

Issues and ideas for a better world

A collection of ideas from the
Policy Idol 2018 finalists



About the Policy Institute at King's College London

The Policy Institute at King's addresses complex policy and practice challenges with rigorous research, academic expertise and analysis focused on improving outcomes. Our vision is to contribute to building an ecosystem that enables the translation of research to inform policy and practice, and the translation of policy and practice needs into a demand-focused research culture. We do this by bringing diverse groups together, facilitating engagement between academic, business, philanthropic, clinical and policy communities around current and future societal issues.

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Preface

At the heart of King's College London's work is a desire to produce innovative ideas that will pave the way for the creation of a better world. The Policy Institute is thoroughly committed to helping King's achieve this, not only through its research and analysis, but also through training the next generation to shape public policy and serve society in the future.

It is for this very reason that we hold our annual Policy Idol competition, open to all students and staff at King's. We welcome all applicants to really contemplate current societal issues and to find new, creative ways to solve them.

Coming from a wide range of disciplines, all applicants are given just three minutes to pitch their policy ideas to an expert panel of judges. After receiving bespoke training in policy analysis and communications to help them pitch their ideas, the selected 10 make it through a to live final.

Returning to host this year's final was the always-entertaining Mark Easton, BBC News Home Editor. Jennifer Rubin, Executive Chair of the Economic and Social Research Council and Professor of Public Policy at King's, chaired the panel of judges, which included: Polly MacKenzie, Director of Demos and former Director of Policy to the Deputy Prime Minister; Baroness Sally Morgan, Chair of Future Leaders and former Chair of Ofsted; and Professor Funmi Olonisakin, Vice-President (International) and Professor of Security, Leadership and Development at King's.

This year's standard of entries was higher than ever. Particular praise must go to Nicolas Seidman, the overall winner of Policy Idol 2018, for his wonderful pitch on

the need to introduce low-cost drone cameras to prevent humanitarian atrocities.

Special congratulations are also due to the two other prize winners; Ross Hills, a fourth-year dental student, was awarded the runner-up prize for substance, for his presentation on the need to increase the fluoridation of drinking water. Ross not only impressed the judges but he also took home the coveted audience prize. And Rebeca Ortega, a Public Policy and Management MSc student, won the runner-up prize for style with her pitch on electric energy provision in Paraguay.

These policy proposals, from the winners and the other finalists, are available to read in this publication. I was inspired by the inventiveness and creativity they demonstrated, and I'm sure you will see why we were all in agreement as to the high quality of these successful submissions.

It was a privilege and pleasure to judge this year's entries. I hope that you enjoy reading them.

Dr Sarah Rawlings
Interim Director of the Policy Institute at King's

Acknowledgements

Throughout the heat stage of the competition, there were a number of individuals who gave up their time to help select the finalists. Thanks go to:

- ♦ **Mike Rann**, Former Premier of South Australia and CEO of Rann Strategy Group
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- ♦ **Charles Clarke**, Former Home Secretary and author of *The Too Difficult Box*
- ♦ **Anne-Marie Canning**, Director of Social Mobility and Student Success, King's College London
- ♦ **Jonathan Grant**, Vice-President/Vice-Principal (Service) and Professor of Public Policy, King's College London
- ♦ **Tristan Pedelty**, Deputy Director, Transport Spending Team at HM Treasury
- ♦ **Jeremy Jennings**, Head of School and Professor of Political Theory at the School of Politics & Economics at King's College London
- ♦ **Paul Lewis**, Reader in Economics and Public Policy at King's College London
- ♦ **Alice Sherwood**, former management consultant and television producer for the BBC, ITV and Channel 4
- ♦ **Kate Barker**, Business economist and former member of the Bank of England's Monetary Policy Committee.
- ♦ **Jo Moriarty**, Senior Research Fellow and Deputy Director of the Social Care Workforce Research Unit at King's College London

- ♦ **Simon Crine**, Interim Director, Money and Mental Health Policy Institute
- ♦ **Elizabeth Pisani**, Director of Ternyata Ltd., Public Health Consultancy
- ♦ **Lawrence Haddad**, Executive Director, Global Alliance for Improved Nutrition (GAIN)
- ♦ **Thomas Plant**, Director of Proliferation and Nuclear Policy, Royal United Services Institute (RUSI)
- ♦ **Anne-Marie Rafferty**, Professor of Nursing Policy, King's College London

Thanks also go to:

- ♦ The final judges, who did an excellent job putting the finalists through their paces, with probing questions to get them thinking and push them further.
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Mark Easton, host of Policy Idol 2018



Nicolas Seidman collects his winner's trophy from Former Home Secretary Charles Clarke



Nicolas makes his pitch to the judges and live audience

1 | Preventing humanitarian atrocities with low-cost cameras

Nicolas Seidman

Overall winner of Policy Idol 2018

Nicolas Seidman is in his third year, studying for a BA in War Studies in the Department of War Studies at King's College London.

1 | Preventing humanitarian atrocities with low-cost cameras

Oppressive regimes around the world are committing humanitarian atrocities. By hiding them from public view, they can avoid accountability.

In Myanmar, the government is allegedly committing ethnic cleansing of the Rohingya people. Médecins Sans Frontières estimates that over 6,000 people have been killed by state security forces.¹ Another 800,000 have fled to Bangladesh out of fear of persecution.² When UN investigators were sent to verify these claims of human rights abuses, they were barred from entry.³

This is not an isolated case. The Saudi government is the number one perpetrator of civilian casualties in the Yemen war. It is estimated that over 8,000 civilians have been killed by Saudi-led airstrikes on civilians.⁴ However, by imposing a media blackout, and barring foreign journalists, the majority of these abuses go unverified.⁵

Without verification, yet another government goes unpunished. The problem we are faced with is the

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- 1 McPherson, Poppy. '6,700 Rohingya Muslims Killed in One Month in Myanmar, MSF Says.' The Guardian. Last modified December 14, 2017, <https://www.theguardian.com/world/2017/dec/14/6700-rohingya-muslims-killed-in-attacks-in-myanmar-says-medecins-sans-frontieres>.
 - 2 'The Flow of Rohingya Refugees into Bangladesh Shows No Sign of Abating.' The Economist. Last modified October 19, 2017, <https://www.economist.com/blogs/graphicdetail/2017/10/daily-chart-13>.
 - 3 'Myanmar Bars U.N. Rights Investigator Before Visit.' U.S. Last modified December 21, 2017. <https://www.reuters.com/article/us-myanmar-rohingya-investigator/myanmar-bars-u-n-rights-investigator-before-visit-idUSKBN1EE0UL>.
 - 4 'OHCHR Yemen Report 2017.' Accessed March 29, 2018, <http://www.ohchr.org/EN/Countries/MENARegion/Pages/YemenReport2017.aspx>.
 - 5 'How the Saudis Are Making It Almost Impossible to Report on Their War in Yemen.' New Statesman | Britain's Current Affairs & Politics Magazine. Accessed March 29, 2018, <https://www.newstatesman.com/world/middle-east/2017/08/how-saudis-are-making-it-almost-impossible-report-their-war-yemen>.

following: How can we gather the evidence to hold these governments accountable?

My policy suggestion is to send low-cost video cameras to the victims of humanitarian atrocities. This would enable the victims to film the governments' crimes, allowing the international community to hold them accountable.

This policy has two stages. The first is to use small drones to air-drop low-cost video cameras to victims in affected areas. Zipline drones would be a perfect model to use. These drones are lightweight, compact, and fairly inexpensive.⁶ They are currently being used to provide medical supplies to remote villages in Rwanda. Made with durable components, this model would be used to air-drop dozens of low-cost video cameras at a time. In doing so, victims of humanitarian atrocities would be capable of filming cases of abuse.

This leads into the second part of the policy: uploading the footage. The footage could then be uploaded to the internet via high-altitude balloons, specially designed by Google, which are capable of providing connectivity to remote parts of the globe. They have so far successfully restored internet access to 100,000 Puerto Ricans when Hurricane Maria hit.⁷ The balloons would be sent over affected areas, then automatically connect to the cameras, upload the footage, and reveal to the world the reality taking place on the ground. This would circumvent restrictions imposed by oppressive regimes and finally provide much-needed evidence for the international community to take action.

