



Foundation
THE CLUB'S OFFICIAL CHARITY



Premier League
**Primary
Stars**

PL Primary Stars with the LFC Foundation

Local Schools
Delivery Offering



Using the appeal of the Premier League, and the power of Liverpool Football Club to inspire children to learn, be active and develop important life skills.



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Welcome to Premier League
Primary Stars with the
LFC Foundation

What is PL Primary Stars?

PL Primary Stars is a programme delivered by LFC Foundation and available to primary schools across Merseyside, which aims to inspire girls and boys aged 5-11 in the classroom, the playground and on the sports field.

Learning covers subjects from English and Maths to teamwork and PE, and is connected to the real world of sport to enthuse pupils when tackling challenging PSHE topics such as resilience, diversity, self-esteem and fair-play.

During the 2018/19 Season,
LFC Foundation's PL Primary Stars
made a huge impact, including...



24

Inclusive
Sports Festivals



25

Partner schools in
Anfield and Kirkby



54

Teachers upskilled
in high quality PE



81

Anfield Stadium
PSHE Workshops



14

Reading Stars
Programmes Delivered



28,500

Participants took part in
LFC Foundation Programmes



10,000

Local school
children engaged!



26

Football
Tournaments

A little bit about us

The LFC Foundation is the official charity of Liverpool Football Club, established in 2010 to build on the Club's work in the community, with a mission to create life changing opportunities for children and young people.

With the pull of LFC we have the opportunity and responsibility to engage primary school children like no other.



Our Approach



We strive to create unforgettable experiences for everyone we reach, inspiring and educating the next generation through the power of Liverpool Football Club.

How do we do this?

We collaborate with schools to deliver an outstanding curriculum that helps;

- *Develop key PSHE skills in youngsters*
- *Improve literacy and numeracy performance*
- *Increase teacher confidence in PE delivery*
- *Create memorable moments that last a lifetime*
- *Improve pupil understanding of PE*



The values of Liverpool Football Club; **Ambition, Commitment, Dignity** and **Unity** underpin everything we do.

PL Primary Stars values also lead our teaching, as we consistently refer to the following in all forms of our delivery:



Meet the Team

Our Team are
QTS or afPE
Level 3.



The Team



David McParland
Primary Stars Programme Manager

“Young people deserve the chance to develop and grow with the knowledge of how to live a healthy and active lifestyle.”

afPE level 3, FA level 2, Safeguarding. 13 years experience working for the LFC Foundation in a primary school setting.



Nick Ryan
Primary Stars Coordinator

“We are passionate about helping youngsters achieve their ambition.”

afPE Level 3, FA Level 2. 7 years working in a primary school setting in a sporting and educational capacity.



Jakob Spruce
Primary Stars Coordinator

“We believe sport can have a hugely positive impact on the lives of children: from teaching them the importance of teamwork.”

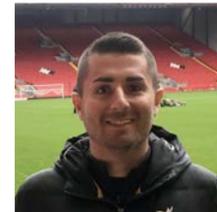
BSc Sport and Exercise Science (PE and School Sport), Primary PGDE with PE specialism, Teaching across the primary school age range & working as a PE specialist throughout schools in Liverpool.



Stephen Leftley
Primary Stars Coordinator

“Driven by the idea that we help children reach their potential”

afPE Level 3, FA Level 2 UEFA B License, FA Youth Award L3, FA Futsal L2, FA Talent ID 2, FA Developing Coaches through Mentoring, Multi Skills L2, 6 Years working in PE, Teaching PSHE/Reading support in primary schools.



Christopher Manning
Primary Stars Coordinator

“Our role to nurture, support and develop their individual talents by embedding a positive sporting mind-set”

BA (Hons) with QTS Primary Education with Advanced Curriculum Specialism in PE, FA Levels 1 & 2, FA Emergency First Aid. 2 years as a primary school classroom teacher and over 8 years direct coaching experience.

Community Support Coaches

Over 20 additional coaches support our Primary Stars Programme delivery. Each coach has FA Level 1 or above, with full safeguarding and first aid training.



Anthony Wright
School Sports Coach

“Giving children the chance to develop and grow through sports is inspiring.”

afPE Level 3, FA Level 2 UEFA B License, Cruyff Level 1. 17 years of working in a football environment and school sport.





Prices & Packages

Each package we offer is designed to meet specific needs of each school.

We understand that every school is different, which is why we're committed to forming long-lasting relationships with staff and pupils, extending the LFC family to all.

