



**Lincoln City  
Foundation**

Registered Charity Number: 1128464

# **LINCOLN CITY FOUNDATION ANNUAL IMPACT REPORT 2020-2021**



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# INTRODUCTION



Over the past 26 years, Lincoln City Foundation has been at the heart of the local community, providing services that enrich and enhance people's lives, supporting young people, ensuring communities are connected, and improving the health and wellbeing of individuals in need. During this time Lincoln City Football Club has developed and evolved, and the needs of the communities we serve have changed. Over the last year, we have seen tumultuous change and the world continues to shift around us. Now, with the backdrop of the pandemic and the economic, social challenges ahead, Lincoln City Foundation must adapt to serve both the Club and our communities effectively, with positive impact in mind. At the heart of this is Our Vision – to create Happier, Healthier and Inspired Communities.

As CEO I am an advocate for this ambitious vision for Lincoln City Foundation and this impact report is a view on the difference that we are making for the lives of real people. We are committed to serving the communities of Lincolnshire and we are proud of our long-term association with Lincoln City Football Club. We are looking forward to working in collaboration with others; with renewed vigour and focus, to ensure everyone has opportunity to improve their physical, social, and mental wellbeing.



**MARTIN HICKERTON**  
Chief Executive Officer,  
Lincoln City Foundation

The Foundation and football club have developed a truly united partnership where we work together for the benefit of our community. This synergy is integral to both organisations and a lot of credit goes to staff across both bodies - that very much starts with the coaches and the delivery team, based here at the LNER Stadium, who are out coaching on the 3G pitch in all weathers, to the social media wizards taking photos to celebrate the successes, and to the Lincoln City players who take part in sessions.

I am proud of this alignment between the two organisations, and excited about what lies ahead - especially with further facilities created by the development of the Stacey West Stand allowing the Foundation more room to grow. That unity of vision is something we all need to nurture, which the new strategy will help us achieve. Lincoln City is a key part of the City of Lincoln, and everyone connected with the Club and Foundation have truly vital roles to play in ensuring everyone can reach their full potential.



**LIAM SCULLY**  
Chief Executive Officer,  
Lincoln City Football Club; Trustee,  
Lincoln City Foundation

# AIMS FOUNDATION



## OUR VISION

Happier, Healthier, Inspired Communities



## OUR MISSION

Utilising the brand and reputation of Lincoln City Football Club, alongside leveraging our own potential and the influence of our key partners, we will - inspire, empower, and help individuals and communities to improve their physical, social, and mental wellbeing



## OUR VALUES



**TRUST**

We will always be open, honest, transparent and reliable.



**COMMITMENT**

We are steadfast in our dedication to our community, partners and participants.



**TEAMWORK**

We will always support each other and foster lasting two-way relationships.



**INSPIRATION**

We will provide leadership, hope and opportunity through innovation.



**INCLUSIVITY**

We will always strive to provide a platform of opportunity for all.



**BE RESPECTFUL**

We will always treat everyone equally and without prejudice.



**BE PROUD**

We will lead by example, always striving for excellence and taking pride in everything we do.



**BE REFLECTIVE**

We will be agile, responsive and always evaluate and review the quality of our provision.



**BE PASSIONATE**

We will bring energy, enthusiasm and a hunger to make a difference and have impact.



**BE ADAPTABLE**

We will listen, be open-minded and innovative to meet the needs of our communities.

## OUR BEHAVIOURS

# FOUNDATION TEAM



26

FULL TIME TEAM MEMBERS



8

PART TIME TEAM MEMBERS



40+

SEASONAL AND VOLUNTEER MEMBERS

## Inspiring Story: Jake Lane

Jake has become an integral member of the Lincoln City family. Over the last year he has shown commitment to both Foundation programmes and Lincoln City Football Club. His work ethic and desire to help have now seen him gain employment with the Foundation.

In his youth Jake admits he struggled with confidence and concentration and was bullied during school. The Covid-19 lockdown then brought a fresh set of challenges for Jake, who in his own words; went through a bad time and struggled with his mental health, describing occasions when he felt like giving up. As lockdown restrictions lifted, Jake connected with the Foundation on a National Citizen Service programme and was then inspired to volunteer. Jake helped the community team deliver wellbeing projects in his local area, supporting health walks, gardening sessions, and projects tackling social isolation. Jake's commitment was apparent, and he secured a volunteer placement with LCFC.

