



**Lincoln City
Foundation**

Registered Charity Number: 1128464



**LINCOLN CITY
FOUNDATION**
**ANNUAL
IMPACT
REPORT**

2021–2022

**Happier, Healthier &
Inspired Communities**

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WELCOME

“

Welcome to the Lincoln City Family. I have been a practising GP at Portland Street Medical Practice in the Sincil Bank area since 1991, looking after patients, many of whom are keen followers of the football club. I am passionate about how, as a board, we can support the activities of the Foundation, and help harness the unifying pull of football to engage residents of Lincolnshire to become healthier and happier.

The Foundation's core values of trust, commitment, teamwork, inspiration, and inclusivity shines through this Impact Report. This year we have seen our engagement numbers rise, the number of programmes grow and our reach across our media platforms is now at an all-time high. As we look forward to reaching new heights next year with a planned new home for the Foundation, new projects to deliver and the development of the existing programmes across Lincolnshire, I am delighted and excited for the team and what the future holds.

On behalf of the Board of Trustees, I would like to thank Martin and the Foundation team for your commitment and dedication over the past year.”



DR SUNIL HINDOCHA

Chair of Trustees,
Lincoln City Foundation

Our Board of Trustees

Dr Sunil Hindocha,
Chair of Trustees, Clinical Director
Marina Primary Care Network, NHS

Simon Walters,
Deputy Chair of Trustees, Director of
Communities & Environment, City of
Lincoln Council

Clive Nates,
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Management

Sam Turner,
Community Manager,
Lincolnshire Co-op

Pat Doody,
Chair, Lincolnshire Economic
Partnership

Clint Walker

Neal Juster,
Vice-Chancellor, University
of Lincoln

Our Senior Leadership Team

Martin Hickerton,
Chief Executive Officer

Vicki Chapman,
Director of Finance

Paul Hughes,
Director of Performance and
Delivery

Alexandra Bavin,
Director of Quality and
Development



MARTIN HICKERTON

Chief Executive Officer, Lincoln
City Foundation

“

At the heart of our approach is our mission– to create happier, healthier, and inspired communities. This impact report has been created to show-case the excellent work that the Lincoln City Foundation team undertake.

This report marks the second season of the Foundation's focus on publishing our impact and our ongoing commitment to make a real difference to the lives of people. This year we have seen a significant increase in the number of engagements in Foundation programmes, with a high percentage of these participants from deprived neighbourhoods within Lincoln, as well as the Foundation beginning to diversify our programmes into new parts of the county.

As lockdown restrictions eased, we saw our programmes resume and the chance to engage with our participants face to face again. As the recovery from Covid-19 began the effects of lockdown became clear and it was evident that employability, mental health, and physical activity had suffered, and we therefore placed renewed vigour and focus on reaching those participants that needed us most.

At this time of continued change, and with the outstanding support we receive across Lincoln City Football Club, we are steadfast in our dedication to ensure everyone has the opportunity to improve their physical, social, and mental wellbeing.”



LIAM SCULLY

Chief Executive Officer,
Lincoln City Football Club; Trustee,
Lincoln City Foundation

“

The Foundation has developed its range of activities over the last year and created more opportunities for our local community to engage with our programmes and work with the club.

A lot of credit is due to the team and how they have harnessed and developed the one team approach. Whether supporting with delivery, player visits or the media team capturing the happy faces on the day.

Working collaboratively has enabled both the club and Foundation to deliver joint events reaching new parts of our communities, welcoming them into the wider Imps family.

To see first-hand the range of programmes the Foundation has delivered over the past year has been incredible, from youth football Utilita Cups to The Commonwealth Queen's Baton Relay, the level of activities has been outstanding.

I am excited about what lies ahead, especially the redevelopment of the Stacey West Stand next year which will provide the Foundation room to grow. Lincoln City Foundation is a key part of the City of Lincoln, and together with our partners, we can make a real difference to the lives of our community and play a vital role in ensuring everyone can dream big and realise their full potential.”

ABOUT US

At Lincoln City Foundation our vision is for happier, healthier and inspired communities across Lincolnshire. We strive to achieve this by utilising the brand and reputation of Lincoln City Football Club, alongside leveraging our own potential and the influence of our key partners, to inspire, empower, and help individuals and communities to improve their physical, social, and mental wellbeing.

