



2026/2029

LINCS INSPIRE

BUSINESS PLAN



**Lincs
Inspire**



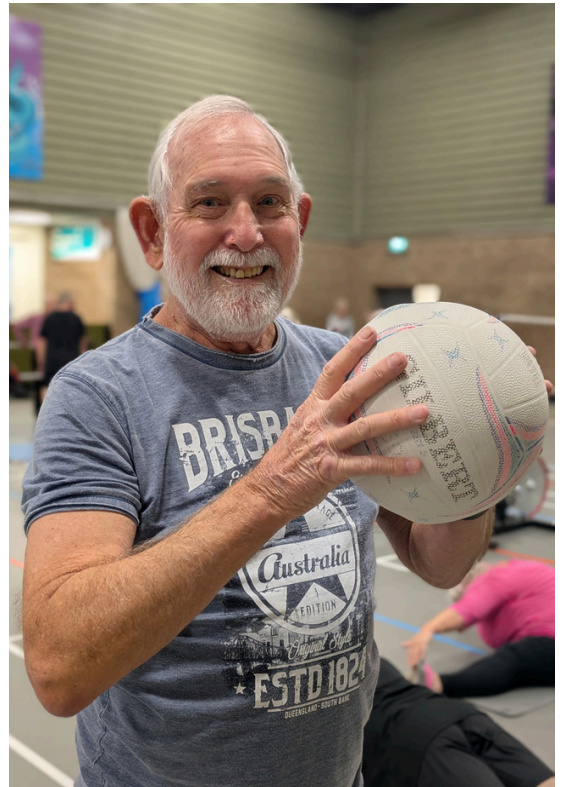
LINCS INSPIRE BUSINESS PLAN 2026-2029

OUR KEY AREAS OF COMMUNITY IMPACT

- Health & Wellbeing
- Learning & Cultural Engagement
- Community Connection
- Workforce & Economic Impact
- Environmental & Safety Responsibility

WHAT WE DO

- Sports and active leisure services, helping everyone to stay active and be healthy.
- Commercial activities that help us to cross-fund community facilities and activities targeting improved health, mobility, and overall wellness.
- Source grant funded opportunities that enable us to develop our services and make a difference within our communities.
- Deliver uplifting, inspiring and thought-provoking live entertainment, supporting local dance and stage schools, widening engagement through new audiences.
- Provide friendly and accessible public library & archive services that support a love of literature and learning, alongside offering a wide range of community services.



WHAT MATTERS TO US

- Putting our customers first and increasing positive community engagement.
- Supporting physical, social, and mental well-being impacts that make a difference.
- Valuing our staff and supporting their development.
- Working with local partners who share the same values and purpose.
- Taking our environmental responsibility seriously.
- Ensuring our facilities and services are safe and accessible to use especially for our most vulnerable users.



HOW WE MAKE A DIFFERENCE

SUPPORTING OUR COMMUNITY

- Providing accessible and affordable activities for all ages, abilities, and health conditions.
- Designing targeted programmes supporting high risk health conditions.
- Delivering boroughwide healthy weight management programmes.
- Working with our communities to offer social activities that help to reduce loneliness and isolation.
- Offering an extensive GP/Health professional referral programme, alongside free health check events within leisure and library facilities.
- Promoting our extensive 'read yourself well' library collections, catering for a wide range of conditions and life stages.



- Ensuring North East Lincolnshire's Public Archives continue to retain our local history, knowledge, and identity, remaining accessible for the benefit of present and future communities.
- Bringing a smile and laughter through fabulous shows and live theatre experiences.

SUPPORTING OUR YOUNG PEOPLE

- Keeping children active and safe -- delivering cycling skills/ road safety training.
- Learning through play and sport, including in-school and after-school activity programmes, plus a boroughwide holiday activities programme.
- Weekly swim lesson programmes at all pools.



- Access via Libraries to trusted information and support; learn to read, help with ICT skills, specialist assistance for educational needs and disabilities, available at all libraries.
- Inclusive activities for children of all ages and abilities, including regular disability awareness days, taster sessions, and access to our sensory room and wide range of special educational needs resources.
- Children's live theatre performances, embracing learning and having fun.
- Grant giving for schools/VCSE sector to assist in bringing young people to live performances.
- Plus, lots of fun events and great party options too!



