



**COMMUNITY SPORTS
& EDUCATION
TRUST**
REGISTERED CHARITY NO: 1102239



School Sports Provision

Delivered by Watford FC's Community
Sports and Education Trust

Academic Year 2026/27



Premier League
**Primary
Stars**



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Who We Are



Mission

To expand the Watford FC family by providing opportunities in Hertfordshire and London, to enrich people's lives, create special memories, and enable positive futures.

Watford FC's Community Sports and Education Trust (the Trust) is a registered charity (Charity No: 1102239), having gained charitable status in April 2004. We have a proud history of delivering a range of provisions across health and wellbeing, skills and learning, and social inclusion.

Our long-term goal is that our School Sport provision will improve school sport for children, teachers and schools across Hertfordshire and Harrow. This will be achieved by offering a variety of high quality services to fit the needs of all of our participants.

We Want To Improve/Support:

- The confidence of teachers to deliver high quality PE.
- A lifelong passion for sport/PE in our participants.
- Young people's health and wellbeing.
- Young people's confidence towards non-PE subjects including reading and maths.
- Young people's life skills, including teamwork, communication and problem solving.

"Over the years we as a charity have consistently grown and developed new and innovative ways in which we are making a positive difference. Our schools provision illustrates that fantastically, engaging with more pupils and teachers every year. We are seeing that not only is our engagement increasing but also the quality of our delivery and the positive impact we are making on our schools. – Rob Smith, Community Director"

Partner School Package Offers

Become a partner school with Watford FC's Community Sports & Education Trust and access a flexible programme of high-quality sport, education, and enrichment opportunities tailored to your school's needs.

We recognise that every school is unique, which is why we offer a range of bespoke package options. Whether you're looking for teacher CPD, PPA cover, after-school clubs, curriculum enrichment across non-PE subjects, or special events, we'll work with you to create a package that best meets the needs of your pupils, staff, and wider school community.

All of the provision featured in this brochure can be incorporated into your package, with complete flexibility in how it is delivered. Whether you require multiple activities across a single day or a programme spread throughout the academic year, we will tailor our offer to help you achieve your school's priorities and maximise the impact of our partnership.

Programme	Reception	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Duration
Premier League Primary Stars	Summer Term only	✓	✓	✓	✓	✓	✓	6 or 10 week delivery models minimum 6 week delivery one off events available Programme delivery is dependant on provision requested
Joy of moving					✓	✓		6-weeks
After School Clubs		✓	✓	✓	✓	✓	✓	School term dates
PPA		✓	✓	✓	✓	✓	✓	School term dates

If you would like further information about becoming a partner school or would like to discuss a bespoke package for your school, please get in touch with a member of our team. We'd be delighted to talk through your requirements and help create a programme that meets the needs of your pupils and staff.

Ben Wells, School Sports Manager: ben.wells@watfordfctrust.com

Nicola Burton, School Sports Project Officer: nicola.burton@watfordfctrust.com

Matt Watt, School Sports Project Officer: matthew.watt@watfordfctrust.com

Outcomes and Impact



2,260+

unique pupils engaged



45

teachers educated



75+

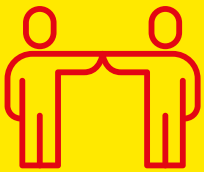
primary schools engaged



80% of teachers stated their confidence to deliver high-quality PE lessons had increased



97% felt more excited and engaged in PE after engaging with Premier League Primary Stars



95% of pupils felt more excited and engaged in Non-PE subjects after engaging with Premier League Primary Stars



99% of children reported feeling safe in lessons



97% of pupils felt they had a better understanding of a healthy lifestyle after engaging with Joy of moving



98% of pupils enjoy engaging with Watford FC Trust school sports programmes

Premier League Primary Stars



Premier League Primary Stars is a range of primary school education programmes, using the appeal of football to inspire pupils to be active and develop essential life skills. Highly trained Trust coaches work with teachers to deliver fun, educational sessions in a range of subjects within partner schools.

All sessions promote the Premier League values which encourage children to:

- Be ambitious – work hard and never give up of their goals.
- Be inspiring – set a great example to others.
- Be connected – work well with others in a team.
- Be fair – treat people equally and think of others.