WHO WE ARE

Established in 1994 to deliver football programmes as Lincoln City Football in the Community (FiTC), we evolved to become a charity in 2009. We use the unique brand, reputation and reach of Lincoln City Football Club alongside our partnerships to inspire lives and communities. The move to become a standalone charity has enabled the work of the Foundation to expand and grow, meeting the ever changing needs of an evolving city and county.

Throughout the past 28 years we have been resilient overcoming many challenges. Our workforce, which now sits at over 40 staff and numerous volunteers, have agility and creativity which will ensure that we continue to develop, evolve, and grow, whilst always ensuring that local need, whatever the challenge, is at the heart of what we do.



WHY WE DO IT

People living in Lincolnshire face a number of challenges including the impact of health, education, and employment inequalities. The recent challenge of Covid-19 and the developing cost of living crisis has emphasised the focus required to support the most disadvantaged across our communities. By tackling a range of emerging inequalities, we will help to narrow the gap and play a significantly important role in providing opportunities for our communities to be happier, healthier and inspired.



WHAT WE DO

Our aim is to inspire and build hope and aspiration, providing opportunities for children, adults, and older adults across Lincolnshire to achieve their life chances and full potential.

We deliver a range of programmes under the key areas of, Mental Health and Wellbeing, Community Cohesion, Education and Employability, and Sport and Physical Activity. Through our programmes we engage with a wide demographic of participants and continually strive to provide a platform of opportunity for all.



Community Cohesion

Stimulating opportunities for positive social change, bringing people together and being at the heart of growing sustainable and diverse communities.

Sport & Physical Activity

Inspiring individuals to be more active, increasing levels of physical activity and participation, promoting long term benefits to a healthy lifestyle, and helping address inequalities across Lincolnshire.

Education & Employability

Providing positive learning environments to inspire people and develop skills for life, closing the attainment gap for the most disadvantaged and increase opportunities.

Mental Health & Wellbeing

Encouraging and promoting good physical health and mental wellbeing into everyday lifestyles, delivering vibrant programmes which are designed to promote and facilitate a healthier life balance through social interaction.



OUR IMPACT



 **5,735** Total Programme Participants

 **114,132** Total Programme Engagements

 **9,511** Total Hours of Delivery

 **3-95** Participant Age Range

 **17** Individual Projects Delivered

Foundation Staff & Volunteers:

 **47** staff  **42** sessional staff  **55** regular volunteers

WHERE WE WORK

Our office is located at the home of Lincoln City Football Club at the LNER Stadium. Whilst much of our delivery takes place at the Stadium, we also run various programmes across Lincolnshire with future plans for growth to support communities across the county.



HEALTHIER COMMUNITIES

- 📍 Lincoln
- 📍 North Hykeham
- 📍 Bracebridge Heath
- 📍 Mablethorpe

SPORT & PHYSICAL ACTIVITY

- 📍 Lincoln
- 📍 Scawby
- 📍 Market Rasen
- 📍 Martin
- 📍 North Hykeham
- 📍 Donnington on Bain

EDUCATION & EMPLOYABILITY

- 📍 Lincoln

FOUNDATION OVERVIEW

SPORT & PHYSICAL ACTIVITY

Our Sport & Physical Activity team utilise the power of sport to inspire individuals to take part in regular physical activity, improving their physical and mental wellbeing. We seek to champion and raise awareness of the importance of healthy and active lifestyles in children and young people, alongside addressing the inequalities in participation for females, BAME groups, people with a disability and people from our most disadvantaged communities.

“

We understand individuals of all ages now more than ever, need accessible opportunities to take part in fun and developmental sport and/or physical activity related programmes to develop their physical and mental wellbeing and performance. We want to help instil healthy habits, setting people up for lifelong participation, which will further reduce the demand on our health services. Additionally, we care passionately about transferring best practice and knowledge with key stakeholders such as teachers and grassroots sports coaches, assisting our wider community on a larger scale.”

DANNY CARTER

Head of Sport and Physical Activity

Football Development

478 participants
15,100 programme engagements
2,378 hours of delivery

Our Football Development programmes are for children aged 3-16 and focus on fun and development for players of all abilities. We have partnerships with Lincolnshire FA and Greenbank FC which we utilise to increase the breadth of opportunities we offer. Across this year, 25 players on our Boy's Pathway have moved into either the Academy Emerging Talent Programme or the Academy, including 3 players who moved into the Academy Shadow Scholarship programme. Our Girl's Pathway has grown significantly over the past year, culminating in us successfully securing our Emerging Talent Centre license which will enable us to provide greater accessibility and more appropriate challenges for girls across Lincolnshire.

