



# ***Impact Report***

**2024-2025**

**MORE PEOPLE  
MORE ACTIVE  
MORE OFTEN**



# Our Partners

Thanks to primary Funders: Sport England



Thanks to grant funding from The UK Shared Prosperity Fund (UKSPF).



Thanks to District Authorities for their support:



Supporting Partners:



Working in partnership with:



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# 4915

Under 12's supported in wheelchair sports

# £157k

Sustainable Skills Funding

# 100%

**Agreed** or **strongly agreed** to the statement 'do you think your organisation values inclusivity' in the 2024 Staff Survey

# 430

Nominations in the Lincolnshire Sport and Physical Activity Awards

# 69k

Searches, Views & Clicks on the Let's Move Lincolnshire Activity Finder

# *Introduction*

**Active Lincolnshire is the Active Partnership for Lincolnshire, a leader in physical activity, collaborating with partners and communities to reduce inactivity.**

2024-2025 saw Active Lincolnshire continue our commitment to our vision of enabling more people to be more active, more often. Through connecting, enabling and influencing partners and organisations.

We refined the future direction of the organisation, ensuring we are ready to effectively maximise the Sport England place expansion programme. Our charity business plan and

approach were reviewed and a new three-year plan 'A transformative journey towards a healthier, more active future', launched in June 2024. The organisations strategic goals and objectives were agreed, and team recruitment and development aligned with this.

**Find out more**  
[bit.ly/Lincs\\_BPlan](https://bit.ly/Lincs_BPlan)

## Introduction

### Our strategic goals are:

- 1. Supporting a resilient physical activity sector** – a strong countywide offer that creates impact in supporting a resilient physical activity sector and meaningful promotion of accessible options and pathways to be or become active.
- 2. Let's Move Lincolnshire** – the countywide movement for physical activity will fully engage stakeholders through which our collective impact on reducing the inequalities on physical activity is demonstrated.
- 3. Place based approach** – Active Lincolnshire will implement a collaborative and data and insight driven approach to working in place, that can drive scalability across the county and facilitate knowledge exchange.

Our role within this is to understand local need, influence, connect partners and organisations, and enable organisations and providers to work differently. During 2024-25 this meant transitioning away from some of the work that we have previously led, and specific delivery of programmes.



**Emma Tatlow,**  
**Chief Executive Officer,**  
**Active Lincolnshire**

**Find out more**  
[bit.ly/Lincs\\_BPlan](https://bit.ly/Lincs_BPlan)



Talking about a session delivered by NK Jaguars Wheelchair Basketball Club, teacher and PE lead, David Morris from St Johns Primary Academy said:

“

**The children came away more knowledgeable, informed and enthusiastic about disability, inclusion and the sport itself... it was great to see so many pupils who are less enthusiastic about sport, being completely engrossed in the activity and playing with a smile on their faces.”**



YMCA Lincolnshire training session



# Creating greater impact

**We acknowledge that to create greater impact we need to have clear strategic goals and focus our capacity on achieving those. Where organisations are better placed to lead and deliver, we will support and enable them to do so and not compete.**

Active Lincolnshire has been well known for delivering one of the biggest wheelchair sports programmes in the country, with a fleet of trailers and 170 sports wheelchairs.

This year, we have transitioned our wheelchair sports programme to four local delivery providers who are best positioned to ensure that the programme reaches more people. Tonic Health, Inspire+, NK Jaguars Wheelchair Basketball Club and YMCA Lincolnshire now own the wheelchairs and trailers and are actively delivering wheelchair sports across the county in various ways.

## Creating greater impact

Inspire+ have supported thousands of people to have a go at wheelchair sports. This includes:

- **4915** under 12's
- **23** 12-18 year olds
- **218** adults
- of these **10.7%** had a special educational need and **3%** of those had a lower limb disability.

# ***Tackling inequalities***

## ***Equality, diversity and inclusion (EDI)***

### **Diversity and Inclusion Action Plan**

Our Diversity and Inclusion Action Plan underpins all our work and our commitment to tackling inequalities. The plan was approved by Sport England in October 2024. The plan outlines how we embed our commitment to EDI in all that we

do, and we also how we ensure we cascade best practice and good governance across the physical activity sector. All of our investment through projects and programmes is informed by understanding insight and local need.

### **Cascading learning and best practice**

#### **Inclusive Language Guide**

Recognising that use of non-inclusive language can be one of the biggest barriers to participation, Active Lincolnshire worked with partners to develop our 'Inclusive Language Guide'. The guide has been recognised as best practice

across the Active Partnerships Network and shared extensively by local organisations. The guide continues to be regularly updated to ensure it stays relevant and useful as language evolves.





**Find out more**  
[bit.ly/Lincs\\_ILang](https://bit.ly/Lincs_ILang)

# ACTIVE LINCOLNSHIRE



Active Lincolnshire won the Diversity and Inclusion Award at the 2025 Lincolnshire Business Awards, highlighting our dedication to embedding inclusion and diversity across all aspects of our work and influencing positive change across our networks.

**Find out more**

[bit.ly/Lincs\\_IDAward](https://bit.ly/Lincs_IDAward)

## ***Tackling inequalities and equality, diversity and inclusion***

### **Sharing learning and knowledge**

We are connected to a wide range of clubs and activity providers and our role is to support, enable and influence them to provide a relevant physical activity offer and to understand the inequalities and barriers that exist in accessing physical activity.

Our EDI advisory group network brings together organisations to

share opportunities, learning and experiences including leisure leads and National Governing Bodies (NGBs) and local authority operators.

Our website hosts a Knowledge hub; a bank of resources that clubs can access to develop their own approach in this work.

**Visit Knowledge Hub**

[bit.ly/Lincs\\_EI](https://bit.ly/Lincs_EI)

## ***Tackling inequalities and equality, diversity and inclusion***

### **Leadership, organisation and policy commitment to EDI**

We have strived to reflect the characteristics of the local population across our workforce and Board. We are dedicated to deepening our understanding of the barriers people face to being active.

We have prioritised inclusive recruitment this year, and are proud to have been recognised as a Disability Confident Committed employer and to have built a more inclusive recruitment approach, that candidates have positively

commented on. It has included the development of our inclusive recruitment guiding principles:

**Find out more**  
[bit.ly/Lincs\\_Guiding](https://bit.ly/Lincs_Guiding)

Our Board meetings have a regular EDI agenda item that is presented by our EDI lead trustee and our commitment to inequalities is highlighted in all Board decision papers.

**Find out more**  
[bit.ly/Lincs\\_DCG](https://bit.ly/Lincs_DCG)





“

In the 2024 staff survey, completed by all team members; **100% agreed** or strongly agreed to the statement **‘do you think your organisation values inclusivity?’**





## *Strategic goal 1*

# *Supporting a resilient and relevant physical activity sector*

### Workforce and skills

We have gained greater understanding of the physical activity skills landscape in Lincolnshire and have been able to enable and facilitate the development of a skilled sector workforce. We have created trusting relationships with the physical activity sector.

