



ANNUAL REPORT

*APRIL 2022 -
MARCH 2023*

MORE PEOPLE
MORE ACTIVE
MORE OFTEN

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CEO FOREWORD



This Annual Report highlights some of the work delivered by Active Lincolnshire from April 2022 to March 2023, in support of our mission to enable more people to be more active more often. The sport and physical activity sector in Greater Lincolnshire and Rutland is worth approximately **£788 million to the economy** with around **28,000** people employed in the sector, and **2,400** organisations (including charities and voluntary groups) involved in delivering physical activity services or supporting the sector.

We recognise the challenge of inactivity requires a shared, whole system approach. The refreshed **Let's Move Lincolnshire Strategy**, launched at the Lincolnshire Show in June 2022, is a 10-year shared plan to tackle the challenge, with a focus on supporting those people who face the greatest barriers to accessing and engaging with physical activity (see [page 7](#) for the Strategy Themes).



Tackling inequalities is the core priority underpinning our work. We have supported grassroots clubs, community organisations and groups across Lincolnshire to support people whose activity levels were hardest hit by the Covid-19 pandemic by distributing **£184,573** of Sport England's **Together Fund**.

CEO FOREWORD

Cont.

Increasing positive experiences of physical activity for children and young people is a priority theme. To support this work, we've welcomed a new Children and Young Person Lead to the team, enabling increased collaboration with partners working with children and families. We have distributed **£324,147** of **Opening School Facilities** funding to 17 Lincolnshire Schools, supporting communities to be active in areas where need is greatest.

The cost-of-living crisis has significantly affected Lincolnshire residents' ability to be active. To respond to this crisis, funded by Public Health, the **Let's Move Lincolnshire Stride & Ride campaign** promotes walking and cycling as free or low-cost activities people can participate in to improve their physical health and mental wellbeing.

We continue to develop our work with the health and care sector, focusing on embedding physical activity into health pathways. We have worked closely with maternity services in Lincolnshire to make sure physical activity is embedded in the pre- and post-natal pathway, supporting pregnant women and new mums to safely enjoy the benefits of being active.

The 18th **Lincolnshire Sport & Physical Activity Awards** in November 2022, was an opportunity to recognise and celebrate the inspiring individuals, groups and organisations across the Lincolnshire that support residents to be active and showcase some of the brilliant work that is happening in Lincolnshire.

Active Lincolnshire's work would not be possible without the support and funding from Sport England, our committed local partners and stakeholders, our Board of Trustees and our dedicated, hardworking team who are so passionate about making a difference to the communities we serve.

Thanks to everyone who supports us.



Emma Tatlow, Active Lincolnshire CEO



02

*ABOUT ACTIVE
LINCOLNSHIRE*

MORE PEOPLE
MORE ACTIVE
MORE OFTEN

OUR VISION, MISSION & PURPOSE

OUR MISSION : More people, more active, more often

OUR VISION : Lincolnshire is a place where everyone has the opportunity to be physically active every day

OUR STRATEGY : Let's Move Lincolnshire delivering Uniting the Movement

OUR PURPOSE :

- We champion and advocate for the positive power that sport, and physical activity have on everyone's lives
- We strive for equality and use physical activity to address social and health inequalities
- We ensure that everyone understands and recognises that movement really matters
- We provide positive experiences and accessible opportunities to encourage everyone to be active at every stage of life
- We drive and influence system change to embed physical activity in policies, strategies, decisions, education & awareness

UNDERPINNED BY OUR CORE VALUES:

INTEGRITY, COLLABORATION, INCLUSIVITY, INNOVATION, LEARNING

LET'S MOVE LINCOLNSHIRE STRATEGY THEMES



Recover and Reinvent

Providing the physical activity and sport sector with support for a strong sustainable recovery. Reinventing itself to meet the needs of our diverse communities.



Connecting with Health

Supporting health and care system partners to embed physical activity messaging, conversations and signposting across all relevant touch points.



Connected Communities

Using physical activity and sport's ability to make better places to live by building on local strengths and assets, empowering residents to identify and lead change.



Children & Young People

Addressing the policies, infrastructure and environments that have a negative impact on children and young people's ability to access opportunities to be active.



Active Environments

Addressing the significant challenges across Lincolnshire for residents to access the spaces around them including built facility and public realm and supporting Active Travel.



Agile Systems

Enabling stakeholder networks to work closely and flexibly, sharing data and conceiving ideas, that enable problem solving, and break down barriers.

ACTIVITY LEVELS IN LINCOLNSHIRE

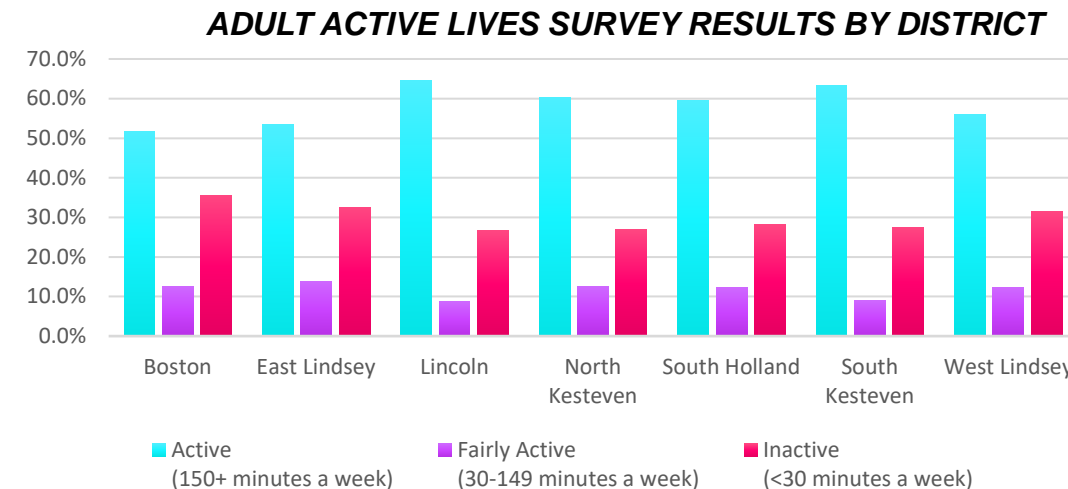
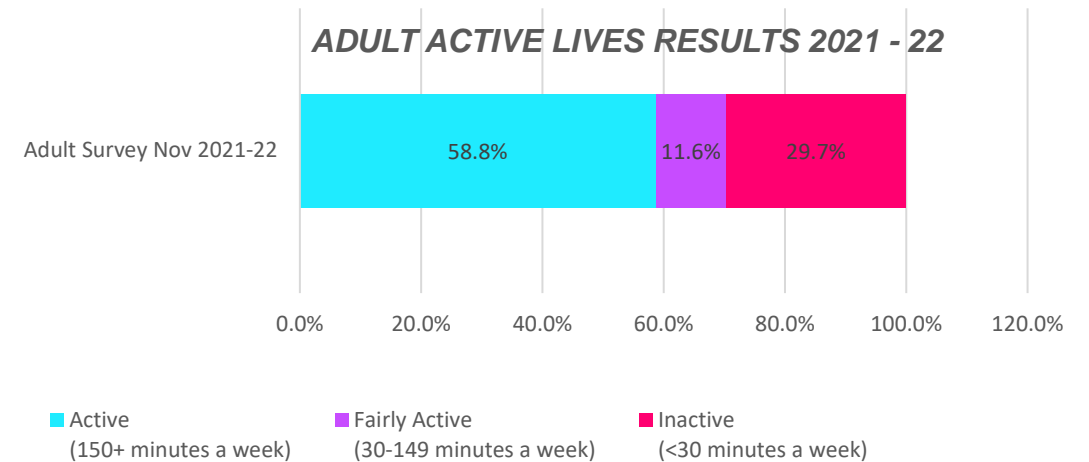
Physical activity is measured through the Active Lives surveys using Chief Medical Officer (CMO) guidelines on recommended levels of activity.

In Lincolnshire we are 5% lower than national percentage of the adult population and 1.6% lower than national percentage of under 16's classed as **Active** (see next page for more details for Children & Young People).

Across the local authority districts there are significant differences in activity levels, with a 13% difference between the highest and lowest districts for adults classed as active, this gap has narrowed from a 20% difference last year..

People from lower-socio economic groups and with long-term health conditions including disabilities, tend to be less active. Environmental factors, policies, infrastructure, and access also play a part.

