

EXECUTIVE – 10 DECEMBER 2015

CORAM LIFE EDUCATION - APPLICATION FOR SUPPORT

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. In 2003/04 the Council entered into a three year funding agreement for the project with the Woking Partnership and Surrey County Council. Under the agreement, a strategy was developed to deliver the Group's programme of lifestyle education to schoolchildren within the Borough, free at the point of delivery. In 2012/13, the Group was awarded the sum of £19,300 towards the costs of work taking place in Woking. Whilst the level of support was maintained in the following year for the core service, an additional sum of £4,000 was awarded to enable the Charity to introduce an Alcohol programme for Year 6. The level of support received during the current year is £20,000, the reduction reflecting the pressures on the Council's financial position.

The Group has applied for annual funding of £25,600 for the coming three years to be used 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.

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 2016/17 financial year, the same as the level awarded for the current year. In line with the other applications, the funding is to be awarded for 2016/17 only, with the Group therefore required to submit an application as part of next year's scheme to extend the funding.

Taking into account the consultee comments, closer joint working with the Council would be beneficial around such issues as childhood obesity, nutrition, diet and physical exercise which would be covered by the new joint working condition of grant.

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 2016/17 does not imply that a similar application in 2017/18 would be supported. In particular, it is emphasised that the Council is unlikely to be in a position to award any sums above the 2016/17 levels.

In view of this, the applicant is to be advised to ensure that contingency plans for the Group's operations for 2017/18 have been drawn up in the event that the Council is unable to continue its support beyond April 2017. As in previous years, all applicants are strongly recommended to pursue alternative sources of funding and are encouraged to approach Woking Association of Voluntary Services for advice and support.

Reasons for Decision

To continue the support for Coram Life Education towards the delivery of its programmes to schoolchildren in the Borough.

Recommendations

The Executive is requested to:

RESOLVE That funding of £20,000 be awarded for the year 2016/17 towards the services for schools in the Borough of Woking.

Amount(s) Recommended:

2016/17	Community Grant Budget	£20,000
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Conditions

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.
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.
Publicity. Where possible, the Organisation is required to publicise the support received from Woking Borough Council, including on all literature and leaflets produced.
Payments. Unless exceptional circumstances exist all claims must be received quarterly in writing (e-mail or letter) with details of the costs incurred (invoices required for over £50K) and monitoring information for the previous quarter.
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.
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.

Performance Indicators

The Organisation to provide a breakdown of the users in the past quarter.
The Organisation to provide details of activities and events held during the last quarter.
The Organisation to advise how the Council's support has been publicised over the last quarter.
The Organisation to provide a statement stating the use to which the grant money has been put.

The Executive has authority to determine the above recommendations.

Background Papers:

Application Form.

Reporting Person:

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Date Published:

2 December 2015

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GROUP
Coram Life Education

PROJECT OUTLINE							
Purpose of Application	The grant would be used for the running costs and maintenance of the Life Education mobile classroom to enable us to provide the year on year lessons to the primary schools in Woking. The running costs are made up of: salary for an Educator and their ongoing training and development; the provision of the mobile classroom including the towing and maintenance of teaching resources used to deliver the programmes. The cost of delivering the service is based on schools using the mobile classroom for 80 days at a cost of £420 per day (total £33,600). Schools would contribute £100 per day, total contribution of £8000, which would require a grant of £25,600						
Community Strategy	A community which values personal health and well-being.						
Amount(s) Requested	<table border="0"> <tr> <td>2016/17</td> <td>25,600</td> </tr> <tr> <td>2017/18</td> <td>25,600</td> </tr> <tr> <td>2018/19</td> <td>25,600</td> </tr> </table>	2016/17	25,600	2017/18	25,600	2018/19	25,600
2016/17	25,600						
2017/18	25,600						
2018/19	25,600						

