



# CHAIR OF TRUSTEES

## APPLICATION PACK

### WELCOME

Thank you for your interest in the role and welcome to Bite Back! We are a youth activist movement set up to challenge a food system that's been set up to fool us all. It should be easy to be healthy; it isn't. The food system is rigged against us, flooding our high streets, schools and supermarket shelves with ultra-processed junk food and then putting billions into marketing that keeps it centre stage in our minds.

The food system is unsustainable and unjust, and it's damaging the health of a generation. Right now, one in three young people who leave primary school are at risk of dietary ill health. Bite Back's own research spotlights the true injustice of this all. A young person living in poverty is twice as likely to be affected, and six times as likely to be marketed unhealthy food and less likely to be able to afford or access healthy options.

We believe young people are the future and their voice is critical in this change. If we can engage a mass movement we can bring about a tipping point in the food system. We are at an exciting point in Bite Back's journey. Since we were co-founded in 2019 by Jamie Oliver and Nicolai Tangen, we have worked with 30,000 young people and demonstrated that our powerful youth leadership model is "best in class" at both calling out Junk Food Giants while also engaging and co-designing solutions with decision makers in schools and Government, challenging power across local, national and global spheres of influence.

We now want to move to the next phase which means doubling down on what we do best and scaling up our ambition for impact. We want to mobilise and equip a mass movement of young people who demand higher standards, call out and challenge corporate manipulation, and demand systemic change through evidence-based policy. We want to find a new Chair who shares our passion for empowering youth leadership and transforming our food system to help us to achieve this.

### A WORD FROM OUR OUTGOING CHAIR



**Baroness Anne Longfield, outgoing Chair of Bite Back and former Children's Commissioner for England, said:**

"Chairing Bite Back has been one of the most energising and hopeful roles I've taken on. Throughout my career I've worked to champion children's voices, but what I've seen at Bite Back is a new generation of young people stepping forward with confidence, clarity and determination. I've watched these young activists challenge ministers in Parliament, speak powerfully at party conferences, and hold their own in boardrooms and global forums. They bring urgency, creativity and moral clarity to the fight for a fairer food system."



# OUR MAGIC

We develop and support brilliant young activists to tell a new story: one that shifts the focus onto our environment and the corporations shaping it. We investigate and expose exploitative practices using humour and creative content. We empower, inform and embolden our young people, channelling their outrage into positive action and progressive dialogues with politicians and CEOs.

Bite Back started in 2019 with a group of 15 Youth Board members. They set our strategy, drive our campaigns, power our content and speak powerfully at events right across the country, connecting the public at large with the fight for a better food system. Since 2019, Bite Back's young people have shifted public perceptions, secured major policy change, and inspired thousands of others to take action for a fairer food system.

## Growing a youth movement

We have trained more than 30,000 young people since 2019 to challenge food injustice and demand healthier food environments.

- **Youth Board:** Our Youth Board now includes 75 members from across England and Scotland, aged 14–21. As we grow, we have maintained a strong commitment to diversity, with 60% from underrepresented backgrounds and 20% eligible for Free School Meals.

- **Champions:** Through our programmes in schools and across local authorities, more than 30,000 young people have been trained to lead positive change in their schools and local towns and cities.

- **Proven youth model:** Rooted in Lundy's Model of Participation and Hart's Ladder, our evidence-based Youth Pathway has been externally evaluated by the University of Southampton, demonstrating how young people can move beyond consultation to genuine decision-making power.

## Scaling impact programmes

We design programmes that equip young people with the knowledge, confidence, and platforms to drive real change in their food environments across England, Scotland, and beyond.

- **Bite Back in Schools:** A fully funded programme empowering students to lead change in their school food environments. Through assemblies, workshops and School Food Champions clubs, young people investigate food inequalities and run social action projects to make healthy food the easy choice. We have reached more than 200 schools and will be in 25% of schools in England by 2030.

