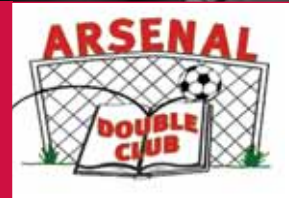


# THE ARSENAL DOUBLE CLUB

EDUCATION WITH FOOTBALL



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department for  
**children, schools and families**



Soccer Schools



The official French government centre of language and culture



GOETHE-INSTITUT LONDON



Embajada de España en Reino Unido



25 Years Community



UK-German Connection



TOWER HAMLETS



European Award for Languages 2008 Winner



PREMIER LEAGUE CREATING CHANCES



Business Awards 2006 Community Winner



Playing for Success



Arsenal positive futures



Arsenal in the Community



Homes for Islington



Kickz



PREMIER LEAGUE COMMUNITY FUND



PROFESSIONAL FOOTBALLERS ASSOCIATION



ARSENAL FOR EVERYONE



dg3 diversified global graphics group

# ARSENAL DOUBLE CLUB

## THE "DOUBLE" EXPERIENCE (for 20-32 pupils)

Class split into two equal groups; groups A and B

### Group A

First Half – education in classroom  
Second Half – football session

### Group B

First Half – football session  
Second Half – education in classroom

**Like a game of football, each half lasts approximately 45 minutes.**

**Notes:** For smaller classes, the whole group will remain together and likely to do the classroom session followed by the sports session.

Most Double Clubs have a mix of boys and girls; 16 is the maximum group size for Double Club sessions.

**THE ARSENAL DOUBLE CLUB IS AN INNOVATIVE EDUCATION AND FOOTBALL PROGRAMME WHICH OFFERS A RANGE OF SUBJECTS, TOGETHER WITH FOOTBALL COACHING.**

The programme runs as an after-school club in primary and secondary schools, and increasingly in curriculum time. The Double Club format is also used in weekend homework/revision clubs, during holiday programmes and in alternative education schemes. In all the subjects covered, football is the motivation, with all the resources used based on Arsenal specifically or football in general.



# HISTORY OF THE DOUBLE CLUB

**ARSENAL IN THE COMMUNITY ESTABLISHED THE ARSENAL DOUBLE CLUB IN 1998 FOLLOWING THE TEAM'S SUCCESSFUL LEAGUE AND CUP DOUBLE WINNING CAMPAIGN DURING THE PREVIOUS SEASON. THE DOUBLE CLUB CELEBRATES THE DOUBLE WINNING ARSENAL SIDES OF 1971, 1998 AND 2002, WHILST PROVIDING A 'DOUBLE' EXPERIENCE FOR CHILDREN USING FUN, FOOTBALL RELATED RESOURCES AND FOOTBALL COACHING.**

The prestige of Arsenal Football Club and the popularity of playing football is the inspiration behind the Arsenal Double Club. The aim is to raise confidence and ability levels in different subjects. These sessions are combined with a programme of football coaching.

## Arsenal Double Clubs from 1998

The Arsenal Double Club Literacy module was piloted in a couple of primary schools in Hertfordshire and Islington in 1998. Following an evaluation declaring it a success, the Double Club expanded and now includes 28 primary schools funded by the Football Foundation, as well as many other primary and secondary schools in various boroughs. There are currently five London secondary schools with full time Arsenal Double Club teachers. Many other modules have been developed and Double Clubs are now run throughout the country.

## ARSENAL DOUBLE CLUB AIMS

To develop and increase the pupils' competence, enjoyment and confidence with words, numbers and other subject areas by using their love of playing football and interest in the game, through curriculum linked resources.

To develop their football skills, fitness levels and teamwork in a fun and safe environment. To reinforce the classroom learning through the football session.



# LITERACY

**THE LITERACY MODULES USE ARSENAL PLAYERS AND MATCHES, ALONGSIDE FOOTBALL GENERALLY, AS A FOCUS FOR WRITING, READING, SPEAKING AND LISTENING ACTIVITIES.**

The detailed schemes of work have been developed over a number of years with local consultants and teachers. Pupils write about their dream football team and develop match reporting skills. There are activities linked to the Club Shop and Stadium. There are speaking and listening opportunities in each module.

The reading component of the modules includes both non-fiction and fiction. Arsenal match day programmes, magazines and match highlights are used. For football fiction, specially written short stories accompanied by literacy exercises have been developed by Arsenal with Rising Stars (see page 6).

Each module uses fun card, dice and word games to develop spelling skills and to reinforce literacy rules.

**“I love Double Club, it has given me great help and confidence. Before Double Club I was on a Level 2 in English and now I am on a Level 4 and want to go higher.”**  
Year 8 Pupil

## MOSCOW'S PUNCTUATION LESSON



### CAPITAL LETTERS

For names, places and the start of sentences.

Almunia thanks the fans.



### FULL STOPS

Used at the end of sentences.

Rosicky tries to cross the ball.



### COMMAS

Used in lists and to break longer sentences.

Almunia, Walcott, Clichy and others try to keep warm, as the temperature in Moscow reaches zero.

**“87% of 70 Year 7 pupils improved their literacy scores by 10% or more over a 12 week period.”** 2005 report on DfES secondary school Double Club pilot

# NUMERACY

**THE NUMERACY MODULES FOCUS ON PLAYER SQUAD NUMBERS, MATCH ATTENDANCES AND OTHER STATISTICS TO PROVIDE A VARIETY OF ESSENTIAL MATHEMATICAL ACTIVITIES.**

The schemes of work have been written by mathematics teachers with a real interest in football. Consequently, the activities bring to life the four rules, place value, fractions, percentages, money, time and other concepts.

Arsenal resources and daily newspapers are used to provide data. Also, football matches involving Arsenal and the pupils' own games, are analysed by the students ahead of statistics and representing data exercises.

Each module uses fun card and dice games to develop numerical skills and to reinforce good practice.

Arsenal and Rising Stars have developed three Double Club Mathematics books aimed at football loving youngsters. These books feature the fictional team used in the Double Club Literacy books (see page 6).



