

magic  
breakfast  
fuel for learning



# BREAKFAST: MAKING magic HAPPEN



# WHY BREAKFAST?

- **4 million children** live in households that experience food insecurity which means **1 in 4 children** are at risk of hunger in the UK<sup>(1)</sup>
- **9 pupils** in a classroom of **30** live in poverty in the UK<sup>(2)</sup>



**Millions of children and young people are starting their day without the meal they need to tackle some of their most important lessons at school; they go without the fuel to focus, learn and thrive.**



A hungry child cannot concentrate, so could miss out on half a day of learning every school day if not given anything nutritious to eat in the morning.

A magic breakfast can enhance your wrap-around childcare provision. Having a hunger-focused breakfast has been shown to improve punctuality, attendance and behaviour, improve wellbeing and ensure children and young people are settled and ready at the start of the school day.

Breakfast is a simple and powerful way to tackle poverty and inequality head-on.



## Transforming lives *one breakfast at a time*

Magic Breakfast is a national charity. For over 20 years, we've provided nutritional breakfasts in schools – making sure every vulnerable child and young person feels included and ready to learn. Today, the demand for our services is higher than ever, so we have evolved. We continue to support those in need right now but we're also working to eliminate hunger in the classroom once and for all.

We focus on being part of the solution through our campaigning, research and advocacy work with politicians and decision-makers. We're sparking a broader conversation with governments and in the media for long-term systemic change.

We believe that every child should thrive and are delighted to be starting this journey with you, to support all children and young people in your school community with a healthy and nutritious start to their day.

This welcome booklet will outline our support and ways of working so that in partnership we can help you to reach all children and young people at risk of hunger in your school. It contains information on our breakfast models, the impact of breakfast from our research and work with schools across England and Scotland, quotes from our partner schools and Magic Tips to help you run an optimal breakfast provision.

1. The Food Foundation, Food Insecurity Tracker, June 2023. [foodfoundation.org.uk/initiatives/food-insecurity-tracking](https://www.foodfoundation.org.uk/initiatives/food-insecurity-tracking).

2. Department for Work and Pensions. Households below average income: financial years ending 1995 – 2022. March 2023. [gov.uk/government/statistics/households-below-average-income-on-analysis-of-the-uk-income-distribution-fye-1995-to-fye-2022](https://www.gov.uk/government/statistics/households-below-average-income-on-analysis-of-the-uk-income-distribution-fye-1995-to-fye-2022).

# The magic breakfast way

We will work with you to tackle child morning hunger by providing a range of breakfast food and engagement support to facilitate a hunger focused, barrier and stigma free breakfast in your school. Our Magic Menu is designed to provide variety and choice to children and young people which is nutritionally balanced and in line with school food standards.