- **Shape Your Streets:** A partnership programme bringing Local Authorities and young people together to improve local food environments. Through workshops, evidence gathering and public presentations, young people expose local food injustice and influence policies that make communities healthier and fairer.

- **UNICEF #FixMyFood:** In partnership with UNICEF, Bite Back has supported youth-led advocacy campaigns for healthier food systems in 15+ countries, including South Africa, Jamaica, Viet Nam, Jordan, Slovenia and the Pacific Islands — helping to build a global youth movement for food justice.





### Changing the public narrative

Young people at Bite Back are reshaping how the public understands food injustice and corporate influence on our diets.

- **Content:** Our campaigns have produced widely recognised creative work — including Triple Dipped Chicken, Mascots Anonymous and Müd — exposing industry tactics and challenging harmful norms.
- **Events:** Bite Back activists have spoken at major international forums including the UN General Assembly, World Health Assembly, Consumer Goods Forum Global Summit and Bloomberg Philanthropies Healthy Cities Summit.
- **Media:** Our young people have appeared across national and international media, including The Guardian, BBC, Sunday Telegraph, Financial Times, Radio 4, Channel 5, Newsnight and Netflix documentaries.

### Securing transformative policy wins

Our youth-led campaigns have helped shift national debates and secure **nine policy wins at local and national level**, improving food environments for millions of children.

- **#FreeSchoolMeals (2020):** Christina’s petition generated 450,000 signatures, contributing to the Government extending Free School Meals during lockdown and later expanding eligibility to all students on Universal Credit in 2025.
- **#AdEnough (2021) and #CommercialBreak (2025):** Dev’s campaign helped secure Government commitments to restrict junk food advertising on TV and online, with the policy being rolled out nationally in 2026.
- **#SaveOurStandards (2022):** Timi’s petition to No.10, signed by more than 250,000 people, drove commitments to update school food standards and strengthen monitoring, leading to work with Ministers in 2026 to implement reforms across England.

## OUR YOUNG PEOPLE



### JOMI, 17

#### What does Bite Back mean to you?

“Bite Back has helped me grow in ways I didn’t expect. It’s given me a platform I wouldn’t have found anywhere else. And it’s changed how I see the world around me, especially the systems shaping our health.

Bite Back isn’t just for people who already see themselves as activists. It’s for curious people. Quiet people. Confident people. Footballers, creatives, thinkers. Anyone who wants to understand the world better and be part of changing it.

Bite Back helped me slow down and actually look. Suddenly, the things I used to walk past on the streets of Manchester weren’t invisible anymore. I started noticing the tactics. The bright colours. The humour. The way junk food is always centre stage, especially for young people. What once quietly influenced my decisions now stood out clearly. And once you see it, you can’t unsee it.”

## EMILY, 17

### What do you love most about Bite Back?

“It’s not just the big moments I love at Bite Back. My overall favourite moment with Bite Back in 2025 was our end of year event. It was the perfect way to wrap up such an intense year — after months of meetings, learning, and pushing for change, it felt amazing to celebrate together with good food and (albeit questionable) karaoke.

This year’s event wasn’t just a chance to see everyone outside of their usual virtual boxes and celebrate everything we’ve achieved; it was the perfect moment to look forward into 2026, and map out our hopes and ambitions. Being in a room full of young people who care about the same thing is always energising — it reminds me why this movement is so powerful.

This year wasn’t perfect — GCSE’s made sure of that! But it was brave, energetic, and honestly unforgettable. My hope is that 2026 is yet another year of campaigns, demanding better, and refusing to accept a food system designed to work against us.”



## JONATHAN, 16

### What’s coming next for Bite Back?

“This is an exciting moment for children’s health. Since January 5th, junk food ads have been banned online at all times, and on TV before 9pm. This legislation is a huge step forward, and is the result of tireless campaigning by me and my fellow activists.

But let’s be clear: this is not enough to remove the flood of junk food ads that we’re constantly bombarded with. The Government has been lobbied by junk food giants to water down the restrictions, lowering the impact they will have on our lives.

