

ANNUAL REPORT 2025/26

18 Years of
Growing Leaders





Leadership with Nelsonspirit, which has “fire in the belly and warmth in the heart” has the power to inspire us all, bring different people together with love and kindness, improve our performance, and make our community and world a better place.

Nigel Cushion.



Introduction

Nelsonspirit is an independent social impact business. Our purpose is to grow leaders. Inspired by the spirit of Horatio Nelson we support, encourage and develop the leaders of today and the leaders of tomorrow.



We recognise that Nelson was of his time, but one of the unique things about him was his approach to leadership – his leadership spirit – which we call Nelsonspirit. Blending a relentless and robust focus on the task, with care and compassion for his people, he was both ahead of his time and of our time.

For the leaders of today, we provide leadership development through personal and peer mentoring. For the leaders of tomorrow (aged 16-24), we provide funding and leadership opportunities.

The business was founded by Nigel and Nicki Cushion in 2008.

We hope you enjoy our annual report which covers our impact in the first eighteen years with special emphasis on this last year.



Nigel Cushion
BSc (Hons), FRSA.
Executive Chair.

Nicola Cushion
BEd (Hons).
Director.

PART ONE - The Leaders of Today



I joined Nelsonspirit within six months of becoming a charity CEO for the first time and have found it to be a great source of inspiration, peer support and social engagement. As leaders of organisations, we often experience similar challenges and problems, whether our organisations are in the private, public or not-for-profit sector, and sharing the problems and possible solutions has been of enormous help. Sometimes just knowing that your challenges are not unique is a comfort.

Taking time out to meet other leaders and develop your thinking outside of the day-to-day maelstrom is so important to maintaining a sense of perspective. I recommend membership of Nelsonspirit wholeheartedly.

*Matthew Jones,
CEO, East Anglian Air Ambulance.
Crew member: 2021-present.*

The Nelsonspirit Crew

Leadership development and performance improvement, growing the leaders of today, engaging with your peers.

The Norfolk Leaders Crew comprises of 50+ leaders from business, charities, education and future leaders from Norfolk, England. Members meet monthly to focus on leadership development and performance improvement, and to provide inspiration, mutual support and encouragement. These morning meetings occur in outdoor locations throughout the county. Crew membership is open to any Norfolk Leader, who is able to sign up to our beliefs, and is prepared to make the commitment to engage with their peers. We are not a networking group. The emphasis is on how you can help all the others in the crew.

Typically a crew member is the senior person in their enterprise, usually the Managing Director / Chief Executive, who has at least 5 people reporting to them. Members come from a wide range of business and education backgrounds and include commercial enterprises, charities and not for profit enterprises, as well as professional firms, manufacturing, services and retail. As a guide for size, enterprise scale tends to be £200k up to tens of millions in turnover.

We expect leaders to commit to twelve x 2.5-hour sessions a year. Leaders join for a year, but many stay for longer.



Crew members receive:

- 1 Participation in up to 12 crew meetings a year, engaging with peers.
- 2 One personal mentoring meeting with Nigel, founder of Nelsonspirit.
- 3 Opportunity to engage with the Nelsonspirit Environmental Programme.
- 4 Opportunity to engage with the Nelsonspirit Future Leaders Programme.
- 5 Opportunity to engage with the Nelsonspirit one off events (e.g. breakfasts, dinners, special gatherings).
- 6 Community – connection and engagement with 50+ other leaders in Norfolk, being part of a unique, inclusive and inspiring community.



Nelsonspirit is just a brilliant thing to be part of. It gives business leaders the chance to talk to their counterparts in other businesses and gain real clarity over current problems and long-term issues. Nelsonspirit has enabled me to build a network of support for my own business from those at the top of their game.

Roger Margand,
Partner at Spire Solicitors.
Crew Member: 2018-present.



Working with like-minded crew members as part of Nelsonspirit over the last year has been hugely beneficial to me as a leader, allowing me the opportunity to discuss concerns and issues with peers from within and outside of the sector I work in, as well as giving me the opportunity to support others. Just taking time for myself, but in a structured and developmental way, has given me the chance to reflect on myself and my leadership and allowed me the luxury of thinking about my team and our progress without the pressure of having to deal with a problem head-on or on a critical timeframe.

Gareth Yassin,
Head Teacher at Taverham High School.
Crew Member: 2024-present.



Financial basis for the crew:

As well as investing their time into 12 meetings per year, crew members pay an annual membership fee.

Return on investment

BELONGING - being part of an engaged community of Norfolk leaders providing inspiration and support to and from my peers.

GROWING - time for leadership development and reflection, helping me reach higher performance as a leader, and making a bigger impact in my enterprise.

WELLBEING - time to look after me the leader, have fun and help others.



History of Nelsonspirit

... shall we start something, and be part of something?

In 2008, while working in leadership development and board improvement, I realised that Norfolk had some fantastic businesses and charities, led by some fabulous individuals, but to a large extent, we were all working in isolation. Then out of the blue, my good friend and mentor, American Physician and inspirational Scout Leader Dr Hal Belknap, passed away. I went to Oklahoma USA to speak at his funeral. All who spoke said the same thing about him - his life creed was 'helping others is one of the best ways to grow yourself'.

