

A top-down view of three children sitting at a white table, eating cereal. They are wearing red hoodies. There are white bowls of cereal and red cups of orange juice on the table. The Kellogg's logo is visible on the right side of the table.

Kellogg's

The Parent's Lifeline:
the role breakfast clubs play in the
lives of working families



So where do we start?

This report examines the state of breakfast time and the importance of breakfast clubs for modern working families

In this study, we explore how working parents juggle the process of getting ready for work and children to school each morning. Through our research we uncover the social changes that are affecting how families breakfast. We also look into the benefits that school breakfast clubs are delivering and how they are restoring harmony and value to parents' daily lives and those of their children.

Key Findings

1 The weekday family breakfast is dying out

Today, just 1 in 5 (22 per cent) working parents manage to sit and eat breakfast with their children on a daily basis. Around a third (36 per cent) of all children spend as little as 10 minutes having breakfast in the mornings

2 Technology is taking over the breakfast table

Nearly half of all children (49 per cent) spend time watching TV when they should be getting ready for school

3 Mums believe a good breakfast is important for children but younger parents aren't as convinced

58 per cent of mums believe it's extremely important that their children receive a filling breakfast, but just 38 per cent of 25-34 year old parents agree

4 If breakfast clubs didn't exist some parents would be forced to give up work

More than a quarter (27 per cent) of working parents think that the lack of a breakfast club would cause them, or their partner, to give up work

5 Breakfast clubs benefit both parents and children

53 per cent of parents believe that their children benefit from a non-rushed breakfast. 27 per cent also say that their children get extra learning time and support at their breakfast club

6 Breakfast clubs have a positive impact on parents' wellbeing

Parents taking advantage of breakfast clubs are, on the whole, more likely to feel happier (33 per cent) and calmer (26 per cent)





37% of working parents rarely or never eat breakfast with their kids during the school week

The morning rush is fragmenting breakfast time

The family breakfast is dying out

Such is the dynamic of today's working family that just under 1 in 5 (22 per cent) parents actually manage to sit and eat breakfast with their children on a daily basis.

More than a third (37 per cent) of parents rarely or never eat breakfast with their children during the school week.



Furthermore, in more than 1 in 10 instances (14 per cent) parents say that most of the time their children do not get the breakfast they would like them to have before they leave for school.

However, whilst around half of parents believe it's extremely important that children should tuck into a filling breakfast more than one in three (36 per cent) say their children spend as little as ten minutes eating breakfast at home before heading off to school.

38%
of parents
send their kids
to a breakfast
club





Technology is taking over the breakfast table

Many children are immersing themselves in technology every morning.

They are, it would seem, increasingly distracted by entertainment and media in the morning, as opposed to focusing on eating or getting ready for school.

Nearly half of all children (49 per cent) spend time watching TV while they should be getting ready, whilst a third are playing games on mobiles or iPads (33 per cent) and around a quarter are watching YouTube videos (25 per cent) or posting on social media (24 per cent).

Are parents making a rod for their own backs?

Some parents use their children's obsession with technology to keep the peace in the morning. 41 per cent indulge their children's clamor for technology to keep them happy and occupied.

For the most part, parents say this enables them to ready themselves for the working day more quickly (35 per cent) with fathers especially more prone to give in to their children's demands.

This can quickly lead into other methods of ushering children out of the door in the mornings. At least half of all working parents have, at some point, coerced their children to school with the offer of sweets, drinks or some other form of 'treat'.

Most commonly, 21 per cent of parents pack their children off with biscuits, whilst chocolate or sweets (17 per cent), energy drinks (15 per cent), crisps (15 per cent), fizzy drinks (14 per cent) or sausage rolls (12 per cent) are also offered.



