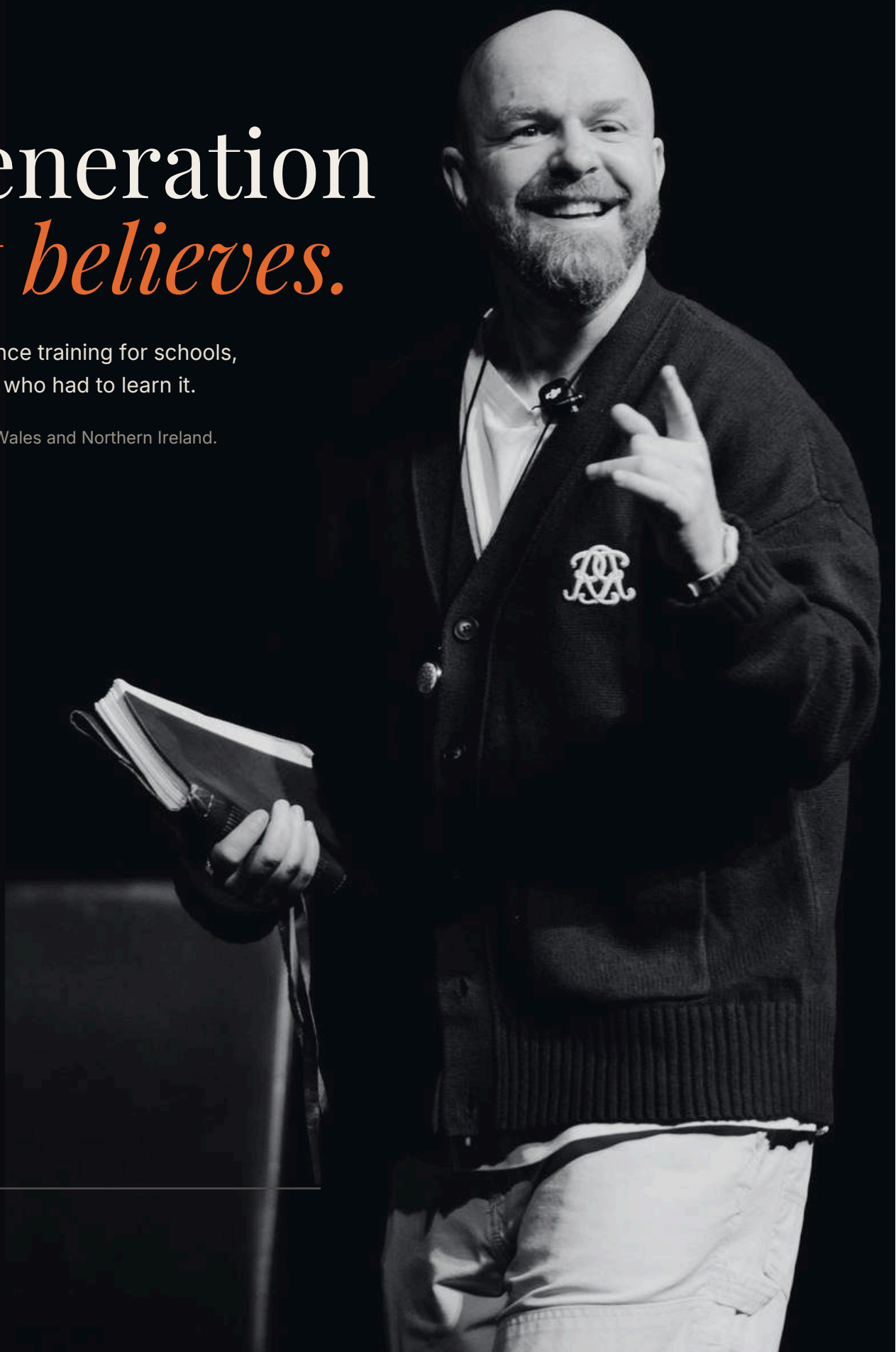
LUKE STATON

WORLD TOUR 2027 · UK

A generation *that believes.*

A year of resilience training for schools,
led by someone who had to learn it.

England, Scotland, Wales and Northern Ireland.
Throughout 2027.



01 THE CREDO WORLD TOUR · 2027 · UK

The UK in 2027, *school by school.*

The CREDO World Tour runs across England, Scotland, Wales and Northern Ireland throughout 2027, with dates set around each founding school. Luke spends a full day in each school, and every school then runs the Credo Year for twelve months. This pack sets out how a school can join as a founding school.



