

Lincoln City
Foundation

ANNUAL IMPACT REPORT

2023 – 2024



Happier, Healthier &
Inspired Communities

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WELCOME



Welcome to the Lincoln City Family.

I have had the privilege of working in the Sincil Bank area of Lincoln since 1991, as a practising GP. In this role, I see many supporters of the football club and participants from the programmes of Lincoln City Foundation. I always feel so immensely proud when they share their experiences of the events and activities they attend and the warm and family atmosphere of a matchday. 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 we celebrated the opening of the Co-op Community Hub, a milestone in the development of the Foundation and through which a renewed future can be built upon. A wonderful space that has already allowed new programmes to be delivered and has given the community a beacon where they will always receive a warm and inviting welcome.

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. The team are excellent in pivoting to emerging needs and delivering much needed support and quickly.

Looking ahead to the future, 2024-2025 is set to be an exciting year, especially in the growing partnership with the Club and how the Lincoln City family can impact lives. 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.



Dr Sunil Hindocha

Chair of Trustees,
Lincoln City Foundation





Our Board of Trustees

Sunil Hindocha,
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of Lincoln

Chris Travers,
Representative from Lincoln
City Football Club

Our Senior Leadership Team

Martin Hickerton,
Chief Executive Officer

Vicki Chapman,
Director of Finance

Alexandra Bavin,
Director of Operations



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 fourth 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. It is with great pride that I can confirm that not only is this most recent year our biggest ever for income and social value but also for impact.

The 2023/4 year has been marked by remarkable team achievements, including the unveiling of the Co-op Community Hub, a vibrant new space designed to serve as a cornerstone for our community engagement programmes. We’ve also expanded into wider growth areas, reaching more individuals than ever before through a broader array of programmes. From English classes and walking football sessions to innovative sports degrees, our offerings are deliberately diverse to cater to all age groups and abilities.

In addition to these exciting developments, we have grown our team, strengthening our capacity to

make a meaningful difference. The increase in participants engaging with our programmes underscores the impact of our collaborative efforts with Lincoln City Football Club and our dedication to long-term, transformative change.

Within this report, you will find not only statistics and figures but also compelling stories of perseverance, hope, and transformation. Each milestone is a testament to the power of collective action and the shared vision that defines the Lincoln City Foundation family.

It has been wonderful to witness the resilience, adaptability, and unwavering commitment demonstrated by our team, partners, and supporters in a year filled with both challenges and opportunities.

On behalf of the Lincoln City Foundation, I extend my deepest gratitude to everyone who has played a role in advancing our mission. Your support has been instrumental in driving change, and I look forward to the year ahead as we continue to build happier, healthier, and more inspired communities together.

”





Liam Scully

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

Every year the EFL measure the social impact value of Clubs in the Community and for the 2023/24 season, our social return to the community was valued at £6,918,119. For every £1 spent, £5 was generated to benefit our community.

“

This year has been truly remarkable as we celebrated three significant milestones: the 140th anniversary of Lincoln City Football Club, the 30th anniversary of the Foundation, and the opening of the Co-op Community Hub.

Together, these achievements symbolise the enduring connection between the Club, the Foundation, and the communities we are so proud to serve.

The realisation of the Co-op Community Hub has been a standout moment, representing years of dedication and collaboration between the Club and Foundation teams. To see this vision brought to life during such a momentous year has been nothing short of incredible. Already, the hub is proving to be a transformative space—a vibrant focal point for innovation, inclusivity and engagement, and is in use every day of the week, including matchdays.

The Foundation’s growth continues to inspire me. From introducing new programmes and expanding its talented team, to deepening its impact across Lincolnshire, the Foundation has demonstrated a relentless commitment to meeting the needs of our communities. The move into the Co-op Community Hub has further enabled the team to strengthen operations, foster greater connections with participants and partners, and amplify its reach.

As a trustee, I am acutely aware of the challenges inherent in maintaining stability and securing funding in a demanding economic climate. Yet, year after year, the Foundation rises to these challenges with remarkable positivity and

determination. Their ability to sustain and grow vital programmes, that often offer life-changing support, is a testament to their unwavering dedication and resilience.

I have also been particularly proud to see the Club and Foundation deepen their collaboration this year, delivering impactful initiatives that range from health checks on matchdays to community football matches at the stadium. These efforts not only enhance the participant experience but also embody the unique and welcoming atmosphere of the Imps family—a spirit that continues to be recognised with the EFL Family Excellence Award at the gold standard level.

Looking ahead, the Foundation is poised for even greater achievements. With a renewed focus on strategic partnerships, they are set to deliver programmes that create meaningful and lasting change. Together, we are shaping a future that transforms perceptions of football, highlighting the sport’s ability to unite and uplift communities in profound ways.

In my role as Chair of the English Football League in the Community, I am immensely proud of the Foundation’s accomplishments over the past year. Across all 72 clubs, the collective power of football to inspire and effect positive change has never been more evident, and Lincoln City Foundation stands as a shining example of this potential in action.

”



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 thirty 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.

WHY WE DO IT

People living in Lincolnshire face several challenges including the impact of health, education, and employment inequalities. The threats from both unforeseen and unique factors, including Covid-19, and global wars, have resulted in an unprecedented cost of living crisis, creating a second health emergency. 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.

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.



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.



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.



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.



OUR IMPACT

8,199

Total Programme Participants

16,526

Total Hours of Delivery

150,828

Total Programme Engagements

3-106

Participant Age Range

28

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



- Lincoln
- Bracebridge Heath
- Skellingthorpe
- Woodhall Spa
- Billingham
- North Hykeham
- Welton
- Mablethorpe
- Gainsborough
- Grantham
- Boston
- Bourne
- Navenby
- Market Rasen

SPORT AND PHYSICAL ACTIVITY



- Lincoln
- Market Rasen
- Scawby
- Martin
- Newark
- Bottesford (Scunthorpe)

EDUCATION AND EMPLOYABILITY



- Lincoln
- Ranby (Nottinghamshire)
- Cherry Willingham
- Grantham
- Sleaford



CO-OP COMMUNITY HUB

In June 2024, we proudly celebrated the opening of our state-of-the-art Co-op Community Hub, coinciding with the 140th anniversary of Lincoln City Football Club.

The event brought together a host of stakeholders, including Lincoln City Football Club and Foundation trustees, board members, staff, and supporters. The ribbon-cutting ceremony was led by distinguished guests: Richard Wills, President of the Lincolnshire Co-op; Professor Jonathan Van-Tam, Chair of the Lincolnshire FA; Liam Scully, City Chief Executive; and Martin Hickerton, Foundation Chief Executive.

The Co-op Community Hub represents a transformative step for the Foundation, consolidating programmes previously across multiple locations across the Club into a purpose-built, state-of-the-art facility. This new hub has revolutionised learning experiences and strengthened our connection with the community.

The enhanced space enables us to expand employability and engagement programmes, including the introduction of youth clubs tailored to community needs. It has been a gamechanger, allowing our team to deliver and scale impactful initiatives in ways never before possible.

Looking ahead, the new hub's central and accessible location positions us to grow our offering further. We're committed to increasing the number and scope of our programmes, providing more visible and consistent support throughout the week and on matchdays.

This ambitious project was made possible through the generous support of the Be Lincoln Towns Fund, the Football Foundation, the Youth Investment Fund, Lincolnshire Co-op, the EFL, contributions from the public via the Stacey West Investment Bond, and capital investment from the football club's owners.



An early success story of our new home is Selina Wong, an ESOL learner who recently opened a new business in the Cornhill Market.

Selina moved from Hong Kong to England two and a half years ago knowing very few people, in a place that was foreign to her.

Upon moving to Lincolnshire Selina joined our ESOL classes and with the help of her tutor, Babs Free, she built up her confidence and knowledge of the language, and has progressed from studying in one of the more advanced groups to now running her own business.