I was reflecting on this on the return flight, while reading my history book on Nelson. Nelson's battle philosophy was a bias for action and for 'close engagement' with an emphasis on his 'band of brothers'. Bringing all this together, I wondered what would happen if we engaged Norfolk leaders and encouraged them to help each other?

An important question emerged: How could we improve ourselves as leaders, improve our enterprises and improve our community?

Nigel Cushion.



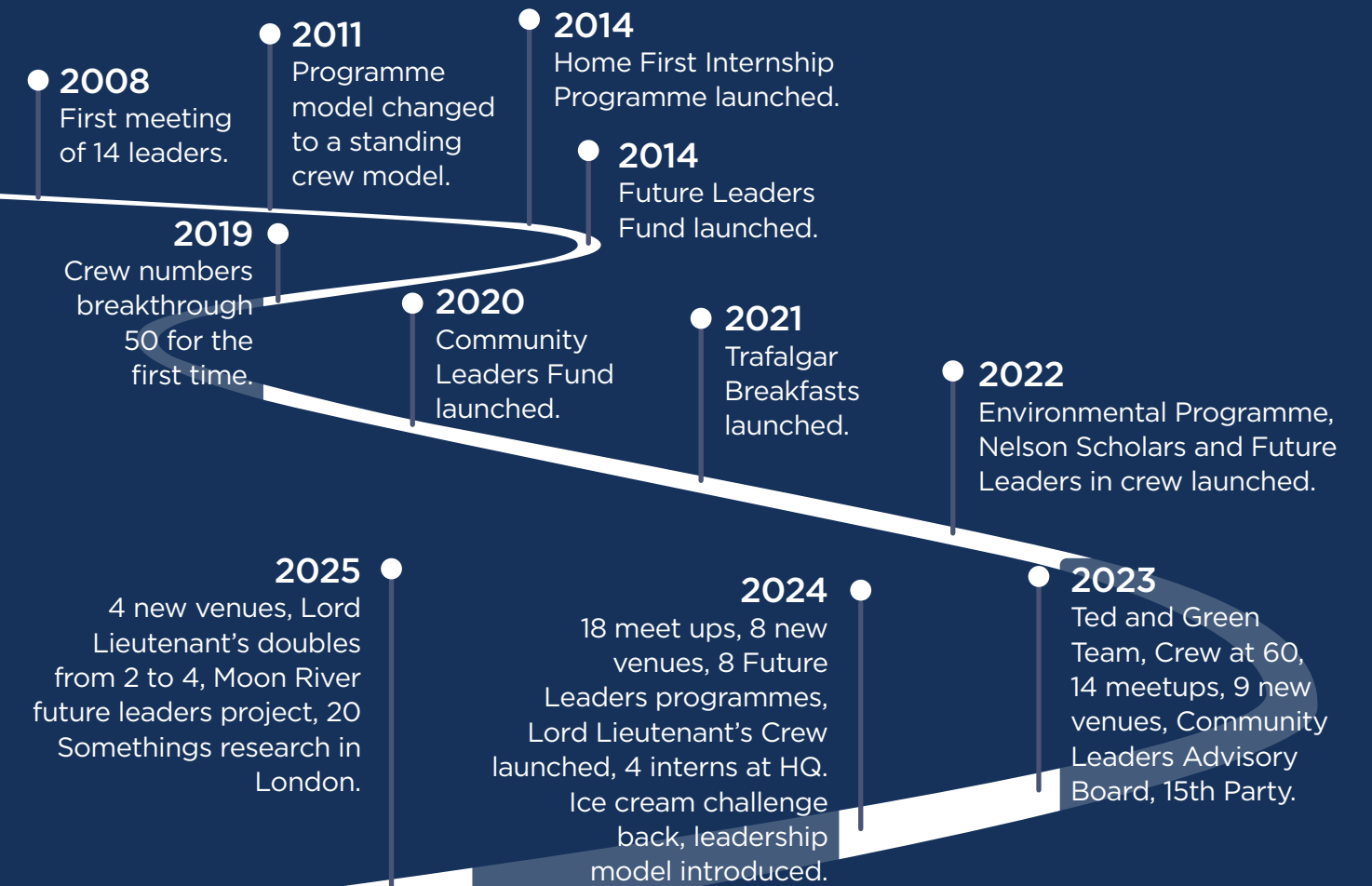
**I am ... Norfolk
... and glory
in being so.**

Horatio Nelson.





Nelsonspirit Milestones





Crew meetings are not only enjoyable but also incredibly enriching. I love that most events are held outside and include walking, which adds a refreshing and energising element to the experience (my favourite way to get my 10,000 steps in!). I've also gained valuable insights and practical skills which have significantly enhanced my networking and

leadership abilities. The supportive community and the high-quality content make Nelsonspirit an invaluable resource for anyone looking to grow both personally and professionally.

—
*Anna Jolly,
 Business Owner, annajollycreative.
 Crew Member: 2023-present*



Nelsonspirit has helped me to be able to recognise the type of leader I want to be and I have become more aware about the importance of being a diverse and inspirational leader. Support from the Nelsonspirit Crew has not only helped me develop as a leader, but the support/backing from other leaders, has also given me more confidence in terms of my abilities and helped me achieve more.

