

A young girl with long brown hair and black-rimmed glasses is looking off-camera to the right. She is wearing a blue school sweater with a yellow circular logo on the chest that says "BERNADET". She is holding a white bowl with a colorful floral pattern (pink, purple, and yellow flowers) and a white spoon. The background is a soft-focus indoor setting with warm tones.

*Kellogg's*

**The future  
of school  
breakfast clubs:**

a funding crisis in the UK

## THIS REPORT, FROM KELLOGG'S CONSIDERS THE POTENTIAL CLOSURE OF BREAKFAST CLUBS ACROSS THE UK AND THE IMPACT OF THIS.

## FOREWORD

JOHN COE,  
NATIONAL ASSOCIATION  
OF PRIMARY EDUCATION

### Key Findings

- 1. 43 per cent of all school teachers (primary and secondary) say their breakfast club will face closure in the next 3 years.** This means 200,000 schoolchildren, some in the most vulnerable parts of the UK, will lose access to a nutritious breakfast at school.
- 2. 79 per cent of secondary school breakfast clubs think that they will have to close.** This is a concern when a huge 82 per cent of teachers in Britain see teens arriving for school hungry every day.<sup>1</sup>
- 3. Teachers were asked to list the reasons they fear their clubs will close: 86 per cent said school funding was the main reason** followed by extra staff required (44 per cent) and breakfast club specific funding cuts (39 per cent).
- 4. A quarter (26 per cent) of schools are trying to keep their clubs open by redirecting funds from other parts of the school budget such as school trips, making staff cuts and buying fewer pupil resources.**
- 5. Teachers believe these closures will lead to deterioration in pupil behaviour (34 per cent) and worse attendance (33 per cent).** 36 per cent of breakfast clubs that have now closed noticed a decline in exam results following the closure.
- 6. 27 per cent of parents feel the absence of a breakfast club would mean at least one parent would be forced out of work.**<sup>2</sup>



“This powerful report has a clear and worrying message. Breakfast clubs are at a critical point in their work and the overriding reason is that cuts to school funding over the next three years threaten the closing down of clubs which serve around 200,000 children and young people. The impact upon disadvantaged communities will be particularly severe.

Teachers testify to the educational gains which stem from a healthy breakfast and the positive effect on school and family life has been confirmed by the Department for Education. Policymakers should listen and then take decisive action to provide financial support.”

26%



of schools are forced to redirect funds to keep their club open

## INTRODUCTION

**The benefits of breakfast clubs are proven. A report from the Department for Education in 2017 said: "As well as reducing hunger, breakfast clubs were perceived to improve concentration and behaviour in class and to improve punctuality for some pupils."**<sup>3</sup>

Going without food in the morning has a direct impact on children's behaviour and concentration in lessons, making them less likely to reach their full potential at school.

That's why many schools across the UK have a pre-school breakfast club to ensure children have something filling to eat in the morning and enter the classroom ready to learn.

**"The healthy and nutritious start is something that kick-starts a day packed with learning and provides our boys and girls with the chance to chat with their friends before entering the classroom environment and routine."**

Says School vice Principal John McComb from St Kevin's Primary School, Belfast.



They also provide parents with a lifeline so they can get to work on time in the knowledge that their children are in a fun and safe environment.

It's relatively low cost to provide food for a breakfast club and it makes a big difference.

But schools are struggling to keep these vital clubs open and many teachers fear that they may need to close due to lack of funding. What's worse is that it's the most vulnerable communities in which many breakfast clubs operate, so it's these areas that stand to lose out.

This could also impact many UK families. Over a quarter (27 per cent) of parents feel the absence of a breakfast club would mean at least one parent would be forced out of work.<sup>2</sup>



# 27%

**of parents feel the absence of a breakfast club would mean at least one parent would be forced out of work**

## WHY ARE WE FACING A BREAKFAST CLUB CRISIS?

Schools fund their breakfast club in different ways. The most common source is through the school budget, followed closely by contribution by parents.<sup>4</sup>

Worryingly many teachers (43 per cent) from both primary and secondary schools think it's likely their club will close in the near future. Only 5 per cent of teacher think it is very unlikely that they will face a breakfast club closure.