The solution is resilient, cost-effective and easy to coordinate. First, the drones and internet balloons are

6 Zipline International Inc. 'Zipline — Service — Zipline Provides a Seamless Delivery Service, Rain or Shine.' Zipline — Lifesaving Deliveries by Drone. Accessed March 29, 2018, <http://www.flyzipline.com/service/>

7 'Google Parent's Project Loon Delivers Internet to 100,000 in Puerto Rico.' USA TODAY. Last modified November 9, 2017, <https://www.usatoday.com/story/tech/2017/11/09/google-parents-project-loon-delivers-internet-100-000-puerto-rico/849627001/>

difficult to shoot down as they are too small for effective anti-aircraft defence systems to target.⁸ Additionally, the balloons float at an altitude of 20 kilometres, high enough to evade attempts to shoot them down.⁹ This would ensure that oppressive regimes would be unable to prevent the footage from being collected and uploaded.

Second, this project is also cost-effective. The overall cost for material is estimated to be less than half a million pounds. The UK alone has donated £59 million¹⁰ in aid to the Rohingya crisis and £50 million¹¹ to the crisis in Yemen. This project would represent less than 1% of their committed funds.

Third, according to the World bank, nearly five billion people in the developing world have mobile phone subscriptions.¹² This implies that coordinating the delivery of the cameras with civilians in affected areas would be easier than ever before.

8 'IDF Fails 3 Times to Bring Down Drone over Golan.' The Times of Israel | News from Israel, the Middle East and the Jewish World. Last modified July 17, 2016, <https://www.timesofisrael.com/idf-we-tried-and-failed-3-times-to-bring-down-drone-over-golan/>

9 Butler, Will. 'Can We Trust Google With the Stratosphere?' The Atlantic. Last modified March 29, 2018, <https://www.theatlantic.com/technology/archive/2013/08/can-we-trust-google-with-the-stratosphere/278797/>

10 'Minister Field's Statement on the Rohingya Crisis: 15 March 2018 - GOV.UK.' Welcome to GOV.UK. Accessed March 29, 2018, <https://www.gov.uk/government/speeches/fco-minister-field-statement-on-the-rohingya-crisis>.

11 'Penny Mordaunt: Extra UK Aid to Help Stop "Human Tragedy" in Yemen and Prevent Risk of "Catastrophic Famine" - GOV.UK.' Welcome to GOV.UK. Accessed March 29, 2018, <https://www.gov.uk/government/news/penny-mordaunt-extra-uk-aid-to-help-stop-human-tragedy-in-yemen-and-prevent-risk-of-catastrophic-famine>.

12 'Mobile Phone Access Reaches Three Quarters of Planet's Population.' World Bank. Last modified July 17, 2012, <http://www.worldbank.org/en/news/press-release/2012/07/17/mobile-phone-access-reaches-three-quarters-planets-population>.

HOW CHEAP CAMERAS CAN PREVENT HUMANITARIAN ATROCITIES



ACCOUNTABILITY



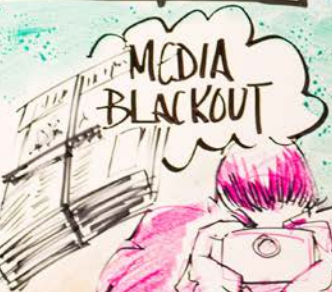
Nicolas Seidman
War Studies BA - 3rd year



DRONES ARE
HARD TO SHOOT

EVIDENCE ATTROCITIES

GOVERNMENTS
UNPUNISHED



MEDIA
BLACKOUT

NOT A MATTER
OF
HOW
BUT
WHEN



Ross Hill, winner of the substance and audience prize, receives his prize from Charles Clarke



2 | The need to increase the fluoridation of drinking water

Ross Hill

Runner-up (substance) and winner of the Audience Prize

Ross Hill is a fourth-year dental student in the Dental Institute at King's College London.

2 | The need to increase the fluoridation of drinking water

Despite dental decay being an easily preventable disease, we are a nation of children with rotting mouths. A national programme of community water fluoridation whereby the mineral is added at low levels to tap water is a simple solution, reducing dental decay in a safe, cost-effective and proven manner.

Children's tooth decay should not be underestimated. Seldom seen as more than a straightforward problem that a visit to the dentist can fix, it is actually the foundation to a much larger silent epidemic facing the nation. Epidemic is not an overly dramatic word to use; general anaesthesia operations for tooth extractions are the number one reason for hospital admissions in the 5-9 age group, at a cost of £836 per extraction, and one in four children start school with dental decay (with an average of over three teeth affected). And the worst part is the vast majority of disease is being left untreated.¹

Unsurprisingly, this is impacting our children's ability to learn. 26% of children have missed school due to dental pain or infections, with an average of three days missed, while 37% of parents have reported their children have experienced sleepless nights due to dental pain.²

Fortunately, the tooth decay process is a well-studied topic. Dietary carbohydrates and sugars are nutrients used by oral

1 Public Health England, 2018, 'Water Fluoridation Health Monitoring Report For England' 2018 Executive Summary, pp 5-6, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/692754/Water_Fluoridation_Health_monitoring_report_for_England_2018_final.pdf.

2 Public Health England, 2017, 'Health matters: child dental health,' <https://www.gov.uk/government/publications/health-matters-child-dental-health/health-matters-child-dental-health>.

bacteria which then, as part of a metabolic process, produce acid by-products that demineralise the tooth surface and overtime create cavities.³

In 1916, Dr. McKay published a report linking a distinct lack of cavities in his patients with higher levels of Colorado Brown Stain,⁴ leading to the discovery of fluoride as an important tooth remineralisation tool and its subsequent near-ubiquity in oral health products. Further research showed that fluoride on the tooth prevents the ability of bacteria to metabolise sugars, making tooth structure more resistant to acid attack by substituting hydroxyapatite for fluorapatite crystals. These are less acid-soluble, thus discouraging demineralisation of the tooth and preventing cavities forming.⁵

Fluoride is a mineral found naturally occurring in the British water supply, with its concentration depending on the geology of the area. In the UK, natural levels vary from 0.1 parts per million (ppm) to 1.2ppm.⁶ When focusing on artificially raising the fluoride levels, we aim for 1ppm, the level proven to be the most beneficial, where people will get the cavity fighting effects while not having to change their behaviour.

Innovative local authorities covering 6 million English residents have already taken the decision to fluoridate their water, and a report released by Public Health England (PHE) in March 2018 comparing nationwide differences between fluoridated and non-fluoridated areas found:

- ♦ 5-year-olds residing in fluoridated areas experience much less decay. In the least deprived areas, the number

3 Banerjee. A, Watson. T, Pickards. H. M, 2015, *Pickard's Guide To Minimally Invasive Operative Dentistry*, 10th edn, Oxford University Press, Oxford.

4 McKay. F. S, Black. G. V, 1916, 'An investigation of mottled teeth: an endemic developmental imperfection of the enamel of teeth heretofore unknown in the dental literature of dentistry,' *Dent Cosmos*, 58:477-84.

5 Ten Cate. J. M, 1999, 'Current concepts on the theories of the mechanism of action of fluoride,' *Acta Odontologica Scandinavica*, 57:325-329.

6 Torjesen. I, 2014, 'Water fluoridation almost halves hospital admissions for dental caries,' *BMJ*, 348:2349.

of children with cavities fell by 17%. while in the most deprived areas there was a 28% reduction.

- Hospital admissions for decay-related tooth extractions among 0-19-year-old children also dramatically fell. There were 59% fewer children admitted in fluoridated compared to non-fluoridated areas.⁷

PHE is also tasked with monitoring a possible link between water fluoridation and non-oral disease. To date, no such link has been found.

With considerable reductions in disease, fluoridation presents a way the NHS can reduce the financial burden on its dental system. Fluoridating nationally would cost less than 50p per person per year, and PHE has estimated that for every £1 spent the return on investment would be £12.71 within just five years.⁸

Recent amendments to The Water Act 2003 placed the onus of deciding to fluoridate on individual local authorities. This creates a barrier to those wishing to fluoridate, as a community's water supply rarely abides by authority boundaries. Therefore, if one wishes to implement this intervention, it must receive the consent and thorough involvement of adjacent authorities. By pursuing a national programme of water fluoridation this barrier will be circumvented.

