



Impact Report

2025-2026

**MORE PEOPLE
MORE ACTIVE
MORE OFTEN**



Our Partners

Thanks to primary Funders: Sport England



Thanks to District Authorities for their support:



**Thank you to South & East Lincolnshire Councils Partnership
and UK Shared Prosperity Fund**

Supporting Partners:



Working in partnership with:



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INTRODUCTION

Chief Executive Forward

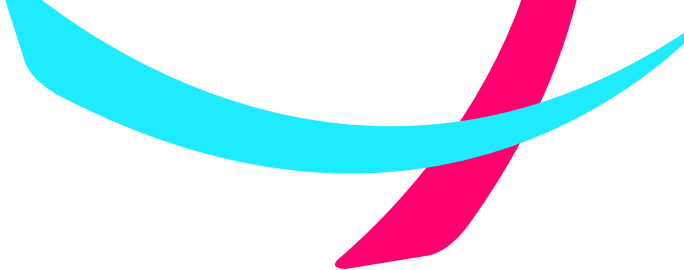
2025-2026 has been a significant year for Active Lincolnshire and for the local physical activity, sport and leisure system. As an organisation, we have strengthened our role as a connector and enabler - bringing organisations together around shared priorities and helping to align resources where they can have the greatest impact. Our focus remains on tackling inequalities in access to opportunities to be active by understanding the barriers people face and the lived experiences behind them.

Our achievements represent more than activity alone. They demonstrate stronger partnerships, improved workforce capability, deeper community insight and greater readiness to address inequalities in the physical activity sector across Lincolnshire.

Over the year, we have listened to and engaged with communities directly, and through trusted partners. What we heard reinforced a clear message: inactivity is rarely driven by motivation alone. Access, affordability, confidence and local environments continue to shape participation opportunities for many people.

This insight is helping us to make better decisions, target investment more effectively and create solutions that reflect local needs. Combined with continued investment in workforce development and the progression of our Sport England funded place-based work, this provides a strong foundation for long-term, sustainable change.

A major shift for us is our growing focus on working in place. With all districts in Lincolnshire being identified as areas of need, we have invested time and resource into working with partners and Sport England to understand local priorities. This



has enabled us to draw Sport England funds into Lincolnshire to develop work that seeks to create place based, long term systemic change.

Our organisation has evolved alongside this shift. We have built our capabilities in learning and monitoring, strengthened our processes and ways of working, and continued to invest in the people who make this work happen. Our focus on recruiting, retaining and developing our people has developed in proportion with the organisation growth.

Externally, we are connected into more sectors and partnerships than ever before. We work with hundreds of organisations, individuals, charities and groups who delivery physical activity. Beyond that, we connect with local authorities, town and parish councils, schools, education partners, health and wellbeing organisations (including ICBs, Public Health), funding bodies, police and

safer Lincolnshire partners, and community infrastructure organisations.

This wide reach demonstrates that enabling more people in Lincolnshire to be active is everyone's business. From policy and decision-makers to local leaders, planners and institutions, there are many levers for change. We are grateful for the support and commitment of partners as we shape this change together for Lincolnshire.



Emma Tatlow,
Chief Executive Officer,
Active Lincolnshire



Slea Paddlers open
day event in Sleaford

INTRODUCTION

Active Lincolnshire 2025 – 2026

Our three strategic priorities working towards our mission of enabling everyone to have the opportunity to be active every day are to:

- 1.** Supporting a resilient **physical activity, sport and leisure sector**
- 2.** Work more in the **places** where people face the most barriers to being active
- 3.** Convene partners through the **Let's Move Lincolnshire countywide strategy** for physical activity

This year, Active Lincolnshire has continued to work with communities, organisations and system partners to create the conditions for more people to be active, more often, particularly those facing the greatest barriers.

