

 Brent	<p>Schools Forum</p> <p>Report from the Director, Children and Young People</p>
<p>For Decision</p>	
<p>Review of the Schools Budget: DSG Funded Services (ii) The Learning Zone at Wembley Stadium</p>	

1 Consultation and Decision Making

The Schools Forum has decision-making powers on the budget covered in this report.

The Schools Forum has asked for an updated version of a similar report presented last year describing the activities of the Learning Zone at Wembley Stadium. This was one of a series of reports to be prepared, allowing the Forum to review and challenge the spending on services provided by the council and funded through DSG. This report is part of that series.

The Wembley Learning Zone has been funded through the DSG since April 2011 and is now managed by the Children and Young People's directorate.

2 The Learning Zone at Wembley Stadium

The Learning Zone at Wembley Stadium is the result of a unique partnership between the local authority and Wembley Stadium, which provides support geared to the needs of individual schools and their pupils. It offers opportunities for young people to develop positive attitudes to learning, to raise self-esteem and achieve their educational potential using sport and entertainment as a stimulus. It provides them with a safe and inspirational environment on their doorstep which helps to enrich and inspire their learning. In addition, it offers an accessible and affordable link to special events, such as the international football, the rugby world cup, NFL games and the world of entertainment.

The service was originally funded through the Department for Education (DfE) programme "Playing for Success" (PfS) which delivered literacy and numeracy through the medium of football. Wembley provided the stadium as part of its programme of support for the local community. PfS funding ceased in March 2011, but Wembley Stadium continues to provide the funding for the accommodation for teaching and learning, utilities and cleaning.

3 Summary of Services, budgets, staffing and activities 2013-14

Service and Budget 2013-14	Staffing and specific activities
<p>Wembley Learning Zone</p> <p>Schools Forum: £81,000 (previously funded by Extended Schools Grant – Standards Fund)</p> <p>Service part-traded. Forecast traded income £30,000</p> <p>Wembley Stadium provides in-kind support including office, teaching/activity space, rent, utilities and cleaning and some event tickets for young people.</p>	<p>Three staff: one manager; one lead teacher and one part-time seconded teaching assistant.</p> <p>Programmes designed with schools:</p> <ul style="list-style-type: none"> • Support for literacy, numeracy and ICT, using a variety of equipment. • Enrichment programmes across the curriculum • Intervention and extended learning programmes. • Day trips and school excursions • Holiday schemes • Research training for students • Student engagement courses • Lego mechanics, robotics and renewable energy workshops and fun days • Bespoke courses for all schools e.g. three faith schools working together, sky sports leaders training <p>Additional activities accessed this year include:</p> <ul style="list-style-type: none"> • A Hope to Dream - NFL sleepover: 90 places for Brent young people, with 50 new beds donated to local residents. • Free and reduced price tickets for Brent schools to England and other event games. • A multitude of, either free or at greatly reduced rates for Brent schools. • Mascot and flag bearer positions for major England and FA Cup games staged at Wembley Stadium • Introduction to NFL football sessions • NFL visits to schools with mascots, cheerleaders and players and other community events. • UCFB Wembley mentoring project for local schools

4 Take up and impact

During the 2013-14 academic year, the Learning Zone delivered 105 sessions for 29 primary schools. It hosted 3,333 young visitors. This included charity events, partnership conferences, meetings, training sessions, concerts for schools and a variety of bespoke events and school visits. It has been the gateway to events such as EE's techy tea party and a meeting space for the Children Looked After parents' forum. It represents the Community Social Responsibility (CSR) for both Brent and the FA/Wembley Stadium

Teachers have reported that the Learning Zone has had a positive impact on young people in terms of their confidence and feelings about school. The analysis of surveys conducted with students and accompanying teachers shows that there has been significant change in pupils' responses to the curriculum and their confidence in learning, and that learners participating in the programmes have made good progress as a result of their participation.

5 Proposal for 2015-16

We are seeking the agreement of the Schools Forum to continue funding the staffing costs and make a modest contribution towards running costs of this service. Other costs will be covered by the continuing support from Wembley Stadium, and by trading some teaching and learning courses and other activities.

Wembley Learning Zone

It is proposed that in 2015-16, the Wembley Learning Zone will continue to work with its advisory board and schools to provide:

- support for pupils with literacy, numeracy and ICT, using the stadium as a resource to inspire pupils
- activities using a variety of equipment such as the latest ICT, video and digital cameras, interactive quizzes and the stadium itself to help enhance the curriculum and engage pupils
- enrichment programmes which include curriculum links to local and 20th century history, famous and inspirational people, local geography, ICT, design, literacy, arts and crafts.
- research training for pupils covering research ethics, research methodology, data retrieval, analysis and report writing
- extended learning programmes
- Lego mechanics, robotics, renewable energy workshops and fun days
- day trips or school excursions
- holiday schemes
- bespoke programmes designed to the specifications of schools requirements
- Behind the Scenes - a unique look into life at Wembley Stadium giving students the opportunity to feel privileged and special.

Proposed/requested budget 2015-16

£81,000 – Primary sector only

6 Risk Analysis

- Without this funding which contributes to a significant element of the running costs of this service, the future support of Wembley Stadium in terms of the running costs, as well as access to the Stadium itself, may be lost.
- There is a risk of losing the positive impact on pupils' confidence, self-esteem and learning through projects and activities developed with schools in a safe and inspirational learning environment.
- The accessible and affordable link to special events, such as the NFL Programme, rugby world cup, football and the entertainment world may be lost.
- The learning zone would not be able to provide a unique training venue for conferences, meetings and continued professional development for schools.

7. Recommendation

Schools Forum is asked to approve the central provision of £81,000 to part fund the Wembley Learning Zone for 2015-16.

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