With thanks to the **UK Shared Prosperity Fund** 'Active Communities' grant, we have delivered a sustainable skills programme in East Lindsey and South Holland. The **Active Communities** project is a **people and skills programme** centred around

a collaborative approach to skills development, working alongside partner organisations to link skills with employment opportunities.

Funded qualifications are tailored to the learner alongside the needs of the area and sector, with additional core training provided to all applicants around safeguarding, tackling inequalities, mental health and other coaching themes.

The total value of the funding is **£157,617.00** this includes skills development, project management and marketing.

## **Supporting a resilient and relevant physical activity sector**

This included the development of our new Active Skills Hub; an online platform supporting Lincolnshire's physical activity workforce. Offering a single destination for training or career development.

It serves as a comprehensive resource for clubs, coaches, volunteers, and professionals in the sector.

Built from scratch using UKSPF funding, this website establishes a lasting legacy for the skills programme, offering a one-stop shop for training,

advice, guidance, career pathways and job searches.

Through our work, we have created nationally significant partnerships with UK Coaching and The Fitness Group.



**Find out more**  
[bit.ly/Lincs\\_SkillsHub](https://bit.ly/Lincs_SkillsHub)

### **Partnerships**



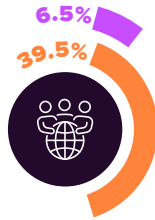
# Demographics



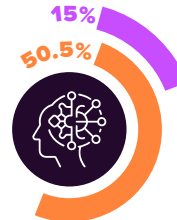
**East Lindsey**  
Pop: 96,983

**South Holland**  
Pop: 144,415

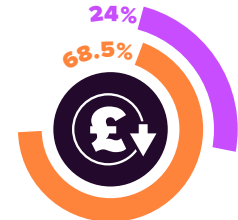
Applicant  
 Audience



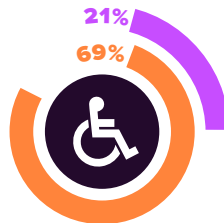
**Ethnically Diverse**



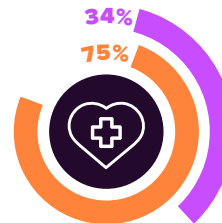
**Neurodivergent**



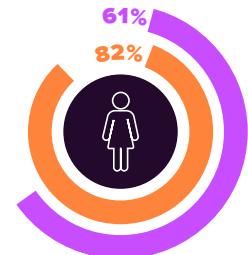
**Low Socio Economic**



**Disability**



**Health Condition**



**Women & Girls**

## East Lindsey

**106**

Number of Community Upskilled

**32**

Total Number of individual Courses

**£107,477**

Total Amount of UKSPF Investment

**£12,000**

Total Amount of Active Lincolnshire Investment

## South holland

**29**

Number of Community Upskilled

**14**

Total Number of individual Courses

**£57,477**

Total Amount of UKSPF Investment

**£8,000**

Total Amount of Active Lincolnshire Investment



## ***Supporting a resilient and relevant physical activity sector***

### **Playzones**

The PlayZones programme aims to create high-quality, accessible outdoor sports and activity spaces in communities facing the greatest inequalities. The focus in Lincolnshire is aligned with the **Let's Move Lincolnshire** strategy, ensuring the project supports broader efforts to reduce inactivity and promote health equity.

On behalf of the South & East Lincolnshire Councils Partnership, we formed a collaborative group to apply for Playzone funding from the Football Foundation. Through the process we engaged with communities and developed an application underpinned by data to ensure the facilities are serving the communities who have the most to benefit.

#### **Playzone sites being actively explored and developed are:**

- 1.** Furlong Road, Sutton on Sea
- 2.** Pinchbeck Hub, Knights Street
- 3.** Memorial Park, Sutton Bridge
- 4.** Sherwood Playing Fields  
Mablethorpe

## ***Supporting a resilient and relevant physical activity sector***

### **Facilities and Playing Pitch Strategies**

Active Lincolnshire is contributing to the strategic steering groups that will play a pivotal role in the formulation of Playing Pitch strategies for Lincolnshire. We actively engage

in supporting facility conversations, providing insight and connecting partners to ensure that decisions are made that positively impact local communities.

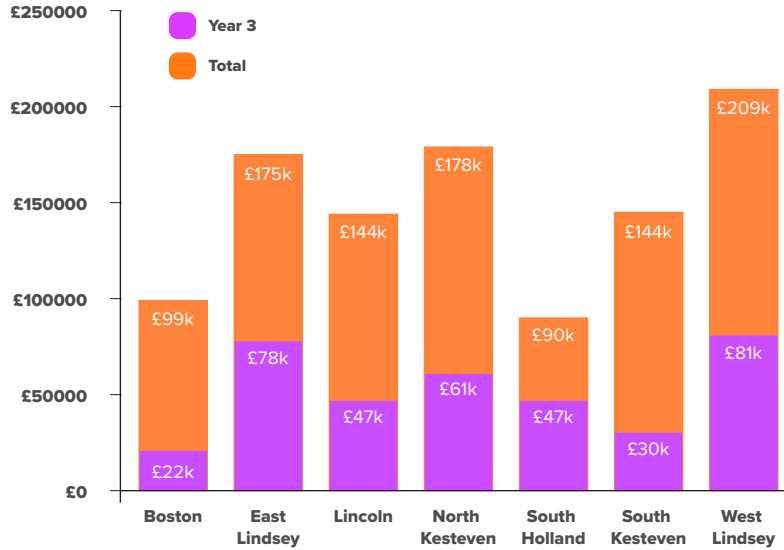
### **Opening School Facilities**

Opening School Facilities (OSF) is a Department for Education funded programme that has supported schools in areas where there are lower levels of family affluence and high levels of deprivation to open their facilities for community use.

