/01/16, role share with Josie Cohen)
Victoria Williams (re-elected 23/11/17)
Stephanie Wood (re-elected 17/01/17)

Company registered number: 02673194 Charity registered number: 1018643
Registered office: The Green House, 244-254 Cambridge Heath Road, London E2 9DA
Auditors: Goldwins, 75 Maygrove Road, West Hampstead, London NW6 2EG
Bankers: The Co-operative Bank, PO Box 101, 1 Balloon Street, Manchester M60 4EP
and Triodos Bank, Deanery Road, Bristol, BS1 5AS

Our year in numbers

Our projects, partnerships and policy work contributed to the following over the last year:

sustain 20 years
the alliance for better food and farming

20 countries now represented in Real Bread Campaign membership



1 Government commitment to measure household food insecurity



37 local alliances developing food poverty action plans



667 students run food co-ops



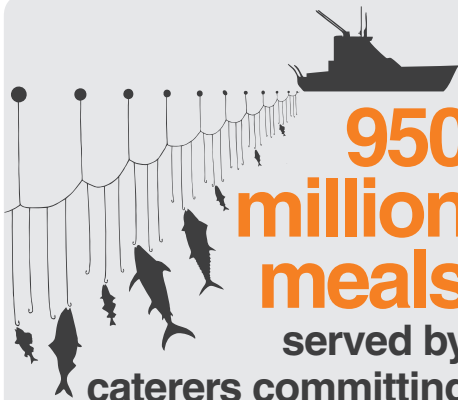
57 Sustainable Food Cities



1800 organisations join **SUGAR SMART**



950 million meals served by caterers committing to sustainable fish



c. 14,000 responses to Defra farm policy consultation stimulated by Sustain



20 out of 33 London boroughs promoting uptake of Healthy Start vouchers



21 cities and local areas run Veg Cities campaigns



90 events across London promote Urban Food Fortnight



3,000th garden joins Capital Growth community food growing network



6 major food brands forced to remove or reduce junk food marketing



1 National Planning Policy Framework for England recognises food's role in creating healthy communities



45.2 million tonnes of EU meat production under new antibiotics stewardship law



Support better farming and food production

We want to see food produced in a way that is fair and sustainable. Fair for farmers, fishers workers, animals and which sustains the land, biodiversity and natural resources for now and generations to come.

**Farmers
Guardian**

"What trade deals with other countries could mean for UK producers and consumers"

15 October 2018



In spring 2018, Sustain and Defra co-hosted a consultation on farm policy, with Defra Secretary of State Michael Gove giving a keynote speech

Sustain co-hosts Defra consultation event on farm policy, with Defra Secretary of State Michael Gove

We directly facilitate 500 responses to Health & Harmony farm policy consultation

We publish report on farm workers: 'Why would anyone want to pick our crops?'



Two key Sustain asks (fairer quota allocation and better data) included in Labour's new Environment Policy

Sustain Brexit forum 'Delivering the Goods' attracts 80+ people to discuss strategy

April

Sustain issues MP briefings on post-Brexit farming, fishing, trade in food and food standards

May

Sustain reveals British fishers missing out on £62m due to poor sustainability status

June

Fruit and Vegetable Alliance launches to boost British production by 25bn portions

July

Sustain present at Conservative and Labour Party conferences

August

September

Draft Agriculture Bill published containing key Sustain alliance demands

"Thousands respond to Defra's Health and Harmony consultation"

9 May 2018



This year saw the Sustain alliance participating in an exceptionally high level of activity on sustainable farming and fishing, and agri-food standards in international trade. Brexit necessitates changes to a raft of policy, legislation, institutions and public funding decisions that will set the foundations for the UK's post-Brexit response to climate change, biodiversity, food and farming standards, farm livelihoods, antibiotics stewardship, sustainable fisheries, animal welfare, public health and more. Our small team of specialist campaigners focusing on key policy areas have stepped up to the challenge with great dedication. This year, we convened and communicated regularly with over 5,000 people across third-sector, government and some business networks; more via social media; and another 2,200 people attended our events or engaged in our policy activities. Highlights include Sustain's lead role in:

- Co-hosting a packed farm policy consultation event with Defra Secretary of State Michael Gove.
- Directly facilitating 500 responses to Defra's Healthy & Harmony farm consultation (indirectly, Sustain stimulated one third of the 42,000 responses).
- Contributing to the shift towards future farm payments rewarding environmental outcomes.
- Winning a Fair Dealing Obligation in the Agriculture Bill, with powers to make farm supply chains fairer, and publishing Super Market Failure assessing retailer

performance on fair dealing.

- Becoming a member of the new Environmental Land Management Scheme (ELMS) Trials and Tests Advisory Group run by Defra.
- Supporting intensive alliance activities on agro-ecology, horticulture, farm diversity, public health, antibiotics stewardship, sustainable fisheries and more.
- Briefing Government ministers, senior Defra and shadow food, farming and fishing policy teams.
- Gathering cross-party support for key amendments to the Agriculture Bill and Fisheries Bill.
- Working with the Climate Net Zero initiative to integrate land and food greenhouse gas emissions.
- Running or contributing to nine packed sessions at the Oxford Real Farming Conference, with c.500 participants.
- Keeping up a steady stream of briefings, reports, blogs, media stories and e-actions.

Sustain chief executive Kath Dalmeny continued to serve as a Commissioner on the Food, Farming and Countryside Commission (due to report summer 2019) hosted and coordinated by the RSA, and our Sustainable Farming campaign coordinator Vicki Hird provided expert support.

Sustain continues to serve on the Alliance to Save Our Antibiotics steering group, focusing this year on solutions to overuse of antibiotics in farming.

BIG WIN!
European Parliament vote to ban 'just in case' farm antibiotic use

We respond to Government consultation on Fisheries White Paper, with smaller fishers

We run or contribute to nine packed sessions at the Oxford Real Farming Conference

Food Research Collaboration and Sustain publish 'Fish, Fishing and Brexit'

We publish findings on supermarket low wages, pay disparities and unfair trade

October

November

December

January

February

March

Our evidence was mentioned by the Shadow EFRA minister, Sue Hayman, in her speech at Parliamentary debate

Sustain publishes our alliance's concerns about a 'no deal' Brexit

Intensive work with MPs and Peers on key Agriculture and Fisheries Bill amendments

We respond with dismay to US Ambassador's call to accept US food standards; iNews tweets Sustain story to 100k followers

Increase sustainable food supply

We want to see food supply from 'growing to throwing' allowing farmers here and overseas to thrive; manufacturers, suppliers, and caterers making healthy and sustainable options the easiest choice for people and ensuring no food is wasted or used inefficiently.

"Veg Cities is a really exciting campaign for the city with many positive health benefits from raising the awareness of eating veg to increasing food skills and providing opportunities for local people to try food growing"

Claire Farrow,
Programme Lead for Behaviour Change, Hull City Council

Labour's Health Secretary Jon Ashworth commits to better hospital food

Sustain fish campaigner lobbies Whitbread (owners of Harvester and Costa) at their AGM

Sustain calls for better fisheries data in response to fisheries White Paper

Sustain partners with Impact Hub to match advisors with food enterprises

April

May

June

July

August

September

We run food co-op training and scale-up workshops with NUS and student enterprises

Better Hospital Food campaign urges NHS England CEO Simon Stevens to ban sugary drinks

We meet shadow fisheries minister to promote sustainable fishing

Veg Cities campaign launches, with Nottingham, Glasgow, Bournemouth and Cambridge committing to increase veg consumption



INDEPENDENT

"UK fisheries lose £62m a year to foreign competitors as buyers prioritise sustainability"

12 June 2018

HUFFPOST

"Five small diet changes to make for the sake of the environment"

11 January 2019

Our Sustainable Fish Cities campaign continued to make significant progress with persuading foodservice companies to adopt verifiably sustainable fish policies. Caterers that sell over 950 million meals per year have now signed up to the Sustainable Fish Cities pledge. Two of the biggest caterers in the UK signed up this year, for food served in hospitals, universities, schools, stadiums and other businesses. We published a sustainable fish toolkit for sports venue caterer. Our sustainable fish campaigner also pioneered AGM Activism with the pub chains Whitbread and Wetherspoon, winning promising commitments from senior staff.

Twenty-one cities and local areas signed up to run a Veg Cities campaign, supported by Sustain, promoting tens of thousands more portions of vegetables in school and institutional catering, and participation in our Big Dig campaign to get more people involved in community fruit and veg growing.

Sustain's long-running work to improve school food standards continued this year. We supported School Food Matters with work on a Healthy Schools Ratings Scheme and Ofsted consultation, enabling parents, teachers and governors to voice their concerns. We also won pledges from school caterers to serve more vegetables.

The Campaign for Better Hospital Food kept up the pressure for mandatory standards for food served to patients, staff and visitors in NHS hospitals. We have won significant improvements in NHS food policy and incentives for hospitals to comply – working with NHS England and others – and are now developing our relationship with NHS Improvement. NHSI will run a process over the coming year to encourage more hospitals to improve food standards.