We celebrated World Down Syndrome Day, our DS Active team had a showcase friendly against Burton Joyce FC before both teams provided our Guard of Honour for the first team's home fixture.



Schools

58,700 programme engagements
2,951 hours of delivery

Across the academic year we have supported schools throughout Lincolnshire by teaching National Curriculum PE, as well as maximising the impact of the Primary PE and Sport Premium by improving teachers' competence and confidence to deliver high quality PE lessons and have provided more options to pupils to enrich school sport. We have also helped schools to achieve their wider skills development outcomes through our Premier League Primary Stars delivery. This year saw us host the inaugural 'Sincil Bank Community Games' at the LNER Stadium 3G, whereby children and staff from both our two local primary schools, Bishop King CE and St Peter at Gowts CoE, teamed up to plan, deliver and participant in a multi-skills competition.

Out of Schools

1,445 participants
8,467 programme engagements
953 hours of delivery

Our Holiday Club programmes are designed to keep children aged 4-11 engaged over the school holidays with a variety of indoor and outdoor activities. This year we split this programme into three areas: Football Evolution, Holiday Club, and Holiday Activity and Food (HAF) to make our offering more inclusive, better meet the needs of our community, and enhance the experience for our regular existing participants. Both our Holiday Club and After-School Club programmes are Ofsted registered provision, with our After-School Club provision, doubling in attendance across the year. Our Premier League Kicks sessions give young people a safe space to socialise meet new people while participating in fun and engaging activities, with this year seeing a significant rise in participation.



3G, LNER Stadium

2,578 hours of activity

80% community programme occupation

We officially opened our LNER 3G facility in November 2021 prior to a first team fixture, demonstrating our excellent partnership with the Football Club. Across the year we have hosted a range of activities for a diverse demographic at the facility including external bookings such as the International Walking Football Federation's training camps and Sincil Bank FC's training sessions for their first ever age groups, and internal bookings such as our Women's Academy fixtures and Football Development programmes.



Lincoln City Foundation



Registered Charity Number: 1128464



HEALTHIER COMMUNITIES

Our Healthier Communities team aim to promote a better understanding of physical and mental health issues, and support and tackle health inequalities. We seek to contribute to healthier communities by providing and delivering programmes which are designed to promote and facilitate healthy living, and respond to the needs of our communities, especially those in the most deprived areas.



“

Our Healthier Communities department is driven by the impact we make to individuals' lives, and we work closely with our participants to develop supportive and transformational programmes that can positively influence social connectivity, mental wellbeing, and physical health. We are committed to being participant led and our team thrives in forming trusting and compassionate connections with the communities we engage with.

ALICE CARTER

Head of Healthier Communities

Team Talk

2,414 programme engagements

278 hours of delivery

Team Talk is our mental health programme for people aged over 16. We provide safe spaces and physical activity sessions to help break down the barriers that prevent people asking for help, whilst also offering a network of social support. This year our Team Talk project focused on raising awareness of the importance of maintaining positive wellbeing and advocating asking for help. We held events in conjunction with East Midlands Railway, as well as at home Lincoln City FC matchdays, in addition to delivering numerous workshops and presentations at Lincolnshire businesses.

“

A few years ago, I suffered a nervous/ mental break down losing all my self-confidence and became very reclusive, distancing myself from all my friends and family. Through joining the [Team Talk] sessions ran by the Foundation I have refound a love for football. Even though I am now very unfit I go home after each session buzzing, benefiting both physically and mentally from the sessions. I believe the sessions have had a positive effect on my physical and mental well-being and had a knock-on effect on my personal life as well, beginning to help to rebuild my relationships with my family and friends, through the sense of well-being, happiness, and achievement that the sessions have provided.

TEAM TALK PARTICIPANT



Fighting Fit

60 referrals received
1,163 programme engagements
225 hours of delivery

Fighting Fit is our physical activity programme designed to support people living with or recovering from cancer. The programme aims to help individuals to maintain or increase physical activity levels, whilst also allowing individuals to connect with people with shared experiences and gain peer to peer support. This year we formed significant referral pathways and relationships across the health sector enabling us to reach key beneficiaries and increase referrals. We also raised awareness of Fighting Fit across the sector by presenting at the NHS Lincolnshire Cancer Summit held at the University of Lincoln.