Selina Wong

ESOL Learner

“

When I came here, I knew nobody. I learned English in Hong Kong, but I found upon moving here that the language is actually different to what I first thought. The Foundation has been very helpful, and I'm very appreciative because they have helped me a lot. In the class we also had students from all around the world. We had students from Egypt, some from Poland, I'm from Hong Kong, and some from South Korea so there were a multitude of different cultures represented. We talked to each other and got to know each other and bonded over learning English together.

”



FOUNDATION OVERVIEW

SPORT & PHYSICAL ACTIVITY

Our Sport & Physical Activity programmes harness the power of sport to inspire and engage children, fostering early participation that supports both physical and mental wellbeing. By promoting healthy, active lifestyles from the outset, we work to tackle inequalities in participation, particularly for females, minority ethnic groups, individuals with disabilities, and those from disadvantaged backgrounds.

Through tailored initiatives, increased awareness, the development of staff experience and competency, and the establishment of new partnerships, we've seen significant growth across our Football Development and Out of School programmes, alongside the revitalisation of our Schools Programme. The 3G facility continues to thrive, and our Matchday partnership with the Club has introduced new and exciting experiences. These efforts have created inclusive, safe, and developmental spaces where children are not only protected but actively engaged, building fundamental movement skills, increasing confidence, and forming positive habits that will last a lifetime.

Our work extends beyond the individuals we engage with, positively impacting families and local communities by fostering inclusive environments where physical activity becomes part of everyday life. We are actively fostering early-stage development through programmes carefully designed to build confidence, resilience, and a love for movement. Every session is delivered in a fun and engaging manner, ensuring that children remain motivated, and through this, we are laying a strong foundation now that prepares them for success in sport, school, and life -equipping them with the physical and mental tools to thrive beyond our programmes.

“

As part of the wider Foundation's mission, we are dedicated to creating healthier, more active communities by ensuring every child has the opportunity to lead an active lifestyle. This year, we reached a significant milestone, surpassing 100,000 programme engagements for the first time, a brilliant achievement that underscores the growing impact of our work.

Danny Carter, Head of Sport and Physical Activity

”





613

PARTICIPANTS

17,191

**PROGRAMME
ENGAGEMENTS**

3,038

**HOURS OF
DELIVERY**

FOOTBALL DEVELOPMENT

Our Football Development programme has achieved significant growth this year, with record numbers of unique participants across both the Boys', Girls', and Disability projects. We are particularly proud of the expansion and success of our Girls' Pathway, which has seen a surge in participation and the introduction of a new Girls' Development Centre. This marks a major milestone for the programme, as we continue to create more opportunities for young girls to engage in football at all levels.

The growth of our female football pathway has been remarkable, with initiatives like Wildcats, Squad Girls, and the Girls' Emerging Talent Centre playing a key role in developing and nurturing female talent. This year, girls from our ETC programme were successfully referred and participated in the Women's England Talent Pathway, highlighting the quality and potential of our players. The launch of our new Girls' Development Centre has also provided a dedicated space for young female players to develop their skills, further solidifying our commitment to growing the girls' game.

In addition to the Girls' Pathway, we have expanded our offerings for those aged 13+ with more options than ever before. Our new development centre at Bottesford FC has further strengthened the accessibility of football opportunities across the region. We have supported Lincoln City Football Club's Academy Emerging Talent programme to best ensure there is a clear pathway for boys with potential to progress through the Boys' Pathway into the Academy and we offer opportunities for players of all abilities.

Inclusivity remains a core focus of our programme, with continued support for individuals living with Downs Syndrome and the introduction of new initiatives such as B1 Blind Football and the Para-Talent Hub. Furthermore, our partnership with Lincoln Invictus Inclusive has allowed us to support sessions like Comets, and we've begun signposting participants between our sessions and theirs, creating more pathways for those in need of inclusive football opportunities.

“

The growth of our Football Development programme this year has been truly remarkable. We've seen a significant increase in the number of girls participating, and the launch of our Girls' Development Centre marks a pivotal moment for our pathway. We're especially proud to see some of our players referred onto the Women's England Talent Pathway. We're committed to continuing to offer accessible and inclusive football opportunities that empower young players, regardless of gender, background, or ability.

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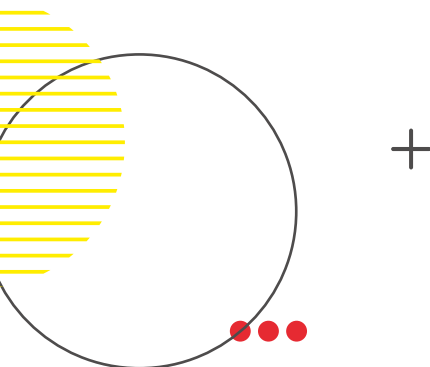
Matt Drury, Football Development Manager

“

I just wanted to say a big thank you to all the coaches who work with my son. The effort and enthusiasm they put into the sessions have made such a difference, he's absolutely loving his weekly training and looks forward to it every single time. It's wonderful to see him so engaged and excited. Thank you for everything!

”

Jane, Parent/Guardian



69,580

**PROGRAMME
ENGAGEMENTS**

7,765

**HOURS OF
DELIVERY**



SCHOOLS

Our Schools Programme continues to evolve, strengthening our partnerships with schools and expanding the opportunities we provide for students across Lincolnshire. This year has been a period of growth and success, with an increased number of partner schools joining us and a marked improvement in the quality and breadth of physical education and sport we deliver.

One of the key highlights has been the significant increase in the number of partner schools, which has allowed us to engage with even more pupils. Through our tailored programmes, schools have been able to enhance their PE provision and offer more diverse opportunities for children to engage in physical activity.

Our Premier League Primary Stars programme continues to be a core offering, using the power of the Premier League and professional football clubs to inspire young people to engage with sport, improve their physical fitness, and develop essential life skills. This year, we delivered a range of exciting tournaments and festivals, including the Utilita and PL Primary Stars events, which engaged over 30 schools and provided memorable experiences for pupils.

Additionally, we've continued to deliver successful enrichment activities, including our collaboration with the English Literacy Hub. A trial of a reading intervention, supported by excellent feedback from both pupils and teachers, highlighted the positive impact of this initiative. We also hosted a special Author Day at the LNER Stadium, where 120 children had the opportunity to meet authors and engage with creative writing in an inspiring environment.

“

It's been a fantastic year for the Schools programme. We've been able to reach more schools and have seen such a positive impact on the pupils we work with. The increased rating for the Premier League Primary Stars programme and the success of the Author Day highlights the growth and the breadth of what we're offering. We're committed to continuing this momentum and ensuring every child has access to high-quality, engaging physical activity and learning opportunities.

”

Tom Keenan, Schools Manager

“

We have been longstanding partners. I think working alongside Lincoln City Foundation is a win-win for both partners. The affiliation with Lincoln City also promotes the Club and creates an important city partnership that I hope will continue for many years. Meeting the players, visiting Sincil Bank and also the work you have done promoting reading has been enjoyable for the children and staff. Thank you for your work - it is really appreciated.

”

Maria, Primary School, Deputy Head Teacher

1,442
PARTICIPANTS

12,174
PROGRAMME
ENGAGEMENTS

1,381
HOURS OF
DELIVERY



OUT OF SCHOOLS

Our Out of Schools Programme continues to be a cornerstone of our mission to engage children and young people in positive, physically active and developmental opportunities outside of school hours. Throughout 2023-2024, we have seen record-breaking participation numbers and successfully delivered a range of programmes, ensuring children across our community have access to safe, fun, and impactful opportunities.

Our Holiday Club provision remains a highlight, offering children a chance to stay active, socialise, and develop new skills during the school holidays. This year, we proudly delivered the Holiday Activity and Food (HAF) programme, providing free holiday clubs to children in receipt of benefits-related free school meals. This initiative addresses food insecurity while promoting healthy living. We received fantastic feedback from local authorities about the high quality of our delivery, and we are excited about our continued positive impact in this space.

