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Foundation



# LFC FOUNDATION IMPACT REPORT

2022  
2023



# Contents

<b>Table of Contents</b>	<b>2</b>
<b>Foreword and Acknowledgements</b>	<b>5</b>
<b>1.0 Executive Summary</b>	<b>7</b>
<b>2.0 LFC Foundation Strategy and Theory of Change</b>	<b>13</b>
2.1 Theory of Change	14
<b>3.0 Who We Support</b>	<b>17</b>
3.1 Participant Profile	18
3.2 Indices of Multiple Deprivation (IMD)	20
<b>4.0 LFC Foundation Programmes</b>	<b>22</b>
4.1 Impact Area: Sport and Physical Activity	22
4.2 Impact Area: Health and Wellbeing	26
4.3 Impact Area: Education and Life Skills	30
4.4 Impact Area: Employment and Training	34
4.5 Impact Area: Youth Interventions	38
4.6 Impact Area: Community Engagement	42
4.7 International Delivery	44
<b>5.0 Evaluation, Measurement and Long-Term Impact</b>	<b>48</b>
5.1 External Evaluation and Awards	48
5.1.1 Publications and Research Outcomes	48
5.1.2 Awards	49
5.2 Outcome and Integrated Impact Measurement	49
5.3 Feedback Survey Results	50
5.3.1 Participant Survey	50
5.3.2 Parent, Carer and Guardian Survey	52
5.3.3 Partner and Stakeholder Survey	53
5.3.4 Volunteer Survey	55
5.4 Other Beneficiaries	55
<b>6.0 Valuing the Impacts of LFC Foundation's 2022/23 Programme Delivery</b>	<b>56</b>
6.1 Introduction	56
6.2 Approach to Social Return on Investment (SROI)	56
6.3 Results	58
6.4 SROI Ratio	59
<b>7.0 Global Sustainability Alignment: United Nations SDG Mapping and Valuation</b>	<b>60</b>
7.1 SDG Mapping	60
7.2 Indexation and Valuation	60
Appendix 1. List of Outcomes Included in Social Value Model	62
Acknowledgements	63





↑↑↑  
**47%** increase  
 increase compared to last season

123,000 people  
 supported during the 2022/23 season

## Foreword and Acknowledgements

**This report marks the third 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.**

Each season we aim to improve and deliver the best possible outcomes for the young people and families that need our support the most, ensuring that we are making a positive impact to their lives especially during these challenging times.

We continue to build trust with all stakeholders and a reputation for excellence in this field. Core to this is transparent and accurate reporting which ensures that we remain authentic, credible and true to the values of our football club. Thus, the data and insights in this report are a true reflection of the numbers supported and impact the work has had.

The Foundation has received external recognition including winning a Sports Business Award for the Best Sports Community scheme, an NHS Trust Partnership Award for our Honeysuckle FC programme, an FA recognition award for She Inspires and numerous sustainability awards for our work with the club on the Red Way.

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, Standard Chartered Foundation 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.

A final thank you to Substance for all their work. We welcome the findings of this report.

**Matt Parish**  
 CEO, LFC Foundation





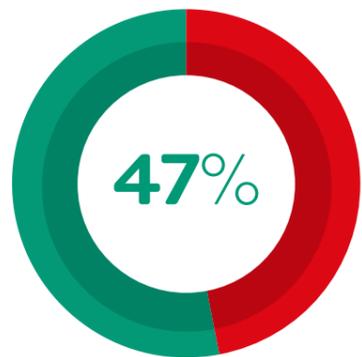
## 1.0 Executive Summary

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 create life changing opportunities for young people and families.

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

-  **Sport and Physical Activity**
-  **Health and Wellbeing**
-  **Education and Life Skills**
-  **Employment and Training**
-  **Youth Interventions**
-  **Community Engagement**

Across all its activities, **the Foundation supported nearly 123,000 people**, with over 81,000 unique participants accessing its directly delivered programmes and a further 24,000 supported by partners. These participants are predominantly children and young people reflective of all genders (35.5% female) and more diverse ethnic identity than is typical for the Liverpool City Region (LCR). Like last season, over 12% of those participants said they had a disability



of the participants were from the **10% most deprived local authority wards**

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. Again, this year, **almost half of the participants (47%) were from the 10% most deprived local authority wards in the country** with 59% from the 20% most deprived.

The wider usage of a range of outcome measures across the Foundation's programmes has led to the collection of a wealth of data that now extends beyond participant satisfaction to include an impressive set of programme impacts.

**These include, but are not limited to:**

Widespread improvements in attitude towards physical activity.

Increased physical activity and movement towards meeting the Chief Medical Officers' physical activity guidelines across the Foundation's sport and physical activity programmes.

Significant improvements in depression scores using the validated Centre for Epidemiologic Studies Depression (CES-d) Scale in both secondary schools and adult mental health programmes.

Dental health/hygiene screening and referral for necessary dental care and treatment in children and adults.

Improvements in skills, attitudes and behaviour on the Foundation's education programmes.

Significant improvements in skills and knowledge and readiness for employment outcomes as well as 35 young people moving into employment across the many employability programmes.

Internationally, the Side-by-Side programme found an improvement in life-skills and well-being amongst participants, increased social and community cohesion and increased feelings of safety, trustworthiness and inclusiveness.



Throughout the 2022/23 season, the Foundation also conducted a series of satisfaction surveys amongst programme participants, their parents and carers, volunteers and partner organisations.

Overall, respondents were very positive with **89% reporting an improvement in their mental health / wellbeing, up from 88% last season and 90% again reporting an improvement in their physical health / fitness.**

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



Average Rating **9.24**

On average sessions were rated 9.24 on a scale of 0-10.



Average Rating **9.02**

In terms of likelihood that they would recommend the LFC Foundation to a friend, the average score was 9.02 on a scale of 0-10.

It is also estimated that the Foundation has had over 115,000 points of contact with individuals due to partner activity, **distributing almost 89,000 gifts** to more than 17,000 individuals experiencing significant disadvantage, with a **total value of more than £1.4 million.**

The LFC Foundation remains keen to understand the outcomes of their work and whether an overall monetary value can be put on it. This will tell the story in a different way and build a business case for further investment and refine its delivery profile. Employing the same model applied in previous years it was possible to identify an **annual valuation of £88.75 million, up more than 10% on last season's valuation,** with a **SROI ratio of £13.32 for every £1 invested.**

Over the course of the **last three years, we have been able to value overall social impacts of £192.33 million.** Based on alignment of LFCF programmes with the United Nations SDGs it was also possible to identify contributions to 8 of the 17 goals.



Annual Valuation of  
**£88.75M**  
up more than 10%  
on last season's valuation.

## 2.0 LFC Foundation Strategy & Theory of Change

The LFC Foundation has big but achievable aims by 2025, outlined below.

Be supporting 150,000+ beneficiaries per season and have doubled funding generated to do so.

Be embedded in all high-need communities across Liverpool City Region.

Be working in 5+ international countries.

Be sector leaders in monitoring, evaluation and impact measurement.

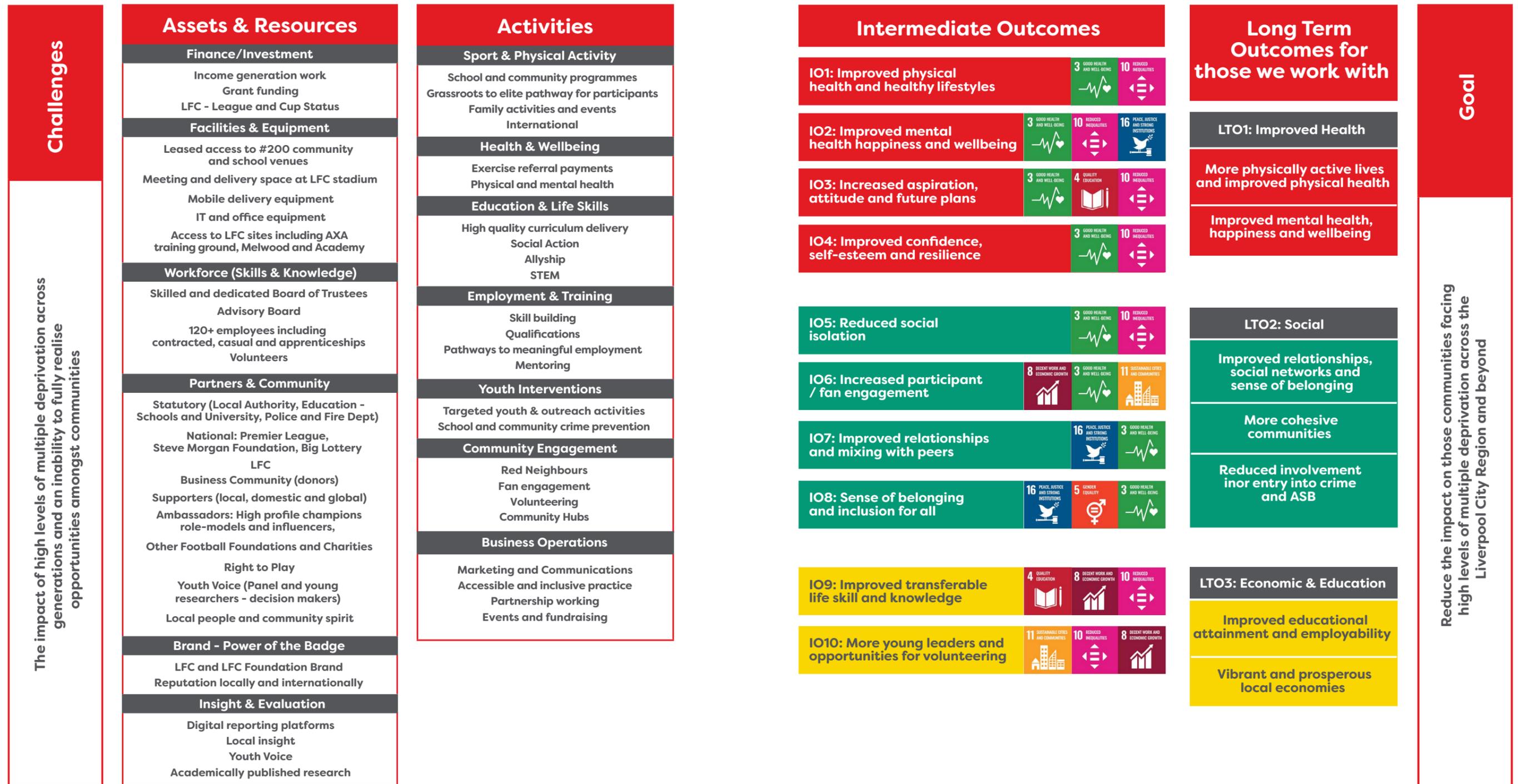
Be a truly inclusive and diverse organisation at every level that represents the communities we serve.

