

We believe anything is possible
if we work together. We actively
encourage a partnership approach
in all our work.



We believe everyone deserves
a life of value, enabling them to
Shine.

Our Impact
2024-2025

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Welcome



Welcome to the Shine Team,

It is with heartfelt gratitude and great pride that I share with you the Shine Lincolnshire Impact Report for 2024-2025.

This past year has seen our charity continue to grow in strength, purpose, and impact. We've made meaningful progress in supporting mental health and wellbeing across our communities, progress that reflects the passion, resilience, and dedication of our team, volunteers, partners, and supporters.

At Shine Lincolnshire, we believe that everyone deserves the opportunity to live a life of value, empowered, connected, and able to truly shine. This belief is the foundation of everything we do. Our work is guided by a deep commitment to creating accessible, inclusive services that meet people where they are.

As we look to the year ahead, we remain focused on expanding our reach, strengthening partnerships, and embracing innovation. Together, we will continue to connect communities, support vital services, and champion mental health for individuals of all ages across Lincolnshire and beyond.

Thank you for being part of this journey.

Warm regards,
Rachel Wright
CEO, Shine Lincolnshire

Our Board Of Trustees

- Barry Earnshaw, Chair of the Board
- Blake Caldwell
- Rachel Redgrave
- Sally Emerton
- Dr Adrian Tams
- Elaine Mclean

Executive Team

- Rachel Wright, CEO
- Belinda Butlin-Hodgson, Chief Financial & Governance Officer
- Kerry Stocks, Operations Director

Who we are

Our Purpose

We Believe everyone deserves a life of value, enabling them to Shine.

We aim to create an inclusive society where individuals living with mental health challenges, dementia, learning disabilities and autism are empowered to live fulfilling lives and reach their full potential.

Our Mission

To connect people and communities by promoting health, wellbeing, independence, and choice.

We will create, connect, and deliver services that are accessible, person-centred, and support personal choice. Improving the quality of life for individuals with MHDLLDA* through targeted support services, community engagement, training, and innovative solutions. We will build an environment that promotes understanding, accessibility, and integration.

Our Vision

To be a leading organisation for mental health and wellbeing, driving innovation and excellence in all we do.

Our Values

Passion

We take immense pride in what we do. We care deeply about our staff, customers and the communities in which we work.

Kindness

We believe everyone should be treated with respect, dignity and compassion.

Excellence

We are committed to giving our all, we want Shine and the communities we work in to be the best they can be.

Innovation

We understand the only constant is change, we strive to identify new opportunities.

Collaboration

We believe everything is possible if we work together. We actively encourage a partnership approach in all our work.

Integrity

We operate with full transparency and are open, honest and fair in all we do.



742
training attendees

27,000+
beneficiaries

259
1-2-1 individuals supported

34
staff numbers

750
volunteer hours

300+
magazine contributions

9
awards

4,187
social media followers

At a glance.

2024-2025
saw Shine deliver more services, create more opportunities and connect more communities than ever before.

Empowering community

Since 2011 Shine has managed funding on behalf of NHS Lincolnshire Integrated Care Board (LICB), Lincolnshire Partnership NHS Foundation Trust (LPFT) and Lincolnshire County Council (LCC), ensuring the Mental Health and Wellbeing Community Investment Fund is used as intended to achieve defined outcomes. Beyond this Shine is invaluable in **advocating and mentoring** the organisations applying to and delivering on them, **strengthening Lincolnshire’s mental health network.**



“She learnt new skills and progressed towards being able to engage with the community independantly.”

Beneficiary Case Study (opposite)

Wraparound support

Shine actively support the individuals and organisations behind the funded projects to develop and strengthen their practice where needed, broadening their impact and resilience and opening them up to future opportunities independently.

[Case Study]

A project had been struggling to write their progress reports due to challenges of dyslexia. This meant their work and the positive impact on beneficiaries was not being showcased.

Being dyslexic herself, the Senior Support and Engagement Coordinator showed understanding and empathy. Together they agreed to use their strengths in vocalising the impact, by recording it and then transcribing it for the report.

Once completed the impact and outcomes for beneficiaries was clear and detailed.

71 organisations supported

90 projects supported

175 review & support meetings

Funds in action

Background

The funding sits under two overarching streams, 'The Mental Health and Wellbeing Community Investment Fund' (MHCWIF) and 'The Suicide Prevention Investment Fund' (SPF). Each year of funding administration under these headings is considered a 'wave', 2024-2025 brings us to wave 4 SPF and wave 4 MHCWIF. The funding allows local organisations, who know their communities best to provide tailored and specific projects that address and reduce mental ill health, prevent crises, and promote independence and meaningful engagement among residents.

Fund overview

SPF (Wave 4) supports a range of targeted interventions to reduce suicide rates, promote early intervention, and address high-risk groups in alignment with Lincolnshire's Suicide Prevention Strategy.

MHCWIF empowers local voluntary and community, faith and social enterprise (VCFSE) organisations to deliver new, innovative projects under the Innovation Fund and projects that are established or that have been successful in their innovation can then apply for the Sustainability Fund which, if it continues to strengthen each year, moves through 3 years of staged reductions in funding, graduating to a self-sustaining project.

Read more and download booklets about the MHCWIF and SPF projects at www.shinelincolnshire.com or scan:




10,171
beneficiaries across
all funding streams

Average Award - £7,439.88

(Innovation)

Average Award - £20,321.71

(Sustainability y1)

“**Tim felt more stable and began applying for jobs.**”

Beneficiary Case Study (opposite)



[Case Study]

Veteran, Tim, was rough sleeping. With no local connections he wasn't able to get help from the local council and was unable to access veteran support. He wanted to get back into work and find accommodation.

Alternative help was sought through the local Community Connector who put Tim in contact with a project that was able to provide him with a shower, clothes washing facilities and a daily hot meal and foodbank parcels.

