



Foundation
THE CLUB'S OFFICIAL CHARITY



**Red
Neighbours**

LFC FOUNDATION & RED NEIGHBOURS IMPACT REPORT 2021 - 2022



Foreword and Acknowledgements

Welcome to the LFC Foundation and Red Neighbours Impact Report 21/22.

This marks the second season of the charity's journey of improving our evidence-based practice and ongoing commitment to providing high quality programmes and services for our communities. At this ever-changing time, it is vital more than ever that we ensure our expertise and resources are focused on the young people and families that need us the most, and that it is making a real, positive impact to their lives.

There have been many learnings since our first Impact Report and we have welcomed the opportunity to share these amongst sector colleagues and partner organisations. We are still in the early stages of our journey, and each year we strive to improve to deliver the best possible outcomes for all our stakeholders.

Over the past 12 months and as lockdown restrictions eased, we have been able to return to a full timetable of face-to-face sessions and have also been focusing efforts on responding to the needs of our communities as we begin to recover from the effects of the pandemic, in particular **employability, mental health and physical activity.**

This has certainly contributed to the increase in the number of people the Foundation and Red Neighbours Teams supported, with a **66% increase** compared to last year, and with almost **two thirds of participants** located in the 20% most deprived wards in the country, we know our work is reaching those most in need. We also have to acknowledge that some of the increases have been driven by developments in the system used to calculate the outcomes and as the measurement tool has become more sophisticated it has enabled us to capture information we were missing previously.

The Foundation continues to receive outstanding support from across the LFC Family – our Club, our players and our fans – and valued partners including the Premier League, Professional Footballers Association, Steve Morgan Foundation, #iwill fund, Nike and Department for Culture, Media and Sport to name but a few. We simply could not reach so many without your support.

On behalf of the Board of Trustees, I would also like to thank colleagues across the Foundation, Red Neighbours and LFC teams for your commitment and dedication over the past season.

Matt Parish
CEO, LFC Foundation

Building on work conducted over the previous season, Substance has worked with the Foundation to help implement new approaches and demonstrate further the impact and value of their work with disadvantaged individuals and communities.

The team have continued to demonstrate a real and sustainable commitment to understanding, deploying and responding to the learning from new monitoring, measuring and reporting approaches. Whilst the process of improving impact practice continues, the results presented in this report reflect the developments and efforts to date. It has been possible to account for more work with more people and to demonstrate the achievement of more outcomes and **greater social value.**

We are confident that the journey will continue and would like to thank everyone from the Foundation, Red Neighbours and LFC who has contributed to the exercise and hope that their efforts are well reflected in the report.

Tim Crabbe
Chief Executive, Substance

substance.



Number of people supported



66% increase
compared to last year

With almost
two thirds
of participants

located in the 20%
most deprived wards
in the country

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Executive Summary

The LFC Foundation (LFCF) is the official charity of Liverpool Football Club (LFC) and aims to harness the power and passion of the Club’s fans and stakeholders to improve the lives of the most disadvantaged. Red Neighbours (RN) is Liverpool Football Club’s local Corporate Social Responsibility (CSR) team which offers targeted support to the communities around its football homes in Anfield and Kirkby.

In 2020/21, Substance worked with the Foundation to help build skills and abilities to define, monitor, assess and report on the impact of its work and that of its partners. This has continued into the 2021/22 season with work focusing more on the implementation of these processes.

Having developed a **Theory of Change** which identified a core long term goal of working to reduce the negative impacts on those communities facing high levels of multiple deprivation across the Liverpool City Region and beyond, the Foundation has sought to align itself with wider policy agendas focused on this challenge. In line with the Institute of Health Equity’s (IHE) ‘Marmot Review’, All Together Fairer, the Foundation’s work is increasingly focused on addressing the **social determinants of health and wider inequalities.**

In terms of assets and resources, the LFCF is first and foremost a reflection of its staff. LFCF has relatively high levels of staff retention and when asked to say how satisfied they were with their work at the Foundation, the **average score was 8** (up from 7.35 last season) on a scale of 0-10, where 10 is high. When asked for one word to describe their experience of working for LFCF, **90%** of those used were defined as positive **8%** neutral and only **2%** as negative in sentiment.

The LFCF and RN are also able to mobilise the power of the LFC brand in order to promote their work both locally and globally through partnership programmes and linking to wider LFC activity. Across its social media platforms LFCF has experienced a **17.4% rise** in the number of followers this year. The Foundation also benefits from a wide network of support partners and a strong financial base, providing a stable, well-resourced and well-connected environment from which to deliver its mission.

The LFCF continues to deliver a broad range of programmes, aligned to **six areas of activity** which include:



Across all its activities, the **Foundation and RN's teams supports more than 83,000 people**, with **nearly 40,000 unique participants** accessing their directly delivered programmes, and a **further 13,000 supported by partners**. These participants are **overwhelmingly children and young people with increasingly mixed gender backgrounds (up from 30% to 37% female participants this year) and more diverse ethnic identity than is typical for the LCR**. Like last season, **from the data, 13% reported that they had a disability**.

Given the Foundation's emphasis on reducing the negative impacts on those who are experiencing high levels of multiple deprivation, it is important to consider the extent to which work is being delivered in, and attracting participants from, areas affected by multiple deprivation. Nearly half of the participants (47.8%) were from the **10% most deprived** local authority wards in the country and almost two thirds (62.9%) were from the **20% most deprived**.

In last season's impact report, it was reported that a comprehensive indicator and measurement framework had been developed. This included the identification of 'Indicators of Success', or what would tell us that an outcome is being achieved, which has enabled the collection of an increasing range of feedback and outcome data and implementation of the Scores dynamic benchmarking process which assigns a percentage score and rating.

Other measures of success include the recording of personal outcomes such as those achieved by participants in the Premier League funded Sport Works employability training programme. Amongst the **112 participants** these included **38 achieving a qualification** and **28 progressing to volunteering, work experience, higher education or employment**.

★★★★★☆☆☆☆☆
Average Rating 9.25

On average sessions were rated **9.25** on a scale of 0-10 where 10 is the most positive, up from **9.06 last season**.

★★★★★☆☆☆☆☆
Average Rating 9.25

In terms of likelihood that they would recommend the LFC Foundation to a friend, the **average score was 9.25** on a scale of 0-10 where 10 was the most likely, **up from 8.83 last season**.

At the close of the 2021/22 season the LFCF also conducted a series of surveys amongst programme participants, their parents and carers, volunteers and partner organisations. Overall, respondents were very positive with **88% reporting an improvement in their mental health / wellbeing**, up from 85% last season and **90% reporting an improvement in their physical health / fitness**, up from 86% last season. In terms of overall satisfaction responses were even more **positive**.

It is also estimated that over **60,000 people** have benefited from additional activities and support provided by the LFC Foundation and Red Neighbours through the provision of **128,638 gifts** that have been donated, primarily through Red Neighbours (57,678) and international activity (46,822). The total value of these gifts was £763,999, with the bulk of the items (109,985) being food donations.

The LFCF and RN remain keen to understand not only the outcomes of their work but also whether an overall monetary value can be put on it to both tell the story in a different way but also to build a business case for further investment. Employing the same model (developed with the support of UEFA) that was applied last year, ultimately, it was possible to identify an **annual valuation of £80.17m** with a **SROI ratio of £16.36 for every £1 invested**.

Based on alignment of LFCF programmes with the United Nations Sustainable Development Goals it was also possible to identify contributions to **8 of the 17 goals**.





Foundation supports more than

83,000 people

Annual social value contribution of

£80 Million +

Over 128,000

items donated, mainly food provisions
such as hampers, to the local community

SROI of £16.36

for every £1 invested in
community projects

1.0 Introduction

Building on the Club's work in its local communities, the charity was officially formed in 2002 (and renamed in 2010) as a financially independent and charitable organisation to harness the power and passion of the Club's fans and stakeholders to improve the lives of others.

Red Neighbours is Liverpool Football Club's local CSR team which offers targeted support to the communities around its football homes in Anfield and Kirkby.

With its aim to deliver **sustainable and long-term change** for communities in areas of high need and deprivation across the Liverpool City Region, the Foundation began working with Substance in 2020 to demonstrate and improve its impact in achieving these goals. After a year of working on the infrastructure to enable these improvements, including development of a **'Theory of Change'**, measurement framework and evaluation tools, a baseline impact report was published in early October 2021. At the time it was reported that these activities had helped to build the LFCF's ability to **define, monitor, assess and report** on the impact of its work in a comprehensive and sustainable way with some of the work being detailed, technical and ongoing.

Twelve months on, in this report, which is focused on the Foundation's work through the **2021/22 season**, it has been possible to bring greater focus to the difference the work has made, and a fuller range of outcomes and impact achieved rather than how they might be measured.

The report will begin though by refreshing our understanding of the LFCF's goals and how they are to be achieved through a review of the Theory of Change as well as how those goals relate to wider social policy agendas. The report will then go on to consider the organisation, its work, beneficiaries and its impact and value in more detail.





2.0 LFC Foundation Theory of Change and Social Policy Landscape

Theories of change describe the change organisations want to make and the steps involved in making that change happen in as concise a way as possible. The theory of change diagram prepared for the LFCF and presented below was developed during the 2020/21 season.

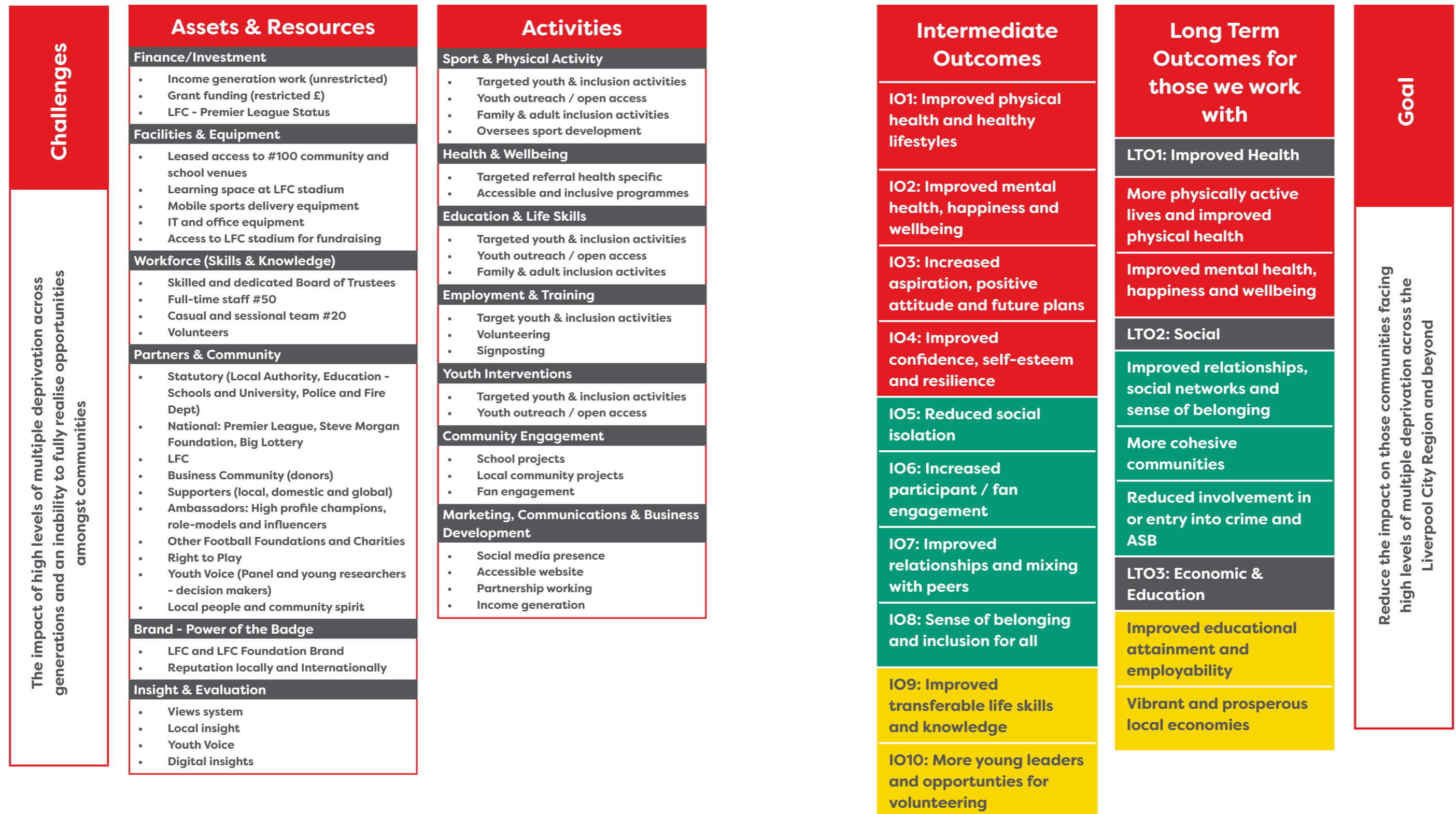
As described in last season's report it evolved on the basis of a review of internal documentation and an online workshop to identify target goals, outcomes and processes with key staff.

It presents a pathway from the challenges faced by Liverpool FC's communities through to the Foundation's goal of reducing the impact of high levels of multiple deprivation that many of those communities face. In between, it considers the assets and resources that are applied to the challenge; the range of activities that these enable the Foundation to deliver; as well as the intermediate and longer term outcomes for those the Foundation works with and which contribute to the ultimate goal.

In order to remain fresh and relevant, theories of change should also be dynamic and evolve to reflect **current practice and goals**. Whilst there have been no updates to the diagram presented here in comparison to last season, the process of evaluation and reporting has itself highlighted a need for some refinement in light of the balance of outcomes considered later in the report and the contributions made by different programmes. This ability to **adapt and be agile** is also reflected in the Foundation's awareness of the wider social conditions and policy landscape that inform their work. One of the current UK Government's key policy agendas is **'Levelling Up'**, which it hopes will provide the catalyst for delivering a long-term programme of change to unlock the potential of people and places in every part of the UK¹.

1. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1052046/Executive_Summary.pdf

LFCF Theory of Change



The geographic inequalities relating to aspects including productivity, pay, educational attainment, crime and health that the Levelling Up White Paper seeks to address, are particularly heartfelt in the LCR and even more so in local pockets experiencing multiple deprivation such as those that surround LFC's Anfield home. The economic crisis provoked by the **COVID-19 pandemic** had a further detrimental impact on people and business in the City Region with falling levels of employment and increasing rates of unemployment and there remain gaps in GCSE attainment and at all qualification levels across the LCR in comparison to national levels².