01. PL Primary Stars CORE Package: £4,000 per annum

Our CORE PL Primary Stars package runs 39 weeks of the school year, morning and afternoon, with an extracurricular club and one permanent LFC Foundation Staff Member. Unlike Primary Stars Sports and Primary Stars Sports PPA Cover, this comprehensive package includes classroom delivery.

02. PL Primary Stars Sports: £3,000 per annum

Also running for 39 weeks of the school year, schools will receive one QTS or afPE Level 3 full time LFC Foundation Staff Member for one half day a week, delivering sports and PE alongside one of the school's teaching staff, who will gain and refine their skills through ongoing CPD.

03. PL Primary Stars Sports PPA Cover: £5,000 per annum

The same package as 02 but without the presence of and the CPD opportunities for a school teaching staff member. Instead, two LFC Foundation Staff Members deliver the package, covering the Teacher to allow time for PPA.

As part of Liverpool Football Club's ongoing commitment to the local community and engagement with residents, the LFC Foundation deliver PL Primary Stars CORE to 25 schools within the immediate surrounding areas of Anfield Stadium, and new LFC Training Ground in Kirkby, free of charge. This is subsidised by the Premier League.

Example Calculation

$$£4,000 / 39 \text{ (weeks of year)} = £102.56$$

With this package, on average we engage between 70 - 90 pupils per day (3 classes)

$$£102.56 / 90 = £1.14 \text{ cost per pupil per day.}$$

$$£102.56 / 70 = £1.47 \text{ cost per pupil per day.}$$



PL Primary Stars CORE

What your school receives from our PL Primary Stars CORE Package.

What your school receives

Pick from the selection of programmes below, you choose what you need and can mix and match throughout the year to suit your needs.

PE Delivery & Curriculum

One of the LFC Foundation Primary Stars Team Members will deliver high quality PE lessons to pupils, in line with the National Curriculum for Key Stage 1 & 2.

Extra-Curricular Clubs: Morning, Lunch or After-School

Your school will receive the option of choosing a breakfast, dinner or after school club alongside your daytime school package.

Our Extra-Curricular Clubs give pupils' further opportunities to get physically active, through a variety of activities to choose from such as:

- Football
- Girls Only Football
- Multi Sports
- Dodgeball

Our Football Clubs provide a fantastic opportunity to learn to play football the Liverpool way.

Targeted Intervention

You decide the best place for your LFC Foundation Primary Stars staff member to help at your school. It may be in the class's best interest for our Team Member to provide targeted support, specific to a small group of pupils or individuals.

Our Team has the dedication and experience to help improve the lives of children that may be experiencing:

- Behavioural issues
- Low self-esteem
- Mental health worries
- Lack of motivation

We can help create plans and effective strategies to find solutions to your needs.

Virtual Support

A variety of virtual programmes and activity that can be quickly delivered to your school over Zoom, from PE to PSHE, Maths to Literacy.

Great for if schools lockdown or bubbles break.



Continuing Professional Development (CPD) with Teacher Support

A huge part of the CORE package focuses on the upskilling of the teaching staff we partner with at your school. We aim to leave a lasting legacy, helping Teacher's gain confidence in PE Delivery through joint planning, team teaching opportunities and regular 1-2-1 meetings.

Your teaching staff can also access the FA Primary Teachers Award we host at Anfield Sports & Community Centre, with opportunities available multiple times throughout the year, funded by the LFC Foundation. There will also be further CPD Workshops available, including:

- Criminal Exploitation
- Safeguarding
- Football-Specific Delivery
- Specific PE Topics Delivery

Working on a Gold, Silver and Bronze engagement level. Teacher can select how involved they want to be:

★ Weekly chats with lots of involvement in planning and delivery of the PE lessons. Plan to attend external LFC CPD opportunities.

★ Monthly Chats and some involvement in PE delivery. Tasks assigned to teacher to highlight best practice. Additional support available

★ Pre and post conversations with a more observation lead approach, developing at there own pace. They will identify simple methods and techniques to embed in there own PE while being guided on best practice by LFC staff.

Classroom Support (Maths & English)

Our Team Member will co-deliver or support Maths and English lessons at your school, working to individual class needs. Often, we engage smaller groups in the lessons that may struggle at times, providing that extra support for both the pupils and Teacher to continue with the lesson.

Each school we engage has access to our database of PL Primary Stars & BBC SuperMovers branded educational resources, which can bring a unique energy to a lesson!

