

**An Audit of
School Breakfast Club
Provision in the UK**
A report by Kellogg's

Kellogg's



Introduction

This year the Kellogg's Breakfast Club programme comes of age.

When we kicked off our activity 16 years ago in 1998, the very idea of pre-school clubs was something new.

Today, that situation has changed completely. A staggering **85% of schools now run a Breakfast Club** and teachers and parents look to these clubs to help with everything from **attendance and attainment** to tackling **hunger** and providing **pre-school care**.

The growth in these clubs is a testament to the benefits they bring. And, we are proud of the role we've played - by providing everything from **cash grants and training to free bowls and food** to enable more than **1,000 Breakfast Clubs** to open their doors to children in the morning.

Our support for Breakfast Clubs flows from a simple belief - a belief in being a good corporate citizen who **plays a role in the community**. It's a belief that's part of our company's DNA and our history.

So, as we work towards realising our UK business ambition: to grow our business by **feeding every family in the UK throughout the day**, we recognise that part of our job is to **help those who can't afford** any breakfast, let alone a Kellogg's breakfast.

That's why we pledge to continue **investing** in our Breakfast Club programme in the years ahead. And, why we **commit to listening** to the needs of students, teachers and parents and exploring new ways of helping them grow and sustain Breakfast Clubs.

Jonathan Myers

UK Managing Director, Kellogg's.

Key findings

This report explores the **provision of school Breakfast Clubs** across the UK and the **challenges** schools face in sustaining them. We believe it is the most detailed audit of breakfast club provision in primary and secondary schools that has ever been conducted.

The findings are based on **research conducted by the Association for Public Service Excellence (APSE)** who carried out a UK-wide survey with schools during March and April 2014. The sample included over 4,000 schools, **representing more than 13% of UK schools**. Responses were distributed proportionately across England, Scotland, Northern Ireland and Wales.

The report shows that:

1 The vast majority of schools now provide a Breakfast Club, and this has risen considerably since 2008:

- **85% of schools** currently have a Breakfast Club.
- Data from the Association of Public Service Excellence shows Breakfast Club provision could have **increased by as much as 45%** since 2008.

2 The biggest challenge for existing Breakfast Clubs is funding, yet few schools use pupil premium as a funding option:

- **45% of schools** said that funding was the single biggest need for the future of their Breakfast Club.
- **Just 2% of schools** use pupil premium to help fund the Breakfast Club.
- **A quarter of Breakfast Clubs** are supported by the school budget.

3 In many schools the Breakfast Club is operating below capacity. However school staff witness children arriving at school hungry on a weekly basis:

- Surprisingly **over half (54%) of schools** said that their Breakfast Club was operating below capacity.
- **62% of school staff** witness children arriving at school hungry on a weekly basis.
- Schools, who had tried operating a Breakfast Club in the past, but no longer do, put this mainly down to **lack of numbers**.



4 Scotland fares the worst in terms of Breakfast Club provision, while Wales ranks top.

- **72% of schools in Scotland** have a **Breakfast Club** compared to the UK average of 85%.
- Wales has a voluntary universal Breakfast Club scheme available to all primary schools and **96% of schools** now have a breakfast club.

5 Teachers believe Breakfast Clubs make a significant difference to attendance and concentration in class and have a longer term impact on exam results

- **45% of schools** said that their club has improved attendance.
- **49% of schools** said that their club has improved concentration.
- **15% of schools** noticed and improvement in exam results linked to the Breakfast Club.



About Breakfast Clubs

Breakfast Clubs offer children a friendly and relaxed environment where they can enjoy their first meal of the day. They usually operate from schools or community settings, and cost on **average £4,000 per year** to run.

Since starting in the UK in the 1990s, Breakfast Clubs have become increasingly popular. Their role has moved beyond simply providing a convenient form of childcare; they also play a key role in safeguarding children's **health and wellbeing**.

Breakfast Clubs provide a direct and cost-effective way to help prevent child hunger, improving behaviour and boosting academic performance in the process.

