

CAN A SCHOOL AFFORD TO BUY TALK BOOST KS2?



INFORMATION FOR LICENSEES

Is Talk Boost KS2 too expensive?

Sometimes when we give people the price of *Talk Boost KS2* their reaction can be that it is expensive.

However, when you examine what is provided in terms of materials and the number of children *Talk Boost KS2* supports (without needing to buy any additional materials other than children's Communication Detective Notebooks), it is actually a cost effective way to equip children with the vital communication skills they need to access the curriculum.

It may help your marketing to break the cost down by number of children helped

The easiest way to demonstrate the cost effectiveness is to calculate the cost per child. All of the calculations below are based on what can be achieved by a school with one Intervention Pack in one year. An Intervention Pack contains an Intervention Manual, Teacher Manual, Toolkit, 12 x Communication Detective Notebooks, Participant Book and on-line Tracker. Each child needs their own Communication Detective Notebook to record their experiences and share at home so the Pack includes everything the school need to run the group 3 times with 4 children. A school can continue to use the materials year after year only needing to replace the Communication Detective Notebooks. This obviously reduces the cost per child even further.

How do I calculate the cost per child?

Add the cost of the number of Intervention Pack plus one additional pack of Communication Detective Notebooks for each Intervention Pack (so that each pack can support 24 children which is the maximum number of children one TA could support in a year) to what you charge for training and divide that by the number of children supported with these materials.

Examples with just one Intervention Pack

Cost of an Intervention Pack - £480 Cost of an additional set of 12 Communication Detective Notebooks - £50 which adds up to £530 to have 24 Communication Detective Notebooks.

The training costs that you, our Licensed Tutors, charge vary from free (when provided by some Local Authorities and Health Authorities) up to £700 (which is what I CAN charges to deliver training). Schools can cluster together in order to share training costs.

We recommend 4 children in a group (the Intervention Pack can be used for more than one Group in any one period so long as the Groups do not run at the same time. A TA could run a morning session 3 times per week for one Group and an afternoon session 3 times per week for another Group.



A *Talk Boost* KS2 intervention lasts 9 weeks and needs to be run throughout the same term. Six interventions can be easily run per year, so 6×4 children = 24 children

- If the training is free, the calculation is $£530 \div 24 = £22.08$ per child
- If the training is charged at £400, the calculation is $£930$ ($£530 + £400$) $\div 24 = £38.75$ per child
- if the training is charged at £700, the calculation is $£1,230$ ($£530 + £700$) = $£51.25$ per child

Examples with more than one Intervention Pack

Where there is no charge for the training, the cost per child will stay the same regardless of how many schools you train up at the same time.

If you charge for training, the more schools you train the cost per child will be cheaper.

Examples where you charge £400 for training

- If you train up 2 schools together (£530 each for a pack for 24) and charge £400 for training that's: $£1,460 \div 48 = £30.41$ per child
- If you train up 3 schools together (£530 each for a pack for 24) and charge £400 for training that's: $£1,990 \div 72 = £27.64$ per child
- If you train up 4 schools together (£530 each for a pack for 24) and charge £400 for training that's: $£2,520 \div 96 = £26.25$ per child

Examples where you charge £700 for training

- If you train up 2 schools together (£530 each for a pack for 24) and charge £700 for training that's: $£1,760 \div 48 = £36.67$ per child
- If you train up 3 schools together (£530 each for a pack for 24) and charge £700 for training that's: $£2,290 \div 72 = £31.81$ per child
- If you train up 4 schools together (£530 each for a pack for 24) and charge £700 for training that's: $£2,820 \div 96 = £29.38$ per child

In summary

The cost of *Talk Boost* KS2 ranges between £22 and £51 per pupil depending on the cost of the training delivery and the number of schools trained together. This cost is based on 24 children accessing the intervention across the year. Additional children can access the Intervention for £4.17 per child ($12 \times$ Communication Detective Notebooks $£50 \div 12 = £4.17$).



Costs of Materials

Schools can see what the Training Resources look like and order them from

<http://www.icancharity.org.uk/licensee-training-products>

- *Talk Boost KS2* Intervention Pack at £480 includes Intervention Manual, Teacher Manual, Toolkit, Tracker Tool, 12 x Communication Detective Notebooks and 2 x Participant Books.
- Participant Books £20
- Additional Class Teacher Pack (Teacher Manual and Participant Book) £95
- Additional 12 x Communication Detective Notebooks and Certificates £50
- Replacement Intervention Manual £195

Some useful Marketing Messaging

Information from our ongoing monitoring shows that following *Talk Boost KS2* intervention:

- **After 8 weeks of *Talk Boost KS 2 Intervention***
- **Children make significant progress in language and communication compared to a group who did not do the intervention**
- **67% of children no longer need support in understanding language.**
- **another way of wording this is 67% of children caught up with their peers in understanding language.**
- **85% of parents saw their child's language improve.**
- **Learning in the classroom is easier; children join in, take part in discussions and listen carefully.**

Need more information?

As ever, anyone in the I CAN team will be happy to provide further guidance or help you. Contact us on 0207 843 2515 or e-mail talkboostks2@ican.org.uk

June 2016