

CORAM LIFE EDUCATION – APPLICATION FOR FINANCIAL ASSISTANCE**Executive Summary**

Coram Life Education is a nationwide charity providing advice to children aged 3 to 11 years on drugs and lifestyles. Woking Borough Council has supported Coram Life Education since it first established itself in the County. The level of support received since 2014/15 has been £20,000, a reduction of £3,000 reflecting the pressures on the Council's financial position.

The Group has applied for funding of £25,600 during 2018/19 towards running costs to ensure the service can continue to be provided year on year, offering Life Education lessons to the primary schools in Woking. The request reflects the true cost of providing the service free at point of delivery, the initiative adopted by the Council in order to ensure that all schools have the opportunity to participate. The Council has not been able to fully fund the service in recent years and the Charity has, as a result, introduced a contribution of £100 per day from each school to help address the shortfall in funding.

Approximately 6,500-7,000 children benefit in, on average, 26 schools from the service. The Group undertakes online evaluation with children and teachers, with the most recent data highlighting that 97% of teachers believe that the sessions meet children's needs, and 100% of teachers believe that the Group supports the delivery of Personal, Social, Health and Economic education.

Taking into account the consultee comments which note the importance of the intervention work undertaken by Coram Life Education to both community safety and health and wellbeing priorities of the Council, it is proposed that the Council continues to support the Charity, though due to the ongoing budgetary constraints faced by the Council, it is recommended that support of £20,000 be awarded for the 2017/18 financial year, the same as the level awarded for the current year.

Recommendations

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| Reasons for Decision | To continue the support for Coram Life Education towards the delivery of its programmes to schoolchildren in the Borough. |
| Legal Authority | S142 Local Government Act 1972 S111 Local Government Act 1972 |
| The Executive is requested to: | RESOLVE That a grant of £20,000 be awarded towards the services for schools in the Borough of Woking. |
| Conditions | <p>Accounts. The Organisation must submit audited accounts for the year in which the grant is awarded, including an income and expenditure account and balance sheet. Please note that accounts for other years may also be required.</p> <p>Monitoring Information. The Organisation must submit quarterly monitoring information as a measure of its achievements. Failure to provide details will jeopardise the award. E-mail requests will be sent to the applicant on a quarterly basis.</p> <p>Publicity. Where possible, the Organisation is required to publicise the support received from Woking Borough Council, including on all</p> |

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| | <p>literature and leaflets produced.</p> <p>Payments. Unless exceptional circumstances exist all invoices must be received quarterly with details of the costs incurred and monitoring information for the previous quarter.</p> <p>Payment Period. Final quarter claims must be made by the second week in March. Unclaimed awards will not be available at a later date unless exceptional circumstances can be demonstrated to the Council before the end of the award year.</p> <p>Joint Working. WBC expects the Organisation to engage positively on health and wellbeing multi-agency joint work affecting Woking. Groups which refuse may place their Council support at risk, e.g. grant, concessionary rent and other assistance.</p> |
| Performance Indicators | <p>Users. The Organisation to provide a breakdown of the users in the past quarter.</p> <p>Activities. The Organisation to provide details of activities and events held during the last quarter.</p> <p>Publicity. The Organisation to advise how the Council's support has been publicised over the last quarter.</p> <p>Statement of Use. The Organisation to provide a statement stating the use to which the grant money has been put.</p> |
| Future Support | <p>The financial pressure on the Council's budgets is expected to continue in the coming years and accordingly the overall level of support available in future years may be reduced. The applicant is therefore to be advised that the award of funding for 2018/19 does not imply that a similar application in 2019/20 would be supported. In particular, it is emphasised that the Council is unlikely to be in a position to award any sums above the 2018/19 levels.</p> <p>In view of this, the applicant is to be advised to ensure that contingency plans for the Group's operations for 2019/20 have been drawn up in the event that the Council is unable to continue its support beyond April 2019. All applicants are strongly recommended to pursue alternative sources of funding and are encouraged to approach Woking Borough Council's Community Support Team for advice and support.</p> |

The Executive has authority to determine the above recommendations.

Background Papers:

2018/19 Application Form.