Working with the National Union of Students (NUS), Sustain's Students Eats project has supported 26 student-led food co-op and food preserving enterprises to trade in good food; trading over £45,000 of sustainable food, saving over 3.8 tonnes of food from going to waste, with over 13,000 hours volunteered by 667 students. We have provided small grants, enterprise support, training, technical guidance to student groups across England and Wales. We are also partnering with the King's Cross Impact Hub to arrange advisors for start-up food enterprises.

Sustain continues to be a partner in the Eating Better alliance, helping promote 'less and better meat' to consumers, industry and decision-makers, for the benefits to health, animals and averting climate crisis.

Sustain evidence cited extensively in parliament debate on Fisheries Bill

Our school food webinar attracts UK-wide groups and caterers to discuss promoting veg to children

We call on government to monitor fishing vessels for sustainability

Sustain highlights lack of fair dealing protection for fishers

Almost two thirds of hospitals in England reduce sugary drinks to 10 per cent of beverages sold

Melanie Onn MP holds Westminster Hall Debate on sustainable fishing, with our input

October

November

December

January

February

March

Nine towns and cities lobby local MPs to support sustainable Fisheries Bill

JD Wetherspoon pub chain launches new menu, with certified prawns and MSC white fish

We start work with Heathrow Airport to remove red-rated fish from outlets

Sustain contributes to Food Research Collaboration briefing: Fish, Fishing and Brexit

Blog published on scaling up box schemes and community supported agriculture

Ensure good food is accessible and well promoted for all

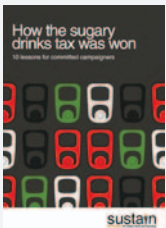
We want to see healthy, sustainable food accessible and affordable to all, through a diverse array of outlets, and for it to become unacceptable and expensive to market unhealthy, unethical and unsustainable produce, over the alternative.

"It's impressive work from the campaigners by anyone's standards. It makes sense that the company shouldn't be allowed to promote itself in communities already suffering the consequences of an unfettered food industry pushing nutritionally void food, often cheaply, and even sometimes designed to promote cravings. These are companies who place profit miles ahead of people and they should be given a hard ride."

Columnist Coco Khan

The Guardian, in "Coca-Cola scales back UK Christmas truck tour after protests", November 2018

How the Sugary Drinks Tax Was Won published; a history of Sustain's campaign



Welsh Government Cabinet Secretary for Finance gives keynote speech at Food Power conference

Right to Food expert meeting contributes to drafting of a Right to Food Bill

Our parents' survey finds 9 in 10 support a 9pm watershed on junk food advertising

Sustain gives evidence to Environmental Audit Committee on UK failure to meet SDG2: Zero Hunger

April

May

June

July

August

September

Sustain's Parents Jury supports Jamie Oliver's #AdEnough campaign and Hugh Fearnley-Whittingstall's Britain's Fat Fight

Complaints upheld by ASA against Chewitts, KFC, McDonald's, Burger King advertising Swizzels Matlow and Cadbury

Sustain runs popular Healthy Start vouchers webinar for local groups promoting uptake

Food Power delivers training day in Birmingham for alliances working with experts by experience

Over 750 teachers back calls for ban on sales of energy drinks to under-18s



Junk food ads directed
at children banned after
breaching new rules

4 July 2018



Sustain's Children's Food Campaign has provided vocal and technical support for measures to improve children's diets and health, with our stories and investigations rarely out of the news. We successfully challenged several household-name brands to stop advertising junk food to children and helped Transport for London to remove unhealthy food advertising. The Department of Health's Childhood Obesity Plan provided opportunities for Sustain to promote positive recommendations, backed by parents, teachers and health professionals.

Our highly creative SUGAR SMART campaign grows apace, with over 70 groups taking local action to reduce sugar as well as backing national lobbying activities, including our festive challenge to the Coca-Cola truck tour.

Sustain has built extensive national and international connections as part of movement-building for our campaign to see the Right to Food recognised in UK law. We have worked with academics, food policy, poverty, rights and legal specialists, submitted evidence to several parliamentary inquiries, and supported Scotland's Good Food Nation Bill. After much lobbying, the Department for Work and Pensions agreed to start measuring household food insecurity, a commitment also adopted by the Mayor of London. We also helped arrange the visit of UN Special Rapporteur on Extreme Poverty, Philip Alston, shining the spotlight on hunger in the UK.

Over 50 local food poverty alliances are now working with our Food Power programme. With Church Action on Poverty, we held the first national conference in Cardiff in June 2018 and established peer mentoring and a regional learning network. We have provided small grants to local groups to support food poverty action plans and work with 'experts by experience'. This year, we focused on maximising family income, promoting the Living Wage and uptake of Healthy Start vouchers.

In London, we have been supporting five boroughs to create Food Poverty Action Plans and published our fifth annual London Food Poverty Profile, measuring and comparing London's 33 boroughs for the actions they are taking to tackle the root causes of food poverty.

Sustain has worked extensively with groups providing food to frontline charities that feed vulnerable people, urging government to consider the impact on food aid supplies of a 'no deal' Brexit.

Sustain is working with the new plastics and clean water campaign group City to Sea, developing ambitious plans to see drinking water fountains installed across the country.

London Food Poverty Profile launched, showing which boroughs are taking action on food poverty

Experts by experience give evidence at Children's Future Food Inquiry in Westminster

Campaign win! Government agree to start measuring household food insecurity

Haringey becomes first London borough to roll out healthier food advertising policy

Cadbury censured for Freddo chocolate promotion to children

October

November

December

January

February

March

We help arrange UK visit of UN Special Rapporteur on Extreme Poverty and Human Rights Philip Alston

Coca-Cola responds to letter co-signed by Sustain and 86 health groups and cities

14 London boroughs have signed up to the Local Government Declaration on Sugar Reduction and Healthier Food

Transport for London bans junk food marketing on tube, bus-stops and taxis

Improve our food culture, education and skills

We want to see a strong UK food culture that ensures food is valued and enjoyed, and is promoted in coherent, integrated government policy, bringing the community together, and where skills in production and food quality are appreciated by all and not just the few.

"We're so lucky here in London to have London Food Link - this network of people who care about good food, working together and supporting each other. And we need to keep supporting it"

Claire Pritchard

Chair of the London Food Board

Daily Mail

Pret a Manger is forced to remove word 'natural' from its packaging after Real Bread Campaign row

5 December 2018

41 community food gardens welcome c.1,000 volunteers on Big Dig Day

23 school workshops held at flagship Regent's Park Allotment site

National Sustainable Food Cities conference celebrates bronze and silver award winners

Over 600 Latitude Festival goers enjoy demos and talks curated by the Real Bread Campaign as guests of Theatre of Food

Roots to Work careers in food gathering attended by 83 people from over 40 good food enterprises

Launch of the St. JOHN Pass It On food enterprise mentoring scheme

April

May

June

July

August

September

London Food Link submits full consultation response to draft London Food Strategy

London Food Link runs Urban Food Heroes celebration and awards

Summer issue of The Jellied Eel magazine



Capital Growth celebrates 10 years of supporting community food growing, and welcomes 3,000th garden member!

90 events celebrate the food being grown, made, cooked and saved across the capital as part of Urban Food Fortnight

CAMPAIGN WIN!

The new National Planning Policy Framework (NPPF) for England specifically recognises in planning policy the role of food in creating healthy communities – for example through the provision of safe and accessible green infrastructure, local shops, access to healthier food, and allotments.

The Sustainable Food Cities network reached 57 members this year – local food partnerships working to implement healthy and sustainable food strategies. As campaigns lead, Sustain helped towns and cities to run SUGAR SMART, Fish Cities and Veg Cities campaigns, and to share good practice via webinars and regional events.

We also responded to national planning consultations, championing good food in planning policy, and asked the Ministry of Housing, Communities and Local Government to incorporate food access into their housing design quality agenda.

Sustain's Real Bread Campaign has been very active in this, its tenth anniversary year. We ran a BATCH get-together in the southwest and at Latitude Festival. Sourdough September and our 10th annual Real Bread Week achieved extensive coverage, and mall and micro-bakeries joined our No Loaf Lost initiative to reduce bread waste. We continued to call for an Honest Crust Act to improve bread labelling. The Campaign's first recipe book, *Slow Dough: Real Bread* has sold hundreds of copies.

The Capital Growth campaign celebrated its 10th birthday in 2018, welcoming our 3,000th garden member. We ran or supported 170 community food growing workshops and training events over the year, with record bookings and 3,000 people taking part;

and 41 gardens welcomed an estimated 1,000 volunteers as part of Big Dig Day in spring 2018.

We produced several briefings and case studies to identify success factors and share best practice from commissioned projects, as part of our Growing Health programme promoting social prescribing of community food growing.

Sustain's London Food Link coordinates a range of projects to promote better food policy, food enterprise and food culture in the capital. This year, we published the *Jellied Eel* magazine and built its online presence; established the Good Food Map of London; and ran a buzzing Urban Food Fortnight supporting 90 food events. We hosted popular networking events; developed food enterprise mentoring activities; and began supporting 6 London boroughs with Good Food Retail plans.

We held our fourth annual Roots to Work conference in November, bringing 40 good food organisations and enterprises together to discuss how to cultivate better careers in food. After one year, 24% of survey respondents had hired at least one person via our Roots to Work good food jobs website.