“

I was a regular gym user before being diagnosed with colon cancer. Having gone through radiotherapy and chemotherapy, despite the success of that treatment, I became extremely fatigued and lost confidence in being able to return to my exercise regime. My allotted [Fighting Fit] coach was excellent and was extremely encouraging and built up the exercises over the weeks to suit my fitness level and low starting point. The session built up my confidence to such a level that I am now, once again visiting and enjoying the gym on a regular basis. [Fighting Fit] certainly helped with both mind and body, for which I shall be forever grateful.”

PHILLIP MOULD

Fighting Fit Participant



Extra Time Hub

196 participants
5,120 programme engagements
1,066 hours of delivery

Our Extra Time Hub programme is designed to increase social interaction and physical activity for older adults, aiming to bring people together, enabling them to feel less isolated, live well, and do things they enjoy. This year we have added new activities to the programme based on the identified needs of older adults. This included a seated chair exercise class to assist with falls prevention, and a multisport session targeted at inactive adults in a Lincolnshire village. Our weekly social hub additionally featured numerous workshops on themes such as cyber security and fire safety, providing attendees with improved knowledge to keep safe and well.

“

Coming here, attending the classes, coming to the Hub and socialising, doing bits and bobs, some table-tennis, some activities, it is just lovely. It is just such a lovely feeling. You know, you go away with that lovely feeling in your heart, and I cannot think of anything better than that for me. Socialising makes me feel good... it helps me in every which way, I can have a laugh, and chat to someone. I can learn something interesting from somebody, which is always good because you can take that away with you. When I think “what day is today?”, “oh yeah [it’s Wednesday]” and you get your trainers on and your gear, and I am ready. Excitement, it’s something to look forward to.”

EXTRA TIME HUB PARTICIPANT

English in the Community

986 participants
572 hours of delivery

Our English in the Community project aims to provide accessible English language provision for non-native speakers. The project seeks to improve the communication skills and confidence of migrant residents and their ability to fulfil their potential into employment and integrate successfully into communities. This year we have enhanced our English in the Community project by providing traditional ESOL classes, targeted at different levels and following a set scheme of work, alongside Conversation Club classes, which provided more informal opportunities for individuals to practice English speaking and build social connections. This meant our offer accurately met the varying needs of the migrant communities we support.

“

I decided to take part [in ESOL] because I felt extremely isolated, and this was affecting my mental health. I didn’t consider that my English was good enough to express myself. I felt vulnerable because I couldn’t defend myself verbally. I was so stressed out that I didn’t want to leave my home, and this made me even more isolated and insecure. Through ESOL classes I have built my confidence and can reach out to people who also understand what it’s like to be an immigrant. We have learned how to use English properly, to sound and use it more naturally. If it was not for the classes, I think I would still be at home and I would stagnate. I’m now thinking of volunteering in the community whilst looking for employment.”

MONIKA SCHMIDT

English in the Community Participant



EDUCATION & EMPLOYABILITY

Our Education and Employability team aims to provide positive learning environments to inspire young people to develop their skills for life. Our post 16 provision seeks to facilitate improved attitudes to learning, providing practical and theoretical content which supports progressions into further education and employment.

“

Young people continue to face a challenging world. We all have our part to play by supporting them with excellent teaching, coaching, life-changing career opportunities and inspiring role models.

Our students benefit from our unique curriculum which has been designed to give learners the opportunity to develop their skills within the sport, coaching and media sectors, with the majority of learning taking place in a professional sporting environment, at the LNER Stadium, home of Lincoln City FC.”

NICOLA BARKER

Head of Education and Employability

Sports BTEC

74 participants
18,848 programme engagements
1,141 hours of delivery

Our Sports BTEC allows students to study towards a Level 3 BTEC National Extended Diploma in Sport (equivalent to 3 A-Levels). The programme is aimed at anyone with a passion and desire to progress in both the sports and leisure industries and their academic studies. We provide a unique opportunity where our students benefit from high-quality football coaching, representing Lincoln City in a national colleges league, as well as a successful academic programme with vast opportunities for work placements within the Foundation and wider Club.

Foundation Degree Programme

16 participants
750 programme engagements
360 hours of delivery

On our degree programmes students study towards a Foundation Degree in Community Football Coaching and Development or Foundation Degree Sports Coaching and Development for 2 years, with an optional 3rd year to top the qualification up to a BSc. We partner with University of South Wales to offer flexible, blended learning with a mix of theory and practical sessions, which are assessed via a variety of methods.



