

Warburtons School Visitor end of year report 2014



Report period September 2013 – July 2014

Report compiled by the British Nutrition Foundation

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Introduction

The British Nutrition Foundation (BNF) began working with Warburtons on the School Visitor programme in early 2012. Since this time, BNF has worked alongside Michael McDermott, Community & CR Manager, Warburtons to:

- review School Visitor practice across the UK;
- write, test and evaluate a pilot toolkit;
- launch a final toolkit (May 2013);
- develop and provide a *Get busy booklet* and certificate for every child participating in a School Visitor session;
- monitor, evaluate and validate School Visits across nine sites for two years;
- run three School Visitor conferences;
- undertake quality assurance visits to School Visitor sites.

The development of a robust and appropriate toolkit was fundamental to achieving one of the main project aims - to deliver a consistent School Visitor programme across the UK. Over the last academic year (September 2013 – July 2014) the School Visitors have fully embraced the toolkit and worked hard to ensure their visits have been delivered in accordance with its guidance. Recent quality assurance visits have confirmed this.



The School Visitors rose to the new challenges presented by the introduction of KPIs in September 2013. For example, the School Visitors were challenged to improve the number of evaluation forms they collected from teachers after visits (these are an essential part of the programme monitoring). Last year, 101 school visit evaluation forms were missing (89% were available) but this academic year only 12 forms were missing, (99% were available). This is a fantastic achievement considering 1,035 visits were undertaken during the year (see page 3). The School Visitors also

improved upon the number of visits made to the target audience and the average session length, which was within 12 minutes of the recommended time this year as opposed to 30 minutes the previous year. The School Visitors have met or exceeded the majority of the KPI targets set this year and where the targets have not been met, they were extremely close to being achieved.



This end of year report has been compiled using data from the 54 site period reports and six overview reports. It also takes into account feedback from schools and the School Visitors during the academic year 2013/2014.

End of year overview

Below is a summary of the statistics collected from the nine sites during the academic year September 2013 – July 2014. The full information table for this period can be found on page 4.

Report period	September 2013 – July 2014
Children reached	28,779
Number of sessions/workshops delivered	1,035
Unique schools	609
Schools receiving first visit	350
Average session length	2 hours 12 minutes
Practical session	70% sandwich making 29% bread making <i>(1% unaccounted for due to missing information on a site spreadsheet.)</i>
Schools that would like a revisit	99% <i>(One school felt the session was unsuitable for their classroom, two schools left the question blank.)</i>
Schools that would recommend the programme to another school	99% <i>(Three schools left the question blank.)</i>

KPI area	2012/2013 end of year stats	Target for 2013/2014	Actual end of year 2013/2104 stats
School type	7% of visits made to secondary and 'other' categories.	0% of visits to secondary or 'other' categories.	2% visits to secondary or 'other.'
Visits per age	88% to target age (5-11 years).	95% to target age (5-11 years).	95% to target age (5-11 years).
Activities (elements) undertaken	89% Warburtons introduction 95% Healthy eating 97% Food safety 99% Practical (bread or sandwiches) 83% Food waste	100% Warburtons introduction 100% Healthy eating 100% Food safety 100% Practical (bread or sandwiches) 100% Food waste Cover <i>all</i> session elements in 100% of visits.	100% Warburtons introduction 97% Healthy eating 99% Food safety 99% Practical (bread or sandwiches) 98% Food waste
Teachers rating sessions as excellent	76% Warburtons introduction 85% Healthy eating 89.8% Food safety 95.9% Sandwich making 81.6% Bread making 79.6% Food waste 90.1% Overall experience	90% Warburtons introduction 90% Healthy eating 90% Food safety 90% Sandwich making 90% Bread making 90% Food waste 90% Overall experience Increase (or sustain) scores of 90% +	85% Warburtons introduction 88% Healthy eating 92.7% Food safety 93.6% Sandwich making 90.3% Bread making 83.5% Food waste 92.2% Overall experience
Teacher rating of improvements in the children's level of understanding	94.9% Healthy eating 97.5% Food safety and hygiene 96.3% Food preparation and cooking	94.9% Healthy eating 97.5% Food safety and hygiene 96.3% Food preparation and cooking Sustain (and increase if possible) scores of 90% + for teacher rating of 'a lot' and 'some'.	97.5% Healthy eating 97.1% Food safety and hygiene 97.7% Food preparation and cooking
Teachers who would like a revisit and would recommend a visit	100% would like a revisit and would recommend a visit.	100% would like a revisit and would recommend a visit. Sustain this excellent achievement.	99% Revisit 99% Recommend
Unique schools visited	60%	60%	59%
Schools receiving a first visit	32%	40%	34%
Evaluation forms	89% available.	99% available.	99% available.