*"After the year I had been through, meeting new people at the Foundation, having the opportunity to work in new sectors and to improve myself, I feel great. I am really enjoying forming that bond working with others, whilst getting new qualifications and experiences."*

# OUR TRUSTEES



66

Welcome to the Lincoln City family. I have worked in the area around the Stadium looking after patients who are keen followers of the football club. I am heartened to see that the club is so invested in the local community, and I am delighted to have the opportunity to work with the Foundation. Some of the examples in this report highlight the unifying pull of our national game, and that the Foundation using that pull can reach people to enrich their lives. People from a very young age up to those in their 90s benefit from not only going to watch the football, but also from a host of activities arranged through the club and the Foundation. These include the Extra Time Hub trying to address issues of loneliness and social isolation, Team Talk addressing mental health issues in men and are various clubs encouraging physical activity in children which I hope sets of platform for them and their future lives. I hope you enjoy reading the report as much as we have been putting it together. 99



**DR SUNIL HINDOCHA**  
Chair of Trustees  
Lincoln City Foundation

**Simon Walters**  
(Deputy Chair) - Director of Communities and Environment,  
City of Lincoln Council

**Andrew Brown**  
164 Projects

**Clare Gilman-Abel**  
Administrator, Lincolnshire Cricket

**Caroline Killeavy**  
CEO, YMCA Lincolnshire

**Sam Turner**  
Community Manager, Lincolnshire Coop

**Richard Merryweather**  
Director of Sport and Campus Services, University of Lincoln

**Clive Nates**  
Chairman, Lincoln City Football Club

**Julian Purvis**

**Liam Scully**  
CEO, Lincoln City Football Club

**Pauline Tait**

## OUR LEADERSHIP TEAM

**Martin Hickerton**  
Chief Executive Officer (Executive Designated Safeguarding Officer)

**Charlotte Hornsby**  
Director of Business Operations (HR, Health & Safety, Equality, Diversity and Inclusion Lead)

**Vicki Chapman**  
Director of Finance and Governance (Data Protection Officer)

# COVID RESPONSE

Covid-19 has undoubtedly had an unprecedented impact on our communities. As a charity, the Foundation wanted to respond and continue to support individuals in our local area. Not only did we aim to maintain connections to our current participants, but we also sought ways we could adapt our delivery to reach new communities and individuals for whom the pandemic had hit the hardest.

As a direct result of the pandemic, we recognised a need to upskill our workforce in mental health to understand the triggers and behaviours associated to several mental health conditions. Thanks to funding from Lloyds Bank Foundation, 70% of our workforce are now Mental Health First Aid qualified.

## Keeping our communities happier and healthier:

### HEALTHIER COMMUNITIES

 1,079

Befriending phone calls made to isolated individuals, or those at risk of loneliness, providing friendship and companionship

 620

Activity packs created and posted to homes of over 55's containing ideas and activities to keep mentally and physical active

 147

Unique adult activity sessions delivered including virtual coffee mornings, garden gate visits, and outdoor health walks

 136

Deliveries of food or medication to vulnerable residents across Lincoln by our Community Response team

### SPORT AND PHYSICAL ACTIVITY

 71

Football Development players engaged through online sessions

 270

Members joining a virtual group to access weekly home sport challenges

 1,711

Key Stage 2 children from 12 primary schools engaged in the 'Joy of Moving' festival of sports, inspiring young people to keep active

 1,207

Online engagements via 'PE with Kat', providing weekly online PE lessons for Key Stage 1 children to help them keep moving at home

### EDUCATION AND EMPLOYABILITY

 51

BTEC students engaged through virtual learning, receiving 12 hours of online teaching per week

 90%

Virtual attendance for online learning

 45

Young people completing 3 virtual NCS programmes delivering skills ready for the world of work or further education

 32

SEN students taking part in virtual NCS programmes and planning fundraising events and campaigns for their own schools

### Foundation Feedback

*"In these difficult, abnormal times I look forward to trying to put some planning of my week in place. I try to attend as many Health Walks as possible and look forward to the walk while talking and sharing any news with any other members. I also feel more upbeat after the walks than before I go on them and they give me something to look forward too."*