Mighty Minds KS1 PSHE programme

A 6 week PSHE programme designed to accompany the mighty minds book, working on key PSHE themes and exploring the Higher playing field.

Mighty Maths Programme

10 week targeted Maths programme that puts the pupils in the position of a football manager, using football as the tool to develop Key maths skills while working on formations, fixtures, league table and designing there winners parade.

Social Action programmes

A 10 week social action programme that is specific to the needs of your school. Pupils use youth Voice to identify what they would like to focus on and working closely with our #Iwill team develop a meaningful and impactful social action.

Reading Stars Programme

Your school will take part in Premier League Reading Stars, a 10-week reading intervention course designed to help improve reading levels and attainment for children in Years 5 & 6.

Aimed at pupils who may need extra support, the course is packed with football activities to inspire reading through the power of LFC.

Mighty Red readers

A KS 1 literacy programme that will develop the basics of reading and writing with the objective of reading for enjoyment.

Utilising club mascot Mighty Red to support Pupils to create there own story with a final lesson supported by Mighty Red himself.

PSHE Curriculum Delivery

Every week, the LFC Foundation will deliver PSHE to your pupils through classroom activities and workshops. This includes themes such as:

- Diversity
- Inclusion
- Self-Esteem
- Resilience
- Health & Nutrition

6-7 week scheme of work or one of bespoke lessons.





Case Study:
PL Primary Stars CORE

Florence Melly



Florence Melly Primary School has worked closely with the LFC Foundation for many years, with the last three receiving PL Primary Stars CORE.

CORE has been tailored to the school's needs, with us offering

a unique, bespoke package with a range of lessons every year. Our ideas keep both teachers and students engaged.

“A phenomenal plethora of activities that have engaged and motivated our pupils, and reinvigorated our school in our journey towards an ‘outstanding’ Ofsted judgement.”

Kieran Bailey
Florence Melly Deputy Assistant Head Teacher



Images used for illustrative purposes only.

Florence Melly: PL Primary Stars CORE Package

- x1 **PE Lesson**
- x1 **PSHE Lesson**
- x1 **After School Session**

Key Outcomes



School once placed in special measures recently received Outstanding OFSTED Report



Staff developed new teaching methods & improved PE delivery capabilities



Huge improvements in classroom pupil engagement



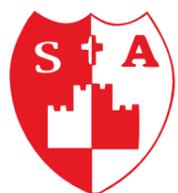
PL Primary Stars Sports

Your school will receive our Sports & PE delivery, with CPD and training for teaching staff



Case Study:
PL Primary Stars Sports

St Augustines



St Augustines of Runcorn has worked with the LFC Foundation for the last five years.

Headteacher, Mrs Southern was keen on up-skilling Teacher skills and improving attitudes to PE delivery.

We identified that our Sports Package was the best version

of Primary Stars to offer, so that Teachers in the school could work closely with our Primary Stars Coordinator, developing session plans together.

This helped improve areas of 'continued professional development', supported through frequent 1-2-1's with our staff and debriefs after each session.

“The LFC Foundation bring to our school something special that you just can't buy anywhere else, they teach our children how to be patient, respectful and tolerant.”

Nedra Southern
St Augustines
Head Teacher



Images used for illustrative purposes only.

St Augustines: PL Primary Stars Sports Package

8:00-9:00	Breakfast Football Club*
9:00-10:00	PE Lesson 1 with Year 6
10:00-11:00	PE Lesson 2 with Year 4/5
11:00-12:00	PE Lesson 3 with Year 3

**Can be used to encourage pupils with poor attendance to school*

Each session is bespoke to each class with a unique outcome and objective for each lesson. These also include teacher support/CPD.

Key Outcomes



Teachers improved their ability to deliver high quality PE



Children feel inspired to stay physically active



Pupils develop their knowledge and skills in a variety of sports



Pupils developed strong understanding of the importance of teamwork



PL Primary Stars Sports PPA Cover

Your school will receive our Sports & PE delivery, with two LFC Foundation staff members providing PPA relief.



“We’ve received weekly PE sessions that have motivated and engaged children in the subject, whilst developing life skills and understanding of sport.”

Tony James
Headteacher
at Park Brow
Primary
School



Images used for illustrative purposes only.

Park Brow:
PL Primary Stars Sports
PPA Cover Package

Case Study:
PL Primary Stars Sports PPA Cover

Park Brow



Park Brow, Kirkby, recently undertook our Sports PPA Cover offering. This resulted in two full time LFC Foundation staff delivering at the school.

