

Give a local class a place to start

Pocket Money Adventures CIC · Sponsor Starter Guide · 9 September 2026

£1,000 funds one classroom programme and 30 copies of Ava Saves Up for children to keep. The school pays nothing. Your business receives a clear record of the work it funded, with optional recognition outside school.

PMA uses stories, conversation and everyday choices to introduce money learning for children aged 4–7. Choose an area in Staffordshire or Stoke-on-Trent, or request a particular school. PMA accepts the agreed order and payment, then arranges participation before delivery.

Three clear starting points

Your choice	All-in total	What it funds
Give 30 books	£300	30 copies, one regional delivery address and a fulfilment record
Fund one classroom	£800	Facilitated Spark, seven-week pathway, included resources and programme report; up to 30 planned places
Fund one classroom with books	£1,000	The complete classroom offer plus 30 take-home books

Want to support more? Three classes at one school are £1,400 programme-only or £2,000 with 90 books. Six classes are £2,300 or £3,500 with 180 books. Fixed programme prices cover one school and one agreed programme, up to six classes. More classes or schools need a custom quote.

PMA is not VAT registered. No VAT is charged. Standard Staffordshire and Stoke-on-Trent fulfilment is included; the agreed scope has no later compulsory extras. Every purchase is one-off.

A straightforward next step

Reply to your PMA contact with your business name, preferred package, area or school request, and decision date. PMA will put the exact scope and terms into a written order before acceptance or payment. A named school is a request, not a booking.

[View the sponsorship catalogue and request a written option.](#)

What the school programme includes

A Spark, then time to practise

The facilitated Spark has a 60–75-minute core within a school-agreed slot of up to 90 minutes. Six short teacher-led Sidekick activities follow in weeks 2–7. Immediate classroom questions and a delayed recall activity are included; learning findings are reported with their limits.

Included resources are the teacher materials and read-aloud copy, six Sidekick Cards and Home Link, activity sheets and poster, Parent Fridge Card, four optional Family Missions and two later teacher-led boosters. The £1,000 bundle adds 30 take-home copies per class. Family Page access is a future benefit only once live; it is not promised as available now.

The school provides the room and normal adult supervision during the Spark. Allow around 15 minutes of teacher time each week, about two hours overall, including no more than five minutes of weekly preparation. Agree the practical timetable with the school before delivery.

Books for a school or community

One-off packs use the same menu and include one delivery address in the region. They include no facilitated session, seven-week pathway or learning-outcome report.

Copies	Total	Copies	Total
30	£300	180	£1,200
60	£500	300	£1,900
90	£700	600	£3,500
120	£900	750	£4,300
150	£1,000	1,500	£8,000

Any other quantity, multiple addresses or more than 1,500 copies needs a complete custom quote. Community sessions are separately quoted; the £1,250 additional five-household cohort is restricted to an already mobilised funded contract, not a first commission.

Keep school provision free of sponsor content

No third-party sponsor name, logo, acknowledgement or promotional link appears on anything PMA takes, supplies or presents into school. This includes books, inserts, teacher packs, slides, certificates, displays and linked school resources. PMA branding remains. Sponsor recognition takes place outside school.

Know what happens after you choose

Your order, your record

PMA confirms the purchased scope, area or school request, all-in total and business terms before accepting the written order and before payment. Full payment must clear before PMA commits delivery costs. School or host participation is agreed before delivery; school agreement is not a condition of PMA receiving the sponsorship.

We aim to confirm allocation or a delivery plan within 90 calendar days of cleared payment. You receive an update within 30 days and every 30 days while allocation remains open. Actual delivery dates are agreed separately. If a school declines, withdraws or allocation is delayed, we propose an alternative within the agreed area or revised dates for your written agreement. After 14 unanswered days, we send a reminder and continue updates. At the 90-day review, unresolved allocation is escalated with you for a written next step. Silence never authorises a scope change.

New business orders are non-refundable for cancellation or a change of mind once PMA accepts the agreed written order. There is no automatic discretionary refund for allocation delay. These terms are agreed before acceptance and payment; the invoice adds no later restriction. PMA remains responsible for fulfilment. Remedies for PMA failure, faulty or misdescribed goods and non-excludable rights remain. Earlier accepted agreements retain their terms. Individual consumers need their applicable separate terms and rights.

Useful evidence for your business

Programme orders receive a School Delivery and Learning Report; book gifts receive a fulfilment record. We aim to report within 30 calendar days of the agreed activity finishing or book handover. If evidence is outstanding, we send a status report with the next update date. Your external Community Support Statement separates paid funding, allocation and verified delivery. Programme sponsors also receive a Certificate of Community Sponsorship based on the verified delivery record; it is for use outside school and is not accreditation.

One eligible cleared pound earns one Club recognition point on the full amount received; required refunds or reversals reverse related points. Points are not money or children reached. Lifetime history stays when you pause. Every new year needs a fresh decision: there is no automatic renewal, Gift Aid or promised tax deduction.

The evidence boundary: no school has yet completed PMA's current standardised seven-week pathway. The offer funds defined provision; it does not promise lasting behaviour change, lower poverty or guaranteed publicity. Books and programme places may concern the same children and are not added as distinct people.

Choose the support you want to fund

£800 funds one complete classroom programme. £1,000 funds the programme plus 30 copies of Ava Saves Up for children to keep.

£800

one classroom programme

£1,000

programme + 30 books

£0

charged to the school

Classes	Funded capacity	Programme	With 30 books per class
1	Up to 30 places	£800	£1,000
2	Up to 60 places	£1,100	£1,500
3	Up to 90 places	£1,400	£2,000
4	Up to 120 places	£1,700	£2,500
5	Up to 150 places	£2,000	£3,000
6	Up to 180 places	£2,300	£3,500
10	Up to 300 places	Custom quote	Custom quote
25	Up to 750 places	Custom quote	Custom quote
50	Up to 1,500 places	Custom quote	Custom quote

Fixed programme prices cover one school: £800 for the first class and £300 for each additional class, up to six. With 30 books per class: £1,000 for the first class and £500 for each additional class. More than six classes or multiple schools need a complete custom quote.

Agree the package and area or request a school, then pay PMA. PMA arranges school participation and dates before delivery. Three classes at one school remain one school; funded capacity becomes reported participation only after delivery.

Locked prices: 9 September 2026. PMA is not VAT registered; no VAT is charged. Standard Staffordshire and Stoke-on-Trent fulfilment is included. Fixed programmes cover 1–6 classes at one school; fixed book packs cover one delivery address. Other quantities, more than six classes, multiple sites or more than 1,500 books receive a complete custom quote.

A book a child can keep

Choose school book gifts or a one-off community order. Books can be funded without buying the programme.

Ava Saves Up gives a school or community host a story to share. The host agrees how copies will be distributed, and we confirm the handover.



Copies	Total	Price basis
30	£300	Complete book pack
60	£500	Complete book pack
90	£700	Complete book pack
120	£900	Complete book pack
150	£1,000	Complete book pack
180	£1,200	Complete book pack
300	£1,900	Complete book pack
600	£3,500	Complete book pack
750	£4,300	Complete book pack
1,500	£8,000	Complete book pack

Community book gift: 150 copies for £1,000.

One purchase. One agreed delivery plan. No subscription or automatic renewal.

Choose one of the fixed quantities shown, from 30 to 1,500 copies. Each total includes delivery to one address in Staffordshire or Stoke-on-Trent. Other quantities, multiple delivery addresses and orders above 1,500 receive a complete custom quote. No automatic price or points total is assigned to an unquoted request.

The programme-with-books price includes 30 copies per funded class and book handling. Retail single copies remain separate. Book-only packs include no classroom visit, seven-week programme or learning-outcome report. Community orders use the same book menu and are one-off purchases.

Locked prices: 9 September 2026. PMA is not VAT registered; no VAT is charged. Standard Staffordshire and Stoke-on-Trent fulfilment is included. Fixed programmes cover 1–6 classes at one school; fixed book packs cover one delivery address. Other quantities, more than six classes, multiple sites or more than 1,500 books receive a complete custom quote.

