

WIRRAL COUNCIL

CABINET - 23RD SEPTEMBER 2010

REPORT OF DIRECTOR OF CHILDREN'S SERVICES

PLAYING FOR SUCCESS

EXECUTIVE SUMMARY

This report sets out the current position in respect of the Playing for Success initiative, based at Tranmere Rovers Football Club and managed by the Children and Young People's Department. The initiative started in 2004 and funding support will end in March 2011. This report sets out options for the future of the initiative.

1.0 Background

- 1.1 Playing for Success is a national initiative involving football clubs working jointly with councils, with the support of the Football Foundation, to provide additional study support and out of school provision for pupils, based at the football club. Tranmere Rovers and the Council were invited to join the scheme in 2004; earlier phases of the scheme having operated from 1999 involved bigger, premier league teams.
- 1.2 Both Tranmere Rovers and the Council supported the development of a Playing for Success Centre at the club. Although Tranmere were unable to make a direct financial contribution to the scheme, they did make available two former squash courts and associated accommodation at the club for conversion to a study centre for the initiative.
- 1.3 This area of the club was converted in 2005, at a cost of £200,000 approximately, using a combination of specific Playing for Success capital, other Standards Fund grant and other capital resources. The accommodation provides study spaces, including ICT provision and supporting facilities, pupil toilets, small kitchen area, office, designated entrance, parking and disabled access. The area provides good quality accommodation, adjacent to an indoor kick-about area. The accommodation is well suited to support the initiative's aims of improving literacy, numeracy and ICT.
- 1.4 An agreement is in place between the Council and the club in respect of access and use by both parties. The Council has access, as a minimum, from 1.30-7.30pm Tuesdays and Wednesdays, 3.30-7.30pm on Mondays and Thursdays, 10 weekend sessions from 9.30-3.30pm and Monday-Thursday holiday use from 9.30-3.30pm. In reality the Council enjoys access in addition to these times. The Playing for Success spaces are also used by the football club youth trainees at other times. The Council fund the telephone and the internet, all other service costs are met by the club. The agreement is subject to an annual review but there have been no changes since it was drawn up in 2005.
- 1.5 The initiative is overseen by a Management Board which comprises of an elected member Chair – Councillor G. Davies and representatives from primary, secondary and special schools and also representatives from Tranmere Rovers, Liverpool Hope University (who provide student mentors), Bebington High School (who have an associate centre at the school) and the PfS Centre Manager and Centre Assistant. The Board meets termly and receives financial and operational reports from the

Centre Manager and generally supports the work of the centre and its links with schools and other bodies.

- 1.6 The initiative has been managed from the outset by a dedicated manager, who has a primary school background and a supporting member of staff. Good working relationships have been developed between the club, the centre and schools by the manager and the facility is well used.
- 1.7 The centre provides challenging learning opportunities for Key Stage 2 and 3 young people who are in “underachieving” categories, through a programme designed to raise standards in literacy and numeracy, with strong use of ICT. Analysis of SAT results and the tracking of literacy and numeracy levels demonstrate that attendance at the centre on a six to ten week programme after school leads to a high number of the pupils making better progress that would have been anticipated if they had not taken part in the course. The young people attending also report that in over four out of five cases they feel more confident in maths, literacy and ICT and enjoy the programme offered to them.
- 1.8 The facility is available for use by all schools and around 40 primary, 10 secondary and 6 special schools have used it to date, with over 1500 pupils having used the facilities for the Playing for Success ten week after school programme in Literacy, Numeracy and ICT. Results from this programme demonstrate a measurable impact on pupil performance. In addition, approximately 1200 pupils a year have used the centre for a range of other organised activities, including Key Stage 2 and 3 football journalism writing programmes, projects for Looked After Children, Anti-social behaviour team links, Specialist Sports College, Duke of Edinburgh, Princes Trust and other projects. In addition, the facility has been used by Tranmere Rovers and Job Centre Plus for Return to Work programmes and over 55’s In the Community projects.
- 1.9 The initiative costs approximately £105,000 per annum to run, mainly the costs of the manager and one member of staff. Of this total £80,000 is ring fenced Standards Fund grant for the initiative (which will cease in March 2011) and a further £25,000 from Dedicated Schools Grant funding.
- 1.10 The Children and Young People’s Department have been notified that the £80,000 Standards Fund grant will end in March 2011. The current £25,000 DSG funding can only be used to support on a match funded basis to the grant and therefore cannot be used on a stand-alone basis.
- 1.11 With the notification of the ending of the grant there are a number of options as to the future funding and operation of this initiative:
 - i) Cease the initiative and hand the facility back to Tranmere Rovers.
 - ii) Cease the initiative and try to seek agreement from Tranmere Rovers for schools to access the facility on a casual basis.
 - iii) Consider funding the facility and staffing from the centrally managed SEN/behaviour budget for 2011/12, on the basis that the initiative can demonstrate improved outcomes in terms of behaviour and achievement in Literacy, Numeracy and ICT in relation to pupils who have benefited from the initiative.
 - iv) Seek contributions from participating schools to partly or fully fund the scheme, on a Service Level Agreement basis; such a development could be phased in over two years.
 - v) Seek financial support from other areas, including the football club and other sports/study grants towards the costs of running the initiative.