The day begins with a Football Breakfast Club, which has seen fantastic

participation rates, followed by Foundation PE Delivery for numerous class groups.

Occasionally bad weather can halt outdoor sessions; however, indoor workshops focusing on creativity are a fantastic alternative to keep pupils engaged.

8:00-9:00	Breakfast Football Club with Years 5/6
9:00-10:00	Lesson 1 PE with class 2
10:00-11:00	Lesson 2 PE with class 4
11:00-12:00	Lesson 3 PE with Class 3

Key Outcomes



Fun, safe and structured curriculum based PE lessons



High quality extra curricular club to inspire pupils in sport

Additional Offers

Extra Curricular Club Support

Do you need support to help promote health and wellbeing, target pupils to encourage leading an active lifestyles, extra curricular clubs are the perfect way to do this.

With options for the school to pay the costs upfront or for parent/guardians to pay us directly.

- £250 per half term
- £500 per term
- £1500 for the full year

Option for parents to pay the LFC Foundation directly using our online portal.

Football Clubs

Do you need support to help promote health and wellbeing or to target pupils to encourage leading a more active lifestyles, extra curricular clubs are the perfect way to do this.

Multi Sports Clubs

Do you need a club on a specific sport, we can provide these on wide variety of sports. Or would you prefer a structured timetable of delivery changing each term.



Additional Experiences

In addition to the opportunities outlined in our PL Primary Stars Packages, we offer all schools in Liverpool and Merseyside access to our Football and Sporting events and experiences. Schools that receive PL Primary Stars are offered first choice on these experiences before non-partner schools.

Access to competitive and/ or participation-based school sports competitions and tournaments throughout the school year in ASCC and LFC Academy.

Inter school PL Primary Stars Football Tournaments

These tournaments give school the opportunity to compete in tournaments for boys and mixed teams from years 2 to 4. Held at the ASCC with finals for the winning teams held at the LFC Academy in July.

The PL Primary Stars national Football Tournament

Schools are invited to participate in Year 5 and 6's football tournaments, frequently throughout the school year.

Schools compete in regional ties in tournaments, with winners having the opportunity to play at the LFC Academy at the finals.

Winners will represent the LFC Foundation at the National Premier League Football Finals, held at a different Premier League ground every year.

Multi Sports Festivals

Running out of the ASCC in Anfield we deliver a large number of Multi Sports festivals, these are age specific and some sessions are inclusive sports to develop cohesion and tolerance.

Example Festivals are:

- Quick Sticks
- Boccia
- Goal Ball
- Basket ball
- Handball
- New Age Curling
- Kin Ball
- Rounders
- Dodgeball
- And more.

Some sport are UV and/or have a small workshops attached to them.



Girls & Boys Football Development Teams

To schools local to Anfield, we offer free after-school football sessions for girls and boys in Years 4, 5 and 6, every Tuesday at 4 till 5pm.

Pupils are selected to represent the LFC Foundation, receiving high quality football training and opportunity to play fixtures against local schools and grassroots teams.

School Football Mini League

The LFC Foundation mini league runs from the Anfield Sports & Community Centre (ASCC), giving students the chance to play competitive fixtures frequently against other schools. This is free of charge to partner schools and takes away all the issues of pitch booking, referees and equipment. All you have to do is show up and play.

In School assemblies

We can provide in school assemblies on the PL Values, resilience, BLM, LGBT history, Fair play. Whatever theme you need we can provide.

WOW Days & Trips to Anfield Stadium

As the official charity of LFC, it means that your school will have more access to amazing experiences with the 'Champions of the World'. WOW Days will include us bringing the European Cup Trophy to your school, visits from Liverpool FC's mascot Mighty Red and who knows, maybe an LFC Legend will visit!

Your school will also have access to a one-hour PSHE Workshop in the home of Liverpool FC, Anfield Stadium.

- Drug and Alcohol Abuse
- Racism
- Homophobia
- Fire Safety
- Knife Crime

Mighty Red Visits

Club mascot Mighty Red can come to your school and say hello, maybe you need to have him welcome Kids into school or perhaps you want him to come and bring the European cup around classes for pictures. Mighty Red is great for engaging pupils to celebrate achievements.

