

**magic  
breakfast**  
fuel for learning

# Measuring and Monitoring survey summary 2023/24



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Registered Charity No: 1102510 in England & Wales, SC048202 in Scotland

# Background

**Magic Breakfast is a registered charity providing healthy breakfasts to children and young people in the UK who arrive at school too hungry to learn, and expert support to their schools. Over 300,000 children and young people are on roll at Primary, Secondary, ASL / Special Educational Needs Schools and Pupil Referral Units that we work with, in disadvantaged areas of Scotland and England.**

**Providing breakfast ensures that children start their school day with the energy and nutrition they need to be able to make the most of their morning lessons. Magic Breakfast also undertakes research, and campaigns for long-term solutions to end hunger as a barrier to learning.**

## **What is the Measuring and Monitoring survey?**



Each year, in the summer term, Magic Breakfast surveys our partner schools to understand the key challenges that they and their school community are facing, we call this our Measuring and Monitoring (M&M) survey. We also ask schools about the impact of school breakfast in their school, collecting both qualitative and quantitative data. We use this data to track trends over time and to improve our program; ensuring it is tailored to the needs of schools. We also grow our knowledge in the sector beyond the challenges schools and their communities are facing and the role school breakfast provision can play in addressing these.

The following data is based on responses from this year's survey.



# Environment



## Poverty and Hunger

- **71%** of Magic Breakfast partner schools surveyed believe **child hunger has increased** in their school community in the past year.
- **75%** of Magic Breakfast partner schools surveyed believe **child poverty has increased** in their school community in the past year.
- **80%** of schools stated the '**cost of living crisis**' as the **main driver** of increased hunger and/or poverty in their school community.
- This was followed by unemployment and a change of demographics in the school. Several schools also mentioned parent or carer ill health as drivers of increased child hunger and poverty.

When speaking with schools about the impact of these **increases in poverty and hunger on their school population**, these were the common responses.

- **Nearly half of respondent schools** cited that **demand for uniforms had increased significantly** with many schools providing free uniforms and pupils arriving in ill-fitting uniforms.
- **Over two-fifths of respondent schools** cited they had **increased demand for food aid** with many schools providing food vouchers, food bank referrals, food parcels, or running food banks at schools.
- Other common impacts observed by teachers include increased demand for food, increased FSM eligibility, increased demand for breakfasts, increased number of parents asking schools for support, increased hunger, and worse behaviour.



# Cost of living crisis



When asking schools about the impact of the **cost of living crisis** on children and young people we found:

- **69% of schools said inequality** amongst children and young people in the school had grown because of the cost of living crisis.
- **71% of schools** are seeing the impact on children's learning due to the cost of living crisis.
- **Over half of respondents cited uniform and appearance as markers of how inequalities have increased** with pupils relying more on second-hand and free uniforms supplied by the school and many pupils arriving in ill-fitting or non-uniform clothing.
- **One in six respondents cited parents struggling with finances as a marker of how inequalities have increased** because more parents are asking schools for support and resources their children need for school.
- **Lack of funds for school trips, extra circular activities, and school meals** were also seen as markers of inequality.

In the words of teachers in our partner schools:

"The gap has widened due to the cost of living crisis. Pupils are unable to wear uniforms due to the cost of uniforms and laundry expenses". - **Magic Breakfast partner school**

"More and more children [are] coming to school with no packed lunches. These children are not entitled to FSM and their parents are working. We are feeding our children from our budget." - **Magic Breakfast partner school**

"We do believe parents are struggling. We are offering pre-loved uniforms, food, and vouchers to help. Parents are coming into school and speaking to staff members to ask for guidance and support." - **Magic Breakfast partner school**

"Books, equipment and learning platforms are becoming more expensive. These will be neglected if money is being spent to cover increased rent, bills, and cost of food/drink."

