

Who we are >

Caring Cooks is a registered non profit organisation in Jersey which provides subsidised and free services, in order to deliver a positive social impact on the health and well-being of families, children and young people in Jersey.



**JERSEY CHARITY
COMMISSIONER**

Registered number 193



**Jersey
Financial
Services
Commission**

NPO 064



Association of
JerseyCharities

AJC 436

What we do >



- > A service delivering a nutritious 2 course meal to vulnerable families on a Saturday for 6-12 weeks to enable them to eat well and eat together.

Launched 2014.



- > A progressive skills based cooking and nutrition programme for Key Stage 1 and 2 children in Jersey's primary schools.

Launched 2017.

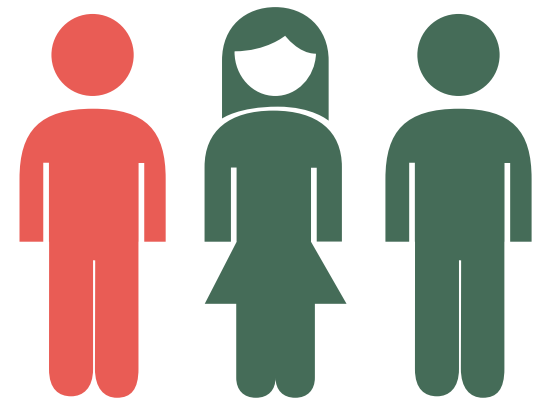


- > A pioneering service delivering subsidised nutritious 2 course hot lunches to primary school children.

Launched 2019.

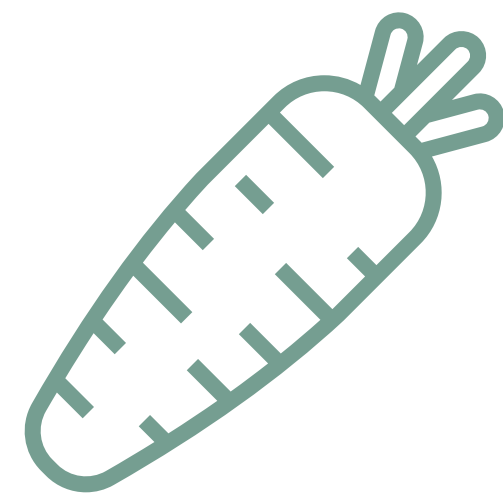


Why our programmes are so important >



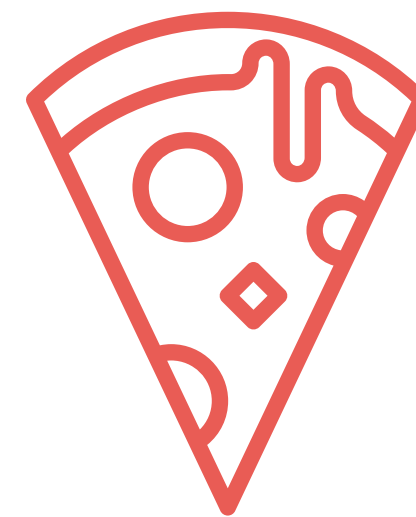
- > 1 in 4 reception age children are overweight or obese and 1 in 3 11 year olds leave school overweight or obese*
Data suggests that 85% will remain that way into adulthood.

* Child measurement report 2021/22



- > Only 38% of year 4 children *surveyed had eaten the recommended number of fruit and veg portions the previous day. This decreased to 18% by Year 12

*Children and Young People Survey 2021



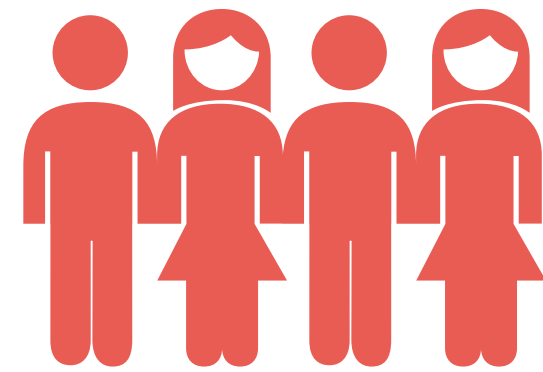
- > 7% of the population, (7,700 households) don't know what foods to cook to make a nutritious meal and maintain a healthy diet.



