Agenda

1. Research Objectives
2. Research Methods and sample
3. Key findings
4. Detailed findings
   - Scheme knowledge
   - Satisfaction
   - Behaviour
   - Contribution
   - Ratings
   - Wider behaviours
   - Potential changes
5. Implications
Research Objectives

Measure schools’, parents’ and pupils’ views on the School Fruit and Vegetable Scheme:

• Satisfaction with the delivery service

• Satisfaction with the product quality

• Importance of the scheme in developing healthy eating habits among their pupils

• General efficiency and quality of the service provided

• Parents awareness and reactions to the Scheme

• Pupils reactions and influence of the Scheme
Research method – quantitative research

Who & How

Schools
- Schools involved in the School Fruit and Vegetable scheme interviewing the coordinator
- Minimum robust samples (50-70 interviews) per supplier and subsequently weighted to the true profile
- 748 interviews conducted in total
- 12 minute telephone interview
- Comparison made to previous research in 2012

Parents
- Schools taking part in the research were asked if they would be willing to send out an online survey to parents
- 995 parents took part from 62 schools (av of 32 parents per school)
- 5 minute online survey
- Corrective weighting via social class
- iPad prize draw incentive

Pupils
- Four focus groups held with year 2 pupils. 2 in more affluent areas (rural and London suburban) and 2 in less affluent areas (town and inner city London)

Fieldwork conducted January and February 2015

Any significant differences over time are marked with decrease or increase.
## Sample size by supplier

<table>
<thead>
<tr>
<th>Supplier</th>
<th>Weighted sample size</th>
<th>Un-weighted sample size</th>
<th>Supplier</th>
<th>Weighted sample size</th>
<th>Un-weighted sample size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Axtons</td>
<td>23</td>
<td>53</td>
<td>GW Price</td>
<td>81</td>
<td>50</td>
</tr>
<tr>
<td>Fresh Direct</td>
<td>46</td>
<td>50</td>
<td>Peachey’s Catering Service</td>
<td>96</td>
<td>70</td>
</tr>
<tr>
<td>Total Produce Bodmin</td>
<td>29</td>
<td>50</td>
<td>MWW Birmingham</td>
<td>103</td>
<td>70</td>
</tr>
<tr>
<td>Total Produce Bristol</td>
<td>41</td>
<td>50</td>
<td>MWW Chesham</td>
<td>77</td>
<td>50</td>
</tr>
<tr>
<td>Total Produce Gateshead</td>
<td>40</td>
<td>50</td>
<td>MWW Marden</td>
<td>55</td>
<td>55</td>
</tr>
<tr>
<td>Total Produce Hereford</td>
<td>31</td>
<td>50</td>
<td>MWW Peterborough</td>
<td>60</td>
<td>50</td>
</tr>
<tr>
<td>Total Produce Wigan</td>
<td>54</td>
<td>50</td>
<td>PDF (Carlisle LTD)</td>
<td>12</td>
<td>50</td>
</tr>
</tbody>
</table>
## Key Findings

### Awareness
Limited awareness of reach and budget of scheme by **schools**, but most are aware that DH is involved (87%). While 87% of **parents** are aware their child receives fruit and veg at school, only 59% are aware of the scheme.

### Importance
The scheme is widely considered to be important (98% of schools feel it is important to the school, 93% of parents feel it is important to their child) and majority of schools feel it impacts on healthy eating (86%). Parents feel the scheme encourages healthy eating (50%) and 73% of schools have used the scheme to promote healthy eating.

### Behavioural Impact
The scheme is having an impact on child behaviour; parents feel it is encouraging children to eat fruit and veg they may not eat at home (75%) and that it has influenced their child to eat more fruit and vegetables at home (57%). Half also feel the scheme provides fruit and veg their child wouldn’t have otherwise (53%).

### Quality & logistics
The providers generally perform well, with drivers well liked, and quality of fruit and vegetables overall rated highly. Almost all deliveries are on time, and the correct quantities. Complaints handling satisfaction dips a little.

