

# Blackpool Council's Free School Breakfast Programme

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# Background

- High levels of deprivation
- Announced November 2012
- Introduced from January 2013
- Universal, offered to all
- All 33 primary schools
- Funded by Public Health
- Managed by Catering



# Roll Out

- Rushed
- Met with resistance
- No experience or model to use
- Unsure what/how to serve

# About the free school breakfast programme

- Introduced from January 2013
- Around 11,000 breakfasts served daily
- All 33 primary schools
- Typically includes bread product, fruit item and milk Universal, offered to all



# Practicalities

- **Majority of schools breakfast is served in the classrooms at registration**
- **Labour intensive**
- **Choice of bread items**
- **Choice of fruit**
- **Fluoridated Milk**
- **Over 2 million breakfasts served each year**
- **Equates to approx. 40p per breakfast**

# Rationale for offering breakfast in schools

Kids drink more milk

Improves kids nutrition

Kids eat wider variety of foods

Kids eat more fruit

Contributes to obesity prevention

Improves learning environment

Improves punctuality and attendance

# The evaluation plan

**Independent researchers from Northumbria University:**

**Professor Greta Defeyter**

**Dr Louise Harvey-Golding**

- **Initial evaluation of the pilot (2013)**
- **Three year PhD study (2014-17):**
  - Attitudes to breakfast amongst children and families
  - Short term impact on behavior
  - Stakeholder perspectives
  - Nutritional intake of children over the course of the school week

# Nutritional findings

**Children are eating more fruit**

**Unlikely to be contributing to obesity**

**A small number of children are eating more than one  
breakfasting**

**Analysis of overall diet – fibre intake is low**

**Contributing to reducing nutritional inequalities**



# General findings

**It's popular with kids!**

**Children felt to be managing their intake appropriately**

**Helps to alleviate food insecurity**

**Helps to alleviate morning routines for working families and large families**

**Potential for negative stigma, so universal provision important**

**Lack of knowledge or confidence in the scheme amongst parents – currently being re-marketed**

**May cultivate dependency and remove parental responsibility – but feeding hungry children considered more important**