**“One case study school also provided their analysis of the Key Stage 3 maths results. This data showed that most young people (8 out of 13) had gone up at least one level, three young people had gone up two levels and one young person had gone up three levels.”**

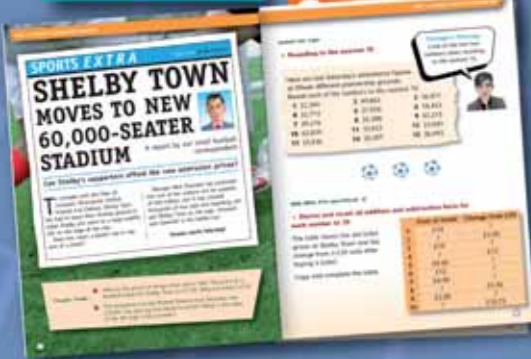
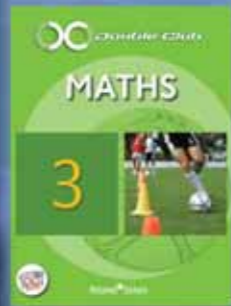
The Double Club Evaluation Interim Report – NFER April 2009



Double Club

NEW

NEW RESOURCES AVAILABLE NOW!



NC levels 3-4, 4 and 4-5



RISEING STARS

FOR A BROCHURE OR MORE INFORMATION CALL 0871 47 23 010

www.risingstars-uk.com/doubleclub



“Double Club is having a positive impact on pupil’s motivation and self esteem, with young people reporting that they work hard in DC sessions and that they feel more confident and able to contribute in their other lessons.”

The Double Club Evaluation Interim Report – NFER April 2009

## ICT

**“I learned how to use Powerpoint and a few new skills at the football training. It taught me how to get along with people I’m not usually with.”**

Pedro, Year 6 student from Sacred Heart RC Primary School in Islington



**THE ICT MODULES ARE MAINLY OFFERED AS A HOLIDAY OR WEEKEND DOUBLE CLUB COURSE TO HELP TEACH AND REINFORCE THE USE OF VARIOUS COMPUTER PROGRAMMES.**

These courses use activities and ideas from the literacy and numeracy modules to enhance basic word processing skills as well as spelling, punctuation and vocabulary. Activities also focus on the many functions that different computer programmes provide such as basic presentations, drawing and design. The modules draw from the excellent work that has been done for years at the Study Support Centre (see page 34).

These courses are mostly run at the Learning Centre at Emirates Stadium and use the Arsenal Museum as an excellent resource to base work on. It is possible, however, for schools doing an after-school literacy/numeracy Double Club to take activities they have covered and transfer them to ICT sessions at their school in a couple of their usual sessions.



ICT LEGENDS CERTIFICATE

## GEOGRAPHY

**THE THREE CURRENT GEOGRAPHY MODULES ARE DESIGNED TO COVER ASPECTS OF THE NATIONAL CURRICULUM SYLLABUS FOR KEY STAGE 3.**

One scheme looks at Arsenal Football Club as a tertiary industry and examines in detail the recent stadium move. Another scheme examines Arsenal as a Trans National Corporation.

A third scheme provides Arsenal based resources for the teaching and learning of map skills.

Each scheme consists of 10 lessons, including a field trip to Emirates Stadium and the local area if possible.



**“I found learning about geography whilst studying something that's appealing to me really helped me understand the topic much better – especially looking at the development of flats at the old Highbury Stadium and how this will benefit people in the future.”**

Danny, student at Mill Hill County High School in Hertfordshire

# HISTORY

**THE HISTORY MODULE ENABLES CHILDREN TO DEVELOP CHRONOLOGICAL UNDERSTANDING THROUGH ARSENAL FC AND USES THE DEVELOPMENT OF HIGHBURY AND EMIRATES STADIUM AS A FAMILIAR AND APPEALING TIME FRAME.**

The module is largely image based, making use of different sources for a “then and now” approach in class. Through looking at Arsenal in Islington pupils will develop a sense of identity by learning about the development of an inner London borough and life in Britain. WW2 is one of the topics.

The packs are compatible with an interactive whiteboard, there are teachers notes, a DVD and an oral history CD. The museum visit includes object handling plus there is an exclusive chance to visit the Diamond Club members lounge (not part of a standard tour).

**“The children gained a real insight into the Stadium and their local area through this unit. The pictures, maps etc. helped bring the history of Arsenal alive. The museum and stadium visit was fun, exciting and very interactive – children always love hands on activities.”**

**Bridget Warren, History Co-ordinator, Rotherfield Primary School**



# CITIZENSHIP AND DIVERSITY

**THE RESOURCES ARE LARGELY IMAGE BASED AND FOCUS ON THE DIFFERENT NATIONALITIES AND CULTURES IN THE ARSENAL SQUAD, WHICH IN TURN LEADS TO WORK ON DIVERSITY, BOTH IN ENGLAND GENERALLY AND WITHIN SCHOOLS. THE AIM IS TO EDUCATE THE PUPILS ABOUT DIFFERENT CULTURES IN LONDON AS WELL AS ABROAD.**

A great deal of the work revolves around teacher-led classroom discussion and comparing the players' countries of origin to England (teacher's notes are supplied). Topics covered include immigration, Britain as a diverse society and different cultures across the world. The materials have cross-curriculum links to Literacy and Geography. The material is often delivered under the project titles Arsenal For Everyone and World on our Doorstep, both of which celebrate diversity at the Club.

**“I was really impressed with the project overall: a great ‘umbrella’ topic covering a range of subject areas. It was really well levelled too – children of all abilities could access the material at some level.”**

**Alison Taylor, Duncombe Primary School Year 4 teacher**



# ART & DESIGN

## THIS MODULE IS BASED ON CLASSROOM ACTIVITIES FOLLOWED BY A VISIT TO THE STADIUM AND MUSEUM.

The resource pack for use in class pre-visit covers the following units:

- What is sculpture?
- Can buildings speak?
- Portraying relationships
- Investigating pattern
- Take a seat
- Journeys
- People in action
- Visiting a museum, gallery or site

The Stadium visit expands on the work explored in the classroom, whilst investigating and focussing on different areas on the tour. Pupils will be encouraged and challenged to think about the Stadium architecture and the use of different materials while completing a worksheet on the tour and in the museum.



# DOUBLE CLUB LANGUAGES

THESE MODULES HAVE BEEN DEVELOPED IN COLLABORATION WITH OUR LANGUAGE PARTNERS, WHO HAVE EXPERTISE IN THE TEACHING OF GERMAN, FRENCH AND SPANISH. THIS INNOVATIVE PROGRAMME WON THE EUROPEAN AWARD FOR LANGUAGES 2008.

Our Secondary modules are suitable for Years 7-9 and aim to raise the profile of languages in schools, motivate pupils and encourage uptake at GCSE. Following their success, Primary language modules have been developed to enthuse younger learners at KS2.

