

Annual Report

Review and accounts for the year
ended 31 March 2015



This year has seen Sustain take a notable shift in the way it works. Some of this may be more obvious to the outside world, with the start of 2015 seeing a new website and logo, and more broadly a change in the way we communicate, with the launch of our Twitter presence (@UKSustain), our *Digest* magazine going electronic, and all our news, from campaign wins to government and industry developments appearing on Sustain's home page. One of the driving aims of this change in communications is to better promote the work of our members, to each other and to the wider world, and underline Sustain's role as an alliance, not just an NGO.

These visible changes are indicative of broader developments behind the

scenes, with the development of Sustain's first strategy document, also launched in 2015, which provides a guide to priorities for the organisation over the next five years, and communicates our vision and the way we work. This has been accompanied by other internal documents, our first fundraising strategy and business plan which set out how we secure the capacity to achieve this vision.

The following annual report reflects this change in how we communicate our work. Whilst I believe the most effective way Sustain can create change, through mobilising public support and changing policy is by running focused campaigns, projects and networks, the following pages set out what all these individual initiatives add up to under the four main

themes of Sustain's vision. Another purpose of creating these themes has been to help us make sure that we are reflecting the full range of our members' interests.

Set against a climate of less funding, and what seem like ever greater challenges to improving our food and farming system, these achievements show that not only are improvements possible, but that across more areas of our food and farming system we are starting to see the changes that we, as an alliance, have been calling for since we launched back in 1999.



Professor Mike Rayner
Chair of Sustain's Council of Trustees

Trustees

Dr David Barling (re-elected 27/11/13)
Tim Burns (elected 27/11/13)
Rachel Harries
Katharine Jenner
Christine Lewis
Philip Lymbery (Treasurer, re-elected 27/11/13)
Tim Marsh
Patrick Mulvany (re-elected 27/11/13)
Professor Mike Rayner (Chair)
Patti Rundall (re-elected 27/11/13)
Shaun Spiers (Deputy Chair)
Keith Tyrell
Victoria Williams (elected 27/11/13)
Stephanie Wood

Company registered number: 02673194

Charity registered number: 1018643

Registered office: Development House, 56-64 Leonard Street, London EC2A 4LT

Auditors: Goldwins, 75 Maygrove Road, West Hampstead, London NW6 2EG

Bankers: The Co-operative Bank, PO Box 101, 1 Balloon Street, Manchester M60 4EP

Our year in numbers

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

38%
of supermarket outlets remove junk food from checkouts

Real Bread
1,350 supporters
23,000 followers

All new academies must now comply with School Food Standards

Bournemouth & Poole 1st city to achieve full Sustainable Fish City status

29,844 signatures
to ban routine preventative use of antibiotics in livestock


500 million meals
served by caterers committing to sustainable fish



1,000+
tonnes
of food waste being put to better use

JELLED EEL
50,000
readers per issue

1.5 million more 4-7 year olds receiving free school meals

39 cities
in Sustainable Food Cities network



22 out of 33
London boroughs improving their commitment to good food


48%
of UK households now buy organic

300 million hospital meals subject to food standards

193 community gardens across UK take part in Big Dig


2,320
Capital Growth food growing spaces

18 tonnes
of food harvested from 151 Capital Growth spaces

Support better farming and food production

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



Petition launches with 38 Degrees to save our antibiotics, with 29,844 signatures to date.

Organic September sees Organic Naturally Different “48 sheet” adverts at 30 mega-sites across London.

International statement calling for the G7's 'New Alliance' to be frozen, coordinated in the UK by the UK Food Group.

April

May

June

July

August

September

New report shows how costly antibiotics resistance is and demonstrates the problem of overuse in livestock.



Future Farmers: our guide to running an urban food growing traineeship report released.





London's pollinators:
Creating a buzz in
the capital report
launched.



Royal
Colleges join
antibiotics
campaign.

October

November

'Anti-land grab'
principles agreed
at the UN, but UK
Food Group sent
a clear message
that principles
alone will not help.

Launch of
Sustain's
consultation
with members
on priorities
for our farming
work.

This year has seen us take a systematic review with our members about priorities for our farming work, to ensure that we are working on those issues most critical to them, and that we are not missing an opportunity to make a real difference. As a result of this members' survey, we reinstated our farming working party, and as part of our initial focus on better jobs in better farming we have republished our 1997 Double Yield report.

In 2014 Sustain echoed members' calls for Social Investment Tax Relief to apply to farming enterprises, which resulted in their inclusion in the early 2015 expansion of the scheme. We joined a panel at the Oxford Real Farming Conference exploring barriers and opportunities for jobs in farming, and new entrants. This further publicised our Future Farmers report jointly produced with Growing Communities, released in September 2014, which looks at the importance of training in helping nurture a new generation of urban farmers and enterprising growers.

This year saw us complete our Capital Bee campaign with our report *London's pollinators: Creating a buzz in the capital*, as a local response to the National Pollinators Strategy launched in November 2014 by Liz Truss, Secretary of State for Environment, Food and Rural Affairs. We brought together all of the main London conservation groups working on bees to build a coherent response to policy makers.

Sustain continued its support for key alliance projects: as a founding member of the Alliance to Save Our Antibiotics. With Compassion in World Farming and the Soil Association we have continued to campaign against overuse of antibiotics in animal farming.

We also provide book-keeping services and office space for the UK Food Group, the UK network for NGOs working on global food and agriculture issues. Similarly we provide financial management of the Organic Naturally Different Campaign, run by the Organic Trade Board.