In school & Virtual workshops

linked to national/global campaigns the PL Primary Stars team will deliver workshops for pupils in your school. If its world Maths week, get involved in a football maths lesson with us, If its national earth day, lets talk about the environment. We will keep you up to date with all of the opportunities.

Your teaching staff can also access the FA Primary Teachers Award we host at Anfield Sports & Community Centre, with opportunities available multiple times throughout the year, funded by the LFC Foundation. There will also be further CPD Workshops available, including:

- Criminal Exploitation
- Safeguarding
- Football-Specific Delivery
- Specific PE Topics Delivery

LFC Foundation Social Media Coverage

The LFC Foundation has over 140,000 followers on social media and we often include coverage of sessions at PL Primary Stars schools. You may also see your school included in news stories on the Liverpool FC website, Liverpool Echo community column, Case Study Film Videos with LFCTV and more.

Step 1

School Drop-in

We listen and understand the needs of your school, providing insights into which of the Primary Stars package we believe to be most suitable. We work together to create a bespoke offering unique to the needs of your school.

Step 2

Package Selection

After making this decision, we find a suitable day and time to deliver.

Step 3

Booking Details

A booking form is provided to confirm details and discuss any further information if required.

Step 4

Confirmation An SLA is agreed and signed, confirming our Partnership and Delivery commences. Our Team will visit your school, getting to know staff members and pupils.

The LFC Foundation designated staff member will meet with your school's Safeguarding Lead and the Class Teacher who will be the point of contact with regards to the working relationship.

Step 5

Working Together

Our Delivery begins, taking place the same day and time every week, ensuring a structured routine.

We're committed to our relationship, aiming to help your school maximise their experiences with LFC Foundation. We want to be part of your wider school family, whilst you join the world's biggest football family.

Step 6

A Lasting Legacy

Teachers learn the skills, development and structure required to move forward confidently to deliver high-quality PE. Pupils will have experienced the value-based learning of Primary Stars and have been encouraged to stay connected, fair, ambitious and inspired.



Schools will **be connected** with pupils in growing a more thoughtful environment.

The LFC Foundation staff will **be fair** in giving all students the opportunity to develop and grow.

Teachers will **be ambitious** in delivering high quality PE, improving confidence and expanding their knowledge.

Pupils will **be inspired**, gaining a greater understanding of their thoughts and beliefs, and will have a greater knowledge of how to lead healthy, active lives.





Liverpool Football Club's commitment to safeguarding

“Liverpool FC would like all children and vulnerable adults to have a first-class and enjoyable experience when they access our services.

As a club, we are committed to excellent safeguarding and providing a safe environment for children and vulnerable adults, and we will always take appropriate action with the aim of making sure they continue to be kept safe.”

Billy Hogan
Chief Executive Officer

The Liverpool Football Club Foundation (“Foundation”) is committed to safeguarding and protecting children and young people and accepts its responsibility for the safety and welfare of all children and young people who engage with the Foundation.

Our policy is to be read in conjunction with the Foundation’s Children and Young People Safeguarding Toolkit, which provides further information and guidance on how to deal with a safeguarding incident/ concern.

Our policy sets out the Foundation’s approach to safeguarding children and young people along with summary guidelines and standards of conduct for Foundation employees and workers who work with children and young people, either directly or indirectly.

In addition, the policy aims to promote the safety and wellbeing of children and to provide assurance to parents, carers and other parties that we take reasonable steps to manage risks, based on overarching principles, with the aim of keeping children and young people safe.





Contact Us

Thank you

Thanks for taking the time to hear about PL Primary Stars with the LFC Foundation, we look forward to you joining the LFC Family!

The LFC Foundation provides free taster sessions of PL Primary Stars delivery, open to all schools across Liverpool, Merseyside.

The team provides an insight into what teachers and pupils can expect with the PL Primary Stars project, delivering school assemblies, workshops, classroom lessons, PE lessons and more throughout the school day.

If you'd like to learn more then simply get in touch. Our PL Primary Stars Programme Manager is David and you can reach him via email, phone or skype.

Get in touch for a quick chat or to arrange a person meeting at your school or our home at the Anfield Sports and Community Centre, Liverpool, L6 OAG.

david.mcparland@liverpoolfc.com
07566 292968

You can also visit our website for more information about the LFC Foundation and what we do:

liverpoolfc.com/foundation



Liverpool FC Foundation is an independent charity registered in England & Wales with The Charity Commission, Charity Number: 1096572. Registered Office: Anfield Road, Liverpool, England L4 0TH.

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