—
*Kelly Lindsay,
 M.D Friend in Deed.
 Crew member 2021-present.*



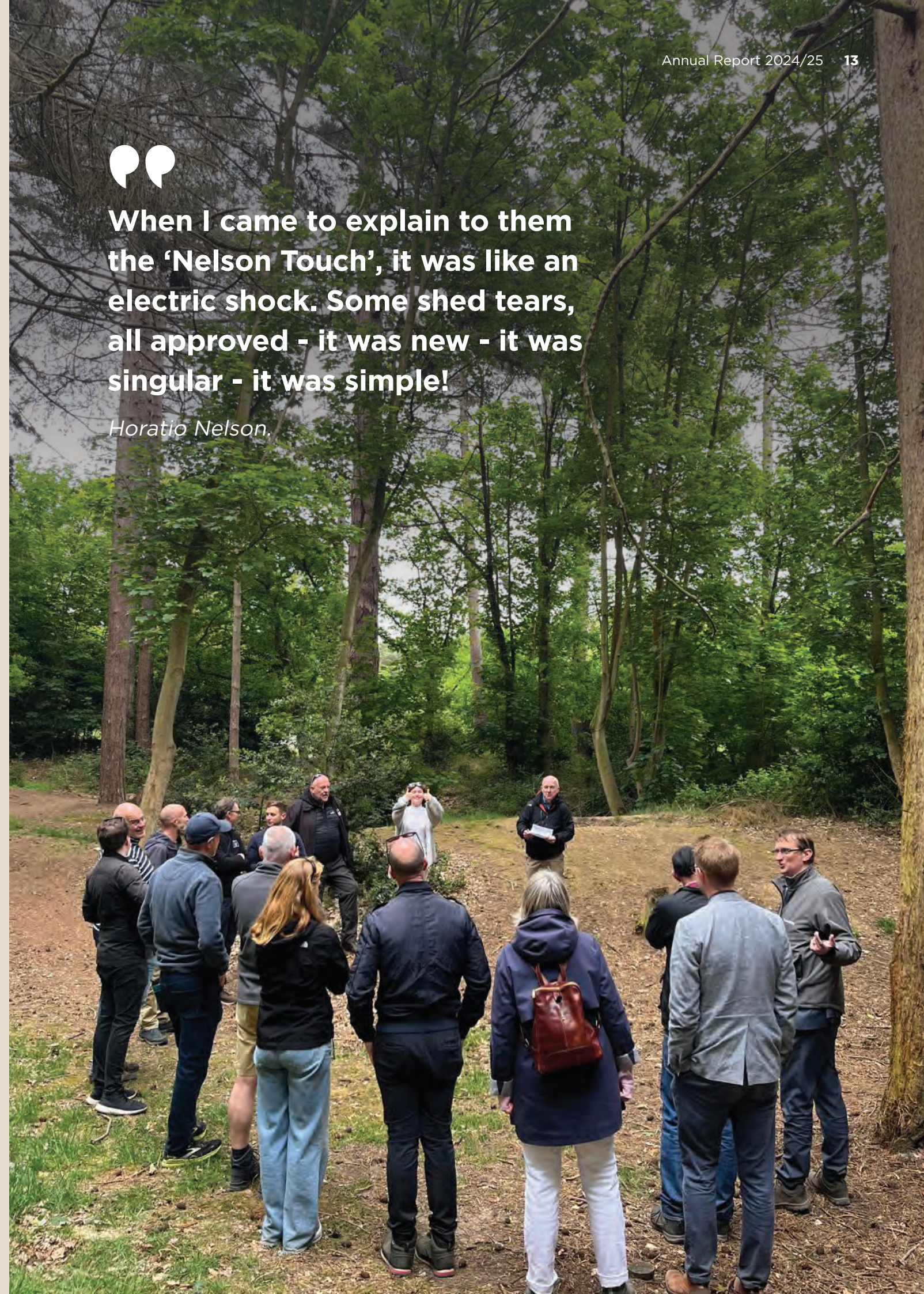
The best part about Nelsonspirit is the other members of the crew, not only fantastic Business/Charity/School leaders, but also fantastic people which makes every session enjoyable and hugely beneficial for anyone's leadership journey.

—
*Ben Willgrass,
 Director at Willgrass Wealth Management.
 Crew Member: 2022-present*

