

Kilwinning Academy and the Scottish Football Association



SCILT's Business Language Champions programme helps schools and businesses to build exciting and sustainable partnerships that equip young people with the international communication and employability skills they need for their future careers.

Background

Kilwinning Academy

Kilwinning Academy is a mixed six year non-denominational school, serving the needs of all young people in Kilwinning from the ages of 11 to 18 (S1-6). At Kilwinning Academy, learners study French during the broad general education (BGE). However, this session learners in S2 have been given a block of Italian or German lessons in addition to the time they have allocated to learning French, depending upon which language the class teacher can offer. Learners also have the opportunity of choosing Spanish at the end of S2, as part of the electives on offer, which they can continue to study into the senior phase if they wish to do so.

For more information about the school visit the [Kilwinning Academy website](#).

Aims

The project gives the young people in S3 a real and engaging context for their learning of French and provides learners with an insight into the world of work. It shows them how the learning of a modern language can enhance their career prospects and develops their skills for learning, life and work.

Partners

SCILT and the Modern Languages staff at Kilwinning Academy worked in partnership with The Scottish Football Association, The Scottish Football Museum, North Ayrshire Council, and the University of Strathclyde.

The Scottish Football Association



The Scottish Football Association (also known as the SFA and The Scottish FA), or Comann Ball-coise na h-Alba in Scottish Gaelic, is the governing body of football in Scotland and has the ultimate responsibility for the control and development of football in Scotland. It was formed in 1873, making it the second oldest national football association in the world, and it is based at Hampden Park in Glasgow, where the Scottish Football Museum is also located. The Scottish

Football Association is responsible for the operation of the national football team, the annual Scottish Cup and several other duties important to the functioning of the game in Scotland.

The SFA also offers coaching qualifications, such as the esteemed UEFA Pro Licence two year coaching qualification, in which candidates are required to learn a second language as part of their studies. This course is run by Jim Fleeting, Head of Football Development at the SFA, who realised that candidates needed to broaden their horizons by learning another language:

“We talked about it and threw it out to candidates at an induction day. At first they resisted, saying fewer foreigners were coming here so why the need. But then I asked ‘What? Do none of you ever want to go and work abroad?’

We’re not asking them to be fluent but it will be useful if they have enough to be courteous and get through a conversation.

They have to complete a modular course in language to earn a certificate to show they’ve passed. I’m getting emails in Spanish from some of them. It shows they are prepared to broaden their horizons.”

We felt that we could forge a link with the SFA, as it showed that languages are necessary in all walks of life.

The Scottish Football Museum

The Scottish Football Museum exists to promote the unique football heritage of Scotland. It is home to the world’s most impressive national collection of football related objects, memorabilia and ephemera with over 2,500 exhibits on display. The fourteen galleries take visitors through the development of the modern game in Scotland, from the nineteenth century to the present day. Visitors get the chance to see some of football’s most exciting and unique objects, including the world’s oldest national trophy, the Scottish Cup. One of Glasgow’s leading attractions, the Scottish Football Museum attracts visitors from all over Europe and beyond.



University of Strathclyde

Students studying French at the University of Strathclyde took on the role of language ambassadors by supporting the learners and helping to facilitate the language workshops. For more information about language ambassadors please contact the team at [SCILT](#).

Project

The visits

The partners worked together to devise an exciting programme of presentations, visits, and workshops culminating in a project in which the young people created an advertisement to promote the Scottish Football Museum to visitors from French-speaking countries using the Commonwealth games as a context.

To launch the project staff from the SFA and the Scottish Football Museum went to Kilwinning Academy to speak about why language skills are important, and to participate in a series of five workshops which required learners to use their knowledge of French. Learners had to read the Scottish Football Museum's French leaflets, and match up key phrases in English; they had the opportunity to speak in French to William Gros, one of the players at Kilmarnock Football Club; they had to listen to a French advert about the use of Fairtrade products as the catering company at Hampden, Sodexo, is a French multi-national company.