Support learning in the community

Fund a defined session, or give books through an agreed local host. Each purchase has its own scope and acceptance.

Offer	Scope included in the stated offer	Price
One session	One group, up to 15 people, 45–60 minutes	Custom quote
Half day	Two groups, up to 30 people, same visit	Custom quote
Full day	Three groups, up to 45 people, same visit	Custom quote
Supported journey	One additional five-household cohort in an already-mobilised funded contract: session, book/resilience pack, optional adult appointment and follow-up. First commissions need a complete custom quote.	£1,250
Built around you	Bespoke programme, two visits or more	Custom quote
Community book gift	150 copies, no session; one delivery address	£1,000 one-off

What a session includes

Story, age-appropriate activities, the pause routine, and a home pack for each family. Grown-ups take part. PMA brings the materials, sets up, delivers and packs down; the host provides a suitable room.

Plan the scope before booking

The fixed book menu and the defined additional-cohort extension are priced above. Other community activities and first supported-journey commissions receive one complete quote covering group size, staffing, materials, venue responsibilities and regional delivery. No later compulsory additions apply to agreed scope.

These are financial education and general money-guidance activities. They do not include regulated advice or acting on anyone's behalf.

Locked prices: 9 September 2026. PMA is not VAT registered; no VAT is charged. Standard Staffordshire and Stoke-on-Trent fulfilment is included. Fixed programmes cover 1–6 classes at one school; fixed book packs cover one delivery address. Other quantities, more than six classes, multiple sites or more than 1,500 books receive a complete custom quote.

The promise behind each price

	Programme	Programme with books	Book gift
Facilitated Spark	Included	Included	Not included
Seven-week school pathway	Included	Included	Not included
Teacher materials/read-aloud copy	Included	Included	Not a programme resource order
Six Sidekick Cards and Home Link	Included	Included	Not included
30 take-home copies per class	Not included	Included	Quantity ordered
School Delivery and Learning Report	Included	Included	Fulfilment record only
Dated sponsor acknowledgement	Included	Included	Included
Sponsor Club record	Eligible payments earn points	Eligible payments earn points	Eligible payments earn points

Keep every included element visible

The school package also retains the supplied activity sheets and poster, Parent Fridge Card, four optional Family Missions and two later teacher-led boosters. Family Page access remains a future benefit “once live”; it is not represented as available now.

The Spark core is 60–75 minutes in a school-agreed slot of up to 90 minutes. Weeks 2–7 use one short Sidekick Card each week. Allow around 15 minutes of teacher time per week, about two hours overall, plus normal school-adult supervision during the Spark.

The same standard of care

Every programme sponsor receives payment and allocation confirmations, updates while allocation is open, proportionate termly updates during delivery, an end-of-programme summary, adult-facing acknowledgement and an approved factual extract where available. Book gifts receive a handover record, not an invented learning result.

Current evidence position: no school has yet completed the current standardised seven-week pathway. The teaching-time allowance includes no more than five minutes of preparation per week.

Your support builds a lasting local record.

One sponsor reference connects what you fund, where it goes and what is delivered, year after year.

£1 = 1

recognition point on eligible
payment

No fee

to hold your sponsor record

Your choice

to make a new order each year

What every sponsor receives

A dated Community Support Statement appropriate to the purchase, approved factual wording for responsible-business reporting, and a record separating funding, allocation, delivery and learning. Choose an area or request a school for a future order; PMA arranges participation before delivery.

How points work

Each £1 of eligible cleared sponsorship payment earns one recognition point on the full amount received. Internal printing, travel, packing, staffing and payment fees do not reduce your points. Quotes show potential points; unpaid invoices remain pending. Allocation may still be pending after points are earned.

Refunds reverse the corresponding earned points; part payments earn only on the eligible amount received. Lifetime points do not expire. They are not money, vouchers, a financial return or a count of children. Historic points are added only when payment evidence and the funded scope have been reconciled.

One-off means one-off

The £1,000 community book order is a single purchase of 150 copies. It may earn recognition points after payment, but it never creates a subscription. Future orders require a fresh decision and acceptance.

These Club terms apply to eligible sponsorship and community-book payments. Retail purchases, in-kind support and restricted grants have separate eligibility rules. This demonstration has no verified sponsor payments or real historical points.

Recognition with something useful to keep

Core evidence and the standard of care stay the same for every sponsor. Milestones add a useful way to tell the story of continued support.

Lifetime points	Milestone benefit	What it provides
2,500	Your cumulative contribution graphic	A tailored digital infographic using verified funding and delivery totals.
5,000	Your approved partner story	An adult-facing profile or story, with agreed facts, wording and permissions.
10,000	Your next-allocation review	A 15-minute planning review to consider the next school or community order.

Choose one eligible personalised action per rolling 12 months.

You must have made an eligible payment in the preceding 12 months. You can choose a lower-threshold benefit. Your lifetime points and history remain when you pause.

A clear record for your team

Use the approved statement in your community-investment report, website or staff update. It records what happened and the basis of the numbers. It is not an ESG rating, accreditation or promise of business returns.

What points never unlock

Access to children or family data, advertising in learning materials, influence over the curriculum, school exclusivity, guaranteed media coverage or free delivery that has not been funded.

A future staff option

PMA may offer a shared virtual “Starting money conversations at home” briefing if its central budget, adult-delivery scope and date are confirmed. It is not a launch entitlement or a bespoke company session.

Your preference matters. Choose agreed adult-facing recognition or keep your sponsorship private. Core reporting is the same. Tell PMA your budget-review month and preferred statement format; future support always needs a fresh order.

Choose where your support starts.

Sponsor a classroom or give books in one of nine local areas. Agree your area or request a school, pay PMA, then receive updates as PMA arranges allocation with a willing host.

District / city	Schools ¹	R-Y2 pupils ¹	Under-16s ²	Rate ²
Cannock Chase	27	3,085	5,320	29.0%
East Staffordshire	39	4,262	7,164	28.6%
Lichfield	42	3,435	3,526	18.9%
Newcastle-under-Lyme	40	3,569	5,104	24.8%
South Staffordshire	35	3,464	3,788	21.2%
Stafford	49	4,027	4,900	20.6%
Staffordshire Moorlands	42	2,667	2,979	20.1%
Tamworth	25	2,524	4,086	26.9%
Stoke-on-Trent	67	9,068	20,886	37.6%

¹ **School opportunity:** state-funded primary schools assigned to these districts in DfE January 2026 data, with Reception, Year 1 or Year 2 pupils. ² **Wider need:** resident under-16s in relative low-income families after housing costs, year ending March 2025. These populations are different.

One classroom: £800, or £1,000 with 30 books to keep.

Book packs: 30 £300; 60 £500; 90 £700. Community default: 150 £1,000, one-off. Fixed book menu reaches 1,500 copies; see page 2.

Standard delivery across all nine areas is included in the stated prices. PMA is not VAT registered and no VAT is charged. PMA receives your payment, then arranges allocation; schools agree before delivery. The terms on the next page explain the allocation window, new-business cancellation policy and preserved remedies.

Sources [\[1\]](#), [\[2\]](#). Data checked 9 September 2026. These counts are not PMA participation or a sponsor's achieved impact.

Fund PMA. Follow your local allocation.

New business orders only. These terms must be provided and accepted before payment. Existing accepted agreements retain their terms. The allocation and update periods below are PMA service commitments, not statutory deadlines or proof of past performance.

1. Agree the scope and pay PMA

Your agreement is with Pocket Money Adventures CIC. PMA confirms the package, quantities, area or requested school, final all-in price and these terms in writing before accepting your order and payment. New business sponsorship purchases are non-refundable for cancellation or a change of mind once PMA accepts the agreed written order. The invoice confirms that agreement; it introduces no later restriction. Full payment must clear before delivery costs are committed. Schools receive provision free and agree before delivery, not before PMA receives payment. Fixed programmes cover up to six classes at one school; book packs cover one address. Other quantities, multiple sites or over 1,500 books need a custom all-in quote; unquoted requests have no automatic price or points.