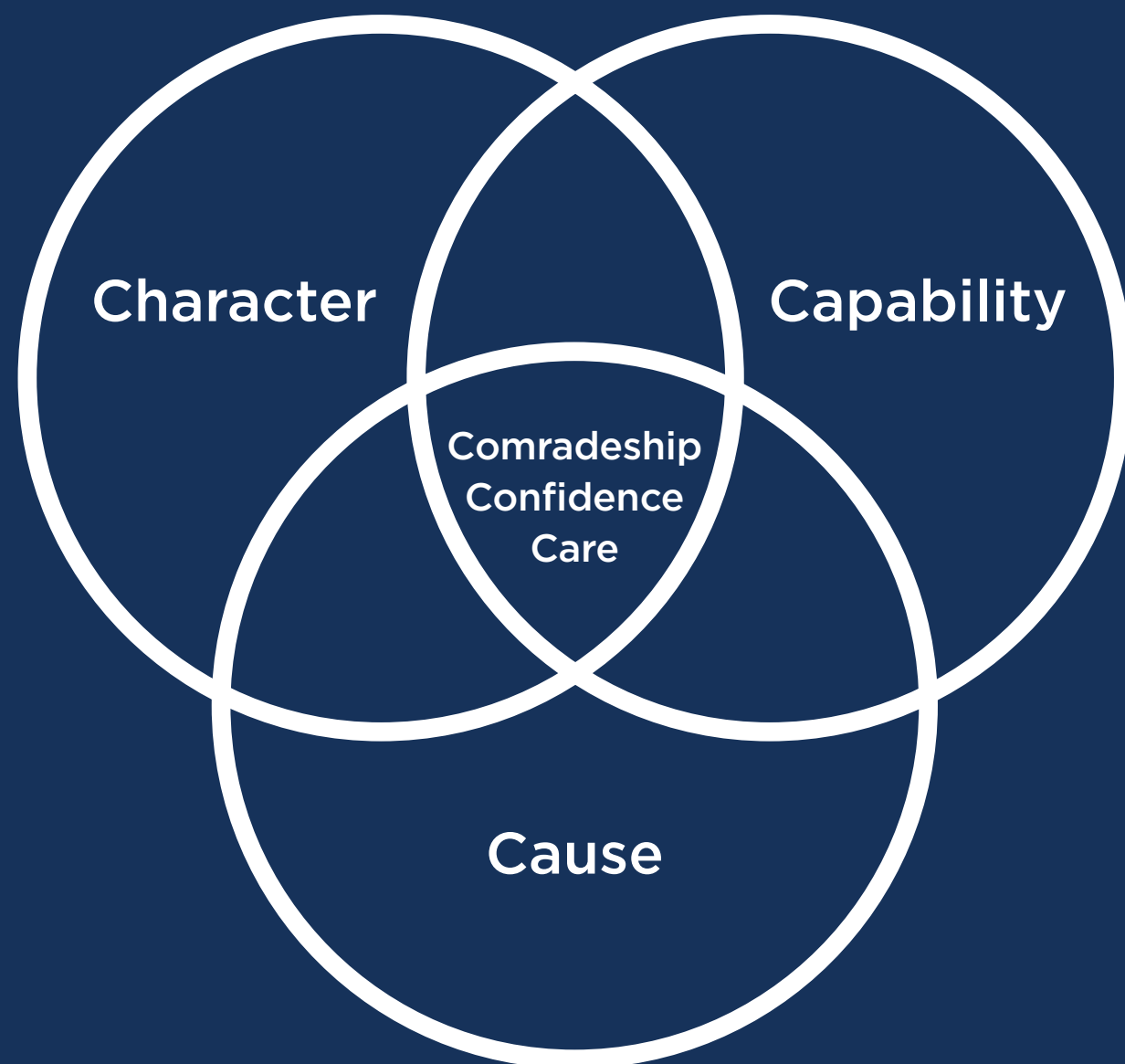


When I came to explain to them the 'Nelson Touch', it was like an electric shock. Some shed tears, all approved - it was new - it was singular - it was simple!

Horatio Nelson.



The Nelsonspirit Leadership Model 2025[©]



Any fool can lead a few, taking everyone with you is the real test of a leader.

*Dr Hal Belknap,
Mentor and Friend to Nigel and Inspiration for Nelsonspirit.*

Trafalgar Breakfast 2024

Our annual birthday celebration and world championship quiz. This year joined by the Royal Navy.



Nelsonspirit carries the heritage and spirit of the service



What is a good business?

...one that is well led, engaged with its purpose, adding value through values, delivers to all its stakeholders, and is sustainable. A good business LEADS.

Leadership – from the top, based on character and capability.

Engaged with its purpose – greater than money which gives the business a licence to operate.

Adding value through values - which are lived.

Delivers to all its stakeholders – over the long term.

Sustainable – in terms of profits, people and planet, where all can thrive in perpetuity.

We expect the leaders of tomorrow to lead good businesses which are net positive (Polman). We call them Buccaneers.



It's been an invaluable source of inspiration, peer support and connection. As leaders, we often face similar challenges, regardless of our sector, and having a trusted, local network to share ideas, solutions and experiences with has made a real difference. It's a space where issues are understood, perspectives are broadened, and where the collective ambition to make Norwich stronger unites us.

*Stefan Gurney,
Executive Director at Norwich BID.
Crew Member: 2013-present.*





As a leader, our work can be isolating. Very few people to share the challenges and lows with, very few people to talk to and work through issues with - Nelsonspirit creates a network of leaders who are there to support each other. Regardless of sector or industry - a group of individuals who are there to listen, hear, discuss, offer challenge, solutions, a comforting word or indeed laugh or cry with you.

Adam Taylor,
Executive Director, The Garage Trust.
Crew Member: 2015-present.



A great group of individuals who come together to learn from each other, make friends and have a light hearted outdoor experience.

Sam Greenhalgh,
Partner at Birketts LLP.
Crew Member: 2023-present



Nelsonspirit and the Environment

... we expect the leaders of tomorrow to lead in the three Ps : profit, people and planet. Our own environmental journey has developed significantly in the last 3 years.

Environmental leadership has always been part of our DNA. This included for Nigel, an expedition to Kenya with Operation Raleigh in 1988. Raleigh was a sustainable development charity providing community, adventure and environmental challenges to

young people through projects in developing countries. He undertook community projects such as building a dispensary; adventure projects such as camel trekking, as well as environmental projects with Rhino Rescue.

Trekker Nigel's Raleigh safari!

