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**LEICESTER CITY**  
IN THE COMMUNITY

# ANNUAL REPORT

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2020/21

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Throughout the 2020/21 season our relationships with communities, partners and participants have continued to grow and thrive...

Throughout the 2020/21 season, we are pleased to acknowledge and report, that our relationships with communities, partners and participants have continued to grow and thrive.

In both education and community settings we have maintained high levels of participation across services and activities and been able to reach and support additional participants by newly funded activities – both existing and new funding (The National Lottery Community Fund, Children in Need and Leicestershire Communities Fund) responding to ongoing interruption still imposed by local and national restrictions, and the increased needs of individuals and communities caused by the coronavirus pandemic.

Leicester City's current first team players and former players 'Club Legends' have continued to add immeasurable value to our work by taking part in activities and campaigns that have reached participants of all abilities, ages, ethnicities, and gender – positively contributing to our commitment to equality, diversity, and inclusion.

LCFC Women captain, Holly Morgan was on hand throughout the season supporting various activities and campaigns including International Women's Day and the No Room For Racism campaign offering personal thoughts on being female role model and a black professional footballer, and LCFC captain, Wes Morgan, supported the drive for equality by sharing personal accounts of racism and answering questions generated from Inspires participants during Black History Month.

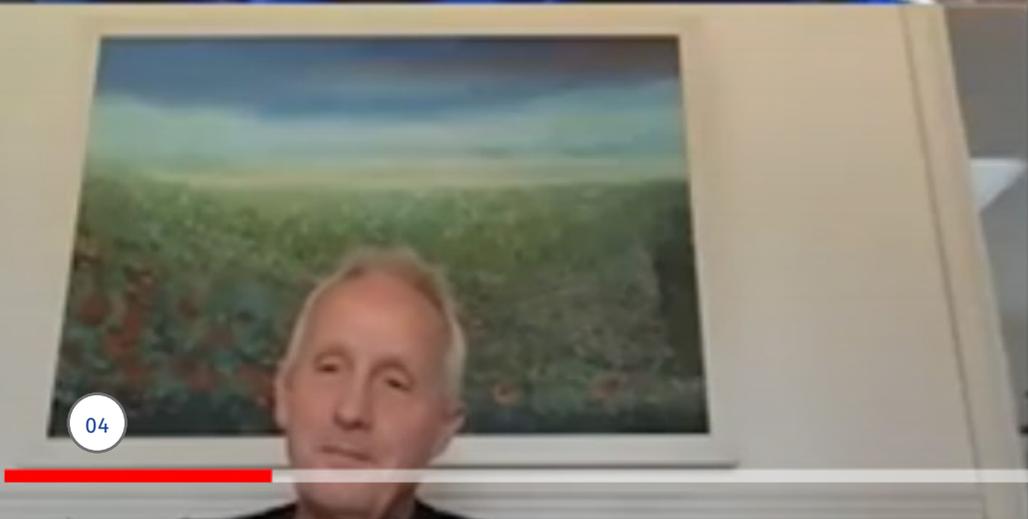
World Kindness Day offered the opportunity to reach both the young and the 'older' with a series of online events supported by former player, Matt Elliott, and former player and Club ambassador, Emile Heskey helped over Mental Health Awareness Week by talking about the importance of speaking about feelings and enjoying the outdoors.

And our community hub development plans have continued to move in the right direction with capital investment from local funders (The Vichai Srivaddhanaprabha Foundation and the Police and Crime Commissioner's Prevention Fund) and national funders (Johan Cruyff Foundation) to develop four community facilities. Each facility supporting our long-term goal to create a minimum of eight community hubs providing sustainable activities by 2023, a new build (Cruyff Court) in New Parks is already underway, while community ball court facilities in Beaumont Leys, Eyres Monsell, and Spinney Hills will all be refurbished by autumn 2021.

For more detail on community hubs and wider work see our Leicester City in the Community 2019-2023 Strategy [CLICK HERE](#)

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# OUR TEAM

## WORKING TO ENGAGE, INSPIRE AND EMPOWER

Our community staff team have continued to lead by example and show commitment to our organisation values of 'engage, inspire and empower'. The team have maintained quality delivery and positive engagement to fall in line with local and national guidance and restrictions, have fearlessly advocated for headline campaigns with personal contributions, and have quickly responded in high pressure situations.

