CRUNCH

Cooking Confidence. Changing Lives.

IMPACT REPORT

Our first year-
Sep 2025 - July 2026



"CRuNCH is about far more than food. It's about giving young people the confidence to thrive."

Kate Percy, Founder and CEO



Welcome

When I founded CRuNCH, I had a simple ambition: that every young person should leave school able to cook five simple, healthy meals with confidence.

It sounds like such a small thing. Yet time and again we meet teenagers who have never cracked an egg, let alone cooked a meal from scratch or believed they could. Many are growing up in a food environment where convenience has replaced cooking, confidence is low, and healthy choices can feel out of reach.

This year I've been lucky enough to spend time in school kitchens across Bristol, South Gloucestershire and North Somerset, and I've seen first-hand just how much can change in five weeks. I've watched students who arrived quietly and uncertainly leave proudly carrying home meals they'd cooked themselves. I've heard one young person say, "I didn't realise healthy food could taste this good." I've seen another, who rarely spoke in school, begin to engage with teachers and classmates.

One of my favourite moments comes in the final session, when parents and carers join us to cook alongside their children. Seeing young people proudly share what they've learnt and families sitting down to enjoy a meal together is a wonderful reminder that the impact of Cook5 reaches far beyond the school kitchen.

For me, that's what CRuNCH is really about. Cooking is simply the starting point. It's about helping young people discover what they're capable of, giving them practical skills for life, building confidence, improving wellbeing and creating a sense of belonging. The ripple effect extends into homes, families and communities.

None of this would be possible without the incredible support of our schools, volunteers, partners and funders. Thank you for believing in our vision and for helping us give more young people the confidence to cook, eat well and thrive.

We're only just getting started...

Kate Percy

Founder & CEO
CRuNCH

ONE YEAR

Hundreds of Futures.

779
Young people reached

44
Cook5 programmes

220
90-minute sessions

3895
Healthy meals cooked



Highlights

- Expanded into 16 schools
- CRuNCH crew of 26 trained volunteers
- Attendance improvements demonstrated in two schools
- BBC Radio Bristol and BBC Points West coverage
- Important local and national partnerships achieved
- £110k funding raised including National Lottery
- CLF teacher conference delivered
- Burges Salmon funding as well as employee volunteering

OUR IMPACT

96%
Improved cooking skills

76%
Happier and more positive

76%
Better understanding of healthy eating

A STRONG FOUNDATION

CRuNCH is becoming a sustainable, evidence-based charity with growing reach, strong partnerships and increasing national recognition.

BUILDING MOMENTUM

Since February 2025

901
Young people reached

52
Cook5 programmes

260
Sessions delivered

4505
Healthy meals prepared and shared

A PIVOTAL *Moment.*



Adolescence is a window of opportunity

A critical time

Young people gain independence and make food choices that shape their lives.

A challenging environment

Ultra-processed foods dominate, while cooking skills are in decline.

Our moment to act

By building confidence and skills, we help teenagers thrive now – and for the future.

WHY IT MATTERS

Habits formed now often last a lifetime

- Confidence in the kitchen leads to healthier, more independent lives
- Practical cooking skills support mental wellbeing and self-esteem
- Good nutrition in adolescence supports physical and cognitive development

9%
Eat their 5 a day

66%
Of teenager's calorie intake is ultra-processed

50%
Predicted to be overweight or obese by 2030

70%
Young adults lack confidence in basic cooking skills

CRuNCH gives young people the tools, confidence and knowledge to make *healthy choices today* – and for the rest of their lives.

WHY COOKING *Matters.*

More than just a meal...

At CRuNCH, cooking is never just about following a recipe.

Every session helps young people build confidence, learn practical life skills and discover what they're capable of. Alongside chopping, stirring and tasting, they develop communication, teamwork, resilience and independence.

These experiences reach far beyond the kitchen. Schools see greater engagement, families see teenagers cooking at home, and young people tell us they feel happier, healthier and more confident.



"At first I thought it was just a cooking thing but I've learned skills and actually talked to people and made friends"

EVIDENCE IN ACTION

Learning by doing

Research shows that practical, hands-on learning improves engagement, deepens understanding and helps new skills stick.

