



Lincoln City
Foundation

Registered Charity Number: 1128464

LINCOLN CITY
FOUNDATION

ANNUAL
IMPACT
REPORT

2022-2023



Happier, Healthier &
Inspired Communities

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WELCOME

“



Dr Sunil Hindocha

Chair of Trustees,
Lincoln City Foundation

Welcome to the Lincoln City Family. As a practising GP, working in the Sincil Bank area of Lincoln since 1991, I see many supporters of the football club and participants from the programmes of Lincoln City Foundation. Over the last year both organisations have worked closer than ever before to engage our local community and communities from across wider Lincolnshire.

This year the Foundation has seen a significant increase in engagement numbers as the team took on new programmes to build upon their existing community work and particularly address the long term affects that Covid has had, especially on our younger population. As we look ahead, and the move to the Foundation's new home in the Stacey West Community Hub, we are all excited to see the impact that this new facility will have upon the work of the Foundation. With the development of the Foundation's own bespoke new programmes, and the increase in sessions and the subsequent number of participants which can be engaged, the 2023-2024 season is set to be an exciting one. As a board, we are all passionate about supporting the activities of the Foundation, and together creating happier, healthier, and inspired communities.

On behalf of the Board of Trustees, I would like to thank Martin and the Foundation team for your unwavering commitment to creating positive change.



Martin Hickerton

Chief Executive Officer,
Lincoln City Foundation

Our mission is to create happier, healthier, and inspired communities, and that sits at the heart of everything that we do.

This report marks the third season of the Foundation's focus on publishing our impact, and with each year we are dedicated to improving the lives of the communities we engage with, ensuring we make a positive impact not just for the short term, but changing lives in the long term.

Working closely with Lincoln City Football Club, this year has seen a significant increase in the number of participants engaging with our programmes, from English classes for the community, sports degrees for students, to our walking football sessions. At the Foundation there is something for all age groups and all abilities and we are deliberately broad in our approach.

In these pages, you will find not only statistics and figures, but also stories of hope, perseverance, and transformation. Each number

represents a life touched, a community uplifted, and a step taken towards a brighter future. It is a testament to the power of collective action and the spirit of compassion that defines our Lincoln City Foundation family. The past year has been marked by change and growth, and not without its challenges that have tested our resilience and adaptability. Yet, throughout this, Lincoln City Foundation has not only endured, but has continued to thrive. Our mission to create happier, healthier, and inspired communities remains at the forefront of our endeavours, and I am immensely proud of the team and the impactful strides we have made towards creating change in the lives of those we serve.

On behalf of Lincoln City Foundation, I extend my deepest gratitude to each and every one of you who has played a role, big or small, in advancing our cause. Your support has been essential for change, and we look forward to continuing this journey with you over the coming year.

“



Liam Scully

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

Over the last year I have been astonished by the pace at which Lincoln City Foundation has developed its varied programmes, expanded its capable team, and widened its reach across Lincolnshire.

The operating climate, as faced by many organisations, is challenging, particularly with rising costs. As a charity, the Foundation has had to navigate this carefully and work hard to ensure a constant stream of funding is secured in order to maintain the stability of its programmes. I am hugely impressed that, year after year, the team successfully navigates these challenges, and invariably in a highly positive way, and to the betterment of many.

It has been particularly pleasing to see the Club and Foundation working so closely together, across numerous events throughout the year. Whether delivering a community event or a partner family day, the focus has always been on maximising the experience for participants, emphasising that special atmosphere that only the Imps family can deliver. This joint team are also clearly passionate about developing the experience for fans on a matchday

and encouraging new supporters into the fold; this includes many Foundation participants who have found new friends and shared worthwhile experiences from the opportunity.

The development of the Stacey West Community Hub is in full swing, and we are all excited to see the build come to life. I know this new facility will provide the Foundation with the ability to further develop their programmes and become a real beacon in the wider community.

The future is looking very exciting for the Foundation, especially with their renewed focus on working closely with strategic partners to deliver programmes that make a tangible difference, engaging with the community, and providing much needed support and guidance to target groups.

In my role as Chair of the English Football League Trust, I am deeply proud of the work of the Foundation and all they have achieved over the last year. As a football community, working together across all 72 clubs, we can bring about positive and lasting change through the power of sport.

