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Warburtons School Visitor programme end of year report 2016

Report compiled by the
British Nutrition Foundation

Report period September 2015 –
September 2016

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Introduction

The Warburtons School Visitor programme has been running for over 20 years. In early 2012, Michael McDermott, Corporate Sustainability 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 programme.

Over the last four years, BNF has worked with Michael McDermott - and over the last year, Natalie Fitzpatrick, Community, Health & Wellbeing Manager - to ensure the School Visitor programme has continued to be a consistent, up to date and quality offering for schools across Britain. This has been achieved by:

- monitoring, evaluating and validating school visits;
- undertaking quality assurance visits to sites to see School Visitors delivering sessions in school;
- updating the School Visitor toolkit, including amendments to reflect changes to the UK healthy eating model, the Eatwell Guide;
- updating printed resources given to schools during visits, i.e. the *Get Busy booklet*, *Let's eatwell* and *Let's reduce food waste* posters;
- delivering the annual School Visitor conference to update School Visitors and provide training, e.g. how to deliver the Eatwell Guide messages in school.

Over the last academic year (September 2015 – July 2016), five new School Visitors have joined the team. This has been an excellent opportunity to monitor how effective the School Visitor toolkit is in serving the needs of those with no prior knowledge of the programme. The feedback has been very positive with new Visitors reporting to have found the toolkit very comprehensive and detailed. Natalie Fitzpatrick visited all new School Visitors and their Line Managers shortly after recruitment to fully introduce the programme. Natalie's visits, coupled with the comprehensive toolkit, have made a positive difference to the new School Visitors. They have been able to confidently deliver high quality school visits from the very start.

Since last year's report, the Newburn bakery has started successfully running the School Visitor programme. School visits began in January 2016. There are currently 11 sites delivering the School Visitor programme and 22 School Visitors.

The statistics in this report have been compiled using data from the year's 63 site period reports and six overview reports.

End of year overview

Below is a summary of the statistics collected from the 11 sites during the academic year September 2015-July 2016. The full information table for the period can be found on page five.

Report period	September 2015 – July 2016
Children reached	34,451
Number of sessions/workshops delivered	1,221
Unique schools	701
Schools receiving first visit	426
Average session length	1 hour 54 minutes
Practical session	76% sandwich making 24% bread making
Schools that would like a revisit	100%
Schools that would recommend the programme to another school	100%

KPI area	Recorded statistics 2014/2015	Targets for 2015/2016	Actual statistics 2015/2016
School type	0% visits to secondary or 'other.'	0% of visits to secondary or 'other' categories.	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).	99% 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 <i>all</i> session elements in 100% of visits.	100% Warburtons introduction 100% Healthy eating 100% Food safety 100% Practical (bread or sandwiches) 99.7% Food waste
Teachers rating elements 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% +	90% Warburtons introduction 92% Healthy eating 95.2% Food safety 97.8% Sandwich making 94.3% Bread making 88.5% Food waste 95.1% Overall experience
Teacher rating of improvements in the children's 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'.	98.1% Healthy eating 98.7% Food safety and hygiene 98.6% 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.	100% would like a revisit and would recommend a visit.
Unique schools visited	56%	45%	57%
Schools receiving a first visit	33%	30%	35%
Evaluation forms	99.5% available.	100% available.	100% available.

Key notes on 2015/2016 statistics

There were 1,221 visits undertaken this academic year, with only a very small number not meeting all the KPI targets. These comprised two visits undertaken to children outside the target age range and three undelivered food waste elements. For the 'Teachers rating the elements as excellent' category, a high target of 92.5% was set for each of the seven session elements. Three of the seven elements fell slightly under this target (90% Warburtons introduction; 92% Healthy eating; 88.5% Food waste). However, these still achieved high scores and are no cause for concern. The Food waste element had the lowest 'excellent' rating at 88.5%, but it is worth noting that 11% of its ratings were 'good'.