OUT of the office and into Africa — a Norwich student accountant is preparing for the adventure of a lifetime.

Heading to Kenya to audit waterholes on a ship of the desert is something of a mirage to most people but for Nigel Cushion it's about to become a reality.

Camel trekking and surveying waterholes are just some of the projects that 24-year-old Nigel, of Molyll Croft, Thorpe Marriott, could be involved in.

He will be among 100 young people from all over the country on Operation Raleigh in Kenya this September.

"It will be a marvellous experience. I am thrilled about going to Africa and we don't know for sure what we will be doing until we arrive," said Nigel.

At the moment the former Wymondham College pupil is studying hard for his examinations and he is full of praise for his company — Norwich accountants Peat Marwick McLintock.

Nigel has spent the last few months lobbying local companies and organising events, including a sponsored walk along the beach from Blakeney to Happisburgh, to raise the £2,000 needed to make the trip.

He managed to collect £1,000 and then his employers agreed to donate the balance. "Nigel is the first person from our company to achieve a place on Operation Raleigh and we are happy to help," said Norwich partner John Turner.

A keen scout leader and sports enthusiast Nigel will be involved in up to six projects to help local communities and that means he could be up to almost anything.

"I am especially looking forward to the community projects where we could be asked to help with tasks such as building a village school or digging irrigation channels as I feel these are particularly worthwhile aspects of the expedition," added Nigel.

Just one sad note — his girlfriend Nicola Moorcroft, of Drayton, has been working with girl guides at Camp America in the States this summer. She is due to return the day that Nigel will leave.



Ready for the off accountant and adventurer Nigel Cushion



As a young person myself, I had always been interested in Leadership, Community, Adventure and Service. I was grateful that local businesses and charities funded my expedition, to help me grow as a leader while helping others. It's great to be able to pass this on through our Future Leaders Fund and leadership opportunities.

Nigel Cushion.



Charlotte Pounder, Home First and Nelsonspirit Programme Manager 2021-23, also completed a Raleigh Expedition in Costa Rica 2022, supported by the Future Leaders Fund.

She spent the first three weeks of her trip trekking over 260km across the country in a group of 18 to 25-year-olds. She also worked closely with local communities and volunteers from a wide range of backgrounds, nationalities and life stages, to promote the sustainable use of natural resources in rural communities and protect areas of special diversity. Her projects in Barbilla National Park included trail restoration, and working with park rangers setting wildlife cameras and traps.

In the wake of COP 26, we established the Nelsonspirit Environmental Promise based on a clarified and formalised set of our Environmental Beliefs.

Furthermore, in 2022 we established “Green Team” – a sub group of the crew. Green Team crew members are committed to environmental sustainability and have made a sustainability promise to commit to action in their businesses. These promises will be reviewed annually for the next 10 years, and they are made to each other, and to our great grandchildren.

Our Environmental Promise

Established in 2021, and to be reviewed annually for 10 years.

- Permanently moving the majority of our core activity, Nelsonspirit meetings, **outdoors**.
- Actively seeking out **environmental charities and business** and encouraging them to join the crew.
- Encourage **environmental topics** to be explored among the leaders in the Nelsonspirit Leadership Community, and encourage action and impact in their businesses.
- Encourage car **lift sharing** and more sustainable travel to meetings.
- Promote the concept of **good business**, with looking after the planet being an integral part of this.



Nelsonspirit Environmental Beliefs:

1. We believe that one of the great leadership challenges of our time is how we look after the natural world. The natural world has two great assets: humankind and the planet. The challenge of looking after the latter provides us with a great opportunity to bring together the former.
2. We believe all leaders need to become more engaged with this, and we need to move from rhetoric to sustainable action to have a sustainable impact. And we need to move faster.
3. We believe individually we might only be able to make small differences. These differences will be different for us all, and they will not be perfect, however collectively we can make a big difference, and it is important to try.
4. We believe that looking after the environment is an integral part of being a good leader and running a good business.



Climate change is the biggest issue and threat we face in this century. Its impact will be huge on the way we live and on us as humans will be immense. That said, it also challenges human ingenuity and will be an opportunity for adaptation, innovation, business and economic growth, but only if we do this sustainably and holistically, i.e. capitalism with compassion. Nelsonspirit has always been very environmentally aware. Its understanding and impact has inspired business leaders to come together to explore, adapt, exchange views, challenge and influence each other and the agenda,

in and out of Norfolk. I am proud to be a crew member of Nelsonspirit, especially an environmental member (Green Team), and recommend the initiative to any leader to join and participate. ‘It will do you proud’ as they say in Norfolk.

Richard Powell, OBE. CEnv.
Environmental Champion.
Green Team Lead.
Crew member 2022-present,
and adviser and supporter of
Nelsonspirit 2008-present.



Financial basis for Green Team: voluntary / cover own costs.

Impact



Personal Mentoring, Speaking & Board Advisory

... Nelsonspirit founder Nigel Cushion offers one to one mentoring for CEOs, keynote speaking and board advisory consultancy.

Nigel has mentored hundreds of leaders ranging from business owner managers to senior executives in blue chip companies. Nigel has had a varied career starting as an accountant with KPMG, and then working in education before coming into business. He has significant personal experience as a leader himself. In the last two decades he has held nine senior NED board roles, including six as Chairman.