2. Choose an area or request a school

For an area sponsorship, PMA selects a suitable willing host within the agreed area. For a particular-school request, PMA approaches that school; it can decline. Any replacement for a named-school request, or change of agreed area or purchased scope, needs your written agreement. Payment does not reserve a school.

3. See the allocation progress

PMA aims to confirm a willing host and delivery plan within **90 calendar days of cleared payment**. Your welcome shows the actual deadline. We update you within 30 days, then at least every 30 days while allocation is open. Programme start/completion dates and book delivery periods are agreed separately; allocation is not completed delivery.

4. If the school declines or allocation is delayed

If a school declines, withdraws or allocation is delayed, PMA proposes an alternative within the agreed area or revised dates for your written agreement. There is no automatic discretionary refund. After 14 days without a reply to that proposal, PMA sends a reminder and continues the 30-day updates. Silence does not authorise a change of scope. At the 90-day review, PMA escalates unresolved allocation with you and agrees a written next step. PMA remains responsible for fulfilling the agreed order.

This policy does not remove remedies for PMA's failure to fulfil the agreement, faulty or misdescribed goods, or rights that cannot lawfully be excluded. Existing accepted agreements retain their terms. Required refunds and payment reversals remain recorded and reverse the corresponding earned points.

5. Receive a factual record, then choose again

PMA aims to send the delivery report within 30 calendar days after the agreed activity finishes or the book handover. If evidence is outstanding, we send a status report then with the next update date. The report covers the purchased scope and separates delivered and verified figures; area statistics are context, not achieved impact. Recognition is adult-facing, with no advertising to children, personal-data access or guaranteed school publicity. Repeat orders need fresh acceptance; no automatic renewal, Gift Aid or sponsor tax deduction is promised.

Contact the PMA contact on your order for questions or cancellation. These are business-sponsor terms; applicable legal rights remain. Individual consumer orders need the appropriate cancellation information and agreed delivery period before payment. [HMRC: non-VAT invoices](#) · [CAP: prices and claims](#). PMA is not VAT registered. No VAT is charged.

Your support, clearly recorded

Pocket Money Adventures CIC · Welcome and Delivery Journey · Personalisation specimen

Thank you for choosing to fund local money learning. This document becomes a paid welcome only when the receipt below is matched to PMA's bank record. The blank specimen proves no order, payment, allocation or delivery.

Your record	Verified entry before issue
Business / contact	[Legal business name / authorised contact]
Sponsor / order reference	[Unique sponsor reference / accepted order reference]
Accepted scope	[Programme/classes/books or book-only quantity]
All-in total	£[accepted total]
Payment	[Not received / part received / full amount cleared; amount and date]
Allocation permission	[Area allocation: exact area / specific-school request: name]
Allocation / delivery	[Separate verified states]
Allocation review date	[90 calendar days from full cleared payment]
Next update	[Date no later than 30 days from payment / previous allocation update]
Earned Club points	[Reconciled eligible receipts less refunds/reversals; not forecast]
PMA owner	[Named person and verified contact details]

PMA is not VAT registered. No VAT is charged. This welcome confirms the accepted order and actual payment status; it is not a new invoice and does not introduce terms after purchase. No recurring payment has been created.

What you can tell your team now

If payment is reconciled and delivery is pending: "[Business] has funded [accepted scope] through Pocket Money Adventures CIC in [agreed area]. PMA is arranging participation and delivery." Do not announce a school until its participation and external naming permission are separately confirmed.

All sponsor recognition and sponsor-branded records stay outside school. Nothing PMA takes, supplies or presents into school carries a sponsor name, logo, acknowledgement or promotional link, including teacher-only items. PMA's own branding remains.

From funding to delivery

Step	What PMA does	What you receive
Order and payment	Records written scope/terms acceptance, matches cleared funds; commits no delivery costs before full payment	Accepted order, accurate invoice and receipt confirmation
Allocation	Approaches a willing school/host within the agreed permission; agrees participation before delivery	Allocation confirmation or a factual progress update
Planning	Confirms practical dates, recipient, safe resources and purchased scope	Delivery plan; actual dates separate from the 90-day allocation target
Delivery	Provides the accepted programme or books, records evidence and exceptions	Proportionate programme updates or a book handover record
Reporting	Reconciles the funded provision and evidence	Purchased-scope report within the target below, or a status report
Next decision	Shares cumulative history and one fresh option at your budget date	A choice to repeat, change or pause; never an automatic charge

Programme and books follow different paths

For programme orders, the Spark is followed by six teacher-led weekly Sidekick activities. Immediate classroom questions and a delayed recall activity are included; their evidence is reported with its limits. Teacher resources, activity sheets/poster, Home Link and Parent Fridge Card, four optional Family Missions and two later teacher-led boosters remain included. A programme-with-books order includes 30 take-home books per class. Family Page access remains conditional on becoming live.

Book-only orders provide the exact purchased quantity to one agreed address, with dispatch, host receipt and later distribution distinguished. They do not include sessions, teacher-led delivery or a learning-outcome report. A book reaching a host is not yet evidence that a particular child received it.

If allocation changes

PMA aims to confirm allocation or a delivery plan within 90 calendar days of cleared payment, with an update within 30 days and every 30 days while unallocated. A school can decline or withdraw. PMA proposes a suitable alternative within the agreed area or revised dates for written agreement; a school-specific request is not silently substituted. After 14 days without a response to the proposal, PMA sends a reminder and continues updates. Unresolved allocation is escalated at the 90-day review for a written next step. PMA remains responsible for fulfilling the order.

The accepted new-business cancellation/change-of-mind restriction applies; there is no automatic discretionary refund. It does not remove remedies for PMA failure, faulty or misdescribed goods or non-excludable rights. Earlier accepted agreements and consumer rights retain their separate treatment.

A useful record, year after year

Your report covers your purchase

PMA aims to send the School Delivery and Learning Report or book fulfilment record within 30 calendar days after the agreed activity finishes or book handover. Where evidence is outstanding, you receive a status report then and the next update date.

Programme sponsors also receive a Certificate of Community Sponsorship based on the verified delivery record, for external use only; it is not accreditation. The report separates what was funded, allocated, delivered and verified. It identifies the period, counting basis, evidence source and any shortfall. School names, quotes or images require separate permissions. Sponsors receive no identifiable child learning records or family financial information. A photograph is not a condition of sponsorship, and children are not asked to produce sponsor recognition.

PMA's current standardised seven-week pathway has not yet had a completed school cohort. Earlier feedback is not proof of current programme outcomes. Books, attendance, programme places and verified unique people are different measures. A map shows local context or a verified setting status, not a claim that you funded every child in an area.

Your Sponsor Club record

Each £1 of eligible cleared payment earns one recognition point on the full amount received. Internal costs do not reduce it. Required refunds and payment reversals reverse the related points. Quotes are potential points; unpaid invoices are pending. Lifetime history does not expire and remains when you pause.

Lifetime points	One eligible personalised action
2,500	A cumulative contribution graphic using verified figures
5,000	An approved partner story for external adult channels
10,000	A 15-minute review of your next allocation choice

Choose one eligible action per rolling 12 months, with an eligible payment in the preceding 12 months. You may choose a lower-threshold action. Core reporting is the same for everyone. No points purchase school access, curriculum influence, free books, discounts or unfunded work. No staff event is a launch entitlement.

Tell us what works for your team

Record your next budget-review month: [month]. Your recognition choice: [private / approved external adult channels]. Your preferred report format/contact: [details].

Your PMA owner will use that date for one fresh proposal. You can repeat, change or pause. Each order remains one-off, with fresh price, scope and terms acceptance. Your support statement is a factual record, not an ESG rating, accreditation, tax certificate or guarantee of publicity or commercial return.

[Explore a future one-off sponsorship option](#). Your existing order and any outstanding work remain separate from a new enquiry.

Local sponsorship. Evidence behind the opportunity.

Staffordshire's eight districts and the city of Stoke-on-Trent.

