



LeicesterCity
in the Community

STRATEGY 2019 - 2023

Engage, Inspire and Empower

Our Strategy

Leicestershire is made up of vibrant, ambitious and resilient communities. It has long been a progressive model of multiculturalism, its civic identity enriched by its diversity. We are proud to be from here: we exist to support our communities and the people within them. Despite this immense spirit, the county is faced with unprecedented social challenges. This strategy outlines how we are going to help people to overcome them over the next four years and beyond.

Leicester City in the Community (LCiC) is an independent, registered charity governed by a board of trustees. Our first job is to listen and understand. 26,500 children in Leicester are living in poverty. 40% of 11-year-olds are overweight or obese. Educational attainment falls well below the national average across the county. Anti-social behaviour and knife crime are at record levels. These issues are deep-rooted and acute. We need to understand the causes before we can address the problems.

We know that a one-size-fits-all approach will not work. Our communities are large and varied – challenges most pertinent to inner-city Leicester may not be the same as those in rural Sileby. Our approach will be to respond to all communities needs on a local level. We will form community hubs within each district of the county, establishing a permanent presence and delivering targeted interventions to provide support to those who need it most. We have no pre-determined view as to what this support will entail – we will consult, listen, collaborate, deliver and learn. Each community – and each person – will need different things from us and we will adapt to provide the right support for every respective community hub.

We cannot do this alone nor do we want to do this alone. We will add value and capacity. We will enhance rather than duplicate. We will work in partnership with the incredible array of community organisations across the county, building local stakeholder networks at each community hub to ensure our work is joined-up, embedded and delivers best practice.

The plan is driven by our core values of **Engage, Inspire and Empower**, which we embed through **Togetherness, Respect and Pride**. There is a home for everyone at Leicester City in the Community – inclusive practice underpins all of our work.

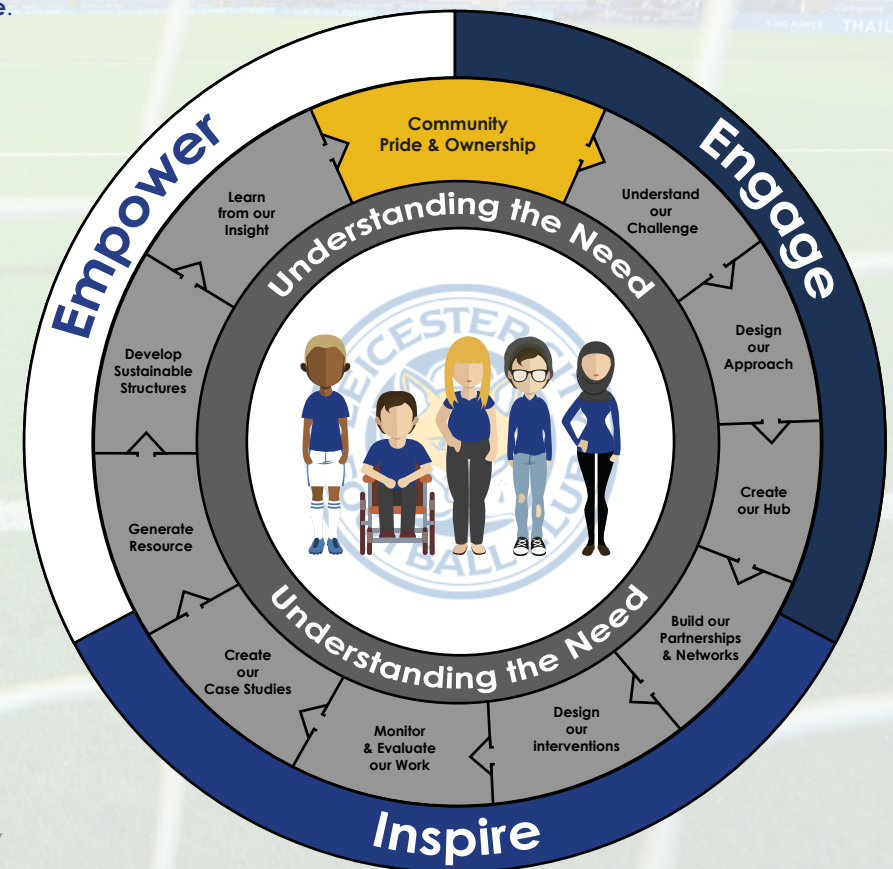
Success is about long-term, sustainable impact. Needs will change, new challenges will emerge. We will develop the systems, relationships and expertise to help people, change lives and transform communities. We look forward to embarking on this journey with you.

Our Approach

Our diverse communities have different needs and aspirations and as such require bespoke and tailored support. Using insight generated by us and our partners, we will establish a county-wide network of community hubs. Each of our community hubs will be situated at the heart of the locality they serve and deliver programmes and interventions specifically designed to address local challenges, ensuring every community is supported in realising their potential.