Source: Dewey (1938) • Kolb (1984)

EVIDENCE IN ACTION

Confidence grows through success

Successfully mastering practical tasks builds self-efficacy, the belief that "I can do this." Young people with higher self-efficacy are more likely to embrace challenges and persevere when things become difficult.



Source: Bandura (1997)

CRuNCH in Action

Every Cook5 session combines practical cooking, nutrition education and teamwork. Over five weeks, young people learn o prepare five simple, healthy meals while developing confidence, independence and a sense of belonging that lasts far beyond the kitchen.. On the fifth session, parents join in to cook and share a meal together.

HEALTHY HABITS · CONFIDENCE · BELONGING · WELLBEING · FAMILY · LIFE SKILLS

OUR RECIPE

For Change.

Five recipes in five weeks.
One simple idea.
A lasting impact.

At CRuNCH, we believe every young person should leave school with the confidence to cook five simple, healthy meals from scratch.

Our Cook5 with CRuNCH programme combines practical cooking, nutrition education and shared meals over five weeks. Along the way, young people develop cooking skills, confidence, teamwork and independence in a fun, supportive environment.

The final session brings families together to celebrate success and encourages new skills to continue at home.

The CRuNCH Recipe

1. **5 SESSIONS**
   Five weeks of fun, hands-on learning after school
2. **5 HEALTHY MEALS**
   Preparing five simple, healthy meals from scratch.
3. **5 ESSENTIAL SKILLS**
   Building confidence through practical cooking.
4. **5 KEY NUTRITION MESSAGES**
   Simple ideas for healthier everyday choices.
5. **COOK & EAT TOGETHER**
   Sharing meals, building friendships and celebrating success.
6. **COOK AT HOME WITH FAMILY**
   Taking new skills home to inspire lasting change.



EVIDENCE IN ACTION

Learning becomes lasting when it is practised.

Young people are more likely to develop lasting habits when they repeatedly practise real-life skills in supportive environments and continue using them at home.

Source: Education Endowment Foundation • Experiential Learning

Healthier, happier futures

THE COOK5 *difference.*



Cook5 isn't a traditional cooking course. Every session is carefully designed to build confidence, develop practical skills and help young people succeed.

These five ingredients are at the heart of every programme.

REAL-LIFE SKILLS

Young people cook real meals they can make again at home.

TEENAGE FRIENDLY

Sessions are energetic, engaging and designed especially for teenagers.

LEARNING BY DOING

Everyone cooks every week, building confidence through doing.

CONFIDENCE FIRST

Building success and confidence in every session, supporting independence and self-belief that lasts beyond the classroom.

BEYOND THE CLASSROOM

Recipe booklets and celebration meals help learning continue at home.

Together, these five ingredients create a programme that *teenagers enjoy* attending, *schools value* and *families continue* long after the final session.

OUR SECRET *Ingredient.*

26 trained volunteers

Behind every Cook5 session is a team of passionate volunteers giving their time, skills and encouragement to help young people discover what they're capable of.

They don't just teach cooking, they build confidence, create connections and inspire brighter futures.

They are the heart of CRuNCH.

VARIETY OF BACKGROUNDS
including nutritionists, medics, lawyers and chefs!

DBS AND SAFEGUARDING
systemised volunteer onboarding and management

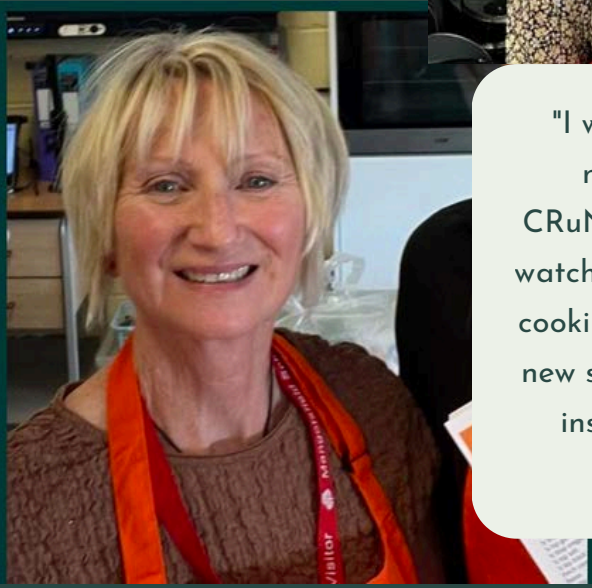


CRuNCH Crew members Rachel and Graham are retired doctors.