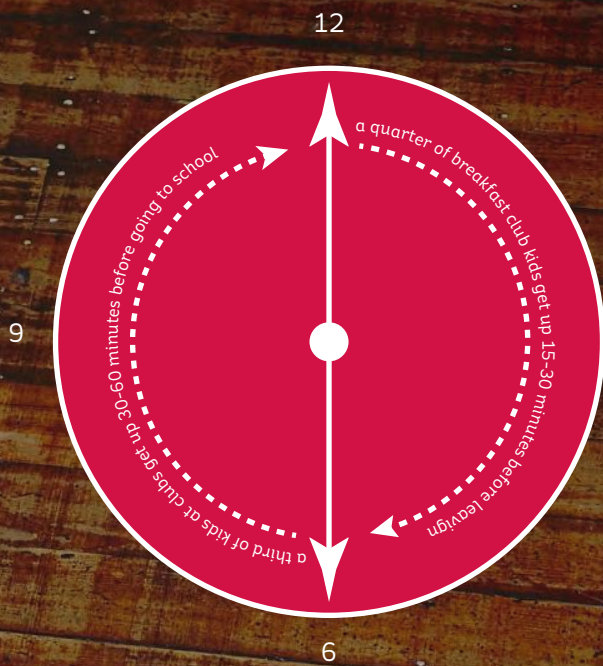
21%

more than 1 in 5
parents give
their children
biscuits to take to
school

15%

more than 1 in 8
placate their children
with energy drinks
in the morning





Being late for school could have consequences for parents

Despite a willingness to allow children freer reign in the mornings, more than 7 out of 10 working parents (72 per cent) are still likely to be late for work.

For at least 1 in 10 parents, this becomes a daily occurrence. This is most strongly evident among younger parents some of whom may be bringing up a child for the first time.

It's expected that around 20 per cent of parents aged between 25-34 will be late for work more or less every day, costing the UK thousands of man hours annually.



Breakfast clubs offer help to working parents

They make for more effective parenting

For more than one in three parents (35 per cent) the availability of a school breakfast club means a more productive working day enabling them to get to work either earlier or on time.

This means many parents can feel less stressed in the morning (17 per cent).

Tellingly, an important minority of parents (15 per cent) feel that without breakfast clubs their children wouldn't get a proper breakfast at all.



1 in 5

parents say their kids benefit from the extra time they spend with friends

16%

believe that a breakfast club ensures their child gets a decent morning meal





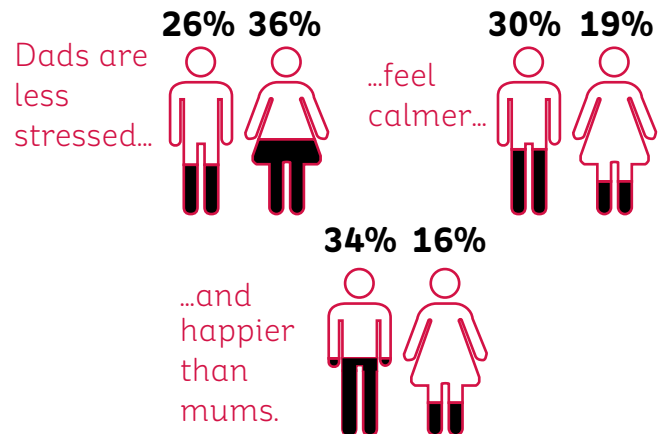
Breakfast clubs make parents calmer in the morning

The morning battle to get the children ready for school can, in many cases, leave parents feeling tired (37 per cent) and stressed (31 per cent).

It is the parents who do not send their children to breakfast clubs who are more likely to feel tired in the mornings (41 per cent) than those who don't (31 per cent).

Parents who do take advantage of breakfast clubs are, on the whole, more likely to feel happier (33 per cent vs. 15 per cent) and calmer (26 per cent vs. 21 per cent) in their morning than parents who do not.

But there is also a gender divide:



Breakfast clubs provide children with additional support and learning

More than a quarter of parents say that their children benefit from the extra learning time a breakfast club provides (27 per cent). Whilst 1 in 5 feel that their children benefit socially from the extra time they are able to spend with friends.