366

state-funded primary schools with
R-Y2 pupils

36,101

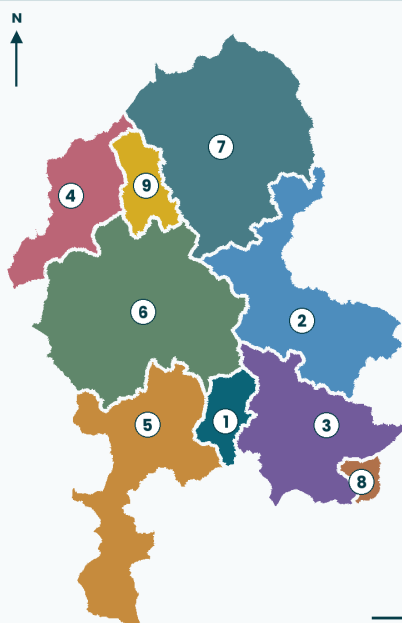
Reception-Year 2 pupils, January
2026

9

districts / unitary areas

Staffordshire & Stoke-on-Trent

Reception to Year 2: the local sponsorship opportunity



36,101

pupils in Reception-Year 2

State-funded primary schools with pupils in these year groups.

366

schools

	District / unitary authority	Schools	Pupils
1	Cannock Chase	27	3,085
2	East Staffordshire	39	4,262
3	Lichfield	42	3,435
4	Newcastle-under-Lyme	40	3,569
5	South Staffordshire	35	3,464
6	Stafford	49	4,027
7	Staffordshire Moorlands	42	2,667
8	Tamworth	25	2,524
9	Stoke-on-Trent	67	9,068

Opportunity figures. Schools are not shown as PMA participants.

Counts: DfE January 2026 school census, district assignments. Calculation checked 9 September 2026.
Prices include standard delivery across Staffordshire and Stoke-on-Trent. School agreement is needed before delivery.
Source: Office for National Statistics licensed under the Open Government Licence v3.0. Boundaries: December 2025.
Contains OS data © Crown copyright and database right 2026.

Choose an area or request a school, fund a defined PMA order, then let PMA agree delivery with a willing setting. The report records what was delivered. This atlas combines the supplied locality profiles with newer official school, income and early-years data.

Prepared 9 September 2026. Sources [\[1\]](#), [\[5\]](#). Opportunity figures are not children reached by PMA. The current standardised seven-week pathway has no completed school cohort yet.

Choose where your support starts.

Sponsor a classroom or give books in one of nine local areas. Choose an area for PMA to allocate within, or request a particular school. PMA receives the sponsorship first; the setting agrees participation before delivery.

District / city	Schools ¹	R–Y2 pupils ¹	Under-16s ²	Rate ²
Cannock Chase	27	3,085	5,320	29.0%
East Staffordshire	39	4,262	7,164	28.6%
Lichfield	42	3,435	3,526	18.9%
Newcastle-under-Lyme	40	3,569	5,104	24.8%
South Staffordshire	35	3,464	3,788	21.2%
Stafford	49	4,027	4,900	20.6%
Staffordshire Moorlands	42	2,667	2,979	20.1%
Tamworth	25	2,524	4,086	26.9%
Stoke-on-Trent	67	9,068	20,886	37.6%

¹ **School opportunity:** state-funded primary schools assigned to these districts in DfE January 2026 data, with Reception, Year 1 or Year 2 pupils. ² **Wider need:** resident under-16s in relative low-income families after housing costs, year ending March 2025. These populations are different.

One classroom: £800, or £1,000 with 30 books to keep.

Book gifts: 30 £300; 60 £500; 90 £700. Community books: 150 £1,000, one-off. The full fixed menu runs to 1,500 copies; one regional address is included.

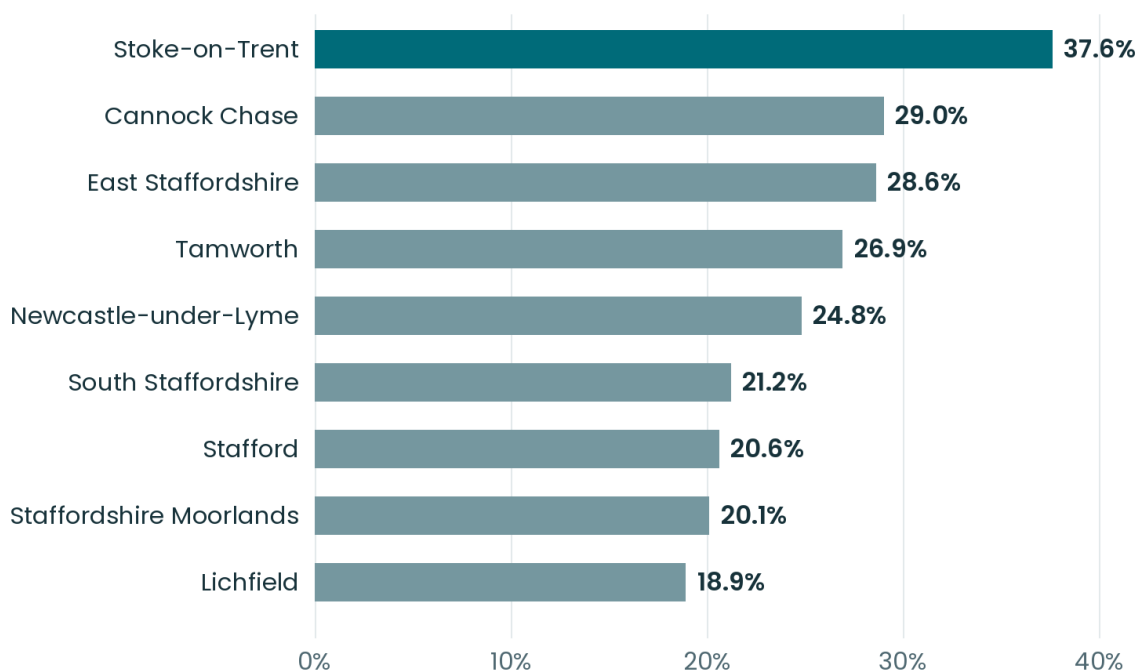
Book gifts include one delivery to one agreed address in Staffordshire or Stoke-on-Trent. Other quantities, multiple delivery addresses and orders above 1,500 copies receive a custom all-in quotation before payment. Fixed programme prices cover one school and one agreed programme with one to six classes. More than six classes or more than one school receive a custom all-in quotation before payment.

Prices are the final all-in totals for the stated scope, including standard delivery across Staffordshire and Stoke-on-Trent. PMA is not VAT registered; no VAT is charged. No compulsory extra charge applies to that scope. PMA accepts the scoped order and receives payment, then arranges allocation. Schools and community hosts agree participation and dates before delivery. A requested school can decline; an area order authorises a suitable willing setting within the agreed area.

Sources [\[1\]](#), [\[2\]](#). Data checked 9 September 2026. These counts are not PMA participation or a sponsor's achieved impact.

A comparable picture of local need.

Resident children aged 0–15 in relative low-income families after housing costs, year ending March 2025.



What this establishes

The latest comparable figures show a substantial local context for accessible, sponsor-funded learning. They do not show which children need PMA, and they do not measure financial knowledge.

Use the measure consistently

DWP's March 2026 release uses a family-income measure calibrated to the UK household-income series. Relative low income uses the 60%-of-median threshold after housing costs. The latest year is provisional, and disclosure control can affect exact sums. The denominator is resident under-16s from ONS mid-2024 estimates; do not infer it from rounded rates.

Do not multiply these rates by the R–Y2 school roll. Resident children and children attending local schools are different populations. School funding should follow current school agreement and an appropriate delivery plan.

Source [\[2\]](#). Geography: local-authority residence, April 2023 boundaries. Do not compare these revised figures directly with the older unrevised series printed in the locality profiles.