School Visitor Programme		End of year report August 2014												
School type	Primary	Num.	%	Special	Num.	%	Secondary	Num.	%	Other	Num.	%	Total	
		994	96%	21	2%	1	0%	19	2%	1035		100%	Average session length (minutes)	
													132	
Visits per age	5-7 years	Num.	%	7-9 years	Num.	%	9-11 years	Num.	%	Mixed 5-11 years	Num.	%	Total	
		178	17%	515	50%	272	26%	17	2%	52	5%	1034		
													100%	
Activities undertaken during the session														
Warburtons introduction	Healthy eating	Num.	%	Food safety & hygiene	Num.	%	Sandwich making	Num.	%	Bread making	Num.	%	Food waste	Num.
		1031	100%	1004	97%	1024	99%	728	70%	305	29%	1011	98%	712
														69%
Teacher rating of the session														
Number of forms available: 1023														
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	Other						
Excellent (4)	867	85%	886	88%	943	92.7%	674	93.6%	270	90.3%	825	83.5%	940	92.2%
Good (3)	140	14%	111	11%	68	6.7%	44	6.1%	29	9.7%	154	15.6%	73	7.2%
OK (2)	10	1%	6	1%	5	0.5%	2	0%	0	0.0%	7	0.7%	7	0.7%
Poor (1)	0	0%	4	0%	1	0%	0	0%	0	0%	2	0%	0	0%
Total responses to each question:		1017	1007	1017	720	299	988	1020						
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 revisit										
	Num.	%	Num.	%	Yes	No								
A lot (3)	562	55.9%	691	68.2%	700	69.3%	1015	99%	2	0%				
Some (2)	418	41.6%	293	28.9%	287	28.4%								
No change (1)	26	2.6%	29	2.9%	23	2.3%	Teachers who would recommend a visit							
Total responses to each q		1006	1013	1010										
Total number of children visited		28,779												
Unique schools visited		609												
Schools receiving first visit		350												

Highlights

Quality assurance visits

The quality assurance (QA) visits begin in May 2014. These have involved Claire Theobald from BNF attending school visits with School Visitors from each site to observe the visit delivery. After each visit, Claire, the School Visitor/s and the Line Manager have met to discuss the visit. The purpose of the QA visits has been:

- to gain a national picture of how the School Visitor toolkit is being delivered (in order to continue to build towards a consistent programme across the UK);
- to identify areas of good practice and any areas for development at each bakery/depot; and
- to provide an opportunity for School Visitors to discuss their visits and seek any support or guidance on related issues in order to maintain their high standards.

To date, these visits have been very positive. They have provided an opportunity for School Visitors to showcase their sessions and demonstrate that they are working to the toolkit requirements. They have also provided an opportunity for discussion about what is going well, ways to improve visits and any areas of concern. During these visits, a number of the visitors have praised the toolkit for providing everything needed to deliver their sessions. Several School Visitors have also expressed their appreciation for the work Michael McDermott has done to support and professionalise the School Visitor programme.

Conference

This year's conference was the third School Visitor conference since 2012 and had a fantastic atmosphere. Over the last two years the School Visitors have grown to know each other better and now support each other with calls, emails and visits from time to time. This has helped the School Visitors to form a strong team and the good humour and friendly atmosphere at the recent conference created a sociable, positive working environment. The School Visitors appreciate the presence of the Warburtons family at the conferences. Jill Kippax and Brett Warburton both attended again this year and engaged fully with proceedings – providing hands-on support with tasks and speaking to the School Visitors. The presence and speech by Neil Campbell, Managing Director, showed the importance of the School Visitor programme to the company and his time was much appreciated by all in attendance.