"Antimicrobial resistance is a ticking time-bomb not only for the UK but also for the world"

Dame Sally Davies Chief Medical Officer, March 2014

Organic Naturally
Different adverts
posted outside
72 Tesco stores.



Policy event in Brussels
including UK Food Group,
looking at the impact of EU
policies on trade, agriculture,
climate, health and
investment on development
goals for food security.

Alliance to
Save our
Antibiotics
event in House
of Commons.

December

January

February

March

Government commits to reduce "antimicrobial use in livestock production in real terms over the next four years" and to ensure sales of critically important antibiotics fall as a proportion of total veterinary antibiotic sales.

Antimicrobial
resistance
and
agriculture:
Stepping back
from the brink
briefing
released.



First meeting
of Sustain's
new Farming
Working Party.

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.



The Save Our School Food Standards campaign, run jointly by Sustain's Children's Food Campaign, the Food for Life Partnership, Jamie Oliver Foundation, LACA (lead association for catering in education), and School Food Matters, achieved a significant victory, with the Department for Education's announcement that from May 2014 onwards, all newly created academies and free schools will have written into their funding agreements that they must meet nutritional food standards. The Children's Food Campaign submitted a detailed response to the DfE's consultation on the revised school food standards, and we are pleased that the final standards remain mandatory for maintained schools and go further than before on sugar and fat reduction.

2014 saw Sustain target government over its lack of consistency in public sector food standards. Bringing together the expertise and supporter networks of our Campaign for Better Hospital Food, the Children's Food Campaign and our Sustainable Fish Cities campaign, we called for government departments to work together to apply consistent and ambitious health and sustainability standards to all food served in public sector institutions. As a result, the government has changed its proposals by including some basic sustainability guidance in revised school food standards.

This year saw our campaigns lead to: legally binding standards created for hospital food; 13 new towns and cities in the Sustainable Food Cities

network following London in running a Sustainable Fish Cities campaign, increasing the commitment at the start of the year with pledges from caterers serving 200 million meals, to those serving 500 million meals, and Bournemouth council became the first Sustainable Fish City; Over 1,000 tonnes of food diverted from London businesses food waste through our FoodSave project with Feedback and the Greater London Authority; the launch of our End Cage Cruelty campaign with Compassion in World Farming targeting London boroughs.

Sustain is also a founding member of the Eating Better alliance, helping increase coverage and awareness of the shared message to eat less but better meat for better health and lower greenhouse gases.

"We are delighted to see towns and cities running Fish City campaigns, and supporting a responsible approach to buying fish. By coming together, we have the buying power to transform the way fish is bought and sold"

Raymond Blanc OBE, ambassador of our Sustainable Fish City campaign

For FoodSave, Sustrans and Feedback run London's first ever Disco Soup event, where hundreds of Londoners gathered to cook and eat a meal made entirely from surplus food.

Urban Food Award winners announced - we celebrate London's best small food enterprises, with thousands of Londoners voting on 80 entries.

Our Campaign for Better Hospital Food is shortlisted for a BBC Radio 4 Food & Farming Award.

We published 3 Better Hospital Food campaign briefings.

All Welsh hospitals commit to serving sustainable fish, thanks to a pledge by NHS Wales.

October

November

December

January

February

March

We award Cardiff two Fish City stars, including pledges covering all 8 hospitals and Cardiff's primary schools.

Eating Better's 'Let's talk about meat' report launched, with 10 ways to motivate people to eat less meat.

We launched End Cage Cruelty campaign jointly with Compassion in World Farming.

Through Foodsave surplus food is being diverted to around 50 organisations in and around London, with well over 1,000 tonnes of food per year that was being wasted now put to good use.

With our help hospital food campaigns are launched in Oxford and Liverpool.

the guardian

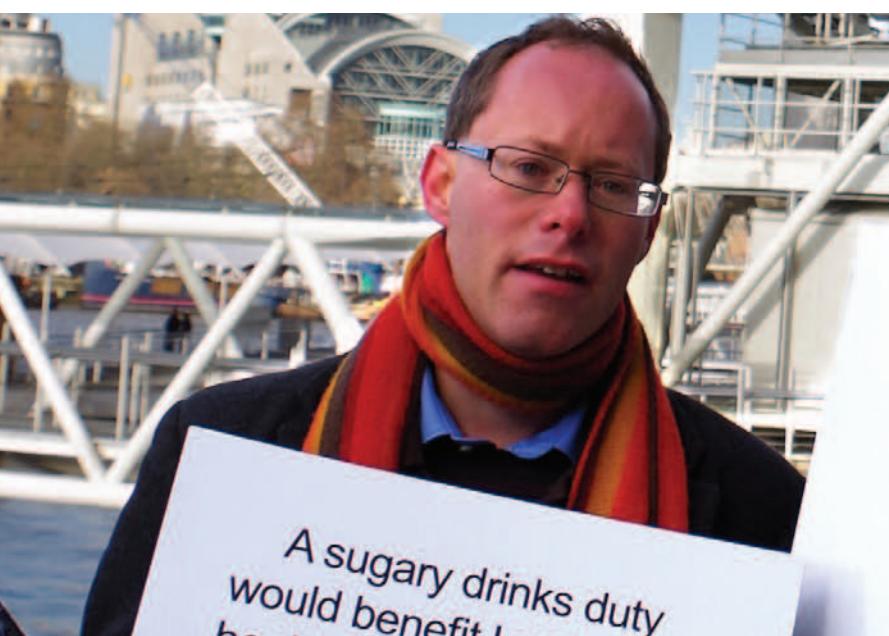
Sustainable Food Cities: Cardiff hailed for radical change in fish policies

Daily Mail

You should be ashamed: TV chef blasts Health Secretary over pitiful hospital meals

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.



