


magic  
breakfast  
fuel for learning



**BREAKFAST:**  
**THE** **simple**  
**CHOICE**



**Starting the school day in the best way**

At Magic Breakfast, we have proudly provided nutritious breakfasts in schools for over 20 years. We believe that no child or young person in the UK should be too hungry to learn.



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To find out more about Magic Breakfast

There is an abundance of research directly linking disadvantage to low educational outcomes:

★ Children and young people who attend schools in disadvantaged areas of England, leave primary school approximately **nine months behind their peers**. By the time they complete their GCSEs in secondary school, **this doubles to 18 months**.

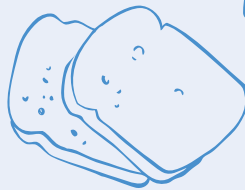
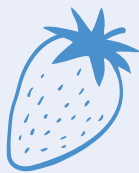
★ In Scotland, the literacy attainment gap between the most advantaged and disadvantaged communities is **21 percentage points**, whilst in numeracy it is **17 percentage points**.

## BENEFITS TO pupils



### Better exam results

Research conducted by The University of Leeds found that pupils in secondary school who consume breakfast regularly achieve, on average, **2 grades higher** in key exams than young people who rarely eat breakfast.



“Breakfast really helps me concentrate.”

**SIOBHAN, 8, MAGIC  
BREAKFAST PARTNER  
SCHOOL, COVENTRY**



"I don't have breakfast every day at home and come to school late a lot. It helps me when I can have breakfast at school and I know I won't feel hungry when I try to do my work."

**MATTHEW, 8, MAGIC BREAKFAST PARTNER SCHOOL, EDINBURGH**



### Improved literacy and numeracy

Research carried out by the Institute for Fiscal Studies (IFS) and funded by the Education Endowment Foundation (EEF) found that providing a free, nutritious breakfast to children boosted reading, writing and maths by an average of **2 months' progress** over the course of the academic year compared to pupils in schools with no provision.



### Attendance

The same study also found attendance increased in schools offering breakfast, with **26 fewer half-days of absence per year** in a class of 30. This was alongside a reduction in late arrivals.



### Cognitive function

Research conducted by the University of Leeds found that tasks requiring attention, and memory were **facilitated more reliably by breakfast consumption** relative to fasting, with effects more apparent in undernourished children.



### Behaviour

An EEF study found that in schools with breakfast provision, pupil behaviour and the classroom environment improved. They concluded that breakfasts **'improve outcomes for children who do not even attend breakfast club'**.





# £2.7 billion

The long-term economic benefit of all disadvantaged pupils aged 5-7 receiving a school breakfast for one year.

## BENEFITS TO the economy

**Breakfast improves educational outcomes for children and young people, which positively impacts future earning potential and national economic growth.**

Research by the UK Department for Education (DfE) shows that school grades have a direct impact on earning potential. They found that a one-grade improvement in overall GCSE attainment is associated with an average increase in the present value of lifetime earnings of **£8,500**.

Supporting this, a 2021 report by Pro Bono Economics outlined the positive economic impact of a breakfast model that targets children at risk of hunger. The study found:



For every **£1** invested in breakfast provision for children, the return on investment is over **£50 in benefits**.



School breakfast provision could generate long-term benefits to the economy of around **£9,200** per child when offered to children aged 5-7.

**“I think having free breakfast gives me more energy and helps me to get on with my work.”**



**ALISON, 10,  
MAGIC BREAKFAST  
PARTNER SCHOOL,  
MANCHESTER**





## BUILDING A new childcare model

**School breakfast provision offers key childcare benefits for working and non-working parents, which can generate strong second-impact outcomes for families and the UK economy.**

Providing school breakfast can add up to an extra **1.5 hours** of free childcare each morning in a safe, secure school setting.

This daily additional time also has the potential to allow non-working parents to access work more flexibly.

★ 20% of parents say breakfast at school enables them to get to work or study on time.

★ 68% of families say that they face challenges around breakfast time.