Premier League Primary Stars PE Programme (Teacher CPD)

Premier League Primary Stars PE is a unique teacher education model. The programme aims to increase knowledge, confidence and skills of teachers in delivering high quality PE lessons.

Trust coaches work alongside teachers across a period of ten weeks providing individualised support through practical PE lessons and resources to improve PE delivery.

Children taking part will improve their fundamental movement and problem-solving skills, as well as their ability to work as part of a team. This is achieved through high quality PE lessons delivered by highly trained Trust coaches. The main aim for the children is that they increase their enjoyment of physical activity. Emphasis is placed on allowing children to be creative and take control of their own learning during sessions.



Ollie's Story

Ronnie's Story

“

"You have made me look at PE and my teaching of it in a different way and given me an unexpected confidence in a subject that I have largely avoided during my career."

Year 5 Teacher

”

“

"Very useful with supporting planning, engagement with students and how to adapt and include every child."

Year 2 teacher

”

“

"Coaches adapt sessions to support my current understanding. They are extremely flexible and worked hard to continue to increase my confidence.

This has enabled me to continue working on my knowledge and understanding of certain aspects of PE. I look forward to engaging with Primary Stars again, I know coaches will make it an engaging and fantastic learning opportunity."

Year 5 Teacher

”

“

"You have really inspired me to get involved in PE and to never give up!"

Year 4 Pupil

”

Premier League Primary Stars PE participants felt the programme improved their:

- Teamwork
- Enjoyment of PE
- Skills
- Friendships
- Attitude to learning

Premier League Primary Stars PSHE

Premier League Primary Stars PSHE uses the power of sport to bring learning to life and help pupils connect with the world around them.

Schools can create a bespoke programme by selecting the topics most relevant to their pupils. Options include resilience, self-esteem, values, diversity, inclusion, teamwork, healthy lifestyles, nutrition, hydration, social action and more.

Trust staff deliver engaging sessions using interactive activities and resources. Throughout the programme, pupils develop the knowledge, skills and confidence to stay healthy and safe, understand their own and others' feelings, and build positive relationships.

“

“It made a difference to me by boosting my confidence - It made me come out of my shell.”

Year 6 Participant

”

100%

of pupils feel included and a sense of belonging

“

“I love how we learn important life skills through fun and play.”

Year 5 Participant

”



Premier League Primary Stars English

Premier League Primary Stars English programmes use the power of football and sport to inspire a love of reading, writing and communication. Pupils develop confidence, independence and motivation while improving literacy skills through engaging, interactive activities.

Reading Stars

Delivered in partnership with the National Literacy Trust and the Premier League, this targeted reading intervention is available as a six or ten-week programme. Designed for small groups (4-6 pupils), it supports children who enjoy football and sport but need extra motivation and confidence with reading.

Magazine Team

A flexible 10-session programme that improves writing skills, confidence and attitudes towards writing. Pupils use their own interests to plan, write and produce their own magazine. Suitable for whole-class or small-group delivery in KS2.

Story Stars

Using football-themed books and stories, pupils develop comprehension, creativity and independent writing skills through engaging reading activities. Suitable for whole-class or small-group delivery in KS1.

Footy Phonics

Delivered in small groups (4-6 pupils), this engaging programme reinforces classroom phonics learning through fun, football-themed activities, helping pupils build confidence and fluency in early reading.

Read All About Our ...



Story Stars in action



Club author visit



Mayor visit:



"I felt nervous before I came, but I felt inspired once I started"

Year 3 Pupil



"The children were very engaged. They enjoyed the 'hands on' nature of the tasks."

Year 2/3 Teacher



91%

of pupils said Premier League Primary Stars English has made them more excited and engaged in English





Premier League Primary Stars Maths

Premier League Primary Stars Maths uses the excitement of football to bring maths to life through engaging, activity-based learning.

Pupils apply their maths skills to real-life football challenges, exploring topics such as data handling, time, position and direction. Sessions combine guided practice, problem-solving and independent learning, with regular opportunities to revisit and reinforce key concepts.

Using practical resources, discussion and written and mental methods, pupils build confidence, deepen understanding and develop positive attitudes towards maths.

100%

of pupils enjoyed their
Premier League Primary
Stars Maths

“

“Learning Maths which focused on football and my favourite players really made Maths more interesting for me, and I now look forward to my maths lessons.”

