



ABERDEEN FC  
COMMUNITY  
TRUST



# Partner Secondary Pack





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# Aberdeen FC Community Trust

Since 2014, Aberdeen FC Community Trust (AFCCT) has worked with 125,000 people across the North-East of Scotland to provide support and opportunities to change lives for the better.

AFCCT reaches people of all ages with our work in schools through to support of the active ageing groups.

Our school programming helps to close the poverty-related attainment gap supporting learning in numeracy, literacy, and STEM, as well as raising the aspirations of those we work with.

As Aberdeen Football Club's charity partner, we use the love of football and passion for AFC to inspire and empower, particularly the next generation, to maximise their potential through **two programme themes**.

- 1. Education & Positive Destinations**
- 2. Football, Health & Wellbeing**

## THE AFCCT VALUES:

### FAMILY

We are one team, inclusive and supportive, working together as one community.

### AMBITION

We motivate our community to learn, grow and achieve its goals.

### FAIR

### INSPIRE

We empower our community to embrace new possibilities, encouraging growth and creativity.

### RESPECT

We consistently work to do the right thing with integrity and honesty.



## MORE THAN FOOTBALL

AFCCT work in partnership with your school to deliver a range of programmes and initiatives for children and young people that support food poverty, mental wellbeing, physical wellbeing, and life, learning & work.

We adopt a person-centered approach, placing each learner at the heart of our programmes, which are diverse, adaptable and engage children and young people in a unique way.

AFCCT are committed to **Getting it right for every child (GIRFEC)** by providing all children and young people with the support needed to enable them to reach their full potential.

AFCCT use **SHANARRI** indicators to assess, understand and evaluate the wellbeing of a child or young person within our programmes, allowing the child's experience to be monitored using the 8 wellbeing indicators; **Safe, Healthy, Achieving, Nurtured, Active, Respected, Responsible, Included**. We understand that wellbeing is influenced by children's individual experiences and changing needs as they grow and recognise that each child is unique.

We look to promote, support and safeguard children and young people's wellbeing through our education programmes using these methods.

## OUR PROGRAMMES ADDRESS:



FOOD POVERTY



MENTAL WELLBEING



STEM



EXTRACURRICULAR ACTIVITIES

## OUR OUTCOMES:

Increased school attendance

Reduced lateness & exclusions

Increased participation & engagement

Improved health & wellbeing

Increased confidence & self esteem

Attainment

Providing skills for life

# What is a Partner School?

AFCCT Education & Community Officers work in partnership with schools to deliver the desired programmes and initiatives through the academic year. AFCCT offer a range of programmes that a school can choose from, focusing to increase attendance, make positive choices, build confidence and improve health and wellbeing whilst gaining various SQA qualifications.

AFCCT look to provide a dynamic, flexible and innovative approach to learning for pupils whilst developing their individual soft skills and encouraging a positive attitude towards their wellbeing.

Integrated as part of your school community, our Education & Community Officers build a bridge of trust with young people and empower them, developing skills for life, learning and work.

## FULL LIST OF AFCCT SECONDARY PROGRAMMES:

**School of Football**

**MINDSET**

**SQA Qualifications**

**Youth Ambassadors**



## ADDITIONAL BENEFITS:



AFC TICKETS



YOUNG ACHIEVER AWARD



AFC & AFCCT PARTNER  
SCHOOL COMPETITIONS



WIDER ENGAGEMENT  
THROUGH AFCCT PARTNERS



RAISE PROFILE OF  
SCHOOL VIA AFC & AFCCT  
MEDIA CHANNELS



AFCCT EVENTS



EXTRA-CURRICULAR  
OPPORTUNITIES



ACCESS TO ADDITIONAL  
FUNDED PROGRAMMES



MATCHDAY EXPERIENCES



# School of Football

## OVERVIEW:

School of Football is a football-based programme which provides the opportunity for young people to participate in practical coaching sessions delivered by our highly experienced Community & Education Officers.

Young people engage in coaching sessions with the aim of building confidence; developing personal and physical skills; building positive aspirations; improved attainment; and improving overall wellbeing whilst gaining recognised SQA qualifications. In addition, pupils can learn a range of skills that are transferable to their schoolwork and social situations.

While this project is only for S1 and S2s, the session can also contribute to helping the young person do well within school and to advance into a positive destination after leaving school. In S1 the pupils get a chance to have a tour of Pittodrie Stadium and use the STEM robots. In S2 the pupils participate in a football festival at Cormack Park.