- 1.12 Given the capital investment of £200,000 and the success of the scheme to date, it would seem sensible to seek a longer period of return on the capital invested, on the current agreed access arrangements. More casual access arrangements may be problematic from the club's point of view, as the facility is located in the stand complex and is not immediately accessible from the road. There would therefore be security/access issues, which are currently managed to the club's satisfaction by the Playing for Success Manager.
- 1.13 One way to maintain the scheme into 2011/12 would be to:-
- i) Fund the 2011/12 costs from the CYPD centrally managed SEN/behaviour budget and at the same time
 - ii) Request that the Playing for Success Manager:
 - a) holds discussions with schools using the centre to develop a possible basis for part or full funding of the centre costs and
 - b) carries out a review of the costs of running the centre and identifies areas for cost reduction
 - c) explores alternative sources of support funding including any additional direct or in-direct support available from the football club.
- 1.14 The proposal at 1.12 above would allow the initiative to continue into 2011/12 and the certainty of funding for 2011/12 would allow time for the alternative funding options to be explored.

2.0 Risk Assessment

- 2.1 The key risk is that the initiative will come to an end in March 2011, with the ending of the national grant, unless alternative funding arrangements are put in place.

3.0 Financial Implications

- 3.1 The key financial implications are set out in Section 1 of this report. Should the initiative cease there would be additional costs of redundancy and potential loss of access on current terms to the facility.

4.0 Staffing Implications

- 4.1 The Playing for Success initiative employs two staff.

5.0 Equal Opportunities Implications/Health Impact Assessment

- 5.1 The initiative provides individual support to pupils to develop Literacy, Numeracy and ICT skills and knowledge and links these activities to the health/fitness aspects of games and sport.

6.0 Community Safety Implications

- 6.1 The centre operates beyond the normal school day and thereby contributes to the provision of positive activities for young people outside of the school setting.

7.0 Local Agenda 21 Implications

- 7.1 There are none arising directly from this report.

8.0 Planning Implications

8.1 There are none arising directly from this report.

9.0 Anti-poverty Implications

9.1 Playing for Success contributes to the raising of individual pupils' skills and knowledge in the key areas of Literacy, Numeracy and ICT, thereby contributing to future development potential of these pupils.

10.0 Social Inclusion Implications

10.1 Playing for Success contributes to the development of confidence and social skills for the pupils taking part in the initiative.

11.0 Local Member Support Implications

11.1 The Playing for Success Centre is located at Tranmere Rovers Football Club, in Prenton Ward. The initiative is open to all primary and Key Stage 3 secondary pupils aged 9-14.

12.0 Background Papers

12.1 Playing for Success working files held by the Centre Manager and in the Children and Young People's Department.

RECOMMENDATIONS

That

- (1) The Playing for Success initiative is funded in 2011/12 from the centrally managed SEN/behaviour budget and at the same time the Playing for Success Manager is asked to:-
 - hold discussions with schools using the centre to develop a possible basis for part or full funding of the centre costs and
 - carry out a review of the costs of running the centre and identifies areas for cost reduction
 - explore alternative sources of support funding including any additional direct or in-direct support available from the football club.
- (2) That the Schools Forum is invited to give their views on future funding of this initiative
- (3) That the Playing for Success initiative be the subject of a further report once consultations with the Schools Forum and schools are complete and following research on other funding options.

Howard Cooper
Director of Children's Services