Headline achievements

- Worked with partners and organisations in City of Lincoln, North Kesteven West Lindsey and South Kesteven to develop the **Sport England funded Place Universal Offer** investment programme.
- Invested in the ‘development phases’ of the **Sport England funded place expansion** programme in Boston, East Lindsey and South Holland, creating stronger foundations and a deeper understanding of the places ready for locally led change.
- **Organisation growth and transformational change** to meet the needs of the charity as we lead the place-based work – focussing on developing our people, processes and governance.
- Extensive support and engagement with the **local sport and physical activity sector network**, in workforce skills development, safeguarding and welfare and supporting capital investment.
- Launched the Lincolnshire Sport & Physical Activity Network (LSPAN) to strengthen collaboration.
- Evolved our approach to **monitoring, evaluation, learning and impact**, understanding the conditions needed to make long terms systemic change in places.
- Recognised for **leadership in inclusion and diversity** with an award from the Sports Governance Academy and gained age friendly and menopause awareness accreditations.

People with purpose

We know that creating active communities starts with creating an organisation where talented people can thrive. Over the past year, we have continued to invest in our people, leadership and culture, creating an environment where colleagues feel

trusted, supported and empowered to make a difference. This investment is reflected not only in exceptionally high engagement and leadership confidence, but ultimately in our ability to deliver greater impact for the people and communities of Lincolnshire.

Our People

2026 staff survey results (100% participation rate):

89%

Overall employee engagement.

95%

Positive score for employee engagement and organisational culture.

99%

Confidence in Active Lincolnshire's leadership.

4.6/5

Likelihood of recommending Active Lincolnshire as a place to work.



“

Our people are united by a shared purpose: creating opportunities for more people in Lincolnshire to lead active, healthy lives. Colleagues consistently describe their work as meaningful, rewarding and connected to real impact within our communities.

OUR WORK

Goal 1: Supporting a resilient physical activity, sport and leisure sector

We strengthen the organisations, people and partnerships that make physical activity possible across Lincolnshire. The key focus areas for this work are:

- Physical activity sector network development
- Physical activity, sport and leisure sector workforce and skills
- Sector welfare and safeguarding
- Capital facilities and infrastructure
- Tackling inequalities

All of our work is underpinned by a focus on tackling inequalities and understanding local need.

Physical activity sector network development

The Challenge

Many physical activity providers, coaches, groups and organisations exist across Lincolnshire, but they often operate independently, don't have time to connect yet share the same challenges and examples of best practice and learning opportunities. The cost of living, changes to national insurance and minimum wage,

operating costs and wider societal and economic issues all impact on the ability of organisations to deliver. In addition, recruiting and retaining a skilled workforce remains a challenge, with organisations reporting difficulties attracting both paid staff and volunteers to build a sustainable workforce for the future.

What did we do?

In spring 2025 we launched the **Your Active Voice Survey**, engaging with more than 50 networks, and gathering feedback from 96 organisations. This listening exercise strengthened relationships across the sector and improved our understanding of

the challenges and opportunities organisations faced. The feedback gained from this, led to the establishment of the **Lincolnshire Sport & Physical Activity Network (LSPAN)**, which aims to strengthen collaboration between



organisations in the sector. The network provides a valuable platform for shared learning, collaboration and dissemination of best practice.

In autumn 2025 we hosted ‘**Connect Lunches**’ in Skegness (East Lindsey), Boston, and Spalding (South Holland) to unite sector partners, raise the profile of the Plan for Neighbourhoods programmes and share information and

opportunities with local organisations. The sessions hosted 65 attendees across leisure, Health, Sport and Physical Activity, Charities, NGB’s, Local Authority and Education.

We have also expanded workforce development opportunities through the Active Skills Hub, safeguarding training and targeted learning programmes.

What changed?

Partners now have greater opportunities to collaborate, share learning and align activity around common priorities. Workforce confidence and capability have increased through training and development, while the **Active Skills Hub** provides a central platform for jobs, training, events and career opportunities.

Why does it matter?

A stronger sector is better equipped to provide safe and inclusive opportunities for people to be active. Improved coordination helps ensure

The National Governing Body network meets regularly to discuss shared opportunities and several webinars as well as shared learning sessions have been made available for free for clubs and activity providers, in response to the areas they asked for support on.

that resources are used effectively and that organisations can respond collectively to local needs.