Launch of Sustain publication: Guide to councils on food growing in parks

Real Bread Campaign receives commitment from Michael Gove to consider Honest Crust Act

Real Bread Campaign celebrates 10th birthday with gathering at award-winning E5 Bakehouse

Sustain conducts research on social prescribing across London to inform the London Social Prescribing Plan

London Food Link celebrates 30 Women in Food at the Urban Food Awards

October

November

December

January

February

March

Sixth annual international Sourdough September generates lots of Real Bread activities

We respond to Social Housing Green Paper, calling for access to healthier food by design

Good Food for London 8th annual report and Beyond the food Bank 4th annual report, with borough league tables launched at City Hall

Twelve women and 9 men from 6 countries chosen as Real Bread Campaign ambassadors

Who we work with

Sustain as an alliance

As an alliance, Sustain is as strong as its membership. Membership is open to national organisations that do not distribute profits to private shareholders and which operate in the public or their members' interest. The organisations must be wholly or partly interested in food or farming issues and support the general aims and work of the alliance.

*Those marked with a star were welcomed this year as members of Sustain – agreed by Sustain's Council, with ratification by Sustain's membership either confirmed or pending.

Our members

Alexandra Rose Charity
 Aquaculture Stewardship Council
 Association of Public Analysts
 Association of School Health Education Co-ordinators
 Baby Milk Action
 Behaviour Change
 Beyond GM
 Bio-Dynamic Agricultural Association
 Bio-Dynamic Agricultural College*
 British Association for the Study of Community Dentistry
 British Dietetic Association
 Campaign for Real Farming
 Campaign to Protect Rural England
 Caroline Walker Trust
 Centre for Agroecology Water and Resilience
 Centre for Food Policy, City University
 Centre on Population Approaches for Non-Communicable Disease Prevention
 Chartered Institute of Environmental Health
 Commonwork Trust
 Community Supported Agriculture (CSA) Network UK Ltd
 Compassion in World Farming International
 Consensus Action on Salt and Health (CASH)
 Diabetes UK
 Eating Better Alliance
 Faculty of Public Health
 Fairtrade Foundation
 Family Farmers' Association
 FareShare
 Farm Retail Association
 Farms Not Factories
 Feedback
 First Steps Nutrition Trust
 Food Foundation
 Food Matters
 Food Systems and Policy Group, University of Hertfordshire

FoodCycle*
 Forum For the Future
 Friends of the Earth
 Gaia Foundation
 Garden Organic
 Global Justice Now
 GM Freeze
 Harper Adams University
 Department of Food Science & Agri-Food Supply Chain Management
 Health Education Trust
 Hyperactive Children's Support Group
 Independent Food Aid Network (IFAN)*
 Institute for Food, Brain and Behaviour
 International Institute for Environment and Development (IIED)
 Keep Britain Tidy
 Kindling Trust
 Land Workers' Alliance
 Marine Conservation Society
 McCarrison Society for Nutrition and Health
 Medact
 National Federation of Women's Institutes
 National Trust
 New Economics Foundation
 Oral Health Foundation
 Organic Farmers and Growers (OF&G)
 Organic Research Centre, Elm Farm
 Organic Trade Board
 Pasture-fed Livestock Association
 People Need Nature
 Permaculture Association
 Pesticides Action Network - UK
 Royal Academy of Culinary Arts
 Adopt a School Trust
 Royal Society for the Prevention of Cruelty to Animals (RSPCA)
 Royal Society for the Protection of Birds (RSPB)
 RSPCA Assured (formerly Freedom Food)

School Food Matters
 School of Artisan Food
 Scottish Crofting Federation
 Shared Assets
 Slow Food in the UK
 Social Farms and Gardens
 Soil Association
 Sustainable Food Trust
 Sustainable Soils Alliance*
 The Orchard Project
 This Is Rubbish
 Traidcraft Exchange
 UNISON
 Unite
 Vegetarian Society
 Wholesome Food Association
 Women's Environmental Network
 World Cancer Research Fund UK
 World Wide Opportunities on Organic Farms

Our observers

Agricultural Christian Fellowship
 Allergy Alliance
 Child Poverty Action Group (CPAG)
 Community Food and Health (Scotland)
 Food Ethics Council
 GMB (Britain's General Union)
 Green Alliance
 Linking Environment And Farming (LEAF)
 Marine Stewardship Council
 Natural England
 Nourish Scotland
 Royal Society for Public Health (RSPH)
 Which?
 Wildlife and Countryside Link
 WWF – Scotland
 WWF – UK

We also work with, for example: sister alliances working on post-Brexit food, farming, fishing, environmental and social policy – including the Brexit Civil Society Alliance and Greener UK; sister organisations in Scotland, Wales and Northern Ireland; the Obesity

Health Alliance; the End Hunger UK alliance; the Alliance to Save Our Antibiotics; the Food Research Collaboration; the Trade Justice Movement; over 70 UK towns and cities and their Sustainable Food City or Food Poverty partnerships; the London Food Board; 2,700+ community gardens in London involving over 150,000 people; and we communicate regularly with over 50,000 people and tens of thousands more via social media.

Joining the Sustain alliance

If your organisation is interested in becoming a Sustain member, download an application form at: www.sustainweb.org/membership or call the Sustain office for a conversation about how to get involved. If your work is local or international rather than national, or you are an individual supporter or represent a profit-making organisation, you may prefer to get involved with a particular project or campaign, or join a project or campaign Working Party. Get in touch and we'll help you decide how best to join in and share your unique perspectives.

Sustain's governance

Sustain represents around 100 national public interest organisations working at international, national, regional and local level. It advocates food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the working and living environment, promote equity and enrich society and culture.

Sustain is governed by its membership, which is open to national organisations that do not distribute profits to private shareholders and thus operate in the public interest. Members must be wholly or partly interested in food and/or farming issues and support the general aims and work of the alliance. Sustain's membership usually meets once a year in a general session at the Annual General Meeting, and many members also attend a range of specialist policy and project working party meetings, which are usually chaired by a Sustain Council member, as well as specialist events tackling issues of common concern.

The Council members are elected by the membership (and a minimum of one third of the Council must stand down each year) to form a governing body of up to 15 Trustees. All Trustees declare any relevant financial interests when they are elected, and at the beginning of each quarterly meeting, and these interests are publicly available on Sustain's website. Sustain's Council of Trustees meets quarterly to guide the work of the alliance, subject to approval by the members. As the Trustees are drawn from Sustain's membership, all of whom are third-sector organisations, they are already familiar with structures and governance in this sector.

At the November 2017 Sustain AGM, of the 15 serving members, five existing Trustees stood down and successfully stood for re-election; and one new member was elected unopposed as a role share with an existing member (who retains the voting right and Treasurer role). This approach was agreed as part of Sustain's diversity policy, and providing opportunities to new talent. The election process took the number of members of the Sustain Council of Trustees to 15 (with 14 places taken).

Staff and volunteers

Several staff members once again stepped up to sharing internal tasks and responsibilities, such as volunteer coordination, media training and supporter development, as well as development roles for our supporter development, communications, celebrations and fundraising in our coming 20th anniversary year. The system draws on and develops the skills of our exceptional staff members, to help with personal development, and to contribute to our valued culture of mutual support and shared responsibility.

Workplace pensions

Sustain continued to implement our contributory pension scheme, with most staff now opting for a workplace pension with NEST, which offers an ethical option. Supporting activities coordinated by ShareAction, Sustain has asked NEST to consult with members, as

an opportunity to encourage climate- and nature-friendly investments with both the 'main' and 'ethical' funds.

Climate and nature emergency

Sustain continued to implement our contributory pension scheme, with most staff now opting for a workplace pension with NEST, which offers an ethical option. Supporting activities coordinated by ShareAction, Sustain has asked NEST to consult with members, as an opportunity to encourage climate- and nature-friendly investments with both the 'main' and 'ethical' funds.

Fair pay

Sustain renewed our annual commitment and licence to declare ourselves a registered London Living Wage Employer; as have our landlords Ethical Property Company, so cleaning and other staff are included. For the second year, Sustain's Annual Report contains

an independently audited Pay Ratio Analysis. We are pleased to report that Sustain's Pay Ratio is between 2:1 (highest to lowest salaries) and 3:1 (highest salary to London Living Wage), well within the Wagemark benchmark of 8:1 considered to be good practice.

New office premises for Sustain

On a sweltering day in summer 2018, Sustain moved with our landlord Ethical Property Company (EPC) and other fellow tenants to a newly refurbished building in the Cambridge Heath area of East London. With Ethical Property Company, we benefit from a close fit with our own values, with EPC having strong environmental policies and practices and being a London Living Wage accredited employer.

Sustain's approach to risk management

Sustain updates our risk strategy annually, and addresses identified and emerging risk by means of a rolling risk register, reviewed at least quarterly by senior management staff and Sustain's Council of Trustees. This year, we identified the main and recurring risks as relating to fundraising. We need to achieve sufficient funding to enable Sustain to have the expertise and organisational capacity to be able to respond effectively to the ever increasing challenges and workload associated with food, farming and fishing policy, including in relation to Brexit.

