



LEICESTER CITY IN THE COMMUNITY

STRATEGY 2024 - 2027

WE

ARE

LEICESTER



OUR STRATEGY

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

When we launched our previous strategy in 2019, it is fair to say that we had no idea of the challenges that lay ahead. The COVID-19 pandemic, cost-of-living crisis and numerous global conflicts had a seismic impact on people's lives within our community. New and acute issues emerged; people needed our support more than ever, in ways we could never have foreseen.

We had to listen, collaborate and adapt in order to meet those needs. Not to say we got everything right, but we were galvanised by the ways in which our strategy enabled us to change course and respond to the most urgent challenges. Our community hub model, the basis of that previous strategy, facilitated local action and consultation, meaning we were able to effectively deliver targeted interventions to those most in need.

The outcomes of that work, and the impact we delivered, assured us that the model is working. But there is more to do – much more.

Therefore, our strategy for 2024-2027 builds directly from the model, impact and learning from the previous cycle. Targeted interventions will be the foundational delivery mechanism for our work. We will listen, understand and respond to communities on a local level. We are certain the context will change over the course of the next four years, but so will our activity.

We will work tirelessly with those communities and our incredible network of partners to ensure we deliver for people most in need within LLR.

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

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

We are Leicester. We are for everyone.



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

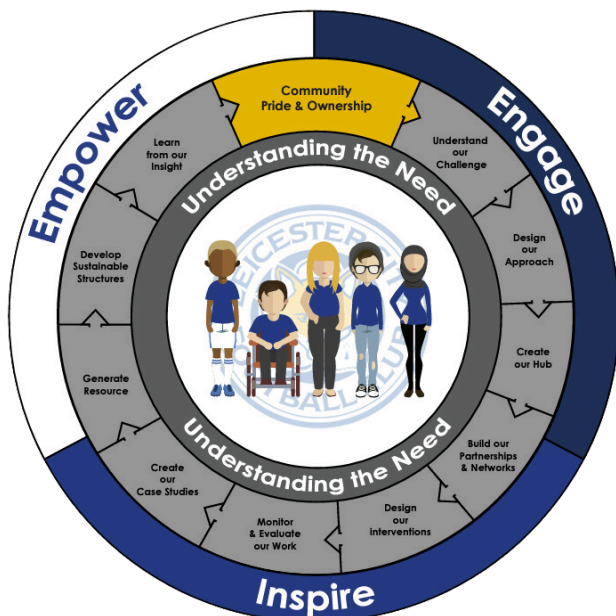
Everything we do is underpinned by our unwavering commitment to our six core values: we **Engage, Inspire and Empower** through **Togetherness, Respect and Pride.**

Targeted Interventions

Evidence-based programmes and activities designed to ensure we reach the right people, at the right time, in the right place. These will be bespoke and created with, and for, our communities.

Community Hubs

Built around a long-term, sustainable vision, the hubs are LLR-wide, hyper-local anchor sites in the heart of the areas they represent. It is from these hubs that we will co-design – and then deliver – tailored programmes, interventions and activities that address the most pressing needs of that respective community.



Partnerships

We are stronger together. Collaboration is a foundational principle by which we operate. We will work closely with existing and new partners, local and national, to deliver greater impact and best serve the needs of the people of LLR.

Environmental sustainability

We will work with our people and partners to embed environmental sustainability practice in everything we do. We have a responsibility to lead the way, engage, inspire and empower our communities to reduce environmental impact at every opportunity.

Our people

Nothing happens without our incredible, committed and passionate team. This is not just those out in the community delivering programmes, but those working behind-the-scenes in operational and development roles: they are the glue that holds everything together.



OUR THEMES

We will adopt a holistic, person-and-community-centred approach to our work. Either through direct intervention from our team, or through connection with our extensive network of local partners. We will ensure every person we engage gets the support they need.

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 primary thematic focus areas, the ones within which we will be working to deliver direct, life-changing outcomes for our communities, are Education and Community.

Education

We will deliver targeted education, training and employability interventions to raise attainment, employability and aspirations. We will work with early years, primary, secondary, further education, higher education, local authorities, alternative provision and health and wellbeing partners.

Children from low-income families often miss out on events that most of us would take for granted.

60% of children feel that they don't belong in school.

Exercise three times per week improves mental health and wellbeing in children.

Community

Targeted programmes, co-designed through our community hubs, tackling the most pressing local needs. We will work with voluntary and community sector, community safety, youth services, prisons, local authorities and health and wellbeing partners.

34% of Leicester residents are inactive.

38% of people have skipped meals for an entire day.

Social isolation damages your physical and mental health.

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.

We will continue to:

Engage, inspire and empower participants and partners across Leicester, Leicestershire and Rutland.	Match fund every paid place or programme.	Place the 'Grow Your Own' approach at the heart of our work, with at least 30% of our team being former participants.
Influence and advocate; maximising LCFC assets to raise awareness, provoke difficult conversations and prompt positive change	Maintain our status as a Real Living Wage employer	Harness our community hubs as focal points within their areas, each addressing the most pressing local needs.

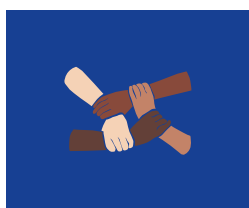
OUR DIVERSITY

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.



Disabled people

Work with all people, participants and partners to provide support for those with disabilities across our communities.



Ethnically diverse communities

Actively increase the representation of ethnically diverse communities through focused recruitment and initiatives.



Female representation

Strategically target the female demographic through transparent recruitment practices that promote equity.



LGBTQ+ communities

Create a safe environment where everyone feels safe and comfortable to work, collaborate and participate.

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."

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

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

Increase happiness and a **sense of worth**

"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

Improve **mental health** and wellbeing

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



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IMPACT



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

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

Health and Wellbeing Participant

"I feel part of a family here."

Project 15 Participant

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

Young Carer

Raise awareness of
good oral health

Increase opportunities for
women and girls

Create new
opportunities

Promote wellbeing through
outdoor learning

Deliver
targeted interventions

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

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

Reduce the impact of
food poverty

Reduce obesity

Ensure there's a
place for everyone



LEICESTER CITY
COMMUNITY



OUR CLUB

Leicester City Football Club are passionate and dedicated partners of ours, integral to our success. We couldn't do what we do without them, and we are committed to working together to deliver the outcomes of this strategy and raise awareness of our Club within its communities.

Together we will:

- Be a force for social change
- Deliver community benefit and social value
- Support the development of high-quality people and places
- Support local and national campaigns that utilise the brand name 'LCFC'
- Gain national recognition for community impact
- Support and complement LCFC's Diversity, Equity and Inclusion strategy
- Increase brand awareness within community settings
- Provide emotive, celebratory stories that demonstrate the impact of LCFC on our local communities
- Facilitate access to LCFC assets for participants and partners



**Scan to
connect and
engage**



LEICESTER CITY
IN THE COMMUNITY