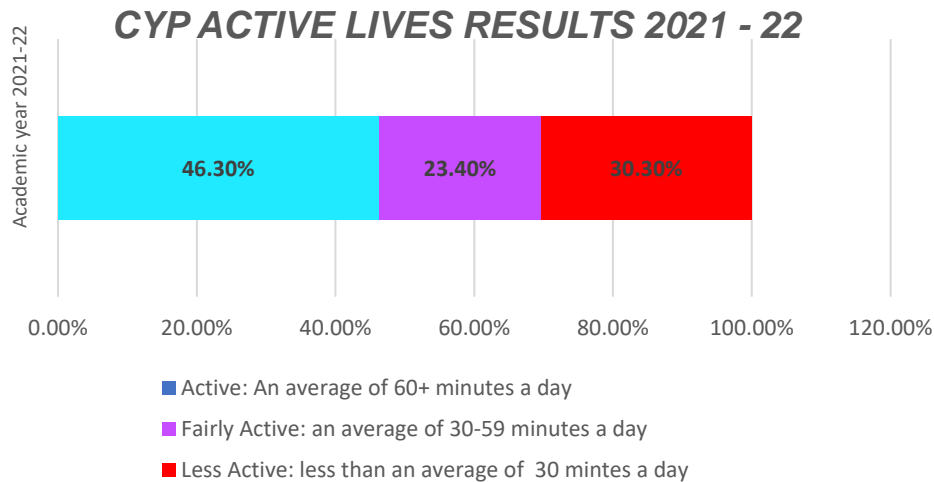
Adult Lincolnshire Data



CYP ACTIVITY LEVELS

Find out more about how we administer the Active Lives Survey in Lincolnshire. [↗](#)

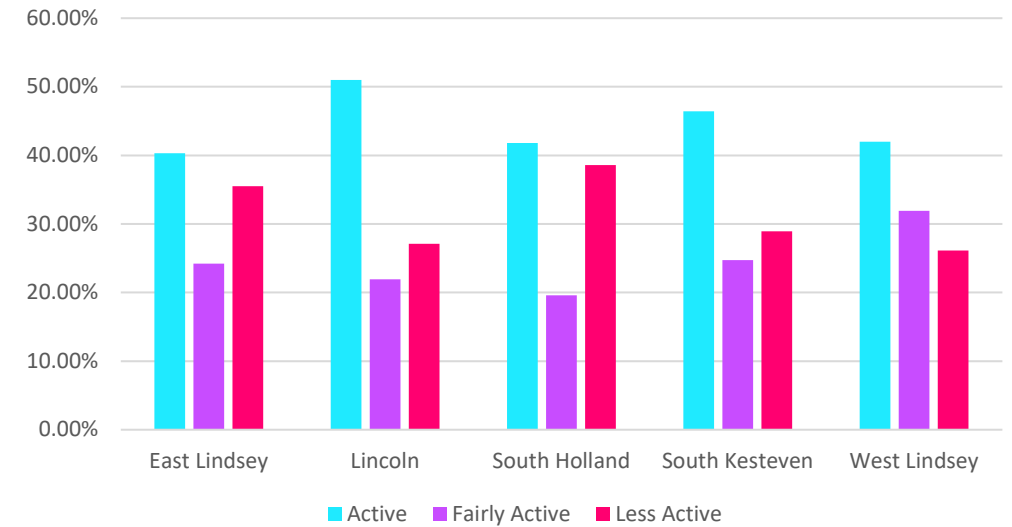
Sport England's Active Lives Children & Young People's Survey measures children's activity levels. The same trends for variations between Lincolnshire districts are reflected in the children and young people data as adult data, with variations between districts.



0.2% more **Less Active** (less than 30 minutes a day) children and young people in Lincolnshire Active Partnership compared to national average.

In terms of **Active** (60 mins+ on average on day) Lincolnshire Active Partnership area sits **0.9%** lower than national average.

ACTIVITY LEVELS BY DISTRICT



NB: Data incomplete for North Kesteven and Boston..

East Lindsey and South Holland have a high percentage of children classed as **Less Active** at **35.5%** & **38.6%**, compared to the national figure (**30.1%**)

Compared to the national average (**47.2%**) **Lincoln** has a high per (**51%**) in terms of **Active** (60 mins + a day)

[Find Out More](#) [↗](#)

03

AGILE SYSTEMS

Advocating for an agile systems approach and enabling stakeholder networks to work closely together for mutual benefit.

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LET'S MOVE LINCOLNSHIRE STRATEGY REFRESH

'Let's Move Lincolnshire' is the countywide strategy for physical activity and a key strand of the Lincolnshire Joint Health and Wellbeing Strategy. It supports the delivery of Sport England's national strategy, 'Uniting the Movement'.

- In light of the Covid pandemic and the cost-of-living crises, the shared strategy for physical activity needed to be refreshed and updated.
- Active Lincolnshire commissioned the University of Lincoln to produce [The Let's Move Lincolnshire Strategy Report](#) which was published in March 2022.
- Task and Finish Groups were held in April 2022 to review the consultation data and develop short and medium-term strategic targets.
- The refreshed strategy was launched at the Lincolnshire Show in June 2022
- The strategy was presented to the Joint Health and Wellbeing Board in June 2022, the Team Lincolnshire Event, 'Driving Community Growth and Economic Prosperity' in June 2022.
- The strategy has been shared with health system partners, district authorities and leisure sector



COLLABORATIVE WORKING

Active Lincolnshire is committed to collaborative working. We work with a number of partners from the sport, physical activity and health sector.

- During 2023-23 we attended workshops for the Integrated Care System Partnership Strategy and the Lincolnshire Communities Strategy.
- We supported the seven District Councils to develop the physical activity strands of their shared Health and Wellbeing strategy.
- We are representatives on the South East Lincolnshire Partnership Board and Healthy Living Executive Officers Network
- We are representatives on a number of strand specific networks and groups, which are detailed in relevant sections of this report.

Connections we have strengthened this year include:

Lincolnshire FA.

Shine Lincolnshire

One You Lincolnshire

Involving Lincs Voluntary sector network

HAF (Holiday Activities and Food programme)

NGB (National Governing Bodies)

Lincolnshire Voluntary Engagement Team (LVET)

Greater Lincolnshire Nature Partnership



SPORT ENGLAND SYSTEM PARTNERS

- Active Lincolnshire is one of 120+ system partners that Sport England fund nationally. The majority of these are Active Partnerships, national or regional partners for national governing bodies of sport, and organisations such as Spotted, Activity Alliance, Women in Sport, Youth Sport Trust.
- We worked with East Midlands Active Partnerships to bring together regional system partners at an event in January 2022. The event focused on the theme **'What is Place?'** and was attended by regional representatives from 90 system partner organisations.
- Connections have been made and these partners are being linked to local opportunities and networks including the newly established Lincolnshire [National Governing Body Collective](#).





STAKEHOLDER EVENT

Our annual stakeholder event was held in September 2022 at Boston United Football Club. **‘Moving Together: Levelling the Playing Field Across Lincolnshire’** focused on addressing the inequalities that exist in terms of access to sport & physical activity.

- We welcomed **60+** attendees from across sectors including health, police, and local authority.
- Guest speakers included **Sue Antiss** from Women's Sport Collective, **Lorna Fillingham**, who shared her lived experience of the difficulties for disabled families to access physical activity, and **Scott Hartley** (Press Red) who delved into local insight.
- Participants took part in workshops on Health (led by Roc Research) and Workforce (led by LORIC)

04

ACTIVE ENVIRONMENTS

Creating and protecting the places and spaces that make it easier for people to be active.

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FACILITIES & DEVELOPMENTS

ADVICE & GUIDANCE

As part of our commitment to developing access to opportunities across Lincolnshire we have work to support a variety of organisations offering advice and guidance to develop new facilities. Some of these include:

- Castle Sports Centre, Spalding – Advice on innovations in outdoor space development
- Focus Rides – For the development of a new multi discipline bicycle park in Louth. [The Wolds Cycle Park](#) has subsequently secured planning permission and continues to progress.
- Sharing good practice (Brentwood Cycling Strategy lead connected to North Kesteven) and created connections to ‘play innovation’, ‘healthy streets’, ‘health parks’, Sport England handbook, the LRS website etc.

SIGNPOSTING TO INFRASTRUCTURE

In 2021 we were awarded a Lincolnshire County Council grant through the Active Travel Capability Fund. The funding supported us to work in Gainsborough and Grantham to encourage active travel in these towns. As part of this work, we created **Let’s Move Lincolnshire** branded cycling leaflets which were distributed in each town as well as being made available online:

[View the ‘Cycling In Grantham’ Flyer](#)

[View the ‘Cycling In Gainsborough’ Flyer](#)



#StrideAndRide



Explore all the natural beauty on your doorstep!

Find a new walking or cycling route near you.

