



KING POWER STADIUM



LEICESTER CITY
IN THE COMMUNITY

2023/24
ANNUAL
REPORT

THERE IS A PLACE FOR EVERYONE AT LEICESTER CITY IN THE COMMUNITY

Leicester is our home. We belong here and we are proud to be part of this community, and it is our mission to ensure every person in Leicester, Leicestershire and Rutland (LLR) feels the same way: that they belong.

The 2023/24 season has proven to be another successful year for Leicester City in the Community as we continue to grow our presence across the city and county. During this period, we have secured significant new funding to enhance our work and to engage diverse communities, worked with key local partners to design and deliver a range of community and education activities to address local need, and launched our new 2024–2027 Community Strategy which outlines our priorities and ways of working as we move forwards.

When we launched our previous strategy in 2019, it is fair to say that we had no idea of the challenges that lay ahead. The COVID-19 pandemic, cost-of-living crisis and numerous global conflicts had a seismic impact on people’s lives within our community. New and acute issues emerged; people needed our support more than ever; in ways we could never have foreseen. We had to listen, collaborate and adapt in order to meet those needs. Not to say we got everything right, but we were galvanised by the ways in which our strategy enabled us to change course and respond to the most urgent challenges.

Our community hub model, the basis of that previous strategy, facilitated local action and consultation, meaning we were able to effectively deliver targeted interventions to those most in need. The outcomes of that work, and the impact we delivered, assured us that the model is working. But there is more to do – much more.

Therefore, our strategy for 2024-2027 builds directly from the model, impact and learning from the previous cycle. Targeted interventions will be the foundational delivery mechanism for our work. We will continue to listen, understand and respond to communities on a local level. We are certain the context will change over the course of the next four years, but so will our activity. We will continue to work tirelessly with those communities and our incredible network of partners to ensure we deliver for people most in need within LLR.

LLR has long been defined by its diversity, its spirit and its resilience. This won’t change, but the challenges we face are real and profound. Food poverty is at a record high. Young people report feeling isolated and like they do not belong. Mental health referrals are high and social isolation impacts negatively on both our younger and older community members. Activity and childhood obesity levels are amongst the worst in the country. These are merely a few of the deep rooted issues facing our communities: we will do everything we can to address them.

We do not know what our precise programming strategy will be by the end of this cycle, but we are sure of our approach: area-based, working with local people and partners to solve local problems. We will spend every day fostering a sense of belonging for our communities, cultivated by our amazing people and the indelible power of the Leicester City FC family. No matter who we are or how we got here, we all belong. We are Leicester. We are for everyone.


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OUR SEASON IN NUMBERS

 **30+** projects delivered

 over **12,000** people engaged

£1.8M raised through grant funding and paid opportunities 

 **26%** of staff are former participants or volunteers

100% of staff feel proud to work for LCitC 

 **74** player engagements at sessions and events

 **OUR PARTICIPANTS...**
39% women and girls

 **47%** from ethnically diverse communities

 **10%** with disabilities

Facilitated the investment of

£130,000 

Apprenticeship Levy from LCFC into the local Coach Core Apprenticeship partnership.

OUR STRATEGY

OUR APPROACH

Leicester's rich multiculturalism is one of its many strengths.

The city of Leicester is the first in the UK in which no ethnic group has a majority. The diverse socio-demographic composition is what makes it such an inclusive place to live, but also means we must never adopt a one-size-fits-all approach to our work.

Each of our communities needs different things from us. Through intensive collaboration and consultation, we will design bespoke and targeted activities that meet the needs of people at a local level. This will be underpinned by our core principles:

- **Our Values:** Everything we do is underpinned by our unwavering commitment to our six core values: we Engage, Inspire and Empower through Togetherness, Respect and Pride.
- **Our Ethos:** Our commitment to delivering impact is not limited to just the outcomes of our work, it is also fundamental to the way we will work. We have some unwavering principles, underpinned by our values, which reflect our commitment to our communities and our people.
- **Targeted Interventions:** Evidence-based programmes and activities designed to ensure we reach the right people, at the right time, in the right place. These will be bespoke and created with, and for, our communities.
- **Community Hubs:** Built around a long-term, sustainable vision, the hubs are LLR-wide, hyper-local anchor sites in the heart of the areas they represent. It is from these hubs that we will co-design – and then deliver – tailored programmes, interventions and activities that address the most pressing needs of that respective community.
- **Partnerships:** We are stronger together. Collaboration is a foundational principle by which we operate. We will work closely with existing and new partners, local and national, to deliver greater impact and best serve the needs of the people of LLR.
- **Environmental Sustainability:** We will work with our people and partners to embed environmental sustainability practice in everything we do. We have a responsibility to lead the way, engage, inspire and empower our communities to reduce environmental impact at every opportunity.
- **Our People:** Nothing happens without our incredible, committed and passionate team. This is not just those out in the community delivering programmes, but those working behind-the-scenes in operational and development roles: they are the glue that holds everything together.
- **Our Themes:** Our primary thematic focus areas, the ones within which we will be working to deliver direct, life-changing outcomes for our communities, are Education and Community. Every programme we deliver will, in some way, positively impact an individual's health and wellbeing. This underpins all of our work, across every strand: it is fundamental.
- **Our Diversity:** When we are truly diverse as an organisation, our people will accurately reflect the demographics of Leicester. After all, We Are Leicester and we are for everyone. We are not there yet and we will continue to work with our club and partners to realise this vision.



“The first connection is football. That connects people, but then you have that experience with people and maybe you connect about other things, and you know more about people that are different from you or have different thinking.”

Ricardo Pereira, LCFC Player

Watch our video “There Is A Place For Everyone At Leicester City in the Community” by scanning the QR code or by [clicking here](#)



Promote and increase **school engagement**

Facilitate community **#GiveBack** programmes

Increase levels of **physical activity**

Facilitate meaningful **social interaction**

Reduce the impact of the **cost-of-living crisis**

Support our communities to make **healthy lifestyle choices**

Increase happiness and a **sense of worth**

Improve **mental health** and well being

"It's not just a game of football. It's emotion, it's life, it's sometimes an escape for people."
Ricardo Pereira - LCFC Player

LCiTC Team Member
"There's a place for everyone at LCiTC."

Active Women participant
"Through Leicester City in the Community, I found myself."