Why our programmes are so important >



- > It's estimated that as many as 1,000 children may not have access to a hot meal each day because of poor accommodation, lack of cooking facilities and financial difficulties.



- > Tight employment, immigration and housing regulations mean that we will rely on young people from the Island to be the talent of the future.



- > Packed lunches often use highly processed foods and vast quantities of single use plastic, polluting our oceans and creating irreversible damage to the environment. 6,500 packed lunches each day in Jersey contribute to over 3.2 million pieces of single use plastic being disposed of every year.



Objectives: ›

Our programmes are designed to -

- › **Support** families through challenging times to ensure their nutritional needs are met at least once a week
- › **Inspire** children to understand where food comes from and how it is grown
- › **Educate** children and their families to cook simple meals from scratch and understand what foods are good to eat for their health
- › **Nourish** children with a hot school lunch to meet their nutritional needs and to fuel their learning in the afternoon

Our programmes seek to -

- › Have a positive impact on a child's eating habits to encourage a life long approach to good nutrition
- › Have a positive impact on the family unit which may in turn lead to healthy changes in behaviours surrounding food choices and consumption, now and for future generations



Evaluating success >

In order for us to monitor success, both now and in the future, we work to an Outcome Based Accountability Framework. This ensures our work is meaningful and is delivering the outcomes it should be, as well as meeting and exceeding the needs of our Island and it's families.

Using online surveys, focus groups and 1 to 1 consultations with schools, parents and children we ensure we are meeting our strategic objectives.





let's get
cooking
programme

The difference we made

The difference we made in 2021-22 >



We are now teaching 920 children across five Primary Schools.