Year 4 Participant

”



Premier League Primary Stars Projects for Positive Change

Premier League Primary Stars Social Action projects give children an opportunity to discuss and understand ongoing issues relevant to them. The lessons are pupil-led allowing them to collaborate and create an impactful difference. Activities enable and empower pupils to address an identified social need within their school or local community.

The aim is to give pupils an insight into how choices affect individuals, communities, and the sustainability of the environment. Throughout delivery, children will discuss and debate issues, problem solve and create solutions, have a positive impact on change, and take responsibility for themselves and their environment.



“

"Having our ideas made real is powerful, it's amazing to know we are making a difference."

Year 5 Participant

”

“

"I didn't think I could do such a thing, but seeing our ideas I feel I can do more now to help the environment."

Year 5 Participant

”

97%

of pupils better understand how to make a positive difference through social action.

97%

of pupils feel inspired to continue to make a difference through Projects for Positive Change

98%

of pupils feel the project made them more aware of the issues facing the environment

Premier League Primary Stars Projects for Positive Change

Premier League Primary Stars Projects for Positive Change empower pupils to make a real difference in their school and local community. Through pupil-led learning, children explore important social and environmental issues, develop teamwork and problem-solving skills, and create meaningful actions that have a positive impact.

Tackling Plastic Pollution with Sky Ocean Rescue

This six-week programme helps pupils understand how simple everyday actions can protect the environment and reduce ocean plastic pollution. Suitable for whole-class or small-group delivery.

Social Action Project

Delivered in partnership with the National Literacy Trust and the Premier League, this six or ten-week programme enables pupils to investigate issues affecting their community and work together to plan and deliver a project that creates positive change. Suitable for whole classes or small groups.

Trust Sustainability Project

An exciting opportunity for small groups, including School Councils and Eco Groups, to support the Trust's sustainability ambitions. Pupils explore local environmental challenges, visit Trust venues* to see sustainability initiatives in action, and present ideas to Trust staff. A selected project will be adopted by Watford FC.

*Off site visits are subject to availability, schools are responsible for transport to and from off-site visits across this delivery model.



*Schools are responsible to transport to and from off-site visits across this delivery model.

Premier League Primary Stars Football Activity Interventions

Small-group football interventions provide targeted support for pupils using the power of football to increase engagement, confidence and wellbeing.

Programmes are tailored to meet your school's needs, whether supporting pupils with SEND, building self-esteem, encouraging girls' participation, improving behaviour or increasing physical activity. Trust coaches design and deliver engaging sessions that help pupils develop key life skills while enjoying being active.

Girls Only Extra-Curricular Sessions (Playhers) and After School Clubs

Our girls-only sessions provide a fun, supportive, and inclusive environment where girls can build confidence, develop football skills, make new friends, and enjoy being active. Open to all abilities, these sessions focus on learning, teamwork, and creating positive experiences through football.

Premier League Primary Stars PlayHers Sessions

PlayHers is a fun, recreational football programme designed to increase girls' participation in the game while supporting schools to create lasting opportunities. Alongside relaxed, inclusive sessions for girls of all abilities, PlayHers includes CPD for teachers and support staff, equipping them with the confidence, knowledge, and practical ideas to deliver engaging football activities and grow girls' football within their school. The programme empowers school staff to lead sustainable, enjoyable sessions that inspire more girls to get involved and stay active.



Little Green's Road to Nationals



Sophia's Story



Joy of moving – Move & Learn



Helping primary school children develop their physical, cognitive, and social skills.

Joy of moving sessions are 1 hour 30 minute lessons divided into 2 parts: a theory session around the importance of healthy, balanced lifestyle, and a practical session to get children active through playing games and developing key skills.

Being involved in the programme also opens up some excellent opportunities for you to be involved in, such as Joy of moving tournaments which leads into national tournaments to represent Watford FC Trust and also the famous half-time penalty shoot-out at Vicarage Road!

Who's the Programme For?

Joy of moving is aimed at Year 4 and 5 pupils. The programme aims to support schools to share the importance of a healthy, active lifestyle.

Programme Aims:

The Joy of moving programme has been designed to inspire children to get moving through play, helping them to develop key skills in four major areas.