"I wouldn't be here if it wasn't for walking football."
Community Participant

"It's important to help those from where you are, your community is where it started."
N'Golo Kante - Former LCFC Player

"I don't know where I'd be without LCiTC."
LCiTC 'Grow your Own' apprentice

"I felt like I belonged... and it was a big step to recovery."
Health and Wellbeing Participant

"I just hope that me being in a role in sport will act as inspiration to a lot of younger girls, but also to other women just like myself as well."
LCiTC team member

"I wake up some days and pinch myself that I work for Leicester City... it's amazing!"
LCiTC team member

"By talking to my mentor, it makes my heart less heavy."
Young Carer

"I feel part of a family here."
Project 15 Participant



Raise awareness of **good oral health**

Increase opportunities for **women and girls**

Promote wellbeing through **outdoor learning**

Deliver **targeted interventions** to the right people, in the right place at the right time

30% of our team will be former participants, partners or volunteers

Reduce the impact of **food poverty**

Reduce obesity

Ensure there's a **place for everyone**

OUR STAFF

OVERVIEW

Our staff are our most important asset as they bring the skills, creativity, and dedication that drive our success. Their expertise and commitment directly impact our productivity, innovation, ability to engage and ultimately the life changing impact that we make in our communities.

By fostering a positive culture and focussing on staff wellbeing, we continually strive to create a positive work environment and provide the necessary skills, knowledge, training and support for the staff team who truly make a difference.

Staff Satisfaction Survey

The results of our recent staff satisfaction survey are overwhelmingly positive. Whilst we recognise that we have areas to continually improve, we are proud of the fact that:

- 100% of staff feel proud to work for LCitC
- 98% of staff are inspired by their colleagues
- 96% of staff feel that they can be themselves at work
- 94% of staff enjoy their work
- 98% of staff feel that LCitC is a great place to work

Staff Diversity

- Women & Girls: 35%
- Disability: 5%
- Ethnically Diverse Communities: 34%
- LGBTQ+: 3%
- Age: average 35 years

When we are truly diverse as an organisation, our people will accurately reflect the demographics of Leicester. After all, We Are Leicester, and we are for everyone. We are not there yet and we will continue to work with our club and partners to realise this vision.

Grow Your Own

It was our aspiration that by 2023, a minimum of 20% of our workforce will have developed through various stages of our Grow Your Own pathway, meaning that they have been supported to progress from participant, young leader or volunteer into paid employment at Leicester City in the Community. For the 2024–27 period, this target has increased to 30%.

26%

We are pleased to recognise that our current staff team consists of 70 staff (43 contracted and 27 casual). **16 staff (26 per cent) progressing through our Grow Your Own pathway.**



STAFF RECOGNITION

PAUL GIBSON

Paul (centre), who supports our Walking Football and Mental Health Café programmes, received a special honour at the Leicestershire & Rutland County FA Recognition Awards for his 44-year commitment and contribution football in Leicestershire. When asked about why he continues to volunteer at grassroots level, he admitted his secret to his continued drive: "It's my love for the game. I often say to my wife that we have been married for 50 years, but I have only ever seen her for 20 because I have always been out!"



TINA SHAH

Tina (left), LCitC's Young Carers Coordinator, was recognised as an EFL Community Hero as part of the EFL Community Weekend campaign, recognising the important role that she plays in supporting young carers across Leicester and Leicestershire. Nominated by her peers, Tina was recognised for her commitment and for consistently going above and beyond to amplify the voices of young carers and providing them with experiences they may not usually have access to, providing much needed respite from their caring responsibilities.

AURA CHACÓN GODOY

Aura joined LCitC in 2022 having completed her Level 2 apprenticeship with our partners at Leicestershire County Cricket Club. As a previous National Coach Core Apprentice of the Year winner in 2022, Aura joined us to work on our Active Women project, supporting females from diverse communities to engage in sport and physical activity. We are proud to highlight that Aura was recognised for her efforts and won National Coach Core Graduate Apprentice of the Year 2024 and has recently started to complete the Level 3 Community Sport and Health Officer apprenticeship.



TOM TWIGG

LCitC Primary Stars Coordinator, Tom Twigg, was recognised as our Community Captain, as part of the Premier League's More Than A Game campaign that highlights the difference that Premier League investment makes to local communities. Tom, who has been a member of the team for over seven years working across a variety of programmes and has impacted hundreds of young people, was nominated by his peers for his drive, passion and commitment to his work.

GROW YOUR OWN: MADI'S STORY

It was our aspiration that by 2023, a minimum of 20 per cent of our workforce will have developed through various stages of our Grow Your Own pathway, meaning that they have been supported to progress from participant, young leader or volunteer into paid employment at LCitC.

For 22-year-old Madi Elliott from Beaumont Leys, our Grow Your Own pathway and an apprenticeship with LCitC has helped to shape her life. Madi explains that “after finishing school, I went to Loughborough College to study Sports Science. I quickly realised it wasn't for me as I didn't enjoy being sat in a classroom all day, so I left, and I was at a crossroads as I didn't know what I wanted to do. I ended up working at McDonald's to try and earn a bit of money, but lockdown hit soon after and I was out of work. It was a frustrating time. It was only during the pandemic, when I ended up doing some volunteering for a charity, that I realised my passion was coaching. I loved doing that, and it was from there I came into contact with LCitC”.

Madi initially joined LCitC as part of the then UK Governments Kickstart scheme, an initiative launched in September 2020 to address the impact of the COVID-19 pandemic on youth unemployment and aimed to create new job opportunities for young people aged 16 to 24 who were at risk of long-term unemployment and were receiving Universal Credit. Madi excelled in her time at LCitC and with encouragement from her line manager, colleagues and friends, was encouraged to apply for and secure a place on a Level 2 apprenticeship delivered in partnership with Coach Core, a national youth employment charity, Active Together and Lifetime Training.

The apprenticeship was really hands on. I did lots of different work in various areas of Leicester on projects like Premier League Primary Stars, Premier League Kicks and Active Women. Working in such diverse communities in the city gave me so many transferable skills. These include improved confidence, communication and organisational skills, partnership building and networking. Before the apprenticeship, I probably didn't know how to talk to someone in a professional way, so I've now been able to do that and build relationships and trust with people.

Madi credits the apprenticeship for putting her on the right path, and reserves praise for those she has worked with.

I've learnt so much working with different colleagues. They've pushed me to go out of my comfort zone and it's helped me massively. It's literally a dream to work for Leicester City. I've gone from being a fan to an employee. It's an amazing place to work. The support I've had from Dan (Mitchinson – LCitC Senior Manager – Business Development) has been unreal. He was a brilliant mentor, so I couldn't have asked for more really.

In addition to securing full time employment following the completion of the apprenticeship, Madi was presented with the 2024 National Coach Core Apprentice of the Year award in recognition for her efforts, drive to succeed and be the best version of herself, and for the impact that she has made on her local community.

I honestly don't know where I'd be without LCitC. I wouldn't have the dreams that I now have if it wasn't for the apprenticeship. It's given me freedom to dream big and have ambitions I never thought I'd be able to reach.



COMMUNITY HUBS

SPOTLIGHT ON NEW PARKS

The development of a county wide network of community hubs was a key aim within our 2019–2023 strategy. Each of our community hubs is situated at the heart of the locality they serve and deliver programmes and interventions specifically designed to address local challenges, ensuring every community is supported in realising their potential.

