



# Social Impact report

September 2020 – August 2021

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*Support • Inspire • Educate • Nourish*



# 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**



**Jersey  
Financial  
Services  
Commission**



Association of  
**JerseyCharities**

Registered number 193

NPO 064

AJC 436



# What we do ›



weekly  
meal  
service

- › 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.



let's get  
cooking  
programme

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

Launched 2017.



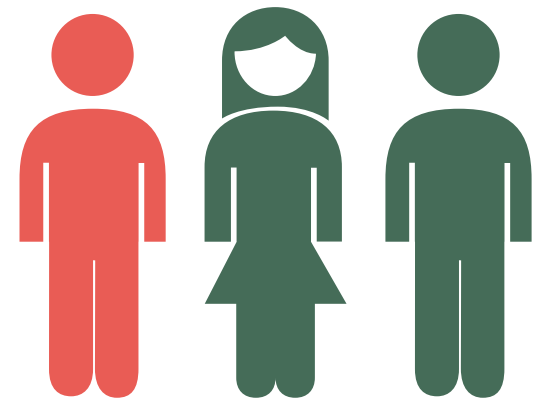
flourish

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

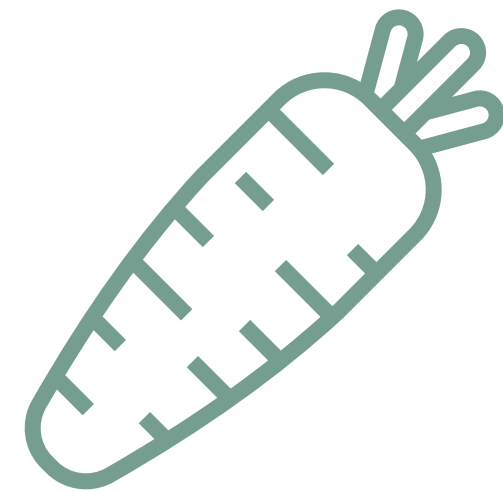
Launched 2019.



# Why our programmes are so important ›

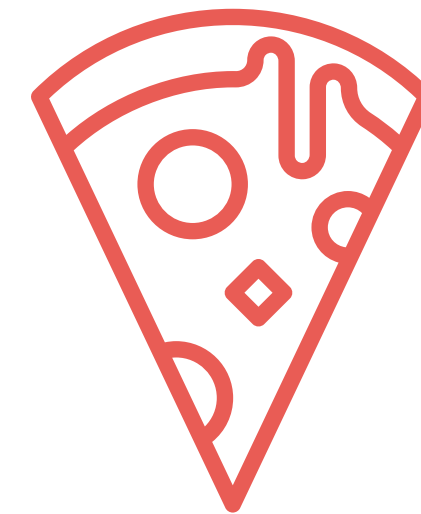


- › 1 in 3 11 year olds leave school overweight or obese and data suggests that 85% will remain that way into adulthood.



- › Only 39% of year 4 children \*surveyed had eaten the recommended number of fruit and veg portions the previous day. This decreased to 16% by Year 12

\*Children and Young People Survey 2019



- › 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.







The difference we made

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# The difference we made in 2019 >