**From this report, it is evident that the Foundation is on track to achieve these aims, some earlier than projected.**

### 2.1 Theory of Change

Theories of change concisely describe the change organisations want to make and the steps involved in making that change. 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. See Figure 1 for the LFC Foundation Theory of Change.

Figure 1: LFCF Theory of Change





## 3.0 Who We Support

The LFC Foundation delivers a broad range of programme 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

Overall, the Foundation supported at least 122,861 people during the 2022/23 season, up 47% from 83,694 2021/22 season.

81,031

LFC Foundation Participants

24,418

Participants from External Programmes

17,412

Additional People Supported

The Foundation supported almost

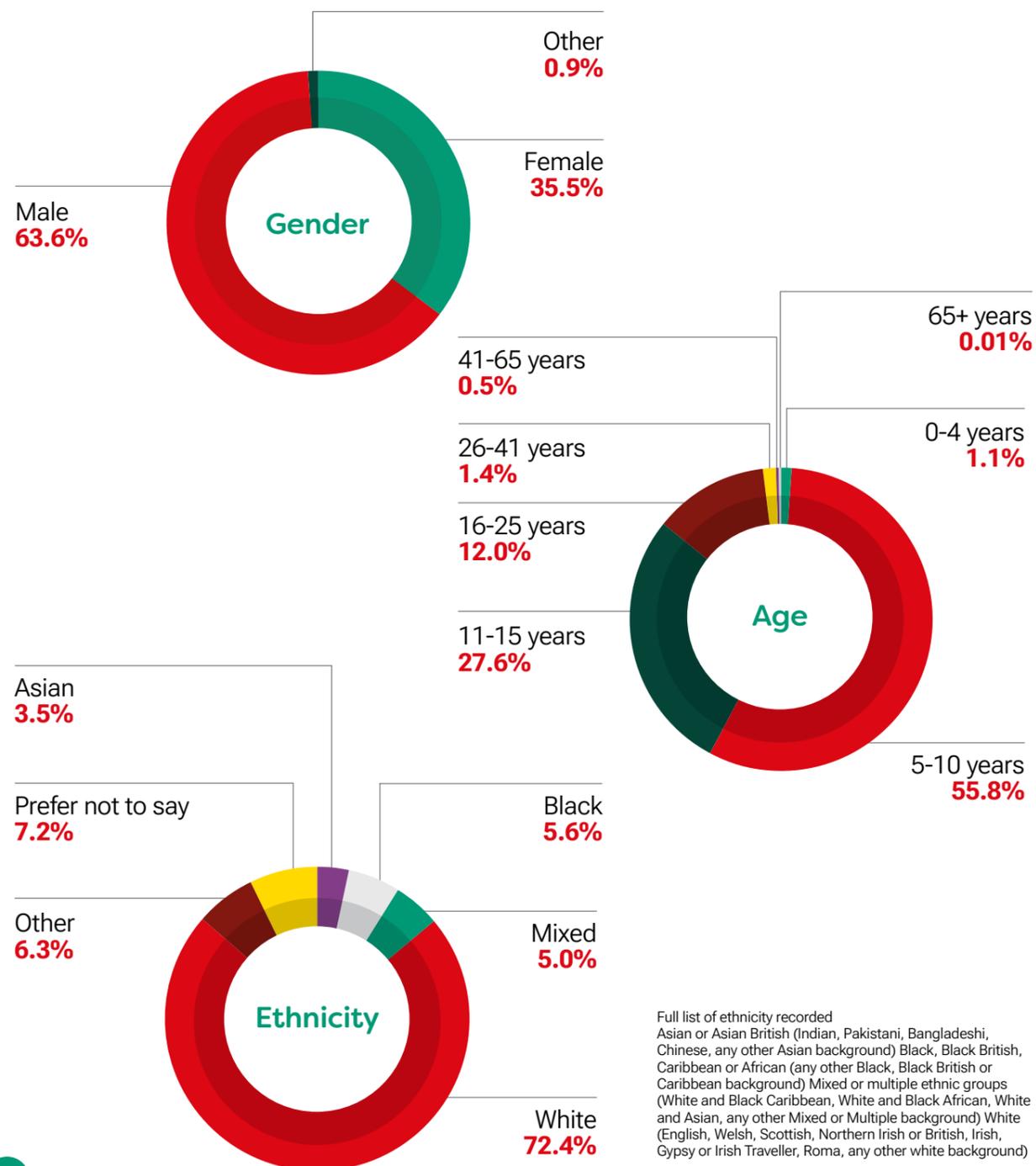
# 123,000 people

The Foundation had 675,986 of programme contact hours, compared to 348,000 last season and engaged directly with 81,031 people, up from 52,929.

# 3.1 Participant Profile

From our monitoring data we can see further demographic details of our participants. The data below is based on 17,253 registered during the 22/23 season.

Figure 2: LFCF Participant Profile



Our participants are predominately children and young people.

Currently 35.5% of our participants are female.

Significantly higher-than-average local representation of participants from ethnically diverse communities within the Liverpool City Region<sup>1</sup>.

Over 12% of those participants 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%<sup>2</sup>.

References  
 1. Ethnicity profiles in Cheshire and Merseyside  
 2. [www.scope.org.uk/media/disability-facts-figures/](http://www.scope.org.uk/media/disability-facts-figures/)

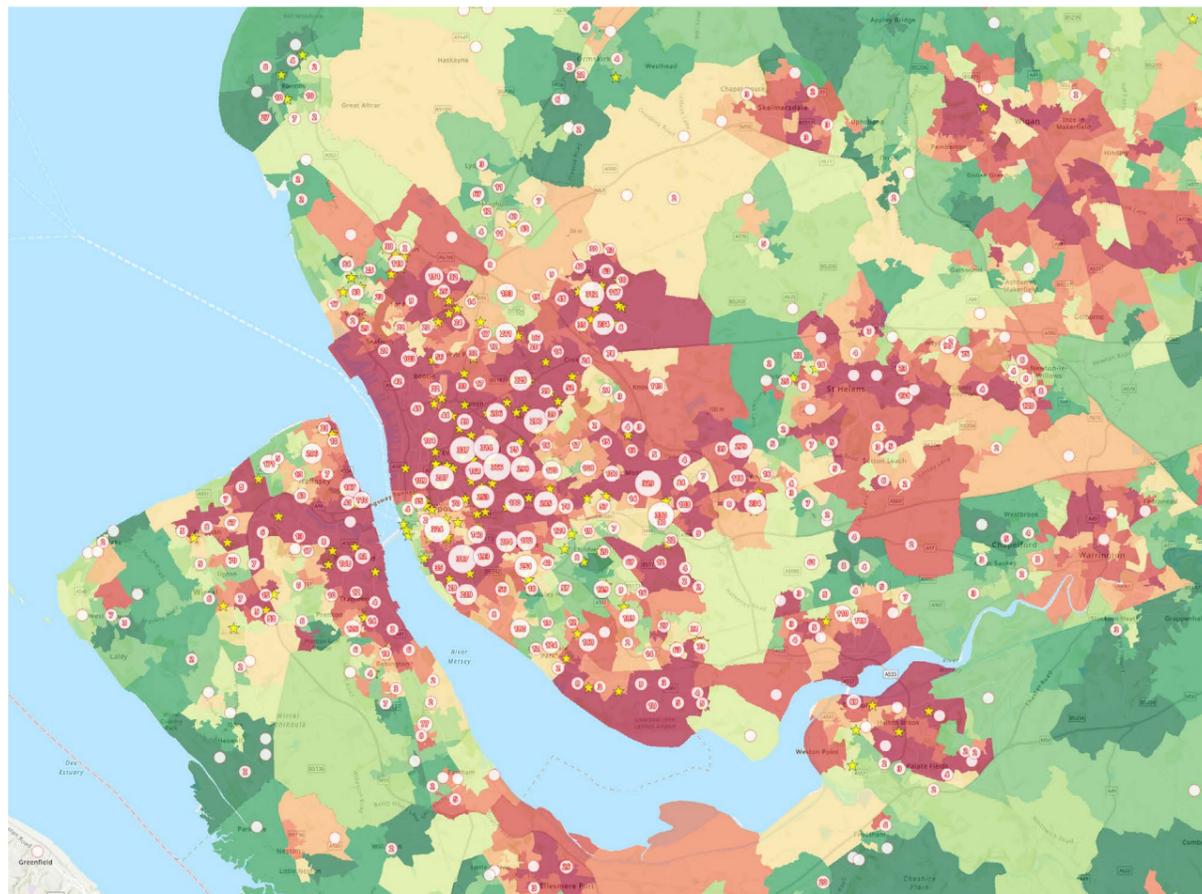


## 3.2 Indices of Multiple Deprivation (IMD)

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.

Nearly half of the programme participants (47.28%) were from the 10% most deprived local authority wards in the country and almost 60% (59.03%) were from the 20% most deprived wards in the country.

