



**LEICESTER CITY**  
IN THE COMMUNITY

**2024/25 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.**

The 2024/25 season has been both successful and challenging for Leicester City in the Community. As we continue to grow our presence across the city and county, we've navigated a complex landscape while staying true to our values. Throughout this period, despite a challenging landscape, we've secured significant new funding to enhance our work, strengthened and expanded our partnerships to reach even more people, and embedded our 2024–27 strategy – a roadmap that will guide us through the years ahead.

A key milestone this year has been the successful development of our Theory of Change and Organisational Outcomes Framework. These foundational tools will underpin our strategic approach, helping us remain focused, accountable and effective as we address the evolving needs of our communities.

When we launched our previous strategy in 2019, we could not have foreseen the scale of the challenges that would unfold. The COVID-19 pandemic, the ongoing cost-of-living crisis, and global instability have deeply affected lives across LLR. These unprecedented circumstances forced us to adapt, collaborate, and listen more intently than ever before. While we recognise that we didn't always get everything right, we are energised by the way our previous strategy empowered us to respond quickly and meaningfully to urgent local needs.

Our community hub model, the basis of our previous strategy, gave us the flexibility and local insight to deliver targeted interventions where they are needed most. It works – and it has taught us a great deal. But the work is far from over.

Our 2024–2027 strategy builds directly from those foundations – from what we achieved, what we learned, and where we need to go next. Targeted, area-based interventions remain central to our delivery. We will continue to listen closely, adapt purposefully, and respond with care. While the external context will inevitably shift over the next three years, so will we, in step with the communities we serve, and alongside our outstanding network of partners, as we recognise that we are stronger together.

LLR continues to be defined by its diversity, strength and spirit – but we face pressing challenges. Food insecurity remains widespread. Many young people tell us they feel disconnected and alone. Mental health needs are rising, and social isolation continues to affect both older and younger members of our community. Physical activity levels and childhood obesity rates in our region are among the most concerning in the country. These are not small problems – and we are committed to tackling them head-on.

We may not know exactly what our programming will look like by the end of this strategic cycle, but we are certain of our direction: local, collaborative, and focused on place-based impact. Each day, we will work to build a stronger sense of belonging – driven by our brilliant people and the unifying force of the Leicester City FC family. No matter who we are or how we got here, we all belong. We are Leicester. We are for everyone.

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# OUR SEASON IN NUMBERS

7

UN Sustainable Development Goals supported

**32+**  
projects delivered

OVER  
**12,000**  
people engaged

**£1.6M**  
raised through grant funding  
and paid opportunities

**126**  
player engagements at  
sessions and events

**£50,000**  
of Apprenticeship Levy transferred from LCFC and  
invested into LCitC staff development

**58%**

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

**26%**

of staff are former participants or volunteers

**100%**

staff feel proud to work for LCitC

OVER  
**260**

hours of community activity at LCFC Seagrave Training Ground

OUR PARTICIPANTS...

**41%**

women and girls

**47%**

from ethnically diverse communities

**11%**

with disabilities



# 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**

**Click the screen to watch our overview video to learn more about what we do.**



# OUR STRATEGY OUR IMPACT

Promote and increase **school engagement**

Facilitate community #GiveBack programmes.