In term time, our After-School Club maintained its commitment to providing engaging activities, healthy snacks, and a safe environment for children to learn and play. Both the After-School Club and Holiday Club provision remain OFSTED-registered, ensuring a high standard of care and support for all children who attend.

The Premier League Kicks programme has been a standout success this year, with record numbers of participants engaging in football, sport, and personal development opportunities. We expanded our reach, taking sessions to new areas in Lincoln and engaging young people who are at risk of social isolation and youth violence. With over 500 unique participants and a strong presence in the Premier League Kicks Cup, we finished an impressive 7th nationally.

Our Kellogg's football camps, held across four locations in Lincolnshire, were incredibly well-received, further increasing our impact across the region. Additionally, we supported the Academy's Masterclass activities, to ensure they were developmental and enjoyable experiences for all participants.

“

The Out of Schools Programme has been a key driver of our success this year, with record participation in both our After-School Club and Premier League Kicks Programme. The positive feedback from our HAF delivery and our ability to offer young people opportunities to grow, learn, and stay active outside school hours is something we're incredibly proud of. We will continue to build on this success to further engage young people across our community.

”

Jessica Ballard, Out of Schools Manager

“

I like coming down to PL Kicks to play football with my friends... I also like all the coaches who look after the session, Joel is my favourite one as he suggested I go for the Saturday morning football... I feel a lot more confident on the pitch playing football and talking to my teammates. I feel everything about me is a lot better and is good.

”

Kaden, PL Kicks Participant

78%
**COMMUNITY
PROGRAMME
OCCUPATION**



3G, LNER STADIUM

The LNER Stadium 3G facility has continued to serve as a vital hub for both community engagement and football development, hosting a diverse range of programmes and partnerships. This year, both the Foundation’s specific occupancy and the overall 3G occupancy reached record levels, reflecting a significant increase in demand and usage. We’ve seen a broader range of users, further cementing the 3G’s role as a key resource for local schools, grassroots clubs, and community initiatives.

A key highlight of the year was our partnership with Lincoln Invictus Inclusive, focusing on inclusive football projects. This collaboration has allowed us to extend the reach of the 3G, ensuring that more individuals, particularly those with disabilities, have access to football opportunities. The success of this partnership underscores our commitment to making the facility accessible and beneficial to all members of our community.

Additionally, Lincoln City Women’s engagement with the 3G for training sessions contributed to the facility’s standing as a prominent venue for football development. While their participation was a significant positive, we remain focused on ensuring the 3G continues to serve the wider community, fostering inclusivity and opportunities for all.

“

This year has been a standout in terms of facility usage, with our 3G seeing an unprecedented level of engagement. We’re particularly proud of how we’ve worked with partners like Lincoln Invictus Inclusive to ensure that the facility remains a space for everyone and the Club to enhance the matchday experience for families. It’s exciting to see the positive impact we’re making in the community, and we look forward to building on this momentum in the future.

”

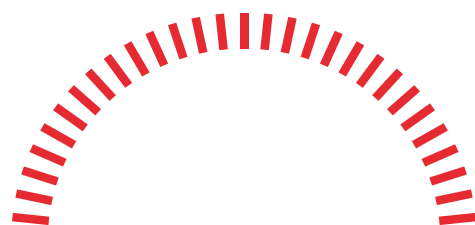
Brittany Bell, Operations Leader

“

The LNER 3G facility, through our partnership with Lincoln City Foundation, offers a fantastic environment for our players, and the accessibility of the facility allows us to deliver a wider range of sessions. It’s great to have a high-quality venue that supports our commitment to providing inclusive football for all.

”

Lucy Graham, Chair of Lincoln Invictus Inclusive





HEALTHIER COMMUNITIES

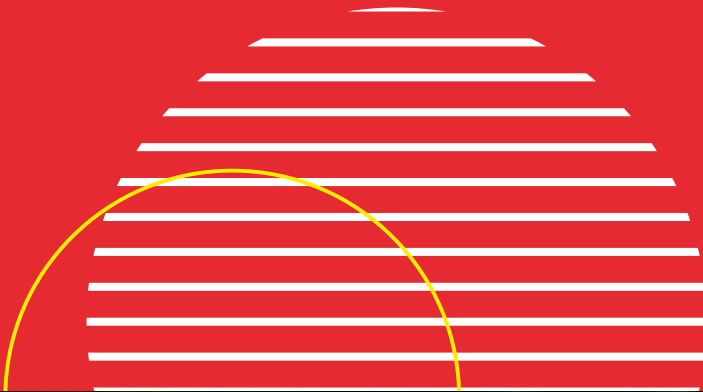
Our Healthier Communities programmes aim to promote a better understanding of physical and mental health issues, whilst supporting and tackling local health inequalities. We seek to contribute to healthier communities by providing and delivering programmes which are designed to promote and facilitate 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



3,336

**PROGRAMME
ENGAGEMENTS**

217

**HOURS OF
DELIVERY**

TEAM TALK

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. Our programme responds to local Primary Care Network (PCN) data which indicates the need for mental wellbeing support in the Lincoln area, with high reports of depressive disorders, anxiety, and self-harm. Team Talk also uniquely uses our connection to Lincoln City Football Club to reach men in need, with some males feeling more comfortable accessing our support.

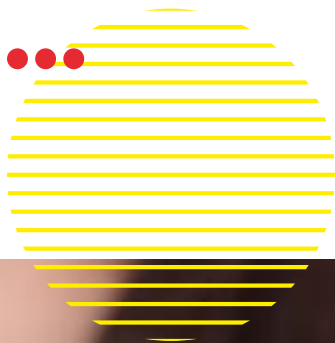
This year our Team Talk project has continued to raise wider awareness of the importance of maintaining positive wellbeing through working closely with Lincoln City Football Club to deliver several digital campaigns. We have also collaborated with a group of volunteers to develop a new peer support group, using their lived experiences to shape the programme development, and add this session to our weekly programme of physical activity sessions and our partnership with Andy's Man Club.

“

Team Talk has helped me a lot, before I came here my nan and grandad passed away and I was suffering a lot and these sessions have helped build my confidence back up. I have made loads of new friends coming here. Having a kick about and fun with friends helps takes my mind off things and spending time doing things I enjoy with nice people. There is a sense of community, everyone coming together.

”

Team Talk Participant





2,934
PROGRAMME
ENGAGEMENTS

514
HOURS OF
DELIVERY

FIGHTING FIT

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. We continue to work the NHS Lincolnshire ICB Living with Cancer team to develop the programme, using local insight to ensure those living with cancer in the region have accessible support in their locality.

This year we have expanded Fighting Fit further across Lincolnshire, taking delivery to seven locations; Lincoln, Gainsborough, Mablethorpe, Boston, Grantham, Bourne and Market Rasen. We have additionally worked with a group of volunteers to create a new Fighting Fit 5k event held monthly and connected to Belton House parkrun. Significantly, this year Fighting Fit was also presented with the prestigious 'Impact on Health Award' at the Active Lincolnshire Sport and Physical Activity Awards recognising the programme's support to the quality of life of those living with cancer in the county.

“

After coming to the end of my radiotherapy I saw Fighting Fit advertised at the local hospital and got myself referred because I knew that with my cancer and my treatment that exercise is very important. Since attending sessions, I certainly feel a lot fitter. When I finished my radiotherapy friends said to me that I looked really gaunt and haggard, and they now say I look far better. The getting together afterwards and chatting is also very useful, and you realise you are not alone.

