

Tools for funding schools





Better
Spaces

Better
Outcomes



The funding map



1. The school funding revolution starts here



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At Dulux, we believe life is better in a better space, whether that is at home, in the community or at work. That's why we exist; why we're on a mission to add colour to people's lives. We are continuously innovating our products and services to make people's lives more liveable and inspiring, ultimately creating beautiful living spaces.

This commitment to creating better spaces to improve lives is where the Smarter Spaces campaign was born. A real belief that we can work with leading educators to support learning and teaching for the better.

We launched the Dulux Smarter Spaces campaign in 2015 to raise awareness of the tremendous impact that the learning environment can have on both learning and teaching, and to inspire and support schools to make the change – whether small tweaks or major overhauls.

Since then we have brought together those from across the education sector and beyond

who really believe in the value of good classroom design.

The support received has been incredible and the campaign has grown into a coalition of influential figures, including the Academies Enterprise Trust (AET) and the Association of School and College Leaders (ASCL). And whilst it is clear that schools really do want to enhance the learning experience of their pupils and teachers, one key barrier repeatedly stands in their way – a chronic shortage of funding.

This is why we are taking the Smarter Spaces campaign to the next level, bringing together

experts from across the public and private sectors to help schools secure additional funding from non-traditional routes. These are funds and wider resources that can help to transform learning, and ultimately change lives.

The Tools for Funding Schools guide offers a guide to a range of resources that schools can access – from current government funding routes and charity grants, to the role of crowdfunding in helping schools tap into funds from across their local communities and networks.

Through this advice, we believe that the guide will inspire a funding revolution to help schools deliver educational excellence for every pupil.

Matt Pullen,
Managing Director UK and Ireland for AkzoNobel,
the makers of Dulux





My name is Matthew Burton, I'm Deputy Headteacher at Thornhill Community Academy, and I featured on Channel 4's Educating Yorkshire. My years as an English teacher have taught me that there are many factors which can affect pupils' learning and achievement – with the classroom in particular being fundamental in creating the optimum learning environment.

That's why I am delighted to be supporting Dulux Smarter Spaces, which is championing the movement to improve learning environments by supporting schools to achieve better outcomes through the power of effective use of colour and design.

I fully understand the pressures that teachers are facing when it comes to school budgets. I know that schools are feeling the pinch and that difficult decisions are having to be made in order to save money, but still maintain their core purpose – to provide high quality teaching and environments where children can thrive.

This Tools for Funding Schools guide has been compiled thanks to the input of a host of education and funding experts, and provides a one-stop-shop for information about alternative sources of funding and advice on how schools can make their budgets stretch further.

As part of my work as a brand ambassador for Dulux Smarter Spaces, I've seen first-hand the positive impact that an effective learning environment can have on both pupils and teachers. I'm hoping that this guide will help schools understand the alternative sources of funding available, enabling all schools to ensure school facilities and classrooms can support pupils' learning and achievement.

Matthew Burton,
Deputy Headteacher, Thornhill Community Academy



2. The backdrop



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The financial crisis ushered in a new era of austerity which has had a notable impact on the schools system. While the Government has said it will protect school spending per pupil and introduce a new National Funding Formula to put an end to regional disparities, analysis by the Institute for Fiscal Studies (IFS) shows schools face up to 8% cuts in real terms. At the same time, pupil numbers are expected to grow to unprecedented levels by 2020.

Such an imbalance means that funding supply continues to outstrip demand and school leaders are faced with tough choices to provide the kind of learning environment they would like.

There are a wide range of ways schools can mitigate the impact of squeezed budgets. These range from alumni donations, to business and charitable support – and even crowdfunding (digital fundraising).

While these measures won't solve the funding shortage that schools face in one clean sweep, there are tangible benefits to be reaped when schools are entrepreneurial and come together with their local communities and networks to help raise additional resources.

This toolkit aims to help school leaders navigate some of the options available to obtain the resources they need to ensure their school thrives.





£100_m

a year worth of
potential alumni
donations untapped
from former pupils



£1.5_{bn}

of grant funding
available from
charitable bodies



£229_m

up for grabs from
business through
corporate social
responsibility initiatives

Sources: Future First, 2014, Institute for Fiscal Studies, 2016 and Pebble

3. The current funding routes for schools



3. The current funding routes for schools



Schools receive the majority of their revenue funding according to a formula set by their local authority. Revenue funding is used for staffing and curriculum costs, keeping the school buildings heated, lit and properly maintained and providing necessary back office support functions. The way this funding is allocated is undergoing significant reform and in 2018 the Government are introducing a National Funding Formula (NFF).

