



THE VENDING MACHINES ARE LIKE A BATTLE OF THE BRANDS



Local evidence and lived experience: how young people see the food environment in Cheshire West and Chester



The young people spent an afternoon exploring the food environment in public spaces in Cheshire West and Chester

WHY THIS MATTERS

Our food system is broken. Unhealthy food is all around us, healthy options are often inaccessible and more expensive than unhealthy options, and big brands relentlessly market their unhealthy products everywhere we go. All the while, young people in England are at risk of food-related illness in their future, like Type 2 diabetes, heart disease, or stroke.

Children are at risk of getting sick or worse because of food that is being made and marketed by companies we see on our high streets every day. And those living in underserved communities are disproportionately affected.

Where children live, play, and learn shapes their health. We believe that all children have the right to a healthy and safe environment. Right now, that's not the reality. Big food companies spend millions every year on marketing designed to do one thing — ensure their products take centre stage in our minds. Big food chains are marching into communities, flooding our high streets

and popping up next to more schools. They're even using schools to market and sell their unhealthy products to children and young people. But, it doesn't have to be this way.

That's why Bite Back exists. We're a youth activist movement fighting to change the way unhealthy food and drinks are made, marketed, and sold - especially to children.

But here's the thing: decisions about food and children's health are often made without input from young people. Companies, leaders and the food sector talk about young people all the time, but how often do they actually consider young people's views and listen? That's why we ran this project. We brought together a group of Passionate young people from all over Cheshire West and Chester and gave them the opportunity to speak; to share their experiences and valuable insights on how the food system impacts their lives.



I didn't realise that so many people are doing things to help to make things better, such as the people here (Bite Back and the Cheshire West and Chester Council Public Health and Youth Service teams).

Rose, 15

YOUTH VOICE IN CHESHIRE WEST AND CHESTER

At Bite Back we want to empower young people to advocate for change that is important to them. We want young people's lived experience to be heard and make space for voices that are often left out of policy and service delivery decisions.

In October 2025, Bite Back and Cheshire West and Chester Council Public Health and Youth Service, in partnership with Brio (the leisure provider) and the local NHS Trusts, brought together a group of young people to explore their local food environments across public spaces, including leisure centres and hospital sites. The young people were between 12 and 18 years old and live, go to school, and spend their free time in Cheshire West and Chester, bringing various valuable insights from their local area.

Brio and the NHS Trusts were keen to be involved in this project, hoping to learn from the young people about what is important to them and their experiences of the local food environment, and use their views to shape the food and drink offer across their organisations.

During the October half-term break, the young people committed two full days to a project aimed at understanding and improving their local food environment. They told us their stories of growing up in Cheshire West and Chester and their experiences in local leisure centres and hospitals where the food options were rarely healthy. The young people participated in interactive sessions and carried out visits to local leisure centres and hospitals as Healthy Spaces Investigators, looking closely at what



The young people spent the afternoon discussing the food and drink options they observed at leisure centres and hospitals.

You can watch the video we made with the young people here:



food and drinks were available in these settings with a particular focus on vending machines. For many, this was their first time being involved in a youth advocate programme of this kind, but they fully embraced it. Alongside exploring the local food environment, the young people built knowledge and skills in communication, teamwork and research. This report brings together their experiences and the evidence they gathered, helping to highlight the issues they uncovered along the way.

Young people use the terms healthy and unhealthy to describe healthier and less healthy food and drink products. This terminology is used throughout this report.

During the workshops, the young people

told us how difficult it is for them to find healthy and affordable food and drink in their public spaces. This was especially true for venues that do not have a café, and where the only food available is from a vending machine. So, we wanted to paint a full picture of the food and drinks available to young people in these public spaces across Cheshire West and Chester.

This report - and the video we made with the young people who took part in this project - bring together the young people's insights, as well as the evidence collected by Bite Back, with support from the leisure and NHS sites across Cheshire West and Chester. The report is organised into three sections:

- 1. Leisure centres**
- 2. Hospitals**
- 3. Price, promotion, and placement**



You can't even go to your own local gym and have those healthy food options.

Eithan, 17



Why don't we just ask the leisure centres to sell healthier food?

Connor, 12

LEISURE CENTRES

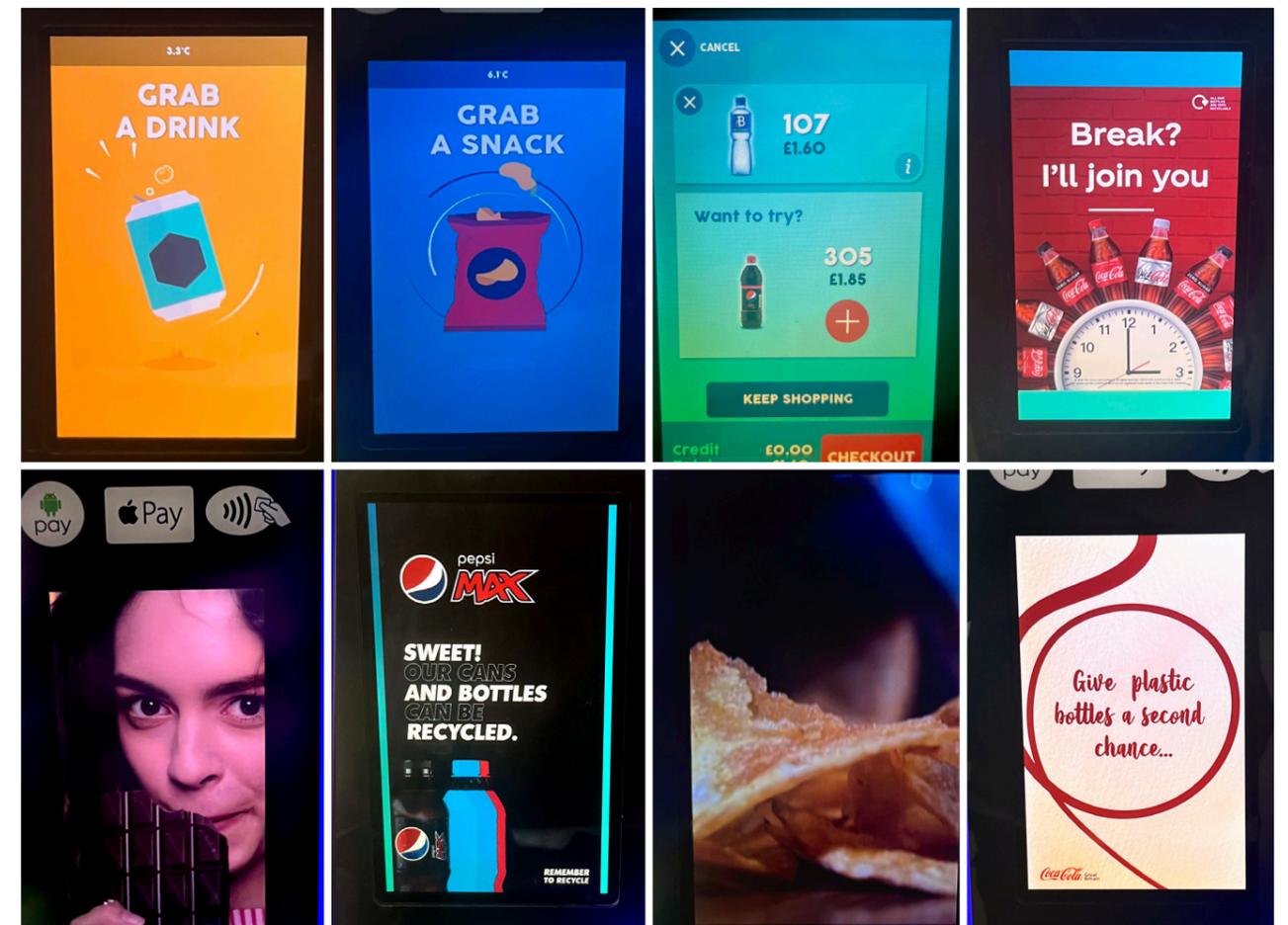
During day one of the workshop, young people in Cheshire West and Chester told us that it's really hard to find healthy, affordable, and tasty food and drink in public spaces. This especially resonated with them in spaces where they grew up hanging out with friends and learning new hobbies, such as leisure centres.

