



Make sure your children can still fulfill their potential, even if something happens to you

Education Cover

All parents want their children to fulfill their potential. But this usually costs money. When you include things like extra curricular activities and school trips, it can cost almost £1,200 a year to send a child to a state secondary school. Private school fees and university fees cost a lot more.

Education is expensive



- It can cost almost £1,200¹ a year to send a child to a state secondary school
- The average private school now costs parents £4,186² a term – taking inflation into account, that means a child starting private school now, aged 5, would cost their parents £235,000² in fees by the time they reached 18
- School fees have gone up by 30% over the last five years²
- The Government has raised tuition fees for 2012/2013 to a maximum of £9,000 a year³
- A student starting university can expect to leave with a debt of around £25,000⁴

Source: ¹ISC Census 2010 ²How much will university or college cost?, accessed 28th February 2011, <www.direct.gov.uk>
⁴The Push National Student Debt Survey, August 2010.

Education Cover is designed to make sure that your children don't have to miss out on any part of school life, even if something happens to you. If you die we'll pay a range of benefits for each child on your plan, to help cover the costs of their education. You can even choose cover that will pay if you become seriously ill.

What the average family spends each year on their children's education

Expense	Primary	Secondary
Uniform	£158.99	£208.99
PE kit	£46.22	£122.85
School trips	£78.44	£289.71
Class materials	£27.15	£95.52
Stationery items	£4.40	£25.51
Swimming lessons	£15.08	£0.00
School fund	£7.34	£14.49
School lunch	£304.84	£376.69
Travel	£6.20	£41.07
School photographs	£15.14	£9.26
Charity contributions	£8.79	£5.02
Other activities / items	£11.21	£6.35
Total annual spending	£683.80	£1,195.46

Average private school fees

Age group	Day school fees	Boarding fees
Junior	£3,878	£5,892
Senior	£4,848	£7,968
Sixth-form	£5,254	£8,387

¹ Source: Cost of Schooling 2007, BMRB Social Research.

Each child covered by your plan gets all of the benefits of **Education Cover** – if you need to claim.

Here's how Education Cover can help:

We give your family regular payments to cover school costs

Every school term we'll pay your family £750 for every child covered, to help meet the cost of things like uniforms, books and school trips. It means they don't have to miss out on the things that make up everyday school life.

We pay a £1,000 Star Award if your child excels at an activity

If your child excels at an activity – for instance, if they reach Grade 8 in a musical instrument, get a gold Duke of Edinburgh Award or are picked for a national sports team – we pay a one-off £1,000 Star Award (per child) to help nurture their talent.

We pay the fees if your child goes on to further or higher education

If your child goes on to university, we cover the cost of their tuition fees. So, you don't have to worry about your family getting into debt if your child wants to carry on studying. We also cover fees for other qualifications like Certificates or Diplomas of Higher Education, or Higher National Certificates and Diplomas. There's a maximum, currently £9,000. If the Government increases tuition fees, this maximum will go up too.

Even if your child doesn't go on to further or higher education, we'll still support them after they turn 18

Even if your child doesn't go on to university or further education, we will still give them £3,000 every year for three years. The money can help pay for personal development – things like evening classes or specialist training – or just give them a little extra support as they start their career.

We'll even pay private school fees

If you choose our Private School option, we'll even pay private school fees. You can choose to cover Day fees or Boarding fees. We'll pay up to a maximum of £10,000 per term per child.

We make sure your benefits keep up with rising school costs

The costs of education are rising all the time. So, we review our benefits each school year, to make sure you're always covered for the right amount. If we need to increase your cover, your premiums will increase to reflect that.

We'll give your family extra support if one of your children falls ill

If your child is hospitalised for more than 10 days while we're paying Education Cover, or if they miss more than 20 consecutive days of school because of illness, we pay a one-off School Absence Benefit of £1,000. Your family can use the money towards treatment or extra tuition.

And if you've got Education Cover, you get free Serious Illness Cover for your child too. This means that, if they fall seriously ill, we pay a lump sum to help your family cope. Depending on how severe the illness is, that lump sum can be up to £5,000.