The National Formula will determine how much money the local authority (LA) receives for schools budgets. However, in the first couple of years the amount schools receive will continue to be finalised by the local formula as the LA make the transition towards the national distribution methodology.

Schools also have access to capital funding to support more significant maintenance requirements and development projects that keep school buildings safe, efficient to run and able to meet the changing demands of the curriculum.



3.1 Top tips for managing core budgets



ASCL Association
of School and
College Leaders

Funding Specialist at the Association of School and College Leaders (ASCL), Julia Harnden, offers her top tips on how schools can manage their core budgets.

1. **Set a balanced budget that incorporates sensible key performance indicators**

Setting a balanced budget that incorporates sensible KPIs as a proportion of available revenue funding is crucial. These might be total staffing at 75-80% and other costs at 20-25%, but each school will differ based on its individual needs.

Don't rely on reserves to cover revenue expenditure. Your KPIs should be set against your in-year budget allocation.

2. **Regularly monitor budget forecasts against actuals**

Don't forget to regularly monitor budget forecasts against actuals because this will help to make sure that the impact of variances is reflected in your projections for the rest of the budget year.

3. **Check cash flow each month**

If you regularly monitor your school's cash flow each month then you'll always be on top of your budget. Don't forget to incorporate variances in expenditure in your cash flow forecast for the year too so you're not caught on the back foot.



4. Create a rolling 3-5 year plan

Developing a rolling 3-5 year budget plan that you regularly update to include changes as they become known will help you to make sure that the impact of changes made now are reflected in future years.

Try and include scenarios for the best, worst and most likely outcomes of changes, so that you are well prepared. For example – considering the impact of the NFF.

5. Be realistic

Your available funding must determine the curriculum you can afford to deliver.



3.2 Top tips for making capital funding go further



ASCL Association
of School and
College Leaders

Funding Specialist at the Association of School and College Leaders (ASCL), Julia Harnden, offers her expert guidance on how schools can maximise capital funding and make it go even further.

1. Planning is everything

Changes to the learning environment should be costed into your strategic financial plan which is likely to cover the next three to five years. This plan is important because it provides a roadmap for success and will help ensure you get the most out of all available resources in the most sustainable way.

2. Start with the end in sight

At the beginning of the strategic planning process it's important to start with the end in view so set the direction of travel by asking yourself 'what are my core principles?' Don't forget to engage with those across your whole school community to find out whether you can evidence value for money and effective procurement policies.

3. Key performance indicators

KPIs are quantifiable measures that can be used to indicate your school's success. Planned and actual expenditure should be measured regularly against KPIs as part of the strategic planning process and these will typically be staffing, premises and infrastructure, and the curriculum.

4. Benchmarking

Use benchmarking tools to compare spending patterns and investigate the potential reasons or variances. The Department for Education Schools Financial Website schools-financial-benchmarking.service.gov.uk provides you with income and expenditure data for both maintained schools and academies.

Key questions to ask include:

1. Is there a clear link between the planned expenditure and the impact on curriculum?
2. Is the project achievable in the current environment?
3. Will the project impact on revenue budget planning in the future? In other words will there be any additional costs incurred or savings made in the years following completion?
4. Is the project feasible and can it be delivered efficiently?
5. Will the project engage with all stakeholders?

5. There are always options...

An options appraisal process (reviewing options and analysing the costs and benefits of each one) will help to align your school with your available resources. It'll develop a business case for change, provide a risk-based evaluation of all the options, and translate project plans into feasible actions and outcomes.



4. Think entrepreneurially about raising funds for your school



4. Tips for thinking entrepreneurially about raising funds for your school



 Pebble

In a constrained funding environment the importance of financial management goes beyond just saving money. And schools across the country are using the arsenal of skills they have to be more entrepreneurial and business-focused.

Fundraising experts Pebble have been working with schools to help them do just that. Managing Director, Ryan Green, has five top tips to remember when approaching a school fundraising campaign.



1. Articulate your vision

Create a sentence that summarises your school's vision so you can communicate it easily to others. Not only will this allow you to mobilise supporters, it also creates a bigger picture which everybody can aspire to.

