

Partnership Prospectus

Building Stronger Communities Together



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A Message from Emma Tatlow, Chief Executive Officer

At Active Lincolnshire, we believe everyone should have the opportunity to live an active, healthy and connected life.

The challenges facing our communities are complex. Health inequalities, social isolation, economic pressures and community wellbeing are all interconnected, and no single organisation can address them alone.

Our place-based approach brings communities, organisations and partners together to understand local needs, build on local strengths and create opportunities that matter.

Physical activity remains central to our work, not simply as sport or exercise, but as a catalyst for healthier people, stronger communities and thriving places.

To maximise the opportunity provided through Sport England investment and support the shared ambition of Let's Move Lincolnshire, we are developing a network of Anchor Partners across Lincolnshire. Together, we can create lasting change that no organisation could achieve alone.





Let's Move Lincolnshire

Let's Move Lincolnshire is the countywide movement with a shared vision for creating a more active Lincolnshire. The county's 10 year plan supports everyone in Lincolnshire to be more active. It's a shared commitment to tackling the challenge of inactivity with a focus on helping people who might face challenges and barriers to accessing physical activity opportunities.

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.

Find out more about the strategy on our website:

Why Place Matters

Every community is unique, with its own strengths, challenges and opportunities.

That is why our approach starts with listening. We work alongside communities to understand what matters to local people, what barriers exist and where opportunities can be unlocked.

We believe the most sustainable solutions are created with communities, not for them.

We start by asking:

- What matters to local people?
- What strengths already exist?
- What opportunities can be unlocked?
- Who is already making a difference?
- How can we build on what is already working?

Every place has potential. Sometimes it simply needs the support of a connected system to unlock it.







Physical Activity as a Catalyst for Change

Let's Move lincolnshire

Physical activity is about more than participation.

It improves health and wellbeing, strengthens communities, builds confidence and helps people connect with each other and the places where they live.

Physical activity can contribute to:

- Better health
- Improved wellbeing
- Stronger communities
- Educational achievement
- Skills and employability
- Pride in place
- Community resilience

When people move more, communities often move forward too.



Creating Systemic Change

Lasting change happens when communities, organisations and systems align around a shared purpose.

Rather than relying solely on individuals to change behaviour, we want to create environments where physical activity becomes a normal part of everyday life.

This means:

- Designing places that support walking and cycling
- Creating active workplaces
- Supporting movement throughout the school day
- Embedding physical activity within health and care services
- Ensuring community spaces are inclusive and accessible

Systemic change is achieved when organisations, policies, environments and communities work together to make active lifestyles easier for everyone.

The Active Lincolnshire Place Cycle



The Place Cycle is our framework for creating sustainable change.

1. Understand the Place
2. Define Priorities
3. Build Partnerships
4. Build Local Capacity
5. Co-design Solutions
6. Deliver Together
7. Learn and Adapt
8. Grow and Sustain

The cycle is continuous, helping communities and partners build momentum, learn and improve over time.

What this could look like in practice

Stage	Example
Understanding the Place	Community listening events
Building Partnerships	Cross-sector workshops
Co-designing Solutions	Resident-led project design
Learning and Adapting	Quarterly reflection sessions

Our Outcomes

Stronger People

Stronger Communities

Connected Places

Our ambition is not simply to deliver projects, but to create lasting conditions where communities can thrive long after funding ends.







Partnership at the Heart

Communities are shaped by many influences, including health, education, housing, employment, transport, sport and culture.

No single organisation can influence all of these factors alone.

That is why partnership sits at the heart of our approach.



Active Lincolnshire's role is to:

Convene

Bringing people and organisations together.

Connect

Creating relationships and opportunities.

Facilitate

Supporting collaboration and collective action.

Share Learning

Providing insight, evidence and learning.

Support Systems Change

Helping create the conditions for long-term impact.

By aligning our strengths, expertise and resources, we can achieve far more together than we can alone.

What is an Anchor Partner?

An Anchor Partner is a trusted, locally embedded organisation that uses its assets, expertise, relationships and influence to help create healthier people, stronger communities and connected places.

Anchor Partners may include:

- Local Authorities
- Health Organisations
- Education Providers
- Housing Associations
- Community Organisations
- Sports and Leisure Providers
- Businesses and Employers
- Arts and Cultural Organisations



Every Anchor Partner is different, but all share a commitment to creating positive change within their communities.

What We Ask of Anchor Partners

- Commitment to shared outcomes
- Participation in partnership learning
- Willingness to share insight and intelligence
- Support for place-based collaboration
- Active contribution through existing strengths and assets

What Anchor Partners Contribute

Anchor Partners may contribute:

- Relationships and community trust
- Facilities and local assets
- Skills, expertise and leadership
- Volunteering and workforce development
- Innovation and ideas
- Influence and advocacy

By combining these strengths, partners can unlock opportunities that benefit communities across Lincolnshire.

Benefits of Becoming an Anchor Partner

Anchor Partnerships are built on shared value.

Partners can:

- Increase their community impact
- Develop strategic relationships
- Access insight and shared learning
- Influence local priorities
- and investment
- Support leadership development
- Demonstrate social value
- Contribute to wider social outcomes
- Be part of a collective movement for change

Together, we can achieve more than any organisation could achieve alone.

Why Now?



The challenges facing Lincolnshire require long-term collaboration, not isolated projects or short-term interventions.

We are not looking for organisations to deliver someone else's agenda.

We are looking for partners who want to help shape the future of their communities, bring their strengths to a shared purpose and contribute to lasting change.

Join the Movement

Together we can create:

- Healthier People
- Stronger Communities
- Connected Places
- Greater Opportunity
- Lasting Legacy

The foundations already exist. The opportunity is here.

For more information please contact Niki Shepheard Strategic Partnership Lead at niki.shepheard@activelincolnshire.com

Find out more about our work in Place on the Active Lincolnshire website.

Let's Move lincolnshire

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SPORT ENGLAND

01522 730 325
Admin@ActiveLincolnshire.com
The Point, Newland House, Weaver Rd, Lincoln LN6 3QN