
PLAYING FOR SUCCESS

Responsible Cabinet Member – Councillor Chris McEwan, Children’s Services Portfolio

Responsible Director – Margaret Asquith, Director of Children’s Services

Purpose of Report

1. To seek Members’ approval to carry out premises alterations at Darlington Football Club, using funding provided by the Department for Education & Skills (DfES) to develop a “Playing for Success” (PFS) study centre in partnership with the DfES, the Football Foundation and Darlington Football Club at the 96.6 TFM Darlington Arena, Neasham Road.

Information and Analysis

2. Playing for Success is a flagship project for DfES. It began in 1997 with 3 centres. It was only initially intended to be available to Premiership Football Clubs. It has been so successful, however, that the scheme has been expanded to fund 155 centres across England. Locally, there are established centres at Hartlepool United, Middlesbrough FC, Sunderland AFC, and Newcastle United FC. The County Durham and Newcastle Local Authorities are so pleased with the impact of PFS that they are opening additional centres at Durham Amateur Rowing Club and Newcastle Falcons Rugby Club.
3. The programme is driven by the need to improve self-esteem, motivation and attitude to school of the students involved. Playing for Success is a collaboration between Local Authorities, DfES, the Football Foundation and professional sports clubs.
4. PFS works with underachieving girls and boys in Years 5, 6 and 7 (and sometimes, if the need is identified locally, with Years 8 & 9). The students come to the centre after the normal school day has finished. The students take part in twenty hours of football based literacy, numeracy and ICT activities – one 2 hour session per week over 10 weeks. This is followed by a Celebration of Success Evening to which parents and school staff are invited. There is no charge to parents or schools for the participation in the Playing for Success programme. The Playing for Success Centre at Darlington will be called the Understand Centre.

Playing For Success and Darlington

5. In Darlington in 2006 138 students (82 boys, 56 girls) who were identified by Fischer Family Trust statistics as having the ability to reach Level 4 at the end of Key Stage 2 in English and Maths but did not achieve this. A further 177 students were forecast to achieve Level 4 in at least one core subject and failed to achieve this. The PFS centre will be a key support mechanism to help some of these students reach their full potential.

6. The centre will open Monday to Thursday – experience in other PfS centres has shown students will not attend after school study on a Friday. The centre will open from 3.15 to 5.15pm for a group of 15 primary students. At 5.15pm the primary students depart and 15 secondary students arrive to begin their session, which lasts until 7.15pm.
7. During the primary sessions Darlington PfS centre will work with students who Fischer Family Trust (FFT) statistics indicate have potential to reach Level 4 at the end of Key Stage 2, but whom schools identify as underachieving. As well as supporting students this will positively impact upon the key school (and LA) performance indicator - % of students achieving Level 4 by the end of Key Stage 2. First priority will be given to working with the Primary Strategy Team's Intensive Support Programme schools and other schools identified as 'causing concern' by the Children's Services Department.
8. During the secondary sessions the centre will work predominantly with students who FFT statistics identify as having potential to reach Level 4 at the end of Key Stage 2 but who did not achieve this. The aim is that they are boosted and motivated to a situation where it becomes possible for them to achieve Level 5 at the end of Key Stage 3. First priority will be given to working with schools identified as 'causing concern' by the Children's Services Department. Over the course of one year each secondary school within the LA will be offered the opportunity to send a cohort of 15 students.
9. The PfS centre will offer the opportunity for a cohort of 15 carefully identified students to attend the centre to 4 Primary Schools and 4 Secondary Schools each term. Students will be collected from, and returned to, their school by minibus. As well as the driver, students will be accompanied by an employed escort. Volunteer learning mentors (2 per session) will be used from a variety of sources: community volunteers, fans of the club, students at local Post 16 Further Education institutions, and local higher education institutions. Initially all mentors will be provided through an arrangement made with the University of Durham (Queens Campus, Stockton-upon-Tees).

What will Students Do at the PfS Centre ?