The UK currently has the third highest childcare costs in The Organisation for Economic Co-operation and Development (OECD), at **30%** of the average earnings among couples, more than twice the OECD average.

A 2022 report by the Child Poverty Action Group (CPAG) and Magic Breakfast found that a low-income lone parent with two children could be **£1,200** better off annually through the removal of morning childcare costs alone.

Reducing childcare costs could have a profound impact on those at risk of food insecurity. That's why breakfast provision should be considered a highly desirable cost-saving intervention.



**"My child loves breakfast club and it allows me to be at work on time. As a single parent who works full time this would really be a struggle without it as child care costs are so high."**

**PARENT, NORTH  
AYRSHIRE COUNCIL**

# BREAKFAST AND the cost of living

The cost of living crisis has had an enormous effect on families across the UK, with a particularly detrimental impact on low-income households and children.

In January 2024, The Food Foundation found that

★ 3 million children are experiencing food insecurity in the UK.

Magic Breakfast's research (*What's For Breakfast*) paints a similarly bleak picture. It found that 76% of families are struggling to get enough healthy food to eat.

The research also discovered that more than one-fifth of children worry about not having enough food at home, with 12% stating they don't have breakfast because there is nothing to eat at home.

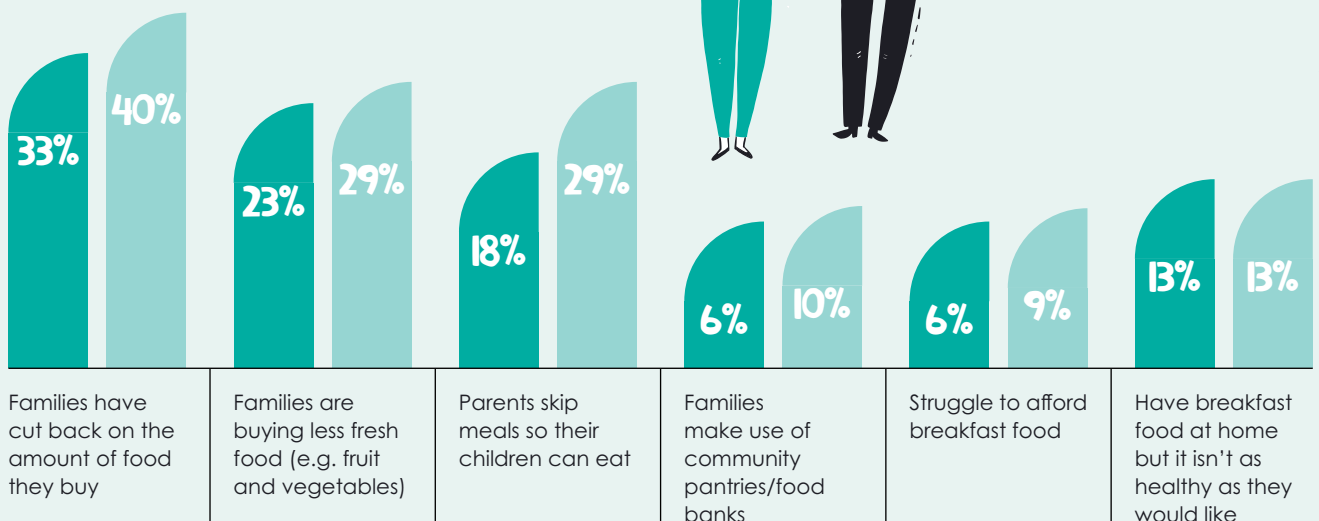
This is in line with what schools are finding, with 81% of Magic Breakfast partner school surveyed in June 2022 reporting an increase in child hunger.

Having a nutritious breakfast at school is not only the best start to the day, but is also one less meal for a household budget to provide.

**"We have a family who are struggling with the rise in the cost of living. Mum has said how grateful she is that she knows her children will get a breakfast every day when they arrive at school."**

**TEACHER, MAGIC BREAKFAST PARTNER SCHOOL, DURHAM**

With so many families experiencing the effects of the cost of living crisis, there is a growing need for inclusive school food programmes.