Sarah Jones (Health and Wellbeing Coordinator) talked about the pressures of 'coming out' to her family and friends as a younger woman, which was shown across our social media channels during the Rainbow Laces campaign, Glenn Short (Primary Stars Coordinator) continued to tackle the stigma of mental health by discussing mental health issues with former Fox, Matt Piper, and Martin Spencer (Volunteer Health and Wellbeing Coach) was given the PLCF 10 Year Anniversary Award for dedicating his time, energy and support through ongoing community volunteering.

And lastly, one of our longest serving staff members, Adam Martin (Health and Wellbeing Coach) was chosen as Leicester City's FA Cup hero for his quick-thinking actions that aided a participant's life to be saved before Christmas in 2020. Adam, who has been working at Leicester City for 14 years, gave life-saving CPR to a walking football participant who had suffered a cardiac arrest. Ahead of Leicester's first FA Cup Final success, Adam received news that he would be walking the FA Cup out on to the pitch in a surprise media opportunity from The FA, and an unexpected virtual message from Emile Heskey.

**"It was an absolute honour and privilege; it was a very surreal moment to be honest"**

Adam Martin, LCitC Health and Wellbeing Coach



# EDUCATION



**56**

Primary school teachers supported to deliver physical education



**41**

Primary school participants engaged in additional targeted activities



**223**

Primary school participants engaged in outdoor learning



**392**

Secondary school participants engaged in one to one or small group mentoring support



**24**

Participants with special educational needs completed online employability training and workshops

## RAISING LEVELS OF ASPIRATION

Leicester City in the Community are making a difference to care experienced children in the city on the Foxes Friday programme.

Funded by the Premier League Charitable Fund and Children in Need, Foxes Friday aims to develop children's emotional skills through one-to-one interventions. Participants, who are children in Key Stage 2, are referred to Leicester City in the Community by Leicester City Council's Social, Emotional and Mental Health team.

Foxes Friday combine one-to-one sessions – identifying and working on specific issues – and group visits to places like Leicester Outdoor Pursuits Centre, to enhance participant's development into their teenage years. It is this blend that has allowed participants like Katie to really shine and come out of their shells.

**When I first met Katie, she was a little bit low in confidence and self-esteem, and struggled with managing her emotions”**

Emma Lowry, LCitC Education Manager

**“Every Friday I have something nice to do in the afternoon... so even if it has not been a good week, Emma always brightens it up”**

Katie, Foxes Friday participant.



## SUPPORTING THE DEVELOPMENT OF CHILDREN AND YOUNG PEOPLE

To help children settle back into school during the ongoing coronavirus pandemic, Leicester City in the Community have begun the Back to Friends, Back to School programme funded by The National Lottery Community Fund.

Working closely with selected primary schools, the programme works with children who have been identified as those struggling to readjust back into school life. Back to Friends, Back to School works in three phases.

Mentoring sessions support participants to talk about their feelings and decision-making, followed by an after-school club with a focus on leadership to develop self-belief, and lastly, an evening session, working with a pre-existing Premier League Kicks session which enable those taking part to socialise with other school children.

**“Back to Friends, Back to School looks to increase the confidence in children. It looks to improve wellbeing from the activities that we do and improve attendance. It’s helped us build on the transition back into school and so far, it has been effective”**

Glenn Short, LCitC Primary Stars Coordinator



## FACILITATING THE IMPROVEMENT OF ACADEMIC ATTAINMENT AND ATTENDANCE

Leicester City in the Community supported a local secondary school prepare for the new year with Premier League Inspires transition and intervention events.

Thomas Estley Community College pupils from across all year groups were chosen to be a part of the new back-to-school event as part of preparations for a new way of learning due to the coronavirus pandemic. New Year 7 pupils took part in a week-long transition, while returning Year 8 to Year 11 pupils took part in the interventions programme, with a focus on promoting positive wellbeing through practical awareness activities. Minister of State for School Standards, Nick Gibb MP, joined in on an intervention activity, where each participant had to answer a question based on the number rolled from a dice.