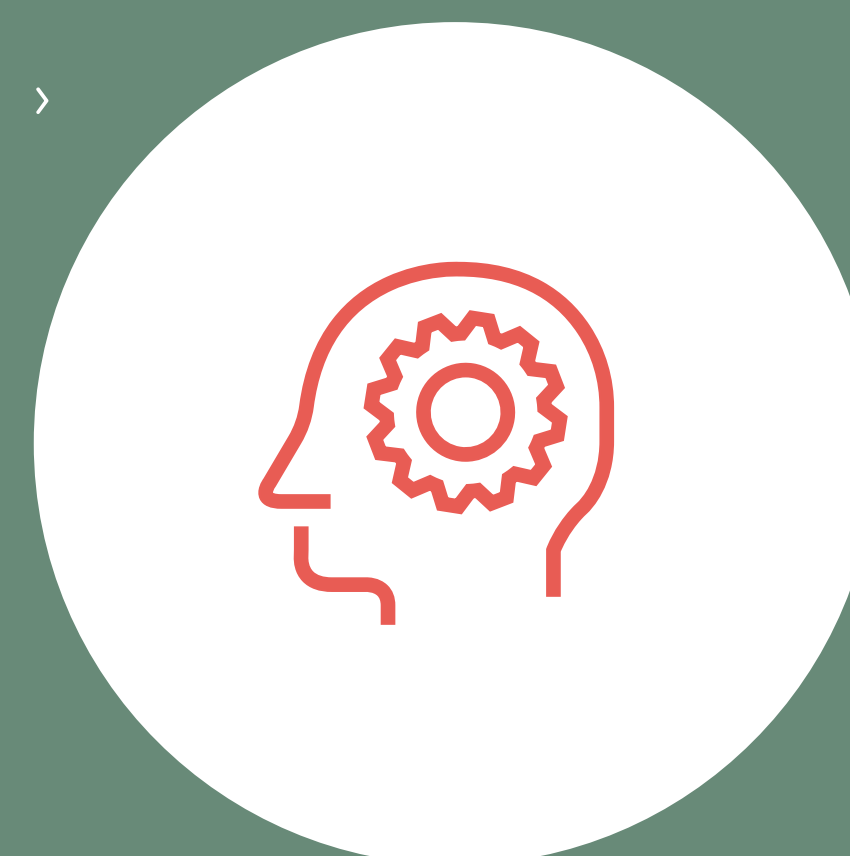
We were unable to run our Let's Get Cooking Programme during 2019/2020 due to the pandemic. However, we are now teaching 920 children across five Primary Schools.



