

### **PTAs and the Sustainability of Extended Services**

PTAs have already demonstrated that they have a role to play in starting and developing Extended Services. Over a third of NCPTA's 13,000 members consistently report that they undertake some form of activity aimed at getting parents more involved in their children's learning. A further 15% have told us that they are directly involved in the delivery of Extended Services. So how can they assist in sustaining Extended Services?

### **Promotion**

With their direct and often privileged relationship with parents, PTAs provide an additional means by which to promote Extended Services. A parent-to-parent approach may also help in some circumstances to overcome barriers to participation.

### **Case Study: Dallam School PTA, Milthorpe, Cumbria**

As with many secondary schools, interaction with parents was limited: two thirds of the children are bussed into school every day from a neighbouring county and others live over an hour away in rurally isolated areas of South Cumbria. The PTA was concerned that there was little opportunity for parents to meet or gain support for their needs so in response developed the simple but effect solution of a parent-to-parent newsletter.

The Dallam School PTA newsletter is now a valuable way to signpost parents to services and the support that is available to them. Much more than a traditional PTA newsletter, it is co-ordinated and edited by the Secretary of the PTA, with input and articles from other PTA members, school staff and school partner agencies such as the Extended Services co-ordinator, the school nurse and Connexions.



### **Funding**

PTAs are skilled fundraisers: based on a survey of over 2,000 PTAs, NCPTA estimates that the average amount a PTA raises is now £6,000 per annum with nearly 20% of PTAs contributing £10,000 or over each year. A PTA which has gained the status of being a registered charity has access to a range of fundraising opportunities:

- Grants from charitable trusts
- Donations made through Payroll Giving and Company Matched Giving schemes
- Gift Aid on donations
- Charitable donations from local and national companies

### **Delivery**

With their ability to call on a strong team of volunteers as well as their experience of running in-school activities, PTAs can assist in the delivery of Extended Services. Many PTAs routinely run breakfast and after school clubs, already helping their school to provide a varied menu of services and activities, within the scope of the Extended Services agenda. Working with a PTA can assist in a wide range of high quality and fulfilling activities being offered, such as homework clubs and study support groups, holiday clubs and information sessions for parents.

## Case Study: Trafalgar Schools PTA, Twickenham, Middlesex



With 270 pupils and just one after school club, the Trafalgar Schools PTA wanted to increase the range of after-school activities available. Following some initial research, which included surveying parents and children, 18 potential activities were identified. The pupils were then asked to vote on their top three preferred options. To ensure that all children could benefit, the PTA agreed to allocate 10% of its annual income to fund subsidised places. The benefits for the pupils and wider community have been immense. Ten parent volunteers went on to manage and coordinate after-school activities for 170 children.

### NCPTA Membership

THE NCPTA Member Survey 2009 once again confirmed that PTAs value highly the services offered by NCPTA; 89% of members rate NCPTA's service as excellent or good and 88% of PTAs think NCPTA membership is good value for money.

A PTA can join NCPTA for as little as £56 per year. This includes £10 million public liability insurance for all PTA events. NCPTA offers help to set up a PTA including a free comprehensive start-up pack and local support. Visit the NCPTA [website](#) for more information or call the dedicated NCPTA Advice Line on 01732 375460.

### Insurance

Extended Services activities that are managed and run by PTAs which are members of NCPTA, will be covered by the £10 million NCPTA subscription linked insurance.

July 2010