Our Board of Trustees

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

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

Clive Nates,
Chairman, Lincoln City Football Club

Liam Scully,
Chief Executive Officer, Lincoln City
Football Club

Pauline Tait,
Lead EDI Trustee

Nikki Mayo,
Detective Chief Superintendent,
Lincolnshire Police

Hanya Pielichaty,
Associate Professor, Sports Business
Management, University of Lincoln

Sam Turner,
Community Manager, Lincolnshire
Co-op

Pat Doody,
Chair/Trustee Portfolio

Clint Walker,
Lead Finance Trustee

Neal Juster,
Vice-Chancellor, University of Lincoln

Our Senior Leadership Team

Martin Hickerton,
Chief Executive Officer

Vicki Chapman,
Director of Finance

Alexandra Bavin,
Director of Operations

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 twenty-nine years we have been resilient overcoming many challenges. Our workforce, which now sits at over thirty staff and numerous volunteers, have agility and creativity which ensures 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.

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.

WHY WE DO IT

People living in Lincolnshire face several challenges including the impact of health, education, and employment inequalities. From a health crisis to now a cost-of-living crisis, the need has never been so great 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.



Sport and 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.

Community Cohesion

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

Mental Health and 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.

Education and Employability

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



OUR IMPACT



 **7,581** Total Programme Participants

 **145,380** Total Programme Engagements

 **20,292** Total Hours of Delivery

 **3-106** Participant Age Range

 **19** Individual Projects Delivered

Foundation Staff & Volunteers:

 **31** staff  **24** sessional staff  **42** regular volunteers

WHERE WE WORK

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



HEALTHIER COMMUNITIES



- 📍 Billingham
- 📍 Boston
- 📍 Bourne
- 📍 Bracebridge Heath
- 📍 Gainsborough
- 📍 Grantham
- 📍 Lincoln
- 📍 Mablethorpe
- 📍 North Hykeham
- 📍 Skellingthorpe
- 📍 Woodhall Spa

SPORT AND PHYSICAL ACTIVITY



- 📍 Bottesford
- 📍 Lincoln
- 📍 Market Rasen
- 📍 Martin
- 📍 North Hykeham
- 📍 Scawby

EDUCATION AND EMPLOYABILITY



- 📍 Lincoln
- 📍 Ranby

FOUNDATION OVERVIEW



SPORT & PHYSICAL ACTIVITY

Our Sport & Physical Activity programmes 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, ethnic minority groups, people with a disability, and people from our most disadvantaged communities.

“

Our Sport & Physical Activity programmes are designed to cultivate a lifelong love for physical activity for children and young people. Specifically, we aim to use the power of football and sport to provide enjoyable activities for participants to develop their skills and confidence. Collaborating with stakeholders such as teachers, parents/guardians and other industry professionals, we hope to collectively contribute to building well-rounded children and young people, ready for challenges both on and off the field.”

Danny Carter,

Head of Sport and Physical Activity

Football Development

567 participants
16,344 programme engagements
3,045 hours of delivery

Our Football Development sessions are for girls and boys of all ages and abilities, ranging from Mini-Imps and Open Development Centres to Regional Development Centres. Our female football pathway encompasses Football Association initiatives such as Wildcats, Squad Girls, and Girls' Emerging Talent Centre, which is a part of the Women's England Talent Pathway. This year we have continued to provide accessible football for those who have Down Syndrome, and have also been taking steps to establish PAN, SEN, Blind Football and Para-Talent Hub football sessions to widen our disability sport offer. We ended the year with our highest number of football development participants ever enrolled.

“

The coaches are very approachable, always positive, use constructive feedback very well, make it fun, but also have a serious side which my son responds to very well. The memories that the games and training create are very much appreciated. A very sincere thank you to all the Lincoln City Foundation Team.”

Chris,

Football Development parent

Out of Schools

1,047 participants
8,977 programme engagements
1,216 hours of delivery

Our Holiday Club provision is delivered throughout the school holidays, providing opportunities for children to keep active and socialise. In term time, our After School Club provides children with healthy snacks and engaging outdoor and indoor activities. Both are registered OFSTED provision, guaranteeing a high standard of care. This year we have continued to deliver the HAF programme, which provides free holiday clubs for reception to year 11 pupils in receipt of benefits-related free school meals. We also proudly 'Met' Ofsted expectations for our After School Club and Holiday Club provision following our site inspection.



Schools

69,580 programme engagements
7,765 hours of delivery

Our Schools Programme supports partner schools to develop and deliver high quality Physical Education and increase the breadth of sport and physical activity offered to their pupils. This includes PPA cover, enrichment activities and teacher continued professional development, alongside the Premier League Primary Stars programme which uses the appeal of the Premier League and professional football clubs to inspire children to learn, be active, and develop important life skills. This year four partner schools represented Lincoln City in different football competitions, with one taking place at England's training base, St George's Park, where pupils met Prince William and England Manager Gareth Southgate.