During the second day of the workshop, some of the young people visited Brio Ellesmere Port and Brio Neston. They were met by the centre managers and encouraged to ask questions before auditing the vending and wider café offer. Whilst strides had been made by the leisure provider to include healthier and affordable options in the vending machines, the Brio centre managers were in full support of the young people who thought that more needed to be done. After the audits were completed and great conversations were had, the young people reflected that it was interesting to find out that it is the vending machine operators who choose which food and drink products to stock the machine with. Even though the leisure provider had requested healthier options, this has largely been ignored.

The young people said food and drink in their local area should be healthier and easier to access. They want local spaces, such as leisure centres, to set a good example and offer more affordable, healthy options. They want vending machines to be stocked with healthier products that cost the same or cheaper than the unhealthy products. They want it to be clear what is actually healthy, and what is unhealthy. And they want the healthy options to be in the spotlight of all publicly owned spaces, so the healthier option is the easy option.

The young people thought that all public spaces should have free water fountains and where possible, free fruit available, like at some of the bigger supermarkets, where free fruit is available for children.

Examples of up-selling and marketing on the vending machines in the leisure centres.



HOSPITALS

The young people were also interested to know why hospitals are “full of vending machines that sell food that is bad for you”, when hospitals are places where people go to get better. It’s already hard enough for young people to find healthy food in the places they go to hang out with friends, learn new hobbies, go swimming, and stay healthy, but it’s just as hard to find good food in hospitals. Young people pointed out the irony of going to the hospital to get better when the food available to buy “makes you even sicker”.

The young people shared stories of waiting in A&E with broken limbs during their younger years, and the only food available in the waiting areas was a vending machine, usually full of unhealthy options. Some young people reported spending hours in A&E, and the only food they could find to buy were packets of crisps, chocolate bars, biscuits, and fizzy pop.

We worked with the NHS and Public Health colleagues to gather evidence from two Trusts in Cheshire West and Chester. The NHS

and Public Health team are committed to doing more to improve the provision of healthy and affordable food and will use this research as a baseline to inform improvements that align with the young people’s views.



To be clear, by ‘unhealthy food’ we mean any food or drink product that is classed as high in fat, salt or sugar (HFSS) using the government’s Nutrient Profiling Model 2004. This is used in national and local policies that restrict unhealthy food advertising - like on Transport for London, as well as on TV and online. You can read more about how we collected the evidence and did our analysis in the Appendix.

SPILL THE BEANS

“The adverts for unhealthy food are persuasive.”

- Phoebe, 14

“If you try and buy water in the vending machine, it [the vending machine] tries to get you to buy the sugary drinks. If you want water, you should be allowed to just buy water.”

- Ethan, 17

“All fruit options in the shop at the hospital were at the bottom of the shelf and not fully stocked.”



THE EASIEST AND CHEAPEST CHOICE

PRICE

The young people were concerned about the type of food in their public spaces, but also asked the question: “Why is healthy food always more expensive?”. The group expressed how healthier food often costs more and takes more effort to find. They said it’s unfair that unhealthy options are cheaper and more conveniently placed in leisure centres and hospitals.

PLACEMENT

“It feels like food companies purposefully put unhealthy food in our eyeline to get us to buy it”, Rose told us when talking about vending machines in her local spaces. The young people felt like it was no mistake that when they look directly at eye-level in a vending machine, all they see are chocolate bars and crisps. They also shared stories of vending machines being placed right outside the exit to the swimming pool or the gym, so you have to pass them when you’re hungry. The young people felt frustrated that these tactics were being used to push food and drinks at them that are not good for their health.

PROMOTION

It was always the unhealthy food that was promoted inside the public spaces. The young people talked about the advertisement signs that are “always at the entrance to leisure centres”. The young people said: “Before you even get inside, there’s a sign promoting ice cream and another one promoting energy drinks. It means you’re thinking about these products before you even get to the till to swipe your membership card or to pay to go swimming. So, of course, it’s normal to think ice cream and energy drinks are what you need after your activity”.

The young people also pointed out the digital screens on the vending machines. When they put in the number code for the product they wanted to purchase, they were faced with a screen asking them if they wanted to purchase another product - usually an unhealthy one. They mentioned previously seeing some vending machines that are entirely branded by M&M’s or KitKat and some with big digital screens asking if you “fancied a treat”, although it was unclear if these were located in their local area.

“

Pepsi uses footballers to promote junk food because young people look up to them. “

██████████ Ethan, 17

IT’S EVERYWHERE

It wasn’t just the food options the young people were concerned about. They told us how being a young person today means they are constantly fighting against the pressures of big food companies, and that unhealthy food is always pushed at them as being ‘better’. The young people noticed how adverts, sponsorships, and influencers make unhealthy food seem fun and normal. Footballers, video games, and social media all promote fast food and sugary drinks, making it hard for young people to ignore. And how new fast-food restaurants are opening all the time with cheap hot food, free Wi-Fi, and comfy spaces for young people to hang out.