Basingstoke

In June 2014, two School Visitors were recruited at the Basingstoke site. This is the first time School Visitors have operated from this site and it is an exciting development to see the programme expanding into another area. The two Basingstoke School Visitors have completed their online nutrition training and Level 2 Food safety certificates and will be starting their school visits in September 2014. They have been very well supported by the Enfield School Visitors who have helped them to get organised for the start of their school visits.

Intranet

Nicola Atkinson has been working with the School Visitors to collect photos and stories from their visits to use on the Warburtons intranet to raise the profile internally in the company. This is a great way of increasing the awareness and status of the School Visitors role and its importance in the community within the business.

Future developments

School Visitor toolkit update

The School Visitor toolkit is in the process of being updated. The updates will be minor and will not affect the structure or content of the School Visitor sessions. Updates will include more detailed references to all UK curricula and updated links to the new curriculum in England. The updated toolkit will be issued to School Visitors in February 2015 to be used from March 2015.



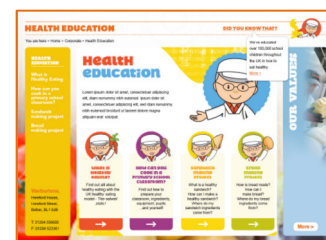
Get busy booklets and certificates



Since their launch in May 2013, the *Get busy* booklets and certificates have been a great success and very well received by schools. The *Get busy* booklet was produced to support the target age group, 7-11 years, at the beginning of the 2013 school year. Later in the year, the target age group was expanded to cover children aged 5-11 years. During the conference, some of the School Visitors suggested that it would be useful to produce a booklet or additional resources tailored to younger children (5-7 years). This will be considered and monitored during the coming year, however, there are games in the toolkit designed to support younger children.

Teaching resources webpage

Michael McDermott is leading the development of a *Teaching resources* webpage to sit on the Warburtons website. The webpage will provide resources to support teachers delivering lessons about healthy eating, cooking and where food comes from to support delivery of curricula requirements across the UK. The resources will be free to download and based on the School Visitor programme so they can be used by schools who do not manage to get a visit, or by those schools who have received a visit and wish to undertake some follow up work. The webpage is an exciting expansion of the School Visitor programme and further demonstrates Warburtons commitment to supporting health education in schools.



Videos

Since the initial audit of the School Visitor programme in 2012, feedback from the School Visitors and schools has indicated that they would like a video to show how bread is made. There was a video in the past but this was decommissioned as it became out of date. A new video has been developed and is housed on the new *Teaching resources* webpage page. This will be available for School Visitors to show during their visits or for schools to access on other occasions.



Posters

Six posters based on themes from the School Visitor programme have been developed for schools to support class work after the visit. A printed (A2 size) set of the posters will be available for each class teacher. The posters cover the following themes: healthy eating, getting ready to cook, making a sandwich, making bread, where bread comes from and food waste. The posters will also be available to download as pdfs from the *Teaching resources* webpage.



Recommendations and reminders for School Visitors

The following development points emerged from the July 2014 conference and are to be worked on by the School Visitors over the coming academic year.

- **Reaching out**

- reach out to new schools
- share the programme with as many schools as possible - avoid repeat visits when you can
- promote the new *Teaching resources* webpage to schools and direct those to whom they cannot visit in person to the new webpage resources

- **Recognition**

Support the effort in gaining recognition for the programme by:

- consistent programme delivery – cover all elements of the sessions
- operate within the framework – adhere to the toolkit and resources provided at all times
- record and accurately track – ensuring that the spreadsheet recording visits is both fully completed and accurate

- **Enhance children’s practical food experience!**

Look for ways to allow children to do more food preparation. You could provide the opportunity for them to:

- halve their own sandwiches;
- pack their own sandwiches into food bags;
- use kitchen scissors to prepare ingredients (snip pepper slices, shred lettuce);
- try grating (carrot);
- use a vegetable knife with the fork secure - under close observation (to slice celery or cucumber)

- **Pledges**

Continue to work on site pledges. Progress will be checked in January 2015.



Overall key Performance Indicators (KPIs) for academic year 2014 – 2015

These (KPIs) are targets for the School Visitors for the academic year 2014-2015. They will be reviewed by the School Visitor Line Managers and the Community Investment Committee periodically throughout the year.