2. Set your goals

If your vision sounds vague then your goals will help you explain to others how you intend to achieve it. Goals break your vision down and need to be punchy (bullet points are great) with a timeframe.

3. Define your projects

Developing a vision and goals costs nothing but delivering them will take time and money. When defining your project think about the outcomes it will deliver so you can tell your supporters what their contributions are going towards.

4. Tap into the opportunities out there

With eight out of ten people in the UK giving donations, £1.5 billion of grant funding and £229 million in corporate social responsibility sponsorship for education alone, these pots of money shouldn't be ignored so find out about the options. This toolkit will help you to find and win new funding opportunities.

5. Tell your supporters

Communication is key. When you've done all of this incredible work don't forget to tell people about it! Use social media to reach as many people as possible and if you can't update every social media channel every day, don't. Pick one digital channel, such as Twitter or Facebook, and do it well.

4.1 Case studies you can learn from



Longbenton Community College

Longbenton Community College recognised a growing interest in sailing among its students. Pebble helped their School Business Manager align a solid project strategy with income generation activities suited to the project. The work paid off as Longbenton were able to purchase sailing boats, trailers and all of the other equipment needed to start a successful sailing club.

The Clare School

Pebble helped The Clare School develop the 'Care for Clare Appeal'. The appeal's main achievement has been the Hydrotherapy Pool Project which has raised more than £50,000 of a £300,000 goal by using multiple income streams, including brass band concerts, marathons, sponsored swims, donations and grants.

Knockloughrim Primary School

Pebble helped Knockloughrim Primary School acquire more than £30,000 from a variety of donors for a multitude of projects meant to enrich the educational experience at the school. The grants allowed Knockloughrim to purchase resources for their special needs provision, build a vegetable and literacy garden, establish a Breakfast Club, secure transport for swimming lessons and purchase a beautiful bespoke garden gate for the school grounds.



4.2 Charitable grants



There's a wealth of funding available from various charitable bodies specifically aimed at the education sector. They're diverse in terms of size and geographical reach and are a great way for schools to secure new funding.

How to... connect with the Trust

Research the Trust's objectives and tailor your application to these.

Despite offering grants for a range of areas, the Trust does tend to focus on outdoor learning opportunities so try to ensure your project includes an element of this.

Ernest Cook Trust

Overview: The Ernest Cook Trust offers grants to schools that want to encourage young people's interest in the countryside, environment, arts and science or raise literacy and numeracy levels.

Grant size: The Trust offers a large grants programme for funding over £4,000 and a small programme for funding under £4,000.

Do's and don'ts

Do submit a simple budget for the project by outlining the ways in which the funding would be spent.

Don't send multiple supporting materials. The Trust prefers applications to be as simple as possible.

Hints and tips

All applications should be submitted by post. There are no official application forms and the Trust simply asks for a covering letter with up to a maximum of two additional sheets of information outlining the project you're seeking funding for.

How to stand out on the form

Be specific and explain how the funding will make a difference to your school.

Explain how the funding will provide new educational opportunities, appealing to their priority areas.

Hints and tips

Awards for All has a mission to bring 'real improvements to communities' so make sure you provide tangible examples of how this will benefit the community.

Awards for All England

Overview: Awards for All offers grants for grassroots and community activity to improve life for local people and neighbourhoods. It doesn't have a deadline and you can apply at any time of the year.

Grant size: Awards for All offers grants between the value of £300 and £10,000.

Do's and don'ts

Do plan your time. Good applications take time so try to send it four months before your project will start.

Don't send more than one application as these will not be considered.

John Lyon's Charity

Overview: The John Lyon's Charity offers programmes to schools across nine boroughs in northwest London for projects that encourage schools to work together to support their most challenged pupils or encourage learners to take up an arts activity outside of the classroom.

Grant size: The Charity offers grants of more than £2,000.

Hints and tips

Your application doesn't have to be long but make sure it covers a range of points including a brief outline of the socio-demographic make-up of your school, a summary of the project and how this will support your School Improvement Plan as well as how much you're requesting from the Charity and what you'll spend the money on.

How to... approach the process

The Charity operates a two stage application process so make sure you set aside enough time to go through both stages.

Do's and don'ts

Do encourage the Charity to visit your school during the process.

Don't apply for the grant if you're outside of northwest London.