"Returning to the UK after time overseas, it has been lovely to meet new people through CRuNCH. Being involved in Cook 5 as an attendance intervention has been rewarding: students who may otherwise not be in school ask us what we are cooking next week, so have something to encourage them to go to school each Wednesday."

Anna
CRuNCH Crew member, primary school teacher



"I was keen to do some volunteering but never quite knew what...until I found CRuNCH! With my love of food & cooking, I watch the groups gain confidence each week, cooking healthy meals from scratch, learning new skills & making friends. I feel proud and inspired to be part of the programme".

Jackie
CRuNCH Crew member, retired civil servant

SCHOOLS *and Partners.*

building a movement that reaches far beyond the kitchen.



CRuNCH on **BBC Points West**
Raising awareness and inspiring change across Bristol and beyond.

Throughout the year we've built partnerships with schools, universities, charities, businesses, funders and community organisations to help more young people develop the confidence to cook, eat well and thrive.

Universities

Working with UWE Masters' student – assessing impact of CRuNCH in Mangotsfield School.

Food partnerships

Building partnership with:

- Food Education Network
- Chefs in Schools
- Square Food Foundation
- Bristol Food Network
- and more...

Free resources

Our new recipe book is available to all.
We are now working on resources to go onto TES teacher platform.

CRUNCH

Schools

Blaise High School
Bristol Metropolitan Academy
Bristol Brunel Academy
CLF Post 16
Mangotsfield School
Priory Community School
Snowdon Village
St Mary Redcliffe & Temple
Westhaven School
Winterstoke Hundred Academy
Worle Community School
Bedminster Down
Hanham Woods
Ashton Park
Frome Vale

On the BBC

2 features on BBC Points West as well as 5 radio interviews on BBC Radio Bristol.
Helping amplify the food education message through regional media.

Special projects

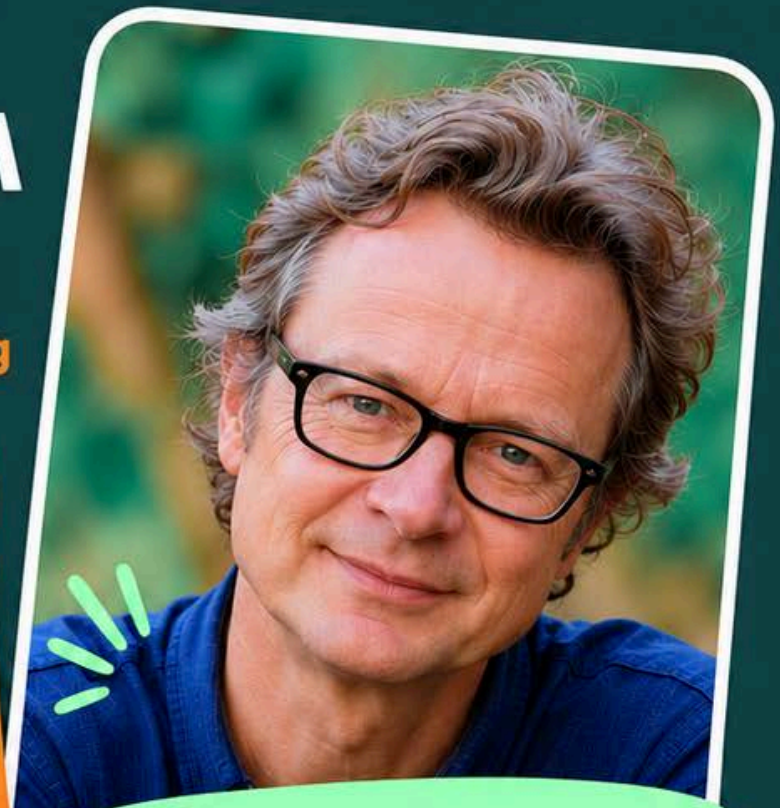
Piloting Summer Programme funded by NHS Bristol Children's Hospital – delivering Cook5 over 2 days to the children on their Weight Management Programme.