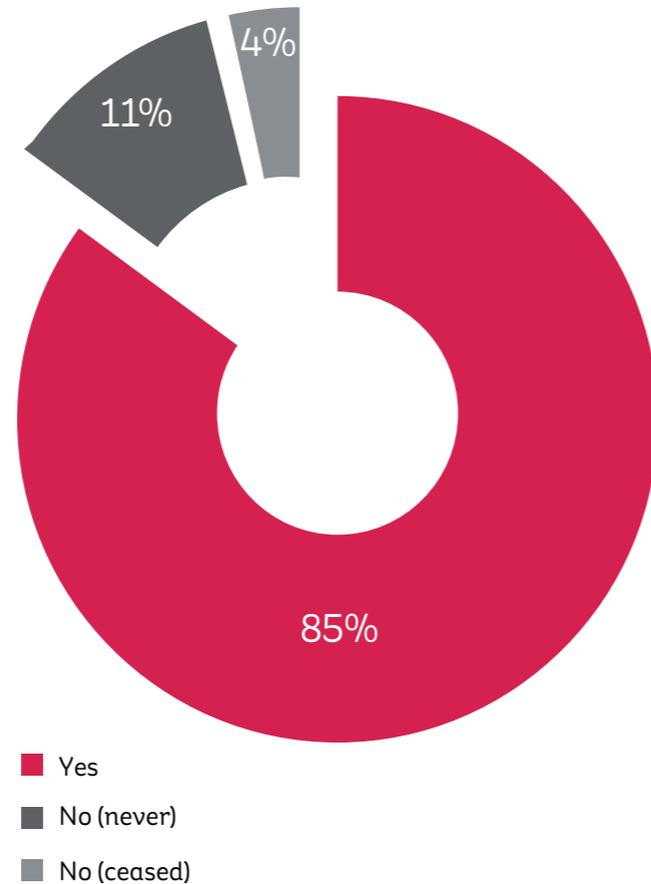
[Source: Kellogg's Breakfast Club survey, 2011 with 727 schools conducted by Edcoms]

Through its **School Food Plan** the government recently announced the introduction of universal free school meals for infant pupils. Breakfast Clubs were also recognised as being **essential** in addressing the issue of children arriving at school hungry.

Access to Breakfast Clubs in the UK

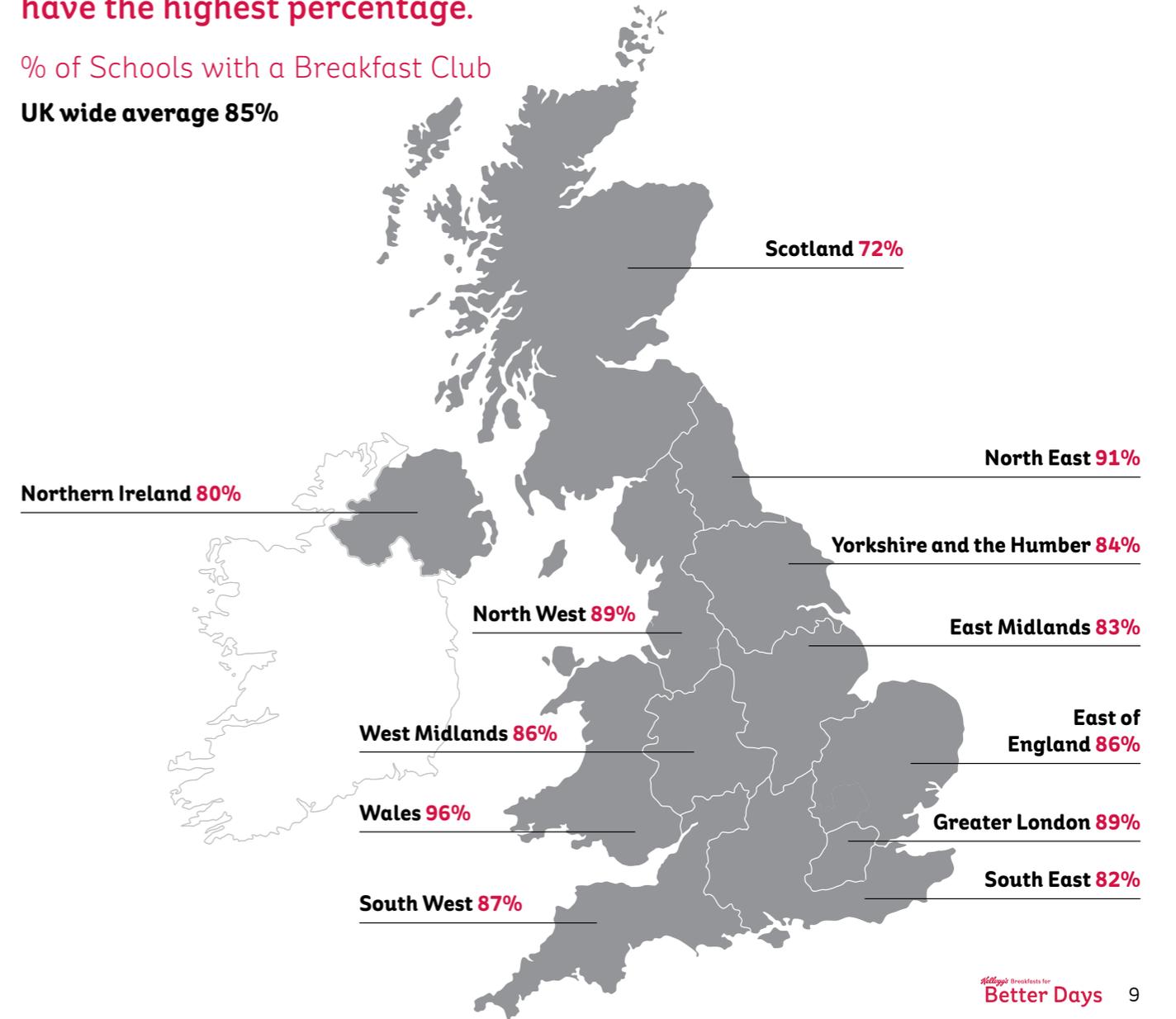
This study shows that a lot of progress has been made to improve Breakfast Club provision in the UK. 85% of schools now have a current Breakfast Club and a further 4% have had a club in the recent past.

