

# Culture and Leisure Overview and Scrutiny Committee



SOUTH  
KESTEVEN  
DISTRICT  
COUNCIL

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Thursday, 15 May 2025 at 10.00 am  
Council Chamber - South Kesteven House,  
St. Peter's Hill, Grantham. NG31 6PZ

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**Committee Members:** Councillor Murray Turner (Chairman)  
Councillor Barry Dobson (Vice-Chairman)

Councillor Matthew Bailey, Councillor Emma Baker, Councillor James Denniston,  
Councillor Gareth Knight, Councillor Robert Leadenham, Councillor Paul Martin and  
Councillor Chris Noon

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## Agenda

This meeting can be watched as a live stream, or at a  
later date, [via the SKDC Public-L Channel](#)

1. **Public Speaking**  
The Council welcomes engagement from members of the public.  
To speak at this meeting please register no later than 24 hours  
prior to the date of the meeting via  
[democracy@southkesteven.gov.uk](mailto:democracy@southkesteven.gov.uk)
2. **Apologies for absence**
3. **Disclosure of Interests**  
Members are asked to disclose any interests in matters for  
consideration at the meeting.

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Karen Bradford, Chief Executive  
[www.southkesteven.gov.uk](http://www.southkesteven.gov.uk)

- 4. Minutes from the meeting held on 4 February 2025** (Pages 3 - 14)  
To confirm the minutes of the meeting held on 4 February 2025 (Partially restricted).
- 5. Updates from the previous meeting** (Pages 15 - 16)  
To consider actions agreed at the meeting held on 4 February 2025.
- 6. Announcements or updates from the Leader of the Council, Cabinet Members or the Head of Paid Service**
- 7. Sport and Physical Activity Strategy 2021 - 2026** (Pages 17 - 92)  
To provide an update on the progress and delivery of the Sport and Physical Activity Strategy 2021 - 2026.
- 8. Support for Sports Clubs across South Kesteven** (Pages 93 - 99)  
To provide an update of the work undertaken in supporting Sports Clubs across South Kesteven and an outline of future initiatives
- 9. Arts and Culture - Venue Updates** (Pages 101 - 112)  
To provide information and updates regarding the Guildhall Arts Centre, Stamford Arts Centre and Bourne Corn Exchange.
- 10. Work Programme 2024-25** (Pages 113 - 115)
- 11. Any other business which the Chairman, by reason of special circumstances, decides is urgent**

## Minutes

### Culture and Leisure Overview and Scrutiny Committee



SOUTH  
KESTEVEN  
DISTRICT  
COUNCIL

Tuesday, 4 February 2025, 10.00am

**Council Chamber – South  
Kesteven House, St Peter's Hill,  
Grantham, NG31 6PZ**

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#### **Committee Members present**

Councillor Murray Turner (Chairman)  
Councillor Barry Dobson (Vice-Chairman)

Councillor Matthew Bailey  
Councillor Emma Baker  
Councillor Gareth Knight  
Councillor Robert Leadenham  
Councillor Paul Martin  
Councillor Chris Noon  
Councillor Tim Harrison

#### **Cabinet Members present**

Councillor Ashley Baxter (Leader of the Council)  
Councillor Paul Stokes (Deputy Leader of the Council)

#### **Officers**

Karen Whitfield (Assistant Director of Culture and Leisure)  
James Welbourn (Democratic Services Manager and Deputy Monitoring Officer)  
Kay Boasman (Head of Waste and Markets)  
Michael Chester (Team Leader – Leisure, Parks and Open Space)  
Amy Pryde (Democratic Services Officer)

Debbie Roberts, Chairman of LeisureSK Ltd  
Paul Sutton, Director of LeisureSK Ltd  
Matt Chamberlain, Contract Manager LeisureSK Ltd  
Philip Knowles, Director of LeisureSK Ltd

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#### **50. Public Speaking**

The Chairman received the following question submitted by a member of the public:

*'Dear Mr Turner. I am not sure if you are the correct person to contact but have been directed your way. I swim regularly at the meres and find at times difficult to book for the middle of the day sessions as they are full, I've asked at reception and*

*was told that would like to add more lane swims but are unable due to schools having swimming lessons. But when I asked why there can't be lane swims after 15.00 when the schools no longer require the pool, they couldn't give a reason. It seems a waste when people like me are of certain age would like to swim at this time. I hope you can help with this matter.*

*Yours sincerely, Alan Clifford'*

The Contract Manager for LeisureSK Ltd confirmed that the Meres had received an increase in numbers for general swimming at lunchtime. The General Manager was reviewing the timetable to increase the number of slots available.

It was noted that swimming lessons started at 3:45pm. Senior swims had been added for 3:00pm, which had been popular. Within the following weeks, additional sessions and increased numbers in existing sessions would be put into place.

#### **51. Apologies for absence**

An apology for absence was received from Councillor James Denniston.

Councillor Tim Harrison substituted for Councillor James Denniston.

The Leader of the Council declared he would leave the meeting at 11:30am, due to an obligation at Lincolnshire County Council.

#### **52. Disclosure of Interests**

There were none.

#### **53. Minutes from the meeting held on 28 November 2024**

Minutes from the meeting held on 28 November 2024 (Partly Restricted) were proposed, seconded and **AGREED** as an accurate record.

#### **54. Updates from the previous meeting**

All actions were complete.

#### **55. Announcements or updates from the Leader of the Council, Cabinet Members or the Head of Paid Service**

The Deputy Leader of the Council congratulated Bourne Town Football Club on reaching the semi-final.

Compliments to LeisureSK Ltd on the Lincolnshire Gala at Grantham Meres, which was incredibly well run by interaction with officials of Grantham and Deepings Swimming Club.

The Grantham Rotary Club were holding a Swim Marathon on 8-9<sup>th</sup> February 2025. They had praised the conversations had with LeisureSK Ltd on the organisation, pricing structure and coordination with the club.

It was highlighted that Grantham Guildhall had 11,000 people over 61 pantomime performances. Stamford had 1900 people attend over 12 performances, which was 93% attendance. Bourne Corn Exchange was hired out to a local group for a pantomime, which was very successful.

## **56. Review of South Kesteven's Council-led Markets - Update**

The Deputy Leader of the Council presented the report which provided an update on the markets action plan, which was presented to the Committee in September 2024.

The action plan was designed to facilitate the delivery of the recommendations from the High Street Experts Review of Bourne, Grantham and Stamford Markets.

The action plan had been updated to include timelines and financial information as requested at the last meeting of the Committee.

To aid the implementation of the actions identified in the consultant-led review, the team also bid for funding from UKSPF, and the bid was successful.

The action plan (appendix 1) outlined which actions were funding by the UKSPF bid and which actions required additional funding.

A total grant of £58,200 has been awarded to improve the markets through the UKSPF. This funding is split across the three markets and does not focus on one market specifically. The key areas covered by the bid were:

- Lamp banners, fin banners and railing banners, • Branded canvas bags,
- Stall covers, • Road closure barriers and signage,
- String lights and powerpacks, • Wheeled cages, • Heavy duty cable ramping, • A stage, • Enhanced marketing, • Gazebos, covers and weights,
- Business support for traders, and • Street performance budget.

Following completion of the action plan, an additional £30,000 worth of funding would be required. To facilitate this, budget proposals for 2025/26 include the formation of a new Revenue Reserve, which could be used to fund the agreed actions as set out in the action plan. If approved, the Action Plan could be delivered in its entirety in the 2025/25 financial year.

- It was queried whether the proposed £4,000 stage was for one stage, or one for each market.

It was clarified the proposed stage was one mobile stage, which could travel around the District.

One Member queried dimensions and sizes of the proposed stage.

The Deputy Leader of the Council clarified the stage would be large enough to hold a band and instruments. It was noted that additions could be added onto the stage if required.

£10,000 had been allocated for stall covers, it was queried whether they would just be for Grantham market stalls. The maximum capacity for stall holders at Grantham market was questioned.

The Head of Waste and Markets confirmed that Grantham market was in a set geographical location and could be bigger or smaller. The market could grow significantly depending on how many road closures would want to be put into place. It was noted that Stamford market was at full capacity for stall holders, however, Grantham and Bourne market had scope for growth.

**ACTION: For the Head of Waste and Markets to provide a maximum capacity number for stall holders in Grantham Market.**

One Member highlighted that historically a promotion vehicle had been purchased by the Council, it was queried what lessons were learnt.

The Deputy Leader of the Council confirmed the previous promotion vehicle bought by the Council was not fit for purpose or viable for travelling around the District and was only used a number of times. The Committee were assured that lessons were learnt from the promotion vehicle.

It was noted that around 40 stalls were not being utilised for Grantham market at present.

The stage would mainly be used at the marketplace and used to enhance Grantham market. For events of a larger scale, a bigger stage would need to be hired in.

Clarification was sought on the introduction of a market/high street loyalty card.

The Head of Waste and Markets confirmed the loyalty card had been included within the action plan at £3,000 per market town as part of a consultant-led review.

It was highlighted that each market differed in size, however, one amount of £3,000 applied to all, It was queried why one amount applied to all 3 markets.

It was further queried how money would be returned to retailers for the discount offered by the scheme and how this would be dealt with.

**ACTION: For the Economic Development team to provide information on how money would be returned to retailers for the discount offered by the loyalty scheme.**

It was clarified that traders were against the Council providing the loyalty card and would prefer the funding being provided to them directly.

As part of the action plan, it was suggested that smart targets or KPI's be included to cover markets.

One Member discussed the financial position of the markets. It was stated that in 12 months the deficit of running markets had doubled.

The Cabinet Member for Corporate Governance and Licensing confirmed that particular KPI's could be added by the Committee. A review of the KPI's would take place in Autumn 2025 Q2, where the Committee can consider changes to their specific KPI's.

**That the Committee:**

**1. Review the amended Action Plan and provide feedback on its contents and the resource implications required to deliver the Action Plan.**

## **57. Grantham Town Football Club**

The Deputy Leader of the Council presented the report which provided the Committee with an update on the ongoing lease negotiations between the Council and Grantham Town Football Club.

Discussions had been ongoing since the expiry of the previous lease on 31 December 2021.

Under the terms of the previous lease, Grantham Town Football Club paid rent to the Council and they were required to pay pitch hire fees and a contribution to utilities to LeisureSK Ltd, who managed the stadium on the Council's behalf.

As part of the ongoing negotiations, a new fit-for-purpose lease was being explored to reflect requirements of the stakeholders.

A formal evaluation of the stadium had been undertaken to assess an appropriate market-lease payment to the Council. This payment was unaffordable to Grantham Town Football Club and a proposal had been put forward for a staged payment approach, which details ways in which the club could grow its income to a sufficient level to cover the lease payments.

Exempt Appendix 6 provided details of the current state of negotiations, including requests made by the club.

*Under Section 100(a)(4) of the Local Government Act 1972, the press and public may be excluded from the meeting during any listed items of business, on the grounds that if they were to be present, exempt information could be disclosed to them as defined in the relevant paragraphs of Schedule 12A of the Act.*

(It was proposed, seconded and **AGREED** to go into private session)

It was proposed, seconded and **AGREED**:

**That the Culture and Leisure Overview and Scrutiny Committee support a lease arrangement to be entered into with Grantham Town Football Club. However, the lease to be predicated on understanding their future ambitions in terms of community activity and resulting benefits to the Council and the wider town.**

## **58. Financial and Operational Performance of LeisureSK Ltd**

*The Chairman of LeisureSK Ltd declared an interest on behalf of herself, Paul Sutton (Director of LeisureSK Ltd), Councillor Philip Knowles (Director of LeisureSK Ltd) and Matt Chamberlain (LeisureSK Ltd Board Member).*

The Chairman of LeisureSK Ltd presented the report provided an update on the finance and operational performance of the company. LeisureSK Ltd was in the last few months of the existing contract and were due to enter into a new 10-year contract under the agency model principles on the 1 April 2025.

Overfall fitness memberships had increased from December 2023 to December 2024. Stamford had seen the largest increase in memberships, followed by Bourne and Grantham.

Direct Debit income had increased in fitness memberships by 11.7% due to the increase of membership numbers and prices in January 2024.

The swim school continued to perform well, with an increase of 4.2% due to 6% increase in price.

Grantham Meres had been holding successful events and the number of events had increase which received a position increase of income for LeisureSK Ltd.

LeisureSK Ltd had requested a loan from the Council for the refurbishment of the gym at Grantham Meres.

The current cashflow of the company had increased from the previous Board meeting and had shown a small deficit position before the end of the 2024-25 financial year.

A request of £150,000 was included as part of the Council's budget setting process which would assist with cashflow for the new agency model.



It was queried whether the request for a large loan to refurbish gym equipment was appropriate when entering a new model of operation.

The different model of operation would not impact finances majorly, the budget, costs and income would remain the same. The only financial change would be around irrecoverable VAT.

One Member queried the period of time it would take LeisureSK Ltd to receive income to pay for the investment themselves.

It was noted that the business plan had been included within an exempt appendix for a Cabinet report on consideration of monies for the loan.

Members thanked and praised the work undertaken by LeisureSK Ltd in the past 12 months and the confidence in figures being presented.

It was queried as to why the Committee had not had the opportunity to explore the loan proposal or make a recommendation to Cabinet.

The Assistant Director of Culture and Leisure clarified that an approach from LeisureSK Ltd which needed to be included within the Council's budget setting process which was time restricted. Members were advised they could make representations at the Cabinet meeting, where the business plan would be discussed.

The Chairman of LeisureSK Ltd assured Members that the 1 year business plan was presented in November 2024 to the Committee. A longer term business plan with investment opportunities would be brought back to the Committee in the future.

**That the Committee:**

**1. Notes the update regarding the performance of LeisureSK Ltd.**

**59. Work Programme 2024 - 25**

The Committee noted the Work Programme 2024-25.

It was requested whether Grantham Town Football Club could attend the Committee meeting on 15 May 2025.

For the following item to be added to the Work Programme for 15 May 2025:

- Update on the implementation of the agency model for LeisureSK Ltd.
- Arts and Culture update

It was requested whether a market fee review could be brought to the Committee in the future.

The Assistant Director of Culture and Leisure requested a written proposal for the market fee review on a report brief and what key information should be covered within the report. It was clarified that the operation of the markets was covered by the Head of Waste and Markets, however, the strategic view was covered by Economic Development.

One Member was in the process of formally requesting that the Finance and Economic Overview and Scrutiny Committee undertake a 12-month review on all market fees.

Concern was raised on the fees relating to Bourne market.

The Deputy Leader of the Council clarified that Bourne Town Hall had received a lottery fund grant which would impact the current location of the market. There would be an opportunity for alterations at Bourne market and locations in the coming months.

**60. Any other business which the Chairman, by reason of special circumstances, decides is urgent**

There were none.

**61. Close of meeting**

The Chairman closed the meeting at 12:25pm.

By virtue of paragraph(s) 4 of Part 1 of Schedule 12A  
of the Local Government Act 1972.