Stoke-on-Trent

67

schools with R-Y2 pupils¹
9,068

R-Y2 pupils¹
37.6%

under-16 low-income rate²

Wider child income context

20,886 resident under-16s in relative low-income families after housing costs, FYE2025. This is not a count of PMA-age pupils.²

Early-years context

64.6% reached a good level of development: 1,953 of 3,021 children in the 2024/25 EYFS district return. This is not a money-skills measure.⁴

A locally grounded starting point

Begin with a compact, school-agreed pilot in the city. Pair the city's larger school population and high relative low-income rate with manageable delivery routes and a named teacher lead.

IMD2025 places **47 of 163 neighbourhoods** in England's most-deprived tenth. This counts small statistical areas (LSOAs), not children or schools.³

Researched separately for Stoke

The city is a separate unitary authority and is not inside the eight supplied county district profiles. Its current poverty, deprivation and early-years figures were obtained directly from official releases. The Stoke ward page later in this atlas adds more local detail.

A clear local offer: one classroom £800; with 30 books £1,000. A book-only start is 30 copies for £300. A community host can receive 150 copies for £1,000 as a one-off gift to one regional address. See the full book menu at the end of this atlas.

PMA receives the sponsorship, then arranges school or host participation before delivery. The stated price includes standard regional delivery; no VAT or compulsory extras are charged. Funding and verified delivery are recorded separately; recognition stays adult-facing.

Sources [\[1\]](#), [\[2\]](#), [\[3\]](#), [\[4\]](#). School census: Jan 2026. EYFS: school/provider district, 2024/25. IMD2025 corrected File10 v2. Data checked 9 September 2026.

Cannock Chase

27

schools with R-Y2 pupils¹

3,085

R-Y2 pupils¹

29.0%

under-16 low-income rate²

Wider child income context

5,320 resident under-16s in relative low-income families after housing costs, FYE2025. This is not a count of PMA-age pupils.²

Early-years context

66.3% reached a good level of development: 682 of 1,028 children in the 2024/25 EYFS district return. This is not a money-skills measure.⁴

A locally grounded starting point

Prioritise a school-agreed introduction around the profile's named neighbourhoods, then confirm actual class need and a viable shared delivery date. A town-based business can fund a clearly defined local order.

IMD2025 places **2 of 61 neighbourhoods** in England's most-deprived tenth. This counts small statistical areas (LSOAs), not children or schools.³

What the supplied profile adds

The June 2025 profile reports 4,232 under-16s (23.4%) in relative low-income families in 2022/23 (p15). This is retained as historical context, not a trend comparison with the revised DWP series.

Its IDACI2019 map text names areas including Cannock North, Etching Hill and The Heath, Hednesford North, Brereton and Ravenhill, Cannock East (p6). These are historic pointers for local conversations; current ward boundaries, school needs and host suitability still need checking.

A clear local offer: one classroom £800; with 30 books £1,000. A book-only start is 30 copies for £300. A community host can receive 150 copies for £1,000 as a one-off gift to one regional address. See the full book menu at the end of this atlas.

PMA receives the sponsorship, then arranges school or host participation before delivery. The stated price includes standard regional delivery; no VAT or compulsory extras are charged. Funding and verified delivery are recorded separately; recognition stays adult-facing.

Sources [\[1\]](#), [\[2\]](#), [\[3\]](#), [\[4\]](#). School census: Jan 2026. EYFS: school/provider district, 2024/25. IMD2025 corrected File10 v2. Locality profile: supplied PDF, pp6 and 15; copy preserved in Source_Locality_Profiles.

East Staffordshire

39

schools with R-Y2 pupils¹

4,262

R-Y2 pupils¹

28.6%

under-16 low-income rate²

Wider child income context

7,164 resident under-16s in relative low-income families after housing costs, FYE2025. This is not a count of PMA-age pupils.²

Early-years context

68.2% reached a good level of development: 970 of 1,422 children in the 2024/25 EYFS district return. This is not a money-skills measure.⁴

A locally grounded starting point

Build a Burton-area conversation and a separate route plan for the rest of the district. Its large pupil cohort makes additional classes within an agreed school a useful option; do not promise district-wide coverage.

IMD2025 places **4 of 72 neighbourhoods** in England's most-deprived tenth. This counts small statistical areas (LSOAs), not children or schools.³

What the supplied profile adds

The June 2025 profile reports 6,293 under-16s (26.2%) in relative low-income families in 2022/23 (p15). This is retained as historical context, not a trend comparison with the revised DWP series.

Its IDACI2019 map text names areas including Eton Park, Stapenhill, Horninglow (p6). These are historic pointers for local conversations; current ward boundaries, school needs and host suitability still need checking.

A clear local offer: one classroom £800; with 30 books £1,000. A book-only start is 30 copies for £300. A community host can receive 150 copies for £1,000 as a one-off gift to one regional address. See the full book menu at the end of this atlas.

PMA receives the sponsorship, then arranges school or host participation before delivery. The stated price includes standard regional delivery; no VAT or compulsory extras are charged. Funding and verified delivery are recorded separately; recognition stays adult-facing.

Sources [\[1\]](#), [\[2\]](#), [\[3\]](#), [\[4\]](#). School census: Jan 2026. EYFS: school/provider district, 2024/25. IMD2025 corrected File10 v2. Locality profile: supplied PDF, pp6 and 15; copy preserved in Source_Locality_Profiles.

Lichfield

42

schools with R-Y2 pupils¹

3,435

R-Y2 pupils¹

18.9%

under-16 low-income rate²

Wider child income context

3,526 resident under-16s in relative low-income families after housing costs, FYE2025. This is not a count of PMA-age pupils.²

Early-years context

74.1% reached a good level of development: 860 of 1,160 children in the 2024/25 EYFS district return. This is not a money-skills measure.⁴

A locally grounded starting point

Use school nominations and verified requests to find need within the district. A comparatively lower district poverty rate does not mean every family has the same resources. Offer a class or an agreed community book host.

IMD2025 places **0 of 62 neighbourhoods** in England's most-deprived tenth. This counts small statistical areas (LSOAs), not children or schools.³

What the supplied profile adds

The June 2025 profile reports 2,617 under-16s (14.4%) in relative low-income families in 2022/23 (p15). This is retained as historical context, not a trend comparison with the revised DWP series.

Its IDACI2019 map text names areas including Chadsmead, Curborough, Boney Hay & Central (p6). These are historic pointers for local conversations; current ward boundaries, school needs and host suitability still need checking.

A clear local offer: one classroom £800; with 30 books £1,000. A book-only start is 30 copies for £300. A community host can receive 150 copies for £1,000 as a one-off gift to one regional address. See the full book menu at the end of this atlas.

PMA receives the sponsorship, then arranges school or host participation before delivery. The stated price includes standard regional delivery; no VAT or compulsory extras are charged. Funding and verified delivery are recorded separately; recognition stays adult-facing.

Sources [\[1\]](#), [\[2\]](#), [\[3\]](#), [\[4\]](#). School census: Jan 2026. EYFS: school/provider district, 2024/25. IMD2025 corrected File10 v2. Locality profile: supplied PDF, pp6 and 15; copy preserved in Source_Locality_Profiles.

Newcastle-under-Lyme

40

schools with R-Y2 pupils¹

3,569

R-Y2 pupils¹

24.8%

under-16 low-income rate²

Wider child income context

5,104 resident under-16s in relative low-income families after housing costs, FYE2025. This is not a count of PMA-age pupils.²

Early-years context

69.3% reached a good level of development: 855 of 1,234 children in the 2024/25 EYFS district return. This is not a money-skills measure.⁴

A locally grounded starting point

Develop this alongside Stoke as a potential neighbouring delivery cluster. Ask schools which year group can use the pathway now, then group delivery dates only where practical.

IMD2025 places **2 of 80 neighbourhoods** in England's most-deprived tenth. This counts small statistical areas (LSOAs), not children or schools.³

What the supplied profile adds

The June 2025 profile reports 4,523 under-16s (22.3%) in relative low-income families in 2022/23 (p15). This is retained as historical context, not a trend comparison with the revised DWP series.

