

# 2022 Results

## Monitoring & Measurement Survey

**magic**  
**breakfast**  
fuel for learning

**1,031 UK SCHOOLS  
WERE SUPPORTED  
BY MAGIC  
BREAKFAST AT THE  
TIME OF THE  
SURVEY**

**94% OF SCHOOLS  
HAVE SEEN THE  
NUMBER OF  
CHILDREN  
EXPERIENCING  
POVERTY  
INCREASE OVER  
THE PAST YEAR**

**46% OF PUPILS IN  
MAGIC BREAKFAST  
PARTNER SCHOOLS  
IN ENGLAND ARE  
ELIGIBLE FOR  
PUPIL PREMIUM  
AND 72% OF  
PUPILS IN  
SCOTTISH PARTNER  
SCHOOLS LIVE IN  
SIMD DECILES 1-4**

## **SURVEY PARTICIPATION**

1,031 schools across the UK are currently supported by Magic Breakfast, 801 (78%) of which completed the M&M survey.

## **THE ENVIRONMENT**

81% of respondent schools believe that child hunger has increased in their school communities since 2021. 97% of schools considered the increased cost of living to be a factor driving poverty and hunger, while many also cited the COVID pandemic and the removal of the £20 uplift in universal credit as important contributors.

## **TARGETING PROVISION**

70% of schools target breakfast provision to pupils who are at risk of hunger, 63% to those from families experiencing financial hardship, 56% to pupils who are consistently late, 53% to children eligible for FSM and 46% to students in need of extra mental health support. Most schools who reported that they did not target shared that, instead, they took a universal approach to breakfast provision.

**ON AVERAGE, 63%  
OF THE SCHOOL  
ROLL IS ENJOYING  
A MAGIC  
BREAKFAST AT  
SCHOOL**

**83% OF TEACHERS  
AGREE THAT  
BREAKFAST  
PROVISION HAS  
IMPACTED  
POSITIVELY ON  
PUPIL'S  
EDUCATIONAL  
ATTAINMENT**

**OVER 93% OF  
TEACHERS HAVE  
SEEN THE POSITIVE  
IMPACT OF OUR  
BREAKFASTS ON  
PUPIL'S  
CONCENTRATION,  
ENERGY LEVELS  
AND READINESS  
TO LEARN.**

## **BREAKFAST UPTAKE**

On average, 204 pupils per school are using breakfast provision every school day. The majority (58%) eat in their classroom, while 16% attend a Breakfast Club, 12% benefit from the Grab and Go model and 9% eat in the playground. 69% of schools have more than one model in operation which, in part, enables 39% of Magic Breakfast schools to reach a whopping 81-100% of their roll with breakfast provision.

## **IMPACT**

The vast majority of partner schools have seen a positive impact on students' educational attainment (83%), concentration (95%), energy levels (94%) and readiness to learn (94%). Most schools also cited improved attendance, punctuality, behaviour and social skills as tangible benefits of breakfast provision, as well as positive influences on mental wellbeing and physical health.

87% felt that breakfast provision was alleviating pressure on families' budgets and 56% said that it enabled parents to access wider work opportunities.

Some schools also shared that they have successfully used breakfast time to practice functional life skills, build relationships across peer groups and improve pupil-staff relationships. Schools reported that children seemed happier and less reported head and stomach aches after having breakfast.

"MY DAY IS MADE AFTER I HAVE HAD MY BREAKFAST, I'M ABLE TO PERFORM BETTER AT PE - MY FAVOURITE SUBJECT."

**-STUDENT AT A MAGIC BREAKFAST SCHOOL**

"SCHOOL BREAKFAST PROVISION HAS MADE A HUGE IMPACT ON THE READINESS OF PUPILS TO UNDERTAKE THE DAY AND HAS LED TO A SUBSTANTIVE DROP IN BEHAVIOURAL ISSUES AT THE START OF THE DAY. USE OF BREAKFAST FOR SOFT STARTS HAS MEANT THAT ALL CHILDREN HAVE ACCESS TO BREAKFAST AND SPECIFICALLY SOCIAL TIME TO ENGAGE WITH STAFF AND PEERS BEFORE LEARNING BEGINS."

**-TEACHER AT A MAGIC BREAKFAST SCHOOL**

"THE IMPACT OF THE COST-OF-LIVING CRISIS IS REALLY TAKING HOLD. THE CHILDREN ARE COMING TO SCHOOL HUNGRY AND IN NEED OF BASIC FOOD. WITHOUT MAGIC BREAKFAST THESE CHILDREN WOULD SIMPLY BE STARVING ALL DAY UNTIL LUNCH."

**-TEACHER AT A MAGIC BREAKFAST SCHOOL**