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Planning

Best Start Free Breakfast Clubs Enrichment Sponsorship Academic Year 26/27

Department for Education

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-014540

Procurement identifier (OCID): ocds-h6vhtk-06568f

Published 17 February 2026, 6:03pm

Scope

Description

Best Start Free Breakfast Clubs: Enrichment Activities Partnership Market Engagement Notice

This notice is not a call for competition.

Could your organisation partner with the Department for Education's (DfE) free breakfast club programme to help pupils start the day ready to learn?

The free breakfast club programme supports the government's aims of giving every pupil, regardless of their background, the best start in life. Free breakfast clubs break down barriers to every child achieving and thriving at school and in later life, by ensuring they are ready to learn as well as supporting families with the cost of living, and tackling poverty.

The first 750 'early adopter' free breakfast clubs opened their doors in April 2025, and these schools are now successfully offering a free 30-minute club alongside a healthy breakfast to their pupils. Following on from the success of this test and learn phase,

national rollout will begin in April 2026 targeting the most disadvantaged areas, with a further 500 schools taking part. By September 2026, over 680,000 children across 3,000 schools will benefit from the programme.

We know the difference a soft start and healthy breakfast can make for pupils with regards to attendance, attainment and behaviour, and we believe greater impact can be achieved by partnering with organisations who can help schools make their breakfast clubs even better.

Last October, in a landmark move, the government joined forces with four industry partners to provide the 750 early adopter schools with discounts and deals as part of a test and learn phase. These partnerships are helping schools to serve up more affordable, varied breakfast options whilst saving time for busy school staff, which is why we launched a market engagement period to explore further opportunities for food partnerships beyond July 2026, when the current agreements end.

Alongside this, we would like to explore partnerships that can support pupils' soft start to the day. Our early adopter schools are already offering engaging activities that enhance children's development and wellbeing¹, and we want to build on this success. To help support schools further, we are seeking partners who can offer resources that make free breakfast clubs even more fun and enriching, helping pupils begin the day ready to learn. We are also considering how activity ideas and materials could be brought together in one accessible place online to further support schools in shaping enjoyable and inclusive free breakfast club sessions.

The Department anticipates being able to offer a package of benefits to selected partners which, in addition to the use of their products by pupils in the school setting, would include being named in communications related to the Free Breakfast Club programme.

We are interested in resources suitable for all primary-aged pupils from Reception, Key Stage 1 (ages 5–7), and Key Stage 2 (ages 7–11), and welcome partners that could support light-touch, child-led activities for one or more of these age-groups in any of the following categories:

express creativity

explore the outdoors

be active

connect with the wider community

develop wider life skills ²

We are particularly interested in offers such as activity kits, book bundles, arts supplies or sports equipment, as well as voucher-based options such as gift cards or redeemable credits that allow schools to choose resources tailored to their pupils' interests and available space.

Resources received will help schools as they setup their free breakfast clubs and welcome pupils at the beginning of the new school year, ensuring every child can start their school day nourished, settled, and ready to learn. Whilst the Department would welcome a range of offers from potential partners, wholly digital or IT based resources are unlikely to meet the above requirements, as the activities are intended to be childled, playful and socially interactive.

We will be hosting a webinar via Microsoft Teams at 11:00 on 26/02/26 for organisations interested in this opportunity.

To register your interest in attending this event please email breakfastclubs.partnering@education.gov.uk by 5pm on 25th February 2026 with the names and email addresses of proposed attendees.

If you are not able to attend the Teams event but wish to express your interest in this opportunity, please email breakfastclubs.partnering@education.gov.uk with your name, organisation and contact details.

We look forward to hearing from organisations who share our ambition to make free breakfast clubs a positive, enriching experience so that every pupil, regardless of their background, has the opportunity to achieve and thrive.

Please note that this notice is for early market engagement and exploratory purposes and is not a call for competition. The Department reserves the right not to enter any formal processes or agreements. Accordingly, the Department will not be liable for any bid cost, expenditure, work, or effort incurred by a provider in acting based on this notice.

The DfE is keen to maximise opportunities to participate in procurement for Small to Medium-sized Enterprises (SMEs) and Voluntary, Community and Social Enterprises (VCSEs). Consideration will also be given to consortia and collaborative bids from all forms of organisations.

Total value (estimated)

- £0 excluding VAT

- £0 including VAT

Below the relevant threshold

Contract dates (estimated)

- 4 August 2026 to 31 July 2027
- 11 months, 28 days

Main procurement category

Goods

CPV classifications

- 37000000 - Musical instruments, sport goods, games, toys, handicraft, art materials and accessories

Contract locations

- UKC - North East (England)
 - UKD - North West (England)
 - UKF - East Midlands (England)
 - UKG - West Midlands (England)
 - UKH - East of England
 - UKJ - South East (England)
 - UKK - South West (England)
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Engagement

Engagement deadline

4 March 2026

Engagement process description

We will be hosting a webinar via Microsoft Teams at 11:00 on 5th March 2026 for organisations interested in this opportunity.

To register your interest in attending this event please email breakfastclubs.partnering@education.gov.uk by 5pm on 4th March 2026 with the names and email addresses of proposed attendees.

If you are not able to attend the Teams event but wish to express your interest in this opportunity, please email breakfastclubs.partnering@education.gov.uk with your name, organisation and contact details.

Contracting authority

Department for Education

- Public Procurement Organisation Number: PDZG-3487-DPVD

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United Kingdom

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Region: UKI32 - Westminster

Organisation type: Public authority - central government