### **Sadly, we could be facing a breakfast club crisis across the UK.**

The impact of this would be **6,700 breakfast clubs** closing in the next three years affecting around **200,000 pupils** – 163,000 primary school pupils, 31,000 secondary school pupils and 6,000 special school pupils.

Breakfast clubs funded by school budgets appear less sure of their future than their pupil and parent funded counterparts.

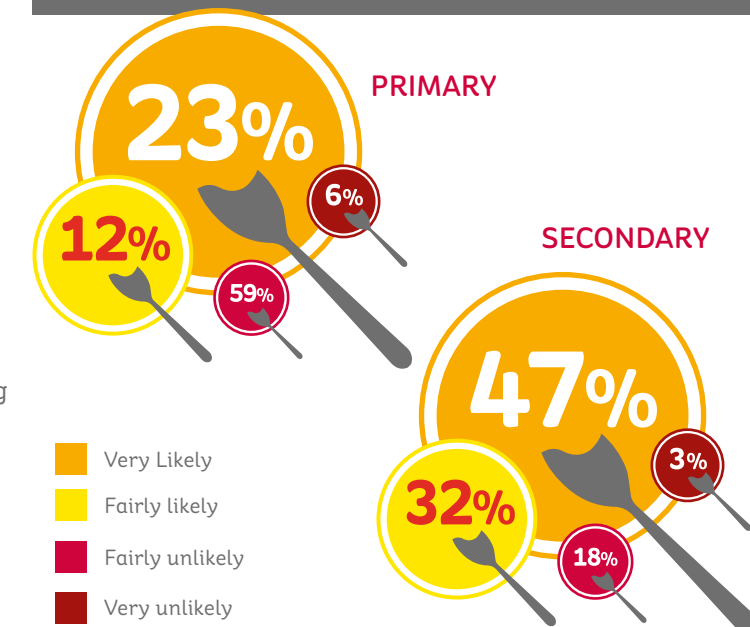
According to teachers from breakfast clubs that have already closed there are two main contributing factors: **1** insufficient parent/pupil interest (56 per cent) and **2** cuts to general government school funding (44 per cent).

But for teachers who think their breakfast club will have to close in the near future, lack of interest is not a concern.

Cuts to school funding are expected to factor into 86 per cent of these closures, this is almost double the rate for clubs that have previously closed.

Cuts to breakfast club specific funding, such as the 2014 Department for Education backed scheme, is also a reason behind potential future closures of Breakfast Clubs in 39 per cent of cases.

Figure 4: The likelihood of Breakfast clubs facing closure in the next 3 years by school type



## CASE IN POINT

### **“We prioritise Breakfast Club for our school, but there are tough times ahead.”**

Head teacher Mike O'Brien, St Bernadette's RC Primary School, Stockport.

From providing support to working parents to ensuring children are safe and well fed before school, breakfast club for St Bernadette's RC Primary School is essential.

In the last three years the club has proven to be invaluable, feeding children in need as well as being a much needed lifeline for parents who need affordable childcare support to return to work.

The primary school provides free booster classes, as part of the club, for children who need extra support in numeracy or literacy. The breakfast club also runs nurturing sessions for those children who need further emotional support. Booster classes have helped many children over the years and with an already jam packed curriculum the school would struggle to provide this needed support without breakfast club.

**Head teacher Mike O'Brien, said: “You can always tell if a child has eaten breakfast. They can concentrate more in class and they behave better too, they're a lot more settled. Over the last three years, we have seen real improvements in attendance and punctuality and that's definitely down to the breakfast club.”**



## AROUND 80

children attend the breakfast club at St Bernadette's RC Primary School every day

Around 80 children attend the breakfast club at St Bernadette's RC Primary School every day and currently the school charges 30p per item of food. Children have the choice of cereal, pastries, toast and fruit.

The club boosts children's social skills by allowing them to see their friends before lessons begin. It also encourages kids to mix with their peers of all ages. There are lots of activities for them to get involved in such as arts and crafts, reading and playing games.

Warning of the grave future for Breakfast Clubs, Mr O'Brien said: "School budgets are getting increasingly tight due to the planned funding formula changes the government is bringing in by 2020.

"Alongside this, changing to staffing ratios from guidance by the Local Authority mean that we now have to pay more staff to work at the breakfast club, which in turn increases the total of salaries we have to pay each year. Clearly the 30p an item charge doesn't cover this so we're left wondering how we're going to be able to run it in the future.