”

David, Fighting Fit Participant

Supported by

**STREETS
HEAVER**
HEALTHCARE
COMPUTING

8,112

**PROGRAMME
ENGAGEMENTS**

905

**HOURS OF
DELIVERY**



EXTRA TIME HUB

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 combination of social opportunities alongside numerous physical activity sessions which include Walking Football, Kurling, Bowls, Seated Chair Exercise, Wellbeing Walks and Multi Sport Sessions. Lincolnshire has a widely reported ageing population, with 43% of the population already aged over 50, and our programme aims to support older adults maintain and increase their quality of life as they age.

This year we have expanded our Extra Time Hub provision further, starting a new seated chair class in Welton, adding further Walking Football sessions and an additional Kurling group. We have also sought to use our connections with older adults to facilitate targeted workshops which provide key information to the older adult demographic, who may not access details through more commonly used communication forms. We have worked with established partners such as Barclays, Lincolnshire Fire and Rescue, and Lincolnshire Police to provide workshop support.

“

After my husband died, I have found Extra Time Hub sessions such a help for the grieving process and they have helped to change my life radically. The exercise itself is life enhancing and I feel very much better for it, more mobile and my bones and muscles do not hurt as much as they used to. I really do not know what I would do without the sessions, I look forward to them every week, and it's a great sense of wellbeing.

”

Val, Extra Time Hub Participant

ACTIVE TOGETHER

Active Together is our physical activity programme designed to support people living with Parkinson's. The programme aims to help individuals to complete exercises which enable them to be active, feel energised and live well, addressing some of the symptoms of Parkinson's. Sessions also incorporate peer support and the chance for carers to connect with each other. Lincolnshire has a community of almost 2,080 people living with a diagnosis of Parkinson's, and we have developed our programme to address the lack of physical activity sessions aimed at people living with Parkinson's locally.

This year we have started the Active Together programme and established our first weekly physical activity session in Lincoln. We have also formed new referral pathways and relationships with the local Lincoln Parkinson's support group, the NHS Lincolnshire Parkinson's Disease Nurse Specialist team, and the University of Lincoln.

“

I really enjoy coming to Active Together sessions and they are a great a way for people living with Parkinson's disease to get together and do exercise to help us get along better. Sessions have really helped with my confidence, and mentally they have helped me come to terms with the illness and deal with it on a more positive basis. The Foundation has proved to be a really worthwhile organisation.

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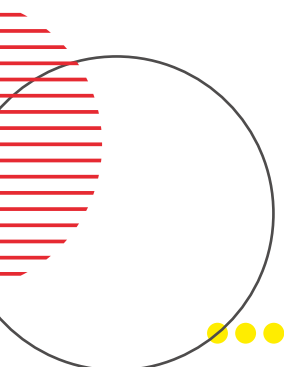
Phill, Active Together Participant

600

**PROGRAMME
ENGAGEMENTS**

75

**HOURS OF
DELIVERY**



3,707

**PROGRAMME
ENGAGEMENTS**

639

**HOURS OF
DELIVERY**



ENGLISH IN THE COMMUNITY

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. We offer a blend of structured and informal learning opportunities, with our ESOL classes supporting learners through targeted teaching, and our Conversation Club classes providing more informal opportunities for individuals to practice English speaking and build social connections through enrichment trips and visits. Our classes are based in the Sincil Bank area of Lincoln which is ethnically diverse with 33% of the local population identifying as not being white British, and our support is designed to directly engage these communities around us, welcoming them to learn at the LNER Stadium.

This year we are delighted that numerous learners have progressed into community volunteering roles both within the Foundation and the local area, as well as gaining paid employment following accessing our English language provision, including gaining work as a Researcher in Dental Medicine and a Phlebotomist. One of our ESOL students was additionally awarded the Lincolnshire County Council 'Learner of the Year' Award following attending classes and progressing to opening her own business in Lincoln Cornhill Market.

“

"I found that the unique approach used by the ESOL teacher is very different from my previous experience of learning English. I describe it as challenging and thought-provoking, focused more on pushing the students to use their skills more than just consuming the knowledge."

Oksana Geets, ESOL Learner

”

8

**CARE HOMES
SUPPORTED**

968

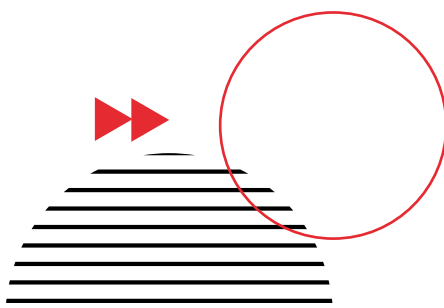
**PROGRAMME
ENGAGEMENTS**

111

**HOURS OF
DELIVERY**

CARE HOMES

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 eight care homes, with particular focus on how physical activity can help prevent and limit falls. This is in response to Lincolnshire County Council's Public Health team recognising falls prevention as a priority public health area for the county.



710

PROGRAMME ENGAGEMENTS

136

HOURS OF DELIVERY



180

PROGRAMME ENGAGEMENTS

9

HOURS OF DELIVERY



SOCIAL HUB

Our Social 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 Hub is open to all the community and provides access to hot drinks, warm food, a kitchen, as well as family-friendly activities and free Wi-Fi. During winter months the space is offered weekly and during summer the space is open monthly to continue to offer local people with a regular touch point for support and social connection. This year we have additionally worked in partnership with the City of Lincoln Council to help administer financial support to vulnerable households through the Household Support Fund. We have provided over £40k of aid to local people, as well as offering signposting advice and guidance to wider forms of support.

“

Thanks to Lincoln City Foundation I was able to access the Household Support Fund money. Being part of the demographic classed as living in working poverty it has been a huge help during this winter period, especially since my husband recently lost his job and although is working again is earning significantly less than previously.

”

Social Hub Participant

MATCHDAY BLOOD PRESSURE CHECKS

Free matchday blood pressure checks were provided for Lincoln City Football Club fans attending designated home matchday fixtures at the LNER Stadium. Checks were designed to spot hypertension and advise individuals with a high blood pressure reading to seek further medical advice and arrange an appointment with their GP. The checks were delivered in response to the NHS Lincolnshire Integrated Care System’s ‘Core 20 Plus 5’ which outlines the five health issues that have the greatest impact on people’s lives in Lincolnshire, which includes hypertension. 91 individuals were signposted to the GP following a high blood pressure reading.

“

I had a wakeup call when I had a blood pressure reading taken by the Foundation at Lincoln City Football Club which was worryingly high. This led to a visit to the doctor for a series of further checks and blood tests. A lifestyle change later, including dieting and regular exercise, I have managed to reduce my blood pressure to an acceptable level. The journey continues.

”

Matchday Blood Pressure Check Participant





EDUCATION AND EMPLOYABILITY

Our Education and Employability programmes offer a wealth of expertise, with our team dedicated to creating supportive and inspiring learning environments. We empower individuals to build life skills and support their growth in both educational and career pathways. Our Post 16 offerings focus on fostering a positive outlook on learning, blending practical and theoretical content to pave the way for further education and employment opportunities.

“

In our Education and Employability programs, we're committed to raising aspirations and educational achievements. Young people today face numerous challenges, and it's essential that we support them with outstanding teaching, guidance, transformative career pathways, and inspiring role models. Participants in our programs benefit from a unique curriculum tailored to develop skills within sports, coaching, and media. Much of this learning happens in a professional sports setting at the LNER Stadium, home of Lincoln City FC.

”

Nicola Barker, Head of Education and Employability.

32

PARTICIPANTS

24,500

**PROGRAMME
ENGAGEMENTS**

1,000

**HOURS OF
DELIVERY**

SPORTS BTEC

Our Sports BTEC program offers students the chance to pursue a Level 3 BTEC National Extended Diploma in Sport, equivalent to three A-Levels. This programme provides students with unique opportunities, including top-quality football coaching, representing Lincoln City in a national colleges league, and an excellent academic programme supported by Priory City Lincoln Academy. Additionally, our students benefit from a wide range of work placement opportunities within the Foundation and broader Club. This year, our students achieved outstanding results and have progressed to work and study in various fields:

- Sports Therapy at Liverpool Hope University
- Accounting and Business at De Monfort University
- Sports and Exercise Science at Leeds Beckett University
- Physiotherapy at Sheffield Hallam University
- University of South Wales degrees at Lincoln City Foundation (with six students choosing to stay and study with us)
- Apprenticeships at Lincoln City Foundation
- Leicester Elite Academy Program

“

Getting to train with and ask questions of a first team Lincoln City FC player is something you only dream of.