Green Leaders

8 participants
40 programme engagements
35 hours of delivery

This year we delivered our first Green Leaders project, a 5-day programme which aimed to develop young people's sustainability, leadership, and creativity skills. The programme proved to be much more for the young people involved, with a number continuing to explore green projects in collaboration with the Foundation and Football Club.

“

Through Green Leaders I have learnt to be more confident and less scared of voicing my ideas.”

GREEN LEADERS PARTICIPANT

Twinning Project

33 participants
162 programme engagements
94.5 hours of delivery

The Twinning Project is a partnership between HM Prison and Probation Service (HMPPS) and the Foundation which aims to engage prisoners in a football-based programme to improve their mental and physical wellbeing and offer a potential employment pathway. This year we have continued our partnership with HMP Lincoln to deliver Level 1 FA coaching to better prepare participants for life after their release.

National Citizen Service

259 participants
Over 10,000 hours of social action

National Citizen Service (NCS) is aimed at 16-17-year-olds providing a bespoke programme that promotes social mixing, supports the transition into adulthood, and enables social action projects to be delivered in local communities. This year the Foundation offered various NCS programmes across summer, as well as a tailored programme in partnership with Lincoln College. Following our NCS programmes, young people had the opportunity to attend Changemakers to design and deliver further social action projects. This year's cohort planned and delivered a project to support Carers First Lincolnshire.



“

My experience with NCS was that I made many new friends, and everyone was very kind and helpful. It helped me develop my confidence and make me become outgoing and try new things that I wouldn't usually do outside of NCS. NCS helped me with my mental health and helped me to keep me distracted. I learned new skills and helped me work in a team.

Doing NCS you become friends with all types of people from different backgrounds and it helps to develop your understanding of society whilst making new friends. The activities were challenging but still super fun and rewarding. NCS helps you develop your mind and helps a lot with your mental health as you are surrounded by positive energy and people.”

ROSIE TAYLOR

NCS Participant



VOLUNTEERS AND SINCIL BANK COMMUNITY

877 hours of volunteering
420 hours of external student placements
2,789 hours of internal student placements
128 hours of work experience

Volunteers are vital to the longevity of all funded programmes at the Foundation. Volunteers working alongside staff give those staff members an opportunity to provide a better quality, more attentive ratio at sessions. Some of our sessions are also volunteer led, with Foundation staff support. Volunteers enable us to expand and diversify our offerings and without volunteers we would be limited to what we can deliver. This year a volunteer has given our seated chair activity group the opportunity to experience a different form of activity that our staff are not qualified in, whilst a long-term volunteer of eight years has continued to provide a weekly four-hour session which we would not otherwise be able to facilitate. This year we have additionally created two paid staff members through volunteer opportunities.

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Volunteering has given me a better idea of what coaching is all about and given me experience in coaching and different challenges that can happen. It has been a valued learning experience."

LUKE PEARCE

Volunteer



Sincil Bank Community

1,907 participants
363.5 hours of delivery

Our community work in the Sincil Bank area of Lincoln aims to create positive change by enabling local people to shape and develop the future of their place. We support and empower residents to undertake social action to create the neighbourhood change they want to see. This year we particularly encouraged local people to plan and deliver several community events, which brought residents together and promoted cohesion locally. This was accompanied by supporting the continued efforts of local people to improve the environmental appearance of the area through actions such as community gardening and litter picking.

66

Events such as the Queen's Platinum Jubilee Street Party event have been very good and well attended. The Jubilee was fabulous with more than 800 people attending. This was attended by all age-groups and an opportunity to meet others. Gardening projects have drawn lots of positive feedback from residents and it is felt that people on the whole respond well to these – some residents also improving their own gardens. Many people have also contributed their time to multiple litter pickups."

SINCIL BANK RESIDENT



FINANCE & FUNDING



FINANCE

“

On the back of two challenging and uncertain financial years through the pandemic, our 2021-22 year has been focussed on achieving sustainable growth. For the first time in the history of the Foundation, 2021-22 saw us achieve income in excess of £1m, boosting our unrestricted reserves to create more funds for further development of both new and existing programmes. As we start the 2022-23 financial year, we have a full staff team that are highly motivated and passionate about what we do, actively seeking out new opportunities and ideas for delivery and geographical expansion in support of our sustainable growth plans.”