For the first time in the last four years, 100% of the evaluation forms were available. This is an excellent and important achievement as these forms provide the information needed to produce the school visit statistics each period and monitor the programme accurately.

Once again this year, the School Visitors exceeded the targets set for 'Unique schools visited' and 'Schools receiving a first visit'. This is essential to ensure the programme reach is maximised so as many schools as possible experience and discover the Warburtons School Visitor programme each year.

This year, the School Visitors achieved new records for the number of sessions delivered and the number of children seen. They delivered 1,221 sessions, an increase of 19% from last year and saw an incredible 34,451 children, a 20% increase on the previous academic year.

Year's highlights

On 12 May 2016, the School Visitor programme collected its second national award. This time it was the 2016 National CSR Award for Nutritional & Health Awareness.

The event was attended by Michael McDermott and other representatives from Centre, the School Visitor team and the British Nutrition Foundation. This was further testament to the quality and impact of the School Visitor programme.

The National CSR Awards celebrates business excellence and innovation in Corporate Social Responsibility across a broad range of disciplines including Sustainability, Carbon Footprinting, Community Development, Staff Welfare, Education and Leadership; making it the only one of its kind in the UK.



National CSR Award for Nutritional & Health Awareness

This award is open to retailers, chefs, nutritionists, food production organisations and campaigners whose work has had a significant impact on local and/or national delivery, policy, implementation or public nutrition with emphasis on awareness raising about healthy foods, obesity and education.

Projects are recognised for leadership that demonstrates development, planning and implementation of public nutrition. Projects must show demonstrative improvements on public health, collaborative working and influencing across a range of stakeholders.

The Judges look for innovative methods for engagement with end users as well as challenging fundamental misconceptions about nutrition and how it relates to health and well-being.

“When our name came up on the screen to say that we had won we were all really elated and I personally felt very proud to be a part of such a great team and such a strong programme.”

Alice Weeks, School Visitor, Bristol

“As a School Visitor, I enjoy the feeling of belonging to and working in a team. The positive feedback from schools and winning this award show we are having an impact and making a difference to the kids that we see and involve in our workshops, as well as giving back to the community.”

Linda Ferguson, School Visitor, Bellshill

It was great to have the School Visitor programme recognised for the amazing work it achieves with young children. On many occasions we have returned to a school the next day and a child tells us they have put something healthy in their sandwich after our visit. Receiving the award shows that with all our hard work and dedication, along with Warburtons and BNF's help, we are delivering a good service to the community.

Nicola Weatherdon, School Visitor, Newton Abbot

Pupil feedback forms



The Warburtons School Visitor programme has been collecting teacher feedback formally since 2012 and using this to evaluate and improve the programme. In 2016, it was decided that it would be valuable to collect feedback from pupils about the visits to gain an additional perspective.

10 School Visitor sites participated in collecting feedback from pupils aged 7-11 years between June and July 2016. 291 feedback forms were completed.

Summary of findings

- Over 90% of pupils said the visit was great. No pupils said they didn't like the visit.
- Nearly three quarters of pupils completing the feedback form participated in the sandwich making practical session.
- All the one word responses pupils were asked to provide to describe their visit were positive.
- The majority of pupils (80%) said their favourite part of the visit was the practical element (making and eating their sandwich or bread).
- Feedback indicated that for nearly 60% of the pupils, the most interesting thing they learnt was related to Warburtons as a company, e.g. the history of Warburtons, how the bread is produced in a factory and careers at Warburtons.
- Nearly all the pupils (84%) reported that they felt other children would enjoy a visit. No pupils reported thinking others wouldn't enjoy a visit.
- Over a third of the pupils fed back that nothing about the visit could be improved. Around 25% of the suggestions for improvement focused around a desire for more practical work.

Conclusion

It was a useful exercise to collect pupil feedback. The feedback forms provided confirmation that pupils enjoy and learn a great deal from the School Visitor sessions. The feedback also provided an insight into pupils' thoughts about specific aspects of the visit.