Since its launch in September 2021, the Cruyff Court facility in New Parks, developed in partnership with Team Hub CIC and made in part from reused Walkers crisps packets has continued to facilitate meaningful and impactful opportunities for the local community.

- **Project 15:** Over 100 adults and children have engaged with the project and have benefited from support and guidance in many forms such as breakfast clubs, coffee mornings and stay and play sessions, and engaged with subjects such as mental and physical health, wellbeing, financial advice, eating on a budget, and re-establishing a social life.
- **Champions League Experience:** Walkers RePlay, in partnership with UEFA Foundation for Children and Common Goal, provided an opportunity of a lifetime for a dozen people that have given back to their local community. LCitC participants from New Parks have been given a Champions League final experience as thanks for their committed participation and for helping others through volunteering. Leicester City legend Steve Walsh surprised the group at the weekly Social Football session to tell them the good news.

// I feel as though I have come so far at these sessions - I was down, but now I've found all this. It has given me a bit of a lift up in life. //

Bertie Hurst, LCitC Participant and Team Hub Volunteer

- **Employability:** Caitlin Randall, a regular participant at Premier League Kicks sessions in New Parks has progressed through our Grow Your Own employability pathway and has secured an apprenticeship with LCitC. Focusing her efforts in New Parks, she began her apprenticeship by supporting lead staff members and gaining a better understanding of community and education programmes. Her confidence has grown each week and she has progressed to leading parts of sessions, marking a significant step in her development as a coach.
- **Female Participation:** Providing opportunities for female participants has been a key focus this year. Adapting sessions to include more fun fitness elements and music has helped increase participation to its highest level since the start of programming. In March, to coincide with International Women's Day, 50 women from diverse backgrounds engaged in a football tournament, with all participants receiving tickets to watch an LCFC Women's game at King Power Stadium.



Watch our video "Walkers RePlay Gift Participants Champions League Final Tickets" by scanning the QR code or by [clicking here](#)



EDUCATION

PREMIER LEAGUE PROGRAMMES

PL PRIMARY STARS

PL Primary Stars uses football to inspire children aged 5-11 to be active and develop essential skills, and to support teachers in the delivery of high quality PE.

3,163 children engaged

90% of teachers feel more confident in delivering PE

420 young people engaged

25%

average improvement in participant mental wellbeing

PL INSPIRES

PL Inspires empowers participants to develop personal, social, employability and life-skills, through a series of regular face-to-face group sessions, mentoring, workshops and social-action projects.



“ Painting in our sessions made me feel good about myself and inspired me to try the lessons I struggled with. ”

Year 9 Inspires Participant at Countesthorpe Academy



“ Paige helped me become more confident in myself and being able to work in groups. A few months ago, I’d never thought I’d be here in front of all the people and speaking to different people that I didn’t know. ”

Lexi, Changemakers Participant at Countesthorpe Academy

PREMIER LEAGUE PROGRAMMES

PL CHANGEMAKERS

Changemakers is a programme that supports girls and young women to develop their personal skills and attitude for leadership.

33 young people engaged

2 students attended the Changemakers conference in Manchester

26 young people engaged

77% of participants felt inspired by the workshop

CORPORATE FOR KIDS

Corporate for Kids is a pre-match workshop, funded by PL Fans Fund, which provides a corporate match day experience for children and young people, who wouldn’t have the means or support to attend a WSL match or experience LCFC hospitality.

URBAN FOXES & PLAY ON: FRANKIE'S STORY

Frankie, a 16-year-old participant from Hinckley has benefited from a combination of projects and programmes delivered by Leicester City in the Community and has discovered a passion for Snowboarding in addition to increased mental and physical wellbeing, confidence and self-esteem.

Frankie initially signed up as a participant of our Urban Foxes programme, supported by VF Foundation, which is designed by as an innovative way to engage females in sport and physical activity and reduce inactivity. Utilising national and local insight relating to female sports participation, popular culture (the popularity of Skateboarding following its appearance in the TV programme, Stranger Things and the emergence of young female role models including Sky Brown (Olympic Skateboarding Bronze Medallist) and Mia Brookes (2023 Snowboarding World Champion), Urban Foxes uses the sports of Skateboarding, Climbing and Snowsports, and access to art and cultural activities including photography, videography and graffiti artwork to reduce barriers to participation, develop confidence and self-esteem, promote positive physical and mental wellbeing and raise aspirations.

Frankie engaged in our Snowsports pathway delivered in partnership with Snow Camp, a national Snowsport charity and over a series of weeks, learnt to Snowboard and engaged in a series of team building and life skills workshops. The following year, Frankie returned to the Snow Camp programme with the ambition of completing the final stage of the project, Graduate, and securing a place on a trip to Andorra and experience snowboarding in the mountains. During this period, it was identified that Frankie was experiencing a number of challenges in her life that were impacting on her mental health and wellbeing, and through consultation with Frankie, she was referred onto LCitC's mental health support programme, Play On.

Delivered in partnership with the Leicester, Leicestershire and Rutland NHS Trust and the Leicestershire Child and Adolescent Mental Health Services (CAMHS), Play On is a 1:1 mentoring programme aimed at young people from the ages of 10-17. Play On supports young people struggling with their mental Health and wellbeing using the power and reach of football and the football club within the local community. Under the supervision of CAMHS clinicians, Play On mentors meet once a week with their mentees with sessions built around the needs and wants of the young person.

// We knew that she had a lot of difficulties going on, but she wasn't necessarily that good at expressing them and asking for help. Since attending mentoring and sessions with our wellbeing manager, she has got more comfortable asking for help and accepting help. //

Lydia Honey, Programme Manager, SnowCamp

Frankie thrived with the combination of support on offer through this innovative approach, achieved her goal of Snowboarding in Andorra and supported a fund-raising effort by designing and manufacturing a snowboard in partnership with DUOK snow as part of Mental Health Awareness Week.



// At the end of the day, this is your life and you have to live it how you want to. I have done it, there is nothing that can take this away from me now, this is what I want to do. It's been a rough few year's but I think I'm finally making it out of this. I am so thankful for the opportunities I have had, meeting Dave and meeting the people at Snow Camp. I fully believe that doing what they do, they can help others, there is more to it than people might realise //

Frankie

To learn more about Frankie's story and the impact of our Urban Foxes and Young Carers programme, please watch our mini-documentary video by scanning the QR code or [clicking here](#)



INTERVENTION PROGRAMMES

FOXES FRIDAY

Foxes Friday aims to support SEMH needs and reduce the risk of exclusion for school children in KS2 through 1-to-1 mentoring with weekly group sessions.

17 young people engaged

100%

of participants remained in mainstream education

29 young people engaged

3 young people successfully reintegrated back into education

FOSTER THE FUTURE

Supporting care experienced young people through mentoring, enrichment and development opportunities to improve wellbeing, self-esteem and to try new things.