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

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

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

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

Raise awareness of **good oral health**

Increase opportunities for **women and girls**

Create new **opportunities**

Increase levels of **physical activity**

Facilitate meaningful social interaction

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

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

Promote wellbeing through **outdoor learning**

Deliver **targeted interventions**

to the right people, in the right place at the right time

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

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

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

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

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

Increase happiness and a **sense of worth**

Improve **mental health** and wellbeing

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

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

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

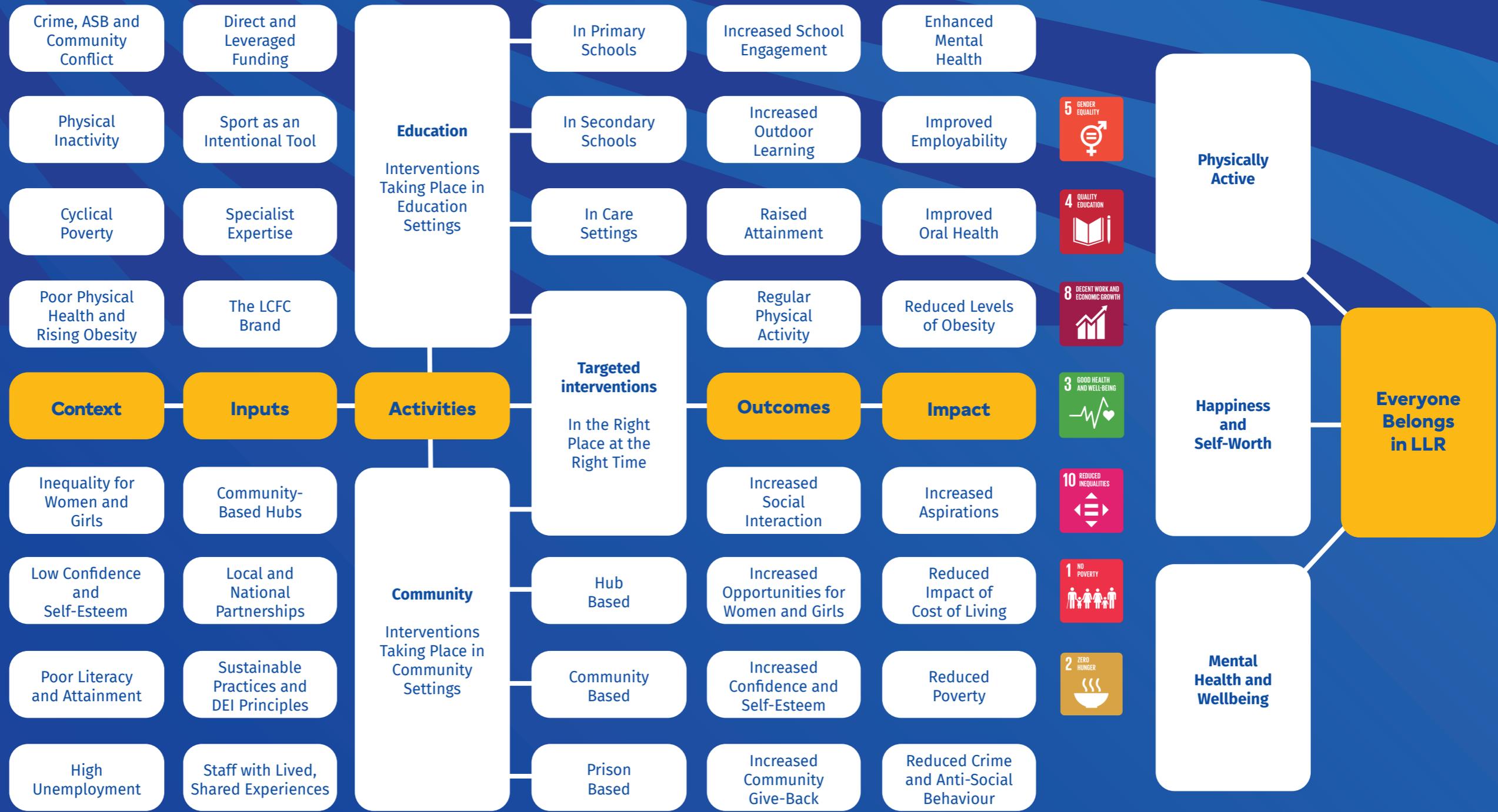
Reduce the impact of **food poverty**

Reduce obesity

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



# THEORY OF CHANGE



KING POWER  
KING OF FOOTBALL



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

## STAFF SATISFACTION SURVEY

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

**100%**

**of staff feel proud to work for LCitC.**

**98%**

**of staff enjoy their work.**

**94%**

**of staff are inspired by their colleagues.**

**96%**

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

**92%**

**of staff feel that they can be themselves at work.**

**96%**

**staff feel challenged and excited by their work.**

## STAFF DIVERSITY

**37%**

**Women & Girls**

**4.3%**

**Disability**

**22%**

**Ethnically Diverse Communities**

**2%**

**LGBTQ+**

**Average 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.

**26%**

**We are pleased to recognise that 26% of our staff team have progressed through our Grow Your Own pathway.**



# RECOGNITION



## ALICE & TAMAR

Premier League Inspires Mentors Alice Mason and Tamar Barton recently won Education Awards for their dedication to their roles and profound impact on the young people they work with.



## ALI

Premier League Kicks Coordinator Ali Adnan was presented with our Community Captain award as part of the Premier League More Than A Game campaign, by then-manager Ruud Van Nistelrooy.



## ADAM & DAVE

Our longest serving staff members, Adam Martin and Dave Eassom, were recognised for their contribution to education and sport and received an invitation to His Majesty the King's royal garden party at Buckingham Palace.



## DAWN

Wellbeing Coach Dawn Tobin won two Charnwood Sports Awards for her running work and her resilience throughout her personal battles with cancer.



# COMMUNITY HUBS

# COMMUNITY HUBS: AFRICAN CARIBBEAN CENTRE

Leicester City in the Community's partnership with the African Caribbean Centre (ACC) began in September 2024, with the conception of a Black History Month Celebration event, hosted by the ACC and supported by Leicester City in the Community.

The event was a huge success, with over a hundred guests in attendance and a surprise visit from LCFC First Teamers Ricardo Peirera and Odsonne Edouard (pictured).

Following from the success of this event, the ACC became a cornerstone of some of our stand-out projects. Since our partnership began, we've hosted dance sessions there, family events, as well as a cohort of Healthy Goals, which is aligned to the Active Women programme, and educates adults on how to live a healthy lifestyle. In the setting of the ACC, the programme was incredibly effective.

Staff frequently meet at the centre, which has become a popular hub for both internal and external meetings. It also serves the best jerk chicken in Leicester, according to our colleagues from Ipswich Town in the Community, who attended the ACC as part of a best practice visit during the season.

Next season, we look forward to hosting more sessions and events at the venue, and are grateful for the contributions and support of the ACC staff.





HOME OF LEICESTER CITY

STANLEY

# EDUCATION



# PREMIER LEAGUE INSPIRES

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

**2300**

young people engaged

**27%**

increase in overall participant mental wellbeing



# PREMIER LEAGUE PRIMARY STARS

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

**68%**

of participants have improved mental wellbeing

**95%**

of teachers have improved skills, knowledge and confidence

# PREMIER LEAGUE PRIMARY STARS: SUMMAR'S STORY

**Summar, a pupil at a partner primary school, began her journey with the Premier League Primary Stars programme as a quiet and reserved girl. Whilst getting to know her though, it quickly became clear that Summar had a passion for football.**

Summar was a driving force behind the creation of a girls football team at her primary school. Through this, with the support of Leicester City in the Community and school staff, her football skills flourished, and as her abilities grew, so did her leadership qualities and self-belief. Her energy and determination on the pitch is a joy to witness, and LCiC coaches are excited to see what the future holds for her.

Having stood out to staff all year, Summar was nominated as the official Premier League mascot for the LCFC v Brentford fixture at King Power Stadium, an opportunity that was presented to her with a surprise visit to her school. Leicester City in the Community visited Summar's school during a morning assembly with Filbert Fox, to present the aspiring footballer with a letter that explained what we had in store for her. Summar was over the moon.

When matchday rolled around, Summar met Leicester City players, walked out onto the pitch with the match officials, and proudly collected the match ball for kick off. The moment was a celebration of everything she had achieved—not just as a talented footballer, but as a confident, empowered young leader.

Summar's story is a testament to how sport, supported by programmes like Premier League Primary Stars, can be a powerful catalyst for personal growth and female empowerment.





Premier League Fans Fund

# CORPORATE FOR KIDS

Provides groups of children and young people with hospitality experiences on WSL matchdays.

**191** participants attended a WSL fixture

**75%** of attendees felt more connected to LCFC Women



More than a game.



# PREMIER LEAGUE CHANGEMAKERS

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

**30** young people engaged

**75%** took part in enrichment opportunities



# CORPORATE FOR KIDS: HALEEMAH'S STORY

**When we first met Haleemah on the National Citizen Service (NCS) programme, she was a quiet and reserved young girl who rarely left her room. Despite her love for football, her confidence and social anxiety often held her back from fully engaging with the world around her, something that used to concern her family.**