Indeed, there is evidence to suggest that children increasingly bear the brunt of these inequalities, with a recent report highlighting that children in the North of England have a **58% chance** of living in a local authority area with above average levels of low-income families compared to **19%** in the rest of the country and a **27%**

chance of living in poverty themselves compared to **20%** in the rest of England. Children in the North are more likely to be living in care, have lower rates of physical activity, be experiencing obesity and to die under the age of one than those across England as a whole. They also missed more schooling during lockdown which will result in an estimated **£24.6bn in lost wages** over their lifetimes³.

Overall, this pattern is again even more acutely felt across the LCR and especially in Liverpool and Knowsley, with children and young people experiencing significantly higher levels of deprivation, child poverty and lone parent families compared to the national and regional average as shown in Table 1⁴.

Table 1: Deprivation Indicators for Young People and Children

	Halton	Knowsley	Liverpool	Sefton	St. Helens	Wirral	LCR	Cheshire and Merseyside	England
% of people in an area living in 20% most deprived areas in England 2014 (IMD 2015)	48.3	60.4	60.5	27.1	40.1	30.7	44.5	33.1	20.2
% children living in poverty aged <16 years 2016	19.6	25	26.3	17.1	19.5	19.2	21.7	17.9	17
% of households that have lone parents with dependent children, 2011	10.1	11.9	10.2	7.8	8.5	9.1	9.5	8.3	7.1
Looked after children aged <18 years, per 10,000, 2019	93	90	140	98	127	123	118	100	65
Hospital admissions caused by unintentional and deliberate injuries in children aged 0-14 years, crude rate per 10,000 2018/19	117.2	115.8	121.2	113.3	109	93.3	111.6	113.8	96.1
Asthma hospital admissions aged <19 years crude rate per 100,000, 2018/19	294.3	298.6	243	193.8	206.5	203.5	228.4	202.1	178.4

■ Significantly better
 ■ Similar
 ■ Significantly worse than England Average

For more information on programmes see glossary

It is this context that informs LFCF and RNs work and priorities. Programmes and funding associated with the Government's Levelling Up White Paper are unlikely to address the full extent of the health and social inequalities considered here. In line with the Institute of Health Equity's (IHE) **'Marmot Review', All Together Fairer**⁵, the Foundation's work is focused then on making its own contribution to addressing the social determinants of these health inequalities which can be summarised as:



Importantly, this approach is increasingly aligned with wider community sport policy and the new strategy of Sport England, **Uniting the Movement**⁶, which argues that 'sport and physical activity has a big role to play in improving the physical and mental health of the nation, supporting the economy, reconnecting communities and rebuilding a stronger society for all' and 'seeks to tackle the inequalities we've long seen in sport and physical activity. Providing opportunities to people and communities that have traditionally been left behind'.

2. <https://www.liverpoolcityregion-ca.gov.uk/wp-content/uploads/Local-Skills-Action-Plan-2021-22.pdf>
 3. Pickett K., Taylor-Robinson D., et al (2021) The Child of the North: Building a fairer future after COVID-19, the Northern Health Science Alliance and N8 Research Partnership
 4. Children and Young People Health and Wellbeing Profile: Liverpool City Region Update 2020, Public Health Institute, Faculty of Health, Liverpool John Moores University
 5. <https://www.instituteoftheequity.org/resources-reports/all-together-fairer-health-equity-and-the-social-determinants-of-health-in-cheshire-and-merseyside>
 6. <https://www.sportengland.org/why-were-here/uniting-the-movement>

3.0 LFCF & RN Assets and Resources



3.1 The LFCF Staff Team

The primary asset of the LFCF & RN continues to be and will almost certainly remain its staff. As part of the impact assessment, all staff from the Foundation and Red Neighbours, were invited to complete a survey that sought to identify the socio-demographic and role profile of employees; professional development opportunities; happiness and wellbeing; as well as personal travel arrangements and views on the alignment of LFCF's work with the United Nations SDGs, reported on later in this report.

3.1.1 Staff Profile

LFCF has 114 employees split across leadership (12), management (10) and operational roles, including 52 full time co-ordinators/coaches and 28 casual coaches, four administrative/communications support workers and eight apprenticeships. A total of 45 of those staff completed the survey during May 2022. Of those that disclosed, 38 reported working full time, and three part time. Most (20) were in co-ordinator roles, 10 in management roles, six in general staff roles and five were members of the senior leadership team. Respondents came from across the organisation, with 12 working in the Sport and Physical Activity team, seven in Employment and Training, six in Youth Interventions, four each in Education and

Life Skills, Senior Leadership Team and Marketing, Communications & Business Development, three in Health & Wellbeing and one in the Red Neighbours team.

The average age of respondents was 34, with a range from 19 to 66. In terms of gender profile just under a third, 13 (30%), identified as female and 29 (67%) as male with one preferring not to say. In terms of ethnicity most staff, 41 (95%), defined themselves as 'White' and one each as 'Mixed Race' and 'Prefer not to say'. Whilst not representative of all LFCF staff this is somewhat under representative of black and minority ethnic populations in Liverpool (15.8%) and the LCR (8.15%). In terms of disability 40 (93%) respondents reported that they had no physical or mental health conditions that have a substantial effect on their ability to do normal daily activities, whilst one reported that they did have a mental condition or illness and one a combination of physical and mental health conditions or illness. Amongst those that reported a valid postcode (21), all but one of the respondents lived in the LCR.

“
I love my job and wouldn't want to do anything else!!
”

3.1.2 Staff Satisfaction and Development

LFCF has relatively high levels of staff retention with the majority of respondents (28/68%) having worked for the organisation for more than two years and ten having joined less than a year ago. Five staff have worked for the Foundation for more than ten years.

When asked to say how satisfied they were with their work at the Foundation, on a scale of 0-10 where 10 is 'completely satisfied', **the average score was 8, up from 7.35 last season**, with only two of the 41 respondents to this question recording a score of 5 or less. When asked how well aligned their role was with the LFCF's mission to bring together the LFC family to create life changing opportunities for children and young people, the average score was 9, with the lowest score of 6 being recorded by only two of the 41 respondents.

When asked about the extent to which they were happier working for LFCF than a range of alternatives, including other football club foundations, charities or commercial organisations, on a scale of 5, where 5 represented 'a lot happier', over half gave LFCF a score of 4 or 5 compared to all other options. Of the remaining options, working for a non-sport commercial organisation attracted the highest number of responses (7/16%) suggesting they would be happier in that environment. These findings show a lack of interest in working for other sports charities and may reflect a personal degree of attachment to LFC.

When asked for one word to describe their experience of working for LFCF, for those words where it was possible to assign a sentiment 93% were defined as positive by Survey Monkey's Sentiment tool, 5% as neutral and 2% as negative. The results are shown in the form of a word cloud, emphasising the most common words, in Figure 2 below.

Figure 2: Word cloud summarising staff experiences of working for the Foundation



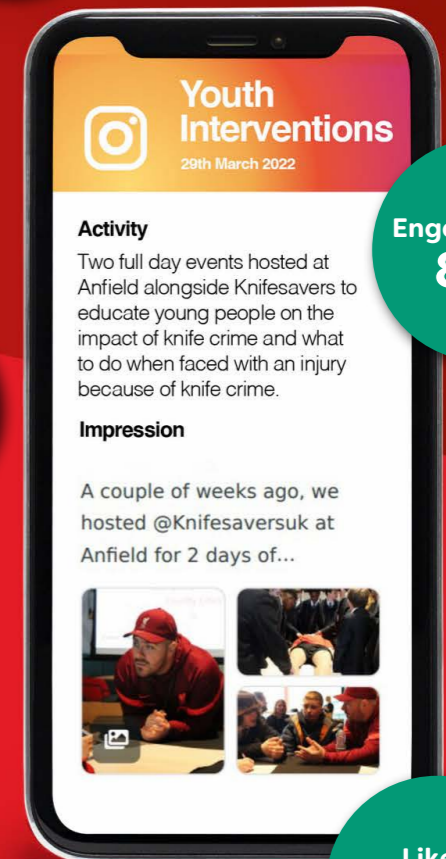
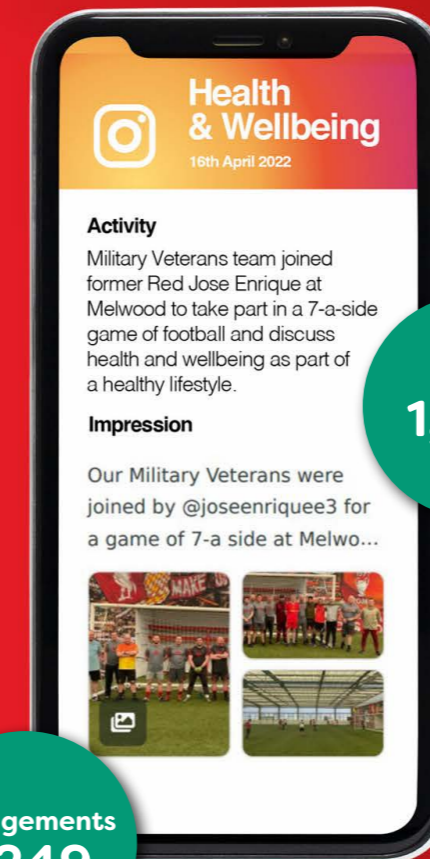
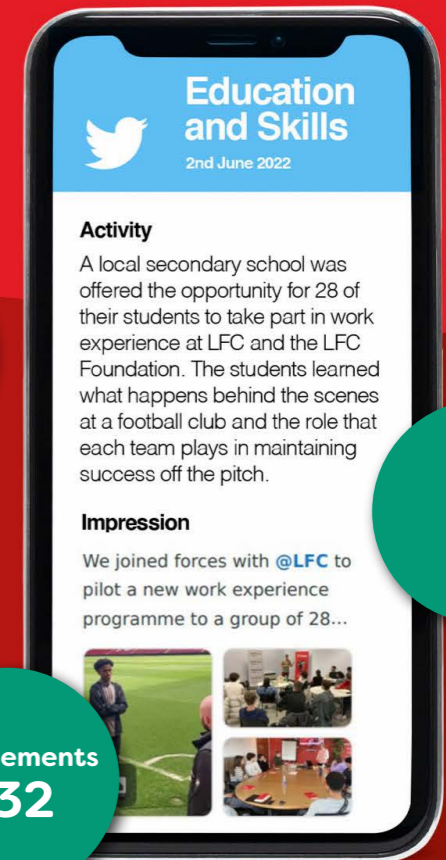
3.2 Marketing and Communications

The LFCF continues to mobilise the **power of the LFC brand** in order to promote its work both **locally and globally**. Despite the reduced public profile of the Foundation's work associated with the easing of the Covid-19 pandemic, awareness and understanding of the work remains high with **86%** of Foundation Tracker respondents aware that the LFC Foundation is the official charity of LFC and **71%** indicating they had some or a good understanding of its work. The highest levels of awareness were in relation to the Foundation's **community engagement activities (72%)** with the lowest in relation to employment and training initiatives (29%). The Premier League Fan Engagement Survey revealed that **81%** of LFC fans were aware of community initiatives run by the club (compared to an 80% average across the Premier League) and that **84%** believed the club makes a significant contribution to the local community (compared to an 85% average across the Premier League).

The Foundation has experienced significant growth across social platforms by channelling engagement through LFC owned channels. A key moment and date in the fundraising calendar was the **Liverpool v Barcelona Legends match** which took place on the 26th March 2022 also providing an opportunity to showcase the Foundation's work and impact. Across four social platforms, communications about LFCF activities were posted **224 times** around the event with **43%** of posts relating to the Legends fixture and the Foundation's work.

Compared to last year, LFCF has experienced follower growth of 18.23% on Twitter, 37.94% on Facebook, 12.82% on Instagram and 26.8% on LinkedIn.

Table 2: Social Media Follower Growth



3.3 Partnerships

LFCF works with a network of partners to expand its reach, support more people and share best practice. These partners fit into the categories presented in Table 4.

Table 4: LFCF Partners

Category	Role	Example
Global Charity Partners	International work to support children in the worlds most deprived communities	Right To Play Standard Chartered Bank Foundation
LFC Partners	Official partners of Liverpool Football Club	Nike, Standard Chartered Bank, Kodansha, Joie, AXA
Funders	Providing funding to help the Foundation continue its work across the LCR and beyond	Premier League Charitable Fund, Professional Footballers Association, Steve Morgan Foundation, National Citizens Service, Merseyside Fire and Rescue, Merseyside Police/Crime Commissioner, Action for Children, Trent Alexander-Arnold, Red Hearts, Big Lotto, Knowsley Council, Violence Reduction Partnership (VRP), Liverpool Education Grant Charitable Trust (LEGAT), Regenda, The Learning Foundry
Community & Charity Partners	Local charities, schools and delivery partners working with children and young people with a variety of needs	Alder Hey Children's Charity, IntoUniversity and University of Liverpool, The Fowler Academy, NSPCC, Owen McVeigh Foundation, 23 Foundation, Zoe's Place Baby Hospice, 55 secondary schools / referral units and 74 Primary schools

For more information on programmes see glossary

In a recent survey, partners were asked to rate the LFC Foundation programmes they were involved in on a scale of 0-10. Amongst the 57 respondents the overall rating was a **very impressive 9.6**. When asked how likely it was that they would recommend the Foundation to a friend, colleague or other organisation this level of satisfaction rose **even higher to 9.9**.