He is the former runner-up in the UK Non-Executive Director of the Year awards run by The Sunday Times. His work has been cited as best practice by the Bank of England, HM Treasury, and the Institute of Directors. His personal leadership experience also includes 25 years in the voluntary sector as a Scout leader and youth sports coach, leading in the community as well as leading in business.

Nelsonspirit crew members receive a one to one with Nigel each year. In addition, Nigel mentors some non-crew members monthly and prefers meetings to be face to face.



Nigel has a highly engaging, enthusiastic and entertaining speaking style. He speaks all over the world on Leadership and Performance, drawing on two decades of board experience. He uniquely, also speaks about his lifelong love of Leadership and History, drawing leadership lessons from history to inspire a business audience.

Nigel also works confidentially and discreetly with boards on strategy, performance and succession.

nigalcushion.co.uk



Nigel's mentorship has been absolutely invaluable to me. As a sole director his support, challenges and motivation have guided me through the trials and tribulations of company growth, planning for my maternity, appointing an interim MD, returning from maternity leave and repositioning my ambitions for the company. He is wise, kind and a great person to have on your team.

Emily Groves,
IoD Director of the Year – East, and UK runner up.
(Former) Managing Director, Indigo Swan.



Twenty Somethings

... research into the stress of those in their 20s, and the impact on leaders.

The Naval and Military Club, St James's Square London.



Some of the leaders in crew were noticing the impact that stress was having on the mental health and performance of their younger staff. In 2024 Nelsonspirit conducted research amongst those aged in their 20s to find out how stressed they

were, what factors were causing it, and how effectively they were dealing with the stress. It was hoped that this could better inform the leaders of today who are managing younger staff as well as those younger staff themselves.

In November 2024, Evie Witte and Lottie Coventry of Nelsonspirit, presented the findings to a packed room of their peers in St James's Square, London.



Impact

- Leadership and management development for Nelsonspirit Home First Staff.
- Education, awareness and support for mental health for 70+ Twenty Something future leaders in London, as well as feeding back to our future leaders in Norfolk.
- Establishing a London operating base (under the watchful eye of the painting on the wall and bust, of the Norfolk man).



PART TWO - The Leaders of Tomorrow



When I first started working at Nelsonspirit in September 2023, my friends and family would often ask me, 'What is Nelsonspirit?'. It's a question I still find surprisingly difficult to answer — because it is so much more than a simple explanation can capture. My 15 months at the social impact company were nothing short of transformative. I gained invaluable skills, lessons and guiding values that I will carry with me for the rest of my life.

Working alongside the Nelsonspirit crew, and especially under the leadership of Nigel, challenged me to broaden my thinking and see the world through new and diverse perspectives. The Future Leaders programme offers something truly special: the chance to connect with and learn from inspirational leaders across the business, charity, and education sectors in Norfolk and beyond.

I want to express my heartfelt thanks to Nigel for his incredible leadership, generosity, and belief in young people. I will always be grateful for the opportunity to be part of something so meaningful.

Nelsonspirit is more than a programme — it's a community, a spirit, and yes, a bit of magic.

Evie Witte,
PGCE Student at UCL.
Nelsonspirit HQ Crew: 2023-2024.



It is impossible to come away from a Nelsonspirit crew meeting and not feel refreshed, joyful, and full of new ideas. Nelsonspirit have been a crucial part of helping me grow and learn in such an exciting and everchanging time of life. As I enter this new stage, I will miss Nelsonspirit a lot and the fun it involves, however, I am certainly not coming away empty handed. I am grateful for the wisdom I have picked up and the invaluable skills that I have developed. There is certainly no getting rid of me yet!

Fifi Sweeting,
Student at Durham University
Nelson Scholar: 2023-2025.

Future Leaders in the Nelsonspirit Crew

... sixth formers joining the crew meetings to be inspired and grow.

Nelson always took a younger officer to his top meetings, sponsoring and mentoring the young in his fleet. He also carried acorns of English oak in his pocket to plant for the future.

Financial basis:

Free.
No charge to young person or school.



In 2024 and 2025 Nigel was invited to Oxford University to present our work of building community and growing future leaders as an international case study from the UK, on the executive management and impact leadership programme for the Nation Building Institute of Thailand.



Nelsonspirit makes me create the time I need to find space to step back and reflect on my vision and responsibilities as a leader, without it being couched in the context of a school. I have benefited most from talking to those who work outside education and it has made me realise that the issues we

face are similar on multiple levels - taking it outside the context of a school helps to find fresh and creative solutions.

Naomi Palmer,
Principal at Ormiston Victory Academy.
Crew Member: 2023-present.

Over the last 18 years, sixth formers or headteachers from the following schools have attended crew meetings:

Impact



Norwich School



Wymondham College



Norwich High School for Girls



Langley School



Taverham High



Open Academy



Framingham Earl



Ormiston Victory



Town Close



East Norfolk Sixth Form



The Wherry School



Dereham Sixth Form

In 2024-25, the permanent crew included 6 future leaders, 4 under the Lord Lieutenants Programme, and 2 as Nelson Scholars from Langley School. The one-to-one inspirational conversations (both ways) at crew meetings have led to internships and job offers.



NORFOLK
LIEUTENANCY

The Lord Lieutenant's Future Leaders Crew

A leadership development programme for Norfolk young people which encourages them to grow as leaders while helping others in their community.