#StrideAndRide

WALKING & CYCLING CAMPAIGN

The #StrideAndRide campaign showcased options for walking and cycling in Lincolnshire; encouraging people to make the most of the extensive country walks and coastal routes, as well as promoting lower-intensity sports like walking netball and walking football.

The campaign encouraged more residents to join community walking groups to help improve physical and mental well-being and reduce isolation.

A variety of media tools were utilised to engage different audiences. These included; organic and paid social media promotion, leaflets, direct mailers, radio, activity sheets & digital moving billboards (on vans in coastal communities).

New photography was commissioned to support the campaign and this, along with all campaign assets, were shared with partners to enable wider reach of the campaign.



[Find Out More](#)



WHEELS FOR LIFE

LINCOLNSHIRE'S BIKE DONATION SCHEME

Wheels for Life is a new bike donation scheme developed and spearheaded by Active Lincolnshire that will support people facing transport poverty, including refugees and LSEG groups, to access bikes as a cheap, sustainable method of transport.

- The programme has been supported by £75K investment from Sport England's Together Fund
- Cycle hubs in 6 locations: Louth, Holbeach x2, North Hykeham, Grantham & Lincoln
- The scheme will save bikes from landfill and promote active travel
- The programme has included training local people with the skills to maintain a cycling offer across Lincoln (bike maintenance, led rides etc.)



LINCOLNSHIRE'S BIKE DONATION SCHEME



I realised that I had more independence in my life. My son can ride a bike as well so we can just go anywhere together. I became more active, not only physically active, but meeting people and travelling more, getting out of the house more."

Wheels For Life Bike Recipient.

[Find Out More](#)





05

CONNECTING WITH HEALTH

Working with the health sector in Lincolnshire to support residents to positively impact their health by being more physically active.

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PRE & POST-NATAL ACTIVE MUMS LINCOLNSHIRE

Working with partners including, [Better Births Lincolnshire](#), our pre- and post-natal programme helps to embed physical activity into maternity services and give physical activity providers and health professionals the knowledge they need to support women to be actively safely during the perinatal period. This year we have:

- Made new connections with other NHS services including obstetric physiotherapy and perinatal mental health to increase reach and impact.
- Trained **23** Lincolnshire This Mum Moves Ambassadors to cascade PPN awareness and knowledge amongst further networks.
- Developed a network of Sport and Physical Activity workforce delivering or advocating physical activity during pregnancy and beyond to share opportunities, good practice and successes.
- Targeted work with partners using the 'system key partners theory' (ROC Research, 2023) is in progress with initial successes in Billingham with successful new provision in place in this location.

[Find Out More](#) 



PARTNERSHIP LEARNING

We work closely with partners and other Active Partnerships to share learning and best practice. This year we have connected with Active Dorset to share learnings around embedding physical activity into the health sector. Some of the Active Lincolnshire team visited Active Dorset in summer 2023. Read the [blogs](#) to discover the learnings from the trip. Following on from this, we worked with Active Dorset to co-develop a podcast around our work in the Health Sector. Listen to the podcasts [here](#).

Active Lincolnshire sits as part of multiple steering groups connecting physical activity with health. These include:

- Active Partnership team, Public Health, NHS
- Maternity and Neonatal Transformation
- National Maternity Network
- East Midlands Mind Hub



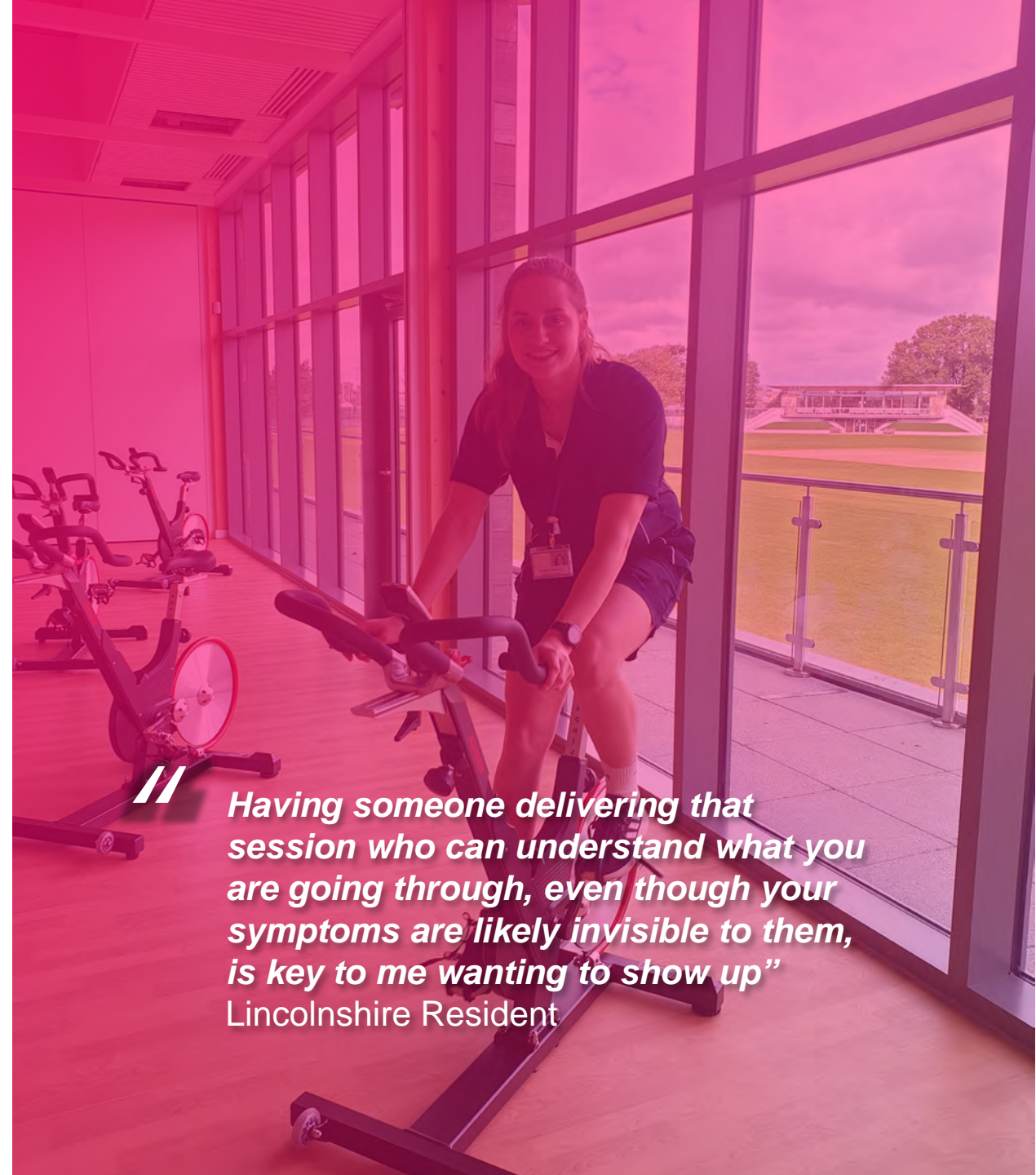
LONG COVID

Active Lincolnshire is part of a NHS Charities Together partnership that secured funding to support people with long COVID. The steering group included Lincolnshire NHS, LVET, Everyone, Lincolnshire County Council and Shine Lincolnshire.

We developed new training and guidance for the physical activity and sport sector, about how to support people with long COVID.

- We brought learning from Every-One lived experience groups into the design of guidance and [online training](#) for sport and physical activity
- Development of [Let's Move Lincolnshire content](#) to support residents with long COVID.

[Read More](#)



“Having someone delivering that session who can understand what you are going through, even though your symptoms are likely invisible to them, is key to me wanting to show up”
Lincolnshire Resident

RESEARCH & EVALUATION

ROC (Rebecca O'Connor) Research Consultancy was commissioned by Active Lincolnshire to retrospectively explore the Tackling Inequalities fund in Lincolnshire between November 2021 and February 2022. The research and resulting report published in Spring 2022 helped us to understand how Active Lincolnshire, Sport England and partners across Lincolnshire worked collaboratively to find sustainable approaches to reduce health inequalities through physical activity using the TIF.

The report produced a model which explored the relationships and networks needed to make effective system change. At the heart of the model are three core elements: **System Connector**, **System Translator** and **Change Agent**. This model has influenced our work this year engaging target communities in physical activity.

“Active Lincolnshire play an important role as System Translators. They have detailed knowledge of the local system...and are able to translate this knowledge to their partners in many different contexts from small voluntary groups to large corporate organisations. By acting as a translator, it brings different parts of the system together...”