Parents are increasingly of the view that breakfast clubs can play a positive role in their children's development. Around 16 per cent say that a healthy breakfast has a positive influence on their children's alertness and focus within school.

1 in 3 kids

are likely to be late for school
at least once a
week



Parents who use breakfast clubs find them indispensable

95 per cent of parents who send their children to breakfast clubs say they are important to their daily life. Whilst, more than 1 in 2 (53 per cent) believe that the breakfast club gives their children a less stressful start to the day.

Over a quarter (27 per cent) of parents feel that without a breakfast club at least one parent would be forced out of work, with a further 1 in 5 stating that without them the cost for alternative morning childcare would mean they would have to tighten their purse strings.

In total, 18 per cent of parents with more than one child in a breakfast club say that it saves them more than £50 every week.



53% of parents believe that their children benefit from a non-rushed breakfast



27% of working parents say a lack of a breakfast club could force them (or their partner) to give up work

Case in point

Leanne Gardner, 36, mum of two boys, from Greenwich, London. Works as a Clinical Trial Manager at King's College London: "Before breakfast club, all my earnings went on childcare"

"The breakfast club means that I can work from 8.30am until 4.30pm, allowing me 2.5 hours of quality time to spend in the evenings with the boys.

"Without breakfast club, I wouldn't be able to get to work until 9.30am, which would mean that I wouldn't get home until 6pm, allowing me just 30-60 minutes with my sons. And I'd have to pay for after-school childcare on top.

"This way, I can spend time with the boys in the evening, doing their homework with them and playing before they get too tired.

"My sons love going to breakfast club. They get a wider variety of breakfast than they would have at home, and they make friends with older children who they wouldn't otherwise spend time with, which gives them more confidence. I really don't know what we'd do without it."





Case in point

**Michelle Page,
Breakfast Club Manager:
“Breakfast clubs have allowed our
parents to find work”**

Few people have witnessed the benefits that breakfast clubs can bring to parents more than

Michelle Page, manager of the Kellogg’s supported Breakfast Club at St Alfege with St Peter’s Primary School in Greenwich, London.

Since it started in September 2011, Michelle has seen parents change jobs, find employment, and enrol on training and career development courses – and all because they are able to drop their children off at 8am.

“One parent in particular was seeking employment, so she enrolled her child into breakfast club. That extra hour in the morning gave her time to get to the job centre and do all the training she needed to. Not long after she progressed onto a full-time job.

“We think we’ve created a nice environment that children want to be part of,” said Michelle. “But most importantly, we’ve created a place that parents are comfortable leaving them, knowing they will be happy, well nourished and safe.”

Conclusion

Teachers, parents and nutritionists all agree: breakfast is essential, and breakfast clubs help children from all backgrounds start the day focused and ready to learn. Recent research has shown that eating breakfast improves educational attainment.

And it isn't just children who benefit – breakfast clubs are also a vital resource for working parents, saving millions in childcare costs and delivering benefits for employers across the UK.

They are a lifeline, particularly for those parents on lower incomes that simply wouldn't be able to afford to pay out for additional childcare costs on top of their already squeezed household budgets.

Kellogg's believes in the power of breakfast and because of this we have been supporting breakfast clubs in schools for 18 years. We have a network of 2,500 Breakfast Clubs across the UK that we support with funding, cereal donations and training.

- Dave Lawlor, UK and Ireland Managing Director, Kellogg's



Appendices

Research

This study is based on 2,003 online interviews conducted nationally with working parents in the United Kingdom.

The survey comprised an online questionnaire which took respondents around 10 minutes to complete. All participants had to be a full or part-time working parent with at least one child in primary state education.

The data was collected by Atomik Research Ltd between 17th and 23rd June 2016. The data is presented in an unweighted format.