**Clive**

*"I really enjoy the Zoom calls on a Wednesday morning and look forward to them from waking up in the morning. It enables us to remain in touch with others as well as sharing updates on each other's wellbeing and having a laugh. We usually have a quiz on various topics, which helps keep the brain active."*

**Maureen**

### Lockdown Champions

*As lockdown restrictions eased, the Foundation celebrated some of the amazing acts of kindness that took place within the Sincil Bank community in Lincoln through the Sincil Lockdown Champions Awards. Four winners were recognised under the categories Children's Champion (supporting under 16's), Shielding Superhero (going above and beyond for the vulnerable), Ultimate Under 18 (a young person who made a difference) and Brilliant Business (a local business or group that helped residents.) The winners: Sam Langford, Joel Tinsley, Michael Bellshaw, and Daniel Purdy, all received a special gift and certificate delivered to their door as thank you for the difference they made during the pandemic.*



# INSPIRING STORIES



## Inspiring Story: Elaine Elvidge

Elaine connected with the Foundation through the 'Tackling Loneliness Together' project, which was delivered as a direct response to the Covid-19 pandemic through funding distributed by the EFL Trust.

*"My first contact from the Foundation was a phone call during lockdown asking me if I was ok and how I was coping. It made me feel quite emotional that someone who didn't know me cared enough to get in touch during such a strange and difficult time. After our conversation I then received their activity booklets, and there were invitations to join in walks, meetings and learn new skills. I began going to the LNER stadium to meet up with others. I cannot praise the staff enough for their warm and friendly welcome which immediately made me feel at ease. I found it so enjoyable meeting new people and having the opportunity to be in the stadium, which only a football fan could totally understand how much I had missed it! I now feel a sense of belonging, and I know that if I'm feeling down or anxious, I can get in touch with the Foundation, which is extremely reassuring."*

It is through providing support to individuals like Elaine that the Foundation was able to contribute to the EFL Trust's 'Tackling Loneliness Together' project winning the Community Award at the 2021 Leaders Sports Awards: a testament to the significance of the project at such a critical time of need.



## Inspiring Story: Pal-Ko

Pal-Ko started attending our Premier League Kicks programme this past year. Premier League Kicks gives all children aged 8 – 18 free access to sport no matter what their background is. Funded by the premier league, this session gives Lincolnshire children equal opportunities to get active and follow their passion for football. When Pal-Ko started to attend the sessions held at the LNER stadium by Lincoln City Foundation, he showed a passion for football and a desire to improve and develop if given the opportunity.

During these sessions Pal-ko's footballing talent was spotted by a member of our Football Development Team. Our Team quickly assessed Pal-ko and offered him a placement in our Advanced centre, playing alongside other talent players to progress his ability. Pal-Ko continued to impress in our sessions, showing a raw talent and bringing a street football aspect to our groups. Our team decided to re-assess Pal-ko and quickly it was recognised his development would best suit our highest tier, our Elite section.

Amy Kay, Football Development Manager says  
"Pal-ko is an exceptional player who has quickly progressed through our centres. If it wasn't for the generous funding from the Premier League, we might have never discovered his talent. We are pleased that Lincoln City Foundation gets to be part of Pal-ko's success story, of which we are sure has much more to come, watch this space"

Pal-Ko now represents Lincoln City playing in our Elites U15/U16 squad competing against Premier League Community Trusts such as Norwich/ West Ham and Chelsea. A much-loved and respected member of the group, Pal-Ko and the U15/U16s have created an inclusive family feel to their team, welcoming players from all different backgrounds to represent the Lincoln City Badge.

This would not have been possible without the Premier League kicks Session and our Football Department's desire to make football truly inclusive and accessible to all.

# SPORT AND PHYSICAL ACTIVITY

The Foundation aims to use the power of sport and football to inspire individuals to become more active and to increase levels of physical activity participation across the communities with which we engage.

Through our Holiday Club provision, Football Development pathway, and schools programme we have sought to address inequalities in sport and physical activity providing improved access to community projects. Throughout the Covid-19 restrictions this meant our delivery teams being both creative and adaptive to ensure regular sports participation was still achievable throughout our participant network.