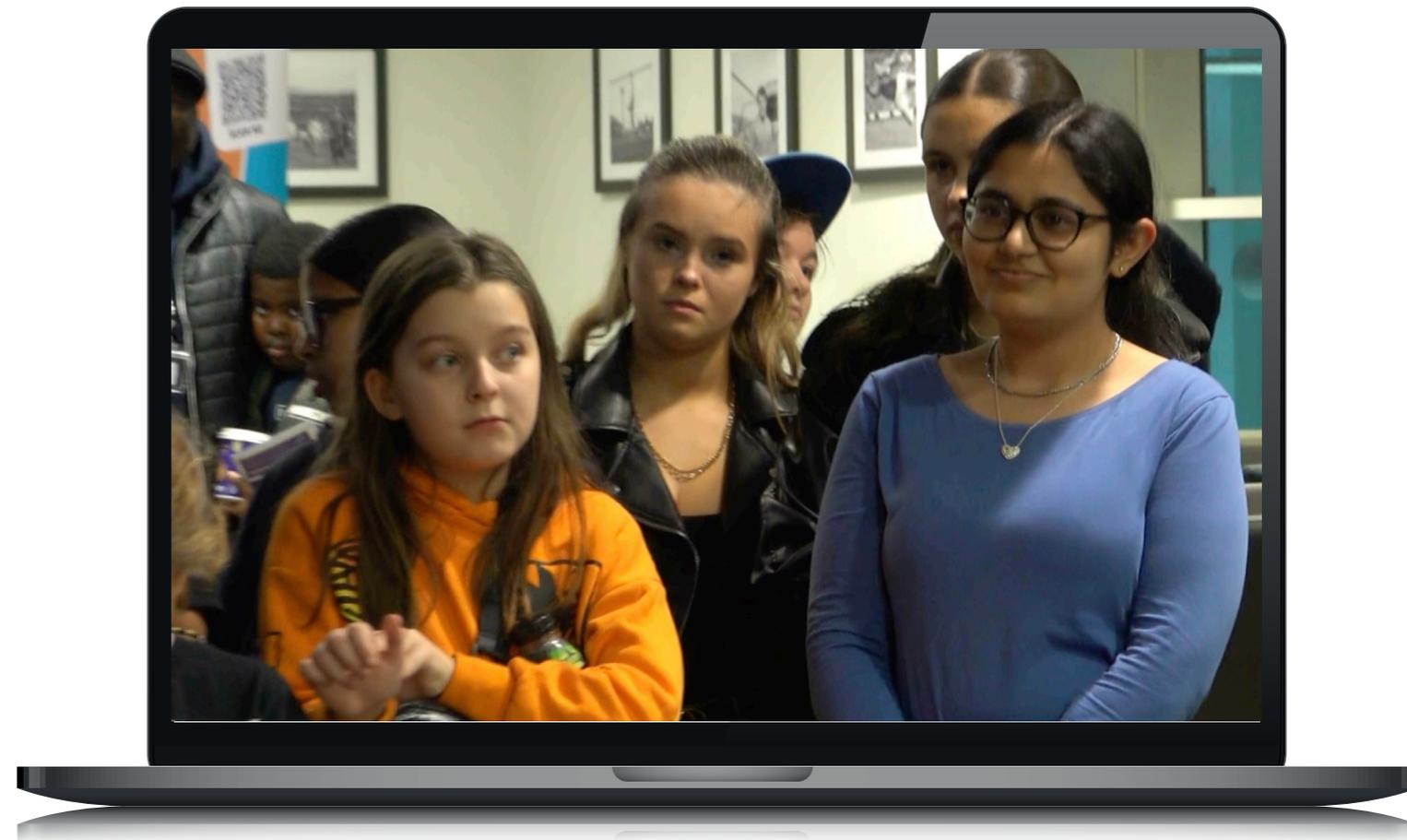
This slowly changed though, and as Haleemah did more with Leicester City in the Community, she came out of her shell. At this point, we discovered her passion for LCFC Women; her and her sister attend every game, with Haleemah referring to the team as her idols.

It was at that point Haleemah was invited to participate in the Corporate For Kids programme, a unique WSL hospitality experience for children who might not have the means to experience a matchday, let alone in a hospitality lounge. This unique programme gives young fans like Haleemah unforgettable experiences; she had opportunity to be a flag bearer on matchday—a moment that brought her face-to-face with the team members she looks up to so much.

The change in Haleemah has definitely been noticeable, and is something her mother credits to Leicester City. "On the mental health side of things, it's really brought her out of her shell." Her mother remarks, a testament to Haleemah's newly found connection to the club.

On this, Haleemah says "Once you have that badge it's like, yeah, this is me, I really belong here. You sort of like, work together and it's like yeah this is where I belong. Family." This commitment and positivity have not gone unnoticed. This year, she was honoured with a Leicester City in the Community Award, recognising her dedication and involvement across multiple programmes.

Haleemah is a joy to engage with, she's always so grateful for any experience, especially her time on Corporate For Kids, and really highlights our primary mission; creating a place for everyone at Leicester City in the Community.



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

# FOXES FRIDAY

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

**94%**

attendance at group sessions

**90%**

of participants reported improved feelings of wellbeing



# FOSTER THE FUTURE

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

**53**

young people engaged

**90%**

attendance at sessions



# VRN

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

**80%**

of participants engaged with multiple elements of the programme

**84%**

increased confidence post intervention



# URBAN FOXES

A girls-only Urban Sports Programme focusing on more out-of-reach sports like Snowsports, Skateboarding and Rock Climbing.

**171**

young girls engaged

**3**

participants attended advanced Snow Camp activity in Andorra

*"I hope you always get to run these sessions – it's so great to have a girls only space for slightly older girls where they can enjoy a new sport that's safe, welcoming and friendly. Lily absolutely loves it and would love to keep attending as long as she can."*

Parent of Participant



# FOXES FRIDAY: JOEL'S STORY

**Fridays at Leicester City in the Community are one of the team's favourite days. In 2019, LCitC set up Foxes Friday, a one-day a week alternative provision for Key Stage Two children with Social, Emotional and Mental Health (SEMH) needs. Schools refer children who may be struggling with traditional education environments to the programme, where they receive 1-2-1 mentoring, engage in small group sessions and take part in alternative learning every Friday until the end of the school year.**

In 2024, Leicester City in the Community received one of these referrals for then eight-year-old Joel. Written by his school's Special Educational Needs Coordinator (SENCO), his referral detailed Joel's difficulty adapting to changes at home, his SEMH needs, and his challenging behaviour. Joel had a high risk of exclusion, little ability to communicate effectively and struggled to engage with others.

When Foxes Friday Mentor Paige visited him for the first time, Joel didn't speak, nor did he look up from his iPad. When he joined group sessions, his first few weeks were even more of a challenge, with Joel hiding under tables, refusing to engage with the other children, and becoming physical with mentors and peers alike.

Foxes Friday Coordinator Jake says, "Joel had a really difficult time adapting to the sessions, which is understandable given his circumstances. It was hard. Slowly but surely though, things started to change."

Joel hit a real turning point during an outdoor learning-themed session a few weeks in. He absolutely loved it, and it was the first time the coaches saw him engage with the other children in a positive way.

Small improvements, like simply putting his hood down and taking his coat off, which was something he'd never usually do, gave way to huge milestones. Joel played sport, engaged in swimming sessions, attended trips, and even went on a residential – his first time away from home – with an optimism and excitement the coaches never thought they'd see.

In June 2025, Joel won a Leicester City in the Community Education Award, after being nominated by Jake. His nomination read "Joel joined Foxes Friday for the first time this year, and his level of engagement, resilience and personal development has been outstanding. He's come so far in the short time he's been with us, attending almost all of our enrichment activities, and more sessions than any other child on the programme. It has been a true pleasure to work with Joel, and we the team can't think of anyone more deserving of this award."

And, when Paige contacted Joel's Mum to ask her permission for Leicester City in the Community to tell his story, she not only said yes, but said "The change that I've seen in Joel, not just socially but in every way, is incredible. **You should all be so proud of yourselves for what you have done for my child.**"



# HOLIDAY ACTIVITIES & FOOD PROGRAMME

The DfE Holiday Activities and Food programme (HAF), provides eligible children and young people with access to free activities and food over the Easter, Summer and Winter school holidays.