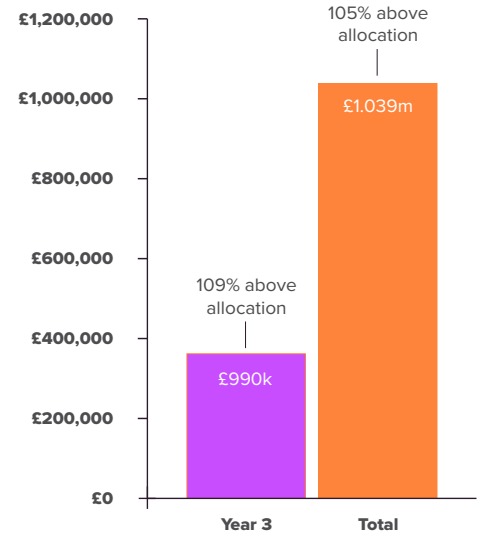


**OSF funded swimming at South View School**

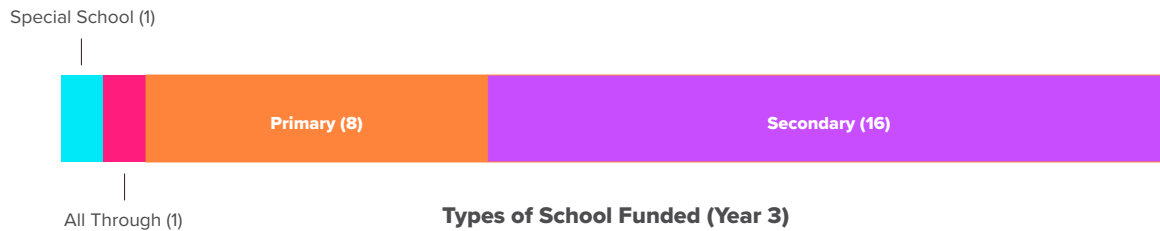
# Opening School Facilities Funding



Overall Funding by District



Overall Funding – All Districts



Types of School Funded (Year 3)

**3**

Online  
Webinars Held

**4**

County Governing  
Bodies Engaged

**4**

Paperwork  
Reviewed: Policies  
and Procedures

**5**

NGBs given  
Active Bystander  
Training

**7**

Lincolnshire  
Districts Reached

**7**

Stakeholders  
Engaged

**8**

organisations feeding  
back on Safeguarding  
and Welfare Reference  
Guide

**11**

Individuals  
Trained

**16**

Clubs Engaged  
including two  
unaffiliated

**16**

NGBs  
Engaged

**48**

Welfared Forum  
Members

**73**

Clubs  
Contacted



## ***Supporting a resilient and relevant physical activity sector***

### **Safeguarding and welfare of people**

Our dedicated Safeguarding and Welfare Manager supports clubs and activity providers with guidance and advice. Working closely with counterparts across the East Midlands, local safeguarding Board and partners, NGBs and clubs, this year our work has included:

- Directly supporting local clubs in developing processes, procedures, and policies for safeguarding, welfare, bullying, and harassment.
- Participating in a working group with the Lincolnshire Safeguarding Children Partnership (LSCP) and the Local Authority Designated Officer (LADO) following an ongoing collaborative partnership with LSCP.
- Development of a welfare and safeguarding reference guide, endorsed by stakeholders.
- Passing our annual review with the Child Protection in Sport Unit (CPSU), with a request to share our good practice.

#### **Engaged Stakeholders:**

- Lincolnshire Safeguarding Children's Partnership (LSCP) Local Authority Designated Officer (LADO)
- NWG Network
- Disclosure and Barring Services
- Lincolnshire Safer Together Team
- The role currently sits on the Lincolnshire FA Safeguarding Subgroup allowing Active Lincolnshire to have involvement in the shape of safeguarding and welfare within grassroots football.

## ***Supporting a resilient and relevant physical activity sector***

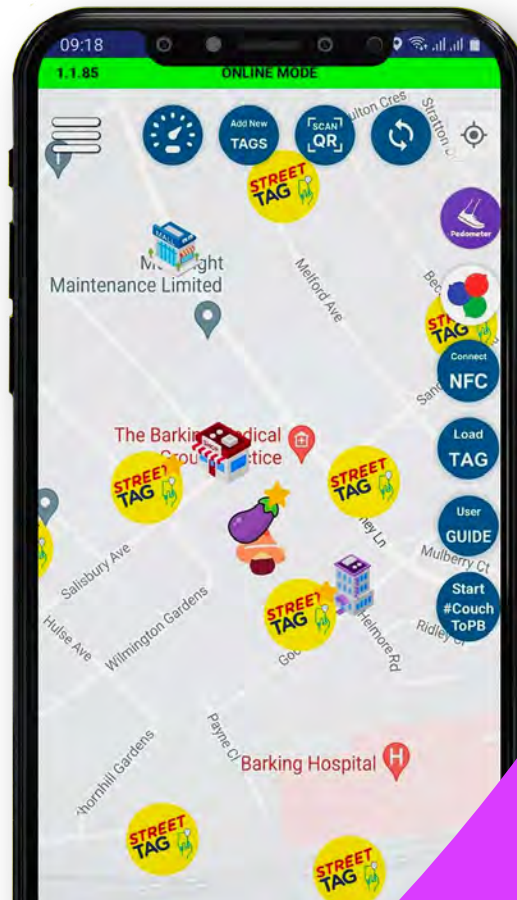
### **Street Tag**

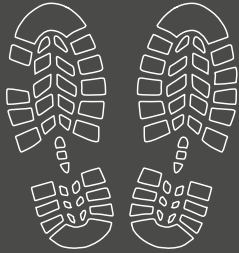
Following the successful roll out of Street Tag in the previous year, we have rolled Street Tag to the further 3 districts; it now has coverage across all 7 districts.

The app allows people to collect virtual tags around their community as they walk, scoot or cycle. School and community leaderboards encourage friendly competition.

There has been an increase in participation of Street Tag compared with the previous year. This has been aided by Street Tag supporting with a dedicated team member working with communities in Lincolnshire.

North Kesteven and Lincoln City are the districts with the highest participation levels.





**84m**

Steps



**97,074**

Tags scanned



**72k**

Miles



**1196**

Number of  
players/ Teams



## **Strategic goal 2**

# **Let's Move Lincolnshire**

### **A countywide strategy for physical activity**

Active Lincolnshire is the convenor of the system wide strategy, Let's Move Lincolnshire. The strategy has six priority areas:

- Recover & reinvent
- Connecting communities
- Positive experiences for children & young people
- Health and wellbeing
- Active environments
- Agile systems

Active Lincolnshire reports on system wide progress against the strategy at the Joint Health and Wellbeing Board. Physical activity is a priority in the joint health and wellbeing strategy:

# ***Our commitment to a whole system approach***

**Everyone has a role to play; in people, communities and organisations, from every sector and place. Pulling in the same direction with a shared goal to help people move more.**

**Cultural norms and ideologies:** Language, myths, metaphors, stories, hierarchy of values, know how, assumptions, mindset, imagery, belief