Tell us about your Warburtons visit
We would like to know what you think!

How old are you?

Tick what you made today.
 Bread Sandwich

Colour a face to show what you thought of the visit.
 It was great! It was OK. I didn't like the visit.

Write one word to describe the visit.

What was your favourite part of the visit?

What was the most interesting thing you learnt?

Do you think other children in your school would enjoy a visit like this?
 (Colour or tick your answer.)
 Yes! No. I don't know.

What could we do to make our visits even better?

School Visitor to complete before photocopying.
 Site: _____ School name: _____ Date: _____
 © Warburtons 2016.

Collecting pupil feedback in the future would be useful from time to time, when deemed beneficial, e.g. if any significant changes were made to the programme. Some School Visitors expressed an interest in using the feedback forms occasionally with schools to review their own practice. This would be a useful self-reflection activity.

In the future, it might be helpful to collect feedback from parents/carers on the impact the visits have on their children. This could perhaps be done by adding an online survey link to the *Get busy booklet* and incentivising parents/carers to provide feedback.

Annual conference

The annual School Visitor conference took place on 7 September 2016. The main focus of this year's conference was to provide training on the new healthy eating model, the Eatwell Guide, which was launched by Public Health England (PHE) in March 2016.

During the months leading up to the conference, Warburtons and BNF updated the School Visitor resources including the presentations and printed materials, and planned the transition across to the new model in order to ensure the programme would be communicating the most up to date and accurate messaging for the new academic year. The conference marked the launch of the updated resources.



Once again the conference was attended by two family members, Brett Warburton, Executive Director and Jill Kippax, Corporate Affairs Manager. Jill Kippax presented two School Visitor awards.



The first award was presented to Shor Renyard for establishing the School Visitor programme so successful in Newburn. During the quality assurance visit, Shor demonstrated that she is highly organised and has excellent classroom presence.

The second award was presented to Julie Welsh and Sophie Martin from the Bristol site for delivering an excellent and engaging session during their quality assurance visit from BNF in July 2016.



The Eatwell Guide

At the conference, BNF nutritionist Rebecca Haresign provided a detailed presentation about the Eatwell Guide and set the School Visitors several interactive activities to help them explore the new messaging. These included:

- playing 'spot the difference' - identifying changes to the healthy eating model;
- completing a 'fibre line up' – sorting foods from highest to lowest by fibre content;
- mini quiz – answering randomly selected healthy eating questions in small groups.



junior parkrun

During the conference, the School Visitors heard from Rowan Ardill from parkrun. Warburtons is supporting parkrun, as part of a 3 year project, to establish junior parkrun, especially in disadvantaged areas across Britain. junior parkrun is a series of two kilometer runs for children aged between four and 14. They are held in areas of open space around the UK, open to all and free. The School Visitors learned how they can promote junior parkrun during their school visits by finding runs local to schools they visit, creating promotional materials and giving these to the schools to share with their pupils.

Intranet training

Nicola Atkinson, Community & Communications Coordinator at Warburtons, delivered an intranet training session to increase School Visitors confidence about uploading their stories and images on to the Warburtons intranet. This training will support the KPI target of uploading three stories with photographs during the coming academic year.

Summary

Once again, the School Visitor conference was a great success. As well as providing an opportunity for several professional updates, it was a great team building event with the School Visitors able to share school experiences with their colleagues, and welcome new team members.

Programme updates

New site

In January 2016, Newburn began delivering school visits for the first time. Shor Renyard, Newburn's School Visitor has done an excellent job of establishing the programme in the Newcastle area. Shor's excellent efforts were recognised by an award from Jill Kippax which was presented at the conference in September.

School Visitor toolkit update

The School Visitor toolkit has been updated to reflect changes to the UK healthy eating model, the Eatwell Guide. This has involved updates to the following resources.