BACKGROUND TO GROUP	
Status and Aims	Surrey Life Education Trust was formed in c1993 and has been working in schools in the area since 1998. The aims are to provide Primary schools (Nursery to Year 6) with interactive health education lessons, the content of the lessons covers the positive effects of exercise and a healthy lifestyle and the negative effects of harmful substances such as tobacco, alcohol and non-prescribed drugs. The objectives of the sessions are to enable young people to make positive choices about their health and wellbeing and to decrease unhealthy life styles. The sessions develop children`s knowledge, life skills and nurture positive health attitudes These interactive lessons are delivered on a year on year rolling programme in a mobile classroom that provides a memorable and unique experience that is beneficial to learning. The year on year programme is vital to sustaining the educational impact and follows well established research on best practice in health related behavioural change.

Volunteers

How many volunteers does the Organisation have?	6
Please indicate how many are male	3
Please indicate how many are female	3
Please indicate how many are disabled	0
Please indicate how many are from an ethnic minority	0

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Employees

How many employees does the Organisation have	3
Please indicate how many are Male	2
Please indicate how many are female	1
Please indicate how many are disabled	0
Please indicate how many are from an ethnic minority	0

Users

How many users does the Organisation have?	6890
Please indicate how many are Male	3445
Please indicate how many are Female	3445
Please indicate how many are disabled	250
Please indicate how many are from an ethnic minority	2500
Please indicate how many are from the Woking area	6890
Please indicate how many are aged under 5	300
Please indicate how many are aged between 5 and 10	5990
Please indicate how many are aged between 11 and 18	600
Please indicate how many are aged between 18 and 65	0
Please indicate how many are aged over 65	0
Charges for users	No
Details of Charges For Users:	

Members

How many Members does the Organisation have?	0
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ASSESSMENT

Review of Financial Standing

At the time of the application, the Group held £20,791 in the bank, which is reserved for staff salaries and renewals of equipment.

Budget

The Group has submitted a budget for 2016/17 to 2018/19. The budget for the coming year indicates a deficit of £9,980 based on an income of £96,180 against an expenditure of £106,160.

Income based on an estimate of visits to 82 schools per year over 229 days, at a cost of £420 per day (£96,180). Items of expenditure include Salaries and associated costs (£64,800), towing costs (£21,320) and the licence fee to Coram (£7,235).

The 2017/18 and 2018/19 budgets indicate a deficit of £12,375 and £12,390 respectively.

The Group has advised that it intends to reduce its cost base over the coming year:

- One of the three Mobile Classrooms will be taken out of use, as only two classrooms are required to service all the Schools, which will save running and maintenance costs. The spare classroom will then be sold.

- A restructuring of staffing levels is taking place to ensure the Group does not have an in-year deficit.
- The Designated Funds held by the Group are no longer needed and will be transferred back to the General Fund. It is anticipated that the Restricted funds can be de-restricted and added to the General Fund.

Accounts

The Group has submitted accounts for 2014/15 which show an income of £77,574 (£92,111 in 2013/14) against expenditure of £97,688 (£105,296 in 2013/14), resulting in a deficit of £20,114 (a deficit of £13,185 in 2013/14). The sum of £9,803 was carried forward at the end of the year.

Income included Voluntary Income (£21,380) and Incoming Resources from Charitable Activities (£55,411). Items of expenditure included Charitable Activities (£88,915) and Governance Costs (£8,773).

Previous Support by Woking Borough Council:

In 2002/03 Life Education Centres purchased a mobile classroom with the intention of providing a service dedicated to schools within the Borough. The new mobile classroom was financed by Life Education Centres – Surrey with assistance through grants from the Woking Partnership (£30,000) and Woking Borough Council (£15,000). Under the agreement, the unit is dedicated for use in the Borough. However, when not needed in the Borough, the unit can be used elsewhere in order to gain maximum utilisation.

In 2003/04 an agreement was reached between Woking Borough Council, Surrey County Council and the Woking Partnership to jointly fund a service in Woking which would visit each school free of charge. Woking Borough Council and Surrey County Council undertook to provide match funding of £15,000 and the Partnership provided funding of £10,000.

