

ORDER FORM

FROM

	SECRETARY OF STATE FOR EDUCATION
Service address:	Head Office - Sanctuary Buildings, Great Smith Street, London, SW1P 3BT
Invoice address:	Sanctuary Buildings, Great Smith Street, London, SW1P 3BT
Authorised Representative:	Name: <redacted> <redacted> E-mail: <redacted>
	To be quoted on all correspondence relating to this Order Reference: ITT_3359 Breakfast Clubs Support Offer – Pool of Advisers Order no: CON_26944 Ref no: Project_9476 Adviser_023
Order date:	1 st April 2025

TO

Supplier:	Magic Breakfast
For the attention of:	<redacted> <redacted> & <redacted> <redacted>
E-mail:	<redacted> , <redacted>
Telephone number:	N/A
Address:	<redacted> <redacted> <redacted> <redacted>
1. SERVICE REQUIREMENTS	
A pool of breakfast club advisers (referred to throughout as “advisers” or “the advisers”) will provide support to the up to 750 early adopter schools which will begin delivering free and universal clubs from April 2025. The advisers will have experience/expertise in one or more of the areas relevant to delivering high quality breakfast club provision listed below. Using their knowledge and expertise, advisers will provide tailored support to schools and trusts to help them overcome challenges, improve breakfast club provision and boost confidence in the early adopter scheme. The advisers must demonstrate experience/expertise in one or more of the following areas through the tender: i. Designing a high-quality breakfast club which includes childcare or a similar school-based food programme ii. Building a breakfast club into a school strategy including to support driving attendance, behaviour and attendance improvements	

- iii. Staffing the new provision/managing staffing barriers;
- iv. Engaging effectively with private, voluntary and independent providers;
- v. Ensuring effective food procurement including managing within and beyond current contracts;
- vi. Ensuring breakfast clubs are inclusive in relation to SEND and additional need;
- vii. Maximising the use of existing school estate to deliver childcare or food provision, making the most of available space to deliver provision and recognising the diverse challenges schools may face with their estates;
- viii. Engaging pupils, parents, staff and other related agencies to ensure a successful provision

Through building knowledge of delivery through the breakfast clubs early adopter scheme, the advisers will also:

- Provide intelligence on barriers which schools are facing; feed this into DfE reporting and policy development for national roll out
- Support the DfE to understand how delivery barriers can be overcome and what level and types of support schools need for the national roll out

The Department is establishing an initial pool of around 18 advisers with a range of relevant expertise for delivering breakfast clubs. Subject to demand, we may maintain a reserve pool of advisers who satisfy requirements to appoint from at a later date. Advisers will have flexibility to manage their time but will need to work with the Department and other advisers as necessary to ensure a cohesive support offer for schools. The advisers should be in post from April 1st, 2025, or as soon as possible after.

Organisations can supply more than one adviser. However, a separate application must be submitted for each individual and each individual will be scored separately. The named individual will be required to deliver the work and the organisation cannot substitute.

Adviser Role & Requirements:

The advisers are part of a wider support package to ensure early adopter schools and trusts can successfully deliver their breakfast clubs and have high quality provision. The wider package includes:

1. Self-Service Support

- a. Breakfast Clubs Guidance
- b. The Breakfast Clubs Blueprint - including templates, case studies & signposting to relevant resources (e.g. Get Help Buying for Schools)

2. Advice & Troubleshooting Channels

- a. Peer-to-Peer Networks, assigned geographically and meeting at least monthly from late February (ahead of adviser contracts starting)
- b. The DfE Customer Help Portal
- c. DfE Webinars – a series of optional webinars facilitated by officials, exact topics and timetable to be confirmed

Local authorities have existing support offers for schools and childcare providers to secure sufficient childcare for their local area. Early adopters will be encouraged to explore potential support on breakfast clubs with their local authority wraparound childcare leads before the first term of delivery.

Should schools' issues not be resolved through the wider support offer, the advisers will provide bespoke support for the most complex delivery issues.