”

Thomas Baker, BTEC Student

12

PARTICIPANTS

2,598

PROGRAMME ENGAGEMENTS

117

HOURS OF DELIVERY



48

PARTICIPANTS

336

PROGRAMME ENGAGEMENTS

154

HOURS OF DELIVERY

FOUNDATION DEGREE PROGRAMME

Our Foundation Degrees in Community Football Coaching and Development and Sports Coaching and Development, offer students the chance to earn an industry-recognised coaching certification while being connected to their local football club. These two-year programmes include an optional third year for those who wish to achieve a BSc. This year we have grown the programme by offering a BA Sports Business Management degree which prepares our learners to work in a multitude of sports business, management and leadership roles, instilling the skills that will allow them to work within a range of sports businesses.

In partnership with the University of South Wales, we provide flexible, blended learning through a combination of theoretical and practical sessions, assessed through various methods. This year, 5 of our 12 students have secured positions with the Foundation as either permanent or sessional coaches.

“

At the stadium, our BTEC students have access to a wealth of opportunities to develop their skills, both in and out of the classroom. By allowing them to be part of the growth of our new space at the Hub, we can ensure they are equipped to excel both as individuals and in their future careers. It's an exciting time for both the team and students.

”

Ethan Hargreaves, Education Manager

“

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, FD Community Football Coaching Student

TWINNING PROJECT

The Twinning Project is a partnership between the HM Prison and Probation Service (HMPPS) and professional football clubs, designed to engage prisoners in a football centred program that enhances mental and physical wellbeing. This year, we continued our work in both HMP Lincoln and HMP Ranby, delivering Level 1 FA coaching and leadership qualifications to help improve their life chances and gain employment on release.

“

The Twinning Project truly changed my life. I was selected for the course and on release I was offered a role with Lincoln City Foundation, which I seized with both hands. Despite facing a lot of challenges, I was supported by both the probation service and the Foundation, and they encourage me to return to education and start an apprenticeship in finance administration. I have now completed the course and working full time in the Foundation. I have also returned to Lincoln prison to share my story and my experiences to help and mentor others the find their own pathways. Change is possible and your future doesn't have to be defined by your past mistakes.

”

Stephen Mowlaei, Finance Administrator

30

PARTICIPANTS

124

**PROGRAMME
ENGAGEMENTS**

45

**HOURS OF
DELIVERY**

MULTIPLY

Multiply is a government-funded program aimed at helping adults enhance their numeracy skills to support goals such as improving job prospects, preparing for further education, and managing finances. In partnership with Lincolnshire County Council, we have delivered numeracy courses in HMPP Lincoln and also integrated numeracy into our English Languages provision for the community. This year, we continued our Multiply programme delivery with our partner, HMP Lincoln, offering numeracy support to prisoners through a blend of classroom learning and practical application in the gym.

“

I really enjoy this course; the tutor makes it really engaging and I am gaining a lot of confidence with my maths ability.

”

HMP Lincoln

108

PARTICIPANTS

168

**HOURS OF
DELIVERY**

NATIONAL CITIZEN SERVICE

National Citizen Service (NCS) is a programme for 16-17-year-olds, designed to encourage social integration, support the transition to adulthood, and enable young people to carry out social action projects within their communities. This year, the Foundation offered a range of NCS programmes, including residential experience, employability sessions on independent living and job readiness, and opportunities for community volunteering and social action projects.

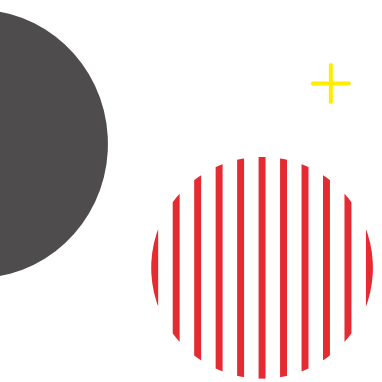
“

I liked getting to understand my community more.

”

Emily, NCS Participant





SPORTS APPRENTICESHIPS

Apprenticeships in sports coaching are essential for nurturing the next generation of skilled professionals who can inspire and lead through sport. The Foundation works with Inspire+ to offer Level 4 Sports Coach Apprentice which plays a vital role in bridging the gap between theory and practice. Our Apprentices bring fresh perspectives and enthusiasm whilst having the opportunity to deliver on the Foundation’s various community programmes gaining valuable experience for the next stage in their careers.

“
Embracing the journey as a Level 4 Sports Coach Apprentice at Lincoln City Foundation has been a transformative experience—combining passion, learning, and the drive to inspire others through the power of sport.
”

Luke Pearce, Community Sports Coach Apprentice

YOUR NEXT STEPS

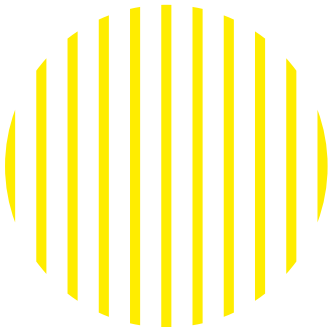
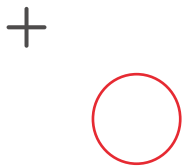
The Your Next Step Programme, funded by the HM Prisons and Probation Service, is an initiative the Foundation has joined aimed at supporting people on probation from ethnically diverse communities. The programme presents an opportunity to work with a dedicated mentor to support an individual’s reintegration into the community, increased personal development, culminating in desistance from criminal activity and improved engagement with the probation service. By engaging with the Foundation, we can also offer individuals additional wraparound support including access to our wider community engagement initiatives.



IMPOWERED

IMPowered is a bespoke eight-week programme, delivered in the school setting, whereby we carry out targeted work supporting children considered to be vulnerable to the involvement in crime and violence, using sport as a vehicle to address problem behaviour. We focus upon developing young people's conflict management, problem-solving and communication skills as well as their perseverance.

We recognise that young people today face a variety of ever evolving challenges, with more than ever experiencing mental health issues. Around 1 in 6 young people aged 5-16 are likely to experience mental health problems in the UK, emphasising the need for accessible and early intervention programs. Increasingly teachers and practitioners in the education sector are facing multiple pressures. Whilst the primary aim of the programme is to support those individual students it also provides an agile service for schools to expand their existing pastoral care through behaviour management and emotional support.



“

From launching and delivering Impowered, our 8-week programme of Social and Emotional Learning combined with multi-sports, to supporting young people through the completion of the National Citizen Service (NCS) programme, it's been inspiring to watch so many young individuals develop vital life skills such as employability, independence, and teamwork.

”

Michelle Ahondjo, Youth Manager

“

I never thought before about the link between sport and the different things we have learnt.

”

Year 10 pupil

“

I have loved the Lincoln City Foundation intervention.

”

Year 9 pupil





1,629

HOURS OF VOLUNTEERING

62

VOLUNTEERS

1102

HOURS OF EXTERNAL STUDENT PLACEMENTS (47 STUDENTS)

1

DUKE OF EDINBURGH CANDIDATES COMPLETING

53

HOURS OF VOLUNTEERING

VOLUNTEERS AND SINCIL BANK COMMUNITY

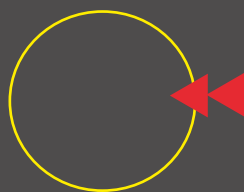
We are incredibly fortunate to have an extensive network of dedicated volunteers who generously give their time to support the Foundation. Their invaluable contributions allow us to enhance the quality and attention provided during our sessions, with some even being entirely volunteer led. This growing programme has not only enabled us to expand and diversify our offerings but also to harness the expertise and passion of our volunteer workforce to create meaningful new opportunities.