It took us six years to reach this point, and we’re determined to keep going for as long as it takes. Let’s keep campaigning for stronger restrictions against the big food companies, because we refuse to keep being targeted by invasive advertising.”



## OUR ORGANISATION

We are an independent charity and we have grown rapidly over the last seven years. Our annual budget has grown to roughly £2m and is diversified across 10 major donors including AKO Foundation, Impact on Urban Health, Oak Foundation, Westminster Foundation, UK Fund, Nesta, and UNICEF.

Our team has grown to 32 members of staff giving us a strong operational backbone to support our core expertise in youth engagement, campaigns and communications. We have a strong and stable leadership team of 4 Heads and 3 Directors reporting to the CEO, D’Arcy Williams.

Everything we do is shaped by our values which were developed by our Youth Board:  
**fresh, resilient, energetic, real, and respectful.**





## MEET OUR CEO

### D'Arcy Williams

D'Arcy is a global child health and food systems expert and former UNICEF diplomat. He brings over a decade of experience in public health, strategic advocacy, and youth engagement across +20 countries. He played a key role in shaping and scaling UNICEF's global strategy to prevent childhood obesity, with a strong focus on transforming food systems and building youth-led advocacy movements.

A Gates-Cambridge Scholar, D'Arcy holds a Master's of Public Policy - specializing in Child Health and Food Policy - from the University of Cambridge, and is pursuing a Doctorate of Public Health in Epidemiology & Population Health at LSHTM.

## OUR GOVERNANCE

As a youth-led organisation, our strategy, campaigns and communications are shaped by our young people's insights and lived experience. Our staff team work in partnership with our Youth Board, utilising their professional experience and networks to create the opportunities for our young people to lead change.

Bite Back is overseen by a strong and experienced Board of Trustees, first led by World Food Prize winner **Dr Lawrence Haddad (2019-2021)**, then by **Dr. Corinna Hawkes (2021-2023)** who now serves as the Global Director of Food Systems at the UN Food & Agriculture Organisation (FAO) and then most recently led by **Baroness Anne Longfield (2023-2026)** the former Children's Commissioner. And the next Chair could be you!

The Board is currently led by **Interim Chair Peter Freedman** (former MD, Consumer Goods Forum) and made up of seven Trustees, including three Youth Trustees who were formerly Youth Board members. They are all responsible for ensuring we stay youth-led and have skills across youth leadership, education, campaigning, digital mobilisation, finance and PR. You can see their profiles below:



### PETER FREEDMAN

#### Interim Chair

Peter has extensive experience in executive and governance roles in the for-profit and non-profit sectors. Alongside his role at Bite Back, he currently Chairs the Boards of: Avaaz Foundation, Police Now and Spring Impact. He is also the Treasurer of Anti-Slavery International. He was formerly the Managing Director of The Consumer Goods Forum and, prior to that, a senior partner at McKinsey & Company.



### TASHA MHAKAYAKORA

#### Trustee

Tasha is a youth leader and advocate focused on empowering young people to influence the decisions that shape their lives. While serving as the founding Co-Chair of the Youth Board at Bite Back, and now as a trustee, she has represented youth voices on childhood obesity and food system transformation at global forums, including with UNICEF, the World Health Organization (WHO), and the World Obesity Federation. Beyond her activism, she is currently pursuing a legal career on the path to becoming a solicitor.



### DERIN ELEGBEDE

#### Trustee

For me, 2020 exposed just how broken our food system is and I couldn't stay silent. I stumbled across Bite Back through social media which has led to over five years of activism, fighting for a fairer food system and fighting for young people's right to be healthy. With Bite Back I have travelled the world speaking truth to power, spreading the word at international conferences and working with many communities on improving their food options. Now I want to empower more young people who are passionate about young people's rights, health and more.