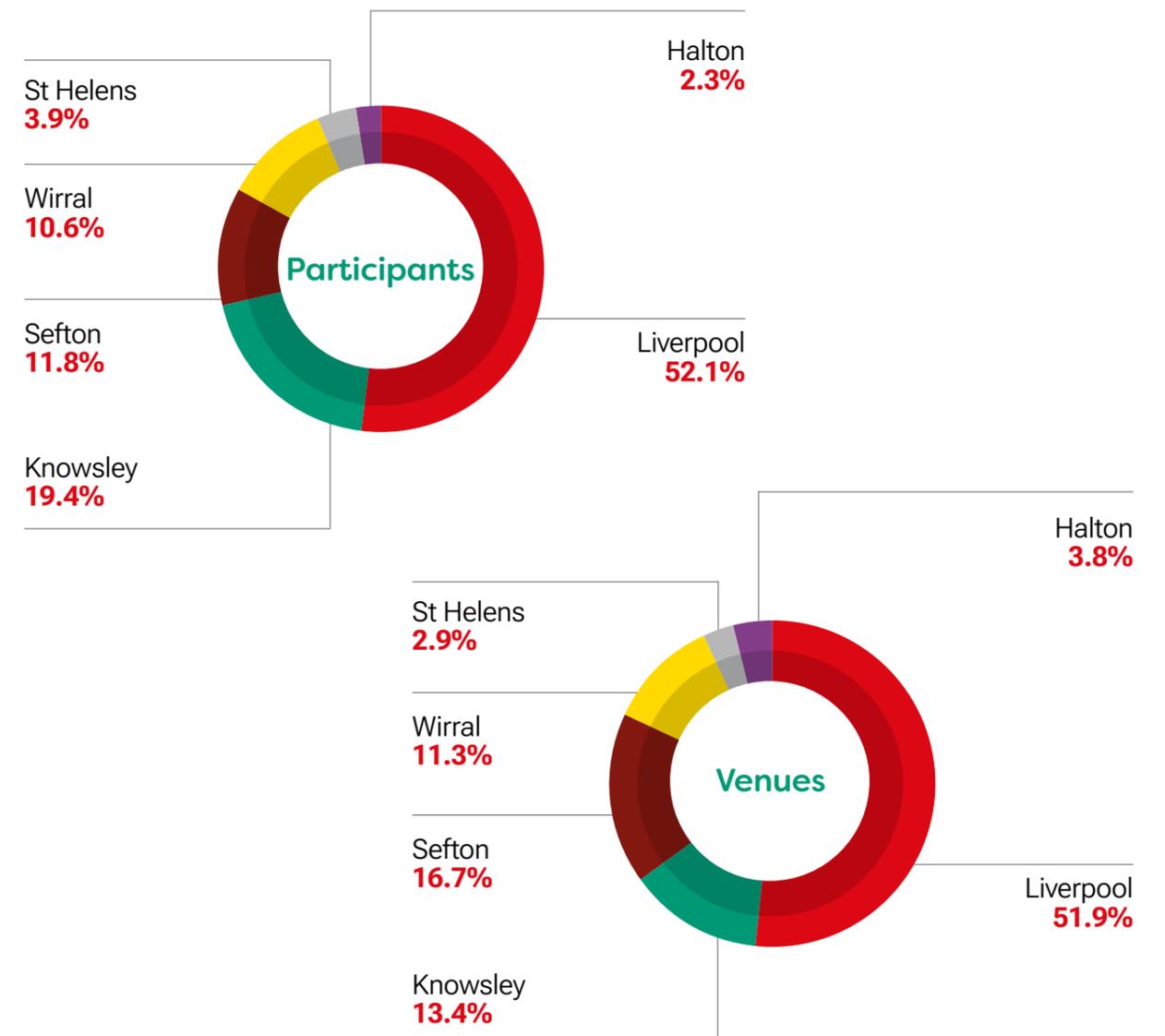
Figure 3:  
LFCF Venues and Participants by IMD



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 distinct locations is identified in the circles with a number in them, with yellow stars indicating programme delivery venues.

From this map it is easy to identify the correspondence between participant and venue delivery locations and levels of higher deprivation.

Figure 4:  
Participants and Venues by LCR Borough



# 4.0 LFC Foundation Programmes

## Sport and Physical Activity



9,888  
participants



3,558  
sessions



96,447  
attendances

### 4.1. Impact Area: Sport and Physical Activity

The Sport and Physical Activity impact area includes programmes that aim to improve physical health, raise aspirations and confidence, and develop skills. Programmes here range from female focused provision (Coaching Network, She Inspires) and inclusion (e.g. Kicks Inclusion, LGBT+, Refugee sessions, SEN School provision) through to multi-sports programmes (Game On, Go Play!), holiday camps and talent identification and elite pathway development (Player Development Centre and Regional Talent Centre).

Evaluation of these programmes has shown positive improvements in levels of physical activity, mental and physical health and positive attitude changes towards sport.

**Game On** is a joint initiative between LFC Foundation and Nike, to provide the Liverpool City Region with free sport opportunities from a wide range of sports. The programme is focused on the power of sport and games to help children become happier, healthier and more successful. Together with Nike, the Foundation aims to provide real change through sport, raising aspirations, increasing social integration and striving for a better, healthier future for everyone.

Evaluation of **Game On** which included completion of pre and post activity questionnaires, highlighted that activity levels increased following involvement in the programme with a significant shift amongst those doing less than one hour a day to meeting the Chief Medical Officers physical activity recommendations for children and young people aged 5-18 (see Figure 5).

Respondents also highlighted improvements in pre and post intervention surveys across a range of indicators of their attitudes to sport and physical activity and the role of Foundation coaches and activity in influencing those changes.



Figure 5:  
Game On: Changes in Levels of Physical Activity



A similar pattern emerged in relation to the **Go Play!** programme, with particularly significant increases in activity recorded amongst the 'matched sample' of participants completing both pre and post activity questionnaires.

Participants in the Foundation's **Holiday Camps** overwhelmingly indicated positive reflections on the activities with 98.8% of 252 respondents stating that the sessions had improved their mental health and wellbeing and 99.2% that it had improved their physical health or fitness, with a similar proportion highlighting that they had fun!

**She Inspires**, an award-winning football tournament, which gives girls across the LCR the chance to gain vital skills and build physical literacy, revealed progress across a range of physical literacy measures.

Responding to questions about the **SEN Festival**, teachers stated that the festival had improved physical fitness or mental health and had a positive impact on participants as well as stating that they would recommend the Foundation's work to other SEN Schools.



**If I hadn't joined the Foundation, I don't know where I'd be today. I've changed into a better person. I wouldn't go out or talk to anyone. I'm not shy now!**

Participant

## Hilaal Is A Game Changer

“

I want to show girls that it's possible. I want to show that a Black Muslim girl can actually become a football coach and inspire more young girls to start playing.

Hilaal

Hilaal's experiences and journey through sport and coaching institutions further opened her eyes to the discrimination that still exists within the industry. Instead of letting this discourage her, Hilaal became only further motivated to become the much-needed change in the sport she loves so much.

Being part of the LFC Foundation's Game On programme and coaching academy has been a life changing experience for Hilaal. Game On Academy aims to support the next generation of sport coaches by providing mentorship and learning opportunities, selecting participants from all walks of life and age groups. The programme also supports young people in Liverpool by providing them with the opportunity to access and experience different sports. Being part of Game On has given Hilaal the opportunity and confidence to be a role model for young girls and show them that anything is possible when you set your mind to it.

**“LFC is helping me to build connections with people and utilise my environment to the fullest, as well as become a better coach because of the Game On programme. You have to be adaptable, confident, and want to bring everyone up together as one.”**



## Health and Wellbeing

1,818 participants

489 sessions

7,817 attendances

### 4.2 Impact Area: Health and Wellbeing

This impact area focuses on targeted activities to improve the health of participants. Here programmes include mental health interventions in schools and communities (On Target, Sound Minds, Red Hot Beats) and with adults (Honeysuckle FC, Man 2 Man, Military Veterans) and our targeted respiratory and dental health initiatives (MOVE, Smile Squad).

Five Health and Wellbeing programmes returned reportable impact data.

**MOVE**, programme which seeks to encourage young people with cystic fibrosis, asthma and other endocrine disorders to engage in physical activity. When scores were averaged across all questions, amongst the 18 respondents, over half (11) demonstrated more favourable feelings towards physical activity, with the remaining respondents either demonstrating less favourable feelings (5) or staying the same (2), post intervention. Perhaps most importantly, all respondents reported an increase in their weekly physical activity levels, with an average increase of 1.8 hours per week from 2.4 hours to 4.2 hours, or 81% of the Chief Medical Officer's recommended level of activity.



The work you do with our daughter is giving us something we really can't get anywhere else. The physical health you have given her means she will live longer and the determination you have instilled in her means that she will keep fighting to survive, stay healthy and never give up.

