

# Warburtons School Visitor end of year report



**Report period September 2012 – July 2013**

**Report compiled by the British Nutrition Foundation, August 2013**

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## Introduction

The British Nutrition Foundation began working with Warburtons on the School Visitor programme in early 2012. The purpose of the Foundation's involvement was to:

- evaluate the existing School Visitor programme;
- develop a School Visitor toolkit to support the School Visitors and ensure a consistent national programme;
- provide training and support for the School Visitors through conferences and one to one telephone and email support;
- monitor and evaluate the programme.

A pilot toolkit was piloted from September – December 2012, with School Visitor feedback leading to the launch of the final toolkit in May 2013.

The School Visitors have been consulted and updated continuously during the development of the toolkit. Two School Visitor conferences held in July 2012 and January 2013 were invaluable for providing opportunities for discussion and training.

Since September 2012, the Foundation has been providing a half termly report on each bakery/depot and overview report for all bakeries/depots. There are six periods to reflect the six terms in school. Period 6 was split into two – 6a and 6b as the final toolkit was launched half way through period 6 and had modified resources and data collection procedures. The reports have evolved during the year to reflect an accurate and useful picture of the school visits per bakery/depot and nationally.

This end of year report has been compiled using data from the 60 bakery/depot reports and seven overview reports. It also takes into account the 1,700 comments from teachers and the feedback provided by the School Visitors during the year.



## End of year overview

Below is a summary of the statistics collected from the eight bakeries and one depot during the school year September 2012 – July 2013. The full information table for this period can be found on page 4.

<b>Report period</b>	September 2012 – July 2013
<b>Children reached</b>	25,197
<b>Number of sessions/workshops delivered</b>	934
<b>Unique schools</b>	560
<b>Schools receiving first visit</b>	301
<b>Schools that would like a revisit</b>	100% <i>[Based on responses to the question, not total forms available.]</i>
<b>Schools that would recommend the programme to another school</b>	100% <i>[Based on responses to the question, not total forms available.]</i>

<b>Target age group</b> (7-11 years)	64% visits within the target age range.
<b>Average session length</b>	2 hrs 30 mins
<b>Elements covered during School Visitor session</b> (History of Warburtons and careers, Healthy eating, Food safety and hygiene, Sandwich/Bread making, Food waste)	Compulsory elements completed in all sessions – No  63% of the practical sessions were sandwich making with 36% bread making.  <i>Note: in 1% of the visits, no practical session was undertaken, e.g. special events, adult learners.</i>
<b>Teacher rating of session elements</b> (History of Warburtons and careers, Healthy eating, Food safety and hygiene, Sandwich/Bread making, Food waste)	Forms were available for 833 sessions.  <i>Note: not all questions on the form were always answered. The percentages below are based on the number of responses to the questions not the total number of forms available.</i>  85% of sessions were rated as excellent.  90% rated their overall experience as excellent.
<b>Teacher rating of children's improvement</b> (Healthy eating, Food safety and hygiene, Food preparation and cooking)	61% rated their pupils' knowledge to have improved by a lot.
<b>Revisit and recommendation</b>	100% of schools would like a revisit and would recommend a visit.
<b>Comments</b>  Total teacher comments: 1,700  Positive: 1,531  Suggestions: 137  Other: 42	90% positive comments  8% suggestions for improvement  2% other, e.g. statements, thank you