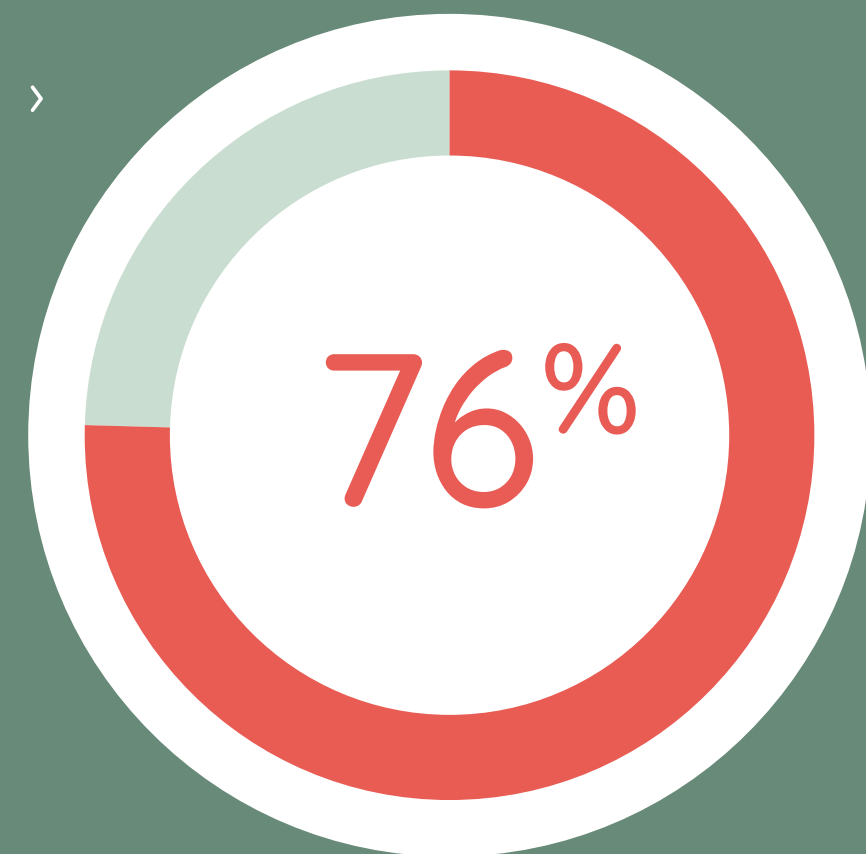
Children taught
920



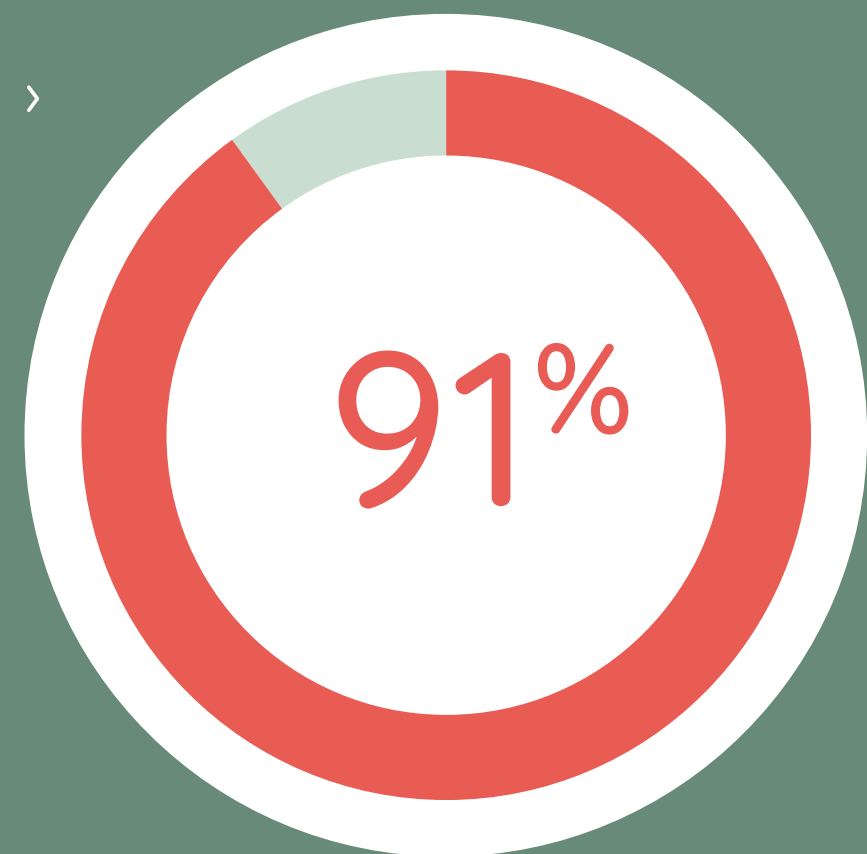
Dishes prepared
30



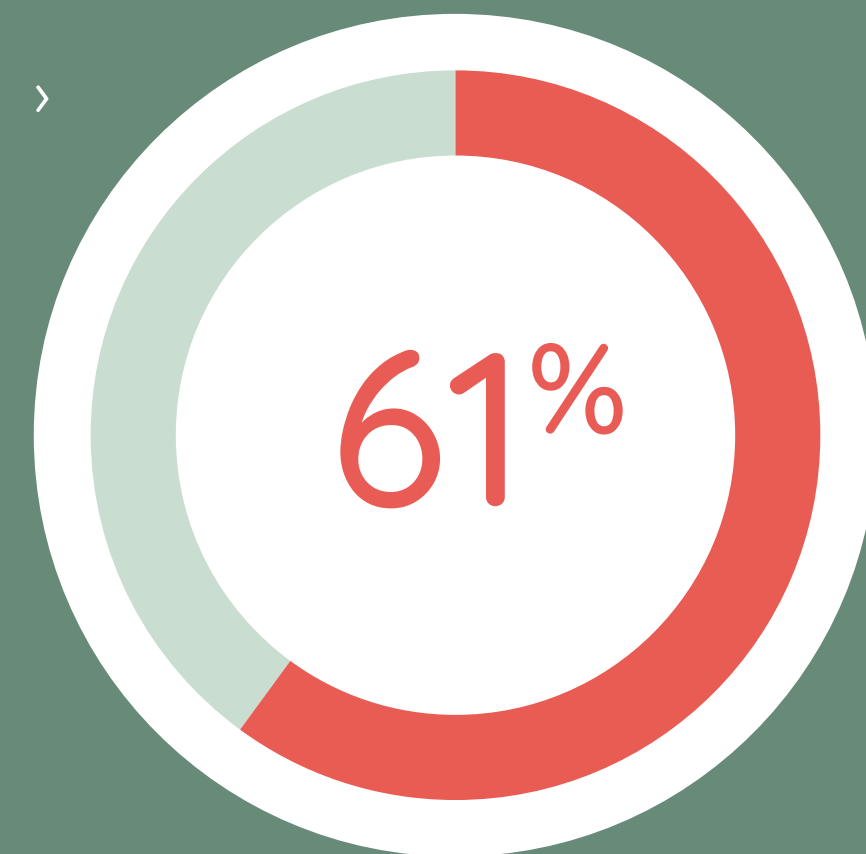
Skills learnt
Endless



of parents said the programme had a positive impact on children's eating habits at home