As Tim felt more stable he began applying for jobs and was able to meet a business owner at the project's premises, The Restore Centre. Tim was offered a job and accommodation on a local caravan site where he now manages a team of others. Since taking the job he volunteers his day off to help at The Restore Centre.

[Case Study]

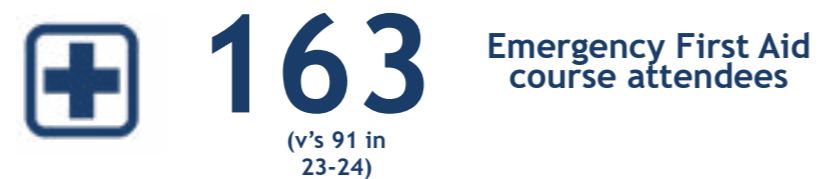
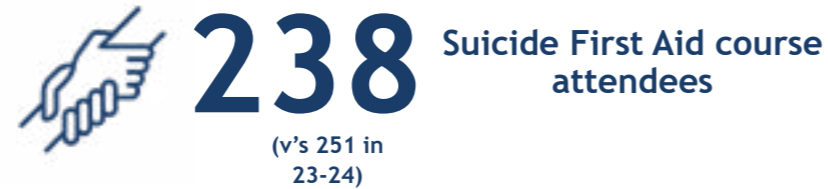
M had become socially isolated due to physical and mental health needs, added to by a lack of opportunity as a full time wheel chair user. She lost confidence, lacked routine and became overwhelmed engaging in the community.

Helped by an Occupational Therapist, they sourced one of the funded projects, an equine therapy project, for 1-2-1 support. M attended weekly sessions adapted around her abilities, focussing on building a routine caring for a horse, 'Pepsi'. She practiced self regulation and engagement outside of home.

During this process M's feelings of purpose, connection and confidence increased. She learnt new skills and progressed towards being able to engage with the community independantly.

Training & Education

Shine's training has continued to reap **positive feedback** regarding its integrity, quality and personalisation. We've delivered more training to more organisations than previous years, empowering individuals across Lincolnshire with **life-saving skills**.



The availability of training and support for staff and volunteers in the VCFSE sector is limited, particularly for smaller organisations such as community groups. Key to our success is our focus on increasing the **accessibility of our training** for individuals and organisations of all sizes by offering:

- An **extensive range** of adult and CYP Mental Health First Aid England courses, Suicide First Aid courses and Emergency First Aid courses with levels of training from basic to extensive.
- **Flexibility** in terms of course location and delivery times, as well as a timetable of courses from community hubs across the county.
- **Bespoke packages** based around their **needs and budgets**.



Suicide First Aid Attendee

“ I think everyone in the team/organisation should attend this training, these issues affect work and personal life and the more people trained, the more the narrative and stigma around suicide and mental health will be impacted positively.”

Emergency First Aid Attendee

“ Very engaging. The first time I have felt fully confident to go on to use first aid after training. I feel I have learnt a lot.”

Mental Health First Aid Attendee

“ The course has empowered me and increased my confidence in this challenging field. The instructors were fantastic, very knowledgeable and approachable. This made the training such a valuable and informative experience.”

Training & Education: Extending our reach

Beyond day-to-day course delivery we have taken **opportunities to educate and engage** with those that may be **unaware or unable to access** our training services.

Over 2024-2025 we delivered training to:

127
organisations

43 schools

43 VCFSE organisations

29 statutory organisations

12 businesses



Back to school:

Our Training Manager attended **six school assemblies** over the year, taking our mascot, Bert, along to teach about the '5 Ways to Wellbeing'. Currently, with no specific mental health curriculum for our younger generations, this very basic foundation about looking after ourselves and one another is vital.

Long COVID: Mitigating the broader impact

In addition to Shine's recruitment and training of Peer Support Workers (PSW's), specifically for the Long Covid and Excessive Fatigue Project we **delivered Mental Health Awareness training to 65 voluntary PSW's**.



Over 12 months the project set-up drop-in's across Lincolnshire hosted by volunteers with lived experience of Long COVID. The result of almost 12 months was seven ongoing face-to-face Peer Support Groups running weekly, fortnightly or monthly across the County. The training further equips the volunteers and those they are supporting with the **tools to tackle the wider implications that Long COVID can have on mental health**.

Young People: Suicide First Aid

March to July 2024 saw the final delivery of a 16 month project to design and facilitate a one day 'Suicide First Aid - Understanding Suicide Intervention and Self-Harm in Young People' course to **208 members of staff from across Children's Social Care, Education and Lincolnshire NHS**.



The training received positive feedback and demonstrated a desire for it to be made available to more adults that support CYP. The delivery of the new course has now established a solid reputation of the training and the feedback will help inform any further roll out.

- 45% of recipients said they use the training weekly and 40% said monthly.
- 90% said it increased confidence.
- 81% said their knowledge around the subject had gone up.



Community hub

In May 2024, Shine Lincolnshire proudly opened the doors to our very own community hub, Bert House, in the heart of Horncastle. Horncastle sits in the Lincolnshire district of East Lindsey, which has one of the highest proportions of households in deprivation among UK local authorities. This is likely a reflection of the economic pressures on rural communities and a seasonal tourism economy.

Following a three-month renovation, **Bert House** was created with a clear vision: to offer a safe, welcoming space where people can come together, build relationships, seek support and guidance—or to have a place to simply just be.

It's a place where long-term mental and community wellbeing are nurtured through collaboration with the public and professionals through the development of groups and information that respond directly to the community's needs as well as office and meeting space that brings together a host of other third sector and statutory services and organisations.

Beginning with just one weekly session, public engagement and the successful bid applications, sheer hardwork from the hub team and its host of highly valued vounteers, has now enabled the hub to open Tuesday to Thursday, 9am-3pm, offering several different groups and sessions for people to access, connect with others, and find support. It also provides a much needed space for other community projects to hold groups outside of these hours, enhancing the offer for the public and enhancing partnership working to respond to the communitys needs.

