

## **CATCH UP ACTION PLAN (2010 TO 2012)**

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This three year action plan sets out the strategic objectives and targets in the key areas of 'Who we are going to help' and 'How we are going to support the work' that I believe are fundamental to our continuing and sustainable development.

It is based on our current position across these key areas, our revised mission statement, our understanding of Government led opportunities and national priorities, and the views expressed by the trustees at the Blue Skies planning day.

The plan seeks both to consolidate our existing work and to be ambitious in our growth (especially in light of potential funding opportunities) whilst ensuring throughout that everything we do is achievable and sustainable (in terms of our products, personnel and the financial underpinning).

This plan, however, must not be seen as a rigid blueprint, particularly within the current economic context. We have to recognise that our continuing growth means that we have to monitor and be prepared to review and amend the plan as new challenges and opportunities appear – to ensure that Catch Up is able to help as many struggling learners as possible in the years ahead.

Julie Lawes

CATCH UP DIRECTOR

## **CATCH UP MISSION STATEMENT**

To address the problem of underachievement that has its roots in literacy and numeracy difficulties.

**CATCH UP is a not-for-profit charity** that:

- offers comprehensive and integrated training and resource packages to support the management and delivery of the Catch Up interventions
- provides ongoing support, through the Catch Up Community, for those who deliver the Catch Up interventions to struggling learners
- undertakes research into the development and enhancement of the Catch Up interventions, and into extending the support it provides to struggling learners

**CATCH UP LITERACY** and **CATCH UP NUMERACY** are:

- structured one-to-one interventions for struggling readers and for learners who struggle with numeracy
- centred on 15 minute sessions delivered twice a week, targeted to the needs of the individual
- grounded in rigorous academic research and shown to be effective in schools (and other settings)
- realistic, practical and inexpensive

## WHO ARE WE GOING TO HELP? Within and outside the UK

### Strategic objectives

- Develop and consolidate existing UK Local Authority (LA) work
- Expand into remaining LAs throughout the UK. ( England 150, Wales 22, Scotland 7, Northern Ireland 4, totalling 183 in 2009)
- Extend the use and impact of Catch Up Literacy and Numeracy for struggling learners in 'other settings'
- Extend the use and impact of Catch Up Literacy and Numeracy for struggling learners by increasing 'other deliverers'.
- Explore the use and impact of Catch Up Literacy and Numeracy for struggling learners outside the UK

### Targets

#### 2010

- In existing LAs, for schools already using Catch Up, ensure ongoing support, review sessions, updates with new developments. Deliver training for new schools introducing the sister intervention where appropriate.
- Explore LA consolidation opportunities including cluster/consortia networking, links with Every Child a Chance (L/N5)
- Target bulk Catch Up programme box (pre training) buyers and secondary schools with Catch Up Literacy
- Establish Catch Up clusters in a further xx UK LAs taking it to xx% (dependent on success in 2009). A cluster is understood as 3 or more schools/organisations in a Local Authority (Local Authority leadership/involvement is desirable).
- Deliver at least one further Catch Up integrated training and resource package

to staff/carers working with Looked After Children and also to those working with travellers

- Pilot the Catch Up integrated training and resource package with staff from one other setting e.g. Those working with NEET (Not in Employment, Education or Training)
- Consider timing of possible prison work in the light of other developments and capacity
- Pilot the Catch Up integrated training and resource package with at least 1 'other deliverer' e.g. Business Mentors, Children's Centre staff, sixth formers
- Evaluate pilots in Tasmania and Ireland and consider next steps
- Consider responding to additional opportunities to pilot the interventions in languages other than English and Welsh

2011-2012

- Targets dependent on the success in 2010

## HOW ARE WE GOING TO SUPPORT THIS WORK? Interventions and additional resources

### Strategic objectives

- To complete the development of integrated training and resource packages for Catch Up Numeracy and Catch Up Literacy
- To ensure increased use of existing complementary resources
- To develop additional complementary resources

### Targets

2010

- Complete outstanding items in the Literacy and Numeracy integrated training and resource packages in Appendix 1
- Explore viability of '*possible*' tasks in Appendix 1
- Consolidate Catch Up Interactive booklist, incorporating Catch Up Numeracy activities/resources and electronic resources
- Create 'on line' versions of Catch Up Literacy Digital Games 1, 2 and 3 plus associated web facilities (e.g. online payment date)
- Explore possibility of researching ways to increase the effectiveness of digital games to support struggling learners
- Explore possibility of creating Catch Up Numeracy Digital Games and online equivalent
- Explore possibility of creating Catch Up Numeracy equivalent of Parent Links and 'Leaflets for Parents and Carers'

2011-2012

- Targets dependent on the success in 2010

## HOW ARE WE GOING TO SUPPORT THIS WORK? Organisation

### Strategic objectives

- Ensure that the organisation can effectively support the delivery of the 2010 – 2012 plan

### Targets

2010

- Develop, review and evaluate:
  - organisational structure (staffing), and systems in the light of proposed growth, maximising capacity and quality with particular regard to training, accreditation, trainers, consultants, and distribution
  - Trustees/governance structure and roles and responsibilities, taking succession planning into account
  - effective use of technology to increase access to interventions, training and additional resources
- Ensure premises meet the needs of the plan (Innovation Centre lease expires June 2010)

2011-2012

Targets dependent on the success in 2010

## HOW ARE WE GOING TO SUPPORT THIS WORK? Communications

### Strategic objectives

- Ensure that communications effectively support the delivery of the 2010 – 2012 plan

### Targets

2010

- Develop, review and evaluate email newsletters to CU Community, yearly celebratory conferences, conferences and exhibitions plan, research publications, brochures, training literature, leaflets, exhibition stands, presentations as required, website, road shows
- Explore further communications opportunities for team, people involved in delivery and strategic partners, parents (and the public ), potential users of the programme and resources
- Explore and evaluate online distance learning possibilities

2011-2012

Targets dependent on the success in 2010

## HOW ARE WE GOING TO SUPPORT THIS WORK? Research

### Strategic objectives

- Ensure that research can effectively support the delivery of the 2010 – 2012 plan

### Targets

2010

- Research
  - effectiveness of CU Numeracy in secondary schools
  - longitudinal impact of CU Literacy
- Complete a literature/review and feasibility/scoping study for Catch Up family learning
- Explore the possibility of researching the effectiveness of existing Catch Up digital games

2011-2012

Targets dependent on the success in 2010

## HOW ARE WE GOING TO SUPPORT THIS WORK? Finance

### Strategic objectives

- Ensure that funding is available to support the delivery of the 2010 – 2012 plan, aiming for at least 10% growth each year
- Create a sustainable funding policy

### Targets

#### 2010

- Ensure that all developments set out in the plan are financially viable, modifying them if and when necessary
- Ensure the Trust's Reserves Policy is met
- Ensure sufficient cash flow
- Identify which areas of the 2010 – 2012 plan can be financed by income from training and sales, which require grant funding, and which require loan funding
- Secure grant funding and loan funding to support appropriate areas of the plan

#### 2011-2012

Targets dependent on the success in 2010