

# PRESS RELEASE

Immediate release

2<sup>nd</sup> October 2007

## Points mean prizes, pride and passes

A pioneering reward scheme which slashed public order offences involving young people in north Ashton has also helped one school achieve its best ever results.

New Charter piloted the rewards at Hartshead Sports College early in 2007. Targeted at year 9 and final year students (year 11), the scheme awarded points for good behaviour, attendance, punctuality and contribution to school community life. Effort at classwork, homework and revision were also rewarded. But pupils who showed anti social behaviour outside the school day and those whose behaviour in school was unacceptable were disqualified from the reward scheme.

The rewards scheme was funded by New Charter and the Smallshaw Safer Stronger Communities Fund. Pupils exchanged points at the end of the year for prizes from £10 gift vouchers to the top of the range iPods.

The results for the school and the community were dramatic. Issues of race hate crime and public order offences at and nearby the school went from four incidents a week to zero.

Greater Manchester Police saw complaints about youths causing annoyance and general anti social behaviour in the Smallshaw and Hazelhurst areas reduce by over 60% since February 2007.

But the students' academic results for year 11 were equally impressive. GCSE results at Hartshead were the best recorded in the history of the school. A record 46% of pupils achieved at least five A\* to C grades.

Dr Bulvinder Michael, Deputy Head at Hartshead said: "The rewards scheme has done more than we thought possible, and both students and the community have benefited. The record pass rates are attributable to lots of improvements we've made but the rewards scheme is certainly one.



Modernising how we reward good behaviour has got the attention and commitment of students.”

New Charter’s Group Chief Executive Ian Munro said: “The rewards are changing behaviour for the better, and the neighbourhood benefits. This work is important as Hartshead continues its progress to move out of special measures. As a predecessor school to the New Charter Academy, Hartshead’s GCSE results are great news and gives us renewed confidence that standards will improve over the next few years.”

Because of the success of the pilot, the rewards scheme has now been launched to cover the whole school for the academic year 2007/08. Those involved expect to have another success story at the end of the year.

### **NOTES FOR EDITORS**

1. New Charter formed in 1999 as the new landlords to own and manage homes transferred from Tameside Metropolitan Borough Council in Greater Manchester. With a turnover of £53million a year and a workforce of 800, New Charter is one of the region’s largest Registered Social Landlords, and is regulated by The Housing Corporation, a Government watchdog. By incorporating Aksa Housing Association recently, the Group owns 15,000 homes.
2. Hartshead Sports College and Stamford Community High School will be brought together as the New Charter Academy in September 2008. Initially operating on the two existing sites, new buildings for the Academy will be constructed at Broadoak in Ashton-under-Lyne, and are planned to open in September 2010. New Charter as the Academy sponsor is putting £2m into the project.
3. **iN business for neighbourhoods** is a long-term project highlighting housing associations’ performance. As social businesses, housing associations do not make profit. They offer homes for rent and sale at prices local people can afford. Housing associations provide more than homes - they help create places where people want to live. Wherever you see the **iN business for neighbourhoods** sign, something great is happening in the area. Housing Associations who display this logo are committed to their customers, the neighbourhoods they work in and strive for excellence in everything they do.

### **CONTACTS:**

**David Rigby or Paula Thomas - New Charter 0161 331 2000**

[www.newcharter.co.uk](http://www.newcharter.co.uk)

**ENDS**



**business for neighbourhoods**