The Borough Council's funding was for three years after which the position was reviewed. In light of the review, it was agreed to extend the funding for a further three years. Surrey County Council, however, withdrew its support and, despite sustaining losses, the Trust has continued to provide its services to the children of Woking free of charge at the point of delivery. In 2013/14, the level of the Council's support was increased to £23,000 to take into account the costs of the new alcohol awareness programme developed by Coram Life Education. It is only recently that the Charity has had to request a contribution from Woking schools towards the costs of the service, to help towards the overall costs. Due to the ongoing budgetary constraints faced by the Council, the Council reduced its level of support for the 2014/15 year to £20,000, representing a decrease of £3,000 from the amount awarded in the previous year, and maintained it at the same level since that time.

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.

2012/13 – £19,300 towards the costs of the Woking initiative.

2011/12 – £15,000 towards the costs of the Woking initiative.

2010/11 – £15,000 towards the costs of the Woking initiative.

2009/10 – £15,000 towards the costs of the Woking initiative.

2008/09 – £15,000 towards the costs of the Woking initiative.

2007/08 – £15,000 towards the costs of the Woking initiative.

2006/07 – £15,000 towards the costs of the Woking initiative.

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2005/06 – £15,000 towards the costs of the Woking initiative.	
Consultee Views	
Sue Barham	<p>Having taken some time to read the group's evaluation and monitoring reports on the impact of those attending the programme (approx. 6,890), it is evident the value which is placed on this programme by schools, and the added life skills that the children themselves gain. This is very much a preventative programme with topics addressing such issues as the awareness and understanding of the misuses of alcohol, effects of tobacco and legal and illegal substances.</p> <p>Overall much of the work highlighted in the application mirror's closely the over-arching objectives of the Surrey Health and Wellbeing Strategy, as well as those priorities within Woking's Health and Wellbeing Plan and Integrated Youth Strategy.</p> <p>I consider however that more could be potentially achieved by closer joint working around other such issues as childhood obesity, nutrition, diet and physical exercise and therefore would welcome the addition of the new Joint Working grant condition being applied to the Award. I would be supportive of the Application at a similar level to that previously awarded.</p>
Camilla Edmiston	<p>We have supported Coram Life Education for many years as they offer ongoing early intervention work to all our primary schools in Woking. The organisation has been able to build on progressive learning because they have been in to all the schools over so many years. The programme is delivered to all year groups in a mobile classroom with age appropriate interactive lessons, so some pupils have been fortunate to receive input every year of their primary school time. The sessions focus on providing a clear knowledge and understanding of the effects of substances on the body. This includes everything from prescribed medicines, smoking and illegal substances, but also helps to develop tactics for the young people to resist peer pressure, enabling them to make informed choices in all aspects of their lives. This may prevent them in the future from taking illegal drugs or getting involved in anti-social behaviour or more serious criminal activities.</p> <p>The Coram Life Education work is evaluated and they provide regular feed back to us on their work. This always includes positive comments from our local schools, whose pupils are excited when they are expecting a visit.</p> <p>Substance misuse and anti-social behaviour are some of the key priorities for the Safer Woking Partnership so this programme helps support our work. Individuals and communities can be so badly affected by the misuse of drugs and alcohol and this programme is working to reduce this by early intervention, so I consider it important that we continue to support this organisation.</p>
WAVS	WAVS fully supports the work that Coram Life Education

undertakes. This type of engagement with young people is key to the well-being of the community going forwards.
WAVS fully supports this application.