Children's Health Fund
Support the campaign for a sugary drinks duty, to pay for programmes to improve children's health

childrenshealthfund.org.uk

Tesco announce removal of junk food from all checkouts by end of 2014, in person to our Junk Free Checkouts campaign.

We run a sell-out Growing Health conference, showing GPs and health authorities how food growing schemes promote health.

Our Growing Health online toolkit is launched to help food growing projects get commissioned as a local health service.

Our Children's Food Campaign wins an award from Dietitians for Obesity Management (linked to British Dietetic Association) for Junk Free Checkouts.

We run a joint campaign with UNICEF UK Baby Friendly Initiative and the Mayor's food advisor for all London boroughs to ensure the best start for all infants.

April

May

June

July

August

September

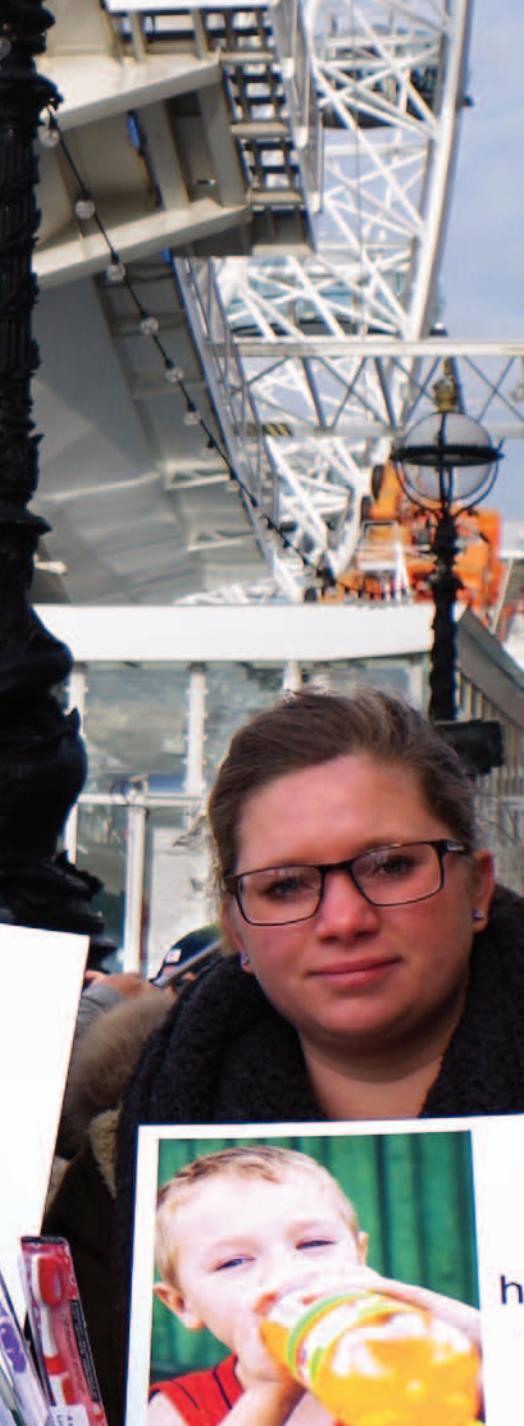
With Garden Organic we publish Benefits of Gardening and Food Growing for Health and Wellbeing, summarising the evidence for food growing for improving physical and mental health.

Sustain's Junk Free Zones concept referenced in Public Health England (PHE) sugar reduction strategy.

As a result of our campaign discount supermarket Aldi commits to removing junk from checkouts by end of 2014.

CitizensUK chooses our sugary drinks duty and Children's Future Fund campaign as their main health policy ask for the General Election.

1.5million more 4 to 7 year olds have started receiving free school meals from September 2014.



Our Children's Food Campaign, in partnership with the British Heart Foundation, has continued to pressure industry and Government to improve food standards and restrict the marketing and promotion of unhealthy and unsustainable food. Together with our Junk Free Checkouts campaign partners, the British Dietetics Association, we have ensured 38% of this country's supermarket outlets have now removed junk from their checkouts. Another step forward in our work to improve children's health and protect the environment they grow up in is the increased support for, and profile of, a sugary drinks duty linked to a Children's Future Fund (rebranded a Children's Health Fund in 2015).

As well as our work to promote organic food (p5), sustainable fish (see p7), cage free eggs (see p7), real bread (see p11), and sustainable food in myriad settings, we have been continuing our work

to mainstream GPs prescribing food growing and public health commissioning of community food growing. Our project coordinating this work, Growing Health, in partnership with Garden Organic has seen increasing interest from health practitioners in directing patients to community food growing projects.

This year has seen us re-establish our work to improve access to good food and alleviate food poverty. Our London Food Poverty campaign has established a way to measure local authorities' commitment to tackling food poverty beyond the food bank, and will result in a league table later in 2015. With our Sustainable Food Cities partners, we later launched a national campaign to get cities across the country pledging to tackle food poverty beyond the food bank, which we will build on with more work throughout the year.

"I want to see the introduction of a 20p levy per litre on every soft drink containing added sugar."

TV Chef Jamie Oliver, campaigning with Sustain for a sugary drinks duty

We consult on and agree indicators for measuring food poverty beyond the food bank in London (for report in Autumn 2015).

Launch of our Children's Health Fund calculator showing £300 million savings for the NHS in England if 20p per litre sugary drinks duty introduced.