Motor coordination (multiple body movements)



Physical fitness (ability to be physically active)



Cognitive functions (brain-related skills)



Life skills (decision making, problem solving)



Watch our Joy of moving penalty shoot out



Watch our cooking workshop



"The programme was highly informative and engaging for the children and delivered in such a way to intrigue, inspire as well as educate. The staff were all very friendly and engaged very well with the children, encouraging and explaining both in the classroom and outside on the field."

Teacher



**Full T&Cs are available on request*



After-School Sports Clubs

Extend the fun and learning beyond the school day with our engaging after-school sports clubs. Delivered in the familiar and safe school environment by qualified coaches, our one-hour weekly sessions provide pupils with the opportunity to develop new skills, stay active, and enjoy sport with their friends.

Schools can choose from a wide range of sports to suit the interests and needs of their pupils, ensuring sessions are enjoyable, inclusive, and engaging for all abilities. Whether introducing a new activity or building on existing interests, our flexible programme can be tailored to your school's requirements.

Alternative sports may require schools to provide the necessary equipment.



Jenson's Story



PPA Cover

Our experienced team has a proud history of delivering high-quality PE lessons that provide schools with reliable Planning, Preparation and Assessment (PPA) cover while ensuring pupils receive engaging, curriculum-focused physical education.

Delivered by qualified and experienced coaches, our sessions are fully aligned with the National Curriculum for PE, providing high-quality learning experiences that develop pupils' physical skills, confidence, and enjoyment of being active.

PPA provision is flexible and can be delivered as:

- Half-day cover (morning or afternoon)
- Full-day cover, supporting classes throughout the school day

To maximise the impact of your provision, additional programmes can also be incorporated alongside PPA delivery. For example, an afternoon timetable could include two PPA PE lessons alongside a Premier League Primary Stars Reading Stars session, providing schools with a flexible and enriched curriculum offer tailored to their needs.

Oscar's Story



Case Study: Shepherd Primary School

Claire Foad, Headteacher

"We have been working with the Trust for many years – the Trust delivers weekly sports lessons to all children in Years 1–6 and run football and tennis after school clubs. They work closely with us to ensure they deliver the required elements of our PE curriculum – this includes in multi-skills, athletics, netball, football and tag-rugby. The coaches deliver fun and engaging lessons and foster very positive relationships with the children they work with. I would not hesitate in recommending the the Trust."



Additional Activities & Partner Benefits

Schools working with Watford FC's Community Sports & Education Trust can access a wide range of exciting enrichment opportunities that enhance learning, inspire pupils, and strengthen school engagement.

Our additional activities and partner benefits include:

- Premier League Primary Stars curriculum resources, anti-discrimination campaigns, and education workshops for pupils, parents, and staff, covering topics including Maths, English, PSHE, and key national awareness campaigns.
- National Literacy Trust book drops and literacy initiatives, plus access to a range of national Premier League Primary Stars opportunities throughout the year.
- Sports Day and school event support, helping schools deliver fun, inclusive, and memorable sporting experiences.
- Tournament opportunities, including the chance to represent the Trust at Premier League Primary Stars and EFL regional and national competitions.
- Exclusive experiences, including Joy of Moving half-time penalty shoot-outs, regional and national competitions, and opportunities to represent Watford FC's Community Sports & Education Trust.
- Joy of Moving Festivals, designed to get the whole school moving through fun, inclusive activities that promote teamwork, physical activity, and healthy lifestyles.
- Harry the Hornet school visits, player engagement opportunities, and raffle prizes to help celebrate achievements and create unforgettable experiences.*

** Activities and partner benefits are subject to availability and programme eligibility.*



Operating Standards

The Trust has a full commitment to safeguarding and makes the protection of the children we work with a priority. All of our coaches go through our safer recruitment process. All sessions delivered are designed to be fully inclusive to all participants involved.

Our Coaches Have the Following Qualifications:

- AfPE L3 in supporting the Delivery of PE and School Sport (or working towards).
- NGB Level 2 First Aid.
- Safeguarding.

As Well As:

- Being knowledgeable in the national curriculum.
- Attending ongoing CPD training through NGB's and internally.
- Holding an enhanced DBS check.
- Being educated/ qualified in a range of sports.





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