This year, we have undertaken work to mitigate the following risks:

- Compliance with the Lobbying Act. Given that 'one year preceding an election' can apply retrospectively if an election is called without warning, and given the current political uncertainties and possibility of a General Election at any point, we think it is prudent to consider that we are always in a regulated period. Our guidance to staff reflects this insight.
- Compliance with General Data Protection law – our data protection policy, procedures and information notice (confirmed as up-to-date).
- Social media. Preventing offence, bullying, copyright infringement and damage to reputation.
- Financial, practical, and health and safety risks associated with our office move, now complete.
- Possible disruption caused by senior staff absence – we have refreshed our senior management, finance and IT handbooks, scheduling updates in to our plan for the year.
- Office insurance. After seeking quotes from alternative insurance cover providers, our existing broker Stackhouse Poland offered us a welcome discounted price, making this the cheapest and best option.

Internal review of policies

Sustain has a rolling programme to review our policies and service providers, overseen by senior staff with other staff input, and with Trustee sign-off.

This year, we paid special attention to developing Sustain's approach to diversity, publishing an Interim Diversity Statement in May 2018 that sets out the framework for further commitments. We appointed a Diversity Lead and developed a Diversity Action Plan, including methods for monitoring and reporting on progress. In addition, Sustain:

- Ran two workshops on unconscious bias, involving the majority of Sustain staff.
- Noted a lack of gender diversity in presenters at two Sustain events and one ambassadors programme, and took action to rectify this
- Surveyed Sustain's Council of Trustees on diversity relating to protected characteristics.
- Made conscious extra efforts to take part in regional events and activities across all four nations and with diverse audiences.
- Updated our Equal Opportunities policy.
- Adopted the Obesity Health Alliance weight stigma position and communicated this to staff.
- Worked with staff experiencing health conditions to offer flexible working arrangements.
- With input from staff helpers, we also updated other internal policies and procedures, such as Sustain's:
 - Cycle to Work policy
 - Greener Travel policy
 - Greener Housekeeping policy
 - Office Risk Assessment and Health & Safety policy (revised for new office premises)
 - Volunteer policy
 - Staff appraisal process
 - Onvestment policy (due for renewal, but just a placeholder; we have no investments)

Sustain's good governance policies are published at: www.sustainweb.org/about/sustains_sustainability_policies/

Ethical funding

The majority of Sustain's income is from charitable grants from trusts and foundations, listed in this Annual Report. All funding bids are developed by Sustain staff, in consultation with Sustain and working party members. A minority of Sustain's income comes from alliance membership fees, subscriptions, book and publication sales and unsolicited voluntary donations from individual supporters or supporting organisations. Sustain occasionally actively

solicits donations from campaign supporters.

Sustain's senior management team ensures that all fundraising, whether in-house or managed through consultancy, is monitored, subject to Sustain's sign-off and editorial procedures and undertaken in line with fundraising regulation, the Code of Fundraising Practice, General Data Protection Regulation, and Sustain's Ethical Funding Policy: www.sustainweb.org/resources/files/other_docs/Sustain_ethical_funding_policy_FINAL_June2017.pdf. Sustain is registered with the Fundraising Regulator and is eligible to use a badge on marketing materials, stating that Sustain is registered with the new regulator, and has adopted the Fundraising Promise, see: www.sustainweb.org/about/our_approach_to_fundraising/

Sustain ensures that all fundraising activity is undertaken in a way that protects and respects vulnerable people and other members of the public. During this financial year, as in all previous financial years, Sustain received no complaints about our fundraising activities.

Developing supporter relationships

Sustain has renewed efforts this year to build our relationship with organisational members and individual supporters through better communication, engagement events, a streamlined membership renewal process, and opportunities to get involved.

Since June 2016, Sustain has coordinated extensive work in response to the UK's decision to leave the European Union, especially in relation to implications for food, farming, fishing and the environment. This year, the work has focused ever more on the technical details of food standards, farming and fishing funding and regulation, international trade and public health. This necessitates collaboration with a very wide range of stakeholders and sister networks. We have received extremely positive feedback and provided many opportunities and platforms for Sustain alliance members, associates and specialists to share their work and work together on joined-up policy and campaigning.

Sustain also continued to support the Food, Farming & Countryside Commission, coordinated by the RSA. Sustain's chief executive Kath Dalmeny serves as one of the 15 Commissioners, and our Sustainable Farming Campaign Coordinator Vicki Hird has provided expert support. The Commission's progress report was published in October 2018, and the final report is due in July 2019.

Awards won by Sustain projects

June 2018: Sustain's Children's Food Campaign, working in partnership with the Obesity Health Alliance and Jamie Oliver Food Foundation, won the Communiqué Award 2018, for building consensus towards securing a sugary drinks tax. Read the judges'

comments here: www.pmlive.com/awards/communique/previous_winners/communique_awards_2018_results/healthcare_communications_awards/excellence_in_communications_-_payerspolicy_makers

May 2018: Sustain's Sustainable Fish Cities campaign won the GO Sustainable Procurement Award, which recognises the crucial role that public procurement plays in creating a more sustainable and equitable society. Read the news at: www.sustainweb.org/news/apr18_fishcities_wins_award/ and see all the winners at: www.goawards.co.uk/national/winners/

September 2018: Sustain chief executive Kath Dalmeny was identified as one of the '10 most influential campaigners of 2018' in The Right Ethos awards.

October 2018: Sustain's Children's Health Fund won a Charity Times Award for partnership of the year between the charity and several restaurant chains, for running the pilot sugary drinks levy with public donations used to promote children's health; which also helped win the Soft Drinks Industry Levy.

October 2018: Sustain chief executive Kath Dalmeny was identified by Cost Sector Catering magazine in its annual listing of the 'Top 20 most influential people in Public Sector Catering', along with several Sustain friends – Neel Radia, of the National Association of Care Caterers; Sharon Hodgson MP, Chair of the APPG on School Food; Andy Jones of PS100; Lindsay Graham, champion of Holiday Hunger policy; Anna Taylor of The Food Foundation; and Fiona McCullough, British Dietetic Association.

What people say about us...

"With Sustain's support, we have prioritised improving the food served in our schools, continue to fund Free School Meals and have supported children in the school holidays by introducing a Holiday Hunger scheme. We will build on this success and I'm committed to taking positive steps to ensure better supply of affordable, healthy food to residents to help shape cooking and eating habits for the future."

Mayor John Biggs, London Borough of Tower Hamlets

"It is really good to see that more restaurants are demanding sustainable fish from suppliers."

Cassie Leisk, Head of Sustainability at New England Seafood, a UK Seafood supplier

"Thank-you for all the support you have provided so far - we have been enjoying delivering our veg boxes on campus so much. Many of us have expressed how the Food Co-op provides us the community and support that we feel is missing from University life - it's incredible to see and feel the impact we are creating beyond providing affordable, organic produce."

Beetbox, University of Kent Food Co-op

"The Big Dig 2018 proved to be a wonderful opportunity to engage the local community promoting the beauty of growing, sowing and working together to make a peaceful haven and share skills"

Karen Esson, Greenway Avenue Community Play Garden, Walthamstow

"The next round of the Government's childhood obesity plan should include a ban on brand generated characters or licensed TV and film characters from being used to promote high fat, sugar and salt products."

Health and Social Care Select Committee Report on Childhood Obesity, June 2018, following evidence from Sustain's Children's Food Campaign

"I'm proud to be a supporter of the Real Bread Campaign. Together we can bring both understanding of our food and fabulous bread to our local communities"

participant in Real Bread Campaign 10th birthday event, November 2018

"I have been extremely impressed at how Sustain have organised and pushed out your response to Chapter 2 [of the Childhood Obesity Plan]. The scorecard is genius."

Malcolm Clark, Cancer Research UK

"What an amazing event! It was fantastic. I have taken so many ideas away with me on how to take our work here in Newcastle forward."

Nicola Cowell, SUGAR SMART Newcastle Coordinator, following the SUGAR SMART celebration

"I have really appreciated the support system that Food Power have set up and facilitated - the support from you personally, from the regional network and the learning opportunities you've provided. As you know, coordinating a partnership is a complex and at times lonely role, but it helped to feel part of the Food Power 'family'."

A local food poverty partnership coordinator

"It was a great meeting – I do really value our time together!"

Sarah Watson, Bournemouth & Poole Sustainable Food City, following Food Power regional network meeting

"Support from Food Power has also been very valuable, with experiences shared from other alliances at regional gatherings, the national conference, 1-1 advice and through the involvement of Food Power people in some of our meetings."

Greater Manchester Food Poverty Alliance

"We're all hugely grateful for the long hard yards you and the Children's Food Campaign put in to hold the ASA to account, great work."

Dan Parker, Living Loud

"I can't even tell you how grateful I am, and how utterly BRILLIANT I think you are. The event feedback has been overwhelming."

Kay Johnson, director of The Larder and convenor of the Preston Model conference, at which Sustain spoke

"Well done guys!! Great campaign work and lots of fun!"

