



LEICESTER CITY

IN THE COMMUNITY

2025/26 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. It is our mission to ensure every person across Leicester, Leicestershire and Rutland (LLR) feels the same way – that they belong.

Throughout the 2025/26 season, we have continued our mission to ensure that there is a place for everyone at Leicester City in the Community. We have remained focused on creating opportunities, improving lives and strengthening communities, while continuing to build on the foundations of our 2024-27 strategy. We refined our Theory of Change and aligned our work more clearly around four core impact areas: improved physical health, improved mental health and wellbeing, improved education and employability, and improved relationships and sense of belonging. This greater focus allows us not only to understand our impact more clearly, but to ensure every programme and intervention contributes meaningfully to the lives of the people we serve.

Throughout the year, we secured substantial additional investment to support our work, enabling us to further embed our outcome-focused approach. Although engagement levels remained strong, we have placed greater emphasis on sustained and targeted interventions that deliver meaningful change against our four core impact areas. This shift reflects our commitment to understanding and maximising impact, ensuring that participants receive the right support, at the right time, in the right place. We continued to grow our network of partners locally and nationally, recognising that lasting change is only possible when organisations work together around shared goals.

The year has been marked by several significant milestones. We were proud to support the development of a new Cruyff Court in Loughborough, expanding opportunities for young people through our place-based approach. We launched the Youth Employability Hub in partnership with the Department for Work and Pensions alongside the Rt Hon Liz Kendall MP, creating new pathways into employment and training for local young people. Sustained NHS investment in our Play On mental health programme has enabled us to continue supporting young people experiencing mental health challenges, while our partnership work with Walkers created life-changing experiences and long-term personal development opportunities for participants, including attendance at the FIFA World Cup.

As we enter the final year of our current strategy cycle, we remain ambitious about the difference we can make. Our direction is clear: deliver meaningful impact, work collaboratively, and respond to the needs of local communities. Every day, our staff, volunteers, participants, and partners bring that vision to life.

Together, we will continue to ensure there is a place for everyone.

We are Leicester. We are for everyone.

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OUR SEASON IN NUMBERS

31

Projects delivered

OVER

11,504

People engaged

£1.7M

Raised through grant funding and paid opportunities

73

Player engagements at sessions and events

£31K

of Apprenticeship Levy transferred from LCFC and invested into LCitC staff development

61%

of our staff team have lived experience of the challenges and issues that our communities face

32%

of staff are former participants or volunteers

98%

of staff feel proud to work for LCitC

OVER

143

Hours of community activity at LCFC Seagrave Training Ground

OUR PARTICIPANTS...

64%

Women and girls

46%

From Ethnically Diverse Communities

29%

With disabilities

66%

Children and young people

34%

Adults

73%

From areas of high deprivation



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.

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.

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.

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.

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.

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 hold everything together.

OUR THEMES

Our primary thematic focus areas, the ones within which we will be working to deliver direct, lifechanging 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.

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

Watch our overview video to learn more about what we do



OUR STRATEGY OUR IMPACT

IMPROVED PHYSICAL HEALTH

- Reduced levels of Obesity
- Support Healthier Life Choices
- Increased levels of Physical Activity
- Reduce the impact of food poverty

"I wouldn't be here, standing here... talking... if it wasn't for Walking Football"
Community Participant

IMPROVED EDUCATION ENGAGEMENT & EMPLOYABILITY

- Improved Employability
- Increased School Engagement
- 30% of the Team Will Be Former Participants, Partners or Volunteers

"I wake up some days and pinch myself that I work for Leicester City - it's amazing!"
LCitC Staff Member

IMPROVED MENTAL HEALTH & WELLBEING

- Increased Happiness and Self-Worth
- Increased Wellbeing through Outdoor Learning
- Increased Confidence and Self-Esteem

"Talking to my mentor, it makes my heart feel less heavy"
Hidden Heroes Participant

OUR IMPACT



IMPROVED RELATIONSHIPS & SENSE OF COMMUNITY

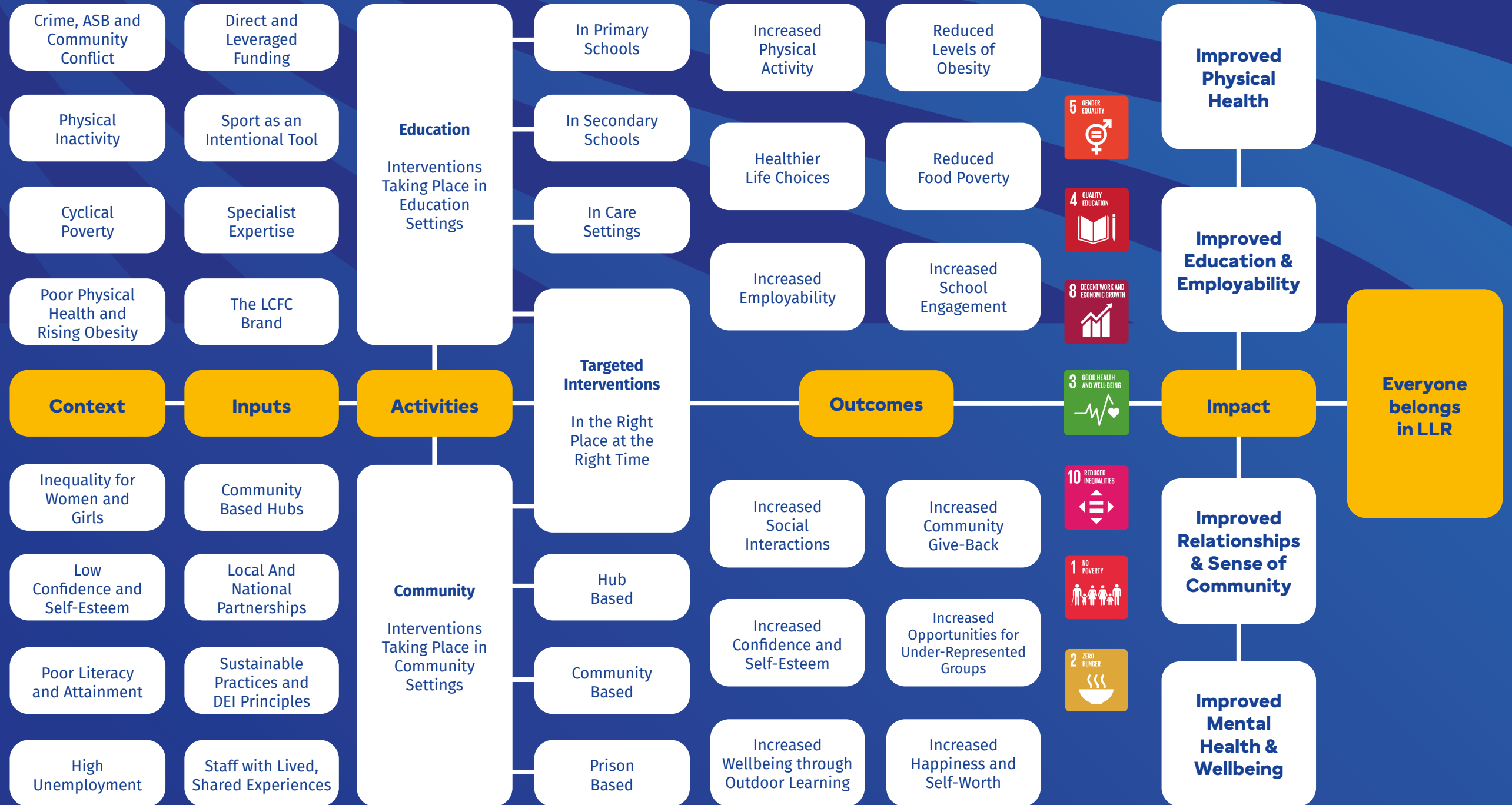
- Increased Social Interactions
- Increased Community Give-Back and Volunteering
- Increased Opportunities for Under-Represented groups

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



LEICESTER CITY
IN THE COMMUNITY

THEORY OF CHANGE



OUR PEOPLE



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 focusing 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 annual staff satisfaction survey are overwhelmingly positive. Whilst we recognise that we have areas to continually improve, we are proud of the fact that:

98%
of staff feel proud
to work for LCitC.

68%
of staff enjoy
their work.

80%
of staff are inspired
by their colleagues.

75%
of staff feel that
LCitC is a great
place to work.

80%
of staff feel
that they can be
themselves at work.

73%
staff feel challenged and
excited by their work.

STAFF DIVERSITY

38%	4.8%	26%	4.8%
Women & Girls	Disability	Ethnically Diverse Communities	LGBTQ

Average Age 34 Years

Age

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 will continue to work with our club, partners and local communities to realise this vision.

GROW YOUR OWN

It is our aspiration that by 2027, a minimum of 30% 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.

32% In the 2025/26 season we achieved our goal and are pleased to recognise that 32% of our staff team have progressed through our Grow Your Own pathway.



IN MEMORY OF ADAM MARTIN

This season, Leicester City in the Community said goodbye to a much-loved colleague, coach and friend. Adam Martin sadly passed away at the age of 57, leaving behind a legacy that will continue to be felt across our organisation and the communities we serve.