“

Over the last few years, we have built an incredibly positive relationship with the Foundation that really does benefit our community. What incredibly talented, thoughtful, and generous people they are. We are lucky to live in a city where the football club values its community so much and where the community values the football club so much.”

John,

Primary School Headteacher





Premier League Kicks

421 participants
3,403 programme engagements
157 hours of delivery

The Premier League Kicks Programme uses the power of football and sport to inspire young people to reach their potential. Our programme creates opportunities for young people who are at risk of anti-social behaviour, youth violence, and/or from high-need areas to regularly engage in football, sport, mentoring and personal development opportunities. This year we increased the reach of our Premier League Kicks programme, taking sessions to a new ward of Lincoln where there was an identified need for youth support.

3G, LNER Stadium

3,389 hours of activity
65% community programme occupation

Our LNER 3G facility continues to host an array of programmes and community partners, and this year saw an overall increase in occupancy including over 100 children a week on average attending Premier League Kick Sessions. This year Lincoln City Women also made their return to the LNER Stadium, with both the first team and Under 23 squads training on site, and the U23s playing fixtures at the venue.



“

Everybody likes the 3G facilities; they are very well maintained to keep a high quality. The staff are always helpful when booking and on the day.”

Jamie,
 3G user

HEALTHIER COMMUNITIES

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

“

Our Healthier Communities programmes are driven by the impact we can make to individuals' lives, empowering people within our communities to enact positive lifestyle changes. We work closely with our participants to develop supportive and transformational programmes that can positively influence social connectivity, mental wellbeing, and physical health. We thrive in forming compassionate connections with the communities we engage with and becoming a trusted source of support.”

Alice Carter,
 Head of Healthier Communities



Team Talk

2706 programme engagements
206 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 has continued to raise wider awareness of the importance of maintaining positive wellbeing and advocating asking for help. We have worked closely with Lincoln City Football Club to deliver several digital campaigns, alongside hosting numerous workshops and presentations at Lincolnshire businesses particularly targeting the male demographic. This complements our weekly programme of sports sessions and peer to peer support groups.

“

Taking part in Team Talk has helped me a lot with my mental state because I lost my grandad, and if it wasn't for the Foundation staff I would of probably done something stupid. I thank the Foundation for everything that they have done. I feel fit, healthy and connected with new people.”

Team Talk Participant

“

Can I offer the biggest thank you for the Team Talk workshop this afternoon. Thank you for taking the time to come to our great depot with Lasse [first team Lincoln City FC player] to help raise awareness of men's wellbeing. Lasse was a brilliant advocate and example to the men in attendance. We shall certainly be adding the team photo to our football wall of fame!”

North Kesteven District Council,
 Team Talk Workshop Recipient

Lincoln City Foundation
 Registered Charity Number: 1128464

Department for Digital, Culture, Media & Sport

FOOTBALL FOUNDATION

TOGETHER FOR FOOTBALL



Fighting Fit

166 referrals received
1,502 programme engagements
248 hours of delivery

Fighting Fit is our physical activity programme designed to support people living with or recovering from cancer. The programme primarily aims to help individuals to maintain or increase physical activity levels to support the side effects of cancer treatment. Sessions also allow individuals to connect with people with shared experiences and gain peer to peer support. This year we have expanded Fighting Fit across Lincolnshire, taking delivery to Lincoln, Gainsborough, Mablethorpe, Boston, Grantham and Bourne, and ensuring that those living with cancer in Lincolnshire have improved access to physical activity support.

“

Attending Fighting Fit helped me to recover from surgery, to manage side effects from my treatment, and has given me back a sense of well-being. I've also found emotional support from a group of fantastic new friends which has rebuilt my mental health. It's been a lifeline for me.”

John,

Fighting Fit participant

I love our Fighting Fit sessions. They are fun, brilliant for us physically and emotionally. Our instructor is incredibly motivational, and the exercises are devised so that you feel able to push yourself just that bit harder. You always feel they have the time to listen and genuinely care about each and every one of us. My posture, balance and confidence have improved tremendously. Fighting Fit = motivation, exercise, friendship and fun!”

Susan,

Fighting Fit participant



Extra Time Hub

504 participants
6,815 programme engagements
855 hours of delivery

Our Extra Time Hub 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. The programme features a central social hub alongside numerous physical activity sessions. This year we have expanded our provision into further parts of Lincoln, starting a new multi activity session in Skellingthorpe village. Our existing activity sessions have also developed further with an additional Kurling group being developed due to increased demand, a pilot of Dementia friendly Walking Football being offered, alongside our Women's Walking Football team participating in the first ever Lincolnshire Women's Walking Football league.