“ This is the most engaged and taking part I’ve ever seen him. Usually he’s very quiet, in the playground he is usually by himself, but it is great to see him talking to a range of other children and getting himself involved. ”

Vicki Sweeney, Teacher at Shaftesbury Junior School, speaking about a Forest Foxes participant



INTERVENTION PROGRAMMES

VIOLENCE INTERVENTION PROJECT

The Violence Reduction Network (VRN) programme contributes to the prevention and reduction of serious violence by facilitating opportunities for sport and physical activity for young people.

87 young people engaged

75% of participants engaged positively with LCitC

“ NCS has helped me feel better about the future. A few things like interviews, public speaking and taxes now feel less scary. I made lots of new friends and stepped out my comfort zone which I will be doing again soon for college. ”

Yasmeen, NCS Participant

64 young people engaged

7 career development workshops provided to Year 11s

NCS

National Citizen Service (NCS) supports people aged 15-17 transitioning into the world of work, through holiday provisions, evening workshops and pre-match events.

YOUNG CARERS: ANKITA'S STORY

Leicester City in the Community's Young Carers programme aims to support children and young people who help to look after a relative with a disability or illness, by boosting their confidence and instilling pride in their progress.

The programme provides 1 to 1 and group mentoring support for Young Carers and access to weekly after-school club and enrichment opportunities such as day trips, residentials and life skill classes which give Young Carers some respite from their caring responsibilities.

Ankita, a 13-year-old student at Rushey Mead Academy was identified as a young carer and referred onto the young carers programme, following the death of her father who had been diagnosed with kidney disease. Following her referral, Ankita received regular mentoring with our Young Carers Coordinator Tina, to help her to cope with the changes that were happening in her life, and to provide a space for her to offload her feelings.

When Ankita first began working with LCiC, she was very reserved and shy, and often left it to her older sibling to speak on her behalf. She struggled to contribute in lessons or group discussions due to her timidity and was easily dominated in conversations with her peers. Her participation in extracurricular and enrichment activities were also affected by her lack of self-confidence, and she would be hesitant to attend unless her siblings or close friends were attending. She would also struggle to manage her emotions in school, and would frequently become upset during lessons, resulting in her missing subject content.

One big thing I'm gonna say is Tina. She's like the main person of this. If she wasn't there, we wouldn't have got all this support. So I'm actually happy that we got the support from Tina. When Ankita is participating in Leicester City and the Community activities, I actually feel proud that she's there representing the community, and she's representing not just the community but our family. It's nice to see.

Meera, Young Carers participant and Ankita's sister

Over time, through participation in LCiC's young carers programme, Ankita made significant improvements in her self-confidence, and this had positive impacts on her socially, mentally, and academically. Ankita is now able to confidently express her thoughts and opinions, both to teachers and her peers, and can more easily interact with people who she may not have met before. This is evident in her participation in enrichment activities offered by LCiC outside of school, as she has attended multiple residential trips alongside other young people from different schools across Leicester, Leicestershire and Rutland. She also hosted LCiC's Navratri celebration, and publicly spoke in front of over 100 people.

In addition to enrichment activities, Ankita has also engaged with LCiC's Premier League Inspires programme and attended sessions focused on her future aspirations and how to achieve them, general wellbeing and being able to find positives and supporting her to reach her full potential.

I've recently just looked at her target grades and end-of-year results for year 8, and she's significantly improved! So she's gone up two grades in Science, she's doing exceptionally well in English... she's just flourishing!

Maria Jones, Family Liaison Officer, Rushey Mead Academy

To learn more about Ankita's story and the impact of our Young Carers programme, please watch our mini-documentary video.

I never expected it. I thought it was just me going through a sad life and I would get no support. But then... it just changed, like completely changed. It's like they came out of nowhere just to help me.

Ankita, Young Carers Participant



STEM & OUTDOOR LEARNING

LEGO DISCOVER

LEGO Discover is a STEM programme for early years, developing STEM and real world problem solving skills as well as teamwork and communication skills.