The colourful workbooks include fun games and quizzes and are linked to interactive whiteboard activities. The resource packs also contain card and dice games to practise new vocabulary.

**A key element of each module is a DVD featuring an Arsenal player speaking in the target language. Within the workbooks are listening exercises based around these interviews.**

The modules cover a range of topics including; personal details, countries, numbers, colours, daily routine, food, likes and dislikes, directions and body parts. All modules also focus on football vocabulary and expressions.

**Another unique feature is our insistence on reinforcing the language on the pitch. Coaches are provided with key words and instructions which are used during the football sessions.**

At the end of the programme, schools are invited to an action packed Languages Day at Emirates Stadium. This includes a guided tour, museum visit, language activities and a prize giving ceremony.

“The fact that I learnt languages allowed me to be where I wanted to be – in English football. If you want to achieve your dreams, you can do it, and languages can certainly help you get there.”

Arsène Wenger



Links have been established with European Football clubs and in 2008/09, thanks to funding from our partners, Double Club pupils visited RSC Anderlecht in Brussels and Hertha BSC in Berlin as part of a Languages/Football exchange. Future trips are planned to clubs in Germany, France and Spain.

Due to the success of the programme, Double Club Languages has gained funding from the DCSF, which will enable further resource development and differentiated modules at Key Stages 2 & 3.



# FRENCH



**“I enjoyed playing the games in class. When we do French in school it's boring.”**

**“The football sessions were fun and educational at the same time.”**

Pupils at The Compton School

**THE FRENCH LANGUAGE MODULES WERE DEVELOPED IN PARTNERSHIP WITH THE INSTITUT FRANÇAIS – THE OFFICIAL FRENCH GOVERNMENT CENTRE OF LANGUAGE AND CULTURE.**

The Primary modules are suitable for pupils in Years 3/4 and Years 5/6. These colourful workbooks include games, songs and Top Trump cards. The Primary resource pack comes with a DVD featuring interviews with Arsenal's French defender, Bacary Sagna.

The Secondary modules include player cards, translated into French, with quiz competitions based around personal and player profiles. Throughout the workbooks there are engaging activities such as crosswords and word searches. The KS3 workbook also contains exercises based on a DVD, featuring French left back Gael Clichy.



# GERMAN

**THE GERMAN LANGUAGE MODULES WERE DEVELOPED IN PARTNERSHIP WITH THE GOETHE-INSTITUT LONDON AND UK-GERMAN CONNECTION.**



*Double Club: German* helps pupils to score goals on the pitch and in the classroom.

The Primary module provides an interactive and fun introduction to German and football, with songs to sing, games to play, and lots of things to cut out, make and do.

The Secondary module builds on these foundations, inspiring pupils with a fresh look at German and Germany from the exciting atmosphere of the football stadium. Closely integrated into the KS3 framework, resources include videos, audio recordings and lots of creative language activities based around the Arsenal team, providing insight into topics from numbers and colours to the Bundesliga.

Both the Primary and Secondary language modules are supported by the *Double Club: German* website [www.ukgermanconnection.org/doubleclub](http://www.ukgermanconnection.org/doubleclub) with animated games and quizzes, as well as video interviews with the multi-lingual Arsenal manager Arsène Wenger, and ex-Arsenal German Goalkeeper Lens Lehmann.



**“The presentation was excellent, really lovely colour booklets and pictures.”**

**“The pupils found it so inspiring to hear Arsène Wenger talking German!”**

**“I think the main benefit for the children was in their motivation. They got so excited about learning the football vocabulary and the prospect of playing football and using it”**

German Teachers

# SPANISH



I really wanted to do Spanish Double Club because I saw it as an opportunity to learn more Spanish and improve in football.”

“It was a fantastic feeling being part of Arsenal.”

Pupils at Davenant Foundation School, Loughton

## THE SPANISH LANGUAGE MODULES WERE DEVELOPED IN PARTNERSHIP WITH THE CONSEJERÍA DE EDUCACIÓN – THE EDUCATION WING OF THE SPANISH EMBASSY IN LONDON.

The Primary modules offer a wealth of engaging material. The workbooks are accompanied by interactive whiteboard presentations with integrated audio clips to aid pronunciation and improve listening skills. There is also a DVD featuring Spanish Goalkeeper, Manuel Almunia.

The KS3 workbook is accompanied by a DVD featuring Arsenal’s Spanish superstar midfielder, Cesc Fàbregas. These modules contain a variety of fun games and activities which include; creating a personal profile based on Fàbregas’ own profile, playing Spanish football Sudoku, and singing a Spanish Football song! Pupils also have the opportunity to create their own dream team using Spanish adjectives.

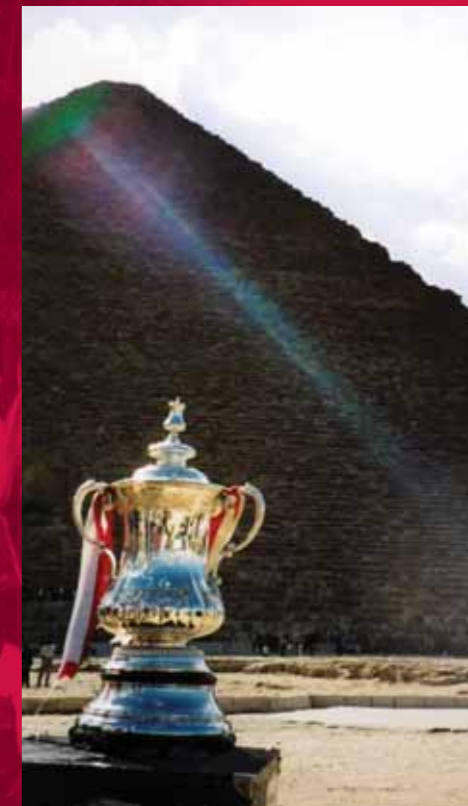


# TEACHING ENGLISH AS A FOREIGN LANGUAGE (TEFL)

ARSENAL FC HAS SOCCER SCHOOL FRANCHISES IN 17 DIFFERENT COUNTRIES WORLDWIDE. MANY OF THE LITERACY RESOURCES ARE ALSO USED TO HELP FOREIGN CHILDREN LEARN ENGLISH. THE PLAN IS TO PRODUCE A TEFL MODULE THAT WILL BE BASED ON OUR MODERN FOREIGN LANGUAGE MODULES.

Pupils will learn English football vocabulary, based on resources used by Arsenal players in their sessions, as well as more general English vocabulary.