“

When I joined fighting fit it not only gave me an opportunity to get fit but also to meet a great group of people who were undergoing treatments of various kinds. The social interaction and humour is like a cloak that surround you with comfort in such a trying time”

Joe,

Fighting Fit participant

English in the Community

442 participants
3,509 programme engagements
635 hours of delivery

Our English in the Community project provides accessible English language provision for those who have English as a second language. 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 provided a blend of structured and informal learning opportunities. Our ESOL classes support learners through targeted teaching following a set scheme of work, whilst our Conversation Club classes provide more informal opportunities for individuals to practice English speaking and build social connections. This year we are delighted to have seen many learners progress into community volunteering roles and paid employment following access to our provision.

“

I came to England after fleeing the war in Ukraine and I spoke no English at all. I didn't study English in school. It was very hard for me because I did not understand people, but now I can. People have been very kind and I have met new friends. I now feel confident to talk to others and the classes have helped me settle into life in Lincoln.”

Maryna,

English in the Community participant

When I arrived in the UK, I felt weak and had lack of confidence, but after starting my journey of learning with Lincoln City Foundation they have been supporting me and pushing me. It made my self-confidence increase day by day and I felt my life had changed 100%. I started to work as a volunteer at a local primary school and in some other community events. I was then able to get a proper job at the school. I am grateful to everyone who helped me change my life for the better. Lincoln City Foundation opened the door of success and development for me.”

Hanna,

English in the Community participant



Care Homes

6 care homes supported
622 programme engagements
65 hours of delivery

Our Care Home delivery supports local care homes across Lincolnshire with the delivery of seated chair classes and low impact multi-sport sessions. Sessions are designed to improve physical activity levels, encourage social interaction, provide mental stimulation, and help enhance the overall quality of life for residents. This year we have supported six care homes, with many of the participating care homes residents finding new independence and confidence, including some who now regularly attend football matches and other physical activity opportunities.

“

Thank you to the Foundation for supporting us, we enjoy our regular visits from the Foundation which provide our residents with great entertainment and a chance to spend some quality time with each other.”

Joanne Varey,

Activities and Wellbeing Lead, Monson Care Home



Warming Up Hub

220 programme engagements
60 hours of delivery

Our Warming Up Hub provides access to a free to use warm space at the LNER Stadium to help people struggling amid the cost-of-living crisis. The weekly Hub is open to anyone who needs it, with access to hot drinks and a kitchen, as well as family-friendly activities and free Wi-Fi. Due to the strength of the community formed within the Warming Up Hub during the winter months, this year we kept the Hub open monthly during summer to continue to offer local people a regular touch point for support and social connection.

EDUCATION & EMPLOYABILITY

Across our Education and Employability programmes, our team boasts a wealth of knowledge and experience to provide support and create positive learning environments to inspire individuals and help them develop their skills for life. Our Post 16 provision seeks to facilitate improved attitudes to learning, providing practical and theoretical content which supports progression into further education and employment.

“Within our Education and Employability programmes we aim to raise aspirations and raise educational attainment. Young people continue to face a challenging world and we all have our part to play by supporting them with excellent teaching, coaching, life-changing career opportunities and inspiring role models. Participants on our programmes 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

49 participants
27,440 programme engagements
1,120 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) and provides a unique opportunity for students to benefit from high – quality football coaching, representing Lincoln City in a national colleges league, as well as a successful academic programme supported by Priory City Lincoln Academy. Our students additionally benefit from vast opportunities for work placements within the Foundation and wider Club. This year our students achieved fantastic results and have gone on to work and study at various locations:

- Sports Therapy – Liverpool Hope University
- Hartpury University – Sports Business
- Leeds Beckett University – Sports and Exercise Science
- Sheffield Hallam University – Physiotherapy
- University of South Wales degrees at Lincoln City Foundation (6 have stayed with us to study)
- Apprenticeships at Lincoln City Foundation
- Leicester Elite Academy Programme

“Getting to train and ask questions of a first team player is something you only dream of.”

Thomas Baker

Brilliant experience getting to meet first time players, Ethan Hamilton is someone I look up to.”

Max Cookson

National Citizen Service

50 participants
168 hours of delivery

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 to young people including a residential programme, employability sessions covering independent living and work readiness, alongside social action and community volunteering opportunities.

“I liked getting to understand my community more”

Emily,
NCS Participant

Twinning Project

48 participants
336 programme engagements
154 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 as well as increasing our delivery to now also cover HMP Ranby, to deliver Level 1 FA coaching to better prepare participants for life after their release.