Funding partners

Supported by organisations investing in healthier futures for young people – National Lottery Community Fund, Nutrition Wellbeing Foundation, The Mordaunt Foundation, Fund Their Future, Burges Salmon, Emersons Green Town Council, NHS and Nisbets.

GAINING MOMENTUM

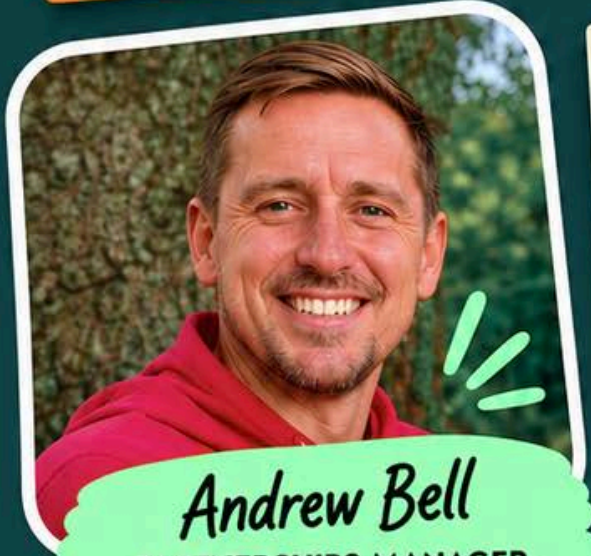
Voices from our supporters show why Cook5 matters and the difference it's making in schools.



"CRuNCH is built around a brilliantly simple idea: every young person should leave school able to cook at least five simple, healthy meals. But it's about more than just food. **Cooking builds confidence, brings people together and gives young people a real sense of achievement."**

Hugh Fearnley-Whittingstall

FOOD WRITER, BROADCASTER AND CAMPAIGNER



Andrew Bell

PARTNERSHIPS MANAGER, CABOT LEARNING FEDERATION

"Cook5 provides something really valuable alongside the curriculum. The impact goes well beyond cooking. We are seeing young people grow in confidence, engage more positively with school and, in some cases, improve their attendance."

REAL STORIES

Real change.

Every Cook5 programme ends with new recipes, but the real impact goes much further.

Young people leave with greater confidence, stronger friendships and the belief that they can achieve more than they thought possible. Families tell us they are cooking together more often, teachers see increased confidence in school, and many young people continue cooking long after the programme has finished.



"I cook more and enjoy it now I know what to do."

"I am now cooking once a week for my family."

"my whole family is trying to eat more healthy options"







CASE STUDY

Mangotsfield Secondary School

Sep 25 - July 26



7
5 week programmes over 6 terms

125
young people took part

87%
were Pupil Premium

93%
were from priority groups (young carers, SEND, Pupil Premium)

Thank you for investing in young lives

WHAT PARENTS SAY

"Dear Mr...
I just wanted to email you and say thank you for giving our daughter the chance to take part in CRuNCH. As you know she has not had an easy time at school, but this has really given her a confidence boost and shown her the school does care about her.

"Thank you for this – it is the first opportunity he has had that has inspired him, we have noticed a difference at home and he is even cooking for us some of what he has learnt at school.

WHAT STUDENTS SAY



"I have liked learning to cook, it has been good that is is after school and it is people that want to be there.
I've even met some new people in my year,"

Year 8 student



"CRuNCH has been the only thing run after school that I have wanted to do. I have been here since year 7 and this is, apart from detentions, the only time I have willingly stayed in school to do something – I have really enjoyed it."

Year 10 student

Positive Impact in Action

Reward points increased for both year groups following their involvement in CRuNCH, showing a positive shift in engagement and behaviour.

Increase in average Love Learning points
(6 weeks before vs. 6 weeks after CRuNCH)

YEAR 10 GROUP		YEAR 9 GROUP	
Before 5.7	After 6.2	Before 8.3	After 9.2
+9% increase		+11% increase	

Reduction in unauthorised absence
87%

Rise in year 9 cohort overall attendance
83.8% to 88.4%

*based on Y9 cohort of 15 students

Cooking skills. Confidence. Change for life.