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# Action Sheet

Culture and Leisure Overview and Scrutiny Committee – Actions from meeting of 4 February 2025

Agenda item	Action	Assigned to	Comments/Status	Deadline
56. Review of South Kesteven's Council-led Markets - Update	<b>For the Head of Waste and Markets to provide a maximum capacity number for stall holders in Grantham Market.</b>	Kay Boasman (Head of Waste and Markets)	Email sent from Democracy on 9 April 2025	Complete
56. Review of South Kesteven's Council-led Markets - Update	<b>For the Economic Development team to provide information on how money would be returned to retailers for the discount offered by the loyalty scheme.</b>	Emma Whittaker (Assistant Director of Planning and Growth)	Update on Action Plan to be provided at Finance and Economic Overview and Scrutiny Committee in July 2025	Ongoing

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Agenda item	Action	Assigned to	Comments/Status	Deadline
57. Grantham Town Football Club  (Private session)	<b>For the Committee to meet with Grantham Town Football Club within a 6-month period.</b>	Karen Whitfield (Assistant Director of Leisure, Culture and Place)	It was agreed that Karen Whitfield and Cllr Stokes would meet with Grantham Town Football Club to provide feedback received from the Committee held on 4 February 2025. This meeting has now been arranged for 12 March 2025.	Complete

<b>Agenda item</b>	<b>Action</b>	<b>Assigned to</b>	<b>Comments/Status</b>	<b>Deadline</b>
57. Grantham Town Football Club  (Private session)	<b>For the Committee to attend a match of Grantham Town Football Club.</b>	Karen Whitfield (Assistant Director of Leisure, Culture and Place)	Members are welcome to purchase tickets and attend a match of their choice	Complete



**SOUTH  
KESTEVEN  
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COUNCIL**

## **Culture and Leisure Overview and Scrutiny Committee**

Thursday, 15 May 2025

Report of Councillor Paul Stokes  
Deputy Leader of the Council, Cabinet  
Member for Culture and Leisure

## **Sport and Physical Activity Strategy (2021 - 2026) – May 2025 Update**

### **Report Author**

Bethany Goodman, Physical Activity and Wellbeing Lead

✉ bethany.goodman@southkesteven.gov.uk

### **Purpose of Report**

To provide an update on the progress and delivery of the Sport and Physical Activity Strategy (2021 - 2026) and the accompanying Action Plan.

### **Recommendations**

**The Committee is recommended to:**

- 1. Note the progress and delivery of the Sport and Physical Activity Strategy for South Kesteven.**
- 2. Consider the results of the latest Active Lives data available for South Kesteven.**
- 3. Suggest enhancements to the extent and clarity of the information produced for the next six-monthly report.**

### **Decision Information**

Does the report contain any exempt or confidential information not for publication?

No

What are the relevant corporate priorities?

Connecting communities

Which wards are impacted?

All Wards

## 1. Implications

Taking into consideration implications relating to finance and procurement, legal and governance, risk and mitigation, health and safety, diversity and inclusion, safeguarding, staffing, community safety, mental health and wellbeing and the impact on the Council's declaration of a climate change emergency, the following implications have been identified:

### ***Finance and Procurement***

- 1.1 There are no financial implications for the Council in relation to this report. The work completed to date has been undertaken within identified budgets and using grants awarded to the Council. If any initiatives are identified which require budget or investment, then an appropriate business case will be developed which identifies the cost and the associated benefit to the community.

Completed by: **David Scott, Assistant Director of Finance and Deputy s151 Officer**

### ***Legal and Governance***

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

Completed by: **James Welbourn, Democratic Services Manager and Deputy Monitoring Officer**

## 2. Background to the Report

- 2.1. The Council's Corporate Plan (2024-27) identifies Connecting Communities as a key priority. To underpin this priority, the Council is delivering the Sport and Physical Activity Strategy (the Strategy) which was adopted in 2021 and refreshed in 2024. The Council's Leisure Team is responsible for implementing the actions identified in the Strategy, targeting key areas, and working with partners to provide opportunities for residents and visitors to live healthy, active lifestyles.
- 2.2. The Council's Culture and Leisure Overview and Scrutiny Committee has previously agreed to receive a six-monthly on progress on the Action Plan contained within the Strategy, the most recent update being provided at a meeting of the Committee on 3 September 2024 (**see Background Papers**).
- 2.3. The remainder of this report provides a further update and is broken into two key areas with subsets as follows:
- A. An overview of the work undertaken to support the Sport and Physical Activity Strategy.



- Physical Activity Initiatives for Council Employees
- Partnership and Collaborative Working
- Leisure Facilities
- Action Plan

## B. The Active Lives Survey

### **Overview of the work undertaken to support the Sport and Physical Activity Strategy.**

#### Physical Activity Initiatives for Council Employees

- 2.4. The Council's Leisure Team have had considerable input in creating the South Kesteven Employee Wellbeing Plan 2024-2027. This plan has been formed following the results from the annual employee engagement survey and other methods of feedback, and aims to deliver the needs of Council employees, which in turn helps to attract talent. A copy of the Employee Wellbeing Plan 2024-2027 can be accessed online here: [#TeamSK Wellbeing Plan](#) .
- 2.5. Encouraging Officers to be more active yields numerous benefits, including improved physical and mental health, increased work productivity, reduced absenteeism, and better team morale.
- 2.6. In August 2024, Council Officers took part in a gardening session in Wyndham Park, helping with weeding, grass seeding and cleaning, whilst enjoying the great outdoors and increasing their heart rate. Gardening has many proven benefits linking back to overall health and wellbeing.
- 2.7. In September 2024, the Council's Physical Activity and Wellbeing Lead hosted an Indoor Cycling session for Officers to take part in, which celebrated and promoted National Fitness Day. Subsequent to this, Council Officers have taken out new fitness memberships to kickstart their own fitness journeys.
- 2.8. In October 2024, Pure Gym delivered Health Checks in The Picture House for Officers, checking their blood pressure, weight, height, peak flow and providing information to help them understand their general health.
- 2.9. In December 2024, the annual five-a-side football tournament took place which saw over 20 players register from different Council departments. A total of £483.42 was raised for White Ribbon UK, a charity engaging men and boys to end violence against women and girls.
- 2.10. In January 2025, 22 teams made up of a total of 123 Council Officers competed in #TeamSK 'Step into 2025' steps challenge. A total of 25,115km was logged by Officers, equivalent to over 36 million steps.

- 2.11. In February 2025, The Council entered a team of five into the Swimathon and completed a total of 164 lengths within the 50 minutes. A total of £245.00 was raised for the Rotary Club of Grantham, supporting local charities and deserving projects in and around Grantham.
- 2.12. In March 2025, Council Officers had the opportunity to take part in Movement Hour. Fitness Coach, Joe Wicks, called on employers across the UK to pledge to give an hour off work in March for employees to move their bodies and feel the benefits of daily exercise. On 5<sup>th</sup> March, Council Officers took part in a lunchtime movement walk, as well as having the opportunity to join Joe Wicks' live workout at 3pm or complete some exercises from our own Move More Workout cards.

#### Partnership and Collaborative Working

- 2.13. The Council alone cannot achieve its corporate ambition of Connecting Communities, accordingly Officers have continued to collaborate with partner organisations, stakeholders, and communities. Since the previous update provided to this Committee, new relationships have been developed and activities attended, these include:
- Monthly attendance at UK Active Webinars and attendance at the UK Active Face to Face Member Network in February.
  - Attendance at 'We are Undefeatable' webinars and promoting the new 'We Are Undefeatable' App on the South Kesteven District Council website.
  - Attendance at the Why Sports – Get Active for a Healthier Britain Conference
  - Attendance at the Association for Public Service Excellence (APSE) Sports and Leisure Management Networks and the annual APSE Sports and Leisure Seminar
  - Attendance at the 'Supporting Midlands Integrated Care Systems to maximise impact on local social and economic outcomes.'
  - Attendance at the Grantham Partnership Board where local initiatives relating to physical activity are discussed and promoted.
  - Attendance at Active Travel England Webinars.
  - Attendance at the South Lincolnshire Alliance for Mental Health meetings where provision that supports mental health for residents is discussed and ideas are shared.
  - Attendance at the Lincolnshire District Wide Health and Wellbeing Working Group, which enables knowledge sharing and communication across the District Councils.
  - Attendance at the Lincolnshire District Wide Health Weight Partnership Board.
  - Attendance at the Sport England Place Peer Learning Exchange.
  - Attendance at workshops and roundtable seminars hosted by the Chief Cultural and Leisure Officers Association (CLOA).

- 2.14. Council Officers are continuing to work with The Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) by feeding into the Lincolnshire Local Skills Accountability Board. This brings employers and education providers together to identify the sector challenges, skills gaps and concerns within Lincolnshire. A sport and physical activity sector local skills plan is in the process of being created which will have themes, recommendations, actions and objectives within it.
- 2.15. Relationships continue to grow with neighbouring Districts within Lincolnshire where a spirit of collaborative working has been formed. Learnings and ideas are shared through the Health and Wellbeing Working Group on a variety of different topics so best practice can be implemented across the county.
- 2.16. The Council's Leisure and Parks Team have been working collaboratively on improving play areas within the District, based on the Council's Play Area Strategy 2024 Action Plan. This identifies the valuable role of play in supporting the physical health and mental wellbeing of children and young people. A total of 17 play areas have received improvements over the past 12 months.
- 2.17. Cross council working has taken place to upskill volunteers who are based at Wyndham Park Visitor Centre, to become qualified instructors to deliver 'Our Parks' sessions. 'Our Parks' sessions will bring free, group exercise classes, led by qualified and insured instructors to the park. The 'Our Parks' assessment for instructors is scheduled for May, which will enable the classes to commence from June 2025.
- 2.18. The sessions will be targeted at beginners who are over 60 years old with a separate session being delivered to the Young Adults Social Group.
- 2.19. The Council were awarded £10,500 from the UK Shared Prosperity Fund to supply and install five table tennis tables across the district as well as providing bats and balls to the local parish and town councils. The tables will enable free outdoor opportunities for residents to be active and improve their fitness levels. The tables have been installed at the below locations:
- Dysart Park, Grantham (owned by SKDC)
  - Stamford Recreation Ground, Stamford (transferred ownership to Stamford Town Council)
  - Dyke Sports Field, Dyke (transferred ownership to Bourne Town Council)
  - Churchfield Close, Deeping St James (transferred ownership to Deeping St James)
  - Woody Heights, Linchfield Road, Deeping St James (owned by SKDC)
- 2.20. Conversations are continuing with Lincolnshire County Council to promote Active Travel, with Officers working to identify any routes or schemes that could be developed within South Kesteven to be considered for future funding.

- 2.21. The Council were awarded £2282.50 from the UK Shared Prosperity Fund to purchase 635 Bike Marking Kits. These kits reduce the chances of residents within South Kesteven becoming a victim of cycle theft by allowing individuals to register their bikes on a National Police approved database for free, whilst marking and protecting the bike with a security marking kit.
- 2.22. Registering a bike using one of these kits will provide a lifetime registration onto the Bike Register database, providing the owner with a registration logbook to prove ownership which increases the chances of the bike being reunited with its owner if stolen.
- 2.23. The Council's Leisure Team have had involvement over the last 18 months with the development of the South Kesteven Design Code by the Planning Team. This is currently in draft format and undergoing review, Leisure Officers focused on three of the design requirements; Movement, Public Spaces and Built Form.
- 2.24. A Design Code is a set of design requirements for the physical development of new housing estates with over 150 properties or more, which developers are required to follow. These are categorised into 'must', 'should' and 'could' for developers to consider.
- 2.25. Two examples of one of the new 'must' is that 'streets should prioritise walking and cycling and some streets and lanes can be for pedestrian and cycle access only', and 'walking and cycling routes must be embedded as part of primary routes in new developments.' This will encourage Active Travel within the district in the longer term.
- 2.26. The Council's Leisure Team and Cabinet Member for Culture and Leisure have been working closely with the Football Foundation, Lincolnshire FA and Continuum Leisure to refresh the South Kesteven Local Football Facility Plan (LFFP). The LFFP is a detailed report that maps out the football facilities needed across South Kesteven and considers the predicted growth of the population and sports clubs.
- 2.27. The Council continue to work with Positive Futures to identify locations within the district, primarily utilising Wyndham Park as a place to offer free of charge community sports programmes for individuals to attend.
- 2.28. A new session delivering BoxFit in the park by Positive Futures will be delivered between April and July at Harrowby Lane Playing Fields on Tuesday evenings, with the aim of reducing levels of anti-social behaviour.
- 2.29. The Council continues to work closely with Active Lincolnshire with Officers promoting the online Activity Finder, enabling residents to source activities in their local area, this can be found online at: <https://www.activelincolnshire.com/get-involved/lets-move-lincolnshire/club-and-activity-finder>, or accessed through the

Council's website, making it even easier for residents to find activities:  
<https://www.southkesteven.gov.uk/arts-leisure-and-culture/sports-and-leisure/activity-finder>.

### Leisure Facilities

- 2.30. Officers within the Leisure Team continue to work with the Council's leisure provider LeisureSK Limited to deliver the Sport and Physical Activity Strategy. The list below details activity currently being undertaken:
- Wellbeing walks continue to take place from Bourne Leisure Centre on a Wednesday and Friday morning, Stamford Leisure Pool on a Tuesday afternoon, and Grantham Meres Leisure Centre on a Thursday.
  - Good Boost, which is an app based therapeutic water exercise programme for people with musculoskeletal conditions, continues to be delivered at Grantham Meres Leisure Centre.
  - Half term swim crash courses continue to be delivered across all three centres.
  - Exercise on Prescription continues to be delivered across Bourne Leisure Centre (169 starters since September 2024 and 84 completed so far) and Grantham Meres Leisure Centre.
  - Special Educational Needs and Disability (SEND) swimming lessons and dedicated family swim sessions continue to run at Bourne Leisure Centre and Grantham Meres Leisure Centre. These sessions have now also launched at Stamford Leisure Pool.
  - Fighting Fit Cancer Rehabilitation classes continue to run at Bourne Leisure Centre in partnership with the Lincoln City Football Foundation.
  - Specialist classes are being held at Bourne Leisure Centre which provide targeted interventions and enhanced health and wellbeing outcomes. These include classes for those suffering from Chronic Obstructive Pulmonary Disease (COPD), Cardiac Rehabilitation, Disability Circuits, Mindfulness Meditation, and classes to aid balance and coordination.
- 2.31. In addition, the Council are continuing to invest in its leisure centres using funding initiatives such as the Council's Climate Reserve, the UK Shared Prosperity Fund, the Sport England Swimming Pool Support Fund and the Public Sector Decarbonisation Scheme Phase3c, as well as undertaking ongoing maintenance works which form part of the planned preventative maintenance schedule.
- 2.32. The information provided in **Appendix One** highlights planned future activity in the coming months.

### **The Active Lives Survey**

- 2.33. The most recent Active Lives Adult Survey Data was published in April 2025 and is available online at <https://activelives.sportengland.org/>.

2.34. **Table Two** below presents the latest survey results across South Kesteven for the period November 2022-November 2023.

2.35. New data is due to be released for the period November 2023-November 2024, in April 2025.

<b>Table Two: Active Lives Adult Survey Data for South Kesteven</b>			
<b>Physical Activity Levels</b>	<b>Previous Data (2021-2022)</b>	<b>Current Data (2022-2023)</b>	<b>% (+/-)</b>
Adults considered 'Active' achieving recommended 150 minutes per week	63.3%	65.1%	+1.8%
Adults considered 'Fairly Active' achieving 30-149 minutes per week	9%	11.9%	+2.8%
Adults considered 'Inactive' achieving less than 30 minutes per week	27.6%	23%	-4.6%

2.36. **Table Three** below presents the latest survey results across South Kesteven for Children and Young People (CYP) in the Academic Year 2023-2024.

<b>Table Three: Active Lives Children and Young People (CYP) Survey Data for South Kesteven</b>			
<b>Physical Activity Levels</b>	<b>Previous Data (2022-2023)</b>	<b>Current Data (2023-2024)</b>	<b>% (+/-)</b>
CYP considered 'Active' achieving an average of 60+ minutes a day	46.4%	50.5%	+4.1%
CYP considered 'Fairly Active' achieving 30-59 minutes a day	28.9%	26.1%	-2.8%
CYP considered 'Inactive' achieving less than an average of 30 minutes a day	25%	23%	-2%

### **3. Key Considerations**

- 3.1. The Council's Leisure Team continue to work on the delivery of the Sport and Physical Activity Strategy, collaborating with the Council's leisure provider LeisureSK Limited and a range of partners across South Kesteven.