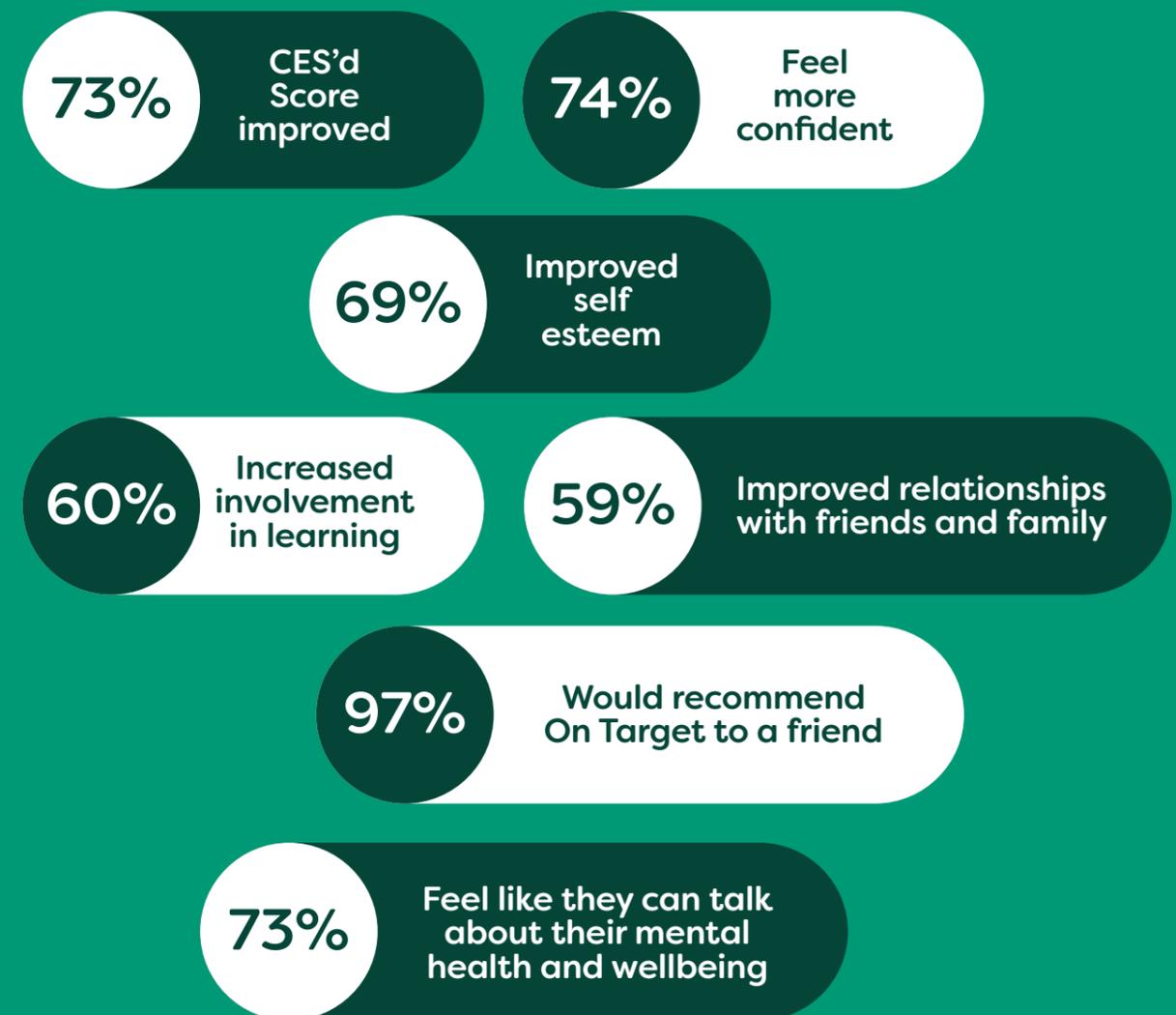
**On Target** is a school-based group programme working with 13–19-year-olds that aims to improve mood and reduce levels of anxiety by building positive relationships and introducing strategies to enhance emotional wellbeing. The programme recorded high levels of impact across a range of self-perception measures as illustrated in Figure 6. Of particular note were the Centre for Epidemiologic Studies Depression Scale (CES-d) scores to capture participants levels of depression at baseline and after four months. Of 3,275 CES-d questionnaires completed at baseline 41% scored over 20 and were eligible for inclusion compared to the average of 33%. Impressively 73% of those participating in the programme recorded CES-d score improvements.



The programme has helped me improve my overall mood, especially when I use the techniques to help with my negative thoughts.

Participant

Figure 6: On Target: Programme Participants' Self-Reported Improvements





**Man 2 Man**, a programme working with men suffering from depression and/or suicidal thoughts, has also used the CES-d scale to capture participants levels of depression at baseline and after four months. From the sample, depression scores reduced on average by 24%, with a 100% of respondents indicating that the programme had improved their wellbeing.

The **Sound Minds** programme, which uses music and arts activities to support young people experiencing anxiety, also captured high levels of positive impact with between 96-97% of participants indicating they were happier after sessions.

**Smile Squad** is a collaboration between the University of Liverpool Paediatric Dentistry team, the Elbow Lane Dental Care practice and the LFC Foundation which aims to identify children in the LCR with unmet dental care needs. The three elements of the initiative include supervised toothbrushing schemes and dental screening, community workshops and refugee outreach. In the first phase, 367 children aged 7-11 were reached with 128 (34.9%) deemed to need further dental care and offered treatment at Liverpool University Dental Hospital, with dental students gaining experience of working with children. Two community workshops enabled a further 34 children to be reached with 28 (82%) being advised to seek further care whilst 150 refugee children who have been unable to access NHS dental care since arriving in the UK have been screened and had dental management arranged.



**My friends and family have commented on the change in me since coming to this group, I tell them all of the massive benefits of talking about my problems to others.**

Participant



## Ryan Is Helping To Inspire Others

Ryan first attended the Man 2 Man programme at Sean's Place, early 2023, after having several mental health issues and suicidal thoughts. During the first few weeks, Ryan was quite shy and particularly quiet as he struggled to engage in group activities due to low confidence and low self-esteem. As his confidence and trust grew, Ryan spoke openly about his diagnosis and explained how he had, at times, turned to drugs and alcohol to cope with his low mood. Ryan admitted he struggled to motivate himself and felt isolated.

Over the coming weeks and months Ryan attended each session religiously. It has been a real privilege to see this man grow in so many ways. During sessions, Ryan became comfortable in participating in large group games, sharing his thoughts and self-care tips with others and his cheeky sense of humour was enjoyed by all members of the group.

As the Man 2 Man programme has evolved, so has Ryan. He is now our first Man 2 Man ambassador as he excels in his mentoring role as a course completer with our new cohort of men. Ryan welcomes the participants into each group, creating ideas for new

sessions, supports LFC Foundation staff with the setup of activities and is constantly supporting new members with his reassuring nature and words of wisdom. Ryan often refers to his journey during sessions, which is a great source of inspiration for new participants.

Ryan embodies all the values of both the Foundation and Sean's Place, as he continues to be a shining example of what this programme and Sean's Place can offer to men in need.

Ryan's infectious smile and humour, coupled with his amazing efforts to better himself and those around him are something that should be celebrated. A young man who has so much to offer this world, who is now realising his potential and believing in himself. Ryan is no longer just existing, he's flourishing and achieving too.



# Education and Life Skills

18,472 participants    2,721 sessions    64,954 attendances

### 4.3 Impact Area: Education and Life Skills

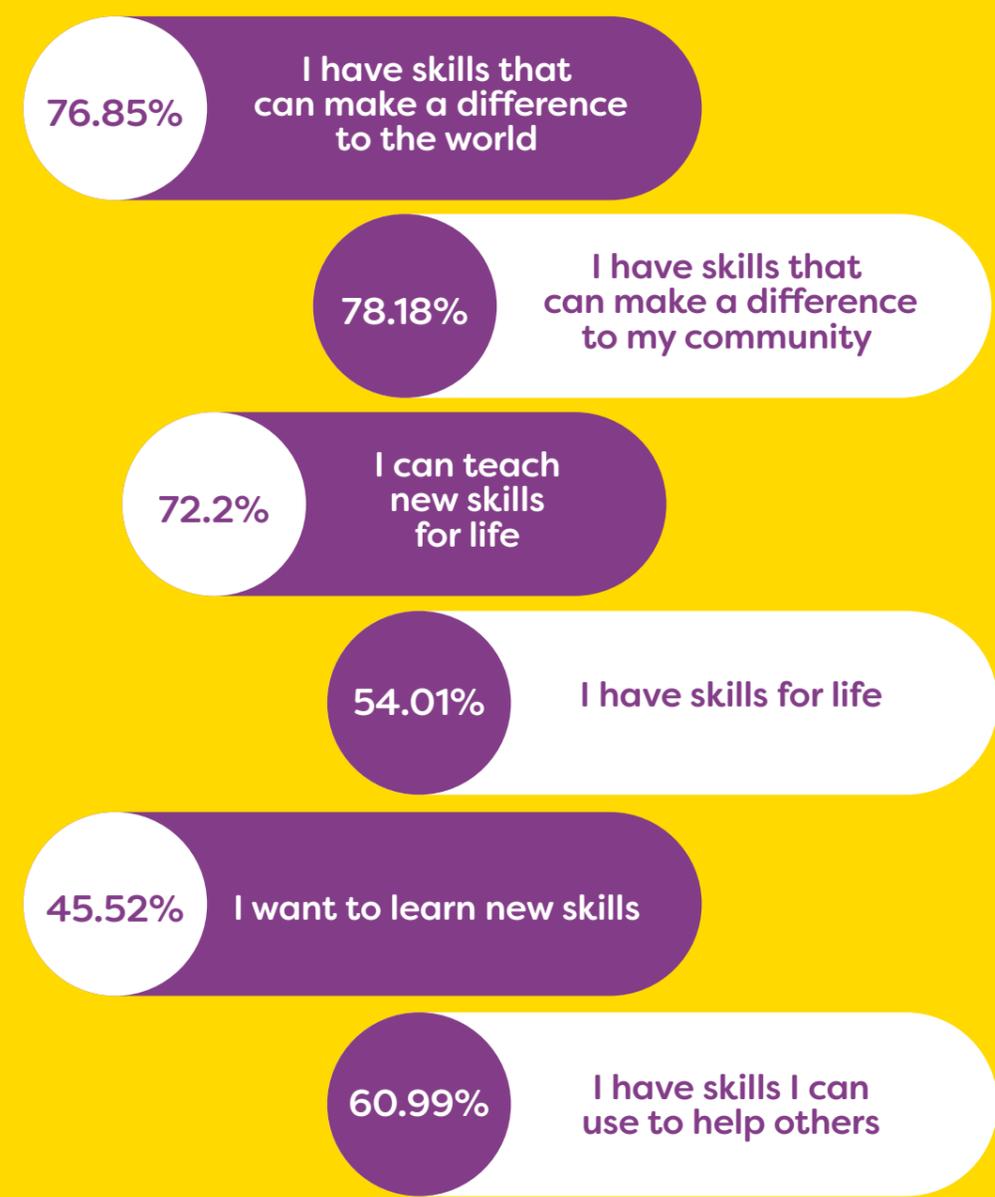
This impact area aims to raise aspirations and confidence, improve knowledge, educational attainment, and transferable life skills. All programmes are school based (Premier League Primary Stars, We Empower and #iWill).

Three Education and Life Skills programmes returned reportable outcomes data.

#iWill is a youth empowerment programme that seeks to promote the youth voice and engage young people in positive changes in their communities and beyond. Responding to pre and post engagement survey questions, respondents revealed a huge shift in their civic engagement with an increase in the proportion of respondents indicating that they had done something to help someone or a charity in their local area increasing from 20.37% prior to involvement in #iWill to 94.44% after their involvement. As well as helping others, participants also developed or grew new skills as revealed by the percentage increases shown in Figure 7.