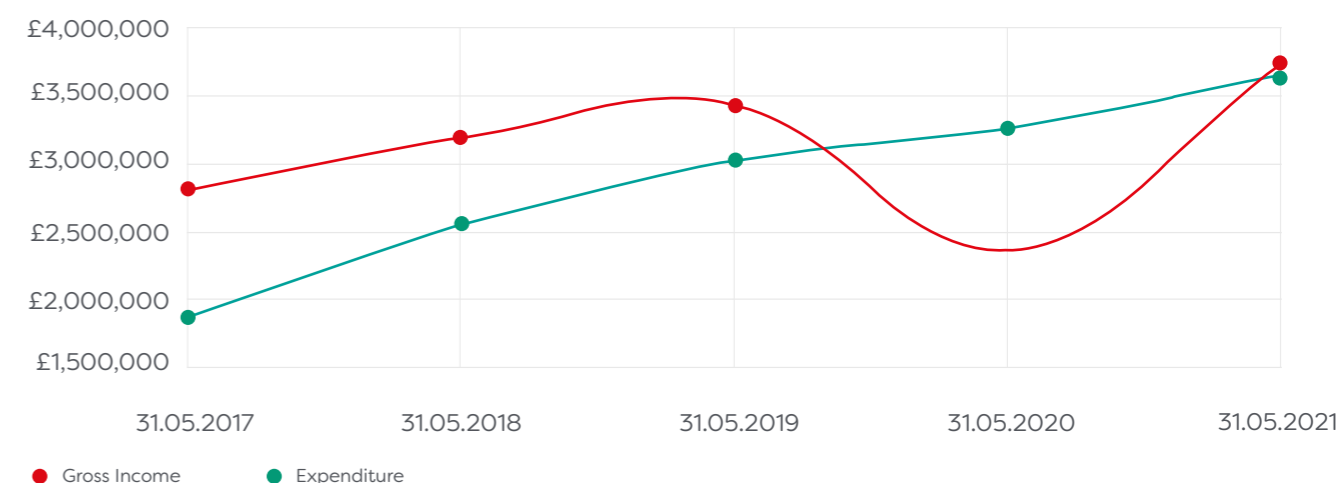


3.4 Finance

Following a dip in income as a result of the Covid-19 pandemic, the LFC Foundation has managed to recover its position with total income rising to record levels of **over £3.7m in the year to end of May 2021, exceeding expenditure by £0.06m**. In the most recent set of draft unaudited financial accounts for the year ended 31 May 2022, total income grew further to £6.1m, with expenditure of £4.9m to give a net surplus of £1.2m, the majority

of which is designated to be used to fund programmes delivered by LFCF and partner organisations over the next two years. The growth in income in FY21-22 is a result of the LFCF being able to fundraise at the Anfield stadium again post pandemic, leading to an increase in Lottery income as well as being able to hold the annual Legends game to a sell-out crowd.

Figure 3: LFCF Financial Statements



Income / Expenditure	31.05.2017	31.05.2018	31.05.2019	31.05.2020	31.05.2021
Total gross income	£2.8m	£3.19m	£3.43m	£2.36m	£3.72m
Total expenditure	£1.86m	£2.55m	£3.02m	£3.26m	£3.66m

In summary, based on this information, and despite the challenges presented by the recent period, **LFCF continues to provide an increasingly well-resourced and well-connected environment** from which to deliver its mission.

4.0 Programme Delivery and Intermediate Outcomes



50+
programmes



c.40,000
attendees



10,000+
sessions

The LFC Foundation delivers a broad range of programmes, aligned to specific outcomes, across **six areas of activity**, as represented in the Theory of Change. These activity areas include:

Sport and Physical Activity

Health and Wellbeing

Education and Life Skills

Employment and Training

Youth Interventions

Community Engagement

For the majority of these programmes, data is recorded on the Foundation's data monitoring systems (Views). Where this is the case, it is possible to represent further data around the scale of delivery and participation. For those programmes where data was recorded on Views, from 1st June 2021 to the 31st May 2022, **10,123 sessions were delivered** and **16,606 participants**

recorded, with aggregate **contact hours of 258,883** up from 66,066 last season and nearly **15.6 hours of contact per participant** up from 10 hours last season.

A further 2,552 sessions were recorded as 'events' where individual attendance details are not recorded but which had an overall number of attendances of **58,029 and 89,221 aggregate contact hours**. These included participants in the PL Primary Stars programme, from which it was possible to identify **10,922 individual participants**, and other Foundation programmes and Red Neighbours events which engaged a minimum of **11,846 individual participants**.

Across those programmes where data is not recorded on Views a minimum of **13,273 other people were supported**. In total this suggests the Foundation and RNs engaged with and supported a total of **53,077 unique individuals** through their programme delivery during the 2021/22 season. A further **30,765** people benefited from donations and gifts, meaning the total number of people supported was **83,842** (See Table 11 in Section 5 for more detail).

4.1 Sport and Physical Activity

The sport and physical activity impact area, perhaps unsurprisingly, has the most programmes, which are focused on providing opportunities for a range of population groups to lead more active lives as illustrated in Table 5 below.

Table 5: Sport and Physical Activity Programmes

Programme	Sessions	Participants	Attendances	Average hours
Ability Counts	162	164	2,182	13:18
Camps	16	532	783	10:16
Game On (Nike)	394	2,004	13,584	12:29
Game On (Premier League Players Football Association)	360	1,864	12,392	14:06
Girls School Sport	102	111	1,256	25:42
Go Play!	436	771	2510	6:48
Kicks	1,616	2,687	27,220	13:07
Kicks inclusion	501	317	5,061	18:22
Kicks Girls	364	456	3,249	13:56
Mini Players	143	205	1,524	7:26
Player Development Centres	429	538	2,667	6:32
Refugee Football	40	98	566	5:46
Kicks (Steve Morgan Foundation)	657	931	8684	16:19
SEN Schools (Steve Morgan Foundation)	83	276	1,824	14:53
Trent Alexander Arnold Football	625	342	5,549	57:06
Under 7 Leagues	266	152	2,059	27:37
Fowler Education and Football Academy	18	105	361	
Side by Side Thailand	445	3,931	22,477	
Side by Side Senegal	1	22	22	

For more information on programmes see glossary

The goals of these programmes are varied although all but three have the intermediate outcome 'improved physical health and healthy lifestyles' as one of their goals and seven have this as their primary goal.

Case Study

In February 2022 the LFC Foundation took part in the 15th anniversary of the Premier League Kicks programme, which uses the power of football and other sports to create safer, healthier, and more respectful communities by developing young people's potential.

In total, the LFC Foundation has delivered over 7,500 Kicks sessions engaging over 125,000 young people aged 8-18. The Foundation has also expanded its Kicks offer with girls and inclusion sessions available across Liverpool City Region.

In addition to support from the Premier League, the Foundation has been able to expand its Kicks programme thanks to funding from the Steve Morgan Foundation, Merseyside Fire and Rescue, Merseyside Police, Knowsley and Sefton Councils.

Here are some recent highlights



LFC Foundation x FEFA Launch

In July 2020, The LFC Foundation joined forces with Robbie Fowler's Education and Football Academy (FEFA) to create the **LFC Foundation and Fowler Academy Partnership**.

FEFA, who are nationally recognised as specialists in football and education, offer a range of football and educational opportunities for young people aged 16 - 19 to prepare them for their next career step. Alongside its successful football programme, FEFA offers a varied curriculum, including specialist pathways in football development, sport science, coaching, personal training, business, and a range of A-Levels, with a number of our PL Kicks participants progressing onto the programme.

FEFA Technical Director and LFC legend, Robbie Fowler, said: "This partnership represents two excellent organisations coming together to provide outstanding opportunities for young people in Liverpool and the wider region. Both Liverpool Football Club and the LFC Foundation are very close to my heart, so this partnership feels like the perfect fit for us."

Kicks Girls Become Changemakers

Changemakers leadership programme funded by the Premier League, aims to empower, inspire, and develop leadership qualities in girls aged 11 to 17.

Our first cohorts of girls who were to take part in the 12-week leadership, social action and empowerment programme were selected from our Kicks programme.

They decided to travel the distance of Madrid to Anfield, where they had the option to either walk, run, cycle or swim to accumulate the miles.

They successfully completed their challenge and raised over £500. All proceeds went to local mental health charity Young Persons Advisory Service (YPAS).



For more information on Kicks and our diverse range of programmes in the Sport and Physical Activity impact area, please visit:

foundation.liverpoolfc.com/programmes/football-sports-development

4.2 Health and Wellbeing

Within this theme there are three programmes with full data sets on Views as illustrated in Table 6.

Table 6: Health and Wellbeing

Programme	Sessions	Participants	Attendances	Average hours
Military Veterans	181	65	2,378	40:38
MOVE	195	36	368	10:10
On Target	184	305	1,298	4:15

For more information on programmes see glossary

All of these programmes have a different priority outcome, including: 'improved physical health and healthy lifestyles', 'improved mental health, happiness and wellbeing', and a 'sense of belonging and inclusion for all'. However, all of them include 'improved confidence, self-esteem and resilience amongst their three goals.

Case Study

The LFC Foundation is expanding its successful MOVE programme, which supports patients under the care of Alder Hey Children's NHS Foundation Trust.

Originally launched in 2018 as a pilot project, LFC Foundation's MOVE programme uses the power of football and the LFC badge to appeal to young Cystic Fibrosis (CF), Asthma and Endocrine patients; encouraging them to partake in physical activity, not only to improve their quality of life, but critically to help increase their life expectancy.

Patients enrolled on the MOVE programme are referred directly by Alder Hey and take part in fun multi-sports sessions with LFC Foundation coaches after their scheduled check-ups with a team of specialists, including a dietitian, physiotherapist, respiratory consultant, nurse specialist and psychologist.

The coaches also encourage patients to get involved in other **physical activity sessions** outside of hospital and provide information on a variety of sports activities taking place in their local community, delivered by the LFC Foundation and other community organisations.

By October 2021, the LFC Foundation had worked with **over 80 young patients in person**, provided tailored one to one sessions, and delivered **over 50 virtual sessions** for patients and their families to access remotely at home.

The LFC Foundation has now expanded its MOVE programme, which is funded by the LFC Foundation, Alder Hey and the Premier League Professional Footballers' Association, to reach and support more young people and their families in the local community.



The LFC Foundation coaches also deliver face-to-face weight management sessions at Anfield Sports and Community Centre. These sessions provide families, who have been referred by Alder Hey, with specific, bespoke support around nutrition and exercise.

"The Foundation and the club have a longstanding relationship with Alder Hey and it is a privilege to be able to work alongside their talented and committed staff to deliver this programme collaboratively to help young patients and their families."

Luis Barry is one young patient who has benefitted from the MOVE programme, after he was referred by physiotherapists from the hospital's Asthma clinic in August. Since starting the programme Luis has been moved from the multi-disciplinary asthma service, which is for patients whose asthma has a history of being difficult to control at to a routine clinic, showing that his condition has become better controlled for.

Luis' mum told the LFC Foundation that since starting the programme "Luis' confidence and ability has improved, his competitive spirit has come out and he has learnt to manage his breathing whilst exercising. His increased activity has also helped to improve his sleep as well as improve his overall condition. I am over the moon with his achievements and I'm thankful for the MOVE programme."

Adam Walsh, Physiotherapist in Cystic Fibrosis at Alder Hey, added: "This year, Alder Hey and the LFC Foundation have re-launched and expanded the MOVE project to support more patient groups as well as incorporating virtual sessions to promote activity. The project now supports children with complex asthma under the Multi Disciplinary Asthma Service (MDAS) team at Alder Hey, as well as those in the Liverpool Overweight and Obesity Programme (LOOP) endocrine service alongside children and young people with Cystic Fibrosis (CF).

"For each of these patient groups, exercise and the support for participation in activity is vitally important."

The MOVE project has been a great resource for our children. The coaches are positive role models and encourage the children to achieve greater levels of activity to benefit their overall health and wellbeing.

Adam Walsh,
Physiotherapist in
Cystic Fibrosis at Alder Hey

For more information on MOVE and our diverse range of programmes in the Health and Wellbeing impact area, please visit:

foundation.liverpoolfc.com/programmes/health-wellbeing

4.3 Education and Life Skills

The Foundation runs two programmes focused on this theme, with PL Primary Stars having a priority intermediate outcome of ‘improved transferable life skills and knowledge’ and Step Up having a focus on ‘increased aspiration, positive attitude and future plans’.

Table 7: Education and Life Skills

Programme	Sessions	Participants	Attendances	Average hours
Step Up	187	1,074	2,938	2:52
	Events	Average Attendance	Attendances	Participants
PL Primary Stars	2,382	19:42	46,247	10,922

For more information on programmes see glossary



Case Study 3: Meet Malachi

Malachi is from Greenbank Primary School and is a participant on the Premier League Primary Stars programme. In March 2022 he received the LFC Foundation’s Champion of the Month Award for his outstanding contribution to anti-racism.

Malachi’s ultimate goal is to eradicate all forms of racism in the community and feels that he can empower others to make a positive impact. “We can all play a small part in achieving equality for our own community”.

Chris Manning, Primary Starts Coordinator said “In our PLPS workshops, we cover topics including racism. Malachi took an active role in discussions and shared his own experiences of racism to others in his class. He was keen to become a Greenbank anti-racism champion and to share lessons learned from the workshop with pupils across other year groups in the school. Malachi’s favourite Liverpool player is Trent Alexander-Arnold, who he draws inspiration from”.

Greenbank headteacher Ms Wrigley said “At Greenbank we aim to provide a learning environment where all children can achieve their highest potential and to foster a climate where all children are treated equally, regardless of difference.

For more information on the PL Primary Stars Programme and our diverse range of programmes in the Education and Skills impact area, please visit:

foundation.liverpoolfc.com/programmes/education-skills

We want them to feel secure and can grow in both confidence and self-esteem. We are exceptionally proud of Malachi for representing our school values with regards to diversity and we are proud this has been recognised through him being presented with this award”.

“
Malachi shows great enthusiasm to voice his beliefs regarding all forms of racism and the importance of eradicating it from society today. Within the classroom and in the PLPS workshop, he openly shares his own experiences with racism and its affects and uses this to educate others.
 ”

Malachi’s class teacher, Mrs Lee

4.4 Employment and Training

There are seven programmes focused on this theme with all of them prioritising ‘increased aspiration, positive attitude and future plans’, with a secondary focus on ‘increased confidence, self-esteem and resilience’ and ‘improved transferable life skills and knowledge’.

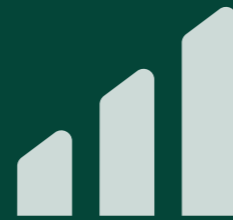


Table 8: Employment and Training

Programme	Sessions	Participants	Attendances	Average hours
Creative Works	9	8	46	5:45
Global Works	2	10	32	4:48
#iwill	747	2,676	17,423	6:39
#iwill Extension	581	1,641	11,969	12:50
SMF Works	112	123	601	17:41
Sport Works	294	54	1,962	209:20
Youth Work Apprentice	313	10	1,536	674:42

For more information on programmes see glossary

Case Study 4: Meet Laura

19 year old Laura attended a six month placement on the Kickstart Sport Works programme, part of a government initiative designed to provide young people who claim Universal Credit the opportunity to gain work experience to start their professional career journey.