Prior to implementation, an informative public health campaign and a level-headed nationwide debate must be undertaken. However, in light of the lack of controversy surrounding water fluoridation schemes already in place in the UK, balanced with the multitude of predictable benefits

7 Public Health England, 2016, 'National dental epidemiology program for England: oral health survey for 5 year old children' 2015, pp 8-12, http://www.nwph.net/dentalhealth/14_15_5yearold/14_15_16/DPHEP%20for%20England%20OH%20Survey%205yr%202015%20Report%20FINAL%20Gateway%20approved.pdf

8 Public Health England, 2016, 'Improving oral health: A community water fluoridation toolkit for local authorities', https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/507915/Fluoridation_Toolkit_-_Publications_gateway_version_20160304.pdf

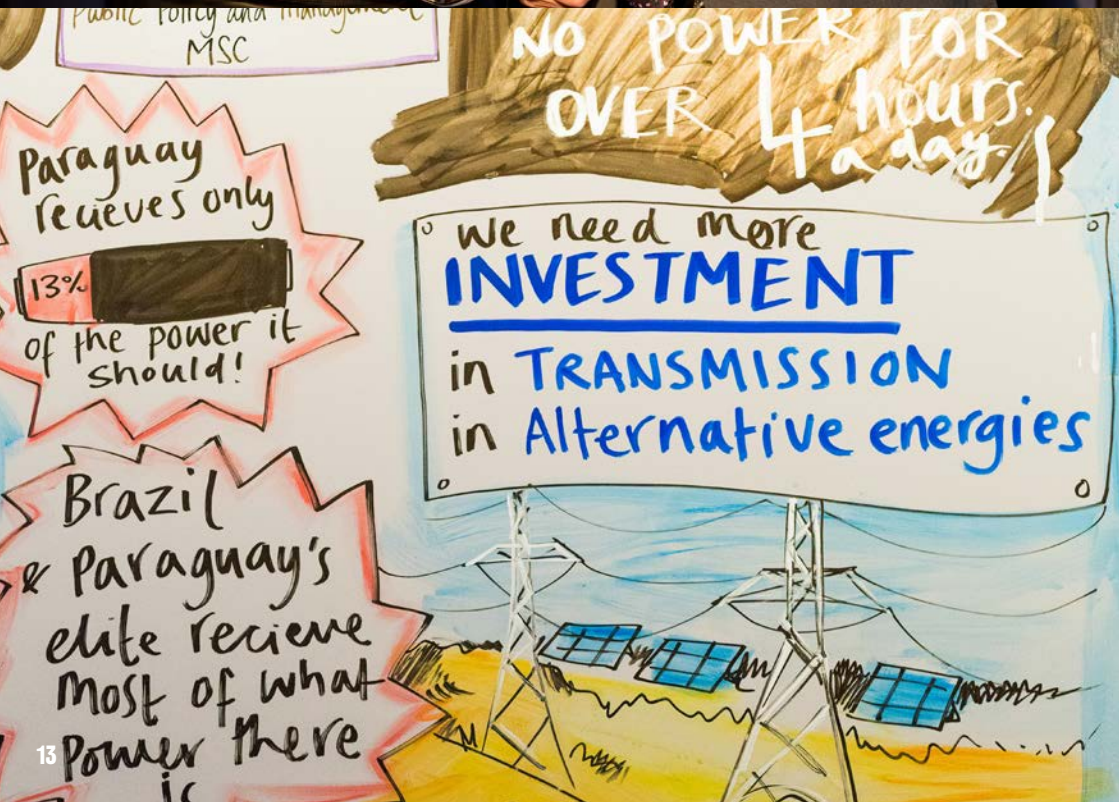
that could be gained, it is my opinion that there will be relatively little resistance.

Around the world, there are many countries where their residents drink fluoridated water, including the Republic of Ireland, Israel, Hong Kong, Australia, New Zealand and the US. In fact, it has been so successful across the pond that the US Centre for Disease Control has listed water fluoridation in its 'Top 10 Most Important Public Health Advances of the 20th century'.⁹

Water fluoridation offers a solution to the question 'Why we are letting so many of our children suffer from an easily preventable disease?' It brings with it a lifetime's worth of global data on its complete safety, undoubted efficacy seen through drastic dental disease differences within the UK, and a way that the NHS could combat the unending burden placed on its budget. It is time we fluoridate our drinking water.

9 Mullen. J, 2005, 'History of Water Fluoridation,' British Dental Journal, 199:1-4

Rebeca Ortega, winner of the style prize, with Charles Clarke



3 | Electric energy provision in Paraguay

Rebeca Ortega

Runner-up (style)

Rebeca Ortega is studying for an MSc in Public Policy and Management in King's Business School.

3 | Electric energy provision in Paraguay

Paraguay is in a privileged position regarding its energy production as almost all the country's electricity is based on hydropower. There are three hydroelectric dams in the country, the largest one being Itaipú Binacional,¹ co-owned with Brazil; the second is Yacyretá² co-owned with Argentina; and the third, Acaray, is a national hydroelectric power station. Together these dams generate more than 17.000 MW³ annually, producing more electricity than the country consumes.⁴

Despite being one of the world's largest producers of clean and renewable electric power,⁵ Paraguay does not have the infrastructure to fulfil its great potential. It is, therefore, one of the few countries in the region to export a massive hydroelectric surplus,⁶ while its local supply is at the point of collapse. The country suffers from frequent and prolonged power outages due to the unpredictability in the electricity distribution system.⁷ The unreliable power supply affects

1 'Energy: The world's largest generator of renewable clean energy' Itaipú Binacional, accessed December 8, 2017, <https://www.itaipu.gov.py/en/energy/energy>.

2 'Central Hidroeléctrica: Datos Técnicos' Entidad Binacional Yacyretá, accessed December 10, 2017. <https://www.eby.gov.py/index.php/chy/datos tecnicos>.

3 Kilowatt is a unit of electric power equal to 1.000 watts, watt is the unit flowing across an electrical circuit with a potential of one vol. and MW (Megawatt) is equal to 1.000 kilowatts, generally used to measure the generation capacity of power plants.

4 ANDE. Informe Ambiental: línea de transmisión 500 kV CH Yacyretá – Ayolas - Villa Hayes. Asunción: Administración Nacional de Electricidad, 2012. Accessed December 9, 2017, <http://www.ande.gov.py/documentos/InformeAmbientalANDELT.pdf>.

5 World Energy Council. Hydropower: Annual report 2016. London: World Energy resources, 2016. Accessed December 10, 2017, <http://www.worldenergy.org/publications/2016/world-energy-resources-2016/>

6 VMME. Balance Energético Nacional 2016: en términos de energía final. Asunción: Viceministerio de Minas y Energía, 2017. Accessed December 9, 2017, <http://www.ssme.gov.py/vmme/pdf/balance2016/BEN%202016.pdf>.

7 Carlos Cardozo, 'La crisis de energía eléctrica se instala en el Paraguay,' ABC, Sept 30, 2007, <http://www.abc.com.py/edicion-impresa/economia/la-crisis-de-energia-electrica-se-instala-en-el-paraguay-1013076.html>.

all of society, resulting in losses in production to business and industry, the closure of schools and universities, and a negative impact on the health sector.

The main reason for this unreliability goes back to issues in 1973 regarding a negotiation with Brazil to build the massive Itaipú dam – Paraguay's main source of energy. The Itaipú dam is supposedly capable of supplying ample electricity to both countries, with Brazil and Paraguay each receiving 50% of the energy produced. However, currently, Paraguay is receiving only 13% of its share as there is no investment in transmission lines and the energy grid across Paraguay. The rest of Paraguay's share is being sold to Brazil at a fixed price, significantly lower than the market rate.⁸ The inequity of the fixed price with the Itaipú dam can be illustrated by the agreement that Brazil made with Uruguay last year. Uruguay exported its electricity to Brazil at a price of roughly USD \$90 per MWh in 2017.⁹ In contrast, Paraguay is receiving an average tariff of only USD \$3.45 per MWh from Brazil for the Itaipú surplus.¹⁰

Itaipú remains of strategic importance for Brazil. The dam is powering the rapid development of São Paulo and Rio de Janeiro's industrial sectors and represents 19% of the entire electricity consumption in the country.¹¹ In this way, to preserve this profitable and advantageous treaty, Brazil has been skilfully paying to the elite of Paraguay for over 30 years.¹² As a result, Paraguay's economic development and its closely linked social development have both been substantially held back.

8 Robert Nickson, 'Revising the past: The Paraguayan energy sector in perspective – Powering Up: Latin America's energy challenges.' Vol. SU 005 (2010): 29-37

9 Miguel Noguez, 'Brasil lideró la compra de excedentes; privados advierten por los bajos precios de colocación.' *El Observador*, Dec 31, 2017, <https://www.elobservador.com.uy/exportacion-energia-fue-record-2017-y-supero-los-us-100-millones-n1155189>.

