



PREMIER LEAGUE *INSPIRES*



HEALTHY FUTURES

WE BUILD HEALTHY FUTURES THROUGH EDUCATION AND EMPLOYABILITY PATHWAYS



An overview of our City Inspires provision offer, working in partnership with High Schools in Manchester to offer a unique, exciting and collaborative approach to support students to reach their potential.



WHAT IS CITY INSPIRES?

Partnered with the Premier League, City Inspires aims to use the appeal of Manchester City and the Premier League to work with groups of secondary school learners who are at risk of not reaching their potential and support them as they move through the education system and early adulthood.

Our goal is to work with young people who are at risk of not reaching their potential, giving them the skills and attitude to succeed.

City Inspires coaches work with learners 1 day a week through the year forming strong relationships.

Our curriculum provides qualifications, experiences and opportunities for learners to achieve and shine.

Students build confidence, have positive experiences and form positive relationships within education, leading to more positive attitudes.

Improved attitude and self-esteem filters through to the rest of their educational life improving attendance, attainment and behaviour.



WHO IS IT FOR?

Our provision is aimed at supporting those who are at risk of not fulfilling their potential including:

- Students with low commitment to school including low attendance, poor behaviour, negative attitudes and risk of exclusion.
- Students with low self-esteem, confidence and resilience, who may struggle to make social connections with others.
- Students with low attainment in literacy and numeracy, who may be at risk of not entering employment, education or training when they leave school.
- Students who may be vulnerable for a wide range of reasons and need extra support.



HOW DOES THE PROGRAMME WORK?

City Inspires coaches deliver a high-quality education curriculum that is tailored to inspire learners to develop the attitudes to help them succeed and excel academically, physically and socially.

The programme provides an opportunity for learners to develop key skills, with a focus on improving their engagement in education, pro-social behaviours and mental well-being.

The programme consists of 1 day of delivery each week throughout the academic year, normally including 2 - 3 hours within the classroom and 1-2 hours of practical coaching with a group of up to 15 students.

Regular contact time throughout the year with participants allows coaches to build unique relationships and develop positive attitudes towards education.



Project Feedback

“It will help me in the future and to consider my behaviour and attitude as you benefit and get rewarded if you are good. Also, will help me when working with others and **the qualifications I got will help me in the future**”

- Participant from Oasis Oldham Cohort

“**Thank you for giving Sean the opportunity to take part in a brilliant programme.** I have really seen the difference in him at home, and he is far more confident in himself.”

- Parent of one the Inspires Participants

“**I feel more confident and focused on my future** and know that although I have only made small steps so far, I can move forward and change with support.

- Participant from Denton Community Academy

HEALTHIER LIVES THROUGH FOOTBALL



“The impact has been huge across those that have taken part. There has been massive impact across lessons, been working really hard and attending lessons. The work that has been completed has been fantastic. The Social Action Project in particular has been huge, introducing sports hijabs to the year seven. There has been lots of confidence building and the impact this has had on the students has been huge, to where they’ve been able to present to rooms of people where before this wouldn’t have happened.”

School Lead, Oasis Academy Leesbrook



CITY SKILLS

Through the curriculum, students develop skills in listening, speaking, problem-solving, leadership, and teamwork in line with the skills builder framework.

This is done through work in the classroom on the qualifications and via high-quality practical delivery where the power of sport is used to develop these qualities and allow students to transfer the skills to their wider education. This enables Inspires students to form positive, strong relationships within their school community and beyond, so they can better engage in school life and develop the necessary skills and attitudes to succeed.

Progress against the benchmarks is tracked and fed back to each school on a regular basis to help inform interventions and celebrate.



QUALIFICATIONS

Across the year, City Inspires coaches deliver a programme that is shaped and led by each school's overarching vision and individual learners' needs.

Each session aims to develop student's engagement and motivation towards learning which filters through their school experience, raising attendance and attainment.

