

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

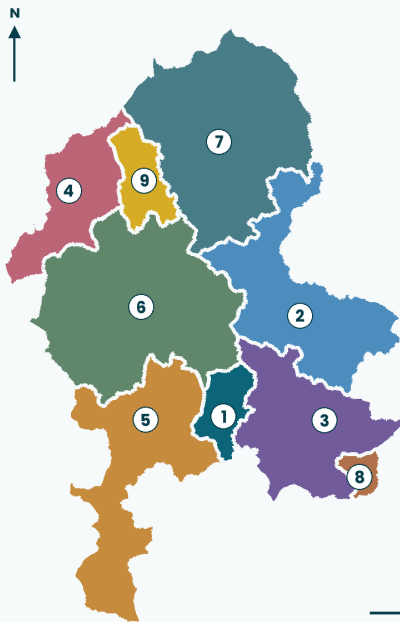
Reception-Year 2 pupils, January
2026

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.

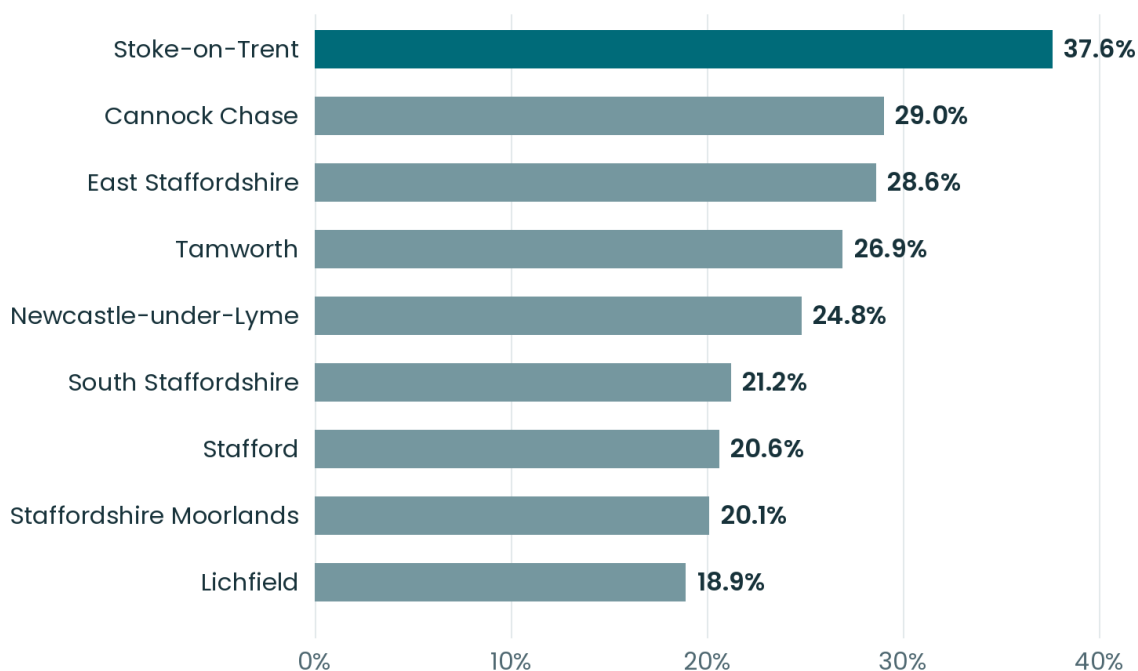
Book gifts include one delivery to one agreed address in Staffordshire or Stoke-on-Trent. Other quantities, multiple delivery addresses and orders above 1,500 copies receive a custom all-in quotation before payment. Fixed programme prices cover one school and one agreed programme with one to six classes.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

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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.

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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.

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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.

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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.

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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.

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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.