**500**  
young people engaged



# NCS

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

**94%**  
improved teamwork skills

**30%**  
of participants attended more than one enrichment activity



# FOREST FOXES

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

**288**  
young people engaged

**95%**  
of engaged schools are now delivering their own Outdoor Learning activities



# LEGO DISCOVER

LEGO Discover is a Science, Technology, Engineering, and Mathematics (STEM) programme for early years, supporting participants to develop STEM and real-world problem-solving skills.

**20**  
early years classes engaged

**587**  
pupils provided with free LEGO kits to take home



# PLAY ON

The Play On programme is a 1-2-1 mentoring programme supported by the Leicester, Leicestershire and Rutland Child and Adolescent Mental Health Service (CAMHS) that aims to support young people with mild to moderate mental health and wellbeing concerns.

93%

of participants have improved feelings of wellbeing

37

participants attended social enrichment activities



# HIDDEN HEROES

We support young carers by providing mentoring and enrichment opportunities that empower, engage, and inspire them to balance their caregiving duties with personal growth and education.

100%

of participants attended an enrichment opportunity

1

anthology published with participants' creative writing



# WHAT'S YOUR STORY?

A player led pilot project, where Women's Super League players tell their story to empower young girls to do the same through art, music, and other creative means.

92%

of participants from an ethnically diverse community

2

player appearances and matchday opportunities

*"Thank you, Leicester City in the Community, for letting me be a part of something this special."*

Sophie Howard, LCFC Women

Supported by



# SENSE COLLEGE: OUR PARTNERSHIP

**Leicester City in the Community's partnership with Sense College blossomed throughout the 24/25 season. The college, in Loughborough, is a specialist Further Education college for students with complex disabilities aged 18-25.**

Our mentor, Pat, who works in Sense College, has built a great rapport with the students, allowing them to take control of their learning and choose activities that suit them and their needs. The sessions help students who may otherwise not participate in any physical activity remain fit and active, and increases variety in their education and social activities.

College staff have fed back that the students really enjoy the sessions, and that it is one of their favourites each week.

The partnership extends beyond the college walls too, with students and staff from Sense having been a key part of the development of sensory stadium tours at King Power Stadium, feeding back to LCFC staff on ways to improve and build upon the offer.

Pat has become a key part of the College, and somewhat of a role model for the students. His own experience at Sense College when he was younger means that the students have someone to look up to, and they often ask questions about his time as a student there, and Pat is always open to sharing his story.



**[Click the screen to learn more about our partnership with Sense College.](#)**



# COMMUNITY ENGAGEMENT

Supported by



## PROJECT 15

Project 15 works with families with limited access to services and opportunities, providing support and guidance through workshops, stay-and-play sessions, and coffee mornings.

**92%**  
of participants feel more confident to be socially active

**5**  
player engagement events for families

## THEN, NOW AND FOREVER

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

**200+**  
in attendance at Forget Me Not Festival hosted at King Power Stadium

**36**  
participants attended an overseas trip to Bruges

# MIND COFFEE MORNING

Open to anyone aged 18+, the Mind Coffee Morning is a free drop-in session that takes place weekly at King Power Stadium to offer social interaction and support to anyone that might need a chat.

**25+**

regular attendees

**40**

people took part in our Christmas Coffee Morning social event



# WALKING FOOTBALL

Weekly walking football sessions hosted at a variety of locations across Leicester for adults aged 50+.

**12**

participants played Walking Football abroad against OH Leuven

**12**

fixtures have also taken place in Nottingham and Derby



# WEIGHT LOSS LEAGUE

Leicester City in the Community's Weight Loss Football League is open to anyone 30 years+, with a BMI of 27.5 or above, who wants to get active and lose weight.

**110KG**

lost in one cohort

**37**

participants played on the pitch at King Power Stadium



# FOOTBALL WELCOMES

Using the power of football to welcome refugees and people seeking asylum in Leicester and Leicestershire.

**348**

participants engaged

**25**

different nations represented

*"We are so happy. Leicester, especially is like, multi-cultured, and they make us like one family."*

Football Welcomes Participant



# FOOTBALL WELCOMES: IN CONVERSATION WITH JORDAN AYEW

**Leicester City in the Community's Football Welcomes programme is an Amnesty UK backed initiative that provides free weekly sessions across Leicester and Leicestershire.**

Football Welcomes uses football as a tool to welcome people who have come to Leicester and Leicestershire as refugees or people seeking safety, connecting them with the community, boosting health and wellbeing, and reducing social isolation.

Every April, we celebrate Football Welcomes Month, which this year included inviting participants and staff from the programme to the LCFC Training Ground in Seagrave, where they had the chance to speak with first team player Jordan Ayew.

As part of the conversation, Football Welcomes Coordinator Joe, staff member Sabir, and participant Mo learned more about the forward's own experience of moving from France to England, and how he adapted to the change.

Throughout April, Leicester City in the Community worked to raise the profile of the programme and the wider Football Welcomes Refugees campaign. The video with Jordan Ayew kicked off a series of events that highlighted the impact of the project and gave participants a platform to share their stories.

During the month, Leicester City in the Community's Football Welcomes participants also played a friendly match against Newcastle United Foundation's Football Welcomes team in Leicester. Afterwards, both groups shared a meal and swapped stories before heading to King Power Stadium to watch the Premier League fixture between the two clubs.

April also saw the return of the annual Football Welcomes Tournament at Loughborough University, which brought together teams from across the Midlands, including Coventry, Derby and Loughborough. A team representing Derbyshire Refugee Solidarity lifted the trophy as this year's champions.

Meanwhile, weekly Football Welcomes sessions at continued in Leicester, delivered in partnership with After 18, and in Loughborough supported by Loughborough Students Union and Loughborough Town of Sanctuary.

In addition, Leicester City of Sanctuary, British Red Cross, Fearon Hall, and Islamic Relief UK remain valued supporters of the programme.



[Click the screen to watch our full conversation with Jordan Ayew.](#)

# WALKERS REPLAY

Walkers Replay uses the power of football to increase physical activity and connection, specifically in the New Parks area of Leicester.

120

adults engaged over six months

3

staff members employed from the New Parks estate



# STREET SOCCER

A nationally acclaimed personal development programme for 18–30 year-olds who are currently homeless, or at risk of becoming homeless.

3

cohorts delivered throughout Leicester

36

adults participated in 2 Street Soccer Cups



# STEADY STEPS

Weekly fitness sessions at King Power Stadium for people recovering from a fall or with mobility issues.

87

people engaged

75%

of participants engaged positively with LCitC



# GOAL DIFFERENCE

Football-themed mental health and wellbeing support for adults at King Power Stadium.

31

participants engaged in the programme

12

of these were referrals from the NHS



# PRISON & PROBATION

Delivery of a football leadership programme within HMP Fosse Way and supported by SERCO, and engagement of people on probation in partnership with EFL in the Community.