This number has increased in recent years. Data from APSE Performance Networks, based on schools employing their lunch time caterer to provide a breakfast service, shows a 45% rise since 2008.



Data from our survey shows that Scotland and Northern Ireland are the regions with the lowest percentage of school Breakfast Clubs, whilst Wales and the North East have the highest percentage.

% of Schools with a Breakfast Club
UK wide average 85%



Opening hours and charging mechanism

Nearly half (48%) of Breakfast Clubs start at 8am, with another third starting even earlier. **This enables many parents to drop off their children and get to work or college on time.** This support can be a lifeline for working parents in the UK, with those using Breakfast Clubs able to clock up to **97.5 additional hours** of employed work annually. *[Kellogg's research with 2,000 working parents, You Gov February 2014].*

Nearly **half of schools (45%)** in the UK provide a free breakfast either at a Breakfast Club or during school hours. Wales provides significantly more free food in the morning than the average at **86%** (due to Welsh assembly funding) and Northern Ireland significantly **less at 19%.**

The diverse nature of Breakfast Club provision has produced a variety of charging mechanisms. Approximately a quarter of schools offer a genuinely **free breakfast** and a proportion offer free food to those in receipt of free school meals. For Breakfast Clubs that charge, the price per child ranges from **a nominal 10p** to being an inclusive part of a pre-school club and included in a child care cost of up to £15.

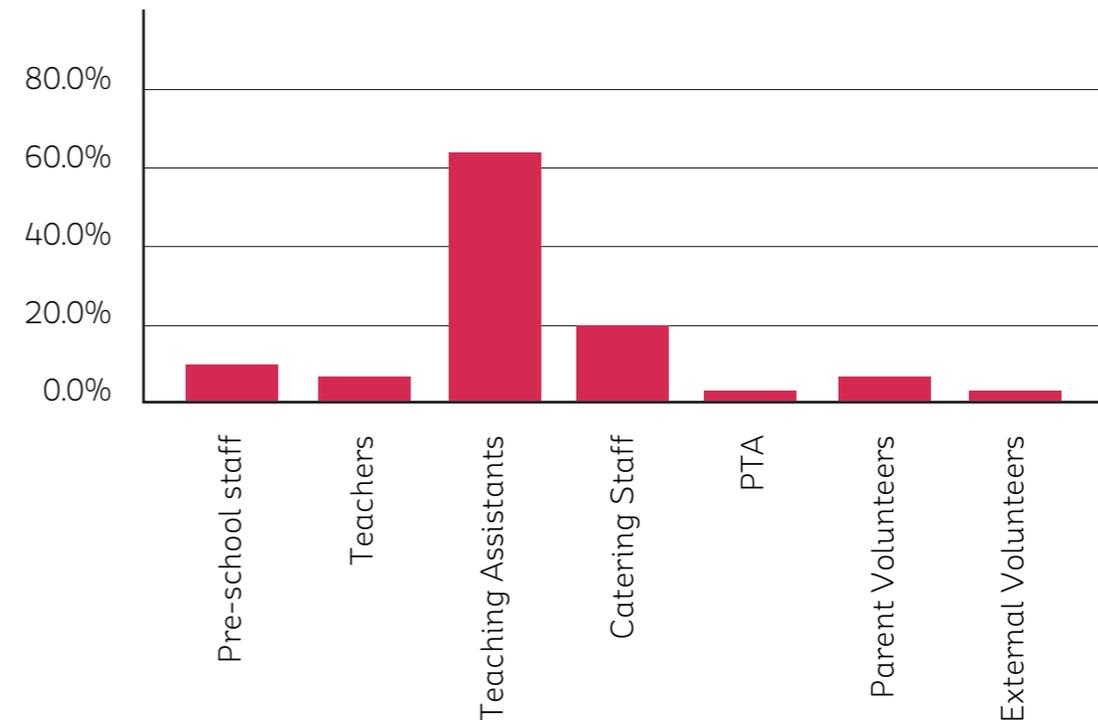
The average calculated charge is **£1.68 per child** with a **median cost of £1.50.** A minority of schools charge for separate items, ranging from 10 pence to 70 pence. Some Breakfast Clubs charge a nominal amount so that the **food isn't perceived as a hand-out** and creates a feeling of ownership.



