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PHOTOS: <https://we.tl/t-00XxTw6Wlt>

Roberta Moore follows in Bobby's footsteps with a visit to Upton Park School

On Monday 5 February, Bobby Moore's daughter Roberta paid an emotional visit to St Edward's Catholic Primary in Green Street, where she was made an honorary 'Teddy', the name given to former pupils of the school.

St Edward's, located opposite the old Boleyn Ground, holds a special place in West Ham United's history. It was visited many times by Bobby Moore, considered by many to be the Club's greatest ever player, and is also the location for the one of the most iconic photos in West Ham and England history.

It was there in February 1973 that Bobby Moore marked what was about to be his one hundredth international appearance by posing for a team photo with ninety-nine pupils from St Edward's, all adorned in blue and gold England caps.

Half a century on, Roberta Moore returned to the school to launch St Edward's 'Aspirations Week', where pupils have an opportunity to hear from a range of 'Teddies' who have forged successful careers in different fields.

But none have a story quite like Bobby Moore, and Roberta enthralled the children with the tale of how her Dad rose from humble beginnings to lead his club and country to glory in the mid-1960s, becoming one of the biggest legends in world football, but never forgetting his East London roots.

She told the St Edward's pupils that, whatever ambitions they have for their own lives, her Dad stands as an example that they can fulfil all their greatest dreams if they work hard, and make the most of the natural talents they have within them.

Roberta also explained that, in his later career, Bobby devoted himself to helping the next generation of talented youngsters to come through the ranks at West Ham. Furthermore, beyond the pitch, his legacy continues through work of the Moore Family Foundation which promotes six core values he displayed: courtesy, generosity, hard work, humbleness, respect for others and self-discipline.

Established ten years ago in Bobby Moore's memory, the project offers life-changing opportunities for young people across East London and Essex, with dedicated West Ham United Foundation mentors striving to help individual 11-16 year olds from Alternative Provisions to fulfil their potential, providing them with specially-tailored guidance and support.

At the end of Roberta's talk, which was illustrated with images of Bobby's triumphs for club and country and the trophy parades he had led through the streets of East London, she presented the school with a West Ham shirt signed by the current first team squad, with Bobby's No.6 and the name St Teddy's emblazoned on the back.

In return, St Edward's headteacher and Hammers fan, Paul Underwood, thanked Roberta for her inspirational words and formally declared her an honorary Teddy.

After the visit, **Roberta Moore** said:

"It's been wonderful to come and meet all these lovely, enthusiastic children, full of hope for the future.

"When my Dad was a boy, it was just a dream that he could one day become West Ham's greatest ever player or lead England to a World Cup victory, but what he showed is that hard work and dedication can make even the most extraordinary dreams come true.

"That is a message that still resonates today, and it is the reality that we are seeking to deliver through the Moore Family Foundation, giving hundreds of young people in East London and Essex the encouragement they need to dream big, and the practical support they need to pursue those dreams."

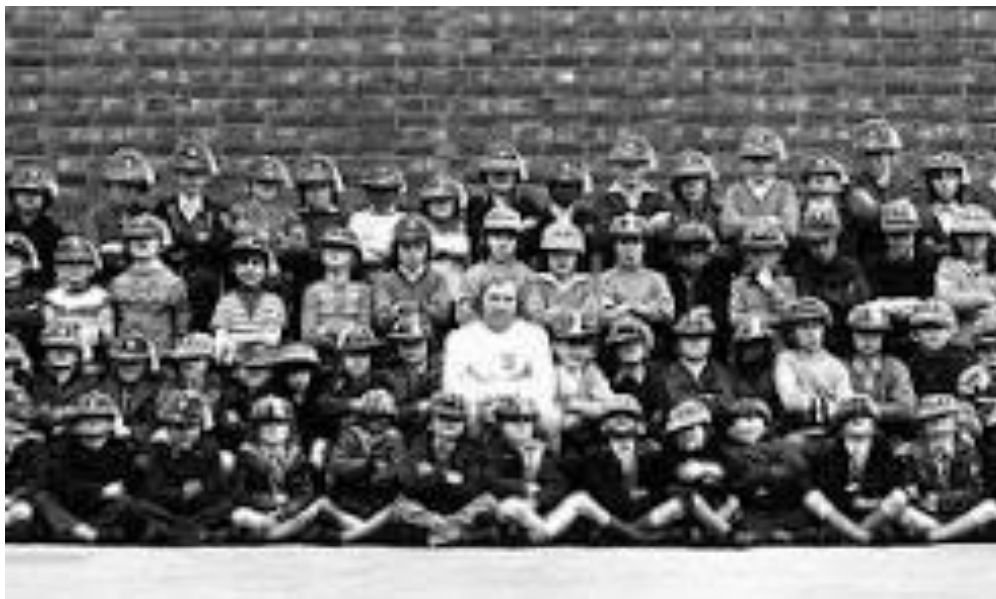
St Edward's headteacher, Paul Underwood, said:

"We are honoured to be recreating that iconic moment in English Football history. Bobby Moore continues to be a great inspiration to young people through his incredible achievements, coupled with his values of respect, dignity and fairness.

"We are proud of our ongoing partnership with West Ham United, the club is so embedded in our School and local Community and to be able to strike up a special friendship with Bobby's daughter, all these years on is a really special thing for us. I am delighted be making Roberta Moore an honorary St Teddy, in recognition of her family's connection to our school and the amazing work she does for young people in East London."

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Notes to Editors:



51 years on: the story of an iconic photo – available via alamy.com

Roberta Moore's visit to St Edward's Catholic Primary School in Green Street has brought back memories of the iconic photo taken at the school to celebrate her Dad's one hundredth international appearance for England, an away 'friendly' played against Scotland on 14th February 1973.

By that time, Bobby was 31 and – as well as leading England to glory in the 1966 World Cup – he had captained West Ham to the FA Cup and European Cup Winners' Cup in 1964 and 1965, and notched up more than 600 appearances for the Club.

Months before the landmark game, Bobby Moore's photographer friend, Kent Gavin had the idea to take Bobby back to St Edward's to pose with 99 of the school's current pupils, representing all the caps he had collected up to that point.

Kent went about supplementing Bobby's own collection of England caps with some older models provided by the original England centurion, Billy Wright, ensuring that there would be one cap for each of the young boys taking part in the photo.

As the hundredth game approached, Bobby and Kent made the short journey from Upton Park to the playground at St Edward's to take the photo, with the assistance of then headmaster, Mr Challoner, who had the challenging task of keeping order among the excited youngsters and ensuring that none of the caps went missing.

The result was a truly iconic image, and it paved the way for an equally memorable result on the pitch, as Bobby helped inspire England to a 5-0 win at a snowbound Hampden Park against a highly-rated Scotland side.

The famous picture went on to be recreated by Steven Gerrard and Wayne Rooney at their respective old schools when it was the turn of that pair to join the elite group of nine England players to have won 100 caps for their country.

But for the St Edward's pupils who took part in the original 1973 photo, many of them now entering their sixties, there is yet to be another England player to match Bobby Moore, and – like Kent Gavin – they are rightly proud to have helped mark a moment of true football history and create an indelible memory of their part in it.