35

people engaged

12

cohorts



# PREMIER LEAGUE KICKS: DANIEL'S STORY

**In 2021, during the difficult and uncertain times of the COVID-19 pandemic, we met Daniel. At the time, he was participating in a Holiday Activities and Food (HAF) programme at Cedars Academy, and was soon introduced to our Premier League Kicks sessions at Beaumont Park, not far from his family home. This introduction has since proved to be the start of an incredible journey for Daniel, one that has led to remarkable growth, leadership, and the discovery of his aspirations.**

At first, Daniel attended the weekly sessions with his brother, and it soon became clear that he was a dedicated participant. However, as time passed, he began to attend the sessions independently, demonstrating a strong commitment to improving himself both on and off the pitch. What started as a simple weekly activity soon became a significant part of Daniel's personal development, offering him a platform to grow and thrive.

Over the years, the change LCitC staff have witnessed in Daniel has been huge. When he first joined Premier League Kicks, Daniel was quiet and reserved, rarely participating or speaking up in group sessions. Slowly though, his confidence began to flourish. Daniel began to actively engage in group activities, communicate more openly with others, and participate in team discussions, as well as volunteering in young leader roles during sessions.

During his tenure with the Premier League Kicks team, Daniel discovered a passion for goalkeeping; an interest that has influenced his career aspirations. He now dreams of becoming a goalkeeping coach, and his enthusiasm for this journey has significantly boosted his self-esteem and initiative. His dedication is evident in every session and tournament, which is why Leicester City in the Community took him to the LCFC Training Ground to meet his goalkeeping idol, Mads Hermansen.

Beyond the pitch, Daniel consistently displays his commitment to the Premier League Kicks community through his involvement in various tournaments, workshops, and social action projects. His participation in these initiatives has helped him develop his teamwork skills, leadership qualities, and social responsibility. These experiences have allowed Daniel to make a meaningful impact both within the Premier League Kicks programme and in the wider community, and they have further solidified his place as a valuable and respected member of the Premier League Kicks family.

Premier League Kicks uses football to connect young people within the community in order to help them to reach their full potential

**OVER  
97%**

of participants enjoy coming to Premier League Kicks Sessions



**Click the screen to watch Daniel's Match of the Day feature.**



## ACTIVE WOMEN

A female-only programme based in the Wycliffe Ward in Leicester, aimed at getting women aged 18+ both physically and socially active.

**1400+**  
contact hours across

**92**  
sessions

*"I used to be someone's wife, someone's Mum, but through Leicester City in the Community, I found myself. I'm Davinder now."*

Davinder, Active Women Participant



## ACTIVE GIRLS

Stemming from the success of Active Women, Active Girls was launched in 2024 to increase opportunities and physical activity for young girls in Leicester.

**118**  
young girls engaged

**39**  
participants attended the Active Girls Festival

# FOOTBALL DEVELOPMENT

## FOOTBALL CAMPS

School holiday football camps for children aged 7 – 13.

**95%**

of people said they would recommend our football camps and would like their children to attend again in future

## SKILLS CENTRES

Weekly term-time development sessions consisting of training and matches for children aged 7 – 13.

**41%**

of children who attended Skills Centres were female



# POWERCHAIR FOOTBALL

Weekly sessions at Huncote Leisure Centre providing football activities for those with disabilities.

**100%**

of participants said they enjoyed the sessions

## JAMES' STORY

James, a passionate Leicester City supporter and season ticket holder, is rarely seen without LCFC merchandise. It has become a familiar sight at Leicester City in the Community's Powerchair Football sessions, which James attends every week.

These inclusive sessions are designed to make football accessible for individuals with disabilities, creating a welcoming and supportive environment for all participants. For James, they've become much more than just a sporting activity – they're a source of confidence, camaraderie, and growth.

"James has always enjoyed football. He's really enjoying the team play, and the coaches have really brought him a long way with this." Says his mum, reflecting on his journey.

James has flourished both on and off the pitch, developing his skills at the sessions while also engaging in many of Leicester City in the Community's enrichment activities. His dedication was recognised with a Community Award, presented by the Lord Lieutenant of Leicestershire and LCitC Chair of Trustees, Mike Kapur.





# CAMPAIGNS AND EVENTS

# PREMIER LEAGUE MORE THAN A GAME AND LEICESTER CITY IN THE COMMUNITY'S WEEK OF ACTION

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. These were:



## Jane

We surprised Jane at her official volunteer interview at King Power Stadium. Before deciding to volunteer with us, Jane was the headteacher at our Premier League Primary Stars school, Stokes Wood, for over twenty years.



## Raj

We surprised Raj in a morning assembly at his school, which is part of our Premier League Inspires programme, as recognition for his amazing work as part of our Youth Panel.



## Anita

Anita was presented with her award during one of her regular Skills Centre sessions, as thanks for being one of our longest-serving volunteer coaches.



## Karen & Paula

Filbert Fox and Senior Manager Dan visited Karen & Paula's Board meeting at Samworth Brothers HQ to surprise them with their awards and thank them for their incredible support around our Food Poverty work.



## WELLBEING CELEBRATION

Leicester City in the Community celebrated all the work we do around wellbeing with a cross-discipline event to recognise the breadth of our reach and impact.



## LCITC GREAT CENTRAL SANTA EXPRESS

As part of our Winter Holiday Activities and Food (HAF) offering, Leicester City in the Community took over 150 children and young people to the Great Central Railway, where they engaged in a festive steam train experience, received a gift from Santa Claus, a card from a First Team player, and were visited by four LCFC Development Squad players. All participants received a food hamper to help feed their families over the Christmas break.

# WOMEN'S SUPER LEAGUE COMMUNITY TAKEOVER & WHAT'S YOUR STORY? LAUNCH

Leicester City in the Community launched a new storytelling project alongside Sophie Howard at the Women's Super League fixture against Manchester City at King Power Stadium in April.

Supported by the Premier League and Professional Footballer's Association, the project officially launched on a WSL matchday in Spring, with information stands, an empowerment marketplace, and the squad warming up in specially made What's Your Story? T Shirts. Participants from the project also took part in a half-time parade, and Head of Community Alli Tripney was interviewed pitchside about the project during the procession.

The project, designed to engage and empower female-centric family units, allows groups to explore their stories and backgrounds through various creative means, such as art or music, ending up with a final creative product that represents them, their family and their community.

Participants have so far created music and lyrics, as well as engaged in graffiti workshops, and by 2026 a whole range of storytelling art forms will have been created by community participants. These stories will come together for the first What's Your Story? exhibition at a selected LCFC Women fixture next season.

The project aims to develop participants' sense of belonging to Leicester and highlight the importance of community. Each What's Your Story? cohort will be visited by an LCFC Women player during their time on the project, with each player telling the cohort their own story to inspire them all to tell their own.

Supported by



# LCITC GOES INTERNATIONAL

Leicester City in the Community has facilitated several trips abroad in 2024/25, creating some once-in-a-lifetime experiences for participants and staff.