(May 2024-March 2025)

3,429
visitors

179
community
group sessions
held

26
collaborations

1,280
charity shop
visitors

“ Shine is a valuable community resource.”
Bert House Participant

“ Shine is a beacon of hope in these chaotic times.”
Bert House Participant

“ The winter food has been a vital help for us.”
Bert House Participant

“ Proactive in preventing social isolation and enabling input into support.”
Local Mental Health Practitioner

“ Shine staff are so supportive; their support is valuable.”
Bert House Participant



Need-driven winter support

For Shine’s Bert House, Winter Pressures funding was critical in helping to plug the seasonal void: during winter months, when loneliness and financial stress spike, residents now had a consistent refuge.

Support consisted of:

- Opening hours extended Tuesday to Thursday, 9am-5pm.
- Hot food and drink were available throughout opening hours.
- Specific sessions were established which have now continued to bring community and support together: Bert-T-T Support Group and bookable 1-2-1 Advice Sessions.
- Enabling us to reach a broader, more diverse demographic including working individuals experiencing hidden financial hardship, families with children and young people.
- Reducing peoples reliance on personal heating and cooking during a time of economic hardship.

Fund overview

The funding was allocated by LICB to VCFSE organisations that could provide support and refuge for adults with mental health and social care needs, including carers, or signposting to accessible services between October 2024 to March 2025. These were in addition to existing interventions such as Wellbeing Hubs, Night Light Cafes and Community Connectors.

1,293
visitors



23
individual
advice
sessions

77
slow cookers
distributed

888
budget
recipe books
distributed

1,000
budgeting
guides
distributed

1,104
cans of soup
& beans
eaten



675
bananas
eaten



[Case Study]

P was sitting in a cold Horncastle marketplace day after day in January. A lady who works in a local café brought him into Bert House to see if we could support him in any way. Although P stayed for some food and drink he returned to the marketplace and the lady walked him over to Bert House on two more occasions. After the third time of this happening P found the confidence to attend the Hub on his own.

Through careful conversations with P, he let the team know he had suffered a stroke and was struggling with speech and balance and was very lonely. The Hub team supported P, not only with the warm food and drink but also with a warm pack and a slow cooker so he could keep himself warm and return home to a hot meal.

P now attends the hub regularly. Being around others in the Hub has helped his speech improve and he plays pool with the staff and other beneficiaries. He is more confident and feels less isolated.

Seeing his beaming smile as he walks in the door unaided truly showcases the importance of Bert House as a community hub.

Innovating connections

By being embedded in the community Shine can react and produce informed activities, services and support to meet evolving needs, such as Bert's Benches and Grow Your Own Wellness initiatives.

Bert's Benches

Bert's Benches has adorned 5 public benches across the town with plaques that identify them as talking benches - promoting incidental social contact, raising mental health awareness and reinforcing the support that is on offer in Horncastle. They offer a moment of connection in what can otherwise be a busy but lonely world. The benches form part of a walking route designed by Shine that encourage people to move more in nature and explore lesser known community pockets of their town.

Collaborative

The Benches are the brainwave of Bert House's Hub Coordinator, Ben Cross, and Isabel Forrester of Horncastle's Community Food Larder. The pair collaborated with Horncastle Support Team and Horncastle Town Council to bring the project to fruition.

Broad impact

Unveiled ahead of Time To Talk Day, organised by the national mental health charity, Mind UK (6 Feb'), and forming part of Shine's promotion of Children's Mental Health Week (3-9 Feb'), the Benches have improved awareness of mental health and solutions to social isolation for all age groups, individuals, families and workplaces in Horncastle.

Grow Your Own Wellness

29 drop-in attendees

12 sessions

7 participants

'Grow Your Own Wellness' (GYOW) are six-week, peer-led groups focused on learning about oneself and creating self-defined Wellness Recovery Action Plans (WRAP). A WRAP identifies the unique tools that keep you well and creates action plans to put them into practice in your everyday life.

Sessions provide:

- A safe and supportive environment.
- Increased hope, growth and personal development.
- Mutual peer support, shared experiences and learning.
- Enable long-term self-help and resilience.

Additional drop-in sessions provide opportunities to:

- Explore wellness tools.
- Celebrate progress.
- Share strategies.
- Further develop friendships.
- Find out more for prospective participants.



[Case Study]

Natalie initially came to GYOW feeling anxious, depressed, and like her life was out of control. She had various challenges at home, was self-deprecating and had bad memories.

Natalie attended each session, even when it was difficult for her. She shared her thoughts and challenges and mutually learned and listened to the groups strategies.

Natalie explained that she had learnt lots of tools and her sense of hope increased. She reported that she is more able to support her son and is making progress on other challenges in her life. She reminds herself that she can do it if she tries and is kinder to herself.

Nurturing Community

A Community Connector plays a vital role in building relationships, reducing isolation, and strengthening communities by linking people with local support, services, and each other. Shine's Jo Taylor works across Grantham and surrounding areas of South Lincolnshire.



£9,530

Winter Pressures Funding

8

managed groups with

60

average monthly attendees

2,000+

at the Family Day

38+

at the Falls Prevention Day

100

Grantham Mental Health Partnership members

FAMILY FUN DAY

The family fun day was a free community day held during the school summer holidays, a time when there is an added pressure for families. It was organised as a day for all to find out about support and get involved in activities available in the local community.

Over 13 organisations provided activities from tennis and football, yoga and cycling, to garden games and singalongs, health checks and crafts.

Organisations large and small joined forces to create a teddy bears picnic. Morrisons supermarket, Co-op Lincolnshire and local organisation, Jubilee Church provided packed lunches for 50 pre-schoolers whilst RAF Waddington donated over 200 teddies.

Over 2,000 people attended throughout the day, enjoying themselves free from the financial aspect of most family days out. Professionals and the public integrated and people of all ages were getting active. A community art project, now on display at the event's home, Wyndham Park Visitor's Centre in Grantham, is a lasting highlight, demonstrating what can be achieved when we all pull together. The day showcased the amazing community support available for mental and physical wellbeing across Grantham.

