



**magic
breakfast**
fuel for learning
Scotland

Breakfast: **Making Magic Happen**

A Magic Breakfast Briefing

Magic Breakfast is one of Scotland's largest charity providers of school breakfasts. We have a proud 20+ year history across Scotland and England of delivering for children and young people at risk of going to school too hungry to learn.

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



The Magic Breakfast Way

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

The breakfasts we deliver in Primary, Secondary, and Special Schools are augmented by our Engagement Partner support system which has been described as the 'lynchpin' of the Magic Breakfast model.⁶

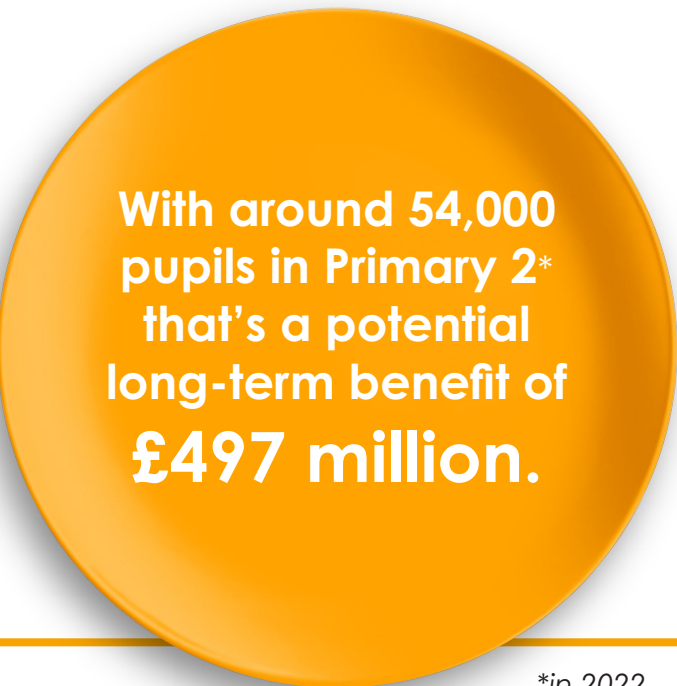
When a school begins their journey as a Magic Breakfast partner school, they meet one of our Engagement Partners who strives to understand the school community, the challenges they face, and the opportunities they have. They then work with them to design an individualised breakfast provision

The Educational, Economical & Ethical Case

Closing Scotland's poverty related attainment gap is a national mission for organisations like Magic Breakfast. Evidence shows that breakfast can be a simple part of solving a complex problem.

- Research conducted by the Institute for Fiscal Studies (IFS) found that regularly providing a free, nutritious breakfast can boost children's attainment in writing, reading, and maths by an extra two months' progress over the course of a year. This study was carried out at the English equivalent of Primary 3.¹
- The same IFS study found that in schools offering breakfast there was a marked increase in attendance with 26 fewer half days of absence per class of 30 pupils.²
- A University of Leeds study found that eating breakfast compared to fasting, more reliably facilitates tasks requiring attention, memory, and executive function.³

- The same study found a significant correlation between breakfast consumption and secondary school exam attainment.
- A study by the Education Endowment Foundation found that schools with breakfast provision see improved behavioural outcomes which have a knock-on beneficial impact on the wider classroom environment.⁴
- A study by Pro Bono Economics on behalf of Magic Breakfast and Heinz found that in the English equivalent of Primary 2, breakfast can have a long-term economic benefit of around £9,200 per child.⁵



*in 2022

Schools will normally implement one or more of our models with around 30% of our partner schools in Scotland using at least two of them. Including;

Breakfast Clubs

The most traditional model of breakfast is delivered in a large school area with tables and chairs. It can also offer enhanced socialisation benefits with activities and games on offer alongside food.

Classroom Breakfast

This is delivered in classrooms either before or immediately after the beginning of the school day. This innovative model can be delivered in a number of ways including delivering to classrooms or equipping classrooms to be self-sustaining.

Grab & Go

This is an extended reach model where breakfast is usually distributed from a single point (e.g. school playground or foyer) but eaten elsewhere. This is low resource and high impact often deployed alongside another model.



Hunger Focussed

Our approach identifies children and young people at risk of hunger through the use of Magic Breakfast resources and school data. This type of provision ensures food reaches those who need it the most.

Barrier and Stigma Free

A provision that is open to all. A key driver of non-attendance, even among children who are hungry, is the feeling that breakfast clubs are for 'poor' children. A stigma free provision, universal and integrated as part of school culture, works to overcome this barrier.

Partner schools are also encouraged to adapt and innovate their provision over time. This may mean introducing a new model or introducing new breakfast foods to suit the school community.