8 early years classes engaged

220

pupils provided with free LEGO kits to take home

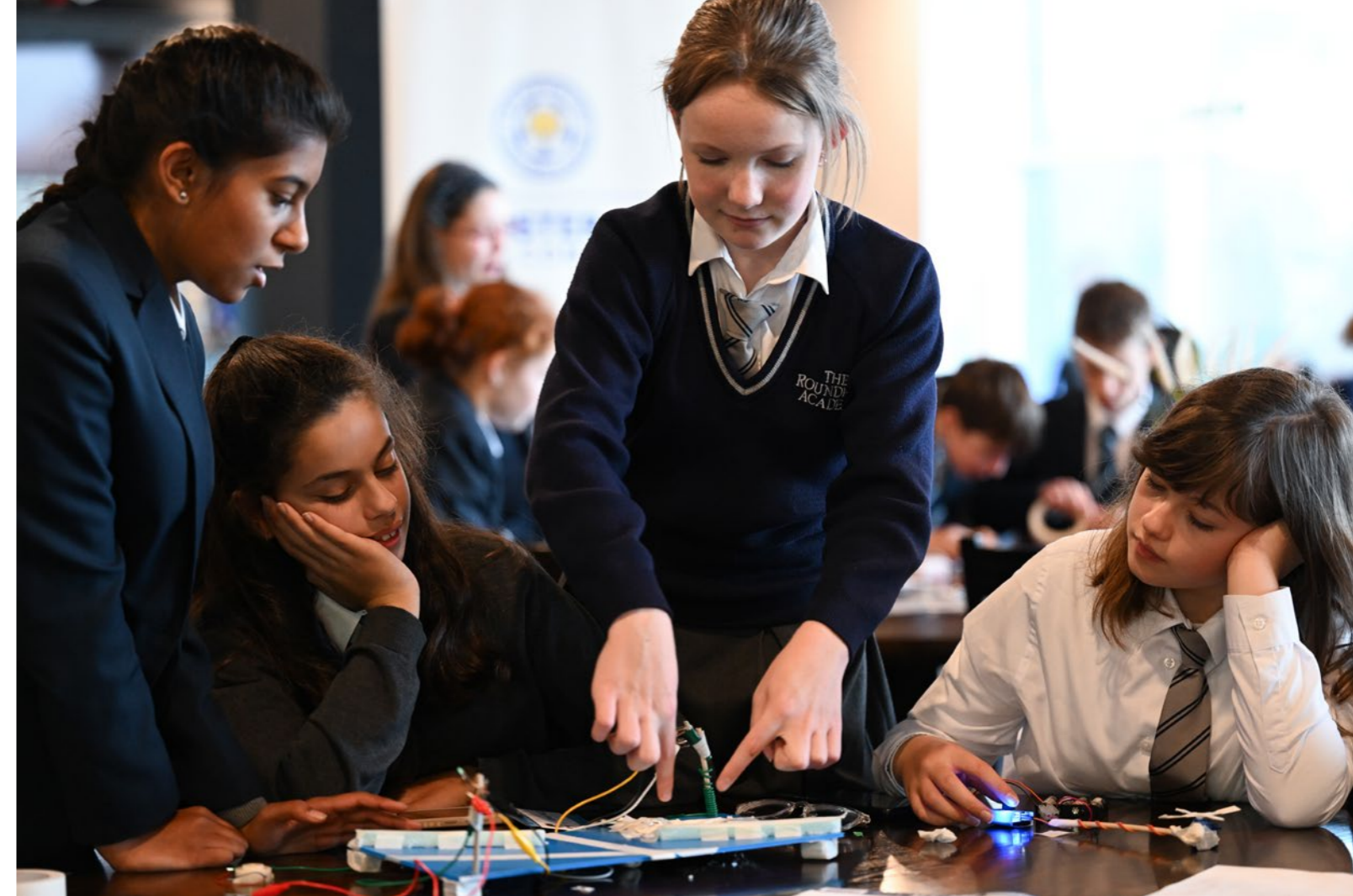
82 young people engaged

94%

of pupils learned more about Engineering careers

FARADAY CHALLENGE

The Faraday Challenge is a national one-day STEM challenge event for Year 8 pupils that provides an experience of real-world engineering problem solving in small teams.



This engineering competition was the best and most exciting competition of my life. I am really grateful to all staff and other students for their help.



Year 8 Pupil, Catmose College



I don't want Forest School to end,
this is the best day ever.



Forest Foxes Participant

STEM & OUTDOOR LEARNING

FOREST FOXES

Forest Foxes is a programme of outdoor learning that provides children and adults with memorable experiences in natural environments and education about our natural heritage.

497 young people engaged

360

trees planted with children and young people

120

children provided with free sessions for British Science Week

STEM ESCAPE ROOM

Our STEM Escape Room workshop allows young people to use a range of real forensic science techniques and hands-on puzzles to learn how real scientists solve mysteries, while developing their teamwork and communication skills.

COMMUNITY

PROJECT 15

Project 15, funded by the Premier League and Professional Footballers' Association (PLPFA) Community Fund and Barclays 100 v 100 Fund, aims to support hard to reach families from the New Parks and St Matthews areas of the city to engage in the community.

Since the projects launch, over 100 adults and children have engaged in the programme, including Nathan Glover, a participant and volunteer on the programme who says that the programme has been a massive help to him and his family.

I did go downhill a little bit because of everything I was going through in my family life but coming back here has completely lifted me back up, even better now than I was before. Project 15 has helped me a 1000 per cent, I've changed so much, and everyone here has been such a big support to me. I'm a lot more confident and engaging now, the project has just turned my life.

Nathan Glover, Project 15 participant and volunteer

Project 15 provides support and guidance in many forms such as breakfast clubs, coffee mornings and stay and play sessions, and includes subjects such as mental and physical health, wellbeing, financial advice, eating on a budget, and re-establishing a social life.

It's about making sure we provide opportunities for the whole family, working together to understand what they really need from us. It's everything from advocating for families, housing, there's a massive cost-of-living crisis as well, it's whatever they need. It's that whole sense of belonging. We're not just a badge dropping into a session, we're leaving a sustainable mark, we're building for the future.

Sarah Jones, Community Development Manager, LCitC

In November, Leicester City players Marc Albrighton and Conor Coady surprised participants at Team Hubs Project 15 Social Cafe in New Parks as part of the EFL Week of Action, meeting parents and their young families to discuss the importance of good mental health and how to improve mood and self-esteem.

Mental health has been around forever, but it's become more of a focus in recent years and places like Team Hub CIC are incredible as it gives people somewhere to come to talk, meet people and get things off their chest. We're all fighting our own battles, however big or small, so it's important to talk and open up about how we feel because keeping things bottled up doesn't help

Marc Albrighton, LCFC Player



Watch our video "EFL Week Of Action" by scanning the QR code or by [clicking here](#)



PREMIER LEAGUE PROGRAMMES

PL KICKS

PL Kicks inspires young people to achieve their potential and improve their wellbeing using free football and multi-sports sessions, personal development sessions, and educational workshop.

2,100

young people engaged

34 volunteers provided with new opportunities



132 people engaged

2 stadium tours delivered to participants

PL FANS FUND

Our Then, Now & Forever project supports people living with dementia or memory problems by providing care home visits, memory cafes, stadium visits and our Silver Foxes social sessions.



I like that I get to be myself and here it feels like a safe place to enjoy football.



Kicks Participant



// Active Women is an example of how sport, football and the brand of LCFC can create a sense of belonging for people that felt that football wasn't for them. //

Sarah Jones, Community Development Manager at LCitC

COMMUNITY ENGAGEMENT

WALKING FOOTBALL

Weekly walking football sessions for people that may be unable to take part in regular football sessions due to age, illness or mobility issues.

80 regular attendees

13 walking footballers travelled to Belgium

439 women engaged

90%

of participants from Ethnically Diverse Communities

ACTIVE WOMEN

Place-based project in the Wycliffe ward (St Matthews and Highfields) aimed at getting women aged 18 and over from diverse communities to become socially and physically active.

COMMUNITY ENGAGEMENT

HMP FOSSE WAY

A football leadership programme for residents at HMP Fosse Way, including coaching and refereeing training.

25 residents completed the course

80%

passed Level 1 Functional Skills in Maths

10

young people represented LCitC in the National Cup

STREET SOCCER ACADEMY

A 10-week football training course for young people that improves football skills and develops teamwork, confidence - and ended with the National Cup hosted at LCFC's Seagrave Training Ground.



Street Soccer absolutely offers a once in a lifetime experience. The opportunities it provides, along with the life lessons, it's perfect.



Ethan, Leicester City Street Soccer Academy Participant



// Urban Foxes has helped me make friends and pushed me out of my comfort zone. //

Urban Foxes Participant

COMMUNITY ENGAGEMENT

HEALTH PROGRAMMES

Our Steady Steps, Weight Loss League, Goal Difference, Mind Coffee Morning and other projects all aim to improve the physical and mental health for people living in Leicester.

14 regular attendees at Weight Loss League sessions

20 regular attendees at Mind Coffee Mornings

76 young people engaged

3 young people attended a Ski Trip to Andorra

URBAN FOXES

Urban Foxes is a girls-only project that aims to engage young girls in sports such as skiing, snowboarding, skateboarding and climbing to break down the barriers to accessing these less traditional sports.

FOOTBALL DEVELOPMENT

CAMPS & SKILL CENTRES

LCitC offer a range of projects that welcome players of all interests and abilities that are looking to improve their playing ability, make new friends, build confidence and have fun whilst playing football.

2,150

young people at holiday camps

511

young people at skill centres

205 young people at Esports parties

75 young people at girls school football

9 Powerchair Football participants

ADDITIONAL OPPORTUNITIES

Our core Football Development offers are supplemented by other projects including Girls School Football, Esports Parties and Powerchair Football.