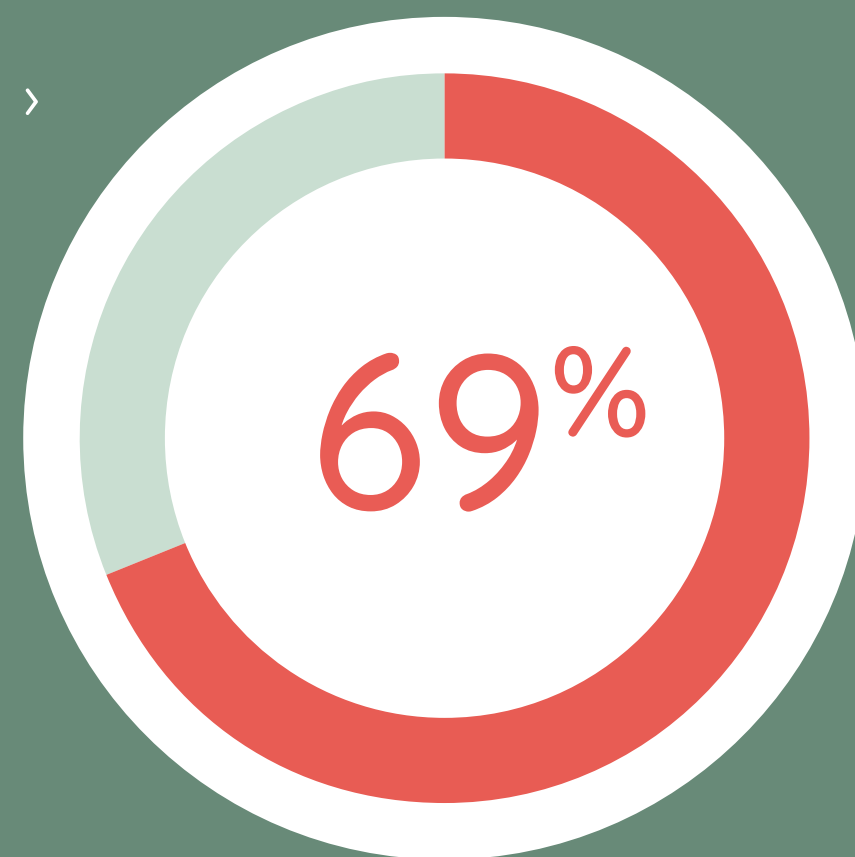
Children taught  
**972**



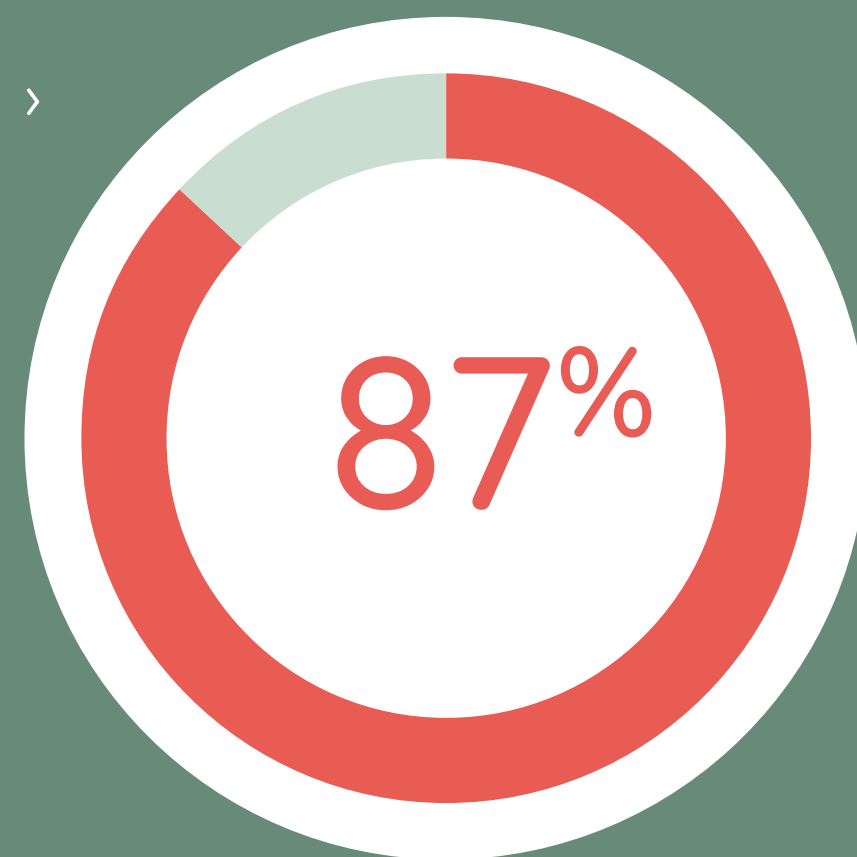
Dishes prepared  
**30**



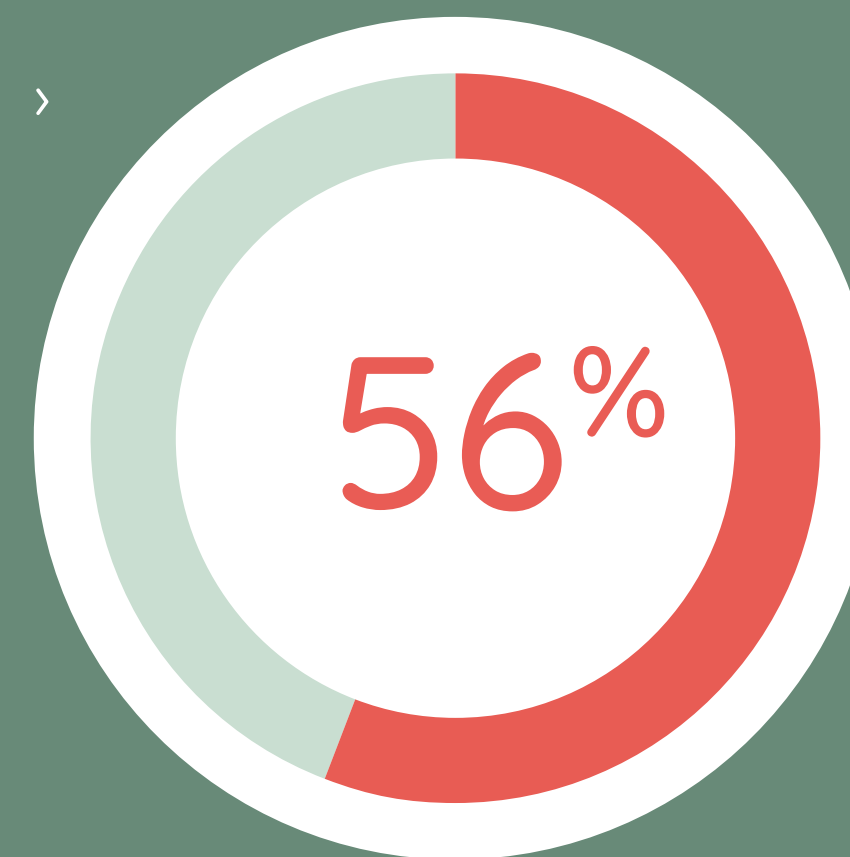
Skills learnt  
**Endless**



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 >



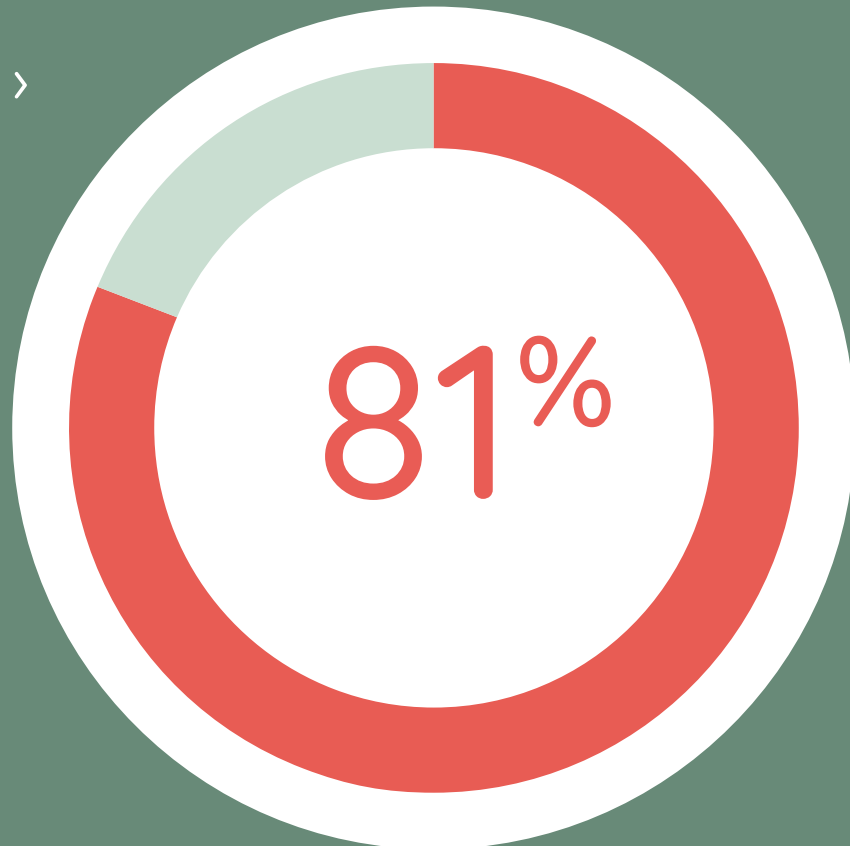
We also saw an increase in -

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



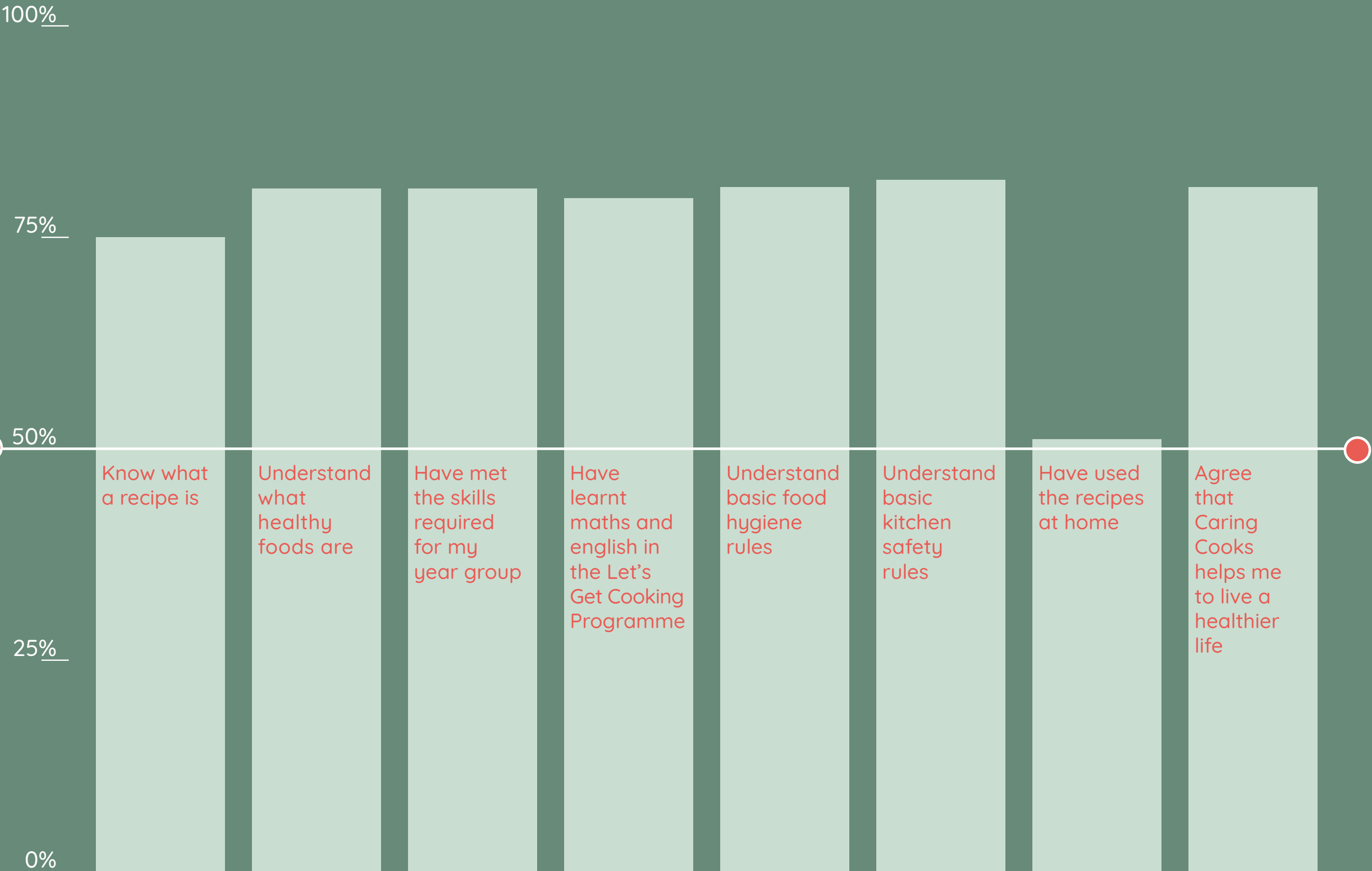


# The difference we made >



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

Desired outcome across all measures >50%





# What parents had to say >



“ Fabulous programme to offer young children in schools.”

“ Our son has developed a keen interest in cooking and has started eating more varieties of vegetables. He now helps more and is confident when helping in the kitchen. ”

“ Fantastic program that both our children have been on before and each time their enthusiasm, knowledge and desire to eat well and cook increases. Thank you. Very good course for the future generation. ”

“ I would love this program to continue in my son's school. I have big problem with his eating and you help so much . Thank you. ”

“ Charlie loves this program. It encourages new food tasting and embeds the understanding of healthy eating Thanks for everything your team does. ”

“ He has loved caring cooks and is keen to help prepare some of the recipes he has brought home. He has also asked for more healthy dinners as he has discovered new vegetables which he has enjoyed. ”