Assessment Overview

Summary of Key Supporting Information

- Constitution - Yes
- Registered Charity - Yes
- VAT Registered - No
- Equal Opportunities Policy - Yes
- Safeguarding Policy - Yes
- Reserves Policy - Yes
- Quality Mark - No
- Other funding sources pursued - Yes
- Other support by the Council - Yes - The Council provides a base for the mobile classroom when not in use.
- Fundraising - No
- Two quotes - N/A
- Regular monitoring information previously provided? - Yes

Coram Life Education is an international federation of voluntary sector organisations dedicated to improving the health and welfare of children, families and communities by delivering effective health and drug/alcohol education in school and community settings. In the UK, Life Education is the largest children's health education charity, providing a comprehensive range of high quality and evidence-based services appropriate to the needs of primary school children.

Surrey Life Education Trust, originally established in 1993, was amalgamated with Croydon Trust in 2005 and Sussex Trust in 2011 to provide economies of scale whilst delivering locally focused services to schools. The Trust provides primary school education (years 1 to 6) with health education about the positive effects of exercise and good diet; and the negative effects of harmful substances (tobacco, alcohol and non prescribed drugs). A community based project is run by the Charity for Year 6 pupils and their parents that specifically addresses alcohol abuse.

The aims of the Group are to:

- give children information and knowledge about the body and how the body works, to engender a respect and understanding of their bodies;
- give children skills and strategies to deal with situations in which they may find themselves through various activities and techniques;
- attempt through both the positive nature of the programme content and the style of teaching involved, to raise the child's self-esteem; and
- make each visit an exciting and memorable event.

Life Education is normally delivered in an air conditioned mobile classroom using special equipment and by specially trained Educators, creating a unique and memorable experience which is beneficial to learning. Sustaining the message through exposing children to Life Education annually is vital as it fits with researched best practice of behavioural change. The service is funded through grants from local authorities which are ring-fenced for use in their specific areas.

The Trust employs two Educators who deliver the programmes and one Education Manager who manages the team and project as well as delivering the programmes. All are trained teachers and are specifically trained to deliver Life Education programmes. All work 3 days per

week on a part-time basis. The service is supported by two part-time drivers who tow the classrooms to their destinations.

Further support is received from six volunteers, including patrons and trustees. The Trustees govern the running of the Trust and manage the employment of the Educators plus the Administrator. Together with the Patrons, the Trustees aim to promote Life Education across Surrey to maximise usage of its services.

The Trustees set an annual budget, publish annual reports, hold Annual General Meetings, submit reports to the Charity Commissioners and ensure that the Trust meets its legal requirements. The Trust works to raise funds and identify appropriate grants that can be applied for to support the running costs and delivery so that all schools can access the service.

During the 2014/15 year, 6,890 children in Woking benefitted from the work of the Life Education Centre. Since September 2013 schools have been asked to contribute £100 per day towards the cost of their visit out of the school budget. The full cost of the Life Education Centre equates to £420 per day, which has not increased for 5 years, and schools have been asked to contribute to make up for a shortfall in recent grant allocations.

Coram Life Education utilises an on-line evaluation system that records responses from both pupils and staff once a visit has taken place. The on-line evaluations confirm that the delivery of the programmes are of a high standard, demonstrate that the lesson objectives are being met and that the children show an increase in knowledge and understanding.

A sample of recent data shows:

- 95% of pupils learned something new and recorded their visit as excellent
- 80% understood the influence of peer pressure and how to deal with peer pressure in a real life situation
- 91% could identify assertiveness skills and behaviour
- 94% recorded what they had learned and talked about would help them in the future.

The evaluations from the schools enables the Group to check that the children are taking on board the correct messages about healthy lifestyles and that they understand the skills needed to develop to maintain a healthy and safe lifestyle as well as addressing any misconceptions about health related behaviour and monitoring any trends in attitudes.