**“Inspires Coaches have led for us to try and break down those barriers and to help those students to come back feeling safe, happy and ready to learn. Every student that I have seen has seen anxiety turn into a smile and that’s all we really wanted to achieve from these sessions”**

Mandi Collins, Headteacher at Thomas Estley Community College



# COMMUNITY ENGAGEMENT



**2086**

Participants engaged across all activity



**716**

Community sessions delivered



**25%**

of participants engaged were female



**6%**

of participants engaged stated having a disability



**52%**

of participants engaged were from multi-ethnic communities

## **BREAKING DOWN BARRIERS TO PROVIDE EQUAL OPPORTUNITIES**

Thanks to the Premier League Charitable Fund and Barclays, school children in Leicester city have been able to engage in fun sporting activities over the Christmas holiday period and enjoy a festive meal. During Monday 21 and Tuesday 22 December, 100 young people joined Leicester City in the Community for PL Kicks Holiday Camps, as Leicester City's charitable arm looked to help young people who are going hungry

Additional funding made the Christmas holiday camps possible and included an all-important meal on the day. The camps took place at two targeted locations over the two days, which also provided selection boxes kindly donated by Asda Abbey Lane, and teamwork and skills building sessions with the 7th Armoured Division (Desert Rats). Young people that attended consisted of nearby schoolchildren and current PL Kicks participants.

**“Holiday hunger is a real and ongoing national issue that we are actively playing our part in to address. It is our ambition to provide free activity and food camps for those most in need during the holiday periods, and also to help to address the wider issue by providing access to nutrition and cooking education workshops for families and young people within our the local communities”**

Dan Mitchinson, LCitC Community Engagement Manager



## PROMOTING COMMUNITY INTEGRATION

Leicester City in the Community held their annual Ramadan League for the second year running from mid-April to mid-May 2021.

The league occurs throughout the holy month of Ramadan, which this year attracted over 40 adult male participants over a four-week period including those with other faiths or beliefs. The popular event is due to take place again in 2022 with an additional offer for adult females from local communities with similar needs and interests.

**“The multi-faith tournament will help their communities grow stronger together. It helps us integrate with each other, helps them to see how we spend the month, and we speak to them and see how they feel about us”**

Suhayb Firouz, Ramadan League Participant

**“When you get here, you get on the pitch with your friends, and you just forget about the fast. A lot of people struggled, but stuff like this, it definitely makes it all easier”**

Zinedine Zayd, Ramadan League Participant



# HEALTH AND WELLBEING



**441**

Participants engaged across all activity



**5**

Community activities delivered providing both physical activity and positive wellbeing support



**24%**

of participants engaged were female



**22%**

of participants engaged stated having a disability



**35%**

of participants engaged were from multi-ethnic communities

## INCREASING LEVELS OF PARTICIPATION IN PHYSICAL ACTIVITY

Leicester City in the Community's new project, MatchFit, is backed by the Premier League Professional Footballers' Association and Leicester City Council Public Health.

The health and wellbeing project is aimed at adults from 18-years-old to adults well into their 80s, as it looks to empower all communities to lead physically active, healthy lifestyles, while promoting positive wellbeing. Sessions vary in activity and fitness level, while also focusing on the social and wellbeing benefits of getting involved, meaning regardless of how fit you are, there will always be something suitable for you to keep active.

**“We have all been more aware of the short-term benefits of getting outside for a walk in the fresh air and how this improves your mood and gives you an immediate boost”**

Matt Bray, LCitC Health and Wellbeing Manager



## **BUILDING RESILIENCE TO IMPROVE WELLBEING**

Inclusive Leicester, part of MatchFit, offers adults with physical and learning disabilities the opportunity to participate in football activities and regular community volunteering.

Weekly sessions offer a safe space for participants to have fun, socialise and make new friends, build confidence, and learn from experiences not been on offer before. The benefits for those taking part also include an increase in physical activity levels and improved wellbeing.

**“Out of it I’ve made a lot of friends, I’ve built my confidence up and I’ve improved my football skills. It’s helped my wellbeing a lot with my mental health because it’s been rock bottom. So getting out, sports being back open is a massive improvement”**

Victoria, Inclusive Leicester participant

**“It’s fun, it’s good for your mental health, obviously it doesn’t matter who you are we treat people equally”**

Diego, Inclusive Leicester participant

**“One participant told me she’s always wanted to [volunteer] and it’s something she never thought she could try, and now with this session she had the chance to do it, which is amazing to hear”**

Luke Miller, LCitC Health and Wellbeing Coach



# FOOTBALL DEVELOPMENT



**283**

Participants engaged in Skill Centres and Football Camps



**23%**

of participants engaged were female



**6%**

of participants engaged stated having a disability



**19%**

of participants engaged were from multi-ethnic communities

## INCREASING ENGAGEMENT IN FOOTBALL AND PHYSICAL ACTIVITY

Primary School student Diya has significantly improved her football skills through two Leicester City in the Community programmes.

