LUKE STATON

FOR SCHOOLS AND SPONSORS

The Credo *Experience*

A programme for young people, funded by a sponsor and free to the school.

At Wembley Stadium as a schoolboy, six words from his headmaster changed how Luke saw his future.

“That could be you one day.”

Luke has spent twenty years trying to be somebody else’s Mr Spencer. Mr Spencer is a character in Credo, and those same six words are what the boy in it is waiting for.

WHO HE IS

Inside the professional game before he could vote. *Over by twenty-one.*

Luke Staton played for Blackburn Rovers and Bolton Wanderers, and for England at youth level. When football ended he went back to his old bedroom and a job on a building site. **What he built from there is the work.**

250,000+
Young people reached

10+
Years of his schools programme, since 2015

TEDx
Speaker, TEDxDoncaster

Credo
Author of the illustrated book

It starts in the hall *and keeps running.*

01 A live talk or empowerment day in the school.

02 Six online modules that keep running after he leaves.

03 Built on Inspiring the Next Generation, running since 2015.

04 Funded by a partner. The school pays nothing.

FOR SPONSORS

A programme in a school, *not a logo on a banner.*

One partner can fund a school programme outright, roughly a thousand young people per school. You choose the schools, often the ones nearest your own people.

25	25,000	6	Free
Schools, each near a FatFace store	Students reached	Online modules after the live session	To every school

750 students, *one theatre, one day.*

In September 2025 every student went home with a copy of Credo. The day was free to schools, funded by sponsors, and covered by the Dewsbury Reporter.

Partners include the FatFace Foundation, Patrick and WellGen.

ON STAGE · INSPIRE BEYOND

In conversation with *Jamie Carragher.*

Liverpool and England, 737 games, now the voice of Sky Sports. Jamie and Luke were at the FA National School at Lilleshall together in 1994. On the Inspire Beyond stage they picked the conversation back up: the first hard year at every level, late developers, and why nobody can call who will make it at fourteen.

737
LIVERPOOL GAMES

38
ENGLAND CAPS

1994
LILLESHALL, TOGETHER

"We're all just developing at different times."

JAMIE CARRAGHER

IN THEIR WORDS

What schools *say afterwards.*

"In all my time as Head of PE, I have never seen such an engaging programme. It inspires them to take action and provides them with the tools to do so."

JAMES OFFER
HEAD OF SPORT, CARRE'S GRAMMAR SCHOOL

"Luke has infectious enthusiasm and energy and inspired even the most reluctant students to participate fully."

JENNY ANNE SHARP
ASSISTANT PRINCIPAL, WALTON GIRLS HIGH SCHOOL

"It's not like normal lessons because you feel like you're learning stuff that will help you in life."

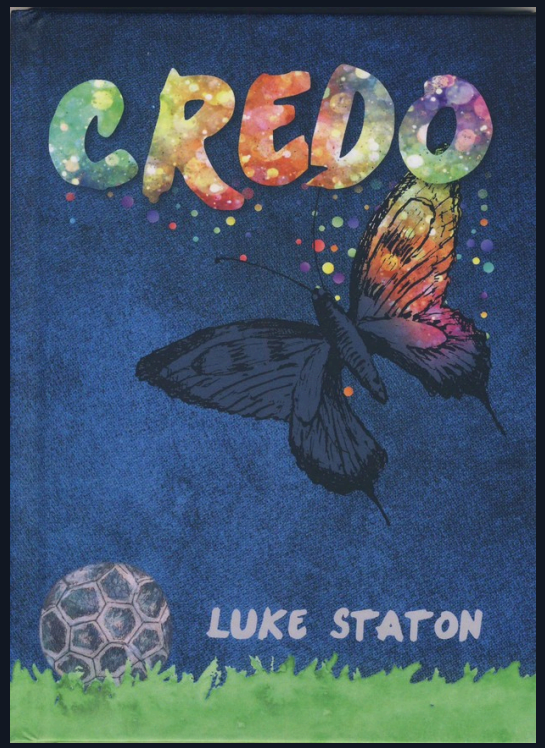
STUDENT
ELIZABETHAN ACADEMY

THE BOOK BEHIND IT

A shy boy. A football. *A butterfly in his pocket.*

Credo is an illustrated hardback, 94 pages, sized to fit a blazer pocket. Interest age 7 to 12. It is a story about friendship, kindness, and what happens when somebody says the right six words to you.

> *"A really lovely book, and one that should find a place in any home or school where a young person is struggling with shyness."*
>
> LINDA'S BOOK BAG



NEXT STEP

Bring it to *your school.*

luke@lukestaton.com

Schools: tell us your year groups and dates, and we can help you find a partner to fund it. Sponsors: tell us the communities you want to reach.