Magna Vitae staff member at Skegness Pool and Fitness Suite



Physical activity, leisure and sport sector - workforce and skills

- Building on our partnership with UK Coaching to establish the **Active Skills Learning Portal** last year, we collaborated further to launch an innovative county-wide e-commerce membership system to expand accessible training for Lincolnshire's sport and physical activity sector.
- **£123,4800** funding from UK Shared Prosperity Fund (UKSPF) to invest in skills and workforce development, with **127 qualifications** funded.
- Engaged **118 unique learners** across Boston, East Lindsey and South Holland.
- Co-funded training with Magna Vitae, delivering seated exercise qualifications across all MV leisure sites.
- Co-funded in person Flexibility, Aerobic, Balance and Strength training for Magna Vitae staff and Aspire to Be employability programme participants, enabling MV leisure sites to introduce weekly community seated exercise classes across all sites.
- Enabled access to a wide spectrum of qualifications and training responsive to local needs.

£123k

Of funding from UK Shared
Prosperity Fund (UKSPF)

127

Qualifications
funded

118

Unique learners
engaged

During 2025–26, workforce development was aligned to local demand, with much of the work driven through the Active Communities Skills Programme which was funded by the UKSPF. The aim was to strengthen the workforce in areas with the greatest need. By reducing barriers to training and development, the programme enabled more people to gain the skills and confidence needed to enter, progress within or diversify their roles in the physical activity sector. Investment in workforce development has translated into tangible outcomes across Lincolnshire:

- Organisations have increased their capacity to deliver inclusive activities, expanded their offer for underrepresented groups and strengthened local delivery through a more skilled and confident workforce.
- Participants reported greater confidence and increased opportunities to support their communities through physical activity.

Building on the **Active Skills Hub**, originally launched in 2024, we further enhanced the platform through the introduction of integrated e-commerce functionality and expanded content. The Hub now provides a central gateway to training, jobs, events, news and career opportunities, helping individuals access development pathways while supporting employers to connect with skilled candidates and reduce recruitment challenges.

Training and development opportunities have been delivered through a range of trusted partners, with Active Lincolnshire coordinating provision across the system and helping organisations and individuals access appropriate support. A second round of the Skills Fund, made possible through UK Shared Prosperity Fund (UKSPF) investment, enabled even more people and organisations to benefit from workforce development opportunities. A wide range of qualifications and training was accessed including, ILM



leadership qualifications, in person first aid, sport specific certificates, yoga, diabetes care, menopause awareness and culture and diversity workshops.

Workforce development has also strengthened inclusion. Engagement was particularly strong among women, disabled and neurodivergent

individuals, and people from lower-income communities.

As a result, providers have increased their confidence to deliver inclusive sessions, creating more accessible and representative opportunities for local residents.

Building Inclusive Pathways Through Seated Exercise

The challenge

Many people completing rehabilitation programmes lacked confidence to transition into mainstream physical activity environments, increasing the risk of becoming inactive once structured health support ended.

What changed

Skills Fund investment enabled instructors to gain specialist seated exercise qualifications, creating new opportunities for people who require more accessible forms of activity and strengthening the local workforce's ability to support individuals with long-term health conditions.

The impact

- Expanded access to physical activity for people with additional health and mobility needs.
- Created sustainable pathways from rehabilitation into community-based activity.
- Increased confidence, social connection and ongoing participation among participants.



Liezi, Personal
Trainer, Magna Vitae

Liezi, a Personal Trainer at Magna Vitae, has accessed multiple workforce development opportunities supported by Active Lincolnshire. After completing a qualification through 'Shifting Diabetes' and a 'Move it or Lose it' seated exercise instructor course funded through the Skills Fund, she developed the confidence and expertise to support a wider range of participants. Liezi now leads regular seated exercise classes across Magna Vitae sites and supports Lincoln City Foundation's Fighting Fit programme, helping more people move from rehabilitation or health support into community-based activity that improves wellbeing, confidence and local connection.

Our Safeguarding Manager introduces the Youth Coaches programme at Grantham Tennis club



Sector safeguarding and welfare

Ensuring the safety and wellbeing of people involved in sport and physical activity across Lincolnshire remains a fundamental priority. During the year, Active Lincolnshire worked with local, regional and national partners to strengthen safeguarding practice across the sector.

Through the Safeguarding and Welfare Training Fund, delivered in partnership with UK Coaching, NSPCC and relevant National Governing Bodies, **20 clubs** accessed safeguarding and welfare learning.