Working in partnership with Regenda and The Learning Foundry, young people between the ages of 16-24 received a six-month paid placement to develop valuable work experience skills alongside employability sessions to develop key skills including interview preparation workshops, presenting activities and discussion tasks.

During Laura’s placement with the LFC Human Resources department her responsibilities included advertising vacancies, reviewing candidates, and referring them onto management before

finally interviewing potential new staff members. Laura took to her new role and responsibilities very comfortably and enjoyed meeting new people who could help her learn more about the career she was developing in human resources.

The main skills that Laura feels she had developed the most were her confidence and the ability to meet new people and communicate. She feels more confident to apply for jobs and attend interviews now she has ‘seen it from the other perspective’ and can apply herself knowing what the interviewer is looking for.

“
I would recommend it as the staff are really helpful and support you to gain skills. They help to guide you to a career that suits you.

Laura said.

”



For more information on Works and our diverse range of programmes in the Employability and Training impact area, please visit:

foundation.liverpoolfc.com/programmes/employment-training

4.5 Youth Interventions

This theme has another six programmes as illustrated in Table 9.

Table 9: Youth Interventions

Programme	Sessions	Participants	Attendances	Average hours
County Lines	267	206	962	5:24
Kicks Targeted	118	55	308	9:17
National Citizen Service	35	24	287	93:25
Onside (non PLPFA)	168	58	250	4:18
Onside (PLPFA)	112	170	1,422	17:58
PL Inspires	462	257	2,743	10:39

For more information on programmes see glossary

These programmes have a more diverse set of goals with two prioritising ‘increased aspiration, positive attitude and future plans’, two others a ‘sense of belonging and inclusion for all’ and one each ‘improved relationships and mixing with peers’ and ‘improved transferable life skills and knowledge’.

Case Study 5:

Meet Daniel and Callum

Daniel and Callum both attend the LFC Foundation’s Onside programme and were recently nominated for the charity’s ‘Champion of the Month’ award.

Onside is a school-based programme designed to up-skill and raise aspirations of pupils across Merseyside. The programme aims to tailor the sessions to the needs of the pupils and includes both classroom and practical elements. The 12-week programme enables the students to gain accredited qualifications, both Prince’s Trust and a Sport Leaders qualification.

Onside Coordinator Jenna Rice said, “Over the past 12 weeks, Callum and Daniel have attended every session with both boys recently taking an interest in teaching and often ask to help me with the delivery of presentations to the rest of the group.

I noticed their keen interest in teaching, so I decided that it was time for them to prepare and deliver their own presentations. The brief was to prepare a presentation on someone or something that was important to them.



Callum and Daniel wanted to focus on knife crime as both boys sadly experienced a loss to knife crime in November 2021. They focused on the impact it had through the eyes of a child, whilst exploring the direct and further impact on the community.

They both stated that ‘it is important for people to know about the issues and how it effects families.’ They delivered the presentation to a high standard showing dignity, compassion and sensitivity towards the topic. Furthermore, they committed and emotionally supported each other from the initial preparation and final delivery of the presentation.

“Since being part of the LFC Onside programme, I have watched the pair overcome challenging barriers. They have grown in confidence, developed their communication skills and have highlighted how the programme has improved their mental health”

“

I have learnt how to manage my emotions and I have enjoyed speaking to the class about my experiences, I think it’s important to show people how it is through the eyes of a kid.

Callum said.

”

“

It was good to support my mate and it was good to let them know about some of the issues that are going on in the community. It has also helped me deal with my feelings.

Daniel commented

”

For more information on Onside and our diverse range of programmes in the Youth Interventions impact area, please visit:

foundation.liverpoolfc.com/programmes/youth-interventions





4.6 Community Engagement

Finally, within this theme there are a variety of programmes LFCF funds either financially or through in-kind support. As these are delivered via third party organisations they are not monitored directly through Views, however, they are required to complete a monitoring report on a regular basis to enable measurement of their impact in the community and use of Foundation resources. These include the **Community Hubs** based at a range of youth and community centres, which aim to bring people together and improve the general health and wellbeing of local communities as well as providing a base from which to deliver a range of

LFCF programmes and continuing food donations. They also include the work of **Red Neighbours, the Owen McVeigh**

Foundation, This Means More Challenge with Official Liverpool Supporters Clubs and volunteering programmes.

The priority outcomes of these programmes are again varied with three focused on 'improved mental health, happiness and wellbeing and others on 'improved physical health and healthy lifestyles', 'increased participant/fan engagement', 'a sense of belonging and inclusion for all' and 'more young leaders and opportunities for volunteering'.

As highlighted earlier, it is important to note that these numbers do not represent the total number of people worked with by those organisations e.g. in the case of Red Neighbours this accounts for individuals who attended just some of their provision.

Table 10: Community Engagement

Programme	Number of people supported	Attendances	
Hubs Brunny	1,070	19,142	
Hubs Hive	523	754	
Hubs Northwood	256	9,114	
Hubs Tiber	156	1,356	
Owen McVeigh Foundation	632	632	
Red Neighbours	426	7,137	
St Andrews	2,405	14,485	
	Volunteers	Hours	Number supported
This Means More	262	300	1,418
LFC Connect	14	67.8	44
Volunteers	125	453.5	

For more information on programmes see glossary



Case Study 6: Operation Christmas Magic

In November 2021, Liverpool Football Club launched a record breaking programme of support to local families at Christmas through the return of its "LFC Operation Christmas Magic" campaign.

A range of festive events and activities were delivered by LFC staff throughout December to support local people in three priority areas – child poverty, food poverty and togetherness.

Forbes Duff, senior manager, Red Neighbours, said: "It's great to be able to bring back an enhanced Operation Christmas Magic campaign this year to support even more local people and families over the festive period.

"We know that many people are still facing tough times as a result of the ongoing pandemic and that's why it's so important for the LFC family to come together to support our local communities and make a difference this festive season and beyond."

Over 1,000

food hampers for local families

Over £21,000

worth of toys donated for kids

Over 1,000

free meals delivered to homes

Over 500

residents invited for Christmas dinner



4.7 International

LFCF have a long tradition of engaging with disadvantaged communities beyond the LCR, drawing on the global brand of LFC, the club's network of international supporters and their partner's priorities.

LFCF have partnered with **Right to Play**, the Foundation's first ever Global Charity Partner, through the **Side by Side campaign**. Work has continued in Thailand and is now being extended into Senegal and Tanzania. In Thailand, the Side by Side project has contributed to implementing Right to Play's mission to **empower children and young people through play** to strengthen their life skills and fulfil their potential. They were able to reach **3,931 children, young people and adults** through the year who have been able to access activities aiming to develop their life skills, to increase social cohesion, and to increase their access to open and safe play environments, all with the aim to enhance their well-being. Please visit www.liverpoolfc.com/sidebyside for more information.

For a number of years, the LFCF has supported **KitAid**, which gathers donations of football and sports kit and equipment and distributes to children in disadvantaged parts of the world. This year a total of **2,681 items** ranging from t-shirts, scarves, mugs

and badges were donated for distribution in Mulanje, Malawi alongside partner charity FOMO Malawi. Altogether they support 3,000 orphans ranging from small babies up to 17-year-olds and all items were shared amongst these children. The XXL t-shirts were given to workers who support the 14 different centres FOMO (Friends of Mulanje Orphans) operating across the district.

This Means More, which was referenced in the previous section, has also made a significant international contribution with Official Liverpool Supporters Clubs from 21 locations participating in activity that benefited over 1,400 people.

In partnership with the Standard Chartered Bank Foundation the LFCF launched 'Global Works' in February 2022. Delivered in New York and New Jersey with two LFCF staff employed and based in New York, the programme focuses on employability and mentoring activities for young people seeking support to gain employment or further skills and training.



Case Study 7: This Means More Challenge 2021

Official Liverpool Supporters Clubs (OLSCs) around the world joined together for the LFC Foundation's second 'This Means More Challenge'.

21 OLSCs from across North America, Europe, Africa, and Asia came together and supported their local communities through the power and passion of the LFC family. Every participating OLSC showed their creativity, commitment, and pride in helping others through a series of 12 different challenges.

These included: encouraging their community to be more physically active, supporting local schools, sharing important life skills and volunteering with a local charity. We also encouraged fans to show their creative talents by producing fan art and writing new chants and songs for Liverpool FC Manager, Jürgen Klopp.

A panel of five judges from across Liverpool FC, including LFC Foundation Trustee, Linda Pizzuti Henry and LFC Legend, Chris Kirkland had the very difficult task of selecting this year's winners.

We were delighted to announce the overall winner for the 'This Means More Challenge 2021' was OLSC Kuala Lumpur. Members hosted a community football training day, donated over £1,200 of sports equipment and kit, planted 35 trees, created a Mighty Red model from recycled materials and donated over 30 books and educational materials to a local school.

Judges also praised the work of last year's winners OLSC Myanmar for finishing in second, and third placed OLSC Madrid.



THIS
MEANS MORE
CHALLENGE

TIME FOR ACTION
AUGUST 13 -22

Harnessing LFC's global passion in your communities.

Register Today

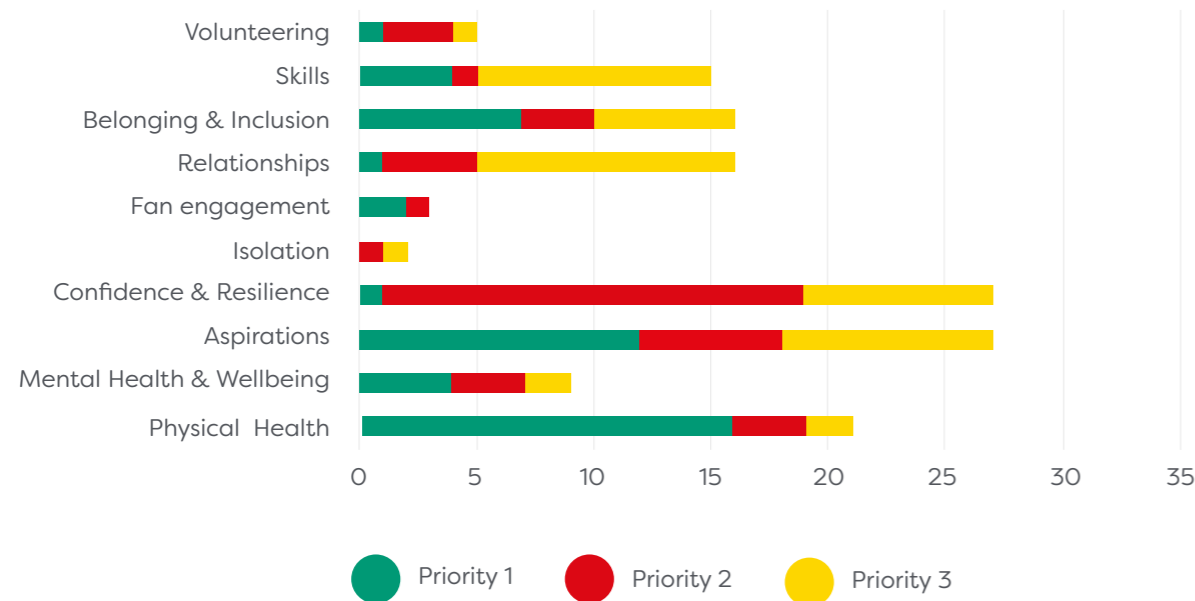
liverpoolfc.com/thismeanismorechallenge

4.8 Priority Outcomes

Each of the LFC Foundation programmes has identified three priority intermediate outcomes in alignment with the overall Theory of Change. These priorities are considered together in Figure 4 below. The first priority outcomes for all programmes are represented in green, the second in red and the third in yellow. From this analysis, as with last season, we can identify that **the key intermediary outcomes being targeted relate to improving physical health, raising aspirations, increased**

belonging and skills development. Improved confidence, self-esteem and resilience, improved relationships and belonging and inclusion feature strongly amongst the supplementary target outcomes.

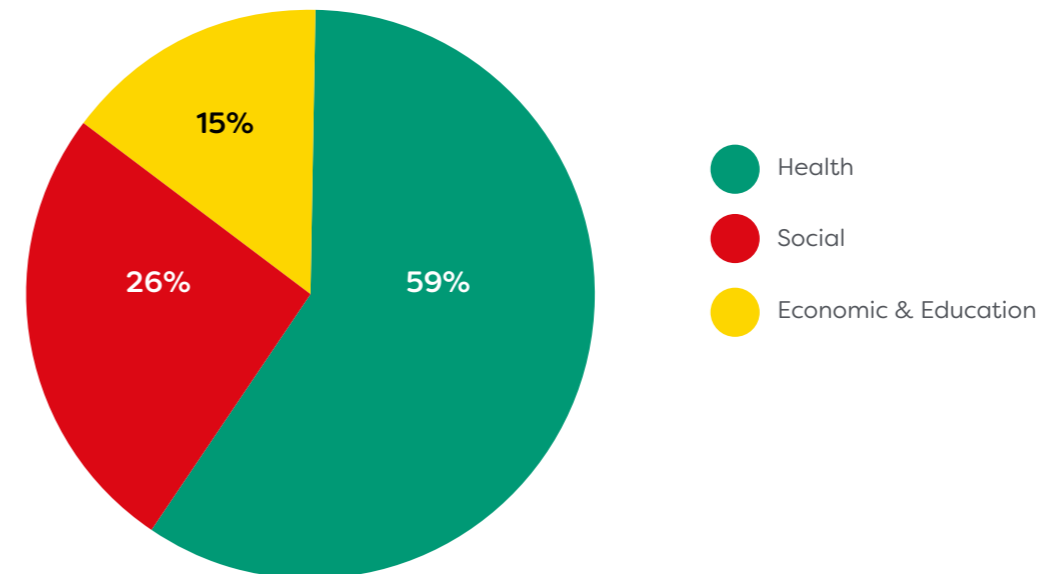
Figure 4: Priority Intermediate Outcomes across all programmes



When considered in terms of the three main long-term outcomes the Foundation has set itself in the areas of **health, social and economics and education** we can see a clear emphasis across programmes on health outcomes as illustrated in Figure 5 below. In many ways this aligns with the recognition in the first section of this report of the social determinants of health emphasised by the Institute of Health Equity’s (IHE) ‘Marmot Review’, All Together

Fairer⁸. It can be argued that most LFCF programmes and the range of intermediate health and social outcomes identified in Figure 4 have a positive impact on health, so activities from across the portfolio contribute to this outcome. Nevertheless, this emphasis will be reviewed in the coming period.