10 ABC, 'Exportación uruguaya confirma la subvaloración de energía paraguaya.' ABC, Jan 25, 2018, <http://www.abc.com.py/edicion-impresa/economia/exportacion-uruguaya-confirma-la-subvaloracion-de-energia-paraguaya-1669375.htm>

11 Robert Nickson, 'Revising the past: The Paraguayan energy sector in perspective – Powering Up: Latin America's energy challenges.' Vol. SU 005 (2010): 29-37

12 Ibid.

Even though the payment Paraguay receives for conceding the energy surplus is minor, this still represents an enormous income for the National Treasury, constantly and massively contributing to the total GDP among other sectors, such as agricultural and livestock production.¹³ Furthermore, several social projects have been operated and the *National Fund for Public Investment and Development (FONACIDE)*¹⁴ and *Fund for Excellence in Education and Research (FEEI)*¹⁵ have been established with these resources, which are regulated by law.¹⁶

To address the deficient capacity for distribution and transmission of electric power, we must incentivise rational governance and cultivate transparency and accountability to improve government effectiveness. This could be done by applying Itaipú profits in two stages:

First, to meet all the national energy demand and beyond, allocating Itaipú resources to invest in transmission and distribution lines to provide electricity to all citizens and the industrial sector, as well as to fund decentralised electricity for rural areas, consisting of micro hydropower dams' systems in small rivers and mini solar panels.

Second, to develop an economy that is running on 100% renewable energy to enable Paraguay's economy to expand. While dams are an important part of renewable energy, they have a limited useful life and an annual depreciation. Therefore, it is important to take advantage of all the potential renewable resources. By gradually allocating Itaipú resources to develop solar energy, the country could reach 20% growth in solar power year on year. Paraguay

13 'Bank Data: Paraguay' World Bank, accessed March 26, 2017, <https://data.worldbank.org/country/paraguay>

14 Acronym for the Spanish denomination: Fondo Nacional de Inversión Pública y Desarrollo

15 Acronym for the Spanish denomination: Fondo para la Excelencia de la Educación y la Investigación

16 Que crea el fondo nacional de inversión pública y desarrollo (FONACIDE) y el fondo para la excelencia de la educación y la Investigación (FEEI) Act (4758 of 2012) / Congreso Nacional del Paraguay; <http://www.gacetarioficial.gov.py/index/getDocumento/5331>.

and the rest of the world can learn lessons from Costa Rica, where progressive energy policies have produced 100% electricity from renewable resources.¹⁷

Investing in infrastructure to deliver existing energy, and in alternative renewable resources for the future, is crucial. These short- and long-term policies can help shore up Paraguay's electricity sector and promote a sustainable future for all Paraguayans.

¹⁷ Tom Embury-Dennis, 'Costa Rica's electricity generated by renewable energy for 300 days in 2017,' Independent, Nov 22, 2017, <https://www.independent.co.uk/news/world/americas/costa-rica-electricity-renewable-energy-300-days-2017-record-wind-hydro-solar-water-a8069111.html>.

Rebeca pitches her idea to the judges



Projects Manager James Baggaley



The judges listen to James's pitch

4 | Universal chance to train: creating a future for all

James Baggaley

James Baggaley is Projects Manager at the Menzies Centre for Australian Studies at King's College London.

4 | Universal chance to train: creating a future for all

What happens when we are denied the opportunity to get on and move up the ladder? What happens when access to work is purely based on having skills or training which are not available to everyone? For a growing section of society, these questions are no longer abstract – they are becoming a daily reality. This, however, does not have to be the case.

The Universal Chance to Train (UCT) uses the framework of universal basic income to tackle some of the wider challenges facing citizens in the 21st century, providing a Universal Annual Training Allowance for every working age adult.

I grew up in a small town in the Midlands whose prosperity during most of the 20th century depended on medium-sized local industries. It's the kind of town where people still strongly hold on to the belief that if you work hard and do the right thing, you'll get a promotion, a pay rise and, ultimately, a better future. Yet, over the last few decades of deindustrialisation, the opportunities to progress have dried up. You cannot work hard if you cannot find a job, and you cannot 'get on' in a job if it offers no opportunities for personal development and skills training.

We are all aware of the processes of globalisation that have created this situation, reproducing it across Britain. My policy proposal does not set out to reverse this process but works within our contemporary economic context to forge new pathways to personal development and well-being, while providing social mobility and cohesion to towns like the one I grew up in. These communities were once at the

vanguard of economic and technological change but are too often neglected in visions of shaping Britain's future. Since 2007, there has been a 38% fall in adults participating in further education. That's 1.5 million fewer adults in education.¹ This dramatic reduction is occurring at a time when lifelong learning and adult education have never been more critical to the future of the UK and its citizens.

Few would dispute this claim or the notion that the failure to invest in skills training is already impacting UK society and the economy.

For example, over the last 10 years, Britain has seen a reduction in social mobility, driven in part by the growing need for skills to access the jobs of tomorrow. We are seeing wage stagnation exacerbated by many finding it increasingly difficult to access in-work training. And the UK has also seen a prolonged period of reduced productivity; again, one element of this slowdown is ascribed to Britain's inability to upskill its workforce.²

A key issue here is a revolution in the world of work. Technological advances have created new industries demanding constantly updateable skills and knowledge. But we have also seen an expansion of temporary and fixed-term working; by 2020, Britain expects to have over a million temporary workers,³ who unfortunately will have no access to in-work training.

Automation has continued to put pressure on low- to medium-income workers. In the coming years, we will see an ever-greater number of industries impacted. In fact, the

1 FE Week. 2018, 'Lammy: Bring back evening classes to save adult education.' [ONLINE] Available at: <https://feweek.co.uk/2017/01/12/lammy-bring-back-night-schools-to-save-adult-education/> [Accessed 10 April 2018].

2 OECD iLibrary. 2018, 'Getting Skills Right: United Kingdom' | READ online. [ONLINE] Available at: https://read.oecd-ilibrary.org/employment/getting-skills-right-united-kingdom_9789264280489-en#page1. [Accessed 10 April 2018].

3 Resolution Foundation. 2018, 'Secret Agents: agency workers in the new world of work - Resolution Foundation.' [ONLINE] Available at: <http://www.resolutionfoundation.org/publications/secret-agents-agency-workers-in-the-new-world-of-work/> [Accessed 10 April 2018].

Bank of England recently suggested that over 15 million jobs in the UK will be affected by automation.⁴

But we can make a change by implementing the Universal Chance to Train programme.

While dramatically upskilling communities, the UCT will maintain standards by allowing each of us to choose from certified suppliers – a system successfully used in both Singapore and Denmark. It will also allow existing providers to expand and innovate learning; including via online courses and night school.

Through the principle of universality, we would broaden access to adult education to those who are already in work, recognising that many of our fellow citizens are trapped in a cycle of low pay and long hours, with no access to training. With the annual guarantee of training, we would allow citizens to overcome the disruption that automation will continue to bring.

UCT would provide a chance to improve productivity, social mobility, and most exciting of all, a chance at a fresh start; a new job in a new industry.

Everyone deserves a chance, a chance at a better future and a chance to train.

4 Oxford Martin School. 2018, 'The Future of Employment: How susceptible are jobs to computerisation?' Publications | Oxford Martin School. [ONLINE] Available at: <https://www.oxfordmartin.ox.ac.uk/publications/view/1314>. [Accessed 10 April 2018].

A Universal chance to Train

Giving Citizens the
skills they need to
Succeed.



**James
Baggaley**

Projects manager
Menzies Centre for
Australian Studies

**ANNUAL
TRAINING
ALLOWANCE**

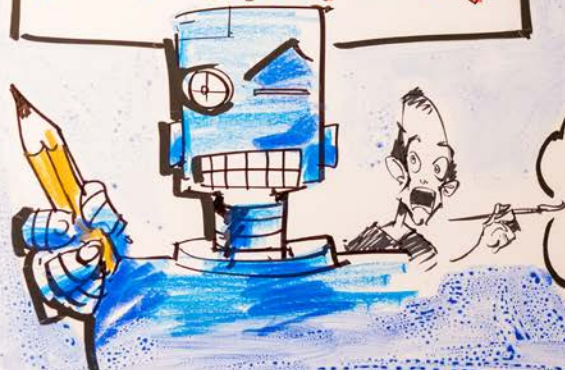


**WORK
IS
CHANGING**



PRODUCTIVITY

AUTOMATION





5 | Housing within reach: reforms for tackling the British housing crisis

Salome Gongadze

Salome Gongadze is in her second year, studying for a BA in Politics in the Department of Political Economy at King's College London.

