



...helping children make healthy choices

Coram Life Education in the NW

What do we do?

Coram Life Education's main specialist programme is aimed at children aged 3-11 years and provides valuable education about how they can look after their bodies and minds using fun, interactive and age-specific activities. The programme is delivered by qualified educators in the mobile classrooms using an interactive model of the human body, fibre optic lighting and a multi-media suite. Films and puppetry created by BAFTA award-nominated puppeteers from CBBC television are also used. As well as healthy lifestyle choices, the programme addresses issues such as self-esteem, drugs awareness, assertiveness and anti-bullying techniques, and positive friendships. In the NW our experienced and talented educators cover schools in Bury, Oldham, Rochdale, Stockport, Salford, Widnes, Warrington, Newton, and Cheshire. The Trust also provides services to Sefton and Manchester.



Rudeheath Children get some life education. Pupils from Rudheath Primary Academy made the most of the centre.

Educators

During the past year our three Educators Lynda Pearson, Michelle Jenkins and Rachel Hart worked in schools for 410 days, visiting 140 schools and seeing 32,702 children. Rachel has been particularly active in sourcing valuable funding over the last 2 years, constructing a successful bid to the Baroness Newlove Fund which has given £12000 over those years to support the work in Bury primary and secondary schools through the Bury East Alcohol Partnership (see picture overleaf). Michelle Jenkins has taken a lead on IT within the team and is working to ensure schools get full value from the Survey Monkey Evaluation tool which, among other things, provides schools with important evidence for Ofsted Inspections.

Programmes and Training

There is an outstanding website www.coramlifeeducation.org.uk for children and schools which provides excellent downloadable materials and resource to support teachers in delivering the National Curriculum. Two years ago we acquired a Qwizdom Set of hand-held computers which enable Educators to work in school settings apart from the Units and they have taken new training to lead sessions in secondary schools.

Towing and Maintenance of Units

We are very grateful to local operating groups (LOGs) and their members for their help with securing bookings, with towing and subsidising the visits to schools. Although Educators are keenly involved in marketing the service and invoicing schools we still appreciate the tremendous help given at local level. The Trust ensures that all Units are serviced regularly and any necessary repairs are carried out as

Annual Report 2014

For anyone interested in more details of the work of LEC NW our Annual Report - for the year which ended in March 2014 - will be available on the Charity Commission's Website following approval at the AGM. In November. All our returns to Companies House and the Charity Commission are carried out on-line and are up-to-date.

Finances Continue to be on a Sound Footing

Though we have had to work hard to secure bookings Dennis Pollard as Treasurer and Pauline Coope Administrator have collaborated well to keep our finances in good order, we have been operating with only three educators since April 2013 but our earned income from schools is only c£1000 less than last year. We have posted a small loss this year which is largely down to a depreciation charge but on balance our income and expenditure are closely aligned. As we went to press we were hopeful of a donation from a generous local philanthropist which could provide us with a replacement mobile resource unit.

Charges to Schools 2014-15

The cost charged to schools for this academic year has been set at £270 per day. However, where towing is not provided free by local groups, schools are asked for a donation towards towing costs – which are usually in the region of £50-£80 per move.

The Sodexo Partnership

Thanks to the links developed by Coram at National level, LEC NW has teamed up with the world's largest services company **Sodexo** which has a base in Salford with the aim of bringing the Life Education programmes to even more children. Last year Sodexo helped refurbish one of our units, and underwrote some visits to schools which were very much appreciated. This year they are sponsoring Educator training and school visits to deliver Assembly programmes.

☺ A Huge Thank You to our generous supporters, sponsors and volunteers ☺

Especially to: **Baroness Newlove Foundation** (Bury East Alcohol Partnership) **Balfour Beatty**. **Sodexo** - "Healthy Living and Diet". **Iron Man UK Event** in Bolton, **Mornflake** and **Roberts Bakery** for Northwich Schools; **Waitrose**; Sponsorships from Districts 1280 and 1050 include Rotary Clubs of Widnes, Frodsham & Helsby, Northwich Vale Royal, Crewe and Nantwich, Bury, Rochdale, Crompton & Royton, Oldham Metro, Oldham, Warrington, Newton Jubilee, Salford. Tarporley, Bolton, Bolton Daybreak, Turton, Bolton-le-Moors and a significant number of other clubs who support their local schools directly so that they can take up the programmes at a subsidised rate.

DISTRIBUTION Email to All Club Presidents (Districts 1280 & 1050). A hard copy will be available at the District Conference at Scarborough 24/25 October 2015.