Its IDACI2019 map text names areas including Cross Heath, Butt Lane, Chesterton, Knutton and Silverdale, Holditch (p6). These are historic pointers for local conversations; current ward boundaries, school needs and host suitability still need checking.

A clear local offer: one classroom £800; with 30 books £1,000. A book-only start is 30 copies for £300. A community host can receive 150 copies for £1,000 as a one-off gift to one regional address. See the full book menu at the end of this atlas.

PMA receives the sponsorship, then arranges school or host participation before delivery. The stated price includes standard regional delivery; no VAT or compulsory extras are charged. Funding and verified delivery are recorded separately; recognition stays adult-facing.

Sources [\[1\]](#), [\[2\]](#), [\[3\]](#), [\[4\]](#). School census: Jan 2026. EYFS: school/provider district, 2024/25. IMD2025 corrected File10 v2. Locality profile: supplied PDF, pp6 and 15; copy preserved in Source_Locality_Profiles.

South Staffordshire

35

schools with R–Y2 pupils¹
3,464

R–Y2 pupils¹
21.2%

under-16 low-income rate²

Wider child income context

3,788 resident under-16s in relative low-income families after housing costs, FYE2025. This is not a count of PMA-age pupils.²

Early-years context

71.5% reached a good level of development: 825 of 1,154 children in the 2024/25 EYFS district return. This is not a money-skills measure.⁴

A locally grounded starting point

Treat the district as its own delivery area. Plan access from Stone/Stoke within the all-in delivery budget. Target school requests rather than assuming a low district average rules out need.

IMD2025 places **0 of 68 neighbourhoods** in England's most-deprived tenth. This counts small statistical areas (LSOAs), not children or schools.³

What the supplied profile adds

The June 2025 profile reports 2,978 under-16s (17.0%) in relative low-income families in 2022/23 (p15). This is retained as historical context, not a trend comparison with the revised DWP series.

Its IDACI2019 map text names areas including Great Wyrley Town, Bilbrook, Essington, Wombourne South West, Huntington and Hatherton (p6). These are historic pointers for local conversations; current ward boundaries, school needs and host suitability still need checking.

A clear local offer: one classroom £800; with 30 books £1,000. A book-only start is 30 copies for £300. A community host can receive 150 copies for £1,000 as a one-off gift to one regional address. See the full book menu at the end of this atlas.

PMA receives the sponsorship, then arranges school or host participation before delivery. The stated price includes standard regional delivery; no VAT or compulsory extras are charged. Funding and verified delivery are recorded separately; recognition stays adult-facing.

Sources [\[1\]](#), [\[2\]](#), [\[3\]](#), [\[4\]](#). School census: Jan 2026. EYFS: school/provider district, 2024/25. IMD2025 corrected File10 v2. Locality profile: supplied PDF, pp6 and 15; copy preserved in Source_Locality_Profiles.

Stafford

49

schools with R-Y2 pupils¹

4,027

R-Y2 pupils¹

20.6%

under-16 low-income rate²

Wider child income context

4,900 resident under-16s in relative low-income families after housing costs, FYE2025. This is not a count of PMA-age pupils.²

Early-years context

74.2% reached a good level of development: 1,019 of 1,373 children in the 2024/25 EYFS district return. This is not a money-skills measure.⁴

A locally grounded starting point

Use the Stone/Stafford connection to seek a practical first school and a nearby sponsor introduction. Match the order to the actual class size and avoid presenting all 49 schools as a delivery commitment.

IMD2025 places **1 of 81 neighbourhoods** in England's most-deprived tenth. This counts small statistical areas (LSOAs), not children or schools.³

What the supplied profile adds

The June 2025 profile reports 4,085 under-16s (17.4%) in relative low-income families in 2022/23 (p15). This is retained as historical context, not a trend comparison with the revised DWP series.

Its IDACI2019 map text names areas including Highfields & Western Downs, Manor, Penside, Doxey & Castletown (p6). These are historic pointers for local conversations; current ward boundaries, school needs and host suitability still need checking.

A clear local offer: one classroom £800; with 30 books £1,000. A book-only start is 30 copies for £300. A community host can receive 150 copies for £1,000 as a one-off gift to one regional address. See the full book menu at the end of this atlas.

PMA receives the sponsorship, then arranges school or host participation before delivery. The stated price includes standard regional delivery; no VAT or compulsory extras are charged. Funding and verified delivery are recorded separately; recognition stays adult-facing.

Sources [\[1\]](#), [\[2\]](#), [\[3\]](#), [\[4\]](#). School census: Jan 2026. EYFS: school/provider district, 2024/25. IMD2025 corrected File10 v2. Locality profile: supplied PDF, pp6 and 15; copy preserved in Source_Locality_Profiles.

Staffordshire Moorlands

42

schools with R–Y2 pupils¹
2,667

R–Y2 pupils¹
20.1%

under-16 low-income rate²

Wider child income context

2,979 resident under-16s in relative low-income families after housing costs, FYE2025. This is not a count of PMA-age pupils.²

Early-years context

72.8% reached a good level of development: 667 of 916 children in the 2024/25 EYFS district return. This is not a money-skills measure.⁴

A locally grounded starting point

Accept a scoped area order, then agree a practical route with the participating school or host. Smaller and dispersed school cohorts may suit a school book gift or carefully grouped classroom delivery, with exact scope agreed.

IMD2025 places **0 of 59 neighbourhoods** in England's most-deprived tenth. This counts small statistical areas (LSOAs), not children or schools.³

What the supplied profile adds

The June 2025 profile reports 2,693 under-16s (18.0%) in relative low-income families in 2022/23 (p15). This is retained as historical context, not a trend comparison with the revised DWP series.

Its IDACI2019 map text names areas including Biddulph East, Leek North, Cheadle North East, Cheadle West (p6). These are historic pointers for local conversations; current ward boundaries, school needs and host suitability still need checking.

A clear local offer: one classroom £800; with 30 books £1,000. A book-only start is 30 copies for £300. A community host can receive 150 copies for £1,000 as a one-off gift to one regional address. See the full book menu at the end of this atlas.

PMA receives the sponsorship, then arranges school or host participation before delivery. The stated price includes standard regional delivery; no VAT or compulsory extras are charged. Funding and verified delivery are recorded separately; recognition stays adult-facing.

Sources [\[1\]](#), [\[2\]](#), [\[3\]](#), [\[4\]](#). School census: Jan 2026. EYFS: school/provider district, 2024/25. IMD2025 corrected File10 v2. Locality profile: supplied PDF, pp6 and 15; copy preserved in Source_Locality_Profiles.

Tamworth

25

schools with R-Y2 pupils¹

2,524

R-Y2 pupils¹

26.9%

under-16 low-income rate²

Wider child income context

4,086 resident under-16s in relative low-income families after housing costs, FYE2025. This is not a count of PMA-age pupils.²

Early-years context

68.6% reached a good level of development: 588 of 857 children in the 2024/25 EYFS district return. This is not a money-skills measure.⁴

A locally grounded starting point

Treat the town as a distinct cluster with its own sponsor and school agreement. Its relative low-income rate supports a focused local case, but PMA must budget included travel and staffing before accepting the order.

IMD2025 places **6 of 51 neighbourhoods** in England's most-deprived tenth. This counts small statistical areas (LSOAs), not children or schools.³

What the supplied profile adds

The June 2025 profile reports 3,240 under-16s (21.4%) in relative low-income families in 2022/23 (p15). This is retained as historical context, not a trend comparison with the revised DWP series.

Its IDACI2019 map text names areas including Belgrave, Glascote, Stonydelph, Castle, Mercian (p6). These are historic pointers for local conversations; current ward boundaries, school needs and host suitability still need checking.

A clear local offer: one classroom £800; with 30 books £1,000. A book-only start is 30 copies for £300. A community host can receive 150 copies for £1,000 as a one-off gift to one regional address. See the full book menu at the end of this atlas.

PMA receives the sponsorship, then arranges school or host participation before delivery. The stated price includes standard regional delivery; no VAT or compulsory extras are charged. Funding and verified delivery are recorded separately; recognition stays adult-facing.