Advisers will identify schools and trusts to work through two ways (with contract KPIs related to each):

- **Proactive support for schools and trusts**
 - Advisers will be assigned to a peer-to-peer support network and provided with data to monitor delivery progress and address low engagement with the support package offered by the DfE, by reaching out to early adopters to offer support ("lead advisers")
- **Reactive support for schools and trusts**
 - Advisers will provide support directly to schools which self-identify problems which cannot be addressed through the DfE Customer Help Portal, peer-to-peer networks or local authority support
 - Schools will be able to access the national pool of advisers with different specialisms – if a school's lead adviser cannot support with an issue, the case can be referred to another adviser better placed to.
 - DfE officials (the contract manager) will support with triage and allocation of adviser casework and advise through onboarding on specific processes or this. The contract manager will also keep oversight of capacity across the adviser pool.

DfE may balance some advisers' time more towards proactive or reactive support depending on their skillset (more generalist/specialised). The Department will work with successful suppliers to agree specific focuses and KPIs with each adviser. Induction materials will be sent ahead of contract commencement, and we will run virtual induction session(s) when adviser contracts start. Final onboarding details will be confirmed by DfE once adviser contracts have been awarded.

Subject to agreement on specific KPIs during onboarding, contractual objectives will be met through:

Providing early adopters with advice and support: Advisers will work with schools and trusts directly to advise on how to design and implement their breakfast club provision in line with the minimum requirements and help them to overcome barriers to this. This may involve but is not limited to: answering queries from schools via various methods of communication; visiting schools in-person to assess their current set up and provide advice; holding webinars or training events either online or in-person (should multiple schools require advice or support on the same issue).

Utilising peer-to-peer networks to monitor delivery in local areas and deliver training or advice to schools on a larger scale. These networks will be location based and will allow schools to come together to develop and share practice, support each other and discuss issues and successes. Peer-to-peer network meetings will initially be facilitated by a policy official from the breakfast clubs' team in the DfE. Future arrangements for running the networks will be agreed with schools in summer 2025, once the scheme is more established.

Advisers may use the networks to deliver specialist advice and training and gain insights into specific barriers schools are facing, which will be fed back to the Department.

Advisers should be comfortable designing and delivering training to small and large groups.

Engagement with schools, local authorities and DfE officials: delivering an effective support offer for early adopter schools will be dependent on close working between advisers, DfE officials and local authorities. Lead advisers will be expected to liaise with the respective local authority wraparound lead and DfE regional delivery counterparts within their assigned area and will direct schools to these contacts where the issue resolution lies within their remit. They may also need to engage with them to determine desired involvement in areas such as peer-to-peer network meetings and training. Advisers will be provided with the appropriate contact details for their regional working during onboarding.

The support offer for national roll out will be determined through learnings from the early adopter scheme, and advisers will support the DfE to unpick what the future distinctive roles for the local authority and DfE will be.

(1.2) Service Commencement Date: 1st April 2025

(1.3) Price payable by Authority and payment profile:

The daily rate is <redacted> including expenses and therefore the maximum contract value is **£26,520** and excluding VAT.

(1.4) Completion date: 31st March 2026

The Department also reserves the right to extend the end date of this contract by up to 12 months and will give one month's prior notice of its intention to do so. The 12-month extension may be in full, or in multiples of one month up to the full 12-month potential. Any negotiated extension offered by the Department would be without prejudice.

This may include a negotiated reduction or increase in the number of call off days per month which will be reflected in a replacement Order Form.

2 MINI-COMPETITION ORDER: ADDITIONAL REQUIREMENTS

(2.1) Supplemental requirements in addition to Call-off Terms:

Acting as a Representative and in the interest of the Department

In line with the terms and conditions 1303 DPS Agreement, publicity clause 11, in order to carry out the activities contained herewith in; the supplier will be required to act as an authorised representative of the Department for Education. The supplier must show full propriety while acting in this role. As a result, any failure to show full propriety will be considered a breach of contract. The Department therefore reserves the right to terminate with immediate effect in the event that:

- The supplier carries out any action or cause any action to be done that may damage the reputation or bring into disrepute the Department or the Breakfast Clubs programme.