### **4. Other Options Considered**

- 4.1. The Culture and Leisure Overview and Scrutiny Committee have previously agreed to receive six-monthly updates on the delivery of the Council's Sport and Physical Activity Strategy. Therefore, the 'do nothing' option has been discounted.

### **5. Reasons for the Recommendations**

- 5.1. The Sport and Physical Activity Strategy provides a basis for the Council to deliver on its ambition to increase health and wellbeing outcomes across South Kesteven. Members are encouraged to suggest enhancements to the extent and clarity of the information produced for the next six-monthly update report.

### **6. Consultation**

- 6.1. During November and December 2024, the Council commissioned the Moving Communities Community Survey.
- 6.2. The survey is designed to engage with residents about their attitudes towards physical activity, active leisure and available opportunities including what is important to them.
- 6.3. 311 responses were received, however the sample was underrepresented by the younger age groups and the male population. The data has however been weighted accordingly.
- 6.4. The questions in the standardised survey covers the following key areas;
- Current levels of physical activity
  - Physical activity aspirations
  - Indoor and outdoor physical activity
  - Active travel
  - Children and families

6.5. The key findings of the survey were:

- The top three reasons for participating in a sport or physical activity were to improve or manage physical health (86%) and mental health (73%), as well as for fun (53%).
- 68% of survey respondents would like to be more active. 84% of these respondents would like to do more indoor leisure activities, followed by 56% for outdoor leisure activities.
- The most cited factors that would encourage the residents to become more active include offering specific sessions for beginners (60%), older people (40%) and women and girls (38%).
- Strategic planning of activities and locations, considering factors such as availability (63%) and timing (54%) of activities, as well as easier or quicker travel to facilities (40%), would also play a crucial role.

6.6. Council Officers will use these findings when refreshing the Sport and Physical Activity Strategy in 2026, along with working closely with LeisureSK Limited and partners to ensure the demands of residents are met.

6.7. A full copy of the report findings can be found in **Appendix Two**.

## **7. Background Papers**

7.1. *Sport and Physical Activity Strategy – September 2024 Update* – Report to Culture and Leisure Overview and Scrutiny Committee, published 23 August 2024, available online at: [Sport and Physical Activity 2021-2026 Update Report.pdf](#)

## **8. Appendices**

8.1. **Appendix One** – Delivery of the Sport and Physical Activity Action Plan

8.2. **Appendix Two** - Moving Communities Community Survey – Report





## Community Survey report for South Kesteven District Council

January 2025

Prepared by Active-Insight and SIRC



**Sheffield  
Hallam  
University**

Sport Industry  
Research  
Centre

This survey is designed for the local authorities and the leisure operators registered with Moving Communities to engage with residents and to uncover their attitudes and perceptions about physical activity; and to identify what would encourage them to be more active.

The data within this report are derived from respondents to a self-selected online survey of 311 residents of South Kesteven District Council between November and December 2024.

# Executive Summary – KPIs




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ACTIVE 5+ TIMES/WEEK(Q1) – % of people who are active 5 days or more a week


LC USAGE IN L12 MONTHS (Q10) - % of people using a centre at least once in the last 12 months


ACTIVE TRAVEL WEEKLY (Q20) – % of people who said they walk/cycle at least 1 day a week.

LOCAL LC RATING (Q14) – % of people who responded 'Very Good' or 'Good'

ACTIVE 5+ TIMES/WEEK 	
South Kesteven	National
34.6%	37.3%
Jan 25	Jan 25

LC USAGE IN L12 MONTHS 	
South Kesteven	National
64.1%	66.3%
Jan 25	Jan 25

ACTIVE TRAVEL WEEKLY 	
South Kesteven	National
69.7%	79.9%
Jan 25	Jan 25

LOCAL LC RATING 	
South Kesteven	National
32.2%	42.8%
Jan 25	Jan 25

The national benchmarks are based on 7,224 responses gathered through community surveys across 16 local authorities. These national benchmark figures are correct as of the 7<sup>th</sup> of January 2025.

The national benchmark figures on the Moving Communities platform are updated regularly as increasing numbers of local authorities take part. It is therefore likely that they will change over time as the Community Survey increases its reach across England.

# Executive Summary – Sample Profile



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- The survey sample was underrepresented by the younger age groups and the male population. To better represent South Kesteven's population in terms of age and gender, the data was weighted accordingly. However, certain groups (namely, the 16-24 age groups; males 25-34; and males 75+) were excluded in the weighted analysis due to insufficient responses.
- 68% of the survey respondents considered themselves to have 'good' or 'very good' health; which was relatively fewer than that recorded for South Kesteven's population, c.82% (Census 2021).
- The survey found that c.26% of respondents had a long-term health condition or illness that limits their ability to carry out day-to-day activities; which is higher than the recorded rate (c.18%) of such conditions in the population of South Kesteven (Census 2021).
- Respondents from ethnically diverse backgrounds represented 3% of the survey sample; which is broadly in line with their incidence (4%) in the local population (Census 2021).
- The level of deprivation among the survey respondents was unrepresentative of South Kesteven's population in terms of the Index of Multiple Deprivation as derived from postcodes. The survey sample had a lower proportion of respondents from the most deprived 30% of areas (IMD Decile 1-3) and had an overrepresentation from less deprived areas.

# Executive Summary – Key Findings



31

- The survey showed that 35% of the respondents have done at least 30 minutes of physical activity on five or more days in the last week; which is marginally below the national benchmark of 37%.
- At least 70% of the respondents agreed that they have the capability, opportunity and motivation to be active. However, 30% of the respondents appeared to lack the resources, such as equipment and money, to engage in physical activities.
- The top three reasons for participating in a sport or physical activity were to improve or manage physical health (86%) and mental health (73%), as well as for fun (53%).
- Overall, 68% of the survey respondents would like to be more active. 84% of these respondents would like to do more indoor leisure activities, followed by 56% for outdoor leisure activities.
- The most cited factors that would encourage the residents to become more active include offering specific sessions for beginners (60%), older people (40%), and women and girls (38%). Additionally, strategic planning of activities and locations, considering factors such as availability (63%) and timing (54%) of activities, as well as easier or quicker travel to facilities (40%), would also play a crucial role.

# Executive Summary – Key Findings



32

- The survey revealed that 12% of total respondents did not use any of the facilities owned by the local authority, which is fewer than the benchmark average of 17%. Among the 209 respondents who rated these facilities, 38% rated them as 'good' or 'very good'; which is significantly fewer than the other local authority-owned centres in the national benchmarks (54%).
- The awareness of the local sports and leisure facilities was high at around 83%, but awareness of the activities offered by these facilities was lower, at 67%.
- In South Kesteven, 64% of people have used a leisure centre at least once in the past 12 months, which is comparable to the national average of 66%. Among those who did use the leisure centres, 87% visited at least once a month, and 80% visited at least once a week. These participation rates are higher than the average usage rates observed in other local authorities, which stand at 79% and 69%, respectively.
- Despite having lower ratings, the high levels of engagement indicate that these centres are valued and regularly used by the community. Additionally, 69% of the residents indicated leisure centres play a significant role in the lifestyle they want to live, while 43% expressed their intention to exercise more frequently at leisure centres.

# Executive Summary – Key Findings



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- The local authority should invest in facilities to improve service quality and accessibility. This investment should focus on better communication about the availability of these facilities and activities, increased access for all residents, including individuals with disabilities, and enhanced transportation links to support and encourage the use of these centres.
- 'I have been doing activities outside of the leisure centre' (36%) and 'it is too expensive' (27%) are the top two reasons for not using a leisure centre in the last 12 months to do a physical activity.
- Discounted prices (27%) and no obligation free taster sessions (19%) are the incentives most likely to encourage current non-users to use the local leisure centres for their activities in the near future.
- The two most important factors for residents of South Kesteven when selecting an indoor sport and leisure centre are "price or affordability" (68%) and "activities on offer" (63%). The third consideration is "location" (48%). Therefore, it is essential to promote and provide activities and facilities that align with residents' needs, as well as to implement a suitable pricing policy.
- Swimming pools (67%) and gym (41%) are the two facility types in which South Kesteven's residents would like to have more investment.

# Executive Summary – Key Findings



34

- Parks and green spaces (64%) are the most commonly cited places for outdoor activities, followed by woodlands (55%), and roads and streets (54%). 91% of the respondents agreed that they had easy access to a green space or park whilst 75% agreed that they felt safe using those green spaces or parks in their neighbourhood.
- The 4 key factors that could encourage greater use of outdoor spaces for sports and physical activities are: more information about activities available outdoors (39%); reduced crime and antisocial behaviour (38%); better lighting in parks and open spaces in the local community areas (36%); and improving footpaths and access to walking and cycling routes (36%).
- Overall, 70% of total respondents reported walking or cycling for active travel purposes at least once per week, which is relatively lower than the national average (80%).
- The two most commonly cited factors that would encourage more active travel are 'walkers/cyclists separated from traffic' (46%) and 'improved safety features/feeling safer' (36%).
- According to 29% of respondents responsible for children under 16, the main barrier preventing children from being active in South Kesteven is 'lack of facilities nearby' (40%), followed by 'lack of time' (34%) and 'lack of money' (30%). These percentages are significantly higher than the average rates for these barriers reported by local authorities in the national benchmarks.



The survey results are weighted, except for the sample profile and bespoke local questions.

All questions include 'not answered' in the results unless stated otherwise.

For questions relating to a filter question, the number of relevant responses may not necessarily reconcile exactly with the number of cases recorded in the preceding question due to minor routing issues.

Commentaries are based on weighted results where both weighted and unweighted results are presented.

For multiple-response questions, the percentages are calculated based on the total number of respondents.

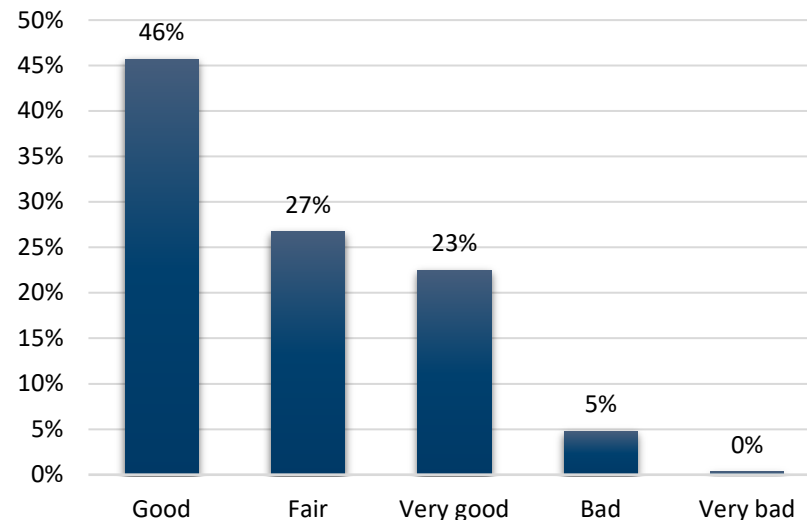
The questions in the standardised survey cover the following key areas:

- self-reported general health;
- disability or long-term health condition;
- demographic profile and employment status of survey respondents; and
- Index of Multiple Deprivation (IMD) based on respondents' postcodes.

# How is your health in general?

37

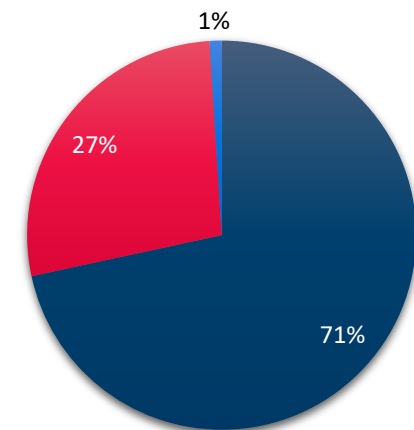
How is your health in general?	Responses	%
Very good	70	22.50%
Good	142	45.7%
Fair	83	26.70%
Bad	15	4.80%
Very bad	1	0.30%



Most respondents (68%) rated their health as good or very good; while 32% rated it as fair, bad, or very bad – this is notably higher than the 18% reported in the 2021 Census data for South Kesteven. The differences between the survey sample and the population stem from a larger percentage of survey respondents rating their health as fair (27% v 14% in the Census) and a smaller percentage rating it as very good (23% v 46%). This discrepancy may partly be due to a disproportionately higher representation of older age groups in the survey sample, who are more likely to have long-term health conditions. Variations may also be influenced by different sampling methods or a sample bias in the survey.

# What is your gender?

Are you...?	Responses	%
Female	222	71.40%
Male	85	27.30%
Prefer not to say	3	1.00%
Not Answered	1	0.30%



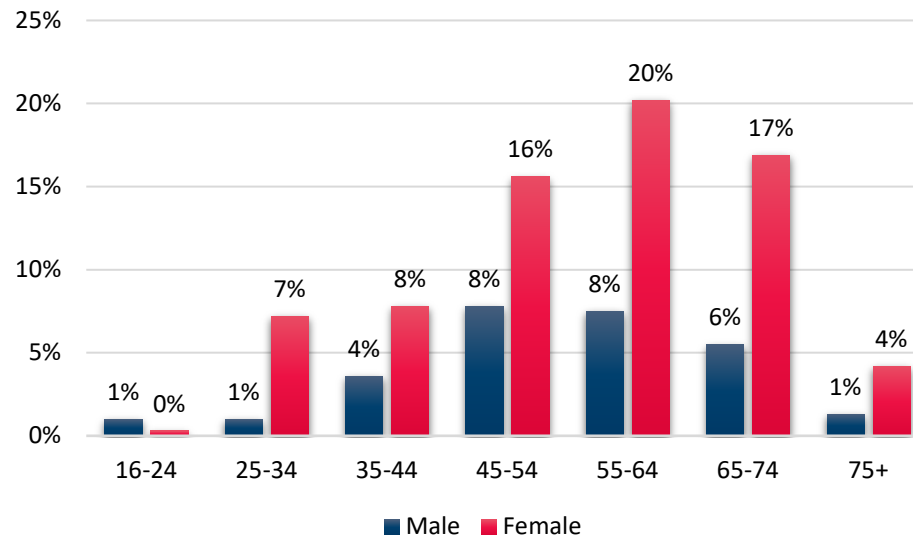
■ Female ■ Male ■ Prefer not to say

In this survey, females represented 71% of all respondents, which significantly exceeds the female population percentage in South Kesteven (approximately 52%).

## Please state your age

39

Description	Responses	%
Female 16-24	1	0.30%
Female 25-34	22	7.20%
Female 35-44	24	7.80%
Female 45-54	48	15.60%
Female 55-64	62	20.20%
Female 65-74	52	16.90%
Female 75+	13	4.20%
Male 16-24	3	1%
Male 25-34	3	1%
Male 35-44	11	3.60%
Male 45-54	24	7.80%
Male 55-64	23	7.50%
Male 65-74	17	5.50%
Male 75+	4	1.30%



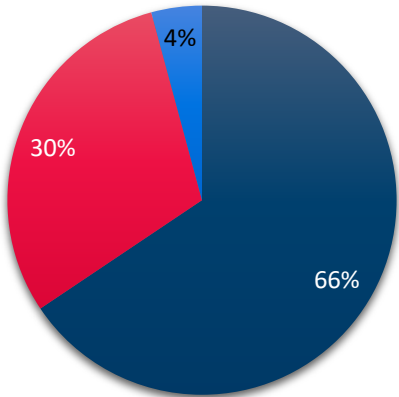
The survey sample was unrepresentative of South Kesteven's population, with relatively low levels of response by the younger age groups (in particular, the 16-24 age group) and the male population in general.

# Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?

40

Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more? (A disability is an impairment that has (or is likely to have) a substantial (more than minor), adverse, long-term (more than a year) effect on the ability to carry out normal day-to-day activities).

Answer	Responses	%
No	204	65.60%
Yes	94	30.20%
Prefer not to say	13	4.20%

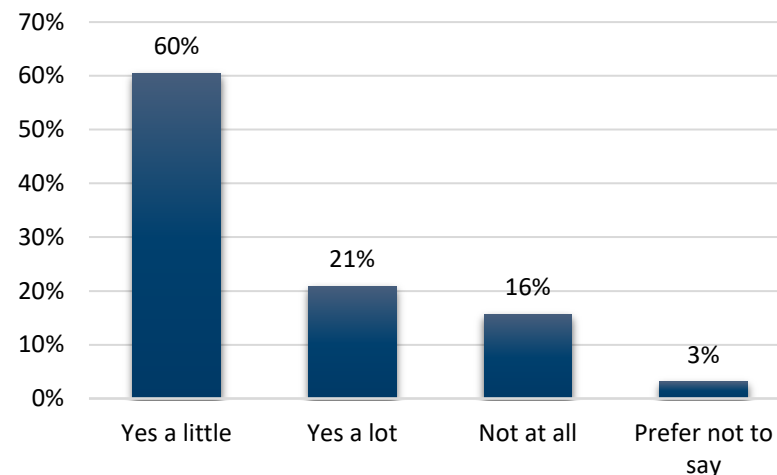


■ No ■ Yes ■ Prefer not to say

# Do any of your conditions or illnesses reduce your ability to carry out day to day activities?

41

Do any of your conditions or illnesses reduce your ability to carry out day to day activities?	Responses	%
Yes, a little	58	60.40%
Yes, a lot	20	20.80%
Not at all	15	15.60%
Prefer not to say	3	3.10%



Based on the responses that were either 'yes' or 'no', excluding those who did not answer or chose 'prefer not to say', 32% of the respondents self-reported as having a long-term health condition or illness; of which 84% of them reported that their conditions and illnesses reduced their ability to carry out day-to-day activities (i.e. c.26% of the respondents are classified as being disabled under The Equality Act 2010). These levels of reported disability are notably higher than the Census 2021 figures for the population of South Kesteven, where 26% of individuals reported having some form of disability (regardless of the Equality Act) and around 18% were classified as disabled under the Act. The differences in these statistics may be due to a higher representation of older age groups within the survey sample.

**Please tick the box(es) below that best describe your impairment(s).**



42

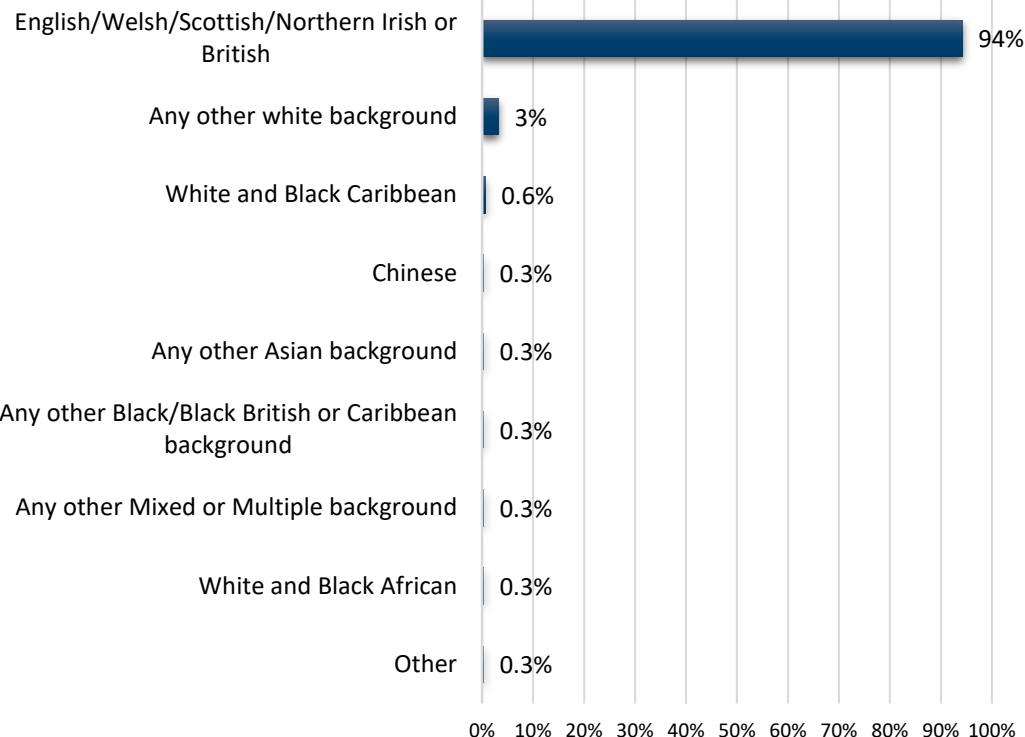
Please tick the box(es) below that best describe your impairment(s). We list a few examples but recognise many other conditions could also be listed.	Responses	%
Long-term illness or health (e.g. cancer/HIV/diabetes/chronic heart disease/arthritis/chronic asthma)	45	48.40%
Mobility or physical (e.g. walking/dexterity)	39	41.90%
Mental ill health (e.g. depression/anxiety/bipolar disorders/schizophrenia)	23	24.70%
Prefer not to say	8	8.60%
Hearing (e.g. mild to profound deafness)	7	7.50%
Developmental (e.g. dyslexia)	6	6.50%
Impaired memory/concentration or ability to understand (e.g. head injury/stroke/dementia)	3	3.20%
Autistic Spectrum Disorders or Attention Deficit Disorders or Attention Deficit Hyperactive Disorders	3	3.20%
Learning (e.g. mild to profound learning disability)	1	1.10%
Visual (e.g. partial sighted to blind)	1	1.10%
Communication (e.g. impaired speech)	1	1.10%
Other	12	12.90%



# What is your ethnicity?

43

What is your ethnicity?	Responses	%
English/Welsh/Scottish/Northern Irish or British	291	93.57%
Any other white background	10	3.22%
White and Black Caribbean	2	0.64%
White and Black African	1	0.32%
Any other Mixed or Multiple background	1	0.32%
Any other Black/Black British or Caribbean background	1	0.32%
Any other Asian background	1	0.32%
Chinese	1	0.32%
Other	1	0.32%
Not Answered	2	0.64%

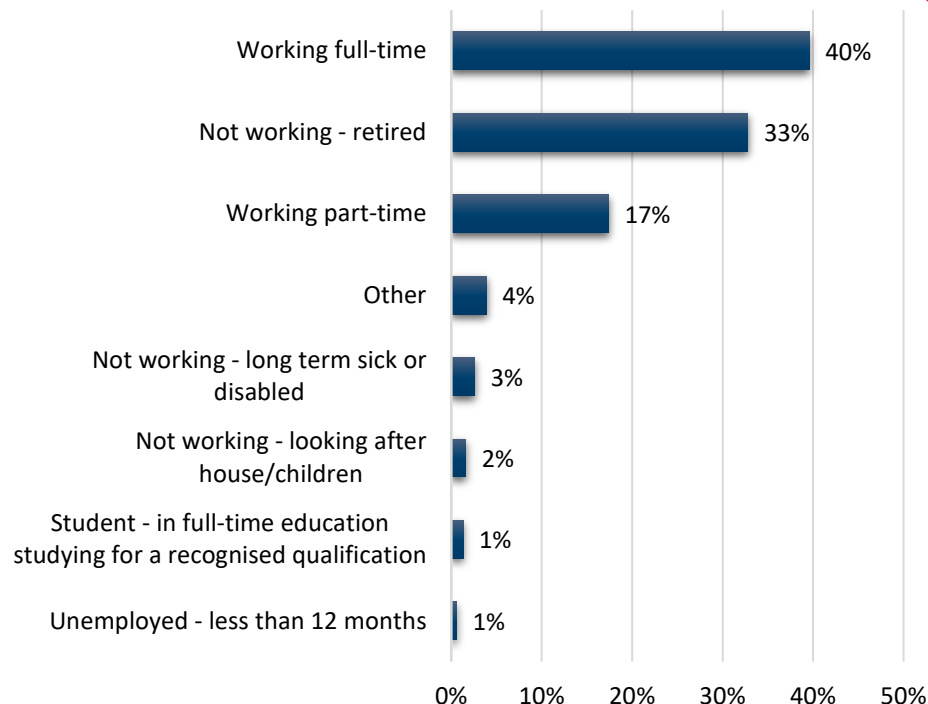


Respondents from ethnically diverse backgrounds represented 3% of the survey sample; which is broadly in line with their incidence (4%) in the local population (Census 2021).

# What is your current working status?

44

What is your current working status? Please select your main status	Responses	%
Working full-time	123	39.60%
Not working - retired	102	32.80%
Working part-time	54	17.40%
Not working - long term sick or disabled	8	2.60%
Not working - looking after house/children	5	1.60%
Student - in full-time education studying for a recognised qualification	4	1.30%
Unemployed - less than 12 months	2	0.60%
Other	12	3.90%
Not Answered	1	0.30%



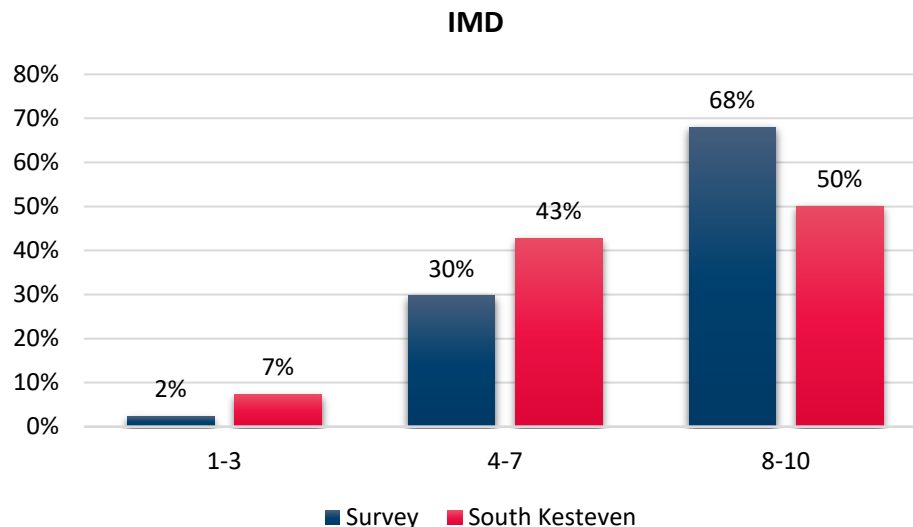
Overall, c.57% of total respondents were in employment whilst 33% were retired and less than 1% were unemployed.

# Index of Multiple Deprivation (IMD) of respondents' postcodes

45

1 = High Deprivation, 10 = Low Deprivation

IMD Decile	Responses	%	Population %
1	1	0.40%	1.20%
2	1	0.40%	1.90%
3	4	1.50%	4.20%
4	20	7.40%	9.20%
5	16	6.00%	5.20%
6	24	8.90%	13.80%
7	20	7.40%	14.50%
8	42	15.60%	12.10%
9	63	23.40%	17.60%
10	78	29.00%	20.30%



The level of deprivation among the survey respondents is unrepresentative of South Kesteven's population in terms of the Index of Multiple Deprivation as derived from postcodes. The survey sample has a relatively lower proportion of respondents from the most deprived 30% of areas (IMD Decile 1-3) and an overrepresentation from less deprived areas.

## 46

In general, the survey sample was over-representative of female residents and was under-representative of the younger age groups when compared with their incidence in South Kesteven's population.

The survey results are weighted by age and gender to improve the demographic representativeness of South Kesteven's population.

The next slide shows the age and gender composite percentages of the survey sample and the local authority population (based on Census 2021).

Where necessary, the weight values are capped to avoid over-inflating or over-deflating the original responses.

# Weighted sample mix



48

Description	LA Population %	LA Survey Responses	LA Unweighted Survey %	LA Weighted Survey %
Female 16-24	4.90%	1	0.30%	0.0%
Female 25-34	6.80%	22	7.20%	8.6%
Female 35-44	7.40%	24	7.80%	9.3%
Female 45-54	8.90%	48	15.60%	11.2%
Female 55-64	8.90%	62	20.20%	12.7%
Female 65-74	7.80%	52	16.90%	10.7%
Female 75+	7.20%	13	4.20%	9.1%
Male 16-24	5.10%	3	1%	0.0%
Male 25-34	6.40%	3	1%	0.0%
Male 35-44	6.60%	11	3.60%	8.4%
Male 45-54	8.40%	24	7.80%	10.5%
Male 55-64	8.50%	23	7.50%	10.7%
Male 65-74	7.20%	17	5.50%	9.0%
Male 75+	5.80%	4	1.30%	0.0%

Note. For responses of five or fewer, the results from such a small group are excluded from the weighted analysis. Weighting these few responses to match the population distribution can lead to unreliable results and may not adequately reflect the diversity within this age group.

Due to insufficient responses, the 16-24 age groups, along with males 25-34 and males 75+ were excluded from the weighted analysis.

It's important to clarify that the weighted sample only represents the demographic variables that were included, specifically gender and age bracket.

The questions in the standardised survey cover the following key areas:

- Current levels of physical activity;
- Physical activity aspirations;
- Indoor physical activity (including local leisure centre provision);
- Outdoor physical activity (including local outdoor provision);
- Active travel; and
- Children and families.

# Section 1 – Current Levels of Physical Activity



50

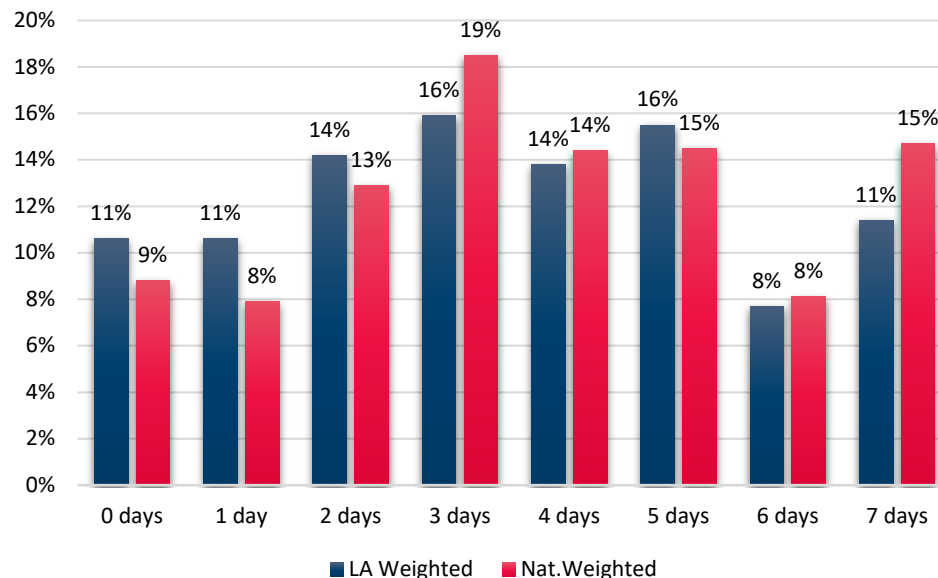
The questions in the standardised survey cover the following key areas:

- the number of days on which respondents did at least 30 minutes of moderate intensity physical activity (MIPA);
- local responses to capability, opportunity, motivation leading to behaviour change (COM-B) questions, as well as attitudes towards physical activity;
- motivations for doing sport or physical activity; and
- the methods by which respondents usually get active.