School Visitor Programme		End of year report September 2012 - July 2013												
School type	Primary		Special		Secondary		Other		Total	Average session length (nearest 15 minutes)				
	Num.	%	Num.	%	Num.	%	Num.	%	100%	2 hrs 30 mins				
	849	91%	20	2%	10	1%	55	6%	934					
Visits per age	5-7 years		7-9 years		9-11 years		Other		Total	Total here is greater than school type due to more than one age range being marked for one visit.				
	Num.	%	Num.	%	Num.	%	Num.	%	100%					
	225	24%	445	47%	161	17%	112	12%	943					
Activities undertaken during the session														
Warburtons Introduction		Healthy eating		Food safety & hygiene		Sandwich making		Bread making		Food waste		Other		
Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	
835	89%	885	95%	910	97%	588	63%	339	36%	773	83%	627	67%	
Teacher rating of the session														
Number of forms available:		833 Note: Although this number of forms are available, not all questions are answered on every form. Responses per question are noted below.												
Rating	Warburtons Introduction		Healthy eating		Food safety & hygiene		Sandwich making		Bread making		Food waste		Overall experience	
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%
Excellent (4)	559	76%	663	85%	693	89.8%	537	95.9%	280	81.6%	504	79.6%	736	90.1%
Good (3)	163	22%	113	14%	74	9.6%	21	3.8%	32	9.3%	113	17.9%	77	9.4%
OK (2)	15	2%	7	1%	5	0.6%	2	0%	31	9.0%	16	2.5%	4	0.5%
Poor (1)	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Not undertaken	0		0		0		0		0		0		0	
Total responses to each question:	737		783		772		560		343		633		817	
Teachers rating of improvements in the children's level of understanding														
Rating	Healthy eating		Food safety & hygiene		Food prep/cooking		Teachers who would like a re-visit							
	Num.	%	Num.	%	Num.	%	Yes		No					
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%				
A lot (3)	404	50.7%	537	66.3%	519	65.1%	814	100%	0	0%				
Some (2)	352	44.2%	253	31.2%	249	31.2%								
No change (1)	41	5.1%	20	2.5%	29	3.6%								
Total responses to each question:	797		810		797		Yes		No					
	Num.	%	Num.	%	Num.	%	Num.	%	Num.	%				
Total number of children visited	25,197						814	100%	0	0%				
Unique schools visited	560													
Schools receiving first visit	301													

## Highlights

The School Visitors have worked hard to embrace the changes and embed the new systems for reporting during the year. The new reporting system has increased the administrative work for the School Visitors and requires good organisation and accuracy to complete successfully. All bakeries have notably improved in their recording and accuracy during the school year.

## Toolkit

The final 119 page School Visitor toolkit provides a complete guide for current and future School Visitors in terms of how to organise, deliver, risk assess, evaluate and report on their visits. This comprehensive and practical guide should ensure consistency of visits across Britain, protecting and building Warburtons reputation year on year. School visitors have been involved in all stages of production, and have valued their involvement.

## Resources

The Brett the baker character has been created as a guide to lead children through the programme. The character appears on resources such as PowerPoint presentations, worksheets, the *Get busy booklet* and certificates.

The *Get busy booklet* is an A4 eight page booklet for children to partly complete during a Warburtons School Visitor visit and partly at home. The purpose of children taking the booklet home is that they will use it with their parents/carers to engage them in the healthy eating messages the children have been learning.

An A5 certificate is given to each of the children when they have participated in a visit. This provides a reward and keep-sake of the visit. Again, this is something children can take home to share with parent/carers to engage them with their learning.

The Brett the baker character, booklet and certificates have only been available to the School Visitors since May 2013 but initial feedback has been very positive from the school visitors, teachers and pupils.



'We have received our booklets at Tuscany. Very impressed!'

Janet Hall, School Visitor, Tuscany

Received the booklets today, they are fab! Really impressed with them and their eye catching too! So much better than the old booklets we are using at the moment.

Jenna Foley, School Visitor, Port Talbot

Thank you for our certificates and the finished toolkit, brilliant.

Nicola Burns, School Visitor, Wednesbury



## What do the schools like and want?

The following key 'likes' and 'wants' from schools reflect comments made by teachers which have been frequently repeated across the bakeries and depot over the seven reporting periods.

### Like

- The School Visitors – excellent presenters, very good with the children, professional, very well organised.

You have organised everything brilliantly. We have had a wonderful time and look forward to seeing you next time!

Bolton (Period 1)

Excellent rapport with the children.

Tuscany (Period 6b)

Very organised and superb manner with the children.

Eastwood (Period 6a)

- Practical aspect - making bread or sandwiches is generally the most popular part of the session.