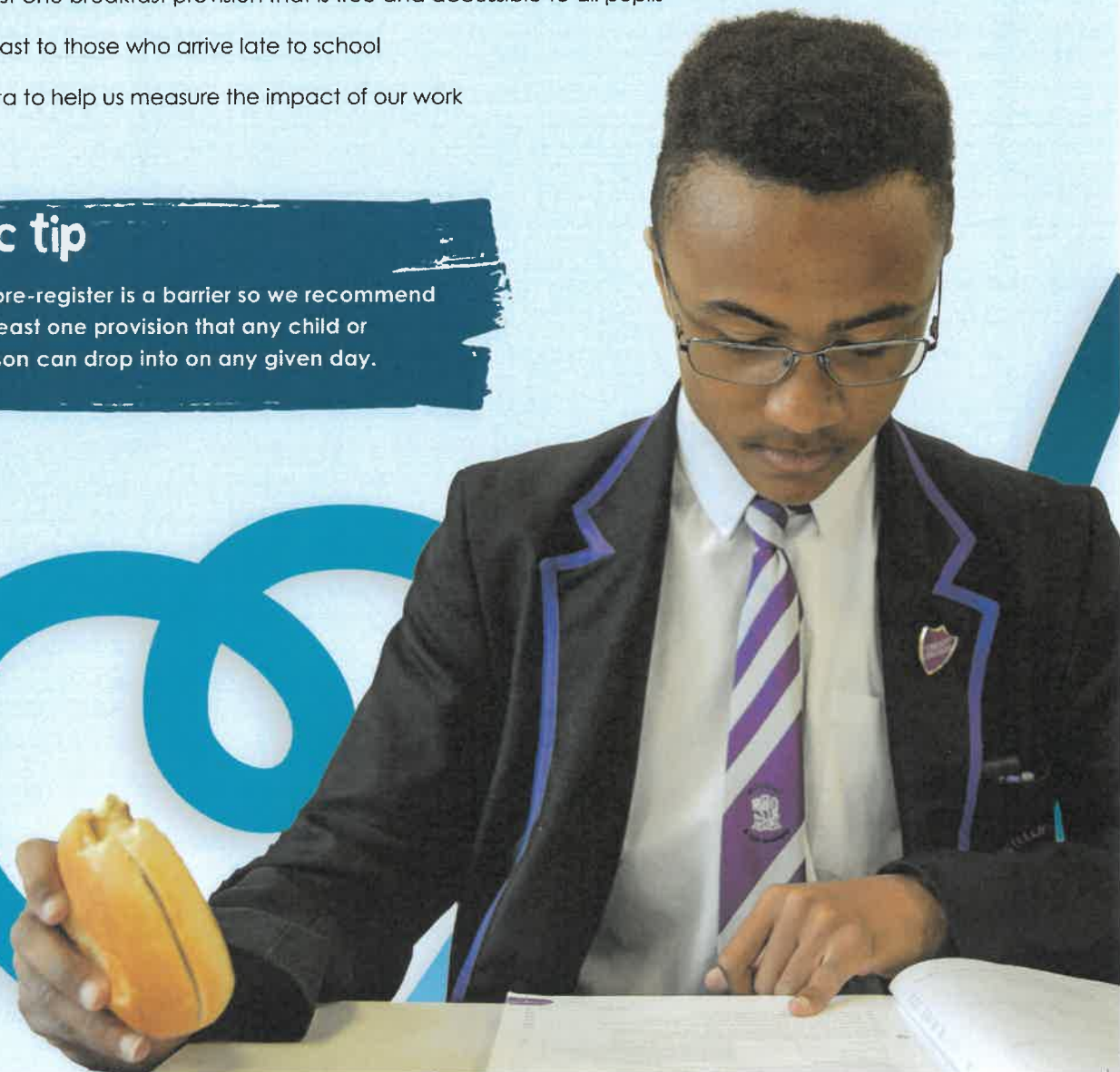
Having worked with hundreds of schools we know that there is no such thing as a 'one size fits all' solution, which is why we offer a bespoke approach to supporting schools. A dedicated engagement partner will work with you, getting to know your school and the challenges you face before offering advice, guidance, and support.

To meet the terms and conditions of our support, we ask that you:

- identify and target children and young people at risk of hunger
- provide breakfast before or/and at the start of the school day
- ensure children and young people can access breakfast without barrier or stigma
- have at least one breakfast provision that is free and accessible to all pupils
- offer breakfast to those who arrive late to school
- provide data to help us measure the impact of our work

## magic tip

Having to pre-register is a barrier so we recommend having at least one provision that any child or young person can drop into on any given day.



# THE EDUCATIONAL, ECONOMICAL AND ETHICAL CASE



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

Schools with breakfast provision have 26 fewer half days of absence per year in a class of 30, compared to schools without breakfast provision.<sup>(3)</sup>

Key findings from a study on the impact of school breakfast provision found that Year 2 children (primary 3) in schools offering a free, nutritious magic breakfast achieved, on average, two months' additional progress in reading, writing and maths.<sup>(4)</sup>

We know that in schools that provide breakfast, pupil behaviour improves. This means that school breakfast could improve outcomes, not only for the children and young people attending breakfast provision, but for all pupils in a classroom.<sup>(5)</sup>

Research conducted by the University of Leeds found that young people at secondary school who consume breakfast regularly, achieve on average 2 GCSE grades higher than their peers who rarely eat breakfast.<sup>(6)</sup>

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, with every £1 spent on the Magic Breakfast intervention having the potential to generate £50 in benefits. This makes our breakfast provision a highly cost-effective intervention.<sup>(7)</sup>

## magic tip

Breakfast provision can be funded using Pupil Premium/Pupil Equity Funding.