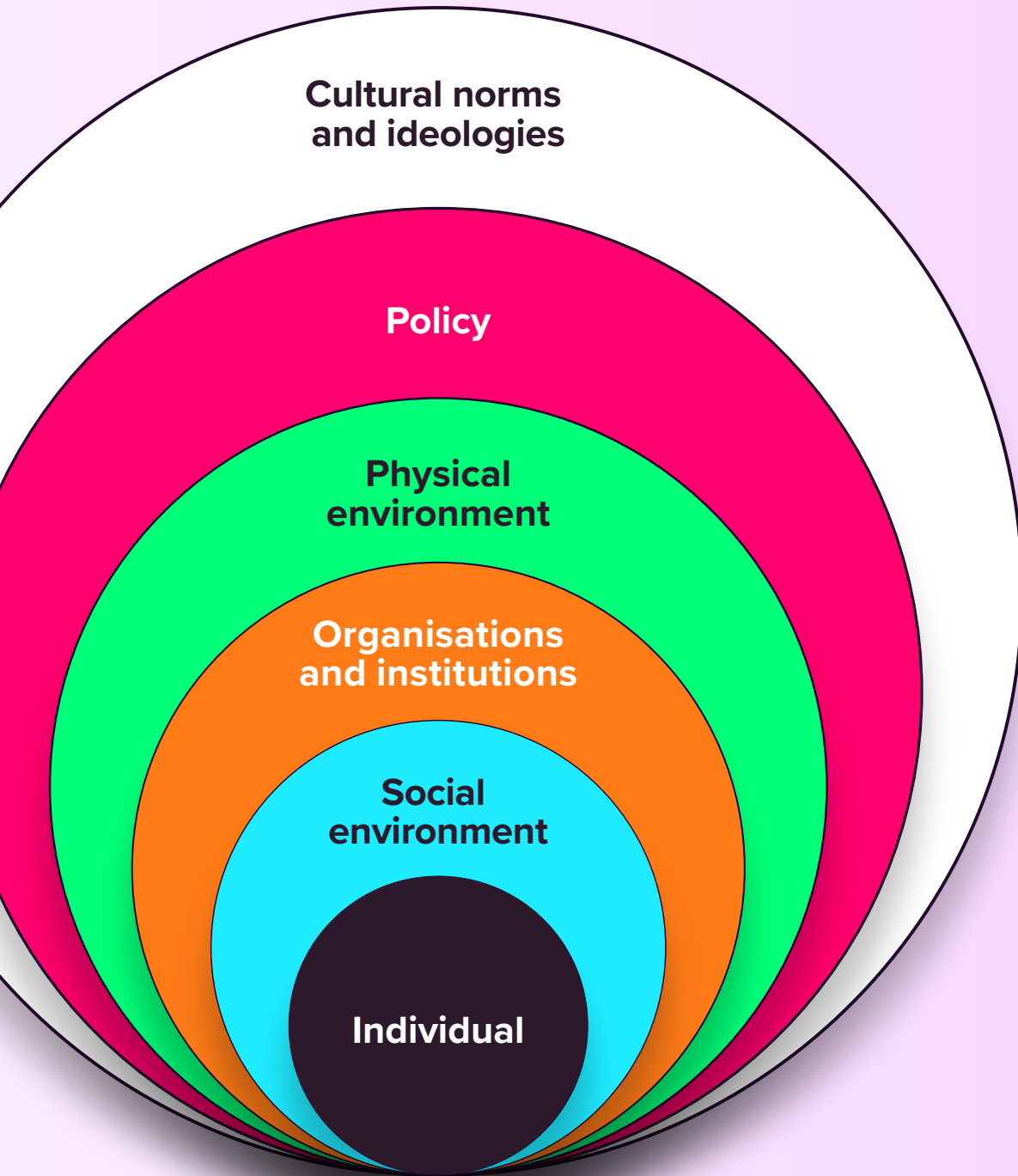
**Policy:** International and national guidance and laws, local laws and policies, rules, regulations, codes, times and schedules

**Physical environment:** Build environment, natural environment, green and blue spaces, transport networks, homes

**Organisations and institutions:** Schools, healthcare, businesses, faith organisations, charities, clubs

**Social environment:** Individual relationships, families, support groups, social networks

**Individual:** Individual capabilities, motivation, opportunities, knowledge, needs, behaviours, physical and mental health and wellbeing







## Let's Move Lincolnshire

### Agile systems

Active Lincolnshire represent physical activity at a range of stakeholder groups and meetings, this year they have included:

- Southeast Lincolnshire Healthy Living Board and Executive Officer group
- Contributing to grant fund panels including Shine Lincolnshire and the UK Shared Prosperity GRASSroots Grants Fund
- Connected Coast Board and Skegness sub-group
- Spalding Towns Board
- Joint Health and Wellbeing Board

### Connecting with Health

UK Active published a blueprint for integrating the physical activity sector with health services.

Lincolnshire ICB and Active Lincolnshire, along with four other Active Partnerships, NHS England, Sport England and NHS Horizons

formed the steering group that informed the blueprint.

Pre- and post-natal promotional materials (PPN) have been developed in partnership with Better Births Lincolnshire. Shared messaging on flyers for clinical

## **Let's Move Lincolnshire**

staff and mums to be are now available and being distributed at every appointment. Active Mums Lincolnshire new branding rolled out and Let's Move Lincolnshire page updated to reflect the design which was supported in co-creation with Better Births Lincolnshire and other PPN partners.

Regular meetings take place with a range of health professional across the ICB, Public Health, the integrated lifestyle service,

Active Lincolnshire hosted 'Physical Activity for the Prevention and Management of Long-term conditions' training with 40 health and care related professionals attending.



**Find out more**  
[bit.ly/Lincs\\_Mums](https://bit.ly/Lincs_Mums)





## **Strategic goal 3**

# **Place based approach**

### **Place expansion investment**

In November 2023, Sport England published their commitment to investing in a place-based approach to tackle the challenge of inactivity. Through pilot projects in other parts of the country, Sport England have built an evidence base that demonstrates greater impact can be made that enables people to move more and be more active through a targeted whole system approach.

In February 2025 investment for development work to start in East Lindsey and Boston was confirmed.

### **A collaborative approach**

A strategic oversight group meet to about the investment, and other meetings have been held to engage multiple partners and organisations.

**Find out more**  
[bit.ly/Lincs\\_Invest](https://bit.ly/Lincs_Invest)

## ***Place based approach***

### **Informed by data and insight:**

Understanding data and insight is critical to ensuring that the work is focused on areas where greatest impact is likely. Place profiles have been created and shared for the

three place expansion areas; Boston, East Lindsey and South Holland. With over 200 views, these resources have proven to be a valuable resource for partners.