Adam Martin gave more than 20 years of service to Leicester City, having worked with our Academy since 2004 and across Leicester City in the Community projects since 2007. During that time, he made an outstanding contribution to the Football Club, to our young players, to colleagues and to communities throughout Leicestershire.

Within the Academy, Adam worked primarily with our Foundation Phase age groups, supporting young players from Under-9s to Under-12s at the very start of their football journeys. His influence will have been felt by many young people who went on to represent our First Team, play elsewhere in the game, or simply leave the Academy as better people for having known him.

Through his work with Leicester City in the Community, Adam also touched the lives of thousands of people across our city and county. Whether coaching, supporting, encouraging or simply being there for people, he represented the very best of what football can mean beyond the pitch.

Adam will always remain a cherished member of the Leicester City in the Community family and will be greatly missed by us all.



RECOGNITION



ALICE & TAMAR

Premier League Inspires Mentors Alice Mason and Tamar Barton volunteered at the Street Child United World Cup in Mexico City.



CORY

Premier League Inspires Mentor Cory Holas was presented with Leicester City in the Community's Community Captain award as part of the Premier League More Than A Game campaign.



AURA

Aura Chacón, was recognised in the 2025 Football Blacklist for her work and dedication as Active Women Coordinator at Leicester City in the Community.



JAMES

Community Engagement Coach James Walker, received two prestigious honours at the Charnwood Sports Awards, delivered by Charnwood Borough Council. James was awarded Outstanding Contribution to Sport, Physical Activity and Health, alongside the Club of the Year award for Sileby Juniors, where he serves as chairman.

IMPROVED PHYSICAL HEALTH



WALKING FOOTBALL

Walking Football continued to provide older adults with opportunities to stay active, socialise and remain connected throughout the 2025/26 season, using the power of football to support both physical and mental wellbeing.

Delivered on a weekly basis, the programme offers participants aged 55 and over the chance to enjoy regular physical activity in a fun, safe and inclusive environment. While the pace of the game may be slower, the enthusiasm and commitment shown by participants remains as strong as ever.

More than just a football session, Walking Football brings people together through a shared love of the game, helping to reduce social isolation, encourage healthy lifestyles and foster lasting friendships. The programme continues to play an important role in supporting older adults across Leicester and Leicestershire, providing a welcoming space where participants can remain active and engaged within their local community.

As demand for opportunities that promote healthy ageing continues to grow, Walking Football remains a valued part of Leicester City in the Community’s health and wellbeing provision.

“It makes my week really special because I’m meeting lots of friends, going out there and enjoying football again. I thought I wouldn’t do this at this stage in life.”

- Walking Football Participant

239

Participants Engaged

95%

of Participants Reported Improved Physical Health

70

Average Age of Participants



FOOTBALL DEVELOPMENT

Leicester City in the Community's Football Camps continued to provide young people with the opportunity to stay active, develop their football skills and make new friends during the school holidays.

Open to children aged 7-13, the camps offered a fun, inclusive and engaging environment for participants of all abilities.

Delivered by our experienced coaching team, each camp combined technical football sessions, small-sided games and challenges designed to help young players build confidence both on and off the pitch. Whether attending for the first time or returning for another holiday period, participants were encouraged to learn, develop and enjoy their football in a positive setting.

The popularity of the programme remained strong throughout the season, with many families returning camp after camp. Feedback from parents and guardians highlighted the positive impact the sessions had on their children's confidence, enjoyment and physical activity levels.

1,980

Participants Engaged

22%

of Participants Reported Increased Social Interaction

95%

Participants Would Recommend LCitC Football Camps

21%

of Participants Reported Increased Confidence and Self-Esteem

24%

of Participants Reported Increased Physical Activity

SKILLS CENTRES

Skills Centres remained a key part of Leicester City in the Community's football pathway during the 2025/26 season, providing young players aged 7-13 with the opportunity to develop their game through weekly training sessions and matches.

Centres offer participants a consistent environment to learn and improve throughout the school year. The weekly format allows coaches to support players over a longer period, helping them build confidence, develop new skills and apply their learning in match situations.

The programme continued to attract a diverse group of young people from across the region, creating opportunities for players of all abilities to enjoy football and progress at their own pace.

"We have seen a remarkable improvement in his confidence, which is a real credit to the coaching team. Over time, he has grown in self-belief, stepped out of his comfort zone and developed not only as a footballer but also as a person."

- LCITC Participant Parent.



201

Participants Engaged

29%

of Children Attending Skills Centres Were Female

20%

of Participants Reported Increased Social Interaction

23%

of Participants Reported Increased Confidence and Self-Esteem

21%

of Participants Reported Increased Physical Activity

CASE STUDY: ASMIR BEGOVIĆ GOALKEEPING CAMP

Leicester City in the Community's Football Development programme inspires young people to lead active, healthy lifestyles by providing high-quality coaching in a fun, inclusive environment where participants can develop their football ability, build confidence and foster a lifelong enjoyment of physical activity.

One of the programme's highlights this season came during February half-term, when Leicester City goalkeeper Asmir Begović partnered with Leicester City in the Community and his AB1 Academy to deliver a specialist Goalkeeping Camp at LCFC Training Ground. More than 60 aspiring young goalkeepers took part in a unique day of position-specific coaching, developing their handling, positioning, footwork and distribution under the guidance of Begović, fellow goalkeeper Jakub Stolarczyk and Leicester City in the Community coaches.

While the opportunity to train alongside Premier League players created an unforgettable experience, the camp's greatest impact was its ability to inspire participants to continue their football journey. By combining expert coaching with encouragement from positive role models, the session helped young people build confidence, challenge themselves and develop the motivation to remain active through regular participation in sport.

Experiences like these play an important role in Leicester City in the Community's commitment to improving physical health. By creating accessible pathways into football and providing opportunities for young people to develop their skills in a supportive environment, the Football Development programme encourages lifelong participation in physical activity, helping young people build healthy habits that extend far beyond the pitch.

The Goalkeeping Camp demonstrated the power of football to inspire healthier lifestyles, showing how Leicester City in the Community continues to create opportunities that improve physical health, increase participation and encourage the next generation to achieve their potential both on and off the pitch.

Reflecting on the day, Begović said:

“Half-term camps like this are all about learning new skills, building confidence and having fun.”

- Asmir Begović, LCFC Player



WALKERS REPLAY 5-A-SIDE LEAGUE



Walkers RePlay uses the power of football to increase physical activity, strengthen social connections and create opportunities for local communities, with a particular focus on the New Parks area of Leicester.

Delivered at the RePlay pitch in New Parks, the programme provides free and accessible opportunities for people of all ages to take part in football and community activities. Throughout the season, participants engaged in a range of sessions and events designed to encourage regular physical activity, bring people together and create a positive sense of belonging through sport.

By combining football with wider community engagement, Walkers RePlay continues to support healthier lifestyles, reduce social isolation and create meaningful opportunities for local residents to connect with one another.

“The league has left a lasting impression on everyone involved...The legacy is also in the atmosphere it created, having family members come down to watch and support gave it a proper community feel, which you just don’t get with your normal Thursday night five a side.”

- Vandy Rodgers, a participant of the RePlay World Cup League

156

Adults
Engaged

63

Female Participants
Engaged

3

Staff Members
Employed from the
New Parks Estate

145

Participants in Social and
Emotional Development
Activities.

512

Average Pitch Users
per Month



CASE STUDY: WALKERS REPLAY WORLD CUP LEAGUES



Leicester City in the Community's Walkers RePlay programme uses the power of football to increase physical activity, strengthen community connections and create opportunities for people who may not otherwise engage in regular sport. Delivered on the sustainable RePlay pitch at Cruyff Court in New Parks, the programme provides an inclusive environment where participants can improve their health and wellbeing while developing lasting friendships through football.

A highlight of the season saw Leicester City in the Community launch the inaugural Walkers RePlay World Cup Leagues. Running from February to May, the free five-a-side competition brought together participants through women's-only and mixed 30+ leagues, encouraging regular physical activity while creating a strong sense of belonging within the local community. Inspired by the FIFA World Cup, the competition celebrated not only success on the pitch, but also the teamwork, leadership, encouragement and respect shown throughout the programme.

The impact of the leagues extended far beyond the final whistle. Through months of weekly participation, players developed healthier lifestyles, built new social connections and became part of a supportive community that continues to thrive beyond matchdays. Finals Night brought together participants, families, volunteers and local supporters to celebrate the achievements of everyone involved, demonstrating the programme's ability to unite communities through football.

The legacy of the programme was further recognised when seven participants were selected as official Walkers RePlay Champions. Chosen for the positive impact they had made both on and off the pitch, they travelled to New York as RePlay Ambassadors to represent Leicester and the wider UK at the FIFA World Cup, an unforgettable experience that rewarded their commitment and demonstrated the life-changing opportunities community football can create.

The Walkers RePlay World Cup Leagues showcase how Leicester City in the Community continues to improve physical health by increasing participation in regular sport, while strengthening community connections and creating opportunities that inspire people to achieve more than they ever imagined.