“Football has the power to impact lives positively and we are delighted at the incredible work of the Lincoln City Foundation in collaboration with HMP Lincoln and Ranby. Thank you to everyone involved.”

Natasha Brookner,
Operations Lead, Twinning Project

SEND Imps

3 participants
12 hours of delivery

Following the receipt of National Lottery funding, the SEND Imps programme was designed to offer accessible sport and physical activity participation, alongside an opportunity to develop life skills such as teamwork and leadership for participants with Special Education Needs and Disabilities. SEND Imps sessions were piloted this year during the summer school holidays with an aspiration to build upon this initiative further in future delivery years.



Multiply

28 participants
116 programme engagements
42 hours of delivery

Multiply is a government-funded programme designed to help adults improve their numeracy skills to support aims such as unlocking job opportunities, preparing for further study, and helping with budgeting money. We worked with Lincolnshire County Council to deliver numeracy courses to a local employer to help their staff develop their numeracy skills, at the stadium providing supporting to our local community and it also formed part of our English for Speakers of Other Languages provision. This year our Multiply provision has also built on our partnership with HMP Lincoln and provided numeracy support to prisoners through a blend of classroom study and practical gym application.

“I came away at the end of the course with a much better understanding and confidence than I had had before. I really enjoyed the sessions and our weekly two hours flew by.”

Community Multiply Participant

Foundation Degree Programme

7 participants
1,516 programme engagements
680 hours of delivery

Our Foundation Degree in Community Football Coaching and Development provides students with an opportunity to gain an industry-recognised coaching award while being affiliated to their local football club. This is a two-year programme with an optional third year to increase the qualification to a BSc. We partner with the 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. This year six out of our seven degree students have been employed by the Foundation either as permanent or sessional coaches.

“Our tutors are excellent and supportive. We work in and around the football stadium which is a great working environment, and we get to play football alongside our studies for fun. I am enjoying the course.”

Connor Bradley,
Foundation Degree Student

VOLUNTEERS & SINCIL BANK COMMUNITY

- 1,341** hours of volunteering
- 42** volunteers
- 1,080** hours of external student placements
- 37** internal work placement students
- 697** hours volunteered by our BTEC and Degree students
- 3** Duke of Edinburgh candidates completing
- 64** hours of volunteering

We are passionate about supporting volunteering opportunities and utilising and developing individuals' skill sets to further enhance the impact our Foundation programmes can have. Foundation volunteers work alongside our staff to help provide a better quality, more attentive ratio at sessions. Some of our sessions are also volunteer led, which enables us to expand and diversify our programme offers whilst maximising the expertise and experience of our volunteer workforce to create new opportunities. This year we have recognised the commitment of all our volunteers through awarding volunteer certifications, including recognising the individuals who voluntarily support our Conversation Club sessions on a weekly basis, helping to teach English to non-native speakers and allowing us to support all levels of ability through these open access classes.

Sincil Bank Community

- 2,294** programme engagements
- 475** 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 have supported local people to plan and deliver several large-scale community events which have brought people together to promote cohesion. Events have included celebrating the coronation of the new King and bringing the seaside to Sincil Bank for a day. We have also supported the local Community Land Trust to purchase their first property which will be brought back into use as an affordable family home.

“

Thank you so much for all the work Lincoln City Foundation have done in supporting us as residents in Sincil Bank”

Sarah Firth,
Sincil Bank Resident



FINANCE & FUNDING



FINANCE

“

Since the pandemic, our focus has remained on achieving sustainable growth. Despite another challenging year with political unrest in Eastern Europe and the cost-of-living crisis, we have maintained our income levels at over £1m, achieving an 8.8% growth on the previous year. During the year, we invested some of our unrestricted reserves into further development of our charitable offering to the community. As we start the 2023-24 financial year, we have a healthy pipeline of opportunities to pursue which includes geographical expansion in support of our sustainable growth plans.”

Vicki Chapman,
Director of Finance

“

Income increased for the sixth consecutive year with 8.8% growth achieved despite the challenging economic conditions affecting all sectors. Driving and delivering grant funding opportunities is a core strength of the team, reflected in the 71% year on year growth achieved. This continues to be a focus in the new financial year, where a healthy pipeline of opportunities are being proactively pursued.

The 20% increase in expenditure to £1.4m reflects the breadth of services and benefits delivered to the community, and this resulted in a £77k deficit for the year.