Figure 7: #iWill: Participants' Percentage Improvement of Key Skills



On the **Premier League Primary Stars** programme respondents were hugely positive in terms of their enjoyment of the programme and the impact of their engagement with over 90% recording positive responses to a range of questions focused on attitude, behaviour, skills and physical and mental health. Importantly, using surveys pre and post involvement (with a sample range from 672-874) we were able to identify directly attributable increases in the proportion of participants reporting that they were good at solving problems (44.02%). Teachers also reported improved skills knowledge and confidence in delivering PE and School Sport which is another key aim of the programme.



**As a school we use Complete PE and I have tried to adapt my lessons from the scheme - the coaches have supported and scaffolded me in doing so and created a smooth transition within lessons.**

Primary school teacher (following CPD training)

On the **We Empower** programme participants reported a 33% improvement in anxiety and 13% reporting reduced regularity of arguing with friends and family.

Critically, given the programme's aims, significant increases were recorded in relation to the numbers taking part in positive activities out of school.

Jamie Wilson, Deputy Head Teacher of Delilah's school said: **"Working with the LFC Foundation provides our school, staff and children with a wide range of wonderful opportunities. We believe that anything is possible."**

## Delilah Is A Champion

Delilah was a participant on our Premier League Primary Stars (PLPS) programme, taking part with her class. PLPS uses the appeal of the Premier League to help children develop into happy and healthy children through Physical Education.

Through Delilah's time on the programme, Scott and the team have learnt that children have such a massive impact on their peers. It's vital that we recognise this and help them to utilise their power to motivate, support and challenge their friends and classmates to strive for success.

Coach Scott said: "Delilah has been an inspiration to the Primary Stars programme. Her skillset in PE is tremendous and shows real ambition to strive for more. Delilah has a wonderful personality and her relationship with her peers allows her to motivate and challenge others. Delilah also attends the girl's football after school club which includes children of a younger age group. She is seen as a leader in the group and is happy to care for other children who need guidance.

"Delilah was selected to represent the club, along with another LFC Foundation student, at the Premier League Juniors event for the Brentford v Liverpool fixture. Delilah was live to millions of Sky viewers and represented the club with a professional and warming manner... Her dedication to LFC Foundation and the Primary Stars programme makes our job so easy."



**Primary Stars is an amazing experience to be a part of, and I've also learnt to be kind and to be respectful to other people... I met Jürgen Klopp and interviewed him and then I went to Brentford to do some commentating on Sky Sports for the Brentford v Liverpool match. I feel a bit like a celebrity in school. I have gained lots of experience now.**

Delilah



# Employment and Training

768 participants

707 sessions

8,073 attendances

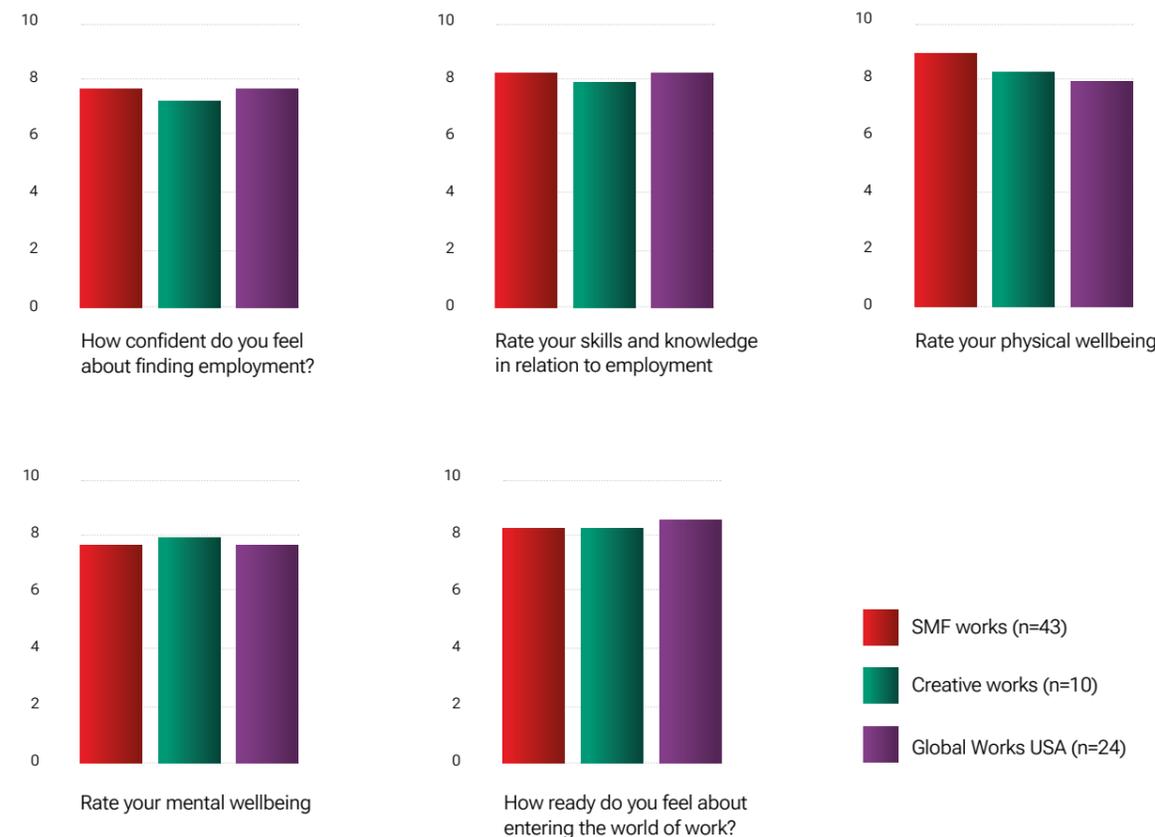
## 4.4 Impact Area: Employment and Training

The programmes under this impact area aim to increase aspiration, positive attitudes and future plans, increase confidence, self-esteem and resilience and improve transferable life skills and knowledge. Current programmes include Creative Works, Global Works UK & US, National Citizenship Service, Sports Works and Youth Works Apprentices.

Four Employment and Training programmes, **Works, Global Works US, Creative Works and Sport Works**, returned reportable impact data as illustrated in Figure 8.

Across the first three of these programmes, participants reported significant improvements and high scores across a range of intermediate employability outcomes as well as personal health and wellbeing. Scores rose from 6.51 to 6.85 (5.2%) for confidence in finding employment; 6.54 to 7.56 (15.6%) for skills and knowledge in relation to employment; 7.02 to 7.31 (4.1%) for physical wellbeing; 7.34 to 7.36 (0.3%) for mental wellbeing; and 6.88 to 7.74 (12.5%) for readiness to enter the world of work. Importantly the biggest improvements were recorded in relation to the skills and knowledge in readiness for work outcomes that lie at the heart of the programmes' purpose.

Figure 8: Employability Programmes: Participant Self Perceptions of Employability



Those involved in the Sport Works programme achieved a range of tangible outcomes with 94 of the 137 participants (69%) completing the core programme, 52 gaining a qualification and a total of 35 young people moved into full time employment because of their involvement.



## Abdi Is Opening Up New Opportunities

Abdi is an ambitious 19-year-old who is a member of the LFC Foundation's first cohort on the Global Works programme.

Abdi first found out about the Global Works programme through his college and signed up after registering his interest with his tutor. Wanting to learn more, Abdi had the expectations of developing his knowledge of employability, playing different sports, and getting advice in a range of areas.

Undeniably the social element of the programme was a huge positive as Abdi was able to push himself out of his comfort zone and meet new people, which he feels has had a big impact on his day-to-day life.

Global Works aims to support participants to develop their employability skills through the medium of sport, but to also develop confidence, motivation and support with mental health that will feed into future careers. Two of the Global Works sessions are focused on resilience, stress and wellbeing in collaboration with the mental health team at the LFC Foundation, using their expertise in delivering these sessions. Following on, Abdi has been receiving 1-2-1 mental health support and has been signposted to a local organization who specifically work with asylum seekers.



**The skill I developed the most was my communication skills and how I presented myself. When I started it would be hard for me to say certain things without using the correct words or language, but I have been able to learn how to cut them out and learn new vocabulary. I was also able to learn the importance of professionalism and controlling myself.**

Abdi



Since completing Global Works, Abdi has been actively looking to engage with all the post programme support that is available to him. He is currently in the process of being matched with a professional mentor from LFC who will further support him in developing workplace behaviours and setting goals for his future career. Additionally, he has taken up the option of 1-2-1 career support that will help him find a pathway into sports coaching.

Beyond doubt Abdi has been inspirational in his development during Global Works and we look forward to continuing to support him towards his future goals.



**The development of my patience will help me when looking for a job in sports coaching. I am grateful to have been part of Global Works.**

Abdi

# Youth Interventions



5,404 participants ▶ 3,012 sessions ▶ 51,172 attendances

A total of five Youth Intervention programmes returned reportable impact data.

## 4.5 Impact Area: Youth Interventions

The Youth Interventions impact area runs both community football sessions and outreach activities (e.g. Kicks, Kicks Targeted and Changemakers) and secondary school based provision (County Lines, Onside, Step Up, Inspires). Programmes here aim to improve physical health and healthy lifestyles, increase aspiration, positive attitudes and future plans, improve relationships and mixing with peers and improve transferable life skills and knowledge.

Participants in the **Onside+ (County Lines)** programme demonstrated a clear shift in both knowledge about 'County Lines' (109% increase) and their perception of Merseyside Police (56% improvement) as well as making stronger connections between the relationship between work and lifetime success (27.67% improvement) than those recorded by participants in the **Onside programme** (11.42% improvement). Furthermore, 90% of participants on this programme gained the nationally recognised Level 2 Sports Leaders Award.

**Premier League Inspires** and **Premier League Kicks** used a similar set of outcome measures to those used on Premier League Primary Stars and responded positively in a consistent manner across the various measures, albeit with lower levels of agreement. The highest score being 73.61% indicating an improvement in physical wellbeing and the lowest for those questions with valid responses being the 58.33% indicating an improvement in confidence and self-esteem.