## SCHOOL OF FOOTBALL EXAMPLE:

School of Football may be a football-based project, but importantly is centred around the pupil first, and the player second. The project is for S1 and S2 pupils, both boys and girls. During the week the pupils have four periods of School of Football.

The purpose is to use football coaching during curriculum time to develop and enhance skills such as communication, discipline, behavioural issues, concentration, time keeping, goal setting and problem solving. The pupils also complete different classroom modules, such as refereeing, nutrition and a research project.



**“The School of Football has had a very positive impact across the whole school at Ellon Academy. Anecdotally, from various staff members, there are a number of pupils who are much better behaved since they entered the programme.**

**Almost all of the participants on the programme have spoken enthusiastically about the School of Football, how much they have enjoyed it and how beneficial they’ve found it for their confidence and happiness at school.**

**I have been at several parental meetings where the School of Football and the positive relationship with the Education and Community Officer has been specifically mentioned as a reason for a young person coming to school.**

**The positive impact the programme has had on the ethos of the school and the wellbeing of numerous pupils, cannot be understated and hopefully this is a partnership that continues for many years.”**

Secondary Teacher



# MINDSET

## OVERVIEW:

AFCCT are committed to supporting the mental wellbeing of communities across the North-East of Scotland. Our innovative 12-week MINDSET programme, designed for 10–14-year-olds, takes a proactive, preventative and practical approach to mental health.

MINDSET is fun, engaging, and highly participative, using interactive activities to equip young people with essential skills and strategies to navigate everyday challenges.

Each session within the curriculum focuses on a central theme, known as the 'Winning Word', which shapes the sessions' learning objectives and content. By focusing on promoting positive mental wellbeing rather than solely addressing mental illness, the programme encourages open conversations, raises awareness, and breaks down stigma, making mental health discussions commonplace in the classroom.

Through early intervention, MINDSET aims to reduce the burden on more targeted services, ensuring young people have the tools they need to grow and develop while keeping mental health support accessible and enjoyable.

### AIMS OF MINDSET

- Make mental health education widely accessible, engaging and fun
- Increase mental health literacy
- Build emotional regulation & coping strategies
- Empower learners to identify sources of support
- Create a safe space for mental health conversations



# SQA Qualifications

## OVERVIEW:

At AFCCT, we offer a range of qualifications tailored for secondary schools, designed to help young people develop essential skills for their future. Our courses focus on personal development, sports, fitness, and wellbeing, providing students with the tools they need to succeed both academically and in their future careers.

These courses are designed to enhance students' practical, personal, and social skills, equipping them with the knowledge and confidence to progress in their education or enter the workforce, particularly in sports, recreation, and personal development fields.

**Below is an overview of the qualifications available to secondary school students:**

### SQA – NPA Sports and Fitness Level 5:

Team Sports Level 5 Develop practical skills in sports and fitness, with a particular focus on team sports. This qualification covers key areas such as teamwork, sports coaching, and fitness training, preparing students for careers or further studies in sports, coaching, or fitness industries.

### SQA – NPA Sport and Recreation Level 5:

Gain a broad understanding of the sport and recreation sector. This award includes training in sport-specific skills, health and safety, and coaching, providing hands-on experience and knowledge that is essential for careers in the sport and recreation industries.

### SQA – Personal Achievement – Level 1 & 2 (Bronze/Silver/Gold):

This qualification supports personal growth through the development of important life skills such as communication, teamwork, and goal setting. The levels (Bronze, Silver, and Gold) reflect increasing responsibility and personal achievement, helping students build confidence and skills for success.

### SQA – Level 3 & 4 Personal Development:

Focusing on the development of essential personal and professional skills, this qualification covers areas like decision-making, leadership, and collaboration. Students will build confidence, resilience, and the ability to navigate challenges, helping them prepare for life and career opportunities.

### SQA – Level 4 & 5 Wellbeing Award:

Support your mental, emotional, and physical health with this qualification. The Wellbeing Award encourages self-reflection and understanding of personal wellbeing, offering strategies to manage stress, improve mental health, and build positive relationships, promoting overall wellbeing and a balanced lifestyle.



# School Case Study:

## NORTHFIELD ACADEMY

AFCCT has had a long-standing partnership with Northfield Academy since the launch of the School of Football programme there in 2016. Originally starting with one Education & Community Officer delivering, there are now three Education & Community Officers delivering a multitude of programmes over five days a week.