	England	Northern Ireland	Scotland	Wales	UK
Do you give free food to children in the mornings?	43%	19%	43%	86%	45%

The average Breakfast Club attendance is 35 pupils, consisting of 55.5% boys and 44.5% girls.

Who staffs Breakfast Clubs?



Funding Breakfast Clubs

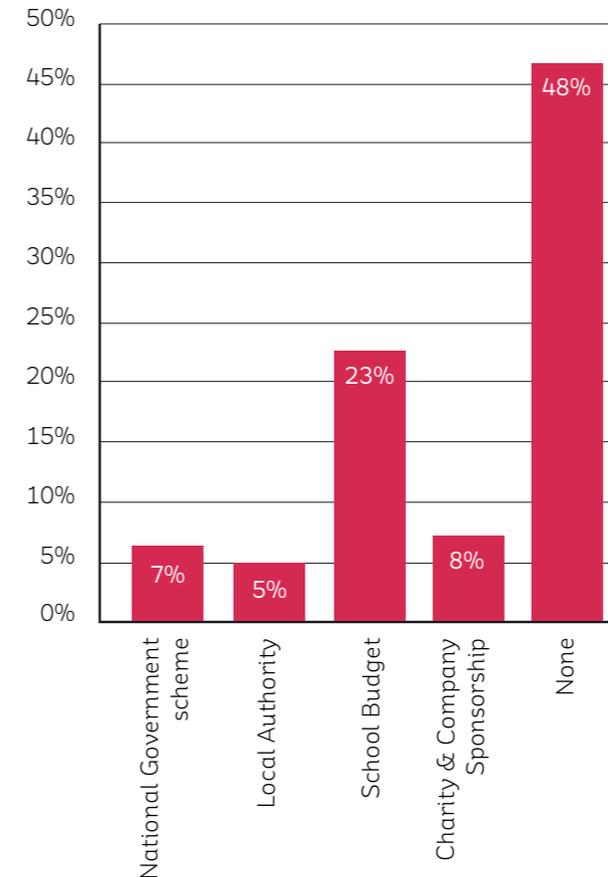
Over half (55%) of Breakfast Clubs are expected to be **self-supporting** and receive no funding outside of charges received from those pupils who attend. Most of these are likely to be part of existing pre-school clubs.

A quarter (26%) of Breakfast Clubs are, however, **supported by the school budget** and 5.7% by local or national government schemes. This is radically different in Wales, where 71% of school Breakfast Clubs are **government funded** and 23% **local government funded**.

External Funding	National Government Scheme	Local Authority Scheme	Total Breakfast Clubs	%Total
England	17	31	3141	2%
Northern Ireland	8	17	170	15%
Scotland	7	62	254	27%
Wales	162	50	284	75%
Grand Total	194	160	3849	9%

Nearly one in 10 school Breakfast Clubs (9.4%) are **funded by a charity or sponsor company** such as Kellogg's. Other sponsors included local football clubs, supermarkets and church groups.

Surprisingly, only a few schools have specifically earmarked **pupil premium** as a funding mechanism although Breakfast Clubs have been cited as improving pupil attainment.



The importance of Breakfast Clubs

Hunger has been proven to affect children's learning ability. The vast majority **(81%) of teachers say hungry children are unable to concentrate**, while 75% say hungry children are more lethargic and 47% say hungry children are unable to learn [Kellogg's Report, A Lost Education, 2013]. These effects could **significantly influence** a child's ability to reach their full potential at school.

