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RYE OAK PRIMARY SCHOOL: EXPANDING THEIR BREAKFAST CLUB TO REACH 150 CHILDREN



“We advertised the breakfast club 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.” Manda George, Headteacher.

Rye Oak Primary School

Magic Breakfast partner school since: January 2013

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

In this case, 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 ability to concentrate in the morning lessons, it has improved punctuality, it has help 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.

What activities do you do at your Breakfast club? ICT, a range of sports, reading, puzzles and games

What prompted you to apply to Magic Breakfast? What was in place before hand? 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.

How did the club expand so quickly? 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.

What benefits has the club brought to the school, children and parents? 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.



We have 'breakfast buddies' from years 5 and 6 who help to serve breakfast and take care of the younger children. This has promoted a great sense of responsibility. Parents and carers are very grateful for the service. It makes a very big difference to working parents and carers who can drop their children off at 8am. We also have many families where the adults do not work but still find the club very useful in helping their children have a good start to the day.

Would you like to tell us anything else? We have also extended our breakfast club provision to support another local primary school. We offer places to these children as part of our commitment to supporting the local community.

Manda George

Headteacher, Rye Oak Primary School

Check out the [inspiring interview on radio BBC 4 of founder Carmel McConnel](#) and Rye Oak Assistant Headteacher, Rob Hyneman, talking about the benefits of breakfast clubs, listen here (min. 4:56-11:15) .

For more inspiring case studies visit: <http://magicbreakfastlondon.com/success-stories/school-case-studies/rye-oak-primary-school-expanding-their-breakfast-club-to-reach-150-children/>