Urban Food Fortnight feedback from participant, September 2018

Building our communications and influence

Continuing the pattern from last year, Sustain continues to be complimented frequently on the quality, reach and accessibility of our communication materials. This is due in no small part to the efforts of our campaign staff supported by our highly experienced Parliament, Press and Communications coordinator, News Editor and Head of Digital. The quality and extent of Sustain's campaign communications and news services moved up another gear this year, with further refinement of our website, e-actions and IT systems.

Head of Digital Gavin Dupée continues to oversee the production of Sustain's high-quality publications and significant online presence. Highlights of the past year include that Sustain news page views were up a remarkable 88% year on year. Sustain's combined mailing list across projects now stands at nearly 55,000 people, up 14% from last year, which is impressive given that we also lost some people through necessary implementation of new data protection regulation. Many thousands more now follow Sustain's work on social media, and we are developing ways to help them get more involved.

Investment in our digital systems is also helping us to measure Sustain's reach and engagement with our work, as well as the impact of system improvements. This provided helpful insights, for example that:

- We launched a rebranded Real Bread Campaign website and related assets. The new site includes a reworked and improved bakery map, events map and supporters system. Content has been updated and dressed to promote engagement and hopefully convert more visitors into paid supporters. As a result, Real Bread Campaign web pages received close to 5,000 engaged page views in one day.
- 300 gardens across the UK logged into the new Big Dig dashboard at www.bigdig.org.uk in its first month. The Big Dig platform now manages gardens participating across the UK, giving delegated data access to an ever increasing number of partner cities, each of which with a regional map, volunteering system and harvest data collection and analysis module – the latter enabling participating gardens to quantify how much they have grown and its value.
- Our RootsToWork.org jobs page had close to 100,000 page views in its first year. Roots to Work search impressions on Google doubled in two months following Search Engine Optimisation upgrades.

Further digital developments this year included intensive preparation for the new Veg Cities campaign, to be run as part of the Sustainable Food Cities programme. Also, continued development of our SUGAR SMART website, which assists with online data capture and actions, to help boost and record local activity. Gavin Dupée also supported several e-actions for Sustain projects and completed reports and web applications for Good Food for London 2018, and Beyond the Food Bank 2018: London's Food Poverty Profile. These enable people to explore data and maps of how well (or badly) London's 33 boroughs are taking action to address food and policy actions for health, sustainability and to address food poverty.

As our official data controller, Gavin also continued to oversee upgrades to Sustain's systems to embed compliance with new EU-wide data protection regulation, as well as online security.

THE TIMES

Chocolate website banned for advertising to children

The Guardian

Bread is on the rise again – but it's time we Brits demanded a better loaf

BBC NEWS

Sourdough or sourfaux? Does it go against the grain if your bread is fake?

THE SUNDAY TIMES

Food buyers urged to use their loaf over supermarket 'artisan' con

sky news

KFC and Kellogg's ads banned for promoting junk food to kids

Evening Standard.

Urban Food Awards 2019: Asma Khan among winners celebrated

The Grocer

Obesity Plan Mark 2: government considers HFSS promotions ban

Daily Mail

Cadbury' Freddo bar ads banned for inappropriately targeting children with junk food

BBC NEWS

First ads banned under new junk food rules

Strategic review

Throughout this year, Sustain continued to implement our strategy, entitled 'Better food. Better farming. Better lives: Sustain Strategy 2015-2020'. This followed extensive consultation and sets out the alliance's vision for a food and farming system in which:

- All food is produced in a way that is fair and sustainable
- There is a thriving food supply chain from 'farm to fork'
- Healthy, sustainable diets are accessible and affordable to all
- We have a strong UK food culture that ensures food is valued and enjoyed

This Annual Report uses the above strategic headings to demonstrate our progress on each of the key themes. The themes also helped guide our planning work



Some of Sustain staff and Council members discuss strategy at the King's Cross Skip Garden

throughout the year.

Each year Sustain's staff and Trustees usually meet for a full-day review of our aims and activities, to assess the extent to which we are meeting our strategic aims, and to agree appropriate action. Given the very significant issues facing our sector at the moment – not least child obesity, climate change, the crisis in nature and Brexit – and given the imminence of our 20th anniversary celebrations in 2019 – we ran two strategy days in the period covered by this report.

The first, in July 2018, took the theme of 'looking back, looking forward'. We examined highlights of Sustain's

progress so far, what we have learned, what needs to be tackled next, and how we might best achieve this. Lively workshops on the theme of 'What shall we win next?', 'How shall we celebrate Sustain's 20th anniversary?' and 'How shall we engage more people in the solutions?' elicited many good ideas for the year ahead.

The second, in January 2019, helped us to refine and prioritise. Discussions focused on the future, asking 'What do we want Sustain to achieve in the next five years?' 2019 also promises development of a National Food Strategy, with non-executive Defra director Henry Dimbleby leading (who contributed to discussions at Sustain's AGM in autumn 2018 – see below). A session at the January strategy day focused on what Sustain wants to see in the National Food Strategy, in preparation for a consultation with Sustain members later in the year. To achieve our

goals, we also discussed what sort of organisation we want Sustain to be, or become. This elicited many ideas around themes such as 'doing less but better', 'being bolder', 'improving diversity', 'louder and smarter communications' and continuing to cultivate a 'convivial culture'.

Sustain's AGM, Annual Gathering and Public Debate were held on 12 December 2018 and widely welcomed as timely and relevant, with a focus on the emerging National Food Strategy. The Defra lead officer for this work, Henry Dimbleby, attended and participated in the lively discussions.

Summaries of the talks from Sustain chair Professor Mike Rayner, and Sustain chief executive Kath Dalmeny, are now

available online at https://www.sustainweb.org/blogs/dec18_chair_foreword/ and www.sustainweb.org/blogs/nov17_sustain_agm_looking_forward_to_2018/ respectively.

Financial review

The Council of Trustees (who are the Directors of the Charity for company law purposes) present their report and the audited financial accounts for the year ended 31 March 2019. The Trustees confirm that the annual report and financial statements comply with current statutory requirements, the requirements of the Charity's governing document and the provisions of the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

The fund balance carried forward at 31 March 2019 was £375,194 (2018: £370,691) on unrestricted general reserves. The restricted reserves on continuing projects were £222,005 at 31 March 2019 (2018: £228,219). The full Statement of Financial Activities is set out in the accounts below.

Reserves policy

In accordance with guidelines from the Charity Commissioners, the Trustees have adopted a reserves policy that should ensure that: Excluding those funds represented by fixed assets, general reserves do not exceed more than six months' anticipated expenditure. The Trustees review amounts regularly, monitor progress in relation to target levels quarterly, and deemed in the financial year covered by this report that there were adequate funds to ensure the charity was able to meet all current, known and some estimated possible future liabilities.

Investment policy

Under the memorandum and articles of association, the charity has the power to invest the monies of the company not immediately required for the furtherance of its objects in or upon such investments, securities or property as may be thought fit, subject nevertheless to such condition (as any) and such consents (if any) as may for the time being be imposed or required by law. At the present time, the Trustees' policy is to maintain such monies on deposits earning a market rate of interest, in a bank with ethical credentials. No further 'social investment' is currently planned.

Risk management

The Trustees have assessed the

major risks to which the company is exposed, in particular those related to operations and finances of the company, and are satisfied that systems are in place to mitigate exposure to major risks. This year, the multiple uncertainties associated with Brexit have also been considered as part of this process. The Sustain rolling risk register and risk management process, reviewed formally at least quarterly by Trustees and Sustain's senior management team, and additionally as necessary, considers possible risks and prudent ways to avoid such risks arising, as well as mitigation should problems occur, grouped under the following broad themes:

- Good governance – financial and organisational;
- Weathering ongoing turbulence and uncertainty in UK politics, posing strategic risks;
- Meeting Sustain's objectives;
- Securing sufficient income;
- Controlling expenditure;
- Addressing staffing issues;
- Tackling challenges specific to alliances;
- Protecting Sustain's reputation;
- Ensuring regulatory compliance;
- Avoiding or handling disputes;
- Mitigating administrative burdens.

Trustees' responsibilities

Company and charity law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the Charity and of its financial activities for that year. In preparing those accounts, the Trustees are required to:

- select suitable accounting policies and apply them consistently;
- 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 accounts;
- prepare the financial statements on a going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees have overall responsibility for ensuring that the company has appropriate systems of control, financial or otherwise. They are also responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and which enable them to ensure that the accounts comply with the Companies Act 2006. 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.

Setting staff pay

Sustain operates a fair and transparent fixed salary scale for setting staff pay, including key management personnel – the persons with authority and responsibility for planning, directing and controlling the activities of the charity. This salary scale cannot be changed without Trustee

approval. Sustain's salary scale is grouped under four ascending grades – Administrative Grade; Grade 1 (project officer); Grade 2 (senior manager); Grade 3 (chief executive). New recruits start at the salary grade suited to their post, as advertised, and usually at entry level for that grade. Subject to satisfactory annual appraisal, staffs move up a salary level within their grade until the top level is reached. On the rare occasions when a new recruit has the experience and credentials to warrant appointment at a higher salary than the entry level for their grade, this offer and decision remains in line with the standard salary scale, except starting at a higher level, and with the knowledge and agreement of at least one Sustain Trustee, who has usually participated in the recruitment process. In addition to the salary scale, salaries (and hence the levels in the salary scale) also rise in line with inflation, calculated annually on the actual inflation rate in the preceding year.