### Choice
Pupils mostly like all items from the scheme, although they are less keen on carrots and sugar snap peas. Apples, bananas, citrus fruit and strawberries are most popular. Evidence to suggest the greater number of carrot days has led to more wastage. According to parents, grapes are also popular at home, and schools also mention that these could be added to the scheme (17%). Parents are willing to fund the scheme (72%).

### 5 a Day
Children’s eating claimed behaviours at home are good for just under half; 39% eat 5 or more pieces of fruit and veg a day (and 45% eat 3-4 pieces), but 5 a day is less prevalent in DE homes.
Main Findings
Knowledge of the School Fruit and Vegetable Scheme
Limited awareness of scheme ‘facts’ by schools, although majority aware of DH involvement. Majority of parents aware children receive fruit and veg, but only three in five aware of the Scheme specifically

Schools

- 5% aware of correct year scheme started (1)
- 4% could estimate the annual budget for scheme (2)
- 7% could estimate the number of pupils who benefit from scheme (3)
- 87% aware DH fund scheme (4)

Parents

- 59% aware of scheme, 87% aware child receives free fruit and veg (1 & 2)
- 51% aware it is part of Change 4 Life (3)
- Lower awareness among AB respondents (43%)
- 59% aware DH fund the scheme (4)

1. Q14 Do you know when the School Fruit and Vegetable Scheme was first introduced in England?
2. Q15a. Are you aware of the annual national budget is to run the Scheme?
3. Q16a. Do you know how many pupils (nationally) benefit from the Scheme?
4. Q17C. Do you think staff at your school understand the Scheme is funded by Department of Health, originally as part of 5 a day, now Change for Life?

Base: All school respondents 748
School Fruit and Vegetable Scheme Behaviour
Half of schools have a SFVS fridge. Nearly half of schools store fruit and veg in a fridge, and a quarter store in a storage room.

<table>
<thead>
<tr>
<th>Where fruit and veg is stored</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>45% store fruit in fridge</td>
<td></td>
</tr>
<tr>
<td>23% storage room</td>
<td></td>
</tr>
<tr>
<td>14% Classroom</td>
<td></td>
</tr>
<tr>
<td>11% kitchen</td>
<td></td>
</tr>
</tbody>
</table>

NB all schools will have received a SFVS fridge, but this may have been at the very start of the Scheme.

Significantly lower than in 2012.
Staff mainly prepare fruit and veg by washing it. A mixture of consumption in and out of the classroom. Two thirds correctly eat dried fruit at the start of term

59% prepare their fruit and veg (mainly washing: 52%)

37% eat in class

68% eat before class/during morning break

In 69% of schools, dried fruit is consumed on the first day of a new term, otherwise mainly a week or so after delivery

Q24 Does any preparation take place by school staff prior to the fruit and vegetables being given to the pupils?
Q27 At what point during the day are the fruit and vegetables given out?
Q30A Typically, when is dried fruit (such as raisins) which is delivered to your school consumed?
Base: All school respondents 748

Significantly lower than in 2012
How the School Fruit and Vegetable Scheme Contributes
The scheme is almost universally considered to be important by schools and parents, and schools feel it has impacted on children eating healthily.

73% of schools use the scheme to promote healthy eating.

Parents feel the scheme is there to encourage healthy eating (50%).

Higher importance for lower social grades:
- AB: 88%
- C1C2: 94%
- DE: 98%

**Schools**

- Importance to school: 78% Very important, 20% Fairly important, 2% Not very important
- Impact on healthy eating: 35% A very big impact, 52% A fairly big impact, 12% A fairly small impact, 1% No impact at all

**Parents**

- Importance to child: 60% Very important, 33% Fairly important, 6% Not very important
- Impact on healthy eating: 33% A very big impact, 52% A fairly big impact, 12% A fairly small impact, 3% No impact at all

Schools
Q17A. How important is the School Fruit and Vegetable Scheme to the wellbeing of the Key Stage 1 pupils at your school?
Q17B. How much impact would you say the scheme has had on improving the healthy eating choices for Key Stage 1 pupils at your school?