Arsenal in the Community has a Gap Year programme which involves trainee coaches training here for 4 months in local schools and enrolling on a TEFL course before spending up to 8 months with one of the overseas Soccer Schools, coaching football and teaching English. The community department has also been involved with many humanitarian projects overseas.



## FIRST HALF

Education – The classroom sessions use one of the modules outlined in this brochure. Each module consists of Arsenal linked resources that can be followed over a series of curriculum or extra curricular lessons.

For literacy and numeracy, it is recommended that a minimum of 12 sessions in each is needed to make a real impact. For these subjects, there are a number of different schemes of work. For most other modules, there are currently resources for 6-12 sessions and they should be seen as resource packs. It is hoped that teachers will supplement the resources with their own ideas and activities.



## SECOND HALF

Football – The football programme is based on Arsenal Football Club's successful Soccer School programme. All sessions consist of a warm-up activity, the development of a skill and end with small-sided games. These sessions lead to a significant improvement in the fitness and skills of all pupils.

The football sessions can be delivered by Arsenal in the Community coaches (if local) or through the Arsenal Soccer School Operators network (see page 33). Other local coaches might be used but all coaches will be FA Level 1 or higher. Where possible, the coach will aim to reinforce some of the classroom learning.

# SCIENCE

96% said that their knowledge had improved since they had been attending the Arsenal Science Double Club.

99% said they wanted the Arsenal Science Double Club to continue.

Taken from pupil evaluations in Year 1 of the Science project in Tower Hamlets

**THE SCIENCE MODULES HAVE BEEN DEVELOPED IN CONJUNCTION WITH TOWER HAMLETS EDUCATION AUTHORITY, WHO SECONDED AN EXPERIENCED SCIENCE TEACHER FOR THIS PROJECT FOR TWO YEARS.**

For secondary schools, the Arsenal Science teacher has designed specially planned modules to cover key objectives from the Key Stage 3 National strategy – framework for teaching science, including energy, forces and fitness and health.

In 2009, it is hoped that the modules will be updated and be available for all schools to use.



# RELIGIOUS EDUCATION

**THE CURRICULUM LINKED RESOURCES AIM TO CELEBRATE THE VARIETY OF RELIGIONS EVIDENT IN LONDON'S COMMUNITIES, FOCUSING ON FOUR ASPECTS: SYMBOLS, CUSTOMS AND ROUTINES, CELEBRATIONS AND PLACES OF WORSHIP.**

Arsenal players and Emirates Stadium are used as an introduction to the individual subject areas. Through this module children learn about and develop a greater understanding of some of the major world religions.

**“It’s a great way for the children to learn about religions that they encounter in their local communities”**

Michael Costa, St Matthias CE Primary School Year 5 teacher



# COOKERY AND HEALTHY LIVING



**"I enjoyed playing football, and also cooking nutritious and healthy foods!"**

Year 8 pupil from EGA School in Islington

**"Football, fitness and a healthy living keep you fit and healthy, and it can be fun!"**

Year 8 pupil from EGA School in Islington

**"We are trying to get children to eat more vegetables. We show them that players eat a well balanced diet. There is always a choice of veg, grilled meat and fish, and low fat desserts."**

Rob Fagg, Arsenal Training Ground Chef

**THE COOKERY AND HEALTHY LIVING MODULE HAS BEEN DEVELOPED WITH CEA@ISLINGTON'S COOKERY CONSULTANT, WITH THE INVOLVEMENT OF ROB FAGG, THE ARSENAL CHEF. IT INVOLVES THE STUDENTS BEING TAUGHT HOW TO PREPARE AND COOK HEALTHY FOOD.**

Lessons in the module look at nutrition, food safety and hygiene, the Eatwell Plate, energy and sports nutrition, fluids and breakfast, food labelling and cooking at home. The module can also act as part of the 'License to Cook' award.

Some of the lessons require cooking facilities, whilst others can use normal classrooms and tablecloths for the preparation of healthy salads and sandwiches.



# DCSF

**DEPARTMENT FOR CHILDREN, SCHOOLS AND FAMILIES KEY STAGE 3 CURRICULUM PROJECT FOR LITERACY, NUMERACY AND ICT.**

**SINCE JANUARY 2004, THE DEPARTMENT FOR CHILDREN, SCHOOLS AND FAMILIES (FORMERLY DFES) HAS WORKED IN PARTNERSHIP WITH ARSENAL FC TO HELP FUND A DOUBLE CLUB PROGRAMME IN SECONDARY SCHOOLS.**

Initially, it allowed for up to eight full time Arsenal Double Club teachers to work full time in inner London comprehensive schools. They worked with selected Key Stage 3 pupils for up to six hours of extra literacy, numeracy and football each week for one term.

Since September 2006, the DCSF and Arsenal FC have expanded the programme to help other sports clubs, through the Playing for Success (PFS) network, to set up similar projects in secondary schools local to them.

**"The link with a high profile real life sports club adds the special ingredients that make the Double Club formula so successful."**

2005 report on DFES secondary school Double Club pilot

<b>FOOTBALL</b>	<b>CRICKET</b>
Arsenal	Northamptonshire CCC
Blackburn Rovers	Nottinghamshire CCC
Boston United	Surrey CCC
Cambridge United	Werneth CC
Cheltenham FC	
Colchester United	<b>ICE HOCKEY</b>
Fulham	Telford Titans
Hitchin Town	
Ipswich Town	<b>RUGBY LEAGUE</b>
Leeds United	Hunslet Hawks Rugby League
Lincoln City	
Middlesbrough	<b>RUGBY UNION</b>
MK Dons	Cornish Pirates
Newcastle United	Leicester Tigers RFU
Northampton Town	Northampton Saints RFU
Norwich City	North Walsham RFC (Vikings)
Oldham Athletic	
Portsmouth	
Reading	
Scunthorpe United	
Southend United	
Watford	
Wembley Stadium	
WBA	

## OTHER DOUBLE CLUBS

**“I learned how to do algebra, it helps me with my SATS... I would like longer weeks, had a great time and would do it again.”**

Robyn, Year 6 student from Pooles Park Primary School in Islington



**ARSENAL DOUBLE CLUBS ARE ALSO DELIVERED ON LOCAL ESTATES, IN COMMUNITY AND LEISURE CENTRES AND AT EMIRATES STADIUM. THE DOUBLE CLUBS AT ARSENAL HAVE INCLUDED REVISION MODULES AND HAVE BEEN DELIVERED AFTER SCHOOL, AT WEEKENDS AND IN HOLIDAY TIME.**

**The Arsenal Double Club is ideal as a revision or homework club outside of school hours.**

The modules used in these Double Clubs have usually been literacy, numeracy and ICT.