[Case Study]

Thanks to Winter Pressures Funding, 5 different warm space projects were run across Grantham offering hot food and drink alongside support, advice and companionship. Across the locations 1,085 people attended. Beyond the cost of keeping warm and fed during the winter, the majority of concerns were of loneliness and isolation.

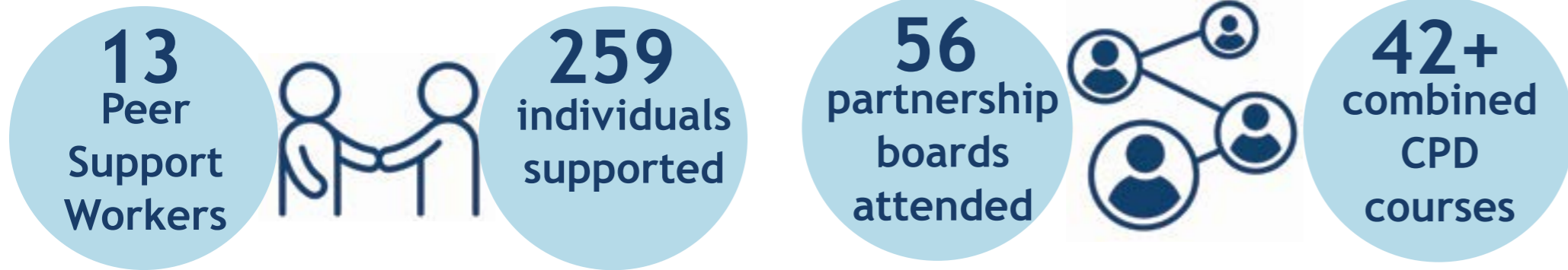
N had little confidence and no real support or friendships. He struggled with self-esteem and felt unworthy of participation. A reluctance to be assertive meant he was often last in line for help, when perhaps, unknowingly, his need was greater than others.

N was encouraged to play dominoes and chat 1-2-1 over some soup. It was a positive action that encouraged him to express his views and experiences.

N now feels comfortable enough to visit the centre as and when he feels and is confident to access the fridge for food. His demeanour is more positive and he smiles more.

1-2-1 peer support

Mental Health Peer Support Workers (PSW's) offer **support, companionship, and encouragement to individuals** experiencing mental health challenges. They draw on their lived experience— personally or as a carer—to build **genuine, empathetic connections** and work collaboratively with others in a powerful and distinctive approach to support. Sitting in local Integrated Place-Based Teams, they're a conduit between statutory and community led, **person-centred services** and service development.



“ The highlight was seeing her at other community groups and activities throughout the week. ”
 Metal Health Practitioner (IPBT)

“ Wendy’s [PSW] support gives me hope that I will be able access community activities and live a normal life. ”
 Peer support Participant

[Case Study]

M is a 62 year old lady that has been left unable to leave her home after being assaulted at work 18 months ago and on a separate occasion her neighbour being attacked with a knife.

Her PSW used graded exposure to help begin to integrate M back into the community. This meant beginning, initially with walks close to home, building up to meeting places further away. As M's confidence grew with the support, understanding and encouragement of her PSW, M was introduced to an over 50's group. She now attends this group of her own accord weekly.

Whilst she is continuing to work on her anxiety she is now attending social functions with her partner. She felt unable to return to her previous job and so is exploring voluntary opportunities. This will continue to build her confidence.



Transforming recovery pathways

The Hoarding Pilot: A 12-month initiative testing, refining, and evaluating a hoarding support pathway on Lincolnshire's East Coast.

Project aims:

- Reduce the reoccurrence of hoarding behaviours.
- Provide structured, trauma-informed support.
- Enhance social connections and wellbeing.
- Improve tenancy sustainment and living conditions.
- Develop a model for wider implementation.

Project impacts include:

- Reduced risk of eviction, house fires, vermin, inappropriate emergency service use and legal costs.
- Improved health, wellbeing, and mental health.
- Increased trust, engagement, and access to support services.
- Improved attitudes to hoarding across services.

The project focuses on individuals with a hoarding/clutter rating of 6 and above, identified through multi-agency discussions. It is delivered in partnership with LCC, The Neighbourhood Team, LICB, and LPFT.

32
referrals

17
Households supported

20
Individuals supported

£93k
worth of support provided

[Case Study]

C is a 57 year old care home resident, who has struggled with hoarding behaviours. C has difficulty parting with possessions, health risks due to clutter, hygiene concerns, and poor management of stoma care waste. C had expressed resistance to external cleaning efforts and imposed change, with emotional distress linked to past trauma.

A multi-disciplinary, person-centred approach was taken, focussing on trust and understanding, empowering C with choice and control, setting realistic goals, implementing practical strategies like storage

solutions, clinical waste disposal, and structured routine and a multi-agency collaboration to coordinate holistic support.

C now exhibits a fair level of insight into the impact of hoarding on her wellbeing and tenancy prospects. She's begun independently organising her space, with ongoing support to sustain progress. Relationships with care home staff, who received stoma care training, have improved. C aspires to move into independent accommodation. Continued multi-disciplinary support will ensure she can maintain a safe, habitable environment.

“Behaviour change takes time and must be reinforced through ongoing support and motivation.”



Youth CLUB

A safe space to support the health and wellbeing of young people in Gainsborough.

Nurturing futures

Formed by Wright Way Sports and Education and Benjamin Adlard Primary School, Gainsborough, the initiative of Benji's youth club was to provide a safe, fun and engaging space outside of school hours. It consisted of two separate weekly clubs for primary (5-11 years) and secondary (11-16 years) pupils from any school. Shine Lincolnshire supported the growth of the project, donating 3 hours of staff time each week, aligning the physical and mental benefits and support the clubs provided.



[Case Study]

Over the course of two months, one young attendee consistently attended every session available to him. His dedication, enthusiasm and commitment were recognised with an award from Wright Way Sports of a free week at one of their upcoming holiday clubs.