One representative from each club completed UK Coaching courses, two completed NSPCC training and their mandatory NGB safeguarding training, and **40 members** were offered in-person emergency first aid training.

87% of learners reported increased confidence and **97%** felt better equipped to carry out their role.

Active Lincolnshire continued to provide sector support through the Sport and Welfare Officer Network, enabling welfare officers, coaches and clubs to access guidance, build confidence and improve their practice. Our knowledge hub complimented this by providing practical resources, including an accessible Safeguarding

20

Clubs accessed safeguarding and welfare learning

40

Members offered in-person emergency first aid training

87%

Of learners gained confidence

97%

Felt better equipped to carry out their role

& Welfare Guide co-designed with young people, national partners and Thinkclusive. This support contributed to stronger policies, procedures and confidence in responding to welfare concerns across clubs and activity providers.

Alongside formal learning, we delivered targeted workshops addressing emerging safeguarding challenges. The **Understanding Gangs in Sport workshop** engaged **32 delegates** from clubs, activity providers, local authorities and children and young people teams, focusing on county lines, criminal exploitation, online harms and the role of sport in early intervention. Average self-assessment scores increased from **5.7/10 before** the session to **8.2/10 afterwards**.

32

Delegates for
“Understanding
Gangs in Sport”

8.2

Average self-
assessment score after
session (out of 10)

485

Membership of East
Midlands Welfare
Forum

10

Young
coaches

Partnership working underpinned this activity. At a regional level, the East Midlands Welfare Forum was established to support welfare officers and safeguarding leads to share practice. Membership reached **197** by December 2025 and has since grown to **485** across the East Midlands.

The **Youth Coaches Safeguarding Peer Programme** was piloted across four clubs, engaging **14** coaches and supporting **10** young coaches. Evaluation indicated improvements in safeguarding knowledge, confidence to lead sessions, ability to respond to concerns and understanding of reporting pathways. Young coaches also reported increased confidence in supporting young people and acting as positive role models.

The Be Safe, Have Fun campaign was developed with young people and safeguarding partners to help children and young people understand what feeling safe in sport looks like, build confidence and, know how to speak up if something doesn't feel right. By providing practical resources and conversation-starting activities, the campaign has helped clubs and activity providers create more inclusive environments where young people feel heard, respected and able to enjoy being active.

Overall, this programme of work strengthened safeguarding practice across Lincolnshire by improving access to support, increasing confidence among coaches and volunteers, and contributing to safer and more inclusive environments for participants.



North Hykeham
Tae Kwon Do club

**Find out more –
Safeguarding**



Tackling Inequalities

Inclusion is at the heart of everything we do and underpins our commitment to tackling inequalities in physical activity. We recognise that opportunities to be active are too often shaped by factors such as disability, income, ethnicity, gender, age or where people live. Working with partners across Lincolnshire, we aim to break down these barriers so everyone can move more and enjoy the benefits of being active.

Equality and inclusion are embedded across our projects and decision-making. Internal Equality Impact Assessments continued to ensure community voices and lived

experience shaped the design and delivery of our work.

Our organisational commitment to equality, diversity and inclusion was strengthened through dedicated board development, supported by an EDI consultant to strengthen strategic leadership and inclusive decision-making. We also continued to promote practical resources such as our Inclusive Language Guide, helping clubs and organisations engage confidently with diverse communities. Feedback showed these resources reduced anxiety around inclusive communication and supported more welcoming environments.

Across the wider sector, Inclusion Champions Training and Cultural and Ethnic Diversity in Sport workshops helped partners build more accessible environments. These sessions provided practical tools and greater confidence to engage and support under-represented communities.

This commitment also extended into targeted projects, including a test-and-learn pilot to increase physical activity within Lincolnshire County Council Adult Social day services. This work will help hundreds of adults with learning disabilities and complex needs access more regular opportunities to be active.

We have continued to support the Wheelchair Sport programme, working alongside Inspire+, YMCA Lincolnshire and Tonic Health to increase opportunities for disabled people to be active across the county. By utilising the legacy of 160 sport wheelchairs and 16 trailers, partners have generated more than 12,000 participation opportunities, supported education providers with advice and guidance, and reduced the cost barriers associated with accessing specialist equipment.