Global media coverage and debate on junk food sponsorship stems from our toothbrush giveaway stunt at launch of Coca-Cola London Eye (pictured).

We convene the first meeting of the London Food Poverty working party.

We convene Growing Health roundtable on measuring health outcomes in community growing projects, organised with the Food Research Collaboration.

October

November

December

January

February

March

With Garden Organic we organise *Growing for Health – a natural part of the health service* conference in Bristol.

Children's Food Campaign 1, Honey Monster 0: our complaint about dodgy Honey Puffs marketing upheld by Advertising Standards Authority.

We co-organise a roundtable on Green Care with the Food Research Collaboration.

30,000 people sign joint petition to Government calling for the closing of loopholes currently allowing junk food marketing to children.

Sustainable Food Cities network rallies cities to call for national action on food poverty.

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.



Our Real Bread Maker Week sees events across the country including an evening at Bread Ahead in the heart of London's Borough Market.

Edible Estates report is released: our collaboration with the National Housing Federation, Neighbourhoods Green and Planning Aid for London.

We run a London Food Link event with Philip Lymbery & Sarah Dunwell amongst the inspiring speakers.

We release the report Reaping Rewards: Can communities grow a million meals for London?

Cooking is back on the school curriculum for Key Stage 1-3 after years of campaigning from Sustain's Children's Food Campaign and friends.

April

May

June

July

August

September

Our Planning Sustainable Cities for Community Food Growing report released.



Real Bread Campaign member Spectrum Housing Group's Use Your Loaf initiative helps more than 200 residents and staff members learn to bake Real Bread.

Broadwaters Inclusive Learning Community, Haringey is 2,300th London food growing space to join the Capital Growth network.

Our Sourdough September promotion is featured in The Telegraph, The Guardian and BBC Good Food.

122 gardens across 37 towns and cities took part in our national Edible Gardens Open Day 2014.

"The Real Bread Campaign is an outstanding outfit dedicated to promoting proper loaves made of flour, water, salt and yeast and nothing else"

Andrew Brown,
The Telegraph

the guardian

The rise and rise of sourdough bread

Daily Mail

Read this and you'll never eat a ready meal again

Sustain, Food Matters and the Soil Association run the Sustainable Food Cities network, which continues to grow with almost 40 towns, cities, boroughs and counties now signed up. Six cities (Belfast, Bournemouth, Cardiff, Liverpool, Newcastle and Stockport) all received funding to employ officers to coordinate their local food partnerships. Including these six cities, we've had a total of 14 cities run a Sustainable Fish Cities campaign (see p7). This year also saw the start of our new campaign across the network to tackle food poverty Beyond the Food Bank (see p9), as well as supporting these local food partnerships on other matters including getting food into planning policy. Our work in the capital has continued to thrive through our London Food Link network, quarterly magazine *The Jellied Eel*, Urban Food Fortnight (see p6), Urban Food Awards (see p7), Foodsave (see p7), Cage Free Capital campaign (see p7), the Good Food For London report and much more.

One of our highest profile programmes in London, Capital Growth, has continued to expand with 2,320 food growing spaces, and an estimated £1.4million worth of food grown across its network (as measured by our Harvest-ometer). Working with Garden Organic on Food Growing Schools London, we've trained 270 school food growing volunteers, and helped to encourage many more schools to take another step in growing more food. Across the UK, we've continued

to support community food growers with thousands of volunteers getting involved in their local gardens through The Big Dig and Edible Gardens Open Day. We have shared learning from this internationally through the EU-funded Foodmetres research project.

As well as helping improve people's food growing skills, this year has seen great strides in baking and cooking skills across the country. After years of campaigning with Sustain members and friends, we've seen a big victory this year in getting cooking onto the school curriculum. Our Real Bread Campaign network continues to grow with around 1,400 paying supporters in 20 countries, for whom we have secured discounts on ingredients, equipment and courses at over 60 baking schools to help get people baking. The number of bakeries listing healthy additive-free and artisan loaves on our Real Bread Finder has risen to more than 650, with 160 of them using our 'Loaf Mark' to give shoppers the at-a-glance assurance that it is Real Bread.

With little sign of a Government food and farming policy up to March 2015, Sustain joined forces with nine other UK organisations to create the *Square Meal* report, which brings together the evidence calling for major changes in national policy. Work with this group continued in order to influence political party commitments to healthy and sustainable food and farming, in the election manifestos and beyond.

School Market place held at London's City Hall with schools trading produce they've grown.

Sustain partner with members and friends in launching *Square Meal: Food, farming, health, nature – why we need a new recipe for the future*.

Launch of Sandwell food systems planning report, authored by Sustain.

193 gardens took part in the Big Dig across the length and breadth of the UK (pictured).

Good Food at Work report is published to improve food in the work place.

October

November

December

January

February

March

Our fourth annual Good Food for London report is published: Islington comes top; two thirds of boroughs have improved since 2011.

Shaping the Food Research Agenda: Sustainable Food Cities and the Food Research Collaboration join forces for a national webinar.

835 people have been involved in our Regents Park allotment over 2014 learning how to grow food.

First places achieving Sustainable Food City status announced – Brighton (Silver), Plymouth (Bronze), Lambeth (Bronze).

More than 50 UK and European cities attend our annual Sustainable Food Cities conference in Bristol.

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.