This year we worked closely with our partner schools to meet physical education needs in the everchanging school environment, whilst outside of the curriculum, we provided multi-sport Holiday Club provision for children utilising our brand new 3G facility. This venue is now also the proud home of our expanding Football Development pathway, providing a progressive route for both male and female footballers.

As a Community Club Organisation part of the English Football League (EFL) network, we have a huge opportunity to engage with fans and their families to inspire them to embed positive activity choices which will create behavioural change across Lincolnshire for long term impact.



96.3%  
Participant Impact

91.2%  
Participant Satisfaction

## Danny Carter, Head of Sport and Physical Activity

*"Getting children and young people involved in regular physical activity, play and competition at an early age will help embed a love of movement, which is essential for providing a platform for future generations to live a healthier lifestyle."*

18,500 Engagements with primary school children across our partner schools

768 Hours of physical activity delivered to primary aged children

14,212 Engagements with Football Development participants

413 Children taking part in our Football Development pathway

53 School teaching staff supported through CPD interventions

50+ Hours of sports delivery to our Down Syndrome Active Football team

1889 Engagements with children via our holiday club provision



## Foundation Feedback

*"Last year was an extremely difficult season for all. The Foundation did all they could for the children despite not always being able to run the sessions, for example providing at home challenges. The season ahead is very exciting, and we look forward to continuing to be part of the Foundation. It is very clear to see the direction and ambition for the charity. Big thank you to the team."*

## Football Development Parent

*"I have several children in class, who have never fully enjoyed P.E like they do now. Their faces light up when they see the Foundation coming to deliver their lessons and now look forward to PE on Tuesday afternoons."*

## Class Teacher, Walcott Primary School



# HEALTHIER COMMUNITIES

The Foundation aims to contribute to healthier communities by providing and delivering programmes which are designed to promote and facilitate healthy living.

This year we launched Team Talk, an early intervention male mental health project in response to the hard-to-read statistics around suicides in Lincolnshire, and Fighting Fit, a programme designed for people living with or recovering from Cancer, supporting rehabilitation and reducing the risk recurrence.

We have continued to deliver the Extra Time Hub project, now in its third year, that looks to tackle social isolation and inactivity in those aged over 55. To enable the project to adapt to the changing needs of our participants post Covid, we have relaunched this provision under several themes to suit differing needs.

Our commitment to enhancing communities includes supporting the Sincil Bank neighbourhood in Lincoln, in which our LNER Stadium is located. Our National Lottery and DCMS funded Place Based Social Action project is now in its third year after receiving more than £250,000 of investment for the local area.

This year we have continued to support Sincil Bank residents to achieve their collective vision for their community. This has included developing a Community Land Trust, which is focused on regenerating assets in the neighbourhood, such as transforming neglected green spaces into community gardens.

Our engagement with Sincil Bank residents who do not speak English as a first language has additionally strengthened, with English language classes now taught both virtually and face to face, increasing the reach of our class provision.

## Alice Carter, Head of Healthier Communities

*"We recognise the importance of diversity and innovation in our delivery to best inspire and motivate individuals to engage in health and well-being community activities. We believe in celebration and reward for community achievements, and empowering others to contribute to their local area."*

**100** Engagements from men via the Team Talk project

**142** Over 55s registered as Extra Time Hub members

**27** Engagements in Fighting Fit since launching the programme

**87** Individuals learning English as a second language

**430** Engagements across our English in the Community programme

**114** Residents from the Sincil Bank neighbourhood involved in community activity



**85.5%**  
Participant Impact

**88.25%**  
Participant Satisfaction

## Foundation Feedback

*"Having undergone treatment for breast cancer earlier this year and the subsequent recovery period I felt I had lost a lot of my fitness. The [Fighting Fit] sessions were in tune with my ability level at the time, exercises were tailored to those that were comfortable to me following surgery. The sessions progressed each week and by week 10 I was feeling much fitter and stronger. The course gave me that confidence to bounce back and get back in control. Thank you."*

### Fighting Fit Participant

*"As new immigrants, we cherish very much the chance to learn English conversational skills, which help us communicate fluently and effectively in our daily life. We are very much grateful for the effort of our English teachers who tutors us patiently and attentively. We wish to extend our tribute to them for their instructions and encouragement for us to speak English without fear."*

