

# GRANTHAM JOURNAL BUSINESS AWARDS 2020

COVID-19 BOUNCE BACK AWARD – SPONSORED BY ILIFFE MEDIA

## Charity adapts to a virtual world

**A sports, education and wellbeing charity was awarded as its team rose to the challenge of delivering services online.**

Colleagues at Inspire+ provide physical education services for local schools and adapted admirably to the challenges of the pandemic.

After planned services were suspended by lockdown, Inspire+ offered its coaches and ambassadors to schools free of charge to keep children fit and give them a sense of normality.

Operations manager Chris Graves praised his staff as they made an unprecedented swap to delivering their classes virtually when schools were forced to close.

He said: "It's been different for most businesses this year, but for a sport and education charity like ourselves, we are very hands on, we're doing things, so to swap to the virtual and social media side of things is something that we've never done."

"None of us are highly



Inspire+ won a social media award back in November. Pictured, from left, are – Sam Ruddock, Sophie Allen and Chris Graves.

skilled in IT, or social media engagement, creating videos etc. It was a complete unknown and leap into the dark for all of us.

"Phenomenal credit to everyone at Inspire+

for stepping outside of their comfort zone, being resourceful and really putting ourselves out there for the good of young people."

Judges Marie Bond, Grantham Journal editor,

and Sharron Marriott, Iliffe Media events manager for the Midlands, thought that Inspire+'s volunteers had an incredibly positive impact on the mental and physical wellbeing of youngsters.

They said: "Children have suffered greatly throughout this pandemic, with many losing out on exercise which is vital to boost both their physical and mental wellbeing."

"There's no doubt in our minds that the actions of the charity's volunteers had an incredibly positive impact on the wellbeing of hundreds of children throughout the Grantham area."



BUSINESS OF THE YEAR – SPONSORED BY OLDRIDS AND DOWNTOWN

## Award is a reflection of hard work

**An "incredible transformation" in the wake of the coronavirus pandemic saw Grantham-based sports charity Inspire+ named Business of the Year.**

A considerable highlight was converting its annual 'Mini Olympics' – held each year at the South Kesteven Sports Stadium in Grantham – into a virtual event.

Inspire+ CEO Vincent Brittain said: "I'm really proud to be a recipient of the award in such a testing time."

"It's a reflection of all the hard work and dedication that all of our staff have put in, in arguably the most testing times that we've ever faced."

"During the first lockdown, I was so impressed with my staff and how they adapted our services."

"You don't do these things to win awards, it doesn't even cross your mind. You're giving a service to people. It's just lovely for my staff to get that recognition in a really tough year for everyone."



Steve Goulder, Oldrids and Downtown property director

Judging of the Business of the Year category was led by Steve Goulder, property director of Oldrids & Downtown. This year, the judging panel came together to choose a category winner.

Cameron Ford, managing director of Reflect Recruitment, said: "Anyone who knows Inspire+ will know how impressive they had already become as an organisation pre-pandemic."

"All enterprises have had to



transform themselves this last year; the transformation of Inspire+ to be able to continue to support the primary and secondary schools, parents and children they work with was immediate and has been nothing short of incredible.

"They have managed to take an organisation based entirely on face to face interaction completely virtual, even co-ordinating a virtual Mini Olympics this year, all of which is to ensure that they help young people in our area to be healthy, happy and active."



Recording an exercise session are, from left – Sophie Allen, Micky Walkden and Chris Graves.