Sources [\[1\]](#), [\[2\]](#), [\[3\]](#), [\[4\]](#). School census: Jan 2026. EYFS: school/provider district, 2024/25. IMD2025 corrected File10 v2. Locality profile: supplied PDF, pp6 and 15; copy preserved in Source_Locality_Profiles.

Stoke: look beneath the city average.

Ward detail helps PMA find local conversations. It does not identify individual families or determine a school's intake.

Ward (May 2024 boundaries)	Under-16s, low income AHC	Rate
Tunstall	987	53.1%
Bentilee, Ubberley & Townsend	1,723	51.1%
Etruria & Hanley	956	48.7%
Little Chell & Stanfield	683	47.3%
Abbey Hulton	849	47.0%
Lightwood North & Normacot	712	46.6%
Meir South	744	46.3%
Moorcroft & Sneyd Green	1,219	46.0%
Bradeley & Chell Heath	507	44.7%
Burslem	801	44.3%

Top ten Stoke wards by the published rate, FYE2025. All 34 wards, exact source rows and definitions are retained in the regional research files. These ward rates must not be assigned to nearby schools.

From area evidence to a real allocation

Use these areas to ask an appropriate local school or host about demand. Confirm which class or age group is suitable, existing provision, adult support and a workable date. Confirm the setting's agreement before naming it as the allocated school; funding received by PMA is recorded separately.

School request + feasible delivery + a suitable sponsor.

A high ward rate alone is insufficient. School location is not the same as pupil residence, and a postcode does not disclose a family's circumstances.

Source [\[2\]](#), table 4_AHC_Relative_Ward. Age 0–15, residence; ONS mid-2024 population denominator. Latest-year data provisional; disclosure control means ward totals may not sum exactly to city totals.

Keep the strongest local evidence.

All eight supplied profiles are preserved. Newer comparable series lead the sponsor case; older local detail provides context.

Evidence	Use in this suite	Boundary
DfE January 2026 school census	Size and location of R–Y2 school opportunity	School roll, not residents or PMA participants
DWP FYE2025, March 2026 release	Comparable under-16 low-income counts/rates across all nine areas	After housing costs; provisional; revised series
DfE EYFS 2024/25	Good level of development, with numerator and denominator	Not reading alone or financial capability
IMD2025, corrected v2	Current area-relative deprivation context	Neighbourhood rank, not individual need
Supplied profiles, June 2025	Historic local maps, named areas and dated family context	Mixed years: Census2021, poverty2022/23, EYFS2023/24, IMD2019
PMA delivery and learning records	Actual participants, books, schools and reported learning	Only from delivery evidence; never inferred from official statistics

Material findings from the profile audit

East Staffordshire’s page 6 IDACI wording is ambiguous, and its Family Basics percentages conflict between pages 5 and 13. Cannock’s narrative equates two claimant rates that differ in its table. These statements have not been promoted into sponsor headlines.

Commercial Mosaic categories are not official measures of poverty. IMD and IDACI measure different things. In particular, IDACI2025 changed substantially and is not interchangeable with DWP’s 60%-median low-income measure. We do not publish an invented “need score” that blends these measures.

Sources [\[1\]](#), [\[2\]](#), [\[3\]](#), [\[4\]](#). Full audit: Regional_Research/profiles_research.md and profiles_data.json. The original PDFs are unchanged.

Start with a deliverable local commitment.

The regional opportunity is larger than PMA's currently evidenced delivery capacity. A first allocation should be small enough to fulfil and learn from.

Suggested sequence	Why it is useful	Decision before allocation
Stoke + neighbouring Newcastle	Largest city pupil cohort and a potential compact delivery cluster	A willing school, viable route, named teacher and available facilitator
Stone / Stafford	A local operating connection and a separate school/sponsor conversation	Confirm class size, full delivery cost and dates
Cannock, East Staffordshire and Tamworth	Comparable income data supports a focused local case	Build each as a distinct route; budget included travel internally
Lichfield, South Staffordshire and Moorlands	Target specific requests within varied districts	Do not exclude need on a district average; agree access and hosting

An illustration at current catalogue prices

£3,000 three independent one-class school orders with books	Up to 90 programme places if all three are agreed	90 books to keep across those orders
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This arithmetic assumes three separately accepted £1,000 one-class orders, not a fixed multi-school package. Three classes in the **same programme** at one school are £2,000 with 90 books. A combined multiple-school scope receives a custom all-in written quotation. Standard delivery across the agreed Staffordshire and Stoke-on-Trent area is included; no VAT or compulsory extras are added.

Why the distinction matters

Separate schools need separate coordination, permissions and delivery arrangements. Count distinct schools once; do not treat a class as a school. Match receipts to orders and orders to delivery evidence. Budget contributions and cash received are different stages.

Recommended planning sequence, not a commissioned roll-out. Prices follow the locked 9 September 2026 schedule. Actual Ingram account book quotes are retained in the internal pricing evidence. Staffing and onward fulfilment remain modelled allowances; accepted work must fit PMA's available delivery resources.

Give sponsors a reason to return.

Each year, show what their previous support delivered and offer a specific next step in the place they care about.

Stage	What the sponsor receives	Evidence required
Agreed order	Agreed area or school request, quantity, all-in price and allocation terms	PMA order acceptance and allocation permission
Payment received	Dated welcome, receipt status and eligible points	Reconciled cleared sponsorship receipt; refunds deducted
Delivery	Books handed over; programme activity delivered	Receipt/distribution record or attendance record
End of pathway	School Delivery and Learning Report where applicable	Teacher-returned evidence, response rate and limitations
Before next budget cycle	A local cumulative statement and a fresh option	Deduplicated history and a feasible next school/class/host

A useful cumulative statement

Show eligible funding received, distinct schools or hosts supported, books delivered, recorded programme participation and repeat years. Leave any unavailable measure blank or marked awaiting evidence. Repeat attendances and books can concern the same people; unique beneficiaries require a defensible deduplication method.

£1 eligible cleared payment = one recognition point.

Lifetime points remain on the sponsor record. Existing club milestones are 2,500, 5,000 and 10,000 points, with one eligible personalised action per rolling 12 months under the full club rules.

A three-year illustration of one £1,000 order each year is £3,000 funding, up to 90 programme places and 90 books. It does not prove 90 different children, three different schools or secured future income. Renewal remains a fresh choice; community books remain one-off.

User-confirmed pricing and the Sponsor Suite 9 September 2026 club rules. Current prices held constant for this illustration. No actual sponsor history has been populated by this regional research.

Source register and calculation notes.

[1] DfE: Schools, pupils and their characteristics 2025/26

<https://explore-education-statistics.service.gov.uk/find-statistics/school-pupils-and-their-characteristics/2025-26/explore>

[2] DWP: Children in low income families, local area statistics, FYE2025

<https://assets.publishing.service.gov.uk/media/69b809619d8b52961a62b49a/children-in-low-income-families-local-area-statistics-2022-2025.ods>

[3] MHCLG: English indices of deprivation 2025, corrected district summaries

https://assets.publishing.service.gov.uk/media/6917412ebc34c86ce4e6e7fc/File_10_-_IoD2025_Local_Authority_District_Summaries_lower-tier_v2.xlsx

[4] DfE: Early years foundation stage profile 2024/25, district data

<https://api.education.gov.uk/statistics/v1/data-sets/019ac0fb-e082-7202-871f-439d6d036893/csv?dataSetVersion=1.0.1>

[5] ONS: Local authority district boundaries, December 2025

<https://www.data.gov.uk/dataset/e2f256dc-9313-487b-8190-46b0da8c2798/local-authority-districts-december-2025-boundaries-uk-bgc>

School footprint reconciliation

The earlier 36,000 total selected Staffordshire and Stoke education authorities. The nine-district footprint removes Bhylls Acre Primary (78 R-Y2 pupils, Wolverhampton district) and adds St Bartholomew's CE Primary (179, South Staffordshire district). **36,000 - 78 + 179 = 36,101**. School count remains 366.