5 | Housing within reach: reforms for tackling the British housing crisis

It is commonly said that Britain is in the midst of a 'housing crisis'. Average house prices have increased by an astonishing 259% over the last 10 years, while average earnings have risen by just 68% over the same period.¹ Younger generations are the hardest hit; a 30-year-old today is half as likely to own a home compared to past generations,² and spends much more of their earnings on housing costs such as rent and bills. Many have given up entirely on the possibility of home ownership, while private rentals are insecure and expensive in the long term, especially for families.³

We can place blame on the speculative house-building model, in which developers bid competitively for land. The developer who bids the most for the land wins, but then has to recoup these high costs by building premium housing.⁴

Those who could once expect to rent a cheap home from their local council increasingly cannot do so. With the sell-off of many homes under the 'Right to Buy' scheme, combined with a series of 'regenerations' which saw large estates demolished and replaced with market-price housing, council houses are rapidly disappearing.

There are 1.8 million families who are currently on the waiting list for council housing. Councils now provide affordable housing through agreements with private

1 Office of National Statistics, 2017, 'Statistical bulletin: Housing affordability in England and Wales: 1997 to 2016.'

2 Whittaker, M., 2018, 'Time for Some Housing Honesty,' The Resolution Foundation.

3 Tomlinson, M. & Rahman, F. 2018, 'Cross countries: international comparisons of intergenerational trends,' The Resolution Foundation.

4 Lloyd, T and Jefferys, P. 2017, 'New Civic Housebuilding 2017: Policy Report' Shelter.'

developers to include a percentage of ‘affordable units’ in new builds. However, developers can negotiate these agreements down, provided they can prove that the requirements would be detrimental to their profits, under the so-called ‘viability loophole.’⁵ Research suggests that this loophole has been routinely abused by developers seeking to dodge affordability requirements that they could have easily met.⁶

Housing insecurity and high housing costs have a knock-on effect on the demand for under-resourced welfare provisions such as housing benefit, mental health services, and the NHS. The housing crisis is exacerbating problems of intergenerational inequality,⁷ with implications for political and societal harmony at large. It is simply unfair that developers profit enormously⁸ from the current shortage at the public’s expense. Housing is becoming an increasingly salient political issue as more and more people are affected by sky-high prices and spiralling rents.⁹

This proposal tackles the crisis at its roots, helping to put more affordable housing within reach, both in the form of lower costs for private purchase and in greater availability of social housing. The government should identify ‘High Demand Zones’ where cost and need are greatest and adopt the following recommendations:

1. Close the ‘viability’ loophole by amending the National Planning Policy Framework to place strict limits on developers’ ability to negotiate affordability requirements. This would eliminate a race to the

5 Crosby, N., Harris, R., Garside, P., Parsa, A., Sayse, S., 2017, ‘Viability and the Planning System: The Relationship Between Economic Viability Testing, Land Values, and Affordable Housing in London.’

6 Ibid.

7 Tomlinson, M. & Rahman, F., 2018, ‘Cross countries: international comparisons of intergenerational trends,’ The Resolution Foundation.

8 Neate, R., 2017, ‘Persimmon chair quits over failure to rein in CEO’s ‘obscene’ £100m+ bonus,’ The Guardian.

9 Elledge, J., 2017, ‘Podcast: Gimme Shelter,’ The Skylines Podcast.

bottom¹⁰ between developers who rely on their ability to cheat affordability requirements.

2. Seriously support alternative models of house-building that are in the public interest. This could include public land being invested into private-public partnership schemes that plan and execute affordable developments tailored to meet local needs. Small-scale versions of this system have already been implemented in England.¹¹
3. Reform the compulsory purchase order (CPO) system. Currently, if a CPO must be used, the government is required to compensate landowners for the value their land may gain if it were developed upon.¹² If the rules could be amended to allow the government to have the ability to buy land at something closer to its existing value, landowners could then be encouraged to hoard less and sell to governments or alternative civic development organisations.
4. Raise council borrowing allowances, as they are currently capped at rates that prevent councils from building sufficient social housing.¹³ This would shrink the desperate shortage of such housing, cutting waiting lists and decreasing homelessness.

A safe and affordable home should not be a privilege only reserved for some. In the words of one housing academic, 'Housing and home are not just about bricks and mortar, but about identity, emotional security, and a sense of place in the world.'¹⁴ We have failed as a society if we make these precious things too costly for most people to attain. With policy action and political willpower, we can help to bring them back.

10 Crosby, N., Harris, R., Garside, P., Parsa, A., Sayse, S., 2017, 'Viability and the Planning System: The Relationship Between Economic Viability Testing, Land Values, and Affordable Housing in London.'

11 Lloyd, T and Jefferys, P., 2017, 'New Civic Housebuilding 2017: Policy Report' Shelter.

12 Bentley, D. (2017) *The Land Question*. Civitas.

13 Perry, J., 2014, 'Where is housing heading? Why is it important to change local authority borrowing rules?' Chartered Institute of Housing.

14 Minton, A., 2017, 'Big Capital: Who Is London For?' London: Penguin.'



Salome on stage with Mark Easton





"Economy is growing, but by how
our lives are improving, not just
by our standard of living, but by
our quality of life."

*Speech announcing the Measuring National
Wellbeing Programme 25 November 2010*

6 | Gross National Happiness

Mansoor Hasan Khan

Mansoor is studying for an MSc in Public Policy and Management in King's Business School.

6 | Gross National Happiness

There are so many things in life that cost nothing but can mean so much: a smile, a helping hand, positive thoughts, encouragement – they all come without a price tag and help produce a state of happiness in human beings.¹ And while the quest for this state is a universal goal, how people achieve it can vary greatly, depending on what happiness means to each individual.

Economists measure happiness and life goals in terms of material possessions. This relies on a measure called gross domestic product (GDP), which demonstrates the strength of an economy in terms of the output of material goods. If GDP grows, society can spend more on these possessions in the pursuit of self-fulfilment. Any activity or beneficial measures adding to the production size of the economy increases GDP, and eventually, is assumed to affect average living standards.² These beneficial measures, however, involve aspects which could ultimately have devastating effects for the planet, promoting the economic advancement of a country while causing widespread environmental harm.

As such, GDP estimates are a blunt measure of happiness, putting material advancement over that of social welfare.³ To this point, a study of life satisfaction in Japan during its post-World War II recovery found that while the country's per capita income increased fivefold from around 1958 to 1987, and there was a significant increase in the production of

1 Beecher, S., 1998, *Happiness: It's up to You*, Boolarong Press, Brisbane

2 Costanza et al, 2009, 'Beyond GDP: The Need for New Measures of Progress,' Boston University, THE PARDEE PAPERS / No. 4 / January 2009

3 Zencey, 2009, "G.D.P. R.I.P." *New York Times*, August 9, 2009, available at: http://www.nytimes.com/2009/08/10/opinion/10zencey.html?_r=4&pagewanted=1&emc=eta1 (accessed on 20th Mar 2018)

consumer goods, there were no noteworthy improvements in national living standards.⁴

'Gross national happiness' is a measure of life quality. The idea was presented by the Bhutan sovereignty in 1972, in line with Buddhist teachings. While GDP and the procurement of material possessions are a measure of monetary improvement in the Western world, GNH and the procurement of otherworldly goods can be seen as the delegates of such improvement in oriental economies.⁵

As various methods have been found to measure wellbeing, different organisations and countries around the world are putting them into practice, such as the Human Development Index, Ecological Footprint, OECD Better Life Index and the Stiglitz Report. Countries like France, UK, Finland, Norway, have started conducting surveys on the wellbeing of their citizens, to plan their policies accordingly. The state of Maryland in the US has adopted a 'genuine progress indicator' as a measure of growth of GDP. Therefore, assessing the growth of any nation can be looked at holistically by reviewing the economic, natural, physical, mental and working environment, as well as social and political prosperity.⁶

For this reason, GDP is in fact a by-product of GNH, embodying all elements which could guarantee a socially beneficial way of life. Additionally, one's level of income could be viewed as a basic component in the capacity of an individual, despite other factors such as environmental degradation, social problems, crime, divorce, joblessness and inflation. These elements had been overlooked in calculating GDP, while level of utility – which is

4 Easterlin, R. A, 1994, 'Will raising the incomes of all increase the happiness of all?' *Journal of Economic Behavior and Organization*, Vol. 27, 1995: 35-47

5 Crins, R., 2008, 'Meeting the "Other": Living in the Present, Gender and Sustainability in Bhutan,' Eburon: Eburon Delft

6 Oswald JS., 2010, 'Emotional Prosperity and the Stiglitz Commission,' Warwick Economic Research Papers, Dept. of Economics

an intermediary of the level of bliss in an economy – incorporates them all.⁷

Understanding the importance of GNH and making this transition to include it in policymaking would be beneficial for us all.

