

Warburtons School Visitor end of year report 2015



Report period September 2014 – September 2015

Report compiled by the British Nutrition Foundation

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Introduction

The Warburtons School Visitor programme has been running for over 20 years. In early 2012, Michael McDermott, Community & CR Manager at Warburtons, enlisted the support of the British Nutrition Foundation (BNF) to review and develop the programme to create a rigorous, educationally sound, consistent British programme. Since 2012, BNF has worked with Michael McDermott to:

- review School Visitor practice across the UK;
- write, test and evaluate a pilot toolkit;
- launch the final toolkit (May 2013);
- review, updated and re-launch the toolkit (October 2015);
- develop and provide a *Get busy booklet* and certificate for every child participating in a School Visitor session;
- develop and provide six posters based on the school visit themes for each class receiving a visit;
- monitor, evaluate and validate school visits across the sites (bakeries and depots) for three years;
- run four annual School Visitor conferences to update and train the School Visitors;
- undertake quality assurance visits to all School Visitor sites.

The School Visitors are fully committed to delivering a high quality programme. They are a professional team with a unique gift for relating to and working with young people, a talent often praised by teachers on the *Evaluation forms*. The School Visitors have been continually challenged since 2012. They have been asked to follow specific guidance for delivering their sessions, use specified resources such as PowerPoint presentations, to collect and record detailed statistics for every visit they make and to try new activities such as teaching cutting skills. The School Visitors have risen to these challenges and continue to develop their sessions to improve and perfect their school visits.

Since the programme review and rejuvenation in 2012, two new Warburtons sites have been added to the School Visitor team. These sites are Basingstoke and Newton Abbot. The presence of the clear and detailed toolkit played a large part in giving these sites the confidence to establish the programme in their areas with a clear understanding of the purpose of their visits and how they should be executed. School Visitors experienced in the programme were also able to train and support the new sites based on the consistent programme they were experienced in delivering.

There are currently 10 sites delivering the School Visitor programme and 20 School Visitors.

This end of year report has been compiled using data from the 56 site period reports and six overview reports. It also takes into account feedback from schools and the School Visitors during the academic year 2014/2015.

End of year overview

Below is a summary of the statistics collected from the ten sites during the academic year September 2014 – July 2015. The full information table for this period can be found on page 4.

| | |
|--|---|
| Report period | September 2014 – July 2015 |
| Children reached | 28,618 |
| Number of sessions/workshops delivered | 1,025 |
| Unique schools | 575 |
| Schools receiving first visit | 336 |
| Average session length | 1 hours 54 minutes |
| Practical session | 73% sandwich making 27% bread making |
| Schools that would like a revisit | 100% |
| Schools that would recommend the programme to another school | 100% |

| KPI area | Recorded statistics 2013/2104 | Targets for 2014/2015 | Actual statistics 2014/2105 |
|---|---|---|---|
| School type | 2% visits to secondary or 'other.' | 0% of visits to secondary or 'other' categories. | 0% visits to secondary or 'other.' |
| Visits per age | 95% to target age (5-11 years). | 95% to target age (5-11 years). Increase (or sustain) 95% | 99% to target age (5-11 years). |
| 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 all session elements in 100% of visits. | 100% Warburtons introduction 99% Healthy eating 100% Food safety 100% Practical (bread or sandwiches) 99% Food waste |
| 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% + | 89% Warburtons introduction 90% Healthy eating 95.5% Food safety 95.4% Sandwich making 96.7% Bread making 85.2% Food waste 94.6% Overall experience |
| 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'. | 97.8% Healthy eating 98.5% Food safety and hygiene 97.9% Food preparation and cooking |
| 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. | 100% Revisit 100% Recommend |
| Unique schools visited | 59% | 45% | 56% |
| Schools receiving a first visit | 34% | 30% | 33% |
| Evaluation forms | 99% available. | 100% available. | 99.5% available. |

