



united world schools
A Different School of Thought

Case Study: Portsmouth Grammar School, Portsmouth - UWS Partnership



**THE
PORTSMOUTH
GRAMMAR
SCHOOL**

- UWS School Council improves school awareness and ownership
- PGS' '56 at 45' fundraising activities raised £10,000 over 8 months
- Sustaining fundraising activities with the PGS '777' brand in 2013

The partnership with PGS is bespoke and based on the principles of school engagement and creating developmental opportunities for all.

Awareness and Understanding

Embedding awareness, understanding and delegating leadership early on was extremely important for PGS. A school committee comprised of teaching staff and two student representatives from each year group was formed. The committee provided opportunities for younger teachers to take ownership of a project and develop their own leadership skills, while also providing a channel to support student voice and leadership.

Buy in and Commitment

Whole school commitment to the UWS partnership was initially achieved through a whole school challenge called '56 at 45', (based on a 45 year old staff member who ran 56 miles). This themed event, with a '56' motif, allowed students to take ownership of personal fundraising activities such as swimming 56 lengths of the pool, running 56 minutes on the treadmill or solving 56 Rubik cubes. '56 at 45' wristbands were sold to heighten awareness of the partnership, and the 56 motif was coupled with a whole school push towards fitness and sporting participation in which the school community - staff, parents and students - were all involved. This 'individual collective action' raised £10,000 over 8 months. These activities were coupled with a whole school 'Strictly Come Ballroom' event, which raised a further £6,000.

"The key to success is total student ownership. At every step they must ask themselves: what am I going to do to help?"
Anna Howarth, Partnership Coordinator.



Sustainability

These fundraising activities gained momentum and are fully embedded in the PGS ethos, which means the partnership model has been sustained beyond a typical 6 or 12 month fundraising drive. A PGS Cambodia team of staff, pupils and parents will run the Great South Run later in 2013. Alumni continue to commit to the partnership with school leavers taking expeditions to their partner school, Chai Thom. Photographs of the village chief wearing a '56 at 45' wristband brought home the project cycle to students, and galvanised them into continued action.

Awareness & Understanding

Initially PGS teachers founded a teacher committee including staff members with a range of positions across the school, including members of the senior leadership team. Two students from each year group were invited to join; student voice being present across all year groups raises awareness across all key stages. The most active teachers

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on the committee tend to be those younger staff nearer the beginning of their careers, who want to make their mark on the school in anticipation of being the next middle managers in the near future.

Today the UWS partnership provides strong professional development opportunities, as well as a means of opening up a dialogue with senior management.

Key to early school understanding of the partnership was a whole school project. Partnership coordinators and UWS staff led assemblies to raise awareness and create long-term school enthusiasm. Key to the longevity is a fundraising 'brand', and committee members have found that it is the long-term nature of the project that the students find fulfilling. Success is more and more a result of this self-sustaining continuity.

Buy In and Commitment

The '56 at 45' whole school project did not centre solely on raising sponsorship, but instead had three goals: to raise money; to increase sporting participation; and to have fun. Students were encouraged to pick up the concept and see what they could do to individualise it – some examples included running 56 times round the sports hall; doing 56 hours of silence; running 56 miles as a tutor group – creating a wholly inclusive whole school enterprise. The strong educational message of increasing physical participation meant that raising money was an additional rather than central focus, and students enjoyed being able to personalise their contribution to the UWS partnership. Further, the 56 challenge encouraged students and staff to set their own challenges, so influencing lots of offshoots such as the Three Peaks Challenge taking place this year.



The school community raised £10,000 in 8 months through a combination of the '56 at 45' school project and a 'Strictly School Dancing' event, in which students, staff and parents learnt to ballroom dance with professional dancers and competed to win the competition. Parents and students could vote for winners, and performances and events were a great success. The focus of both these projects on raising sporting achievement and including the whole school community was as or more important than the fundraising aim.

Sustainability: Going Forward

The UWS partnership now has its own momentum, and is 'in the school's bloodstream'. The yearly whole school project is fully engrained in the school ethos, and participation is high. The project has changed and evolved as it has gone on – in 2013 the PGS is continuing the sporting and sponsorship theme through the Sportathon, Talkathon and PGS Great South Run entry.

"The UWS partnership is in the bloodstream of the school now."

Year 9 Pupil

Although branding ideas such as selling wristbands are modest money spinners, they have been an excellent way of making the campaign a collective brand with everyone driving towards one goal. Particularly affecting for the students is being able to watch the whole cycle unfold; so once the money from the 56 campaign had been raised, sixth formers were able to go and visit the partner school to deliver it and contribute to project activities. The long-term project cycle creates strong alumni links, and the very personal nature of the partnership has clearly demonstrated the value of the partnership to senior management and parents.

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