As part of a holiday course, the Arsenal Double Club can work well in a multi sports setting. In each five hour day the students might do one hour of literacy, numeracy and ICT, with football and another sport delivered in between.

Other Double Club modules, such as Cookery and Healthy Living, might work well in an out of school setting.

## ADULT DOUBLE CLUBS

**THE ARSENAL DOUBLE CLUB IS BEING USED WITH ADULT GROUPS WITH A REAL INTEREST IN FOOTBALL. THE LITERACY, NUMERACY AND ICT RESOURCES HAVE BEEN MODIFIED BUT THE CONCEPT OF LEARNING THROUGH FOOTBALL AND PLAYING FOOTBALL REMAINS.**

The Arsenal Double Club continues to work in Pentonville Prison and has also offered a Healthy Living course to a group of males. With adults, there is a greater emphasis in the football sessions on training the students to become basic football coaches.



**“The link with the football club was the main motivating factor for the prisoners. If football can be used as a bribe to learning & practising reading skills then so be it! Football is what got them to sign up, and the practical football sessions in the gym were a very motivating factor for all of the men. They then realised that the reading didn’t have to be the “boring” part of the course and I believe most came to enjoy it in the context it was given and working as part of a group.”**

Nik Hardy, Pentonville Prison Literacy Teacher

# THEMED TOURS FOR PRIMARY & SECONDARY SCHOOLS

IF A SCHOOL DOES NOT WISH TO TAKE PART IN AN ARSENAL DOUBLE CLUB MODULE, A CLASS CAN STILL VISIT EMIRATES STADIUM AS PART OF A CURRICULUM LINKED THEMED TOUR BASED ON CITIZENSHIP AND PSHE TOPICS – LIVING TOGETHER AND HEALTHY EATING.

Tours of the ground will visit the Directors' Lounge, the Players' Entrance, the home dressing room, the tunnel, the home dug-out and the Press Conference Room and lounge.

During the tour pupils will be encouraged to think about Arsenal's multi national squad, and the different languages they speak. Arsenal Double Club staff will also talk about keeping fit and healthy eating. Worksheets will be provided on both topics.

Groups visit the Club museum before or after their tour. The Arsenal Double Club is also able to offer a literacy or numeracy quiz as part of the museum visit if required.

The Arsenal Double Club is always seeking to improve its school programme. If a tour or museum visit based around other areas of the curriculum is required, please do not hesitate to contact the Double Club team.



# DESIGN & TECHNOLOGY/ARCHITECTURE

THIS MODULE IS BASED ON CLASSROOM ACTIVITIES FOLLOWED BY A VISIT TO THE STADIUM AND MUSEUM. IT IS HOPED THAT BY LOOKING AT DESIGN AND TECHNOLOGY IN PRACTICE, FOCUSSED FOR THE MOST PART ON THE ARCHITECTURE OF EMIRATES STADIUM AS WELL AS VARIOUS ASPECTS OF DESIGN, PUPILS WILL BE ABLE TO RELATE TO THESE TOPICS BETTER IN CLASS.

The day starts with a visit to Arsenal's old stadium at Highbury to view the 1930's Art Deco facade before a walk round the new stadium to compare and contrast exteriors. Students will take part in a workshop to learn about design and construction process of a "new build" in London. Before touring the Stadium there is a curator led tour of the museum to think about the design process for a museum and to look at objects connected with design.

The Stadium tour involves a worksheet and a chance to visit the luxury Diamond Club members' enclosure (not part of a normal tour). The visit is finished in the Club Shop where pupils are asked to fill out a product evaluation sheet. There are also digital cameras available for use by pupils.

