

# magic breakfast

fuel for learning

The support of Magic Breakfast means that children whose education would otherwise have suffered due to hunger or malnourishment, are bright, full of energy and able to concentrate in lessons.

Enclosed are eleven case studies from Magic Breakfast partners schools across England.



Haseltine Primary School  
Lewisham, London

**Haseltine Primary School has worked in partnership with Magic Breakfast since 2005. Since Magic Breakfast first offered the school support in running a breakfast club we have seen the club grow in number and we currently reach over 70 children each morning.**

The school is keen to ensure that the provision of a healthy breakfast is available to as many children as possible. For this reason we are planning to extend the provision beyond the pre-school club and into the school morning so that any child who arrives too hungry to learn can get a bagel or some cereal. We will ensure that this happens because we know how important it is. Firstly, we know that a hungry child cannot concentrate or learn, and secondly we have a duty of care to ensure that we do all that we can for our children to look after their well-being.

We are also looking at the support that we can offer local families during the forthcoming summer break. We know that some of our children will lack good nutrition and even basic food provision during the weeks away from our school and we want to do whatever we can so that when our children return in September they are as ready to get going as soon as they possibly can."

**What benefits has the club brought to the school and the children's learning?**

'The school was inspected by Ofsted in February 2013 and I am proud to say that the school was rated to be outstanding in every area of the inspection. Furthermore, the school is recognised as the fourth most improved school in the country.'

'We are proud of our achievements and happy that they are being recognised. Ofsted also recognised the importance of our breakfast club during their visit and we know that having the club and providing access to a healthy start to the day has a tremendous impact on our children. Behaviour, concentration and attainment levels are positively affected by the breakfast club and attendance and punctuality are also improved through ensuring that children who need it have somewhere safe, fun and energising to come before the school day starts.'

'The breakfast club really does help our school and our children. We would not be able to go back to a time before this provision was made available as the consequences for our children, the school and local families would be severe.'

Name: Jeanette Brumby

Role: Headteacher

Date: 14/01/2014

**Kingston Centre PRU  
Wolverhampton**

**Kingston Centre pupil referral centre has been a Magic Breakfast partner school since October 2010, every day Magic Breakfast provides a healthy start for the whole school (48 children).**

The Magic Breakfast club is fundamental to the success of the centre. Every morning the teachers sit and eat breakfast with the children, instilling essential caring and sharing, improving teacher pupil relationships and taking advantage of the time as a learning platform:

‘We build the breakfast club into a teaching and learning opportunity, such as children buying the bagels with pretend money and asking for change, listening to the rice pops crackle, asking for halves and quarters, talking about healthy eating’

**When asked about the benefits the club brought to the school and the children’s learning the Headteacher responded:**

‘If the children are not comfortable they are not in the right frame to learn, just look at Maslow's basic needs chart without a basic need such as food, the children don’t stand a chance’

‘The breakfast club actually encourages our children to come to school, when home can be disordered, the routine of breakfast club provides a sense of stability and security’

One child recently asked me ‘Miss, please can you sort out breakfast club for Saturday and Sunday too?’

‘The breakfast club encourages healthy eating, many parents say that their child won’t eat breakfast, within two days of starting at the school, the child is sat down happily eating with the other children and staff’

‘The quality and consistency of the Magic Breakfast deliveries have been brilliant, it saves a lot of staff time and worry ensuring that the children are getting a nutritious breakfast every day.’

Name: Wendy Welch

Role: Headteacher

Date: 10/01/2014

St Silas Primary School  
Liverpool

**St Silas Primary runs a vibrant breakfast club, supported by Magic Breakfast since 2010 for 60 of its pupils each morning. The breakfast club coordinator stated 'we wouldn't be able to reach as many children as we do without your support.'**

After the children eat their breakfast they have a multitude of activities and games available to them including games boards, arts and crafts, books, shake up your wake up and outdoor sports games.

**When asked about the benefits the club brought to the school and the children's learning the Headteacher responded:**

'Breakfast club has helped improve attendance and punctuality in the school. It has also helped to reduce the cost of running breakfast club for the school which makes a significant difference and helps us to offer breakfast club to a larger number of children expanding our reach'

'Breakfast club helps to settle the children in the morning before class which makes them more focused for their numeracy and literacy classes, it also teaches them great socialising skills and keeps them punctual for school'

'Working parents know they have somewhere safe they can leave their children in the mornings also knowing that they will get a healthy breakfast and are in a loving environment. It also really helps support those parents who are on benefits ensure that their children get another healthy meal for the day'

'You don't just get the free food but you get the support and tools to build the school community and build value in the importance of breakfast to children's health and wellbeing.'