It is extremely important to understand the concept of ‘wellness,’ which should be the aim of any government. While GDP is a means to achieve this, it is by no means a fool-proof method – a view also expressed by David Cameron when he was UK Prime Minister.⁸ It is high time that we considered this problem and worked towards providing a solution.

7 Tella, MacCulloch, Oswald, 2003, ‘The Macroeconomics of Happiness,’ *The Review of Economics and Statistics*, November 2003, 85(4): 809–827

8 Fox, J., 2012, ‘The Economics of Well Being,’ *Harvard Business Review*, January-February 2012 Issue



Mansoor Hasan Khan
Public Policy &
Management MSc

GROSS NATIONAL HAPPINESS

..UNSELLABLE..



Why should I
WORK?!
I'm already
HAPPY!



IS EVERYTHING
FINE?

BHUTAN
has
4
PILLS
of...



IMMIGRATION



NOT EVERYTHING
THAT CAN BE
COUNTED
ACTUALLY
COUNTS!



7 | Tackling corruption in Latin America

Daniela Villacreces Villacis

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7 | Tackling corruption in Latin America

The corrosive problem of corruption hinders the development of Latin America. Corruption could be understood as ‘the abuse of entrusted power [or public funds] for private gain.’¹ It leads to the misallocation of resources otherwise intended for social services and development projects.² It also discourages investment and jeopardises public trust in political institutions.³ All but three Latin American countries exhibit medium to high levels of corruption,⁴ far higher than expected considering the region’s level of economic development.⁵

Despite major structural and constitutional anti-corruption reforms implemented in each of these countries since the early 1990s, little or no change has been visible within the last 17 years.⁶ Moreover, these major reforms have been costly for the governments involved. For example, the Mexican government spent around \$12 million in 2017 to implement its National Anti-Corruption System.⁷ It is planning further spending increases in 2018.

1 Transparency International, 2018a., ‘What is corruption?’ Transparency International [online] <<https://www.transparency.org/what-is-corruption>> [Available at 28 March 2018]

2 Blake, C.H., and Morris, S.D., 2010. ‘Corruption & Politics in Latin America,’ London: Lynne Rienner Publishers, Inc.

3 Little, W., and Posada-Carbó. E., 1996, ‘Political Corruption in Europe and Latin America,’ London: Macmillan press LTD.

4 Transparency International, 2018b, ‘Corruption Perceptions,’ Index. Available at: <https://www.transparency.org/research/cpi/cpi_2001/0> [Accessed 20 February 2018].

5 Blake, C.H., and Morris, S.D., 2010, ‘Corruption & Politics in Latin America,’ London: Lynne Rienner Publishers, Inc.

6 Transparency International, 2018b, ‘Corruption Perceptions’ Index. Available at: <https://www.transparency.org/research/cpi/cpi_2001/0> [Accessed 20 February 2018].

7 Imagen Digital, 2018, ‘Destinarán 436 mdp a sistema nacional anticorrupción,’ El Excelsior, [online] (Last updated 15:02 PM on 26th June 2017). Available at: <<http://www.excelsior.com.mx/nacional/2017/06/26/1172030>> [Accessed on 28 March 2018].

Similarly, Peru allocated a budget of almost \$3 million towards anti-corruption projects last year.⁸ From 2003 to 2010, Colombia spent around \$5,000,000 as part of the presidential initiative against corruption; this was just one of the anti-corruption projects led by the government, discounting the overheads allocated to the institutions which ran the anti-corruption programme⁹. And what happened in Colombia was replicated across the whole region: neither these developments nor the new institutional reforms contributed to curbing corruption.¹⁰ Corruption in Latin America is an endemic issue; both citizens and public officials undermine new regulations, and for this reason, these are ineffective.

In order to find a solution, one must also target the general public.

Compulsory education in good citizenship and values is what is needed to properly tackle corruption. It could be facilitated, and the cost of its implementation reduced, by following the example of the guidelines in Latin America's 'Preventing through Education' programme. This programme has already introduced sex education into school curriculums.¹¹ As with sex education, education in values would be implemented at all academic levels; values such as honesty, fairness and transparency would be taught in a didactic manner in primary schools, while the actual law, the cost of corruption and consequences of corruption in the specific country would be discussed in secondary schools.

8 El Comercio, 2018, 'MEF da S/ 9 mlls. adicionales al PJ para sistema anticorrupción,' El Comercio, [online] (Last updated 11:02 AM on 27th January 2017). Available at: <<https://elcomercio.pe/politica/justicia/mef-da-s-9-mlls-adicionales-pj-sistema-anticorrupcion-401699>> [Accessed on 28 March 2018].

9 Isaza, E., 2011, 'El fracaso de la lucha anticorrupción en Colombia,' Revista Opera, 11, p.221-239.

10 Gutiérrez, H., 2013, 'Colombia: overview of corruption and anti-corruption' [pdf] U4 Expert Answer. Available at: <<https://www.u4.no/publications/colombia-overview-of-corruption-and-anti-corruption/pdf>> [Accessed 20 February 2018].

11 Hunt, F., Castagnaro, K., and Monterrosas Castrejón, E., 2014, 'Evaluation of the Implementation of the Ministerial Decalration, Preventing through Education, From Commitment to Action; Advances in Latin America and the Caribbean,' [pdf] IPPF (International Planned Parenthood Federation). Available at: <http://apps.who.int/adolescent/second-decade/images/Section_9/9_18/9.18_partnership_mesoamerican.pdf> [Accessed 20 February 2018].

We can approximate the cost of the policy by using the disclosure figures of countries that have implemented the sexual education programme. For instance, 'Preventing through education' from 2015 to 2017 cost the Ecuadorean government approximately 7% of its budget for anti-corruption projects launched from 2012 to 2013.¹²

The results of this policy will be visible in the short, medium and long term. In the short term, the policy will start by changing students' behaviour according to their new perceptions of what is 'right' and 'wrong'. This change has already been visible in other value-based programmes, such as 'Your Moment of Truth' in Kenya, where after one year of education in values to tackle harassment against women, more than 70% of boys who witnessed physical or sexual assault successfully intervened to stop it.¹³

In the medium term, students will contribute to this social change by addressing the issue with their families – the nucleus of society. A shift in social norms will, therefore, be visible without necessarily changing institutions. For example, four years on from establishing 'Your Moment of Truth' and 'No Means No' in Kenya, both of which are educational programmes, there was a noticeable reduction in reported cases of rape and school dropouts due to pregnancy, by around 50%;¹⁴ results that came about without any change in institutions. In the case of corruption, citizens will become less willing to participate in police or bureaucratic bribery due to

12 Presidency of Ecuador, 2015, Proyecto 'Plan Nacional De Fortalecimiento De La Familia.' [pdf] Presidency Ecuador. Available at: <http://www.presidencia.gob.ec/wp-content/uploads/downloads/2015/09/k_proyecto_plan_familia_2015.pdf> [Accessed 20 February 2018].

13 Githua, O.W., Golden, N.h., Kapphahn, C., Keller, J., Bergholz, L., Mboya, B.O., Mulinge, M., Paiva, L., Sinclair, J., 2015, 'A 6-Week School Curriculum Improves Boys' Attitudes and Behaviors Related to Gender-Based Violence in Kenya. *Journal of Interpersonal Violence*, 32(4), pp.535–557.