His mum shared how much of a positive impact the programmes had had on him, expressing her gratitude. She explained that he absolutely loves attending and that the activities not only keep him active but also provide a safe and engaging environment that helps keep him off the streets.

At Shine and Wright Way Sports, it's moments like these that highlight the importance and impact of what we do.

974
attendances
4-11 years

Social development

In addition to the impressive attendance numbers, the youth club has played a significant role in fostering social development and easing educational transitions for local children. Areas of Gainsborough have been ranked among the 10% most deprived nationally, especially in employment, health, crime, and lack of qualifications, reinforcing the impact required for the health and happiness of future generations.

422
attendances
11-16 years

Diversifying friendships

Children attending the youth club formed friendships with peers they had not normally engaged with during school hours—especially with older children or those attending different schools. This broader social interaction helped to strengthen community ties among young people from diverse educational backgrounds.

60
4-11 year
olds

Project expansion

During the summer months, Benjamin Adlard's Headmaster, Mr. Groves, expanded the offer by opening the Forest School. He led a range of nature-based activities including den building, seed planting, and a Halloween-themed ghost trail. These sessions provided memorable outdoor experiences that promoted teamwork, creativity, and a connection to nature.

20
11-16 year
olds

Easing transitions

A key aim of the youth club was to support Year 6 students as they prepared to transition to secondary school. To this end, some Year 6's were invited to stay on for the secondary-age sessions if they wished. This was a clear success. By forming relationships with older students in a relaxed, supportive environment before joining secondary school, these young people entered the new setting with increased confidence and a sense of familiarity.





Broad Alliances

Shine play a key strategic role in transforming mental health provision across Lincolnshire through several countywide strategic initiatives that bridge the gap between communities and health systems. Notably in 2024-25 was the second annual **Celebrating our Communities Event**, the continued facilitation of the **Lincolnshire Mental Health Co-Production Network** and the **Lincolnshire Suicide Prevention Steering Group**.

COMMUNITY MENTAL HEALTH CO-PRODUCTION NETWORK

Mental Health and Wellbeing Transformation Programme

The Lincolnshire Mental Health and Wellbeing Transformation Programme is a programme of work put in place to ensure that the people of Lincolnshire are at the heart of decisions, in line with the NHS Long Term Plan and the NHS Mental Health Implementation Plan. It involves LICB as well as partners from across primary and secondary care, local authorities, and VCFSE's, as well as communities themselves coming together to design a joined-up model of care that offers wrap-around support to those experiencing mental health challenges, tailored to the needs of the individual and the local community.

What is Our Shared Agreement?

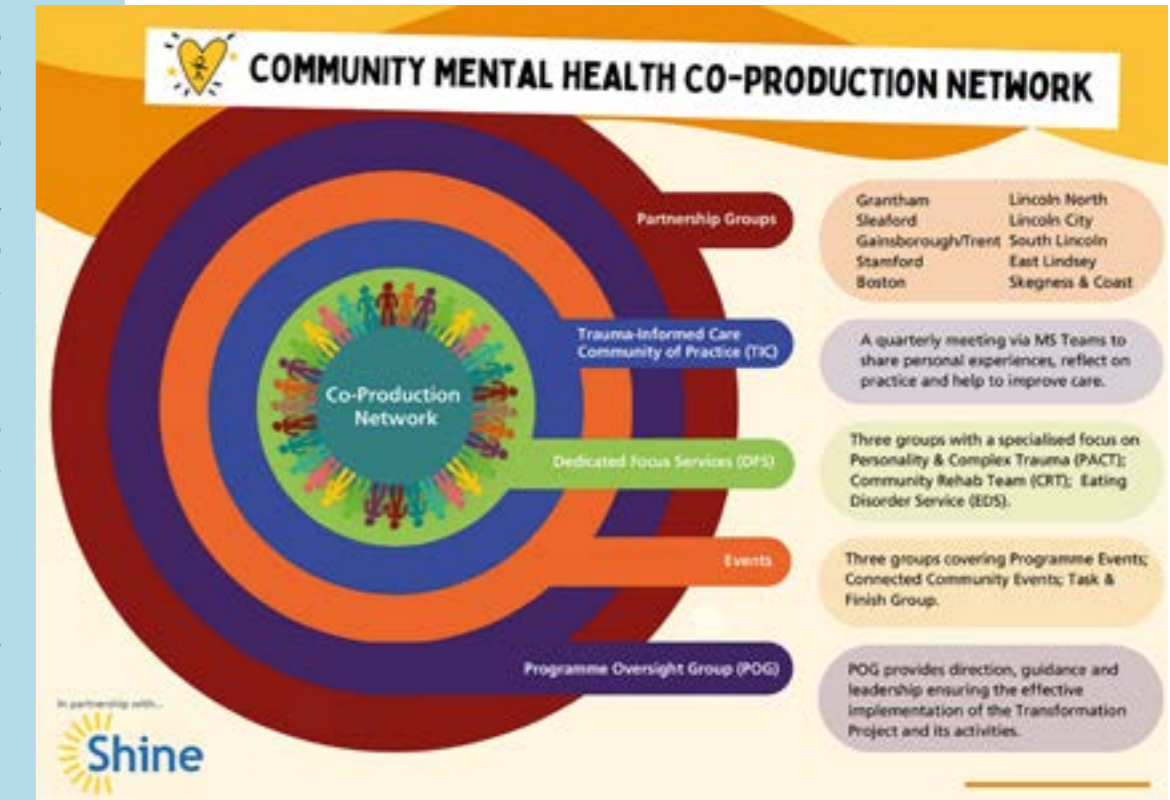
As part of the transformation, Our Shared Agreement is a movement to create a better relationship between the people of Lincolnshire and health and care services. It's vital we hear everyone's voice about what communities need for support to take ownership at a local level of their population's mental health needs. Co-production is one of the many ways in which organisations can actively relate to the people who use their services or products and enable people's meaningful contribution to agreeing joint priorities for action; influencing decision-making; and determining quality indicators.


