

I have used AI throughout this assignment to create my logo and place my logo on different objects.

I asked AI can you create me a logo using child friendly pictures of healthy foods.

Contents

1. Business plan
2. Research
3. Reference list



Introduction

To begin with, this business plan will provide you readers with a clear understanding of why a healthy food service would be useful and important to primary school children. Throughout this plan the readers will find out the importance of healthy foods for children. The background of pitching this business to schools around Neath Port Talbot and Swansea is to support schools in creating a more positive outlook on their snack time and identify the total financial investment that is required to create this business.

The Healthy Food Service

A researcher explains in order to create a successful and sustainable business, it is important you search for social and environmental problems so your business can provide support for these problems (Lyigun, 2019). Using this information, the writer has created a business called the Healthy Food Service. This business has been created to support children in primary schools having access to a healthy snack. Throughout many different schools, their snack policy is that if a child has not brought a snack into school, they do not receive a snack. My business will be used throughout schools to teach the children how to cook healthy snacks and how batch cooking supports you in making a healthier choice. This business will support children throughout their home life and influence their later adult life.

A reader explains all children need and deserve a reliable adult to guide children towards safe and suitable actions (O'Sullivan, 2015). I believe I am the right person to do this, as throughout my current job as a teacher assistant, I have noticed how dysregulated and emotional children can become if they have not received breakfast or a snack. I created this business to act on the observations I have been completing to help regulate and support children throughout my care.

Healthy food service



Benefits

To begin, many practitioners have noticed children are found to be withdrawn and distracted if they have not eaten for some time. According to Clough, (no date), they believe snack time is a valuable time for all children to experience, as it encourages children to experience real-life situations and sparks conversation between an adult and children. Also, children are able to learn about different cultures and different countries. When children are experimenting with the spices, they are able to have an understanding of the countries and the importance of diversity and inclusion (Department for Education, 2024).

Many families throughout my community are going through poverty. According to Oxfam, (2025), families go through poverty when they struggle to meet the basic needs to have a healthy lifestyle. Healthy food prices are found to have increased over many years, making it harder for families to buy nutritious and healthy foods for their home (UNICEF, 2024). Healthy Food Service will support children and support their families in poverty, as we can provide easy snack recipes and easy meal ideas using cheaper ingredients and encourage the children to help their parents prepare the snacks and meals.



Strengths

Throughout this business there are multiple different strengths in this business. An example of this is the children are taught how to make a healthy choice and how to keep making the correct choices to support your physical development. According to the NHS, (2023), children need to have a role model to influence the importance of healthy eating and creating a positive habit.

Opportunities

While children are attending my business, there will be multiple different types of opportunities they will be accessing. An example of this is children's holistic development being focused on as the children develop their fine motor skills and cognitive and scientific learning. According to McIlroy, (2025), cooking can be a stressful task however, allowing children to be involved will develop the children's learning while creating an enjoyable activity.

Weaknesses

However, a weakness that may occur is parents and carers often decide what types of food will come into their home. This can jeopardise the child's learning, as the children may be unable to complete a recipe if they have not got the correct ingredients. According to the Food Foundation (2024), there are many families who find it challenging to go to shops, which can often lead to families not having food or doing an online shop.

Threats

However, children in primary school may often express high levels of energy and possibly become overstimulated, this can result in a significant risk while children participate in cooking activities. This could lead to significant injuries. According to Childcare, (2024), before beginning any cooking activities, all children should have the risk assessment explained to them in a simplified way to ensure children understand the severity of the risks.

Barriers

In addition, while there are multiple different positives for children to attend these lessons, unfortunately there are also barriers that staff and children will face throughout their time in the sessions. An example of a barrier that the staff will face is safety concerns. While cooking, there are hot surfaces, sharp objects and heavy equipment. The staff members who are taking the sessions will explain and show all the children the importance of being safe in a cooking area. Research has shown that to allow children to understand the importance of danger while cooking is to demonstrate to the children why everyone needs to be safe and careful while cooking (Morrongiello et al., 2026). According to the Department for Education, (2025). The early years foundation framework explains that when children are in the hands of adults, all adults need to take essential steps to ensure all the children are kept safe and well.

Barriers

Throughout the United Kingdom childhood obesity is on the rise. According to GOV.UK, (2025) children are found to be encouraged to eat unhealthy food through different areas. For example, while children are watching TV, adverts are often shown advertising fast food restaurants, and supermarkets often advertise deals they are providing for different seasons. This business will support the decrease in childhood obesity, as the children will be taught the importance of batch cooking and the importance of making healthier choices.