Parents
Q7. How important is the School Fruit and Vegetable Scheme to the wellbeing of your child?

Base: All school respondents 748  All parent respondents 995
Three quarters of parents feel the scheme has encouraged their child to eat fruit and veg they may not choose to eat at home, and over half feel it has helped their child eat more fruit and veg.

Agreement with statements about the scheme

- The Scheme encourages my child to eat fruit and veg that they may not always choose to eat at home: 37% Agree strongly, 38% Agree slightly, 10% Disagree slightly, 10% Disagree strongly, 6% Don't know. Net agree: 75%
- The Scheme has influenced my child to eat more fruit and vegetables at home: 19% Agree strongly, 38% Agree slightly, 19% Disagree slightly, 13% Disagree strongly, 10% Don't know. Net agree: 57%
- The Scheme provides fruit and veg to my child that they might not have otherwise: 22% Agree strongly, 31% Agree slightly, 19% Disagree slightly, 24% Disagree strongly, 4% Don't know. Net agree: 53%

Q.11 Here are some statements other people have said about the School Fruit and Vegetable Scheme. Please indicate to what extent you agree or disagree with each?
Base: All parent respondents 2015 995
How the SFVS fits with other messages – school behaviours

Significance of the SFVS in providing fruit and veg and encouraging positive behaviour

To some extent

More affluent

Less affluent

A lot

School support was evident given education pieces on healthy eating and retained knowledge on health eating. Healthy eating was a theme followed in class in the last year, where pupils could recall details fairly well (could be coincidental)

- Pupils drew a ‘healthy’ wheel, using words like ‘protein’ and vitamins’
- The children wanted to show us their ‘5 a day dance’
- Cross learnings where children ask for fruit and vegetables in Spanish

Some school topics covering the body and healthy eating and fruits and veg from around the world

Overall there was less knowledge and less confidence in talking about fruit and veg

When talking about snacks at school, fruit and vegetables were not immediately associated
How the SFVS fits with other messages – home behaviours

Significance of the SFVS in providing fruit and veg and encouraging positive behaviour

To some extent

More affluent

Less affluent

A lot

**Home** life appears to very much support healthy eating

Parents appeared to have a positive influence by encouraging children to eat fruit and vegetables and limiting ‘unhealthy’ foods or off-setting unhealthy foods. They were also encouraged to try a variety of foods

Cakes, chocolate, biscuits, etc. were not spontaneously mentioned. Fish fingers and fish and chips were – treats were regarded as eating out at restaurants

**Home** positive behaviours with fruit and veg appeared more limited

Some tooth decay was evident (but no evidence to suggest this is due to sugary food)

Sugar or fat rich foods were more top of mind for these pupils

- High spontaneous mention of the fast food chains as their favourite foods without hesitation – possibly an availability issue in city environment is an influence
How the SFVS fits

Significance of the SFVS in providing fruit and veg and encouraging positive behaviour

To some extent

More affluent

Significance of the SFVS in providing fruit and veg and encouraging positive behaviour

A lot

Less affluent

Works with parents
The SFVS seems to reinforce other school and home messages on eating fruit and vegetables and of course provides extra access to achieve 5 a day