[Read the Evaluation Report](#)

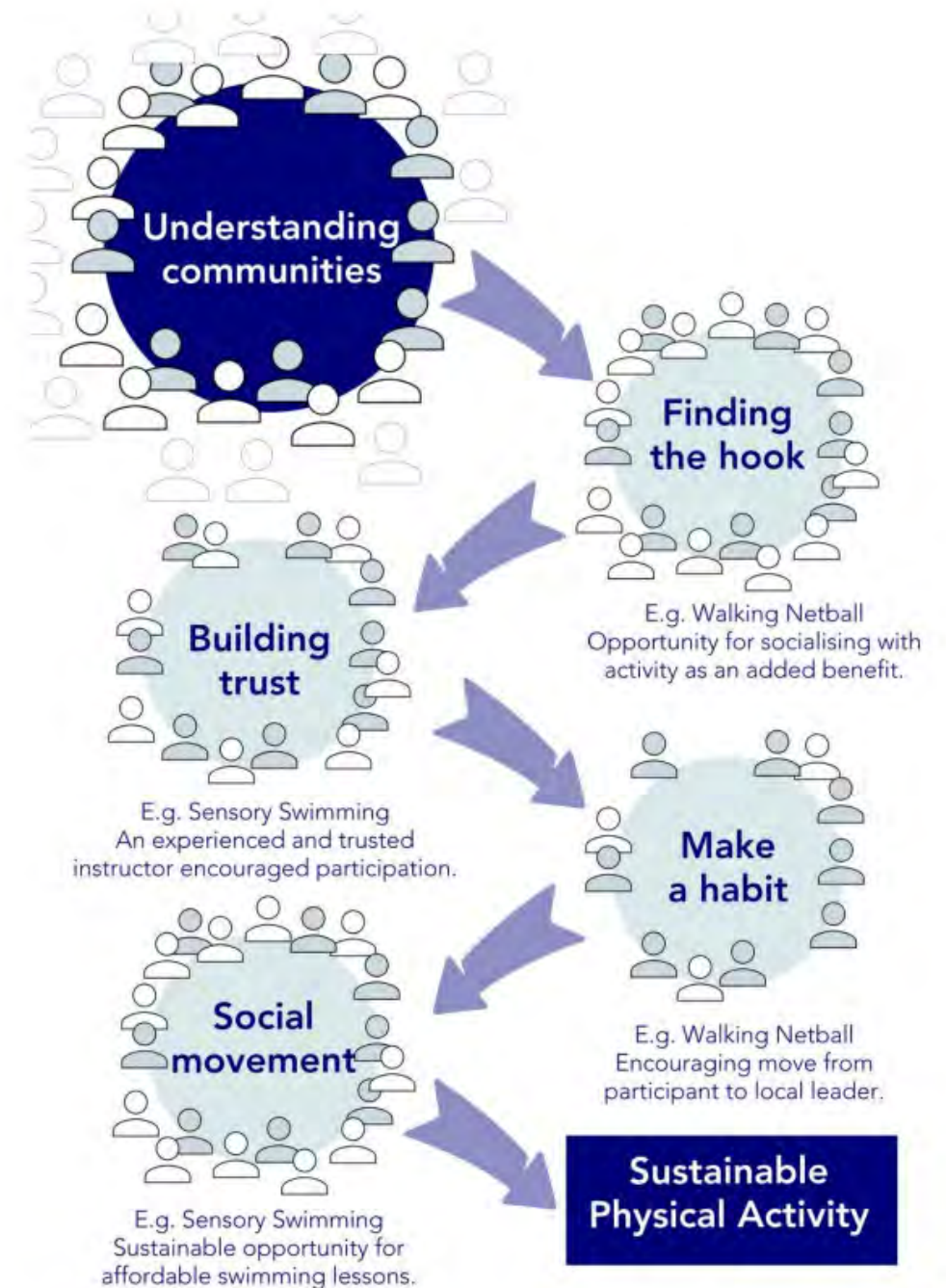


Figure 10: Engaging target communities in physical activity



RESOURCES & SKILLS DEVELOPMENT

- We have developed the [Health & Care Professionals Knowledge Hub](#) section on Active Lincolnshire website, including new links to training for professionals.
- We have created a new **monthly newsletter** aimed at providing Health & Care professionals with resources, ideas and information to help them support the people they work with to be physically active. [Sign up here.](#)
- We delivered **Physical Activity Clinical Champions** training in Lincolnshire resulting in 37 trained clinical champions across the county.
- Working with Active Dorset, we have developed [the A Tale of Two Counties' Podcast](#), which focuses on embedding physical activity in the healthcare system. Episodes include discussion of live work with Maternity, and Evaluation. We produced **8** episodes with **3.7k** downloads.



06

*RECOVER &
REINVENT*

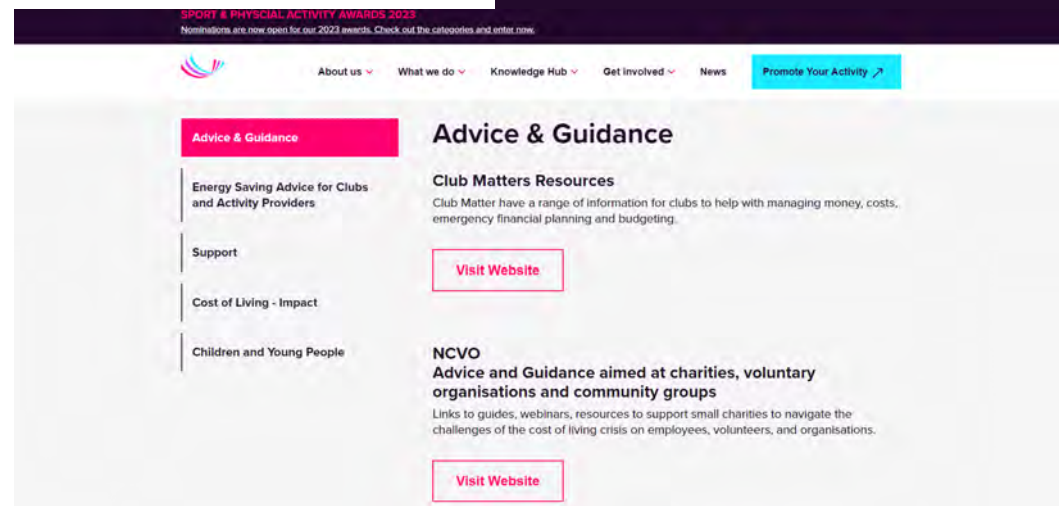
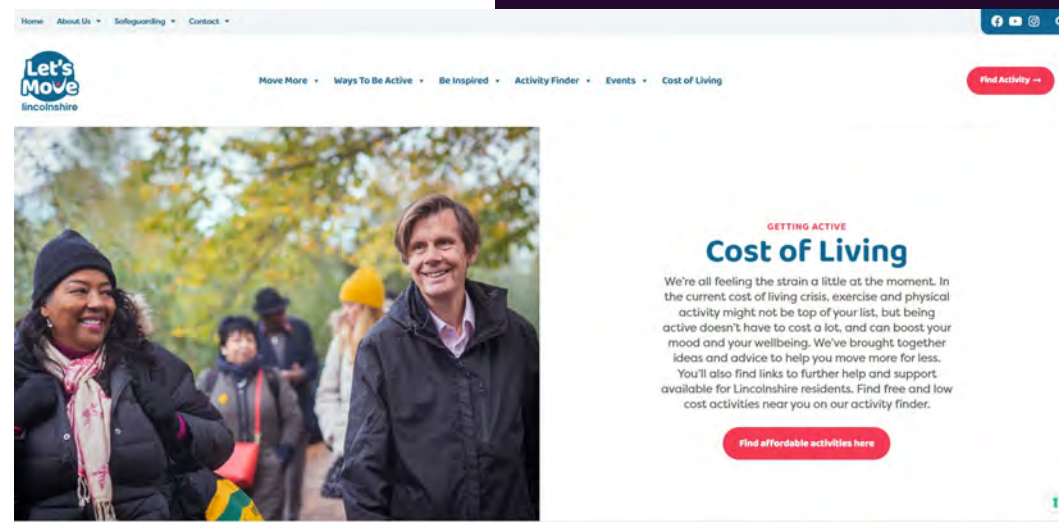
Supporting the physical activity sector to recover and helping it to reinvent to better meet the needs of our diverse communities.

MORE PEOPLE
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COST OF LIVING SUPPORT

Responding to the detrimental impact of the cost-of-living crisis we developed the Let's Move Lincolnshire and Active Lincolnshire websites to support Lincolnshire residents and clubs and activity providers respectively during this difficult time:

- We added a 'Free and Low cost' activities search filter to the [Let's Move Lincolnshire Activity Finder](#).
- We added a [Cost of Living section](#) to the Let's Move Lincolnshire website and highlighted free activities such as walking and cycling through the Stride & Ride campaign.
- We developed the Active Lincolnshire [Knowledge Hub](#) to include a section on cost of living to provide advice to clubs and activity providers.