- The supplier carries out any action in promotion of interests external to the Department or the Breakfast Clubs programme. This includes promotion of financial, political or ideological interests while acting as a representative of the Department.

(2.2) Variations to Call-off Terms:

N/A

3. PERFORMANCE OF THE SERVICES AND DELIVERABLES

(3.1) Name of the Professional who will deliver the Services:

<redacted> <redacted>

(3.2) Performance standards:

There will be suitable representation at all reviews and meetings with the Department.

Management information relating to key performance indicators will be made available when requested to the Department's contract manager.

Risks to delivery will be actively reviewed, managed and reported.

Advisers are expected to react quickly to issues as and when they arise.

Advisers are expected to maintain effective working relationships, which ensure the best outcomes for the Department.

KPI		Frequency	Assessed through
Reporting & Governance KPIs	DfE triage log updates	Weekly	Submissions/attendance reviewed by contract manager. Any concerns on quality and timeliness of submissions raised through individual contract management meetings
	Written summary report	Monthly	
	Attendance at contract management meeting	At least monthly, more frequently if required by DfE	
Casework KPIs	For reactive support: - meeting demand for casework assigned by the DfE – initiating contact with the school within 2 working days of receipt. If not possible, escalating capacity concerns to DfE policy officials within the same 2-day window. - Arranging adviser workload to ensure the highest priority support needs are met. - Supporting demand for support in other regions where necessary, which is likely to be delivered fully remotely	KPI performance reviewed on an at least monthly basis by the contract manager	- Triage log reviews by the DfE contact manager. - Contract meetings with DfE which will cover adviser capacity and support demand from schools.
	For proactive support, ensuring schools can meet policy minimum requirements through: - Regularly reviewing delivery data and intelligence on breakfast club delivery for schools within their assigned region - Acting on that intelligence to support all schools in the region to deliver a club meeting minimum requirements; reaching out to offer support to ensure there are no schools in their assigned region not taking up support from the Department if needed		- Readiness data analysis by DfE which will highlight schools not engaging with the support offer (e.g. no readiness survey responses or negative responses, no peer-to-peer meeting attendance). - Feedback on support analysed at a regional level through schools' Pulse Check surveys.

(3.3) Location(s) at which the Services are to be provided:

Advisers will have flexibility over where the work is delivered within the UK, but on-site work is expected throughout the term of the adviser contracts (e.g. at schools, childcare providers or local authorities). The Department only expects travel and in-person support where that is reasonable and/or in the best interest of the support provided to schools, otherwise fully remote work is acceptable.

<REDACTED> will be assigned work primarily from the **West Midlands region** but may be required to provide support elsewhere to meet demand from schools. Working outside of the assigned region(s) will be discussed with the contract manager beforehand.

Advisers should note that their quoted rates are inclusive of anticipated expenses including travel, in accordance with the following conditions:

- Suppliers were asked to declare advisers' home location on the application form and the regions they are willing to provide in-person support for. Travel for in-person work with schools and local authorities in these regions should be included in the adviser's day rate, and account for arrival times and potential overnight visits, given the timings of breakfast clubs.
- Support for schools and local authorities outside of your assigned region and travel remit can be delivered fully remotely.
- DfE reserved the right, should it not receive applications from advisers with a large enough geographical spread, to offer advisers work in an area outside of their preferred location.
- If required to travel for DfE meetings and events, expenses will be covered – including travel and overnight stays if required

There is a requirement that the successful bidder will have regular conversations via Microsoft Teams with the DfE contract manager (expected weekly) and attend in-person meetings with the contract manager and other advisers as required. Advisers' working patterns will be accounted for when arranging meetings.

The successful bidder will use their own equipment and their own internet connectivity, ensuring DfE's information and data security rules are adhered to: [Government security - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/security).

(3.4) Quality Standards

The procurement covers the period from the 1st of April 2025 until the 31st of March 2026. Advisers should indicate if they are able to meet this start date within their application.