14 'No Means No Worldwide: About committed to ending sexual violence since day 1' – No Means No Worldwide, 2018 [online]. Available at: <<https://www.nomeansnoworldwide.org/about>> [Accessed 3 March 2018].



the increasing social outcry. New social norms will be established and demands for more transparent public institutions will increase. In most countries within the region, the law and institutions to penalise corruption are already in place. What is needed is a society that supports them.¹⁵

Finally, the new generation of political leaders would be studying in this system, and once they get into power, they will be tackling other problems while keeping the system clean. In the long run, social norms will be culturally reinforced. Moreover, this policy would not only have tackled the issue of corruption but also would have opened doors to tackle other Latin American problems from an educational perspective, such as misogynist attitudes and tax avoidance.

It's been said that every nation gets the government it deserves. Perhaps, if we foster more honest societies, Latin America would finally deserve more transparent governments that actually work for the people.

¹⁵ Blake, C.H., and Morris, S.D., 2010, 'Corruption & Politics in Latin America.' London: Lynne Rienner Publishers, Inc.



8 | Why bullies get a kick out of bystanding and why bystanders stand by – towards a more holistic approach to bullying

Jiaying Su

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8 | Why bullies get a kick out of bystanding and why bystanders stand by – towards a more holistic approach to bullying

In the UK, over 50% of youths aged 12 to 20 report having been bullied at some point in their lives.¹ The cost of bullying is staggering and is borne not only by victims but by bullies as well as society as a whole. Both bullies and their victims are ‘over-users’ of health and support systems.² Victims are twice as likely to earn lower wages as adults,³ have more suicidal thoughts,⁴ and are more likely to suffer from mental health problems.⁵ On the other hand, bullying others has been found to predict later violent behaviour,⁶ substance abuse⁷ and criminality.⁸

In order to effectively tackle bullying, there is a need to fundamentally change the way we frame the problem and possible solutions. Current approaches to bullying are mainly reactive and overly focused on the bully. Effective bullying policy will not only reduce bullying behaviour but

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- 1 'Ditch the label – The annual bullying survey 2018,' <https://www.ditchthelabel.org/wp-content/uploads/2017/07/The-Annual-Bullying-Survey-2017-1.pdf> (accessed 09.03.2018)
 - 2 Olweus, D., 2011, 'Bullying at school and later criminality: Findings from three Swedish community samples of males. *Criminal Behaviour and Mental Health*,' 21: 151–156
 - 3 Ellery, F., Kassam, N., & Bazan, C., 2010. 'Prevention Pays: The Economic Benefits Of Ending Violence In Schools,' Plan International: UK, 10.
 - 4 Roland, 2010, 'Bullying, depressive symptoms and suicidal thoughts,' *Educational Research*, 44:1, 55-67.
 - 5 Arseneault, L., Bowes, L., & Shakoor, S., 2010, 'Bullying victimization in youths and mental health problems: 'Much ado about nothing?' *Psychological Medicine*, 40(5), 717-729.
 - 6 Hemphill, S. A., Kotevski, A., Herrenkohl, T. I., Bond, L., Kim, M.J., Toumbourou, J. W., & Catalano, R. F. 2011, 'Longitudinal consequences of adolescent bullying perpetration and victimisation: A study of students in Victoria, Australia. *Criminal Behaviour and Mental Health*,' 21(2), 107–116.
 - 7 Sheree J. Gibb, L. John Horwood, David M. Fergusson, 2011, 'Bullying victimization/perpetration in childhood and later adjustment: findings from a 30 year longitudinal study,' *Journal of Aggression, Conflict and Peace Research*, 3(2), 82-88.
 - 8 Olweus, D., 2011 'Bullying at school and later criminality: Findings from three Swedish community samples of males. *Criminal Behaviour and Mental Health*,' 21: 151–156 (2011)

given the power imbalance that underpins bullying, will also help empower individuals so that they are less likely to become victims. For those who do get bullied, we need to mitigate the negative impact suffered.

Individual traits, as well as the family environment, have been found to not only influence the risk of being a bully or victim but also mitigate the negative impact of being bullied. Studies have found that low maternal warmth and high levels of parental conflict are associated with becoming a bully, while low self-esteem and being mistreated as a child are linked to an increased risk for both bullying and being bullied.^{9 10}

With this in mind, it is important that we start looking at bullying policy in parallel with other related policies, such as on mental health and child welfare. Also, given that bullying often starts and is at its worst in primary school, it is crucial that bullying prevention begins prior to the start of formal education.¹¹

My policy proposal comprises two components. First, the pre-school curriculum should not only include moral education but also teach self-esteem and build resilience. In addition, there should be dedicated sessions on bullying, where children will learn what constitutes bullying behaviour and the appropriate responses to such it.

Second, all schools should provide counselling services to support at-risk students and their families. As of 2015, only 52% of primary schools in the UK offer counselling services.¹²

9 Bowes, I., Arseneault, L., Maughan, B., Taylor, A., Caspi, A., & Moffitt, T. E., 2009, 'School, Neighbourhood, and Family Factors Are Associated With Children's Bullying Involvement: A Nationally Representative Longitudinal Study. *Journal of the American Academy of Child and Adolescent Psychiatry*, 48(5), 545–553.

10 O'Moore, M. & Kirkham, C., 2001, 'Self-esteem and its relationship to bullying behaviour' – *Aggressive Behaviour*, 27: 269–283.

11 Geoffroy, M. C., Boivin, M., Arseneault, L., Renaud, J., Perret, L. C., Turecki, G. & Cote, S. M., 2018, 'Childhood trajectories of peer victimization and prediction of mental health outcomes in mid-adolescence: A longitudinal population-based study.' *Canadian Medical Association Journal*, 190(2), E37-E43.

12 Department of education, 2016, 'Counselling in schools: a blueprint for the future.'

Implementation of this proposal would involve a three-step process. To start with, a bullying advisory council should be established to provide research-based recommendations on how to design an effective curriculum. Next, based on these recommendations, the current guidelines for schools on bullying can be expanded. Finally, the government has already committed over £1.4 billion to youth mental health over the next five years, and a recent green paper proposal will have senior mental health leads in every school.¹³ Bullying has been identified as a target in this plan, and it's important that there are synergies between these policies.

¹³ Department of health and Department of education, 2017, 'Transforming Children and Young People's Mental Health Provision: a Green Paper'

Why **BULLIES** get a **KICK** out of **KICKING** and why **BYSTANDERS** **STAND BY**.

Towards a more holistic approach to bullying prevention.



Bullying Victims have lower School Performance

Trained School Councillors

Mental health

establish advisory Council

Empowering Individuals

Teaching

The judges listen to Jiaying's pitch



Sam Clare and Alexa Dewar



9 | Education inequality

Sam Clare & Alexa Dewar

Sam Clare is in his first year studying for a BA in Politics in the Department of Political Economy at King's College London.

Alexa Dewar is in her first year studying for a BA in Politics, Philosophy & Economics in the Department of Political Economy at King's College London.

9 | Education inequality

We live in a world in which we are constantly reminded of the imbalance between the most and the least privileged in our society.

For example, when attending a lecture on political culture, we were informed that only 7% of the British population attend private schools, yet on average, 60% of people in the top paid jobs go through the private system.¹ There is also a stark disparity between grades achieved by individuals in private schools and those of state schools; pupils attending Oxford and Cambridge are five times more likely to have gone to a private school² with just 2.8% of all Oxford students and 3% at Cambridge coming from a disadvantaged background.³ Further consolidating this inequality, in 2014, 38% of privately educated individuals went to Russell Group Universities, compared to 11% of state school pupils.⁴ This must change.

We aim to tackle this structural inequality with a three-stage chronological policy.

Firstly, the Education Act 2011 removed the obligation to give careers advice in schools.⁵ We want to reverse the ‘weak’⁶ advice that our children are given. This is a problem

1 Lecture in Comparative Politics, Rod Dacombe.

2 The Telegraph, 2017 - <https://www.telegraph.co.uk/education/12174166/Private-school-pupils-two-years-ahead-of-state-educated-peers-by-the-age-of-16.html>

3 The Independent, 2018 - <https://www.thetimes.co.uk/article/oxford-is-bottom-of-the-class-for-accepting-poor-students-jpff8sfhw>

4 BBC News, 2014 - <http://www.bbc.co.uk/news/education-28036571>

5 Parliament Website, 2016 - <https://publications.parliament.uk/pa/ld201616/ldselect/ldsocmob/120/12009.htm>

6 Engineering UK Annual Report, 2017 - <http://www.engineeringuk.com/media/1355/enguk-report-2017.pdf>

most of us can relate to, as careers advice in schools is of a universally low standard, being often told, ‘join the army’, ‘become an accountant’, ‘are you sure that’s realistic?’ – you name it, they’ve said it.⁷ The modern world is rich and diverse. We must show our children that this is the case and allow for exploration of a range of new career opportunities, which were unheard of when our parents were at school.