Hints and tips

Be original! The Jack Petchey Foundation receives funding applications from hundreds of schools, so make sure your application is an original one. The application needs to stand out in order to give you a competitive advantage over other schools.

Jack Petchey Foundation

Overview: The Jack Petchey Foundation's main programme, the Achievement Awards, is a peer recognition scheme for pupils aged 11 and above.

Grant size: The programme offers £250 of funding which is spent by pupils who are nominated by their peers.

How to... tailor your approach

Make it clear that pupils are at the heart of the decision-making process for the grant as this is key to the mission of the Foundation.

Do's and don'ts

Only apply if you're a secondary school as it's only for pupils aged 11 plus.

Don't apply for the grant if you're outside London and Essex.

4.3 Businesses are on hand to help



The business community is a great source of funding for schools through various corporate responsibility initiatives, including grants, sponsorship and competitions – from Dulux's Smarter Spaces campaign which aims to create inspirational learning environments, to the Premier League's sports-based funds.

So whether you are looking for a classroom makeover or new musical instruments, here are some of the business-supported schemes that can help to bring learning and teaching to life.

Dulux

Overview: The Smarter Spaces Young Designers competition offers pupils the opportunity to transform their classroom according to their very own designs.

Grant size: The competition offers two prizes of £5,000 worth of design and decoration services to make pupils' ideas become a reality.

Premier League and Football Association Facilities Fund

Overview: The Premier League and Football Association Facilities Fund is available to schools, football clubs and local sports associations to support the development of new or refurbished local football facilities. Applications are welcome all year round.

Grant size: The Fund offers grants worth up to £500,000 to develop or improve football facilities for community benefit, including changing rooms, grass and multi-use games areas.

Ikea

Overview: Ikea offers programmes to fund projects for children, better living and the environment with a local focus to improve the surroundings and environment where children are educated.

Grant size: Applications are made to your local store and in addition to financial support, schools are also able to request donations of products and recycled goods.

EMI Music Sound Foundation

Overview: The EMI Music Sound Foundation funds the purchase of musical instruments and projects and has two application deadlines a year.

Grant size: The Foundation offers grants worth up to £2,000 to purchase musical instruments and training courses for teachers.



4.4 Engaging with former students



The amount of funding available from alumni communities shouldn't be underestimated. Recent research by Future First, a charity helping schools to connect with their alumni, revealed that there are untapped donations worth over £100 million a year from former pupils collectively, equating to around £30,000 for each school in the country. The will is there too because 30% of state school alumni are willing to give back.

And the success of tapping into alumni communities is well known, particularly in higher education where universities have brought together their wider networks to raise external investment for projects on a range of scales, from building new learning centres to funding international partnerships.

Warden Park Academy

Warden Park Academy have a fantastic reputation for sport and decided to ask alumni to help them improve facilities by raising money for a new 3G Sports Pitch. They had a very pleasant surprise when they received a donation from former pupil, Jonathan Ball.

Jonathan describes himself as a disengaged pupil at school, but has since made a great success of a construction company. Wanting to give something back, he decided to donate £60,000 for the sports pitch. Jonathan invited his friend, British and Irish Lion, as well as Rugby World Cup winner, Lawrence Dallaglio, to dig the first turf which brought great delight to the pupils and staff at the Academy.

Engaging with former students can be extremely rewarding. See how Future First helped Robert Clack School and Warden Park Academy raise funds to benefit students.

Robert Clack School

Robert Clack School in Barking and Dagenham has raised more than £3,000 in alumni donations over the past year. Across the country, students from lower income backgrounds are more likely to apply to local universities. This is partly because of the sizeable travel costs involved in going to visit universities further afield.

Robert Clack has a strong record of ensuring their students are not disadvantaged in this way. Their Alumni Association are now playing a key role in helping the school fund students' travel to universities across the country, including trips to Liverpool, St Andrews, York and Oxford.

5. The role of crowdfunding in helping schools



5. The role of crowdfunding in helping schools



An introduction from Hubbub founder, Jonathan May, on the opportunity that crowdfunding (digital fundraising) offers schools and his top tips for success.

Crowdfunding is the practice of getting lots of people to donate online to fund a project and it's one that's growing in the education sector. It enables school communities to work together (from teachers to parents to students to managerial staff, and all their brilliant networks in-between) to fund projects that matter to the school, particularly when external financing is limited.