**Q1. In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate? This may include sport, exercise and brisk walking or cycling for recreation or to get to and from places but should not include housework or physical activity that is part of your job.**

Answer	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
0 days	26	10.60%	476	8.80%
1 day	26	10.60%	424	7.90%
2 days	35	14.20%	697	12.90%
3 days	39	15.90%	999	18.50%
4 days	34	13.80%	775	14.40%
5 days	38	15.50%	784	14.50%
6 days	19	7.70%	439	8.10%
7 days	28	11.40%	791	14.70%
Not Answered	1	0.40%	16	0.30%



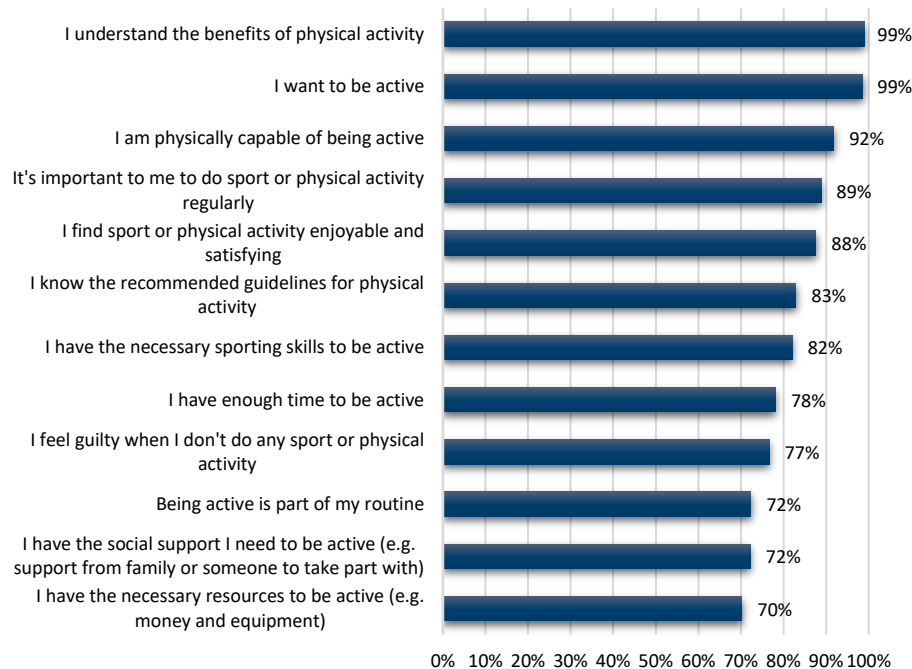
The survey shows that 35% of the respondents have done at least 30 minutes of physical activity on five or more days weekly; which meets the UK Chief Medical Officer's recommendation for adults to take part in at least 150 minutes of moderate-intensity physical activity per week. South Kesteven's figure is marginally below the average level of moderate-intensity physical activity observed in other local authorities which are included in the national benchmarks (c.37%). The survey uses the Single Item Measurement (SIM) question and is not directly comparable to findings from other surveys such as Sport England's Active Lives Survey.

## Q2. Please tell us how much you agree or disagree with the following statements about physical activity? (Agree & Strongly Agree)



52

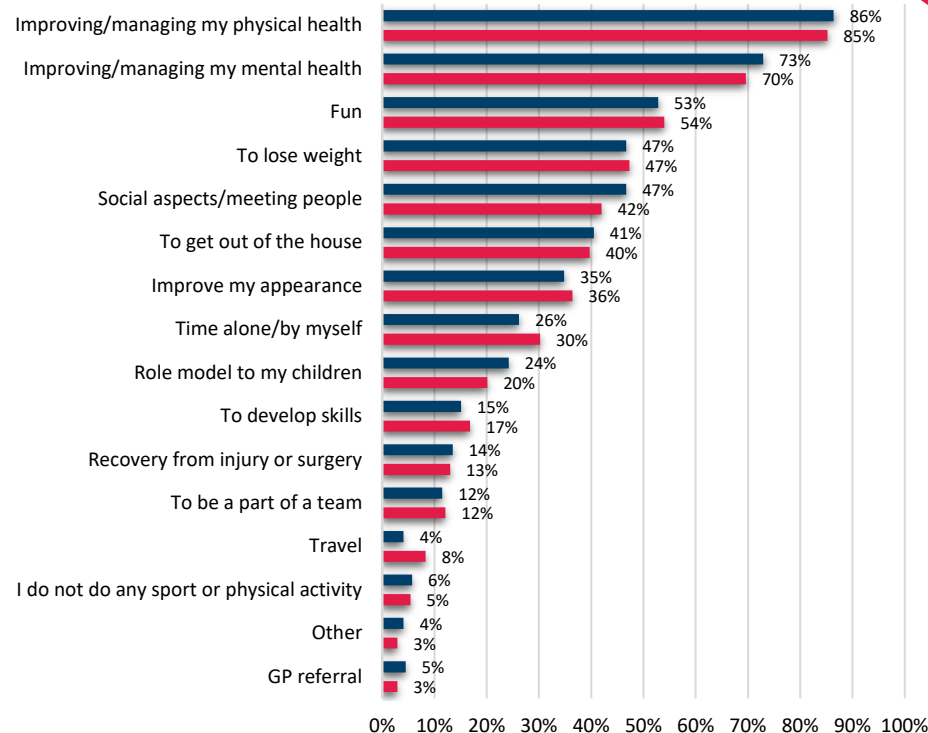
Statement	Agree/Strongly agree		Agree/Strongly agree (weighted)	
I understand the benefits of physical activity	307	98.70%	241	99.00%
I want to be active	307	98.70%	240	98.60%
I am physically capable of being active	283	91.00%	224	91.80%
It's important to me to do sport or physical activity regularly	272	87.50%	216	88.80%
I find sport or physical activity enjoyable and satisfying	265	85.20%	213	87.60%
I know the recommended guidelines for physical activity	264	84.90%	202	82.90%
I have the necessary sporting skills to be active	249	80.10%	199	82.00%
I have enough time to be active	247	79.50%	190	78.10%
I feel guilty when I don't do any sport or physical activity	231	74.30%	186	76.60%
Being active is part of my routine	223	71.70%	176	72.30%
I have the social support I need to be active (e.g. support from family or someone to take part with)	222	71.40%	176	72.20%
I have the necessary resources to be active (e.g. money and equipment)	212	68.20%	170	70.20%



At least 70% of the respondents agreed that they have the capability, opportunity and motivation to be active. However, 30% of the respondents appeared to lack the resources, such as equipment and money, to engage in physical activities.

# Q3. Why do you do sport or physical activity?

Why do you do sport or physical activity? Please select all that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Improving/managing my physical health	211	86.40%	4598	85.20%
Improving/managing my mental health	178	72.90%	3755	69.60%
Fun	129	52.80%	2912	54.00%
Social aspects/meeting people	114	46.70%	2265	42.00%
To lose weight	114	46.70%	2553	47.30%
To get out of the house	99	40.50%	2144	39.70%
Improve my appearance	85	34.80%	1964	36.40%
Time alone/by myself	64	26.20%	1631	30.20%
Role model to my children	59	24.20%	1082	20.10%
To develop skills	37	15.10%	909	16.80%
Recovery from injury or surgery	33	13.50%	700	13.00%
To be a part of a team	28	11.50%	652	12.10%
I do not do any sport or physical activity	14	5.70%	294	5.40%
GP referral	11	4.50%	154	2.90%
Travel	10	4.10%	448	8.30%
Other	10	4.10%	154	2.90%
Not Answered	0	0.00%	6	0.10%

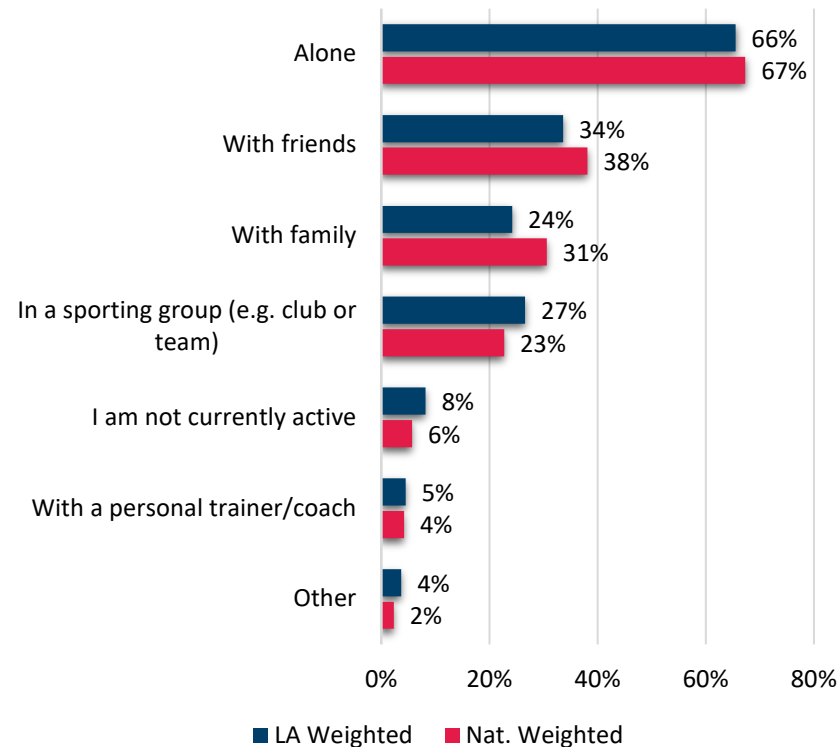


The top three reasons for participating in a sport or physical activity were to improve or manage physical health (86%) and mental health (73%), as well as for fun (53%).

## Q4. Who, if anyone, do you usually get active with?

54

Who, if anyone, do you usually get active with? Please select any that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Alone	160	65.50%	3634	67.30%
With friends	82	33.60%	2058	38.10%
In a sporting group (e.g. club or team)	65	26.60%	1225	22.70%
With family	59	24.20%	1649	30.60%
I am not currently active	20	8.20%	307	5.70%
With a personal trainer/coach	11	4.50%	225	4.20%
Other	9	3.70%	126	2.30%
Not Answered	0	0.00%	9	0.20%



## Section 2 – Physical Activity Aspirations



55

The questions in the standardised survey cover the following key areas:

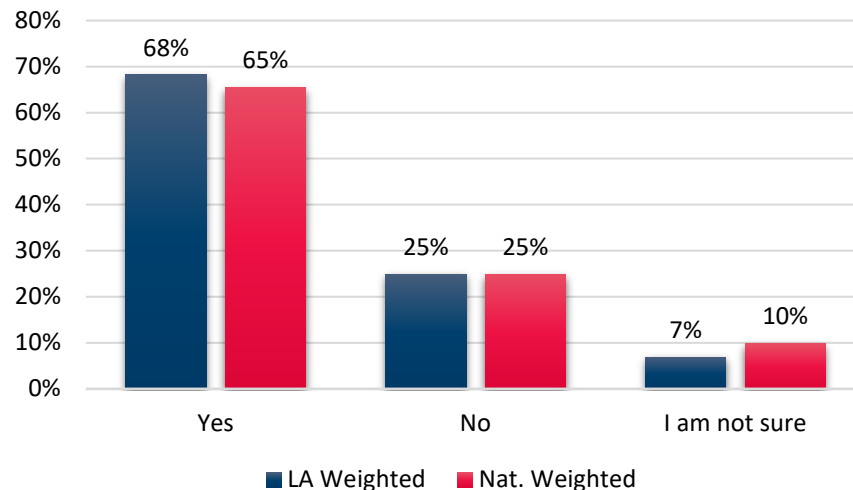
- respondents' desire to be more active;
- types of activities that respondents would like to do more; and
- factors that would encourage respondents to take part in more physical activity.

## Q5. Do you want to be more physically active than you are now?



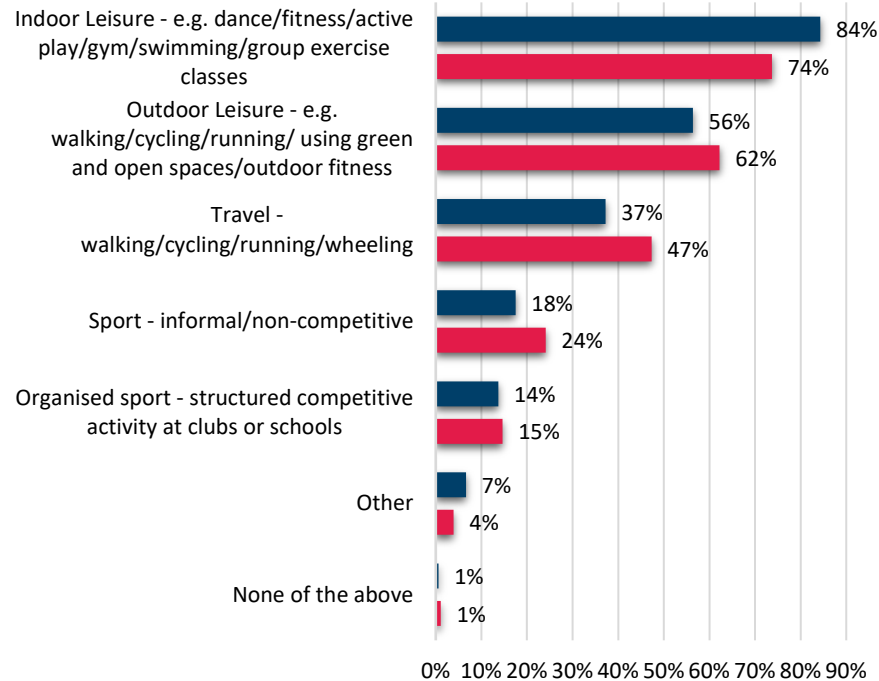
56

Do you want to be more physically active than you are now?	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Yes	167	68.20%	3531	65.40%
No	61	24.90%	1341	24.80%
I am not sure	17	6.90%	527	9.80%



## Q6. Which types of activities, if any, would you like to do more of ?

Which types of activities, if any, would you like to do more of? Please select up to three areas	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Indoor Leisure - e.g. dance/fitness/active play/gym/swimming/group exercise classes	154	84.30%	2983	73.70%
Outdoor Leisure - e.g. walking/cycling/running/ using green and open spaces/outdoor fitness	103	56.40%	2520	62.20%
Travel - walking/cycling/running/wheeling	68	37.20%	1917	47.30%
Sport - informal/non-competitive	32	17.50%	977	24.10%
Organised sport - structured competitive activity at clubs or schools	25	13.70%	592	14.60%
None of the above	1	0.60%	43	1.10%
Other	12	6.60%	156	3.90%



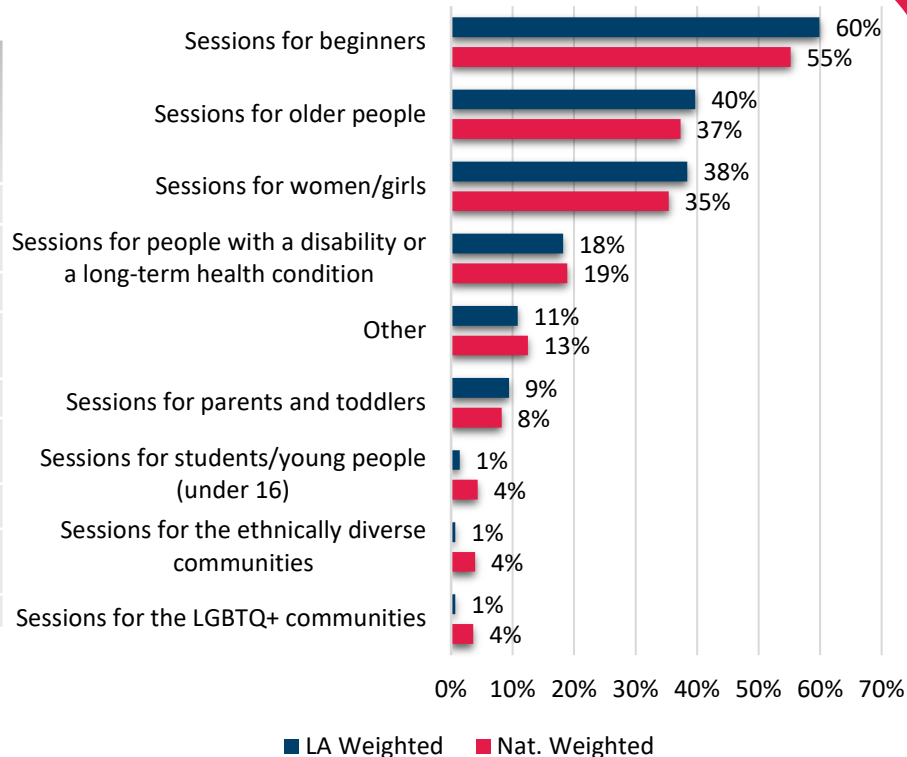
Overall, 68% of the survey respondents would like to be more active. 84% of these respondents would like to do more indoor leisure activities, followed by 56% for outdoor leisure activities.