Area	Recorded statistics 2013/2014	Targets for 2014/2015
School type	2% visits to secondary or 'other.'	0% of visits to secondary or 'other' categories.
Visits per age	95% to target age (5-11 years).	95% to target age (5-11 years). Increase (or sustain) 95%
Activities (elements) undertaken	100% Warburtons introduction 97% Healthy eating 99% Food safety 99% Practical (bread or sandwiches) 98% Food waste	100% Warburtons introduction 100% Healthy eating 100% Food safety 100% Practical (bread or sandwiches) 100% Food waste Cover <u>all</u> session elements in 100% of visits.
Teachers rating sessions as excellent	85% Warburtons introduction 88% Healthy eating 92.7% Food safety 93.6% Sandwich making 90.3% Bread making 83.5% Food waste 92.2% Overall experience	90% Warburtons introduction 90% Healthy eating 90% Food safety 90% Sandwich making 90% Bread making 90% Food waste 90% Overall experience Increase (or sustain) scores of 90% +
Teacher rating of improvements in the children's level of understanding	97.5% Healthy eating 97.1% Food safety and hygiene 97.7% Food preparation and cooking	95% Healthy eating 95% Food safety and hygiene 95% Food preparation and cooking Sustain (and increase if possible) scores of 95% + for teacher rating of 'a lot' and 'some'.
Teachers who would like a revisit and would recommend a visit	99% Revisit 99% Recommend	100% would like a revisit and would recommend a visit.
Unique schools visited	59%	45% <i>This target has been decreased by 15% from 2013/2014. This is due to School Visitors reporting that an increasing number of schools now have more than two form entry. This makes it difficult for visitors to limit repeat visit to two without missing out some of the same age group in a school. However, although the target has been lowered slightly, it still remains important to continue to strive to visit as many different schools as possible.</i>
Schools receiving a first visit	34%	30% <i>This target had been reduced by 10% from 2013-2014 in acknowledgement of the fact there is a finite number of schools within a 1 hour drive of each site.</i>
Evaluation forms	99% available.	100% available.
Spreadsheets	N/A	Continue to ensure all spreadsheets are fully and accurately completed before being sent to BNF.
Toolkit	N/A	Continue to run sessions in accordance with the toolkit. Re-read parts of the toolkit from time to time to remind yourself of the contents. Try different resources in the toolkit, e.g. board games, teaching bread making from scratch, cutting skills in the sandwich session.

Conclusion

This year the School Visitors have risen to the challenge of the newly introduced KPIs and worked hard to successfully contribute to the targets. The School Visitors have embraced the toolkit over the last 14 months and now deliver this as prescribed, and with confidence.

The KPIs set for 2014/2015 will continue to challenge the School Visitors but consideration has been given to their feedback in regard to the *Unique schools visited* and *Schools receiving a first visit* targets which have been lowered slightly.

BNF is delighted to be able to validate **1,035 workshops** (an increase of 101 from last year), reaching **28,779 children** (an increase of 3,582 children from last year). Validation this year took the form of three randomly timed requests for each site to submit two teacher evaluation forms. BNF then cross checked these forms against the information recorded by the School Visitors on their spreadsheets. BNF recommends that monitoring and reporting on the School Visitor programme continue so that Warburtons can report on its CR programme with pride and assurance.

An exciting development for this coming year is the introduction of the *Teaching resources* webpage. This will provide a host of new free resources for teachers to help them deliver lessons about healthy eating, cooking and where food comes from. The resources will comprise lesson plans, worksheets, videos and posters. At a time when health education is so high on the agenda in school, these resources will undoubtedly be very welcome by teachers.

Under Michael's leadership, the School Visitor programme is going from strength to strength. The programme is now running consistently across Britain, there are two years of validated statistics to show the reach and achievements of the programme and the School Visitors are on-board and striving to achieve the common programme goals. The School Visitor team has expanded with recruitment in Basingstoke and the coming year will see the launch of an exciting new webpage for schools. This is truly an excellent achievement!

BNF is delighted to be continuing to work with Michael McDermott and Warburtons on the School Visitors programme and is looking forward to an exciting year ahead.