The practical 'hands on' part where the children could actually prepare their own sandwiches.

Bolton (Period 1)

Hands on shaping and cutting the bread dough.

Burnley (Period 6)

- Wearing the hairnets – teachers and children really enjoy wearing the hairnets which help to reinforce the importance of getting ready to cook correctly. The food safety and hygiene element of the School Visitor sessions is where teachers say their children's level of understanding improves the most.

Wearing aprons and hairnets, it really helped them understanding food hygiene.

Bristol (Period 5)

- Take home gifts are really appreciated by the schools, e.g. bread, certificates.

*(The next day)* A lot of children came with sandwiches for lunch on the bread they were given.

Eastwood (Period 6b)

Fabulous to have bread for all the children.

Enfield (Period 6a)

- How the programme supports the curriculum.

A very interesting and informative day - we loved it! Contents of the session covers National Curriculum objectives (materials and changes). Thank you!

Eastwood (Period 5)

We have been learning about healthy eating in Science so this experience really helped their understanding.

Port Talbot (Period 6a)

It was fantastic! It addressed so many aspects of the year 3 curriculum.

Enfield (Period 2)

Teacher comments also reflected their appreciation of Warburtons and the School Visitor programme.

We really value this service provided by Warburton's and look forward to next year's workshop!

Bellshill (Period 2)

A very generous gesture from Warburtons to come in & provide the service & ingredients.

Enfield (Period 5)

This is a super learning experience for the children and I hope we will be able to continue welcoming Warburton's at our school in the future.

Eastwood (Period 4)

Fabulous programme!

Wednesbury (Period 3)

### Want

- Video clip of how bread is produced in the bakery.

I think the DVD that you used to show is more powerful/memorable than the new PowerPoint.

Bolton (Period 1)

Perhaps having a film clip from a factory/ pictures of factories in UK

Bristol (Period 4)

DVD to show children the process of bread making.

Tuscany (Period 6b)

- Website with information to support the visit.

Having a website to refer to was helpful. It would be more informative if there were more child friendly pages containing history of Warburtons and also various information on making bread.

Tuscany (Period 6b)

### In summary

Schools like:

- the school visitors;
- the practical nature of the activities;
- the reinforcement of food safety and hygiene;
- the take home gifts;
- how the School Visitor programme supports what they have to teach.

Schools would like:

- a short video showing bread making in a factory;
- resources and support materials on a website.

## Conclusion

It has been a period of change for the School Visitors, which they have embraced. During the first year of reporting, BNF are delighted to be able to validate **934 workshops**, reaching **25,197 children**. These workshops have been highly rated and valued by teachers, and have had an impact on children's experiences and learning. The School Visitors have risen to the challenge of delivering a more consistent programme. While there are still some improvements to be made, the direction is positive, with School Visitors using the new toolkit resources and reporting procedures with increasing confidence.

The School Visitors programme delivers healthy eating and practical food activities helping schools fulfil their curriculum objectives in PSHE/Health and wellbeing/ PSE, Science and Design and technology/Technologies. Schools greatly appreciate that the School Visitor programme is linked to the curriculum and this adds further credibility and value to the programme. The School Visitor Programme also support the new England curriculum (statutory from September 2014) which sees an even greater emphasise placed on practical food work and learning about healthy eating.

The School Visitor programme is a unique resource for schools which is generously resourced by Warburtons to enable schools to receive the sessions free of charge. Similar programmes which teach about healthy eating and practical food activities often make a charge to schools and certainly do not employ 18 staff members to deliver the programme. This is a unique part of its appeal and confirms Warburtons values driven approach to health education. Overall, the School Visitor programme provides a positive and memorable experience for pupils which helps embed important healthy eating messages, food hygiene and practical food skills.

In the future, BNF recommends that the reporting continue, so that Warburtons can report on its CR programme with pride and assurance. The reporting also supports staff recognition and training and the development of new resources (such as videos and a small website/website pages) which have been identified by teachers as something that would fully complete the visits.

BNF is delighted to be working with Warburtons on the School Visitors programme.