250,000+
young people reached by Luke since 2015

1 million
young people by 2028, our global goal

12
months of programme in every founding school

UK 2027: throughout the year, with dates set around each founding school.

02 WHO LUKE IS, AND THE CREDO YEAR

A year of resilience training for every student, *led by someone who had to learn it.*

Luke Staton's first career was over at twenty-one: England youth international, Blackburn Rovers, then the plan changed. What he built next became CREDO: a book, a twelve-month school programme and a world tour across five continents in 2027.





GLOBAL EDUCATION CHAIR

Ian Smith FRSA

Principal of Brooke House College and Chair of CIFE. Ian and Luke have already delivered CREDO together at Brooke House.

THE NEED

Every student has a plan taken away at some point. Schools need a shared, practical language for what happens next.

THE ANSWER

The Credo Year: one empowerment day, twelve months of guided modules, and five pillars: Character, Resilience, Energy, Drive, Optimism.

THE MODEL

Young people by day, companies by night. Schools through the week, then a founders evening for local companies.

DELIVERED IN SCHOOLS INTERNATIONALLY



ISR INTERNATIONAL SCHOOL, GERMANY, 2024



A FULL SCHOOL HALL IN DUBAI

SELECTED ORGANISATIONS LUKE HAS WORKED WITH

TEDxDoncaster · IBDO · EDF · EY Foundation · FATFACE · Bates

03 CREDO, AND WHAT PEOPLE SAY

Credo is Latin for *"I believe".*

Five pillars run through everything Luke does, in a school hall and in a boardroom. Every student writes their own Credo.

C **Character.** Who you are when nobody is watching.

R **Resilience.** What you do when the plan changes.

E **Energy.** How you bring yourself into every room.

D **Drive.** The reason you keep going.

O **Optimism.** Belief in what is still possible.



THE CREDO EXPERIENCE ON STAGE

250,000+	TEDx	120	5
young people reached since 2015	speaker, and author of *Credo*	student-athletes on a full Credo Year at Brooke House	pillars, one shared language

IN THEIR WORDS

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

James Offer · Head of Sport, Carre's Grammar School

"Listening to Luke share his journey and the life lessons he has learned was both inspiring and eye-opening."

Grade 11 student · ISR International School on the Rhine, Germany

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

Student · Elizabethan Academy

04 HOW IT WORKS

The UK in 2027, *built around its founding schools.*

Schools across England, Scotland, Wales and Northern Ireland, throughout 2027.

Founding school places are open

For schools across England, Scotland, Wales and Northern Ireland, with first choice of dates in 2027.

How it works for your school

1

Luke's day in your school

Luke spends a full day with your students. It is the start of the year, not a one-off talk.

2

The Credo Year

Twelve months of guided modules and live calls with Luke, for every student.

3

The impact

An impact snapshot at the end of the year, and your place on The CREDO World Tour.

Founding schools are named on The CREDO World Tour and have first choice of dates.



05 FOUNDING SCHOOLS, AND NEXT STEPS

Bring Luke to your school. *We start the journey. Together, we make it last.*

WHAT A FOUNDING SCHOOL RECEIVES

- A full day with Luke in your school.
- The Credo Year: twelve months of guided modules for every student.
- Named on The CREDO World Tour, with first choice of dates.
- Media buzz through The CREDO World Tour campaign, alongside the brands, businesses, well-known names and leaders we are bringing on board.
- An impact snapshot at the end of the year.

WHO IT IS FOR

- Primary school children aged 7 to 11, and younger pupils too, through Luke's storytelling talks.
- Secondary school students, and college and university students aged 16 to 25.
- Teachers and parents.
- Local companies and founders, at the founders evening.