Our members

Agricultural Christian Fellowship
Alexandra Rose Charities
Association of School Health Education Co-ordinators
Association of Public Analysts
Baby Milk Action
Behaviour Change
Bio-Dynamic Agriculture Assoc
British Association for the Study of Community Dentistry
British Dental Health Foundation
British Dietetic Association
British Heart Foundation Centre on Population Approaches for Non-Communicable Disease Prevention
Campaign for Real Ale (CAMRA)
Campaign for Real Farming
Campaign to Protect Rural England
Caroline Walker Trust
Centre for Food Policy
Chartered Institute of Environmental Health
Commonwork Land Trust
Community Composting Network
Community Food and Health Scotland
Compassion in World Farming
Consensus Action on Salt & Health (CASH)
Diabetes UK
f3:the local food consultants
Faculty of Public Health
Fairtrade Foundation
Family Farmers' Association
FareShare
Farma National Farmers Retail & Markets Association
Farms not Factories
Federation of City Farms & Community Gardens
Feedback
First Steps Nutrition Trust
Food Matters
Forum for the Future
Freedom Food
Friends of the Earth

Gaia Foundation
Garden Organic (HDRA)
GM Freeze
Guild of Food Writers
H.U.S.H. (UK E.Coli support group)
Harper Adams University, Dept of Food Science and Agri-Food Supply Chain Management
Health Education Trust
Institute for Food Brain and Behaviour
International Institute for Environment and Development (IIED)
Keep Britain Tidy
Linking Environment and Farming (LEAF)
Marine Conservation Society
McCarrison Society for Nutrition & Health
National Federation of Women's Institutes
National Trust
Natural England
New Economics Foundation
Northern Ireland Chest, Heart & Stroke
Organic Centre Wales
Organic Research Centre - Elm Farm
Organic Trade Board
Pasture-fed Livestock Association
Permaculture Association
Pesticides Action Network, UK
Practical Action (Intermediate Technology)
Royal Academy of Culinary Arts
Chefs Adopt a School Trust
Royal Society for Public Health
Royal Society for the Prevention of Cruelty to Animals (RSPCA)
Royal Society for the Protection of Birds (RSPB)
School Food Matters
School of Artisan Food
Scottish Crofting Federation
Slow Food UK
Soil Association
The Kindling Trust

The Land Workers' Alliance
The Urban Orchard Project
Unison
UNITE - Agricultural Workers Group
Vegetarian Society
Which?
Wholesome Food Association
Women's Environmental Network
World Cancer Research Fund
World-wide Opportunities on Organic Farms
WWF - UK

Our observers

Allergy Alliance
Child Poverty Action Group
Food Ethics Council
GMB
Hyperactive Children's Support Group
Marine Stewardship Council
UK Food Group
UK Health Forum
Wildlife and Countryside Link
WWF - Scotland

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 your organisation can get involved. If your work is local rather than national, you may prefer to support a particular campaign or initiative, or join a project working party. Get in touch and we'll help you decide how best to join in.

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 general session at the Annual General Meeting, and 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 dealing with 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. 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 the structure of and governance in this sector.

At the 2014 Sustain AGM, five existing Trustees stepped down, having served a three-year term, and successfully stood for re-election, and one Trustee stepped down as they were no longer representing a Sustain member. One new Trustee was confirmed by election, having been co-opted during the year. One new nomination was received, taking the number of Sustain Council members up to 14.

Quarterly Trustee meetings are also attended by Sustain's core management team, who act as Sustain's executive body, responsible for running projects, managing project and campaign staff, fundraising, maintaining good financial oversight, and for developing the work of the alliance, in close consultation with Sustain's members and other relevant bodies.

Strategic review

In 2015, Sustain consulted widely with its membership and working party members, and published its first formal strategy, entitled 'Better food. Better farming. Better lives: Sustain Strategy 2015-2020'. This 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

Each year Sustain's staff and Trustees 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. This year's review helped to inform Sustain's strategy development, and how we measure success and tell better stories about how better food and farming can contribute to transformational change.

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 2015. 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 (SORP) 'Accounting and Reporting by Charities' issued in 2005 (revised May 2008). The fund balance carried forward at 31 March 2015 was £403,733 (2014: £486,106) on unrestricted general reserves. The restricted reserves on continuing projects were £147,120 at 31 March 2015 (2014: £239,716). 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. There are adequate funds to ensure the charity is able to meet all current and known future liabilities. The level of reserves is considered and reviewed regularly by the council.

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.

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.

Trustees' responsibilities

Company and charity law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charity and of 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.

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, and improving the environment. Details of how we achieve these objectives are commented upon in detail throughout this annual report.

Auditors

So far as the directors 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 5 November 2015 and signed on its behalf, by:

Professor Mike Rayner
Chair of the Council of Trustees



Auditors' report

We have audited the financial statements of SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING for the year ended 31 March 2015 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charity's members, as a body, in accordance with Sections 495 and 496 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 and the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditor

As explained more fully in the Trustees' Responsibilities Statement, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatements, whether caused by fraud or error. This includes an assessment of:

- whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed;
- the reasonableness of significant accounting estimates made by the trustees;
- and the overall presentation of the financial statements.

In addition, we read all the financial and non-financial information in the Trustees' Annual Report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2015 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where 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; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.



