



## **Magic Breakfast appoints Rhian Thompson to a senior operation role as Director of Service Delivery**

- **Rhian Thompson begins work as Director of Service Delivery at a key moment for children and young people as the UK government looks to implement school breakfast in English primary schools**

**London: 31 October 2024** Magic Breakfast, a national charity working to remove hunger in the morning as a barrier to learning, is delighted to announce the appointment of Rhian Thompson to the key strategic position, Director of Service Delivery. At a key moment for Magic Breakfast, with school breakfast plans for every primary school child in England being developed by the government, Rhian will begin her new role at an important moment for the charity's mission. Her role will be crucial in further increasing the scale of work and impact through innovation, partnerships, and efficiency.

With the forthcoming Children's Wellbeing Bill, which is anticipated to legislate for all children in English primary schools to be offered school breakfast, the coming months present opportunities and challenges for Magic Breakfast. Supporting children and young people in all communities and schools across the UK, continuing campaigning and advocacy and using influence and the existing breakfast provision to work to ensure that no child or young person starts the day too hungry to learn.

**Lindsey MacDonald, Chief Executive at Magic Breakfast,** said: 'I am delighted to welcome Rhian as the Director of Service Delivery. Rhian will bring a wealth of direct, relevant experience to the role. Her understanding and implementation of operations at scale during her time at KPMG alongside her ability to be agile, gives the leadership team and Board of Trustees confidence that we are well-prepared at a pivotal point in Magic Breakfast's work, campaigning and influence. I am looking forward to working closely alongside Rhian as we develop our plans and take forward Magic Breakfast's mission to ensure no child or young person is too hungry to learn.'

**Rhian Thompson, Director of Service Delivery, Magic Breakfast,** said: 'Having worked with Magic Breakfast as Head of Innovation and Operations for the last two years, I'm absolutely thrilled to be taking on the role of Director of Service Delivery at such a pivotal time. Across the UK, too many children and young people are starting their day too hungry to learn, and I look forward to working with our talented and dedicated Service Delivery team to meet the challenges and opportunities ahead of the government's commitment to expansion of school breakfasts for primary aged children. I'd also like to thank the Board of Trustees and the leadership team for their confidence in selecting me for this challenging and rewarding position.'

Find out how you can support Magic Breakfast at [www.magicbreakfast.com](http://www.magicbreakfast.com)

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**About Magic Breakfast**

Magic Breakfast is a registered charity providing healthy breakfasts to children in the UK who arrive at school too hungry to learn, and expert support to their schools. The charity works with over 1,000 Primary, Secondary, ASN/Special Educational Needs Schools, and Pupil Referral Units in disadvantaged areas of Scotland and England, offering breakfasts to over 200,000 children to ensure they start their' school day with the energy and nutrition they need to be able to make the most of their morning lessons.

For more information on Magic Breakfast please contact Stephen Hart at Magic Breakfast Stephen.Hart@[magicbreakfast.com](mailto:Stephen.Hart@magicbreakfast.com) or 07398 184855.