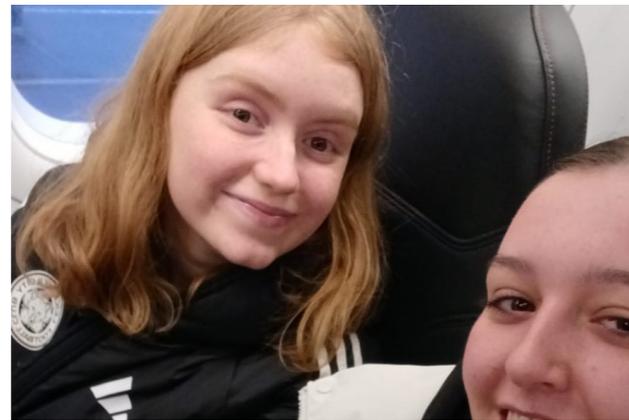
Walking Football participants went to Leuven to play against the OH Leuven Walking Football team.



Three Urban Foxes participants went to Andorra to complete a week's skiing and snowboarding course and development programme.



The Silver Foxes headed to Bruges to explore battlefield history and honour Leicester Fosse Players that died in the war.

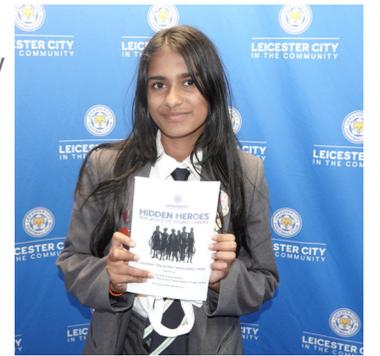


Apprentices Olivia and Caitlin attended the Johan Cruyff conference in The Netherlands.

# HIDDEN HEROES: THE VOICE OF YOUNG CARERS

In early July, a group of Young Carers, supported by Leicester City in the Community's Young Carers programme, became published authors. **Hidden Heroes: The Voice of Young Carers**, has been in the works for almost a year, hoping to give a platform to the creative poetry of some very special young people.

The anthology, written by Young Carers Coordinator Tina Shah, and teacher Sarah Mowday, features a collection of poetry from young carers from three Leicester City Schools. **Hidden Heroes** dives into the real-life experiences of teens and children, who are not only balancing school and friends, but also caring for their families. The anthology is packed with raw, heartfelt letters and poems where young carers open up about their challenges, feelings, hopes and dreams, and finally gives voice to their journeys.



Speaking of the creation of the poems and writings that have gone into the final product, Tina says "It's as if these children had finally been given a 'green light', freedom to share and create what they wanted. Some of these talented children unfortunately don't make it to their English lessons because they feel that they aren't academically capable or are too tired from their responsibilities of being a young carer."

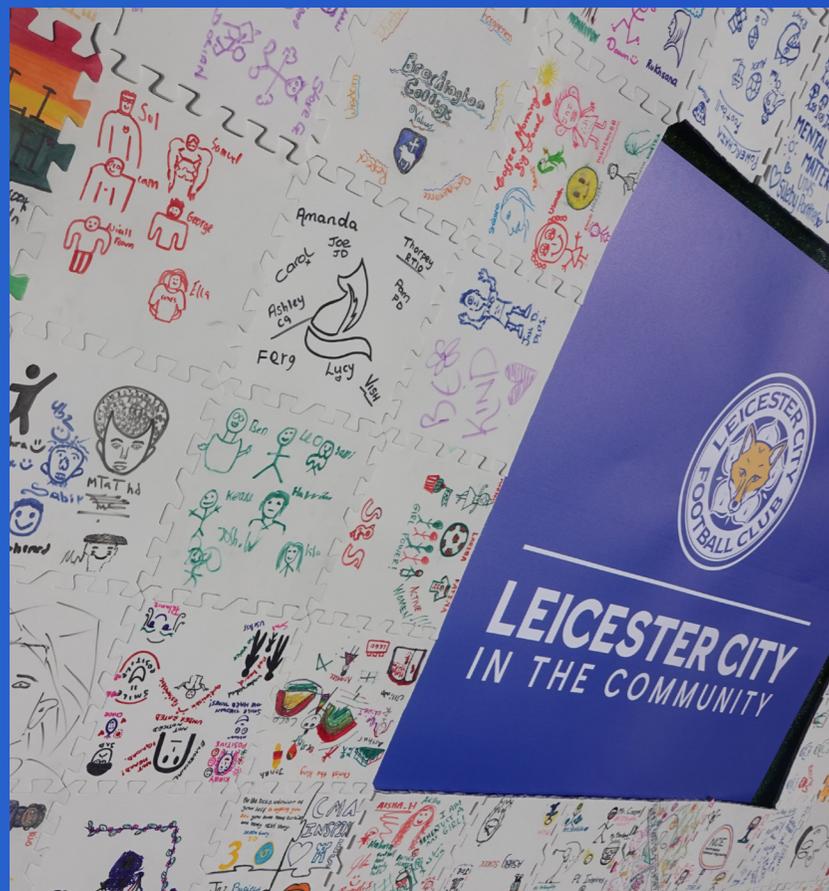
In July, Leicester City in the Community hosted an anthology launch event at King Power Stadium for the talented young authors, where a small amount of the books were signed by all the authors at the special signing event.

The Leicester City in the Community Young Carers programme, newly named **Hidden Heroes** by programme participants, has been running for several years, with over 100 Young People engaged in the programme since its inception. Sessions include after school clubs, one to one mentoring, and out-of-school enrichment activities to help young carers balance their adult responsibilities with a normal childhood.

One of these Young Carers, who features in **Hidden Heroes**, is Ankita, who we have known now for a few years. Ankita cared for her mother and siblings when her father passed away. Speaking of Leicester City in the Community's involvement in her life, Ankita says: "I thought it was just me going through a sad life and getting no support. But then it just completely changed. It's like they came out of nowhere to help me."

Ankita's story is a great example of the reasons Leicester City in the Community commit to the representation of **Hidden Heroes** in Leicester.

To purchase the book, visit <https://amzn.eu/d/3A5xyCw>



## MENTAL HEALTH AWARENESS WEEK

Leicester City in the Community delivers a wide range of mental health initiatives, and this season, for Mental Health Awareness Week, we launched Puzzle on the Pitch. Participants from across our mental health programmes were invited to draw self-portraits on blank puzzle pieces, which were then assembled on the King Power Stadium pitch to create a powerful artwork symbolising Leicester City in the Community's motto: there's a place for everyone.



# DIVERISTY, EQUITY AND INCLUSION

**As part of our Black History Month celebrations in October, LCFC first team players Ricardo Pereira and Odsonne Édouard joined participants for a day of activities at the African Caribbean Centre in Leicester. The players were joined by over 100 participants and engaged in a salsa class turned dance party and had a fantastic time.**

Elsewhere, players and staff alike supported Black History Month by sharing their stories, which formed part of a social media campaign to celebrate staff and community partners throughout the month.