Life Education Centres North West (LEC NW)



A Project of Rotary Districts 1280 & 1050

Newsletter Autumn 2014

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Life Education



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Coram Life Education

“The UK’s Leading Health and Drug Education School Programme”

Facts

800,000 children visit units each year (nearly 1 in 5 Primary Schools in the UK). 30,000 Primary School Teachers are involved and 3,500 Parents through the Family Assembly programmes. Coram Life Education has achieved the Department of Health Information Standard – a quality mark designed to recognise reliable sources of evidence based information for Schools. All programmes are regularly evaluated and measured by internal and external Assessors, as an ongoing review of effectiveness and development. www.coramlifeeducation.org.uk Coram Life Education is part of the Coram group of charities whose expertise includes adoption, creative therapy, supported housing, family support and promoting children’s rights.

Does Life Education Work?

Recent research with schoolchildren who have taken part in the Coram Life Education programme demonstrates its exceptional success rate: 87% of children knew more about keeping healthy; 76% recognised how their emotions and needs change in different situations; 88% understood how others influence the choices they make about smoking, alcohol and other drugs; 69% reported they had learned to be more assertive. Our own evidence shows that the programmes are very well received by children, staff and schools and do make a significant impact in the area of Health Education and increasingly Personal and Social Education.

CHANGES IN THE NORTH WEST

Regional

In addition to LEC NW the Trusts in Lancashire, Cumbria and Wigan, continue to provide services on behalf of Coram Life Education and we are working together in the region to co-ordinate services to best effect. This has meant that at times we are able to share Educators and LEC NW draws on the excellent systems and expertise of Pauline Coope the Administrator for Lancashire. With help from Jim Gill the service has now begun to expand into Liverpool. Sadly the Wirral Trust felt unable to carry on this term, but LEC NW and Lancashire will continue the service there.

WHO’S WHO at LEC NW

Committee:

Chairman: John Parle, Widnes Rotary Club
Treasurer: Dennis Pollard, Crompton & Royton Club
Secretary: Mel Farrar, Oldham Metro Rotary Club
Trustees: Richard Murphy, Oldham Metro Club & Link for Oldham; Don Lockett Bury Club and link for Bury; Bill Kendrick & Mike Seaman, Northwich Vale Royal Club and Link for Cheshire; Stuart Shaw Tarporley Club & link for Cheshire.
Educators: Lynda Pearson (Team Leader), Rachel Hart, and Michelle Jenkins
Administrator: Pauline Coope
Hon Vice-Presidents: Harry Pickles; Don Lockett
The board is currently seeking two new Trustees to replace John Pedley and the late Peter Atkinson



CHAIRMAN’S COMMENTS

Congratulations to our longest serving National Trustee, **Ken Medlock OBE**, from the Wirral, who has just celebrated his **100th** Birthday. Ken was introduced to Life Education in **1993** by the then District Community Chairman, **Don Lockett** – now a **Vice President**. Ken was Chairman of **Granada TV “Telethon”** Charity fundraising event that year, and Rotarians from our District helped man the ‘phones and carry out many other tasks to help the TV Charity raise millions of pounds. Don persuaded Ken and the Granada Trustees to fund the purchase of a mobile classroom – the **“Granada Unit”** and Life Education in our Rotary District was soon well established. Ken was so impressed with the work of Life Education he became a National Trustee, and only retired from the Coram Life Education Board last year. Ken and his wife made a big impression on TV’s **“One Hundred Year Old Drivers”** screened in August – fame at last!!
John Parle jfparle@yahoo.co.uk

FUNDRAISING

The Educators and Committee have been busy on the Fund-raising front this year. If your club is interested in a speaker from Life Education or would consider it as a project for your New Generations committee then please get in touch with the Secretary melfarrar@foxdentonventures.freeserve.co.uk or any of the Trustees.

IRON MAN EVENT gives us a lift. LEC NW through Rotary links there were again beneficiaries of this event which is staged annually in **Bolton**.

Widnes Schools will benefit from a Charity Golf Day organised by **Neil & Barker** celebrating the company’s 50 Anniversary. All monies were donated to expand Life Education in the Town.

Who says Crime doesn’t pay?



CHIEF Supt **Catherine Hankinson** **GMP Divisional Commander for Oldham and Tameside** presents a cheque to support our work from monies seized under the Proceeds of Crime Act. Pictured at SS Aiden and Oswald School, **Royton** (from the left) are pupils, Jack Hague, Millie Smith, Oliver Ferguson and Scarlet Openshaw with Educator Rachel Hart and Mel Farrar, Secretary of LEC NW.



Baroness Newlove and speakers at the **Bury East Alcohol Harm Reduction Conference** earlier this year.