Filter the full England school file to the nine district codes, state-funded primary grouping and at least one Reception/Year1/Year2 pupil. Count unique URNs. Use the DfE district assignment; do not reassign a school from a point on a generalised polygon. Special, independent and other-phase schools are outside this school-count definition.

Research checked 9 September 2026. Data files, source rows, raw extracts, map polygons and validation are supplied in Regional_Research. Boundary attribution appears on the map.

Sources: supplied profiles and definitions.

FINAL Cannock Chase Locality Profile.pdf

Staffordshire County Council, Children & Families Locality Profile; file metadata creation 26 June 2025, 18 pages. Page6: IMD/IDACI2019 area context; page15: population and low income; page18: learning indicators. Preserved in Source_Locality_Profiles.

FINAL East Staffordshire Locality Profile.pdf

Staffordshire County Council, Children & Families Locality Profile; file metadata creation 26 June 2025, 18 pages. Page6: IMD/IDACI2019 area context; page15: population and low income; page18: learning indicators. Preserved in Source_Locality_Profiles.

FINAL Lichfield Locality Profile.pdf

Staffordshire County Council, Children & Families Locality Profile; file metadata creation 26 June 2025, 18 pages. Page6: IMD/IDACI2019 area context; page15: population and low income; page18: learning indicators. Preserved in Source_Locality_Profiles.

FINAL Newcastle-under-Lyme Locality Profile.pdf

Staffordshire County Council, Children & Families Locality Profile; file metadata creation 26 June 2025, 18 pages. Page6: IMD/IDACI2019 area context; page15: population and low income; page18: learning indicators. Preserved in Source_Locality_Profiles.

FINAL South Staffordshire Locality Profile.pdf

Staffordshire County Council, Children & Families Locality Profile; file metadata creation 26 June 2025, 18 pages. Page6: IMD/IDACI2019 area context; page15: population and low income; page18: learning indicators. Preserved in Source_Locality_Profiles.

FINAL Stafford Locality Profile.pdf

Staffordshire County Council, Children & Families Locality Profile; file metadata creation 26 June 2025, 18 pages. Page6: IMD/IDACI2019 area context; page15: population and low income; page18: learning indicators. Preserved in Source_Locality_Profiles.

FINAL Staffordshire Moorlands Locality Profile.pdf

Staffordshire County Council, Children & Families Locality Profile; file metadata creation 26 June 2025, 18 pages. Page6: IMD/IDACI2019 area context; page15: population and low income; page18: learning indicators. Preserved in Source_Locality_Profiles.

FINAL Tamworth Locality Profile.pdf

Staffordshire County Council, Children & Families Locality Profile; file metadata creation 26 June 2025, 18 pages. Page6: IMD/IDACI2019 area context; page15: population and low income; page18: learning indicators. Preserved in Source_Locality_Profiles.

Keep periods and denominators beside the figures

DWP local estimates use resident children aged 0–15. EYFS district results use school/provider location and the assessed cohort. The January 2026 school census counts enrolled pupils. None of these is a count of children who received PMA.

The supplied profiles are historical sources. Their publication/creation date, download date and underlying observation years are different. Do not present the old poverty or deprivation figures as 2026 measurements, or describe an unrevised-versus-revised difference as a trend.

DWP methodology: [official background information](#). IMD/IDACI definitions: [2025 technical report](#). Full exact rows and limitations are retained in the structured fact register.

Your funding. PMA's responsibility.

Business-sponsor service terms offered with the locked 9 September 2026 menu. This specimen is not an issued order or a claim about previous performance or statutory deadlines.

One agreement and one clear price

Your agreement is with Pocket Money Adventures CIC. PMA provides the business cancellation terms before acceptance and payment, accepts the agreed order in writing, then receives your payment and arranges provision. Full payment must clear before PMA commits delivery costs. Schools and hosts receive the agreed provision without charge; they do not receive or approve your sponsorship payment.

Prices are the final all-in totals for the stated scope, including standard delivery across Staffordshire and Stoke-on-Trent. PMA is not VAT registered; no VAT is charged. No compulsory extra charge applies to that scope. Additional or different work requires a separate all-in quotation and your approval. PMA does not reduce an accepted package because its own costs change.

Choose your allocation permission

Support an area: authorise PMA to select a suitable willing school or host within your chosen district or the region. PMA can approach another setting in that area if one declines.

Request a particular school: PMA approaches it, but naming or paying for a request does not reserve or oblige it. Any alternative school requires your written agreement. Every school or host agrees participation before delivery; publicity permission is separate.

Timing you can follow

We aim to confirm allocation or a delivery plan within **90 calendar days of cleared payment**. We update you within 30 days of payment and every 30 days while unallocated. At the 90-day review, we escalate unresolved allocation with you and agree a written next step. Delivery dates are agreed separately; this is not a seven-week completion deadline. PMA remains responsible for fulfilling the order.

The accepted order records package, quantities, selection mode, all-in price, payment terms, allocation deadline and reporting. An invoice is not a receipt. Unmatched payments are reconciled promptly or returned if no order is agreed. No school is presented as booked or reached without evidence.

If plans change, you keep a clear choice.

Business-sponsor service terms, continued. Funding received, allocation confirmed and delivery completed are separate milestones.

New business orders and changes

New business sponsorship purchases are non-refundable for sponsor cancellation or a change of mind once PMA accepts the agreed written order. We provide these terms before acceptance and payment. An invoice confirms the agreement; it cannot add a new restriction after purchase.

If a school declines, withdraws or allocation is delayed, PMA proposes an alternative within the agreed area or revised dates for your **written agreement**. There is no automatic discretionary refund. PMA will not change the agreed scope or substitute a school-specific request without that agreement, and remains responsible for fulfilling the order.

After **14 days without a response**, PMA sends a reminder and continues the 30-day allocation updates. Silence does not authorise a change of scope. At the 90-day review, PMA escalates any unresolved allocation with you and agrees a written next step. Any remedy required because PMA fails to fulfil the agreement remains available.

Your report and Club record

We aim to report within 30 days of the agreed activity finishing or book handover. If evidence is outstanding, a status report identifies the missing information and next update. Reports distinguish purchased scope, verified delivery and learning evidence; books and places are not added as different people.

Each £1 of eligible cleared sponsorship payment earns one point on the full all-in amount; PMA's own costs do not reduce points. Any required refund or payment reversal reverses the related points. Keep the actual record. Points do not prove delivery and have no cash value. Every future order needs fresh acceptance; there is no automatic renewal.

This policy does not remove remedies for PMA's failure to fulfil the agreement, faulty or misdescribed goods, or rights that cannot lawfully be excluded. Existing accepted agreements retain their terms. Individual consumer purchases require applicable consumer terms and rights; this business policy is not a blanket consumer exclusion. PMA offers no Gift Aid or promised sponsor tax deduction. [Business-contract guidance](#); [consumer refund rights](#).

Choose a book gift for your area.

The same fixed prices apply to school and community book gifts. Every gift is a one-off purchase.

Copies of Ava Saves Up	All-in total	Points after cleared payment
30	£300	300
60	£500	500
90	£700	700
120	£900	900
150	£1,000	1,000
180	£1,200	1,200
300	£1,900	1,900
600	£3,500	3,500
750	£4,300	4,300
1,500	£8,000	8,000

Book gifts include one delivery to one agreed address in Staffordshire or Stoke-on-Trent. Other quantities, multiple delivery addresses and orders above 1,500 copies receive a custom all-in quotation before payment. Fixed programme prices cover one school and one agreed programme with one to six classes. More than six classes or more than one school receive a custom all-in quotation before payment.

Prefer a complete school programme?

One classroom £800, or £1,000 with 30 take-home books. Within the same one-school programme, add £300 per class programme-only or £500 with books, up to six classes.

PMA is not VAT registered; no VAT or compulsory extras are added to the agreed scope. School/host agreement is needed before delivery. Purchased copies are not verified recipients; points follow full eligible cleared payments less refunds. Book gifts include a fulfilment record, not programme sessions or a learning-outcome report.