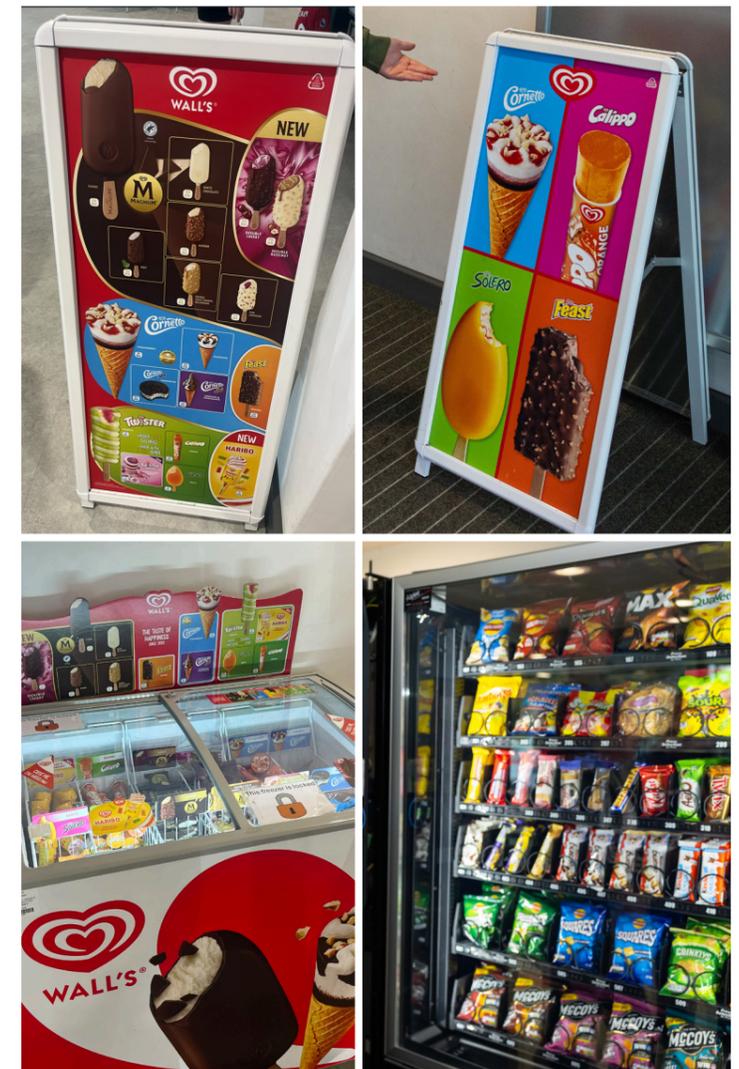
“**Something needs to change- a new McDonald’s has opened in Chester and now it is where everyone goes after school**”

██████████ Rose, 15



“**I think it’s a problem that needs to be sorted out quite quickly**”

██████████ Ethan, 17



WHAT WE FOUND

01. THE MAJORITY OF FOOD IS UNHEALTHY

Across the nine public spaces assessed (seven leisure centres and two NHS Trusts), comprising a total of 19 vending machines, compliance with the Government Buying Standards (GBS) was consistently poor. Most of the products sold across all sites were also classified as high in fat, sugar, or salt (HFSS).

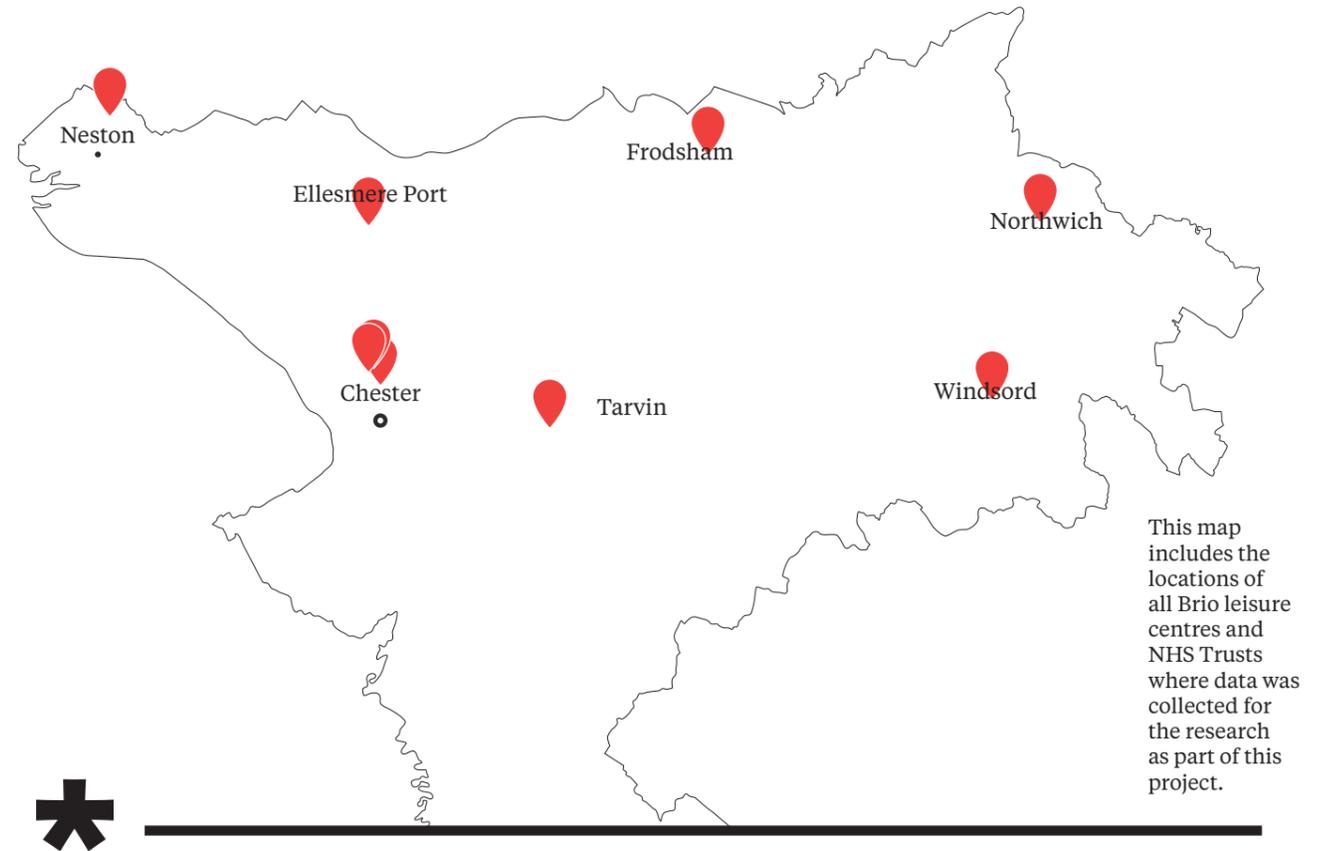
Across the nine public spaces, we reviewed 465 food products and found that 89% of food products were unhealthy (classified as HFSS). That means just 11% of the food products in vending machines across the public spaces we reviewed in Cheshire West and Chester were not HFSS.