This study looked at motivation for setting up the Breakfast Club. A significant number of schools ranked **'children coming to school hungry'** of highest importance (54%) followed by a wish to **improve attendance** (37%) and **'assistance to working parents'** (9%). Other factors mentioned included a positive marketing message for the school and in Wales, the incentive of government funding.

A School Food Trust report carried out in 2008 also concluded that;

'Key Stage 2 results were better in primary schools in deprived areas of London one year after introducing Breakfast Clubs compared with the results of a comparable group of schools without Breakfast Clubs'.

Hunger has been proven to affect children's learning ability.





Do Breakfast Clubs make a difference?

We asked teachers their opinions on a range of potential improvements in behaviour and academic performance. It is clear that teachers believe Breakfast Clubs significantly benefit attendance at school and concentration in lessons.

45% of schools say that their club has **improved attendance**

49% say that it has **improved concentration**

41% of schools have seen an **improvement in behaviour**

15% noticed an **improvement in exam results linked to the Breakfast Club**

The challenges facing school Breakfast Clubs

Schools are often faced with challenges when setting up or sustaining a Breakfast Club. 45% of schools said that **funding was the single biggest need** for the future of their Breakfast Club followed by staff (14%) and food provision (14%). Other challenges mentioned included **appropriate accommodation** and **maintaining pupil numbers**.

For many schools, problems with finding acceptable accommodation, health and safety, food standards and hygiene compliance issues have also **slowed implementation** of a Breakfast Club. Pre-school clubs are subject to **significant legislation** and this may act as a disincentive when numbers attending could be small.

Once a club has been established and enjoys good attendance, the challenge is then sustaining it. **Longer term, funding was again the main issue**, although maintaining viable numbers also proves difficult for some. Where the club relies on volunteers, **maintaining recruitment** was an ongoing problem.

The Kellogg's breakfast programme was established to address the funding issue. In 2011 Kellogg's set up a steering group of Breakfast Club managers and head teachers to find out if we could be doing more to help.

The outcome of this was the launch of sustainability grants of £400 (10% of the running costs) that Kellogg's introduced in 2011 through its "Help Give a Child a Breakfast" programme. The criteria for these grants is that **40% of pupils in the school** qualify for free schools meals in order to reach the most disadvantaged children in the UK.

Kellogg's also donated food to over 200 schools in 2013 and 2014 during SATS week so that their Breakfast Club could provide free breakfast for all Year 6 pupils during exam week. This was in direct response to requests from schools.

Surprisingly over half of schools (54%) said that their Breakfast Club was operating below capacity.



Kellogg's funded Breakfast Clubs: a proven success

Sue Kennedy, Business Manager and Rachael Coulthard, Headteacher, at Atherton St George's C.E. Primary School, Atherton, Greater Manchester.

“A hungry little boy inspired me to start our Breakfast Club”

Eight years ago, Atherton St George's C.E. Primary School was **languishing at the bottom of Wigan's school league** table and under threat of closure.

It was at that point they started their Breakfast Club, after Business Manager Sue Kennedy was inspired to help a young boy who she used to find waiting on the school steps when she arrived every day at 7am.

She says:

“The boy was ten at the time, and he always turned up to school hungry and needing a wash, so I used to find him something to eat and help him get ready for the day.”

“ His situation made me wonder how many more of our pupils were coming to school without having eaten breakfast. Breakfast Club schemes had only just started, but I decided to set one up in our school in order to provide a safe environment where children could eat breakfast and enjoy a healthy start to their day.”

“On our first day of opening about 15 children trickled through. **Now we have about 50 children eating breakfast with us on a daily basis**, giving them the chance to have a filling breakfast while interacting with their friends and some of the school's learning mentors. It also allows us to learn more about the children and gives pupils the opportunity to talk about any issues which may be troubling them.”

“Our school is based in a location which is classed as being in the **top 3% of the most deprived areas** in the country, with **45% of children on free school meals**. The Breakfast Club allows parents, and in particular single parents, to undertake training programmes and take up employment, which has a positive knock-on effect for the children.”



Headteacher Rachael Coulthard agrees that the Breakfast Club has had a tremendous effect on her pupils.

“Since Sue started the Breakfast Club, not only has **attendance risen by 4%, SAT results improved**, and we have moved from the bottom of the area's school league table to somewhere in the middle. The Breakfast Club has had a huge part to play in that.”



Alness Academy, The Highlands. Isabel Ross, Support Worker for the Breakfast Club

Alness Academy's Breakfast Club was started with Kellogg's funding back in 2000 when one of the officers at the New Community School identified that a number of their students were coming to school without eating breakfast.