As a not-for-profit organisation and registered charity, Sustain covers normal expenses, requires evidence of such claims and expenditure and keeps good records. Sustain does not make ex gratia payments to staff, nor does it pay bonuses to staff.

Fair pay

Sustain is a registered Living Wage employer, committed to paying at least the Living Wage or the London Living Wage, as calculated by the Living Wage Foundation, which reflects the cost of living. This year, we have also initiated a Pay Ratio analysis, seeking to ensure that Sustain maintains a fair pay ratio between the highest and lowest earners, benchmarked against sector good practice.

Public benefit

The Trustees are aware of Charity Commission guidance on public benefit reporting as set out in Section 17 of the Charities Act 2011. They believe Sustain fulfils a fundamental public benefit by promoting both the health and welfare of people and animals, improving the environment and promoting sustainable development. How Sustain achieves these objectives are commented upon in detail throughout this annual report.

Auditors

So far as the directors (Trustees) are aware, there is no relevant audit information of which the company's auditors are unaware. Additionally, the directors have taken all of the necessary steps that they ought to, as directors, to make themselves aware of all the relevant audit information and to establish that the company's auditors are aware of that information. A proposal to re-appoint Goldwins as auditors for the forthcoming year will be put forward at the Annual General Meeting.

This report was approved by the Council of Trustees on 9th December 2019 and signed on its behalf, by:



Professor Michael Rayner
Chair of the Council of Trustees

Auditors' report

We have audited the financial statements of Sustain: The Alliance for Better Food and Farming (the 'Charity') for the year ended 31 March 2019 which comprise the Statement of Financial Activities, the Balance Sheet, statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the Charity's affairs as at 31 March 2019 and of its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

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

Conclusions relating to going concern

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

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

Other information

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

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

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report (incorporating the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' report (incorporating the directors' report) have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the Charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit.

Responsibilities of the 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 they 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.

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting

Council's website at: [www.frc.org.uk/auditorsresponsibilities]. This description forms part of our auditor's report.

This report is made solely to the Charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's members 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's members as a body, for our audit work, for this report, or for the opinions we have formed.



Anthony Epton (Senior Statutory Auditor)
for and on behalf of
Goldwins Limited
Statutory Auditor
Chartered Accountants
75 Maygrove Road
West Hampstead
London NW6 2EG

9th December 2019

Statement of financial activities

(Incorporating Income and Expenditure Account)

For the year ended 31 March 2019

	Note	Unrestricted £	Restricted £	2019 Total £	2018 Total £
Income from:					
Donations and legacies	3	21,609	105,499	127,108	109,909
Charitable activities					
Health and Welfare	4	97,980	1,069,340	1,167,320	1,082,478
Other trading activities		–	–	–	–
Investments	5	3,252	–	3,252	2,197
Other		–	–	–	–
Total income		122,841	1,174,839	1,297,680	1,194,584
Expenditure on:					
Raising funds	6	16,284	–	16,284	10,384
Charitable activities					
Health and Welfare	6	81,499	1,201,608	1,283,107	1,059,999
Other		–	–	–	–
Total expenditure		97,783	1,201,608	1,299,391	1,070,383
Net income / (expenditure) before net gains / (losses) on investments		25,058	(26,769)	(1,711)	124,201
Net gains / (losses) on investments		–	–	–	–
Net income / (expenditure) for the year	7	25,058	(26,769)	(1,711)	124,201
Transfers between funds		(20,555)	20,555	–	–
Net income / (expenditure) before other recognised gains and losses		4,503	(6,214)	(1,711)	124,201
Net movement in funds		4,503	(6,214)	(1,711)	124,201
Reconciliation of funds:					
Total funds brought forward		370,691	228,219	598,910	474,709
Total funds carried forward		375,194	222,005	597,199	598,910

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 18 to the financial statements.

Balance sheet

As at 31 March 2019

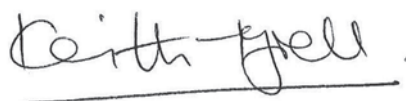
	Note	£	2019 £	£	2018 £
Fixed assets:					
Tangible assets	12		–	–	–
			–	–	–
Current assets:					
Debtors	13	143,249		125,853	
Cash at bank and in hand		824,650		740,301	
		967,899		866,154	
Liabilities:					
Creditors: amounts falling due within one year	14	370,700		267,244	
Net current assets			597,199	598,910	
Total assets less current liabilities			597,199	598,910	
Net assets excluding pension asset / (liability)			597,199	598,910	
Total net assets / (liabilities)			597,199	598,910	
The funds of the charity:	18				
Restricted income funds			222,005	228,219	
Unrestricted income funds:					
General funds		375,194		370,691	
Total unrestricted funds			375,194	370,691	
Total charity funds			597,199	598,910	

The financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

Approved by the trustees on 9th December 2019 and signed on their behalf by



Professor Michael Rayner
Chair



Keith Tyrell
Treasurer

Statement of cash flows

For the year ended 31 March 2019

	Note	2019		2018	
		£	£	£	£
Cash flows from operating activities	19				
Net cash provided by / (used in) operating activities		84,349		188,201	
Cash flows from investing activities:					
Dividends, interest and rents from investments		–		–	
Proceeds from the sale of fixed assets		–		–	
Purchase of fixed assets		–		–	
Proceeds from sale of investments		–		–	
Purchase of investments		–		–	
Net cash provided by / (used in) investing activities		–		–	
Cash flows from financing activities:					
Repayments of borrowing		–		–	
Cash inflows from new borrowing		–		–	
Receipt of endowment		–		–	
Net cash provided by / (used in) financing activities		–		–	
Change in cash and cash equivalents in the year		84,349		188,201	
Cash and cash equivalents at the beginning of the year		740,301		552,100	
Change in cash and cash equivalents due to exchange rate movements		–		–	
Cash and cash equivalents at the end of the year	20	824,650		740,301	

Notes to the financial statements

For the year ended 31 March 2019

1 Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with 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 2015) – (Charities SORP FRS 102) and the Companies Act 2006.

The charitable company 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 or note.

b) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. Key judgements that the charitable company has made which have a significant effect on the accounts. The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

d) Donations of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

f) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

1 Accounting policies (continued)

g) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of delivering services, undertaken to further the purposes of the charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the basis which are an estimate, based on staff time, of the amount attributable to each activity.

Where information about the aims, objectives and projects of the charity is provided to potential beneficiaries, the costs associated with this publicity are allocated to charitable expenditure.

Where such information about the aims, objectives and projects of the charity is also provided to potential donors, activity costs are apportioned between fundraising and charitable activities on the basis of area of literature occupied by each activity.

i) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

j) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £1,000. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Office equipment	25% straight line
------------------	-------------------

k) Debtors

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

l) Cash at bank and in hand

Cash at bank and cash 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. Cash balances exclude any funds held on behalf of service users.

m) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

n) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

o) Pensions

The charity operates workplace pension scheme.

2 Detailed comparatives for the statement of financial activities (2018)

	Unrestricted £	Restricted £	2018 Total £
Income from:			
Donations and legacies	25,015	84,894	109,909
Charitable activities			
Health and Welfare	40,483	1,041,995	1,082,478
Other trading activities	–	–	–
Investments	2,197	–	2,197
Other	–	–	–
Total income	67,695	1,126,889	1,194,584
Expenditure on:			
Raising funds	10,384	–	10,384
Charitable activities			
Health and Welfare	39,054	1,020,945	1,059,998
Other	–	–	–
Total expenditure	49,438	1,020,945	1,070,383
Net income / expenditure before gains / (losses) on investments	–	–	–
Net gains / (losses) on investments	–	–	–
Net income / expenditure before gains / (losses) on investments	18,257	105,944	124,201
Net gains / (losses) on investments	–	–	–
Net income / expenditure	18,257	105,944	124,201
Transfers between funds	3,153	(3,153)	–
Net income / (expenditure) before other recognised gains and losses	21,410	102,791	124,201
Gains / (losses) on revaluation of fixed assets	–	–	–
Actuarial gains / (losses) on defined benefit pension schemes	–	–	–
Other gains / (losses)	–	–	–
Net movement in funds	21,410	102,791	124,201
Total funds brought forward	349,281	125,428	474,709
Total funds carried forward	370,691	228,219	598,910

3 Income from donations and legacies

	Unrestricted £	Restricted £	2019 Total £	2018 Total £
Donations	21,609	105,499	127,108	109,909
	21,609	105,499	127,108	109,909