### **Learning and sharing best practice**

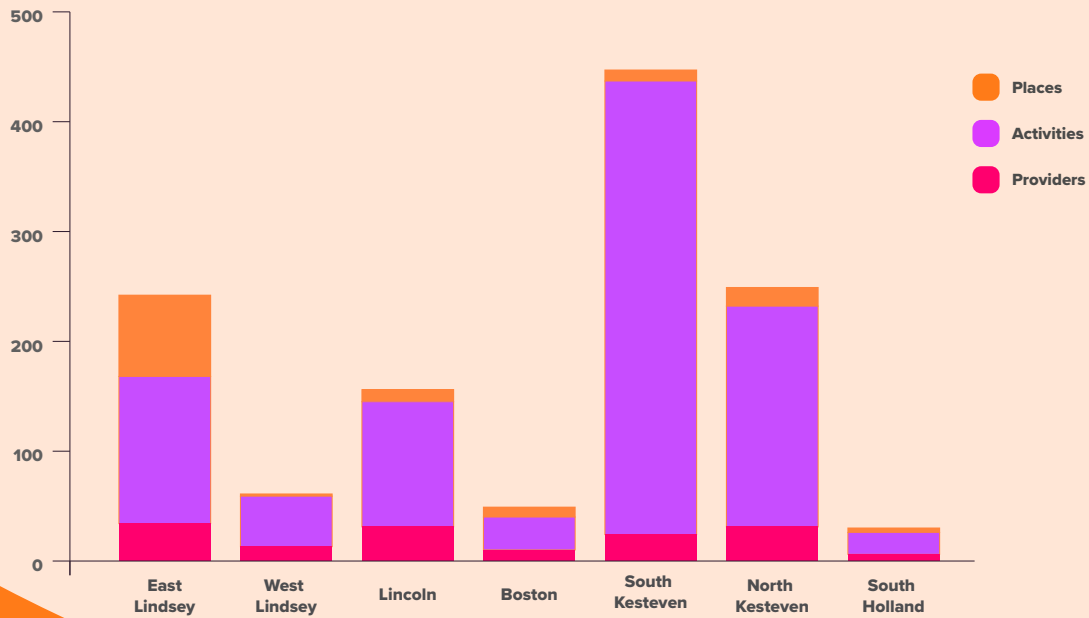
A knowledge-sharing session with **Active Essex**, attended by both internal staff and 40 Lincolnshire partners, provided valuable insights into place-based programme development and community engagement strategies.

**Find out more**  
[bit.ly/Lincs\\_Profiles](https://bit.ly/Lincs_Profiles)





**Visit: [LetsMoveLincolnshire.com](http://LetsMoveLincolnshire.com)**





## **Enablers**

# **Communication and Marketing**

### **Let's Move Lincolnshire Activity Finder**

- 20k Searches
- 69k Searches, Views & Click Throughs
- **Top 10 Popular Searches;** Walking, Running, Netball, Group Exercise, Walking Netball, Cricket, Swimming, Gym Workout, Dance, Football

Our work with **Playwaze** has progressed, particularly in relation to **'Route' functionality**, which supports **walking and cycling integration** within the **Activity Finder tool on Let's Move Lincolnshire**.

An **Accessible Web Audit** was conducted with our web development provider, benchmarking

our platform against **WCAG (Web Content Accessibility Guidelines) compliance standards**. The audit identified areas for improvement, with actionable recommendations currently under review.

We use of **diverse storytelling** in our communications, including featuring stories such as **Tommy for Heart Month** and **Julie Mole & Lindsay Linder for International Women's Day** to highlight individual and community achievements in physical activity.

## ***Communication and Marketing***

### **Carers Active April campaign 2024**

In April we worked alongside Public Health, Carers UK, Carers First and One You Lincolnshire to support Carers Active April in Lincolnshire. Activities were hosted in 6 out of 7 districts with 80+ hours of structured activities available in addition to free

classes, swims and gym passes. Dedicated Let's Move Lincolnshire promotional resources were created for all partners to use throughout the month long campaign.

**Find out more**  
[bit.ly/GetActiveCarers](https://bit.ly/GetActiveCarers)

**Find out more**  
[bit.ly/CarerActiveApr](https://bit.ly/CarerActiveApr)

**Let's Move Lincolnshire**

Let's Move Lincolnshire is all about being active while managing a long-term health condition. Physical activity can be achievable and beneficial for everyone; check out the Carers Active Hub for inspiration and motivation: <https://bu.r.ly/3V8T6Wv>

Visit the Let's Move Lincolnshire website to find local activities and sessions suitable for those living with a long term health condition, as well as local offers for carers. <https://bu.r.ly/3V8T6Wv>

#CarersActiveApril #ConnectToSupportLincolnshire #LetsMoveLincolnshire @CarersUK

Like · Comment · Share

Liked by streetagq and 5 others

April 4

Add a comment...

**Let's get moving**  
Use our activity finder and find an activity near you

[Activity Finder](#)

**Carers Active April**

**Get active this spring and boost your health and wellbeing with the Carers Active April Campaign Month**

Being active when you're a carer can be more challenging. That's why Carers UK are running Carers Active April. This month long campaign aims to support unpaid carers to be physically active and raise awareness of the benefits of physical activity for carers and the barriers they may face.

Research from Carers UK found that 67% of unpaid carers said taking part in physical activity helped them feel more connected to other people, and 73% said that being physically active makes them feel good about themselves.

The month will raise awareness about the importance of physical activity and provide lots of opportunities for carers to be active. You'll be supported and encouraged to take part in any activity that works for you, whether that's walking, jogging, yoga or simple exercises around your home and garden. They'll also be lots of events, support and offers available throughout Lincolnshire to help support Carers to be active.

By signing up to Carers Active April you'll receive:

- Weekly online physical activity sessions throughout April
- The opportunity to take part in Carers UK Mass walking event: 'We Move More' on 11th April
- An invitation to our free virtual Healthathon event on 26th April
- Helpful ideas, tips and links during the month

[Sign up to Carers Active April](#)

**Let's Move Lincolnshire**  
8 April · 🌍

The second week of #CarersActiveApril is all about getting active outdoors. 🚶 🌳

Whether it's a walk in your local park, a cycle to the shops or being active in your garden, more outdoors can really help boost your mood and improve your mental health.

Lincolnshire has lots of beautiful green and blue spaces where you can enjoy moving outdoors. Why not join a led walk to explore your local area? ... [See more](#)

**Move more outdoors.**

**Take a walk in your local green space.**

**Let's Move Lincolnshire**

## Top Pages



Lincolnshire Sport & Physical  
Activity Awards

Wheels For Life

Jobs

News & Blogs



Activity Finder

Open Water Swimming

Get Active Walking

Promote Your Activity

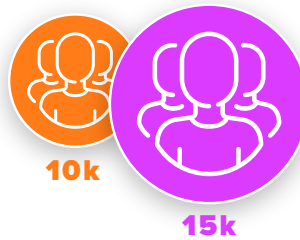
## Communication and Marketing

### Website

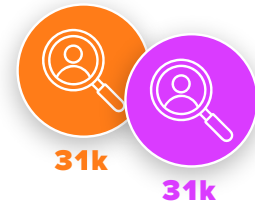
ActiveLincolnshire.com and LetsMoveLincolnshire.com continue to support a large audience to find valuable information on a range of themes.