Diya, who attends Krishna Avanti Primary School, goes to the after-school club on Thursdays, which is ran by Primary Stars Coach Ed Garnett. As well as this, she has also joined the Tuesday football development Skills Centre sessions at Judgemeadow Community College ran by Leicester City in the Community. Speaking during the after-school football club at Krishna Avanti Primary School, Primary Stars Coach and Football Development Coordinator Ed Garnett talks about Diya's love of football and the impact both programmes have had on both the school and pupils.

**“Her enthusiasm is infectious – she loves to learn new skills and she wants to learn more in-depth skills. It’s fantastic to see the impact that sport has had in the school, and how willing the children are to participate outside of school as well”**

Ed Garnett, LCitC Primary Stars Coach and Football Development Coordinator



# CAMPAIGNS



**33,000+**

Followers across social media channels



**7,500+**

Followers on Twitter



**4,500+**

Followers on Facebook



**20,000+**

Followers on Instagram

## FOOTBALL WELCOMES MONTH

Sir Michael Morpurgo, writer of War Horse, Private Peaceful and The Fox and the Ghost King, recently took part in a Q&A with Leicestershire schoolchildren via Zoom to cap off Leicester City in the Community's Football Welcomes Weekend campaign.

Pupils from Premier League Primary Stars partner schools Krishna Avanti, Sileby Redlands and Seagrave Village Primary tuned in from their classrooms to hear him discussing his book, Shadow. Shadow is a story about a young boy, Aman, who is fleeing from the Afghan War – making him a refugee. That link, the research into the book and, therefore, his own opinion on the subject made for intriguing viewing from the various classrooms.

**“Refugees and people seeking asylum, like us all, are full of talent, so we mustn’t think of them as just refugees or just people seeking asylum, we must think of them as people who need a home”**

Sir Michael Morpurgo, author of Shadow

**“It was a real privilege to be able to work with an author of Sir Michael’s stature, particularly as he is so knowledgeable and passionate about the topic...it was a really enjoyable session and a fun way of highlighting the refugee and asylum seeker issue with young people”**

Dan Mitchinson, LCitC Community Engagement Manager



## BLACK HISTORY MONTH

Every day in October, Leicester City in the Community, are celebrating Black History Month with an array of different related content across their social media channels.

Leicester City's Wes Morgan joined the campaign to answer questions generated by Premier League Inspires participants. Inspires, which is a secondary school targeted intervention scheme, has been focusing on Black History Month with workshops around racial equality. The Foxes skipper encouraged young people to speak up as he offered advice to anybody that has suffered racial abuse and answered questions on previous encounters of racism and how people can be informed and educated on the subject.

**“To someone that has been racially abused, you need to tell somebody. You can get very upset if you kept it yourself. Make people aware of what has happened, and things can be done”**

Wes Morgan, LCFC



## NO ROOM FOR RACISM

On Friday 16 October, the Premier League launched the next phase of its No Room For Racism initiative, which includes educational resources featuring Foxes midfielder Hamza Choudhury, plus Dominic Calvert-Lewin, Neal Maupay, Divock Origi and Manchester City Women's Demi Stokes across Premier League Community-funded programmes.

As part of Leicester City's support to the campaign, Leicester City's Holly Morgan took part in a virtual No Room for Racism workshop facilitated by Leicester City in the Community, and answered a series of questions sent in by primary school children to celebrate Black History Month and raise the discussion point around racial equality.