Within each community hub our development teams will provide a consistent, identifiable and long-term presence, working with core individuals and groups to develop dynamic local networks. This system will play a vital role in designing the support that we offer. All LCiC and LCFC staff – including players – will continue to have a hands-on role as part of our #GiveBack commitment, wherein we volunteer to support local causes, from litter picking through to animal rescue.

Our aim is to ensure that each of our community hubs becomes sustainable beyond this strategy period and therefore embedded within – and owned by – our communities. This will enable them to grow organically and for us to develop new community hubs throughout the county. As with all our work, the community hubs will be developed and maintained through a values-based approach: **Engage, Inspire, Empower**, through **Togetherness, Respect and Pride**.



Our Themes

No person in need will ever be turned away from LCitC. Either directly or through our network of partners, we will ensure every person we engage with receives the support they need. We will focus on doing the things we do well, centred around three fundamental themes of Education, Community and Health and Wellbeing:

Education

Through targeted training and employability interventions – from mentoring through to training and support with job-readiness – we will help those who are not in employment, education or training to access opportunities, raise aspirations and enhance their employment and progression opportunities.

Child development & educational attainment is lower than the national average

29% of young people leave school with no formal qualifications

Youth unemployment across Leicestershire is higher than the national average

Community

Our community hub model will see us work with individuals, families and wider networks to take a holistic, person-centred approach to address challenges head-on. We will work with our partners to deliver interventions that equip people with the tools, confidence and support system to improve their lives.

1 in 4 residents live in the 10% most deprived areas in England

26,500 children are growing up in poverty in Leicestershire

Crime rates in Leicestershire are at an all time high

Health and Wellbeing

We will work with our multi-agency partners e.g. statutory or third sector organisations, to tackle the myriad health and wellbeing challenges across the county, including but not limited to obesity, heart disease and diabetes, ensuring they have the tools to lead healthy, happy lives.

37% of Year 6 pupils in Leicestershire are overweight or obese

Less than 30% of young people aged 14+ in Leicestershire participate in sport and physical activity once a week

Mental health issues are higher in Leicestershire than the national average

Community Hubs

Our Model

Community

Create a minimum of
8 community hubs
across Leicestershire

Develop
**targeted, localised
interventions**
in each hub

Adopt a
person-centred
approach

Build genuine
local ownership

Invest
more than £6m

Long-term focus to
**create sustainable
programmes**
in each community hub

Hubs will be
**embedded within
the community**

Reduce
obesity

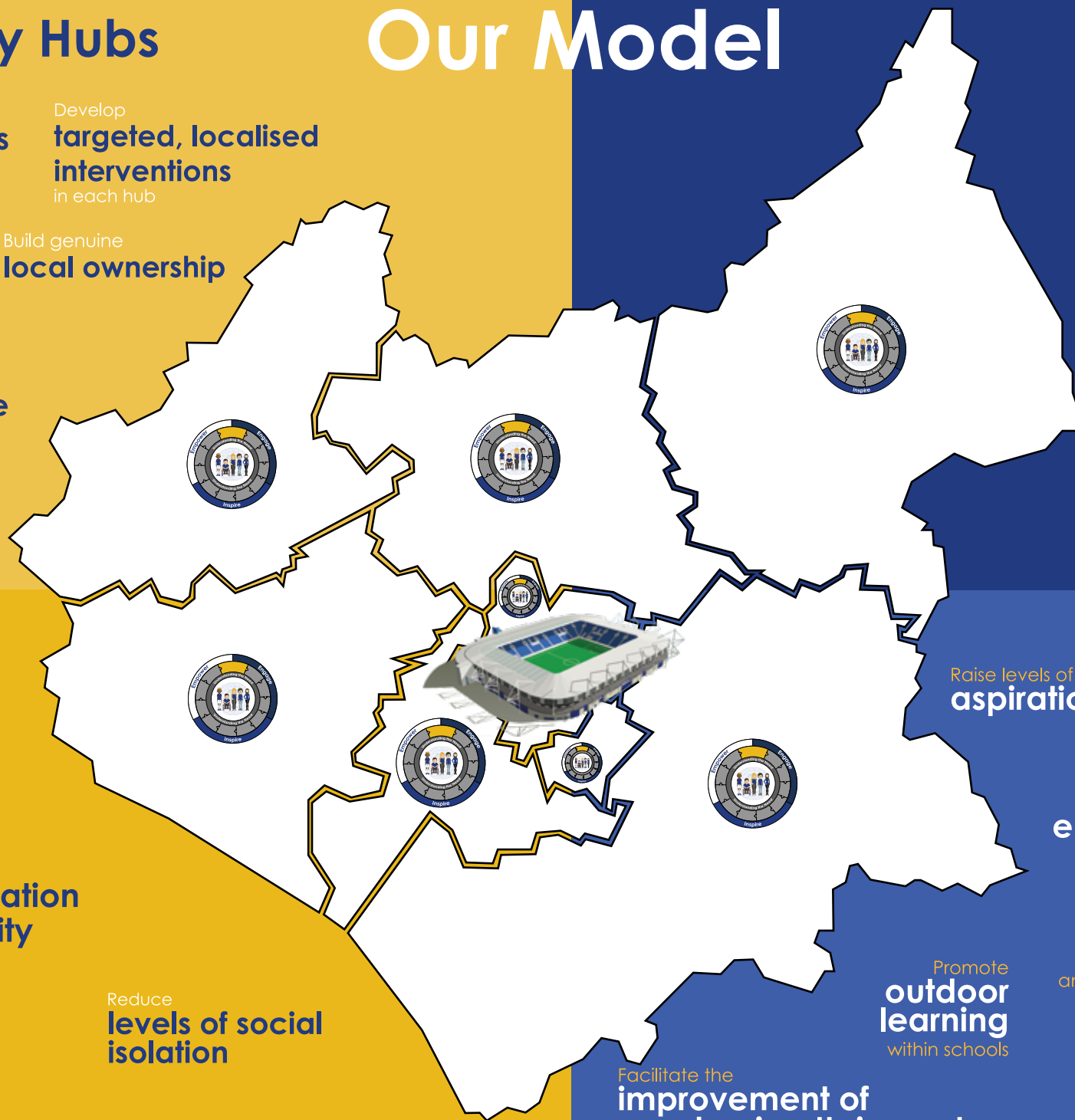
Build resilience to
**improve
wellbeing**