My child has been to the camps most half terms and summer holidays and doesn't have a negative thing to say. The coaches have great experience and really build personal relationships with the kids to engage and entertain them.



Parent of a LCitC Football Camp Participant

FOOTBALL WELCOMES: LCFC PLAYER VISIT

Leicester City duo Jakub Stolarczyk and Kasey McAteer joined a Football Welcomes session with Leicester City in the Community as part of the Club's support for refugees and people seeking asylum in the city.

The pair joined a group of 20 participants at St Margaret's Pastures Sports Centre to take part in a healthy eating workshop and Soccercise activity, an instructor led football-based circuit class, before gifting participants with Leicester City kit.

The Football Welcomes initiative, delivered in partnership with Amnesty UK, supports refugees and people seeking asylum by providing educational activities combined with football sessions. Coaches from the Football Club's charitable arm, alongside partners Leicester City of Sanctuary and After 18, deliver the Football Welcomes project each week, helping new arrivals to adapt and settle into life in Leicester.

It was really nice to see so many people from different countries and cultures mixing together through football. It was great to be able to spend some time with them and listen to their stories. For me, I moved to Leicester in 2017 and it was difficult at first because I couldn't really speak the language. It was tough to be away from loved ones at such a young age, and when I look back on it, I was just a kid trying to chase his dreams, but for my parents it was really hard. The Leicester City family made it so much easier for me to settle and get used to a new environment, and this is what Leicester City in the Community are trying to do through Football Welcomes. It's a brilliant programme.

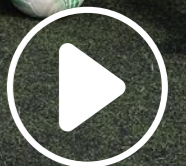
Jakub Stolarczyk, LCFC Player

LCitC has been a real trailblazer in welcoming refugees and people seeking asylum. Many clubs across the country have opened their arms to refugees, and we would love to see even more getting involved and following Leicester City's lead.

Amnesty UK



Watch our video "Football Welcomes" by scanning the QR code or by [clicking here](#)



CAMPAIGNS & EVENTS

EFL COMMUNITY WEEKEND

During November, clubs throughout the EFL celebrated the EFL Community Weekend campaign to highlight the incredible work community staff and volunteers deliver all-year round, while showcasing the breadth and depth of community efforts to match-going fans.

Leicester City's Sky Bet Championship clash against Ipswich Town was dedicated to the first-ever EFL Community Weekend initiative. As part of the campaign, the LCitC team selected five individuals from our projects and programmes as Community Heroes.

The Community Heroes chosen, as featured on the front cover, were Maggie Edgington (Leicester City of Sanctuary), Ian Cray (LCitC volunteer), Tina Shah (Young Carers and Inspires Coordinator), Millie Barton (Leicestershire Police) and Donna McAteer (Young Carers programme), with the awards recognising the important role they play in supporting LCitC. Our Community Heroes were introduced to supporters at half-time and took part in a lap of appreciation and a Q&A, led by Club Ambassador Alan Birchenall.

// Our Community Heroes epitomise the culture and ethos of LCitC. They display all our core values and go above and beyond for our communities. It is really important they get recognised in front of our fans on Monday night as our work utilises the power and backing of our Football Club, and we hope they enjoy the game. //

Allison Tripney, LCitC Head of Community,

Furthermore, as part of the Club's wider support for EFL Community Weekend, both Maggie and Ian were invited to LCFC Training Ground where they were given a tour of the Club's training base in Seagrave, before having the opportunity to sit in on the Manager's pre-match press conference.





Watch the video “Utilita Football Festival” by scanning the QR code or by [clicking here](#)



UTILITA FOOTBALL FESTIVAL

Families from across the Leicestershire appeared at the Utilita Football Festival at Wreake Valley Academy during the Easter holidays. Families had the chance to take part in football-based activities, esports, art and games as well as watching professional football freestyler, Rebaz Mohammed.

They also had the chance to meet a whole host of Foxes favourites, as Filbert Fox brought delight to those playing football, Steve Walsh was on hand to greet people arriving and members of LCFC’s Development Squad took on young people in ‘beat the player’ EA SPORTS FC 24 challenge.

“Everybody has had lots of fun; it is a good chance to enjoy half-term. We provide lots of sessions for adults and children and we believe anybody should have access to opportunities. With the Cost-of-Living crisis, it is even more important to make sure events like this are available to anyone in Leicestershire.”

Luke Miller, Football Development Coordinator



NATIONAL APPRENTICESHIP WEEK

Taking place from 5-11 February 2024, National Apprenticeship Week was an opportunity to celebrate the achievements of apprentices around the country and the positive impact they make to communities, businesses and the wider economy.

During the 2023/24 period, in partnership with Active Together, Lifetime Training and Coach Core, a national youth employment and education apprenticeship charity, LCitC facilitated investment of over £130,000 of apprenticeship levy from Leicester City Football Club which enabled 9 local organisations to employ 16 apprentices across the local sport and physical activity sector.

To celebrate this, innovative approach, Leicester City duo Wout Faes and Ben Nelson visited an Inclusive Practice training session for apprentices at Soar Valley Leisure Centre in Mountsorrel, hosted by Activity Alliance. The practical workshop aimed to improve the confidence and competence of the apprentices to deliver physical activity or sport sessions that include disabled people and people with long-term health conditions.

After taking part in wheelchair basketball and handball activities, Faes and Nelson gave the apprentices valuable insights into their careers, while offering advice on various coaching techniques and sharing their knowledge with them.

// The event provided a unique opportunity to highlight the importance of inclusivity and accessible sport provision and to connect community sport with the professional game, offering a great learning experience for all involved. //

Ben Nelson, LCFC Player

// I'm a massive Leicester City fan and it was just ridiculous to meet Wout and Ben. They were both really nice guys, and it was great to be able to hear from them and listen to their insight. //

Sam Rolls, Apprentice

As part of the National Apprenticeship week, Leicester City in the Community apprentices Madi Elliot (Apprentice of the Year) and Aura Chacon (Graduate Apprentice of the Year) were presented with National Coach Core Apprenticeship Awards .

// It was a pleasure to meet these young individuals who are passionate about pursuing a career in coaching. I hope that our insights and experiences can inspire them to achieve their goals and make a positive impact in the world of sport. Being able to share our knowledge with them was fantastic. It's important to support young talent and provide them with the tools they need to succeed. I'm glad we could contribute to their development. //

Wout Faes, LCFC Player



BLACK HISTORY MONTH

During October 2023, LCitC supported Black History Month across a number of our programmes including PL Primary Stars, PL Inspires and PL Kicks.

As well as school workshops on the theme of “Saluting our Sisters”, celebrating inspirational women in the Black community, LCitC delivered a pre-match event before the Leicester City Women vs Manchester City fixture where PL Inspires participants at Brockington Academy and their family members were invited, increasing their involvement in their child’s progress within Inspires but also exposing them to Black History Month encouraging them to think about their local Black role models.