of parents said their child had tried something new as a result of the programme



of parents had used the recipes at home to cook with their children

The difference we made >

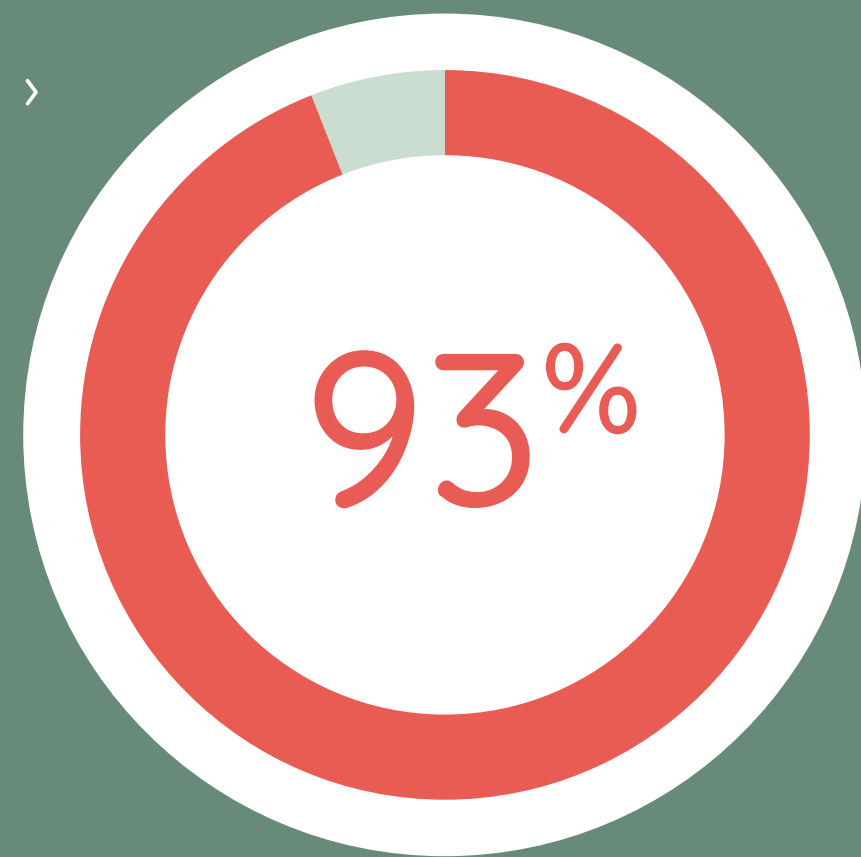


We also saw an increase in -

Fruit and vegetable consumption,
confidence in using equipment
and cooking at home



The difference we made in 2022 >



of children agree that Caring Cooks helps them to lead healthier lives.

Desired outcome across all measures >50%



What parents had to say >



“ Lots of enthusiasm and inspiration brought home from the lessons at school ”

“ Please keep doing the programme, it has initiated the interest towards cooking and awareness of good nutrition – good job. ”

“ Caring Cooks is a fantastic way to promote a better and more healthy lifestyle ”

“ My child looks forward to cooking with you and is excited to share with the family what they have made. Thank you for this opportunity for our children ”

“ It has been huge for both of my children, they now each have a night a week when they cook! They ask questions about food and it's nutritional value and are more aware of different food types ”

“ My daughter loved coming home and telling me what she had made and the new things she had learnt to do by herself. She loved telling me how to do things because she had already done them at school. I made her head chef! Great confidence booster in the kitchen, especially when you know more than Mummy does about a recipe! ”

We asked parents if they would recommend our programme to other parents and carers.....



As a baseline we wanted to understand how happy the parents were with the programme, so introduced a Net Promoter Score at the end of each post programme survey.