Name: Audrey Ashton

Role: Learning Mentor/ Breakfast Club Co-ordinator/Educational Visitor Co-ordinator

Date: 10/01/2014

Brunswick Park School  
Southwark, London

**50 children from reception to Year 6 attend the main club at Brunswick Park, and a supply of breakfast food is kept available in the Nursery class and in the main school to offer to other children, e.g. those arriving late without breakfast, or part-time Nursery children who may arrive in the afternoon having missed lunch.**

The school arranges a 'SATs week' breakfast club (with extra bagels supplied by Magic Breakfast) for the whole of our year 6 cohort, to ensure the children arrived punctually and had time for a relaxed nourishing breakfast with their teachers before the tests commence

**When asked about the benefits the club brought to the school and the children's learning the Headteacher responded:**

'Our lunchtime supervisors have noticed and told me that the children who now attend breakfast club are firstly more relaxed and better behaved during the lunch hour (as they are no longer starving and desperate for food) and secondly that they are making conscious, healthy decisions about what they would like to eat at lunch. These children are choosing healthier options and are eating a more balanced meal than prior to attendance at the breakfast club which is clearly setting them up for the day and benefitting their decision making over the course of the day.'

'I have personally seen the benefits that the club can have on our parents too. One parent, who now gets her child to school early and in time for breakfast club, no longer rushes in last minute whilst on her way to work. This extra time in the mornings has allowed her the opportunity to walk to her work rather than rush in the car and she has lost half a stone in the process!'

'We are proud of our breakfast club and are keen to grow it further. We have already seen some of the benefits to the children, school and community. The health advantages are there to see and increasing awareness about nutrition and the importance of healthy eating will have a huge impact on our school community.'

In 2013 all children told us (100%!) that they enjoy coming to the breakfast club and that they like the food. Responses given also point to educational benefits of the club; 81% said that going to the club means they like school more and 60% indicated that having breakfast helps them to concentrate in their lessons.

Name: Fiona O'Malley Role:

Assistant Headteacher

Date: April 2013

St Mary's Primary School,  
Manchester

**St Mary's Primary's attainment is above national average, the pupils behaviour is exemplary and the children are ready for lessons and ready to focus. The school has 80 children at its Magic Breakfast club which is an integral part of its success.**

**When asked about the benefits the club brought to the school and the children's learning the Headteacher responded:**

'Attendance and punctuality and attainment has improved. Children who eat breakfast are ready and more focussed to start the day. It promotes a great start to the day physically as well as being able to add learning first thing before lessons. The children are happier and parents are more willing to engage with us.'

'Social skills are improving. The children have learnt that breakfast is an important meal to have. The older children like to help the younger children with their breakfast. They all enjoy the games before school starts. The children who have been attending the club seem happier and more ready to learn than they otherwise did.'

'We have been able to employ some of the parents who came originally for social reasons and then helped to run the club. It has benefited isolated parents and new parents as we encourage them to attend breakfast club to meet other parents and socialise. We target parents whose children came to school late and this has made a big difference to punctuality.'

Name: Mrs Carol Nevin

Role: Attendance Officer

Date: 13/1/14

Samuel Rhodes Primary School  
Islington, London

**Magic Breakfast support allows Special Educational Needs School Samuel Rhodes to feed all 100 pupils each morning. Many of the children come to school by school bus where they can be travelling up to two hours before arriving at school so it is very important that they are able to have a breakfast and spend time socialising before they go into class.**

The school believe many children would not get a breakfast if it was not provided at school, either through it not being provided at home or because the child refuses to eat, in a social situation among peers children are much more likely to eat.

*'We are an outstanding school and know that a good start to the day for our pupils is integral to their learning. The Magic Breakfast Club has helped enable us to provide that.'*

**When asked about the benefits the club brought to the school and the children's learning the Headteacher responded:**

'It has provided socialisation time for our students many of whom have language and communication difficulties. It also provides an effective transition into the learning environment. During this time it can become apparent if any child is behaving differently to normal and potential issues can be dealt with before they become a problem.'

'Since it has been open to all children (3 years ago), children's behaviour and concentration in class has also improved. For example, with one particular child we noticed that when he came in late to school and missed breakfast club he would get into fights. So we always make sure that even if he is late he is given breakfast before attending lessons.'

Name: Barbara McDonagh

Role: School Business Manager

Date: 10/01/2014

## Abbott Community Primary Manchester

**Magic Breakfast has been supporting Abbott Community Primary school since April 2010. The headteacher applied to Magic Breakfast for support as the school was having to provide breakfast for children who were coming to school hungry and punctuality was poor.**

The club of 45 children has a very calm atmosphere and focuses on different activities each morning such as ICT, arts and crafts, reading and construction plus exercise club twice a week.

**When asked about the benefits the club brought to the school and the children's learning the Headteacher responded:**

'There is a fantastic atmosphere. There is a real 'family feel' to the start of each day. Children seem relaxed and chat to each other and to staff. It is extremely well organised by very caring staff.'

'The breakfast club ensures happy contented children who like coming to school- It allows them to concentrate on their work once the school day has started.'