# 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.

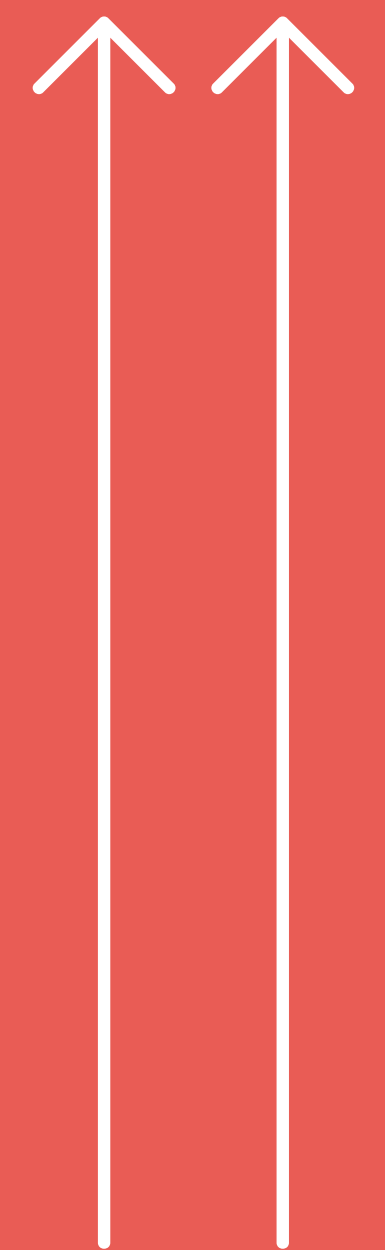
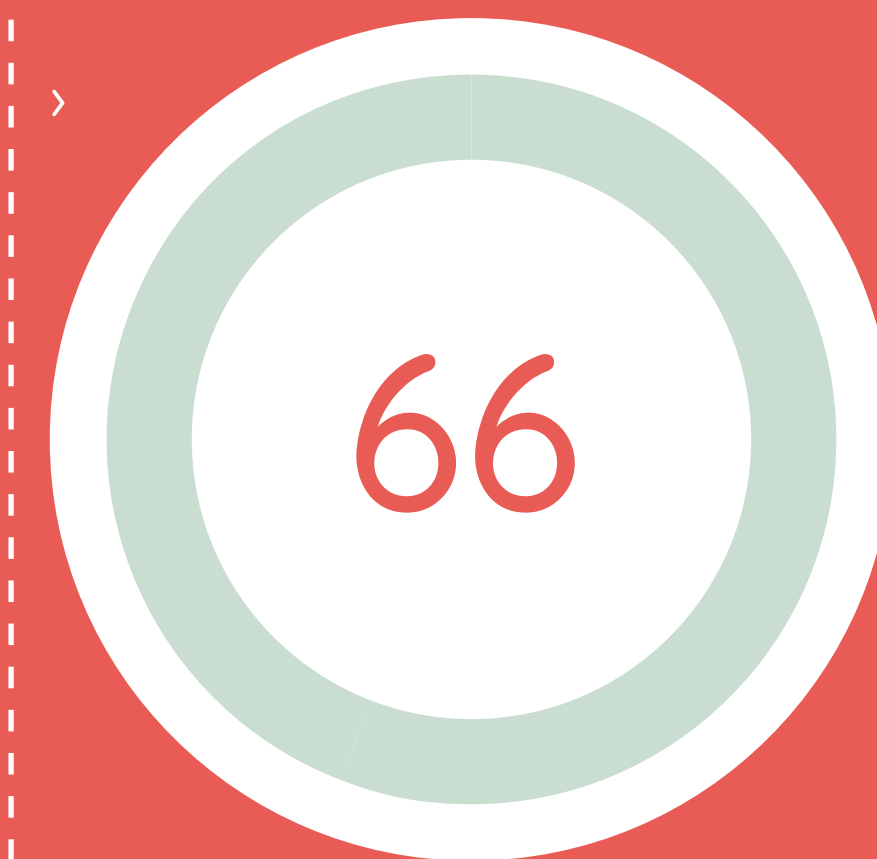
Ideal  
Range



Our Score  
in 2018



Our Score  
in 2019



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 >



“Love cooking  
299% love it!”

“I am excited for  
next year to learn  
more stuff”

“It makes me get into  
cooking and I would like to  
teach other people. I loved  
the apple crumble.”

“I’d never done  
anything like this  
before, now I want  
to do it more!”

“I liked it as we worked  
together as a team to  
make stuff”

“I didn’t like  
vegetables  
and now I do”

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

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# 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 40 volunteers cooked nearly 1044 2 course meals and delivered them to the families every Saturday afternoon.

"I just wanted to say how grateful I'm am for your help it really did make a huge difference to us as a family and allowed me as a chronic pain and fatigue sufferer to have an evening off cooking.  
THANK YOU Caring Cooks you are angels!"

Single Mum of twins, who has regular chemotherapy.





The difference we made

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# About ›

As part of a Government pilot for 3 years from September 2019 until July 2022, 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 children whose parents may be facing financial challenges.





# 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!





# The difference we made >



Between September 2020 –  
July 2021 we:

- cooked 58,453 2 course meals from scratch using higher welfare meat, free range eggs and locally sourced fruit and vegetables
- achieved an average score of 85% 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 39%
- achieved an average uptake of free school meals of 37%