**“We prioritise the breakfast club at our school because it brings so many benefits but we've got some tough decisions to make in order to maintain the club going forward.”**

# THE IMPACT OF BREAKFAST CLUB CLOSURES

Many children go to school without having breakfast which impacts their ability to learn.

Breakfast clubs that offer pupils in primary schools a free and nutritious meal before school can boost their reading, writing and maths results by the equivalent of two months' progress over the course of a year, according to the results of a randomised controlled trial published by the **Education Endowment Foundation (EEF)** in November 2016.<sup>5</sup>



## IMPACT ON CHILDREN

Teenagers that start the school day on an empty tummy will lose

**51 minutes** of learning time that day.<sup>1</sup>

## IMPACT ON FAMILIES

**79 per cent** of teachers say that a future closure of their breakfast club will lead to difficulties for working parents who drop their children off before school hours.

**Breakfast clubs tend to be present in schools in the most deprived parts of the UK so the loss of this access to food in the morning could impact many children in need.**

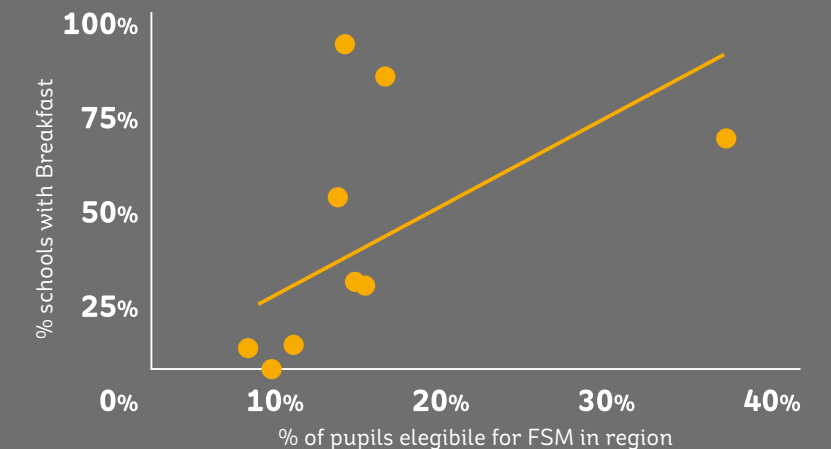
**Teachers believe breakfast club closures will lead to deterioration in pupil behaviour (34 per cent) and worse attendance (33 per cent).** 36 per cent of breakfast clubs that have now closed noticed a decline in exam results following the closure.

Working mum Natalie Walton, from Ramsbottom, Manchester said: "Our breakfast club has warned of closure due to numbers and stretched resource, as a result the fees have gone up. I do the school run every day, my husband is in the army, our breakfast club allows me to work a 9 'til 5 job rather than shift work, therefore the threat of closure is a worry."

There is a correlation between the percentage of students who are eligible for free school meals, and the percentage of schools in that region that have a breakfast club.

These vulnerable communities stand to lose the most from breakfast club closures.

Proportion of schools with Breakfast Clubs compared to proportion of pupils in the region eligible for Free School Meals.



Source: YouGov, DfE, Welsh, Scottish and Northern Ireland Statistics, Cebr analysis



## KEEPING BREAKFAST CLUBS OPEN

Sustaining a breakfast club can be difficult for schools. Funding is the biggest single need for the future success of pre-school clubs followed by staff and food provision.

Most schools are reluctant to ask parents for bigger financial contributions to the breakfast club, 16 per cent of breakfast clubs have asked for a one off donation, and 25 per cent have increased the price.

**Just over a quarter of breakfast clubs have been forced to redirect funds from other parts of the school budget, such as cancelling school trips and reducing staff.**

Many schools have also had to rely on donations from private companies or charities. According to an audit of breakfast clubs in 2015 nearly one in ten school clubs were funded by a charity or sponsor company. Other sponsors include local football clubs, supermarkets and church groups.<sup>3</sup>

## METHODOLOGY

**Kellogg's commissioned Cebr to help provide data and insights within this report.**

## SURVEY RESULTS

Cebr (Centre for Economics and Business Research) has combined survey results from a sample of teachers in the UK with national statistics on school populations to derive results presented in this report. The survey was carried out by YouGov between the 18th and 30th July 2017, reaching 750 respondents from both primary and secondary schools.