# RUKHSANA HUSSAIN NAMED NO ROOM FOR RACISM ICON

**As part of the Premier League's No Room For Racism campaign, Community Coordinator Rukhsana Hussain was named LCFC's No Room For Racism Icon by the Premier League.**

Rukhsana leads our Active Women programme, and is a proud advocate for muslim women in sport, with multiple other award nominations for her dedication throughout the season within Leicester City in the Community and beyond.



# DIVERISTY, EQUITY AND INCLUSION

**Leicester City in the Community's Senior Education Manager, Emma Lowry, spent International Women's Day hosting an event for over three hundred attendees.**

A joint venture by LCFC and LCitC, the event celebrated female engagement across the entirety of Leicester City, with steel-pan performances from Forest Lodge's Steel Pan Band – one of our Premier League Primary Stars schools, and an engaging panel discussion from players Sophie Howard, Amya Hammond-McLean and Nelly Las. After the main event, a small marketplace opened which included information stalls from our Active Women team, and our Urban Foxes programme, where free Vans hats were given out courtesy of our partners, VF Foundation.



# ACTIVE GIRLS SUPPORTS PERIOD EDUCATION FOR ALL

**Alongside our friends at Freedom4Girls, Leicester City in the Community supported period education for young girls between the ages of 11 and 18. Freedom4Girls handed out free Period Pants to all participants at multiple LCitC events.**

Elsewhere, menopause education sessions took place for our Active Women groups, and coffee mornings for young mothers take place as part of our Foster the Future programme.



# DIVERISTY, EQUITY AND INCLUSION

Leicester City in the Community hosted an Iftar during Ramadan for participants from our Football Welcomes and Project 15 programmes, which was also attended by LCFC's Abdul Fatawu. The evening provided a unique opportunity for participants to pray and break their fast alongside the Foxes star, helping to create a sense of unity and celebration during Ramadan.

Adbul said, on the importance of football, faith and community: *"It was a special moment to join an Iftar at King Power Stadium. Ramadan is so important to me and many other people across the world, so it was very good to be a part of this. It was nice for me to meet the participants and to see the Club being so welcoming and supportive of opportunities like this."*



# NAVARATRI AND DIWALI EVENTS HOSTED AT KING POWER STADIUM

Leicester City in the Community's Navaratri event took place in the Community Hub at King Power Stadium at the end of September. The event came to fruition after a Youth Panel member advocated for the event the year prior.

Our Diwali event took place a month later, with dance performances from participants and creative activities engaged in by participants, families and staff alike.



# FOOD POVERTY: FESTIVE FOOD DRIVES & HAMPERS

**Leicester City Football Club and Leicester City in the Community teamed up with Samworth Brothers and FareShare Midlands to help families in need in December and hosted two festive food drives at the LCFC v Brighton and the LCFC Women v Chelsea Women fixtures at King Power Stadium.**

We asked fans to bring food with them to donate, collecting an impressive amount of tinned and non-perishable food items for delivery across Leicester and Leicestershire over Christmas.

The food collected was then packed, with the help of LCFC players Harry Winks and Bobby De-Cordova Reid, some of which was donated to St Andrews Play Association (SAPA), which is round the corner from the stadium.

Elsewhere, courtesy of funding from the Department for Education, Leicester City Council and Islamic Relief UK, and with support from local business, PAK Foods, the entire Leicester City in the Community staff team came together to engage in a huge food packing operation to create over 500 food packages for children and vulnerable families over the Christmas period.



# ENVIRONMENTAL SUSTAINABILITY



Leicester City in the Community spent December in the National Forest, with various schools who had engaged in the Forest Foxes programme throughout the year. With the help of 77 young people from 7 schools across Leicester and Leicestershire, as well as the Lord Mayor and Lady Mayoress of Leicester, we planted over four hundred and fifty trees in what will become a new woodland area in the next few years.



Alongside our partners, the Canal & River Trust, Leicester City in the Community helped to facilitate a sustainable Diwali display at Leicester Outdoor Pursuits Centre, where recyclable material was lit up by the riverside to celebrate the occasion. Our Forest Foxes team also had a stall at the event, using organic material to create light up decorations for the event's display.



To recognise Green Football's Great Save campaign, Leicester City in the Community hosted a Green Swap Shop at Highcross Shopping Centre, where members of the public could donate and swap clothes to prevent unwanted items from ending up in landfill. The event was a huge success, with LCFC Legend Steve Walsh making an appearance too. Any items left over were donated to LOROS.

# CLUB AND MEDIA ENGAGEMENT





# PLAYER ENGAGEMENT

## 126 TOTAL PLAYER ENGAGEMENTS

### BREAKDOWN

**27**

Men's First Team

**19**

Women's First Team

**16**

Development Squad

**1**

First Team Manager

**56**

Virtual Engagements

**8**

LCFC Legends



# SOCIAL MEDIA



33,500+



9,500+



3,600+



1,300+



650+

COMBINED FOLLOWING OF

58,000+

INCLUDING FOLLOWERS FROM X ACCOUNT (SUSPENDED USE)

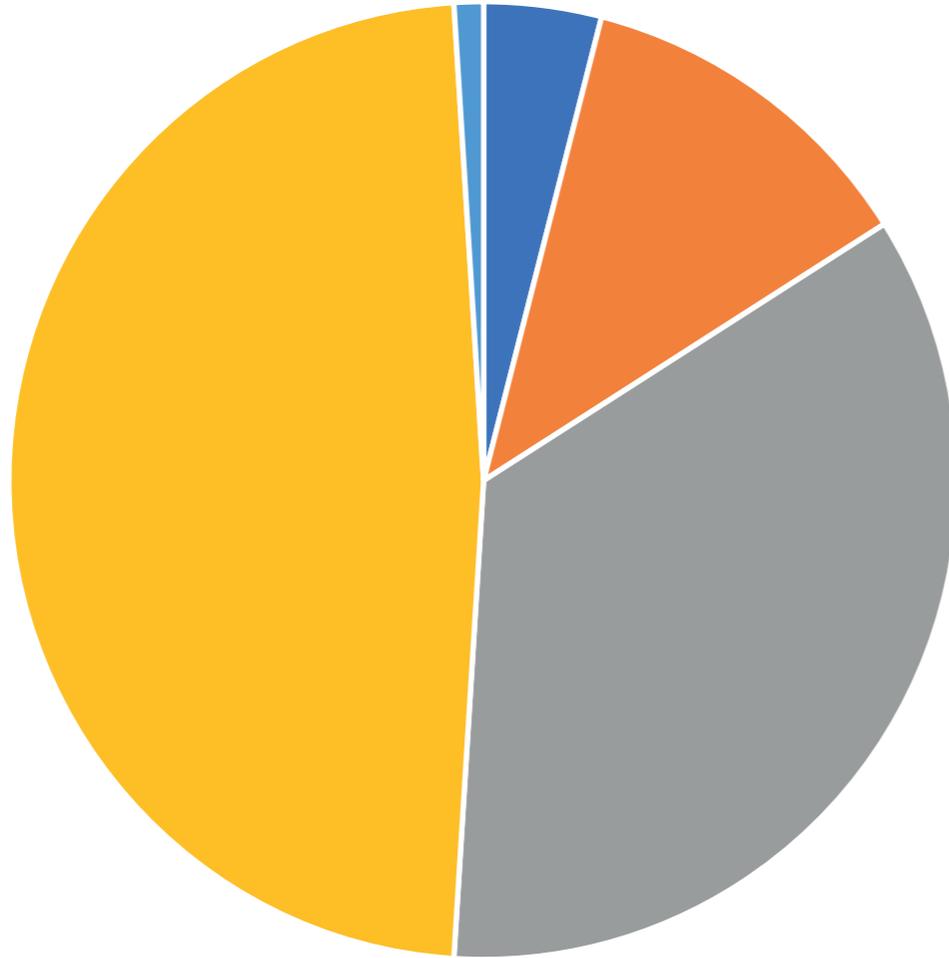
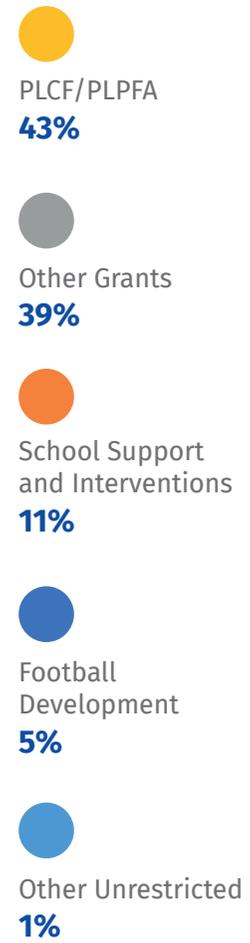