10. The experience at the centre will be entirely different to that of school. Each session will begin and end with a session in the video terrace using the Activ Vote system. The Activ Vote system is an engaging and innovative method of assessing learning – each student is given a wireless voting pad (the size of a computer mouse). They vote A,B,C,D,E or F (like the Ask the Audience part of 'Who Wants To Be a Millionaire?') on a range of questions on the work they have done. They see on the screen the correct answer and how many people got questions right. The centre also gets an individual assessment profile for each student to assess progress. Most sessions will have at least two different main activities – one numeracy and one literacy. The computer network will be used every session. We will attempt to be as paper-free as possible. All of students' work will utilise the Darlington virtual learning environment (SOLID). Their written and video presentation work will be available for them to view at home (and to show parents/carers) through their password protected folder in the Virtual Learning Environment

11. Many centres have been running their programmes for several years. Their tried and tested resources are shared freely. Working with the Primary and Secondary Strategy teams the centre manager has written an initial PfS scheme of work. This shares many activities that have been successful elsewhere. However, there will also be strong local themes.
12. We will address aspects of citizenship, particularly issues of racism, with a piece of work about Arthur Wharton. Arthur played for Darlington F.C. in the 1880s and was the first black professional footballer in England. This will then lead onto some work on the 'Kick It Out' anti-racist initiative. We will address parts of the healthy schools initiative with a session of study on how in the late 1990s diet in professional football in England became a significant factor. This is then used to lead students onto work about personal healthy eating and fitness.

How are the Local Arrangements for the Darlington PfS Centre progressing?

13. In April 2006, the Authority employed an experienced teacher to the role of Centre Manager. The centre manager will deliver the majority of teaching at the centre. The centre will also employ a Teaching Assistant and a minibus escort. The Teaching Assistant will be employed on a full-time contract to work from 11.00-3.00pm offering administrative support and from 3pm- 8pm as a Teaching Assistant (Admin. session only on Fridays). In other authorities these have been separate roles but for efficiency we believe they can be combined. The escort will travel with the students on the minibus and act as a learning mentor within the centre once the students arrive.
14. Transport arrangements are to be provided through the School transport service contract and costs have been included within the five-year revenue projection. Students will be collected from school and dropped off back there by minibus within a previously developed safeguarding policy.
15. Darlington Football Club has made a five-year initial commitment to support PfS – this is the time period of commitment required by DfES. DFC has offered an area of the stadium for development into a PfS centre. They have offered a five year lease on this area at a token rent of £1 per year. This area is in the corner of the stadium in bays 36-39. The centre manager has worked with architects and Officers to produce a set of drawings and building specification for a PfS centre.
16. The Centre Manager has worked with the Borough Council's Legal Department and DFC's solicitors to produce a draft five-year lease for the Darlington Playing for Success Centre

Strategic Context

17. The PfS centre will contribute to the LA's offer to parents to meet the Extended Schools agenda. Over the course of one academic year 360 students will have the opportunity to have 20 hours of post-school structured study. The PfS centre will help schools provide personalised learning programmes for a key group of students.

18. The PfS centre is welcomed by the Primary and Secondary National Strategy Teams in Darlington. The Key Stage 2 & Key Stage 3 numeracy advisers have worked with the centre manager to write a scheme of work for the centre, which is specifically designed to address the needs of potential Level 4 students who are underachieving.
19. The PfS centre will help with Key Stage 2/3 transition. As the centre meets its core business it will expand into providing summer schools for Years 6 & 7 Gifted and Talented students from the same institutions. This relieves the anxiety of able students about a new school environment, as they know older members of the school community within their chosen secondary school.
20. The PfS centre will address aspects of all four strands of the Healthy Schools programme. The curriculum will always contain at least one session on diet and fitness. During breaks only fruit, cereal bars and water will be available. Physical activity and participation in sport will be actively encouraged. The centre will be a supportive 'can do' environment where diversity is celebrated. Good attendance and good behaviour will be reinforced and rewarded.
21. Playing for Success helps address each of the strands of the Every Child Matters agenda.

