How to encourage parents to use the free breakfast club

Department for Education

Ipsos

Beyond Breakfast

Free breakfast club is not just providing food.

It's giving pupils a **calmer**, more **settled** start to the day. An opportunity to **eat** properly, **chat** with friends, and be **ready to learn** when lessons begin.

76% of parents whose child attends say their mornings are more predictable

72% say their child has made friends there

74% of parents said free breakfast clubs allow them to work earlier or more hours

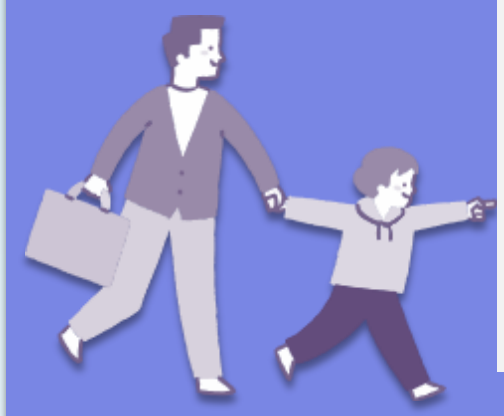
68% say their mornings are less stressful

A less stressful start to the day and easier drop-offs.

> **It feels a lot more relaxed because we're not rushing out the door."**
> Parent, free breakfast club user

Fit

WHEN CHILDREN WANT TO COME, **ATTENDANCE FOLLOWS.**



Free breakfast club is something pupils look forward to. Let the **enthusiasm** of pupils guide what's on offer. Pupils telling their friends what they do is the best **advertising**.

> **It's giving room for more development... helping the pupils create better bonds with each other because they're in a relaxed open environment."**
> Parent, free breakfast club user

53% of parents who don't currently use the free breakfast club, say they'd be encouraged to send their child if they asked to go

Flex

MAKE IT EASY TO FIT IN A **REAL MORNING.** **BOOKING** SHOULDN'T BE THE BARRIER

Families that want to use a free breakfast club can't always plan ahead. **Booking systems** are useful and can help schools plan food and staffing. Be **flexible** and make sure sign-up is simple and clearly **communicated**.

92% of families already using the club are satisfied with how flexible attendance is

> **Even if you didn't use the booking system... a child is never turned away."**
> Parent, free breakfast club user

The findings and recommendations on this poster are based on research conducted by Ipsos

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