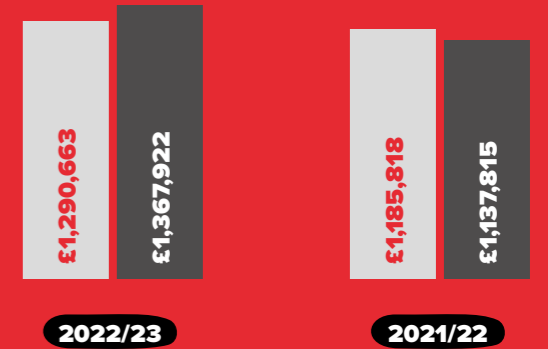
Despite this, total reserves remained healthy at £392k, with unrestricted reserves remaining within the Board target range at £232k. This level of reserves compares well with the cohort of League One and League Two clubs with a similar size and heritage.

During the year the Finance team has successfully introduced a rolling quarterly forecasting process, enabling the Senior Leadership Team and Board to understand current and future financial performance and risk more dynamically. This is allied to a range of agreed management action triggers that are monitored by the Finance and Risk Working Group.”

Clint Walker,
Lead Finance Trustee

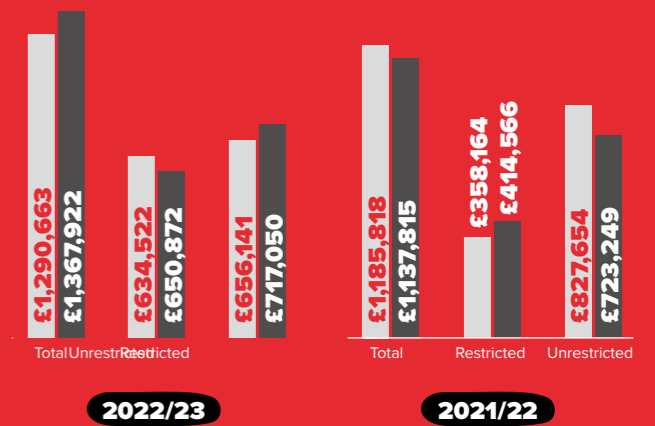
Total Income/Expenditure

■ Income ■ Expenditure



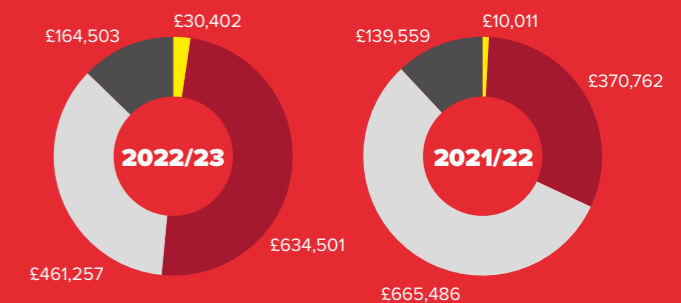
Restricted v Unrestricted

■ Income ■ Expenditure



Where does our money come from?

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



FUNDRAISING

The Foundation's profile as a charity continues to enhance, and we work hard to advocate our charitable work. Individual giving and partner donations into our programmes have increased again this year and we are exceptionally grateful of every individual and group who chose to support our cause.

Lincoln City Half Marathon

Working in partnership with event organisers Curly's Athletes, the Foundation held the first Lincoln City Half Marathon this year, with 1200 entrants using the 13.1-mile race to challenge their physical goals and personal ambition. Several runners opted to run for the Foundation, helping raise both awareness of our charity and funds for our programmes.

Lincoln Fight Factory White Collar Boxing

Lincoln Fight Factory supported our Team Talk project this year through one of their White Collar Boxing events. Alongside using the event to improve awareness of male mental health, a combination of fundraising by fighters and an on the night raffle and auction generated more than £1,400 to help support males improve and maintain positive mental wellbeing.

PROGRAMME FUNDING

In order to ensure the sustainability of programmes and to bring new opportunities to our local community, the team are continually applying for much needed resources through new and existing funding streams. Our aim is to continue to support local need whilst adapting our programmes and reach to support the wider community across Lincolnshire. Over the past year we have been successful in several bids including the Youth Justice Sport Fund and Holiday Activities and Food funding.

Youth Justice Sport Fund

15 participants
A StreetGames and Alliance of Sport for Criminal Justice programme, funded by the Ministry of Justice

In December 2022 the Ministry of Justice, launched the first ever Youth Justice Sport Fund programme to engage and support young people who are at risk of entering the criminal justice system. The fund was co-ordinated by StreetGames and the Alliance of Sport for Criminal Justice, with the support of the Sport for Development Coalition.

Lincoln City Foundation were among the 220 trusted community organisations across the country who delivered the programme over the first three months of 2023. We worked closely with a local school engaging with 15 young people aged 10-14, who were most at risk. We provided multi-sports activities together with mentoring and personal development activities all designed to provide the young people with the skills and support to help them re-evaluate their choices and behaviours, and in many cases, the confidence to make a real change for the long term.

