

Case Study

Foxes Trust Literacy Scheme

The project's aim was to use the attraction of Leicester City FC as a means of encouraging pupils in their verbal, written, aural, and social skills and to help develop a younger fan base for the club.



Introduction

The project was a combination of school curriculum work based around the football club, visits to the football club including watching a match and the Trust in partnership with the club visiting the school to give a presentation.

The project which was initially run in 2008 involved twenty-eight Year Five school children at a local primary school.



The format is flexible, which it needs to be as it is vital it meets the curriculum needs of the participating schools. It is advisable to make an initial proposal to the school so they can decide whether the project has sufficient educational merit and if they do can help shape it according to their needs. The Foxes Trust benefited greatly from the involvement of the club's archivist who had all the content for the class visits and the fact that their two project leaders were both governors of local schools.

Project Outline

- To stimulate the pupils interest a class of 28 year 5 pupils were taken on a tour of the club's stadium by the club's archivist and to trust members.
- This was followed 2 days later by the club archivist and Trust members leading a classroom session back at the school. The session included a power point presentation backed up by visual memorabilia and artifacts from the clubs foundation in 1884 to the present day.
- The pupils followed this up by answering questionnaires and writing illustrated pieces on their experience.
- At the end of the week the whole school had a 'big write' session as part the Leicester City literacy project. Demonstrating how the pupils had observed, listened and been stimulated by the project.

- The writing was mounted in to a large folder and the pupils then made a presentation to a whole school assembly. The club mascot 'Filbert Fox' attended along with trust members. The pupils gave a video presentation and read extracts from their writing as well as talking about their experiences in the project.
- Finally, the participating children attended a Leicester City home match, which for many was their first live match experience. The tickets were provided for free by the club.

Benefits

- Places the trust as the centre of the project that uses the history and the brand of your football club to benefit children's educational experience.
- Places the trust at a centre of a project involving the club and the education sector, demonstrating the potential and value of a trust to all concerned.
- Develop links which can be developed further with local schools and the club
- Excellent PR opportunities.
- Meet the community objectives of your supporters' trust and provide some genuine community benefit.

Costs / Funding

- Both the stadium tour and the match tickets were provide free of charge by the club. An alternative if this is to use the SMILE scheme to raise funds for purchasing tickets.
- If the club does not have an archivist, the local authority usually has an archive with a responsible officer who may be able to help free of charge.
- Possibly some transport costs involved in getting the children to the stadium
- The other costs are minimal such as possibly some printing costs.

Risks

- They can be kept to a minimum by providing an outline scheme to schools before too much development work is done.
- In terms of financial risk, they are also minimal.

Roles and responsibilities

- A project manager should be appointed preferable someone with experience of the education sector.

- Liaison with schools and club.
- Development of the theme for the school's project for example club history and collection of all material.
- Adults, probably CRB checked, to accompany children on stadium visit. However, another option would be for the teachers to take on this role. However, a trust presence is still recommended
- Suitable trust members for the school presentations.
- Added value can be gained from promoting the project to the local media.

Outline of Steps

- The required skills should be identified, and then appropriate Trust members identified to form a steering group.
- Develop a timeline, it should be noted that schools plan one term in advance.
- A theme and rough outline of the project should be developed. The benefits for the school should be a key piece of this work, try to link up with their curriculum or how connected to educational strategies such as the renewed Primary Framework.
- Schools should be identified and contacted. The Foxes Trust benefited from two members who were governors of local schools. It is worth consulting with your membership to identify any possible contacts.
- Once the participating schools have been agreed a more detailed timetable of events is required and all material etc. should be produced.
- Agree the dates and run the events!