

Summary Lommel in the Community

Lommel in the Community' was successfully launched in September 2023, while actually & constantly using tracking systems to measure impact in the community.

The implemented projects, both long-term projects and thematic initiatives, are measured in terms of outputs and outcomes and we also provide insights into finances per project/initiative.

Detailed overview projects:

1. LSKids (project)

LSKids Matchdays

Invite every week a local team for a special LSKids Matchdays programme. Our club has 2 dedicated LSKids Playmakers who take the responsibility of the kids before and during the game. The kids will follow a specific programme. From giving the players a handshake, to walkout with them on the pitch before the game and playing a game during half-time. The children get a total experience on match day. Thanks to partner Theuws, the children will get a special LSKids Matchday shirt at the beginning of the programme.

Numbers: We had 329 participants in season 23/24.

LSKids Schools

Weekly school groups visit for 'LSKIDS schools' with broadened use of staff to reinforce meaningful depth of understanding. The kids will get a guided stadium tour. Afterwards, they will learn more about the day-to-day running of our club. This is a class-specific programme and we can adapt the programme to the needs of the class. The club ensures that curriculum items are covered.

Numbers: 660 children in season 23/24.

LSKids Events

As part of Lommel In The Community, our club organized different events, both for adults and kids. All kids under 12 can enter the stadium for free every home game. Examples are the sold-out Darts tournament, Creators FC charity game, LSKids Hospitality and a Halloweenparty.

Numbers: 2.520 participants on our community events.



LSKids Football Camps

During the Eastern and Summer break, our club organizes together with Manchester City a Manchester City Football Camp. Each day will consist of four training sessions, two delivered by a Lommel SK elite youth coach and two delivered by a Manchester City youth coach. From learning about a variety of positions, skills and decision-making, the programme will support players in developing their understanding of the game. All players will receive kit, food, drinks and expertise of the coaches of Premier League champion Manchester City and Lommel SK.

Numbers: 76 participants during the Eastern break.

2. Healthy Goals (project)

Lommel SK and Lommel in the Community, the charitable arm of Lommel SK, launched 'Healthy Goals', a new fundraising and programme initiative to empower healthier lives for Lommel's youth through football.

The 'Healthy Goals' initiative raised needed funds for community football pitches, as well as youth-led programs uplifting physical and mental health of local youth through the power of football. Fans played their part as well as they donated for this project and created several initiatives to support this programme.



As part of Lommel In The Community, the Healthy Goals initiative has raised a total of more than 100,000 euro, including the CFG funding match. This will be used to create an interactive football pitch in the playgarden in Lommel. The start of the build of the interactive pitch is proceeded for August 2024. Later in 2024, the club will start with a new Healthy Goals project. In this way, we invest in the opportunities to move in our city.

Numbers: Together with the City Football Group, City of Lommel, the Pro League, partners, fans and employees, the club raised more than 100.000 euro. We reached 2.800 participants.

3. Thematic initiatives

Team presentation

At the beginning of the season, our full club was introduced, right in the middle of Lommel city centre. From our youngest youth players to the first team. Every name was called out on a big stage. The new shirts were also shown to the supporters here for the first time.



Christmas dinner

Our club invites vulnerable kids of the boarding school with Christmas. These kids can't go home with Christmas and they have to celebrate Christmas in the boarding school. Our club gave them a warm welcome in the week before Christmas as threatened them as real VIP's. They got served a Christmas dinner.



Lommel Giving

The entire club did a collection of stuff they no longer used. Clothes, shoes, toys, food... Everything that was no longer used by our employees, players and youth.

Players was collected at the club. Our players, together with the person in charge of Lommel in the Community, went to hand it over to Fedasil. They were given a tour there to see how the people there live and why they could use all the support.

Next to this, we invited Fedasil in our stadium for the game against KV Oostende.

Numbers: We reached 1.600 people with these thematic initiatives.



Summary Lommel in the Community season 2023/2024

The start of Lommel in the Community was a success. We reached more than 7.900 people and had 23.000 unique contact hours. The club obtained proceeds of more than 190,000 euros.

This will be reinvested in the community. Next to all these new initiatives, we have a huge offer in community football. We have X community youth teams with X players. Next to this, Lommel SK has his own G-team for both disabled kids and adolescents.

What's next?

Following this first 'Lommel in the Community' report, the organisation has some strategic adjustments to undergo that protects sustainable growth in impact, revenue and resources, starting from the start of season 24/25.

After a positive start-up, the 'Lommel in the Community' entity will be given new and additional responsibilities. From on next season, Lommel SK will start with a girls team and a women team. The girls and women will train and play their games at our academy. With this, our club hopes to open up the offer for everyone who wants to play football.

*Are you interested in participating in one of these project, or you feel that you/your organisation can help to grow these initiatives, feel free to contact events@lommelsk.be.