Figure 5: Priority Long Term Outcomes across all programmes



Progress in the achievement of these outcomes is considered in section 6 below.

8. <https://www.instituteofhealthequity.org/resources-reports/all-together-fairer-health-equity-and-the-social-determinants-of-health-in-cheshire-and-merseyside>

5.0 Who the LFC Foundation Supports: People and Places



c.40,000
Participants



348,000+
Hours



83,000+
People Supported

Across all its activities, the LFC Foundation has experienced a huge growth in activity and direct contact with participants as the world began to emerge from the COVID-19 pandemic. The Foundation delivered over **348,000 hours** of programme activity, up from 66,000 last season and engaged directly with **52,929 people**, up from 13,400. The number of participants included a count of those who participated in more open access or schools-based events where it was not viable to gather personal attendance data but where it was possible to provide an estimate of unique participants amounting

to 22,768. Additionally, the Foundation and Red Neighbours supported others through the provision of gifts and unique experiences detailed in section 6.0. Overall, the Foundation supported at least **83,694 people during the 2021/22 season**, up 66% from 50,400 last season. For those programmes where participant details are recorded in the Views data management and impact measurement platform it is possible to provide additional profiles of the people the Foundation has supported. For this report, data for the period from 1st June 2021 to 31st May 2022 was considered.

Table 11: Number of People Supported

Activity	Source	Number of People
Programme sessions	Views and other session records	16,606
PL Primary Stars	Views event records	10,922
Open access events	Views event records	11,846
Partner events	Monitoring returns	13,273
Gift/donation recipients	Internal/partner records	30,765
Total		83,412

5.1 Participant Profile

In Table 12 it is possible to see a sample demographic profile of LFCF participants based on those programmes for which data is recorded on Views. In line with the Foundation's goals, this sample of participants are overwhelmingly **children and young people** with increasingly mixed gender backgrounds (females up from 30% to 37%) and more diverse ethnic identity than is typical for the LCR where nearly 89% of the population identifies as white⁹. Over 13% of those participants that indicated a disability status said they had a disability.

On the basis that the vast majority of LFCF participants are under 18, we can compare this with the UK average for children which is 8%¹⁰. Whilst the data for participants in activities recorded as 'events' was less complete, given that the majority of activity was school based, there was an even more balanced gender mix as well as a higher proportion of younger participants and participants from Asian and Black heritage.

Table 12: LFCF Participant Profile

Sessions	Participants	Contact hours	Gender		Age		Ethnicity	
			Female	Male				
10,123	16,606	258,883	Female	36.7%	0-4	209	Asian	3.3%
			Male	63.1%	5-7	2,884	Black	4.8%
					8-10	8,050	Mixed	4.0%
Disability	1,815				11-13	2,512	White	83.3%
					14-15	1,506	Other	4.5%
					16-18	792		
					19-25	390		
					26-35	69		
					36-45	50		
					46-64	37		
					65+	6		
					N/S	101		
Events and PLPS	Attendance							
2,552	58,029	89,221	Female	48.6%	0-4	3.8%	Asian	11.8%
			Male	51.4%	5-7	35.5%	Black	6.0%
					8-10	49.2%	Mixed	1.3%
Disability	4,033				11-13	1%	White	79.9%
					14-15	0.5%	Other	1.0%
					16-18	0.5%		
					19-25	0.5%		
					26+	8.8%		

9. Ethnicity profiles in Cheshire and Merseyside

10. <https://www.scope.org.uk/media/disability-facts-figures/>

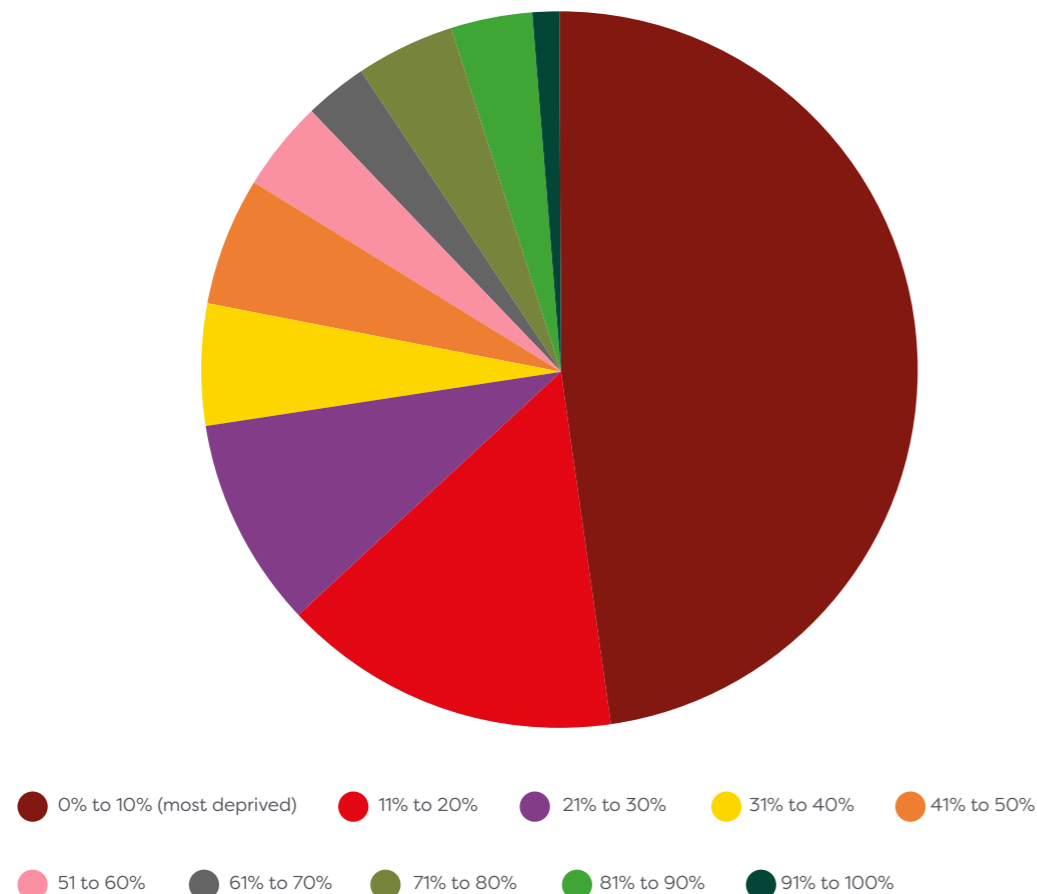
5.2 Indices of Multiple Deprivation (IMD)

Given the Foundation’s emphasis on reducing the negative impacts on those who are experiencing high levels of multiple deprivation, it is important to consider the extent to which work is being delivered in and attracting participants from areas affected by multiple deprivation.

The analysis showed that nearly half of the participants (47.8%) in those programmes recorded on Views were from the 10% most deprived local authority wards in the country and almost two thirds (62.9%) were from the 20% most deprived wards in the country as illustrated in Figure 6 below.

However, it should be noted that the concentration of participants in the most deprived areas of LCR has reduced from that reported last year. This is largely a result of both the increase in the number of programmes and participants recorded on Views (from 6,762 to 16,606) and higher levels of recording of postcode data.

Figure 6: Distribution of Participants Across Areas of Deprivation – High to Low



The proportion of participants from the 20% most deprived wards ranged from 99% of those in the On Target programme to 42% of participants in County Lines as illustrated in Table 13 below.

Table 13: Proportion of Programme Participants from Areas of High Deprivation

Deprivation Level	Top 10%	Top 20%		Top 10%	Top 20%		Top 10%	Top 20%
Ability Counts	38%	52%	Kicks Girls	43%	51%	PL Inspires	31%	56%
Camps	42%	52%	Kicks Inclusion	44%	56%	PL Primary Stars	53%	67%
County Lines	15%	42%	Kicks Targeted	83%	94%	Refugee Football	28%	50%
Game On Nike	32%	49%	Military Vets	31%	52%	Kicks (SMF)	56%	68%
Game On PFA	40%	56%	Mini Players	58%	67%	SEN (SMF)	62%	73%
Girls School Sport	41%	45%	Move	54%	69%	SMF Works	61%	73%
Go Play	59%	73%	NCS	75%	92%	Sport Works	59%	67%
#iwill	49%	66%	Onside	46%	96%	Step Up	38%	58%
#iwill Extension	43%	62%	Onside PL PFA	80%	80%	TAA	43%	50%
Kicks	63%	75%	On Target	84%	99%	Youth Works	70%	70%

For more information on programmes see glossary

5.3 Mapping Participants and Venues

This relationship between participants and areas of high deprivation can also be considered **graphically**. On the maps that follow, areas with the highest levels of deprivation are represented in the deepest red and areas with the lowest levels of deprivation in the deepest green. The number of participants in different locations is identified in the circles with a number in them, with yellow stars indicating programme delivery venues.

On the maps it is easy to identify the correspondence between participant and venue delivery locations and levels of higher deprivation. These become even clearer when considered at more granular levels

using the interactive maps provided to the LFC Foundation where it is also possible to consider participant locations in relation to different layers of deprivation linked to specific programme themes.

The first map presents a picture of all LFC Foundation programme participants against the full IMD set. The second map shows the concentrations of participants in the collection of Kicks, Kicks Girls and Kicks Inclusion programmes and maps them against the health deprivation layer of the IMD.

Figure 7: All Programme Participants and IMD

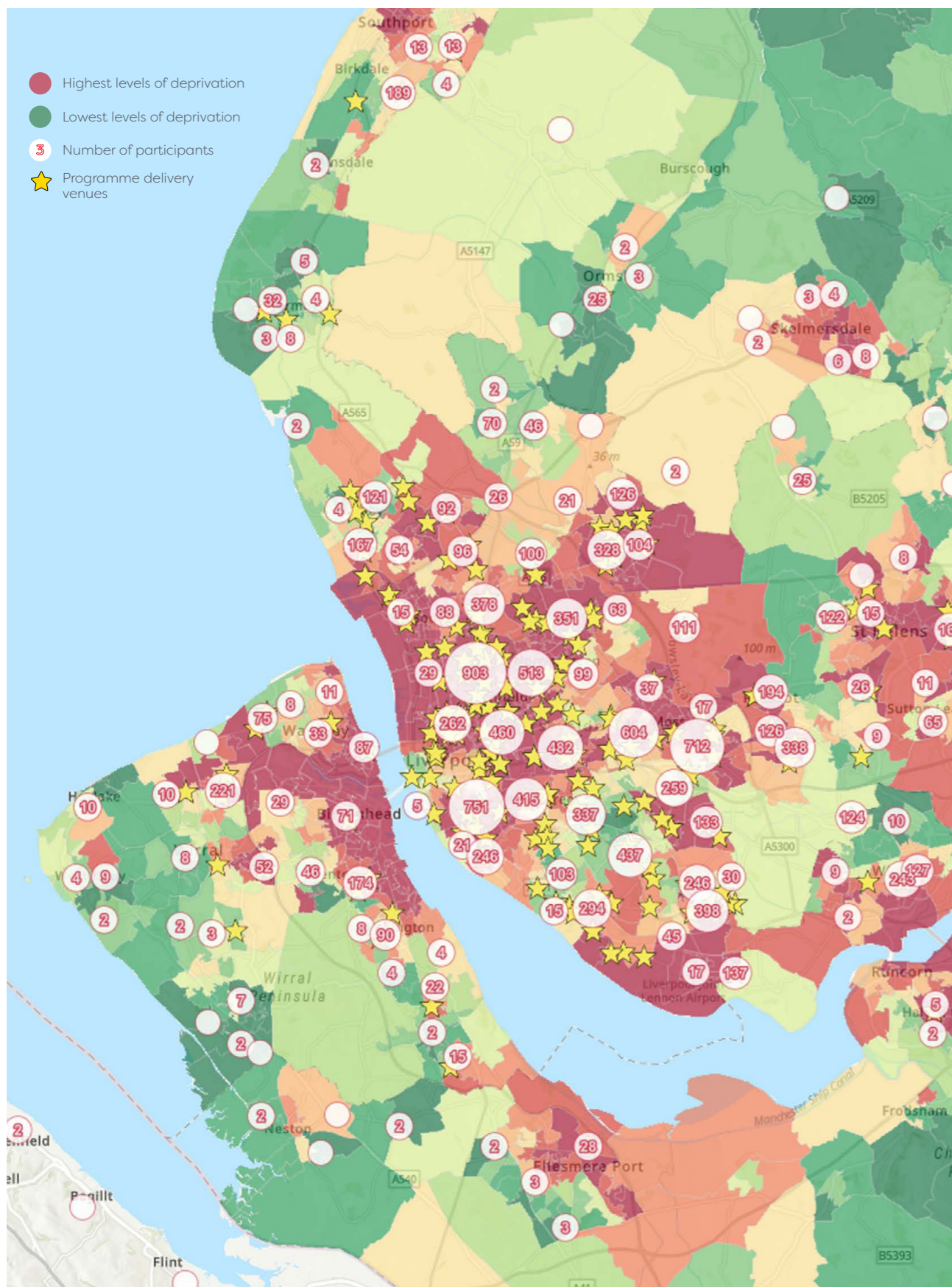
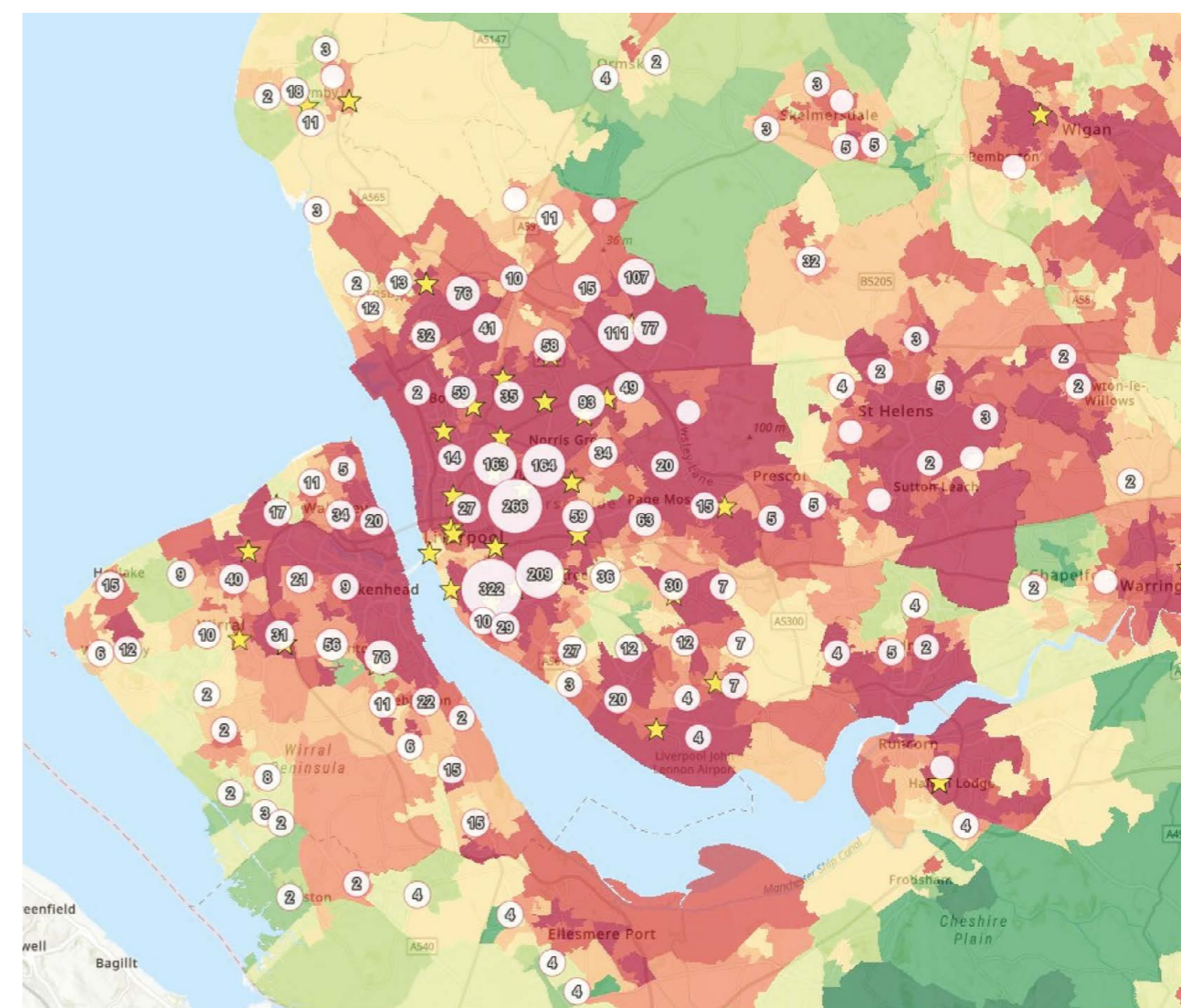


