



Press release

Date: 19/03/2018

Launch of new National School Breakfast Programme to ensure children have healthy start to their day

A healthy breakfast can provide children with the energy and nutrients they need to thrive - increasing alertness, improving behaviour and giving children the motivation to learn. To help ensure children across England can start their school day in the healthiest way, national charities Family Action and Magic Breakfast are delighted to announce the launch of a new National School Breakfast Programme which will provide free, nutritious breakfasts and tailored support to schools.

The programme, funded by the Department for Education (DfE), will focus on reaching schoolchildren in deprived areas of England, with the Government's 'Opportunity Areas' a priority. It is a game-changing opportunity to improve the health and educational outcomes of disadvantaged children in over 1,770 primary, secondary, special schools and pupil referral units (PRUs). The children will benefit from a nutritious breakfast and, together with their schools, will also benefit from the proven impact this meal has on their learning, behaviour, health and attainment.

Each recruited school will be awarded a grant to purchase essential equipment and to help ensure there are no barriers to being able to provide a breakfast, sustainably, to any pupil who needs one. Schools will also be invited to get involved in two innovation projects, testing different ways to overcome barriers to accessing breakfast clubs and enhancing the education, health and wider socio-economic benefits of such provision.

David Holmes CBE, Chief Executive of Family Action, said:

"Breakfast provision plays a key role in ensuring children have a healthy start to their day. Family Action is delighted to be working with the Department for Education and Magic Breakfast on this ground-breaking programme – changing lives and life chances by preventing thousands of children from being too hungry to learn."

Carmel McConnell MBE, Founder of Magic Breakfast, said:

"Magic Breakfast is delighted to work alongside the Department for Education and Family Action to deliver this programme. Crucially, it will ensure a nutritious breakfast reaches many more thousands of hungry schoolchildren, unlocking up to four hours of learning each morning to support their education. This is an excellent investment in these children and in the future of this country."

If your school is in a disadvantaged area, and you would like to explore the possibility of support to start or expand your breakfast provision, please register your interest by contacting: nsbp@family-action.org.uk

ENDS

For further information and interviews please contact:

Family Action:

Anja Bailey, Head of Marketing, Communications and Impact

Email: media-pr@family-action.org.uk

Tel: 020 7241 7457/Out of Hours mobile: 07903 074174

Magic Breakfast:

Sophia Dettmer, Senior Communications Manager

Email: Sophia@magicbreakfast.com

Tel: 07399 553154

Notes to Editors:-

About Family Action

Family Action is a charity committed to building stronger families and brighter lives by delivering innovative and effective services and support that reaches out to many of the UK's most vulnerable people.

We seek to empower people and communities to address their issues and challenges through practical, financial and emotional help.

Our work is wide-ranging and includes help for parents-to-be, the provision of many Children's Centres in local communities, intensive family support, emotional health and wellbeing services, counselling, mediation and therapies, support in schools and financial grants programmes. Family Action is also recognised as a leading provider of training.

Registered Charity Number: 264 713

Website: www.family-action.org.uk; Twitter: [@family_action](https://twitter.com/family_action); Facebook: Family Action

About Magic Breakfast

- Magic Breakfast is a charity providing healthy breakfasts to more than 31,500 children in the UK who arrive at school too hungry or malnourished to learn.
- Magic Breakfast focuses on reaching children in disadvantaged areas of the UK, forming partnerships with schools and working with them to ensure the most vulnerable children have access to a healthy meal, without barrier or stigma, at the start of the school day.
- Magic Breakfast works with over 470 schools - primary, secondary, SEN/ALS and pupil referral units in England and Scotland, and is assessing need for its services in Northern Ireland and Wales.
- Magic Breakfast was established in 2003 by Carmel McConnell MBE in response to head teachers telling her that the biggest obstacle to them being able to teach was hunger among their pupils who, as a consequence, were unable to concentrate in their morning lessons.
- Magic Breakfast provides the expertise and food – including low-sugar cereal, porridge, unsweetened juice and low fat bagels fortified with Vitamin D - schools provide the facilities and staffing, helping to promote healthy eating habits. The food Magic Breakfast provides to schools complies with government school food standards and regulations in England and Scotland.
- School breakfast clubs have been shown to improve educational outcomes for disadvantaged children. Independent research funded by the Education Endowment Foundation and carried out by the Institute for Fiscal Studies; found that primary schools that offered a free and nutritious

Magic Breakfast boosted their pupils' reading, writing and maths results by an average of two months' progress over the course of a year.

- Magic Breakfast was the sole winner in 2014 of the DfE-funded School Food Plan Lot 3 Project where 184 schools with at least 35% free School Meals were recruited to deliver a Breakfast Club.

www.magicbreakfast.com