160

Chairs

16

Trailers

12k

Participation
opportunities

Shining a spotlight on inclusion

Our annual **Active Lincolnshire Sport & Physical Activity Awards** highlight inclusion by recognising clubs and physical activity providers who are breaking down barriers to participation, as well as shining the spotlight on individuals whose achievements inspire others and demonstrate the positive impact of being active and the impact that inclusive sport can create.

Danielle Booth, winner of the Active Achievement Award was recognised for her outstanding commitment to physical activity and leadership. Through her success as a player with Lincoln Down Syndrome Active team, being a Special Olympics athlete, completing her GB Athlete Leader course and her commitment to personal challenges and community fundraising, Danielle has become a

positive role model for others.

Our Awards play an important role in celebrating achievements like Danielle's, helping challenge perceptions of disability, showcase the talent and potential of individuals and highlight what can be achieved through determination, opportunity and the right support.



A Wellbeing walk
in Spalding



Our Work

Goal 2: Working in priority places

Headlines:

- Place Universal offer investment for City of Lincoln, North Kesteven, South Kesteven and West Lindsey.
- Boston, East Lindsey and South Holland priority place development phase, building our understanding of the places and of place-based working and building towards full place expansion work.
- System leadership course with over 50 local leaders engaged and committed to working together.
- Theory of Change developed for Boston; creating a shared commitment to place based working in the Borough.

How we work in place

We understand that a person's environment or circumstance can heavily influence their health and well-being and in particular their ability to be active. In 2025, Active Lincolnshire secured funding for the development of the place partnership work for East Lindsey, Boston and South Holland. This provides a unique opportunity to work within these communities to truly understand the barriers some people face in becoming more active, and to seek solutions to enable people to become healthier and happier through movement.

Over the past 18 months, our Community Connectors have undertaken extensive engagement

with stakeholders, organisations, community groups and residents to gain a deeper understanding of the barriers and challenges people face when accessing physical activity opportunities within their local area. Through this work, we have gathered a wealth of knowledge, insight and data across our priority areas, providing us with a much richer understanding of our communities. This evidence has informed our approach and helped identify where action is needed to address local needs and improve outcomes for residents.

We are creating impact by bringing together partners and communities around shared goals.

Our role is not to deliver activity directly. Instead, we:

- Connect organisations across sectors
- Build workforce skills and capability
- Gather and apply insight from communities
- Influence systems and decision-making
- Support local partners to develop sustainable solutions

Our engagement with local communities has identified factors such as cost, transport, lack of confidence, cultural perceptions, limited awareness of opportunities, and accessibility issues that can prevent people from being active.

This insight is enabling us to work alongside local communities to develop more targeted and inclusive solutions that respond to the specific needs of different neighbourhoods. The impact being we are strengthening local partnerships, improving access to opportunities, and creating environments where more people feel able and supported

to take part in physical activity, helping to reduce inequalities and improve health and wellbeing outcomes.

Our work has brought together a wide range of local organisations and sectors that would not ordinarily work together or even interact. Via the Sport England leadership course, workshops, meetings etc. we have facilitated conversations between local authorities, health services, community organisations, schools, leisure providers and residents to develop a shared understanding of the barriers people face to being physically active.

We understand that by working collaboratively, partners can combine their knowledge, resources and expertise to identify local needs, coordinate activity more effectively and reduce duplication of effort. Regular engagement and co-design with communities helps build trust and ensures that interventions are informed by lived experience. and community.

- Stronger relationships between organisations has enabled partners to develop more joined-up sustainable solutions.
- Resources and planning are becoming more informed by community insight.
- Relationships in the place are being developed and trust is building.

By learning from a place, best practice and successful frameworks can be shared across the wider county.

**Our work
in place**



Test and Learns

In Boston one of the priority audiences identified is children and young people. To understand the barriers and challenges which are preventing

children and young people from being active we undertook an extensive 'Test and Learn' study with a range of schools within our priority MSOAs.

What we learned

Through engagement with over 500 children, families, schools and community stakeholders, we gained deeper knowledge into how physical activity is experienced locally.

Key findings included:

- School remains the primary place many children are active, but are not always connected to local clubs and facilities outside the school.
- Cost and affordability continue to be significant barriers.
- Swimming is emerging as a growing inequality issue.
- Rural and urban communities face different participation challenges.
- Many organisations are seeking to better understand communities, and we can support each other by better joining up the engagement and approach locally.