Works for parents
The SFVS is more critical where pupils’ fruit and veg diet may be low and below their 5 a day where fruit and veg is not offered at home as readily or it is more limited
<table>
<thead>
<tr>
<th>More affluent</th>
<th>Less affluent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>My Dad says I have to try something at least 3 times before I decide I don’t like it</strong></td>
<td><strong>Is a brussel sprout a vegetable?</strong></td>
</tr>
<tr>
<td><strong>Carrots help you see in the dark</strong></td>
<td><strong>KFC, McDonalds, Burger King</strong></td>
</tr>
<tr>
<td><strong>My Mum makes me eat a banana when I come back from a party where I’ve had party food</strong></td>
<td><strong>Okra makes you strong</strong></td>
</tr>
<tr>
<td><strong>Vegetables have vitamins D, C and A</strong></td>
<td><strong>My favourite food is chocolate chip muffins, I like making them</strong></td>
</tr>
<tr>
<td><strong>Vegetables are better for you as they have less sugar</strong></td>
<td><strong>Kiwi fruit is very good for you</strong></td>
</tr>
<tr>
<td><strong>Blueberries make you cleverer</strong></td>
<td><strong>I like making Weeta-bodies (Weetabix with fruit used to make a face)</strong></td>
</tr>
<tr>
<td><strong>Too much fruit is bad for you, I’m getting a crown (tooth crown)</strong></td>
<td></td>
</tr>
</tbody>
</table>
School Fruit and Vegetable Ratings
At an overall level fruit and vegetables are rated as fairly good quality and consistent with 2012.

### Overall quality ratings of items

<table>
<thead>
<tr>
<th>Item</th>
<th>Very good</th>
<th>Fairly good</th>
<th>Fairly poor</th>
<th>Very poor</th>
<th>Don't know</th>
<th>Good (NET) 2015</th>
<th>Good (NET) 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruit</td>
<td>30%</td>
<td>61%</td>
<td>7%</td>
<td>2%</td>
<td></td>
<td>91</td>
<td>90</td>
</tr>
<tr>
<td>Vegetables</td>
<td>29%</td>
<td>58%</td>
<td>10%</td>
<td>2%</td>
<td></td>
<td>87</td>
<td>88</td>
</tr>
</tbody>
</table>

Q.31 I would now like you to think about the quality of the fruit and vegetables you receive under the scheme, compared to what you see in the high street. Is it?

Base: All school respondents 2015: 748; 2012: 710
In general, how would you rate the quality of the ... (ITEM TYPE) you receive? Would you say they are... 

Base: All who receive each item
Pupils mostly like all items, but are particularly keen on fruit

Pupil preferences - overall

<table>
<thead>
<tr>
<th>Item</th>
<th>Like them a lot</th>
<th>Quite like them</th>
<th>Don't like them very much</th>
<th>Don't like them at all</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>The fruit</td>
<td>52%</td>
<td>43%</td>
<td>2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The vegetables</td>
<td>29%</td>
<td>51%</td>
<td>14%</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

Q.33 Thinking now about what pupils think of the fruit and vegetables, overall, how much do you think pupils like
Base: All school respondents 2015: 748; 2012: 710
Thinking now about what pupils think of the fruit and vegetables, overall, how much do you think pupils like ... (ITEM TYPE) they are given? Would you say they Base: All who receive each item

**Pupil Preferences**

% like/ quite like ratings

**Higher**
- Strawberry: 93%
- Orange: 93%
- Apple: 98%
- Banana: 94% (High)

**Lower**
- Pear: 78%
- Tomato: 77%
- Sugar Snap Peas: 77%
- Carrot: 63% (Low)

**[Significantly lower than in 2012]**
Proportion of pupils eating at least half a portion of SFVS fruit or veg

% where all or almost all eat at least half a portion

**Higher**
- Strawberry: 70%
- Banana: 64%
- Apple: 58%

**Lower**
- Pear: 39%
- Orange: 33%
- Tomato: 33%
- Carrot: 27%
- Sugar Snap Peas: 31%

**Significantly lower than in 2012**
- Strawberry: 70%
- Banana: 70%
- Orange: 51%
- Tomato: 39%
- Carrot: 38%
- Sugar Snap Peas: 40%

Possible reasons for lower consumption (unlikely to be associated with quality ratings as these have not declined):
- Seasonal differences where previous research conducted in May, therefore recollection of strawberries, tomatoes and sugar snap peas may be limited
- Carrot provision is extended in 2015, so perhaps some element of repetitiveness – correlation exists between lower carrot consumption and believe that increasing the number of carrot days has resulted in more wastage

Q34A Of all the pupils who take part in the scheme, roughly what proportion regularly eat at least half of the portion of ..... they are given? Would you say…