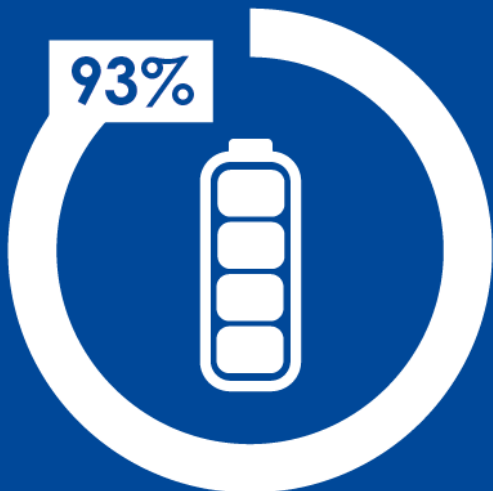
Magic Breakfast Engagement Partners have experience working with Primary, Secondary, and Special schools and share learnings regularly with school staff.

It is our innovative system of food delivery alongside expert and experienced support that means a Magic Breakfast partner school will reach, on average, 5 times as many pupils per day than a school delivering another form of breakfast provision.

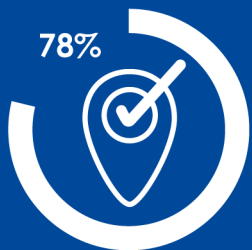
Impact of the Magic Breakfast Way

Alongside our leading external research Magic Breakfast conducts an annual measuring and monitoring survey to see the impact breakfast provision has in our partner schools.

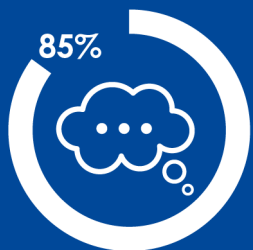
Our 2023 survey shows the impact that on-the-ground school staff witness every day. Our schools agree that breakfast has impacted positively in each of these areas below.



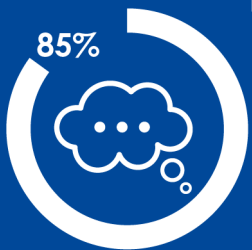
readiness to learn



attendance at school



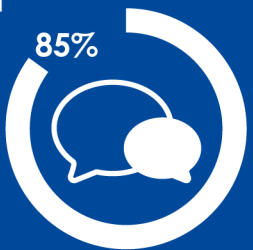
educational attainment



educational attainment



mental and emotional wellbeing



social skills



Delivering in Partnership

Breakfast can't be delivered alone and Magic Breakfast benefits from a wide range of partnerships.

Our biggest partnership is with our Magic Breakfast Partner Schools. In most cases our support is delivered with the school after they approach us and meet our programme criteria (based largely on Scottish Index of Multiple Deprivation rates).

Schools directly accessing our provision pay a nominal membership fee to support the programme. Many schools in Scotland will use Pupil Equity Funding to fund the fee in line with the national guidance. Their overall provision is subsidised by our partners and donors.

Magic Breakfast also has experience working with local and national governments. In England, Magic Breakfast previously co-delivered the National School Breakfast Programme reaching over 2,000 schools at the programmes' peak.

Currently in Hammersmith and Fulham, Magic Breakfast deliver local authority funded universal breakfast provision in all schools. In Scotland, Fife and Edinburgh Council support additional costs in partner schools in their area.

As Magic Breakfast grows across Scotland we're eager to work in partnership with more local authorities to deliver for young Scots.



“Having taught at the school nearly 10 years now, the difference in the children and how they engage in the mornings after receiving food is incredible.”

I know this is what research shows, stats/figures etc. but just seeing them smile, be happy and fed is brilliant. We work in such a deprived area so knowing we can at least feed our children is an achievement for us as a school and it definitely impacts on their readiness to learn and engagement in lessons.

School staff, Magic Breakfast partner school.



Stories Behind the Breakfasts

The stories featured here are first-hand accounts gathered from Magic Breakfast Partner Schools in Scotland edited for brevity and clarity.

Please note that all names and identifying characteristics are for illustrative purposes.