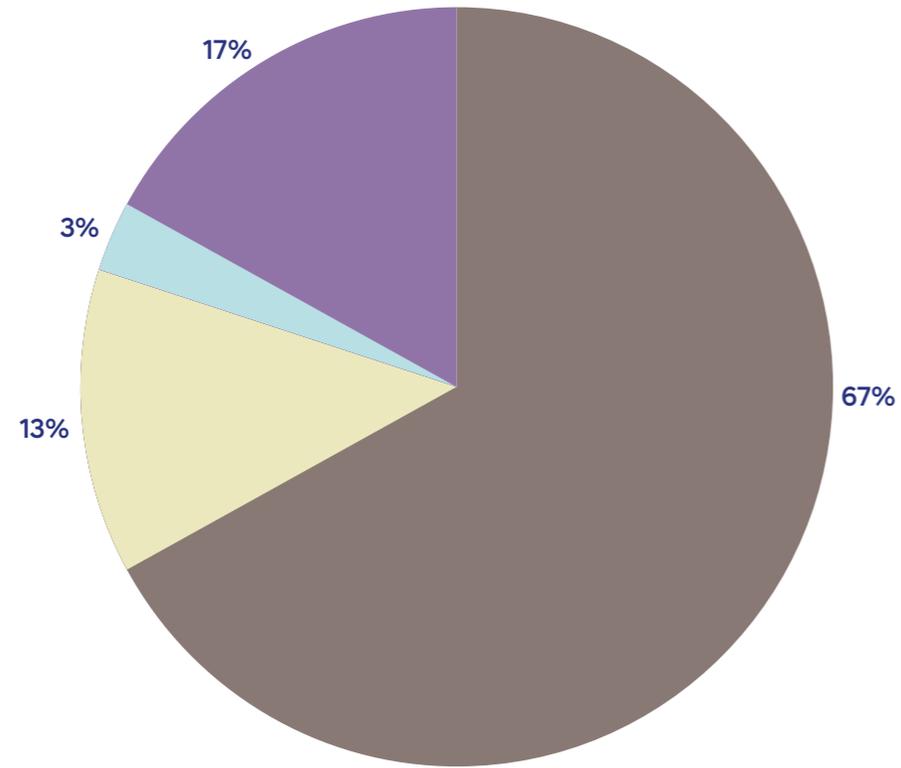
**"I look up to my family. I am very fortunate to be in a household with strong and confident black people around me who always strive to be better and do better. Regardless of the challenges and struggles that they face and, unfortunately, that is down to the colour of their skin, they always just navigate themselves through these problems"**

Holly Morgan, LCFC Women



# FINANCIAL INFORMATION

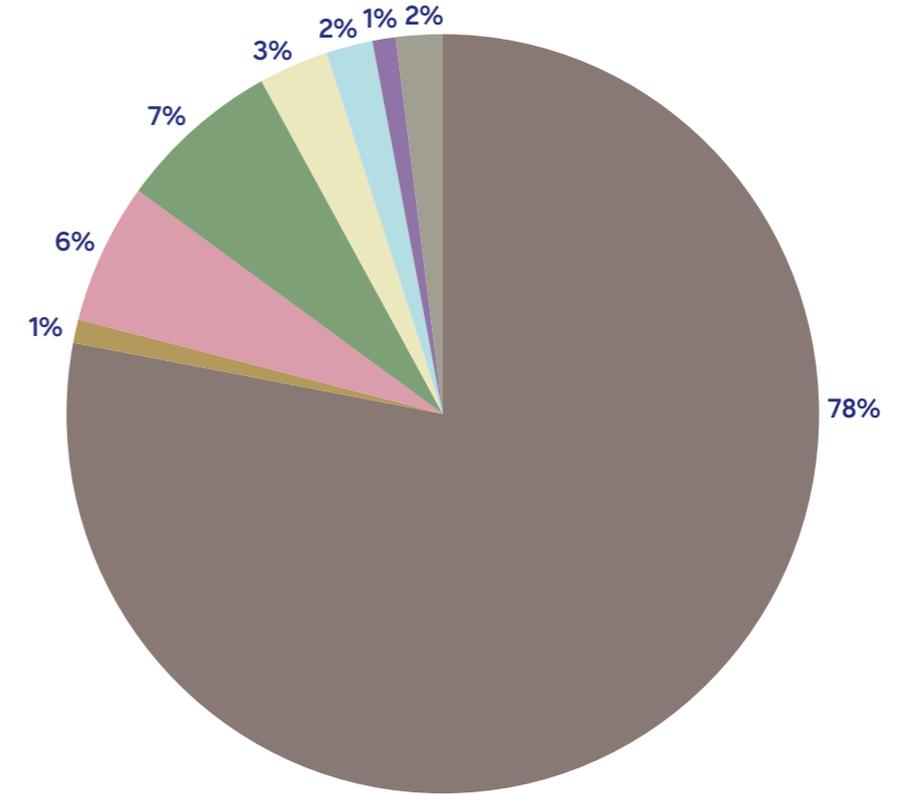
## INCOME



**Total £1,356,425.84**



## EXPENDITURE



**Total £1,176,546.12**





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# LEICESTER CITY

IN THE COMMUNITY

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