- Active Lincolnshire
- Let's Move Lincolnshire

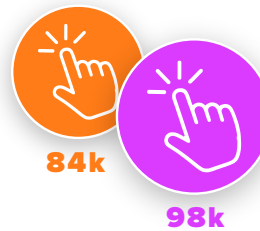
#### Active Website Users



#### Views



#### Website Events



#### Engagement Time (m:s)



# Communication and Marketing

## Social Media

Our audience has continued to grow across Facebook, LinkedIn and Instagram, and these channels continuously improve the reach of our core messages to our varied audience of partners and residents.

### Audience



17k

### Views



579k

### Engagement



25.7k

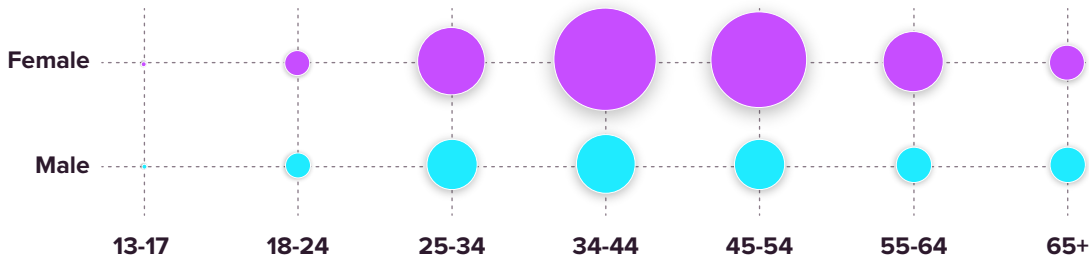
### Main Audience



Female, 25-54

## Fans

### Top Gender and Age



## Top Posts



LSPAA Winners

Job posts



Carers Active April

Range of club blogs, and  
funding case studies





## Communication and Marketing



### Lincolnshire Sport and Physical Activity Awards

In November, we celebrated the 20th anniversary of our Lincolnshire Sport and Physical Activity Awards. The awards showcase and celebrate outstanding individuals, groups and organisations from across the county. Hosted at The Engine Shed in Lincoln by BBC's Rob Makepeace and local Olympic swimmer Freya Colbert, the community event shared emotional stories from across eleven award categories. An additional special recognition award honoured Ian Fytche, Chief Executive at North Kesteven District Council for his long-term commitment to supporting residents to be active.

#### The awards in numbers:

- 430 nominations
- 33 finalists with 11 winners, and everyone's story shared with videos
- 4 community performances
- 17 different activity types showcased
- 10 sponsors make the awards possible
- 269 guests on the night

Details of the 2024 winners can be found on the [Active Lincolnshire Website](#).



**2024 award winners celebrating at the Engine Shed, Lincoln**

## **Enablers**

# **Our People**

**In March 2024, we published ‘Unity: A People Plan for Everyone’ which sets out our commitment to providing an environment in which our people can make Active Lincolnshire’s vision a reality.**

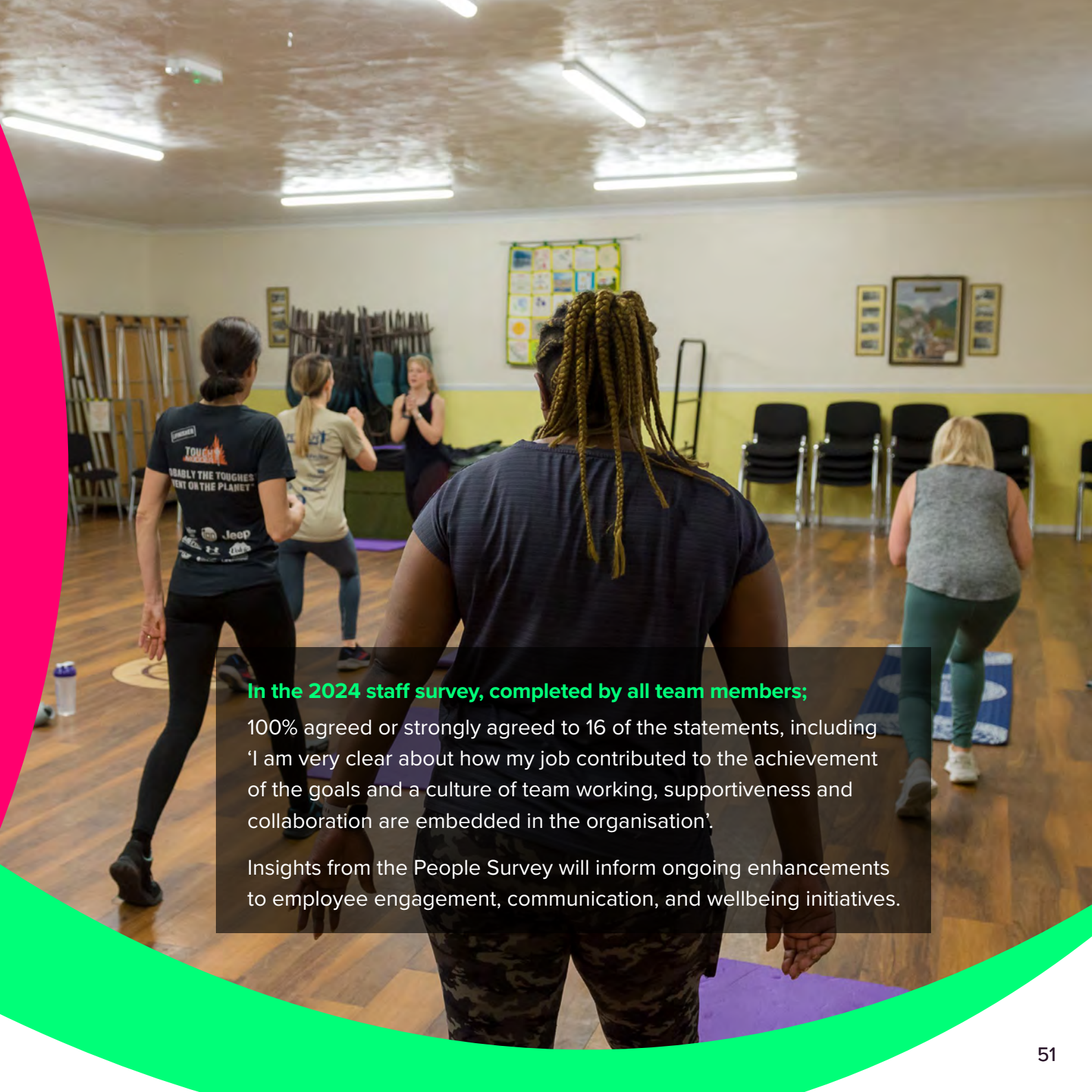
**‘Active Lincolnshire wants everyone to thrive and fulfil their potential. We value our people and want to recruit and retain a wide range of talent, skills and experience.’**

The staff survey conducted in December 2024 provided further insight from the team about the areas we are doing well and areas for improvement.

