

EAST AYRSHIRE COUNCIL

EDUCATION COMMITTEE : 11 APRIL 2002

PARTNERSHIP WITH KILMARNOCK FOOTBALL CLUB

Report by Director of Educational and Social Services

1. PURPOSE OF REPORT

- 1.1** To advise elected Members of the partnership activity “Behind the Scenes” with Kilmarnock Football Club and to seek approval to continue the development of such links.

2. BACKGROUND

- 2.1** Kilmarnock Football Club prides itself on its commitment to its community through partnership activities and in particular its links with the Council’s Department of Educational and Social Services. The ethos of the Football Club promotes a culture of active involvement of young people, social responsibility and a healthy lifestyle. These are in accordance with the Council’s Statement of Commitment, National Priorities and Local Improvement Objectives for Education.
- 2.2** In particular the Council’s commitment to developing excellence and improving opportunity for all is enhanced in this activity by partnership working and promoting access for all, irrespective of background. In addition this activity contributes towards the National Priorities for Education to equip pupils with the attitudes and expectations necessary to prosper in a changing society by meeting the Local Improvement Objective to increase the number of young people participating in sports and cultural activities.

3. PROPOSAL

- 3.1** “Behind the Scenes” is an educational package for East Ayrshire Primary Schools aimed at the P5 to P7 stages. The package consists of a tour of Kilmarnock Football Club lasting just over an hour with education input, conducted by Kilmarnock Football Club staff. The tour will enable pupils to identify with the football club as part of their local community, be exposed to the benefits of a healthy lifestyle and through links with the curriculum, see the relevance of their school studies.
- 3.2** Schools may use the visit to enhance the curriculum by:
- using the visit as a local study as part of the Environmental Studies curriculum
 - using the visit as part of a health and fitness study in Physical Education
 - using the visit as a reward in a “promoting positive behaviour” initiative.

- 3.3** The football club in conjunction with the Quality Development Team has prepared a series of learning materials to be used during the visit. These include a quiz and an exercise in healthy lifestyles.
- 3.4** A pilot exercise involving four East Ayrshire primary schools was carried out in December 2001 to evaluate the proposal. All of the ways of enhancing the curriculum in paragraph 3.2 were found to make a positive educational impact. As a result of the pilot exercise the “Behind the Scenes” tour was considered to be of more benefit to pupils at the upper end of primary rather than the early stages.
- 3.5** The “Behind the Scenes” tour is now being offered to all primary schools in East Ayrshire.

4. LEGAL IMPLICATIONS

4.1 Nil

5. FINANCIAL IMPLICATIONS

5.1 No charge is made for this activity, all costs are borne by Kilmarnock Football Club. The only costs incurred by schools will be for transport.

6. RECOMMENDATIONS

6.1 It is recommended that elected Members:

- i) endorse the partnership activity “Behind the Scenes” with Kilmarnock Football Club outlined in this report.
- ii) approve the continued development of partnership activity with Kilmarnock Football Club.
- iii) otherwise, note the content of this report.

John Mulgrew
Director of Education

JS/MR
21 March 2002

LIST OF BACKGROUND PAPERS

Nil

Members wishing further information should contact Graham Short, (01563) 576089

IMPLEMENTATION OFFICER : GRAHAM SHORT

AGENDA