| School Visitor Programme | | End of year report August 2015 | | | | Average session length (minutes) | | | | | | |
|---|-------------------------|--------------------------------|-----------------------|-----------------|-----------------------|----------------------------------|-----------------------------------|-------|------------|-------|--------------------|-------|
| School type | Primary | Special | Secondary | Other | Total | | | | | | | |
| | Num. | % | Num. | % | Num. | % | 100% | | | | | |
| | 1,009 | 98% | 14 | 1% | 0 | 0% | 0% | | | | | |
| | | | | | 2 | 0% | 1025 | | | | | |
| | | | | | | | 114 | | | | | |
| Visits per age | 5-7 years | 7-9 years | 9-11 years | Other | Total | | | | | | | |
| | Num. | % | Num. | % | Num. | % | 100% | | | | | |
| | 241 | 24% | 561 | 55% | 179 | 17% | 35 | | | | | |
| | | | | | 3 | 3% | 9 | | | | | |
| | | | | | | | 1025 | | | | | |
| Activities undertaken during the session | | | | | | | | | | | | |
| Warburtons Introduction | | Food safety & hygiene | | Sandwich making | | Food waste | | | | | | |
| Num. | % | Num. | % | Num. | % | Num. | % | | | | | |
| 1023 | 100% | 1019 | 99% | 1023 | 100% | 1018 | 99% | | | | | |
| | | | | | | | 710 | | | | | |
| | | | | | | | 69% | | | | | |
| Teacher rating of the session | | | | | | | | | | | | |
| Number of forms available: | | 1020 | | | | | | | | | | |
| 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 | | Food waste | | Overall experience | |
| | Num. | % | Num. | % | Num. | % | Num. | % | Num. | % | Num. | % |
| Excellent (4) | 904 | 89% | 915 | 90% | 972 | 95.5% | 708 | 95.4% | 265 | 96.7% | 861 | 85.2% |
| Good (3) | 108 | 11% | 97 | 10% | 44 | 4.3% | 34 | 4.6% | 7 | 2.6% | 139 | 13.7% |
| OK (2) | 5 | 0% | 3 | 0% | 2 | 0.2% | 0 | 0% | 2 | 0.7% | 11 | 1.1% |
| Poor (1) | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% |
| Total responses to each question: | 1017 | 1015 | 1018 | 742 | 274 | 1011 | 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. | % | Num. | % | Yes | No | Yes | No | Yes | No |
| A lot (3) | 603 | 59.3% | 768 | 75.4% | 750 | 73.7% | 1019 | 100% | 0 | 0% | | |
| Some (2) | 392 | 38.5% | 235 | 23.1% | 246 | 24.2% | | | | | | |
| No change (1) | 22 | 2.2% | 16 | 1.6% | 21 | 2.1% | | | | | | |
| Total responses to each question | 1017 | 1019 | 1017 | 1017 | | | | | | | | |
| Total number of children visited | | 28,618 | | | | | | | | | | |
| Unique schools visited | | 575 | | | | | | | | | | |
| Schools receiving first visit | | 336 | | | | | | | | | | |

Highlights

Food and Drink Federation Awards

On 7 September 2015, after four years of hard work, commitment and drive from Michael McDermott, the School Visitor Programme finally received the recognition it deserved and was presented with the *Health and Wellbeing* award by the Food and Drink Federation.

The award was presented at a prestigious event in central London by broadcaster and writer Hardeep Singh Kohli.

Michael McDermott, representatives from Centre, the School Visitor team and BNF attended the event and collected the award. This was a momentous and exciting landmark in the journey of the School Visitor programme. Providing the programme with the formal recognition it deserved and highlighting the generous commitment Warburtons has been making to support children's learning about health in schools for over two decades.



"I absolutely love my role as a School Visitor and feel extremely proud to work for Warburtons – especially after winning the FDF Award! To be there as one of the few was an honour! Here's to winning another award next year!"

Alex Aitken, School Visitor, Basingstoke

"I feel it is a privilege to be a School Visitor as it's an amazing feeling to have an impact on the children of today. Getting the award from the FDF was the icing on the 'healthy' cake, to be recognised in such a positive way for all we do was really appreciated."

Lisa Perschky, School Visitor, Enfield

"It was a fantastic achievement to be nominated and a honour to actually win. We are proud to be part of such an amazing programme that has now been recognised for an award!"

Cheryl Howells and Angela Sumbler, School Visitors, Port Talbot

Conference

This year's School Visitor conference took place on 9 September 2015. As well as celebrating the award from the Food and Drink Federation, the conference included a business update, review of the year's stats, nutrition update, cross-site group discussions and targets for the next academic year.



The conference was attended by two family members, Brett Warburton, Executive Director, and Jill Kippax, Corporate Affairs Manager. The presence of the Family members, not only at this year's event but at previous conferences too, serves to demonstrate not only their interest and commitment to the School Visitor Programme and how much they value the work of the School Visitors.