### **Employee benefits introduced this year include:**

- **Active Hour Initiative:** This provides team members with the flexibility to dedicate one hour per week to physical activity, during working hours.
- **Volunteering Opportunity:** Up to two hours a month to match volunteering hours already given in community, activity or sport organisations.

**Find out more**  
[bit.ly/Lincs\\_People](https://bit.ly/Lincs_People)



**In the 2024 staff survey, completed by all team members;**

100% agreed or strongly agreed to 16 of the statements, including 'I am very clear about how my job contributed to the achievement of the goals and a culture of team working, supportiveness and collaboration are embedded in the organisation'.

Insights from the People Survey will inform ongoing enhancements to employee engagement, communication, and wellbeing initiatives.



## Our People

### Encouraging activity:

- monthly minutes tracker: celebrating how many minutes we are active each month
- active hour and giving freedom to fit activity into working day
- encouraging walking meetings
- cycle to work scheme
- monthly litter picking

These initiatives reflect our continued commitment to supporting employee well-being and fostering a positive workplace culture.



## **Enablers**

# **Environmental Social Governance (ESG)**

**In March 2024, we published ‘Moving to support our planet’ which sets out our commitment to, and governance around, positive environmental and social impact**

**Following the launch of the plan, this year we have:**

- Developed the Environmental Sustainability section of the knowledge hub on our website for use by wider sector:

**Find out more**

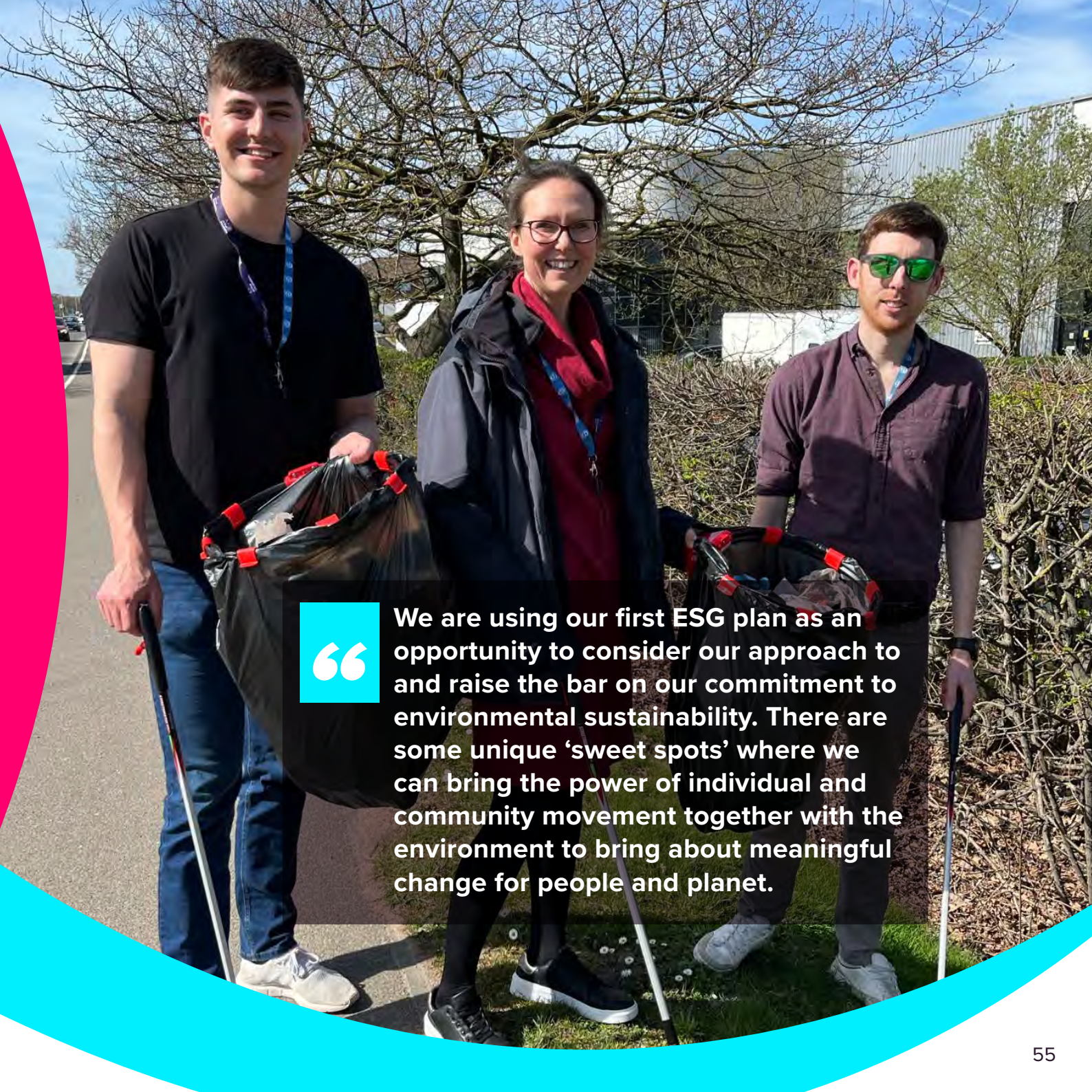
[bit.ly/Lincs\\_Sustainability](https://bit.ly/Lincs_Sustainability)

- Sustainable materials were used on the Lincolnshire Sport and Physical Activity awards trophies, table decorations and room décor.

**Find out more**

[bit.ly/Lincs\\_ESG](https://bit.ly/Lincs_ESG)

- A volunteer student from the University of Lincoln spent a day a week volunteering with us over a 2-month period. As part of their work, they set up a monthly Litter Picking team event. The volunteer and CEO were interviewed by BBC Radio Lincolnshire about the event that continues on a monthly basis and staff have joined other litter picking events in their local areas.



“

We are using our first ESG plan as an opportunity to consider our approach to and raise the bar on our commitment to environmental sustainability. There are some unique ‘sweet spots’ where we can bring the power of individual and community movement together with the environment to bring about meaningful change for people and planet.

A background image showing a canal with two people kayaking. One is in a blue kayak and the other in a yellow kayak. In the background, there is a brick building with a balcony and a street scene with people walking. The sky is blue with white clouds.

## STAFF SURVEY FEATURE:

“

In the 2024 staff survey, completed by all team members: 80% agreed or strongly agreed to the statement ‘My Active Partnership prioritises the environment in the decisions it makes’.

The ESG plan highlights how we intend to improve on that score in the year ahead.