The Northfield Academy Project works with pupils from S1-4. Our one-to-one work with pupils is designed around individual skills that the pupil needs to develop. Examples of this include confidence, resilience, co-operation and teamwork. At the start of a one-to-one block, we will set targets with the pupil themselves to work towards developing their skills and behaviours around the school.

AFCCT currently deliver MINDSET, School of Football, SQA qualifications, small groupwork and lunchtime football at Northfield Academy. This allows for optimal support from AFCCT with all programmes enabling pupils to engage and develop in school. The AFCCT qualifications are all tailored to fit with football, allowing for engaging sessions that take place indoors and outdoors.

### ADDITIONAL BENEFITS

As a Partner School of AFCCT, Northfield Academy have been involved in exciting opportunities that go beyond the delivery of programmes:

#### MASTERS FOOTBALL TRIP

20 pupils from S1 to S5 were awarded a trip to the P&J Live for the TEXO Masters Football event where they received a special training session with footballing legends. The pupils were awarded a space on the trip for their exceptional work during the AFCCT delivered sessions. The pupils received a signed programme by the legends and a free t-shirt as a souvenir, alongside free tickets to attend the event.

#### THE CIF BOOTS EVENT

Northfield Academy received 15 pairs of newly refurbished football boots that were used in the School of Football programme. This allowed for an opportunity for former Aberdeen FC player, Angus MacDonald, to present the boots to the pupils. The young people also got a chance to have a Q&A session with Angus to discuss his career alongside receiving autographs and photos with the new football boots.

# Pupil Case Study:

## KELSEY SIEVWRIGHT

**“I began working with the Trust when I was a pupil at Lochside Academy, one of AFCCT’s partner secondary schools. I met the AFCCT Education and Community Officer while I was a senior in school, and she helped me get through my last years of school. This was a time where I was struggling within school and to control my emotions.**

**AFCCT supported me throughout this time, helped me manage my emotions and develop as a young person.**

In addition to developing a good trusting relationship with AFCCT, I began learning more about the Trust and the projects they run.

When I had free time throughout the school day, I would volunteer to help with Mission Christmas, MINDSET, group projects and one-to-ones. I also assisted with the health walks over the holidays. Since the Mission Christmas project was big and required a lot of work, I offered to help AFCCT with it. I helped deliver packages to families who needed more help during tough times.

**I grew interested in working with young people because of all the knowledge and experiences I gained at school with the Trust.**

I was offered a sessional position where I now support and lead classes at Lochside Academy, Northfield Academy, and the Extra Time project.”



# Positive Destinations

## YOUTH AMBASSADORS:

AFCCT delivers the project Youth Ambassadors (YA); this project is for young people aged 14 to 18 years old. YAs is a two-year project where the young people can gain a range of qualifications and certificates. During the first year, the young people get to know in depth about the work that AFCCT do, learn and develop their knowledge of football coaching, youth work and working with a range of ages & abilities.

During the second year, the YAs will gain accredited qualifications such as SFA coaching badges, Dementia friends training, first aid, and CV writing skills.

During the two years, the YAs will also develop their communication, confidence, and other life skills. The project allows the young people to achieve different qualifications, which can help with further education and jobs in the future. The YAs can also volunteer at other AFCCT projects, to allow them to gain first-hand experience in a working environment. The YA would attend a monthly meeting at Pittodrie Stadium where they can work with our YA coach.

### LEVEL 1

What is AFCCT?

Introduction to football

Introduction to community work

Introduction to youth work

Code of Conduct

Equality and inclusion

Social media

Introduction to session planning

Introduction to safeguarding

Introduction to coaching

### LEVEL 2

First Aid

SFA 1.1

SFA 1.2

Dementia friends training

CV skills

Interview skills

ASN training (WeToo)

Fundraising

Introduction to Marketing

Jobs at AFC

# Become a partner

AFCCT offers a diverse range of courses that vary from school to school, allowing for customisation to address the unique needs of each group of students. By offering the opportunity to choose different programme combinations or individual programmes, this will enable you to curate a specific package to meet your requirements.



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## GET IN TOUCH:

To find out more, contact us below to arrange a meeting with our Secondary Education Team Lead.

**Email:** [education@afccommunitytrust.org](mailto:education@afccommunitytrust.org)

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REGISTERED CHARITY NUMBER SC044720