From yes to your school

1
A short call
Twenty minutes with Michelle and Luke.

2
Choose your date
Pick your day in 2027, first come, first served.

3
Luke's day
Luke spends a full day in your school, then the Credo Year begins.



GLOBAL EDUCATION CHAIR

Ian Smith FRSA

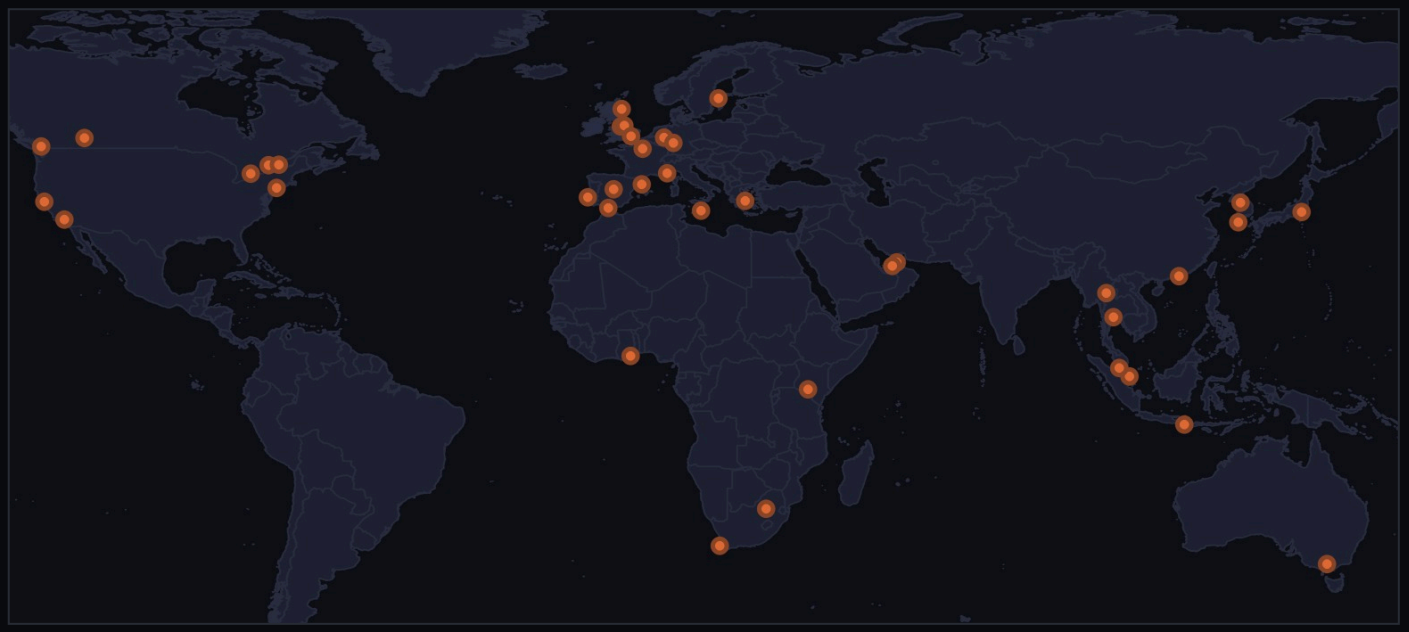
Principal of Brooke House College and Chair of CIFE. Queen's Award for Enterprise Promotion, presented by the late Queen in 2013. Ian is the custodian of our work with international schools worldwide.

Founding schools 2027 — The first UK schools are named on the 2027 tour, with first choice of dates. Programme content is shared with founding schools on booking.

06 PART OF SOMETHING BIGGER

A global tour. *One shared goal.*

Every founding school across the UK joins The CREDO World Tour 2027: schools, partners and sponsors across five continents, working towards one goal. One million young people reached by 2028.



250,000+
young people reached by Luke since 2015

29+
cities and growing, on 5 continents

1 million
young people by 2028, our global goal

The tour in 2027

ALL YEAR United Kingdom	JANUARY Canada	FEBRUARY Asia
MARCH The Gulf	APRIL Africa	JUNE Northern Europe
JULY Australia	SEPTEMBER United States	OCTOBER Southern Europe

Sponsors and partners

Businesses are invited to sponsor schools in each tour city, and we are bringing leading brands, well-known names and leaders on board. Founding schools are named on the tour alongside them.

07 CONTACT

Become a Founding School. *Start here.*

Start with a twenty-minute conversation. Michelle leads Founding School partnerships.

YOUR CONTACT

Michelle van Eck

Co-Founder & Global Partner, The CREDO World Tour · Nominee, Entrepreneur & Agency Leader of the Year, Women in PR North America
Board Director & Chair, Events & Communications, West Vancouver Chamber of Commerce
Two decades of global fundraising, mentorship and house-building for young people, women and families

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THE TEAM



Ian Smith FRSA

Global Education Chair

Principal, Brooke House College
Chair of CIFE
Queen's Award for Enterprise Promotion



Luke Staton

Founder, The CREDO Experience

Author of Credo
TEDx speaker
Former professional footballer



Michelle van Eck

Co-Founder & Global Partner

Board Director, West Van Chamber of Commerce
Award nominee, Women in PR North America
Two decades of global youth work