'Relationships with parents have noticeably improved'

'Older children who attend have been given special badges to be "Early Bird Helpers". One vulnerable child in Year 6 attends Breakfast Club and she is responsible for helping a member of staff to serve and tidy up before, during and after breakfast. The atmosphere and social environment have helped her to develop her social skills and build her self-esteem'

Name: Melanie Crosbie

Role: Headteacher

Date: 10/01/2014

## Oasis Academy Connaught Bristol

Oasis Academy Connaught's Magic Breakfast club feeds 40 children every morning.

The club has different activities every day such as construction and colouring. They also have a quiet homework and book corner where children can catch up with their homework and get help with their reading.

**When asked about the benefits the club brought to the school and the children's learning the Headteacher responded:**

'The breakfast club has helped in attendance, punctuality behaviour and parent engagement. Vulnerable families are welcome to have breakfast with their children so we provide a place where children and parents can have breakfast together and spend some quality time. Parents get to know the school, other parents and teachers better and the relationships have improved, which is key for their children progress and development.'

Name: Faye Morgan

Role: School's Learning Mentor and Parent Liaison Officer

Date: 16/01/14

## Knowle DGE Bristol

**Knowle DGE is a unique Learning Centre with a whole new concept in motivating and inspiring young people with Social and Emotional Behavioural Difficulties.**

Breakfast club is at the beginning of the school day where all **100 pupils** share a Magic Breakfast. This social time is essential for the centre to talk over issues that the pupils may have and to promote positive social skills.

**When asked about the benefits the Magic Breakfast club brought to the school and the children's learning the Headteacher responded:**

'It takes the heat off- Some families are big, and it can be very hectic in the mornings to get everyone up and fed before school. Poverty is all around us. The breakfast club provides for the families children so they can achieve the best they can in their learning'

'Magic Breakfast provides a healthy option to students that they wouldn't be given at home, this kick starts their day and has a positive outcome for learning by helping them to be ready to learn'

Name: Joanne Saunders

Role: Learning Facilitator and breakfast club coordinator

Date: 10/01/2014

## Whitmore Primary School Hackney

Number of children being fed, on average, each day: 20

Assistant Headteacher Rachel Cleverton explains how important it is for her to meet parents and children every morning at the school gates when they arrive at **Whitmore Primary School**. It not only helps in building better relationships with parents but also helps the school to identify and target those children that may be at risk of missing out on a healthy breakfast.

Rachel says:

“It’s a great opportunity to meet parents in a more informal setting, and I think helps to break down barriers to communication, particularly with parents who may have had unpleasant experiences or have bad memories of schools themselves.

Another benefit of being at the school gate as the children arrive is that I can see what the pupils are eating on their way in, so if there are some pupils munching on crisps or sweets I can discuss with them healthier breakfast options as well as promote the breakfast club to parents.

You also get a feel for how the children are feeling as they are arriving and see who’s having a good morning or who might be having a bad morning, and then we can tackle this early on and help to settle the children for the start of the day.

Doing this every day means that I quickly see any children who are arriving at school without having had a breakfast on a regular basis, and again we can help to address this by offering a place at breakfast club.”

Name: Rachel Cleverton

Role: Assistant Headteacher

Date: 24/02/2014

Rye Oak Primary School,  
Peckham

Magic Breakfast partner school since: January 2013

Number of children being fed, on average, each day: 150

**Headteacher Manda George** explains how they have expanded the reach of their breakfast club from few pupils to 150 children daily at Rye Oak Primary School, since its introduction last year. The school has seen that the breakfast club has made a huge difference to some children's ability to concentrate in the morning lessons, it has improved punctuality, it has helped children to develop good social skills and levels of independence and has allowed the school to develop a strong sense of community. The school is currently providing a healthy breakfast to around 150 children each morning and it has extended their breakfast club provision to support another local primary school.

Magic Breakfast was recommended by the Headteacher of another school. We did have a breakfast club in place but numbers were very low as many parents and carers were unwilling or unable to pay for breakfast.

We advertised in our newsletter and wrote to all parents and carers inviting them to apply for places. We did not limit the numbers of children who could attend. Once parents and carers had applied for places, we identified the appropriate numbers of staff. Once the club was up and running, we reported to parents and carers in the next newsletter, celebrating its success. This led to more children applying. I think the most powerful thing has been word of mouth. Parents and carers were talking in the playground about how great the club was and children were encouraging their friend to come. It's great we can offer ICT, a range of sports, reading, puzzles and games at the club.

The club has brought many benefits to the school. First and foremost, the children are getting a healthy and nutritious start to the day. For some children this has made a huge difference to their ability to concentrate in the morning lessons. For other children (particularly the older children who bring themselves to school) it has made a difference to punctuality. Breakfast club and the activities we run before school have proved to be a great incentive to get to school early. Children are developing good social skills and levels of independence. Breakfast club has allowed us to develop a strong sense of community within the school, with children in all year groups eating breakfast together.

Name: Manda George

Role: Headteacher

Date: 12/02/2014