# FINANCIAL INFORMATION

1 July 2024 to 30 June 2025

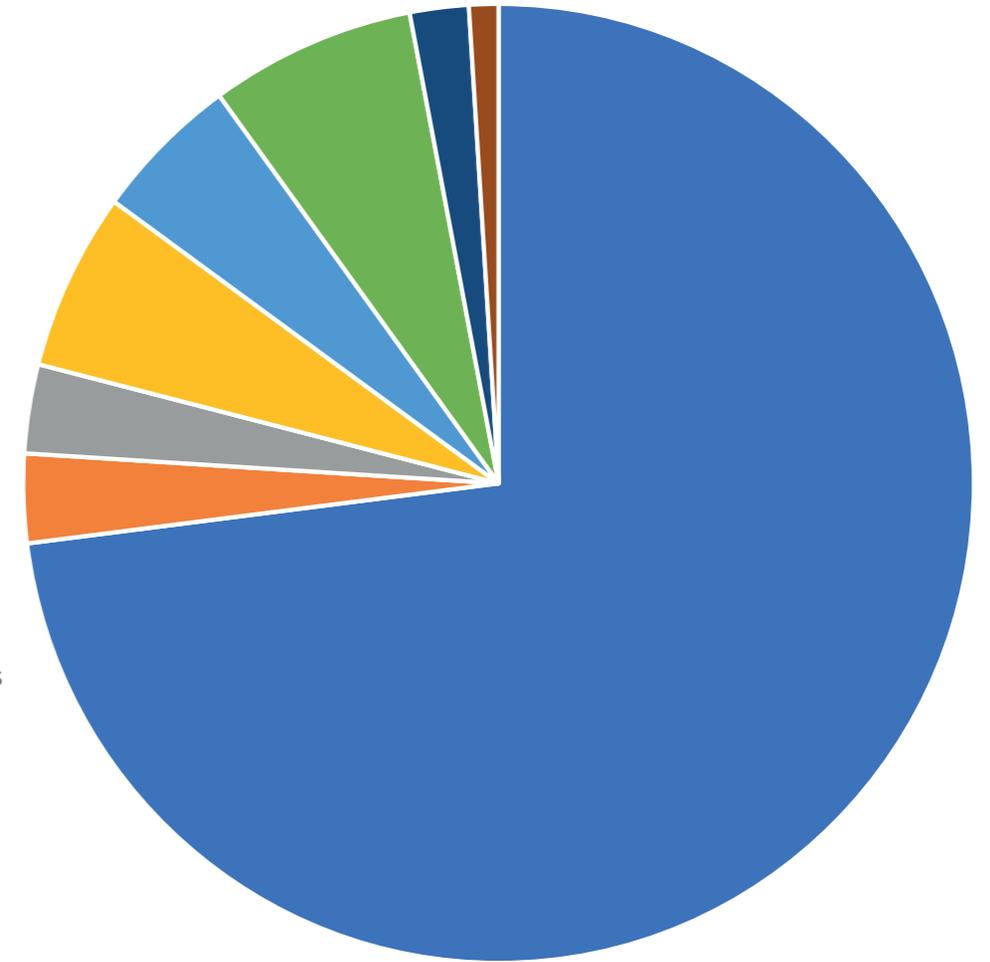
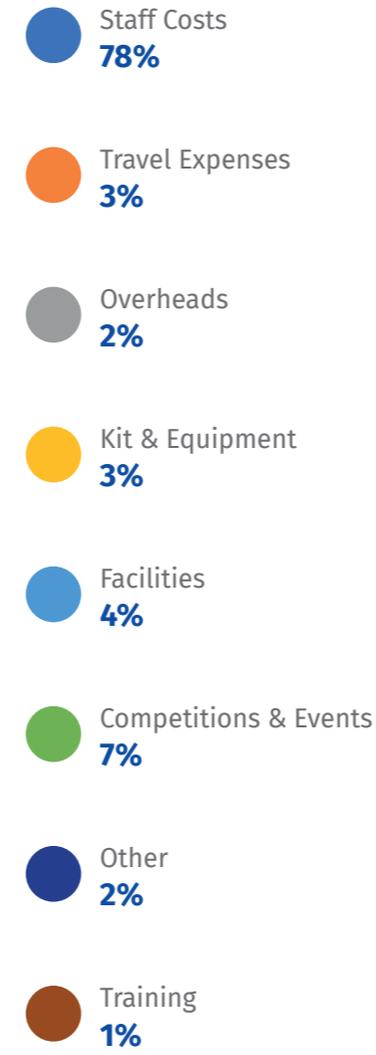
## INCOME

Total £1,950,383.51



## EXPENDITURE

Total £1,557,846.06



# WITH THANKS TO OUR FUNDING PARTNERS





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## LEICESTER CITY IN THE COMMUNITY

LEICESTER CITY FOOTBALL CLUB,  
KING POWER STADIUM | FILBERT WAY | LE2 7FL

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**Facebook:** [LCFCCommunity](https://www.facebook.com/LCFCCommunity)  
**TikTok:** [lcfc\\_community](https://www.tiktok.com/@lcfc_community)

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