NAVARATI FESTIVAL

Over 100 people joined us in the Leicester City in the Community Hub at King Power Stadium to join in with our Navarati Festival Celebrations.

Navarati is an annual Hindu festival observed in honour of the goddess Durga spanning over nine nights.



FOOTBALL WELCOMES IFTAR

Over 70 participants from our Premier League Kicks and Football Welcomes programmes attended a Community Iftar.

Hosted at King Power Stadium during the holy month of Ramadan, a further 50 participants from Project 15 attended our Community Iftar hosted in St Matthews.

INTERNATIONAL WOMEN’S DAY

Five LCFC Women players joined Leicester City in the Community to deliver an empowering women workshop to students at Rushey Mead Academy as part of the Football Club’s support for International Women’s Day.

Lena Petermann, Jutta Rantala, Missy Goodwin, Emilia Pelgander and Yuka Momiki were joined by 15 female students to learn more about International Women’s Day and why the campaign is celebrated each year. The workshop also gave students the opportunity to work with the players to produce a social media campaign to encourage more people to watch women’s football.

“ The students were really engaging, and they had some interesting thoughts about women’s football and how we can grow and develop the game further. It’s important to celebrate International Women’s Day and for these students to understand that there’s no limit to what they can achieve. ”

Missy Goodwin, LCFC Women Player

“ It was a brilliant experience to be able to meet so many LCFC Women players and to hear about their careers and how they’ve got to where they are. It’s an opportunity not many people get. Playing football and watching LCFC Women is something I really want to do now, so the workshop has inspired me. It was so much fun. ”

Tia, Year 11 student at Rushey Mead Academy



FOOD POVERTY: LEICESTER FOOD BANK PROJECT

Five members of LCFC Women's squad joined volunteers at King Power Stadium to pack hundreds of food parcels to those in need across Leicester as part of the Leicester Food Bank Project.

Over 350 food parcels were packed up by LCitC staff working alongside Islamic Relief UK and Samworth Brothers, with Janice Cayman, Julie Thibaud, Lize Kop, Shannon O'Brien and Sophie Howard all lending a hand.

// Since the Covid-19 pandemic and the added pressures of the cost-of-living crisis, more and more families are in need of additional support. Therefore, it's really important that we run projects such as the Food Drive initiative to address local needs and do what we can to support those who need our help in challenging times. //

Dan Mitchinson, Senior Business Development Manager, LCitC

Food poverty is a feature in LCitC's revised Community Strategy, which will support the most vulnerable in our region. In addition to handing food parcels, LCitC also host pop-up pantries, as well as the Holiday Activities and Food (HAF) programme.

The parcels were distributed to participants within Leicester City in the Community's programmes, and through partner organisations including Help the Homeless Leicester, Falcon Support Services, The Race Equality Centre, St Matthews Big Local, Women 4 Change, New Parks Adventure Playground, GoldenToken and Wesley Hall.



POP UP PANTRIES & FOOD PARCELS



HOLIDAY ACTIVITY & FOOD (HAF) PROVISION



// Food drives are very important. There are people out there who are really struggling day-to-day, so initiatives like this can help to make their load a little bit less. It is a small thing that can make a really big difference, so I am happy that we are contributing. //

Janice Cayman, LCFC Women Player

MP VISIT: LIZ KENDALL MEETS CASTLE MEAD PUPILS

Liz Kendall, Secretary of State for Work and Pensions and MP for Leicester West, joined Leicester City in the Community on a special visit to Castle Mead Academy, saying that “football can inspire the next generation to fulfil their potential”.

Castle Mead Academy have been taking part in Premier League Inspires sessions since the 2019/20 academic year. During the visit, Ms Kendall joined pupils in a Premier League Inspires session focusing on jobs in sport and learning about transferrable skills and how they can be used across different industries.

“Leicester City are using football to inspire the next generation to fulfil their potential and I hope that programmes like this continue to help young people in Leicester gain the skills and confidence they need on a path to good jobs, apprenticeships, training or further learning.”

Liz Kendall, MP for Leicester West

“It was great to welcome Liz Kendall to Castle Mead Academy to hear from beneficiaries of the Premier League Inspires programme. Premier League Inspires builds the skills, knowledge, and confidence of participants as they prepare to transition into adult life and complements our broader strategic aim of delivering targeted education interventions.”

Emma Lowry, Senior Education Manager, LCitC

“We are delighted with our continuing partnership with Leicester City in the Community, through the Premier League Inspires programme. Our community thrives on positive partnerships such as this, and we thank all at Leicester City in the Community for their unwavering support of our scholars and families.”

Tom Hague, Castle Mead Academy Executive Principal





ENVIRONMENTAL SUSTAINABILITY: LCFC BIG RIVERSIDE CLEAN-UP

It's two years since Leicester City in the Community adopted a section of the river from Canal & River Trust, but the partnership continues to flourish.

Staff from Leicester City, Leicester City in the Community and their participants came together to clean up a stretch of the River Soar running adjacent to King Power Stadium. The section of the river that overlooks the stadium was subject to a rubbish pick, restoration of fencing, clearing of tow paths, and education on the wildlife in the area. As well as Club and Community staff, young people from the Premier League Kicks programme took time away from their half-term schedule to take part in social action.

// **It has been a good opportunity to get the wider club staff involved. As part of our Eco Foxes sustainability strategy, we want to make sure that we are taking care of this lovely green and blue space.** //

Alex Evans, Business Development and Environmental Sustainability Manager, LCitC

// **We have come as a team from Operations at LCFC Training Ground for team bonding and to do our bit for the community to give back. It's has been nice to get some fresh air, go on a nice walk; we picked up more rubbish than we thought – a few bin bags worth!** //

Rose Dunmore, LCFC Training Ground Receptionist

// **Having a green space this close to the stadium and having Leicester City be custodians of it is absolutely fantastic. I have seen groups of really enthusiastic young people getting stuck in, staff from the Club are here and just having a collective of people from across the community and the Club is brilliant.** //

Ben Fisher, EFL Environmental Sustainability Officer

CLUB & MEDIA ENGAGEMENT

PLAYER APPEARANCES

Leicester City in the Community projects, programmes and participants have benefited from 74 in person player appearances during the 2023/24 season.