Increase
**levels of participation
in physical activity**

Deliver tailored interventions to
**promote healthy
lifestyles**

Reduce
**levels of social
isolation**

Health and Wellbeing



Break down
socio-demographic barriers to
**provide equal
opportunities**

Enhance relationships between
**young people
and the police**

Promote
**community
integration to
stimulate local pride**

Engage with young people to provide
**positive alternatives
to crime and
anti-social behaviour**

Education

Raise levels of
aspiration

Increase
**engagement in
physical activity**

Develop
**employability skills and
confidence**
within young people and adults

Support young people who are
experiencing care
and also those leaving the care system

Promote
**outdoor
learning**
within schools

Facilitate the
**improvement of
academic attainment
and attendance**

Support the development of
**children and
young people**
in primary, secondary, special schools
and alternative provisions

Our Ethos

- o We continually strive to be inclusive in everything that we do
- o We believe in our participants and what they CAN achieve - not what they can't
- o We believe that LCiC can positively contribute to reducing barriers to participation
- o We promote a 'can do' attitude throughout our work
- o We won't have a dedicated 'inclusion' strand as inclusive practice will run throughout our Education, Community and Health and Wellbeing themes
- o Inclusive practice will underpin our community hub model approach

Our Impact



"It is small changes that have huge benefits on you, I have lost nearly five stone since making the changes."

Participant, LCiC Mens' Health Programme



"Meeting LCFC players has been fantastic. It was my dream to meet them as they're Premier League winners and an inspiration for all young footballers, myself included. They told me to 'never give up'."

Marriam, LCiC Kicks participant



"I started as a volunteer then participated in LCiC's Leadership Academy. There, I became a mentor and now I'm a paid Community team member. They showed their faith in me, which improved my confidence and gave me a sense of pride. The kids don't care how I look or walk or that I can't use my left hand."

Patrick Cox, LCiC Inclusion Coach



"After the first workshop it was easy to see the impact – a few of the boys came up to me to tell me how excited they were to be a part of LCFC's Enterprise Challenge and how engaging it was. The fact that LCFC wanted to work with them improved their confidence."

Teacher, LCiC Partner School

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 support the ongoing development of the Club. Together, we will:

- o Be a force for change
- o Support the development of 'Fans for the Future' and the overall fan experience
- o Deliver community benefit
- o Develop high quality facilities
- o Support local and national campaigns that utilise the 'LCFC' brand name
- o Gain national recognition for community impact
- o Support LCFC's Equality and Diversity strategy through inclusive practice
- o Increase brand awareness within community settings
- o Provide positive media stories that demonstrate the impact of LCFC on our local communities
- o Make a measurable difference
- o Develop, facilitate and manage network hubs that promote partnership working

Our Partners

Developing strong and supportive partnerships will be critical to the success of our strategy. We will strengthen our existing relationships, stimulate exciting new partnerships and act as a central facilitator through which partners can work together and share best practice.

Some partnerships will engage national organisations, whilst others will inspire local networks to come together. Ultimately, our aim is to empower all our partners to support the development of sustainable localised activity.

Our Educational Partners:

- o Early Years
- o Schools
- o Special schools
- o Alternative education
- o Colleges
- o Universities

Our Community Partners:

- o Local sporting charities & clubs
- o Cultural organisations
- o Faith groups
- o Community groups & networks
- o Voluntary & community settings
- o Vichai Srivaddhanaprabha Foundation

Our Development Partners:

- o Leicester City Football Club
- o Premier League
- o Premier League Charitable Fund
- o County Football Association
- o Local, regional & national funders
- o Cultural and Tourism attractions

Our Statutory Partners:

- o Youth offending teams & police constabularies
- o Health & wellbeing professionals
- o Local authorities
- o Leicestershire & Rutland Sport



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www.lcfc.com/fans-community

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