7

Participants Selected as
Walkers RePlay Ambassadors

7

Participants Travelled to the
FIFA World Cup in New York

160

Participants Competed in
the Walkers RePlay FIFA
World Cup League

URBAN FOXES



Urban Foxes continued to empower young girls across Leicester by providing access to exciting new sporting opportunities that may otherwise feel out of reach.

Funded by the VF Foundation and delivered by Leicester City in the Community, the programme is designed to break down barriers to participation and encourage girls to explore activities beyond traditional sports. By creating welcoming and supportive environments, Urban Foxes helps participants build confidence, develop new skills and challenge themselves through new experiences.

Throughout the season, girls had the opportunity to take part in a range of urban sports and activities, including skateboarding, snow sports and rock climbing, introducing many participants to sports they had never previously considered or accessed.

The programme continues to play an important role in increasing participation among young women, helping to overcome barriers such as cost, confidence and accessibility, while encouraging participants to develop a lifelong enjoyment of physical activity.

“These sessions are great and all activities that are provided we have participated in are really such a great help to families like mine who have low income and have struggled with mental health also it just gives us motivation to get out and try new things that we wouldn’t ordinarily think of or be able to afford and assumed we can’t afford it whereas skateboarding is affordable and we didn’t know it was there.”

- LCitC Participant Parent

133

Young Girls Engaged

101

Participants Impacted Through 5+ Hours of Provision

97%

of Participants Reported Increased Confidence and Self-Esteem



53%

of Participants Were from Ethnically Diverse Communities

98%

of Participants Reported Enhanced Social Interaction

CASE STUDY: BETSY'S URBAN FOXES JOURNEY



When Betsy attended her first Urban Foxes skate camp two years ago, she was trying something completely new. Like many girls who join the programme, she was stepping outside of her comfort zone and accessing a sport she had never experienced before. Since then, she has become one of Urban Foxes' most engaged participants, embracing every opportunity available to her. From skateboarding and snowboarding to rock climbing, Betsy has consistently challenged herself, developing new skills while building confidence, resilience and a passion for physical activity.

Her commitment to the programme has seen her progress beyond participation. Betsy successfully completed the Level 1 Social Climbing course and has gone on to compete in skateboarding competitions, demonstrating her dedication to personal development and confidence to take on new challenges.

The most rewarding aspect of Betsy's journey has been seeing the positive influence she now has on others. Having once been a newcomer herself, she regularly encourages younger participants during sessions, helping them feel welcome and supporting other girls to take part with confidence.

Reflecting on Betsy's journey, Georgia, Urban Foxes Coach, said:

"She's grown so much through skateboarding and has become a real role model for other participants. She helps support younger girls, encourages others to push themselves and brings so much energy to every session."

Urban Foxes was created to provide girls with access to opportunities that can often feel inaccessible due to cost, confidence, social expectations or a lack of provision. Betsy's journey demonstrates the impact that inclusive opportunities can have, helping young people improve their physical health, build confidence, develop positive relationships and discover new passions.

Today, Betsy continues to seek out new opportunities and challenges through sport. Her journey highlights the difference that access to positive opportunities can make, helping young people develop new skills, build self-belief and realise their potential.



"I started by trying skateboarding for the first time and now I'm competing in competitions and helping other girls to get involved too."

- Betsy

IMPROVED EDUCATION & EMPLOYABILITY





PREMIER LEAGUE INSPIRES

Premier League Inspires uses the power of football to support young people aged 11-18 to develop the personal skills, confidence and aspirations needed to succeed both inside and outside of the classroom.

Funded by the Premier League and delivered by Leicester City in the Community, the programme works with secondary schools and alternative provision settings across Leicester and Leicestershire to engage young people who may benefit from additional support.

During the 2025/26 reporting period, Leicester City in the Community had 12 partner schools and 1 Alternative Provision signed up for the Premier League Inspires delivery with mentors based in the setting ranging from 1 day per week to 4 days per week delivering one-to-one support interventions and career workshops.

Throughout the 2025/26 season, participants took part in a range of workshops, mentoring opportunities and enrichment activities focused on personal development, employability, mental wellbeing and social action. By providing positive experiences and trusted role models, the programme helps young people build confidence, improve engagement and develop the skills needed for future education, training and employment opportunities.

Premier League Inspires continues to play an important role in empowering young people to realise their potential, make positive choices and become active contributors within their communities.

“The programme at RMA has been outstanding. The mentoring has been invaluable. LCitC has been amazing and building relationships fast so that students feel safe and supported. There has been a wide range of support meaning that students with a wide range of needs can be supported.”

- Head of Year 10 at Rushey Mead Academy



CASE STUDY: PREMIER LEAGUE INSPIRES FRANKIE'S STORY



When Frankie joined Leicester City in the Community's Premier League Inspires programme at Rushey Mead Academy in September 2024, she was struggling with her confidence, self-esteem and mental wellbeing. These challenges were affecting her engagement in school and limiting her ability to communicate with others and fulfil her potential.

Premier League Inspires uses the power of football to support young people aged 11-18 through targeted one-to-one mentoring and personalised interventions. Funded by the Premier League, Professional Footballers' Association (PFA) and Premier League Charitable Fund, the programme helps participants develop the confidence, resilience and personal skills needed to succeed in education, employment and training.

Working alongside her Leicester City in the Community mentor, Alice, Frankie focused on improving her self-esteem, developing positive coping strategies and building confidence in social situations. Through regular mentoring sessions, she learned the importance of talking openly about her feelings, developed techniques to manage challenges both in and out of school, and gradually became more engaged with teachers, classmates and school life.

Over time, Frankie's confidence grew significantly. Where she had once been quiet and reserved, she became more comfortable communicating with others, participating in lessons and seeking support when she needed it. The progress was recognised not only by Frankie herself, but also by her mentor and school staff, demonstrating the lasting impact of trusted relationships and consistent early intervention.

Today, Frankie approaches education with greater confidence and has developed the personal skills that will support her future progression into further education, employment and training. Her journey highlights how Leicester City in the Community's mentoring approach helps young people overcome barriers, improve engagement in education and build the confidence needed to achieve their potential.



Click the screen to watch Frankie's Story.

“Alice’s cheerfulness just makes me want to talk more, and now, whenever I’m feeling shy, I just think about how I talk to Alice, and I just talk to everyone else like that.”

- Frankie, Premier League Inspires Participant

CASE STUDY: FOXES FUTURES MIKEY'S STORY



Delivered in partnership with The Mead Educational Trust (TMET) and based at Orchard Mead Academy, Leicester City in the Community's Foxes Futures Provisions supports young people who are unable to access or engage with mainstream education. Through tailored learning, mentoring and enrichment opportunities, the programme helps participants rebuild confidence, develop a sense of belonging and progress towards alternative education.

When Mikey joined the programme, he had been out of mainstream education for almost a year and had refused to engage with other alternative provisions. Having previously met Leicester City in the Community staff through partner schools, he arrived with an existing level of trust that helped him take the first step back into education.

After such a long period away from learning, Mikey initially found structure, routine and classroom engagement challenging. However, through consistent support, trusted relationships and personalised learning, he began to rebuild his confidence and rediscover a sense of belonging. He thrived during sports sessions, demonstrated strong leadership while completing his King's Trust qualification and became a positive influence on his peers, showing respect, maturity and a willingness to support others.

Alongside his studies, Mikey took part in workshops delivered with partners including Turning Point, Tesco and Make Change, helping him develop employability skills, broaden his aspirations and gain confidence for life beyond the classroom.

Although English remained a challenge, Mikey's resilience continued to grow. Supported by staff who believed in his potential, he successfully prepared for his GCSEs while completing Functional Skills English, ensuring he remained on track to achieve his goals.

When Mikey first joined the programme, he had little sense of what the future might hold. Today, he has secured a place at his first-choice college to study construction and is looking ahead with confidence, ambition and a clear direction. His journey demonstrates how positive relationships, personalised support and a genuine sense of belonging can help young people re-engage with education, raise aspirations and build brighter futures.



28

Participants Engaged

76

Hours of Maths and English Interventions Delivered to KS4 Students

9

Enrichment Opportunities



PREMIER LEAGUE PRIMARY STARS

Premier League Primary Stars uses the power of football to inspire children aged 5-11 to be active, develop essential life skills through targeted interventions and workshops and support teachers in the delivery of high-quality PE.

Delivered in primary schools across Leicester and Leicestershire, the programme helps children build confidence, enhances wellbeing and develops key skills such as teamwork and resilience through engaging physical activity and learning opportunities including Magazine Teams and Reading Stars. By combining the appeal of football with educational outcomes, Premier League Primary Stars continues to support pupils both inside and outside of the classroom.

“We have seen a real difference in Oscar’s engagement in class during English, his confidence has grown as a result of his Reading Stars sessions, and he is able to use what he has learnt to help him in class.”

- Year 5 Class Teacher at Forest Lodge Academy



719

Participants Engaged

36%

of Participants Reported Improved Mental Wellbeing

100%

of Participants Feel included and a Sense of Belonging

100%

of Teachers Reported Improved Skills, Knowledge and Confidence in Delivering PE

55%

of Participants Have Improved Interpersonal Relationships

CASE STUDY: PREMIER LEAGUE PRIMARY STARS: KEYLI'S STORY



For Keyli, taking part in Leicester City in the Community's Premier League Primary Stars programme has been about much more than football. It has been an opportunity to build confidence, develop leadership skills and represent her school on a national stage.