What changed?

- Partners working in the place have developed a stronger understanding of local needs.
- Collaboration has increased across sectors, for example health, education, local authority and community.
- Stronger relationships between organisations has enabled partners to develop more joined-up sustainable solutions.
- Resources and planning are becoming more informed by community insight.
- Relationships in the place are being developed and trust is building.

Why it matters

A deeper understanding of communities and the barriers they face enables better, more informed decisions. By exposing those who can influence investment and delivery planning to local evidence and insight, partners are better positioned to co-design, relevant, sustainable solutions that reflect community priorities and address the root causes of inactivity.





Swimming at Jubilee
Park Woodhall Spa

Our Work



Goal 3: Let's Move Lincolnshire – the countywide strategy for physical activity

The countywide strategy for physical activity continues to move beyond being a strategy document and increasingly acts as a framework for collective action across the county.

What changed?

- Physical activity is becoming more embedded within wider health and wellbeing discussions.
- More organisations are working to shared priorities; there is increased cross sector collaboration.
- Partners are increasingly recognising physical activity as a preventative tool that supports health, wellbeing and resilience.

Why does it matter?

Greater alignment between organisations creates a stronger foundation for coordinated action, targeted investment and long-term impact.

Rather than working in isolation, partners are increasingly contributing towards a shared ambition: helping more people become active and reducing inequalities across Lincolnshire.

Our work has focused on understanding local need and co-creating solutions that last. By investing in partnerships, workforce development and place-based approaches, we are creating the conditions for long-term change.



**Let's Move
Lincolnshire Strategy**

Insight & Learning

- Working with Lincoln Rural Institute of Health Inequalities to share learning and develop ways of working.
- Embedding our approach to monitoring, learning and evaluation across programmes.
- Connecting with other local organisations seeking community insight and learning to join up and share insight and approaches.
- Developing an approach to create tools such as Theory of Change and system maturity matrix to support and underpin our work.
- Established regular learning practices in the organisation and with our partners.

Insight and learning have been embedded across all programmes, ensuring our work is shaped by robust evidence, local data and lived experience. We have continued to embed Monitoring, Evaluation and Learning (MEL) as an organisational approach, so evidence and insight

inform planning, decision-making and continuous improvement.

Our investment in MEL has strengthened delivery quality, improved partnership working and supported the development of a stronger learning culture across the organisation. We are establishing consistent approaches to capturing outcomes, impact and learning through shared frameworks, tools and reporting processes, enabling more effective tracking of progress and clearer articulation of our contribution to system change.

Regular reflection sessions, learning workshops and shared spaces for collaboration have supported both organisational and system-wide learning, enabling staff and partners to test, adapt and refine approaches in real time. Embedding reflective practice is helping build a culture of continuous improvement, ensuring learning is routinely captured, shared and

applied to strengthen future delivery. We have also developed shared approaches resources and tools to build organisational capability and support consistent MEL practice across programmes, creating a more joined-up approach to learning and ensuring insight is embedded within everyday planning, delivery and decision making.

Community insight work on the Beacon Estate in Skegness demonstrates this approach in practice. Working with Lincolnshire County Council, we engaged residents, children, young people, schools and community stakeholders to understand experiences of physical activity, green space and wellbeing.

The findings informed a Pride in Place investment proposal and highlighted the need for safe, accessible and inclusive community spaces that support physical activity, social connection and belonging. The engagement also improved our understanding of barriers related to affordability, safety, transport and accessibility, providing evidence for

future place-based planning and system development.

Another example is our engagement work in South Holland. Since October 2025, we have recorded approximately **641** engagement interactions, including **521** involving children, young people and families. Similarly, in Boston, engagement with over **200** children and families has influenced place-based decision-making, helping ensure interventions are relevant, inclusive and responsive to community need. Feedback from delivery partners, stakeholders and system leaders has further strengthened our understanding of what works, for whom and in what contexts.

This growing evidence base is enabling us to better understand behaviour change, reduce inequalities and identify where our approaches are having the greatest impact. By embedding learning across the organisation, we are ensuring that insight not only informs individual programmes but also shapes future investment, strategic priorities and long-term system development.