A large number of these children were displaying some **troubling behaviours**. In particular they were tired, continually running late for school, and occasionally having to go to the sick bay.

One of the current volunteers for the school's Breakfast Club, Isabel Ross, who has jointly run the club with her colleague Carol Sinclair for the past 10 years, believes the club has **helped overcome these problems**.

"The club has been running for more than 13 years now, and the reasons behind its creation remain the same today. We still have some children who will turn up to school hungry, simply because they couldn't get breakfast at home or because they were pushed for time. You can't expect children to get through the day on an empty stomach so our Breakfast Club gives them the opportunity to eat something before the school day starts. We continue to encourage as many children at the school as possible to join us each morning.

"Running the club is not an easy task. With the number of students we have coming to see us, the main challenge is stocking enough food – there always seems to be a need for more milk – but it shows no sign of stopping. The benefits to the students are just too great and for as long as there is a need, we will keep the club going."

While the main purpose of the club is to provide their students with a healthy start to their day, Isabel has found the club has also become a great place for children to relax.

"We are not just a place for children to come and eat their breakfast; we find some students will come in with their friends who are eating and just use the space for somewhere to **sit, relax and socialise** before the school day begins. This is particularly true around exam times and the club provides them with a calm space so the students can prepare themselves for the day ahead.

Schools without a Breakfast Club

Of the 15% of schools that don't currently have a Breakfast Club the majority of those **(67%) would be interested in starting one if support was provided**. When asked why their school did not currently have a Breakfast Club, there were a variety of concerns, primarily focused on **lack of funding or perceived cost, and difficulties with staffing**.

Some cited lack of parental interest in operating a scheme. Those schools who had tried running a Breakfast Club in the past, but no longer do, put this mainly down to lack of numbers, making the option financially unviable. **Less than 0.5% of those surveyed lacked any interest**.

In those schools where large number of pupils arrived via bus, the arrival times were considered restrictive in providing breakfast before lessons.





What schools told us: Challenges of setting up a Breakfast Club

“How to ‘sell’ the concept because the reasons for setting it up were due to parents not sending pupils to school ready to learn.”

“Our parents use the club as a child minding facility so that they can get to work. We have some children who eat breakfast with their friends but who wouldn’t eat breakfast at home and this improves their concentration in class. Breakfast Club has decreased the number of children who are late coming to school and thus gives a better start to their school day and those of other children as there is less disruption for the whole class.”

“The numbers fluctuate daily which means I have to ensure that the club is always staffed for maximum capacity even when there are very few children.”

“Financing it and making it sustainable - we do not always break even. The small donations we have had have been invaluable.”

“Initially we made a small charge for Breakfast Club attendance but this limited the numbers attending significantly. We now fund the club ourselves and the children pay for any food they want (except FSM and pupil premium children) and the club is now thriving.”



“Making it accessible to all pupils because many of our pupils arrive by bus. We changed the school day so that Breakfast Club is part of registration.”

“The single biggest challenge in creating our Breakfast Club was funding which we were lucky enough to be awarded from Kellogg’s earlier this year.”



Challenges of sustaining the Breakfast Club:

“Cost, initial funding has been withdrawn, creating need for Breakfast Club to be self-sufficient - not able to subsidise from revenue budget. Not all children attend every day, we need to take an average of £60.00 per week to break even.”

“Keeping the ethos always the same - to eat - to enjoy the time - encourage good behaviour - run rewards within school boundaries”

“Supporting student’s families who have little ability to cover minimum cost of items even though we subsidise heavily. We would like it to be free to all”.

“We want to encourage the families that we know send their children to school without breakfast, but these are often the families that are late coming to school too.”

“Funding issues for children who are not in receipt of pupil premium but whose parents cannot afford but need this provision.”

“We just about break even as we keep the price very low. Our community is a socially deprived one and many of our children need the nourishment of the breakfast to help them sustain the day. Many of our parents have to work and it means that enabling the parent to work supports the whole family.”



Conclusion

Great progress has been made since the 1990's to increase the number of schools offering their pupils a pre-school Breakfast Club or free breakfast in the morning (such as the local government funded scheme in Wales).

Kellogg's investment of £3 million has led to more than 1,000 new Breakfast Clubs being set up, including funding nearly 900 new and existing Breakfast Clubs in the last academic year.

Our findings show that Breakfast Clubs are now a successful and beneficial presence across the country. This is largely down to the schools, parents, and partner organisations that have shown a commitment to setting up and maintaining these clubs.