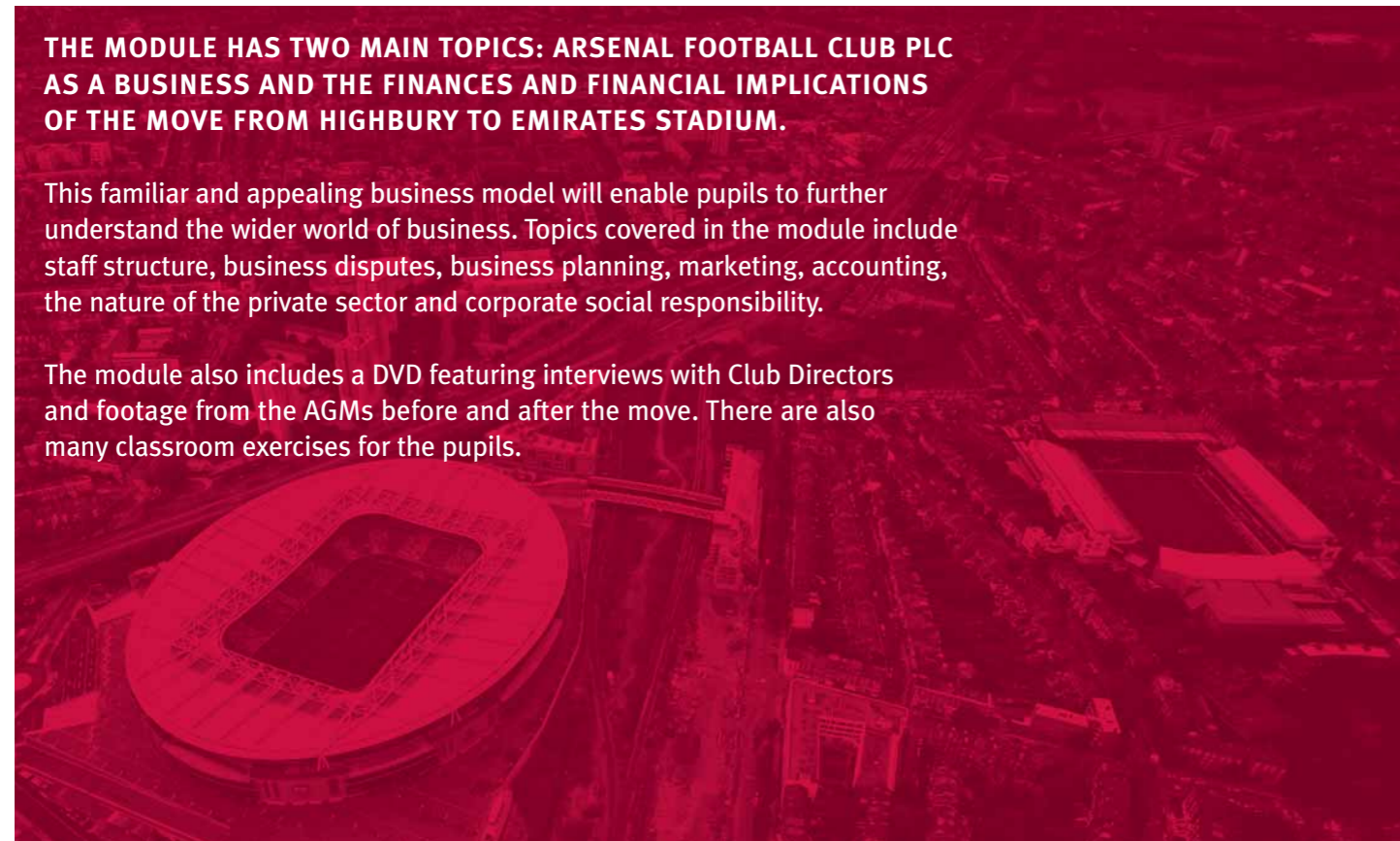


# BUSINESS STUDIES

**THE MODULE HAS TWO MAIN TOPICS: ARSENAL FOOTBALL CLUB PLC AS A BUSINESS AND THE FINANCES AND FINANCIAL IMPLICATIONS OF THE MOVE FROM HIGHBURY TO EMIRATES STADIUM.**

This familiar and appealing business model will enable pupils to further understand the wider world of business. Topics covered in the module include staff structure, business disputes, business planning, marketing, accounting, the nature of the private sector and corporate social responsibility.

The module also includes a DVD featuring interviews with Club Directors and footage from the AGMs before and after the move. There are also many classroom exercises for the pupils.



# FUTURE MODULES

**THE ARSENAL DOUBLE CLUB IS CONTINUALLY LOOKING TO DEVELOP NEW MODULES AND WELCOMES ANY IDEAS OR HELP. PLEASE CONTACT ONE OF THE DOUBLE CLUB TEAM.**

In the future it is hoped to have Key Stage 2 and 3 modules in each subject area. Also, there is a need for some good Key Stage 1 and 4 resources. Arsenal Football Club is working with Cambridge Education@Islington on their 14-19 diplomas and it is hoped that schools outside the borough will be able to access the Arsenal case studies.

Most of the current modules are designed for underachieving students. The Double Club has experimented successfully with gifted and talented groups and hopes to develop more resources in this area in the future.



**“...the change in their education standard, behaviour and general all round improvements inform us that the club is a success.”**

Teacher at a Double Club school

**“The Arsenal Double Club has made an enormous contribution to improving the engagement and motivation of an identified group of pupils’ school life. Pupils come to the lessons with a positive attitude and an excitement, which is often missing from their school experience.”**

LA Advisor to the DFES initiative

# MODULE DETAILS

	Literacy	Numeracy	ICT	Geography	History	Citizenship	Art and Design	Design & Technology / Architecture	French	German	Spanish	TEFL/EAL
Key Stage 2	✓	✓	✓		✓	✓	✓ <sup>+KS1</sup>		✓	✓	✓	2009
Key Stage 3	✓	✓	✓	✓	✓	✓		✓ <sup>+KS4</sup>	✓	✓	✓	2009
Other age groups	ADC	ADC	ADC					✓	ADC	ADC	ADC	2009
Used in curriculum time	✓	✓	ADC	✓	ADC	✓	✓	✓	ADC	ADC	ADC	ADC
Number of sessions	12-30	12-30	6-24*	6-18	6	6	1-8	1-3	8	8	8	12
Ability Level	U	U	U	ALL	ALL	ALL	ALL	ALL	ALL	ALL	ALL	B
Classroom teacher from school	✓	✓	ADC	✓	✓	✓	✓	✓	✓	✓	✓	✓
Classroom teacher from Arsenal			✓									
Arsenal Coach	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
FA Coach									ADC	ADC	ADC	ADC
Assessments pre and post course	✓	✓										
Emirates Visit and Tour	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Football each session	✓	✓	✓		ADC				✓	✓	✓	✓
Football tournament				✓	✓	✓			ADC	ADC	ADC	ADC
Sessions at Arsenal			ADC		ADC		ADC					

	Science	Healthy eating	Business Studies	DCSF/FT teachers	RE
2009	2009				✓
2009	✓			✓	
ADC	ADC	✓			✓
✓	✓	✓	✓	✓	✓
8-24	8	6-12	36		4
U	ALL	ALL	U		ALL
✓	✓	✓			✓
ADC	✓		✓		✓
✓	✓	✓	✓		✓
			✓		
✓	✓	✓	✓		✓
✓	✓	ADC	✓		
ADC	ADC	✓			

## KEY

- ✓ YES, Double Club designed for this
- ADC Double Club Possible. Please contact one of the Arsenal Double Club team to discuss
- 2009 Ready during 2009
- U Underachievers – most resources designed for reluctant learners with interest in football (e.g. NC level 3-4 for Year 7s)
- B Beginners – resources designed for beginners
- ALL All students – designed to be done by whole year groups
- \* The Arsenal Study Support Centre offer a similar programme (see page 34)

## Notes

- The grid shows how the Arsenal Double Club has been used in the past for each module. However:
- All Arsenal Double Clubs can work in curriculum time or as after school clubs.
  - All modules use hard resources and activities are often interactive whiteboard compatible.
  - Each Double Club session is normally 90 minutes (45 classroom, 45 football). Most modules are based on one Double Club session each week.
  - All modules include activities which give opportunities for assessment.
  - Most modules could be adapted for “Gifted and Talented” groups.

# VOLUNTEERS

THE DOUBLE CLUB PROVIDES SEVERAL OPPORTUNITIES TO LOCAL COMMUNITIES. ONE OPPORTUNITY THAT HAS GROWN OVER THE YEARS IS THE VOLUNTEERING PROGRAMME, WHERE VOLUNTEERS ARE PLACED IN SCHOOLS AND ASSIST IN THE CLASSROOM AS WELL AS WITH THE FOOTBALL SIDE OF THE PROJECT.

Over the years, the Arsenal Double Club has been able to recruit volunteers from universities such as London Metropolitan, UCL and Queen Mary, whilst recently it has taken on volunteers from local colleges as well as several volunteer organisations.