VICKI CHAPMAN
Director of Finance

“

Year on Year Income growth in 2021/22 of over 20% was principally driven by a large grant from the Community Renewal Fund. Record expenditure of £1,138k in the year represents 96% of total income, with the Foundation increasing the breadth and quality of the services delivered to the community. The surplus 4% on unrestricted funds has enabled us to increase our development and defensive reserves at a time of challenging economic conditions. This allows us to manage any unforeseen risks more effectively and provides the flexibility to deliver new services where a need arises. In the new financial year, the Foundation has managed to secure a number of significant new grants and is pro-actively managing a pipeline of new opportunities.”

CLINT WALKER
Finance Trustee

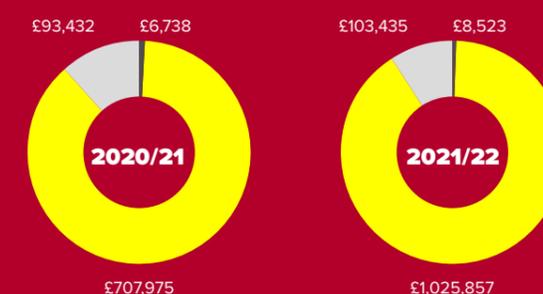
Where does our money come from?

■ Donations and legacies ■ Grant Funding
■ Charitable Activities ■ Other Trading Activities



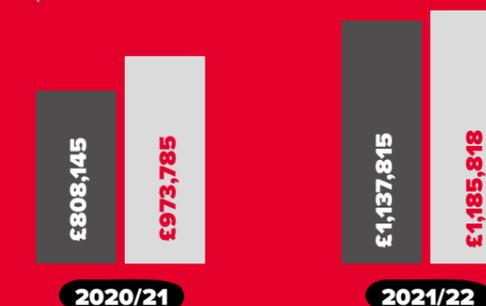
Where does our money go?

■ Charitable Activities ■ Support Costs ■ Raising Funds



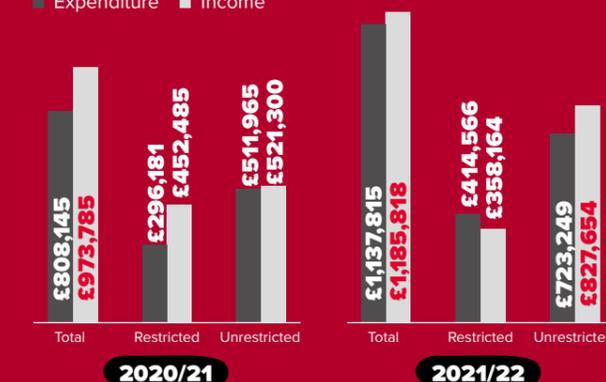
Total Income/Expenditure

■ Expenditure ■ Income



Restricted v Unrestricted

■ Expenditure ■ Income



FUNDRAISING

The Foundation's profile as a charity continues to grow and we are working hard to advocate our work and develop our fundraising activities. This year fundraisers have taken part in walking challenges, participated in running events and joined our annual Walk in the Park fundraiser, alongside providing one off donations to specific programmes. One Foundation fundraiser was also nominated for a BBC Make a Difference Award for their support of our Fighting Fit programme.

Programme Funding

As a charity we are continually applying for funding opportunities that would support our local community through developing new programmes and also in support of our existing delivery. Over the past year we have been successful in several bids including, The UK Community Renewal Fund and Holiday Activities and Food funding.

UK Community Renewal Fund (CRF)

Together with the Working and Connecting Communities partnership, led by Abbey Access Training, our CRF programme had over 15,000 engagements delivered via three key interventions:

- To invest in skills and support for local businesses by providing employability support to develop key competencies, delivered via our workshop-based traineeship programmes.
- To support people into employment by offering funded childcare places at our Holiday Clubs to enable adults to engage in employability activity.
- To invest in communities and place by delivering group sessions to reduce social isolation, tackle poor mental health, and build confidence and to develop life skills, using our existing Extra Time Hub activities and our array of English courses for Speakers of Other Languages (ESOL).



