



# Case Study: Playing for Success

## The Challenge

The pioneering Playing for Success initiative was launched in 1998 to make a direct contribution to the DFES Plan, which reinforces the message that learning outside school hours can help close the attainment gap, can personalise and make learning fun, and ultimately help young people fulfil their potential.

- The partnership called on involvement of sporting clubs, initially football, but ambition looked to move into as many sports as possible.
- While front bench support existed, and the initiative was centrally managed by the Department, communication was a challenge.
- Epiphany Productions was brought on by the Department between 2006 and 2008, to create communication films which inspired, often resistant, sport club executives to embrace the scheme.
- Celebrate the history & success of the initiative with existing partners.
- Provide PFS centre managers with tools to champion their cause with local authorities and sport clubs.

## Tackling the issue

Over a number of projects, Epiphany's anthropological approach led to deep, deep immersion in this leading education initiative, permitting us to assess the audiences triggers and barriers before drafting storyboards.

We sourced and cast inspiring transformation and success stories, and added gravitas to films by interviewing critical stakeholders and senior club executives, and front benchers including the likes of Greg Dyke, Rick Parry, Sir Michael Barber, David Blunkett, Baroness Morris and Sir David Richards.

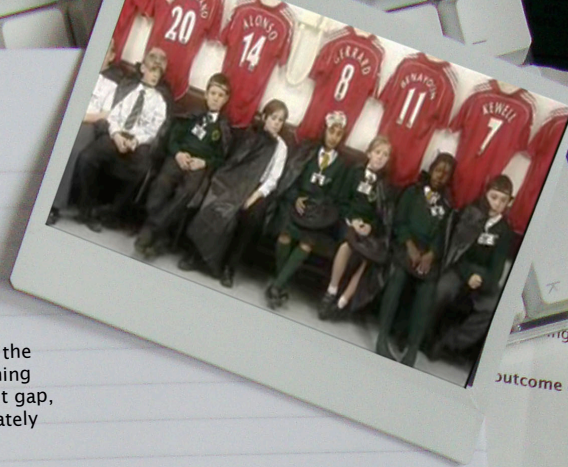
Our factual storytelling approach allowed the intangible magic of the initiative to come to the surface, rather than being limited by a fixed storyboard and shooting schedule.

## The Outcome

Films were produced and distributed on DVD, at major PFS events and online, to reach the widest possible audience.

In our time working with PFS, the number of centres has grown from 93 to 161, and the number of sports involved has grown to 19.

Relationships and empathy with the practitioners led to a number of communication projects with partners including Football Foundation, National Literacy Trust and Reading FC.



## Client Feedback Form

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*"I had complete confidence in their ability to deliver work to meet, and in some cases, exceed, our expectations. A flexible and nimble group who offer complete professionalism, dynamism, creative thinking and an eye to stimulate and provoke the end audience. All their work is rooted in an understanding of our audiences and the contexts in which they work."*  
**Andrew George**  
Project Leader,  
Department for  
Children Schools and Families