Capital Expenditure

22. Darlington F.C. has offered an area of their ground which was partially developed as a restaurant for re-development as the study centre. The Centre Manager working with architects and Officers has produced a cost estimate and specification for the centre and associated costs (ICT). The building costs and associated fees for the PfS Centre have been estimated to be £120,000.
23. The Authority was awarded capital funding of £100,000 from the DfES and the Football Foundation. This funding requires a matched funding element from the Local Authority and the Children's Services Department has been able to provide the required matched funding of £25,000 from the Extended Schools funding budget.
24. The table below shows the total funding allocation

Funding Source	Financial Year	Amount
DBC	2006/07	£25,000
DfES & Football Foundation	2006/07	£100,000
Total		£125,000

FIG 1

25. If Cabinet approval is obtained, the necessary construction works will be carried out by Community Services with a view to opening the centre in March 2007.

Revenue Expenditure

26. Revenue funding is provided from a number of sources some of which are ‘front loaded’ to provide additional start up funding at the beginning of the programme. DfES (in conjunction with the Football Foundation) contributes £100,000 per annum in years 1 to 3, reducing to £75,000 in year 4 and £65,000 from Year 5 onwards. Children’s Services has committed an annual revenue contribution of £25,000 per annum and finally Darlington F.C. making an ‘in kind’ contribution of £25,000 per annum (made up from the lease, heating , lighting, electricity and cleaning costs).
27. It must be noted that DfES and Football Foundation funding is based upon a matched funding contribution of £25,000 per year being provided by Darlington Borough Council and Darlington Football Club respectfully.
28. Figure 2 below shows the total revenue contributions:

Years 1 - 3	£125,000
Year 4	£100,000
Year 5 Onwards	£90,000

FIG 2

29. A five-year budget projection has been drawn up which identifies in years 1–3 there are surpluses (£59,000, £11,500, £9500). In years four and five the budget moves into deficit against grant funding (£9800, £23,000). However by then it is intended the established centre will have developed other income streams such as daytime use, sponsorship and lottery funding.
30. In the lease agreement with Darlington Football Club, the Authority has daytime as well as evening use and can deliver third party income. This will enable income generating daytime courses, summer schools and lettings to take place. Other established PfS centres generate large sums of revenue from these sources (e.g. at Scunthorpe United more than £60,000 of additional revenue is generated each year).
31. It is intended that the centre should attract sponsorship from local businesses and the centre manager has worked with Officers and PfS centres nationally to identify potential investors. In addition, Officers are considering a potential submission to the Big Lottery Fund (Reaching Communities Initiative).

Valuation Comment

32. In informal negotiations Darlington Football Club have agreed to grant the Council a 5 year lease of accommodation at Darlington Football Stadium at a rent of £1, with the club being responsible for the provision of services and external repairs and the Council being responsible for internal repairs and decoration. It is considered that this represents good value for the Council.

Outcome of Consultation

33. The development of a PfS centre has been discussed with all schools in the Borough. The development has attracted interest and support and is seen as providing key alternative support to schools in enabling some of the Borough's more challenging pupils reach their full potential.

Legal Implications

34. This report has been considered by the Borough Solicitor for legal implications in accordance with the Council's approved procedures. There are no issues which the Borough Solicitor considers need to be brought to the specific attention of Members, other than those highlighted in the report.

Section 17 of the Crime and Disorder Act 1998

35. The contents of this report have been considered in the context of the requirements placed on the Council by Section 17 of the Crime and Disorder Act 1998, namely, the duty on the Council to exercise its functions with due regard to the likely effect of the exercise of those functions on, and the need to do all that it reasonably can to prevent, crime and disorder in its area. It is not considered that the contents of this report have any such effect.

Council Policy Framework

36. The issues contained within this report do not represent change to Council policy or the Council's policy framework.

Decision Deadline

37. For the purpose of the 'call-in' procedure this does not represent an urgent matter.

Recommendations

38. It is recommended that Members :-
- (a) Approve the proposals to develop a Playing for Success centre at Darlington Football Club;
 - (b) Approve the investment of £125k of capital funding to support premises developments at Darlington Football Club to establish a home base for the Centre
 - (c) Approve the proposal to take a lease of accommodation at Darlington Football Stadium on the terms outlined in this report; and
 - (d) Authorise the Borough Solicitor to complete the necessary legal documentation accordingly.

Reason

39. The development of the centre will provide support to schools in allowing pupils to receive additional support enabling them to realise their full potential.

**Margaret Asquith,
Director of Children's Services**

Background Papers

No Background papers were used in the preparation of this report.

Paddy Denning: Extension