Finance

As explained throughout my business pitch, ensuring a business has enough money to sustain a reliable business is important to encourage it to grow. In order to have support from the different schools the business will be attending, there will be a fee from the children. Each child will be asked to bring £1.50 in every cooking week, this will include the cooking lessons, the ingredients and a small recipe book which will be updated every time a new recipe has been completed. This fee will be used to ensure the staff are all paid correctly and up to date on training. It is essential to ensure all teaching staff are up to date on training to allow them to amend and develop their teaching to impact children’s learning (Langford, 2024). The business will also be pitched to the schools around Swansea and Neath Port Talbot so schools can provide the business with money from the free school meal scheme. Another grant the scheme will be using is the Tesco Stronger Start. This grant will provide the business with £1500 to purchase supplies to help grow the business. Using a crowdfunding platform, the business also created a GoFundMe this will be shared with schools around the area and shared on all social media. Researchers have shown “55%” of people prefer donating in person however, “48%” have shown they prefer donating online (UK Fundraising, 2022). These fundraising ideas are supporting the communities' preferences.

Marketing

Research has shown there are observations that can be completed to explore the problems many schools face, for example, behaviour and learning. By completing an observation, it can provide the practitioner with an understanding of children’s strengths and weaknesses and create activities to support the children’s development. Observations can also explain to practitioners how children provide support for themselves (Louis, 2022). The business provider also encouraged multiple different schools to answer a questionnaire to provide information on their snack time routine. Using a questionnaire to gather information is beneficial, as the research is able to collect particular data and explore answers relating to the research (National Library of Medicine, 2023).

<u>Category</u>	<u>Month 1 (set up)</u>	<u>Month 2 (Launch)</u>	<u>Month 3 (growth)</u>
Opening Balance	£0	£824	£4,034
Cash in (fundraising)	£800	£800	£100
Sales Revenue (school payments)	£0	£1,500	£1,000
startup loan (personal investment)	£1,000	£0	£50
Grants	£0	£1,500	£0
Total Cash in	£1,800	£4,624	£5,184
Stock	£90	£200	£400
Marketing	£200	£90	£50
Insurance	£186	£0	£0
Equipment	£500	£300	£50

Payment towards staff members	£400	£1,000	£1,000
Total Cash Out	£1,376	£1,590	£1,500

Part 2B - Research

To begin with, this research will be exploring an in-depth understanding of the research that was conducted throughout the creation of Healthy Food Service. A researcher created a business called the Healthy Food Service. This business was created to teach children the importance of healthy cooking and batch cooking and to ensure all children have the opportunity to have access to a snack.

Firstly, the writer explained there were multiple different types of benefits for the Healthy Food Service business. An example of one of the benefits is the children are able to have a clear view of real-life situations. Allowing children to experience experiential learning supports the children in making critical decisions and learning the importance of independently working and working as a team (All Hallow's blog, 2025). A theorist who believes experiential learning is important is Piaget. Piaget believes children are developing their cognitive and social development through experiential learning and can support children's problem-solving (Cohen and Waite-Stupiansky, 2023). Another benefit this business experiences is encouraging the children to learn about different spices and the countries that use those spices. It is important for children to learn about diversity if children learn from a young age why not all children are the same, it will provide growth to their knowledge to increase their understanding throughout their lives (Department for Education, 2022). This links to the UNCRC, as Article 2 states all children should be treated the same regardless of their race and background (UNICEF UK, 2019).

In addition, throughout this business, a barrier, the writer explained, the children will come into contact with safety hazards. Research shows kitchens are a dangerous area for children because children may experience a cut or a burn while in a kitchen. Also, children could receive poisoning if an area has not been sterilised correctly (Children's Health, 2025). However, BBC Bitesize, (2024) disagrees, as they believe encouraging children to explore and learn throughout the kitchen builds relationships and develops children's skills to carry through into their adulthood. Another barrier the business noticed was childhood obesity. Research explains how often children's daily routines can affect their food intake. Also, when families sit together and eat a meal, families are able to build a relationship and form healthier and more sufficient meals (Sahoo et al., 2015). Often when a child is struggling with childhood obesity, their mental health can most likely be affected children may feel insecure and uncomfortable in a crowded environment. This links to John Bowlby, as his theory believes children can often rely on reassurance (Homles, 2014).