The Lincolnshire Mental Health Co-production Network

As part of Our Shared Agreement the Lincolnshire Mental Health Co-production Network was established in January 2021. The Network is co-chaired between LPFT and Shine. It is a valued and protected space for people with lived experience to come together to provide their thoughts and feedback to help shape mental health delivery, at both a primary and secondary care level. It creates inclusivity by creating safety plans for people who may need them. This prevents them being excluded from groups like this, due to factors such as past offenses, which may have occurred when someone was unwell. It has helped to develop wider partnership working and understanding at a community level of what individual's mental health and wellbeing needs are.


Our core philosophy is that people with lived experience work in partnership with those that design and deliver services. It has helped to develop wider partnership working and understanding at a community level of what individual's mental health and wellbeing needs are.

The Network is as a friendly group of individuals with lived experience and representatives from LPFT and Shine, who meet bimonthly on Microsoft Teams. Support and training are offered to ensure everyone has the ability to quickly gain the ability, knowledge and skills to settle in.





4
years of
co-production



6
meetings
'24-'25



27
members

To find out more:
W: www.shinelincolnshire.com/co-production
E: coproduction@shinelincolnshire.com
T: 01507 304 548

Our Impact 2024-2025



In Lincolnshire between 80 to 90 people end their life by suicide every year. Nationally, one in five people will think about suicide in their lifetime. Every suicide is an individual tragedy and has a devastating impact upon family, friends, and the wider community. Whilst one person alone might not be able to prevent a particular suicide, if we work together as a community, suicide is preventable.

Across Lincolnshire, suicide prevention efforts are coordinated through the Suicide Prevention Strategy Steering Group (SPSG). The SPSG have come together with partners across the county and people with lived experience of suicide to co-produce a suicide prevention strategy refreshed for 2024-2028. The new strategy contains eight key commitments for action over the next five years and is underpinned by an annual action plan.

In 2024 Shine were honoured to co-chair the Suicide Prevention Steering Group (SPSG) as part of Lincolnshire's Suicide Prevention Strategy. We worked collaboratively to create a single point of access for suicide prevention support across the county, developing a new website and identity for suicide prevention in Lincolnshire. The resulting webpage serves as a central hub of information, offering guidance, support, and signposting for anyone affected by suicide.

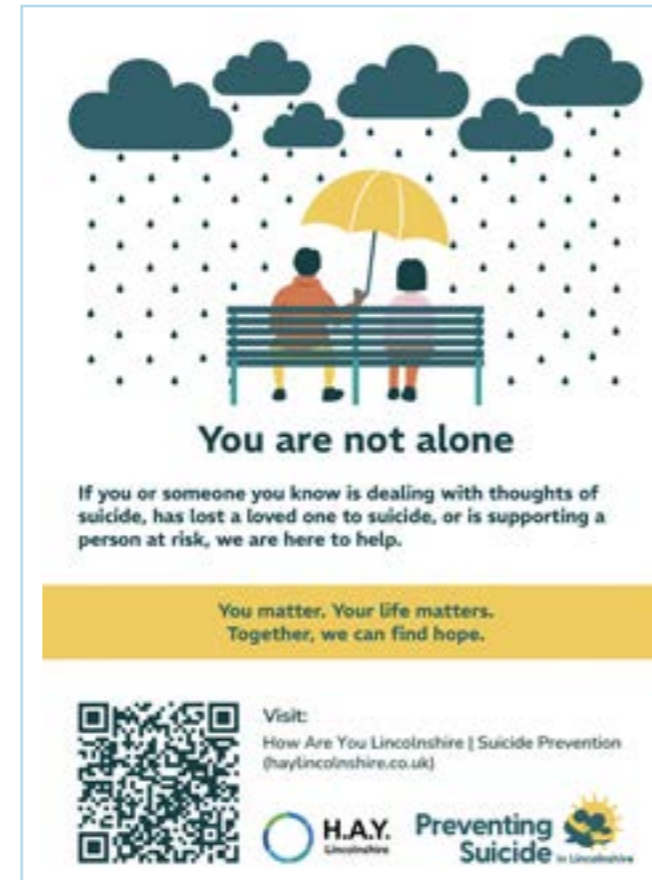
To ensure accessibility, key resources are available to download and share in English, Polish, and Lithuanian. We are immensely proud to have contributed to this life-saving initiative, supporting a more connected, informed, and compassionate response to suicide across Lincolnshire.

Steering Group outcomes:

A series of graphics to promote feelings of hope.

A website to provide a robust source of information.

Awareness campaign materials in English, Polish & Lithuanian.



Our Impact 2024-2025



Shine proudly hosted three events dedicated to celebrating and showcasing the incredible work of community and voluntary organisations supporting mental health and wellbeing across Lincolnshire. Held in the east, west, and south of the county, each event brought people together to share, learn, and connect.

The events featured dedicated morning sessions for professionals, offering focused discussions and knowledge sharing, followed by open community afternoons where members of the public could explore information stalls, discover local services, and build meaningful connections within their communities.