Throughout the life of the adviser contracts, it is expected that advisers will deliver up to 2 days of work per week on average (over 39 weeks of term time, Monday-Friday). Time spent on providing support to schools (including any travel within your selected region) and working with DfE on reporting and documentation will count towards working time.

Suppliers are asked to state when and how they would fulfil the 2-day per week requirement across their adviser contract around any other commitments – e.g. through a regular weekly

working pattern or otherwise. Working patterns can be flexible (e.g. 4 working days in one week, followed by 0 the next week) but are subject to final agreement with individual advisers.

Applicants should note the following:

- The Department reserves the right to agree the number of days and duration of each contract based on the requirements of the early adopter scheme (upward and downwards). Reasons for this might include the regional distribution of workload, or demand for certain types of support need being prevalent.
- The Department will review call-off (contracted) days on an at-least monthly basis and the contract manager will communicate any changes in call-off days with advisers, allowing at least 2 weeks' notice and discussion.
- Agreed call-off (contracted) days may vary between individual advisers and over time across the contract period.
- The Department may add new suppliers to the adviser pool during the term of this procurement.
- Adviser contracts can be ended early at the absolute discretion of the Department.

3.5) Contract monitoring arrangements:

The procurement process and any contracts will be managed by the Department of Education - Breakfast Clubs, Wraparound Childcare, Holiday Activities & Food Division (within Families Group).

(3.6) Management information and meetings

Information, documentation and reporting: Advisers will be expected to document information and report about the early adopter scheme to the Department, using DfE systems and processes. This includes but is not limited to: issues faced by schools and actions taken to overcome these; advice and training offered; types of models used and successes; summary data on delivery within a local area. Information and reporting from advisers will be used to monitor the early adopter scheme and to develop an instruction manual/resource for national roll out.

The Department will put in place appropriate data sharing agreements with advisers for processing schools' data. Advisers will not likely process any information which can identify individuals or pupils.

Early adopter schools will be expected to take part in monitoring and evaluation as a condition of funding their breakfast club, which will be managed directly between schools and the Department. The peer-to-peer networks will not form part of the formal evaluation but will provide soft intel to identify themes and learnings, which can be used to target support.

Advisers will be expected to report back to the Department regularly on the support they are providing to early adopter schools. This should include providing weekly reporting on caseload and resolutions, monthly reporting on the overall programme and attending a monthly contract meeting (note ad hoc meetings will take place more regularly). There may be instances where other appointed advisers are brought together to discuss plans, issues or feedback as a group. Meetings may be held virtually using Microsoft Teams or in person. Adviser working patterns will be accounted for when scheduling meetings.

It is expected that advisers will feed into a written report ahead of each monthly contract meeting to track overall progress and update an ongoing contract risk and issues log for the DfE-chaired Breakfast Clubs delivery board. Advisers will generally not attend the delivery board unless in exceptional circumstances.

The advisers will be contract managed by the breakfast club policy leads (DfE - Families Group). Through casework they will work closely with regional operational delivery leads (DfE - Regions Group).

4. CONFIDENTIAL INFORMATION

(4.1) The following information shall be deemed Confidential Information:

All project related data is expected to remain confidential

(4.2) Duration that the information shall be deemed Confidential Information:

Data will only be held until the end of the contract and will be destroyed upon contract termination.

BY ACCEPTING THIS ORDER IN JAGGAER THE SUPPLIER AGREES to enter a legally binding contract with the Authority to provide to the Authority the Services specified in this Order Form (together with the mini-competition order (additional requirements) set out in section 2 of this Order Form) incorporating the rights and obligations in the DPS Call-off Terms set entered into by the Supplier and the Authority.

For and on behalf of: The Secretary of State for Education

Signature **<redacted>**
 Authorised Signatory

Name **<redacted> <redacted>**

Title **<redacted> <redacted> <redacted>**

Date 31/03/2025.....

For and on behalf of: **Magic Breakfast**

Signature **<redacted> ..**
 Authorised Signatory

Name **<redacted> <redacted>**

Title **<redacted> <redacted>**

Date 31/03/2025