NGB COLLECTIVE

Active Lincolnshire initiated engagement across the spectrum of National Governing Bodies with the aim of collectively addressing the county's specific challenges. Working together to develop our workforce, better understand it with a view to action against common barriers for coaches, facilitators, volunteers and more.

The majority of sport and physical activity organisations are seeking to enhance their cross-sector collaborations to meet the unique challenges our county poses. Working to understand the need for supporting localised provision with data and insight to tackle inequalities.

The first meeting was held in March 2023, with 9 organisations present: **The Golf Foundation, England Netball, Lawn Tennis Association, Lincolnshire Cricket, Lincs FA, British Judo, Lincolnshire Tennis, England Golf, Table Tennis England.**



LINCOLNSHIRE SHOW 2022

Active Lincolnshire organised the Activity Zone at the Lincolnshire Show in June 2022. We returned to the show following a two-year break due to the Covid pandemic. Over 55,000 people attended the show in 2022.

We worked with a range of physical activity providers and organisations to showcase a variety of activities including:

Active Arena, Cycle Lincolnshire, Dance Free, Giant Bikes, Leisure SK, Lincolnshire Co-op, One You Lincolnshire, Tension VR and YMCA.

We also offered wheelchair basketball, with the activity proving popular across generations of visitors to the show.

Alongside the launch of the **Let's Move Lincolnshire Strategy** at the show, we promoted the new **Let's Move Activity Finder** to providers and visitors, and invited individuals and organisations to make a 'pledge' to support people in Lincolnshire to move more.





EVIDENCING NEED

Active Lincolnshire are an evidence-led organisation, seeking to understand data and insights to underpin the decisions we, and our partners, make.

This year, working with Active Together and Active Humber we commissioned Lincolnshire Open Research and Innovation Centre (LORIC) to undertake a study in the Sport, Physical Activity and Leisure Sector of Greater Lincolnshire and Rutland. The research was published as **Understanding the Economic Impact and Future Potential of Greater Lincolnshire's Sport, Physical Activity & Leisure Sector**. It revealed the sector has a combined Gross Value Added (GVA) of approximately **£788 million**, which could grow to **£804 million** over the next four quarters. The research identifies the skills, training and provision that will be necessary for the sector based on current and future demographic trends.

[Read More](#)



THE BIRMINGHAM 2022 QUEEN'S BATON RELAY

Ahead of the 2022 Birmingham Commonwealth Games, the Queen's Baton Relay journeyed across the Commonwealth celebrating communities along the way. We worked with partners to secure the Baton's visit to Lincolnshire; on 10 & 11 July 2022 the Baton visited **Skegness, Lincoln, Boston** and **Grantham**, passing through key locations in each city and town.

Active Lincolnshire worked with The International Bomber Command Centre (IBCC) to provide a free public event celebrating the Baton's arrival. The event featured fun family friendly activities to join in with including, wheelchair basketball, bowls and bouldering as well as a Commonwealth Games themed performance from Hub Dance team.

[Find Out More](#)





07

CONNECTED COMMUNITIES

Bringing communities together through physical activity and strengthening and building on local assets and opportunities.

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PLACE-BASED WORK

Recognising the multiple influences on a person's ability to be active, there is an understanding that focusing efforts on a 'place' and understanding the needs, motivations and circumstances affecting people in a place can help demonstrate impact.

- Following a review of data and understanding local need, Active Lincolnshire have focused on understanding **Mablethorpe** and what impact 'a place-based' approach may have.
- As part of this area of work, we have met service providers such as the MCN, worked with the District Authority to understand the investment planned for the town and connected with CVS organisations such as the Coastal Centre.
- We have supported sector growth in the area through programmes such as the Together Fund.

[Read More](#)



OLDER ADULTS EVENT

Active Lincolnshire, in partnership with the **Centre for Ageing Better**, hosted a collaborative learning opportunity in February 2022 for physical activity providers and partners in Lincolnshire. The event aimed to support the sector to better understand the needs of older adults, giving them the knowledge to deliver appropriate programmes to encourage activity in this audience group and better promote the opportunities that are available.

Outcomes included:

- The sport and physical activity sector better understands needs of older adults.
- Increased communication of physical activity opportunities through wider network of voices and channels.
- Increased cross-sector collaboration.
- Better connected and aligned resources and processes across sector and non-sector systems.

“It was a great opportunity to address a common goal for Lincolnshire as a whole. Often we get caught up in our own bubbles and don't look at the neighbouring districts, when we could easily share ideas.”

Attendee from South Kesteven
District Council





08

CHILDREN & YOUNG PEOPLE

Creating positive experiences of sport and physical activity for children and young people across Lincolnshire.

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SCHOOL GAMES

The School Games provide sport and physical activity opportunities and experiences for young people to enjoy. Working with schools and the network of School Games Organisers (SGOs) we help schools deliver accessible School Games activities.

Highlights of Summer term 2022 to Summer term 2023 activity are:

- Collaboration with **Panathlon Foundation** and **SGO's** to engage pupils with SEND needs to participate in an inclusive multi skills environment.
- **Girls Active Programme** - delivered in partnership with Youth School Trust and Lincolnshire Secondary Schools. The project identified and trained girls who showed leadership traits to inspire, motivate and engage their peers. **419** girls were engaged from the **56 Girls Active Leaders**.
- **Year 7 Transition Event** – collaboration with SGO's and various activity providers to support young people starting Secondary school to develop self-esteem, social skills and foster relationships with their peers through participation in sport and physical activity.
- We funded SGO's to deliver in their specific areas (22/23 academic year). SGO's are required to use this funding to deliver a localised programme which focusses on the School Games outcomes and deliver events and projects that meet local need.

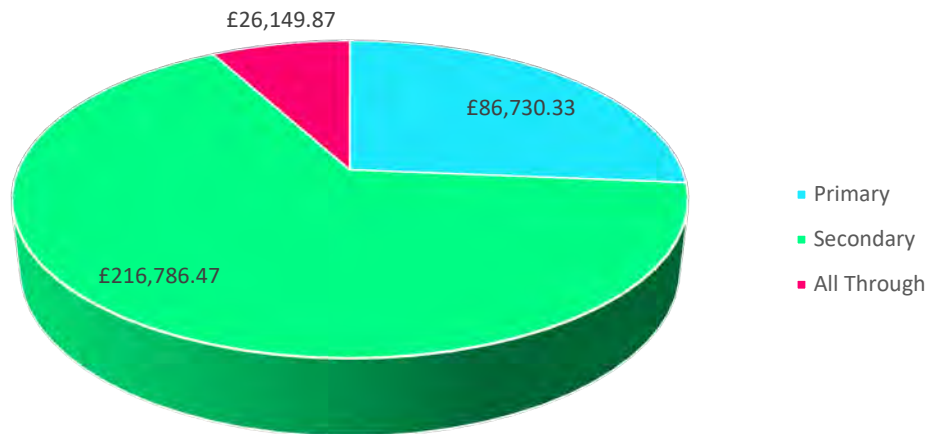


OPENING SCHOOL FACILITIES

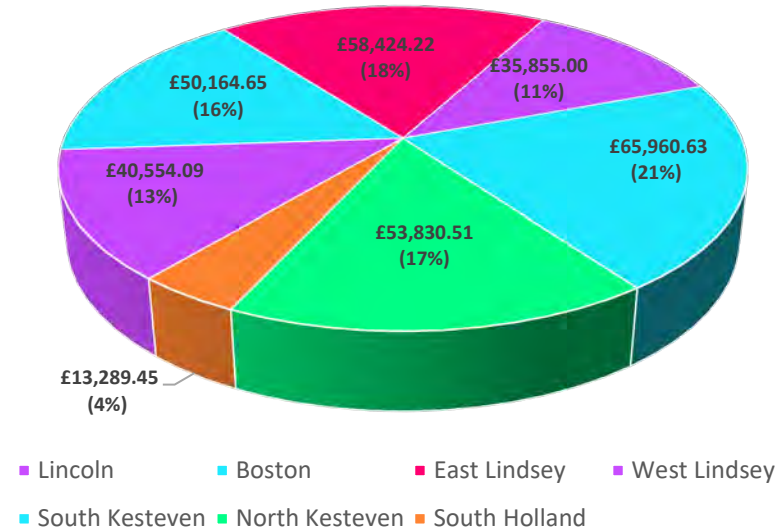
Active Lincolnshire has distributed **£324,147** of Opening Schools Facilities (OSF) investment to **17 Schools** across Lincolnshire in year one of the OSF project. The money is part of a **£989k** investment from the Department of Education which will support schools to open their facilities for local communities and pupils to use outside of the school day.