The results for drink products present a more positive picture. We reviewed 342 drink products and found that only 2% were classified as HFSS.

It should be noted that many sugar-sweetened drinks currently sold in

vending machines have sugar content that falls just below the NPM 2004 scoring thresholds. The Government published an update to the model in January 2026 (NPM 2018), to better reflect modern dietary guidance and ensure genuinely healthier foods are recognised. As a result, it is anticipated that some drinks that Pass the NPM 2004 may Fail under the revised model in the future. We also analysed these products against the GBS, which are mandatory government procurement criteria for NHS sites, and recommended for the wider public sector, including leisure centres.

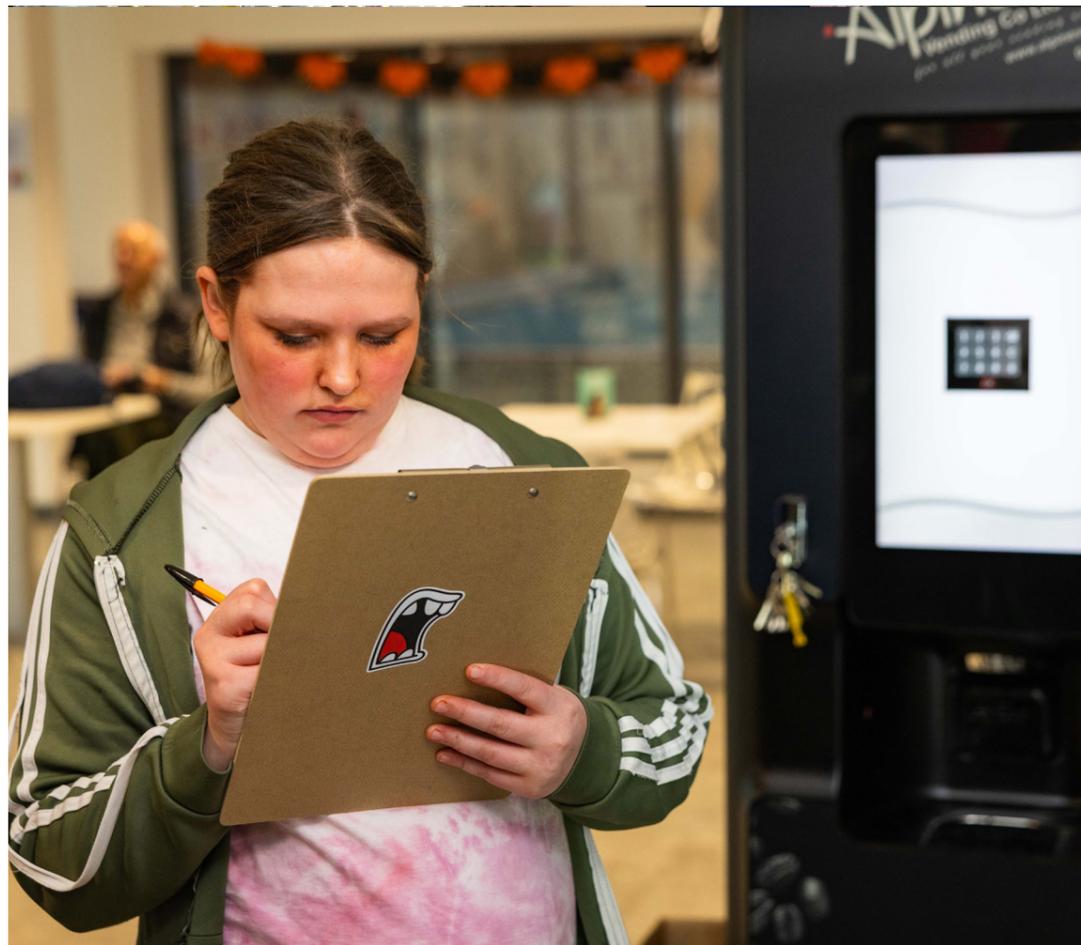
In total, 58% of all products assessed were GBS Non-Compliant with the nutrition criteria for their respective product category. When disaggregated by product type, food products performed significantly worse than drinks, with 81% of food items Non-Compliant compared to 26% of drinks.



The GBS technical guidance uses product categories to assess overall compliance. So, each product in a given machine was assigned to its corresponding category listed in the GBS. Calorie content per pack and nutrient info per 100g were collected from manufacturer and retailer websites, or from the vending machine itself where possible. Each product was then compared with the GBS nutrient criteria for the relevant product category. Products Failing to meet all these criteria were classified as ‘GBS Non-Compliant’ (Appendix 1).

Public Space	% GBS Non-Compliant Foods	% GBS Non-Compliant Drinks	% HFSS Foods	% HFSS Drinks
Brio Northgate	88%	27%	89.5%	0%
Brio Frodsham	81%	28.5%	84%	14%
Brio Christleton	81%	39%	91.7%	5%
Brio Winsford	79%	24%	89.5%	4%
Brio Northwich	83%	23%	89.5%	0%
Brio Ellesmere Port	87.5%	35%	89.5%	0%
Brio Neston	79%	27%	98%	4%
The Countess Hospital	75%	14%	75%	0%
Bowmere - Cheshire & Wirral Partnership Trust	75%	0%	96%	0%

The young people took on roles as Healthy Spaces Investigators, looking closely at what food and drinks were available in these settings with a particular focus on vending machines.



There is no water fountain in the reception of the leisure centre (Brio Neston) and the water in the vending machine is expensive.

Hazel, 14

02. THERE ARE FEWER HEALTHIER AND CHEAPER OPTIONS

For 80% of vending machines that sold food, the healthier food was cheaper than the less healthy food. However, the only two 'healthier' products sold in leisure centres were variations of crisps that were baked or air popped. Each packet was priced at £1.25, the same as the HFSS and GBS Non-Compliant crisp products. As crisps were the least expensive food item in the vending machines, they were less expensive than some other food products. Although the statistic seems to show that healthier options were cheaper than the less healthy food, it's important to note that the pricing structure does not incentivise choosing the 'healthier' option, as the packaging

does not clearly communicate which option is 'healthier'.

For 89% of vending machines that sold drinks, the healthier drinks were cheaper than the less healthy drinks. While water was the lowest priced drink product, young people felt that free drinking water should be available in all public spaces. The other 'healthier' products were zero sugar soft drink products.

