



magic
breakfast
fuel for learning

BREAKFAST:

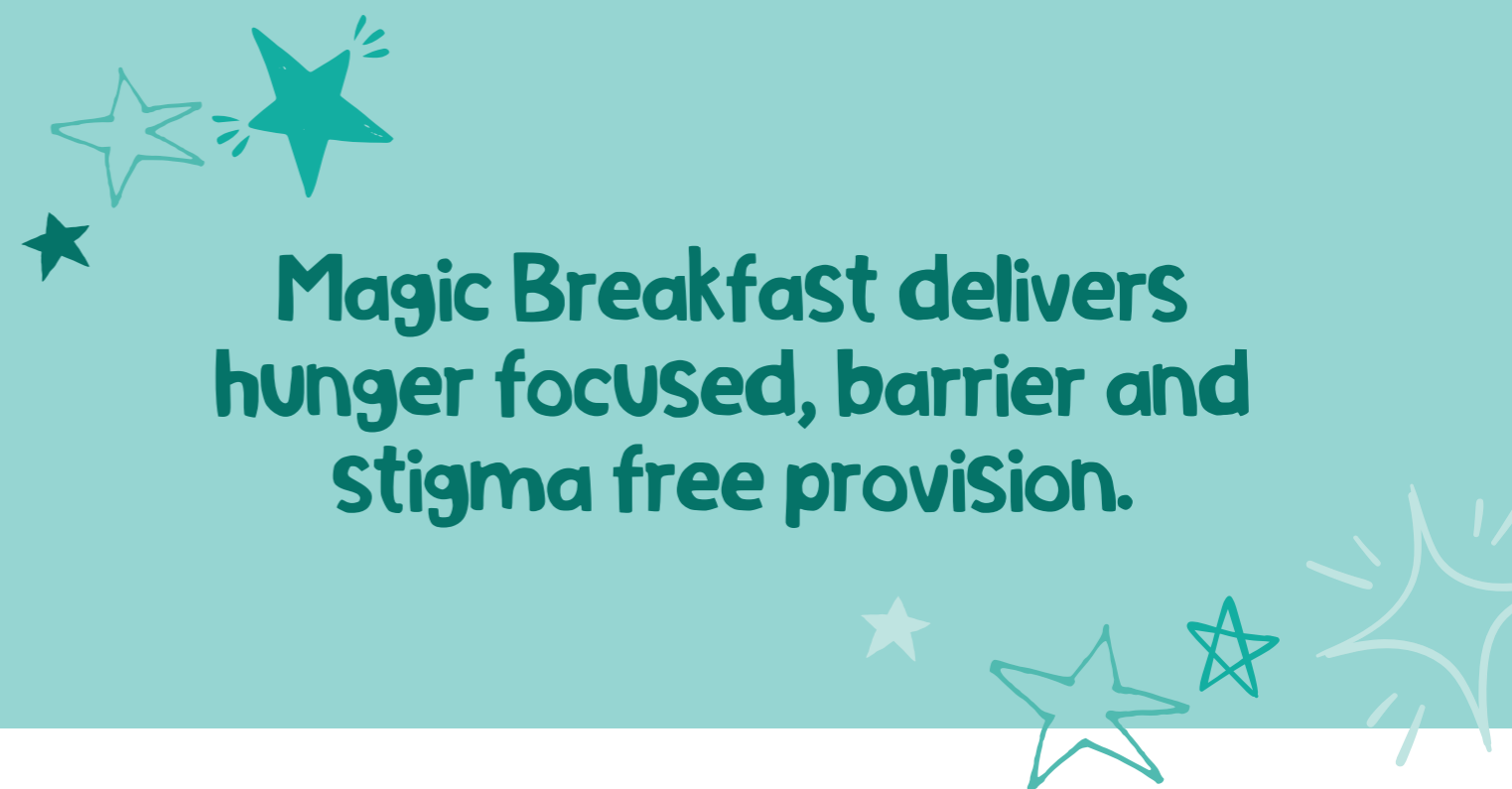
Making Magic Happen

How your local authority can benefit

EMPOWERING EVERY CHILD'S POTENTIAL, ONE BREAKFAST AT A TIME

Magic Breakfast have a proud 20-year history of delivering breakfast to children and young people at risk of going to school too hungry to learn. Through advocacy and campaigning our aim is to eliminate child morning hunger, for now and for good.

This briefing outlines some of the key benefits of breakfast and the evidence behind Magic Breakfast. It also shares the experiences and stories of the schools we already work with and how, through the power of partnership, we can support more children and young people.



Magic Breakfast delivers hunger focused, barrier and stigma free provision.

The Educational, Economical & Ethical Case

Evidence shows that breakfast can be a simple part of solving a complex problem.