Figure 8: Kicks, Kicks Girls & Kicks Inclusion Participants IMD Health Layer



- Highest levels of deprivation
- Lowest levels of deprivation
- 3 Number of participants
- ★ Programme delivery venues

6.0 Keeping Score: Evaluation, Measurement and Long-Term Impact



3,000+
survey responses



c.300
recorded outcomes



c.130,000
gifts

6.1 External evaluation and reporting

Alongside efforts to improve its own impact practice, the LFC Foundation **continues to show commitment to external evaluation and scrutiny**. This is partly reflected in the commissioning of this independent report but also more specific evaluation of individual programmes and other elements of work.

One external evaluation commissioned is an ongoing study of the Foundation's contribution to the **#iwill campaign** to make participation in social action the norm for young people. Final data collection for the study was gathered over the Easter 2022 holiday with final publication due next season.

The Liverpool School of Tropical Medicine continues to support an evaluation of Health Goals Liverpool focused on sexual health and linked to the work on Health Goals Malawi reported last year¹¹. Separately an MBA student from the University of Liverpool has conducted an evaluation regarding the Community Wellbeing Hubs which will again be published next season.

The Foundation has **also remained transparent in its reporting of wider outputs, insights and feedback** on the full suite of programmes, both internally and externally to funders such as the Premier League Charitable Fund. Last season's impact report was published and launched at an open event at Anfield in October 2021.

6.2 Outcome and integrated impact measurement

In last season's impact report, it was reported that a comprehensive indicator and measurement framework had been developed ('Scores') that linked to the Foundation's intermediate and long-term outcomes. This included the identification of **'Indicators of Success'**, or what would tell us that an outcome has been achieved, as well as the related monitoring data to help capture programme outputs such as sessions delivered, participant details, and assessment data to measure the achievement of programme outcomes or goals. The intention was that Scores would compare the performance of nineteen of the Foundation's programmes with that of comparable initiatives across the country. These programmes were selected for benchmarking purposes because they are of strategic importance, targeted at those who are at greatest risk and being routinely monitored and evaluated by the Foundation. To ensure that the broadest range of approaches was considered, programmes were selected from each of the Foundation's six domestic themes that were introduced in section 4.0.

The Foundation has now followed through on that plan with a wealth of outcome and feedback data being collected through the course of the 2021/22 season which enables reporting on the performance of individual programmes such as those highlighted below.

On the Premier League funded **Sport Works** employability training programme, outcomes have been recorded to date for 112 participants, with eight participants recorded as completing a programme module and 38 the full core programme, whilst a further 38 achieved a qualification, 5 progressed to employment before course completion and 23 progressed to volunteering, work experience, higher education or employment after course completion. On the **Steve Morgan Foundation Works** employability programme outcomes were recorded for 129 participants with 111 having completed the core programme and 18 progressing to volunteering, work experience, higher education or employment. On the Liverpool City Council supported **Youth Works** employability programme eight participants were recorded as completing the programme, all of whom progressed to volunteering, work experience, higher education or employment.

A wider range of outcomes have been recorded for those programmes making use of Scores. Participants in the **Man to Man** programme, which seeks to support men at risk of taking their own life provided post programme feedback. All of the eight respondents reported that their wellbeing had improved as a result of participation with seven reporting that the programme had been 'outstanding'. Perhaps even more importantly all of the respondents reported that they felt more confident in having an honest conversation with someone about their mental health as a result of attending the programme.

11. <https://archive.lstmed.ac.uk/14830/>

“

This programme has helped me get closer to my future ambitions in a way that has unified me with my family and friends, and it has been so fun and enjoyable whilst being useful too. It has unified our group so much I can't put it in to words.

Participant, On Target

”



It is not possible to consider all of these results here, but consistently positive impacts have been recorded across a range of other programmes on the basis of pre and post programme completion surveys.

The **County Lines** programme seeks to raise awareness of the risks of gangs, knife and drug crime. The average participant satisfaction rating was 8.8 out of 10, and across 12 outcome measures relating to their awareness, skills and wider aspirations, participants recorded a 27% improvement following completion of the programme.

On the **GO PLAY!** programme that seeks to open up public spaces for safe use by children and their families, across a range of measures relating to wellbeing, activity, safety and connectedness participants recorded a 13% improvement following completion of the programme.

On the **#iwill** programme, across two waves of surveys conducted by Liverpool John Moores University, participants recorded positive movements in relation to questions around health and wellbeing, personal characteristics and community engagement with an overall improvement of 0.33% in the first wave and 2.33% in the second.

On the **MOVE** programme, that uses the power of football and Liverpool FC to appeal to young Cystic Fibrosis, Asthma and Endocrine patients and encourages them to be more physically active to improve their quality and length of life, the pre and post measures highlighted a huge improvement across five measures of attitudes towards physical activity that was not always carried through to the participants self-reported levels of activity.

The **On Target** programme, which works with young people to address mental health concerns, the Centre for Epidemiologic Studies Depression Scale (CES-D) was applied with average pre participation scores of 37.9 and post scores of 31, representing an improvement in depression scores of 18% across participants.

Participants in the **PL Inspires** programme which uses the appeal of football, the Premier League and Liverpool FC to support 11-25-year-olds as they move through the education system and early adulthood recorded a range of improvements in relation to their skills, aspirations and self-confidence, averaging at 22%. Younger participants in the PL Primary Stars programme recorded an average improvement of 18% in relation to a range of questions focused on their educational engagement and commitment.

It is striking how directly these outcomes speak to the challenges presented by the Child of the North Report¹² and social profiles of the LCR presented in section 1.0 of this report.



12. Pickett K., Taylor-Robinson D., et al (2021) The Child of the North: Building a fairer future after COVID-19, the Northern Health Science Alliance and N8 Research Partnership

6.3 Feedback Survey Results

At the close of the 2021/22 season the LFCF conducted a series of surveys amongst programme participants, their parents and carers, volunteers and partner organisations.

6.3.1 Participant Survey

A total of **640 responses** to the Your Voice Counts participant survey were received from participants in **17 programmes, 540 of which from LFCF programme of participants and 75 from Red Neighbours programme of participants.** The demographic profile of respondents was reasonably close to that of the participants recorded on Views with 43% being female and 57% male, whilst 81% of respondents stated they were white.

Overall respondents were very positive in their reporting of the impact of their engagement with LFCF programmes.

88% (n=539/614) participants reported an improvement in their mental health / wellbeing, up from 85% last season.

90% (n=407/453) participants reported an improvement in their physical health / fitness, up from 86% last season.

In terms of overall satisfaction, responses were even more positive.



On average sessions were rated 9.25 on a scale of 0-10 where 10 is the most positive, up from 9.06 last season.

93.7% indicated that they had fun on the session they attended with only two respondents saying they didn't have fun.



In terms of likelihood that they would recommend the LFC Foundation to a friend, the average score was 9.25 on a scale of 0-10 where 10 was the most likely, up from 8.83 last season.

These satisfaction levels were apparent across the full breadth of the Foundation's programmes as illustrated in Table 13.

Table 14: Participant Satisfaction

Programme	Satisfaction	Would recommend
Camps	9.29	9.51
County Lines	8.68	7.96
FEFA	10	10
Game On	9.38	8.96
Go Play!	9.44	9.22
Kicks Inclusion	9.87	10
Kicks Targeted	9.08	8.65
MOVE	10	10
Onside	9.83	9.62
On Target	8.82	8.78
PL Inspires	9.45	9.29
PL Kicks	9.58	9.58
PL Primary Stars	9.14	9.56
Red Neighbours	9.76	9.81
Works	8.26	8.71
Youth Panel	9.62	10
#iwill	9.58	9.29

For more information on programmes see glossary

6.3.2 Parent, Carer and Guardian Survey

A total of **99 responses to the parent, carer and guardian survey** were received relating to children and young people's participation across 6 LFCF programmes.

Once again, overall, respondents were very positive in their reporting of both the impact of engagement and satisfaction with the programmes.

On average sessions were rated 9.4 on a scale of 0-10 where 10 is the most positive.

All but two (98%) of the respondents indicated that sessions had improved the child or young person's mental health and wellbeing and their physical health or fitness.

All but three (97%) indicated that they had fun on the session they attended, and no one said that they didn't have fun.

In terms of likelihood that they would recommend the LFC Foundation to a friend, the average score was 9.6 on a scale of 0-10 where 10 was the most likely.

"My son attends a lot of LFC Foundation programmes and camps and absolutely loves them. Attending the camps has boosted my son's confidence massively, he makes new friends every half term and he thinks very highly of all the coaches who have also gave him an added boost of confidence with their positive feedback."

"The work you do with our daughter is giving us something we really can't get anywhere else. So from the bottom of our hearts, we thank you. [She] is healthier which means that because her condition is life limiting and degenerative, the physical health you have given her means she will live longer, but not just that, the determination that [you have] instilled in her means that she is determined to never quit and keep fighting to survive, stay healthy and never give up."

12. Pickett K., Taylor-Robinson D., et al (2021) The Child of the North: Building a fairer future after COVID-19, the Northern Health Science Alliance and N8 Research Partnership

6.3.3 Partner and Stakeholder Survey

A total of **57 responses** to the partner and stakeholder survey were received from a mix of Foundation (31) and Red Neighbours (26) partners. Responses from these partners were universally positive. Where relevant, all respondents indicated that **programmes had improved the mental health and wellbeing and the physical health or fitness of those supported**. Overall sessions were rated at 9.6 on a scale of 0-10 where 10 is the most positive and 9.9 in terms of likelihood or recommending to a friend, colleague or other organisation.

“Children really enjoy LFC staff attending school and delivering PE activities and sport. It is delivered safely, inclusive and in a fun and informative way.”

“Our community is one of the most deprived in the country. The opportunity to attend Liverpool FC for its community events or football matches without their kindness

and thought how this can lift someone’s mood, help to provide memories, links and conversation in the early stages of illness and dementia are incredible, a shared experience and precious memories that money can’t buy! At Christmas the opportunity for individuals to share a Christmas lunch with friends, the opportunity of a meal being at a social event as opposed to a lonely solitary meal more out of necessity to survive than enjoyment makes a huge difference and change to someone’s life, the fact they are valued and treated as a person. The hampers that mean family have a real Christmas lunch, something many of us take for granted can be the difference between feeding our children or heating the house.. this will be more significant this year than others in the past century! Our families couldn’t thank the support and generosity shown by RN enough, it seems insignificant to just say ‘Thank You.’”

6.3.4 Volunteer Survey

The LFCF engages external volunteers to support its work as well as encouraging its employees to volunteer as part of their contractual hours. There are **211 registered volunteers, of which 56 are currently active**. Reflecting the profile of programme participants, of those who are active, 82% of volunteers identify as white, white Welsh, Scottish, British or Irish, 7% as Asian and 2% as African, Caribbean or Black.

A total of 24 responses to the volunteer survey were received from volunteers who had contributed anything up to 600 hours of their time over the course of the year. Experiences, whilst perhaps more varied than amongst other participants or stakeholders were still very positive.



Average Rating 9

On average, volunteering experiences with the Foundation were rated at 9 on a scale of 0-10 where 10 is the most positive.

85% of volunteers reported an improvement in their mental health / wellbeing

77% of volunteers reported an improvement in their physical health / fitness although some reflected that their role did not involve physical exercise

93% of volunteers who responded would recommend the LFC Foundation to a friend

Whilst other feedback suggested that volunteers generally feel safe, included and have fun whilst volunteering there was perhaps a little less certainty in relation to having opportunities to learn and grow as a volunteer. Whilst 10 respondents indicated that they strongly agreed with the statement, one disagreed and five had neutral feelings on the matter.