For those measures that **Premier League Kicks** participants responded to, levels of agreement above 90% were recorded for all except for the extent to which the programme had led to more participation in physical activity which was limited to 68.75% of participants. Respondents from participants in the Kicks Targeted programme overwhelmingly supported positively worded statements about the programme.

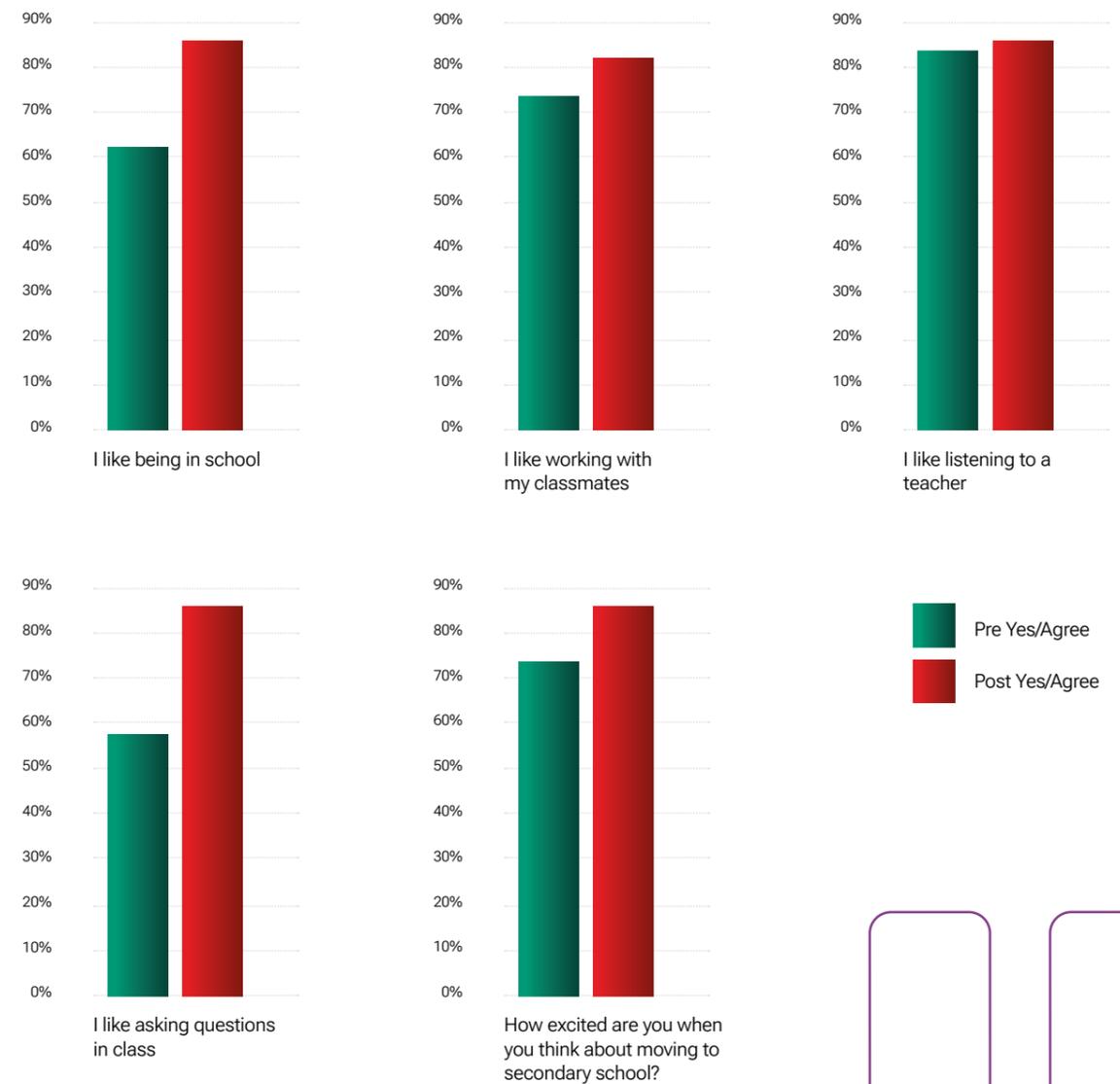


Kicks is a great way of socialising and making new friends. It also has given me lots of opportunities and kept me fit and active.

Participant

**Step-Up** is a programme that supports transition from primary to secondary education. Pre and post survey returns from participants on the programme demonstrated a clear improvement across a range of school and school transition perception scores (See Figure 9) post-tests showed an average increase of 12.2% of participants agreeing with the measures.

Figure 9: Step Up: Programme Participants' Self Perception Scores



## Gracie May's Positive Outlook

14-year-old Gracie May attends our Onside Programme at Formby High School and was recently nominated for our Champion of the Month award. Gracie is generally a very happy and pleasant girl. She has a wonderful sense of humour and is a pleasure to be around. She has adapted well to the 12-week Onside Programme and has tackled her anxiety head on by taking part in the course and meeting new people in her group. Gracie is very enthusiastic and has the ability to 'lift' every learner in the group, even when the activities are not what the whole group want to do.

LFC Foundation coach Peter Edwards, said: "Over the 12 weeks working with Gracie, I have seen a huge difference in her outlook and personality. She is a lot more confident and an excellent example of this is the contribution Gracie made to the cake sale to raise money for children with cancer... This was an enterprise project as part of the Prince's Trust Achieve award, where students get the opportunity to create a small enterprise project to raise money for charity of their choice. Her drive and enthusiasm helped raise £103. I believe that the Onside Programme has enabled her to develop core skills that will help her for the rest of her educational journey and her future. Gracie wants to do well in school and, although she does not talk about the future much, has discussed becoming a nurse or a teacher..."

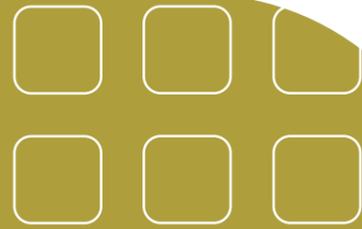
“

I think the programme has been vital to Gracie, as it has provided opportunities to enhance her self-esteem and show her that she is valued, and her hard work is appreciated.

Gracie has completed two qualifications over the 12-week Onside programme. She has learnt and developed skills and techniques such as self-belief, self-management skills and the importance of communication skills that allow her to explain herself eloquently and without getting frustrated. She made an enormous difference to the group as it has helped the other students see the true value of the work they have completed. She reinforces the Club's values, showing dignity in the face of adversity, commitment to the programme, never giving up when she could easily do so, ambition to do well in school and being the best person she can be, and unity by working together to bring the best out of everyone. Gracie is an inspiration, to staff and students alike.



# Community Engagement



15,069  
participants

85,328  
sessions

194  
number of  
volunteers

## 4.6 Impact Area: Community Engagement

This impact area has a variety of programmes LFC Foundation funds either financially or through in-kind support. These include the work of Red Neighbours and volunteers, and the Community Hubs that are based in different youth and community centres across the LCR. The hubs 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 Foundation programmes and continuing food donations.



## Michael Is Finding Friendship And Fitness

63-year-old Michael has been attending our Red Neighbours Walking Football sessions since 2019, starting out in Kirkby.

Our Walking Football sessions offer a place of camaraderie, friendship and fitness to those in the community who may not be able to keep up with the usual pace of a football game. The weekly sessions bring together people from all different backgrounds and helps with social isolation and physical health.

Initially joining to increase his fitness, Michael has found the walking football sessions to not only be paramount to his health but also his mental wellbeing, as he has learning difficulties and social anxiety.

“When I first started playing, I wasn’t that confident, but as I’ve continued to come, I’ve noticed an increase in my mental wellbeing as well as my physical fitness and I love it!”

Four years on and Michael’s confidence and fitness has grown. He is an integral part of the team and is a gentleman on and off the pitch, who cares for those around him and helping those who need it in the session.



**These sessions have literally changed my life. I’ve grown in confidence and have more friends than ever thanks to attending in both Kirkby and Anfield.**



“I think the best part of being in this band of brothers, is the special guests we get. Alan Kennedy usually plays in most games, and we’ve had Phil Neal, John Barnes and James Milner come down too. Shame they couldn’t all get their boots on; we’d give them a good run. All this because I attended a free walking football session to improve fitness. I feel so lucky!”



## 4.7 International Delivery

The Foundation continues to partner with Right to Play, the Foundation's first ever Global Charity Partner, through the Side by Side campaign. Work has continued in Thailand and now been extended into Senegal and Tanzania focusing on enhancing wellbeing by developing life skills, increasing social cohesion, increasing access to open and safe play environments, and more latterly on gender empowerment and improved opportunities for girls. **Programmes here were able to reach 4,808 children and young people.**

As a truly global football club, LFC has the power to engage supporters across the globe to make a difference in their communities via the Overseas Liverpool Supporters Clubs (OLSCs). Supporters clubs were again mobilised this season to participate in a range of challenges via the This Means More initiative.

In partnership with the Standard Chartered Bank Foundation the LFCF has continued to deliver 'Global Works' in New York and New Jersey. Programmes focuses on employability and mentoring activities for young people seeking support to gain employment or further skills and training, **working with 79 young people over the last season.**

The Foundation has also established partnerships in Ireland with three grassroots football clubs, Bohemians FC, Shelburne FC and Shamrock Rovers FC. Here the Foundation provides training and coaching to upskilling coaches and helps co-deliver interventions. **This season 4,340 young people have participated in opportunities across the three clubs.**

# 9,377 total participants

Of the Foundation's international programmes, an endline report has been prepared for Side by Side in Thailand which reports on the full range of programme engagement and impacts. In terms of the programme's three core objectives, the report highlighted an improvement in life-skills and well-being amongst participants as well as excellent levels of fitness amongst 8-14-year-olds, although those aged 15 and over showed unsatisfactory levels of physical activity. Secondly, social and community cohesion increased and, lastly, the improvements in the physical environment because of the programme helped increase feelings of safety, trustworthiness and inclusiveness.