Brett Warburton made two special presentations at the conference. Firstly, to Alex Aitken and Mike Nixon from the Basingstoke site for achieving the ambitions pledge they set themselves at the 2014 conference. Their pledge was to fill their School Visit diary from January - July 2015 by December 2014. As a new site that had not started their visits at the time of last year's conference, this was a very bold pledge, but one which they successfully achieved by November 2014!



Brett's second presentation was to Michelle Hardwick and Janet Hall, School Visitors from the Tuscany site. Since the formal stats monitoring began in 2012, Michelle and Janet have consistently visited the largest number of children each year, by some way. This year their achievement was recognised as they were presented with certificates for seeing a phenomenal 5,711 children during the academic year.

This year's conference included a peer training session delivered by Angela Sumbler and Cheryl Howells. Angela and Cheryl demonstrated how bread making from scratch could be undertaken in a workshop to enable other School Visitors to see how the session could be delivered and ask questions. All the School Visitors thoroughly enjoyed, and benefited from, this activity.



Over the last three years there has been a decrease in the number of bread workshops delivered during visits. The purpose of the training delivered by Angela and Cheryl was to encourage other School Visitors to try 'bread from scratch' workshop themselves to not only provide schools with another practical activity option, but provide School Visitors with job variety and a new challenge.

The School Visitors really appreciate the annual conferences and enjoy the opportunity to share ideas and seek advice from their colleague, as well as received programme updates.

"I really enjoyed the conference and the certificate was a nice surprise!"

Janet Hall, School Visitor, Tuscany

"Thank you for a lovely conference, we both enjoyed ourselves and came away with some really good ideas from other sites. We will be using the knife skills with a school in a couple of weeks' time, so it was really good to see the demonstration."

Nikki Weatherdon, School Visitor, Newton Abbot

Quality Assurance (QA) visits

BNF completed its QA visits in July 2015. All sites received a visit and verbal feedback from Claire Theobald (BNF) in regard to the session that was observed. School Visitors were provided with positive comments in regard to what was working well and a few suggestions for development in the future. No sites provided cause for concern. The QA visits confirmed that the School Visitor programme is running well and consistently across the UK and meeting its objectives.

Updates

School Visitor toolkit update

The School Visitor toolkit update was planned for last year but was consciously delayed in order to seek clarification on important issues such as Disclosure and Baring Service (DBS) checks and to wait for the designed webpage resources to be available so these could be added to the toolkit for consistency.

The following is a summary of amends to the 2013 version of the toolkit.

- Updated School Visitor details and images.
- Updated and expanded curriculum links so full statements of what children are required to know are included.
- Guidance in regard to taking photos in school and a form to request permission to use the photos.
- Induction information for School Visitors in regard the Disclosure and Baring Service (DBS) check, and online nutrition and food safety training.
- Minor nutrition updates, e.g .hydration guidance for adults.
- Guidance on when to dispose of visit records.

Warburtons Teaching resources webpage

The Warburtons *Teaching resources* webpage will launch in October 2015. The webpage has been developed to provide resources for schools not able to benefit from a school visit due to their location or because they are not the programme’s target audience. Teachers who have received a visit can also be directed to the site for further information. The webpage provides lessons plans for a sandwich and bread making session and other resources such as PowerPoints, worksheets and videos to teach about healthy eating, getting ready to cook and where food comes from.



New worksheet for pupils aged 5-7 years

In response to feedback from the School Visitors at both the 2014 and 2015 conference, an activity sheet will be developed for children aged 5-7 years. The intention is for this sheet to be used if an activity is needed, perhaps after the children have finished the practical task, and the *Get busy booklet* is felt to be too advanced. The activity will involve the children recording and evaluating what they have made.

School Visitors challenges for 2015/2016

For the coming year, the following four areas will be the focus for the School Visitors.

Work towards achieving the KPIs with focus, as always, on increasing the programme's reach by:

- Visiting as many *new* schools as possible (schools who have never had a School Visit before);
- Visiting as many *unique* schools as possible (limiting repeat visits to the same school as much as possible).

At the conference, the School Visitors received an explanation of how to calculate their individual site statistics so they can be compared with the KPIs. It is hoped that the School Visitors will try this during the coming academic year. This will help the School Visitors identify any areas for improvement or where they are exceeding expectations as well as provide a cross-checking process to ensure their site figures are correct.