Winners of the 2025 Lincolnshire
Sport & Physical Activity Awards



OUR WORK

Communications, Marketing & Engagement

Communications is now a strategic enabler at the heart of Active Lincolnshire's work.

As Active Lincolnshire's focus on place-based working has grown, communications has played a vital role in connecting communities, sharing insight, showcasing impact and helping partners engage with the opportunities physical activity can create.

Our digital platforms

Our family of digital platforms supports different audiences across Lincolnshire.

ActiveLincolnshire.com provides resources, insight, funding information and support for clubs, organisations and partners working across the physical activity sector.

LetsMoveLincolnshire.com helps residents find inspiration, practical advice and opportunities to be active through stories, campaigns and local information. At its heart is the **Activity Finder**, which connects people with local sport and physical activity opportunities through an OpenActive-powered search platform.

The **Active Skills Hub** continues to support workforce development, providing a dedicated platform for jobs, training, qualifications and career opportunities across the sector.

Digital & social impact

Socials Channels:

Across Let's Move and Active Lincolnshire social channels we received over **1 million impressions**.

Websites:

There were over **70,000** page views across LetsMoveLincolnshire.com, ActiveLincolnshire.com and ActiveSkillsHub.co.uk.

Activity Finder

The Activity Finder on Let's Move Lincolnshire had over **31,000** searches, helping Lincolnshire residents find physical activity opportunities local to them.

Campaigns and engagement

We supported a range of targeted campaigns that helped raise awareness and connect people with opportunities to move more.

We supported the national [This Girl Can](#) campaign, helping amplify messages around inclusion, belonging and reducing barriers to physical activity for women and girls across

Lincolnshire. Through partner communications and engagement activity, we promoted the campaign's message that there is no single "right" way to be active, encouraging more women and girls to participate in ways that work for them.

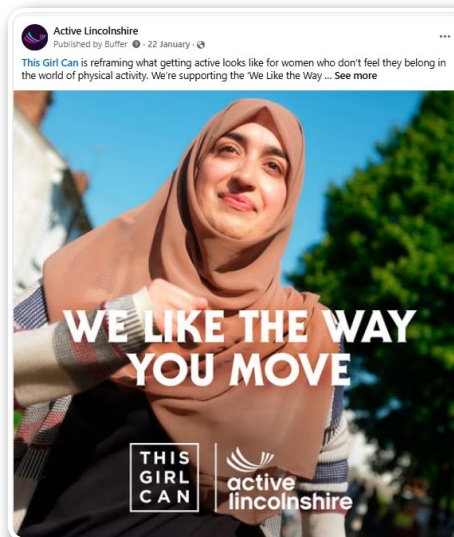
The campaign particularly focuses on creating a greater sense

of belonging for women from lower-income and underrepresented groups.

Working with partners, including Lincolnshire ICB we worked to raise awareness of the benefits of physical activity for children and young people living with asthma. We helped promote the message that asthma should not be a barrier to being active and highlighted the role that coaches, instructors, clubs and

families can play in supporting safe and enjoyable participation in sport and physical activity.

Communications also supported campaigns focused on health, wellbeing and inclusion, helping partners share consistent messages and reach priority audiences across the county.



Celebrating local success

The Lincolnshire Sport & Physical Activity Awards remains one of the county's flagship engagement events, celebrating the individuals, organisations and community groups making a difference through physical activity. Through media coverage, digital content and storytelling, the awards showcased inspiring local stories and highlighted the positive impact of being active across Lincolnshire.

Through increased capacity, stronger digital platforms and a growing focus on engagement, communications are helping Active Lincolnshire connect partners, influence systems and support more people to be active, more often.



**Find out
more**



Our organisation, people, and governance

As Active Lincolnshire continues to evolve its role within the county's physical activity sector, 2025/26 has been a year of organisational development and strengthening capacity. We have focused on building a high-performing, inclusive and values-led workforce, ensuring that we have the capability and culture needed to enable both our people and our organisation to thrive.

Supporting our people remains a priority. Alongside ongoing investment in development and wellbeing, we continue to review and enhance our employee offer. This includes flexible ways of working and initiatives such as our Active Hour, which colleagues consistently value as part of maintaining a healthy work-life balance.

