



The iPad Programme Explained

Normally when you buy an iPad you would go to a store (e.g. Tesco) or buy online. Typically when you do so, you get a standard iPad with a standard 1 year warranty. This normally includes cover for internal faults to the device under a standard limited manufacturers guarantee. You would then buy a case and stylus separately.

When you buy through the school, you will lease an iPad, purchasing through an online portal. The portal is simply a website where you enter a code, select your iPad options and enter finance arrangements. This allows parents to have more control over the buying process. Like an online shopping basket, it will allow parents to customise what they would like to buy.

Benton Park Primary School and the finance company will have a leasing agreement with a finance company (CHG*) which is funded via a parental contribution scheme that parents pay via monthly payments (for the iPad bundle described in this pack). At the end of the term, Benton Park Primary School will then transfer ownership of the iPad from the school, to the parents. This is a fully compliant lease agreement.

Benton Park do not buy iPads in bulk and re-sell to parents. Your iPad is provided by the iPad distributor (Jigsaw*). This allows you to customise your iPad and select options which are right for you and your child. When you buy an iPad, you will buy it at educational pricing. Apple does not offer any bulk/mass discount to us as a school. The iPad distributor does not make any additional profit from the sale of the iPads to parents. There is a direct debit setup/admin fee, and the insurance company, like any other broker, does make a profit from the insurance offering. Benton Park does not receive any financial offering, profits or other financial investments from the iPad distributor or insurance provider.

The programme also allows the school to look after the web filtering of the device. The device will be set up by school and school will be able to monitor activity upon it.

This document does not cover the Teaching and Learning benefits of iPads. By the end of the week, the Engagement Evening Presentation and documentation provided in this pack will be available to view on our website www.bentonpark.newcastle.sch.uk. The document is a proposal of how an iPad deployment to parents/students at Benton Park would operate, should parents express a wish to proceed with the programme.

Responses to Engagement Evening Questions

1) Will parent own the iPad at the end with no initial deposit or final payment?

Yes, all prices given mean that the device will be owned by the parent at the end of the lease with no extra outlay.

2) Why should parents buy from us when they can get it just as cheap through Apple?

The iPad is provided with a bespoke warranty and comprehensive insurance plan. If the iPad is damaged or broken, it will be replaced, next day provided the call is logged before a set time the day before. Dealing with warranty queries will be consistent with every student/parent and it will be stress free, no quibbles.

3) Are people making profit out of the leased monthly payments i.e. is there an interest rate?

The insurance company, like any insurance company does have interest added. However, no other profit has been added. The leasing company also do have a small interest charge, which has been included in the bundle to be able to own the device outright at the end of the term. Benton Park are not making any profit from this venture; no money is passed to the school. There is a residual payment and administration fees to pay, which are standard in a leasing situation.

4) Can we offer a range of devices and different year groups have different terms?

We can offer two options presently, the iPad Mini 2 and the iPad Mini 4.

5) What are we going to do about vulnerable students who will be mugged and attacked on the way home from school with their iPad?

Where schools have deployed iPads to students, they have not reported any issues in this area; including those schools with lower demographics. Many of our older students carry very expensive mobile phones (e.g. iPhones) and have similarly not experienced any such incident.

That said, we understand that, carrying an iPad to and from school may make students vulnerable. We will work closely with community support officers and ensure:-

- We develop a clear set of guidelines on how to appropriately travel with equipment between home and school; with students being strongly advised to keep their iPads in their bags when in transit.
- All students are clearly aware of potential dangers using iPads publicly.
- Every single student is aware of how to limit vulnerable situations from arising and most importantly how to deal with such situations; should they occur. All students know and understand that, should they be in a vulnerable position, they should hand over equipment without challenge. Full guidance, education and teaching will be delivered to all students prior to beginning the programme. The message of 'Safety First' will be conveyed throughout so all students are aware of the importance of this.

6) Why Apple?

The iPad is intuitive and easy for children to use. Apps for the iPad support the curriculum and Apple's devices can be updated. As a tablet within the school environment they work well. In addition, the structure and training around the use of Apple devices is unavailable for other similar devices in the way it is for Apple. Put simply, iPads work in schools.

7) How are we going to prevent students who cannot afford this from being disadvantaged and not have access at home / multi-child families who cannot afford this?

We will treat this on a case by case basis and every single student will be able to access the technology. If families cannot afford to buy an iPad, they will have access to one at school to use.

8) Why do parents have to buy?

Embedding technology in the classroom, alongside traditional learning has shown to enhance learning and provide a more enjoyable and relevant learning experience. iPads provide an opportunity for students to really extend and enrich their learning. It will also allow children to take their iPad home.

At Benton Park, we can see the distinct learning benefits such a programme will have on every single individual. Unfortunately, as a school, we cannot afford to buy this technology for everyone. Also, there are clear benefits for personal ownership of the device for the student. The research suggests that there are distinct benefits to students having ownership of their devices and taking responsibility of it and their own learning.

9) What happens if my income is affected mid-way through the purchase and I can longer afford to pay (e.g. as a result of redundancy)?

Should a family have issues, in the first instance, this should be discussed with the school and we may be able to support you. A solution would be based around each individual on a case by case basis.

10) What technical support will the school be providing?

We would offer a range of technical support:-

- We will support the setup and configuration of iPads with parents and students.
- We will run parent/child sessions to enable you to support your child's learning.

11) Do we have to buy the iPad through the school / is there an advantage to the parent to buy through you?

There is no advantage in buying the iPad itself, but the whole bundle brings many advantages. The main advantages are, not having to pay VAT (saving 20%), therefore taking advantage of buying through the education route and the advantage of the bundle package that includes insurance, which you cannot purchase, at the same terms, through a high street at the educational price. Parents would also have the benefit of being able to spread the cost, instead of paying the full amount immediately. It is the package of iPad, Griffin Case, Insurance, Warranty, Stylus and Software that combined, not available from shops or via Apple directly for the same price, or at the same quality and service level. The insurance and warranty are stress free, fully comprehensive. No credit checks are carried out on parents and the finance and purchase process is simple and quick. You also get the web-filtering, allowing the school to help keep the device safe.

12) Can parents buy one for themselves / is there an advantage to the school if the parent buys through the school?

As iPads are VAT exempt for children as an educational device, parents would not be able to purchase additional iPads. One iPad can be purchased for each child who attends the school.

13) Can parents buy more iPads for other children (e.g. younger students) or even parents to begin their journey? If so is there a further advantage to buying more than 1 if that is possible?

If parents have more than one child at the school, then yes, this offer is also open to that child. Parents would not be able to purchase under the educational agreement. See Q12.

14) Why is the cost the same as buying through Apple Education when you are buying in bulk?

Apple does not provide any real bulk buying power; so as a school we cannot benefit from this. When buying an iPad you are buying a larger package; including a case, extended warranty and comprehensive insurance. It is this combined deal that makes the iPad purchase more viable for parents.

15) How does the App purchasing work for schools?

We buy Apps through a Volume Purchase Programme. By doing this, many Apps can be discounted up to half price for schools. We purchase them using funds from the one off app payment from parents. All iPads which are joined to our network will receive the Apps. Once the Apps are on the iPad, they stay there forever; you own them. The school buys the Apps that the children will use.

16) Where will you store iPads during the day?

Like any school, Benton Park is a busy environment. We will need to ensure that iPads are kept safe. We would look to ensure that appropriate facilities and procedures are in place. iPads will be stored in the child's classroom in boxes or storage units. We have used iPads over the past 3 years, none have been stolen.