Base: All who receive each item
What pupils think about the ‘fruit tray’

Fruit and veg was always provided in a ‘tray’ such as a sand tray

Almost universally the pupils spoke positively about the fruit tray:

- It provides a **well timed snack**, particularly for those that don’t enjoy an early breakfast
- It’s **sociable** as they can do this with their friends
- It’s **not a chore** as it doesn’t interfere with their much-loved play time, as they can still run around and play with their friends whilst eating and doesn’t stop them having fun

They would miss the fruit tray is it wasn’t available:

- *We would starve to death!*
- *I would draw fruit and veg and hope it came alive so I could eat it*

In one school included in the qualitative research, fruit and veg is self funded by the school for KS2 children as they miss it
One fifth do not have surplus – Where there is a surplus this is largely due to children not consuming - an increase since 2012

18% of schools do not have surplus

Reasons for over-surplus

- 59% children not eating
- 10% absenteeism
- 4% over delivery
- 6% mix of these reasons

Surplus items given to

- 50% other pupils not involved in scheme
- 26% additional items given to pupils in scheme
- 13% throw away/ compost
- 8% to staff/ canteen
- 11% children take home

☑ Significantly higher than in 2012

Q43 In general, if you have surplus items is this due to over-delivery by the distributor or is it mainly because of children not eating the fruit and vegetables?
Base : All school respondents 748

Q44 What do you usually do with the surplus fruit and vegetables?
Base : All who have surplus items 614
Wider behaviours
Two in five (39%) parents claim their child is eating 5 portions a day or more. Eating fewer portions is more prevalent in lower social classes.

**Amount of fruit and veg eaten every day**

<table>
<thead>
<tr>
<th>Portion Levels</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>16%</td>
</tr>
<tr>
<td>1 to 2 portions</td>
<td>45%</td>
</tr>
<tr>
<td>3 to 4 portions</td>
<td>26%</td>
</tr>
<tr>
<td>6 to 7 portions</td>
<td>12%</td>
</tr>
<tr>
<td>8 or more portions</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Lower Fruit and veg consumption amongst lower social grades**

- AB: 10%
- C1C2: 17%
- DE: 22%

74% of parents claim to give their KS2 children fruit or veg as a snack for school all (38%) or some (36%) of the time.

Q.8 How much fruit and vegetables would you estimate your child eats in an average day at home, school or anywhere else? 1 portion is the equivalent of a child’s handful.

Q14. Do you give your child (or children) in Key Stage 2 a fruit or vegetable snack to take to school? If so is this some or all of the time?

Base: All parent respondents 2015 995
Children’s claimed behaviours (by parents) are generally in line with recommendations, most eat breakfast every day, and regularly eat with family and take part in exercise. Fast food is only rarely eaten.

### Eating behaviours in an average week

<table>
<thead>
<tr>
<th>Activity</th>
<th>Every day</th>
<th>5-6 times a week</th>
<th>3-4 times a week</th>
<th>1-2 times a week</th>
<th>Less than once a week but at least once a month</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have breakfast</td>
<td>95%</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>18%</td>
<td>1%</td>
</tr>
<tr>
<td>Eat at the table with the rest of your family</td>
<td>54%</td>
<td>18%</td>
<td>17%</td>
<td>9%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Take part in physical exercise</td>
<td>38%</td>
<td>25%</td>
<td>31%</td>
<td>7%</td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>Eat fast food</td>
<td>1%</td>
<td>11%</td>
<td>48%</td>
<td>35%</td>
<td></td>
<td>4%</td>
</tr>
</tbody>
</table>

**Q.12 How often do you think your child does the following each week?**

**Base : All parent respondents 2015**
Majority feel that a partial delivery during the last week of term is manageable, and either because they have leftovers or manage without, only 5% struggle. Half agree that increasing carrot days has lead to more wastage.

If we get two deliveries of carrots we have quite a lot left over. It used to be a different variety everyday.