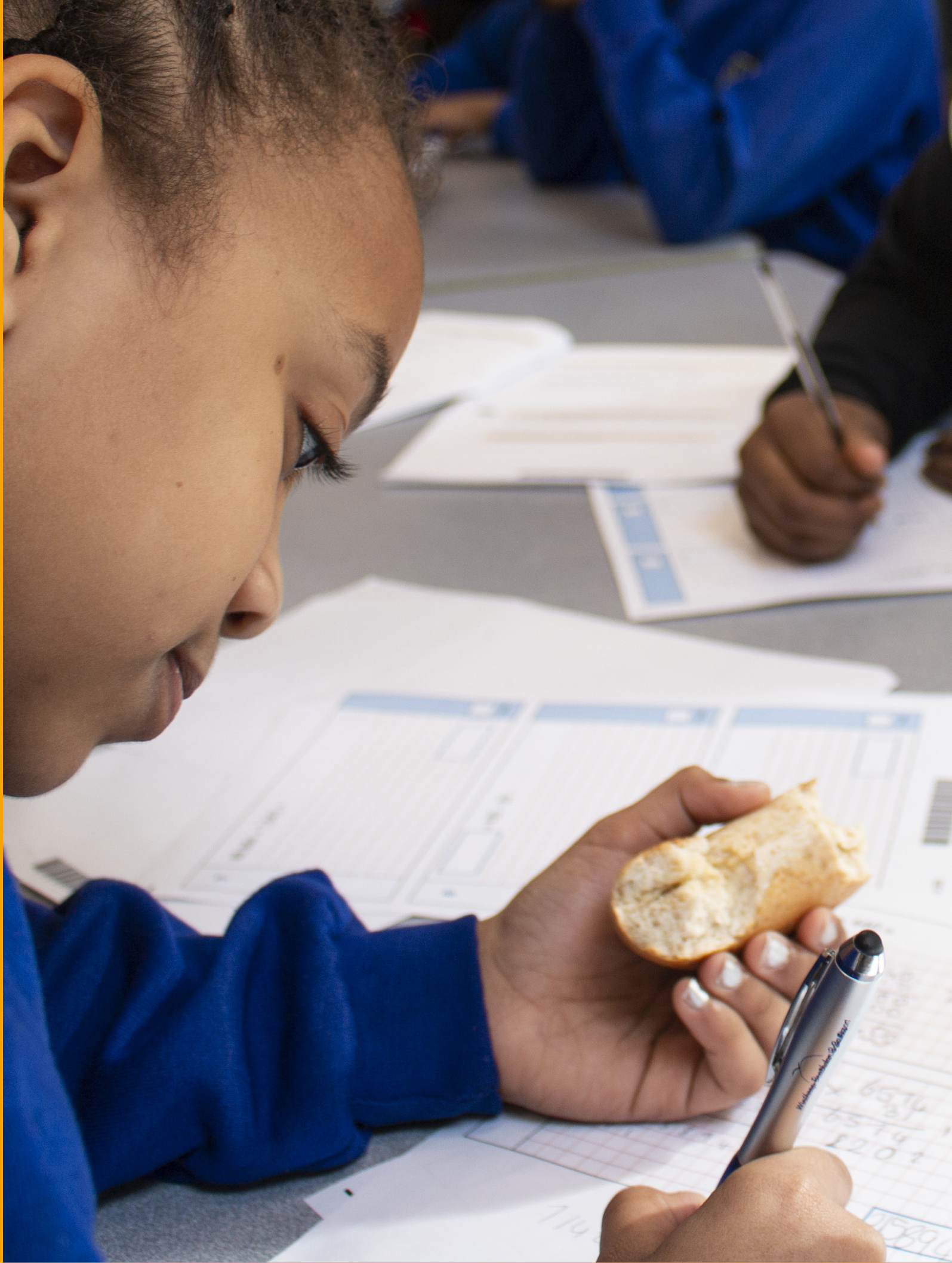
Isla is currently in S3 and is 14 years old. She is the middle child of 5. She has 2 older brothers that used to attend the school and who also came to Breakfast Club.

Isla comes from a single parent family, and mum does not work. They struggle financially on a day-to-day basis, are known to access local foodbanks for support, and on occasion have been provided with school uniform by Pupil & Family Support.

Isla live in decile 3 of the Scottish Index of Multiple Deprivation and is registered for Free School Meals. Without Breakfast Club in the mornings, Isla would be unsettled, as she would be very hungry, unable to concentrate or focus in classes.

Access to a free breakfast provision sets Isla up for the day. Isla has always been a quiet pupil, but her social skills have improved through the positive interactions she is having in the morning, with both staff and peers. Her confidence has also increased as a result. She has now joined the girl's football team and enjoys this very much.

School staff, Magic Breakfast partner school.



Ibrahim would be moody in the morning and take himself to quiet areas of the school, under the stair well. He was targeted for breakfast provision and initially we took his breakfast to his safe base and then gradually he moved away from his safe area and attended our breakfast provision.

He is now much happier and ready to learn."

School staff, Magic Breakfast partner school.



1. 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/>
2. ibid
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: A free, universal, before-school breakfast club, November 2016, <https://educationendowmentfoundation.org.uk/projects-and-evaluation/projects/magic-breakfast/>
5. The Scottish Government, Pupil Census Supplementary Statistics 2022, March 2023, <https://www.gov.scot/publications/pupil-census-supplementary-statistics/>
6. Education Endowment Foundation, The National School Breakfast Programme: Scale Up Evaluation Report, September 2021, <https://d2tic4wvo1iusb.cloudfront.net/production/documents/pages/projects/NSBP-evaluation-report.pdf?v=1692105574>



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To discuss partnering with us and
delivering a Magic Breakfast in your area email
servicedelivery@magicbreakfast.com



magicbreakfast.com

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