### English Language Class Participant



# INSPIRING STORIES



## Inspiring Story: David Christopher

David has been a regular member of the Foundation's Extra Time Hub project since connecting to the team during the Covid-19 lockdown period. David joined a Health Walk at his local park, where he got a chance to walk, talk and meet with people from his area. David now attends the weekly Stadium Meet Up and Extra Time Hub sessions, and it is something he looks forward to each week. David's walks have also inspired him to keep active more often, and he now walks from home to the Stadium twice a week, as well as continuing to walk with friends he met at the park.

*"I love it at the Foundation, and it gives me a reason to get out the house and see some friendly faces. Through attending the Stadium Meet Up sessions I have met lots of new people and I look forward to being able to chat to friends. We talk about football and being in the Stadium inspires us to connect with each other around sporting stories and memories."*

*Each week David also brings along one of the teddy bears he has repaired, who has now been named 'The LNER Bear'.*

*"I think everyone loves our little LNER Bear and I hope he raises a smile! Coming along to Extra Time Hub sessions certainly makes me feel happier."*



## Inspiring Story: Chloe Stevens

Chloe connected with the Foundation via a youth project and has used this experience to grow personally and engage across several other programmes. Chloe was mentored by a member of Team Foundation to build her confidence and signed up as a Premier League Kicks volunteer, helping to deliver a range of different sports sessions and supporting the youth-led delivery. Chloe additionally went on to participate in the Foundation's Summer National Citizen Service programme, where she excelled in her teamwork and leadership.

*"The staff have been fantastic at supporting me through my journey with the Foundation. I have social anxiety but went on a trip, and everyone was so welcoming and nice. I have enjoyed being a part of children's activities at Premier League Kicks and I am hoping to carry on volunteering and branch out to other projects and programmes, helping others in the local community."*

Thanks to her connections with the Foundation, Chloe has been inspired to progress into Higher Education and is undertaking a qualification that will enable her to work with children and young people in the future.

# EMPLOYABILITY AND EDUCATION

The Foundation aims to provide positive learning environments to inspire people to develop 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.

Lockdown restrictions had a significant impact on our BTEC and Foundation Degree programmes, however we adapted to respond to the needs of our learners by facilitating online learning and tutorials. We were also unable to provide the residential component of our National Citizen Service (NCS) programmes, but again adapted our offer to fulfil the programme objectives and inspire young people through innovative sessions and social action projects in communities across Lincolnshire.

This year we have been able to showcase the diversity across our department. We launched our employability programme, initially with an online offer, and then a face-to-face traineeship programme. We have worked in partnership with Port Vale Foundation Trust to deliver a secondary school mentoring programme and have connected with HMP Lincoln to deliver a purpose-led programme to support rehabilitation upon release. We have also delivered another year of our Premier League Kicks programme to address anti-social behaviour and engage with the young people in our local community.

**Hanna Storey, Head of Education and Employability**  
*“Through the delivery of our diverse Education and Employability provision and our links to local employers and industry, we have an opportunity to develop young people who will ultimately play a key role in our county being prosperous and sustainable. It is essential that we meet their academic and social needs to produce our future workforce and inspire tomorrow’s next business leaders and entrepreneurs.”*

**51** Post 16 education learners studying BTEC Extended Diploma

**100%** BTEC pass rate

**10** National Citizen Service programmes delivered

**388** Young people taking part in National Citizen Service programmes

**178** Young people attending the Premier League Kicks programme

**4** Kickstart placements provided



**88.2%**  
Participant Impact

**81%**  
Participant Satisfaction

## Foundation Feedback

*“I have loved experiencing rock climbing this week, making new friends, seeing people I have not seen for a while, learning to speak to people more confidently, hearing speeches from international athletes, designing all the visuals and posters for the business challenge...can we do it all again?!”*

## National Citizen Service Participant

*“My Kickstart job role, Community Fundraiser, was different from what I had experienced before. However, I was able to use my skills and experience to create helpful material for this charity, while also learning new things along the way.”*

## Kickstart Placement



# ENGAGEMENT

Like most charities across the UK, the Foundation has suffered due to the Covid-19 pandemic in terms of engagement and fundraising opportunities. This has affected us financially, but also prevented us from interacting more widely with communities and stakeholders at countywide events.