Although the majority of 'healthier' products were priced the same as, or lower than less-healthy products, the issue is that there were so few "healthier" products to analyse, especially for food.



We assessed each vending machine using a simplified and adapted version of Food Active's 'Healthier Vending Machines Guidance' best-practice checklist for the purpose of this project. We asked the questions:

- Are 'healthier' products (classified as GBS Compliant and non-HFSS) sold at a price equivalent to, or lower than less-healthy products?
- Are the rows closest to average teen eye level exclusively for 'healthier' products (GBS Compliant AND non-HFSS)?
- Does the vending machine provide nutritional information for each product on or near the machine?

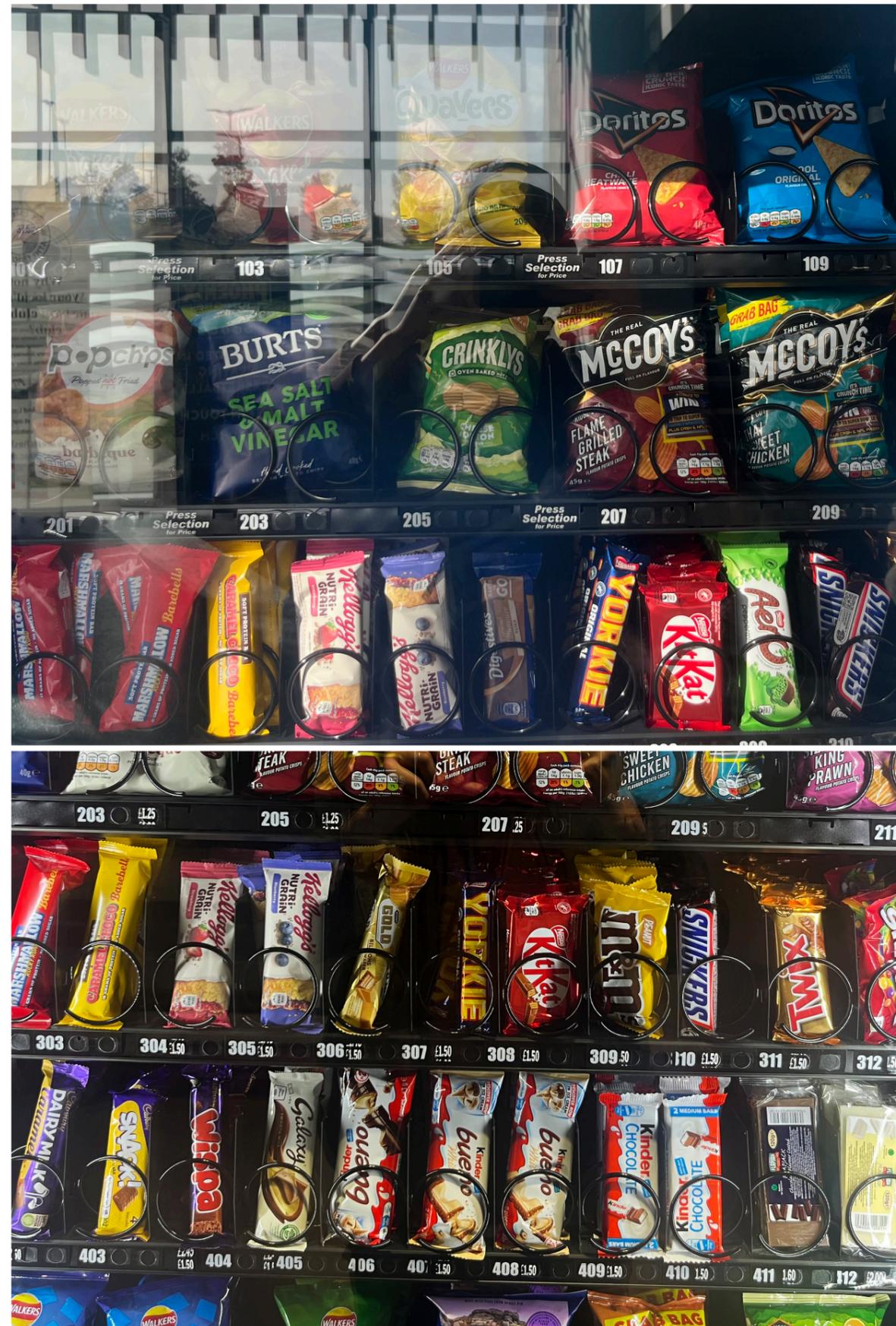
03. IT'S IN OUR EYE-LINE

Across food and drink products in all vending machines, 71% of the rows closest to the average teen eye level¹ included products that were GBS non-compliant or HFSS. Less than a third (29%) of the rows closest to the average teen eye level were exclusively for 'healthier' products (GBS compliant and non-HFSS).

04. VENDING MACHINES PUSH UNHEALTHY FOOD

For 95% of vending machines (18 out of 19), there was some nutritional information available, such as front-of-pack traffic light labelling. Only the vending machine at Brio Frodsham had no nutritional information available as it did not have a clear glass screen to view the products before they were purchased. Over half (58%) of the vending machines (11 out of 19) included marketing on the sides and front panels. Of those vending machines, 100% of the marketing included at least one HFSS and GBS Non-Compliant product.

1. Average teen (15 Y/O) height is considered as 165.5cm by the Royal College of Paediatrics and Child Health and WHO growth standards for Girls and Boys. The average is calculated across genders to the nearest decimal. 'Eye-level' is defined as the rows which fall either at, or immediately above and below these respective heights. This was consistently the top two rows of each machine.



“It's all the shiny colours and shiny packets enticing you”

Phoebe, 14

05. PRODUCTS SAY THEY ARE HEALTHY WHEN THEY ARE NOT

All four products listed as 'healthier' items in the product list for the Brio leisure centre sites supplied by Brio's vending contractor, were both HFSS and GBS Non-Compliant. So, even the products posing as healthier, were in fact unhealthy.

Two of the 'healthier' products listed by the vending contractor, which were in fact HFSS and GBS Non-Compliant, were the Kellogg's Nutri-Grain Strawberry and Kellogg's Nutri-Grain Blueberry. Given the images of fresh fruit on the packaging, the young people referred to these as the 'healthier' products in the vending machines at Brio Ellesmere Port. However, these bars contain half of a child's maximum daily free sugar intake.

The young people created their own version of what a healthier vending machine could look like



YOUTH VOICE

After the 2-day workshop, the young people reflected on their engagement with this project. The young people were asked “What inspired you most during the workshop?” and “What is one thing you are taking away from the workshop?” Their responses capture their thoughts on engaging with the workshop.



It has showed me that big food companies target children and teenagers.

Jacob, 16

To make my opinions heard and try and help as much as I can for future changes and show how much of a problem the lack of healthy food options are.