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| 1.0 Summary of Application | |
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| 1.1 Status and Aims | <p>Formed in 1986, Life Education merged with Coram children's charity in 2009 to become 'Coram Life Education'. The Group is a charity whose objectives are to deliver memorable and engaging learning experiences for children and young people, and to enable schools to meet their statutory requirements with online teaching resources.</p> <p>Coram Life Education aims to prepare children for the modern world by developing and nurturing their skills, knowledge and capabilities via trained educators who deliver the Personal Social Health & Economic education to primary school children. Its education programmes are aligned with the national curriculum and usually take place in a specially designed mobile classroom driven into schools across Woking and beyond.</p> <p>The charity has a trading company to enable it to run life education programmes in the community. Organisational changes have resulted in Coram Life Education's recent acquisition of services offered across Woking and beyond. With a history of running similar services across London, Essex, Gloucestershire, and licencing the same to franchised partners across the UK, the Charity considers its offer to remain unique and invaluable to Woking Borough Council and its community of children and schools. It delivers memorable education sessions as well as offering schools who engage with Coram Life Education an annual subscription to SCARF online teaching resources. This offer will remain in place for 2018/19, in accordance with grant terms.</p> <p>The Coram group of companies contains a total of seven subsidiary companies, including Coram Trading Limited and Coram Life Education. From September 2014, Coram Life Education operated its own trading company, Coram Life Education Trading Limited.</p> <p>In 2015 the Group benefited from pro bono management consultancy support from Morgan Stanley which resulted in a business plan and consolidation of the 'SCARF' digital offer. As part of the Coram Group of charities, Coram Life Education benefits from achieving economies of scale in back office support. It will explore relationships with local businesses with the support of Coram's corporate fundrasing team, to build further support in Woking.</p> |
| 1.2 Employees | <p>8, comprising the Managing Director, Education & Wellbeing (35 hours per week), Head of Education (24 hours during term-time only), Training Manager (14 hours), Education Sales & Marketing Manager (28 hours), Educator Manager (28 hours during term-time only), Educators (95 hours during term-time only, includes the Educator for Surrey) and Administrators (51 hours).</p> <p>The staffing hours supporting the Croydon & Surrey region amount to approximately 35 per week. Until July 2017, Life Education Croydon & Surrey was a registered charity serving that area. The Charity ceased trading in July 2017 and the Coram Life Education Charity (and its trading arm), to whom it was affiliated, has assumed responsibility for the area, maintaining the same aims, model, educator, school reach and quality.</p> |
| 1.3 Volunteers | <p>10, also holding the role of Trustees. The Trustees govern the running of the Trust and manage the employment of the Educators</p> |

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| | and the Education Manager. The Trustees carry out the roles of Treasurer, Human Resources and Chairperson. |
| 1.4 Clients/Users | <p>6,120, comprising:</p> <p>3,060 male</p> <p>3,060 female</p> <p>233 disabled</p> <p>1,530 ethnic minority</p> <p>6,120 resident in Woking</p> <p>200 aged 0-5</p> <p>5,300 aged 5-10</p> <p>620 aged 11-18</p> <p>In 2016-17 the Group taught 6,120 children in Woking and offered all participating schools its online curriculum resource called SCARF. It has assumed an equal split between boys and girls and has taken the latest census data for Woking to arrive at the BME/non BME ethnic breakdown.</p> <p>There is no charge for service users but previous Woking grants have enabled the Group to offer schools the service at a greatly subsidised rate of £100 per day (from the £420 normally charged). This would continue should the current grant application be successful.</p> |
| 1.5 Members | None. |
| 1.6 Sum Requested | £25,600 (Revenue) |
| 1.7 Project | <p>The Woking grant has assisted Coram Life Education to establish a long term offer to children across Woking, embedding wellbeing and life skills education for thousands of children and imparting vital skills and strategies for them to use to navigate everyday life.</p> <p>The grant enables the Group to maintain the heavily subsidised offer to schools across Woking, by contributing to staff and mobile classroom costs, whilst implementing existing and new education programmes and its new 'LifeBox' model. Reception to Year 6 programmes support healthier eating, drug and alcohol awareness, staying safe (including online safety), emotional wellbeing, and - new for the year ahead - relationships education, which will be statutory from 2019.</p> <p>At this time the offer to Woking schools also includes access for teaching staff to the Group's online resources so that schools embed wellbeing education across the school environment. The cost of delivering the programmes is based on schools using the Group for 80 days at a cost of £420 per day (£33,600 in total). Schools would be asked to contribute £100, as they have hitherto, and this would add further value of £8,000 to the £25,600 grant.</p> <p>There has been a recent change in the organisational structure, with the Group aiming to maintain the same high standard of delivery whilst implementing new and enhanced education programmes which will be innovative, memorable and relevant.</p> |