- **Magic Breakfast partner school**

"School clothes are not being replaced. Parents struggling to fund items for personal care, e.g. extra pads/nappies, and are self-financing school journeys by cab / public transport are struggling to find the money to bring students in every day" - **Magic Breakfast partner school**

"Young people are not having dinner at home and filling up at school during the day. They are not able to replace lost Oyster cards, due to having to pay to replace them and cannot afford voluntary contributions for school trips."- **Magic Breakfast partner school**

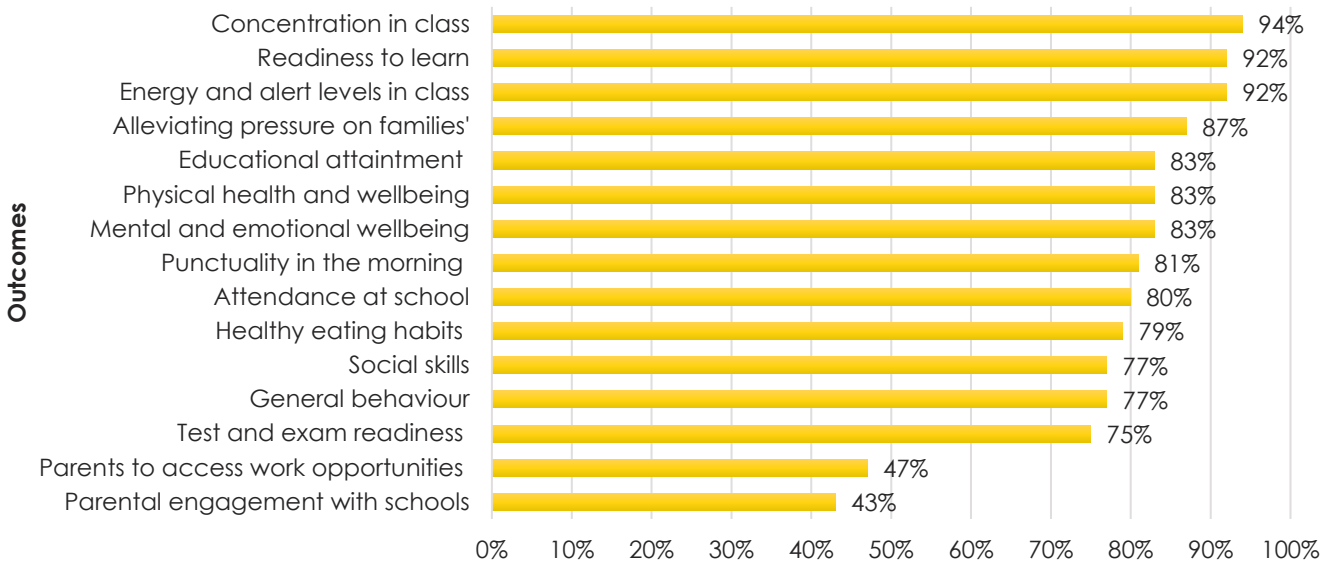
"The engagement of families on lower incomes/poverty has meant a decline in the number of clubs, trips, and visits for some children. The school must find ways to fund more activities for children. More families take advantage of pre-loved uniform sales." - **Magic Breakfast partner school**

# Impact of school breakfast provision



Against a difficult background, we continue to hear how our breakfast provision impacts positively on a range of outcome areas.

**% of schools that agree breakfast provision has impacted positively on each outcome area**



# Other impacts observed:



- **Strengthened parental engagement and access to work opportunities:** “We have several parents now **able to access work or training opportunities. Parents say they are more comfortable sometimes talking to staff** in a more informal setting when they drop children off.” - **Magic Breakfast partner school**
- **Social interaction between pupils of all ages:** “The breakfast club is a welcome space for **all the year groups** and the children enjoy the interactive friendships with children of all ages.” - **Magic Breakfast partner school**
- **Staff-student relationships have strengthened:** “Breakfast provision **allows staff to build positive relationships with pupils** out of the classroom and this seeps into the classroom. From a staff point of view, this is a great support.” - **Magic Breakfast partner school**
- **Reduced stigma:** “Children enjoy having **something to eat in school without being judged.**” - **Magic Breakfast partner school**
- **Better relationship with food:** “Children whose food is restricted at home are **more comfortable about food** and understand that food will be available each day.” - **Magic Breakfast partner school**