Rose, 15

Meeting new people and seeing the food options in the hospital.

Harry, 18

Going around and seeing how bad fast food actually is around local areas.

Ethan, 17

Going around and looking at all the vending machines and seeing what they are actually like.

Hazel, 14

All of the young people said they had found the workshop useful.

POSITIVE PROGRESS

The impact of 'healthier' vending options: Public Health England investigated the impact of increasing the availability of healthier items in vending machines based on the NPM and GBS in 2018. They also rearranged healthier items to more prominent positions. They found a 36% reduction in the average weekly energy purchased per machine, with purchases of total fat, saturated fat, sugars, and salt decreasing across most product categories. The overall sales volume remained stable.²

Healthier vending in English sports facilities: An investigation by Cambridge University in 2023 increased healthier items in English sports facilities using a phased-introduction approach based on the GBS. Results of the project showed a 20–30% reduction in the total energy, fat, sugar, and salt content of items purchased, while maintaining stable sales overall.³

This research demonstrates that increasing the proportion of healthier items in a vending machine and displaying these items at eye level can lead to a significant reduction in calories purchased, without impacting the vending machines sales. Cheshire West and Chester aim to work in partnership with Brio and NHS Trusts to create similar positive impacts by improving the healthiness and affordability of their food and drink offer.

2. Public Health England (2018). Hospital vending machines: helping people make healthier choices. https://assets.publishing.service.gov.uk/media/5b4f228ce5274a730beb8642/Leeds_Vending_v3.4.pdf

3. C.Evans et al. (2023) Evaluation of an experiment to increase availability of healthier snack foods in vending machines situated within English sports facilities. https://www.cambridge.org/core/journals/public-health-nutrition/article/evaluation-of-an-experiment-to-increase-availability-of-healthier-snack-foods-in-vending-machines-situated-within-english-sports-facilities/2E4BB-5FDCB46899F9252FCF2620A6AB0?utm_source=chatgpt.com

BITE BACK'S CALL TO ACTION

Cheshire West and Chester system leaders have the power to protect children. We are calling on you to strengthen the nutritional value of leisure and NHS procurement contracts and undertake action when vending companies are in breach of their contract.

To the political leaders of our local authority - advocate nationally to mandate food procurement in public spaces in line with the Government Buying Standards, and go further to set guidelines based on the updated NPM 2018.

APPENDIX 1

RESEARCH METHODOLOGY AND LIMITATIONS

1. Vending Machine Data Collection

Bite Back staff visited all seven Brio leisure centres with vending machines on site: Ellesmere Port, Northwich, Winsford, Northgate, Neston, Frodsham, and Christelton. Additionally, we surveyed the vending machines at two NHS Trusts: the Countess of Chester Hospital NHS Foundation Trust and Cheshire and Wirral Partnership NHS Foundation Trust. At each site, photos were taken of all vending machines, including their contents and any marketing displayed on the machines. The images of each individual vending machine were captured on the same day. Images of all 807 products across the 19 vending machines were captured over the course of three days.⁴ As prices and packet sizes were often not visible in these images, vending providers were contacted and asked to provide this information. Self-serve coffee machines and ice cream freezers were excluded from the data collection.

Limitations:

For the leisure centre analysis, the vending provider supplied a product list including packet sizes and pricing; however, this information was incomplete and was not fully aligned with the products available in the machines.

For three of the four NHS vending machines, no product, pricing, or packaging information was provided by the vendor.

2. Nutritional Analysis

Government Buying Standards Analysis

The Government Buying Standards for Food and Catering Services (GBS) were used to assess whether the vending machines were Compliant with national standards. Each product in a given machine was assigned to its corresponding category listed in the GBS technical guidance.⁵ The packet weight was confirmed using the list of stocked products, supplied by the vending providers. Calorie content per pack and nutrient information per 100g were collected from manufacturer and retailer websites, or from the vending machine itself where possible. Each product was then compared with the GBS nutrient criteria for the relevant product category. Products Failing to meet all these criteria were classified as 'Non-Compliant'. For each product category, the total proportion of 'Non-Compliant' to 'Compliant' items was compared against the allowed thresholds listed in the GBS, determining if the category as a whole was Compliant.

4. For the purpose of analysis, the number of products refers specifically to each new instance, or selection line, of a product, e.g. a Kinder Bueno sold in line 405 & 406 of the same vending machine and at line 406 of a different vending machine would be counted as 3 separate products.

5. <https://assets.publishing.service.gov.uk/media/611be5d08fa8f53dc4eb310f/gbsf-nutritional-standards-technical-guidance.pdf>

Limitations:

Where packet size was unknown, products were assessed as the smallest standard size available on the market.⁶

For one specialist vending machine serving hot food, sandwiches and desserts, multiple categories could apply; a judgement was made to assign the most appropriate category.

For pre-packed sandwiches, the GBS stipulates at least 3g of fibre in the bread. This detail of nutrition information was not available, so the fibre content of the total product was used.

Several GBS nutrient thresholds are based on suggested portion sizes, which are determined by manufacturers. Research has shown that on-pack portion sizes can be inconsistent, unrealistic⁷ and ineffective at reducing consumption.⁸

Nutrient Profiling

The UK's Nutrient Profile Model (NPM) 2004 was used to assess whether each product is high in fat, sugar, or salt (HFSS). Nutrition information per 100g and/or per portion was collected from manufacturer and/or retailer websites. NPM scores were calculated by Bite Back staff using the University of Leeds online NPM calculator. If a food scored 4 or more points, and a drink scored 1 or more points, it was classified HFSS. The scores were then used to determine the proportion of each vending machine that is HFSS. NPM scores were calculated for all food and drink product categories, regardless of whether or not they are in scope of the government's HFSS marketing restrictions.

Limitations:

Businesses do not always disclose all the nutrient information needed to determine the NPM score; estimations based on similar products were used where necessary.

6. I.e. excluding 'mini/ 'fun-size' and those sold in multi-packs.

7. Which? omnibus survey of 1,265 members in May 2023. <https://www.which.co.uk/policy-and-insight/article/portion-sizes-are-inconsistent-unrealistic-and-confusing-which-finds-adbYi0V3XhV7>

8. Chu, R., Tang, T. and Hetherington, M.M. (2024) 'The impact of packaging attributes on portion decisions: Consumer values are important', *Nutrition Bulletin*, 49(3), pp. 314–326. doi:10.1111/nbu.12688.