**Agreement with statements about the scheme**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree strongly</th>
<th>Agree slightly</th>
<th>Disagree slightly</th>
<th>Disagree strongly</th>
<th>Don’t know</th>
<th>Net agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having partial delivery during the last week of term is manageable</td>
<td>53%</td>
<td>35%</td>
<td>4%</td>
<td>3%</td>
<td>5%</td>
<td>88%</td>
</tr>
<tr>
<td>Our school usually has enough left over fruit and veg to be able to provide to pupils during the last few days of term without the need for a delivery</td>
<td>28%</td>
<td>27%</td>
<td>18%</td>
<td>20%</td>
<td>7%</td>
<td>55%</td>
</tr>
<tr>
<td>Increasing the number of carrot delivery days and reducing the number of banana delivery days has resulted in more wastage</td>
<td>34%</td>
<td>14%</td>
<td>25%</td>
<td>14%</td>
<td>14%</td>
<td>48%</td>
</tr>
</tbody>
</table>

Q.48B Here are some statements about the SFVS, could you tell me to what extent you agree or disagree with each?
Base : All school respondents 2015 748

<table>
<thead>
<tr>
<th>Partial delivery manageable and have leftovers</th>
<th>Manageable and no leftovers</th>
<th>Not manageable and no leftovers</th>
</tr>
</thead>
<tbody>
<tr>
<td>52%</td>
<td>31%</td>
<td>5%</td>
</tr>
</tbody>
</table>
Potential changes to the Scheme
A third of schools mentioned changes to the scheme, mainly improving variety or quality. Nearly three quarters of parents would be willing to part fund a more exotic fruit range, schools were more reticent.

**32% mentioned potential changes to the scheme. Of these, the top three were:**

- Improve quality (10%)
- Allow schools more choice (7%)
- Improve variety (10%)

**Willingness to part fund more exotic fruit range**

- **Schools:**
  - Very willing: 16%
  - Fairly willing: 27%
  - Fairly unwilling: 26%
  - Very unwilling: 19%
  - Don’t know: 12%
  - Net willing: 43%

- **Parents:**
  - Very willing: 28%
  - Fairly willing: 44%
  - Fairly unwilling: 20%
  - Very unwilling: 8%
  - Net willing: 72%

**Other fruit and veg suggested**

- Grapes: 17%
- Pineapple: 15%
- Watermelon: 9%
- 50% did not suggest any other fruit or veg

**Schools:** Q48A What could be done to change the scheme to make it more successful?

**Schools:** Q34C If the scheme introduced an option for a more exotic range of fruit, how willing would your school be to part fund this option?

**Parents:** Q13. If the Scheme introduced a wider and more exotic range of fruit, how willing would you be to make a monetary contribution to the Scheme to support this?

*Base: All school respondents 748  All parent respondents*
Parent estimated child preferences – any fruit

% Eat at least once a month/like but don’t eat regularly

Higher

Strawberry 91%
Pear 82%
Apple 98%
Banana 90%

Lower

Apricot/ Nectarine/ Peach 76%
Plum 68%
Tomato 63%
Watermelon 70%
Cherry 69%
Kiwi 60%

AB/ C1C2/ DE = higher proportion like fruit in this social grade

Q9. We are interested in the types of fruit that your child likes or doesn’t like. Please look at the list of fruit below and tick which answer best applies to each
Base: All parents 995
Q10. Now please think about the types of vegetable that your child likes or doesn’t like. Please look at the list of vegetables below and tick which answer best applies to each.

Base: All parents 995

AB/C1C2/DE = higher proportion like vegetable in this social grade
Satisfaction with the Scheme logistics
The delivery is viewed very positively

96% Know when to expect their delivery
95% Of deliveries are on time or as expected always or most of the time
97% Say the correct quantities of each product are generally delivered

Q9 Firstly I’d like to ask you about the delivery of fruit and vegetables to your school. Do you know when to expect your delivery of fruit and vegetables?
Q10 How often are deliveries made on time or when you expect them?
Q11 And are the correct quantities of each product generally delivered?
Q13 I am now going to read out some things other people have said about their delivery driver, and I would like you to say how strongly you agree or disagree with each one.
Base: All school respondents 748
Just over one quarter have made a complaint over the last year, mainly concerned with produce quality. Most believe they would speak to the distributor first about a problem.