## **BRETT WIGDORTZ, OBE**

### **Trustee**

Brett's lifelong mission is to help every child access an excellent education. He wrote the original business plan for Teach First and led the organisation for fifteen years, helping to build it into one of the UK's leading movements to tackle education inequality and the largest graduate recruiter in the country. He is co-founder and was Deputy CEO of Teach For All, which has brought the model to over 50 countries around the world. His current focus is as co-founder and CEO of Tiney.co, a digital platform that aims to improve the quality of early years education. He was the non-executive chairman of the UK's National Citizen Service. He is also a trustee & co-founder of Teach First Israel and the UK Fair Education Alliance. He received an OBE for services to education in 2012.



## **REUBEN BYFIELD**

### **Trustee**

Reuben has been part of the Bite Back family for nearly three years, from Youth Board member to Ambassador to Trustee. Passionate about food insecurity and youth power, he studies PPE at Warwick, is an #iWill Ambassador, and has advised on the DCMS National Youth Strategy and for NCS Trust.



## **RIMA AMIN**

### **Trustee**

Rima Amin is a Security Policy Manager at Meta focused on community defense - specialising in tackling adversarial threats such as influence operations, fraud, hacking and cyber espionage. In a previous role Rima developed global policy and supported activists for the online campaign platform Change.org. Rima holds a BA in Journalism from City, University of London.



## **GORM THOMASSEN**

### **Trustee**

Gorm is AKO Capital's Chief Investment Officer and their co-portfolio manager for the AKO European funds. He has been with AKO since the firm's inception in 2005, and previously was with Cazenove. Gorm has been a Bite Back Trustee since 2020 and serves on the Financial Sub-Committee.



## **DIVERSITY, EQUITY, INCLUSION & BELONGING (DEI-B)**

A fairer food system means that every young person can access affordable, healthy food, no matter where they live or who they are. To achieve this, all Bite Back's people must feel seen, heard and empowered.

Our working culture and values, Real, Respectful, Resilient, Fresh and Energetic, reflects this vision. We support our staff, young people and trustees to live Bite Back's values in their work. At Bite Back, diversity, equity, inclusion, and belonging means that our people are able to join and navigate the workplace, trusting they'll be supported to thrive, and that we'll respond with compassion and make change when things fall short. We recognise the systems of oppression which keep marginalised groups from power, and seek to proactively build equity.

We are intentional about representation. We actively recruit under-represented voices, ensuring our staff team and youth board are representative of a wide variety of lived experiences. We push to improve outcomes for those kept furthest from power, celebrate differences and ensure accessibility is built in, not added on.

Our aspiration and intention is that Bite Back is an organisation that recognises, shares and acts on its power and responsibility to young people, employees, community and wider society, driving equity and inclusion in every space, and in every decision.





## **ROLE DESCRIPTION**

### **Strategic leadership**

- Work with the Board to ensure that the charity remains youth-led and focused on achieving a food system where all young people have the opportunity to be healthy
- Ensure that the Board is able regularly to review major risks and associated opportunities, and satisfy itself that systems are in place to take advantage of opportunities and manage and mitigate the risks
- Ensure that the Board fulfils its duties to ensure sound financial health of the charity, with systems in place to ensure financial accountability.

### **Governance**

Ensure that the composition of the Board is regularly refreshed and incorporates the right balance of skills, knowledge and experience needed to govern and lead the charity effectively and which also reflects the wider population

- Develop productive working relationships with Trustees, communicating effectively and motivating them to optimize their leadership effectiveness.
- Consult annually with Trustees, regarding their role and responsibilities and helping them objectively to assess their own performance as a board member.
- Ensure the integrity and ethics of the board's governance practices including its adherence to the charity's bylaws and policies
- Ensure that all other governance arrangements are working in the most effective way for the charity

### **Board efficiency & effectiveness**

- Work closely with the Chief Executive to ensure that meetings are well planned, with clear agendas and supporting materials
- Chair meetings of the Board of Trustees effectively and efficiently, bringing impartiality and objectivity to the decision making process and ensuring that the Board takes collective ownership
- Monitor that decisions taken at meetings are implemented
- Foster, maintain and ensure that constructive relationships exist between the Trustees