As part of the City Inspires programme, learners are provided with the opportunity to achieve qualifications including: ASDAN Short Course in Football, ASDAN Employability or The King's Trust Personal Development and Employability Skills – this qualification is OFQUAL recognised and can support participants into their Post 16 Options





SOCIAL ACTION

As part of the curriculum, bespoke social action projects take place with small groups or full classes based on the school's needs.

Social action projects are student-led, with learners choosing a social topic relevant to their school life, designing the ideas and carrying out the activities within this.

Topics have included sustainability, anti-bullying, mental health and school fundraising. Inspires delivery coaches act as mentors and facilitators across the project by guiding and supporting pupils whilst ensuring they feel empowered to lead the project throughout.



RECOMMENDED STRUCTURE

	Course Content	Skills Builder	PSHE Topics
Half Term 1	ASDAN Football short course – winning teams, players and attitudes	Continuous development and tracking of: • Listening • Speaking • Problem Solving • Creativity • Positivity • Aspirations • Leadership • Teamwork	Within every session we cover various elements of the PSHE National Curriculum relevant to the group and in line with Premier League initiatives. Topics will include physical and mental health, personal safety, bullying and discrimination, media and digital literacy, money and careers, and community and responsibility.
Half Term 2	King's Trust Teamwork Skills through planning and carrying out practical sessions		
Half Term 3	King's Trust Community Impact through the Premier League Inspires Social Action Challenge		
Half Term 4	ASDAN Football short course – Football Industry and Technology		
Half Term 5	ASDAN Football short course – Leadership Skills and Community Impact		
Half Term 6	Community Project, Reflection and Goal setting		
Outcome	ASDAN Football short course Qualification and King's Trust Personal Development and Employability Award Qualification	Cityzen Award (Gold, Silver or Bronze) based on amount of progress made	We share all points of the National Curriculum that are covered over the course of the year.



CITY INSPIRES OUTPUTS – 2024/25

Number Of
Qualifications
Achieved

384

Average Contact Hours
Per Participant

93

Number Of Participants
Engaged In Social Action
Projects

245



PREMIER LEAGUE *INSPIRES*

PLCF programme specific outcomes



81% of participants responded positively to statements regarding progression into *employment, education or training*



82% of participants responded positively to statements regarding *positive attitudes*



80% of participants responded positively to statements regarding their *attainment & attendance*



81% of participants responded positively to statements regarding their *interpersonal relationships*



79% of participants responded positively to statements regarding *positive behaviours*

Thomas Platt

City Inspires – Tottington Case Study



City in the
Community

WHAT DO YOU THINK OF THE CITC INSPIRES PROGRAMME?

Honestly, I think this programme is amazing. I look forward to it every Tuesday — it's the perfect mix of learning and having fun. Over the six-week project, I've learnt loads about gender equality, and I was really proud of the PowerPoint presentation I put together for our project proposal. Overall, I've enjoyed every single minute of being part of it.

WHAT IMPACT DO YOU THINK THIS WILL HAVE ON YOU IN THE FUTURE?

I'll always remember the support and advice Max has given me. He's helped me so much with my football, giving me tips and building my confidence. Thanks to him, I've joined a shadow youth team and had trials at other academies. I don't think any of that would have happened without his help. Hopefully, I can keep going and one day play professionally.

HOW DOES IT MAKE YOU FEEL BEING ON OUR INSPIRES PROGRAMME?

It feels great to be part of a programme like this. Knowing I've got a fun and different kind of school day every Tuesday always puts me in a good mood. I know I'll learn something valuable each time, and that makes it something I really look forward to.

HOW HAS THE PROGRAMME CHANGED YOUR MOTIVATION AND ASPIRATIONS?

Before this programme, I didn't want to go to school at all. Every day felt worse than the one before. But since I started the programme, I've started enjoying school again — something I haven't felt since Primary. Max has helped me see things differently, and now I'm back in full-time and enjoying each day a lot more.

CAN YOU DESCRIBE ANY IMPACT THE PROGRAMME HAS HAD ON YOU AND THE DIFFERENCE IT HAS MADE TO YOUR LIFE?