**Nine pupils  
in every  
classroom of 30  
live in poverty  
in the UK**

3. Education Endowment Foundation, Magic Breakfast Evaluation Report and Executive Summary: A free, universal, before-school breakfast club, November 2016, [educationendowmentfoundation.org.uk/projects-and-evaluation/projects/magic-breakfast/](https://educationendowmentfoundation.org.uk/projects-and-evaluation/projects/magic-breakfast/). 4. Ibid. 5. Adolphus et al, Associations Between Habitual School Day Breakfast Consumption Frequency and Academic Performance in British Adolescents, November 2019, [frontiersin.org/articles/10.3389/fpubh.2019.00283/full#:~:text=For%20English%20grades%20%20mode%201.0.95%2C%20p%20%203C%200.05](https://frontiersin.org/articles/10.3389/fpubh.2019.00283/full#:~:text=For%20English%20grades%20%20mode%201.0.95%2C%20p%20%203C%200.05). 6. Education Endowment Foundation, Magic Breakfast Evaluation Report and Executive Summary: A free, universal, before-school breakfast club, November 2016, [educationendowmentfoundation.org.uk/projects-and-evaluation/projects/magic-breakfast/](https://educationendowmentfoundation.org.uk/projects-and-evaluation/projects/magic-breakfast/). 7. Pro Bono Economics, The economic cost effectiveness of the Magic Breakfast model of school breakfast provision, February 2021, [probonoeconomics.com/the-magic-breakfast-model-of-school-breakfast-provision](https://probonoeconomics.com/the-magic-breakfast-model-of-school-breakfast-provision).

# Impact of a magic breakfast



On average, this is the percentage of our partner schools who agree they have seen a positive impact in the following areas:



96%



**CONCENTRATION  
IN CLASS**

96%



**ALLEVIATING  
PRESSURE  
ON FAMILIES**

94%



**READINESS  
TO LEARN**

87%



**EDUCATIONAL  
ATTAINMENT**

83%



**MENTAL AND  
EMOTIONAL  
WELLBEING**

81%



**SOCIAL  
SKILLS**

78%



**ATTENDANCE  
AT SCHOOL**

# magic breakfast DELIVERS HUNGER FOCUSED, BARRIER AND STIGMA FREE PROVISION

For your breakfast provision to be hunger focused, food should reach those who need it the most. We encourage all staff to be aware of the signs and symptoms of hunger to help them identify target pupils who require a healthy breakfast and encourage them to eat.

## Signs and symptoms of hunger

There is no simple way to identify hunger but there are signs and symptoms that should always be gently investigated.

**IRRITABILITY**  
**poor**  
**concentration**  
**disruptive**  
**behaviour**



**HEAD**  
**ACHES**  
**ANGER**  
**TUMMY ACHES**  
**LETHARGY**

Children and young people often don't say they are hungry because they:

- don't want to draw attention to the issue
- don't identify that what they are feeling is hunger
- don't feel able to tell someone
- may be shy, introverted or lack confidence
- worry that they will be seen as wasting time or that they are a nuisance
- are new to the school

Children and young people who struggle with concentration or behaviour might say that they've eaten breakfast but may in fact still be hungry, as breakfast could have been insubstantial or inappropriate.

We can provide resources and guidance on how to identify the signs and symptoms of hunger and how to target children and young people without stigma.



# Identifying and targeting those in need



Schools need a strategy for identifying pupils at risk of hunger and those who would most benefit from eating breakfast. We ask that you actively target and encourage those pupils to eat a nutritious breakfast, which should be available and accessible to all each day. We deliver as much food as you will need.

As a guide, here is a list of Target Pupils who should be offered a free place in breakfast club or encouraged to access breakfast from another provision.

Target children and young people:

- who self-report as hungry
- who exhibit signs of hunger or who staff believe might be hungry
- eligible for Pupil Premium or Pupil Equity funding
- who are given a SIMD1-4 rating (Scotland only)
- with outside agency intervention
- from families experiencing financial difficulties
- who travel a long way to school
- who are persistently absent and/or late
- from transient families (refugees, travellers, families experiencing domestic abuse)
- who are struggling to make expected academic progress
- whose parents report they are not keen to eat breakfast at home



## magic tip

It is important for all staff to be on board and understand the impact of breakfast. They play a vital role in identifying and inviting in the pupils who need it most.

