



**SOUTH  
KESTEVEN  
DISTRICT  
COUNCIL**

# Cabinet

7 December 2021

**Report of:** Councillor Barry Dobson

Cabinet Member for Leisure



## Sport and Physical Activity Strategy

To consider and formally adopt a Sport and Physical Activity Strategy for South Kesteven District Council. This strategy sets out the district's vision, mission, aims and objectives for increasing rates of physical activity over the next five years.

### Report Author

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Corporate Priority:	Decision type:	Wards:
<b>Healthy and Strong Communities</b>	<b>Key</b>	<b>Two or more Wards</b>

<b>Reviewed by:</b>	Karen Whitfield (Head of Leisure and Cultural Services)	12 November 2021
<b>Approved by:</b>	Nicola M <sup>c</sup> Coy-Brown (Director of Growth and Culture)	12 November 2021
<b>Signed off by:</b>	Councillor Barry Dobson (Cabinet Member for Leisure)	15 November 2021

### Recommendation to the decision makers

1. Approves the adoption of the Sport and Physical Activity Strategy as the Council's strategic document to underpin the Corporate Plan (2020-2023) priority of Healthy and Strong Communities.

## The Background to the Report

- 1.1 The Council's Corporate Plan (2020 – 2023) identifies Healthy and Strong Communities as a key priority. To underpin this priority there is a commitment to develop and adopt a Sport and Physical Activity Strategy for the district.
- 1.2 On 22 June 2021, Members of the Culture and Visitor Economy Overview and Scrutiny Committee considered a report which provided an update on the development of the Sport and Physical Activity Strategy. It was proposed that the Strategy would focus on providing opportunities for residents to be more active and identify a broad range of opportunities to incorporate sport and physical activity into everyday life. Members subsequently approved the process for developing the Strategy, together with the scope and key themes to be explored.
- 1.3 In developing the Strategy, it was recognised that the Council alone cannot deliver its corporate ambition to build healthy and strong communities. To maximise the opportunities for residents to increase their physical activity levels and adopt a healthy lifestyle, importance was placed on the Strategy reflecting the collective ambitions and views of partner organisations and key stakeholders.
- 1.4 Alongside the work of the Sport and Physical Activity Strategy, the Council has committed to the Mental Health Challenge for local authorities and has acknowledged the Council's role to play in improving the mental wellbeing for everyone in the community. This is across all the Council's areas of responsibility, including: housing, community safety, engagement, planning and leisure.
- 1.5 Initial conversations have taken place with those that have a role in health within the community, this includes the National Health Service (NHS) Neighbourhoods team and social prescribers. Further work will be undertaken to look at delivering a whole systems approach and developing integrated care systems.
- 1.6 Council officers from the Leisure Team met with Active Lincolnshire, the county's Active Partnership, to consider how the Strategy aligns with the county-wide agenda and to update their local club and activity finder.
- 1.7 Consideration has been given to alignment with Sport England's 'Uniting the Movement' campaign (available online via: <https://www.sportengland.org/why-were-here/uniting-the-movement>).
- 1.8 The Sport and Physical Activity Strategy for consideration by Cabinet Members can be found in **Appendix 1**.

## Consultation and Feedback Received, Including Overview and Scrutiny

- 2.1 The Strategy builds upon a series of consultations and drop-in sessions which initially took place in 2019 with a wide range of clubs, stakeholders and residents in the district. Further work has since taken place to expand the key themes and develop an accompanying action plan.
- 2.2 In July and August 2021, more consultation took place with partner organisations to refresh the information gathered in 2019 and to agree priority outcomes and key themes.
- 2.3 Meetings have been held with the local sports charity Inspire+ to consider how the Strategy impacts young people, and how best to encourage partnership working to

achieve the mutual objective of getting young people more active, more often in South Kesteven.

- 2.4 Further consultation has taken place with LeisureSK Ltd, as the Council's current leisure provider, to consider how the Strategy aligns with the work they do and to identify further opportunities, both within the Council's leisure facilities and in the local community.
- 2.5 Discussions have taken place with other Council teams to establish how collectively the Council can make improvements to the health and wellbeing of residents across all service areas. This has included discussions with officers in the Council's housing, corporate operations and planning teams. These conversations have highlighted key areas and potential projects for Council teams to work together to promote healthy, active lifestyles for residents and in the community.
- 2.6 Council officers have attended training and workshops with Sport England and the Chief Cultural and Leisure Officers Association. A key topic of discussion has focussed on navigating local systems and systems leadership to enable shared learning and experiences with other districts, active partnerships, and key stakeholders. This has helped form and shape some the ideas and key themes within the Strategy and has ensured alignment with the national government agenda.
- 2.7 The Sport and Physical Activity Strategy has been developed using the key themes and methodology approved by the Culture and Visitor Economy Overview and Scrutiny Committee.
- 2.8 On 8 September 2021, Members of the Culture and Visitor Economy Overview and Scrutiny Committee considered a draft version of the Sport and Physical Activity Strategy. Members discussed the importance of inclusion of the Council in more 'joined up thinking' and collaborative working with other organisations, as detailed in the consultation work. Members of that Committee recommended that Cabinet adopt the Sport and Physical Activity Strategy.