The 17 Lincolnshire schools funded in year 1 were selected using an insight led approach using data from a number of sources, including Free School Meals, IMD (Index of Multiple Deprivation), Active Lives Report, SEND data and partner recommendations, to identify those schools in communities which would benefit most from increased access to facilities to be physically active.

Percentage of Primary, Secondary and All Through Schools Awarded OSF Funding



Breakdown of Funding by District





OPENING SCHOOL FACILITIES cont.

Examples of Opening School Facilities projects which have been funded in the first year include:

The Market Rasen Church of England Primary School in West Lindsey have been awarded a grant to develop their indoor pool (the current pool had been condemned). Once the works are complete, swimming provision will be available to pupils at the school and other schools in the area, as well as the wider Market Rasen Community.

Stickney Church of England Primary School in East Lindsey have been awarded funding to develop a community garden with a gardening club. The club will address the lack of regular exercise for the wider community and students in a rural and very inactive area of the county.

South View Community Primary School, Crowland, South Holland have been awarded a grant to develop Key Stage 1 and 2 swimming lessons for the school and for other community groups and schools in the area.

[Find Out More](#)



CYP NETWORK

The Children and Young People's Network brings together organisations across Lincolnshire who are committed to working together to create positive experiences of sport and physical activity for children and young people in the county. We work collaboratively to generate opportunities for young people to access inclusive and high-quality physical activity opportunities.

Key outcomes and projects this year include:

- Working with HAF (Holiday Activity & Food Programme) providers to upskill their physical activity delivery.
- Working collaboratively to commission Habit5 to undertake research into the barriers and needs of young people.
- Working together to promote campaigns such as Sustrans Big Walk and Wheel.
- Identifying common barriers that exist and providing solutions to them. These have included Active Travel, and upskilling of staff on topics including behavior management).

[Find Out More](#)



ACTIVE LIVES CYP IN LINCOLNSHIRE

Active Lives Children and Young People is a world-leading national survey by Sport England, designed to measure the attitudes, behaviours and activity levels of children aged 5-16.

Active Lincolnshire facilitates the Active Lives Survey in Lincolnshire, supporting the schools selected with advice, information and templates to help them complete the survey.

Over the Academic Year 2021/22 we engaged with:

11 Primary and 20 Secondary Schools and received 2136 survey responses for Lincolnshire.

The data from the survey feeds into the National Active Lives Report as well as providing valuable insight of the local picture in Lincolnshire. We utilise the data to help us most effectively target our work with Children and Young People where it is need most.

Each school taking part receives a detailed bespoke report to give a deeper insights into student's activity levels. Participating schools also receive a score from the Department of Education's Healthy Schools Rating Scheme and credit from Sport England to spend on sports equipment.

For more information about Active Lives survey data in Lincolnshire see our [insight section above](#).

[Find Out More](#)



11 Primary Schools &
Engaged



20 Secondary Schools
Engaged



2136 responses in
Lincolnshire



09

*EQUALITY, DIVERSITY
AND INCLUSION (EDI)*

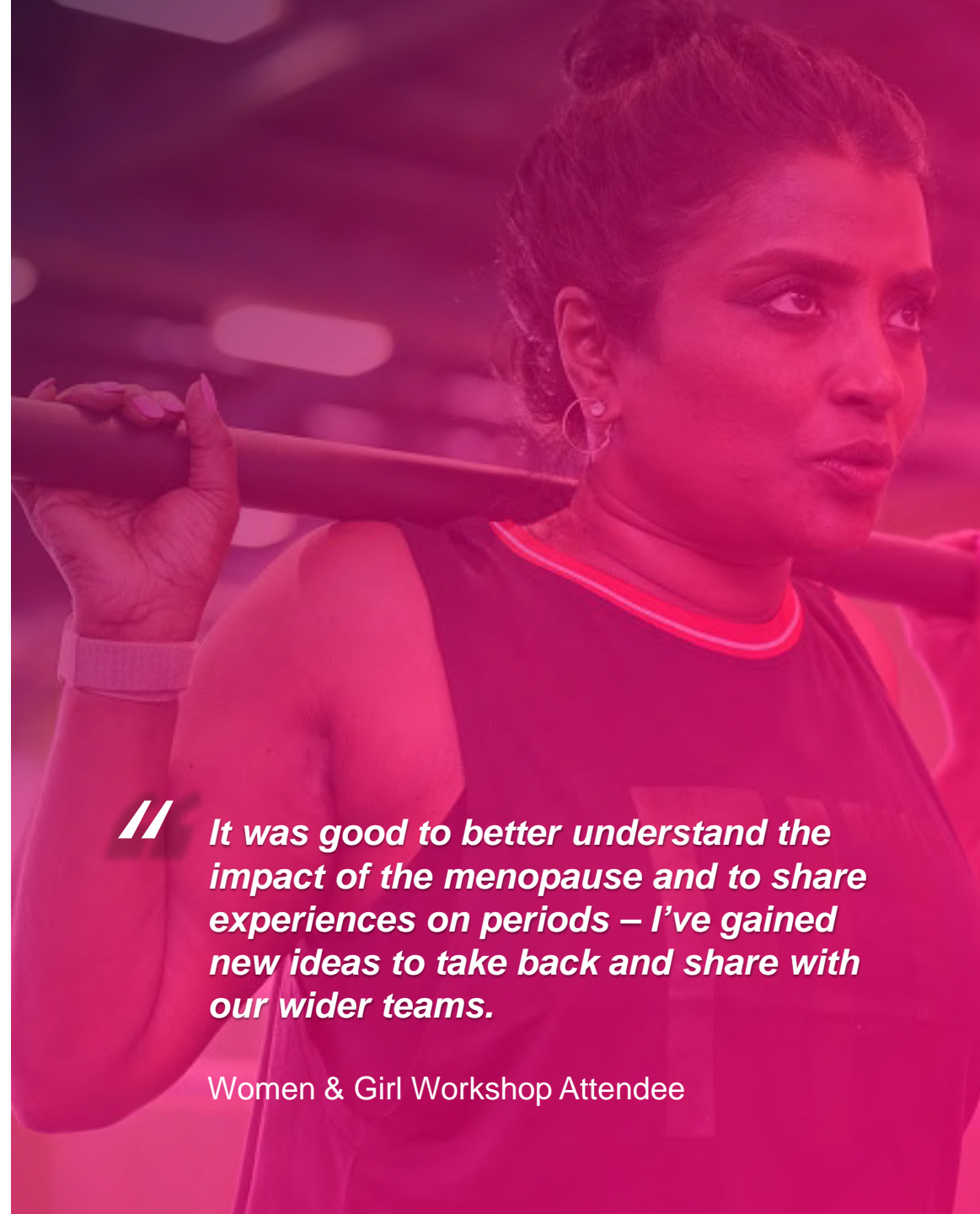
MORE PEOPLE
MORE ACTIVE
MORE OFTEN

EDI ADVISORY GROUP

We have set up a Physical Activity & Sport EDI Advisory Group to ensure that the work of Active Lincolnshire and Let's Move Lincolnshire partners is informed by and representative of the needs and experiences of people facing greater barriers to accessing and participating in physical activity, sport and being active. The group will use insight and learning to strengthen the diversity and knowledge of Lincolnshire's paid and voluntary sport and physical activity sector workforce in the future.

In March 2023 Active Lincolnshire and the EDI Advisory group hosted our first workshop: **Women & Girls: Periods, Pregnancy and Menopause**. Representatives from Lincolnshire organisations came together to discuss the challenges and barriers women face as well as learning how they could further support women and girls to enable greater participation in sport and physical activity.

[Find Out More](#)



“It was good to better understand the impact of the menopause and to share experiences on periods – I’ve gained new ideas to take back and share with our wider teams.”

Women & Girl Workshop Attendee

TOGETHER FUND



Active Lincolnshire was awarded **£184,573** of Together Fund investment from Sport England into Lincolnshire.

The Together Fund focused on supporting those groups of people whose activity levels were most affected by the Covid pandemic to access physical activity opportunities. Target groups are:

- **Lower socio-economic groups**
- **Ethnically diverse communities**
- **Disabled people**
- **People with long-term health conditions**

We set up a panel to provide advice and guidance as part of the application process including representatives from LCVS, Lincolnshire County Council (Public Health) and Just Lincolnshire. Over this period we have funded 40 projects with an average investment of **£4,614**.

As part of our support to Lincolnshire clubs and organisations in applying for funding, we have also enabled Governance support to 10 clubs/organisations through Sported.