■ LA Weighted ■ Nat. Weighted

# Q7. Would any of the following sessions encourage you to be more active?



Would any of the following sessions encourage you to be more active? Please select any that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Sessions for beginners	89	59.90%	1777	55.20%
Sessions for older people	59	39.70%	1201	37.30%
Sessions for women/girls	57	38.40%	1139	35.40%
Sessions for people with a disability or a long-term health condition	27	18.20%	609	18.90%
Sessions for parents and toddlers	14	9.40%	263	8.20%
Sessions for students/young people (under 16)	2	1.40%	137	4.30%
Sessions for the LGBTQ+ communities	1	0.70%	115	3.60%
Sessions for the ethnically diverse communities	1	0.70%	126	3.90%
Other	16	10.80%	402	12.50%

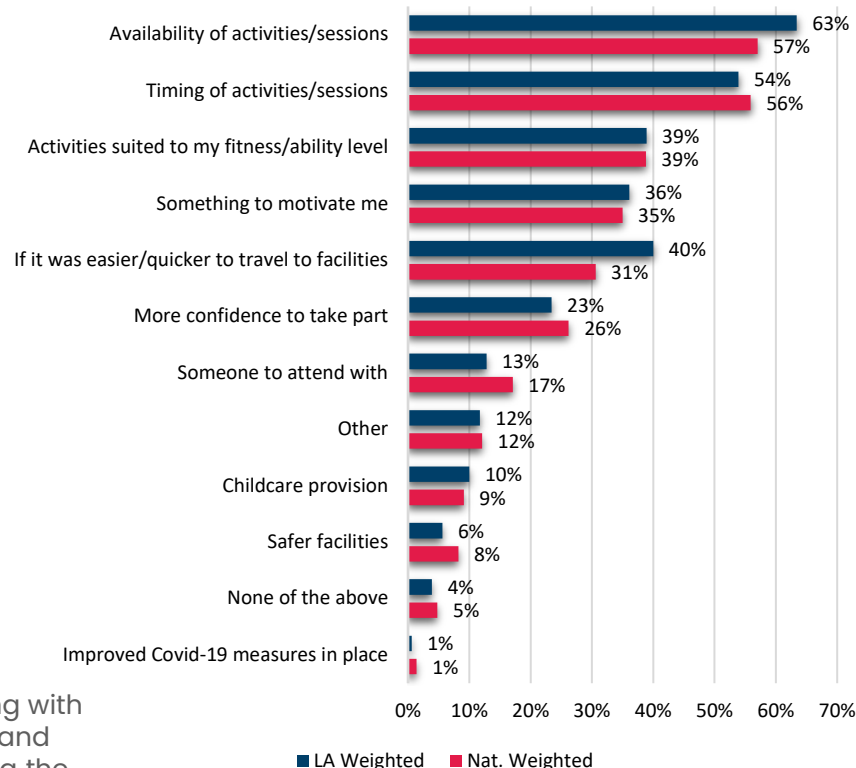




## Q8. What else, if anything, would encourage you to be more active?



What else, if anything, would encourage you to be more active? Please select any that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Availability of activities/sessions	114	63.40%	2272	57.00%
Timing of activities/sessions	97	53.90%	2230	55.90%
If it was easier/quicker to travel to facilities	72	40.00%	1221	30.60%
Activities suited to my fitness/ability level	70	38.90%	1546	38.80%
Something to motivate me	65	36.10%	1396	35.00%
More confidence to take part	42	23.40%	1044	26.20%
Someone to attend with	23	12.80%	680	17.10%
Childcare provision	18	10.00%	361	9.10%
Safer facilities	10	5.60%	325	8.20%
Improved Covid-19 measures in place	1	0.60%	56	1.40%
None of the above	7	3.90%	192	4.80%
Other	21	11.70%	481	12.10%



Specific sessions for beginners, older people, and women and girls, along with strategic planning of activities (considering factors such as availability and timing of activities) and ease of travel to facilities are key to encouraging the residents of South Kesteven to become more active.

## Section 3 – Indoor Physical Activity



69

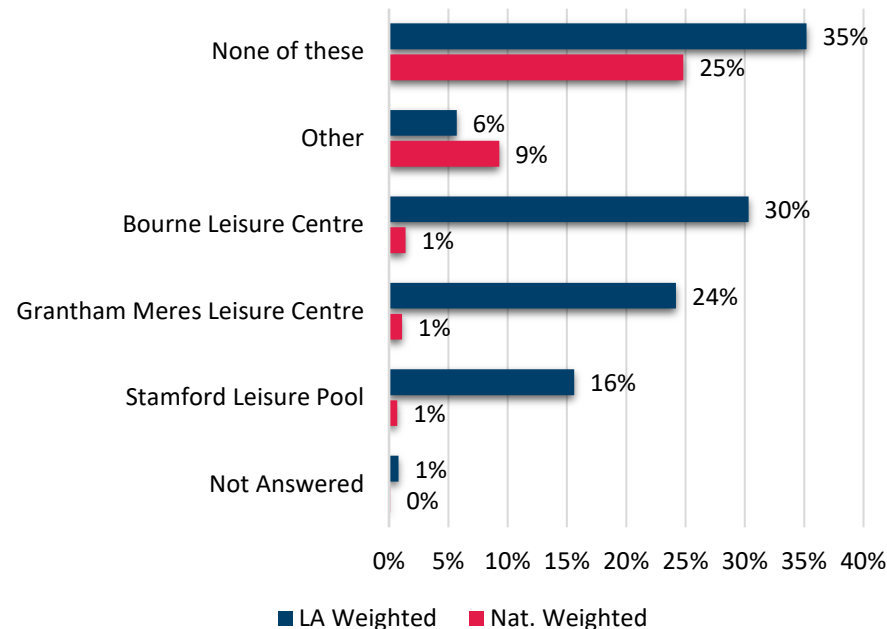
The questions in the standardised survey cover the following key areas:

- usage of leisure centres in the last 12 months;
- regularity of using leisure centres;
- reasons for not using leisure centres;
- factors that would encourage the use of leisure centres;
- intention to use leisure centres in the near future;
- awareness of, and attitudes towards, local sport and leisure facilities; and
- residents' rating of their local leisure centres.

# Q9. Have you used any of the following leisure centres to do a physical activity at least once in the last 12 months?

61

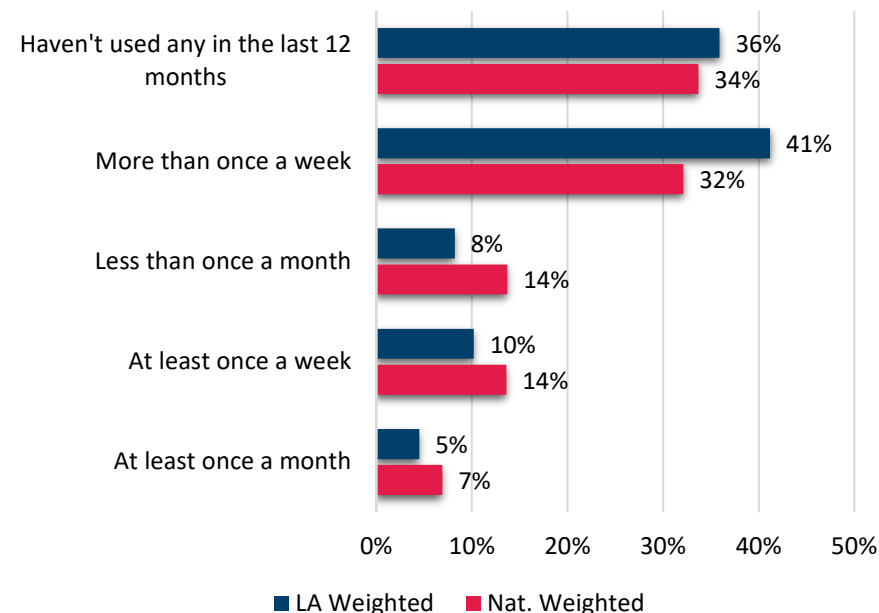
Have you used any of the following leisure centres to do a physical activity at least once in the last 12 months? Please select any that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
None of these	86	35.20%	1336	24.80%
Bourne Leisure Centre	74	30.30%	74	1.40%
Grantham Meres Leisure Centre	59	24.20%	59	1.10%
Stamford Leisure Pool	38	15.60%	38	0.70%
Other	14	5.70%	499	9.30%
Not Answered	2	0.80%	7	0.10%



## Q10. How regularly have you used these sports and leisure centres in the last 12 months?

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How recently and regularly have you used these sports and leisure centres in the last 12 months?	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
More than once a week	101	41.20%	1732	32.10%
Haven't used any in the last 12 months	88	35.90%	1819	33.70%
At least once a week	25	10.20%	736	13.60%
Less than once a month	20	8.20%	742	13.70%
At least once a month	11	4.50%	373	6.90%

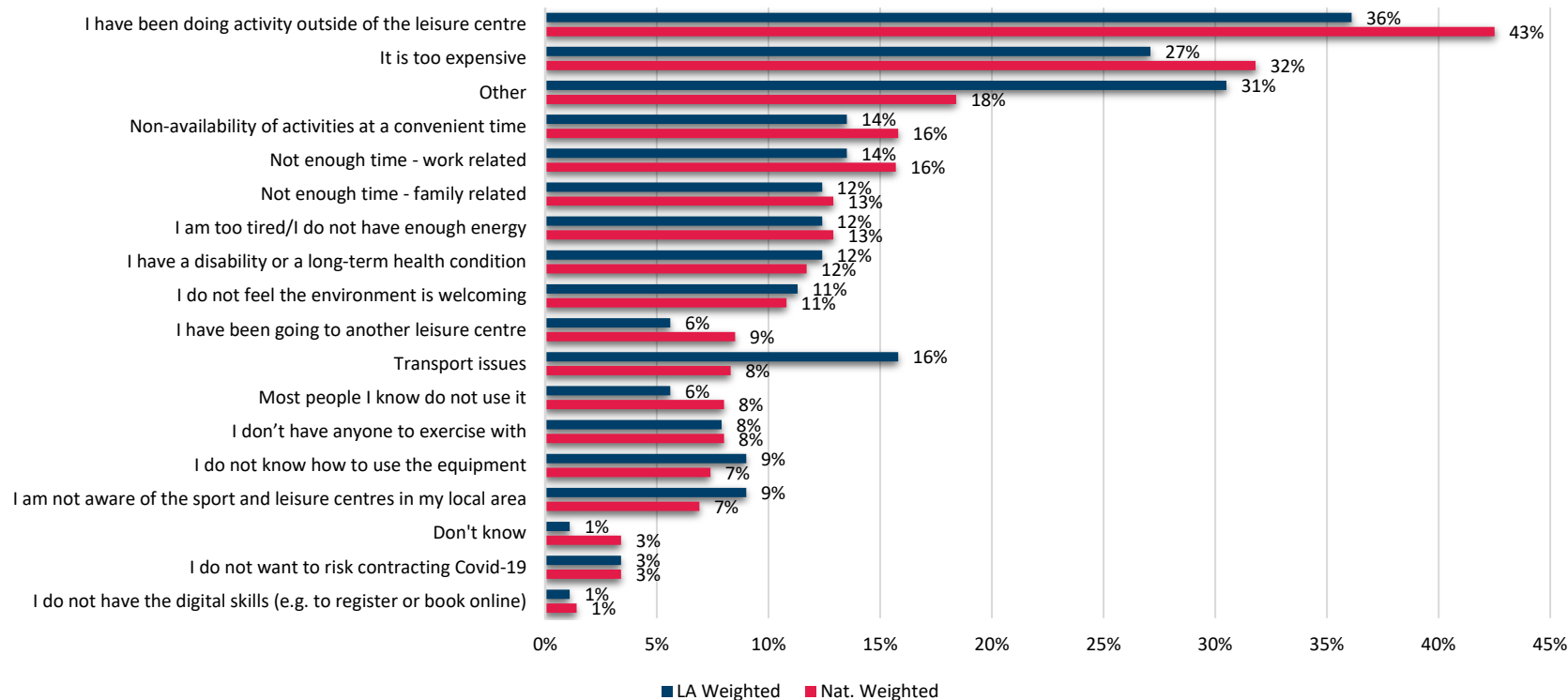


According to the survey, 64% of the respondents have used a leisure centre in South Kesteven in the last 12 months, is broadly in line with the national average of 66%. Among them, 87% of the respondents used the leisure centres at least once a month and 80% at least once a week. These figures are noticeably higher than the average usage rates found in other local authorities included in the benchmarks, which are 79% and 69% respectively. These findings suggest that the residents of South Kesteven are more engaged and frequent users of their leisure centres compared to residents in other benchmarked areas.

## Q11. Please tell us why you have not used a local sport and leisure centre in the last 12 months to do a physical activity ?

Please tell us why you have not used a local sport and leisure centre in the last 12 months to do a physical activity. Please select any that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
I have been doing activity outside of the leisure centre	32	36.10%	770	42.50%
It is too expensive	24	27.10%	576	31.80%
Transport issues	14	15.80%	151	8.30%
Non-availability of activities at a convenient time	12	13.50%	286	15.80%
Not enough time - work related	12	13.50%	284	15.70%
I am too tired/I do not have enough energy	11	12.40%	234	12.90%
Not enough time - family related	11	12.40%	234	12.90%
I have a disability or a long-term health condition	11	12.40%	213	11.70%
I do not feel the environment is welcoming	10	11.30%	196	10.80%
I do not know how to use the equipment	8	9.00%	135	7.40%
I am not aware of the sport and leisure centres in my local area	8	9.00%	126	6.90%
I don't have anyone to exercise with	7	7.90%	145	8.00%
Most people I know do not use it	5	5.60%	146	8.00%
I have been going to another leisure centre	5	5.60%	154	8.50%
I do not want to risk contracting Covid-19	3	3.40%	61	3.40%
I do not have the digital skills (e.g. to register or book online)	1	1.10%	26	1.40%
Don't know	1	1.10%	61	3.40%
Other	27	30.50%	333	18.40%

# Q11. Please tell us why you have not used a local sport and leisure centre in the last 12 months to do a physical activity?