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

Statement of financial activities

(Incorporating Income and Expenditure Account)

For the year ended 31 March 2015

	Notes	Unrestricted Funds £	Restricted Funds £	Total Funds 2015 £	Total Funds 2014 £
INCOMING RESOURCES					
Incoming resources from generated funds					
Voluntary income	2	40,367	17,219	57,586	55,790
Investment income		1,590	2	1,592	1,918
Incoming resources from charitable activities					
Health and Welfare	3	56,874	1,323,051	1,379,925	1,448,998
TOTAL INCOMING RESOURCES		98,831 =====	1,340,272 =====	1,439,103 =====	1,506,706 =====
RESOURCES EXPENDED					
Cost of generating funds					
Fundraising costs	6	27,398	-	27,398	10,354
Charitable activities					
Health and Welfare		121,826	1,449,297	1,571,123	1,502,365
Governance costs	7	15,553	-	15,553	15,638
TOTAL RESOURCES EXPENDED		164,777 =====	1,449,297 =====	1,614,074 =====	1,528,357 =====
NET OUTGOING RESOURCES BEFORE TRANSFERS					
		(65,946)	(109,025)	(174,971)	(21,651)
Transfers between funds	13	(16,429)	16,429	-	-
RECONCILIATION OF FUNDS					
NET MOVEMENT IN FUNDS FOR THE YEAR					
		(82,375) =====	(92,596) =====	(174,971) =====	(21,651) =====
Total funds at 1 April 2014		486,108	239,716	725,824	747,475
TOTAL FUNDS AT 31 March 2015		403,733 =====	147,120 =====	550,853 =====	725,824 =====

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

The attached notes form part of these financial statements.

Balance sheet

As at 31 March 2015

	Notes	2015 £	2014 £
FIXED ASSETS			
Tangible fixed assets	10	796	-
CURRENT ASSETS			
Debtors	11	501,552	228,496
Cash at bank		283,491	702,748
		785,043	931,244
CREDITORS: Amounts falling due within one year	12	(234,986)	(205,420)
		550,057	725,824
NET ASSETS		550,853	725,824
CHARITY FUNDS			
Restricted funds	13	147,120	239,716
Unrestricted funds			
General funds	13	403,733	486,108
		550,853	725,824
		=====	=====

The financial statements have been prepared in accordance with the special provision of Part 15 of the Companies Act 2006 relating to small companies and Financial Reporting Standard for Smaller Entities (effective April 2008).

The financial statements were approved and authorised for issue by the Trustees on 5th November 2015 and signed on their behalf, by:

Professor Mike Rayner - Chair

Company Registration No. 02673194

Philip Lymbery - Treasurer

The attached notes form part of these financial statements.

Notes to the financial statements

For the year ended 31 March 2015

1. ACCOUNTING POLICIES

1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008). The financial statements have been prepared in accordance with the Statement of Recommended Practice (SORP), "Accounting and Reporting by Charities" revised in March 2005, applicable accounting standards and the Companies Act 2006.

1.2 Company status

The company is a company limited by guarantee. The members of the company are the trustees named on page 1. In the event of the company being wound up, the liability in respect of the guarantee is limited to £1 per member of the company.

1.3 Fund accounting

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

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

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

1.4 Incoming resources

All incoming resources are included in the Statement of Financial Activities when the company is legally entitled to the income and the amount can be quantified with reasonable accuracy.

1.5 Resources expended

All expenditure is accounted for on an accruals basis and has been included under expense categories that aggregate all costs for allocation to activities. Where costs cannot be directly attributed to particular activities they have been allocated on a basis consistent with the use of the resources.

Direct costs, including directly attributable salaries, are allocated on an actual basis to the key strategic areas of activity. Overheads and other salaries are allocated between the expenses headings on the basis of time spent.

Fund-raising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.

1. ACCOUNTING POLICIES-CONTINUED

1.5 Resources expended (continued)

Support costs are those costs incurred directly in support of expenditure on the objects of the Charity and are allocated on the basis of staff cost.

Governance costs are those incurred in connection with enabling the Charity to comply with external regulation, constitutional and statutory requirements and in providing support to the Trustees in the discharge of their statutory duties.

1.6 Cash flow

The financial statements do not include a cash flow statement because the charitable company, as a small reporting entity, is exempt from the requirement to prepare such a statement under the Financial Reporting Standard for Smaller Entities (effective April 2008).

1.7 Tangible fixed assets and depreciation

All assets costing more than £1,000 are capitalised.

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Office equipment - 25% straight line

1.8 Pensions

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

1.9 VAT

The charity is not registered for VAT. In common with many other similar registered charities, the charity's expenses are inflated by VAT, which cannot be recovered.

1.10 Tax status

The company is a registered charity and is not subject to corporate tax on its current activities.

2. VOLUNTARY INCOME	Unrestricted Funds £	Restricted Funds £	Total 2015 £	Total 2014 £
Donations	40,367 =====	17,219 =====	57,586 =====	55,790 =====