4 Income from charitable activities

	Unrestricted £	Restricted £	2019 Total £	2018 Total £
<u>Grant income</u>				
Baring Foundation	–	42,911	42,911	30,650
BIG grant	–	419,591	419,591	351,121
Big Lottery Fund	–	29,861	29,861	33,080
City Bridge Trust	–	19,960	19,960	47,410
Ernest Cook Trust	–	–	–	8,500
Esmée Fairbairn Foundation (various)	50,000	113,364	163,364	194,832
European Maritime and Fisheries Fund & Marine Management Organisation	–	43,556	43,556	39,048
Friends Provident Foundation	–	29,988	29,988	30,600
Garfield Weston Foundation	–	–	–	61,250
Great Britain Sasakawa Foundation	–	–	–	4,000
Greater London Authority (various)	–	61,780	61,780	25,500
Heritage Lottery Fund	–	10,000	10,000	–
JMG Foundation	–	42,288	42,288	26,667
John Ellerman Foundation	–	8,333	8,333	–
Joseph Rowntree Charitable Trust	–	30,000	30,000	30,000
Kenneth Miller Trust	–	25,491	25,491	20,000
London Borough of Southwark	–	19,900	19,900	–
Lush	–	7,000	7,000	–
Network for Social Change	–	20,115	20,115	20,000
Royal Borough of Greenwich	–	16,666	16,666	–
Royal Parks Foundation	–	33,495	33,495	24,820
Trust for London	–	52,255	52,255	44,475
Tudor Trust	–	5,000	5,000	15,000
<u>Other income</u>				
Conference and workshops	14,719	1,138	15,857	13,447
Membership fees	26,193	35,678	61,871	54,349
Sales and publications	94	970	1,064	1,672
Subscriptions	6,974	–	6,974	6,057
Total income from charitable activities	97,980	1,069,340	1,167,320	1,082,478

5 Income from investments

	Unrestricted £	Restricted £	2019 Total £	2018 Total £
Investment income	3,252	–	3,252	2,197
	3,252	–	3,252	2,197

6 Analysis of expenditure

	Cost of raising funds £	Charitable activities £	Support costs £	2019 Total £	2018 Total £
Staff costs (Note 8)	13,879	605,273	118,863	738,015	701,728
Direct cost					
Payable to partner organisations	–	341,721	–	341,721	173,425
Consultancy costs	–	82,366	–	82,366	58,651
Volunteers	–	3,007	–	3,007	2,455
Printing and photocopying	–	16,159	–	16,159	13,663
Postage and distribution	–	6,650	–	6,650	7,491
Travel, meeting and expenses	–	33,033	–	33,033	26,751
Other charitable expenditure	–	5,379	–	5,379	8,928
Support cost					
Telephone and fax	–	–	1,243	1,243	2,648
Office costs	–	–	64,418	64,418	66,978
Depreciation	–	–	–	–	265
Accountancy fees	–	–	–	–	–
Audit fees	–	–	7,400	7,400	7,400
Bank charges	–	–	–	–	–
	13,879	1,093,588	191,924	1,299,391	1,070,383
Support costs	2,405	189,519	(191,924)	–	–
Total expenditure 2019	16,284	1,283,107	–	1,299,391	1,070,383
Total expenditure 2018	10,384	1,059,999			

Of the total expenditure, £97,783 was unrestricted (2018: £49,438) and £1,201,608 was restricted (2018: £1,020,945).

The amount payable to partner organisations is made up of several different payments – the majority being payments passed onto Food Power partners (£307.3k); Sustainable Farming and Land Use partner (£29.4k); and Right to Food partner (£3k).

7 Net income/ (expenditure) for the year

This is stated after charging / crediting:

	2019	2018
	£	£
Depreciation	–	264
Operating lease rentals:		
Property	35,138	36,817
Auditors' remuneration (excluding VAT):		
Audit	6,200	6,200
	<u> </u>	<u> </u>

8 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2019	2018
	£	£
Salaries and wages	650,744	620,529
Redundancy and termination costs	2,963	–
Social security costs	55,167	54,125
Employer's contribution to defined contribution pension schemes	29,141	27,074
	<u> </u>	<u> </u>
	738,015	701,728
	<u> </u>	<u> </u>

No employee earned more than £60,000 during the year (2018: nil).

The total employee benefits including national insurance and pension contributions of the key management personnel were £177,706 (2018: £171,534).

The charity trustees were not paid or received any other benefits from employment with the charity in the year (2018: £nil). No charity trustee received payment for professional or other services supplied to the charity (2018: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £Nil (2018: £268 incurred by 2 members) relating to attendance at meetings of the trustees.

9 Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2019	2018
	No.	No.
Raising funds	0.4	–
Health and Welfare	17.8	17.7
Support	3.5	3.9
	<u> </u>	<u> </u>
	21.7	21.6
	<u> </u>	<u> </u>

10 Related party transactions

The following declaration provides transparency on related party transactions and, as appropriate, are also routinely declared by Sustain's Trustees at their quarterly meetings and publicly on the Sustain website.

A number of trustees and management team members hold prominent positions in other organisations.

During the year, the Campaign for Better Hospital Food project received a £3,000 personal donation from Sustain's Chief Executive.

Sustain's Chief Executive is also a RSA Food, Farming and Countryside Commission commissioner, which is funded by the Esmée Fairbairn Foundation. During 18–19, Sustain received a per diem as a donation from RSA to the value of £1,000.

The Real Bread Campaign also received annual membership fees of £45 from Welbeck Bakehouse as well as the School of Artisan Foods. A Sustain Trustee is the owner and on the board at these respective organisations.

Finally, Sustain made payment of £50 to School Food Matters as a contribution towards a survey cost. A Sustain Trustee is the Chief Executive of School Food Matters, and a member of Sustain's Management team is on the board of School Food Matters.

11 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

12 Tangible fixed assets

	Fixtures, fittings and Equipment £	Total £
Cost		
At the start of the year	33,658	33,658
Additions in year	–	–
Disposals in year	–	–
At the end of the year	33,658	33,658
Depreciation		
At the start of the year	33,658	33,658
Charge for the year	–	–
Eliminated on disposal	–	–
At the end of the year	33,658	33,658
Net book value		
At the end of the year	–	–
At the start of the year	–	–
All of the above assets are used for charitable purposes.		

13 Debtors

	2019 £	2018 £
Other debtors	52,489	42,998
Prepayments	4,779	3,854
Accrued income	85,981	79,001
	143,249	125,853

14 Creditors: amounts falling due within one year

	2019 £	2018 £
Other creditors	37,616	78,351
Accruals	10,147	7,563
Deferred income	322,937	181,330
	370,700	267,244

15 Deferred income

Deferred income comprises of: the Alliance to Save Our Antibiotics grant £10,500, Big Lottery Fund grant £96,616, Centre for Ageing Better grant £55,332, Esmée Fairbairn Foundation grant £50,000, JMG Foundation grant £14,545, John Ellerman Foundation grant £41,667, Kenneth Miller Trust grant £10,417, Network for Social Change grant £20,000 and Royal Parks Foundation grant £23,860.

	2019 £	2018 £
Balance at the beginning of the year	181,330	164,583
Amount released to income in the year	(181,330)	(164,583)
Amount deferred in the year	322,937	181,330
	322,937	181,330
Balance at the end of the year	322,937	181,330

16 Pension scheme

The charity operates workplace pension scheme and has no pension liability as at the year end.

17 Analysis of net assets between funds

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	–	–	–	–
Net current assets	375,194	–	222,005	597,199
	375,194	–	222,005	597,199
Net assets at the end of the year	375,194	–	222,005	597,199

18 Movements in funds

	At the start of the year £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At the end of the year £
Restricted funds:					
Campaign for a Better Food Britain	5,657	151,693	(103,670)	–	53,680
Campaign for Better Hospital Food	7,369	3,750	(14,746)	3,583	(44)
Capital Growth	15,126	83,529	(77,371)	–	21,284
Children's Food Campaign	2,890	46,561	(49,325)	4,561	4,687
Children's Health Fund	3,035	7,225	(10,260)	–	–
Food Co-ops Network	(21)	29,861	(29,861)	–	(21)
Food Poverty	155,201	536,657	(582,699)	2,411	111,570
London Food Link	6,976	23,070	(10,060)	–	19,986
Real Bread Campaign	9,007	45,444	(42,538)	–	11,913
Sustainable Farming and Land Use	(6,101)	72,128	(57,335)	–	8,692
Sustainable Fish Cities	18,287	50,223	(88,624)	10,000	(10,114)
Sustainable Food Cities	10,793	124,698	(135,119)	–	372
Total restricted funds	228,219	1,174,839	(1,201,608)	20,555	222,005
Unrestricted funds:					
General funds	370,691	122,841	(97,783)	(20,555)	375,194
Total unrestricted funds	370,691	122,841	(97,783)	(20,555)	375,194
Total funds	598,910	1,297,680	(1,299,391)	–	597,199

Purposes of restricted funds

Income, which is received for specific projects, as – for example – grants, donations and earned income – is accounted for as restricted funds, with expenditure usually attributed over a specific period of time. We manage restricted funds carefully, keep expenditure under regular review, and aim to keep to the specified budget. If project funds are projected to be overspent for an unavoidable reason, we take action early to reduce expenditure and/or raise more funds to cover the potential shortfall. If we continue to project and incur an unavoidable overspend, a transfer is made from Sustain's unrestricted funds. The balances on restricted funds as at 31 March 2019 arise from income received for specific projects on which some expenditure is still to be incurred in the coming financial year. Each of Sustain's projects is described in more detail below:

Campaign for a Better Food Britain (includes Sustain's work relating to Brexit): The campaign helps Sustain's alliance to make their voices heard in important discussions about the future of the UK's approach to food, farming and fishing, particularly with regard to health, ethics and sustainability.