More frequently, volunteers have opted to continue with the Double Club for further years having enjoyed the experience, and some have even gone on to become community coaches within the club. The volunteering scheme offers terrific rewards as well as an opportunity to be part of a great team. Volunteers are essential to the success of the programme and without them the project would not be as successful as it is today.



“The experience with the Double Club is amazing and the children are fantastic to work with. They are all so keen to have you helping them with the various football quizzes, tasks and work sheets, something which they have an interest in. As a regular volunteer over 2 years it also led to paid work as a class assistant during holiday Double Clubs.”

Sarah, 2nd Year student at London Metropolitan University



# ARSENAL SOCCER SCHOOLS IN THE UK

IF YOU WANT YOUR SCHOOL TO TAKE PART IN ANY OF THE ARSENAL DOUBLE CLUB MODULES, BUT ARE NOT BASED LOCALLY PLEASE CONTACT ARSENAL SOCCER SCHOOLS: [ADOUGLAS@ARSENAL.CO.UK](mailto:ADOUGLAS@ARSENAL.CO.UK)

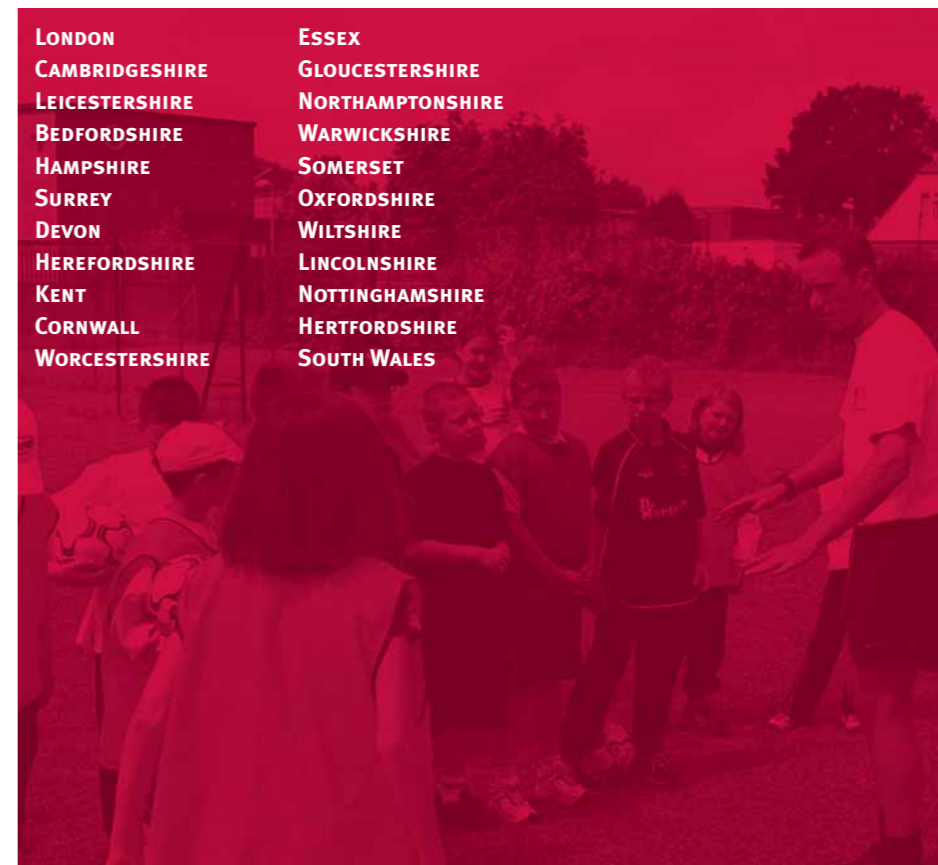
We will try to provide you with a coach through an Arsenal partner soccer school in your area, so you can still learn to play the Arsenal way. Education resources will be provided through the post.

For more information on our regional soccer schools visit: [www.playthearsenalway.com](http://www.playthearsenalway.com)



LONDON  
CAMBRIDGESHIRE  
LEICESTERSHIRE  
BEDFORDSHIRE  
HAMPSHIRE  
SURREY  
DEVON  
HEREFORDSHIRE  
KENT  
CORNWALL  
WORCESTERSHIRE

ESSEX  
GLOUCESTERSHIRE  
NORTHAMPTONSHIRE  
WARWICKSHIRE  
SOMERSET  
OXFORDSHIRE  
WILTSHIRE  
LINCOLNSHIRE  
NOTTINGHAMSHIRE  
HERTFORDSHIRE  
SOUTH WALES



# COMMUNITY DEPARTMENT

ARSENAL'S AWARD WINNING COMMUNITY DEPARTMENT WILL CELEBRATE ITS 25TH ANNIVERSARY IN 2010. SINCE ITS CONCEPTION IN 1985 ARSENAL IN THE COMMUNITY HAS BEEN AT THE FOREFRONT OF INNOVATIVE SPORTS DEVELOPMENT IN THE LOCAL COMMUNITY AND THE ARSENAL COMMUNITY WORLD WIDE.

The Community Department is committed to offering a range of sporting, social inclusion, educational and charitable projects; the success of which is testament to the commitment and dedication of its staff and the power of football and Arsenal Football Club to touch people's lives on a local, regional and global scale.

The department offers football and other sports coaching in local schools and at various venues in North London. The Arsenal Soccer Schools cater for all abilities whilst offering opportunities for more advanced players. Girls have the option of getting involved in these programmes or can work with the Arsenal Ladies. The department delivers lots of football sessions on the local estates through the Positive Futures and Kickz projects. Other activities are also offered through these programmes. The department works with disability groups, including sessions in special schools. Indoor Bowls sessions for OAPs have been running for years and the department can offer birthday parties.

Arsenal in the Community's education programme is the Arsenal Double Club but local children and adults can also learn at Arsenal through the **Arsenal Study Support Centre** and the **Arsenal Learning Zone Centre** respectively. The Arsenal Study Support Centre is part of the national after-school Playing For Success Project. Over 350 pupils from Islington schools attend every year receiving an innovative combination of ICT, literacy and numeracy classes inspired by football and Arsenal FC. For more information, contact **Arsenal Study Support**, Holloway School, Hilldrop Rd, London N7 0JG Tel. **020 7697 8467** email. **stevewilson@holloway.islington.sch.uk** – The Arsenal Learning Centre for adult education can be contacted on **0207 704 4500**.