HOLIDAY ACTIVITIES AND FOOD (HAF)

454 funded holiday club places

The Foundation delivered HAF Clubs to children aged 4-11 who are eligible for benefit related free school meals. We worked with a wide variety of children, many of whom had a range of behavioural and SEND needs. Whilst children were with us, they participated in exciting and education activities, such as trips to the Cathedral, parkour workshops, interactive cooking sessions with a professional chef, amongst other physical activities. All children were provided with a hot, healthy lunch and nutritious snacks throughout the day, all whilst being educated on the benefits of a healthy, nutritional diet.

Our successful relationship building with children and their families can be demonstrated through Leilah's story. Leilah has an ADHD diagnosis and often gets frustrated and overwhelmed. The Foundation worked closely with Leilah and her mum to develop an approach that supported her needs throughout her time at HAF and enabled her to enjoy the activities.

“

I would like to just say thank you so much to each and everyone of you for holiday club. Without this I couldn't go to work. I sent my child to another club before I knew about this one. She struggled massively and they wasn't understanding at all. She ended up banned for life. Yes LIFE as a 8 year old. As we are going through diagnosis with my child Lincoln City club have understood her needs and made her very happy and it makes my life easier to be able to still work. She loves the club...Thank you for bottom of my heart. My child feels accepted into this club and it's the only one she does as she won't do any more. Thank you.”

LEILAH'S PARENT



CLUB & FOUNDATION



#IMPSASONE

Lincoln City Foundation has a strong connection and partnership with Lincoln City Football Club. Through our collaboration we use the wider reach, power, and influence of the Lincoln City brand to connect with individuals, and furthermore engage first team players and key figures from the Club with Foundation activity in the region.

109 First Team Player Visits

First team players from Lincoln City Football Club attended various Foundation activities to engage with participants and collectively advocate our charitable work. This included supporting raising awareness of mental health, participating in Holiday Club activities, and celebrating Christmas with our Extra Time Hub members.

25 Matchday Fan Zones Delivered

The Foundation has delivered matchday activities at all home Lincoln City Football Club fixtures, including providing family friendly sports games and challenges, and offering opportunities for young players from our Football Development Programme to become matchday ball assistants.

“

Year on year the Foundation and the Club are strengthening their partnership, working as one team to deliver unique events and experiences for the community, our partners, fans and supporters.”

LIAM SCULLY

CEO, Lincoln City Football Club

Collaborative Community Events

The Foundation and Football club work collaboratively to engage communities in inspiring events and unique opportunities:

- Family Open Day - hosted at the LNER Stadium, the event provided families with access to free sports and activities alongside the opportunity to watch the first team squad train on the pitch.
- Queen's Baton Relay - ahead of the Commonwealth Games 2022 we welcomed the Queen's Baton Relay to the LNER Stadium, with a chance for the community to view the baton procession, alongside watch our Walking Football and DS Active Football teams participate in matches.
- Junior Imps Takeover - young Lincoln City fans were provided with the opportunity to assume matchday roles and shadow their Club/Foundation counterpart. This gave young people the unique opportunity to perform tasks such as Grounds Maintenance, Referee and Matchday Commentator.
- Afghan Refugees Support - we worked with the Lincolnshire Resettlement Partnership to support Afghan resettlers residing in Lincolnshire. We visited families alongside first team players to boost morale and welcome them to the county. Families were then invited to tour the LNER Stadium and enjoy free time playing on our 3G facility.

LOOKING FORWARD

In our 2020-2025 strategy we committed to supporting communities across Lincolnshire by:

- increasing physical activity levels and encouraging healthy lifestyles.
- fostering good mental health and wellbeing reducing the demand on clinical and emergency resources.
- inspiring and educating to contribute to the county's economic sustainability and growth.
- reducing social isolation, enabling environments to thrive, creating communities of choice, prosperity and diversity.

In 2022-2023 we have set ourselves an ambitious programme of growth, reach and engagement, for each of our delivery strands that will support meaningful, long-term impact for people in Lincolnshire.

With the expansion to the Stacey West allowing us to develop facilities and provision, we are enhancing our youth provision and looking at funding opportunities which will enable us to create greater impact, working closely with our strategic partners within the Sincil Bank area and across Lincolnshire.



HEALTHIER COMMUNITIES

- Fighting Fit - we will establish Fighting Fit across different locations in Lincolnshire, providing increased accessibility to physical activity support for those living with cancer in the county. This will create our first county wide programme at the Foundation.
- East Coast - we will build on initial work exploring the East Coast of the county, which has allowed us to understand the challenges and opportunities in the region, to realise opportunities to meet resident need.
- Lincoln City Half Marathon – we will continue to establish our Lincoln City Half Marathon in partnership with Curly's Athletes. The event will be a culmination of many individuals months of training and their commitment to undertake positive lifestyle changes to complete the 13.1-mile challenge.