To support this, when completing research, it is important to analyse multiple sections to have a clear understanding of the topic. The writer will be using PESTLE for this. A PESTLE analysis helps observe the main factors that impact a business. These factors are "political, economic, sociological, technological, legal and environmental" (CIPD, 2025). The writer will be conducting a PESTLE analysis on a business called a healthy food scheme.

To begin this, the government came up with multiple different strategies to reduce the increase of childhood obesity. An example of some of these strategies is reducing advertisement, which can often influence children. Another example is the government has ensured all schools create free school meals and create a breakfast club to allow children to explore new healthy foods (GOV.UK, 2025). This is a political factor, as the government has created these strategies to support society in reducing the amount of childhood obesity. The healthy food service explained the procedure the schools would need to follow when the service is attending the schools. The procedure was once the business pitched their idea to the schools, the schools would also provide money from their free school meal scheme to aid the business in purchasing ingredients. Also, each child would provide the business with £1.50, which will take care of staff wages. This is an economical factor, as research shows there are many families in Wales who are often unable to have a meal every day, as purchasing food has been found to have become more expensive (Evans, 2025). Throughout the business plan the writer expresses the importance of children working as a team.

While the service is going into schools, the children are encouraged to work together to create meals to support their nutrition. The children are encouraged to communicate with each other to communicate the steps they need to follow. This is a sociological factor, as, according to the Department for Education, (2022), children interacting with other children and adults is an important part of children's development and provides children with opportunities throughout their lives. The healthy food service uses multiple different types of technology as equipment for example, the service carries a portable microwave and other equipment to demonstrate to the children you do not have to use an oven to create home-cooked healthy meals. This is a technological factor, as teaching children the importance of cooking healthy meals can support them in their future and teach them the skills they may need (The chopping block, 2024). In order for the healthy food service to succeed and enter schools, the business needs to be safe for children to enjoy, an example of making the business safer is ensuring they follow the food hygiene. This is a legal factor, as all businesses dealing with any types of food need to have the responsibility of an adult assessing the food before each use and sterilising all equipment (GOV.UK ,2023). The writer explains all food items will be stored safely in a fridge until the correct time to bring the food out. Once the food is needed, they will be stored in a freezer box to ensure all the food is kept safe and hygienic. This is an environmental factor as responsible food consumers, it is important to prevent any illnesses and infections (World Health Organization, 2024).

In addition to this, the researchers explore how different the healthy food service would be in the future. While comparing the benefits and the barriers, the research expresses that in the future it may be beneficial for this company to explore other areas of Wales and improve transport by purchasing a refrigerated van. The healthy food scheme could also have a building where schools and families come and complete cooking lessons. By encouraging families to attend the sessions, it will encourage families to connect more to each other. According to Gruning Parache et al., (2024). Children's mental health can be affected by family separations and problems. By families attending the group, it can provide comfort and support them in working through their situations while learning to make healthy meals. This is also supported by the theorist Bronfenbrenner. Bronfenbrenner believes family are the most important and reliable people to determine children's growth and development (Yok-Fong 2013). However, according to Bagnall, (2025), they believe parents and carers may not attend these support groups as they may have a hobby scheduled already for the particular day. Also, if some parents do not drive, they will be unable to receive transport to and from the group, causing them to not be able to go.

In addition, throughout the writer's business plan, it explains why the healthy food service would be beneficial for children to experience while they are in school. Throughout the research that has been placed According to GOV.UK ,(2025), primary schools in Wales are focusing on children's health and encouraging different learning styles to begin teaching cooking. An example of what schools are doing is ensuring all children have access to free milk throughout their school day. Children are also shown why some foods are more unhealthy than others. However, while adolescents are in secondary school, every week each child has access to a food and nutrition class. The food and nutrition class provides all children a clear understanding of preparing meals and the importance of hygiene and preparing your kitchen area (Food a fact of life, no date). However, Le Cordon Bleu, (no date). Queries why younger children in primary schools are not being taught to cook this website states teaching younger children to cook is an important step to increase the children's self-awareness and confidence. The children will also be able to transfer their knowledge into their later life to care for themselves and others around them. After different sources believed the same question, Swansea Council believes many schools around Swansea believe it may be beneficial to add cooking lessons into the curriculum to support children's development. Schools have begun to create cooking lessons for primary school children throughout a festival or theme, for example, Christmas and Diwali (Swansea Council, 2023).