For information on soccer schools  
Andrew Douglas – Tel. 020 7704 4157  
Email. [adouglas@arsenal.co.uk](mailto:adouglas@arsenal.co.uk)

For our disability coaching sessions  
Jamie Monteith – Tel. 020 7704 4145  
Email. [jmonteith@arsenal.co.uk](mailto:jmonteith@arsenal.co.uk)

For our trainee coach programmes  
Martin Davis – Tel. 020 7704 4156  
Email. [mdavis@arsenal.co.uk](mailto:mdavis@arsenal.co.uk)

For our Gap Year programmes  
Samir Singh – Tel. 020 7704 4158  
Email. [ssingh@arsenal.co.uk](mailto:ssingh@arsenal.co.uk)

For any other community information  
Beverley Nicholas – Tel. 020 7704 4142  
Email. [bnicholas@arsenal.co.uk](mailto:bnicholas@arsenal.co.uk)



# DOUBLE CLUB CONTACTS

## FOR FURTHER INFORMATION ON THE DOUBLE CLUB CONTACT:

### Scott Cohen, Double Club Coordinator

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### Ross McKinley, Double Club Assistant

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### Jack Ironside, Double Club Assistant

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### John Olaleye, Double Club Assistant

Contact re: Volunteers, Art and Design, Design and

Technology/Architecture and Numeracy

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### Julie Stoker, Languages Consultant for DCSF/Cambridge

[Education@Islington/Arsenal FC](mailto:Education@Islington/Arsenal FC)

Contact re: Languages

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### Postal address (for all):

Arsenal Football Club

Highbury House, 75 Drayton Park,

Highbury, London, N5 1BU

Community number: **020 7704 4140**

Fax (for all): **020 7704 4141**

[www.arsenal.com](http://www.arsenal.com)

[www.arsenal.com/community](http://www.arsenal.com/community)

[www.arsenal.com/doubleclub](http://www.arsenal.com/doubleclub)

**“EDUCATION IS ESSENTIAL TO EVERYONE AND BASIC SKILLS SUCH AS ENGLISH AND MATHS ARE VITALLY IMPORTANT TO EVERY CHILD’S DEVELOPMENT.**

**TEACHING CORE SUBJECTS THROUGH SPORT, I FEEL, IS THE BEST WAY. ENCOURAGING YOUNGSTERS TO REACH THEIR GOALS IN THE CLASSROOM THROUGH ARSENAL BASED ACTIVITIES IS BOTH A MOTIVATIONAL AND REWARDING EXERCISE.”**

Arsène Wenger

**1977  
Designed  
this**

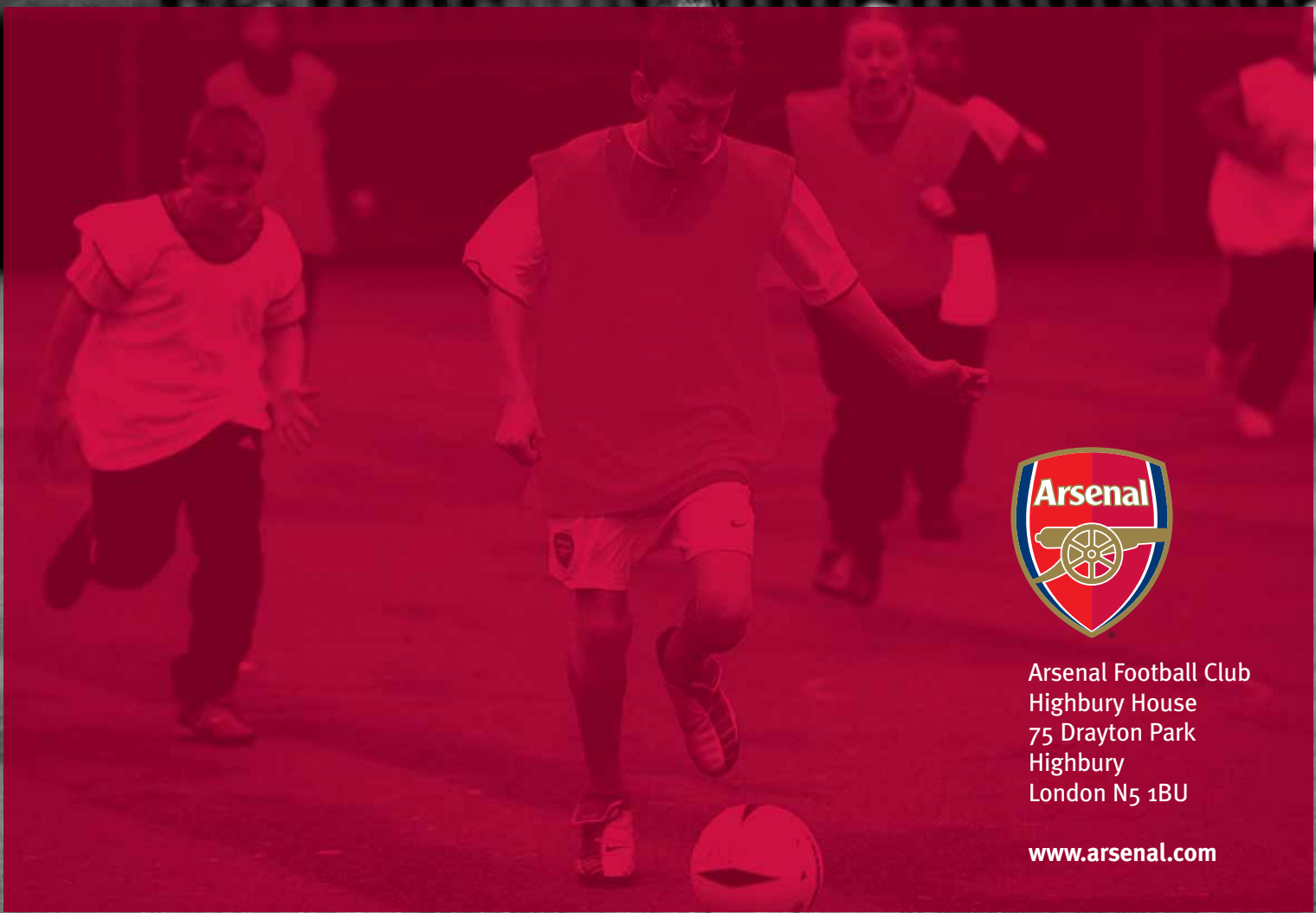
**THE ARSENAL DOUBLE CLUB THANKS THE FOLLOWING FOR ALL THEIR HELP AND SUPPORT WITH THE DOUBLE CLUB AND MODULES:**

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