Forest Lodge Academy serves a community with significant levels of need, with around 45% of pupils eligible for Free School Meals, considerably above the national average. The school is also located in an area of high deprivation, making access to positive sporting opportunities and enrichment programmes especially important.

Through Leicester City in the Community's delivery of Premier League Primary Stars, pupils like Keyli have benefitted from high-quality PE lessons, increased opportunities to take part in extra-curricular sport, and experiences that help them develop the skills needed both on and off the pitch.

Throughout the programme, Keyli has grown into a confident leader among her peers. She has developed strong communication and teamwork skills, learning how to encourage and support others while working towards shared goals. She has also demonstrated resilience during challenging moments, showing determination and a positive attitude when faced with setbacks, qualities that have been recognised by both her teachers and Leicester City in the Community coaches.

One of the standout moments of Keyli's journey came when she and her teammates won their regional Premier League Primary Stars tournament, earning the opportunity to represent Leicester City in the Community at the Premier League Primary Stars National Finals. Competing against schools from across the country was an unforgettable experience and a reward for the team's commitment, hard work and dedication throughout the programme.

The team's remarkable achievement was celebrated back at Forest Lodge Academy, where pupils and staff recognised their success. As part of the celebrations, Keyli received a Leicester City in the Community Values Award in recognition of the leadership, resilience, teamwork and respect she consistently demonstrated throughout her Premier League Primary Stars journey.

Keyli's story also highlights the impact of creating more opportunities for girls to participate in sport. Through regular PE delivery and dedicated girls' extra-curricular sessions, she has grown in confidence while inspiring other girls at Forest Lodge Academy to get involved, challenge themselves and enjoy being active.



OUTDOOR LEARNING

In partnership with The National Forest, Leicester City in the Community delivered an innovative Outdoor Learning Pilot designed to help Early Years Foundation Stage (EYFS) settings embed nature-based learning into everyday practice. The programme supported schools and nurseries across North West Leicestershire to create engaging outdoor learning environments, giving children more opportunities to explore, play and learn in nature.

Throughout the year, practitioners took part in a series of workshops and practical sessions inspired by Forest Kindergarten principles and children's literature, equipping them with the knowledge and confidence to deliver meaningful outdoor experiences that support children's development and wellbeing.

The pilot delivered excellent outcomes, with 100% of participating EYFS staff reporting increased confidence in delivering outdoor learning. Settings also observed improvements in children's wellbeing, behaviour, engagement, physical activity and environmental awareness, demonstrating the positive impact of learning beyond the classroom.

321

Participants
Engaged

100%

of Participating EYFS Staff
Reported Increased Confidence
in Delivering Outdoor Learning

98%

of Children Reported
they Wanted to Do More
Outdoor Learning

100%

of Settings Reported a
Positive Impact on Young
People's Wellbeing

CASE STUDY: JUTTA RANTALA INSPIRES YOUNG GIRLS AT HAF CREATIVE WORKSHOP

Leicester City in the Community's Holiday Activities and Food (HAF) programme provides eligible children and young people with free access to enriching learning experiences, nutritious meals and positive activities throughout the school holidays. Funded by the Department for Education, the programme helps remove barriers to participation, ensuring young people remain engaged, continue developing key life skills and return to school with greater confidence and readiness to learn.

As part of this year's programme, Leicester City Women midfielder Jutta Rantala joined young female participants for a creative workshop focused on female empowerment, confidence and belonging. Through arts and crafts, storytelling and open discussion, participants explored their aspirations, celebrated their individuality and reflected on the importance of believing in themselves.

Jutta shared her own journey into professional football, speaking openly about the challenges she had overcome and encouraging participants to embrace opportunities regardless of their background. By connecting with a positive role model, the girls were inspired to think ambitiously about their own futures while developing confidence to express themselves in a supportive environment.

The workshop demonstrated how Leicester City in the Community's HAF programme delivers far more than activities during the school holidays. By combining enriching educational experiences with trusted role models and opportunities for personal development, the programme helps young people build confidence, strengthen communication skills and raise aspirations, supporting their engagement in education and empowering them to achieve their potential.

"It is important for young girls to see their role models and then to know that no matter where you are from or what your background is, there are opportunities and support to achieve their goals."

- Jutta Rantala, Leicester City Women





Department
for Work &
Pensions

DWP YOUTH EMPLOYABILITY HUB

In 2026, Leicester City in the Community launched the Youth Employability Hub at King Power Stadium in partnership with the Department for Work and Pensions and Leicester City Council.

The hub supports young people aged 16-24 who are not currently in education, employment or training (NEET), providing tailored guidance to help them take positive next steps towards their future careers.

Through one-to-one support, employability workshops, training opportunities and employer engagement, participants are supported to develop their confidence, gain valuable skills and access pathways into education, training and employment. The Youth Employability Hub represents an important investment in Leicester's young people, helping them overcome barriers and realise their potential.

"This is a brilliant initiative that is going to transform opportunities for young people in our city...It's bringing together employers and support services, including housing and mental health organisations. It's going to offer work placements and training opportunities to give young people a better start in life, using the power of the badge to open up opportunities for young people."

- Rt Hon Liz Kendall MP



GROW YOUR OWN

Grow Your Own is Leicester City in the Community’s workforce development pathway, supporting participants, volunteers and staff to progress into employment and leadership opportunities within the charity.

Our ambition is that by 2027, at least 30% of our workforce will have progressed through the Grow Your Own pathway, developing from participants, young leaders or volunteers into paid members of staff.

During 2025/26, investment in apprenticeships, qualifications and professional development was enhanced through match funding from the Board of Trustees, alongside the charity’s apprenticeship levy. This enabled staff to access training, gain experience across different programmes and develop the skills needed to progress their careers. The pathway continues to create opportunities for colleagues to grow within the organisation, supporting the development of future community practitioners and leaders across Leicester, Leicestershire and Rutland.

32%

of Staff are Former Participants or Volunteers

£31K

of Apprenticeship Levy transferred from LCFC and invested into LCitC staff development

61%

of Staff Team Have Lived Experience of the Challenges and Issues That Our Communities Face

CASE STUDY: CORY'S JOURNEY TO COMMUNITY CAPTAIN

Leicester City in the Community's Grow Your Own strategy is designed to develop the next generation of community practitioners by creating clear pathways from participant, volunteer and casual workforce into long-term employment. Through structured training, mentoring and practical delivery experience, the programme invests in local people, equipping them with the skills, qualifications and confidence to build meaningful careers within the charity.

Cory's journey is a powerful example of that commitment in action. Beginning as a part-time Engagement Coach on the Premier League Kicks programme, he quickly demonstrated a passion for supporting young people and embraced every opportunity to develop through the Grow Your Own pathway. Through internal training, increased delivery opportunities and experience across multiple programmes, Cory strengthened his coaching, mentoring and leadership skills while gaining valuable experience working with a diverse range of communities.

His progression led to a role as a Premier League Inspires Mentor, where he delivered targeted one-to-one interventions and mentoring for young people facing barriers to education, confidence and personal development. By building trusted relationships and supporting participants to overcome challenges, Cory helped young people improve their engagement in education and realise their potential.

His professionalism, compassion and commitment to changing lives were recognised when he was named Leicester City in the Community's Community Captain for 2025/26 as part of the Premier League's More Than A Game campaign, celebrating individuals making an outstanding contribution to their communities.

Today, Cory has progressed into a Project Coordinator role within the Youth Employability Hub, delivered in partnership with the Department for Work and Pensions and Leicester City Council. He now supports young people aged 16–24 who are not in education, employment or training, helping them develop the skills, confidence and pathways needed to secure sustainable employment.

Cory's progression demonstrates the lasting impact of Leicester City in the Community's Grow Your Own strategy. By investing in local talent and creating meaningful opportunities for professional development, the charity is building a skilled, sustainable workforce while ensuring future generations of community practitioners continue to make a positive difference across Leicester, Leicestershire and Rutland.



Click the screen to watch Cory's Journey.



IMPROVED RELATIONSHIPS & SENSE OF COMMUNITY

COMMUNITY HUBS

Leicester City in the Community's network of Community Hubs continued to grow throughout the 2025/26 season, providing welcoming and accessible spaces where people from across Leicester and Leicestershire could engage with our programmes and activities.

From our main bases at the King Power Stadium Community Hub and Holmes Park, to our valued community venues including the Cruyff Courts in New Parks and Loughborough, Foxes Futures Alternative Provision at Orchard Mead Academy and St Margaret's Pastures, our hubs have become central to the delivery of many of our stand-out projects.

Across the season, these venues hosted a wide range of activities, including health and wellbeing sessions, youth engagement programmes, educational workshops, family events and community celebrations. Delivering programmes within local communities has enabled us to reach new participants, strengthen existing relationships and create opportunities for people who may not otherwise have accessed our support.

The hubs have also become important gathering places for staff, partners and stakeholders. Whether hosting meetings, training sessions or collaborative events, each venue has played a key role in helping us work more effectively and deepen our connections with local communities.