To conclude, as explained throughout this research assignment, the writer's business plan created a child-friendly business to teach and enhance children's learning about healthy food this business was called the Healthy Food Service. The business created knowledge and information on the importance of keeping healthy and meal prepping meals, all children receive a recipe book explaining each recipe they had learnt. Research has shown the healthy food service will be a valuable scheme used in schools throughout the Neath Port Talbot and Swansea area, as childhood obesity has been noticed to be on the rise. Also, another problem that has been on the rise more frequently is poverty, families are found to be skipping meals as they are too expensive. All these problems and many more can be reduced by the healthy food service.

Reference list

- All Hallow's blog. (2025) *9 Benefits Of Experiential Learning In Independent Schools*. Available at: <https://allhallowsschool.co.uk/all-hallows-blog/9-benefits-of-experiential-learning-in-independent-schools/#:~:text=You%20can%20also%20expect%20your,into%20something%20meaningful%20and%20concrete>. (Accessed on: 26th February).
- Bagnall, A-M, South, J, Kinsella, K, Trigwell, J, Sheridan, K, Harden, A. (2025) *Community engagement approaches to improve health: a cross-case study analysis of barriers and facilitators in UK practice*. BMC Public Health, 25.
- BBC Bitesize. (2024) *Why involving your child in cooking can help more ways than you'd think*. Available at: <https://www.bbc.co.uk/bitesize/articles/zfbqyc#znrkp9q> (Accessed on: 27th February).
- Childcare. (2024) *Cooking with Children*. Available at: https://www.childcare.co.uk/information/cooking-with-children?utm_source=copilot.com (Accessed on: 21st February).
- Children's health. (2025) *Kitchen safety tips for kids*. Available at: https://www.childrens.com/health-wellness/kitchen-safety-tips-for-kids?utm_source=copilot.com (Accessed on: 26th February).
- Clough. L. (No date) *Snack Time Talk*. Available at: <https://www.strongerpracticehubs.org.uk/sites/default/files/uploads/docuemnt/54/Snack%20Time%20Talk.pdf> (Accessed on: 18th February).
- Cohen, L.E. and Waite-Stupiansky, S. (2023). *Theories of early childhood education*. 2nd ed. Taylor & Francis.
- Department for Education. (2022) *Diverse world*. Available at: <https://help-for-early-years-providers.education.gov.uk/areas-of-learning/understanding-the-world/diverse-world> (Accessed on: 26th February).

Department for Education. (2022) *Interactions*. Available at: <https://help-for-early-years-providers.education.gov.uk/areas-of-learning/communication-and-language/interactions> (Accessed on: 28th February).

Department for Education. (2024) *Help for Early years providers: planning food activities with children*. Available at: <https://help-for-early-years-providers.education.gov.uk/health-and-wellbeing/nutrition/planning-food-activities-with-children> (Accessed on: 22nd February).

Department for Education. (2025) *Food Safety*. Available at: <https://help-for-early-years-providers.education.gov.uk/health-and-wellbeing/food-safety> (Accessed on: 22nd February).

Evans, F. (2025) *One in four missing meals due to cost pressures - report*. BBC News. Available at: <https://www.bbc.co.uk/news/articles/c9v12v0pv73o> (Accessed on: 28th February).

Food a fact of life. (no date) *Schemes of work (11-14 years)*. Available at: <https://www.foodafactoflife.org.uk/11-14-years/schemes-of-work-11-14-years/> (Accessed on: 28th February).

Food foundation. (2024) *Families cutting back on healthy food risks widening health inequalities*. Available at: https://foodfoundation.org.uk/news/families-cutting-back-healthy-food-risks-widening-health-inequalities?utm_source=copilot.com (Accessed on: 19th February).

Gov. UK. (2025) *Government acts to tackle rising childhood obesity epidemic*. Available at: <https://www.gov.uk/government/news/government-acts-to-tackle-rising-childhood-obesity-epidemic> (Accessed on: 25th February). (A)

GOV.UK. (2023) *Food safety- your responsibilities*. Available at: <https://www.gov.uk/food-safety-your-responsibilities> (Accessed on: 28th February).

GOV.UK. (2025) *Government acts to tackle rising childhood obesity epidemic*. Available at: <https://www.gov.uk/government/news/government-acts-to-tackle-rising-childhood-obesity-epidemic> (Accessed on: 28th February). (B)

GOV.UK. (2025) *Healthy eating in schools*. Available at: https://www.gov.wales/healthy-eating-schools-html?utm_source=copilot.com (Accessed on: 28th February).

Gruning Parache, L, Vogel, M, Meigen, C, Kiess, W, Poulain, T. (2024) Family structure, socioeconomic status, and mental health in childhood. *European Child & Adolescent Psychiatry*.