Watch our 2023/24 highlights reel by [clicking here](#)



Links to selected articles:

- Wout Faes & Ben Nelson - National Apprenticeship Week
- Conor Coady & Marc Albrighton - EFL Week Of Action
- Casey McAteer & Jakub Stolarczyk - Football Welcomes
- Janice Cayman, Julie Thibaud, Lize Kop, Shannon O'Brien & Sophie Howard - Pop Up Pantry
- Lena Petermann, Jutta Rantala, Missy Goodwin, Emilia Pelgander and Yuka Momiki - International Women's Day
- Aimee Palmer - Inspiring Future Lionesses
- Amani Richards, Henry Cartwright and Tom Wilson-Brown - Brockington College Facility Opening

8
LCFC Men
Player
Appearances

13
LCFC Women
Player
Appearances

8
LCFC Development
Squad
Appearances

49
virtual
player
involvements

8
LCFC Legend
Appearances



SOCIAL MEDIA

52,000+ followers across social media channels

9,400+ followers on X



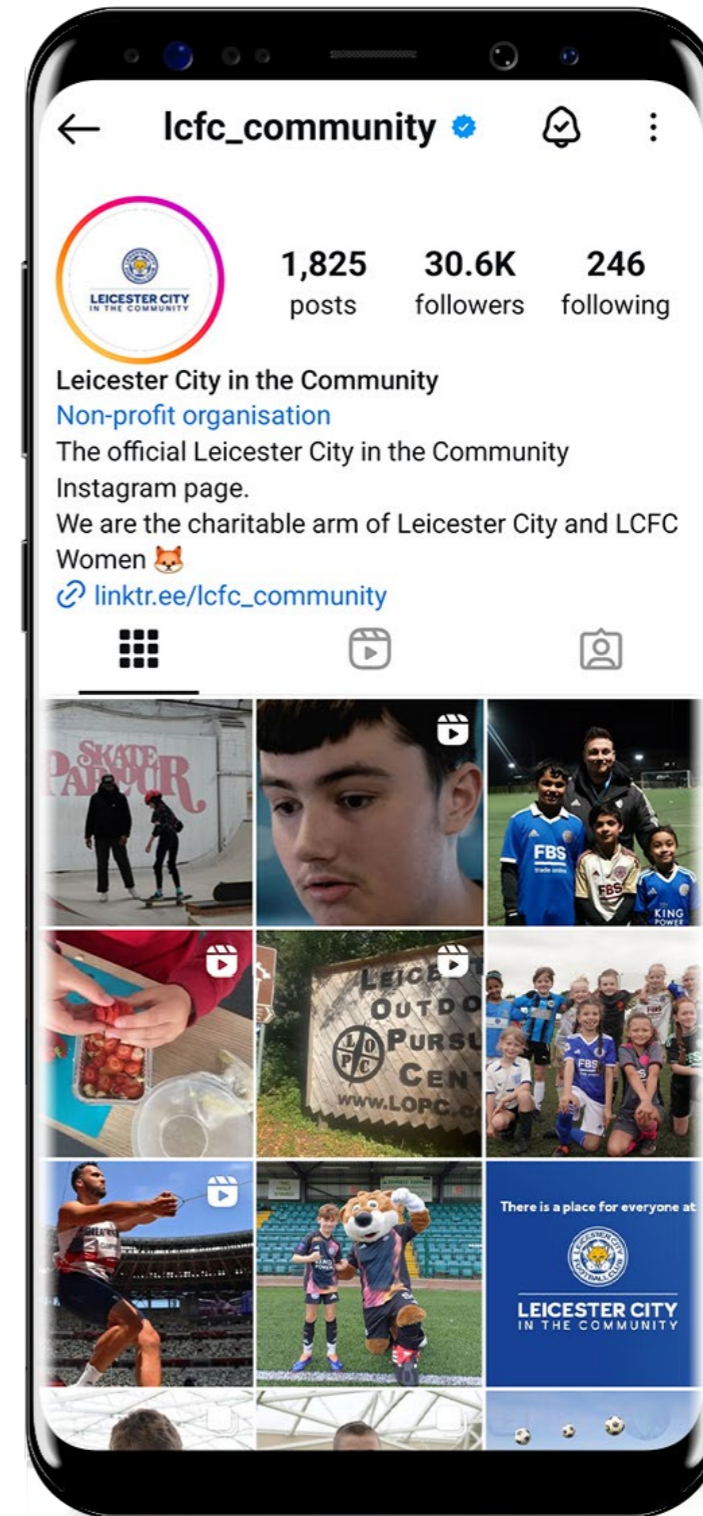
9,100+ followers on Facebook



30,600+ followers on Instagram



3,000+ followers on TikTok

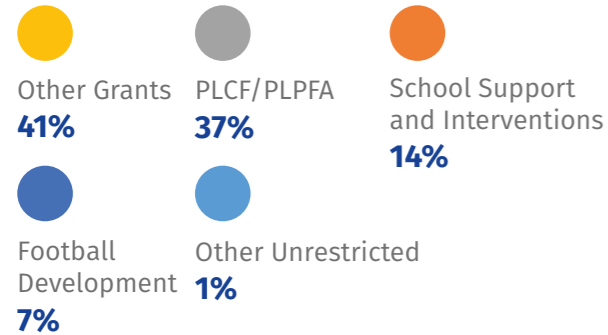


FINANCIAL INFORMATION

1 July 2023 to 30 June 2024

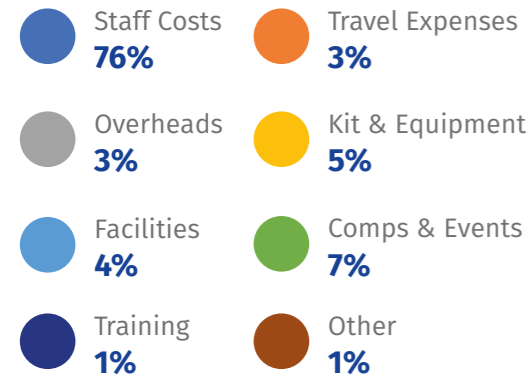
INCOME

Total £1,811,016



EXPENDITURE

Total £1,867,199



With thanks to our funding partners

LCFC
 Premier League Charitable Fund (PLCF)
 Premier League and Professional Footballers' Association Community Fund (PLPFA)
 EFL Trust
 After 18
 ALDI UK
 Amnesty International
 Austin & Hope Pilkington Trust
 BBC Children in Need
 Blaby District Council
 Charnwood Borough Council
 Football Foundation
 Hinckley and Bosworth Borough Council
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 Leicester and Leicestershire partner schools
 Leicester City Council
 Leicester City Schools Football Association
 Leicester Riders Foundation
 Leicestershire & Rutland County FA
 Leicestershire County Council
 Leicestershire Partnership NHS Trust
 Leicestershire Violence Reduction Network
 Leicestershire Virtual School
 National Citizens Service (NCS)
 Office of Police and Crime Commissioner
 Rutland County Council
 Serco Limited
 Soundcafe
 Sport England
 Street Soccer Foundation
 The Football Association
 The Institution of Engineering and Technology (IET)
 The National Forest
 The National Lottery Heritage Fund
 The Prison Twinning
 The Wheelchair Football Association
 UEFA Foundation for Children
 VF Foundation
 Walkers Replay



LEICESTER CITY IN THE COMMUNITY

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