3. INCOMING RESOURCES FROM CHARITABLE ACTIVITIES

	Total Unrestricted Funds £	Total Restricted Funds £	Funds 2015 £	Funds 2014 £
Health and Welfare				
A-Team Foundation	-	-	-	34,000
Awards for All	-	4,996	4,996	-
Big Lottery Fund	-	61,656	61,656	43,463
Big Lottery Local Food Fund (various)	-	-	-	182,041
British Heart Foundation	-	56,150	56,150	55,000
City Bridge Trust	-	13,870	13,870	81,050
Compassion In World Farming	-	5,000	5,000	-
Conference and workshops	7,095	-	7,095	7,576
Ernest Cook Trust	-	7,750	7,750	-
Esmée Fairbairn Foundation	-	113,827	113,827	102,155
European Fisheries Fund	-	16,187	16,187	-
European Regional Development Fund (via GLA)	-	118,661	118,661	-
Friends of Regents Park	-	11,598	11,598	10,000
Greater London Authority (various)	-	96,129	96,129	82,231
Interreg IVB NWE (ERDF)	-	-	-	82,172
Kenneth Miller Trust	20,000	20,000	40,000	20,000
Membership fees	16,585	46,153	62,738	48,676
Network for Social Change	6,707	-	6,707	5,687
Organic UK Campaign Pledges*	-	331,194	331,194	257,078
Other grants and income	-	10,150	10,150	3,000
Polden Puckham Foundation	-	7,500	7,500	23,000
Practical Action (EC)	-	-	-	8,750
Rowan Trust	-	-	-	18,018
Rural Payments Agency (EC)*	-	342,799	342,799	183,179
Sales and publications	710	-	710	760
Social Action Fund	-	-	-	148,931
Stichting DLO	-	7,733	7,733	-
Subscriptions	5,777	-	5,777	5,232
Tides Foundation (Patagonia Environmental Grants Fund)	-	4,818	4,818	-
Transport for London	-	-	-	7,000
Trust for London	-	20,000	20,000	-
Tudor Trust	-	26,880	26,880	39,999
	<hr/> 56,874 <hr/> =====	<hr/> 1,323,051 <hr/> =====	<hr/> 1,379,925 <hr/> =====	<hr/> 1,448,998 <hr/> =====

Note: £26k of the unrestricted funds listed above are grants that Sustain passed on to smaller charities and not-for-profit organisations, a service that Sustain occasionally provides to help with administrative support for grant funders and some of their smaller recipient organisations.

*These amounts are managed by Sustain on behalf of the Organic Trade Board to fund a generic marketing campaign for organic food and its benefits.

4.	RESOURCES EXPENDED	Direct Costs £	Other Costs £	Support Costs £	Total 2015 £	Total 2014 £
	Charitable activities					
	Health and Welfare	406,153	947,691	217,279	1,571,123	1,502,365
	Other expenditure					
	Fundraising	23,609	-	3,789	27,398	10,354
	Governance	6,002	7,400	2,151	15,553	15,638
		435,764	955,091	223,219	1,614,074	1,528,357
		=====	=====	=====	=====	=====

5.	ANALYSIS OF SUPPORT COSTS	Health & Welfare £	Fundraising £	Governance £	Total 2015 £	Total 2014 £
	Staff costs	71,383	1,245	707	73,335	65,271
	Office costs	69,232	1,207	685	71,124	93,391
	Other costs	76,664	1,337	759	78,760	67,903
		217,279	3,789	2,151	223,219	226,565
		=====	====	====	=====	=====

Support costs are costs of central management. Support costs have been allocated to activities as above based on staff costs.

6.	FUNDRAISING COSTS	Total Funds 2015 £	Total Funds 2014 £
	Direct staff costs	23,609	8,819
	Support costs	3,789	1,535
		27,398	10,354
		=====	=====

7.	GOVERNANCE COSTS	2015 £	2014 £
	Direct staff costs	6,002	5,880
	Auditors' remuneration	7,400	7,440
	Support costs	2,151	2,318
		15,553	15,638
		=====	=====

8.	NET (EXPENDITURE)/ INCOME	2015 £	2014 £
	This is stated after charging:		
	Depreciation of tangible fixed assets:		
	- owned by the charity	266	-
	Auditors' remuneration	7,400	7,440
	- audit services		
	- other services	-	-
		=====	=====

During the year, no Trustees received any remuneration or any benefits in kind (2014 – Nil), and no Trustee was reimbursed for expenses (2014 – Nil).

9. STAFF COSTS AND NUMBERS	2015	2014
	£	£
Staff costs were as follows:		
Wages and salaries	562,682	626,206
Social security costs	54,341	64,091
Pension costs	8,967	9,598
	625,990	699,895
	=====	=====
The average number of full-time equivalent employees during the year was:	No.	No.
Health and Welfare	11	13
Governance	2	2
	13	15
	==	==
No employees received remuneration amounting to more than £60,000 in either year.		
10. TANGIBLE FIXED ASSETS	Furniture, Fittings and Equipment	£
Cost		
At 1 April 2014	32,596	
Additions	1,062	
	33,658	
	=====	
At 31 March 2015		
Depreciation		
At 1 April 2014	32,596	
Charge of the year	266	
	32,862	
	=====	
At 31 March 2015		
Net Book Value		
At 31 March 2015	796	
	=====	
At 31 March 2014	-	
	=====	
11. DEBTORS	2015	2014
	£	£
Debtors	122,777	71,428
Prepayments	2,644	3,604
Grants receivable	376,131	153,464
	501,552	228,496
	=====	=====
12. CREDITORS: Amounts falling due within one year	2015	2014
	£	£
Other creditors	14,737	10,977
Accruals	7,446	7,347
Deferred income	212,803	187,096
	234,986	205,420
	=====	=====

13. STATEMENT OF FUNDS	Brought Forward	Incoming resources	Resources Expended	Transfers In/(out)	Carried Forward
	£	£	£	£	£
Unrestricted funds	486,108	98,831	164,777	(16,429)	403,733
Restricted funds					
Big Dig	22	4,996	5,018	-	-
Campaign for Better Hospital Food	-	83,626	95,596	13,860	1,890
Capital Growth	6,885	157,608	162,060	2,569	5,002
Children's Food Campaign	3,054	77,225	74,273	-	6,006
Ethical Eats	452	-	452	-	-
Food Metres	5,349	7,733	8,277	-	4,805
Food Poverty	-	20,000	30,439	-	(10,439)
Food Save	(123)	118,661	116,285	-	2,253
London Food Link	-	10,000	-	-	10,000
Organic UK Campaign	191,379	673,996	742,546	-	122,829
Pesticide-Free London Campaign	1,123	5,464	6,587	-	-
Real Bread Campaign	11,531	36,228	39,907	-	7,852
Sustainable Fish Cities	-	16,197	20,039	-	(3,842)
Sustainable Food Cities	3,464	36,049	40,842	-	(1,329)
UK Food Group	16,063	24,360	38,431	-	1,992
Urban Food Routes	517	68,129	68,545	-	101
	239,716	1,340,272	1,449,297	16,429	147,120
	=====	=====	=====	=====	=====
Total funds	725,824	1,439,103	1,614,074	-	550,853
	=====	=====	=====	=====	=====