Holmes, J. (2014) *John Bowlby and attachment theory*. (2). London, Routledge.

Langford, H. (2024) *Why is CPD Important for Schools? | Connex Academy*. Connex Education Academy. Available at: <https://connex-academy.com/why-continuing-professional-development-for-schools/> (Accessed on: 22nd February).

Le Cordon Bleu. (no date) *Four reasons why we should encourage kids to cook*. Available at: <https://www.cordonbleu.edu/news/four-reasons-encourage-kids-cook/en#:~:text=An%20important%20life%20skill%3A&text=Introducing%20children%20to%20cooking%20from,needs%20of%20their%20future%20families>. (Accessed on: 28th February).

- Louis , S. (2022). *Observing young children*. Available at: https://files.froebel.org.uk/production/documents/FT_Observing-young-children_Pamphlet_INTERACTIVE_REV-2.pdf. London, pp5-9. (Accessed on: 23rd February).
- McIlroy. T. (2025) *Why cooking is brilliant for Early childhood Development*. Available at: https://empoweredparents.co/benefits-of-cooking-in-early-childhood/?utm_source=copilot.com (Accessed on: 21st February).
- Morrongiello, B.A, Amir, M., Barlow, G. and Ferdinand, P. (2026) *Kids in the kitchen: cooking experiences and knowledge of risky activities*. *Journal of Paediatric Psychology*. Available at: <https://academic.oup.com/jpepsy/advance-article-abstract/doi/10.1093/jpepsy/jsaf104/8422706> (Accessed on: 22nd February).
- N Oyku Iyigun. (2019) *Creating business value and competitive advantage with social entrepreneurship*. Hershey, Pa Igi Global, pp140–160.
- National Library of Medicine. (2023) *Designing and validating a research questionnaire*. Available at: <https://pmc.ncbi.nlm.nih.gov/articles/PMC10405529/> (Accessed on: 23rd February).
- NHS. (2023) *Advice for parents of healthy-weight children*. Available at: <https://www.nhs.uk/live-well/healthy-weight/childrens-weight/healthy-weight-children-advice-for-parents/> (Accessed on: 19th February).
- O’Sullivan, J. (2015) *Successful Leadership in the Early Years : Making a Difference*. 2nd ed. London, Bloomsbury Publishing , p.3.
- OXFAM. (2025) *What is poverty?*. Available at: <https://www.oxfam.org.uk/oxfam-in-action/poverty-and-inequality/what-is-poverty/> (Accessed on: 18th February).
- Sahoo. K, Sahoo. B, Choudhury. A.K, Sofi. N.Y, Kumar. R, Bhadoria. A.S. (2015) Childhood obesity: Causes and Consequences. *Journal of Family Medicine and Primary Care*, 4(2).
- Swansea council. (2023) *cooking in schools*. Available at: <https://democracy.swansea.gov.uk/documents/s97979/Education%20Scrutiny%20Panel%20231123%20-%20Cookery%20in%20Schools%20v1.0.pdf> (Accessed on: 28th February).
- The chopping block. (2024) *Why getting kids in the kitchen early is a recipe for success*. Available at: <https://www.thechoppingblock.com/blog/why-getting-kids-in-the-kitchen-early-is-a-recipe-for-success> (Accessed on: 28th February).
- UK Fundraising. (2022) *Digitisation of donations means young people now most likely to give*. Available at: <https://fundraising.co.uk/2022/10/13/digitisation-of-donations-means-young-people-now-most-likely-to-give/#:~:text=Cash%20donations%20are%20still%20popular,a%20charity%20accepts%20online%20transactions>. (Accessed on: 2nd February).
- UNICEF UK. (2019) *A summary of the UN Convention on the rights of the child*. Available at: https://www.unicef.org.uk/wp-content/uploads/2019/10/UNCRC_summary-1_1.pdf (Accessed on: 26th February).
- UNICEF. (2024) *Child Poverty*. Available at: https://www.unicef.org/reports/child-food-poverty?utm_source=copilot.com (Accessed on: 18th February).

World health organizations. (2024) *Food Safety*. Available at: <https://www.who.int/news-room/fact-sheets/detail/food-safety> (Accessed on: 28th February).

Yok- Fong , P. (2013) Working with Immigrant Children and Their Families: An Application of Bronfenbrenner's Ecological Systems Theory. *Journal of Human Behaviour in the Social Environment*, 23(8), pp.1–2.