[Find Out More](#)



**£184,573 investment into
Lincolnshire**



40 Projects funded



**Estimated reach of 2,612
people**



WHEELCHAIR SPORTS PROGRAMME

- In March we launched the 2023 Wheelchair Sport Programme at a special event with stakeholders and partners.
- We have rebranded the programme with a new logo and refreshed branding on our wheelchair trailers.
- We hosted corporate days for organisations including LIVES and GLLEP.
- Thousands of scouts enjoyed wheelchair sports at a Poachers event.
- We are now rebuilding the programme post-covid for development in 2023-24.

[Find Out More](#)



EQUALITY, DIVERSITY & INCLUSION LEARNING & DEVELOPMENT

- We create EIAs (Equality Impact Assessments) for all our projects to highlight potential barriers and build processes to overcome these.
- Active Lincolnshire staff undertook the year long Inclusive Employers Leading for Renewal Programme, an inclusion and diversity initiative that focused on giving the team the knowledge to apply real inclusion progress at every level of the organisation.
- Staff have 'Lived Experience' upskilling talks from Lincolnshire residents, giving us a real-life insight into the barriers to physical activity people in the county face.



EDI BOARD & STAFF INFORMATION

Active Lincolnshire is fully committed to embedding equality, diversity and inclusion across our organisation and developing a diverse team and Board of Trustees, not limited to age, sex, race, religion or belief, sexual orientation, ability or disability.

Achieving a board and staff team that reflects the demographics of the community it serves is an important step toward creating a more inclusive and representative organisation. The board and CEO are actively working to further increase diversity and to be more reflective of Lincolnshire, and enhance knowledge around Equity, Diversity, and Inclusion (EDI).

Diversity is not just about meeting numbers; it's about creating an inclusive environment where everyone's voices are heard and valued, and decision makers are informed by people with lived experience. The goal is to foster a culture of equity and inclusion within the organisation, from the board to every part of our team.

Board and Staff survey information shows that we are moving towards achieving the headline demographic data of Lincolnshire but still need greater representation from those communities who face barriers to engagement and who are seldom heard.

Demographic Data for Board and Staff

Our board and staff have completed a survey about their demographic information. The below gives a summary of the results. Follow the link to access a more in-depth report.

Disability, Hidden Disability, Sensory Impairment or LTHC

Board: **18%** Yes / **82%** No

Staff: **15%** Yes / **85%** No

Race & Ethnicity

Board: **100%** White

Staff: **8%** Other / **92%** White

Sex (at birth)

Board: **Male** 45% / **Female** 55%

Staff: **Male** 46% / **Female** 54%

Sexual Orientation

Board: **91%** Heterosexual **9%** Other

Staff: **100%** Heterosexual

Age

Board: **9%** 35 -39 / **27%** 40 – 44 / **9%** 45 -49 / **9%** 50-54 / **18%** 55-59 / **9%** 60 – 64 / **65 and over** 18%

Staff: **8%** 15 - 19 / **23%** 30 - 34 / **31%** 35 -39/ **8%** 40 – 44 / **23%** 45 -49/ **8%** 50-54

A group of women are exercising on stationary bikes in a gym. The scene is overlaid with a teal color and white text. The text reads "10 COMMUNICATIONS".

10 *COMMUNICATIONS*

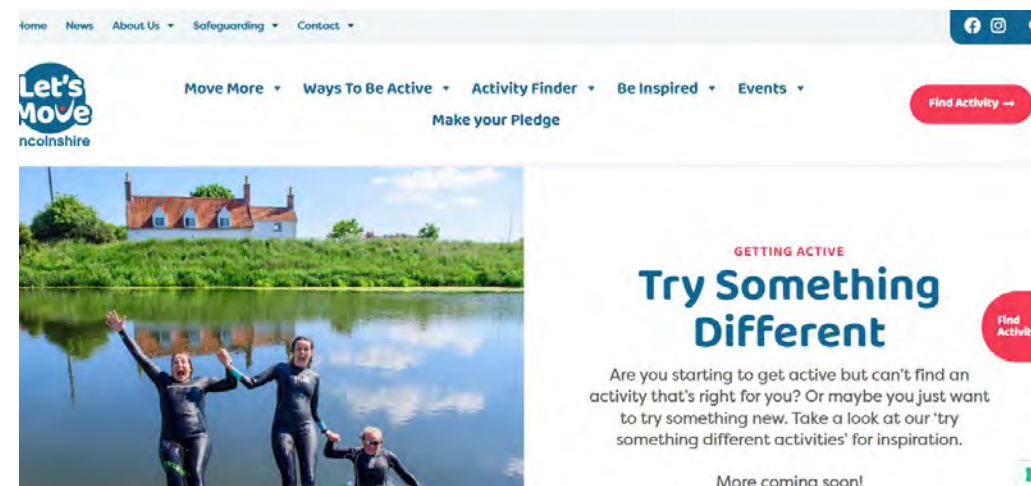
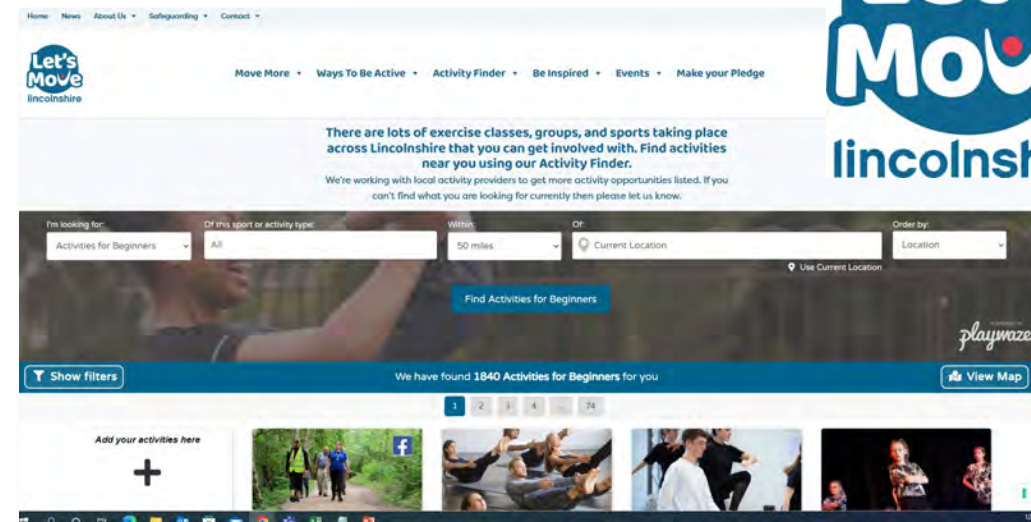
MORE PEOPLE
MORE ACTIVE
MORE OFTEN

LET'S MOVE LINCOLNSHIRE

WEBSITE & ACTIVITY FINDER

We continued development of [LetsMoveLincolnshire.com](https://letsmove.lincolnshire.gov.uk), our digital platform supporting Lincolnshire residents to find suitable opportunities to be active locally and providing tips and inspiration to move more.

- We worked with Lincolnshire Co-op to add all their Wellbeing Walks to the Let's Move Activity Finder.
- As part of our pre- and post-natal programme of work, we encouraged more providers of activities for pregnant women and new mums to add their sessions to the Activity Finder.
- We delivered training sessions with organisations on how to use the Activity Finder; from both a signposting and listing perspective.
- Addition of 32 new content pages covering topics such as 'atypical' activities, places to be active and blogs & guides.



MARKETING CAMPAIGNS



Proudly supporting



- We launched the **Let's Move Lincolnshire Stride & Ride** campaign inspiring Lincolnshire residents to walk and cycle (see [page 17](#)).
- We encouraged organisations across Lincolnshire to take inspiration from the Birmingham 2022 Commonwealth Games with our **Join the Movement 2022** campaign, as well as promoting the search for Baton Bearers for the **Birmingham 2022 Queen's Baton Relay** in Lincolnshire.
- Through our social media channels, we promoted a number of local physical activity campaigns including **Love to Ride's Cycle September** and **Winter Wheelers**.
- We continued to support national behavioural change campaigns such as **This Girl Can** and **We are Undefeatable** through both Active Lincolnshire and Let's Move Lincolnshire channels. We also promoted national campaigns such as **Cycle to Work Day** and **On Your Feet Britain** to encourage active workplaces.
- We supported **Red January 2023**, taking part as a team and encouraging other organisations and individuals throughout Lincolnshire to get involved in this campaign inspiring people to move every day in January to benefit their mental health.
- Active Lincolnshire supported the ongoing '**Get Fit for Pregnancy**' campaign led by Better Births Lincolnshire – empowering women to make activity a part of their day during pregnancy and postpartum.