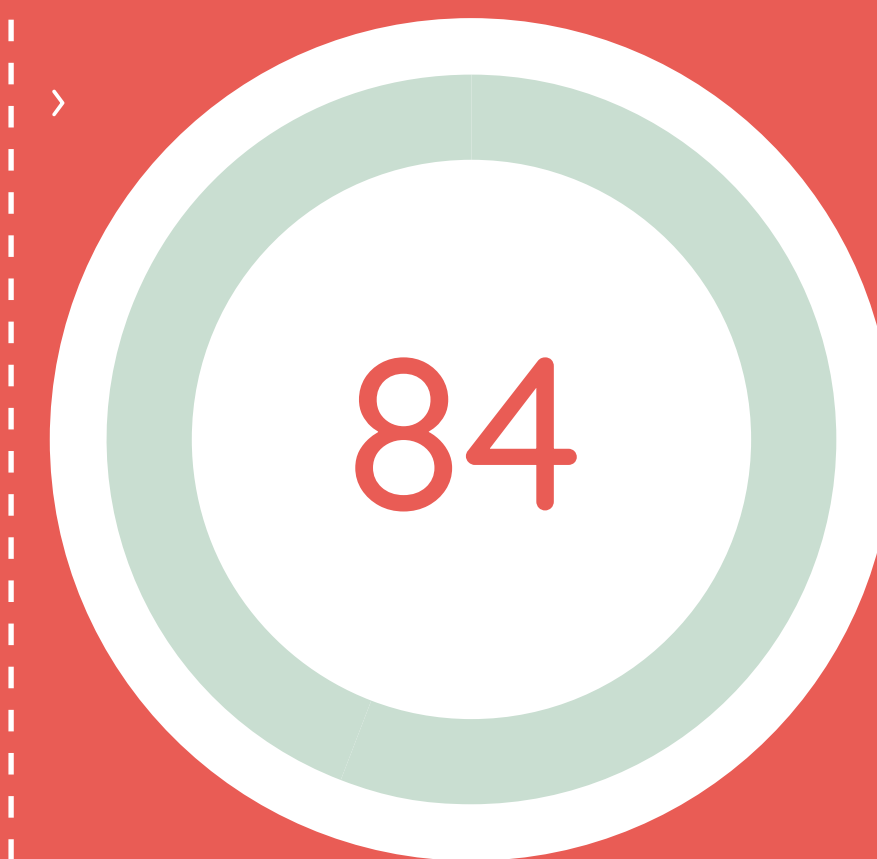
Ideal Range



Our Score in 2018



Our Score in 2022



Respondents are grouped as follows:

Promoters (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.

Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

Detractors (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

Subtracting the percentage of Detractors from the percentage of Promoters yields the Net Promoter Score, which can range from a low of -100 (if every customer is a Detractor) to a high of 100 (if every customer is a Promoter).

What children had to say >



“It was a really fun and engaging way to learn”

“I made bread by myself and with my Dad”

“ They enjoyed them as it was about the doing, and often independently rather than sitting down and learning”

“I liked being called ‘chef’. It made me feel special”

“ That they don’t always get the opportunity to cook at home but now they have the confidence to help cook with Mum or Dad at home”

“I enjoyed the cooking and tasting new food I’ve never had”

Collective feedback from the children was -

- 1 It was a really fun and engaging way to learn
- 2 They enjoyed them as it was about the doing, and often independently rather than sitting down and learning
- 3 That they don’t always get the opportunity to cook at home but now they have the confidence to help cook with Mum or Dad at home

Independently audited by Julia Lydford, who is a Professional Adviser to Schools and has over 30 years experience of working in schools and as a Headteacher.



Headteacher reports >

As the programme is delivered in curriculum time, the Headteachers and their staff have had to accommodate changes to their school day, so it is important to us that the programme is effective in meeting curriculum needs.

100% of Headteachers said that the Let's Get Cooking Programme has reinforced classroom learning in the following areas: -

- 1 reading
- 2 writing
- 3 number work
- 4 confidence
- 5 motivation
- 6 eating habits and attitudes towards food

All Headteachers agreed that the programme had been a success for their school.



The difference we made >



Lisa Paul
Headteacher, Mont
Nicolle School

“ The Let’s Get Cooking Programme is a huge success in our school. Rachael is absolutely fantastic with the children and they are always highly engaged and focused in her sessions. The older children are desperately waiting for their turn. Caring Cooks and the programme provide our school with a unique selling point. More than that – it not only supports our curriculum but greatly enriches it too! ”



The difference we made

The difference we made >



September saw a slow start for the Weekly Meal Service due to the transition from our 'Caring Cooks in the Community' crisis service, back to our regular Saturday deliveries.



We enabled many vulnerable families across the Island to sit down together and enjoy a nutritious meal without the worry of shopping and cooking.



Our team of volunteers cooked 1354 2 course meals and delivered them to the families every Saturday afternoon.