Work on the pledges, which are:

- visit a visitor to develop their own practice;
- collect pupil feedback from two sessions (two classes in the next academic year);
- submit information and photographs for case studies for the intranet (three times during the next academic year).

Try something new, such as:

- bread making from scratch;
- food card activities from the toolkit;
- using a cutting station with a small group of children;
- tasting activities and encouraging children to describe what they taste using their senses.

Promote the new webpage:

- provide details of the webpage to schools who cannot be visited;
- tell schools visited about the webpage and pointing out the address on the bottom of the posters
www.warburtons.co.uk/corporate/teaching-resources

Overall key Performance Indicators (KPIs) for academic year 2015 – 2016

These (KPIs) are targets for the School Visitors for the academic year 2015-2016. They will be reviewed by the School Visitor Line Managers and the Community Investment Committee periodically throughout the year.

| Area | Recorded statistics 2014/2105 | Targets for 2015/2016 |
|---|---|---|
| School type | 0% visits to secondary or 'other.' | 0% of visits to secondary or 'other' categories. |
| Visits per age | 99% to target age (5-11 years). | 97% to target age (5-11 years). |
| Activities (elements) undertaken | 100% Warburtons introduction 99% Healthy eating 100% Food safety 100% Practical (bread or sandwiches) 99% 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 | 89% Warburtons introduction 90% Healthy eating 95.5% Food safety 95.4% Sandwich making 96.7% Bread making 85.2% Food waste 94.6% Overall experience | 92.5% Warburtons introduction 92.5% Healthy eating 92.5% Food safety 92.5% Sandwich making 92.5% Bread making 92.5% Food waste 92.5% Overall experience Increase (or sustain) scores of 92.5% + |
| Teacher rating of improvements in the children's level of understanding | 97.8% Healthy eating 98.5% Food safety and hygiene 97.9% 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 | 100% Revisit 100% Recommend | 100% would like a revisit and would recommend a visit. |
| Unique schools visited | 56% | 45% <i>This target is the same as last year due to an increasing number of schools having more than two form entry which makes it difficult for visitors to limit repeat visits without missing out some of the same age group in a school. However, it still remains important to continue to strive to visit as many different schools as possible.</i> |
| Schools receiving a first visit | 33% | 30% <i>This target remains the same as last year in acknowledgement of the fact there is a finite number of schools within a 1 hour drive of each site.</i> |
| Evaluation forms | 99.5% available. | 100% available. |
| Spreadsheets | N/A | Continue to ensure all spreadsheets are fully and accurately completed. Send to BNF by the submission date. |
| 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 something new from the toolkit, e.g. teaching bread making from scratch, carousel approach. |

Conclusion

Over the last academic year the School Visitors have worked hard towards achieving their KPIs. They have continued to build strong cross-site relationships by seeking advice from each other and supporting School Visitors new to the role.

The KPIs set for 2015/2016 will continue to provide a challenge for the School Visitors and ensure the Programme's high standard is maintained.

As the programme, in its current form, goes in to its fourth academic year, it has now reached a point where it is very much about polishing current practice, maintaining the high standard of delivery and reporting, and ensuring new Visitors are trained and supported so they can continue with the excellent work and reputation established by longer serving School Visitors.

BNF is pleased to be able to validate **1,025 workshops** reaching **28,618 children**. These numbers have decrease very slightly from last year due to the Burnley site stopping visits early in 2015 and new sites needing time to establish their visits. To complete the validation, BNF requests two *Evaluation forms* from each site three times during the school year. BNF then cross checks the information provided by the teacher on the form against the information recorded by the School Visitors on their spreadsheets. BNF recommends that monitoring and reporting on the School Visitor programme continues to maintain the programme's high quality.

Michael McDermott's vision, commitment and drive to standardise and grow the School Visitor programme over the last three and a half years has enabled it to become a rigorous, consistently delivered and educationally sound programme. This sustained effort was formally recognised in September 2015 when the programme won the Food and Drink Federation award for *Health and Wellbeing*. The award provides much deserved recognition and credibility for this excellent programme.

Michael's work on the School Visitor's programme is greatly respected by the British Nutrition Foundation who is proud to work alongside him.

As we move forward in to the next academic year and Michael steps back from the day to day running of the programme, BNF looks forward to working more closely with Natalie Fitzpatrick and continuing to support Warburtons with the School Visitor programme during the year ahead.