### Anis Is Leading The Way

Right To Play and The LFC Foundation have been working together in Thailand since 2020 to train community coaches and empower young leaders to transform the opportunities available for disadvantaged children in Bangkok.

17-year-old Anis, from Bangkok, Thailand, stands out as a shining example of what is possible when young women are empowered to lead through the power of sport and play. Through her involvement in the programme, Anis has taken on a leading role as a youth leader to inspire children in the Haroon community.

Anis's role has helped her to participate in camping and sports events for other young people, using her leadership skills to make a difference. Whether leading groups of children, or planning team sports and activities, Anis aims to lead by example and encourage children in her community to step out of their comfort zones and take part.

"Not only me, but Right To Play has greatly empowered a whole community by encouraging children to participate in a variety of activities such as sports and play. It inspires them to break free from the confines of screens and mobile games and engage in more shared play."

One of Anis's proudest moments was hosting her first community sports event. Since joining the programme, her confidence and leadership skills have soared. She's now determined to use her passion for football and her positive attitude to inspire others and forge stronger bonds between local children and families.

"I firmly believe that this programme has empowered individuals to lead with conviction and create a lasting impact within our community," Anis explains. "This initiative bridges the gaps between individuals who have previously remained strangers, fostering stronger relationships within our community."



**I aim to break barriers in our community that limit girls from becoming leaders and inspire others with my powerful leadership skills."**

## Supporting Football For All In Ireland

The LFC Foundation are supporting professional clubs in Dublin to grow their community delivery, upskill coaches and co-deliver initiatives with professional clubs. This season the Foundation have worked with three clubs, Bohemians FC, Shelbourne FC and Shamrock Rovers FC and over 4,000 participants have taken part in activities.

One of the attendees at the event was Bohemians FC 'Football for All' player Luke. His mum spoke passionately about the importance of inclusion and what both clubs had offered to their family since joining the programme. Luke and his family have since been invited to Anfield to watch a game.

We delivered an event with Bohemians FC which targeted people less likely to engage in activities. This activity gave the Club an opportunity to engage with children and teenagers with a disability. LFC Foundation staff and Bohemian FC volunteers worked together to deliver best practice activities. All the young people who participated on the day benefitted from an experience reflecting LFC Foundation's delivery in Liverpool and the activity allowed for both clubs to learn from each other.



Through a strong partnership working and a similar vision, the work in Dublin has been able to offer life changing experiences which we hope will continue for years to come.

Inclusion Manager, Matt Murphy



## 5.0 Evaluation, Measurement and Long-Term Impact

### 5.1 External Evaluation and Awards

Alongside efforts to improve its own impact practice, the LFC Foundation remains committed to the use of and engagement with external evaluators where appropriate. This is partly reflected in the commissioning of this independent report but also more specific evaluation of individual programmes.

#### 5.1.1 Publications and Research Outcomes

In the 22/23 season the Foundation published research findings relating to their County Lines programme. This was a collaborative exercise involving Foundation staff alongside independent academics and Merseyside Police and published in the peer reviewed journal Safer Communities.

A review of Smile Squad was also published in the British Dental Journal. This was a collaboration between the University of Liverpool Paediatric Dentistry team, a community dental practice and the Foundation.

The #iWill team produced a 'Summary of learning across the #iWill Fund Learning Hub' bringing together learning from a four-part series of summative reports about what can be considered youth social action. This report draws from the insights and data provided by the Fund's grantees, with the LFC Foundation and Liverpool John Moores research findings making significant contributions.

Finally, due to the success of a health research project, looking at opportunistic screening of participants visiting the Community Wellbeing hubs, a full time PhD student has been appointed to continue this work.

Hargreaves, F., Carroll, P., Robinson, G., Creaney, S. & O'Connor, A. (2022) County Lines and the power of the badge: the LFC Foundation's approach to youth intervention, Safer Communities, Vol. 22 No. 2, pp. 91-105. <https://doi.org/10.1108/SC-09-2022-0041>

Upfront (2023) Liverpool-based collaboration supports child oral health, British Dental Journal, Vol. 234 No. 6, pp. 368-369



#### 5.1.2 Awards

The Foundation's work and better representation of its impact has also been recognised in the form of several external awards including:

Sports Business Awards: **Winner**

She Inspires programme: **FA Recognition Award**

Northwest Football Awards, Game On programme: **Highly Commended**

NHS Trust Partnership Award (Dedication to Excellence):  
**Honeysuckle FC: Winner**

Football Business Awards:

**The Red Way (Gold); Community Impact Work (Silver)**

### 5.2 Outcome and Integrated Impact Measurement

The Foundation continues to develop and measure what is important. In addition to monitoring data used across all programmes e.g. attendance records. The Foundation has implemented measures in programmes in each area to further evidence impact. From the output and outcome data, the LFC Foundation can evidence 'success' more robustly than in the previous season, it has been possible to provide a wider assessment of impact across 27 programmes.

Additionally, the Foundation has recorded feedback surveys from

1. Participants
2. Parents, Carers and Guardians
3. Partners and Stakeholders
4. Volunteers as well as recording monitoring and outcome data of partner delivered programmes.

### 5.3 Feedback Survey Results

At the close of the 2022/23 season the LFC Foundation conducted a series of satisfaction surveys amongst programme participants, their parents and carers, volunteers and partner organisations.

#### 5.3.1 Participant Survey

A total of 1,285 responses to the Your Voice Counts participant survey were received from participants in 21 programmes. Overall, respondents were very positive in their reporting of the impact of their engagement with LFCF programmes.

**89% (n=1066) participants reported an improvement in their mental health / wellbeing, up from 88% last season.**

**90% (n=816) of those participants involved in physical activity sessions reported an improvement in their physical health / fitness, the same as last season.**

In terms of overall satisfaction responses were even more positive.



Average Rating **9.24**

On average sessions were rated 9.24 on a scale of 0-10 where 10 is the most positive, compared to 9.35 last season.



Average Rating **9.02**

In terms of likelihood that they would recommend the LFC Foundation to a friend, the average score was 9.02 on a scale of 0-10 where 10 was the most likely, down from 9.25 last season.



### 5.3.2 Parent, Carer and Guardian Survey

A total of 127 responses to the parent, carer and guardian survey were received relating to children and young people's participation across seven LFCF programmes.

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



Average Rating **9.54**

On average sessions were rated 9.54 on a scale of 0-10 where 10 is the most positive.

All but six (95%) of the respondents indicated that sessions had improved the child or young person's mental health and wellbeing and their physical health or fitness.



Average Rating **9.75**

In terms of likelihood that they would recommend the LFC Foundation to a friend, the average score was 9.75 on a scale of 0-10 where 10 was the most likely, up from 9.6 last season.



**Including all children in the sessions and making it fun and enjoyable for all the kids. My son really enjoys taking part and the coaches are so welcoming and friendly. They do a brilliant job every week.**

### 5.3.2 Partner and Stakeholder Survey

A total of 93 responses to the partner and stakeholder survey were received from partners.



Average Rating **9.5**

On average sessions were rated 9.5 on a scale of 0-10 where 10 is the most positive.

All but six (95%) of the respondents indicated that sessions had improved the child or young person's mental health and wellbeing and their physical health or fitness.



Average Rating **9.8**

In terms of likelihood that they would recommend the LFC Foundation to a friend, the average score was 9.8 on a scale of 0-10 where 10 was the most likely, up from 9.6 last season.



**You offer support to a wide range of people that very few organisations are able to offer. You break down any barriers to involvement and ensure that everyone feels welcomed and able to participate.**



**The range of programmes and opportunities available to local schools is phenomenal. The coach is always friendly, approachable and enjoy working with our students.**



### 5.3.4 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. Reported experiences were almost universally at the top end of positive.



# 94%

On average, volunteering experiences with the Foundation were rated at 9.8 on a scale of 0-10 where 10 is the most positive.

of respondents strongly agreed with the statement that they would recommend the LFC Foundation as a great place to volunteer.

Other feedback included no negative comments, with the strongest support for statements relating to inspiration, support, praise, belonging, connection and fun but with more neutral support for the statement around having opportunities to learn and grow as a volunteer.

### 5.4 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.

From more than 115,000 points of contact, it is estimated that **the Foundation has supported almost 25,000 additional unique participants** through its partners. These include 6,027 people supported through the Wellbeing Hubs and St Andrews pantries; 4,808 participants in Right to Play across the Thailand, Senegal and Tanzania sites; 4,340 participants at Bohemians and Shelborne in Ireland and 2,583 through its community investment fund donations.

A total of 88,870 gifts have been donated to 17,412 individuals experiencing significant disadvantage, primarily through Red Neighbours (56,597) and as tickets to Liverpool and Liverpool Legends games (15,877). The total recorded value of these gifts rose by more than 84% to **£1,410,056**.



**I have been made to feel welcome and a part of the team since the very start of my volunteering with the Foundation. I've made some great contacts and friends on the coaching staff and within the Foundation and have enjoyed it.**

# 6.0 Valuing the impacts of LFC Foundation's 2022/23 programme delivery

## 6.1 Introduction

The LFC Foundation 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 an accessible way but also to inform future investment and the direction of programme delivery and development.

## 6.2 Approach to Social Return on Investment (SROI)

Assessment of the social value of the LFC Foundation's programmes has evolved since the first exercise was conducted relating to the 2020-21 season. Initially, in the absence of extensive and reliable outcome or impact data, the approach was largely based on a forecast SROI method. This approach drew on a range of models and evidence to enable assessment of the likely impact of participation in physical activity programmes and more targeted interventions on a range of health, social and economic outcomes. In this context the key data sets related to the number of participants and the extent of their involvement in defined types of activity. Now, with the benefit of access to both higher quality data relating to participant demographic profiles and the achievement of defined outcomes it is possible to adopt a more evaluative approach that assesses the value of what has happened rather than what might have happened.

This approach has not been universally adopted given that programmes that have their primary focus on the achievement of one or more defined outcomes may well contribute to the achievement of other subsidiary outcomes. This is particularly the case with programmes that include a physical activity element but have a primary focus on a defined health or social issue. In these cases, we have been able to include the value of measured outcomes as well as including estimates of the value of wider 'unintended' or subsidiary benefits (see Appendix 1).