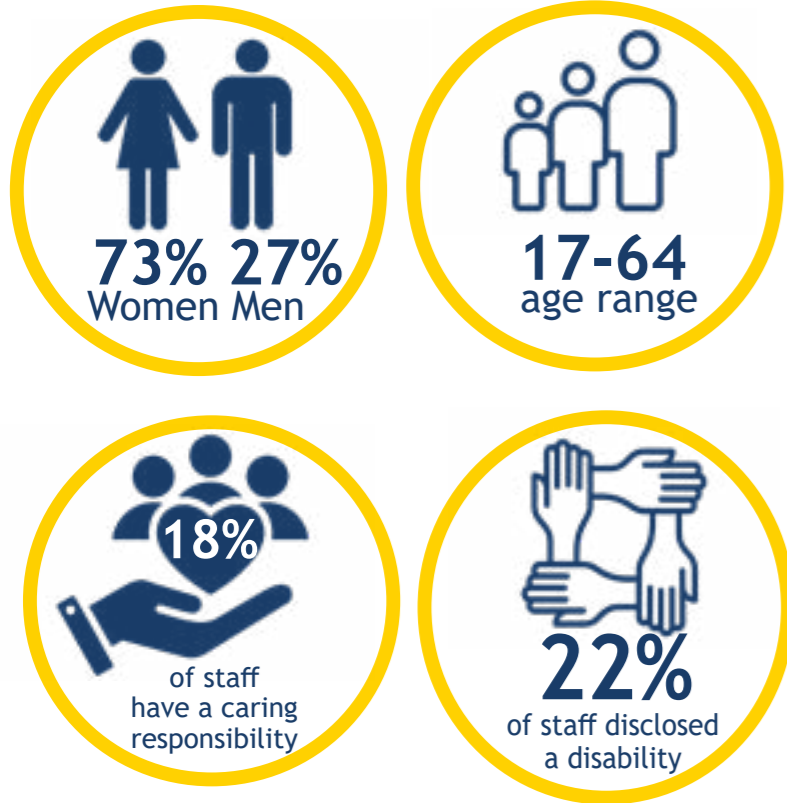
Each event was a fantastic success, with over 100 attendees at each location. We are incredibly proud to have played a part in highlighting the strength and impact of the third sector in Lincolnshire, and to have provided a platform that fostered collaboration, inspiration, and celebration.



Team Shine

Throughout 2024-25 Shine employed 34 dedicated members of staff, each bringing their own unique background, passion and experience to their role.

Meet the Team

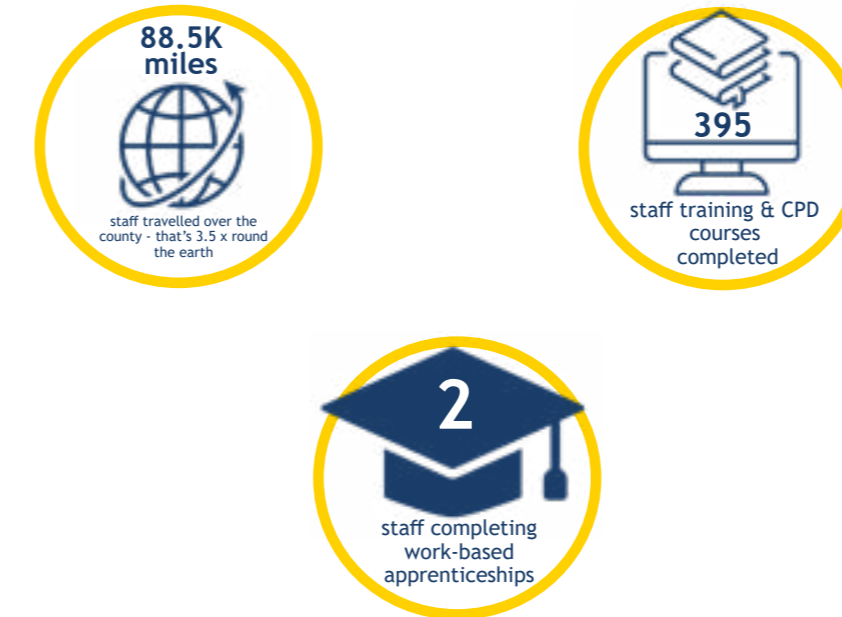


Staff development

Our strong focus on staff development, offering training in areas such as trauma-informed practice, equity and inclusion, and leadership and teamwork is extended to all our volunteers too. This year these opportunities have continued to not only support individual growth but also strengthened the quality and impact of our work.

It has empowered staff to respond directly to the unique and evolving needs of the communities they work in. This includes numerous Peer Support Workers hosting Emotional First Aid groups, our Support and Engagement Coordinator facilitating cohorts of peer support around the WRAP concept and the team at Bert House using their development to facilitate parent and carer peer support and neurodiverse peer support groups.

This year marked the beginning of apprenticeships in Business Administration and Operations Management for two members of staff.



Staff recognition

As an organisation it is insurmountable to acknowledge the outstanding commitment our staff and volunteers show day-to-day within pockets of the vast county we cover. Key to staff wellbeing and progression is the equal standing of all staff and our ability to come together and acknowledge our colleagues.

When staff and volunteers demonstrate outstanding commitment to Shine's core values they may be awarded a Bertie which reflects that value or the Golden Bertie, an extra special way Shine can show gratitude of staff who have done something exceptional.

Anyone can nominate and be nominated for a Bertie.



Awards

- Mental Health Charity of the Year '25 (East of England)
- Mental Health & Wellbeing Charity of the Year '25 (East Midlands)
- Excellence Award for Community Support '24
- Most Community-Focused Mental Health & Wellbeing Charity '24 (Lincolnshire)
- Lincolnshire Business Awards - finalists
- Active Lincolnshire Awards - finalists

Individual & Team awards:

- Best Regional Community Funding CEO (Midlands) '24 (**Rachel Wright, CEO**)
- Most Inspirational Mental Health Support CEO (UK) '24 (**Rachel Wright, CEO**)
- Judy Smith Lifetime Community Champion Award (**Jo Taylor, Grantham Community Connector**)
- Make a Difference Award (BBC Lincolnshire) - shortlist (**Paul Bagshaw, CYP Worker**)
- 2024 Lincolnshire Care Awards - finalists (**Hoarding Support Team**)
- Making a Difference - Community - nominees (NHS Every Voice People awards) (**Travis Vinnicombe & Olivia Weaver, Peer Support Workers**)

Making connections

Building meaningful connections is central to achieving Shine's mission. We recognise that every individual and community is unique, which is why we take a personalised approach to engagement.

Whether through social media, regular email updates, distributing printed resources to community hubs, or attending local events, we work hard to reach people in ways that suit them best.

Our quarterly Shine Connect magazine is a key part of our community outreach, offering a printed directory of over 400 local support services alongside articles from staff, schools, community groups, and individuals.