SUPPORTING OUR LINCS INSPIRE FAMILY

- Providing local jobs and specialist training opportunities for c500 employees.
- Expanding our trainee/apprenticeship programme, creating new opportunities and career pathways.
- Discounted staff leisure memberships.
- Childcare Voucher scheme.
- Cycle to Work scheme.
- Free eye tests and discount on glasses required for work.
- Occupational Sick Pay and Pension scheme.
- Access to Occupational Health services, including our own wellness hub, external counselling services and in partnership with DWP, we will work to help keep you in work.



OUR PLAN OF ACTION

1-3 YEARS

Extend our Assisted Exercise services - securing match funding and partner support	Enhance the customer offer through investment in increased functional fitness facilities at Cleethorpes Leisure Centre	Widen Libraries awareness through a programme of out-reach events, wellbeing activities, and targeted marketing
Invest in new technology to improve customer experiences and operational efficiency	Expand our health partner referral programme, increasing capabilities, for example, advanced fitness interventions for Cardiac Rehabilitation	Continue to develop our workforce through ongoing training and development of our trainee/apprenticeship opportunities



FUTURE PIPELINE

Work in partnership to secure further investment into ageing/at risk sport and leisure facilities.

Actively seek partner and grant funding support to increase sustainability of outdoor sports facilities

Continue to wisely invest Auditorium Restoration Levy for the benefit of customers and performers.

Explore opportunities for Grimsby Auditorium to support local grassroots musicians.

Extend Auditorium serving areas, reducing wait times and improving customer experience.

Continue to generate commercial income to reinvest in community facilities and services.

Set challenging targets to increase participation and contribute to a reduction in wider health inequalities



TRACKING OUR PROGRESS

Our Performance Dashboard tracks progress across our five key areas of Community Impact using measurable KPIs, clear targets, and reliable data sources.

HEALTH & WELLBEING

Measure	Target	Data Source
Participation in physical activities	+5% annually	Membership & attendance records
GP referral uptake	+5% annually	Referral programme database
Participation by targeted/at risk groups	+5% annually	Programme attendance records

Baseline:	1m total participations in physical activities undertaken (all ages and groups) during 2025/26
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LEARNING & CULTURAL ENGAGEMENT

Measure	Target	Data Source
Library visits & digital engagement	+10% by 2029 (from 2025/6 baseline)	Library system analytics
Live Event & Experience attendance	+5% annually	Ticketing systems
Supporting young people's development through physical & creative activity	+5% annually	Sports and Leisure data sets

Baseline:	295k total learning and cultural engagements undertaken during 2025/26
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COMMUNITY CONNECTIONS

Measure	Target	Data Source
Social activity participation	+10% annually	Community programme datasets
Improving Wellbeing & Loneliness reduction (survey)	+10% by 2029	Grant Funded programme impact / User surveys

Baseline:	23k total participations in social activities during 2025/26
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WORKFORCE & ECONOMIC IMPACT

Measure	Target	Data Source
Trainee/apprenticeship programme	+5 trainees /apprentices on a rolling basis by 2029	HR records
Staff training hours/course completions	+10% annually	HR & Training records
Supporting business development via BIPC services and signposting	+5% increase in entrepreneur engagement	Library data records

ENVIRONMENTAL & SAFETY RESPONSIBILITY

Measure	Target	Data Source
Carbon footprint reduction	-5% by 2029	Energy audits
Accident & Incident reduction	-10% by 2029	Health & Safety reports

SUMMARY OF PRIORITIES

Our 2026-2029 Business Plan aims to be progressive and community-focused, based on:

- **Commitment** to community well-being, cultural enrichment, and environmental stewardship. Supporting the borough's ambition to reduce health inequalities and become a Marmot Place*.
- **Clear planning** via a strategic roadmap and performance framework, guiding measurable outcomes benefiting individuals and communities.
- **Focus** on inclusivity, innovation and sustainability preparing our business for future challenges.
- **Investment** in our sports, leisure and entertainment facilities for community benefit and in our staff, enabling delivery of this plan and our future aspirations.
- **Collaboration** with partners, stakeholders, and the community, aligned to shared values and purpose**.

*A Marmot Place recognises that health and health inequalities are mostly shaped by the social determinants of health (SDH): the conditions in which people are born, grow, live, work and age, and takes action to improve health and reduce health inequalities.

**Lincs Inspire is a registered charity originally formed by North East Lincolnshire Council in 2014, working in partnership to support the sustainability of key public sport, leisure and cultural services. Our shared purpose ensures a continued focus on community priorities linked to healthy lifestyles at all ages, the best start possible for children, and community engagement that helps to reduce isolation and improve mental wellbeing.