From participants taking part in activities on the Cruyff Courts, to young people attending Foxes Futures sessions at Orchard Mead Academy, and families engaging with programmes across our community venues, every hub has contributed to the positive impact Leicester City in the Community has made throughout the year.

Next season, we look forward to delivering even more sessions and events across our Community Hub network and would like to thank all of our venue partners for their continued support, commitment and hospitality throughout the season.



PREMIER LEAGUE KICKS



Premier League Kicks uses the power of football and sport to inspire young people to reach their potential, creating safer, stronger and more inclusive communities.

Delivered in partnership with the Premier League, Leicester City in the Community provides free weekly football sessions, mentoring and personal development opportunities for young people aged 8–18 across Leicester, Leicestershire and Rutland. Working in communities with the greatest need, the programme creates safe, supportive environments where young people can be active, develop new skills and build positive relationships with trusted coaches and mentors.

Premier League Kicks aims to improve physical and mental wellbeing, increase self-esteem and confidence, foster a sense of belonging and promote social inclusion. Through volunteering, leadership and social action opportunities, participants are encouraged to become positive role models within their communities, while mentoring and targeted interventions help young people progress into education, training and employment.

By working alongside local partners, schools, police and community organisations, Leicester City in the Community continues to use Premier League Kicks to reduce anti-social behaviour, promote positive attitudes and behaviours, and empower young people to achieve their potential both on and off the pitch.

“Premier League Kicks has significantly helped me in my life, since I’ve been coming to Kicks problems with my mental health has got a lot better and being given the opportunity to volunteer as a coach has been really fun and made me confident.”

- Premier League Kicks Participant

1,707

Participants
Engaged

412

Women and Girls
Engaged

305

Participants
Engaged in
Educational
Workshops

63%

of Participants
are from
Ethnically Diverse
backgrounds



CASE STUDY: PREMIER LEAGUE KICKS

RASHEED'S STORY



Rasheed first became involved with the Premier League Kicks programme approximately nine years ago at St Matthew's Cruyff Court. At the time, he was eight years old and had been identified as a young person who would benefit from additional support due to low confidence, shyness, and limited engagement in structured community activities.

When Rasheed first attended sessions, staff recall him being quiet and reserved, often reluctant to engage with others. However, through regular attendance and the welcoming environment created by Premier League Kicks, Rasheed gradually became more comfortable within the group and began to build positive relationships with both staff and participants.

Over time, coaches developed a strong and trusting relationship with Rasheed, using football as a tool to support his wider personal development. As his confidence grew, he became increasingly involved in sessions and embraced opportunities that challenged him to step outside of his comfort zone. What began as participation in weekly football sessions soon became a platform for personal growth, helping him develop confidence, resilience, and a stronger sense of belonging within his community.

As his confidence continued to develop, Rasheed became involved in a range of progression opportunities available through the programme, including youth panels, social action projects, tournaments, and fixtures. These experiences helped him develop leadership skills, increase his community engagement, and build greater self-belief. One of the most significant opportunities came through a bespoke refereeing course delivered as part of the project. Following training from a Premier League referee, Rasheed completed his first five matches with the FA and gained his junior refereeing qualification.

Since qualifying, Rasheed has gone on to referee regularly across Leicestershire, officiating both youth and adult men's matches. Through this role, he has developed valuable communication, decision-making, and conflict management skills, while also gaining greater independence and earning an income. Today, Rasheed continues to be a positive role model within his community, and his journey demonstrates the long-term impact Premier League Kicks can have in building confidence, creating opportunities, and supporting young people to achieve their potential.



[Click the screen to watch Rasheed's Story.](#)



ACTIVE WOMEN

Active Women supports women across Leicester and Leicestershire to become more physically active, improve their wellbeing and build lasting social connections.

Through a range of accessible and inclusive activities, the programme aims to break down barriers to participation and encourage women of all ages and backgrounds to lead healthier, more active lifestyles.

Alongside the physical benefits, Active Women provides opportunities for participants to build confidence, make new friendships and engage with their local communities in a welcoming and supportive environment.

3,451

Contact Hours
Delivered

219

Sessions
Delivered

5,513

Participants
Engaged

58

CPD Courses
Completed

"I feel incredibly blessed and deeply grateful to have been a participant of Active Women. It has truly been my greatest Achievement."

- Active Women Participant

ACTIVE GIRLS

Active Girls, delivered through Leicester City in the Community's Premier League Kicks programme, creates opportunities for young girls across Leicester to take part in regular physical activity, helping them develop confidence, resilience and a lifelong enjoyment of sport.

Designed specifically for girls, the programme provides engaging sessions in a safe and supportive environment, encouraging participants to try new activities, challenge themselves and build positive relationships with their peers. By breaking down barriers to participation and creating inclusive spaces where girls feel they belong, Active Girls empowers the next generation of young women to lead active, healthy and confident lives.

261

Young Girls Engaged

41

Young Girls Engaged in Targeted Interventions

3

Girls Only Intervention Events

4

LCitC Programmes Engaged



CASE STUDY: ASMIR BEGOVIĆ SUPPORTS YOUNG CARERS



Young carers often take on responsibilities far beyond their years, balancing school, friendships and their own wellbeing while caring for a parent, sibling or family member at home. Leicester City in the Community's Young Carers programme provides the time, space and support they need to build confidence, develop friendships and enjoy opportunities that many young people take for granted.

Through one-to-one mentoring, group sessions and enrichment activities, participants are supported to build confidence, improve their wellbeing and develop positive relationships with others who understand their experiences. The programme provides a trusted support network, helping young carers take time away from their responsibilities while developing the resilience and self-belief to achieve their potential.

As part of the Hidden Heroes campaign, Leicester City goalkeeper Asmir Begović spent an afternoon with participants at Rushey Mead Academy, recognising the remarkable contribution they make to their families and communities. Joining a cooking workshop and group discussions, Asmir shared his own experiences of resilience and encouraged participants to believe in themselves, embrace new opportunities and never let their circumstances define their ambitions.

Visits such as these are about far more than meeting a professional footballer. They reinforce to young carers that they are seen, valued and supported. By creating memorable experiences alongside regular mentoring, enrichment activities and trusted relationships, Leicester City in the Community helps participants improve their confidence, strengthen their wellbeing and develop a greater sense of belonging.

“Spending time with the young carers was incredibly inspiring. From personal experience, I understand how important support, stability and a sense of community can be for young people. Seeing the smiles on their faces and giving them the chance to simply enjoy themselves was really special.”

- Asmir Begović, LCFC Men's Team



48

Participants Engaged

40%

of Participants are Girls

54%

of Participants Were From Diverse Ethnic Communities

100%

of Participants Engaged In Physical Activity



FOXES FAMILIES

Foxes Families supports families who may face barriers to accessing services, opportunities and community support.

Through a range of activities, including workshops, stay-and-play sessions and coffee mornings, the programme provides guidance, practical support and opportunities for families to connect with others. By creating welcoming spaces and trusted relationships, Foxes Families helps families build confidence, access local services and strengthen their support networks within the community.

104

Participants
Attended
After-School
Clubs

95%

of Participants
understand the
Importance of
making Healthy
Choices

100%

of Adults feel more
connected to the
Community and a
Sense of Belonging

100%

of Children feel they
have more friends
than they did before
attending Foxes
Families

“I feel as though I have a family that I visit every Friday. My father, mother, sister, and I live on our own, so having them in my life makes me happy all the time. I always look forward to Friday with excitement and can’t wait for that day to come.”

- Foxes Families Participant



WHAT'S YOUR STORY?

What's Your Story? is a player-led programme that uses the experiences of Leicester City Women's players to inspire and empower young girls to share their own stories.

Through creative activities including art, music and self-expression workshops, participants are encouraged to explore their identity, build confidence and find their voice. The programme creates a safe and supportive environment where young people can develop new skills, express themselves creatively and celebrate their individual experiences.

146

Participants Engaged

79%

of Participants are From an Ethnically Diverse Community

8

Player Appearances And Matchday Opportunities



FOOTBALL WELCOMES



Football Welcomes uses the power of football to support refugees and asylum seekers as they settle into life in Leicester.

Delivered through free weekly sessions across the city, the programme provides opportunities for participants to improve their physical wellbeing, build social connections and develop a sense of belonging within their local community.

By creating welcoming and inclusive environments, Football Welcomes helps reduce social isolation while bringing people together through a shared love of the game.

Supported by Amnesty International UK, the programme continues to play an important role in helping participants build confidence, form new friendships and feel connected to their new community.

“Football Welcomes is more than just football. It has given me the chance to meet new people, build friendships and feel connected to my community. I always feel welcomed when I come to the sessions.”

- Football Welcomes Participant.

490

Participants
Engaged

39

Different Nations
Represented

20

Different
languages spoken
by participants



IMPROVED MENTAL HEALTH & WELLBEING



SILVER FOXES



Silver Foxes is a dedicated programme for older adults that uses the power of football to bring people together, reduce social isolation and improve wellbeing.

Designed for participants aged 50 and over, the programme provides regular opportunities for social interaction, community engagement and support in a welcoming environment. Through a variety of activities and events, Silver Foxes helps participants build friendships, stay connected and maintain an active role within their local community.