Holiday Activities and Food (HAF)

740 participants
A Lincolnshire County Council programme, funded by the Department for Education

This year we provided HAF programmes over Christmas, Easter and Summer for children aged 4-14 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, as well as some involvement with Children's Services. During HAF, children participated in exciting and educational activities, such as a trip to a local farm, parkour workshops, interactive cooking sessions,

amongst other physical enrichment activities. All children were also provided with a hot, healthy lunch and nutritious snacks whilst being educated on the benefits of a healthy, nutritional diet.

Through HAF, we aim to build relationships with children and their families, to ensure that we can have a wider impact. This can be seen through our involvement with siblings Eli and Abigail-Jane. Eli and Abigail-Jane attended our HAF clubs this year, and whilst with us, the children had the opportunity to try a wide variety of new foods, along with new experiences such as rock climbing, animal handling and cooking their own delicious, healthy snacks.

“

Leading on the HAF Programme at the Foundation is extremely rewarding. From developing the activities, then seeing the children take part and have fun, making new friends and learning new skills is just wonderful to watch. The Foundation is proud to be part of such a great initiative, supporting members of our local community where they need it most.”

Jessica Ballard,
Out of Schools Manager

“

Eli and Abigail-Jane both enjoy coming to HAF. I like that it keeps some form of routine in the holidays, also they get to do things that school do not offer and myself too. I like that they get to meet new people and do different things.”

Sara,
Eli and Abigail-Jane's Mum



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.

139 First Team Player Visits

First team players from Lincoln City Football Club attended various Foundation activities this year to engage with participants and collectively advocate our charitable work. This has included delivering guest talks to our BTEC students to complement their studies, attending the graduation ceremonies of prisoners on our Twinning project, and distributing free matchday tickets to older adults attending our Extra Time Hub sessions.

33 Matchday Fan Zones Delivered

The Foundation has delivered matchday activities at all home Lincoln City Football Club fixtures, specifically seeking to engage families and young fans in sports games and challenges. This year has seen the indoor Poacher's Den activity space elevate our matchday fan engagement further, and we have also supported the Club with delivering its unique matchday experiences, such as Mascot packages. Our work supported the Club in achieving the Family Excellence Gold Award and being one of only three EFL clubs shortlisted for the Fan Engagement Award.

“

Working as one team, the Foundation and Club are continually building upon their work with the community and delivering events that create new experiences for fans beyond a match day.”

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. This year this has included:

- **Junior Imps Takeover** – young Lincoln City fans were once again 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.
- **Lincolnshire Show** – Lincoln City were represented in the Activity Zone at this year's Lincolnshire Show, providing show attendees with a range of sports challenges, the chance to learn more about the Foundation, and the opportunity to meet first team players ahead of the new season starting.
- **Branston Family Day** – hosted at the LNER Stadium, the event provided families of Club partner Branston with access to free sports and activities, including the unique chance to play football on the first team pitch.
- **Holiday Club Christmas Extravaganza** – the entire first team Lincoln City squad attended the Foundation's Christmas Holiday Club Extravaganza, participating in a Christmas quiz and games with the children to help spread extra festive cheer.

LOOKING FORWARD

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

- increasing physical activity levels and encouraging healthy lifestyles
- developing programmes that reduce the demand on clinical and emergency resources
- inspiring and educating our communities to contribute to the county's economic sustainability and growth
- reducing social isolation, enabling environments to thrive, and creating communities of choice, prosperity, and diversity
- delivering pathways from our programmes to enhance learning and employment opportunities.

In 2023-2024 we have set ourselves a target of sustained growth, reach, and engagement for each of our core delivery strands that will support meaningful, long-term impact for people in Lincolnshire. With many funding streams only looking at the short term, we are planning to continue our delivery through a blend of grant funding, alongside forming new strategic and corporate partnerships. This ambition, tied in with the completion of the Stacey West Community Hub and the development of new bespoke programmes that respond to local need, will enable us to create greater impact across Lincolnshire and tackle national issues at a local level.



HEALTHIER COMMUNITIES

- **Long Term Health Conditions** – we will build on the success of our Fighting Fit physical activity programme for people living with cancer to develop further physical activity support for individuals living with a long-term health condition. This will simultaneously enable us to positively connect with a new demographic within our community.
- **East Coast** – we will continue to develop relationships in the East Coast of the county, building our understanding of the challenges and opportunities in the region. We feel there is considerable potential on the East Coast to positively impact more communities through programme delivery.
- **Funding and Fundraising** – we will seek to diversify our income streams to support our community programme's sustainability and growth. Our profile as a charity continues to increase, and we will seek to maximise fundraising opportunities such as individual giving and commercial partnerships.