Campaign for Better Hospital Food: The campaign represents a coalition of organisations calling on the government to introduce mandatory nutritional, environmental and ethical standards for food served to patients, staff and visitors in NHS hospitals.

Capital Growth: Run by Sustain's London Food Link network, this offers practical support to communities around London to help more people grow more food, and to have greater access to land and growing spaces for community benefit.

Purposes of restricted funds (continued)

Children's Food Campaign: Advocates for better food and food teaching for children in schools, protection of children from junk food marketing, and clear food labelling that can be understood by everyone.

Children's Health Fund: Established to demonstrate that a hypothecated sugary drinks levy is both practicable and acceptable, this project works with restaurants and caterers to put a voluntary 10p 'sugary drinks levy' on soft drinks containing added sugar, with the money raised from customers going to causes that improve children's health. To maintain good governance, the work is over-seen by an independent Board that reports to the Sustain Council, with Sustain managing and disbursing the grants.

Food Co-ops Network (includes the **Student Eats** project): This works to build a network of community food co-ops and food buying groups across the UK to help new groups get off the ground and existing initiatives to thrive. In partnership with the National Union of Students (NUS), Sustain is also offering student groups start-up funds and advice to set up new food co-ops.

Food Poverty: Sustain's programme of work seeking to tackle the root causes of food poverty, and encouraging policies and practices that would enable everyone to eat well. This includes:

- **Food Power:** working with Church Action on Poverty to support over 45 towns and cities around the UK to implement strategies tackling the root causes of food poverty.
- **London Food Poverty Campaign:** supporting steps local authorities can take to support disadvantaged people and communities to reduce food poverty 'beyond the foodbank'; and producing an annual league table showing London Borough good practice.
- **Right to Food:** seeking to instate into UK law and good governance the Right to Food, to help our country take progressive steps towards the eradication of hunger, and towards the development of fair and balanced system for sustainable farming and fishing that works for both food producers and consumers alike.

London Food Link: This is the umbrella for all of Sustain's initiatives in London. London Food Link (LFL) is a network of organisations and individuals in London who grow, make, cook, sell, save and simply enjoy good food in the capital.

Real Bread Campaign: The Real Bread Campaign champions locally baked, additive-free bread, finding and sharing ways to make all loaves better for us, better for our communities and better for the planet.

Sustainable Farming and Land Use: (includes the **Million Better Jobs for Better Farming and Land Use** campaign): This sustainable farming campaign advocates for improvements in policy and practice to support better farming livelihoods, more and better jobs in sustainable food production, fair trading practices, and the subsidies, policies and industry practices that would incentivise change towards healthy, fair, humane and environmentally sustainable food production.

Sustainable Fish Cities: A campaign to protect precious marine environments, fish species and fishing livelihoods, calling for fish to be bought only from verifiably sustainable sources. We show what can be done if people and organisations make a concerted effort to change their buying habits, working with UK towns, cities, businesses and institutions.

Sustainable Food Cities: The Sustainable Food Cities Network – organised jointly by Food Matters, Soil Association and Sustain – helps people and places share challenges, explore practical solutions and develop best practice on key food issues. It encourages public, private and third-sector groups and local communities to work together to improve their food system. Sustain helps the network to run a series of campaigns, this year including SUGAR SMART, helping local authorities, organisations, workplaces and individuals to reduce the amount of sugar we all consume by winning pledges to become SUGAR SMART from councils and schools to restaurants, hospitals and independent companies.

19 Reconciliation of net income / (expenditure) to net cash flow from operating activities

	2019 £	2018 £
Net income / (expenditure) for the reporting period (as per the statement of financial activities)	(1,711)	124,201
Depreciation charges	–	265
Gains/(losses) on investments	–	–
Dividends, interest and rent from investments	–	–
(Loss)/profit on the sale of fixed assets	–	–
(Increase)/decrease in stocks	–	–
(Increase)/decrease in debtors	(17,396)	530
Increase/(decrease) in creditors	103,456	63,205
Net cash provided by / (used in) operating activities	84,349	188,201

20 Analysis of cash and cash equivalents

	At 1 April 2018 £	Cash flows £	Other changes £	At 31 March 2019 £
Cash in hand	740,301	84,349	–	824,650
Total cash and cash equivalents	740,301	84,349	–	824,650

21 Operating lease commitments

The charity has no future minimum lease payments under non-cancellable operating leases.

22 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.

23 Notes from 2018 accounts

a. Analysis of expenditure from previous reporting period

	Cost of raising funds £	Charitable activities £	Support costs £	2018 Total £	2017 Total £
Staff costs (Note 8)	1,233	574,653	125,842	701,728	657,812
Direct cost					
Payable to partner organisations	–	173,425	–	173,425	180,980
Consultancy costs	8,400	50,251	–	58,651	391,165
Volunteers	–	2,455	–	2,455	3,703
Printing and photocopying	–	13,663	–	13,663	18,301
Postage and distribution	–	7,491	–	7,491	7,781
Travel, meeting and expenses	–	26,751	–	26,751	30,389
Other charitable expenditure	–	8,928	–	8,928	8,150
Support cost					
Telephone and fax	26	2,622	–	2,648	2,915
Office costs	650	66,328	–	66,978	69,222
Depreciation	3	262	–	265	266
Accountancy fees	–	–	–	–	1,549
Audit fees	72	7,328	–	7,400	7,400
Bank charges	–	–	–	–	60
	10,384	934,157	125,842	1,070,383	1,379,693
Support costs	–	125,842	(125,842)	–	–
Total expenditure 2018	10,384	1,059,999	–	1,070,383	1,379,693
Total expenditure 2017	24,032	1,355,661			

Of the total expenditure, £49,438 was unrestricted (2017: £68,882) and £1,020,945 was restricted (2017: £1,310,811).

The amount payable to partner organisations is made up of several different payments – the majority being payments passed onto Food Power partners (£98k); a Million Better Jobs for Better Farming and Land Use partner (£7.5k); grants awarded by the Children’s Health Fund (£39k); and passing on the remaining Organic UK pledge funds to the Organic Trade Board (£28k).

23 Notes from 2018 accounts (continued)

b. Summary analysis of assets and liabilities by funds of previous reporting period

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	–	–	–	–
Net current assets	370,691	–	228,219	598,910
Net assets at the end of the year	370,691	–	228,219	598,910

c. Details of movement in funds during the previous reporting period

	At the start of the year £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At the end of the year £
Restricted funds:					
A Million Better Jobs for Better Farming and Land Use	1,378	60,600	(68,079)	–	(6,101)
Campaign for a Better Food Britain	(280)	46,667	(40,730)	–	5,657
Campaign for Better Hospital Food	10,321	83,633	(86,585)	–	7,369
Capital Growth	16,699	120,520	(116,123)	(5,970)	15,126
Children's Food Campaign	22,521	23,421	(46,563)	3,511	2,890
Children's Health Fund	27,758	65,097	(89,820)	–	3,035
Food Co-ops Network	(20)	33,080	(33,081)	–	(21)
Food Poverty	(4,624)	426,246	(266,421)	–	155,201
London Food Link	7,039	9,500	(8,359)	(1,204)	6,976
Organic UK Campaign	31,264	–	(31,264)	–	–
Real Bread Campaign	9,613	37,928	(38,534)	–	9,007
Sustainable Fish Cities	(5,792)	104,698	(80,619)	–	18,287
Sustainable Food Cities	9,551	115,499	(114,767)	510	10,793
Total restricted funds	125,428	1,126,889	(1,020,945)	(3,153)	228,219
Unrestricted funds:					
General funds	349,281	67,695	(49,438)	3,153	370,691
Total unrestricted funds	349,281	67,695	(49,438)	3,153	370,691
Total funds	474,709	1,194,584	(1,070,383)	–	598,910

Funders

Sustain would like to thank the following funders for their financial support for our work over the course of this financial year:

Baring Foundation
BIG grant
Big Lottery Fund
Children's Health Fund
City Bridge Trust
Ernest Cook Trust
Esmée Fairbairn Foundation
European Maritime and Fisheries Fund
Friends Provident Foundation
Garfield Weston Foundation
Greater London Authority
Heritage Lottery Fund
JMG Foundation
John Ellerman Foundation
Joseph Rowntree Charitable Trust
Kenneth Miller Trust
London Borough of Southwark
Lush
Marine Management Organisation
Network for Social Change
Royal Borough of Greenwich
Royal Parks Foundation
Trust for London
Tudor Trust

Annual Report

For the year ended 31 March 2019

A Sustain publication

October 2019

Sustain: The alliance for better food and farming advocates food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the living and working environment, enrich society and culture, and promote equity. It represents around 100 national public interest organisations working at international, national, regional and local level.



Sustain: The alliance for better food and farming

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Sustain works as an alliance to achieve our shared vision of a food, fishing and farming system, in which:

- All food is produced in a way that is fair and sustainable
- There is a thriving food supply chain from 'farm to fork'
- Healthy, sustainable diets are accessible and affordable to all
- We have a strong UK food culture that ensures food is valued and enjoyed