By fostering meaningful relationships and a strong sense of belonging, Silver Foxes continues to make a positive difference to the lives of older adults across Leicester and Leicestershire.

“Everybody is so friendly and we have discovered that within Silver Foxes we have a mini support group that understand how difficult isolation is for people.”

- Silver Foxes Participant

99

Participants Engaged

50%

of Participants also Engaged in other LCitC Programmes

50%

of Participants said they had an Increase in Mental Wellbeing



WES MORGAN JOINS SILVER FOXES FOR MENTAL HEALTH AWARENESS WEEK

Many participants first join Leicester City in the Community's Silver Foxes programme looking for companionship, having experienced loneliness, retirement or reduced social interaction. For some, the fortnightly sessions provide one of the few opportunities they have each month to get out of the house, meet others and reconnect with their community.

Through regular social activities, shared experiences and a common love of Leicester City Football Club, participants develop lasting friendships, rebuild confidence and establish positive routines that support their mental health and wellbeing. What often begins as a place to meet people quickly becomes a supportive community, where members look out for one another and continue friendships beyond the organised sessions.

A special highlight this season came during Mental Health Awareness Week, when Leicester City legend and Premier League-winning captain Wes Morgan surprised 35 members during a visit to Ulverscroft Manor. Spending the afternoon talking with participants, sharing memories and taking part in activities, Wes saw first-hand the friendships, laughter and sense of belonging the programme has created.

The visit celebrated far more than a memorable afternoon with a Club legend. It recognised the transformational impact Silver Foxes continues to have on older adults across Leicester, Leicestershire and Rutland, helping participants improve their mental wellbeing, reduce feelings of isolation and build meaningful relationships that enhance their quality of life long after each session has finished.

"It's fantastic to be here and to hear all the stories. Silver Foxes is a group that meets up twice a month to do activities and be together, which is great. Being part of a group like this is fantastic to combat social isolation."

- Wes Morgan, LCFC Legend





FOSTER THE FUTURE

Foster the Future is a dedicated mentoring and enrichment programme that supports children and young people currently in the care system.

Delivered by Leicester City in the Community, the programme provides tailored support, positive experiences and opportunities for personal development, helping participants build confidence, resilience and aspirations for the future. Through mentoring, enrichment activities and trusted relationships, Foster the Future aims to empower young people to overcome challenges, develop key life skills and realise their potential.

46

Young People Engaged

95%

Attendance at Sessions

95%

of Participants Reported Improved Confidence

46

of Participants Reported Improved Wellbeing



“When school mentioned Leicester City in the Community’s Foster the Future programme, I wasn’t sure, but over time, you can see the difference, and it has made more of a difference than I think the therapy and one-to-one mentoring with counsellors.”

- Participants Grandparent

CASE STUDY: FOSTER THE FUTURE SCARLETT'S STORY

Scarlett first became involved with the Foster the Future programme through Leicester City in the Community's partnership with Rutland Virtual School and Rutland County Council. The programme provides young people with a safe and supportive environment where they can explore their identity, build confidence, and access new experiences that help them develop personally and socially.

When Scarlett first joined the programme, she lacked confidence and was often hesitant to step outside of her comfort zone. Through regular engagement with activities and support from programme staff, she gradually began to develop greater self-belief and a willingness to embrace new opportunities.

As her confidence grew, Scarlett became increasingly involved in the experiences offered through Foster the Future. She participated in a range of activities and trips designed to broaden horizons and encourage personal development. One of the most significant opportunities came through attending a residential experience away from home. For Scarlett, this represented a major milestone and gave her the chance to develop independence, resilience, and confidence in unfamiliar surroundings.

Throughout her time on the programme, staff have witnessed significant personal growth. Scarlett has become more confident in expressing herself, engaging with others, and taking part in new experiences. The skills and self-belief she has developed have helped her build positive relationships and approach challenges with greater confidence.

“When school mentioned Leicester City in the Community’s Foster the Future programme, I wasn’t sure, but over time, you can see the difference, and it has made more of a difference than I think the therapy and one-to-one mentoring with counsellors.”

- Participants Grandparent



Click the screen to watch Scarlett's Story.

GOAL DIFFERENCE

Goal Difference is a 10-week football-themed mental health and wellbeing programme that supports adults to improve their wellbeing in a safe, welcoming and supportive environment.

Delivered every Tuesday at King Power Stadium, the programme uses the power of football to encourage positive conversations, build confidence and support participants in managing their mental health and wellbeing.

Sessions provide opportunities to connect with others, reduce social isolation and develop coping strategies through a range of engaging activities and group discussions. Participants are encouraged to share experiences, build resilience and access support while becoming part of a positive and inclusive community.

By combining football-themed activities with wellbeing support, Goal Difference helps participants improve their mental wellbeing, strengthen social connections and take positive steps towards a healthier lifestyle.

36
People
Engaged

69%
of Total Participants
Attended Regularly

5
Referred to Goal
Difference through
the NHS

MIND COFFEE MORNING

Mind Coffee Morning is a free weekly drop-in session for adults aged 18 and over, providing a welcoming space for people to connect, socialise and access support.

Hosted at King Power Stadium, the sessions offer an opportunity for participants to meet others, share experiences and enjoy meaningful conversations in a relaxed and inclusive environment. By encouraging social interaction and reducing feelings of loneliness and isolation, Mind Coffee Morning plays an important role in supporting positive mental health and wellbeing across the community.

30+

Regular Attendees

29

Participants took part in our LCFC Legends Coffee Morning social event

5

Partner organisation events hosted

"Before I started coming here, I spent most days on my own. Now I have people to talk to every week and something to look forward to."

- Mind Coffee Morning Participant

UNIVERSITY MENTAL HEALTH CAFES

University Mental Health Cafés provide a safe, welcoming and confidential space for students and university staff to access support, connect with others and prioritise their wellbeing.

Delivered as free drop-in sessions, the cafés offer an opportunity for attendees to take time out from the pressures of study and work, enjoy a conversation over a coffee and access support in a relaxed and informal environment.

By encouraging open discussions around mental health and wellbeing, the programme helps reduce isolation, build connections and promote positive mental health across the university community.

27

Participants
Engaged

87%

of Participants stated that
they felt they received the
help they needed



LEICESTER CITY IN THE COMMUNITY

University Mental Health Café HERE TODAY



Leicestershire Partnership
NHS Trust

PLAY ON

Play On is a one-to-one mentoring programme that supports young people experiencing mild to moderate mental health and wellbeing challenges.

Delivered in partnership with Leicester, Leicestershire and Rutland Child and Adolescent Mental Health Services (CAMHS), the programme provides tailored support to help participants build resilience, improve emotional wellbeing and develop positive coping strategies. Through trusted relationships and personalised mentoring,

Play On empowers young people to better manage challenges and achieve positive outcomes both in and out of education.



101

Young People Supported

86%

of Participants Have Improved Feelings of Wellbeing

47

Participants Attended Social Enrichment Activities

83

Are From a Low Socio-Economic Background

47

Participants Were From Ethnically Diverse Communities

12

12 Participants are Young Carers

16

Participants are Care Experienced

16

Enrichment Opportunities

CASE STUDY: PLAY ON ZAK'S STORY

When Zak was referred to Leicester City in the Community's Play On programme, he was struggling to manage his emotions following a recent move to a new school. Difficulties with anger and frustration were impacting both his school and home life, and he often found it hard to express how he was feeling or regulate his responses in challenging situations.

Play On is a targeted early intervention programme, delivered in partnership with CAMHS through Leicestershire Partnership NHS Trust, which uses trusted one-to-one mentoring and positive relationships to support young people who may not engage with mainstream services. The programme focuses on improving emotional understanding, building resilience and supporting young people to develop the confidence and skills needed to thrive in school and everyday life.

Through regular mentoring sessions, Zak began to develop greater self-awareness, learning how to recognise his emotions and communicate them more effectively. The consistency of support and the strength of the relationship with his mentor enabled him to engage fully, attending 100% of his sessions and making sustained progress over time.

The impact of this support was quickly recognised in school, where staff reported a significant improvement in Zak's emotional regulation, communication and ability to manage situations before they escalated. This led to improved engagement in lessons, stronger relationships with teachers and peers, and a reduction in behavioural challenges, allowing him to access learning more effectively and consistently.

Alongside his mentoring, Zak also took part in a range of enrichment experiences designed to build confidence, aspiration and resilience beyond the classroom. These included playing at King Power Stadium, visiting the LCFC Training Ground and attending a residential experience away from home for the first time. Each opportunity helped Zak build independence, self-belief and a more positive sense of identity.

Today, Zak demonstrates sustained improvements in emotional wellbeing, confidence and school engagement. He is better able to regulate his emotions, communicate openly and build positive relationships, both at school and at home.

His journey highlights the impact of delivering measurable improvements in mental health, behaviour and engagement through early intervention, trusted relationships and positive experiences.



"I loved it, I want to do it again. All of my friends got so jealous when I told them about it and I do feel lucky to have been able to do it."