CRUNCH

WHAT PEOPLE TOLD US

Ripple effect.

From the classroom

into the community



"I really like this and crunch has really helped me understand healthy eating. It's easy and hard. Easy that I can cut veg. Washing up hard."

"...a lot, beacuse I can make my own healthy dish and don't have to ask my mum."

"It has made me more comfortable to experiment."

"The vast majority of our group had never cooked before and to watch their progress over the 5 weeks grow was truly amazing. These students now have the confidence and knowledge to leave us with the skills to cook as they embark on their next step destination..."

Jeanine Preece, Associate Assistant Principal, CLF Post 16:

OUR TEAM

Small team. Big ambition

At CRUNCH, we're a small team with a big mission. Together with our volunteers and Trustees, we're helping more young people develop the confidence to cook, eat well and thrive. We're also excited to be growing our team to support even more schools.



Kate Percy
Founder & CEO

Founder, author and healthy-eating adocate, leading CRUNCH's mission and strategic growth.



Lauren Cooper
Chief Operating Officer

Chef, Chartered Accountant and operations specialist, ensuring our programmes run smoothly and sustainably.

GROWING OUR TEAM

Just recruited!

EMILY POTTER

PROGRAMME & VOLUNTEER COORDINATOR

We're delighted to welcome Emily to the CRUNCH team! With a background in nutrition, food education and charity work, Emily brings a wealth of experience, from TV production to supporting large volunteer teams. She brings calm, warmth and an impressive, and is a passion for helping young people build a healthier world with food.



She is an impressive team spiring. Most is a passion for helping the healthier relationships.

26
VOLUNTEERS

Our amazing CRUNCH Crew deliver Cook5 in schools with energy, enthusiasm and care.

16
SCHOOLS

A chartered network of schools and partners.

5
TRUSTEES

Providing guidance, expertise and oversight.

MEET OUR TRUSTEES

Our Trustees bring expertise in business, public health, education, mental health, food, law and governance—helping guide CRUNCH's strategy and long-term sustainability.



John Thompson
Chair of Trustees



Rayne Roberts
Trustee
Nutrition & Public Health



Anna Robinson
Trustee
Education & Schools



Chris Girling
Trustee
Mental Health & Youth



Kate Fortescue
Trustee
Food, Law & Governance

THE NEXT THREE YEARS

Consolidating and Growing.

Building on strong foundations to reach more young people in more places.

2026/27
FOCUS: BRISTOL



Another academic year focusing largely on Bristol.



One trial in Term 6 in a new region (likely Swindon).

2027/28
START EXPANDING



Begin building in a new region.



Gradual expansion: start with 2–3 schools, adding one additional school each term.

2028/29
GROW & STRENGTHEN



Continue steady growth in the new region.



Embedding the model and driving sustainable impact.



LOOKING AHEAD



Building on our success.

We are incredibly proud of everything we've achieved so far.

With strong foundations now in place, we're excited about the next stage of CRuNCH's journey. We'll continue refining, strengthening and growing Cook5 so that even more young people can develop the confidence and life skills to cook, eat well and thrive.

Our priorities

- **Delivering outstanding Cook5 programmes** that continue to put young people at the heart of everything we do.
- **Growing our volunteer community** so more schools can benefit from the programme.
- **Strengthening partnerships** with schools, charities, businesses and local organisations.
- **Building our evidence base** through research, evaluation and listening to young people, families and schools.
- **Securing long-term sustainability** so Cook5 can continue changing lives for years to come.

Healthier. Happier. Futures.

Together, we're building a future where every young person leaves school with the confidence and skills to cook, eat well and thrive.




COOK 5
with
CRUNCH
5 simple, healthy meals
5 cooking skills
5 nutrition nuggets
5 sessions
5 weeks
Discover more
www.crunchtime.org.uk
hello@crunchtime.org.uk
CONFIDENCE | COMMUNITY |
Jo
CRUNCH
CRUNCH
EAT SHARE LOVE
Ottolenghi COMFORT
Sicilia

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THANK YOU!

Please get in touch if you would like any more information at hello@crunchtime.org.uk





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