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| 1.8 Cost breakdown: | <p>Educator salary and national insurance and pension - £10,023</p> <p>Educator manager contribution, including on costs - £1,717</p> <p>Educator travel and training - £1,100</p> <p>Towing costs to schools - £6,760 (£260 per school)</p> <p>Insurance costs - £800</p> <p>Licence fee contribution - £2,640</p> <p>Contribution to overheads including payroll, admin, marketing, accountancy - £2,560 @ 10%</p> <p>Total - £25,600</p> |
| 1.9 Community Benefit | <p>Approximately 6,500-7,000 children benefit in, on average, 26 schools from the service, based on the most recent years' figures. With Woking's support, Coram Life Education has been able to embed and sustain its education approach over recent years, and in doing so believes this has supported both children, teaching staff, parents and therefore the local community to consider the ways in which improved wellbeing for children can be achieved, for the whole community's benefit.</p> <p>For instance, its programmes are designed to make a direct impact on children's safety, welfare and behaviour, their improved relationships and their attitude towards and respect for others. Children will benefit from lesson plans which include community-themed lessons, including Year 3 'My Community' and 'Our Friends and Neighbours', and Year 2 'How can we look after our Environment'. These lessons encourage children to discuss issues with their local networks, and offer parents and carers the opportunity to visit the mobile classroom and provide views on the issues and experiences of their specific communities.</p> |

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| 2.0 Financial Background | |
| 2.1 Budget | <p>At the time of the application, the Group held £71,504 in the bank. The Group is obliged to allocate a budget sum each year to pay for educator and educator management costs, mobile classroom and towing costs, equipment, resources (including marketing flyers), a licence fee to the central office and overhead contribution for payroll, IT, administration and accountancy. As the area of Surrey will now be run by Coram Life Education, all funding received for that area (in this case Woking) will be restricted for that purpose.</p> <p>The funds that the Group holds in its bank accounts reflect the overall charity and its trading company, operating the central office and licensor functions, and four delivery areas of which Surrey is one. Coram Life Education is part of the Coram Group of Charities and therefore benefits from significant economies of scale, including office space, HR, IT, finance support and overall fundraising support</p> <p>The Group has submitted a budget for 2018/19 which shows an anticipated income of £96,129 against an anticipated expenditure of £92,142, resulting in an anticipated surplus of £3,987.</p> <p>Anticipated income includes school fees (£53,271) and grants and donations (£42,857). Items of expenditure include salaries (£49,342),</p> |

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| | towing costs (£16,899), licence fee to Coram (£8,268), Central Service Charge (£8,347) and insurance (£4,135). |
| 2.2 Accounts | <p>The Group has submitted accounts for 2016/17 which show an income of £334,193 (£327,082 in 2015/16) against expenditure of £482,163 (£453,981 in 2015/16), resulting in a deficit of £147,970 (a deficit of £126,899 in 2015/16). A deficit of £245,545 was carried forward at the end of the 2016/17 year.</p> <p>Commenting on the deficit, the Group notes that the amounts are owed internally to Coram, CLE Trading, and Coram Trading Limited totalling £192k. Whilst this is noted to be a large number, the charitable activities of Coram Life Education are supported by the Coram Group and so the intra-group balances are not going to be subject to repayment demands within the 2017/18 year.</p> <p>Coram will continue to support the valuable work done by Coram Life Education and a letter of support will be issued by Coram as part of its audit. Further explanation is that during the year there was significant deferred income that related to the funding of the online 'SCARF' resources and website being developed. This related to monies received before the year-end that were for work undertaken after the year end. The deferral has been released in early 2017/18 and is not something that would need to be paid out.</p> |
| 2.3 Support over the past five years | <p>2017/18 – £20,000 towards the costs of the Woking initiative. 2016/17 – £20,000 towards the costs of the Woking initiative. 2015/16 – £20,000 towards the costs of the Woking initiative. 2014/15 – £20,000 towards the costs of the Woking initiative. 2013/14 – £23,000 towards the costs of the Woking initiative.</p> |

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| 3.0 Assessment of Application | | |
| 3.1 Key Information | <ul style="list-style-type: none"> ○ Constitution ○ Registered Charity ○ VAT Registered ○ Equal Opportunities Policy ○ Safeguarding Policy ○ Reserves Policy ○ Quality Mark ○ Other funding sources pursued ○ Other support by the Council ○ Fundraising ○ Two quotes ○ Regular monitoring provided previously <p>* mobile classrooms stored on Council property</p> | <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>No</p> <p>Yes</p> <p>Yes *</p> <p>Yes</p> <p>N/A</p> <p>Yes</p> |
| 3.2 Consultee Comments | <p><u>Officer Comment</u></p> <p>Woking Borough Council has supported Coram Life Education for many years with their ongoing early intervention work offered to all our</p> | |