6.4 Other Beneficiaries

LFC Foundation has also been a direct funder of a range of projects for children and young people delivered through trusted partner charities and community groups as well as making direct donations to groups and individuals through its programme activities. It is estimated¹³ that over **60,000 people have benefited** from the various additional activities and support provided by the LFC Foundation and Red Neighbours although data collection methods are still evolving and so this may not reflect the full picture. These include **17,180** people supported through international activity, **14,103** through Red Neighbours and **12,755** through the Community Wellbeing Hubs. It is also recognised that some of the people supported may have engaged with

the Foundation or Red Neighbours in other ways and so team members and the Senior Leadership Team engaged in a process of deduping to provide a best estimate of the total number of people supported through these activities which came to **30,765**.

Through these and other initiatives a total of **128,638 gifts have been donated**, primarily through Red Neighbours (57,678) and international activity (46,822). The total **value of these gifts was £763,999** with the bulk of the items (109,985), building on Red Neighbours and the Foundation's pandemic response documented in last season's report, being food donations.

Table 15: LFC Donation Value Programme

Programme	Value of Donations
Community Wellbeing Hubs	£141,475.00
Match tickets	£128,612.40
Game on (Nike)	£9,600.00
Game on (PLPFA)	£790.00
Holiday Camps	£20,726.00
International Activity	£36,861.00
Kicks	£760.00
Kicks Inclusion	£1,546.00
Mental Health Wider Foundation	£40.00
Premier League Primary Stars	£28,563.84
Premier League Reading Stars	£875.00
Red Neighbours	£372,285.00
Kicks (Steve Morgan Foundation)	£1,201.00
Sport Works	£1,925.28
SEN Schools (Steve Morgan Foundation)	£108.00

For more information on programmes see glossary

13. Estimates provided by LFC Foundation

Case Study 8: Fans Supporting Foodbanks (FSF)

The FSF initiative, which was set up by local Liverpool and Everton supporter groups, is delivered in conjunction with North Liverpool Foodbank, Anfield Breckside Community Centre, Unite in the Community and the Trussell Trust.

Fans Supporting Foodbanks joint founder Dave Kelly said: “The COVID-19 pandemic has shown the unexpected can hit suddenly. Foodbanks across the country have given out record numbers of food parcels this year, and no one should face food poverty in the age we live in.

“With the effects of the pandemic still being felt and Christmas approaching, matchday donations provide vital support to our local area. They are and will continue to be a real lifeline for those needing a helping hand. The support we have had from fans of all the Merseyside clubs has been incredible over the past six years and we hope everyone continues to support this important cause by making donations on this evening.”

For over four years, LFC has worked with and supported St Andrew's Community Network - home of the North Liverpool Foodbank and Fans Supporting Foodbanks - on the ongoing issue of food poverty, which continues to affect its local communities.

Throughout December as part of its LFC Operation Christmas Magic campaign, the Club hosts festive food collections at all home fixtures, encouraging fans and staff to donate essential food items to the Foodbank and Pantry Network across the Liverpool City Region.

Fans attending home games can drop off any non-perishable food donations at the foodbank collection points, which are located on Flagpole Corner outside the Sir Kenny Dalglish Stand, the Anfield superstore on Walton Breck Road and Homebaked bakery on Oakfield Road.

The Flagpole Corner collection point is open three hours before kick-off and remains open for 15 minutes after kick-off. Food can also be dropped off at the Anfield superstore during its opening hours and at Homebaked before kick-off.

7.0 What's it Worth? Valuing the impacts of LFC Foundation's 2021-22 programme delivery

7.1 Introduction

The LFCF continues to be interested not only in the impact and outcomes of their work but also whether a monetary value can be applied both to tell the story in a different way but also to build a business case for further investment. After trialling an application of the UEFA GROW SROI model as part of last season's reporting¹⁴ greater attention has been paid this year to the drivers of value and associated data capture. The Substance team ran

7.2 Applying the UEFA GROW SROI Approach to LFCF

The core social valuing methods documented by UEFA¹⁷ were applied to the range of LFCF programmes that are primarily focused on encouraging or enabling participation in football activities. Where football clubs and their foundations or community operations are delivering 'targeted' football programmes that are designed to work with specific groups to address specific health or social conditions, the model benefits from existing assessments of impact and value where football is delivered in line with defined programme designs.

For the purposes of this report analysis is based on programme and participation data for the 2021/22 season. It was possible to include a wider range of programmes, participants and data than was possible last season due to both the increased activity and greater diligence in recording of outcomes.

a workshop with Foundation staff in early March 2022 to introduce the SROI methodology¹⁵, the development of the UEFA GROW model¹⁶ and how it can be applied to the work of CCOs and individual Foundation programmes as well as the data requirements to enable calculations to be made.

Valuations were created based on opportunities to play regular football for 9,450 participants in the range of Kicks, Camps, Game On, Go Play, Mini Players, Refugee Inclusion and TAA Football programmes. A further 1,586 participants in a range of school, disability and military veterans physical activity programmes, including Ability Counts, Girls Schools Sport, Military Veterans, Move, PL Kicks Inclusion and SEN Schools, were also valued. Whilst PL Primary Stars was not included as one of these programmes due to the volume of activity amongst participants not meeting the current threshold required to demonstrate physical activity benefits it was possible to include some value relating to educational benefits. This was achieved through the targeted programme module that involved consideration of 16,508 participants in the programmes listed in Table 15.

Table 16: Targeted Programmes

Programme	Participants	Outcome
County Lines	206	Improved educational attainment
PL Inspires	257	
PL Primary Stars	10,921	
Onside	228	Improved educational attendance
Creative Works	8	Work experience
PL Kicks Targeted	55	Moved into education, training or employment
SMF Works	123	Improved mental health
Sport Works	54	
Youth Works	10	
On Target	305	Engaged in social action
#iwill	4,317	
NCS	24	

For more information on programmes see glossary

For each of these programmes we were able to draw upon verified outcome data or pre and post evaluation surveys for all or some of the participants. Where outcome data was used, a valuation was only generated for these achieving the outcome even if future outcomes are anticipated for participants whose participation continues.

Where pre and post evaluation surveys were used the average degree of impact suggested by the survey results was extrapolated across the full cohort of participants to determine an estimate of the number of participants achieving the defined outcome. In some cases this involved using proxy measures that indicated, for example, improved educational attainment or attendance on the basis of related questions.



14. <https://foundation.liverpoolfc.com/about-us/season-review>

15. Social Value UK. 2012. A Guide to Social Return On Investment, <http://www.socialvalueuk.org>

16. <https://www.uefa.com/insideuefa/football-development/news/0264-10fe1ac0497c-ffe49c301d3e-1000--explainer-football-s-social-value/>

17. The UEFA GROW SROI Model: Valuing the Impact of Football Participation in Europe, UEFA: Nyon

7.3 Results

The headline annual valuation for the 2021/22 season is **£80.17 million** and reflected in Figure 12. This represents an increase of more than 340% compared to last year's value of £23.41 million. However, it should be noted that the core UEFA model has moved to a new version since last season which now incorporates revised valuations for subjective wellbeing, volunteering and educational attainment as well as the introduction of a new category of social capital¹⁸ which means the valuations are not directly comparable. In considering the variation it should also be recognised that this season's valuation is reflective of the improvements in data availability and quality documented in this report which has enabled more work, participants and outcomes to be considered.

A further consideration, related to the target outcomes discussed in Section 4, is that some outcome specific valuations, such as crime, may appear lower than anticipated. Rather than an absence of impact on involvement in or experiences of crime this is more reflective of gaps in the collection of postcode data that would help to better profile those at risk of crime as well as the absence of crime related experience and outcome data.

The results for those individual programmes that it was possible to include in the modelling and generate a valuation for are presented in Table 16, clustered according to the LFCF theme they primarily contribute to.



18. A technical appendix is available to explain the assumptions and new developments in full.

Figure 12: LFCF Social Value

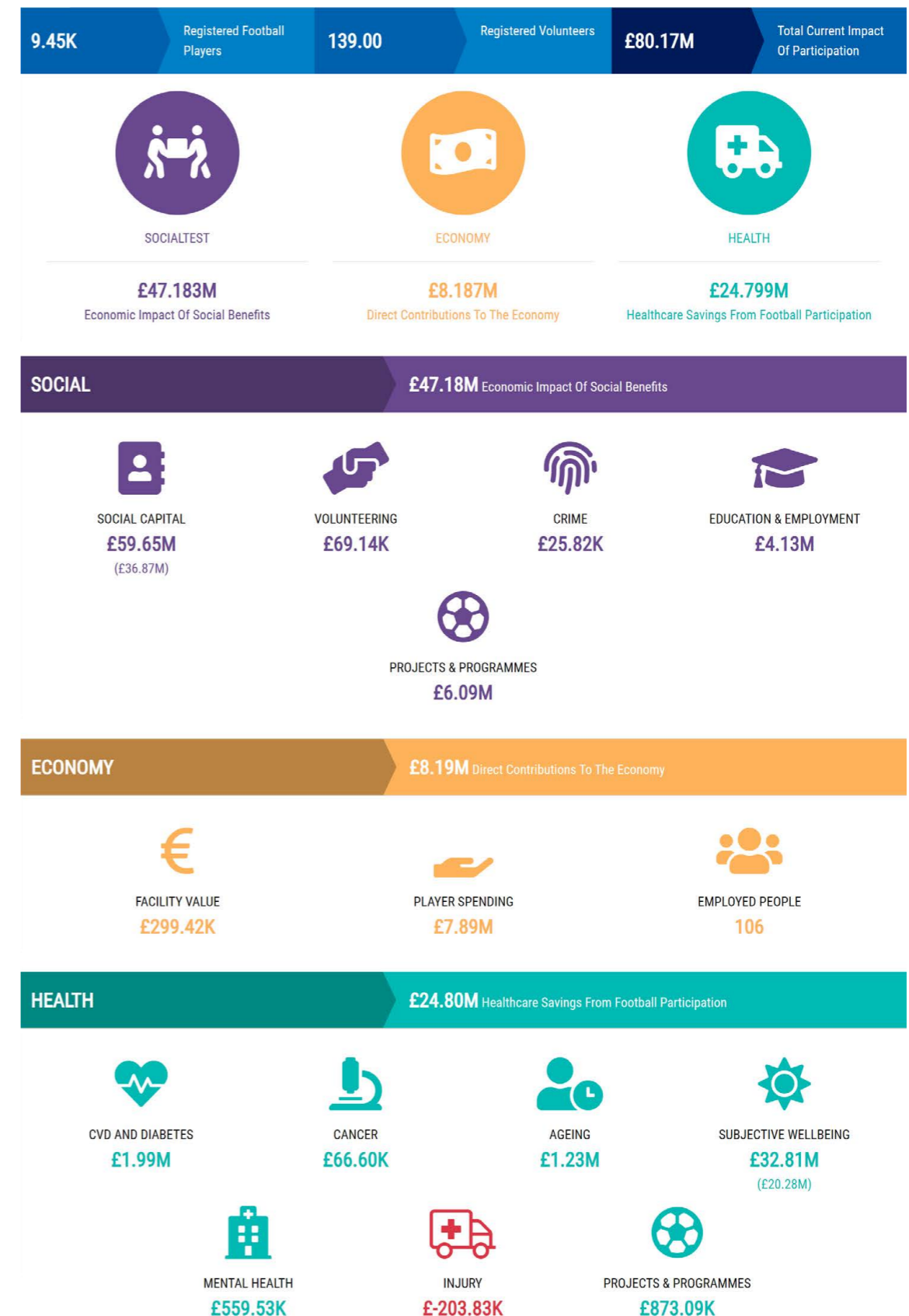


Table 17: Programme Values

Programme	Value (£'000s)
Sport and Physical Activity	
Ability Counts	£297
Camps	£3,490
Game On (Nike)	£17,690
Game On (PLPFA)	£15,590
Girls School Sport	£676
Go Play	£5,970
Kicks	£18,330
Kicks Inclusion	£930
Kicks Girls	£5,530
Mini Players	£1,330
Refugee Football	£430
Kicks (Steve Morgan Foundation)	£5,380
SEN Schools (Steve Morgan Foundation)	£695
TAA Football	£1,970
Under 7s Leagues	£685
Education & Life Skills	
PL Inspires	£18
PL Primary Stars	£1,000
Employment & training	
Creative Works	£43
SMF Works	£247
Sport Works	£385
Youth Work Apprentice	£110
Health & Wellbeing	
Military Veterans	£253
Move	£125
On Target	£188
Youth Interventions	
County Lines	£17
#iwill	£1,261
NCS	£97
Onside	£212
Community engagement	
Volunteering	£69

For more information on programmes see glossary

7.5 SROI Ratio

In terms of a calculation of a return on investment based on total expenditure of £4,900,000²⁰ we can calculate a **SROI ratio of £16.36 for every £1 invested** which is just over double last year's rate when comparing like for like expenditure.



19. Numbers may not add up to the overall LFC Foundation Value due to rounding and cross participation on Kicks programmes
20. Provisional figure from unaudited 2021/22 accounts

8.0 Global Sustainability Alignment: United Nations SDG mapping and valuation

8.1 SDG Mapping

As part of its commitment to sustainability and tackling the climate crisis, the LFCF has sought to map the contribution of the organisation’s target outcomes to each of the United Nations Sustainable Development Goals. These goals mark a recognition that ending poverty and other deprivations must go hand-in-hand

with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

Table 18: LFCF Outcomes and the UN SDGs

Intermediate Outcome	SDG 1	SDG 2	SDG 3
IO1: Improved physical health and healthy lifestyles	3. Good health & wellbeing	10. Reduced inequalities	
IO2: Happier and more engaged	3. Good health & wellbeing	10. Reduced inequalities	16. Peace, justice & strong institutions
IO3: Increased aspiration, positive attitude and future plans	3. Good health & wellbeing	4. Quality education	10. Reduced inequalities
IO4: Improved confidence, self-esteem and resilience	3. Good health & wellbeing	10. Reduced inequalities	
IO5: Reduced social isolation	3. Good health & wellbeing	10. Reduced inequalities	
IO6: Increased fan engagement	8. Decent work and economic growth	3. Good health & wellbeing	5. Sustainable cities and communities
IO7: Improved relationships and mixing with peers	16. Peace, justice & strong institutions	3. Good health & wellbeing	
IO8: Sense of belonging and inclusion for all	16. Peace, justice & strong institutions	5. Gender equality	3. Good health & wellbeing
IO9: Improved transferable life skills and knowledge	4. Quality education	8. Decent work and economic growth	10. Reduced inequalities
IO10: More young leaders and opportunities for volunteering	5. Sustainable cities and communities	10. Reduced inequalities	8. Decent work and economic growth

For more information on programmes see glossary

These priorities are increasingly aligned with staff priorities and their sense of the value of their work. When respondents to the staff survey were asked about their personal commitments, the most regularly cited UN SDGs were, in order, UN SDG 1 – No Poverty, UN SDG 2 – Zero Hunger, UN SDG 3 – Good Health and Wellbeing and UN SDG 4 – Quality Education 10. When asked which goals the Foundation was having the greatest impact upon the same four SDGs featured but in a revised order with

UN SDG 3 – Good Health and Wellbeing the most regularly cited followed by UN SDG 4 – Quality Education, UN SDG 1 – No Poverty and UN SDG 2 – Zero Hunger. This suggests that, in the eyes of respondents, work to combat poverty might feature more prominently as an outcome focus although the recognition of the greatest impact on health and wellbeing does align with the target outcomes discussed in section 4 of this report.