Successive governments have demonstrated consistent support for Breakfast Clubs, and Kellogg's is pleased to see this continue with both the current government and opposition.

As we approach the next General Election, the challenge for both government and partners in the private and third sectors is to ensure that, as educational providers become more diverse, Breakfast Clubs continue to be accessible to all. In particular, schools need to have the resources to offer Breakfast Clubs for 'hard-to-reach' families, who often benefit most.





16 Years of Support: Timeline

Kellogg's is proud to be celebrating its
16th anniversary
of supporting Breakfast Clubs

1998	2000	2010		2011-2012	2013	2014
<p>Kellogg's started working with education charity ContinYou to set up Breakfast Clubs in the UK, initially, working with any school that wanted to set one up. Kellogg's and ContinYou delivered face to face training on how to set up a Breakfast Club and donated start up grants of £400 for each school trained. The Breakfast Clubs are unbranded and they can offer any food they want to – including competitor cereals.</p>	<p>Kellogg's launched the National Breakfast Club Awards to search for the best clubs in the UK. The most dedicated teachers, volunteers and parents were recognised over twelve years and received cash awards for their outstanding achievements in helping feed children in the morning.</p>	<p>Kellogg's has worked closely with Northumbria University many times over the years. It has conducted research into the benefits of Breakfast Clubs on our behalf, they hosted a Breakfast Club conference in November 2010 and in 2012 they developed online training for schools that couldn't attend face to face sessions.</p> <p>Kellogg's set up a partnership with charity Seeds for Africa to launch a number of breakfast clubs in schools in Uganda, which feed 2000 children every day. The funding has helped educate the children on how to grow food in a self-sufficient and sustainable way. The impact on attendance and academic results has been outstanding.</p>		<p>Kellogg's launched 'Help Give a Child a Breakfast'. The on pack campaign has run every year since 2011 to raise money for school Breakfast Clubs. Schools are invited to apply for funding for their existing Breakfast Club or to set up a new club. Each grant is £450 and schools must have 40% free school meals on their register to be successful.</p> <p>Kellogg's worked with the British Nutrition Foundation on a Breakfast Club Newsletter which was sent out to all the Breakfast Clubs we have set up and funded. The newsletter was an informative and practical guide aimed at Breakfast Club leaders.</p>	<p>During SATs Week in May 2013 and 2014 Kellogg's donated over 25,000 breakfasts to school Breakfast Clubs for Year 6 pupils in England and Wales.</p>	<p>A new training programme was developed by Kellogg's and in the first quarter of 2014, training workshops were delivered in Manchester, London, Bristol and Nottingham, in a bid to set up 50 new Breakfast Clubs.</p> <p>The Kellogg's 'Help Give a Child a Breakfast' campaign will run again but this time with a different mechanic – buy a box and Kellogg's will give a bowl of cereal to a child or family in need. Kellogg's is giving away 32 million servings of cereal by the end of 2015 through this promotion.</p>



Appendix 1

Legislative Framework

Unlike School Lunches, there has not been explicit legislation and financial support for the supply of breakfasts in schools. Many schools have however introduced a service and in some local authorities the council has introduced a universal service.

Example: Glasgow

Glasgow City Council has run and funded the Big Breakfast for over 10 years. It runs in **136 primary** schools offering breakfast free to those eligible for free school meals and at £1 for others. Uptake is around **11% of pupils** and breakfast includes a choice of cereals including Rice Krispies and Cornflakes, milk, fruit juice, toast and low fat spread. Fresh fruit is also available.

The Big Breakfast is operated by Cordia LLP, the Council's in-house catering service, who provides the breakfasts and supervision from 8 a.m. in the school canteen.

Example: Blackpool

As a response to significant levels of deprivation in the Borough, Blackpool Council took the decision from January 2013 to provide daily breakfasts within 33 schools, delivering up to **11,000 breakfasts per day**. The children have a choice of a drink and two items from a selection of, in the main, malt loaf, bagels - plain and cinnamon, fruit, chopped fruit, raisins, yoghurt and smoothies. Some schools have also chosen toast and cereal on certain days.

The scheme is fully funded by the local authority and **free to all pupils**. Breakfast is delivered in the classroom usually prior to registration by teaching staff. The benefits to the children are such that recently public health funds have been ring-fenced to provide a continuing service.

Example: Wales

Wales piloted school Breakfast Clubs in 2004, introducing a voluntary universal scheme three years later which is available to all primary schools. The scheme provides set levels of funding which are available to individual schools to cover both food and labour costs. Estimates are that over **75% of schools** have decided to operate a scheme, with some employing the local authority and some operating the scheme directly. Further details may be found at www.wales.gov.uk/breakfast.

