



## **Liverpool Football Club and Pearson announce global partnership in sports education and new qualifications to be launched in China**

**[Hong Kong, 4 June 2020]** A new partnership launching today brings together leading Premier League football club and current Club World Cup Champions, Liverpool FC and Pearson, the world's learning company, to offer international sports industry qualifications designed to provide pathways to careers in sport, fitness and physical activity for young people and adults.

Pearson and Liverpool FC will create co-branded BTEC sport, fitness and physical activity sector qualifications, available to overseas learners, including in China and Hong Kong Special Administrative Region from September 2020.

The new qualifications will combine the club's experience of delivering an authentic club coaching programme to young people around the world through its international academy programme, with Pearson's global expertise in developing high quality qualifications that meet the needs of the industry and employers.

Young people and adults wishing to pursue and make progress in their careers will acquire up-to-date industry knowledge, skills and behaviours that open doors to a range of exciting careers in sport, such as coaching, management, facilities operations and fitness instruction. Building on Liverpool FC's experience as a major sports employer, the BTEC will ensure that learners have their learning brought to life in real world sports contexts.

The easy-to-access modular BTEC qualifications will enable learners to engage in bitesize learning, take short courses or a full 2-year program. Units include health and wellbeing, sports psychology, nutrition and fitness.

The BTEC will provide learners with a range of transferable skills and behaviours that are highly valued by employers through units in business, technology and self-employment, as well as developing the skills and knowledge to tackle two of the biggest health issues of our age - physical fitness and mental wellbeing.

The new BTEC aims to inspire learners among Liverpool FC's millions of fans to develop their skills and knowledge and gain a high-quality qualification that opens up new global career opportunities and elevates sports education and professionalisation around the world.

Cindy Rampersaud, Senior Vice President BTEC and Apprenticeships at Pearson, commented: "The sport and physical activity sector offers a wide range of exciting and rewarding career opportunities. Through our collaboration with Liverpool FC, learners will benefit from the most cutting-edge knowledge and skills they need to build a career in this industry, and gain a BTEC qualification that is recognised as relevant and high quality by employers around the world."

Billy Hogan, Managing Director and Chief Commercial Officer, Liverpool FC, said: "Pearson is a global leader in the education industry, helping young people and adults get their foot on the career ladder by creating pathways into the workplace. We're looking forward to working closely with them to develop these new sports-specific BTEC qualifications to open up new global career opportunities and develop sports education around the world."

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### **About Liverpool Football Club**

- Founded in 1892, Liverpool FC is one of the world's most historic and famous football clubs, having won 18 League Titles, seven FA Cups, eight League Cups, six European Cups, three UEFA Cups, four European Super Cups and 15 Charity Shields.
- As a socially responsible Club, Liverpool FC is proud of its heritage and plays a proactive role in its communities through its official charity, Liverpool FC Foundation, which aims to create life changing opportunities for children and young people in Merseyside and beyond, and the Red Neighbours programme, which creates events and experiences specifically aimed at improving the lives of those living in and around the Anfield area (L4, L5 and L6).
- Liverpool FC is a global brand and works with leading edge commercial partners around the world providing unparalleled commercial opportunities.

### **About Pearson**

Pearson is the world's learning company with more than 22,500 employees operating in 70 countries. We provide content, assessment and digital services to learners, educational institutions, employers, governments and other partners globally. We are committed to helping equip learners with the skills they need to enhance their employability prospects and to succeed in the changing world of work. We believe that wherever learning flourishes so do people. [www.pearson.com](http://www.pearson.com)

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