'I have been doing activities outside of the leisure centre' (36%) and 'it is too expensive'(27%) are the top two reasons for not using a leisure centre in the last 12 months to do a physical activity.

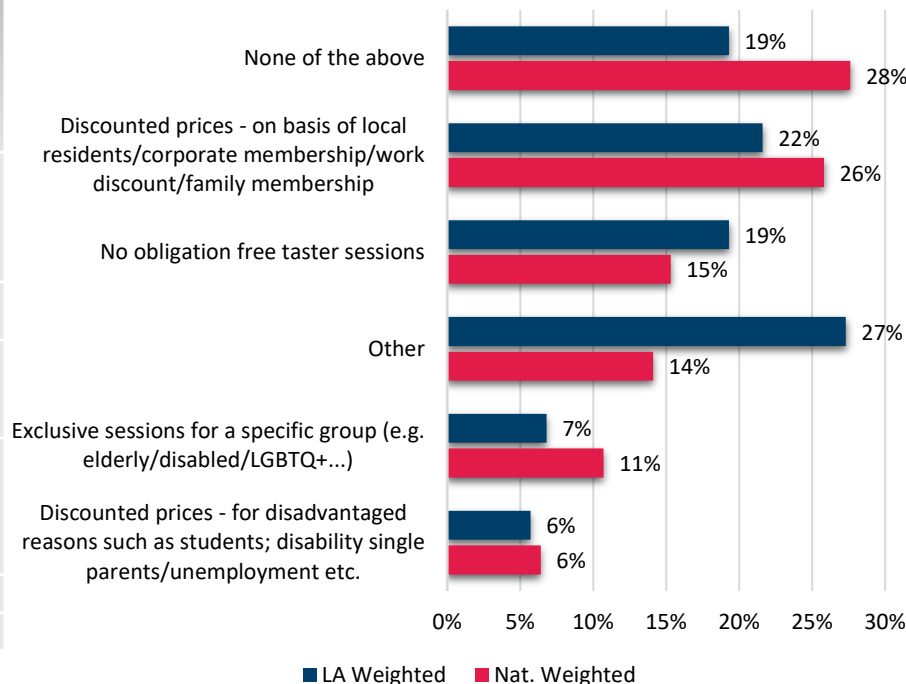
## Q12. Which ONE of the options below, if any, would most encourage you to use your leisure centre in the near future?

(Percentages in the graph are based on valid responses (excluding 'not answered')



65

Which ONE of the options below, if any, would most encourage you to use your leisure centre in the near future? Please select one only	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Discounted prices - on basis of local residents/corporate membership/work discount/family membership	19	21.60%	464	25.80%
No obligation free taster sessions	17	19.30%	276	15.30%
Exclusive sessions for a specific group (e.g. elderly/disabled/LGBTQ+...)	6	6.80%	192	10.70%
Discounted prices - for disadvantaged reasons such as students; disability single parents/unemployment etc.	5	5.70%	115	6.40%
None of the above	17	19.30%	497	27.60%
Other	24	27.30%	254	14.10%



Discounted prices and no obligation free taster sessions are the incentives most likely to encourage current non-users to use the local leisure centres for their activities in the near future.

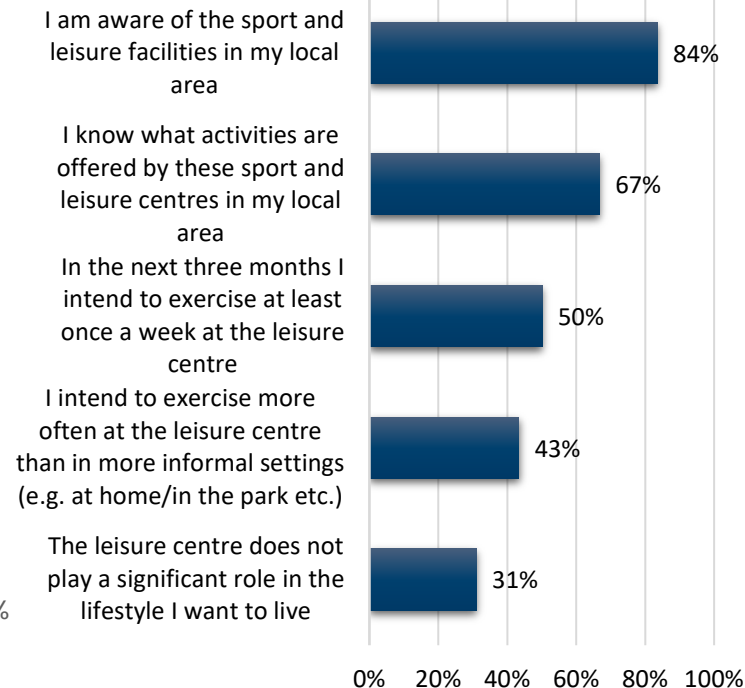
# Q13. Please tell us how much you agree or disagree with the following statements

66

Statement	Agree/Strongly agree		Agree/Strongly agree (weighted)	
I am aware of the sport and leisure facilities in my local area	260	83.60%	203	83.50%
I know what activities are offered by these sport and leisure centres in my local area	203	65.30%	162	66.70%
In the next three months I intend to exercise at least once a week at the leisure centre	154	49.50%	122	50.10%
I intend to exercise more often at the leisure centre than in more informal settings (e.g. at home/in the park etc.)	131	42.20%	105	43.30%
The leisure centre does not play a significant role in the lifestyle I want to live	93	29.90%	74	31.00%

The survey revealed that 69% of South Kesteven's residents consider leisure centres to have a significant role in the lifestyle they want to live. Meanwhile, 43% expressed their intention to exercise more frequently at leisure centres.

The awareness of the local sports and leisure facilities was high at around 83%, but awareness of the activities offered by these facilities was lower, at 67%.

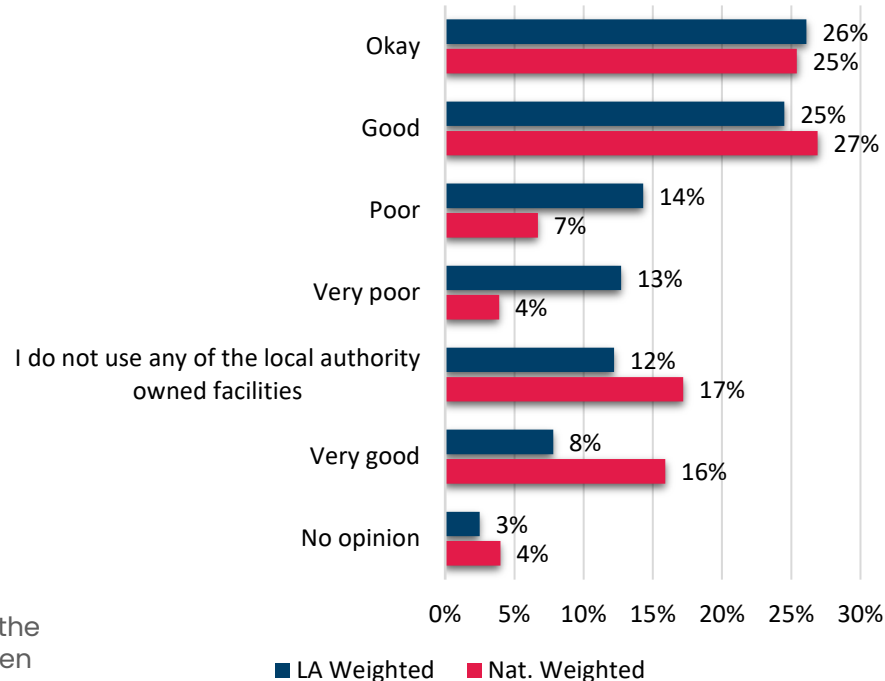




# Q14. How would you rate the local authority owned sport and leisure facilities in South Kesteven?

67

How would you rate the local authority owned sport and leisure facilities in South Kesteven?	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Very good	19	7.80%	856	15.90%
Good	60	24.50%	1453	26.90%
Okay	64	26.10%	1372	25.40%
Poor	35	14.30%	364	6.70%
Very poor	31	12.70%	211	3.90%
I do not use any of the local authority owned facilities	30	12.20%	929	17.20%
No opinion	6	2.50%	215	4.00%
Not Answered	0	0.00%	1	0.00%



12% of total respondents did not use any of the facilities owned by the local authority, which is relatively fewer than the average of 17% seen in other local authorities included in the national benchmarks. Among the 209 respondents who rated these facilities, 38% rated them as 'good' or 'very good'; which is significantly lower than the national average of 54%.

## Section 4 – Indoor Sport & Leisure Facilities



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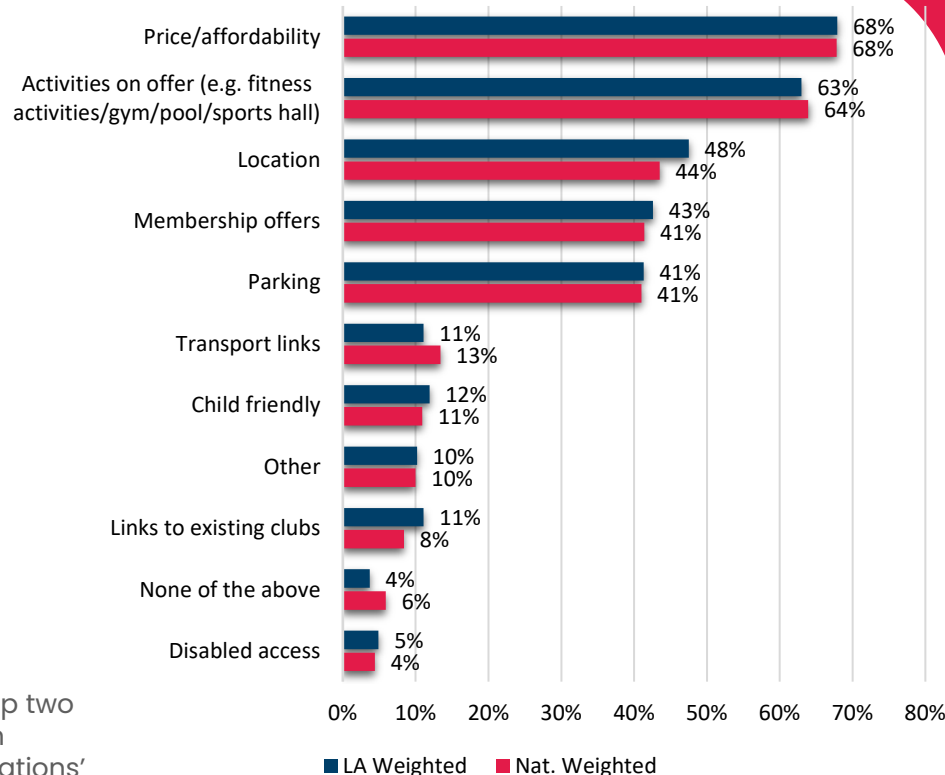
The questions in the standardised survey cover the following key areas:

- factors that are important to residents in choosing to use an indoor sport and leisure centre; and
- the investment that local residents would like to see made at their local sport and leisure centres.

# Q15. What is important to you when choosing an indoor sport and leisure facility to use?

69

What is important to you when choosing an indoor sport and leisure facility to use? Please select all that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Price/affordability	166	67.90%	3658	67.80%
Activities on offer (e.g. fitness activities/gym/pool/sports hall)	154	63.00%	3447	63.90%
Location	116	47.50%	2350	43.50%
Membership offers	104	42.60%	2235	41.40%
Parking	101	41.30%	2213	41.00%
Child friendly	29	11.90%	589	10.90%
Transport links	27	11.10%	722	13.40%
Links to existing clubs	27	11.10%	452	8.40%
Disabled access	12	4.90%	237	4.40%
None of the above	9	3.70%	321	5.90%
Other	25	10.20%	537	10.00%
Not Answered	1	0.40%	26	0.50%



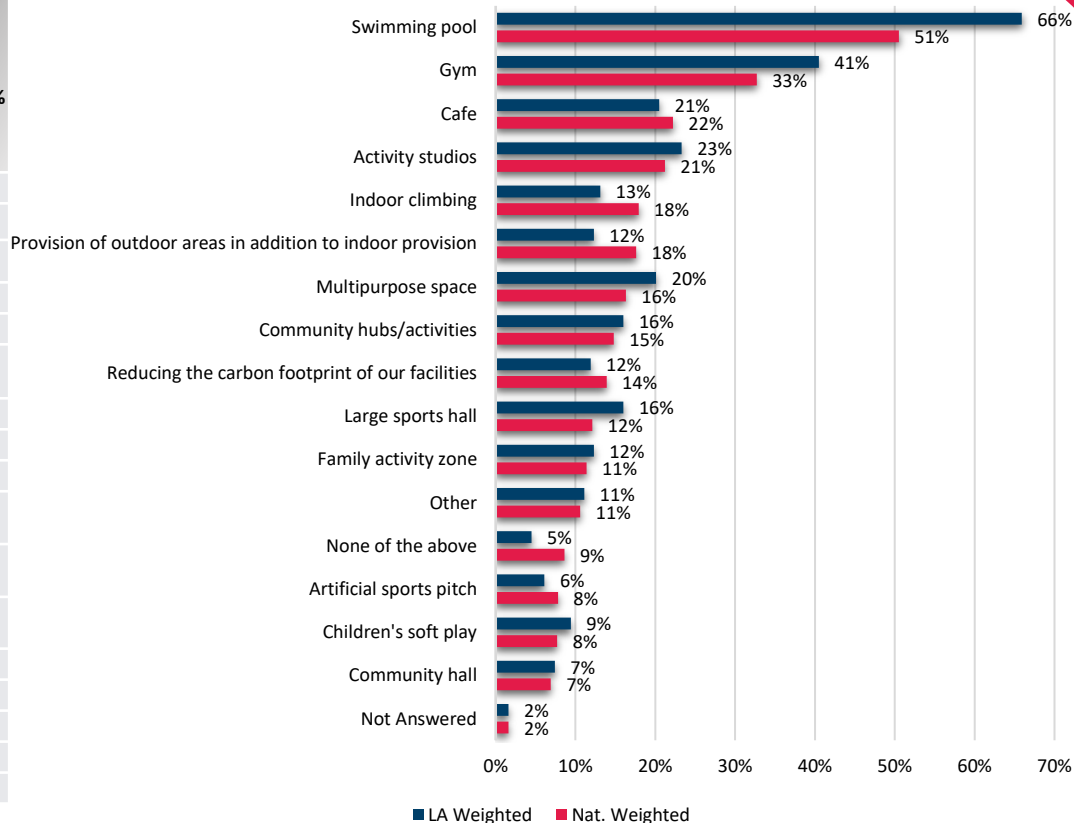
'Price or affordability' (68%) and 'activities on offer' (63%) are the top two most important considerations for South Kesteven's residents when choosing an indoor sport and leisure centre to use; followed by 'locations' (48%).