Income, which is received for specific projects, as – for example – grants, donations and earned income – is accounted for as restricted funds. If project funds are projected to be overspent, 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 unrestricted funds. The balances on restricted funds as at 31 March 2015 arise from income received for specific projects on which some expenditure is still to be incurred in the coming financial year. Each of the projects is described in more detail below:

Big Dig: The Big Dig Day is all about getting people involved in their local community garden. We hold national events across the UK that aim to raise the profile of community gardens and encourage more people to take part.

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

Capital Growth: Run by Sustain's London Food Link, this offers practical and financial 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.

Children's Food Campaign: Campaigns for Better food and food teaching for children in schools, and protection of children from junk food marketing are the aims of Sustain's high-profile Children's Food Campaign. We also want clear food labelling that can be understood by everyone.

Ethical Eats: Ethical Eats network advised London's caterers, community cafés, catering colleges, ethical eateries and food markets to help them promote healthy and sustainable food.

Food Metres: This EU funded research project, coordinated by Wageningen University in the Netherlands, is looking at shortening supply chains into six metropolitan areas: Berlin, Ljubljana, London, Milan, Nairobi and Rotterdam. Sustain is one of over 15 partners involved in the project, working on London-based activities.

Food Poverty: This work looks at the steps that local authorities can take to reduce food poverty beyond the foodbank, and will encourage them to do so through support and an annual league table report.

13. STATEMENT OF FUNDS (CONTINUED)

FoodSave: FoodSave is helping over 240 small- and medium-sized food enterprises in London to prevent food waste and divert surplus food to good purposes, funded by the European Regional Development Fund, London Waste & Recycling Board (LWARB) and the Mayor of London, managed overall by the Greater London Authority.

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 care about good food.

Organic UK Campaign: Sustain has continued to manage funding from the EU, and funds pledged by the UK's organic sector, to help run the UK's first generic marketing campaign to promote organic food and its benefits for animal welfare and the environment. The campaign is managed independently by the Organic Trade Board.

Pesticide-Free London (Capital Bee): Capital Bee's new phase, funded by the City Bridge and Patagonia Trusts, campaigns to prevent use of dangerous pesticides in London's parks, gardens and green spaces. We are aiming to help create a safe and thriving green urban environment for bees and other pollinators, and for people.

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

Sustainable Food Cities: The Sustainable Food Cities Network 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.

UK Food Group: This long-standing Sustain observer member, the UK Food Group, is an independent "sister" network of organisations focusing on global food and farming issues and the needs of poorer countries.

Urban Food Routes: Urban Food Routes helps a variety of London's smaller food enterprises, (which offer community benefits) with business advice and funding. The support is co-ordinated by the Plunkett Foundation with help from Growing Communities and Sustain's London Food Link, funded by the Mayor of London.

UK Food Group: This long-standing Sustain observer member, the UK Food Group, is an independent "sister" network of organisations focusing on global food and farming issues and the needs of poorer countries.

Urban Food Routes: Urban Food Routes helps a variety of London's smaller food enterprises, (which offer community benefits) with business advice and funding. The support is co-ordinated by the Plunkett Foundation with help from Growing Communities and Sustain's London Food Link, funded by the Mayor of London.

14. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Restricted Funds £	Unrestricted Funds £	2015 £	2014 £
Tangible fixed assets	-	796	796	-
Current assets	359,923	425,120	785,043	931,244
Creditors due within one year	(212,803)	(22,183)	(234,986)	(205,420)
	147,120	403,733	550,853	725,824
	=====	=====	=====	=====

15. SHARE CAPITAL

Sustain: The Alliance for Better Food & Farming is a company Limited by Guarantee and has no share capital. Each member is liable to contribute a sum not exceeding £1 in the event of the charity being wound up.

Funders

Sustain would like to thank the following funders for their financial support for our work, and for the work of the UK Food Group and several of Sustain's members, over the course of this financial year:

Awards for All

Big Lottery Fund (via Garden Organic)

British Heart Foundation

City Bridge Trust

Compassion In World Farming

Ernest Cook Trust

Esmée Fairbairn Foundation

European Commission (via Defra's Rural Payments Agency)

European Fisheries Fund and Marine Management Organisation

European Regional Development Fund (via Greater London Authority)

Food for Life Partnership (Soil Association)

Friends of The Regent's Park and The Royal Parks Foundation

Greater London Authority

Kenneth Miller Trust

Network for Social Change

Polden-Puckham Charitable Foundation

Stichting DLO

Tides Foundation (Patagonia Environmental Grants programme)

Trust for London

Tudor Trust

Annual Report

For the year ended 31 March 2015

A Sustain publication
November 2015

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
sustain@sustainweb.org
www.sustainweb.org

Sustain, Development House
56-64 Leonard Street
London EC2A 4LT
020 7065 0902

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