Guidance suggests that a typical breakfast should include a milk based drink, 30g of cereal, fruit and bread. Latest school census data suggests 21.9% of eligible pupils take part, representing an **average 9350 pupils per day**. A setup payment of at least £1,000 and yearly management costs of £1,500 are funded along with a daily food cost of 28p per child and supervision at £8.44 / hour dependent on numbers.

Appendix 2

Methodology Section

This research has been conducted using an on-line survey sent to 30,191 educational establishments across the UK. Those responding include a mix of school staff including head teachers, school business managers, teaching assistants and school support staff. Surveys were provided in both English and Welsh.

Total sample size was 4010. Fieldwork was undertaken between 07/03/2014 and 09/05/2014

The Association for Public Service Excellence (APSE) is a local government association operating across the whole of the UK. APSE provides support services to local councils and a range of benchmarking and performance tools including survey work within the local authority family.

Details of the sample are listed below:

Over 4,000 surveys were returned representing over 13% of UK schools. Responses were proportionate to the distribution of population across the four UK nations.

Geographic spread

Country	Sample	Sample %	% UK Population
England	3272	82%	84%
Northern Ireland	175	4%	3%
Scotland	262	7%	8%
Wales	296	7%	5%

Type of School

LEA

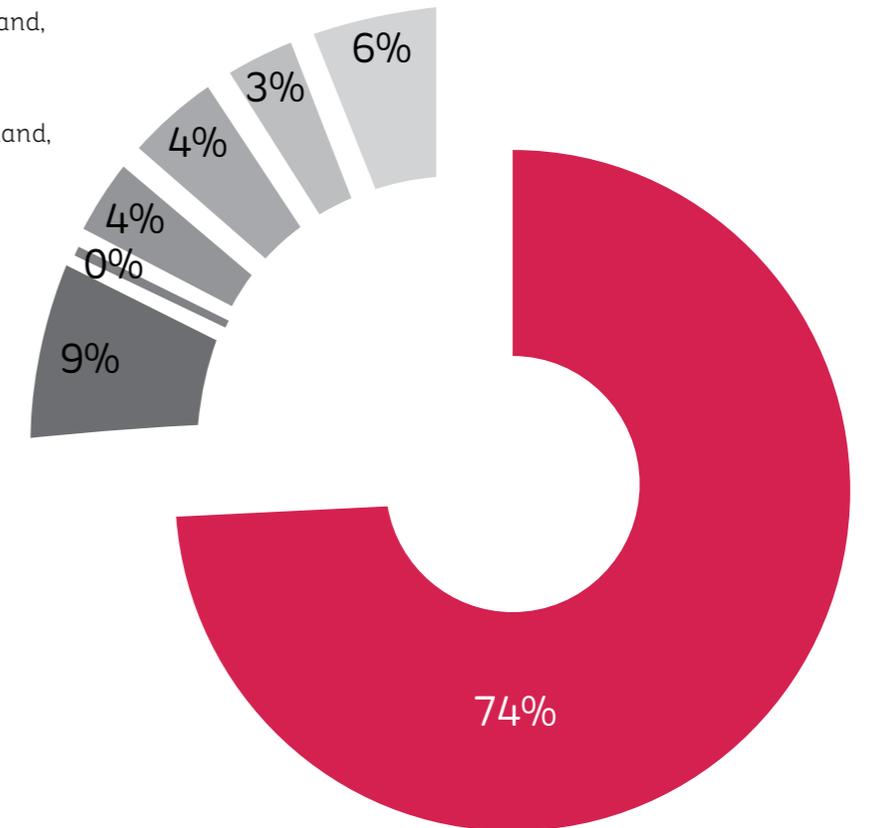
Education is mainly the responsibility of top tier local authorities of which there are 152 in England, 35 in Scotland and 22 in Wales. In Northern Ireland, the function is conducted by one of 5 Education and Library Boards. Responses were obtained from each, with over 100 replies from the largest County of Kent.

Pupils

The average size of primary school, of those reporting, was 265 in England, 201 in Scotland, 180 in Wales and 210 in Northern Ireland

Reported average eligibility for free school meals was 23% England, 35% Northern Ireland, 26% Scotland and 21% in Wales

- Primary
- Secondary
- 6th Form college
- Special
- Infant only
- Junior only
- Other



Kellogg's Breakfasts for
Better Days