“

Volunteers are the heart of everything we do—they bring energy, commitment, and a wealth of knowledge that elevates our impact and helps us reach more people in need.

”

Brittany Bell, Operations Lead

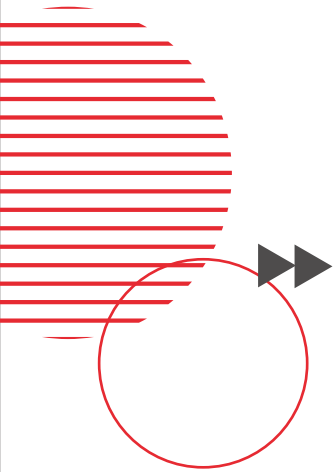


3,778

**PROGRAMME
ENGAGEMENTS**

252

**HOURS OF
DELIVERY**



SINCIL BANK COMMUNITY

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. The Sincil Bank community in Lincoln is the neighbourhood which directly surrounds our base at the LNER Stadium and is home to approximately 2,500 households and over 6,000 residents and is an area deemed to be socially and economically deprived, with known challenges around social mixing.

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 many cultures in the area through a light parade, bringing the seaside to Sincil Bank with activities including donkey rides, a Punch and Judy Show, and mini golf, and weekly events held in a local green space to bring families together. We also worked with local partners to host the first Community World Cup, bringing together different nations to connect over a shared love of football in a tournament held on the first team pitch at the LNER Stadium.

“

Lincoln City Foundation has provided invaluable support for the local community in many ways, including support to help secure funding, and organise and run events in partnership with the local community groups. These events are based on local community needs and have provided opportunities for different nationalities to engage and mix. Alongside this the Foundation have also run regular events in the local pocket park. These events have been targeted towards school age children and are always well attended. The support received for our local community is both valuable and beneficial to all areas of the locality.

”

Sarah Firth, Sincil Bank Resident

“

It's a privilege to work with the residents of Sincil Bank, helping them to shape and develop their community through events and initiatives. So many highlights across the year bringing the residents together including the opening of the Hub. It's so exciting to now be able to welcome more of the community to an inviting and warm space throughout the year.

”

Kate O'Reilly, Community Manager



FINANCE & FUNDING

FINANCE

“

The charity has seen a positive financial performance, with a growth in income for the seventh consecutive year with income growth this year of 20.7%. This growth in income signifies a strong fundraising generating effort in which we have seen donations grow by 345% year on year. In contrast, expenditure increased by a more modest 5.8%, indicating good cost control. The charity maintains a healthy unrestricted reserves balance of £280,716, providing a solid financial cushion for further future growth and contingencies. As we start the 2024-25 financial year, we are exploring opportunities for further growth and utilising some of our unrestricted reserves to facilitate this.

”

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.

“

The Foundation continued to achieve strong, sustainable growth in the year, further increasing the range of programmes delivered and broadening its geographical reach.

The positive financial performance was achieved despite the challenging economic background of 2023/24, with high inflation, increased interest rates, low growth and the cost of living crisis. The new financial year sees the charitable sector facing additional pressures, particularly the impact of the increase in National Living Wage and changes to Employers National Insurance from April 2025.

The Finance & Risk Working group meets regularly to review the Foundation's overall position. A key element is the focus on the quarterly rolling forecast delivered by the Finance Team, providing an opportunity to anticipate and develop mitigations against future risks.

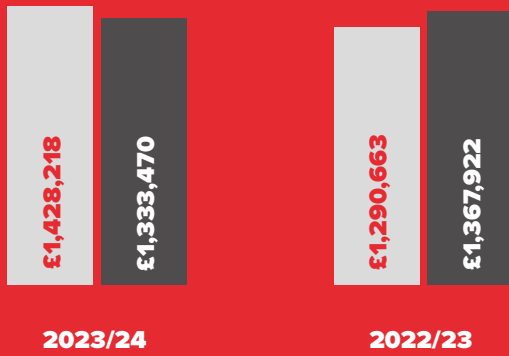
”

Clint Walker, Lead Finance Trustee



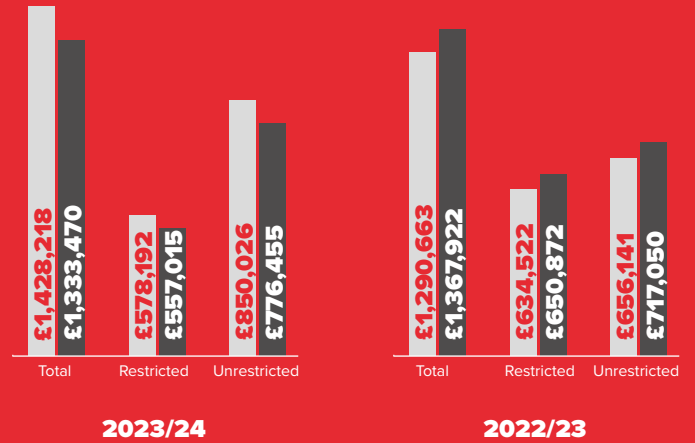
TOTAL INCOME/EXPENDITURE

■ Income ■ Expenditure



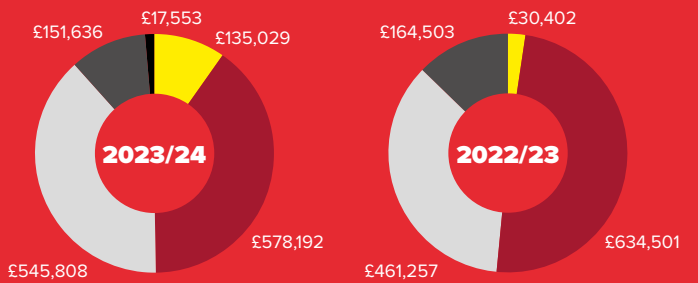
RESTRICTED V UNRESTRICTED

■ Income ■ Expenditure



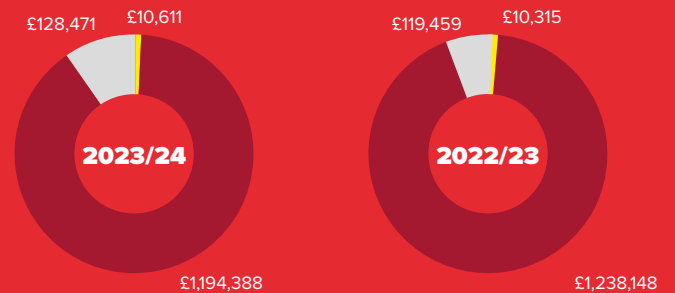
WHERE DOES OUR MONEY COME FROM?

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



WHERE DOES OUR MONEY GO?

■ Raising Funds ■ Charitable Activities ■ Support Costs



FUNDRAISING

As the Foundation's profile as a charity continues to grow, through the hard work of our team, partners and advocates, our reach is increasing every day.

This enables us to develop programmes that directly impact our local communities and bring lasting change. The support from individual giving and partners donations has also increased again this year and through our new initiative, Friends of the Foundation, we are working closely with the business community to deliver social impact and support their growth. We are incredible grateful to everyone who has supported us over the past year and continue to do so.



BODY SLAMS TO CANCER

Fight Factory Wrestling chose to support the Foundation's Fighting Fit programme through their 2023 Body Slams to Cancer charity event. The annual fundraiser supports local cancer charities across Lincolnshire through hosting a professional wrestling show.