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| | <p>primary schools in Woking. Age appropriate interactive lessons are delivered by their educational programme to all year groups in a mobile classroom. Due to the ongoing support that WBC has provided, some pupils have now been fortunate to receive input every year of their primary school time. This enables the organisation to build on progressive learning because they have been in to all the schools over so many years.</p> <p>The objectives of the sessions are to enable the young people to make positive and informed choices about their health and wellbeing and to decrease the likelihood of unhealthy lifestyles. There is a focus on providing a clear knowledge and understanding of the effects of substances on the body, from prescribed medicines to smoking and illegal substances, but it also helps the young people to develop tactics to resist peer pressure, enabling them to make informed choices in all aspects of their lives.</p> <p>In 2016 Coram Life Education introduced a puberty programme, internet safety programme and an on line resource for teachers to help embed healthy living through the school year. The aim is to help prevent them in the future from taking illegal drugs or getting involved in anti-social behaviour or more serious criminal activities.</p> <p>All of the work of Coram Life Education is evaluated and they provide regular feed back to us on their work. Their termly reports include positive comments from our local schools, who also comment that the pupils are excited when they are expecting a visit.</p> <p>Health and well-being is a core priority for Woking Borough Council and this work supports that. In addition, substance misuse and anti-social behaviour continue to be some of the key priorities for the Safer Woking Partnership so this programme helps support our partnership work. The misuse of drugs and alcohol can so badly affect individuals and communities and this programme is working to reduce this by early intervention, so I consider it very important that we continue to support this organisation.</p> |
| 3.3 Assessment | <p>The Council has been an enthusiastic supporter of the Charity for many years, recognising the long term benefits of early intervention, and through its funding has enabled schools within the Borough to benefit at little or no cost. The Council has not been in a position to fully fund the deficit of the Woking services and in recent years the Charity has asked for a contribution of £100 from Woking schools participating in the programme to assist with the annual deficits.</p> <p>The work of the Group has expanded to combine the tangible delivery via the mobile classroom with digital online resources to support teachers throughout the school year. The Group pays close attention to the changing needs of teachers and schools, and understands that remaining relevant to them is key to its future sustainability. During the past year, the Group widened its portfolio of programmes and services to launch 'SCARF', an online framework of teaching resources to support improvement across the whole school. With 8,000 school-based subscribers within six months of launching, the Group is confident that its offer has become even more valuable and valued by schools across the country.</p> <p>The Coram Life Education programmes in Woking deliver life skills lessons designed to help children develop the knowledge, skills and</p> |

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confidence to make healthy life choices. The programmes develop a year-on-year education experience so that children are equipped with appropriate life skills such as understanding how they can keep their bodies healthy, staying safe, navigating changes such as puberty, understanding the risks of alcohol, tobacco and drug use. These interventions take a preventative approach and support Woking Borough Council's health and wellbeing priorities, namely: tobacco and alcohol control, physical activity, exercise and healthy diet.

The programmes also contribute to Crime Reduction and Community Safety initiatives by exploring alcohol related behaviours that can lead to violence, injuries, physical and verbal abuse and fear in communities. In 2016 the Group introduced a puberty programme, an internet safety programme and online resources for teachers to embed healthy living throughout the school year.

The Group undertakes online evaluation with children and teachers and this data is analysed to ensure the programme meets their needs. The most recent data highlights that 97% of teachers believe that the sessions meet children's needs, and 100% of teachers believe that the Group supports delivery of Personal, Social, Health and Economic education. It also assesses children's baseline knowledge and understanding which consistently shows children's progress after a Group session. For instance research is used that shows challenging misperceptions of social norms can help to reduce negative risk taking such as smoking: If children know that it is uncommon to smoke, they are less likely to take up smoking themselves.

The most recent research was undertaken with headteachers to understand schools readiness to implement Relationships Education when this becomes statutory in 2019. 85% of school leaders responded to the survey and this revealed that two thirds would like resources to help them. Coram Life Education will meet this need from September 2017.

In its general induction and ongoing training of educator staff, the Group uses evidence of effective education methods cited by professional bodies such as the PSHE Association, and best practice evidence gathered across the national network of educators (who, combined, reach half a million children). Earlier this year the Parliamentary Health & Education Committees published evidence submitted by Coram Life Education supporting the role of education in children's wellbeing.

The Group undertakes fundraising to develop evidence based programmes and resources for schools and for educators. This includes small grants but does not support the delivery of local programmes directly. For example, in 2016 the Worshipful Company of Information Technologists awarded a small grant of £4,500 which supported the development of internet safety programmes for the Group's national network of educators (reaching half a million children).

Depending on the level of grant offered, Coram Life Education will set targets to:

1. Offer all primary schools the agreed service
2. Reach approximately 7,000 children via the programmes
3. Offer tailored sessions in discussion with the school, based on

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their identification of need

4. Give a SCARF subscription to participating schools at no extra cost to classroom delivery, enabling teachers to embed wellbeing education throughout the year
5. Submit written reports as required.

Taking into account the consultee comments which note the importance of the intervention work undertaken by Coram to both community safety and health and wellbeing priorities of the Council, it is proposed that the Council continues to support the Charity, though due to the ongoing budgetary constraints faced by the Council, it is recommended that support of £20,000 be awarded for the 2017/18 financial year, the same as the level awarded for the current year.

REPORT ENDS