SUSTAINABLE DEVELOPMENT GOALS




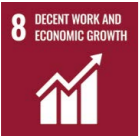





8.2 Indexation and valuation

In related work being conducted alongside Liverpool FC, the club and Foundation's contribution to the UN SDGs is being benchmarked in terms of good practice and impact alongside a monetary valuation of that contribution. Here we draw out the value of the contributions made by the Foundation's activities.

Based on the mapping of LFC Foundation outcomes discussed above, a total of seven UN SDGs were identified where a tangible contribution could be identified as illustrated in Table 18 below:

Table 19: LFCF Outcomes and the UN SDGs

UN SDG	Contributing work	Value of contribution
 3 GOOD HEALTH AND WELL-BEING	Contribution of programmes to good health and wellbeing.	£33,227,334
 4 QUALITY EDUCATION	Contribution of programmes to quality education.	£9,833,635
 5 GENDER EQUALITY	Contribution of programmes to gender equality. Proportion of women in leadership roles	£4,968,573
 8 DECENT WORK AND ECONOMIC GROWTH	Contribution of programmes to decent work. Employment conditions at LFCF	£4,243,990
 10 REDUCED INEQUALITIES	Contribution of programmes to reducing inequalities	£18,373,370
 11 SUSTAINABLE CITIES AND COMMUNITIES	Contribution of programmes to sustainability	£414,048
 16 PEACE, JUSTICE AND STRONG INSTITUTIONS	Contribution of programmes to peace, justice and strong institutions	£9,109,051
Total		£80,170,000

For more information on programmes see glossary

This year there was no specific association with climate action but in terms of the Foundation's carbon footprint, the majority (70%) of staff who responded to relevant questions in the staff survey indicated that their primary form of travel to and from their main place of work was a private car. This may be related to the fact that most staff are based at the Anfield Sports and Community Centre or other delivery venues which might be less accessible using public transport. Most staff (87%) also reported using a private car to undertake their job, with 50% reporting that this was the only mode of transport that they used to travel

to undertake their job. Based on the data, overall, it is estimated that 76.5% of travel to work is made by car. Given that the average travel during working hours, not including travel to and from home, was 33 miles a week, total private car mileage amongst Foundation employees to perform their work is estimated at 2,877 miles or 149,604 per year. Assuming average fuel consumption in a petrol car, this can be estimated to generate 52.9 tons of CO₂ with a carbon offset price of £1,225²¹.



21. https://co2.myclimate.org/en/car_calculators/new

9.0 Recommendations and Future Practice

The LFC Foundation has made a remarkable amount of progress in improving its impact practice over the course of the last season. This is reflected in more comprehensive and consistent data collection practices which have resulted in the huge increase in recording of participant attendance, total number of people supported and associated outcome and social value reporting. Nevertheless, the Foundation is keen to continue its impact practice journey and to improve further. With this in mind it is worth highlighting some areas that would benefit from further attention.

With its focus on addressing a wide range of social outcomes and the social determinants of health it is vital that an accurate picture is developed of who the Foundation is working with and their susceptibility to these determinants. At scale, the only realistic measure of this alignment is the Indices of Deprivation which can only be applied where a valid postcode is provided. This season more postcode data was available although there remain a significant proportion of participants for whom no postcode is recorded or where duplicate postcodes,

sometime for a delivery venue, are provided. Amongst some participants there maybe an understandable reluctance to share identifying personal data of this type and so the Foundation might want to work on strategies to mitigate this risk through reassurance around data sharing protocols or the collection of partial postcode data.

The figure presented in this report for the number of people supported consists of a blend of unique participants with their own unique record recorded on Views, an assessment of the likely number of unique participants attending mass participation events for which individual attendance data is not captured and an estimate of the number of unique individuals receiving other types of support or gifts. Attention might be paid to patterns of repeat attendance or benefit receipt in order to build further confidence in the headline number of people supported.

Whilst data is gathered about participant's experiences across the full range of the Foundation's programmes much of this consists of relatively high-level feedback in relation to individual sessions rather than the systematic collection of outcome data.



When assessing impact and social value the broadest and most reliable claims can be made when validated outcome measures are applied and captured on an ongoing basis. The Foundation would benefit from the wider deployment of validated or widely accepted outcome measures across a broader range of programmes, particularly where those outcomes are the most tangible, e.g., secured or retained employment, increased school attendance or reduced involvement in offending behaviour. Where such outcomes cannot yet be demonstrated, the capture of intermediate outcomes that contribute to an end result and help to demonstrate attribution to the Foundation's work, e.g., CV writing, interview practice, is also important.

Feedback survey response rates have also not been as high as would be desired, with a total of 614 responses to feedback surveys across programmes. In future the Foundation may wish to consider setting a target of gathering responses from at least 5% of programme participants.

This report only presents a fraction of the data that the LFC Foundation has accumulated over the course of the last season. Further programme and theme specific analysis would be welcome and might benefit from graduate student attention. Findings presented here and derived from further analysis might also be shared in a range of practitioner and academic forums.

Glossary

Sport & Physical Activity

Ability Counts: Ability Counts is a PAN Disability Football session which engages participants who then represent LFC Foundation in LCFA Ability Counts Monthly Football League.

Camps: LFC Foundations main holiday camp provision throughout school half terms and summer holidays, with an objective of engaging with children across the region with an opportunity to remain active and lead healthy lifestyles. We provide two or three full day camps for children between the ages of 4 – 14 years.

Game On (Nike): Game On is LFC Foundation's multi-sport offering, with an emphasis on providing opportunities for young people to experience new sports and provides pathways into local partner sports clubs. Nike grant funding covers the peripheral boroughs of LCR including Wirral, Sefton, Halton & Knowsley.

Game On (PLPFA): Game On is LFC Foundation's multi-sport offering, with an emphasis on providing opportunities for young people to experience new sports and provides pathways into local partner sports clubs. Grant funding from the PLPFA covers the core Liverpool city region.

Girls School Sport: LFC Foundation offer female only girls sport in the school setting, focusing on providing as many touchpoints and sporting opportunities for female participants. Through our Girls School Sport, our aim is to provide a female specific learning environment, with the objective of building confidence, self-esteem and enjoyment of participating in sport.

GO PLAY!: The Foundation's parks and open spaces programme, specifically designed to engage with whole family groups to support them becoming more active together more often.

Kicks: Funded through the Premier League, it is their flagship community programme which uses the power of football and sport to inspire young people in some of the most high-need areas in England and Wales.

Kicks Inclusion: Funded through the Premier League, we provide inclusive physical activity for all disabled people with opportunities to progress into high level disability football in a safe and supportive environment.

Kicks Girls: Funded through the Premier League, it's aim is to create a comfortable environment for girls to try something new, build confidence and enjoy football.

Mini Players: An introduction to football for children aged 4-6 years, focusing on fundamentals, basic techniques and having fun in a supportive and friendly environment. Mini Players aligns with the Player Development Centres for a smooth transition and clear pathway as children develop.

Player Development Centres: Aims to deliver a unique football development of young people aged 7-14 years of all skills and abilities, with a clear focus on development alongside local coaches, grassroots clubs and leagues.

Refugee Inclusion: Football sessions created for asylum seekers to help them integrate into the community, make new friends and become active.

Kicks (Steve Morgan Foundation): Expansion of our Kicks provisions into more community centres and pitches across the Liverpool City Region.

SEN Schools (Steve Morgan Foundation): Expansion of our Kicks Inclusion provisions into more community centres and pitches across the Liverpool City Region.

Trent Alexander Arnold Football (TAA): A safe space for local grassroots teams and individuals who want to come down and play football in a friendly and non-competitive environment.

Under 7 Leagues: Grassroots 5v5 tournament at various venues around the Liverpool City Region

Fowler Education and Football Academy: The Fowler Academy are nationally recognised as specialists in football and further education, offering a varied high education curriculum, including specialist pathways in football development, sport science, coaching, personal training, business and a range of A- Levels for young people aged 16-19.

Side by Side Thailand: Working in partnership with our overseas partners Right to Play to deliver community sport in the most deprived areas of Bangkok.

Side by Side Senegal: Working in partnership with our overseas partners Right to Play and the Canadian government to implement a female empowerment program in nine communities across Senegal.

Health and Wellbeing

Military Veterans: Sport and Mental wellbeing activities for ex-military personal.

Move: The programme is funded by the PLPFA and Alder Hey Children's Charity. The aim is to use the power of football and the LFC badge to appeal to young people with cystic fibrosis (CF), asthma and other endocrine disorders, encouraging them to take part in physical activity, not only to improve their quality of life, but to empower them to stay active throughout their lives and better manage their conditions.

On Target: In collaboration with Action for Children, this is a bespoke mental health project specifically designed to improve the mental health and wellbeing of the young people in secondary schools, through an academically researched and proven model of delivery.

Education and Life Skills

Premier League Primary Stars: Our Premier League Primary Stars programme uses the appeal of the Premier League and Liverpool FC to inspire children to learn, be active and develop important life skills.

Step Up: Programme to help support the transition of Year 6 children going into secondary school, focusing on different themes to prepare students such as motivation, communication and confidence and self-esteem.

Employment and Training

Creative Works: Funded by the Japanese publishing firm and Club partner, Kondasha, the programme aims to allow young people to explore their creativity, develop an understanding of the pathways to a range of creative careers and work on their soft skills.

Global Works: A community-based employability programme in partnership with the LFC Foundation and Standard Chartered Bank. The programme targets participants aged 15-18 years old from disadvantaged backgrounds in New York and New Jersey that are at risk of not attending college and would face long term unemployment.

#iwill: Youth-led programme that empowers young people to identify, prioritise and tackle the issues that young people feel most strongly about. The programme is a part of a national campaign called the #iwill campaign, which was launched in 2013 and believes in the power of youth and wants to ensure that all young people have the opportunity to be leaders in their communities.

#iwill Extension: New partnership with #iwill campaign with the same objectives as the #iwill programme but a more inclusive approach, engaging young people within mainstream school as well as SEN, alternative education and local youth organisations.

SMF Works: Funded by Steve Morgan Foundation, this is a multi-faceted employability programme which encompasses school early intervention, work experience for school leavers and open access delivery for 16 – 25-year-olds furthest away from the job market.

Sport Works: Working in partnership Regenda and The Learning Foundry, young people between the ages of 16-24 received a six-month paid placement, funded by the government, to develop valuable work experience skills alongside employability sessions to develop key skills including interview preparation workshops, presenting activities and discussion tasks.

Youth Works Apprentice: A 2.5-year programme in collaboration with Liverpool City Council, aimed at building the next generation of youth provision in the city. Through a combination of high-quality placements, extensive training and apprenticeship, participants will complete each programme as a fully qualified youth worker.

Youth Intervention

County Lines: The 10-week programme uses the power of the LFC badge, in partnership with Merseyside Police and Project Medusa to support young people who are 'at risk' of child exploitation and county lines. We aim to support identified young people, encouraging them into positive activity while inside and outside school.

Onside: A school-based programme designed to up-skill and raise aspirations of pupils across Merseyside. The programme tailors the sessions to the needs of the pupils and includes both classroom and practical elements. The 12-week programme enables the students to gain accredited qualifications, both Prince's Trist and a Sport Leaders qualification.

Kicks Targeted: The aim of the programme is to work with targeted participants who have been identified as those who will be involved in a life of crime due to their 'attached risk factors'. These identified risk factors highlight participants needs such as poor attendance, poor behaviour, violence at home, family relationship issues etc.

National Citizen Service (NCS): NCS is a 2-week programme aimed at 16-17-year-olds in the gap between school, college and employment. It consists of 3 phases, run across a one-week residential and a one-week social action project. The aim is to promote independence, confidence and social understanding in young people who are typically disengaged.

PL Inspires: Funded through the Premier League, the programme aims to inspire children and young people to develop personal skills and positive attitudes to succeed in life. The programme helps to support participants engagement using the theme of football and sport to improve their attitude, relationships and behaviour – increasing their ability to achieve their goals for the future.

Community Engagement

Community Hubs: (Brunny, Hive, Tiber, Northwood, Anfield): Working with partner venues across the region to deliver a wide range of easy to access activities designed to bring communities together and to improve the general health and wellbeing of local people. They also help to break down barriers that some members of the community experience when accessing programmes, such as proximity to home, cost and travel.

Owen McVeigh Foundation: A non-profit charity whose mission is to create magical memories for children suffering from cancer.

Red Neighbours: Red Neighbours is Liverpool Football Club's community programme that aims to make a difference to people who live in and around our Anfield and Kirkby homes.

St Andrews: St. Andrew's Community Network has been supporting people in Clubmoor, Liverpool and its surrounding areas for almost 20 years. They largely led by people from the local community where they seek to respond to local needs and opportunities.

This Means More: The LFC Foundation initiative encourages Official Liverpool Supports Clubs (OLSCs) from around the globe to unite and take part in activities and challenges to support their local communities and help address local issues.

LFC Connect: A joint initiative with LFC Foundation and LFC's community programme, Red Neighbours, was created during the coronavirus outbreak in 2020, to help those in our community most vulnerable to loneliness, stay connected.

The work that LFC Foundation and Red Neighbours collectively deliver represents Liverpool Football Club in the Community. This Impact Report is the start of the journey in telling the story of our work with a more evidence based and systematic approach. This insight allows us to focus our resources on the areas both of greatest need and where we can make the most positive change for communities both at home and away. We have ambitious plans to expand our work and therefore support more members of our community. Ultimately none of our work would be possible without the support of our funders, partners, participants, staff and the amazing LFC Family.



substance.



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