flourish

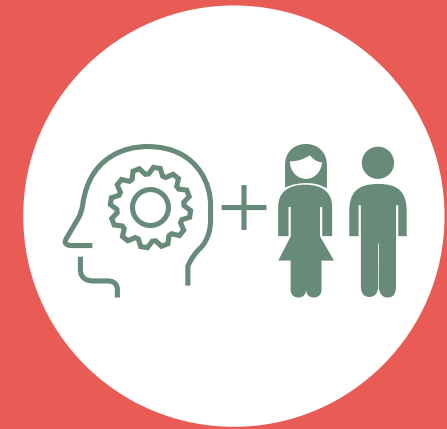




# The long term difference for our Island > >



Better physical health



Improved mental health  
and body image



A better understanding  
of nutrition



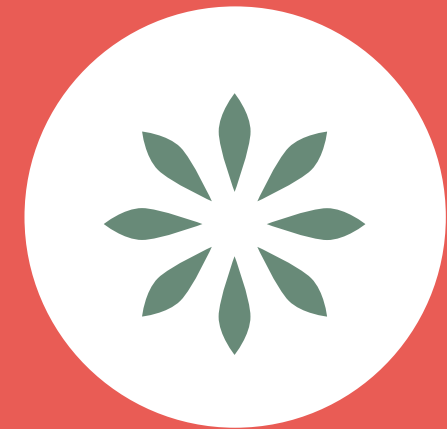
Social skills development



Conversation opportunities  
they may not otherwise have



Better attainment at school and  
better outcomes for the future

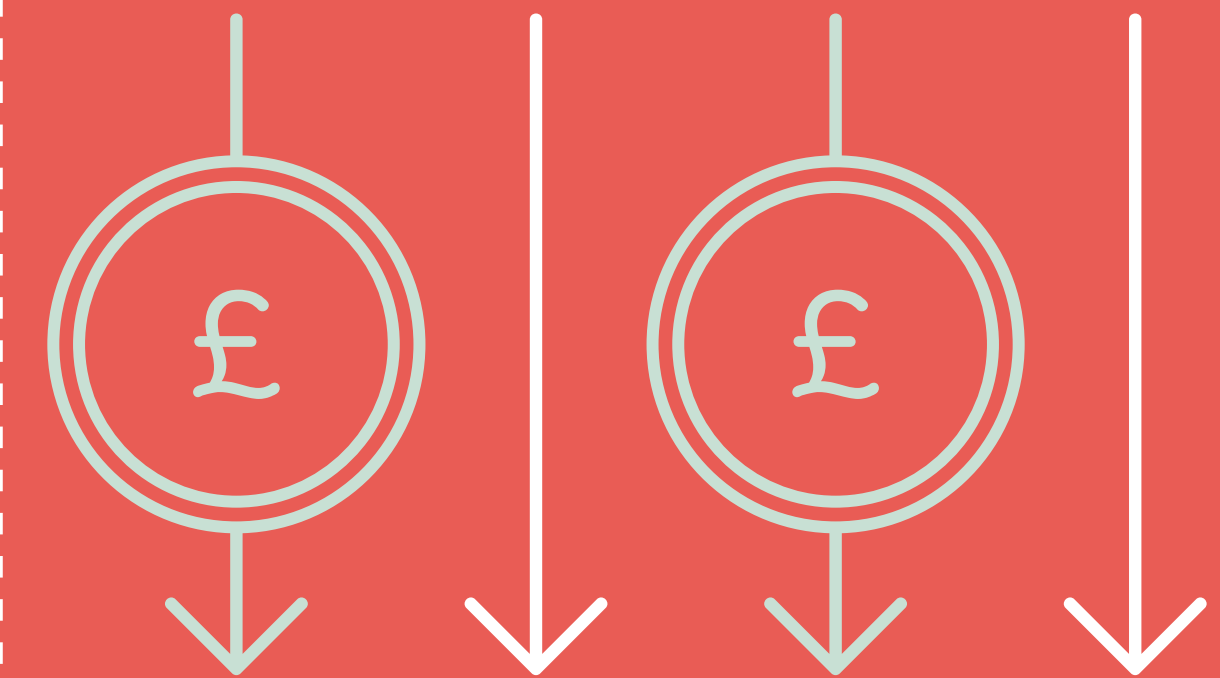


Less environmental impact



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 -



- Alliance Jersey
- Association of Jersey Charities
- Bank of Butterfield
- Chamber of Commerce
- Channel Eye Media
- Cooperative Channel Islands
- Easenmyne
- Fit Footwear
- Fox International
- H2O Home 2 Office
- Institute of Directors
- Jersey Gas
- Jersey Hospitality Association
- M&S
- Mercury Distribution
- Parish of St Saviour
- Princes Bar
- Public Sector Catering
- Radisson
- Sandpiper CI



we wouldn't be here without you.



## Get in touch with us

info@caringcooksofjersey.com or by phone  
01534 710989 to discuss ways in which we can work  
together for the health of our Islands children.

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