Case study



Andy

Andy works as a journalist. He's 40 and has a 7-year old son Max, who goes to a local state school. He took out Education Cover to make sure that his family will be able to cover the costs of schooling and university, even if he's not around.

"My mates weren't joking when they said my life would change when I became a dad. My son is everything to me. My ambitions haven't gone out of the window but everything's a bit more in perspective. I still work long hours, but I do it because I know it's helping me give my family the best life we can afford.

Before Max started school, my wife and I spent months looking at the best ones in the area. I give up my Saturdays and Sundays for drama, football and piano lessons. I even spend my weeknights reading the

books my son brings home from school (although I secretly enjoy it). I'll do everything I can to start him on the right track and make sure he turns out happy.

I don't like dwelling on it, but that also means thinking about what would happen if I wasn't here. There are loads of things I'd like to provide for Max as he grows up. I hate the thought that he'd miss out if something happened to me.

So Education Cover was an easy decision. It only costs me £7.45 a month on top of my life cover. I spend more than that insuring my mobile phone! It's worth it to know that things like school uniform and French exchanges would all be sorted in the short term. If Max goes to university – and I hope he does – then his fees will be sorted too."

This case study has been designed to illustrate how Education Cover can help you and is not an actual testimonial. Premiums quoted are indicative and will vary according to your personal circumstances.

Choosing the right cover



There are three options available within our Education Cover: our State School option, the Private School Day option and the Private School Boarding option.

This table shows what's included with each option along with a typical initial monthly premium. The figures are based on a 40-year old non-smoker taking out cover that will support his 7-year old child if he dies. Remember that this cover is designed to increase as the costs of education increase – so, the premiums will be reviewed every year and might increase too.

	State	Private School – Day	Private School – Boarding
A regular payment each term to cover school costs	£750	£750	£750
A one-off Star Award if your child excels at a specific activity	£1,000	£1,000	£1,000
University or further education fees paid	Up to £9,000 each year, rising if fees rise	Up to £9,000 each year, rising if fees rise	Up to £9,000 each year, rising if fees rise
Support if your child doesn't go on to further or higher education	£3,000 a year for three years after they turn 18, rising in line with tuition fees	£3,000 a year for three years after they turn 18, rising in line with tuition fees	£3,000 a year for three years after they turn 18, rising in line with tuition fees
Private school fees paid	N/A	Up to £6,000 per term per child, rising if fees rise	Up to £10,000 per term per child, rising if fees rise
Typical initial monthly premium	£7.45	£16.10	£20.27

Plus, you get access to Vitality

Vitality is our health and wellness programme. It's designed to help you live a healthy lifestyle. We give you a range of tools, such as online health assessments and meal planners. And we also give you discounts on things like health screenings and programmes that help you stop smoking. The more you take part in Vitality, the higher your Vitality status will become – you can go from Bronze to Silver Status, to Gold and finally Platinum.

If you've got a PruProtect Plan, Vitality can even reduce your premiums

Unlike other insurers who just assume that your health will get worse as you get older, we can look at your Vitality status and charge you a premium that reflects your health – not the average person's. If you reach Silver status, we'll reduce your premiums by 1% on your next plan anniversary. If you reach Gold, we'll reduce them by 2%. And if you get to Platinum status, we'll reward you with a reduction of 3%. We're the only protection insurer to do anything like this.

Get extra rewards and discounts with Vitality⁺



Whatever Plan you choose, you can upgrade to Vitality Plus. This currently gives you 50% off full individual monthly gym memberships with Virgin Active and LA fitness*. We'll also reward you for increasing your Vitality status, with discounts from Eurostar, Mark Warner, Champneys and Cineworld.

*25% off full individual monthly gym membership for Virgin Active 'Classic clubs' and LA fitness South Kensington club.



About PruProtect

We offer a range of cover designed to fit the way people live their lives today. As well as Education Cover we offer Life Cover, Serious Illness Cover, Income Protection and Health Cover.

To find out more

This brochure gives an overview of our Education Cover.

To find out more about Education Cover, or any of our other products please speak to your financial adviser, or take a look at pruprotect.co.uk.