## OTHER DATA SOURCES

National statistics were sourced from each constituent country of the UK's national statistics database. From these, data on the number of pupils in government-funded schools were sourced, together with data on the number and thus proportion of pupils eligible for Free School Meals (FSM). Data were available at a regional level, allowing results to be broken down into the 12 UK government regions.

## CALCULATING THE NUMBER OF BREAKFAST CLUBS AT RISK AND NUMBER OF PUPILS IMPACTED

At UK level, survey results were deemed statistically significant when divided down to primary and secondary school level. This allowed an extrapolation of the survey's results at a more detailed level than purely aggregating all schools, allowing more accurate results. For example, Cebr was able to estimate the number of primary school children at risk of losing their breakfast club by combining national statistics on the number of primary schools and pupils in the UK, with the survey results on: the proportion of primary schools with breakfast clubs; the proportion of primary schools' breakfast clubs which are at risk of closure; and the number of pupils who regularly attend primary schools' breakfast clubs.

## ESTABLISHING A RELATIONSHIP BETWEEN BREAKFAST CLUB PROVISION AND HIGH NEED AREAS

Survey results on the proportion of schools with breakfast clubs were statistically significant for the majority of regions. This allowed Cebr to plot a correlation between a region's proportions of schools with Breakfast Clubs, with the prevalence of FSM in that region (a measure of regional deprivation).

Other Sources:

- 1. Survey with teenagers and secondary school teachers about hunger in the classroom:** Kellogg's research by Censuswide survey consultants, conducted April 2017: 500 secondary teachers from across the UK and 1,000 school children across UK, aged between 11 and 18.
- 2. Survey with Working Parents about the benefit of breakfast clubs.** The study is based on 2,003 online interviews conducted nationally with working parents in the UK. The survey comprised an online questionnaire which took respondents around 10 minutes to complete. All participants had to be full or part-time working parents with at least one child in primary state education. The data was collected by Atomik Research Ltd in June 2016.
- 3. Department for Education's (DfE) 2017 report** "Evaluation of Breakfast Clubs in Schools with High Levels of Deprivation"
- 4. Breakfast Club Audit:** 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.
- 5. Results of a randomised controlled trial** published by the Education Endowment Foundation (EEF) in November 2016.

## CONCLUSION

### Dave Lawlor, Kellogg's UK Managing Director

Great progress has been made since the 1990s to increase the number of schools offering pupils a safe and fun environment that provides a nutritious breakfast, but the future for these vital breakfast clubs is at risk.

Pre-school clubs have been proven to be hugely beneficial to children, particularly those in deprived areas, and to many working parents across the UK.

**That's why Kellogg's has supported breakfast clubs for the last 19 years and offers funding, food and training to 3,000 clubs across the UK.**

But, the challenge for schools, government and partners in private and third sectors is to ensure that we help to sustain as many breakfast clubs as possible in the future.

We will continue to support breakfast clubs because we believe that every child deserves the best start to the day.



Kellogg's supports

**3,000**

breakfast clubs across the UK

## WHAT CAN SCHOOLS DO?

1. If you already have a breakfast club, enter the Kellogg's Breakfast Club Awards to win £1,000 for your club and a trip to Parliament – any club can enter, however they are funded. Enter here: [www.breakfastclubawards.co.uk](http://www.breakfastclubawards.co.uk)
2. Kellogg's offers grants of £1,000 to school breakfast clubs. You can apply here: [www.kelloggs.co.uk/breakfastclubs](http://www.kelloggs.co.uk/breakfastclubs)
3. School breakfast clubs can access food donations from the food charity FareShare (eligibility pending). Kellogg's and other food companies provide surplus food to them so it's worth checking whether there's a depot in your area by visiting [www.fareshare.org.uk/contact-us/fareshare-depots/](http://www.fareshare.org.uk/contact-us/fareshare-depots/)
4. Why not join the Kellogg's Breakfast Club Network and receive regular e-newsletters which feature exclusive competitions, activities and practical ideas for running an effective Breakfast Club. To sign up email us at [breakfastclubuk@kellogg.com](mailto:breakfastclubuk@kellogg.com) and reference NETWORK in the subject.





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