Despite the challenges, as a participant led organisation we sought to adapt and apply innovation to our strategies to remain resilient and ensure we could reach individuals, partners, and stakeholders across Lincolnshire.

Our Walk in the Park event was designed as an inclusive fundraising challenge, allowing supporters to set their own distance and completion date to suit them. The virtual walking event replaced plans for a traditional mass participation walk, but still inspired families and friends to explore their local area and use their steps to raise funds for our male mental health programme. Our Lincoln City Half Marathon was postponed, with entrants instead encouraged to 'Run in Red' across the event weekend in September 2020 setting their own distance challenge.

Our online communication channels became crucial for disseminating information to our participants and networks. We aimed to reach new audiences via launching our Lincolnshire Buzzcast podcast, featuring regular guests from across Lincolnshire, and ventured into the world of Tik Tok. In January we unveiled our new website, an inclusive platform with the ability to translate content into different languages easily.



**Elizabeth Welch,  
Head of Engagement**

*"Digital communication has come in to its own during the past year, and this has encouraged us to become more inclusive and resilient to ensure that people know what we do and to enable us to connect effectively with key partners and advocates."*

**2,641** Downloads of the Lincolnshire Buzzcast podcast

**13,887** Visits to the Foundation website

**8,018** Followers across Foundation social media channels

**48,388** Engagements in Foundation social media activity

**40** Fundraising event engagements



## Inspiring Story: Luke Lovelidge

Luke Lovelidge, a Head Teacher at Benjamin Adlard Primary School in Gainsborough, took on the Walk in The Park challenge to raise funds to support the Foundation's Team Talk male mental health project. Luke formed a team of walkers and together they covered an amazing 30 miles on foot from Belton House in Grantham to Welton in Lincoln during a day of non-stop rain in May. By taking on the challenge Luke not only set a good example to his pupils in promoting positive mental health and the importance of talking to someone, but also embodied the Foundation's values in working together as a team. Luke's motivation for supporting the Team Talk project was clear.

*"Sadly, I know people who have suffered with their mental health in the past and as a result, I think it's important to do what we can to ensure that there are services to support those that aren't lucky enough to have that support network around them."*

Luke and his team raised an incredible £1,910 for the Foundation which was of immense value to our Team Talk project.



## Inspiring Story: Charlie

Charlie, aged 10, took on the Festive Foundation Challenge, which asked people to walk a mile a day during the run-up to Christmas. The challenge inspired Charlie, who plays within the Foundation's Football Development programme, and he decided to run every mile whilst raising money for the Foundation at the same time. Charlie continually tested himself, often racking up 2 miles or more each night, and kept motivated during the cold, rainy, winter evenings. He proved to be an inspiration to others and embraced the values of the Foundation.

*"Marcus Rashford and my dad inspire me, and because I play for Lincoln City Foundation and really want to help."*

Charlie raised an amazing £1,061 for the Foundation which was of incredible support to our community projects.





# LINCOLN CITY



In April 2021 the Lincoln City proudly reopened a newly refurbished 3G facility based at the LNER Stadium. The refurbishment was made possible thanks to investment from the Premier League, The FA and Government's Football Foundation, as well as capital investment from Lincoln City Football Club. The 3G itself forms part of a wider project to provide vital green space and community facilities.

Since reopening, the 3G has been the delivery base for a variety of the Foundation's programmes including those to improve the health and wellbeing of individuals, practical teaching to complement our education provision, and the training base for our Football Development programme. The facility is also an important asset for the local Sincil Bank area in Lincoln, and the Foundation's Premier League Kicks project particularly aims to enable young people to have access to the site.

*"With the fantastic work of our Foundation taking a priority, this facility plays a key role in supporting our communities post-pandemic, giving so many local people access to the delivery of engaging activity sessions and playing sport and physical activity available to all."*

**Liam Scully, CEO, Lincoln City Football Club**

**89%** of hours available for community activities

**1,071** hours of sport and physical activity

**41** external customers accessing the facility on a regular basis

**Lincoln City Football Club**



# FINANCIAL SUMMARY



The Foundation recognises the importance of being financially stable and creating the balance of holding enough reserves to cover unforeseen risks, whilst not holding too much in reserves in order that surpluses can be reinvested back into our charitable activities to further support our communities.