Therefore, we propose to give quality and sound career advice in all secondary schools. Teachers can learn how through their PGCE studies – as the resources are already available – we simply need to give students the skills to inspire the next generation, regardless of background, and let them fulfil their potential.

Furthermore, careers advice should not be solely left to teachers; so, we will incentivise businesses and charities to come into schools to offer a different perspective, thus inspiring our children even more.

Secondly, there is a need for fair and forgiving grade requirements within the university entrance system. Students from poorer backgrounds currently get consistently lower grades than that of their rich counterparts. On average, it is two grades lower per GCSE subject.⁸ Therefore, a student’s grades should be contextualised to the backgrounds that they come from to compensate for the struggles and differences in circumstances they have faced.

Currently, different universities have a variety of policies on grade requirements for university entry, with Oxford and Cambridge maintaining a strict non-contextualised policy. We believe that students from poorer backgrounds will be more fairly treated if legislation is implemented; placing a requirement on universities to lower grade

7 Parliament Website, 2016 - <https://publications.parliament.uk/pa/ld201516/ldselect/ldsocmob/120/12009.htm>.

8 The Telegraph, 2017 - <https://www.telegraph.co.uk/education/12174166/Private-school-pupils-two-years-ahead-of-state-educated-peers-by-the-age-of-16.html>.

boundaries for those who can thrive in tertiary education but face additional difficulties getting there. And this isn't impossible, with the University of Leeds, the University of Bristol and King's College London⁹ having some form of contextualised admissions, demonstrating it does not compromise standards.

Furthermore, when individuals from disadvantaged backgrounds get to university, they are proven to do better than those who are privately educated.¹⁰ So ultimately, this helps the most disadvantaged get to the top of the academic and professional food chain.

Lastly, our third proposal is to *finally* end unpaid internships. Free work for an extended period, in companies such as L'Oréal, who have an operating profit of €4.54bn,¹¹ is unethical and abusive. The Sutton Trust, Intern Aware and the Institute for Public Policy Research all reiterate:

Poor individuals are missing out on jobs because they cannot afford to work for free.

Using legislation to ban unpaid internships and creating a whistleblowing scheme will reveal the guises that unpaid internships currently hide under, and finally end this exploitative process, which benefits only those whose parents can afford to fund them.

Therefore, we will have a chance to ensure that the next generation will not feel this societal divide as greatly as we currently do. A chance to allow every child, no matter where they come from, to feel empowered, inspired, and achieve everything they can in life, no matter where they come from.

9 The Sutton Trust, 2017 - https://www.suttontrust.com/wp-content/uploads/2017/10/Admissions-in-Context-Final_V2.pdf.

10 SPA Report in The Guardian, 2017 - <https://www.theguardian.com/higher-education-network/blog/2014/oct/21/universities-student-contextual-data-admissions>.

11 L'Oréal Financial Report, 2016 - <http://www.loreal-finance.com/eng/news-release/2016-annual-results-1168.htm>.

Education Inequality



1

SOUND
CAREER
ADVICE



FAIR
ENTRY
REQUIREMENTS

2

3

END
UNPAID
INTERNSHIPS



7%

GO TO
PRIVATE
SCHOOL

60%
OF THE
HOLD



Alice Stretch



Alice with Mark Easton

10 | Solving the care crisis

Alice Stretch

Alice Stretch is in her third year studying for a BSc in Political Economy in the School of Politics & Economics at King's College London.

10 | Solving the care crisis

Putting policy to paper and pitching to experts can be a daunting task in itself, but what if the prospect of getting out of bed, making a cup of coffee and going to the toilet were just as daunting? What if you knew you needed help with each of these tasks every day?

This is the reality for one in three people in their lifetime and for many people in the future.¹ To obtain decent care by 2080, university students need to start thinking now. In the current care system, there is a gaping split among those who need care: 12.5% receive council help, 21% pay for help, 37.5% receive help from family and friends, while 30% receive no help at all.² The number of adults aged 85+ will double in the next twenty years,³ and there are 90,000 vacancies in the care sector at any one time, representing a 6.6% vacancy rate⁴ – triple the average for the UK economy.⁵ The pressure to meet widespread care needs has led to a fragmented system with 20,300 different care organisations, most of which have fewer than seven employees.⁶

1 Wittenberg, R and Hu, B. 2015, 'Projections of Demand for and Costs of Social Care for Older People and Younger Adults in England,' 2015 to 2035, Personal Social Services Research Unit (PSSRU) Discussion Paper 2900. PSSRU, LSE: London

2 Trigg, N. 2016, 'Why council tax hike for care raises peanuts.' BBC News [online] Tuesday 13 December 2016. Available at: <http://www.bbc.co.uk/news/health-38292363>

3 ONS. 2018, National Population Projections. Available at: <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationprojections>

4 Skills for Care, 2017, State of the Adult Social Care Sector and Workforce in England. Leeds: Skills for Care. (page 32)

5 ONS. 2018, VACS01: Vacancies and Unemployment. Available at: <https://www.ons.gov.uk/employmentandlabourmarket/peoplenotinwork/unemployment/datasets/vacanciesandunemploymentvacs01>

6 Skills for Care, 2017, 'The State of the Adult Social Care Sector and Workforce in England.' Leeds: Skills for Care. (page 15)

My policy proposal is 'Caring Students.' This would link students in care-related subjects to local care homes and community care providers, assisting with the care shortage while receiving both income and experience. By opting to receive access to the talent pool of 'almost-nurses/doctors/physiotherapists/midwives', the care homes will jointly create a training plan with the university. Students who sign up will be matched to a location, receive three compulsory days of training – inclusive of topics such as safeguarding, diversity and inclusion, and moving and handling.

There is currently a high dependency on agency care, with a large differential between what the agency carer is paid (on average £8.90 per hour) and the cost to the individual, council or care home using the agency carer (average £18.00 per hour⁷). The differential comprises various elements. First, employer costs, which for Caring Students, pensions and age-related National Insurance contribution would be less of a concern. Second, profit – this student programme would be not-for-profit and have cheaper overheads due to the size of the available workforce (up to 240,000 students are currently in care-related subjects.⁸) And third, operational costs – for every £18 you pay for an agency carer, you can afford two student carers at National Living Wage.

Outlined below are three real-life examples of how Caring Students would complement student's lives and aspirations:

1. Reetu is a Medicine undergraduate aiming to be a doctor either in the UK or back home in India. As her family pay for her tuition and living costs, and as she does not need the income, she could gain

7 Collinson, P. 2017, 'Paying for care at home: how to negotiate the minefield.', The Guardian [online] Saturday 21 January 2017. Available at: <https://www.theguardian.com/money/2017/jan/21/paying-for-care-at-home-cost-help-paying-for-it>

8 Higher Education Statistics Agency. 2018. HE Enrolments by subject of study and domicile 2016/17. HESA: Creative Commons. Available at: <https://www.hesa.ac.uk/data-and-analysis/students/what-study>

experience before her placement begins by being a Caring Student. She could also receive a reduction in her tuition fees.

2. Laura is a Nursing undergraduate aiming to be a health visitor. Her partner works 9-5 during the week, they have a baby together and need more household income. She could be a Caring Student, working occasional nights in a residential care home while her partner looks after the baby.
3. Emily is a Psychology undergraduate aiming to be a Social Worker. She is free most evenings with a car at her disposal, looking for a part-time job with flexibility around exams and essay submission times. She could be a Caring Student, using her car for community care purposes and helping clients in their homes.

The 'win-win' outcome of this programme for both students and those they would care for has been seen with similar schemes across the Netherlands and France. Caring Students is not just about comfortable care. It is about opportunity – for everyone. In 60 years' time, I too will probably say, 'I don't want to be a burden' – but care should not be a burden. As a society, we should value it appropriately by introducing 'Caring Students.'

Solving the Care Crisis: Student Caring Contracts



Alice Stretch
Political Economy
BSc - 3rd year

What if you
needed help
with daily
tasks every
day?



STUDENTS
living
TOGETHER
with the Elderly?

2 students
can be hired
for the cost
of **1** carer.

flexible,
hands-on
training
for
students!

Sharing
experiences



Intergenerational
living!



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