Young people are challenged to complete three to six months of voluntary service within an organisation of their choice in their community, sourced by them. This can include work that already counts towards Duke of Edinburgh's or Scouts. The Future Leader becomes part of the Nelsonspirit Crew and attends monthly meetings to receive mentoring from some of Norfolk's leading business and charity leaders.

In 2024 we selected an additional two outstanding young people: Thomas from Norwich School, and Nicole from Dereham Sixth Form; to join Matthew and Peri, who have remained on the programme from last year. Their voluntary service projects included mentoring younger children, working in a charity shop, leading development programmes in school and volunteering with an immigrant charity.

Financial basis:

Free.

No charge to young person or school.

We encourage young people from all backgrounds to step forward and grow as leaders by volunteering and receiving mentoring. For safeguarding their head teacher must be a member of the crew. In addition to their volunteering and attending crew meetings, the Lord Lieutenants Future Leaders 24/25 took part in projects "Moon River" and "The Great Norfolk Ice Cream Challenge 2025".



Being part of the Lord Lieutenant's program has given me the chance to meet and work with so many inspirational people. Working with young people and leaders from all different backgrounds and industries has helped me to really develop my own leadership style, and taught me that all leaders face very similar problems but can work together and share knowledge to overcome them.

*Matthew Prior,
Business Manager at Nelsonspirit.
Lord Lieutenant's Future Leader: 2023-2025*



The Nelson Scholars

...providing state school young people with leadership potential, a free Langley Sixth Form education, supported by mentoring from the Nelsonspirit crew.



As a Nelson Scholar, I've gained access to opportunities that are rarely available to students at my age - from developing leadership skills to having the rare opportunity to speak to CEOs who generously share advice and encouragement. Their kindness and insight have shaped how I think about my future and the kind of person I want to become. Beyond the skills and opportunities, Nelsonspirit has given me something even more lasting: a community built on trust, support, and genuine connection. I've formed lifelong friendships with people who inspire me constantly, and I'm proud to be part of a crew that leads with 'Fire in the belly and warmth in the heart'.

Tilly Bell,
Langley School.
Nelson Scholar: 2024-present.



Financial basis:

Free.

Langley School pays for the education. Nelsonspirit pays for the management and admin and mentoring from Nigel.

Crew members mentor on a voluntary basis.

Over 150 young people have applied from 17 state schools in the first 4 years of this programme.

In September 2025 we welcomed two more scholars into the crew, Geno and Tiwa.

The Great Norfolk Ice Cream Challenge 2025

Future Leaders project: Selling ice cream. Norfolk businesses, working with Norfolk young people, giving profits to Norfolk charities at the Royal Norfolk Show.

On show day 2, in June 2025, and in partnership with Ronaldo's ice cream, our Nelsonspirit Future Leaders sold ice cream to raise money for The BUILD Charity. BUILD provides support and activities to adults with disabilities.

We were joined by crew member and CEO of The BUILD Charity, James Kearns. Thanks to Norwich School for lending us part of their stand.



Financial basis:

Free.

No charge to young person.

Businesses donate time and money.

All gross profit donated to the charity BUILD.



Moon River

Future Leaders project: working with The Garage and a professional actress; market, promote and put on a live commercial stage show.

We persuaded experienced professional actress Helen Anker to bring her one-woman stage show “The Essence of Audrey” to The Garage in Norwich, in May 2025. The evening also included “an audience with” question-and-answer session.

Our future leaders led on the marketing and promotion, and supported with the front of house on the night. They were mentored by crew member Adam Taylor, CEO of The Garage. The show was a sell-out!



Nelsonspirit Future Leaders Fund

... providing modest grants to young people who want to grow themselves as leaders while helping others, creating a positive social impact on a global scale.

Since 2014 the Future Leaders Fund has provided grants to Norfolk-based young people aged 17-24 who want to participate in projects that grow themselves as leaders, whilst helping others in a community.

We have partnered with a number of organisations including Raleigh International, VSO, Project Trust and the Scouts to ensure trusted and reputable projects for our young people. There is an independent advisory panel who decides on the distribution of grants.



Around 11 years ago, I was granted the honour of delivering a speech about my charity work in Sri Lanka at the Nelsonspirit Trafalgar Dinner. The confidence that this opportunity instilled in me and the mentorship that Nelsonspirit offered fuelled my personal development and ambition. Since this early input, I have founded a registered medical education charity, 'Make a Medic', that supports the training of medical students across the world and invests our proceeds in public health initiatives in low- and middle-income countries. I will forever be grateful to Nelsonspirit for expressing such a keen interest in my wide-eyed 16-year-old self and guiding my growth.

Dr Lasith Ranasinghe.

The Future Leader from Norwich School, whose speech inspired the establishment of the Nelsonspirit Future Leaders Fund, and now a Junior Doctor in London.



Summer 2025, Nelsonspirit helped me embark on the trip of a lifetime to the World Scout Moot in Portugal. This is a camp for 18-25 year olds in Scouting to come together and engage; engage with each other, engage with their surroundings and engage with the local community. During this trip each Scout was assigned a path, these paths included Scouts from around the world who we would explore Portugal together with. I had never met any of these individuals before and by the end I knew I had made friends for life. This whole experience taught me how to embrace the unknown, and push my boundaries as this is where we learn the most about who we are. I have come away from the World Scout Moot with more confidence, friends across the globe and memories I will

cherish for a lifetime. Moving forward I hope to inspire more young people to look beyond Norfolk's borders and explore the world around us, as I know it's helped me on my journey of personal development. Thank you to Nelsonspirit for their generous grant.