“We have been through two challenging and uncertain financial years in the midst of the global pandemic whilst maintaining and subsequently increasing our surplus position. The adversity we have faced has taught the team that we are resilient, and this must be part of our working ethos as we focus on our continued delivery and strive for sustainable growth, aiming to achieve income in excess of £1m for the financial year 2021-22.”

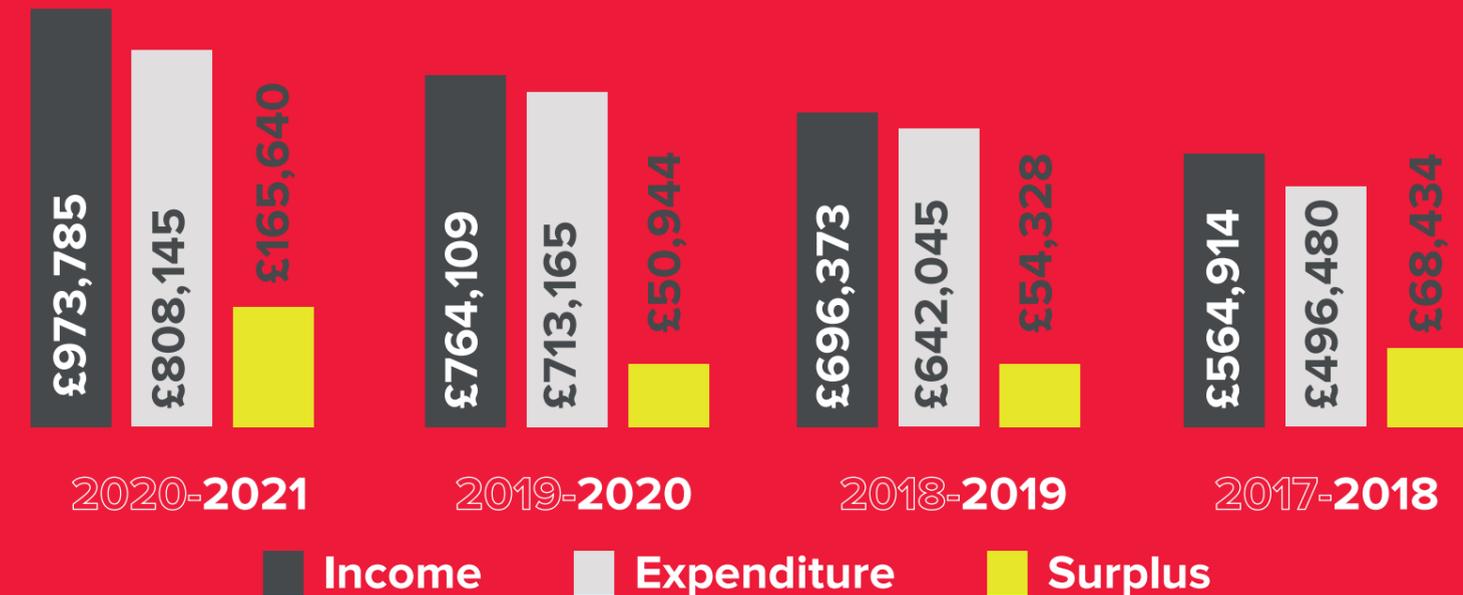
Vicki Chapman, Director of Finance

“During 2020/21 our total income grew by 27% from £764k to £974k. Two thirds of this increase reflects National Lottery funding for our Place Based Social Action and English in the Community projects which will be undertaken during 2021/22.

“The Foundation is financially stable and believes it is holding enough reserves to cover unforeseen risks, whilst reinvesting any additional funds into our charitable activities to further support our communities. Our surplus on unrestricted funds of £70k in 2020/21 has enabled us to set aside a Development Fund of £65k. This is earmarked for a range of organisational and programme development initiatives. Further funds are being sought to help us deliver even more community benefits.”

