

Press release

TEACHERS SET FOR CLASSROOM CHAOS AS SCHOOLS GO BACK

- New research reveals 79 per cent of teachers suffer from sleepless nights in anticipation of the return to school
- A third (33%) of teachers say it takes children more than a full school week to settle back into learning
- Kellogg's UK to trial new 'Back to School Breakfast Clubs' to help children start back ready to learn

As schools prepare to open after the summer holidays, new research shows the real impact of this time off as teachers across the UK are faced with pupils who are out of a routine.

A staggering 60 per cent of teachers are worried about the return to the classroom, said the study released today¹. A third (33%) are even concerned they will need to make up for lost learning setbacks due to the holidays.

Changes that take place over the summer break, such as a lack of discipline (67%), lack of sleep (49%) and not having enough to eat (22%) were cited as having the biggest impact on children's behavior.

A quarter (24%) said in the first week back, an average of over an hour a day of education is lost due to classes not being ready to learn², revealed the poll of teachers commissioned by Kellogg's. This could set children back even further after a year of intermittent homeschooling due to Covid.

A third (33%) of teachers also say it takes children more than a full school week to settle back in to learning after the summer holidays.

The effects of the pandemic are still taking their toll. Almost a third (31%) of teachers have suffered from an increased lack of sleep since it started. The thought of a return to classroom bubbles and pupils being behind on their work due to lockdowns are amongst the concerns keeping them up at night.

With 97 per cent of UK teachers agreeing on the importance of children having something to eat in the morning, Kellogg's is this week running trials of a 'Back to School Breakfast Club'.

The pilot will allow schools to offer all children breakfast after the holidays, with the hope that pupils are ready to learn and settle down quicker ready for the school day. If successful, the cereal giant hopes to look at offering this to more schools.

Sinead Jones, head teacher at St. Bernadette's Primary School in Stockport commented:

"After all the disruption of the last two years, it's important teachers and pupils hit the ground running in the new school year. Having something to eat at a breakfast club can really settle the children down and create a level playing field so that everyone goes into class ready to learn. It's great to be part of Kellogg's Back to School Breakfast Club trial and I have no doubt it will make a big difference in the first week back at school."

Peter Cansell, National Association of Primary Education Council Member, commented:

“With all the disruption which has taken place in children's lives and learning this year this is a great initiative by Kellogg’s, which will demonstrate the value of children not being hungry before the beginning of the school day, helping them to concentrate more easily and enjoy learning. Teachers often report how much more settled children are when they have started the day with a good meal and the environment of the breakfast club gives them a flying start to the day.”

Chris Silcock, Kellogg’s UK and Ireland managing director said: “The research emphasises the benefits of breakfast clubs, especially during the first week back at school. They provide the essential fuel children need to help them concentrate and settle back into a routine. This year Kellogg’s is investing even more in supporting school breakfast clubs through our grants programme and charity partnerships.”

ENDS

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¹All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1001 primary and secondary school teachers in the UK. Fieldwork was undertaken between 20th - 29th July 2021. The survey was carried out online. The figures have been weighted and are representative of all primary and secondary school teachers in the UK (aged 18+).

²Calculated by Kellogg’s based on 24% of teachers claiming they lose more than five learning hours in the first week back due to children being unsettled.

About Kellogg’s and Breakfast Clubs:

Back in 1998, Kellogg’s responded to the government’s extended schools programme by supporting schools with training, funding and supplies for the introduction of breakfast clubs. Over the last 22 years Kellogg’s has invested over £4 million and today, Kellogg’s is the largest corporate backer of school breakfast clubs, supporting more than 4,000 clubs across Britain. As well as providing grants to schools, Kellogg’s is also working with the charity Magic Breakfast to ensure all the schools they support are offered Kellogg’s Corn Flakes and Rice Krispies in the morning. This will feed 167,000 children in 960 schools. The Government has had its own National School Breakfast Programme which supported schools in social mobility and opportunity areas of the UK. This support is now winding down so Magic Breakfast is currently onboarding 500 of these schools to their programme so Kellogg’s is pledging more investment and food to help them with this. Kellogg’s is a founding member of England International footballer Marcus Rashford’s ‘Child Food Poverty Taskforce’