- Zak



CAMPAIGNS AND EVENTS

5000-1 LEGENDS CHARITY MATCH

The Leicester City Football Club 5000/1 Legends Charity Match was more than a celebration of the Club's historic Premier League title-winning season; it was an opportunity to demonstrate how Leicester City in the Community delivers meaningful, long-term impact across Leicester, Leicestershire and Rutland.

In the build-up to the fixture, Leicester City legends engaged directly with a range of LCitC programmes, meeting participants and experiencing first-hand how targeted interventions are supporting improved mental health and wellbeing, stronger community connections, increased educational engagement and greater opportunities for local people. From older adults in the Silver Foxes programme, to young people accessing mentoring, education and employability support, these visits highlighted the breadth of need being addressed and the difference sustained support can make.

For participants, the opportunity to meet Club legends helped reinforce confidence, pride and a sense of belonging, while also strengthening motivation to engage further with their programmes. These interactions demonstrated the role football plays not only in inspiring, but in actively improving outcomes around wellbeing, aspiration and social inclusion.

The match itself brought together members of the iconic 2015/16 Premier League-winning squad and an All-Star XI at King Power Stadium, with net proceeds supporting the Vichai Srivaddhanaprabha Foundation and Leicester City in the Community.

Beyond the celebration of footballing success, the wider campaign reinforced Leicester City in the Community's strategic purpose: using the power of football to improve lives. It showcased how engagement with participants translates into improved confidence, stronger relationships, reduced isolation and increased aspiration across communities.

The 5000/1 celebrations therefore not only honoured one of football's greatest achievements, but also demonstrated how that legacy continues to drive social impact, strengthen communities and create opportunity through the ongoing work of Leicester City in the Community.



CASE STUDY: FOXES LEGENDS INSPIRE COMMUNITY PARTICIPANTS

As part of the build-up to the Leicester City Football Club 5000/1 Anniversary Match, a host of Club legends visited LCFC Training Ground to meet participants from Leicester City in the Community programmes.

Members of the historic 2015/16 Premier League title-winning squad, including Wes Morgan, Christian Fuchs, Robert Huth, Marc Albrighton and Danny Drinkwater, spent the afternoon engaging with participants from a range of programmes, highlighting the positive impact Leicester City in the Community has across Leicester, Leicestershire and Rutland.

The session brought together young people from Football Development programmes, Young Carers and Active Women, providing a unique opportunity to take part in football activities alongside some of the Club's most iconic players. Participants joined the legends for coaching drills, small-sided games and informal conversations, creating memories that will last a lifetime.

The event showcased the breadth of Leicester City in the Community's work, with legends seeing first-hand how the charity uses the power of football to support people of all ages and backgrounds. From helping young people develop confidence and life skills to creating opportunities for women and supporting those with caring responsibilities, the session highlighted the far-reaching impact of the charity's programmes.

Supported through the 5000/1 Anniversary celebrations, the event demonstrated the enduring connection between the Club, its former players and the communities they continue to inspire.

“The biggest and most pinch yourself moment was when the players and kids lined up for a match and there was my daughter who is a centre back for her team playing alongside Wes Morgan, a Premier League winning captain. They started passing to each other and commanding the defence, wow!”

- LCitC Participant Parent



WES MORGAN ENCOURAGES PREMIER LEAGUE INSPIRES PARTICIPANTS

A highlight of the season saw Leicester City legend and Premier League-winning captain Wes Morgan visit King Power Stadium to meet young people participating in the Premier League Inspires programme.

The special event brought together students from secondary schools across Leicestershire for a day focused on personal development, wellbeing and resilience. Inspired by Leicester City's historic 5000/1 Premier League title success, participants explored themes including leadership, overcoming challenges and maintaining a positive mindset.

Throughout the day, young people took part in a range of interactive activities, including mental health workshops, podcast production sessions and group discussions, before having the opportunity to hear directly from Wes about his experiences as captain of one of football's most remarkable teams.

By sharing his journey and the lessons learned throughout his career, Wes encouraged participants to reflect on their own ambitions, recognise their strengths and develop the confidence to overcome barriers in their everyday lives.

The event demonstrated the unique ability of football role models to inspire young people and highlighted the positive impact of the Premier League Inspires programme across Leicester and Leicestershire.

20

Participants
Engaged



EFL WEEK OF ACTION: ANKITA'S STORY

As part of the EFL Week of Action, Leicester City in the Community highlighted the impact of its Young Carers programme through the journey of Ankita, a young person whose confidence and wellbeing have been transformed through targeted support and mentoring.

Following the loss of her father, Ankita was referred to the programme during a difficult period in her life. She was struggling with grief, low confidence and difficulty expressing her emotions, often finding it hard to participate in class discussions and relying on others to speak for her.

Through regular one-to-one mentoring, group support and enrichment opportunities, Ankita was given a safe and consistent space to process her experiences and gradually rebuild her confidence. Support focused on developing emotional awareness, communication skills and coping strategies, while also connecting her with other young carers who share similar responsibilities at home.

Over time, this intervention led to clear and sustained improvements. Ankita became more confident in expressing herself, more willing to engage in school activities and increasingly able to communicate her thoughts and feelings independently. Her emotional wellbeing improved, alongside her ability to manage challenges both at home and in the classroom.

This progress was recognised by those around her, with teachers and family noting a significant change in her confidence, participation and independence. A key milestone in her journey came when she spoke publicly in front of more than 100 people at a Leicester City in the Community celebration event, demonstrating a clear step change in her self-belief and communication skills.

Ankita's story, highlighted during EFL Week of Action, demonstrates the impact of targeted mentoring in improving mental wellbeing, building confidence and supporting young people to move from isolation and low self-esteem towards increased participation, resilience and self-expression.



Click the screen to watch Ankita's story.

EFL WEEK OF ACTION: GOAL DIFFERENCE

As part of the EFL Week of Action, Leicester City first team players Ricardo Pereira and Bobby De Cordova-Reid visited participants from Leicester City in the Community's Goal Difference programme at St Margaret's Pastures Sports Centre.

Many participants join Goal Difference while experiencing mental health challenges such as low mood, anxiety or social isolation, and limited opportunities for positive social interaction. These barriers can impact confidence, motivation and overall wellbeing, making it difficult to stay physically active or engage in regular community activity.

Goal Difference uses football as a tool to improve both physical and mental wellbeing, combining structured activity with informal, supportive conversation. Delivered in partnership with Leicester City Council, the programme provides a consistent, welcoming environment where participants can build confidence, reconnect socially, and improve their overall sense of wellbeing through regular physical activity.

During the visit, Ricardo and Bobby joined participants on the pitch for a football session before taking part in relaxed conversations around mental health, wellbeing and staying connected. For many attendees, the opportunity to meet and interact with first team players added motivation, enjoyment and a sense of recognition for the progress they are making through the programme.

The visit highlighted the importance of creating safe and inclusive spaces where adults can access support, reduce feelings of isolation and experience the positive impact of being active together. It also demonstrated how Leicester City in the Community continues to support improved mental health and wellbeing across Leicester, Leicestershire and Rutland by using football as a catalyst for connection, confidence and positive change.

“Mental health is something that affects everyone, so projects like Goal Difference are important. It was great to meet the participants and see how much they enjoy being part of this programme.”

- Ricardo Pereira, LCFC Player



AARON RAMSEY AND JORDAN JAMES CELEBRATE FILBERT FOX BIRTHDAY WITH PREMIER LEAGUE PRIMARY STARS PARTICIPANTS

Aaron Ramsey and Jordan James made a special visit to Stokes Wood Primary School to join pupils taking part in Leicester City in the Community's Premier League Primary Stars programme, celebrating Filbert Fox's birthday with an afternoon of football-themed activities.

Leicester City in the Community has worked in partnership with Stokes Wood Primary School for almost 10 years, delivering weekly Premier League Primary Stars sessions that use the appeal of football to engage children in learning, increase physical activity and support their personal development.

Funded by the Premier League through the Premier League Charitable Fund, the programme helps pupils build confidence, resilience, teamwork and communication skills, while supporting teachers to deliver high-quality PE and create positive learning environments.

During the visit, Aaron and Jordan joined Filbert and pupils for a series of fun challenges and games, rewarding participants for their enthusiasm and engagement throughout the programme. The visit celebrated the strong partnership between Leicester City in the Community and the school, while giving pupils an unforgettable experience with two first-team players.

Experiences like these demonstrate the unique power of Premier League Primary Stars, using the inspiration of professional football to motivate children, enhance their learning and create lasting memories that encourage them to be active, confident and reach their full potential both inside and outside the classroom.



LCITC COMMUNITY HEROES

Alongside Premier League More Than A Game, Leicester City in the Community celebrated a Week of Action, where we visited some of our community volunteers, champions, staff members and partners to surprise them with awards.



Sarah Jones
Sarah has played a pivotal role in supporting refugees and asylum seekers through Football Welcomes, creating a welcoming environment where participants can build friendships, confidence and a sense of belonging.



Salim Lorgat
Salim has been instrumental in coordinating food pack distributions alongside Islamic Relief, helping ensure local families facing hardship receive essential support, dignity and practical assistance when needed most.



Tom Hague
As Executive Principal of Orchard Mead Academy, Tom has been a valued partner in supporting young people through alternative provision, helping create opportunities for students to thrive both inside and outside the classroom.