3. Price, Placement and Promotion Analysis

Each vending machine was assessed using Food Active's best-practice checklist, which covers recommendations for price, placement and promotion of vending machine products where applicable – either those sold within the machine or advertised on its exterior – which is included in the 'Healthier Vending Machines Guidance'.⁹ For each of these three areas, this gave the proportion of vending machines which meet the guidance. Food Active's checklist has been simplified and adapted for the purpose of this project, with a 'healthier' product classified as one which is both GBS Compliant and non-HFSS. For the price criteria, the average price was calculated and compared between 'healthier' and 'less-healthy' items.

Limitations

For one leisure centre, the prices of canned drinks were unavailable, therefore they were excluded from the price analysis. No prices were available for three of the four NHS vending machines, meaning no price analysis was conducted for these machines.

APPENDIX 2

PRODUCT ANALYSIS

Product	Packet Weigh	Serving Size	GBS Compliance	2004 NPM	Note
Kellogg's Nutri Grain Strawberry	37.8g	37.8g	Non-Compliant	Fail	
Kellogg's Nutri Grain Blueberry	37.8g	37.8g	Non-Compliant	Fail	
Cadbury Snack Shortcake	40g	20g	Non-Compliant	Fail	
Mobberley White Choc & Raspberry Giant Cookie	100g	100g	Non-Compliant	Fail	Estimated serving size
Mobberley Double Chocolate Chip Giant Cookie	100g	100g	Non-Compliant	Fail	Estimated serving size
Highgate Milk Chocolate Flapjack	120g	120g	Non-Compliant	Fail	Estimated serving size
Highgate White Chocolate Flapjack	120g	120g	Non-Compliant	Fail	Estimated serving size
Barbell Rocky Road Protein	55g	55g	Non-Compliant	Fail	
Barbell Protein Caramel	55g	55g	Non-Compliant	Fail	
McVities Gold Billions Wafer	39.5g	39.5g	Non-Compliant	Fail	
Yorkie Original	46g	46g	Non-Compliant	Fail	
Kit-Kat 4 Finger	41.5g	41.5g	Non-Compliant	Fail	
M&M Peanut	45g	45g	Non-Compliant	Fail	
Snickers	50g	50g	Non-Compliant	Fail	Estimated fibre
Twix	50g	25g	Non-Compliant	Fail	Estimated fibre & assumed pack size
Skittles	45g	45g	Non-Compliant	Fail	
Galaxy Minstrels	42g	42g	Non-Compliant	Fail	

9. Food Active (2022). Healthier Vending Guidance.
Available at: [https://foodactive.org.uk/healthier-vending-guidance/\(password protected\)](https://foodactive.org.uk/healthier-vending-guidance/(password%20protected))

Product	Packet Weigh	Serving Size	GBS Compliance	2004 NPM	Note
Dairy Milk Caramel	45g	45g	Non-Compliant	Fail	
Wispa	36g	36g	Non-Compliant	Fail	
Galaxy Smooth	42g	42g	Non-Compliant	Fail	Estimated fibre
Kinder Bueno Milk	43g	21.5g	Compliant	Fail	Estimated fibre
Kinder Bueno White	43g	21.5g	Non-Compliant	Fail	Estimated fibre
Kinder Chocolate	42g	21g	Non-Compliant	Fail	
Haribo Starmix	160g	25g	Non-Compliant	Fail	
Dairy Milk Giant Buttons	85g	25g	Non-Compliant	Fail	
Walkers Baked Cheese & Onion	37.5g	37.5g	Non-Compliant	Pass	
Walkers Baked Ready Salted	37.5g	37.5g	Non-Compliant	Pass	
Walkers Quavers	20g	20g	Compliant	Fail	
Doritos Extreme Cool	40g	40g	Non-Compliant	Pass	
Doritos Extreme Chilli	40g	40g	Non-Compliant	Pass	
Walkers Max Paprika	50g	50g	Non-Compliant	Fail	
Burt's Smoked Crispy Bacon	40g	40g	Non-Compliant	Fail	
Popchips BBQ	23g	23g	Compliant	Pass	
McCoys Flame Grilled Steak	45g	45g	Non-Compliant	Fail	
McCoys Thai Sweet Chicken	45g	45g	Non-Compliant	Fail	
McCoys Sizzling Prawn	45g	45g	Non-Compliant	Fail	
Squares Salt & Vinegar	27.5g	27.5g	Compliant	Fail	
Squares Cheese & Onion	27.5g	27.5g	Compliant	Fail	
Mini Cheddars Original Cheese	45g	22.5g	Non-Compliant	Fail	
Mini Crinklys Cheese & Onion	45g	45g	Non-Compliant	Fail	
Wenlock Still Water	500ml	500ml	Compliant	Pass	
Radnor Splash Strawberry	500ml	500ml	Compliant	Pass	
Radnor Splash Apple & Raspberry	500ml	500ml	Compliant	Pass	

Product	Packet Weigh	Serving Size	GBS Compliance	2004 NPM	Note
Get More Vits Pineapple & Grapefruit	500ml	500ml	Compliant	Pass	
Get More Vits Mango & Passion Fruit	500ml	500ml	Compliant	Pass	
Pepsi Max	500ml	500ml	Compliant	Pass	
Dr. Pepper	500ml	500ml	Non-Compliant	Pass	
Pepsi Max Cherry	500ml	500ml	Compliant	Pass	
7-Up Zero	500ml	500ml	Compliant	Pass	
Rubicon Spring Orange & Mango	500ml	500ml	Compliant	Pass	
Lucozade Energy Orange	500ml	500ml	Non-Compliant	Pass	
Lucozade Energy Original	500ml	500ml	Non-Compliant	Pass	
Robinsons Raspberry & Apple	500ml	500ml	Compliant	Pass	
Carabao SPORT Mixed Berry	500ml	500ml	Non-Compliant	Pass	
Carabao SPORT Orange	500ml	500ml	Non-Compliant	Pass	
Diet Coke	500ml	500ml	Compliant	Pass	
Vimto Sparkling	500ml	500ml	Non-Compliant	Pass	
Squashies	120g	20g	Non-Compliant	Fail	
Starburst	152g	38g	Non-Compliant	Fail	
Mars	51g	51g	Non-Compliant	Fail	
Maltesers	37g	37g	Compliant	Fail	Estimated fibre
Cadbury Twirl	43g	21.5g	Compliant	Fail	
Aero peppermint	36g	36g	Non-Compliant	Fail	
Smart Water	500ml	500ml	Compliant	Pass	
Tango	500ml	500ml	Non-Compliant	Pass	
Coca-Cola	500ml	500ml	Non-Compliant	Fail	
Digestive Caramel Slices	51.5g	51.5g	Non-Compliant	Fail	
Rio Light	330ml	330ml	Compliant	Pass	
Pepsi Max Cherry	330ml	330ml	Compliant	Pass	
Vimto Sparkling	330ml	330ml	Non-Compliant	Pass	

