



Press Release

31/07/15

Highshore's Breakfast Club Boost from Cereal Maker

Highshore received a £400 grant from Cereal maker Kellogg's today after completing an innovative online breakfast club training programme which has been developed by Northumbria University.

The online course provides information on the benefits of breakfast clubs and healthy eating as well as offering helpful advice on planning, funding and marketing the club.

Eileen Ollieuz, Headteacher said:

"We're grateful to Kellogg's for their support. Our breakfast club provides an important service. As a school for pupils with complex mixed needs, pupil health is a priority. Providing the right nutrition and healthy choices at breakfast enables our pupils to get ready for learning. This funding will enable us to improve breakfast club even further."

Kellogg's has been supporting breakfast clubs for 16 years and has set up more than 1000 new clubs in some of the most deprived areas in the UK. This is the third time they have supported the Highshore Breakfast Club including the memorable Big Breakfast Day when all students and staff had Kellogg's cornflakes.

Earlier this year, Kellogg's commissioned a national audit of school breakfast clubs across the UK which examined the challenges schools face in sustaining them. The findings revealed 85% of schools had breakfast club and 45% of these admitted funding was the single biggest need for the future of their breakfast club.

This is why Kellogg's is offering sustainability packages of training and funding to schools nationwide to help safeguard the longevity of their breakfast clubs.

Kate Prince, corporate Social Responsibility Manager at Kellogg's, said

"We're really proud of what we have achieved through our breakfast club programme and are always looking for ways to offer schools more support.

After sixteen years of setting up breakfast clubs, we've decided to focus on support on existing clubs like Highshore which is why we have developed this training programme to give staff the skills they need to make their breakfast clubs as sustainable as possible to ensure a long a prosperous future."