Lily-Mai Spinks,

Future Leaders Fund Recipient: 2025.

Financial basis for the Future Leaders Fund:

Trust fund.

Governance via arm's length advisory board.

Finances managed by Norfolk Community Foundation.

2024 was the 10th anniversary of the fund



70 young people have been supported and they have completed projects in 26 countries including:

Impact



On their return they attend a Nelsonspirit crew meeting and provide an oral report on the impact on them as a leader and on the community.

Nelsonspirit Home First Leadership Programme

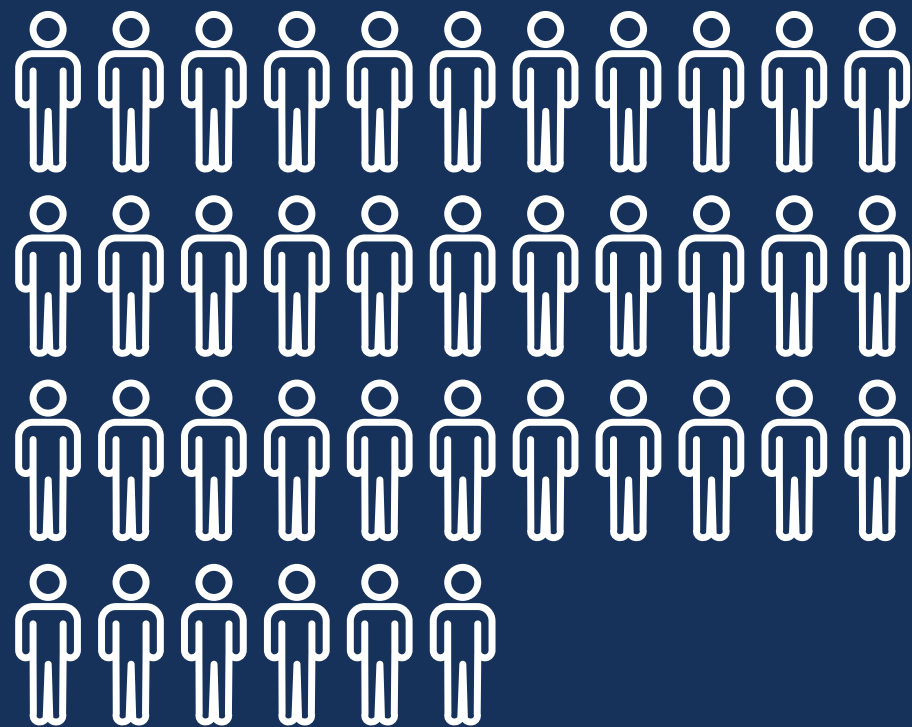
... providing real work opportunities, leadership development, and mentoring to high potential young people.

Through our Home First Leadership Programme, we aim to provide outstanding Norfolk graduates returning home after university or school with the opportunity to earn money, gain experience and grow themselves as a leader.

We look for young people with an interest in Business, Marketing, Sustainability, Management, Leadership and the Community, to work in Norwich with Nelsonspirit as the first step of their career.



Impact



39 interns have worked in the Nelsonspirit office and 5 have worked with crew members including Norwich BID, SaxonAir, and The Build Charity. Previous Home First Interns have gone on to work for organisations such as:

Accenture, Capgemini, The Cabinet Office, KPMG, Ocado, Boston Consulting Group, ITV, Teach First and London based boutique consultancies. Further afield, we have Interns based globally in locations including Africa, Switzerland and USA.

The HQ Crew

This year we had three Future Leaders work in the HQ office as Business Managers.

The Business Manager’s role is to lead on our Future Leaders work, run Nelsonspirit field operations and the back office.

Evie Witte completed her 16-month leadership programme with us in December 2024. Lottie Coventry was with us September 2024 to July 2025, leading from January 2025. Both came “Home First” after graduating.





... and in September 2025, we welcomed our new Business Manager, Matthew Prior. We look forward to the adventure of growing more leaders in 2025/26.

Contact

... the Norwich office at NR7, or in the field.

matthew@nelsonspirit.co.uk

We spend most of our time in the field – outdoors, but our HQ is based on the fabulous St Andrews Business Park in Norwich. Come and join us and together we can inspire each other and grow leaders.

Our purpose is to grow leaders.

We are an independent social impact business. We are inspired by the spirit of Horatio Nelson to help support, encourage and develop the leaders of today and the leaders of tomorrow.

Method: we bring leaders into close engagement through peer mentoring, and through a community of business, charity and education leaders – the Nelsonspirit Crew.

We deliver: leadership development and performance improvement.

We are based in the county of Norfolk, and glory in being so!

We believe:

- Close engagement of leaders with their peers, is good for them, their enterprise and our community.
- Helping others is one of the best ways to grow yourself.
- It is the duty of the leaders of today to inspire and grow the leaders of tomorrow.
- Good business is good for us all.

We value:

- Leadership & Laughter.
- Engagement & Environment.
- Adventure & Adding Value.
- Discipline & Delivery.
- Service to others & community.