Our commitment to strong leadership and effective governance was recognised nationally during the

year when our CEO received the 'Outstanding Governance Contribution' award at the Sports Governance Academy Awards', reflecting the organisation's continued focus on excellence.

These developments have strengthened our foundations, enabling us to better support our partners, communities and the delivery of our strategic ambitions across Lincolnshire.

Governance

Effective governance arrangements have ensured accountability, strategic alignment and strong organisational leadership. We comply with Tier three of the Code of Sports Governance in maintaining robust governance, risk management, and regulatory compliance frameworks that support transparency, accountability, and organisational integrity, reviewed quarterly by the Governance and Standards Committee.

Environmental and Social Governance

Sustainability and social impact are embedded across our work, supporting long-term outcomes for communities. Delivering our sustainability commitments, monitoring the impact of change and continuing to cascade best practice across the sector and our partners.

Inclusion & Equality

Tackling inequalities is central to Active Lincolnshire's mission. Through our Diversity and Inclusion Action Plan (DIAP), we are embedding equity into our leadership, governance, culture and decision-making, ensuring we not only create opportunities for those who face the greatest barriers to being active, but also influence the wider physical activity system to do the same.

Finance

In a constrained funding environment, we have maximised resources through collaboration, reducing duplication and ensuring investment is targeted for greatest impact. Strengthening financial sustainability, controls, planning, and reporting to support strategic growth and agile financial management.



All Stars Cricket event with
Lincolnshire Cricket and
Magna Vitae

Financial Information

Active Lincolnshire presents the 2025/2026 financial summary, evidencing sound governance and financial management.

Total income to Active Lincolnshire for the period April 2025 – March 2026 was **£1,036,902**. Of this, **£910,594** was grant funding from Sport England.

Total expenditure for the period April 2025 – March 2026 was **£1,079,610**.

Of this, **£981,998** was expenditure of Sport England grant income.

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



Income
£910,594



Expenditure
£981,998

Sport England Funding 2025/26		
Area	Income	Expenditure
Systemic	440,368	
Salaries and Staff Expenses		417,585
Operating/Support Costs		83,777
Insight, Evaluation, Communications and Learning		6,074
Marketing and Communications		8,431
Safeguarding and Welfare	54,600	67,066
Delivery	56,750	
Active Lives		11,650
Place	358,876	
Salaries & Staff expenses		200,581
Programme Activity		134,232
	910,594	981,998

Reserves		
Area	Income	Expenditure
Opening Balance	265,805	£0
Interest Received	3,290	£0
	269,095	0

In year expenditure was greater than income, however programme funding was carried forward from previous year.

In 2025/26, 88% of the charity's income was received from Sport England.

Additionally, non-Sport England funding was received from:

■ **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

■ **UK Shared Prosperity Fund**

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

Young coaches
at a Karate Club
in Lincoln



Looking Forward

Active Lincolnshire has evolved into an organisation driven by a deep understanding of place and community need. While maintaining our countywide commitment through universal partnership working across Lincolnshire, we also take a more intensive, place-based approach in areas experiencing the greatest inequalities, enabling us to better understand local contexts and provide targeted support where it is needed most.

We will continue to work with partners to develop and embed place-based work in priority areas, strengthening system leadership and partnerships, and continuing to tackle inequalities through targeted, inclusive approaches.

Supporting sector workforce development remains a priority, playing our part in enabling the physical activity sector workforce to provide inclusive and accessible options to be active.

We will continue to advocate for change, sharing insight, learning and community responses to need.

To ensure long term, sustainable change, we will expand the use of insight to inform



decision-making and drive impact. We will ensure that we tell the story of change and can evidence the positive power that sport and physical activity has on people's



Wellbeing Walk in Boston

lives. It is our role to create spaces and opportunities for connection and learning within the physical activity sector.

This year has marked a significant step forward for Active Lincolnshire, with stronger collaboration, deeper insight and increased capacity across the system. We remain committed to working with partners and communities to enable more people

to be active, more often, particularly those facing the greatest barriers, and to creating the conditions for long-term, sustainable change across Lincolnshire.

We thank Sport England for the funding and commitment that enables our work to be delivered in Lincolnshire, all our partners for their support and our team and Trustees for their expertise and experience.

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