LINCOLN 10K

The Foundation were one of official charity partners of the Lincoln 10k 2024, the showpiece annual running event in Lincoln. The race saw 22 people running on behalf of the Foundation, including Poacher the Imp, Lincoln City Football Club's official mascot, who also officially started the race. The event helped to raise awareness of the Foundation and funds for our community projects.

THE STAR TRUST

The Star Trust, an East Midlands-based charity run by local business owners and entrepreneurs, chose to donate to our Fighting Fit programme. Members of The Star Trust came to visit one of our Lincoln Fighting Fit sessions, speaking to beneficiaries and taking part in a session. Funding from the Star Trust enabled us to expand the Fighting Fit programme into new areas of Lincolnshire.

C2C2C

The Foundation were one of the charity partners of the Castle to Coast to Castle (C2C2C) 2024 cycling event which sees hundreds of participants ride 100 miles from Lincoln to the coast and back. Thanks to the efforts of the riders, funds raised supported our Fighting Fit programme, whilst members of the Foundation team also enjoyed volunteering to support the event.

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 and growing our programmes to benefit the wider community across Lincolnshire. As an organisation we are very aware that local and national priorities can shift quickly, especially as we have seen with the change of government, and therefore being agile in our approach, demonstrating impact is becoming increasingly more important in the funding landscape.

HOLIDAY ACTIVITIES AND FOOD (HAF) CLUBS

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.

The programme offered a diverse range of activities that enriched children's experiences. Highlights included music workshops in partnership with the Lincolnshire Music Service, featuring samba and djembe drumming, DJing, and music production. Primary-aged participants visited Riseholme College for animal handling and outdoor activities, while our teen group explored Lincolnshire's aviation heritage at the International Bomber Command Centre. Additional activities included outdoor learning at the Wilder Doddington project, escape room challenges at Tension Twisted Realities, and a first aid workshop delivered by LIVES.

Children were also supported in leading healthier lives through engaging nutritional education sessions sponsored by the Lincolnshire Coop, and they received water bottles and dental packs funded by Lincolnshire County Council. A hot, nutritious two-course lunch was provided daily, ensuring no child went hungry while attending.

In total, 136 unique children accessed the HAF programme across the year, with 1,003 spaces booked and a 76% attendance rate. This engagement reflects the vital role our HAF clubs play in supporting local families and inspiring children through enriching experiences.

One family that has greatly benefited is Yvonne's, whose children Riley, Kian, and Maisie regularly attended HAF clubs alongside our Ofsted-registered After School Club programme and Premier League Primary Stars delivery at their school. Yvonne shared:

“

HAF has been critical towards my work-life balance. Having four kids all under 9, childcare is a huge worry on a day-to-day basis that HAF assists with. The children return home each day with smiles on their faces, expressing how much fun they have with all the activities they complete. The variety of activities allows them to look forward to attending each day, knowing they'll have something fun and interesting to do. I can't thank the staff at Lincoln City Foundation enough for all they provide.

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.

”



136

PARTICIPANTS

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



CLUB AND 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.

250 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.

28 MATCHDAY FAN ZONES DELIVERED

Across the 2023/24 season, the Foundation supported the Club in retaining the prestigious Family Excellence Gold Award, highlighting our commitment in supporting them to deliver exceptional matchday experiences. We proudly assisted in the delivery of the first-ever Foundation Matchday, showcasing the positive impact of our work. In collaboration with the Club, we co-delivered new initiatives such as Poacher's Ultimate and Poacher's Pundits, further enhancing fan engagement. The introduction of the Poacher's Den provided an inclusive indoor space for fans, and the Matchday Ball Assistants programme received excellent feedback from the First Team, reflecting the quality and organisation of our efforts.

IMPS 4 ALL

Imps For All is an initiative led by Lincoln City Football Club to provide matchday experiences for individuals who might not typically have access to football matches. Through the collaboration with the Foundation, the program ensures that more local people, regardless of financial or personal barriers, can attend games and experience the excitement of the LNER Stadium. The Premier League Fan's Fund supports this initiative, providing additional funding to make these experiences possible. The Foundation supports with the organisation of the initiative, helping to identify and invite people who could benefit from this opportunity. Together, we are proud to unite our community through the joy of football. The initiative generated over 300 visitors from Foundation programmes to a match day experience. For next season, 2024/5, this is estimated to grow even further, to over 600.



ATTENDANCE4ATTENDANCE

Attendance4Attendance is a new initiative designed to encourage school attendance by rewarding students with tickets to attend Lincoln City matches. The collaboration between Lincoln City Football Club, the Foundation, and local schools aims to motivate students to maintain good attendance by offering them a chance to experience professional football live. This programme not only boosts school attendance rates but also fosters a connection between young people and their local football club, creating lasting memories and positive community impact. The Foundation plays a key role by connecting the Club with partner schools as well as others whose students would benefit most from the initiative.

COMMUNITY CLIMATE CAPTAINS PROGRAMME

The Community Climate Captains programme is an inspiring initiative led by the European Football for Development Network (EFDN) in collaboration with the EFL in the Community, the charitable arm of the English Football League. This groundbreaking project aims to empower football fans to take a leading role in climate action, harnessing the unparalleled influence and reach of football to drive meaningful environmental change.

The Foundation joined the programme, along with 11 other Clubs in the EFL, as both the Foundation and Club share a strong commitment to reducing their environmental footprint. By working together and listening to the voices of our fans and participants, we can develop tailored climate solutions that not only support our sustainability goals but also resonate deeply with the communities we serve.

We began with an initial fan survey, followed by roundtable discussions that also included participants from the Foundation. These conversations provided valuable insights into the challenges they face in contributing to climate action. This feedback is shaping our strategy and ongoing involvement in the initiative is ensuring that our initiatives are both inclusive and impactful.



Working together as one team, the Foundation and Club, year on year create events that engage and connect with the community providing lasting memories for all that take part.

Alexandra Bavin, Director of Operations, Lincoln City Foundation



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 Co-Op 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.





SPORT AND PHYSICAL ACTIVITY

Out of Schools

We will strengthen our out-of-schools provision by introducing new projects and expanding the reach and impact of key initiatives like Premier League Kicks and our holiday clubs. By enhancing the quality and accessibility of our programmes, we aim to support even more children and families across our community.

Football Development

We will grow participation across all pathways, with a special emphasis on increasing opportunities for girls and participants with disabilities. We will continue to align with national talent pathways, ensuring that every participant has the chance to achieve their full potential in a supportive and inclusive environment.

Schools

We will work to deepen engagement with schools, forge new partnerships, and introduce innovative initiatives designed to support pupils' physical, emotional, and academic development. Our aim is to inspire and empower young people through creative and impactful educational experiences.

LNER Stadium 3G

We will maximise the potential of the LNER Stadium 3G facility by increasing its occupancy and developing new partnerships. By doing so, we can ensure it remains a valuable resource for the community and a hub for local sport and recreation.

Matchdays

We will continue to enhance the matchday experience for families by offering engaging activities and creating a welcoming environment. Our presence at Lincoln City Football Club events will further strengthen our connection with the local community, helping to make matchdays memorable for all.

