



Lincoln City
Foundation

INSPIRING LIVES

2018-2022 Strategy



Established in 1994 as Lincoln City Football in the Community we evolved from delivering football programmes to become a charity in 2009 where we developed projects across Lincolnshire through our key themes; Sport, Education, Health and Inclusion.

To deliver these programmes we are funded through a variety of different funding streams including grants, donations, contracts and fee paying services with the aim of growing each year to deliver more.

SPORT

Participation in sport brings many benefits: it improves physical and mental health, provides social interaction, breaks down barriers and brings people together. We aim to get more people of all ages engaged in sport, and we want to sustain their participation.

We are committed to increasing both the number and quality of sports coaches, and we help them develop the skills they need to engage with all sections of our communities.

We are more than football. We provide opportunities for people, particularly the young, to experience a wide range of sports, such as futsal, rugby, cricket, hockey, basketball, dance and fitness sessions.

EDUCATION

We provide positive and inspiring learning environments to engage people and develop skills for life. We raise awareness of important issues and open opportunities for employment. We work with disadvantaged and disengaged young people, helping them achieve positive outcomes.

Our academic qualifications and short programmes, like traineeships, equip young people with the skills they need to find employment.

We work with primary schools across Greater Lincoln to deliver the national curriculum and develop PE provision.

HEALTH

Sport and physical activity improve both fitness and mental health. We work across all age groups, from primary schools to those in elderly care homes.

We promote key health issues and want to work strategically with partners in the most challenging areas as we strive to reduce health inequality and encourage healthy eating, and physical activity to reduce obesity.

INCLUSION

Alongside Lincoln City Football Club, we are at the heart of a growing and diverse community.

We want to bring people together from all walks of life. We work with a wide range of partners to tackle all forms of disadvantage and to promote equality, engaging with groups most at risk of social exclusion.

Using the Lincoln City FC brand for positive social change, we work to create a more tolerant and positive society.



Overseen by an Executive Board, supported by four sub committees, a range of Trustees and our team, everyone connected with Lincoln City Foundation works tirelessly to deliver our vision, mission and objectives.

OUR VISION

Inspiring Lives in our Communities

Our Mission

To create and provide opportunities that inspire and empower individuals and the community to develop and improve physical, social or mental well-being.

Our Objectives

1. To help people improve their lives through participating in sport and recreational activities and provide them with opportunities to do so.
2. To promote and encourage healthy living by increasing participation in sport and physical activity.
3. To advance the education of children and young people.
4. To help people in social and economically disadvantaged communities to participate more fully in society by working with people to develop their skills.



Our Values

Created through consultation with the Trustees and staff members, our values encompass the work we deliver and ensure we work to a high standard.

- Trust
- Commitment
- Inclusive
- Teamwork
- Inspiring

Guiding Principles

Our guiding principles shape and frame our organisational culture, personal relations and decision-making.

- We are people focussed – everything we do enables participants to be fully engaged and creates access to opportunities for them.
- We are high quality – our activities are of the highest quality, and we strive to be the best.
- We are open and honest – we are transparent in all activities and act with integrity.
- We are innovative – we break down the barriers to participation and lead on new ways to get people active.
- We work in partnership – we work with others for mutual benefit and provide the best opportunities for all participants.
- We will value, respect and recognise – we recognise the efforts of the individuals and collective groups that help deliver success, including our staff, volunteers and partners.

EDUCATION

We have been engaging with schools, supporting the curriculum and extending the school day through after-school clubs, since 1994. Today, our impact on children and young people has never been greater. We are leading more sessions than ever before, supporting teachers in their learning, working with all ages from early years to adult education and covering an increasing number of subjects.

Our Current Services

Curriculum Delivery including PE,
Health and Diversity
After School Clubs
16-19 BTEC Courses
Premier League Primary Stars

Our Aim

To become a market leading deliverer of education programmes that challenge traditional delivery and support mainstream activities.

OUR VISION

By 2022 we will be providing high-quality education through Level 2 and Level 3 BTEC Sport courses in a broader range of subjects. We will also offer traineeships that provide an entry level qualification to 60 unemployed people. Our Foundation Degree delivered in partnership with the EFLT will enable young people to study a degree through non-traditional routes.

We will be a leading deliverer of Education Programmes within Primary Schools across both Greater Lincoln and Lincolnshire.

Even more primary schools will be taking part in the Premier League funded Primary Stars programme, and we will be a recognised partner to secondary schools across Lincoln.

We will have established an education working group to provide us with expert advice, new ideas and evaluation of our work.

Our Objectives

1. Provide a range of education programmes within Primary and Secondary Schools, building on our strong base within the Primary school sector.
2. Deliver a Post-16 programme to include FE Courses, HE Courses and Traineeships.
3. Develop a workforce to be able to deliver a high-quality education programme.
4. Access funding opportunities through the Premier League to expand the range of provision.
5. Create partnerships with local, regional and national organisations to become a leading education deliverer.



Alongside education, sport and specifically football activities, have been a central pillar of our delivery and we will continue to provide high-quality opportunities across all age groups.

Our programme has evolved considerably since 1994. In recent years we have managed to grow the Football Development Programme across Lincoln and have the ambition to expand across Lincolnshire.

We work alongside Lincoln City Football Club's Academy and contribute towards their player pathway, working with children from their first experience of the game through to developmental coaching.

Our focus is wider than football. We want to become a strategic lead and develop sport participation across Greater Lincoln. Lincoln has a desperate need for sport development, and we believe we are ideally placed to address this issue.

Our strategy will change, as we seek to work with the providers of sports facilities as well as expanding the range of sports we deliver and increase the number of locations we work in, thereby increasing the reach of Lincoln City Football Club.