LINCOLNSHIRE SPORT & PHYSICAL ACTIVITY AWARDS



The 18th edition of the awards was held at the Engine Shed in Lincoln in November 2022. The inspiring stories and successes of forty-one finalists were shared at the event, with fourteen deserving winners celebrated for their incredible work.

The awards recognise the commitment and passion of those people and organisations who actively contribute to the health and wellbeing of Lincolnshire residents through sport and physical activity.

The event is only possible because of our generous sponsors. In 2022 these were: **Lincoln Water Park, One You Lincolnshire, England Golf, Lincolnshire Agricultural Society, Chestnut Homes, Skegness Gateway, Everyone Active, Leonardo, Leon James Personal Trainer, and Let's Move Lincolnshire.**

[Find Out More](#)



Over 300 Nominations



41 Finalists



250 people at the event

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FINANCE & ORGANISATION



MORE PEOPLE
MORE ACTIVE
MORE OFTEN

SYSTEMS IMPROVEMENT

BEHIND THE SCENES

Organisational fitness - A comprehensive budget, monthly reporting to Senior Management Team, quarterly reporting to the board Finance and Audit Committee with comparatives from previous year, a 5-year forecast, and budgeting mentoring for all staff, ensure robust financial fitness for our organisation.

Governance and policies - We comply with Tier 3 of the Code of Sports Governance. Compliance is monitored through our Governance and Standards Committee. We have completed a full review of our policies, a GDPR Compliance Plan and training for all. In 2022, we started using an online HR system with easy access for all.

Upskilling our team - We are committed to Continuing Professional Development for our team. Over the last year we have provided: Team development days, Inclusive Employers training, and various role-based webinars/courses.

Cyber security - Taking a proactive stance against malicious cyber attacks, we carried out an external review of our cyber security and have achieved Cyber Essentials accreditation



FINANCIAL INFORMATION

Active Lincolnshire presents the 2022/2023 financial summary, evidencing sound governance and financial management.

Total income to Active Lincolnshire for the period April 2022 – March 2023 was **£899,844**. Of this, **£749,289** was grant funding from Sport England.

Total expenditure for the period April 2022 – March 2023 was **£940,703**. Of this, **£750,460** was expenditure of Sport England grant income. The expenditure was higher than income received in this financial year, due to funding brought forward from 2021/2022 that was committed to be spent by March 2023.

This annual review evidences how the funding was utilised to meet the objectives of the organisation and the funding requirements of Sport England.



Income

£899,844

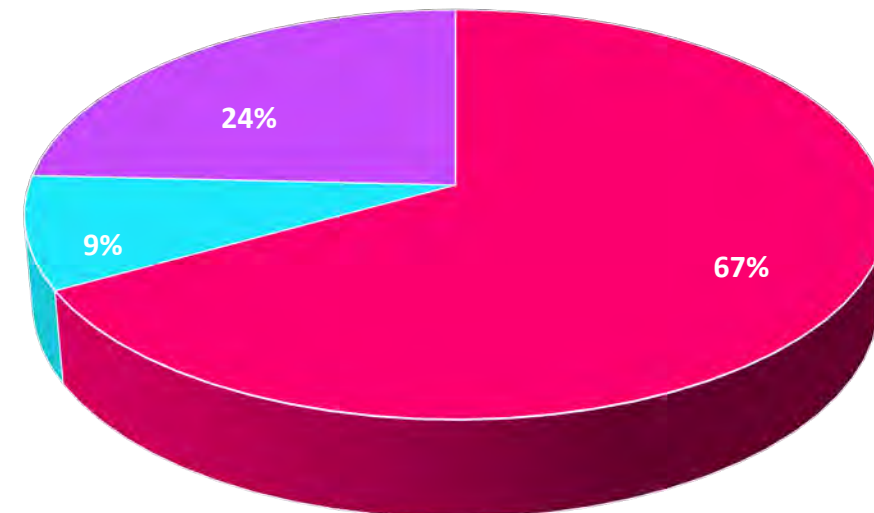


Expenditure

£940,703

EXPENDITURE BREAKDOWN

- Core Costs: £601, 546
- Non Sport England Grant Funded Programmes: £80, 190
- Sport England Grant Funded Programmes: £218, 108



FINANCIAL INFORMATION

cont.

In 2022/23, 83% of the charity's income was received from Sport England. The table to the right provides a breakdown of this income and expenditure.

Additionally, non-Sport England funding was received from:

- Lincolnshire County Council
- District authorities: City of Lincoln Council, Boston Borough Council, East Lindsey District Council, West Lindsey District Council, South Holland District Council, North Kesteven District Council and South Kesteven District Council
- NHS Charities Together
- Department for Education (via Active Partnerships national team)

A copy of Active Lincolnshire's full audited accounts and Trustees Report can be found on our website.

Sport England Funding 2022/23		
Area	Income	Expenditure
Systemic	£474,430	
Salaries and Staff Expenses		£252,583
Operating/Support Costs		£131,300
Insight, Evaluation, Communications and Learning		£11,792
Marketing and Communications		£13,307
Delivery	£56,750	
Active Lives		£10,000
School Games		£39,204
Together Fund (project continues in 2023/24)	£218,109	£89,915
Brought Forward from 2021/2022		
Tackling Inequalities	-	£19,657
Commonwealth School Games	-	£14,021
Moving Communities	-	£8,108
Children and Young People	-	£121,489
Local Workforce Development	-	£13,408
Primary Role	-	£25,676
	£749,289	£750,460

Reserves 2022/23		
Area	Income	Expenditure
Opening Balance	£195,031	£0
Reserves	£399	£0
Top-Up from Unrestricted Funds	£63,374	£0
	£258,804	£0

BOARD OF TRUSTEES 2022 – 2023

Active Lincolnshire is governed by a Board of Trustees appointed for their expertise and commitment to our mission.

The full board meets four times per year, ensuring business objectives are met. The board is supported and informed by the Finance and Audit Committee and the Governance and Standards Committee.

We adhere to Tier 3 of the Code of Sports Governance, undertake annual staff and stakeholder surveys and board reviews.

Activities undertaken by Active Lincolnshire to further its charitable purpose for the public benefit are clearly illustrated throughout this report.

New chair and trustees were appointed at the March 2023 Board Meeting, with **Paul Barron** becoming Chair, and **Sarah-Jane Mills**, **Neal Juster** and **Michael Morris** joining the board.

Mark Locking

Chair

Kate Truscott

Interim Chair (Sept – Mar) / Safeguarding Lead / EDI Lead

Michaela Pinchard

Governance and Standards Committee Chair

Jo Richardson

Finance and Audit Committee Chair

Kelly Evans

Oliver Tasker

Acting Vice Chair (Sept – Mar)

Sophie Ford

Richard Flint

Karen Whitfield

OUR TEAM

The Active Lincolnshire team has undergone a restructure to reflect our new roles. The team has developed in skills and capabilities to ensure we are able to provide leadership for the physical activity sector and connect into all strands of the Let's Move Lincolnshire strategy.

Our current staff structure is outlined on the right. Find out more about our current team on our [website](#).

ACTIVE LINCOLNSHIRE STAFF STRUCTURE





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LOOKING AHEAD

MORE PEOPLE
MORE ACTIVE
MORE OFTEN

LOOKING AHEAD

Active Lincolnshire will continue its work to influence and advocate for the positive power of sport and physical activity, connecting into local priorities including health inequalities, levelling up and supporting more prosperous communities.

Supported by Sport England, we will be more involved in best practice and advocacy of good safeguarding in sport as part of the national sector commitment to respond to the Whyte review into gymnastics.

We'll be supporting the physical activity sector to continue on its journey of recovery and to reinvent the offer according to local need, including working with relevant partners and agencies to consider what skills the sector workforce needs to best engage with our communities.

Systemic place-based work, co-created with communities responding to local need, can help tackle some of the stubborn inequalities that exist. Low levels of activity, deprivation, and health inequalities often co-exist and Active Lincolnshire anticipates taking a more place-based approach, focusing on areas of greatest need, in certain parts of our work.

Our Diversity and Inclusion Action Plan will launch in January 2024 and we hope to start to shift the dial on tackling the inequalities that exist in sport and physical activity, continuing to learn and evolve our approach.

We look forward to continuing to build our connections, supporting partners to connect with each other and championing our mission of enabling more people to be more active, more often.



OUR PARTNERS

PRIMARY FUNDER:



SUPPORTING PARTNERS:



Department for Education

WORKING IN PARTNERSHIP WITH:



DISTRICT AUTHORITIES FUNDING PARTNERS:



North Kesteven DISTRICT COUNCIL



SOUTH KESTEVEN DISTRICT COUNCIL