**Reasons for complaints in past 12 months**

- Quality issue with the produce: 64%
- Quantity of the produce delivered: 15%
- Missed delivery: 15%

**Who complained to?**

- The depot: 32% (Very/ fairly satisfied: 86%)
- An email to the SFVS: 28% (65%)
- A call to SFVS: 27% (66%)
- The supplier: 7%
- The driver: 5%

*May be perception of who they contact so could be confusion between depot and SFVS (depot could answer phone call as ‘School Fruit and Veg Scheme’)*

**28% have made a complaint in the last 12 months**

**75% were satisfied with how their complaint was dealt with**

**Significantly lower than in 2012**

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Q38 Have you had cause to report any complaints in the last 12 months about the SFVS?
Q39. What was the nature of your complaint?
Q40. Who did you report the complaint to?
Q42. How satisfied were you with the way your complaint was handled

Base: All school respondents 748
Limited awareness of Starter Pack and ‘Website’, and these have fallen. However, most would use an online portal if available.

- **39% Aware of the Starter Pack**
  - Starter pack distributed on joining to scheme so very historic

- **38% Aware of the Website**
  - Website being constructed and not available at time of research

- **50% Aware of neither**

**Net likely**
- 65% Very likely
- 22% Fairly likely
- 9% Not very likely
- 2% Not at all likely
- 2% Don't know

Significantly lower than in 2012

Q35  Are you aware of the SFVS starter pack and website that were issued when the scheme first launched?  Are you aware of the ...
Q36  Currently being considered is a dedicated SFVS website which would allow you to: Submit and amend pupil numbers, notify the scheme of your training days and school holiday dates, report non-delivery, report quality issues and download information about the scheme.
How likely would your school be to use an online portal for the Scheme if one were created?
Base : All school respondents 748
Implications
Implications

Influencing behaviours

There is huge support for the Scheme and there is wide recognition of its positive influence. For half of parents it provides additional access to fruit and veg and influences positive eating at home and is an opportunity to provide pupils with 5 a day, particularly amongst DE homes.

Extending the fruit and veg range

There is potentially a messaging opportunity to tell parents about the Scheme specifically and to further encourage healthy eating at home, particularly schools with higher pupil premiums.

Parents are largely willing to fund further fruit ranges in the Scheme (schools have more limited support, likely because their budgets are stretched). Grapes are a popular suggestion.

This would need to be considered and planned carefully to allow schools to introduce easily (particularly given free school meals to KS1 pupils and therefore no lunch money transactions for these parents) and to be mindful of pupil premium eligibility families.
## Implications

<table>
<thead>
<tr>
<th>Complaints and online portal</th>
<th>Complaints handling satisfaction has fallen back, could be attributable to the team managing reported issues more firmly (eg. asking for wine label code with reported quality issues). There is also strong support for an online portal</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Given complaints currently come via email and by phone, an online portal may relieve some pressure on NHSSC and enable complaints to be handled more effectively, the portal could also offer information to manage expectations eg. label codes necessary when reporting quality issues.</td>
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<tr>
<td>Logistics</td>
<td>The delivery and supply aspects of the service are exemplary, with ratings hard to improve upon.</td>
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<tr>
<td>Wastage</td>
<td>Wastage by pupils not eating fruit and veg increases marginally in 2015 when specifically asked, but does not correlate with reported quality. This could be a seasonal effect (different research periods) but also half agree there is more wastage because of more carrot days / less banana days</td>
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<td></td>
<td>Possible actions to reduce wastage could be more communication on the importance of F&amp;V and utilising Change4Life more in schools, smaller portions to allow young children to eat at a quick break time eg carrots, adjusting choice so the same produce is not provided more than once in a single week</td>
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