### **Relationship with CEO**

- Establish a strong, effective and a constructive working relationship with the Chief Executive, in which the CEO feels able to speak openly about concerns, worries and challenges
- Ensure that the CEO is held to account for achieving agreed objectives; conduct an annual CEO appraisal and remuneration review in consultation with the Board
- Ensure that the Chief Executive has the opportunity for professional development and has appropriate external professional support



### **External relations**

■ Work with the Board, when requested by the CEO or Youth Board, to support the work and external profile of the charity – e.g. by leveraging your own relationships with key decision makers and/or potential donors.

## **PERSON SPECIFICATION**

### **Critical**

- Champion of youth voices
- High impact fundraising & donor connections
- Charity governance expertise (CEO/ COO /Chair/Trustee experience)
- Strong political experience, networks & knowledge
- A commitment to Bite Back’s values: Fresh, Resilient, Respectful, Energetic, Real
- High standards of chairing skills including:
  - Board member engagement
  - Meeting management
  - Listening, synthesis & closure
- A willingness to be challenging and provocative when needed
- A passion for:
  - Bite Back’s mission and our framing of the systemic issues
  - Engaging with young people and ensuring that their voices are prioritised in Board decisions
  - Diversity, equity, inclusion, and belonging
- Able to devote sufficient time to the role (approx. 1 day/month, quarterly board meetings and occasional events)

### **Desirable**

- Passion for and expertise in children’s health and food policy
- Bring - and be willing to leverage - personal networks with key influencers (government, education/health, corporate) and/or donors
- Experience of moving from start-up to mature organisation with local, national, and global influence
- Personal experience of food related ill health or food injustice for example, type 2 diabetes, obesity, free school meals, etc. This experience could be about yourself or your siblings, parents, partner/spouse or other person for whom you have caring responsibilities.

At Bite Back, we are committed to ensuring our staff, trustees and youth board are representative of the diverse world around us and therefore we encourage candidates with a range of lived and professional experiences to apply. We particularly welcome applications from people of colour, LGBTQ+ people and disabled people.





## TERMS & CONDITIONS

The post is not paid but reasonable expenses for travel and subsistence will be paid. Trustees are appointed for a term of 3 years which can be renewed once. We wish to appoint the Chair for an initial term of 3 years.

## YOUTH ENGAGEMENT & SAFEGUARDING

You can expect to meet our young people as part of the selection process so please do expect and look forward to some great conversations with them.

For safeguarding purposes, we will also require any successful candidate to undergo a DBS (England) and PVG (Scotland) check and any appointment will be subject to our safeguarding processes.

## HOW TO APPLY

To apply for this role, please provide the following:

- An up-to-date CV as a PDF document
- A supporting statement as a PDF document (maximum 2 pages). This should outline your interest in Bite Back and the role, and your fit against the 'critical' criteria set out in the Person Specification section. Please label this document 'Supporting Statement' with your name.
- A completed [Diversity Monitoring Form](#)

Applications should be sent to [recruitment@biteback2030.com](mailto:recruitment@biteback2030.com) by April 17 11:59pm

## TIMELINES

### **MARCH 23 - APRIL 17 2026**

Opportunity for informal conversations with CEO

### **APRIL 17 2026**

Applications close

### **APRIL 20 - MAY 8 2026**

Interviews with Youth Board & Trustees

### **MAY 8 2026**

Decision and offer

If you are interested in the role and want to find out more, then please email our Chief Executive, D'Arcy Williams ([darcy.williams@biteback2030.com](mailto:darcy.williams@biteback2030.com)) to arrange an informal conversation.

If you are in receipt of means tested benefits and cost is a barrier to attending a London based interview, please let us know and we can help with booking your travel.

Please let us know if you require any additional support or reasonable adjustments for the application process or to attend an interview.

You can expect to meet our young people in the interviews so please do expect and look forward to some great conversations with them.

We're looking forward to receiving your application.