- Toolkit document – background information about the Eatwell Guide and details on what to teach.
- PowerPoints presentations – image and message updates.
- Games – image and content updates.

Printed resource update

The *Get busy booklet* was updated with the Eatwell Guide model and minor amends were made to the sandwich generator activity and family quiz to bring them in line with changes to healthy eating messages. To help signal this new version of the booklet, green is now used in place of yellow on the front cover.

The *Let's eat well* poster has also been updated. In addition, the opportunity was taken to update the *Let's reduce food waste* poster with the new 'Proud to support' *Love Food Hate Waste* logo. This was also replicated on the corresponding pupil take-home worksheets.



2,200 sets of the six posters and 41,200 *Get busy booklets* were printed and sent to the sites. This supply will last the School Visitors until the end of the academic year (July 2016).

General updates

The toolkit directory was updated to reflect staff changes. The toolkit is now available on a Memory Stick rather than CD as more schools now have laptops without CD trays. The toolkit is also available on the School Visitor shared drive.

Overall Key Performance Indicators (KPIs) for academic year 2016-2017

These (KPIs) are targets for the School Visitors for the academic year 2016-2017. They will be reviewed by the School Visitor Line Managers and the Community Investment Committee periodically throughout the year.

Area	Recorded statistics 2015/2016	Targets for 2016/2017
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 100% Healthy eating 100% Food safety 100% Practical (bread or sandwiches) 99.7% 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	90% Warburtons introduction 92% Healthy eating 95.2% Food safety 97.8% Sandwich making 94.3% Bread making 88.5% Food waste 95.1% 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 understanding	98.1% Healthy eating 98.7% Food safety and hygiene 98.6% 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% Revisit 100% Recommend
Unique schools visited	57%	50% <i>This target has increase by 5% this year. It remains a low target as many schools have more than two form entry which makes it difficult to limit repeat visits without missing out some of the same age group in a school. It is still important for School Visitors to strive to visit as many different schools as possible.</i>
Schools receiving a first visit	35%	30% <i>This target remains the same as last year in acknowledgement of the fact there is a finite number of schools within a one hour drive of each site.</i>
Evaluation forms	100% 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 (version October 2016).
Intranet	N/A	Share three stories on the intranet during the academic year (2016/2017).

Conclusion

The School Visitor programme has had another successful year. This year, the number of sessions delivered by the School Visitors rose by 19% and the number of children they saw by 20%, both significant increases. The team has seen the arrival of five new School Visitors during the last academic year, all of whom have settled quickly into their roles and are an asset to the business.

The School Visitors were successful with last year's KPI targets and for the first time, all the teacher *Evaluation forms* were available. The *Evaluation forms* are crucial in providing direct feedback from teachers about the School Visitor sessions.

The Visitors were given three *Wild cards* last year to provide the opportunity to undertake some visits which did not follow the usual visit criteria without this having a negative impact on their stats. The Visitors made good use of their *Wild cards* and these will be available again this academic year. *Wild card* visits will now be recorded via an online survey.

Between April and July 2016, BNF undertook 10 quality assurance visits to see the School Visitors delivering their sessions in school. In all cases, the sessions adhered to the toolkit. BNF is pleased to confirm that the Warburtons School Visitor team continues to deliver a high quality, consistent programme across Britain. This was recognised more widely in May when the programme won its second award, the National CSR Award for Nutritional & Health Awareness.

Pupil feedback about the programme was collected for the first time this academic year. This was very positive and confirmed that children enjoy and learn from the School Visitor sessions.

BNF is pleased to be able to validate **1,221 School Visitor sessions** reaching **34,451 children** for the academic year 2015-2016. To complete the validations, BNF requests two *Evaluation forms* from each site three times during the school year. BNF then cross checked 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.

BNF is delighted to be continuing to work with Warburtons on the School Visitor programme and looks forward to another successful year ahead.



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