SPORT & PHYSICAL ACTIVITY

- **Football Development** – we will seek to further grow our programme, introducing new disability football initiatives and continuing to expand our female football pathway and the opportunities for girls to play football.
- **Schools** – we will expand our partnerships with more schools across Lincolnshire, developing targeted programs which will further support Physical Education development.
- **Matchday** – we will continue our strong collaboration with the Club to maintain the Family Excellence Gold Award and continue to provide a memorable matchday experience for families and young fans. We will also deliver our first designated Foundation Matchday.

EDUCATION & EMPLOYABILITY

- **Youth Development** – we will work with young people at risk of school exclusion through a new IMPowered programme, a bespoke programme we are developing following our successful delivery of the Youth Sport Justice Fund. We will carry out targeted work supporting those considered to be vulnerable to involvement in crime and violence, using sport as a vehicle to address problem behaviour.
- **Apprenticeships** – we will further support the educational progression of young people through hosting a sports apprentice role, which will allow the chosen individual to deliver sport and physical activity sessions across local communities and in schools.
- **Degree Development** – we will deliver a new BA Sports Business Management degree programme, partnered with University of South Wales, where students will learn how sports businesses are led and how their finances are managed. We will continue to complement this programme with unique work-based learning experience.



PARTNERS & SUPPORTERS

We would like to say a sincere thank you to our partners and Lincoln City Football Club for their ongoing support this year. Collaboration is key, and we are hugely grateful for the support and efforts to join with us 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 example of our partnership work has been through Club Partner, Branston, who we have worked closely over the past year as their chosen charity, more details are shown overleaf.

We also want to take this opportunity to thank our participants for choosing Lincoln City Foundation and we look forward to continuing to support you over the coming year.



Branston

In 2023 national potato supplier Branston, who are based in Lincolnshire, extended their partnership with Lincoln City and chose Lincoln City Foundation as their Charity of the year and raised £9,785. We look forward to continuing our work with Branston to develop future initiatives to support our local communities and their employees.

“

Over the past year we have been delighted to have supported the Foundation's fantastic work in the community. The team really got behind the fundraising; from cake sales and raffles to sporting sweepstakes with the highlight of the year being the Spring Fling, held at Lincoln City FC LNER Stadium. This combined a staff charity football match with a family fun day, followed by a party whereby we raised funds through a tombola, tuck shop and raffle”

Simon Telfer,
HR Director

HMP Lincoln – Twinning and Multiply

Our partnership with HMP Lincoln has grown this year with the Foundation team now supporting prisoners on both the Twinning project and Multiply programme, developing individuals' coaching and leadership skills and improving confidence in numeracy through sport. Both forms of delivery have provided men with invaluable opportunities to change their lives.

“

I am more than happy with my Multiply experience and it completed my aims. The course has shown me different methods and got me a lot more confident. Thank you to the tutor for her time”.

HMP Lincoln Multiply Participant

Using the power of sport encourages the men to engage in learning that they have often avoided for many years. These courses empower the men to do better and use the qualifications they have gained to leave us equipped with skills to take into their community and become better people’.

Michelle McGhie,
Learning and Skills Manager, HMP Lincoln



Partners & Supporters:

- Lincoln City Football Club
- English Football League Trust
- Premier League Charitable Fund
- Lincolnshire Football Association
- Football Foundation
- Red Imps Community Trust
- Lincoln City Former Player's Association
- City of Lincoln Council
- Lincolnshire County Council
- North Kesteven District Council
- Branston
- NHS Integrated Care Board
- Macmillan Cancer Support
- United Lincolnshire Hospitals Trust
- National Lottery Community Fund
- Active Lincolnshire
- Lincolnshire Co-Op
- Andy's Man Club
- East Midlands Railway
- Boston United Community Trust
- Leisure SK
- Everyone Active
- Magna Vitae
- Curly's Athletes
- Sincil Bank Community Partnership
- North Kesteven Academy
- The Priory Federation of Academies Trust
- University of Lincoln
- Bishop Grosseteste University
- University of South Wales
- Ingeus
- National Citizens Service
- HMP Lincoln
- HMP Ranby
- Twinning Project
- Cargill
- Youth Investment Fund
- CGI
- John Dauber Trust

Thank You

**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.

Please get in touch via our website www.lincolncityfoundation.com
or e-mail at enquiries@lincolncityfoundation.co.uk



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ADVOCATE OUR CHARITY



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**Lincoln City
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