At the start of the year, I was only doing half days at school because of my mental health. But City in the Community has really helped me get back into full-time school. I see Tuesdays as a mental reset, and that helps me get through the rest of the week with a positive mindset. This programme has completely turned my year around. Max always encourages me to do my best — not just in our Inspires sessions, but in my school lessons and even in the things I do outside of school.

BRIEF WORDS FROM HEADTEACHER/SLT ABOUT THE STUDENT - CHARLIE SCHOLES (SLT)

Tom has shown outstanding commitment to the City Inspires programme, and it has had a clear, positive impact on his attitude towards school. His consistent attendance every Tuesday demonstrates the enthusiasm he has developed for the course, which has also contributed to an improvement in his overall attendance. He has built a strong and positive relationship with the City Coach and regularly speaks very positively about the programme and the opportunities it has given him. Thanks to his engagement and dedication, Tom is now on track to achieve two recognised qualifications — achievements that will support him greatly in future employment and further education pathways.



PREMIER LEAGUE *INSPIRES*

PLCF programme specific feedback

“I feel positive about school because of the City programme, it makes me feel *part of something*.”

“City sessions are a *safe space*.”

“School can stress me out sometimes, but I always *look forward* to City in the Community.”



77%

of participants post-Inspires, agreed or strongly agreed that they feel *positive about school*, compared to **11%** pre-Inspires

“School has been *easier* this year since doing Inspires.”

“I really enjoy City it helps me *get through* my week.”

“I feel more positive about school as the City programme has helped my *confidence* in school.”

OUR VALUE ADDED

Our relationship with the club helps us to provide Inspires students with MCFC kit, opportunities to visit the Etihad Stadium, meet Manchester City players and embark on celebration events which leads to high levels of engagement and positive changes in behaviour.

From these types of opportunities, participants feel a sense of belonging to the MCFC family and bring great engagement to our sessions.

We also have access to a wide range of events and educational opportunities that we can make available to our partner schools that has included concerts, sporting events, workshops and a range of courses.





“Just wanted to send my thanks for everything recently. Four families had a great night last night watching their first ever game and a local girl's football team will be attending the women's derby. Five students have been given the jackets that you dropped off in the Summer as it has now become apparent, they don't have winter coats, and the boys are all buzzing with the kit that has been provided. I/We really appreciate all you do for our school.”

School Lead, Oasis Oldham Academy





CITY THRIVE

A blended approach to informal psycho-education, utilising football as an engagement tool.

CITC's coaches follow several themes across the programme, all based on various mental health subjects, tailored around presenting needs. Across delivery, the programme aims to help participants to:

- Gain an understanding of mental wellbeing and the effect that different actions/ scenarios can have on this.
- Investigate coping strategies, and their use and evaluate their processes of coping through the use of everyday scenarios.
- Build an action plan which includes a mental health first aid kit for use throughout the course and beyond.



City Thrive Case Study



CITY MENTORING

A bespoke approach to mentoring support, tailored around the presenting needs of vulnerable young people across Greater Manchester. Relationship building through consistency of engagement and behaviour change principles with young people with a vulnerability to criminality.

Mentoring is adaptable to the individual needs of each participant, creating a bespoke plan that is targeted to the interests and levels of risk associated with the individuals with the aim of achieving positive outcomes through behaviour change.



SCHOOL PACKAGES- 26/27

£10,000

MENTORING PARTNER

37 Weeks- City Inspires &
12 Weeks- ½ day City Mentoring
or
12 Weeks- ½ day City Thrive

£9,000

INTERVENTION PARTNER

37 Weeks- City Inspires &
6 Weeks- ½ day City Mentoring
6 Weeks- ½ day City Thrive

£8,000

INSPIRES PARTNER

37 Weeks- City Inspires





City in the
Community



Premier League
Inspires

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Dignity and Respect Clause

‘Everyone at City in the Community deserves to be treated with dignity and respect, this includes our participants, parents and carers, our partners and all of our workforce. We will always take seriously any instances where we feel these behaviours are not displayed and respond accordingly.’