

# Introducing the **Parental Eye** **Royalty Scheme** for Schools



**Could your school benefit from a scheme that could help**

- **increase parental involvement**
- **raise achievement**
- **strengthen home-school links**
- **encourage hard-to-reach parents?**

**10%**  
royalty

for each subscription received

The Parental Eye Royalty Scheme for Schools is a partnership between schools and Parental Eye Magazine to equip parents to become more effectively involved in their children's learning.

As a group of parents with professional and personal links to education we know the barriers that can face parents in supporting their children. Our ethos is based on evidence showing that, on average, children whose parents get involved in their learning have 5% better language skills and are 8% more numerate than those whose parents do not. It makes sense to embrace clear evidence that good parenting is vital to improving children's life chances.

Parental Eye is a practical resource with a lively mix of articles and commentary written from a parental perspective to give a deeper understanding of how the education system works. There are tips and suggestions on how parents can help to raise the attainment level of their children, plus lots of advice on how to work more effectively with schools.

#### **How the scheme works**

The scheme is based on working in partnership with schools to raise awareness of the wide range of information and resources that exist to help parents support their children's learning.

We will send you a pack of 'mini brochures' outlining the benefits of the resource to parents, which schools distribute to pupils take home.

For each subscription received schools are paid a 10% royalty to spend on anything they like.

*If you think your school could benefit from the Parental Eye Royalty Scheme for Schools become a partner with us today.*

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