

BEST OF THE UK'S BREAKFAST CLUB HEROES CELEBRATED



14 July 2025 – What does a school caretaker, student volunteers and a golden retriever have in common? They're all amongst those being recognised in the annual Breakfast Club Awards.

Kellogg's Breakfast Club Awards have been running for almost a decade, honouring best practice breakfast clubs in school communities across the UK, and the inspiring teachers and support staff who make them happen.

This year, the awards feature a brand new category – **Breakfast Club Hero** – which celebrates an individual who goes above and beyond to support the running of their school breakfast club.

Six entries (and a furry friend!) have been shortlisted for the award, including:

- Seth, a Year 10 student at **Whitmore High School in Barry, Wales**
- Becky Mencarini from **Curledge Street Academy in Paignton, Devon**
- Kerrie Flowitt, SEND Coordinator from **Coritani Academy in Scunthorpe, North Lincolnshire** (plus therapy dog Kelvey!)
- Mrs Jamieson, school caretaker at **Carnaghts Primary School in Ballymena, Northern Ireland**
- Irvin, a Year 12 student at **Great Baddow High School in Chelmsford, Essex**
- A team of nine Year 5 and 6 'Breakfast Bistro' Leaders from **Carr Mill Primary School in St Helens, Merseyside**

The winner will receive a £1,000 cash prize on behalf of their school, plus an invitation to the Houses of Parliament, where the awards ceremony will be held. The school can choose how best to spend the cash prize based on the needs and ambitions of their breakfast club.

Mrs Jamieson, school caretaker at Carnaghts Primary School in Northern Ireland, said: "I was over the moon to be nominated for a Breakfast Club Hero award, so when I found out I'd been shortlisted I was completely blown away. Walking through the school gates in the morning and knowing that we can help children start their day in a safe, welcoming space, and with a nutritious breakfast, is so rewarding.

"Seeing the kids interacting, making new friends and building confidence makes all of the hard work from our breakfast club team worth it. Our club is like a second home for many children in the mornings, and I'm incredibly proud to be part of something that has such a positive impact on our community."

Seth, a Year 10 student at Whitmore High School in Barry, Wales, said: "I've attended our school breakfast club since it opened in 2022 and now regularly volunteer to support some of the younger students. This has been a lifechanging experience for me – helping me to become more punctual and learn new skills. I also feel more confident than I did before becoming part of the club.

"I love being part of something that helped me to grow in the past and am very proud to have been shortlisted for a Breakfast Club Hero award. It feels very special to me."

A recent survey from Kellogg's* highlighted the importance of breakfast clubs for families up and down the country, with almost double the amount of children visiting a breakfast club every day in 2025 vs 2023 (up from 10% to 18%). A third of teachers (36%) say that they see children arriving at school hungry every day, and nearly 1 in 10 (9%) parents say that their children do not have breakfast in the morning.

Andrew Ridge, Social Impact and Sustainability Lead at Kellogg's said: "We understand the crucial role that breakfast clubs play for families, and our own research has shown an increased demand in recent years. The positive impact of these clubs on local communities wouldn't be possible without the incredible teachers and volunteers who work hard to make them happen.

"Introducing our new 'Breakfast Club Hero' category seeks to celebrate these fantastic individuals going above and beyond to make sure children can have a positive start to their day. It's been a difficult task whittling down our nominations, and we're really excited to celebrate with the shortlisted heroes later in the year."

In addition to the new Breakfast Club Hero award, six schools will be crowned as Best Breakfast Club for their region. A specialist panel of judges will assess *all* shortlisted entries and the winners will be announced later in the year.

ENDS

Notes to Editors

*Research for the report *Hungry to Learn: The impact of morning hunger on our schoolchildren* was undertaken by Spark between 30 January 2025 and 20 February 2025. 2,000 participants from a Nat Rep audience, in addition to 867 teachers.

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