HEALTHIER COMMUNITIES

Team Talk

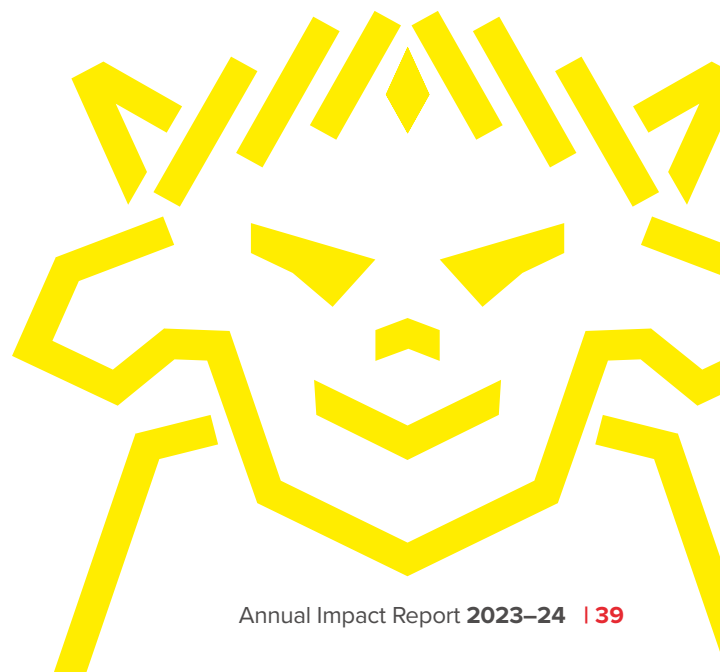
We will expand on our Team Talk programme by establishing connections with local NHS Lincolnshire Mental Health Units, delivering physical activity sessions to patients in the wards on site. This delivery will seek to form a positive connection between patients and the Foundation, encouraging patients to feel comfortable accessing longer term wellbeing support from the Foundation upon discharge.

Active Together

We will develop our Active Together programme further by adding new weekly physical activity opportunities for people living with Parkinson's and strengthening our referral partnerships in the region. This will include exploring the growing popularity of Walking Football for people living with a long-term health condition.

Extra Time Hub

We will seek to work with further partners across Lincolnshire to offer more physical activity sessions for older adults, targeting new locations within the county. We will also refer to and respond to local health data to target areas where the need for intervention is highest.



EDUCATION AND EMPLOYABILITY

Youth Development

We will broaden our efforts to support young people at risk of school exclusion through our IMPowered program. This initiative will include targeted interventions for those vulnerable to involvement in crime and violence, using sport as a tool to address behavioural challenges. To further support those most at risk of disengaging from education, we will introduce one-to-one mentoring, fostering positive change and resilience.

Justice Sector Work

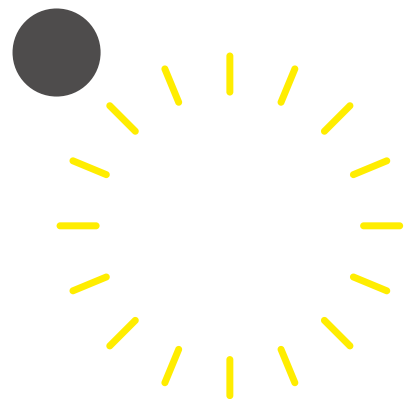
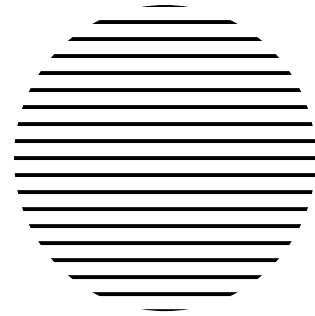
Next year, we plan to expand our work within the prison sector by offering additional courses such as football coaching and numeracy, as well as introducing a literacy program. We aim to provide more comprehensive support to prisoners upon their release, focusing on mentoring, employability training, and volunteering opportunities to aid their reintegration into society.

Youth Clubs

Through the Youth Investment Fund grant we are planning to create new opportunities to engage with young people. One such area is youth clubs, utilising the Co-op Community Hub as a safe, inclusive, and engaging space for young people aged 10 to 25. We aim to provide opportunities for recreational, educational, and skill-building activities that promote personal, social, and emotional development together with positive growth.

Employability courses

We are fully aware of the recent significant changes to the UK's employability landscape, with the focus on education and post-pandemic employment initiatives. The team will design and develop courses to prepare individuals for the workforce by focussing on essential skills, knowledge, and confidence. These programmes will also support the development of transferable skills like communication, teamwork, problem-solving, and time management, ensuring participants are ready to meet the demands of a competitive job market and support them on their learning journey and pathway to employment.



PARTNERS AND 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 with Friend of the Foundation, Streets Heaver, 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.



PARTNERS AND SUPPORTERS

- Lincoln City Football Club
- English Football League in the Community
- 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
- Streets Heaver
- Everyone Active
- Magna Vitae
- Sincil Bank Community Partnership
- The Priory Federation of Academies Trust
- University of Lincoln
- Bishop Grosseteste University
- University of South Wales
- National Citizens Service
- HMP Lincoln
- HMP Ranby
- Twinning Project
- Youth Investment Fund
- Parkinson's UK
- Shine Lincolnshire
- Welton Village Hall Trust
- Lincolnshire Voluntary Engagement Team
- Places for People
- Sky Bet
- The Star Trust
- Run For All
- UK Shared Prosperity Fund
- Branston Academy
- iWonder Group



Thank You.



FRIENDS OF THE FOUNDATION

In 2023, Streets Heaver, a local leading healthcare computing company, chose to raise funds for our physical and mental health programmes, with a special emphasis on supporting men's mental health initiatives. Motivated by the alarming suicide rates among men aged 18-49 in our county, we were determined to expand our support systems and create meaningful change.

As their Charity of the Year, the Streets Heaver team raised over £2,000 through creative and ambitious initiatives, including gaming marathons and a 26-mile trek following the Spires and Steeples challenge. Their passion, dedication, and commitment to our cause was truly inspiring.

In 2024, we launched 'Friends of the Foundation,' an initiative designed to empower companies to support either a specific programme or our broader charitable mission, driving meaningful impact through our programmes across Lincolnshire. Wanting to deepen the relationship, the partnership grew even stronger when Streets Heaver became the Foundation's first-ever Friend of the Foundation. This milestone marked their commitment to supporting our cancer fitness programme, Fighting Fit, which empowers individuals affected by cancer to regain strength, resilience, and confidence.

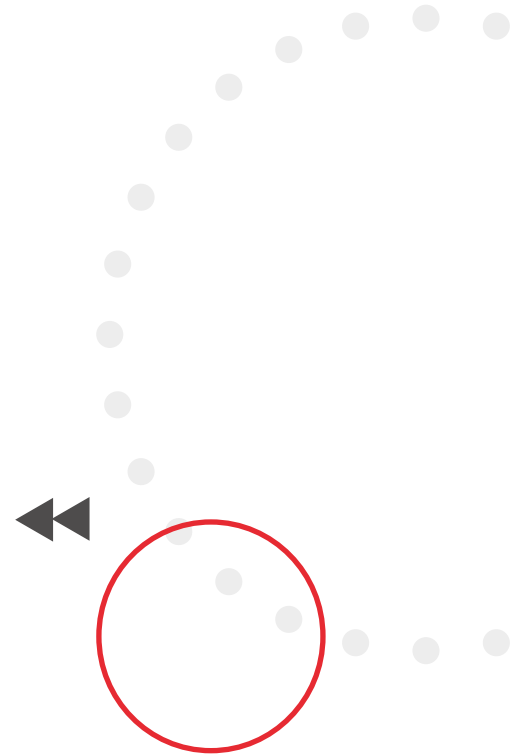
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Over the years, we have been incredibly impressed with the dedication of the Foundation team to make a difference in the lives they touch. Supporting the Fighting Fit programme means a lot to us at Streets Heaver. Cancer has touched so many lives, including those of our team members and their families.

Being able to help people in our local community through the Foundation feels deeply personal and rewarding. We're proud to be part of something that not only aligns with our company's values of promoting health and wellbeing but also demonstrates our ongoing commitment to making a positive impact on those navigating such challenging times.

”

Benedict Heaver, Managing Director, Streets Heaver



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.



DONATE



FUNDRAISE



VOLUNTEER



CONNECT WITH OUR ACTIVITIES



BECOME A FRIEND OF THE FOUNDATION



GET IN TOUCH AT impact@lincolncityfoundation.co.uk



**Lincoln City
Foundation**

Registered charity number: 1128464



Lincoln City Foundation, LNER Stadium, Lincoln, LN5 8LD