Taking a couple of examples, Cantell School in Southampton crowdfunded almost £3,000 for an improvisation class for students, while the St Giles School community crowdfunded £8,000 to renovate their library.

For older children, crowdfunding enables students to boost their entrepreneurial skills; running their own projects with a budget, creating an online pitch and marketing their project to potential donors.

And schools are in a fortunate position because the audience is likely to invest in the project because they believe in the cause. Rewards can be offered to donors such as acknowledgements and regular news updates.



£81m

was raised by
community
groups and social
enterprises in 2015



Crowdfunding is a

£3.2bn

market which
covers the economy
and society

Source: Nesta, 2016

5.1 Getting started



Setting up a school crowdfunding campaign can be as easy as taking three steps.

2. Create your campaign

Before you can begin fundraising you need to create a web page on an online digital crowdfunding platform which explains what you would like to raise money for, but also who you are and what your idea is. Don't forget that not everybody who visits the page will know you so say what the project will achieve and why people should care.



1. Find your crowd

One of the most important parts of your crowdfunding campaign is knowing your network. These could be friends, family, parents and the people you work with but also your charity and business contacts and local community more generally. Working out what your audience looks like will really help narrow down who you could target from the wider community.



There are also free tools available such as **Twenrich** to help find potential donors within a Twitter network. So before you get started, sit down with your team and draw a map of your network to give you a clear picture of what your crowd looks like.

3. Get funded

Crowdfunding is a social experience so sharing your project with your network and asking them to share it with their network is critical to success. You're already likely to have a big network of local businesses, residents and parents who care about education and your school in particular. To improve your chances, don't forget to...



...Share a video – short films are great for making a connection with your community, particularly if you have a class full of pupils to help you! Seeing real people who will benefit from your campaign will also give them a greater incentive to donate.

5.2 Top tips for crowdfunding



1. Prepare

Before your project goes live online you'll need to appoint one person to spearhead the campaign. They'll need to spend at least one month promoting it to maximise your chances of success.

2. Create a 30 day plan

A 30 day project plan will help keep things on track and should include details of when you want the project to begin, the financial target and at what stages you'll update your network on progress.

3. Tell a compelling story

Projects with a video are more successful than those without. There are lots of guides on what makes a good crowdfunding video but the main thing is to keep it short... so don't go beyond three minutes!



Crowdfunding can be simple – just look at how St Giles' Church of England Primary School did it!

1. The challenge

During 2016, St Giles' Church of England Primary School's students and teachers started a crowdfunding campaign to raise £10,000 to turn the school library into a learning space that is suitable for the 21st century.

2. The solution

The school started to use crowdfunding by building an online fundraising page using a FundEd platform.

In order to encourage people to donate money, the school set up an awards system offering various levels of sponsorship packages in return for funding. These awards included mentions on social media, press releases and a mention on the opening plaque.

3. The results

St Giles' Church of England Primary School successfully raised £8,054 meaning that they were able to transform their library into a space for the 21st century.



6. Get involved



6. Get involved



Smarter Spaces - Join the classroom revolution.

The Smarter Spaces campaign was launched with the aim of improving learning environments and the other physical factors that can support education.

How we can help you

We've worked with a variety of schools to understand what it takes to help you make your school environment great. We offer six distinct services to cover every stage of the design process:

- ▶ Dulux Decorator Centre Schools Accounts
- ▶ Full Project Management Services
- ▶ Smarter Spaces Design Principles
- ▶ Schools Colour & Design experts
- ▶ Partnering you with a trusted Dulux decorating contractor
- ▶ Project Planning Guides

Smarter Spaces is all about improving your learning environment and we'd love to hear what you are doing in your schools and hear your thoughts on the campaign. Call us on **0333 222 7070**.

You can find out more about Smarter Spaces on our website www.duluxsmarterspaces.co.uk, email smarterspaces@akzonobel.com or get in touch on Twitter [@smarterspaces](https://twitter.com/smarterspaces).



About Dulux

At Dulux, we believe life is better in a better space, whether that is at home, in the community or at work. That's why we exist; why we're on a mission to add colour to people's lives. This commitment to creating better spaces to improve lives is where the **Smarter Spaces** campaign was born.



Notes





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visit www.duluxsmarterspaces.co.uk,
email smarterspaces@akzonobel.com
Twitter [@SmarterSpaces](https://twitter.com/SmarterSpaces)