What's for Breakfast involved around 4500 students and 4600 parents across England and Scotland. It highlights the immediate negative impacts children and young people experience when arriving at school hungry.



**35%**  
FIND IT  
DIFFICULT TO  
CONCENTRATE



**38%**  
SAID THEIR  
TUMMY HURT



**25%**  
FIND IT HARDER  
TO THINK ABOUT  
THINGS



**28%**  
HAVE NO  
ENERGY TO DO  
ANYTHING



**21%**  
ARE IN A BAD  
MOOD



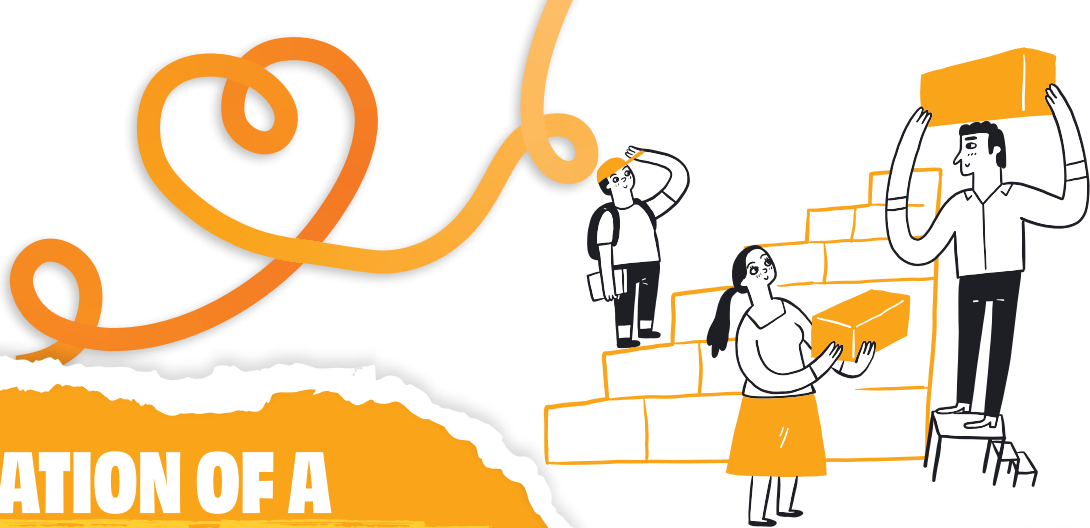
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To find out more about Magic Breakfast's 'What's for Breakfast?' report

**"It's awful if you need food and have anxiety, it's like two punches in the stomach."**

**ANTHONY, 14, MAGIC BREAKFAST PARTNER SCHOOL, YORKSHIRE & THE HUMBER**

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## **IMPLEMENTATION OF A breakfast programme**

The magic behind breakfast is so much bigger than the meal itself. Working with schools in disadvantaged areas across England and Scotland, Magic Breakfast empowers every child and young person to reach for their dreams and thrive. Through a hunger focused and stigma free method, we're transforming lives, one breakfast at a time.

### **How does our provision work?**

Magic Breakfast offers a mixed model approach; this varies from morning breakfast clubs to grab and go. We work with each school to evaluate their needs and combine different methods so that they have a breakfast provision that uniquely works for them.

### **Engagement Partners**

Our Engagement Partners are highly skilled breakfast experts. They are trained to understand the unique factors faced by each school and help them to overcome their barriers. Engagement Partners were identified as the 'lynchpin' of the Conservative Party's original rollout of the National School Breakfast Programme (NSBP) and are essential to ensure delivery of a high-quality service to schools that reach all children at risk of morning hunger.

**Magic Breakfast makes a difference to over 200,000 children and young people every single day.**

School breakfast is a simple, cost-effective solution that should be seen as an intervention to:

- **Support children and families through the cost of living crisis in the short-term**
- **Improve educational attainment**
- **Generate economic growth in the medium and long term.**



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To read the  
Reference List



**To hear more about the magic of breakfast get in touch – [advocacy@magicbreakfast.com](mailto:advocacy@magicbreakfast.com)**