Our Current Services

Football Development Programme

Football Holiday Club

Match Day Mascots

Birthday Parties

Match Day Activities

Junior Imps Club

OUR VISION

By 2022 our Mini Imps programme for three to six-year olds will be operating six centres across Lincolnshire, providing 350 children with their first experiences of football and helping them to progress to the next age group within Lincoln City.

A further 720 players aged seven to 12 will be developing their skills and receiving high-quality coaching at eight Development Centres across Lincolnshire. 140 players aged 7-14 will also be receiving coaching at our Advanced Player centre and benefitting from its close link to Lincoln City's Youth Academy.

Our high-quality holiday clubs will continue to provide active opportunities during the school holidays. We will have developed multi-site activity following a review of our existing provision.

Our Aim

Be a lead provider and coordinator of sporting opportunities where people of all ages can learn, play and grow in a nurturing environment that creates lifelong participants and the chance to progress.

Our Objectives

1. Provide and expand a range of football-based opportunities for children and young people throughout the year.
2. Develop and provide a range of sport-based opportunities (beyond football) for children and young people throughout the year.
3. Become a lead partner in the delivery of sport within the Greater Lincoln area and create partnerships and networks at local, regional and national level.
4. Develop and provide a range of sport-based opportunities (including football) for adults.
5. Engage with young fans to connect them with the club and deliver match day activities.



Health is a sector that has great potential for us. Our knowledge and skills of delivering education and sport programmes are transferable, and there is an increasing number of grants and contracts to develop physical activity as a way of maintaining personal health for us to target.

We will work in the community and with the education sector using health programmes to gain access to schools and develop suitable programmes for them.

Our ambition is to provide a holistic approach with programmes working across the day. We will be innovative and engage with participants through non-traditional ways as well engaging with partners such as the NHS, Active Lincolnshire, the City of Lincoln Council and Lincolnshire County Council.

Our Current Services

After School Clubs

Over 55 Activities including a Community Gym, Walking Football, New Age Kurling

Adult Care Homes

Mental Health Programme – Sporting Memories, Community Sport Sessions

Our Aim

Raise awareness and promote healthy lifestyles using physical activity, education and role models.

Our Objectives

1. Develop a series of programmes that support schools throughout the day including extended school hours.
2. Grow opportunities for people who have been diagnosed with (or at risk of) health related illnesses including Mental Health to engage in sport and physical activity.
3. Work with partners to address participation rates within people aged over 55.

OUR VISION

By 2022, 300 people will be members of our Over 55 Extra Time Hub, which will provide a local social hub to engage older people and increase their levels of activity. We will be the leading provider of Walking Football in Greater Lincoln, with over 60 players attending regularly.

Our Community Gym sessions will have increased from one to three each week as we provide a real alternative to mainstream commercial gyms allowing people to exercise in a different environment.

We will be working with at least 25 care homes across Greater Lincoln, increasing the physical activity of residents.

Our Healthy School After School Clubs will be established in at least four schools, with 50 schools receiving our Fuel for School Programme, a food education and delivery service that provides schools with surplus food and promotes waste reduction. We will also be delivering four Healthy School Breakfast Clubs which promote healthy food and physical activity to start the day.

Our Mental Health Programme will be delivering a range of support services alongside physical activity programmes to engage with a wide range of individuals.



Inclusion is another potential growth area for us and is incredibly important as it will allow us to support some of the most vulnerable or hard to reach groups.

The Lincoln City brand will be a great asset for us as it has broad appeal. We will work with key partners to be part of, or lead on, contracts and tenders as well as accessing external grant funding to develop new programmes.

Our Current Services

Disability Football – DSActive

Community Organising and Social Action Hubs

Sports Provision – Children in Need Funding

Our Aim

Enable people from all communities to have access to opportunities and using the power of the brand to bring them together under one roof.

Our Objectives

1. Engage with hard to reach groups through a variety of programmes to support the needs of the participants.
2. Work with partners to support those at risk and create healthy environments whereby positive choices can be made.
3. Work in partnership to create groups whereby local services can be delivered by local organisations and increase investment into the local area.

OUR VISION

By 2022, we will have increased the number of participants within our Downs Syndrome Sport Programme to at least 35 people. We will also be catering for the disabled in our holiday clubs and offering sessions for a variety of impairments.

In line with the Premier League requirements, we will have created a wide range of football sessions for female players of all ages.

We will have strengthened our relationship with people in the Sincil Bank area, supporting residents to deliver a series of projects and activities that empowers the community.

Our Social Action Hubs project funded by CoLtd will have achieved its target of training 100 people in Community Organising across the three wards.

We will have successfully applied for funding and delivered a three-year Place Based Social Action Programme to the benefit of the Sincil Bank area. We will also be working in other deprived wards of the City of Lincoln, delivering the Get Onside Project, which will have engaged with 1,500 children and young people. 80 participants will also be attending our weekly Kickz type programme, which follows the Premier League model to provide a mixture of opportunities to young people and creates a positive environment that enables them to make a difference.





Lincoln City Foundation

OUR 2022 GOAL

Between 2018 and 2022, Lincoln City Foundation will change considerably as we develop a sustainable and effective platform to enable our high-quality coaches to deliver our programmes.

We will invest in our people and the resources they have available to them.

We will increase our unrestricted income as we deliver more programmes while maintaining our low prices that make our services accessible to all.

We will create a progressive and inclusive working environment as we continue to grow the number of people we engage with.

WE WILL BE INSPIRING THOUSANDS OF LIVES.

Lincoln City Foundation

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