For the purposes of this report, analysis is based on programme and participation data for the 2022/23 season from which we were able to include a wider range of programmes than ever before due to both the increased activity and greater diligence in recording of participant details and personal outcomes. For the included programmes we were able to draw upon verified outcome data or pre and post evaluation surveys for all or some of the participants. Where pre and post evaluation surveys were used, the average degree of impact suggested by the survey results was extrapolated across full cohorts of participants to determine an estimate of the number of participants achieving the defined outcome.

Figure 10:  
LFC Foundation Social Value

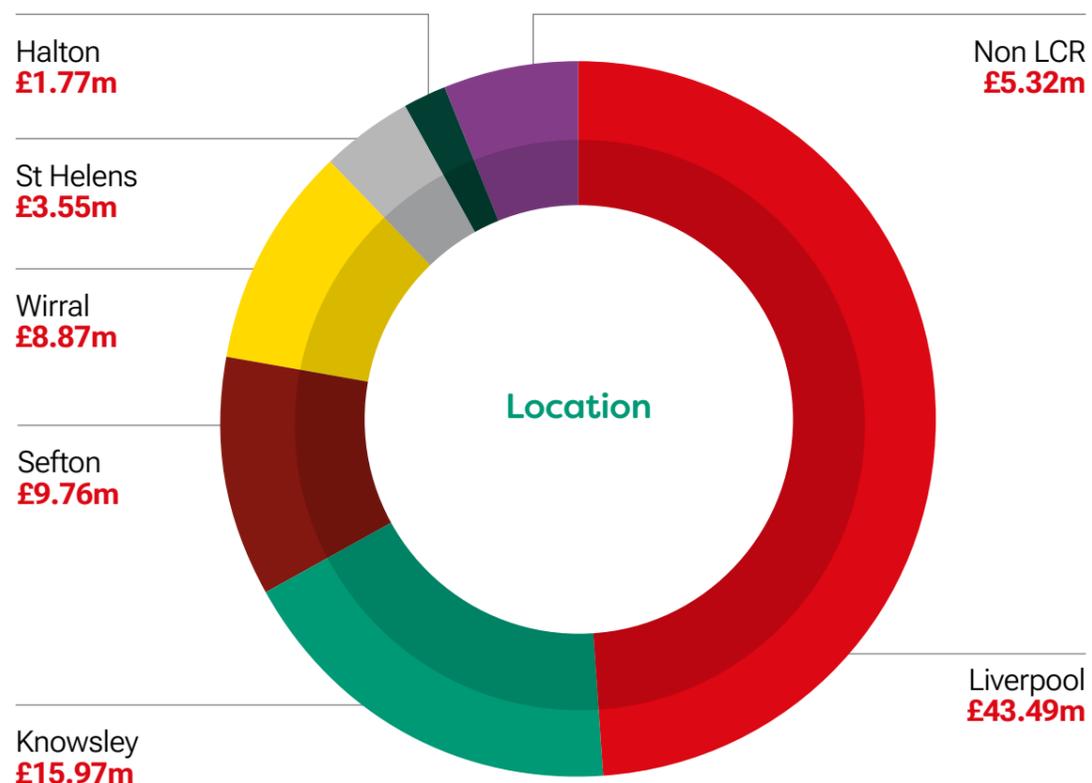


### 6.3 Results

The headline annual valuation for the 2022/23 season is £88.75m as reflected in Figure 10.

**This represents an increase of £8.58m (10.7%) compared to last season with a cumulative value, across the three years that LFC Foundation's work has been valued, of £192.33m.**

Figure 11:  
**LFC Foundation Social Value by LCR Borough**



Total<sup>5</sup>  
**£88.75m**

The highest values continue to be delivered by the programme's contributions to increased social capital and subjective wellbeing. This is because these impacts are experienced across the full range of participants who are often driven to engage because of the programme's capacity to enable social interaction (or increased social capital) and to provide opportunities to have fun and adventure whilst remaining safe (increased subjective wellbeing).

### 6.4 SROI Ratio

In terms of a calculation of a return on investment based on total expenditure of £6.66m<sup>6</sup> we can calculate a **SROI ratio of £13.32 for every £1 invested**. Whilst this represents a modest decline when compared to last season, this can be largely attributed to the 35.9% increase in expenditure by the Foundation, not all of which may be directly associated with the programmes that have been valued, for example the hosting of the additional Legends match v Manchester United. We have nevertheless used the full expenditure figure to maintain consistency with previous seasons and in the expectation that an increasing proportion of the Foundation's work will be considered in future exercises.

<sup>5</sup> Totals may not match content due to rounding.  
<sup>6</sup> Provisional figure from unaudited 2022/23 accounts



# 7.0 Global Sustainability Alignment: United Nations SDG mapping and valuation

## 7.1 SDG Mapping

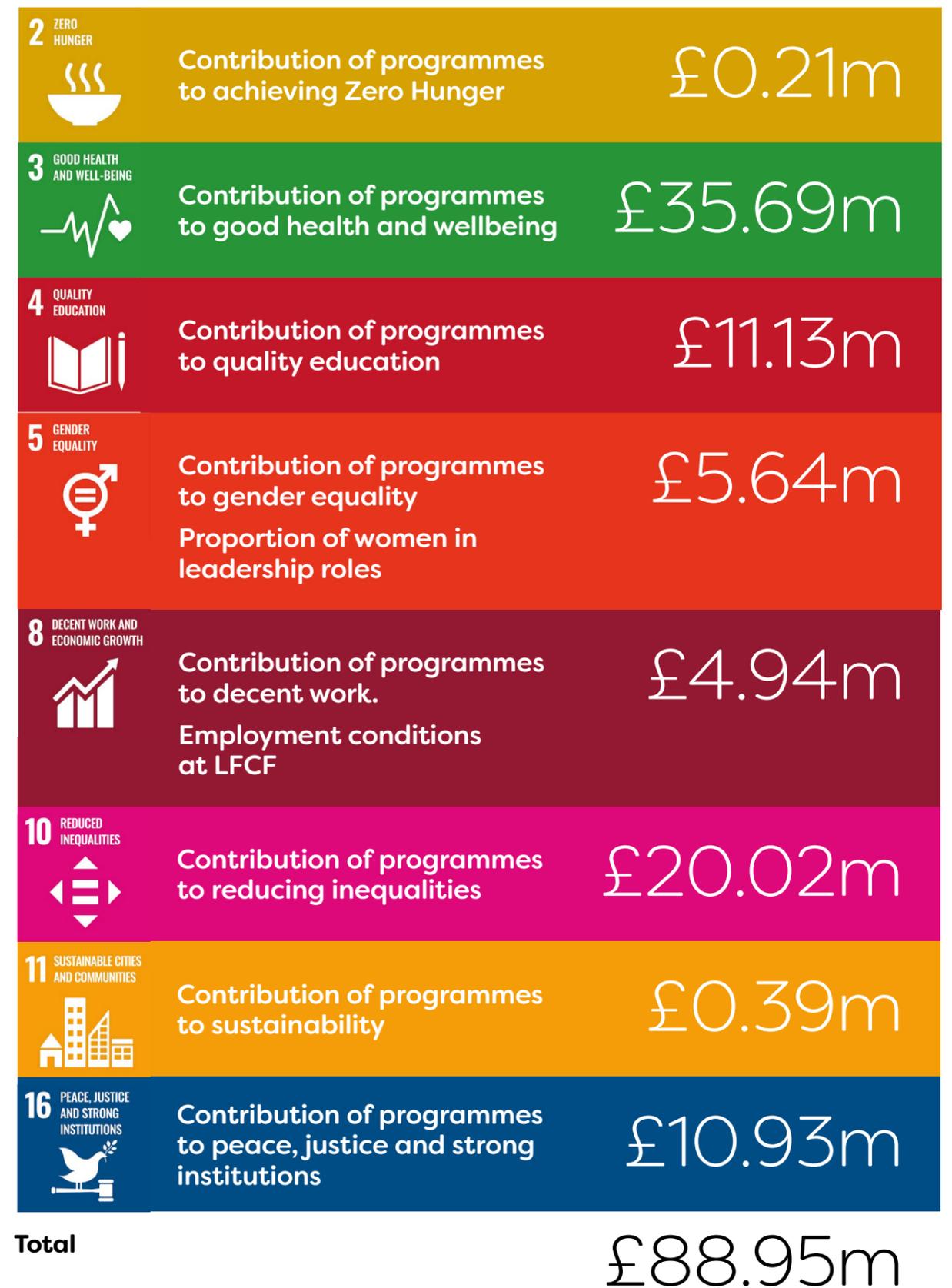
As part of its commitment to sustainability and tackling the climate crisis, the LFC Foundation has sought to map the contribution of the organisation's target outcomes to each of the United National Sustainable Development Goals. These goals mark a recognition that ending poverty and other deprivations must go together with strategies that improve health and education, reduce inequality, and spur economic growth (See Theory of Change).

## 7.2 Indexation and valuation

The Foundation's contribution to the UN SDGs is being benchmarked in terms of good practice and impact alongside a monetary valuation of that contribution. Based on the mapping of LFC Foundation outcomes as highlighted above, a total of eight UN SDGs were identified where a tangible contribution could be identified as illustrated in Figure 12.



Figure 12: Monetary Value of Contribution to UN SDGs



Appendix 1. **List of Outcomes Included in Social Value Model**

### Physical Health

CVD | Diabetes | Cancers | Dementia | Injury

### Mental Health

Depression | Anxiety | Wellbeing

### Education & Employment

School absence | School attainment | NEET

### Social

Social Capital | Crime prevention

### Economic

Facility value | Ancillary spending

## Thank you

Charity Partners

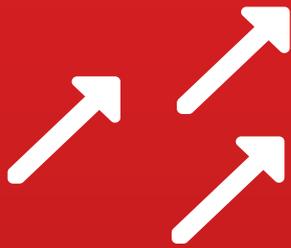


Thank you to everyone who we worked with last season. Without your help, we would not have been able to achieve our goals and support nearly

# 123,000 people

last season.

# YNWA



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