Learners also had the opportunity to look at Sodexo's application forms in French and pick out relevant details. The final workshop looked at the need to eat healthily to perform well in sport. Learners had to work out the French for certain foodstuffs using images of food and then decide which ones were the healthy options.

Jim Fleeting, Head of Football Development at the SFA, who launched the project stated:

"I believe young people of today are open to so much more than their parents or guardians. They also have the huge pressure of their peers. Experience is a wonderful thing and it is sometimes hard to sell that experience, but when I visited the school, I set out to engage them to consider all the options they have in front of them. They had very enthusiastic teachers, which is a huge bonus, they also had creative programmes which again can be motivational and they were being challenged, more often than not young people love a challenge.... "

After the SFA visit, all pupils from S3 went to the Scottish Football Museum in groups of thirty where they got the opportunity to see the exhibits in the museum and to tour the stadium.

"[The Scottish Football Museum] welcomes around 40,000 visitors annually, of which around 5% are from overseas with the great majority coming from Europe. As English is either not their first language, or they have limited or no spoken English, we look to enhance their visitor experience in whatever way we can and to this end, as we do not presently have any native speakers, we offer an explanatory museum leaflet in four languages in addition to English. These are French, German, Italian, and Spanish which from experience provides cover for the vast majority of our overseas visitors. We became involved in the languages project at Kilwinning Academy as a means of perhaps increasing our output in languages, and also as a means of communicating

with a local school on the importance and usefulness of languages in a visitor experience environment. We have found the experience to be a rewarding one as there has been an engagement with young people who are studying languages and have had the opportunity of visiting the attraction..."

The young people took part in a French treasure hunt, enabling them to transfer their knowledge of French into a different context, using materials created by SCILT. In this way, they learned new vocabulary and reinforced their reading skills.



"When I went on the Hampden trip I enjoyed it. The trip was very informative and the activity around the museum helped me a lot to learn some new words and phrases in French." S3 learner

"I learned lots of facts about football in different countries and it was also a good experience. I also thought the quiz was fun..." S3 learner

Back at school, learners got more opportunities to work on the resources provided by SCILT.

The Advertisement

It was decided that to conclude the project the young people would create and present an advertisement to promote the Scottish Football Museum to foreign visitors to the museum curator.

Showcase final

The advertisements were then judged by staff from The Scottish Football Museum who chose the winning advertisement based on the the use of the target language and the advertisement itself.

The winning group was taken to a French restaurant in Glasgow where they enjoyed ordering their food from a menu in French and chatting to the owner and SCILT staff in French.



Impact

Most of the learners enjoyed the experience. They were engaged in the different activities offered. They liked to learn French in a different way and in a different setting. They also liked to work on resources that were completely different from what they in French on a daily basis. The project resulted in a huge improvement in the up-take of French in S4. Learners who had previously decided not to continue studying French realised that languages could be very useful to them in the future.

[Kilwinning Academy pupils talking about their BLC project with the SFA \(Video 1\)](#)

[Kilwinning Academy pupils talking about their BLC project with the SFA \(Video 2\)](#)

“The trip did raise my awareness for modern languages as I realised if you speak one or more languages beside English you have more of a versatile choice of jobs...”

“We got a tour around the stadium and then we got to go into the museum which was very interesting and I learned a lot of things about the history of football at Hampden Park. It also showed us that it is good to be able to speak different languages as it is easier to communicate with people and it can be embarrassing if someone can speak your language and you cannot speak theirs...”

The staff at Kilwinning Academy also found the whole project very exciting. They thought it was a great opportunity for the learners to see the relevance of learning French. They all agreed that the BLC project was very worthwhile.

One teacher said:

“This was a useful educational experience for S3 classes [as] it highlighted the links between learning a modern language and a career in the football industry; the pupils learned to work in teams; the quiz activity allowed pupils to practise and use their French.”

Next steps

The staff at Kilwinning Academy would like to continue to promote languages to learners in this way. They want to keep contacts with the SFA and the Scottish Football Museum to develop the project further in the future.