**Find out more**

[bit.ly/Lincs\\_ESG1](https://bit.ly/Lincs_ESG1)





## ***Environmental Social Governance (ESG)***

- We actively encourage car sharing to team events and away days, recognising work related travel distances are often in excess of 5 miles and there is very limited access to public transport.
- We continue to support the volunteer hubs established as part of the Wheels for Life Scheme.
- We facilitated the re-homing of the out of service hire bikes from Lincoln to adult day centres for use by adults with learning differences, saving the bikes from landfill and providing positive experiences for people that otherwise did not have the opportunity to ride a bike.

## **Enablers**

# **Good governance and compliance**

**The following documents have been published this year:**

Active Lincolnshire comply with tier 3 of the Sport England Code of Compliance, a review in 2024 indicated that we are compliant, with an action to ensure we capture how we cascade good practice across the sector.

### **3 Year business plan**

**Find out more**

[bit.ly/Lincs\\_BusPlan](https://bit.ly/Lincs_BusPlan)

### **Our People Plan**

**Find out more**

[bit.ly/Lincs\\_PeoplePlan](https://bit.ly/Lincs_PeoplePlan)

### **Environment Social Governance Plan**

**Find out more**

[bit.ly/Lincs\\_ESGPlan](https://bit.ly/Lincs_ESGPlan)

### **Our Diversity and Inclusion Action Plan**

**Find out more**

[bit.ly/Lincs\\_DEI](https://bit.ly/Lincs_DEI)





## **Good governance and compliance**

**With regard to financial management, we have:**

- **Streamlined Financial Processes:** Simplifying and improving financial reporting workflows.
- **Systemised Budgets:** Enhancing budget management processes to ensure greater clarity and efficiency.
- **Developed a Financial Dashboard:** Creating a comprehensive reporting tool to provide improved insights for budget holders, the board, and committees.

**We have retained the Cyber Essentials Accreditation.**



# Board of trustees

## 2024 – 2025

**2024 – 2025 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

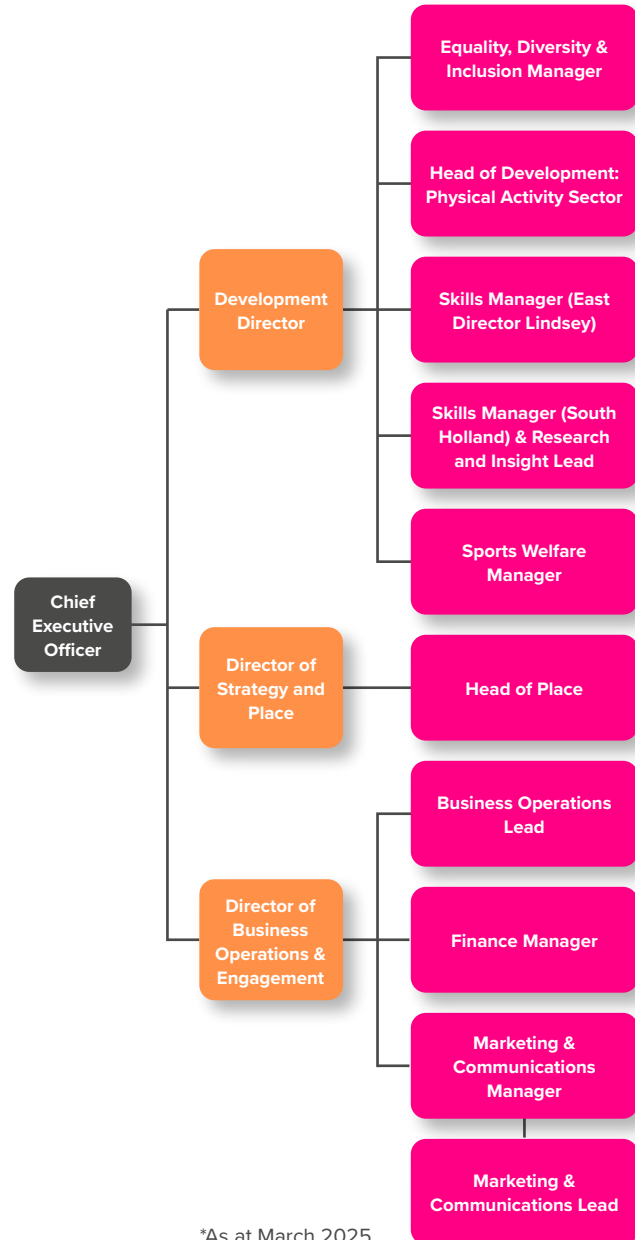
<b>Paul Barron</b>	Chair of the Board
<b>Richard Flint</b>	Vice Chair and Safeguarding Lead
<b>Karen Whitfield</b>	Senior Independent Director
<b>Michael Morris</b>	Governance and Standards Committee Chair
<b>Jo Richardson</b>	Finance and Audit Committee Chair
<b>Sophie Ford</b>	Equality, Diversity and Inclusion Lead
<b>Oliver Tasker</b>	Vice Chair (Resigned Mar 24)
<b>Kelly Evans</b>	Governance and Standards Committee Chair

**Neal Juster, Sarah-Jane Mills, Roger Cleary**

**See our board**  
[bit.ly/Lincs\\_Board](https://bit.ly/Lincs_Board)

# Our team

The Active Lincolnshire team has undergone a restructure to reflect the charities direction. 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 alongside developing our place based approach.



\*As at March 2025

**See our current team**  
[bit.ly/Lincs\\_OurTeam](https://bit.ly/Lincs_OurTeam)





# Financial information

**Active Lincolnshire presents the 2023/2024 financial summary, evidencing sound governance and financial management.**

Total income to Active Lincolnshire for the period April 2024 – March 2025 was **£1,017,753**. Of this, **£637,764** was grant funding from Sport England.

Total expenditure for the period April 2024 – March 2025 was **£884,165**.

Of this, **£554,015** 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**  
**£637,764**



**Expenditure**  
**£554,015**

## Financial information

**In 2024/25, 63% 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
- **Department for Education** (via Active Partnerships national team)
- UK Shared Prosperity Fund

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

**See full accounts**  
[bit.ly/Lincs\\_Governance](https://bit.ly/Lincs_Governance)

**Thanks to grant funding from  
The UK Shared Prosperity Fund (UKSPF).**



Sport England Funding 2024/25		
Area	Income	Expenditure
<b>Systemic</b>	<b>£500,014</b>	
Salaries and Staff Expenses		£330,085
Operating/Support Costs		£84,113
Insight, Evaluation, Communications and Learning		£12,970
Marketing and Communications		£10,899
<b>Welfare Manager</b>	£54,600	£42,646
<b>Delivery</b>	£56,750	
Active Lives		£11,650
School Games		£35,252
Moving communities	£26,400	£26,400
	<b>£637,764</b>	<b>£554,015</b>

Reserves		
Area	Income	Expenditure
Opening Balance	£261,919	£0
Interest Received	£3,886	£0
	<b>£265,805</b>	<b>£0</b>

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**active  
lincolnshire**

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