- Research conducted by the Institute for Fiscal Studies (IFS) on behalf of the Education Endowment Foundation (EEF), found **attendance improved** in schools offering breakfast provision with 26 fewer half days of absence per year in a class of 30. This was alongside a reduction in late arrivals.²
- Research conducted by The University of Leeds found that children in secondary school who consume breakfast regularly achieve on average **2 GCSEs higher** than children who rarely eat breakfast.³
- An EEF study in England found that in schools with breakfast provision, **pupil behaviour improved** as well as the classroom environment and concluded that breakfast therefore improved outcomes, not only for children and young people attending breakfast provision, but for all pupils in a classroom.⁴

- A study by Pro Bono Economics on behalf of Magic Breakfast and Heinz found that school breakfast provision could generate **long-term benefits** to the economy or around £9,200 per child when offered to children for a year in Key Stage 1.⁵



The Magic Breakfast Way

We tackle child morning hunger by providing food and engagement support to facilitate a hunger focused, stigma and barrier free breakfast in schools:

Hunger Focus

Identifying children at risk of hunger to ensure food reaches those who need it the most.

Stigma and Barrier Free

A nutritious breakfast is available and accessible to all without stigma, embedded as part of the school day.

How does Magic Breakfast provision work?

When a school begins their journey with us, they are assigned a dedicated Engagement Partner who strives to understand the school community, the challenges they face, and the opportunities they have. They then work with the school to design an individualised breakfast provision.

To maximise impact, 78% of our partner schools use at least two models of breakfast provision which include:

Breakfast Clubs

Runs before the school day starts, providing childcare, food and activities. It's a warm, safe environment to eat and socialise with peers in different year groups. Breakfast Clubs can help boost attendance, punctuality, and support working parents.

Classroom Breakfast

Our most popular universal breakfast offer, which is effective in reaching a high number of children daily. Delivered in classrooms at or before the start of the school day.

Grab & Go

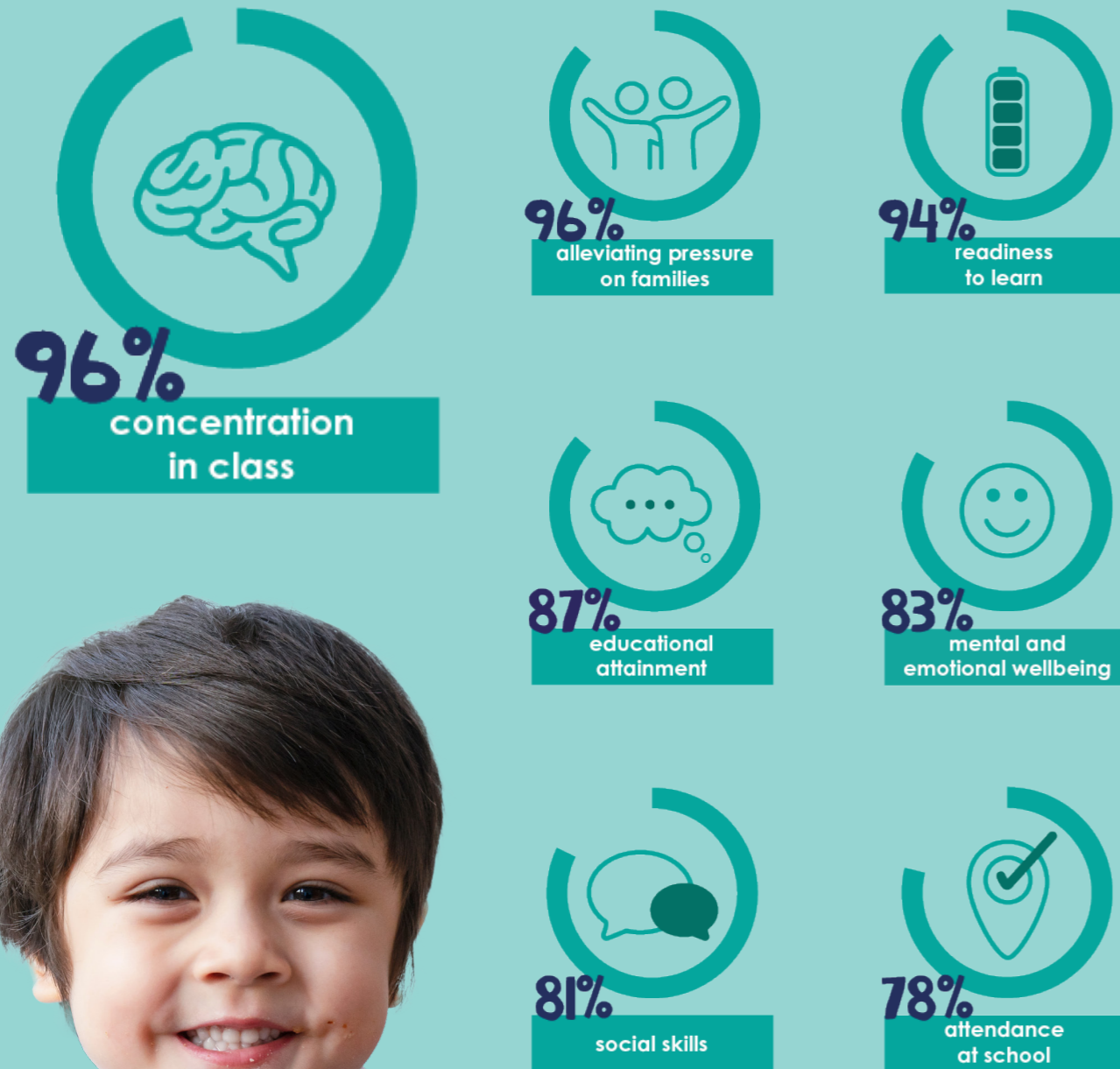
Fresh breakfast items are available to children as they arrive every morning, in a location that is easily accessible. Children can help themselves to a breakfast item as they chat and play before school starts

Whichever models are selected, we provide nutritionally balanced food provision in line with school food standards.