The programmes delivered by Life Education provide a unique experience that has a long lasting effect and supports the development of healthy lifestyles. The topics of the programmes – tobacco, alcohol, physical activity and diet – are the four risk factors that are identified by the Surrey Health and Wellbeing Board as being areas that are a focus for prevention (prevention being one of the five priorities for the year). The work done by the Charity in helping children to understand these risk factors contributes to reducing health inequalities in the borough and has a consistent and sustained approach that addresses life style choices not just one off interventions. The programmes are well researched, evidence based and follow best practice guidelines for addressing behavioural change in health. The model used is a Health Education Community Action model that indicates that alcohol and drug education interventions are more likely to impact positively on health and promote healthy lifestyles if they incorporate coherent and consistent messages about alcohol and drugs. The promotion of good health and positive health choices is a key issue for the Borough, and the programmes of Coram Life contribute to addressing that issue and actively address the adoption of healthy lifestyles.

The Charity estimates that, based on previous years' numbers, some 7,000 children will benefit from its services directly. The sustained approach and influence of Coram Life Education benefits teachers, parents and families within the wider community resulting in a younger generation who make positive health choices. The impact of the programmes addresses drug

using behaviour, alcohol consumption and alcohol related behaviour including knowledge and understanding of the effects of alcohol on health and the impact on other people. Active healthy lifestyles are reinforced and promoted as are the importance of a balanced and nutritious diet. The programmes contribute towards positive mental health and developing resilience factors within young people by helping them to understand and identify peer influence, factors that influence risky behaviours and skills that can keep them safe.

Woking Borough Council has provided continuous support for several years through a direct grant and additional money from the Woking Partnership. In 2011/12 the Charity received £19,300 from W.B.C and £10,000 from the Woking Partnership. The support from the Partnership continued (subsequently through the Partnership Officers Group under the remit of the new SCC/ WBC Community Safety Sub-Committee), with £10,000 paid annually towards the service, in addition to the funding awarded by Woking Borough Council. In 2013/14 the Charity began to ask for a contribution from each school to help address the shortfall in funding. Schools have contributed £100 per day towards the sessions being held.

The applicant has advised that local Rotary/Lions clubs provide contributions to individual schools that they have a connection with, usually no more than £500 per school.

The Group highlights that the continued use of the service indicates that schools identify the Lifebus as a valuable resource that delivers something the schools cannot replicate. The fact that schools actively contribute to the cost demonstrates that schools see the benefit for the children.

Considerations

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.

The programmes 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. The programmes further contribute towards positive mental health and developing resilience factors within young people. By engaging with parents and the local community positive and consistent health messages are more likely to be delivered and the role of parental influence on children's health related behaviours is addressed.

The Group has applied for annual funding of £25,600 for each of the coming three years to be used towards running costs to ensure the service can continue to be provided year on year Life Education lessons to the primary schools in Woking. The running costs are made up of: salaries for Educators and their on going training and development; the provision of the mobile classroom including the towing and maintenance; and teaching resources used to deliver the programmes.

The cost of delivering the service is based on schools using the mobile for 80 days at a cost of £420 per day (total £33,600). The schools themselves would contribute £100 per day, total contribution of £8,000, which would require a grant of £25,600 to meet the shortfall.

The costs outlined below are for the service in Woking only:
Educator salary including travel and CPD – £15,600
Towing – £6,760 for 26 schools (£260 per school)
Licence fee – £2,640

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Insurance – £1,035
Maintenance and Repairs – £1,000
Admin and website – £100

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 2016/17 financial year, the same as the level awarded for the current year. In line with the other applications, the funding is to be awarded for 2016/17 only, with the Group therefore required to submit an application as part of next year's scheme to extend the funding.

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 2016/17 does not imply that a similar application in 2017/18 would be supported. In particular, it is emphasised that the Council is unlikely to be in a position to award any sums above the 2016/17 levels.

In view of this, the applicant is to be advised to ensure that contingency plans for the Group's operations for 2017/18 have been drawn up in the event that the Council is unable to continue its support beyond April 2017. As in previous years, all applicants are strongly recommended to pursue alternative sources of funding and are encouraged to approach Woking Association of Voluntary Services for advice and support.

Legal Authority

S142 Local Government Act 1972
S111 Local Government Act 1972

REPORT ENDS