Throughout the year, Shine has made it a priority to engage with communities in person, attending over 60 events across Lincolnshire. From local fairs and wellbeing days to school sessions and community pop-ups, our team has been out in the heart of our towns and villages—listening, connecting, and sharing. These events have provided invaluable opportunities to raise awareness around mental health, showcase local support options, and build relationships with individuals and organisations alike.

By being present on the ground, we've been able to reach those who may not access traditional services and offer a friendly, familiar face within the community.



Community of changemakers

Shine couldn't achieve the impact it does without the mutual support of other VCFSE organisations, businesses of all sizes, volunteers from all walks of life, and the fundraisers that never cease to dazzle us.

3
business
sponsors

23
volunteers

£15k+
fundraised

“Lincolnshire Co-op along with Horncastle Support Team has collaborated with Shine on a number of projects:

- Ensuring there are procedures for community leaders to support rough sleepers and safeguard those in contact with them.
- Providing Bert's Benches to help combat social isolation.
- Providing easy access to clothes, bedding essentials and food through the rough sleeping box.

”
Karen Holland, Lincolnshire Co-op

“I was seeing what everyone at Shine was doing for the community and individuals and would like to have been involved. [Shine] has made me realise that I can help others. I have learned that I can work with others.

A moment I will remember is having staff members draw on a piece of paper and I was able to make a website design from that alone.

I enjoy that my views are always heard and understood and that I am taken for who I am. It has been a wonderful experience.”

Shine Volunteer

Community of changemakers

“I felt that I wanted to give something back, repay the good that people have done for me. I hoped with my lived experience I could possibly help someone else in the awful situation that I had been in.

Volunteering now gives me clear goals, serves my spare time well and, professionally, in a way that my knowledge grows with learning from you guys [Shine].

When I left care home occupancy and moved into Dewint Court my involvement with Shine gave me a massive sense of self worth.

My Shine laptop which they provided, and a mobile phone for Teams meetings and mapping work that I do - I couldn't be prouder.

Our coproduction network is an amazing group to be involved with and excited me every time we meet.

All the people professional and lived experience that I have had the pleasure of meeting are some of the best people I have ever met and that I am so, so glad and proud that I got involved with Shine.”

Shine Volunteer

“Launching a Monday Wellbeing Hub at Bert House has helped me connect with the Horncastle community and the surrounding villages. Working alongside the Bert House team has strengthened our efforts to support local people.”
Jayne Pegg, Lead Community Connector, East Lindsey & Meridian

“What I thoroughly enjoy about working with so many diverse people as a Shine volunteer:

- Seeing people come out of their comfort zone and increasing communication.
- Being involved in a community and encouraging others to.
- Passing on my knowledge and learning from others.
- The enthusiasm of a group when suggesting a new project.
- Encouraging others to do new things.
- Whatever people's background, ability, age, sex, crafting brings people together and they are always more capable than they think.

Bert House Volunteer



Extra miles

Over £15,000 was raised thanks to the incredible generosity and support from our community. We're especially grateful to our sponsors for choosing Shine as their Charity of the Year, and to Wright Way Sports & Education for hosting the second Shine Cup.

Our Sponsors:
SPOKE, Stokes
Coffee, APSS

Wright Way Sports:
The Shine Cup
1 day, 11+ matches
£1,600 raised

Pheobe Price:
Skydive
1 jump
£555 raised

**Demi: Lincs' to
Yorks'**
100 miles, 4 days
£754 raised

**Gail &
Ian: Yorkshire
Marathon**
26 miles
£1,310 raised

**Brotherhood UK: The
Vikings Way**
150.4 miles
£1,360 raised

**Helga: Rangers Way
Ultra**
44 miles,
3,600ft, 14 hours
£433 raised

**Bert: Boston Half
Marathon**
13.1 miles
£205 raised

**Andrew: West Yorks'
Tough Mudder**
10 miles, 30
obstacles
£418 raised



Looking forward

As we close another impactful year at Shine Lincolnshire, we take a moment to reflect with deep pride and gratitude. Everything we have achieved has been driven by the passion of our team, the strength of our partnerships, and the unwavering support of our funders, volunteers, and communities we serve. It's through this shared commitment that we've been able to touch the lives of thousands across the county, creating safe spaces, building resilience, and supporting wellbeing for all.

This past year has also been a time of growth and learning. We've continued to champion community-led approaches, co-produce services with those who have lived experience, and expand the ways we engage and support people of all ages. Our reach has extended further into Lincolnshire's towns and rural communities, ensuring that everyone, no matter their circumstances, can access the support they need.

Looking ahead to 2025 and beyond, we remain ambitious and hopeful. Our focus will be on developing sustainable models of support, investing in our teams and hubs, and deepening our work with children, young people, families, and older adults. We are also committed to continuing our collaborative work with voluntary, community, health and statutory partners, ensuring that the VCFSE sector has a strong and united voice in shaping the future of mental health and wellbeing in Lincolnshire. We're excited for what lies ahead – and incredibly thankful for everyone who continues to walk this journey with us.

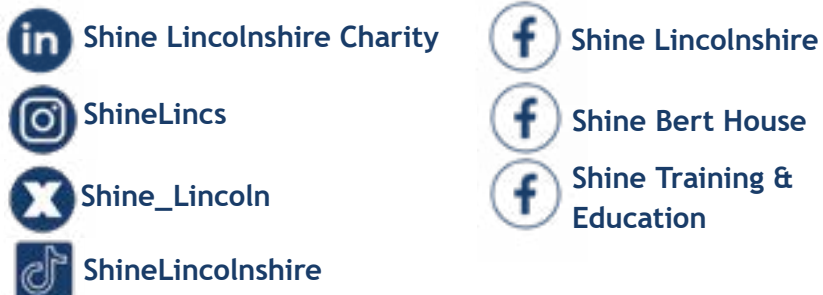


Join us to make a difference

We invite individuals, businesses, and communities to support Shine's mission.

Together, we can create a brighter future.

Connect with us...



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Sponsor



Let's collaborate and create!