## **Available Options Considered**

- 3.1 The only alternative option considered was not to have a Sport and Physical Activity Strategy. If this option was pursued, the district would suffer from not having a clearly articulated strategic position around increasing physical activity.
- 3.2 Without a policy to give direction to the Council, partners and stakeholders, activity rates are unlikely to increase and are likely to worsen.
- 3.3 Increasing physical activity delivers a multitude of health, social, environmental, and economic benefits. It is therefore imperative that the district approaches this challenge in a robust and coordinated manner.

## **Preferred Option**

- 4.1 The preferred option is that the Strategy is adopted by Cabinet. The Strategy provides a basis and framework for the Council to deliver on its corporate ambition to improve the health and wellbeing outcomes within our local communities.

## **Reasons for the Recommendation**

- 5.1 To enable the Council to have a clear strategy and action plan for Sport and Physical Activity to support delivery across the district for the next five years and which reflects national and regional policies and strategies.

- 5.2 In approving the Sport and Physical Activity Strategy the Council sets out a positive vision and clear way forward to achieve much improved rates of physical activity amongst South Kesteven residents and a platform to work collectively with other providers.

## **Next Steps – Communication and Implementation of the Decision**

- 6.1 The priority outcomes will be widely communicated to stakeholders and the Council's Leisure Team will work with other service areas, LeisureSK Ltd and external stakeholders to deliver the action plan.
- 6.2 The Leisure Team will provide six-monthly updates to the Culture and Visitor Economy Overview and Scrutiny Committee on the progress of the action plan detailed in the Strategy and the impact on the priority outcomes.

## **Financial Implications**

- 7.1 The adoption of the Strategy and the associated action plan is likely to require financial resources in which to deliver the identified actions. Where financial resources are required, then approved budgets will be utilised or an appropriate business case will be developed which identifies the cost and the associated benefit to the community.

**Financial Implications reviewed by: Richard Wyles, Assistant Director of Finance and s151 Officer.**

## **Legal and Governance Implications**

- 8.1 There are no legal and governance implications arising from this report.

**Legal Implications reviewed by: Graham Watts, Head of Democratic Services and Deputy Monitoring Officer**

## **Equality and Safeguarding Implications**

- 9.1 The Strategy has been developed in line with the Council's Equality and Diversity Annual Position Statement and Safeguarding Policy.
- 9.2 LeisureSK Ltd, as the leisure provider for the Council, has an Equality and Diversity Policy and Safeguarding Policy that is specific to leisure industry standards.
- 9.3 The Strategy outlines the Council's role in ensuring opportunities to be active are accessible to all.
- 9.4 The Strategy identifies and seeks to reduce health inequalities and remove any barriers to undertaking physical activity. Target groups have been identified in the Strategy including residents from priority wards, young people, older adults, and people with disabilities and long-term health conditions, including mental health.
- 9.5 An Equality Impact Analysis has been completed and can be found in **Appendix 2**.

## **Risk and Mitigation**

- 10.1 The absence of any strategy would significantly jeopardise any further discussions with communities, stakeholder and strategic partners.
- 10.2 With the ambition of supporting residents of South Kesteven to live active and healthy lives, the reputational risk to the Council would be substantial if we were not to move forward with the implementation of a strategy.

- 10.3** There are growing health inequalities across the district, with COVID-19 enhancing these. There would be substantial risk to the Council if there was no intervention to support residents to become more physically active. The costs relating to physical inactivity would only increase.

## **Community Safety Implications**

- 11.1** Targeted sport and physical activity can be used to improve community cohesion and have a positive impact on reducing anti-social behaviour in our communities.
- 11.2** Sport and physical activity provide organised ways for young people to socialise with others in a safe space. The Strategy includes the support of initiatives which will engage young people and provide opportunities for them to participate in sport and physical activity.

## **How will the recommendations support South Kesteven District Council's declaration of a climate emergency?**

- 12.1** Health is closely linked to the environment. Individual action can make a difference and when taken together, adds up to collective action to make an even bigger difference. The Strategy will aim to encourage healthy, active lifestyles for residents, including an emphasis on reducing reliance on cars by using 'active transport' (such as walking and cycling) or public transport to contribute towards reducing the carbon footprint of the district.
- 12.2** Keeping leisure provision within local communities and increasing the outreach offer will serve to minimise emissions from car usage.

## **Other Implications (where significant)**

- 13.1** Having a Sport and Physical Activity Strategy is not a statutory requirement. It is hoped that having a Strategy will help with protecting the risks associated with increased obesity, growing numbers of older adults requiring social care, providing the best infrastructure to support more active living.

## **Background Papers**

- 14.1** Development of a Sports and Physical Activity Strategy, report of the Culture and Visitor Economy Overview and Scrutiny Committee, published 22 June 2021, available online via: <http://moderngov.southkesteven.gov.uk/documents/s30205/Development%20of%20a%20Sport%20and%20Physical%20Activity%20Strategy.pdf>
- 14.2** Draft Sport and Physical Activity Strategy, report of the Culture and Visitor Economy Overview and Scrutiny, published 8 September 2021, available online via: <http://moderngov.southkesteven.gov.uk/documents/s30782/Sport%20and%20Physical%20Activity%20Strategy.pdf>

## **Appendices**

- 15.1** Appendix 1 – Sport and Physical Activity Strategy for South Kesteven District Council
- 15.2** Appendix 2 – Equality Impact Analysis – Sport and Physical Activity Strategy