SPORT & PHYSICAL ACTIVITY

- Football Development – we will seek to further diversify our offering, increasing opportunities for participation via means such as Pan-disability sessions.
- Schools – we will support further partner schools, including SEN establishments, and enhance our activities to include events such as inter and intra school competitions.
- Out of Schools – we will increase the breadth of provision across different areas of Lincoln, taking programmes such as Holiday Club and Premier League Kicks to areas with high need.

EDUCATION & EMPLOYABILITY

- BTEC – we will work with our new education partner, The Priory Education Trust, to develop a pathway to our BTEC through a new Level 2 qualification, which will help students reach the required standard to be accepted onto the higher qualification level.
- National Numeracy Courses - we will deliver numeracy courses targeted at adults who lack confidence in maths or are missing the required skills to progress in their employment pathway.



PARTNERS & SUPPORTERS

We would like to say a sincere thank you to our extended team, our partners, and Lincoln City Football Club for their support this year – we have greatly appreciated collaborating and connecting to help individuals and communities across Lincolnshire to improve their physical, social, and mental wellbeing.

We are also fortunate to work closely with our business community and want to take a moment to recognise the support they have given us over the past year, whether through donations, fundraising or supporting with our activities as a volunteer. One long term supporter to the Foundation has been Cargill, more details are shown overleaf.

Our thanks also extends to our participants for choosing to become part of Lincoln City Foundation – we are proud to be working together with you to empower change.

Through this collective effort we can make a big impact on the lives of individuals and our communities.



Partners & Supporters:

- Lincoln City Football Club
- English Football League Trust
- Premier League Charitable Fund
- The Football Association
- The Professional Footballers' Association
- Lincolnshire Football Association
- City of Lincoln Council
- NHS Integrated Care Board
- Shine
- Branston
- North Kesteven Academy
- The Priory Federation of Academies Trust
- Active Lincolnshire
- Unmasked Mental Health
- University of Lincoln
- Ingeus
- NCS
- Magna Vitae
- John Dawber Trust
- Lincolnshire County Council
- HMP Lincoln
- Twinning Project
- Football Foundation
- Andys Man Club
- United Lincolnshire Hospital Trust
- Cargill
- Plum Products
- Lincolnshire Co-Op
- University of South Wales
- National Lottery Community Fund
- Sincil Bank Community Partnership
- Curly's Athletes
- Greenbank Football Club
- Working and Connecting Communities

Thank You.



“

We have been working with Foundation team for over ten years and delighted to have been supporting them with their vision of creating happier, healthier and inspired communities. During that time, it has been wonderful to see the Foundation grow and we look forward to continued partnerships across their programmes.”

LEANNE WARNES
Client HR Manager

Plum Products

Locally based Plum Play UK, donated scooters and balance bikes for our early years programmes. The donation came as part of their commitment to make a difference and provide opportunities in their local area.

Cargill – 10 years of Partnership

Our Partnership with Cargill started over ten years ago with the main aim of helping communities thrive.

Cargill works alongside farmers, producers, manufacturers, retailers, governments, and other organisations to fulfil their purpose to nourish the world in a safe, responsible and sustainable way. The Foundation partnered with the Cargill Foundation to deliver their healthy lifestyles programme, to educate children on the importance of healthy eating, what it means to eat a balanced diet and the importance of exercise.

Our joint activities have included:

- The Cargill Global Walking Challenge health project which involved Year Six children from primary schools recording steps on their pedometers and attempting to visit as many countries as possible that Cargill operate in around the world.
- After School and Holiday Club activities and workshops, including healthy food choices, importance of sleep, promotion of physical activity and how much fun you can have whilst being healthy.



**Thank you for taking the time to read our Impact Report,
we hope we have inspired you.**

There are many ways you can support Lincoln City Foundation to further impact the physical, mental and social wellbeing of communities across Lincolnshire.

 **FUNDRAISE**

 **DONATE**

 **VOLUNTEER**

 **ADVOCATE OUR CHARITY**

 **BECOME A BUSINESS PARTNER**

 **CONNECT WITH OUR ACTIVITIES**



**Lincoln City
Foundation**

Registered Charity Number: 1128464



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