IMPACT OF A MAGIC BREAKFAST

Percentage of our partner schools who agree they have seen a positive impact in the following areas:



BREAKFAST & THE COST OF LIVING CRISIS

2.7 million children live in households that experience food insecurity (June 2024).⁶

Magic Breakfast's latest research found that:⁷

- 76% of families are struggling to get enough healthy food to eat
- 33% of families have cut back on the amount of food they buy
- 18% of parents are skipping meals so their children can eat

By making breakfast available to any child at the start of the school day, regardless of their circumstances, families do not have to worry about breakfast.



“We have families who receive a weekly supply of food from our in-school food bank. They have expressed that the cost-of-living crisis has caused them to struggle when affording food, therefore having breakfast in school is something that our families rely on for their children.”

School staff, Magic Breakfast partner school.

There has never been a greater need for our support.

DELIVERING A PARTNERSHIP

We would love to partner with you!

We have existing and long-standing partnerships with Local Authorities in Hammersmith and Fulham, Camden and Wandsworth who fund universal breakfast provision in their schools.

Magic Breakfast is a simple, cost-effective solution. Our Magic Menu encourages children to make choices and introduces them to a wide variety of nutritious food.

Short term, a Magic Breakfast supports children and families through the devastating cost-of-living crisis. Long term, it's part of the solution to improve educational attainment and economic growth.

We are eager to expand our partnerships with Local Authorities to reach more children and young people though funded support, to ensure no child starts the day to hungry to learn.

Partnering with Magic Breakfast

To discuss partnering with us and delivering a Magic Breakfast in your area contact:

England: laengland@magicbreakfast.com
Scotland: lascotland@magicbreakfast.com

“As the Head Pupil, I have personally experienced the benefits of a healthy breakfast, especially during the exam period. When I come into school to study in the morning, having a nutritious breakfast helps kickstart my day. It provides me with the energy I need to focus on my studies and actively participate in masterclasses. I've noticed that on days when I have a balanced breakfast, I can concentrate better, understand complex concepts more easily, and retain information more effectively.”

S6 Pupil, Magic Breakfast partner school, Inverclyde

“The classroom has a greater sense of 'community'. It is a place where the day begins positively with students showing their independence, developing their communication skills and having fantastic social interactions.”

Magic Breakfast partner school, Newham.

1. Department for Work and Pensions, Households below average income: financial years ending 1995 – 2022, March 2023, <https://www.gov.uk/government/statistics/households-below-average-income-for-financial-years-ending-1995-to-2022/households-below-average-income-an-analysis-of-the-uk-income-distribution-fye-1995-to-fye-2022>
2. Education Endowment Foundation, Magic Breakfast Evaluation Report and Executive Summary: A free, universal, before-school breakfast club, November 2016, <https://educationendowmentfoundation.org.uk/projects-and-evaluation/projects/magic-breakfast/>
3. Adolphus et al., Associations Between Habitual School-Day Breakfast Consumption Frequency and Academic Performance in British Adolescents, November 2019, <https://www.frontiersin.org/articles/10.3389/fpubh.2019.00283/full#:~:text=For%20English%20grades%2C%20model%201.0.95%2C%20p%20%3C%200.05>
4. Education Endowment Foundation, Magic Breakfast evaluation report and executive summary, November 2016, <https://educationendowmentfoundation.org.uk/projects-and-evaluation/projects/magic-breakfast/>
5. Pro Bono Economics, The economic cost effectiveness of the Magic Breakfast model of school breakfast provision, February 2021, <https://www.probonoeconomics.com/the-magic-breakfast-model-of-school-breakfast-provision>
6. The Food Foundation, Food Insecurity Tracker, January 2024, <https://foodfoundation.org.uk/initiatives/food-insecurity-tracking#tabs/Round-14>
7. Magic Breakfast, What's for Breakfast, May 2023, <https://www.magicbreakfast.com/publication/whats-for-breakfast/>

“The school breakfast club plays a crucial role in promoting positive behaviour and emotional well-being among children.

Good food at breakfast time helps stabilise their moods, reducing instances of irritability, restlessness, and disruptive behaviour.”

Magic Breakfast partner school, Liverpool.



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To discuss partnering with Magic Breakfast and delivering support in your area, contact:

England: laengland@magicbreakfast.com

Scotland: lascotland@magicbreakfast.com



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*Magic Breakfast is registered charity number 1102510 in England
and SC048202 in Scotland*