Julian Purvis, Lead Finance Trustee

## INCOME



# MEASURING OUR IMPACT



The Foundation is committed to demonstrating the value of the work we do via consistently and effectively gathering evidence, evaluating, and promoting our work. This enables us to create a clear understanding of the difference that we are making to individuals and communities across Lincolnshire.

This Impact Report has been compiled using quantitative data sources, the results of participant impact and satisfaction surveys, and qualitative case studies. It uses data collected from the period September 2020 to August 2021.

Quantitative data has been used to establish factors such as single and unique engagements, and hours of provision, and has been gained from data collection completed by staff as part of our core monitoring processes e.g., session registers.

• **Unique Engagements** – a unique engagement is a participant that engages with us but will only be counted once regardless of number of engagements.

• **Single Engagements** - a single engagement is contact with a participant on a single occasion. Participants that attend more than one session will be counted each time they engage.

Impact and satisfaction data is collected at each quarter.

Participants (or their parents or carers on their behalf) across all Foundation programmes are invited to complete the survey, the results of which produce an Impact and Satisfaction score:

• **Impact %** - our impact score is measured by asking participants a closed question (yes/no) if we have had a positive impact on their physical, mental, and social wellbeing. The impact score is then calculated as a percentage from the number of positive responses received.

• **Satisfaction %** - our satisfaction score is measured by an individualised closed question (yes/no) identified for each programme depending on the participant group and the aim of the sessions. For example, for our Holiday Club provision we ask parents if they would book with us again (yes/no). The satisfaction score is then calculated as a percentage from the number of positive responses received.

Qualitative case studies were gained from participants via a combination of semi-structured interviews and participant feedback, which helps build a picture of our programmes and provides further insight into the Foundation's impact on specific individuals. Gathering feedback via a range of open questions enables us to delve deeper into our programmes and helps us meet the needs of our participants and our communities. We read all feedback and use the evidence to make recommendations for continuous improvements. We additionally use positive comments to help celebrate our team and individual achievements either publicly online or through internal communication.

Lincoln City Foundation also collects anonymised Equality, Diversity and Inclusion (EDI) monitoring data for participants, our workforce and our volunteers. This helps us understand who we are engaging with and helps us identify who else we should be working with. Our EDI report is published annually in December for the previous year.

Moving forward, impact and evaluation is an area the Foundation wants to develop further across our organisation. We are currently working collaboratively with University of Lincoln academics to explore how to enhance and refine our data collection and analysis methods, which will help develop our future impact reports.

# AHEAD LOOKING



Lincoln City Foundation are committed to supporting Lincolnshire through the post pandemic recovery for People and Communities.

As a participant-led, innovative, and sustainable charity, we find ourselves in a strong position to connect across sectors and provide opportunities for individuals to inspire and empower.

**Over the next 5 years those most vulnerable in our society will need our help, to:**



Increase physical activity levels and encourage healthy lifestyles



Foster good mental health and wellbeing reducing the demand on clinical and emergency resources



Inspire and educate to contribute to the county's economic sustainability and growth



Reduce social isolation, enabling environments to thrive, creating communities of choice, prosperity and diversity.

In 2021-22 we have set ourselves some ambitious targets around engagement, delivery, participant achievement and funds for reinvestment into charitable programmes that will support meaningful, long-term impact for people in Lincolnshire. We are also relaunching our flagship Half Marathon event due to take place in autumn 2022 that will see 3,000 runners and walkers celebrating diversity, physical activity and our Lincoln communities.

# THANK YOU



**DONATE**



**FUNDRAISE**



**BECOME A VOLUNTEER**



**ATTEND AN EVENT**

Thank you to our extended team, our partners, and Lincoln City Football Club for all their support this year – we have immensely appreciated collaborating and connecting to help individuals and communities across Lincolnshire to improve their physical, social, and mental wellbeing.

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

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



**ATTEND OUR SESSIONS**



**BECOME A BUSINESS PARTNER**



**PROVIDE IN-KIND SUPPORT & EXPERTISE**



**SPREAD THE WORD AND STAY CONNECTED**



# Lincoln City Foundation

Registered Charity Number: 1128464

Lincoln City Foundation, LNER Stadium, Sincil Bank, Lincoln, Lincolnshire, LN5 8LD.

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