“ It was like Christmas every Saturday. We would all cluster around to see what delights we had this week. My elder son has autism and can be choosy with his foods but even he loved them and looked forward to their arrival. It was such a treat to have a day off of cooking and amazing that every week the food was different, tasty, nutritious and full of vegetables, healthy and satisfying, I honestly don't know how they managed it. It made a tricky time more manageable and I want to cry writing this as it made a huge difference to all of us so

THANK YOU SO VERY MUCH”

Weekly Meal Service parent.



The difference we made

About >

As an ongoing Government pilot starting in September 2019 and for the first time ever in Jersey's States primary schools, Caring Cooks pioneered hot schools lunches.

The pilot also included Free School Meals for financially vulnerable families.



The difference we made >



flourish

The pilot forms part of the Food and Nutrition Strategy from Government of Jersey, and very much delivers on the 'Childrens First' strategy too.

All of our menus have been developed in collaboration with the Wellbeing Dietician from Government of Jersey, to ensure they are balanced and nutritious.

The meals also all meet and exceed UK School Food Standards, meaning children are nourished and ready to learn in the afternoon.



The difference we made >

Together with Government of Jersey, we set a number of KPIs, against which we measure success of the pilot.

Needless to say it's been a big thumbs up!



flourish



The difference we made >

Between September 2021 –
July 2022 we:

- cooked 77,315 2 course meals from scratch using higher welfare meat, free range eggs and locally sourced fruit and vegetables
- achieved an average score of 90% of children who were delighted with their lunch.



The difference we made >

- achieved an average parent satisfaction score of 99%
- achieved an average uptake of paid for meals of 41%
- achieved an average uptake of free school meals of 45%



The long term difference for our Island > >



Better physical health



Improved mental health
and body image



A better understanding
of nutrition



Social skills development



Conversation opportunities
they may not otherwise have



Better attainment at school and
better outcomes for the future



Less environmental impact



Healthier workforce of the
future and healthier Island
population

Financial



Obesity is the second biggest cause
of cancer in the UK - more than 1 in 20
cancer cases are caused by excess weight

It costs the Jersey taxpayer £42 million
per year in obesity related socio economic
costs, which is due to rise to £57 million
by 2025.

We can bring this down!

Get involved >



We believe that every primary school child in Jersey deserves the right to cook and eat nutritious tasty food, and become healthy adults, but currently we are only reaching 25% of children with our programmes.

Between 2020 to 2025 we want to reach at least 75% of those children, which would mean growing the number of primary schools we work with from 6 to 22, and the number of children we support from just under 1,500 to nearly 5,000 with our 'grow, cook, eat' ethos, giving more children the opportunity to have more nutritious diets, improved attitudes to their food choices and ultimately longer and healthier lives.

1

Continue to raise awareness of the food issues in Jersey

2

Celebrate success with our supporters, volunteers, staff and donors

3

Strengthen our financial position in order to meet the growing demand

4

Maintain effective governance and resources with an organisational structure that will make Caring Cooks fit for purpose in the future

With thanks >

Caring Cooks is only able to deliver it's high impact programmes with the kindness and generosity of local businesses, individuals, charities and grant givers in Jersey. We would like to thank -

- Institute of Directors
- Parish of St Saviour
- Sandpiper CI
- Alliance Jersey
- Association of Jersey Charities
- Bank of Butterfield
- Chamber of Commerce
- Accuro
- Catherine Hill Photography
- Channel Eye Media
- Channel Islands Cooperative Society
- JJ Fox
- H2O
- Waitrose
- Cimandis
- Ports of Jersey
- Radisson Blu
- Government of Jersey
- Savoy Educational Trust
- Ardian
- Alliance Club Jersey
- La Collette Cold Store
- The Pavilion Restaurant
- Valley Foods
- M&S St John
- Jersey Hospitality Association
- Island Energy Group
- Unity
- Emma Jane Dance Academy
- Jersey Electricity
- Crystal Dinosaur
- Jersey Sea Salt
- Geo Marine
- Mailmate Print
- Swiftly
- Tree Fella Jersey
- St Helier Youth & Community Trust
- La Chasse Produce
- Bohemia Restaurant
- Hamptonne Farm



we wouldn't be here without you.



Get in touch with us

via email: info@caringcooksofjersey.com or by phone
01534 539009 to discuss ways in which we can work
together for the health of our Islands children.