Lee Martin
Lee has been a passionate advocate for young people in care, working closely with Leicester City in the Community to create opportunities, provide support and help participants achieve their potential both in education and beyond.

DIVERSITY, EQUITY AND INCLUSION

Steve Walsh Visits Mind Coffee Morning At King Power Stadium

As part of Time to Talk Day 2026, Leicester City legend Steve Walsh joined participants at Leicester City in the Community's Mind Coffee Morning at King Power Stadium. Delivered in partnership with Mind LLR, the session provided a welcoming space for attendees to connect, share experiences and access support in a relaxed environment.

Steve spent time chatting with participants over a coffee, hearing their stories and helping to raise awareness of the importance of talking openly about mental health. The visit formed part of Leicester City in the Community's Mental Health Awareness activity throughout the season, highlighting the positive impact that connection, conversation and community support can have on wellbeing.



Football Welcomes, Walking Football and Active Women represented pre-match at the LCFC vs. Oxford United fixture

Ahead of Leicester City's fixture against Oxford United, participants from Leicester City in the Community's Football Welcomes, Walking Football and Active Women programmes took centre stage at King Power Stadium.

Participants showcased their skills on an inflatable football pitch, giving supporters an insight into the programmes and the positive impact they have across Leicester and Leicestershire. The pre-match activity highlighted how Leicester City in the Community uses football to bring people together, increase participation and create opportunities for people from all backgrounds to lead active and connected lives.



DIVERSITY, EQUITY AND INCLUSION

Active Women participants take part in fashion show as they walk the runway at the Peepul Centre to raise awareness of programme

Active Women participants stepped outside of their comfort zones to take part in a community fashion show at the Peepul Centre, helping to raise awareness of the programme and celebrate the confidence they have developed through their involvement.

The event provided participants with the opportunity to walk the runway in front of family, friends and members of the local community, showcasing not only fashion but also the personal growth, empowerment and friendships fostered through Active Women. The fashion show highlighted the programme's ongoing commitment to building confidence and creating positive opportunities for women across Leicester and Leicestershire.



Navaratri Celebration

Leicester City in the Community's Navaratri celebration took place in the Community Hub at King Power Stadium, bringing together participants, families, staff and community partners to celebrate one of the most important festivals in the Hindu calendar.

The event was inspired by a recommendation from a Leicester City in the Community Youth Panel member, highlighting the role young people play in shaping the charity's activities. Featuring cultural performances, community engagement and opportunities for people to come together, the celebration provided a welcoming and inclusive space for participants to share traditions and connect with others.



CLUB AND MEDIA ENGAGEMENT





PLAYER ENGAGEMENT

73 TOTAL PLAYER ENGAGEMENTS

BREAKDOWN

13

Men's First Team

23

Women's First Team

2

Development Squad

1

First Team Manager

10

Virtual Engagements

24

LCFC Legends



SOCIAL MEDIA



32K+



9.9K+



3.8K+



1.5K+



655+

56.7K+

COMBINED FOLLOWING

Including Followers From X Account
(Suspended Use)

1.5M+

IMPRESSIONS

Across All Social Media Channels

19.5K+

ENGAGEMENT

Across All Social Media Channels



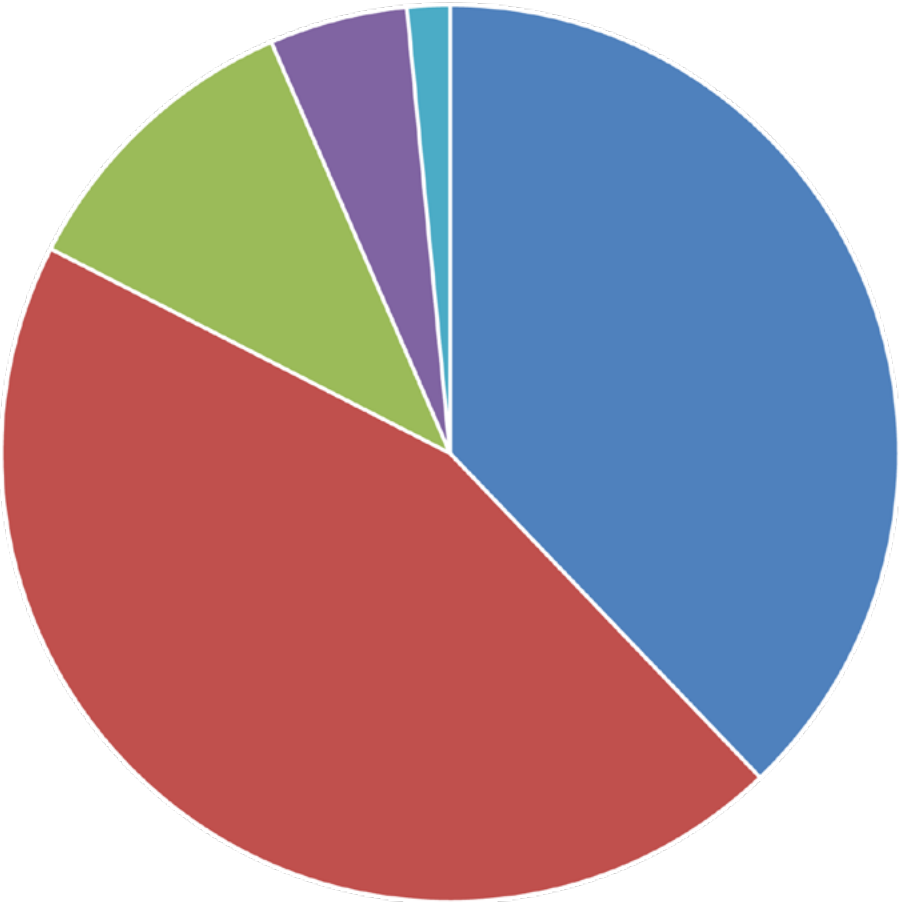
FINANCIAL INFORMATION

1 July 2025 to 30 June 2026

INCOME

Total £1,974,288.59

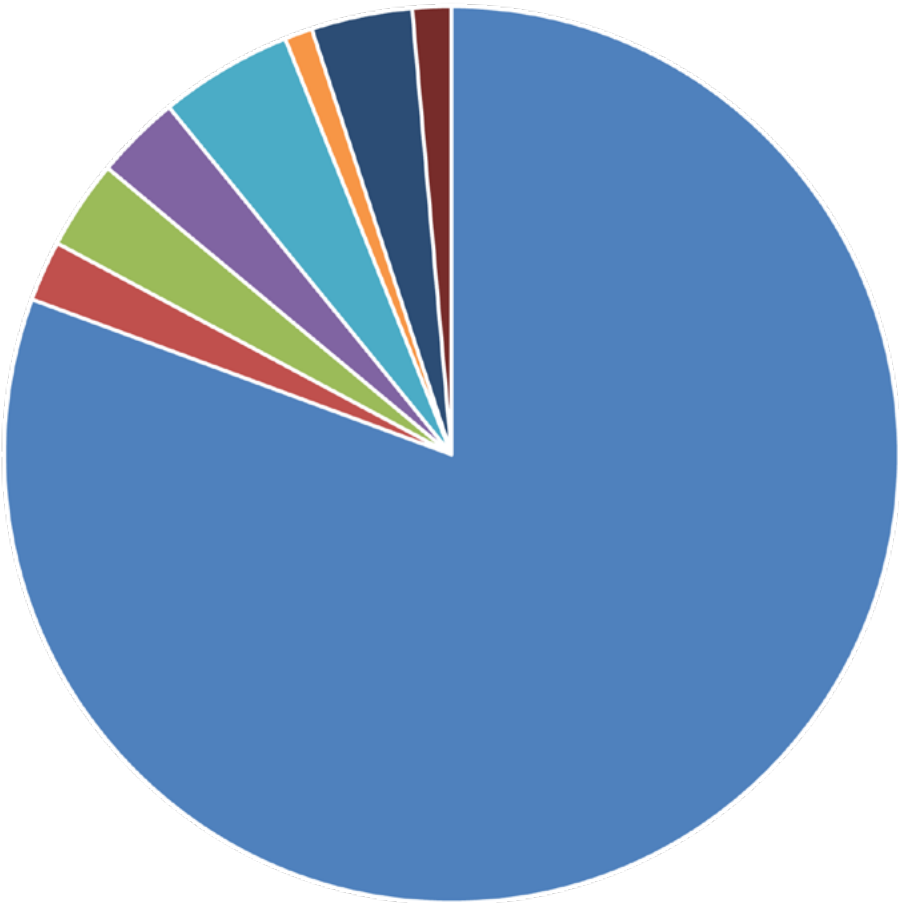
- PLCF/PLPFA
38%
- Other Grants
45%
- School Support and Interventions
11%
- Football Development
5%
- Other Unrestricted
2%



EXPENDITURE

Total £1,835,040.36

- Staff Costs
81%
- Travel Expenses
2%
- Overheads
3%
- Kit & Equipment
3%
- Facilities
5%
- Competitions & Events
4%
- Other
1%
- Training
1%



WITH THANKS TO OUR FUNDING PARTNERS





LEICESTER CITY IN THE COMMUNITY

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