Product	Packet Weigh	Serving Size	GBS Compliance	2004 NPM	Note
Tango	330ml	330ml	Non-Compliant	Pass	
Diet Coke	330ml	330ml	Compliant	Pass	
Kit Kat Chunky Funky	40g	40g	Non-Compliant	Fail	Estimated pack size
Dairy Milk	45g	45g	Non-Compliant	Fail	Estimated pack size
Burt's Salt & Vinegar	40g	40g	Non-Compliant	Fail	
Carabao SPORT Isotonic Drink Raspberry	500ml	500ml	Non-Compliant	Pass	
Coca-Cola	330ml	330ml	Non-Compliant	Fail	
Wine Gums	130g	23.6	Non-Compliant	Fail	
PopWorks Sweet & Salty	28g	28g	Compliant	Pass	Estimated pack size
Mobberly Dotty Top Cookie	100g	100g	Non-Compliant	Fail	Estimated serving size
Lipton Ice Tea Raspberry	500ml	500ml	Non-Compliant	Pass	
Sour Patch Kids	130g	24g	Compliant	Fail	
Walkers Ready Salted	32.5	32.5	Compliant	Fail	
Oreo Original	66g	22g	Non-Compliant	Fail	
Nature Valley Crunchy Oats & Honey	42g	42g	Non-Compliant	Fail	
Highland Specialty Shortbread Fingers	300g	100g	Non-Compliant	Fail	Estimated pack & serving size
Morbelly Cakes Monster Apple Flapjack	100g	100g	Non-Compliant	Fail	Estimated serving size
Morbelly Cakes Monster Chocolate Top Flapjack	100g	100g	Non-Compliant	Fail	Estimated serving size
Morbelly Cakes Monster Oaty Flapjack	100g	100g	Non-Compliant	Fail	Estimated serving size
Love Popcorn Salty Sweet	27g	27g	Non-Compliant	Fail	
Love Popcorn Toffee	27g	27g	Non-Compliant	Fail	
Double Decker	54.5g	54.5g	Non-Compliant	Fail	Estimated pack size
Yorkie Raisin & Biscuit	44g	44g	Non-Compliant	Fail	Estimated pack size
Galaxy Smooth Caramel	48g	24g	Compliant	Fail	Estimated fibre & pack size
Pipers Cheddar & Onion	40g	40g	Non-Compliant	Fail	
Pipers Cider Vinegar & Sea Salt	40g	40g	Non-Compliant	Fail	

Product	Packet Weigh	Serving Size	GBS Compliance	2004 NPM	Note
Pipers Sea Salt	40g	40g	Non-Compliant	Fail	
Pipers Sweet Chilli	40g	40g	Non-Compliant	Fail	
Pipers Longhorn Beef	40g	40g	Non-Compliant	Fail	
Wheat Crunchies	30g	30g	Compliant	Fail	
Mini Cheddars Red Leicester	45g	45g	Non-Compliant	Fail	
Mini Cheddars Smoky BBQ	45g	45g	Non-Compliant	Fail	
Walkers Baked Salt & Vinegar	37.5g	37.5g	Non-Compliant	Pass	Estimated pack size
Hula Hoops BBQ Beef	34g	34g	Non-Compliant	Fail	Estimated pack size
Hula Hoops Cheese & Onion	34g	34g	Non-Compliant	Fail	Estimated pack size
Nik Naks Nice 'N Spicy	30g	30g	Compliant	Fail	Estimated pack size
Skips Prawn Cocktail	17g	17g	Compliant	Fail	Estimated pack size
Tango Mango Sugar Free	500ml	500ml	Compliant	Pass	
Tango Cherry Blast	500ml	500ml	Compliant	Pass	
Frootee Kiwi & Lemon	500ml	500ml	Compliant	Pass	
Frootee Juicy Orange	500ml	500ml	Compliant	Pass	
Frootee Blackcurrant	500ml	500ml	Compliant	Pass	
Sun Magic Orange Juice	500ml	500ml	Non-Compliant	Pass	
Sutton Spring Still Natural Spring Water Strawberry Raspberry	500ml	500ml	Compliant	Pass	
Sutton Spring Still Natural Spring Water Summer Fruits	500ml	500ml	Compliant	Pass	
Sutton Spring Still Natural Spring Water Peach & Mango	500ml	500ml	Compliant	Pass	
Ballygowan Still Water	500ml	500ml	Compliant	Pass	
Magnum Classic	N/A ¹	N/A	Non-Compliant	Fail	
Magnum Double Caramel	N/A	N/A	Non-Compliant	Fail	
Magnum Mint	N/A	N/A	Non-Compliant	Fail	

10. Where marked N/A, packet weight/ serving size wasn't provided; however, nutrient information per 100g and per serving was available.

Product	Packet Weigh	Serving Size	GBS Compliance	2004 NPM	Note
Magnum White	N/A	N/A	Non-Compliant	Fail	
Mango & Passionfruit Ice	N/A	N/A	Compliant	Pass	
Cheese & Ham Toastie	N/A	N/A	Non-Compliant	Fail	
Chicken & Bacon Calzone Pizza	N/A	N/A	Compliant	Pass	
Ham & Cheese Panini	220g	220g	Non-Compliant	Fail	
Spicy Meatball Panini	235g	235g	Non-Compliant	Pass	
Pulled Pork & Cheese Panini	220g	220g	Non-Compliant	Fail	
Falafel with Roasted Pepper & Salsa Panini	N/A	N/A	Non-Compliant	Pass	
Spicy Pepperoni & Cheese Panini	205g	205g	Non-Compliant	Fail	
Beef Curry	N/A	N/A	Compliant	Pass	
Golden Butter Chicken Curry	N/A	N/A	Compliant	Pass	
Chicken Ragu	N/A	N/A	Compliant	Pass	
Chicken Tikka	N/A	N/A	Compliant	Pass	Estimated fibre
Creamy Garlic Prawn	N/A	N/A	Non-Compliant	Pass	Estimated fibre
Jerk Chicken	N/A	N/A	Compliant	Pass	Estimated fibre
Breaded Chicken Katsu Curry	N/A	N/A	Compliant	Fail	Estimated saturated fat
Chocolate Porridge Oats	N/A	N/A	Non-Compliant	Pass	
Egg, Cheese & Mushroom Muffin	N/A	N/A	Non-Compliant	Pass	
Sausage, Egg and Cheese Muffin	175g	175g	Non-Compliant	Fail	
Potato & Meat Pie	N/A	N/A	Non-Compliant	Fail	
Quarter Pound Cheese Burger	192g	192g	Non-Compliant	Fail	

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If you’d like to hear more or are interested in working with Bite Back, please contact us at: hello@biteback2030.com.

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