# Q16. What would you like to see us invest in at local indoor sport and leisure facilities?



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Are there any of the following facilities that you feel need further investment/development? Please select up to three facilities/services.	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Swimming pool	161	65.90%	2726	50.50%
Gym	99	40.50%	1765	32.70%
Activity studios	57	23.30%	1146	21.20%
Cafe	50	20.50%	1196	22.20%
Multipurpose space	49	20.10%	881	16.30%
Community hubs/activities	39	16.00%	801	14.80%
Large sports hall	39	16.00%	653	12.10%
Indoor climbing	32	13.10%	967	17.90%
Family activity zone	30	12.30%	613	11.40%
Provision of outdoor areas in addition to indoor provision	30	12.30%	952	17.60%
Reducing the carbon footprint of our facilities	29	11.90%	751	13.90%
Children's soft play	23	9.40%	415	7.70%
Community hall	18	7.40%	370	6.90%
Artificial sports pitch	15	6.10%	421	7.80%
None of the above	11	4.50%	466	8.60%
Other	27	11.10%	572	10.60%
Not Answered	4	1.60%	86	1.60%



## Section 5 – Outdoor Physical Activity



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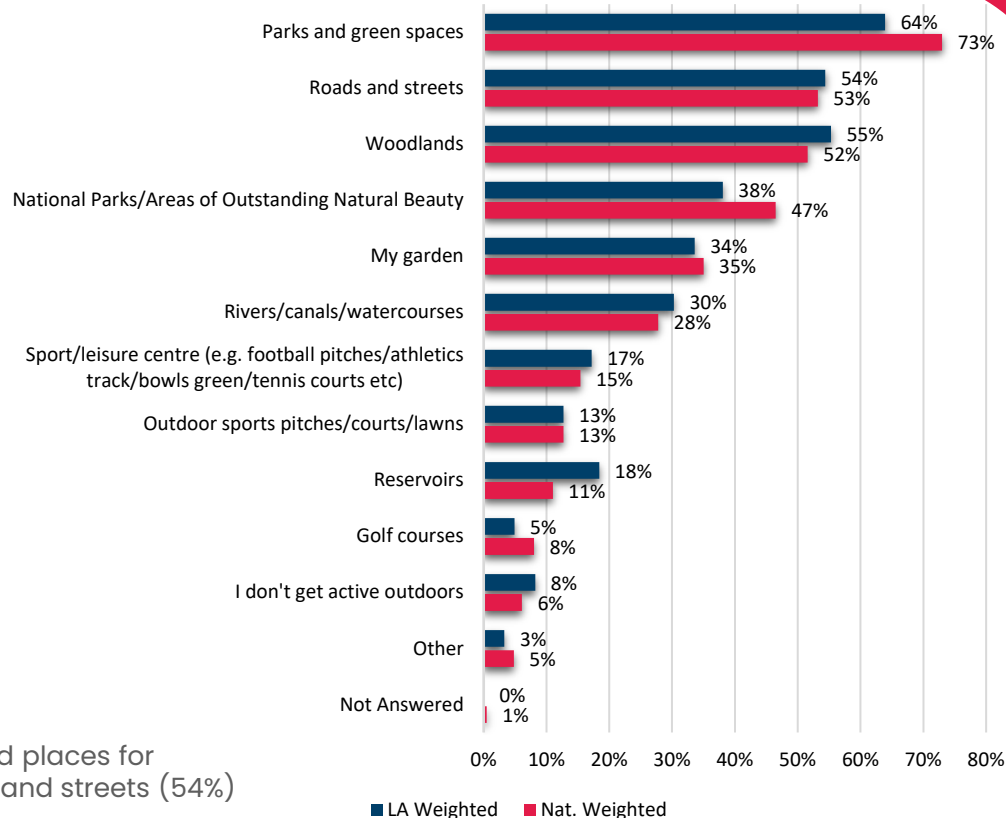
The questions in the standardised survey cover the following key areas:

- how do local residents get active outdoors; and
- residents' perceptions of their local parks and green spaces.

# Q17. Which of the following places do you use to get active outdoors?

72

Which of the following places do you use to get active outdoors? Please select all that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Parks and green spaces	156	63.90%	3939	73.00%
Woodlands	135	55.30%	2783	51.60%
Roads and streets	133	54.40%	2870	53.20%
National Parks/Areas of Outstanding Natural Beauty	93	38.10%	2510	46.50%
My garden	82	33.60%	1890	35.00%
Rivers/canals/watercourses	74	30.30%	1502	27.80%
Reservoirs	45	18.40%	596	11.00%
Sport/leisure centre (e.g. football pitches/athletics track/bowls green/tennis courts etc)	42	17.20%	830	15.40%
Outdoor sports pitches/courts/lawns	31	12.70%	684	12.70%
I don't get active outdoors	20	8.20%	329	6.10%
Golf courses	12	4.90%	434	8.00%
Other	8	3.30%	260	4.80%
Not Answered	0	0.00%	29	0.50%



Parks and green spaces (64%) are the most commonly cited places for outdoor activities, followed by woodlands (55%), and roads and streets (54%)

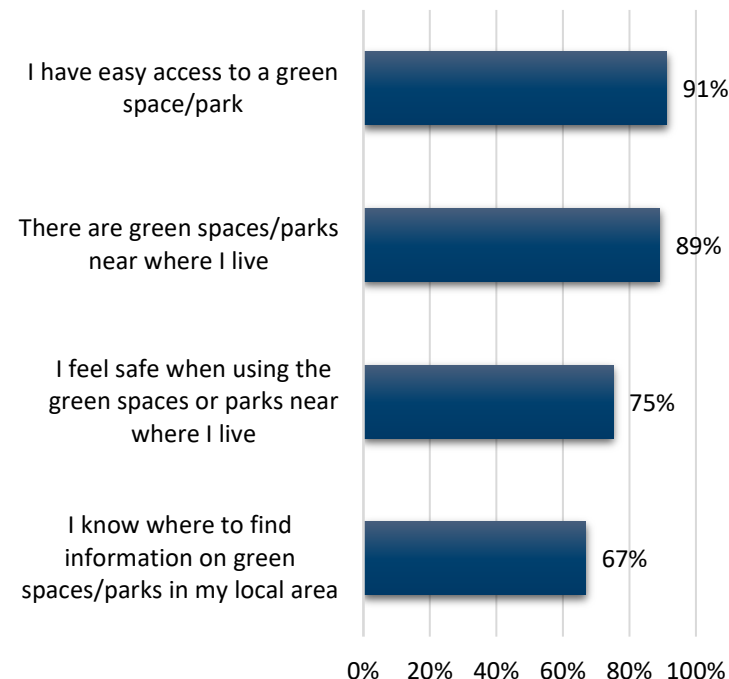
# Q18. Please tell us how much you agree or disagree with the following statements regarding green spaces and parks?



73

Statement	Agree/Strongly agree		Agree/Strongly agree (weighted)	
I have easy access to a green space/park	282	90.60%	222	91.20%
There are green spaces/parks near where I live	280	90.10%	217	89.10%
I feel safe when using the green spaces or parks near where I live	235	75.50%	183	75.10%
I know where to find information on green spaces/parks in my local area	210	67.60%	162	66.80%

91% of the respondents agreed that they had easy access to a green space or park whilst 75% agreed that they felt safe using those green spaces or parks in their neighbourhood.



## Section 6 – Outdoor Sport & Leisure Facilities



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The questions in the standardised survey cover the following key areas:

- factors that would encourage greater use of the outdoors for physical activity.



# Q19. What would encourage you to use the outdoors for sport and physical activity more?



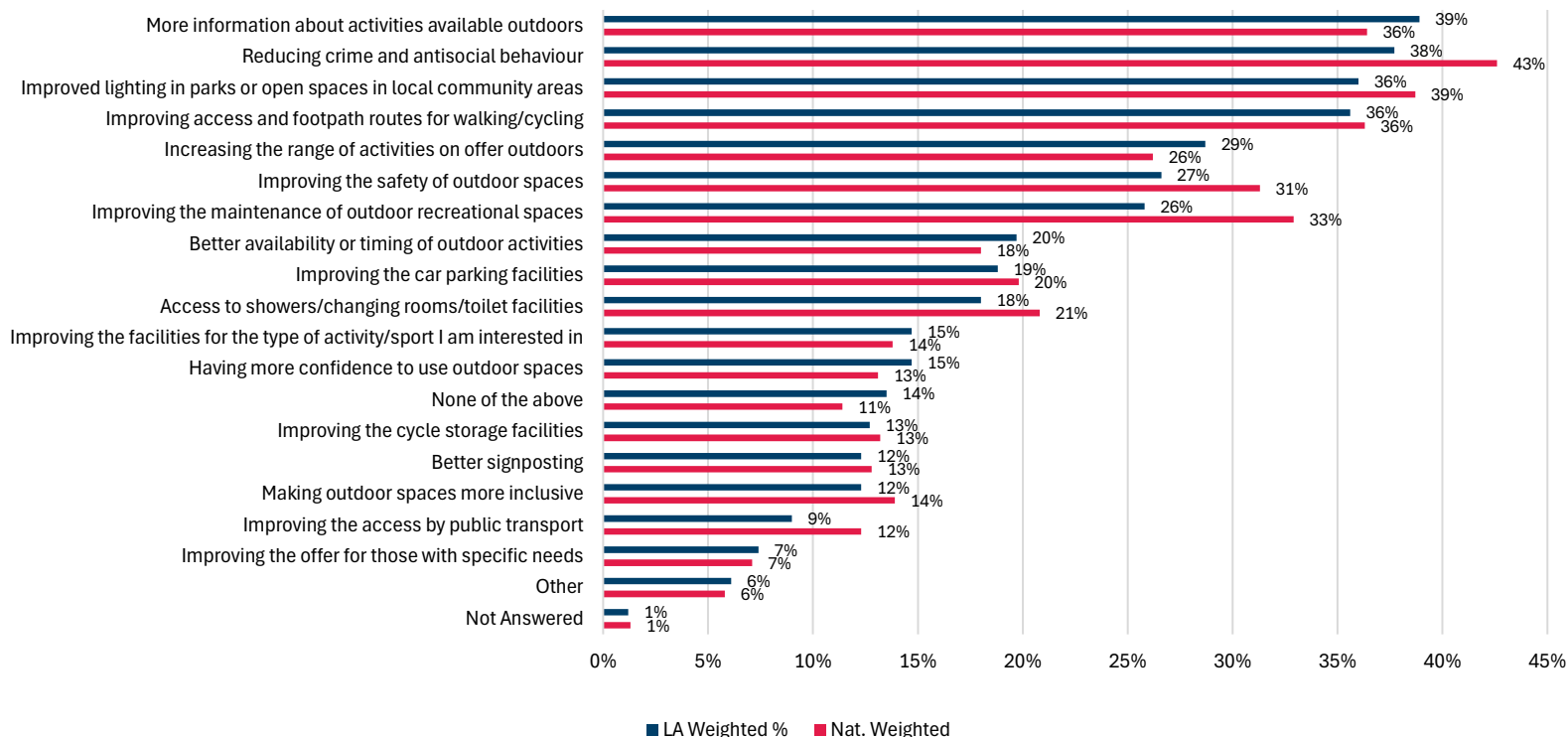
75

What would encourage you to use the outdoors for sport and physical activity more? Please select all that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
More information about activities available outdoors	95	38.90%	1963	36.40%
Reducing crime and antisocial behaviour	92	37.70%	2299	42.60%
Improved lighting in parks or open spaces in local community areas	88	36.00%	2089	38.70%
Improving access and footpath routes for walking/cycling	87	35.60%	1957	36.30%
Increasing the range of activities on offer outdoors	70	28.70%	1416	26.20%
Improving the safety of outdoor spaces	65	26.60%	1688	31.30%
Improving the maintenance of outdoor recreational spaces	63	25.80%	1774	32.90%
Better availability or timing of outdoor activities	48	19.70%	972	18.00%
Improving the car parking facilities	46	18.80%	1066	19.80%
Access to showers/changing rooms/toilet facilities	44	18.00%	1120	20.80%
Having more confidence to use outdoor spaces	36	14.70%	709	13.10%
Improving the facilities for the type of activity/sport I am interested in	36	14.70%	743	13.80%
Improving the cycle storage facilities	31	12.70%	714	13.20%
Making outdoor spaces more inclusive	30	12.30%	749	13.90%
Better signposting	30	12.30%	691	12.80%
Improving the access by public transport	22	9.00%	665	12.30%
Improving the offer for those with specific needs	18	7.40%	385	7.10%
None of the above	33	13.50%	614	11.40%
Other	15	6.10%	313	5.80%
Not Answered	3	1.20%	69	1.30%

Graph on pg. 50

# Q19. What would encourage you to use the outdoors for sport and physical activity more?

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The two most commonly cited factors that would encourage greater use of outdoor spaces for sports and physical activities are: more information about activities available outdoors (39%) and reducing crime and antisocial behaviour (38%). These are closely followed by better lighting in parks and open spaces in the local community areas (36%) and improving footpaths and access to walking and cycling routes (36%).

## Section 7 – Active Travel

The questions in the standardised survey cover the following key areas:

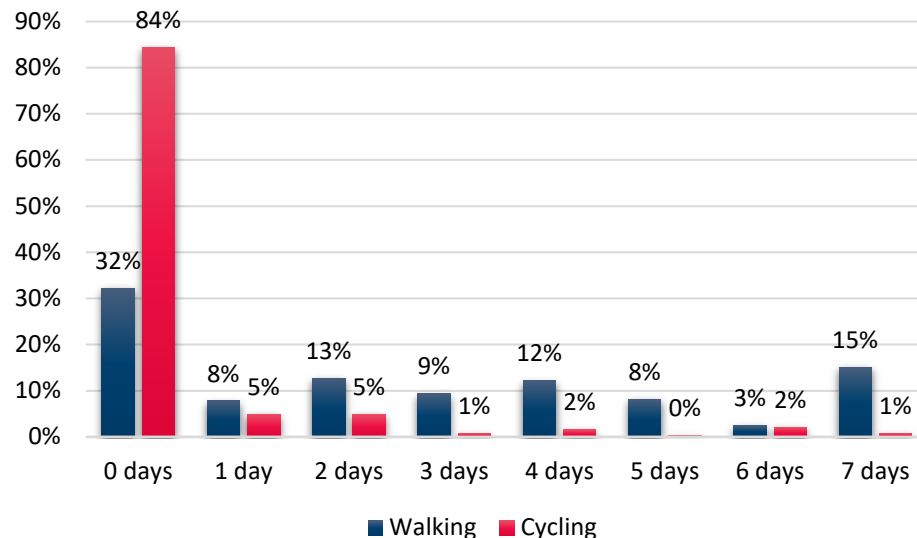
- weekly active travel; and
- factors that would encourage more active travel.

# Q20. Thinking back over the last 4 weeks, in an average week, how often did you walk or cycle for active travel purposes ?

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Thinking back over the last 4 weeks, in an average week, how often did you walk or cycle for active travel purposes (e.g. to and from work, school or local shops)?

Walking	Responses	%	Weighted responses	Weighted %
0 days	93	29.90%	79	32.20%
1 day	24	7.70%	19	7.80%
2 days	40	12.90%	31	12.70%
3 days	33	10.60%	23	9.40%
4 days	40	12.90%	30	12.20%
5 days	30	9.70%	20	8.20%
6 days	7	2.30%	6	2.50%
7 days	44	14.20%	37	15.10%
Cycling	Responses	%	Weighted responses	Weighted %
0 days	262	84.20%	206	84.40%
1 day	15	4.80%	12	4.90%
2 days	15	4.80%	12	4.90%
3 days	3	1.00%	2	0.80%
4 days	7	2.30%	4	1.60%
5 days	2	0.60%	1	0.40%
6 days	4	1.30%	5	2.10%
7 days	3	1.00%	2	0.80%



Overall, 70% of total respondents reported walking or cycling for active travel purposes at least once per week, which is relatively lower than the national average (80%).

# Q21. On an average day, how much time do you spend walking and cycling for active travel purposes?

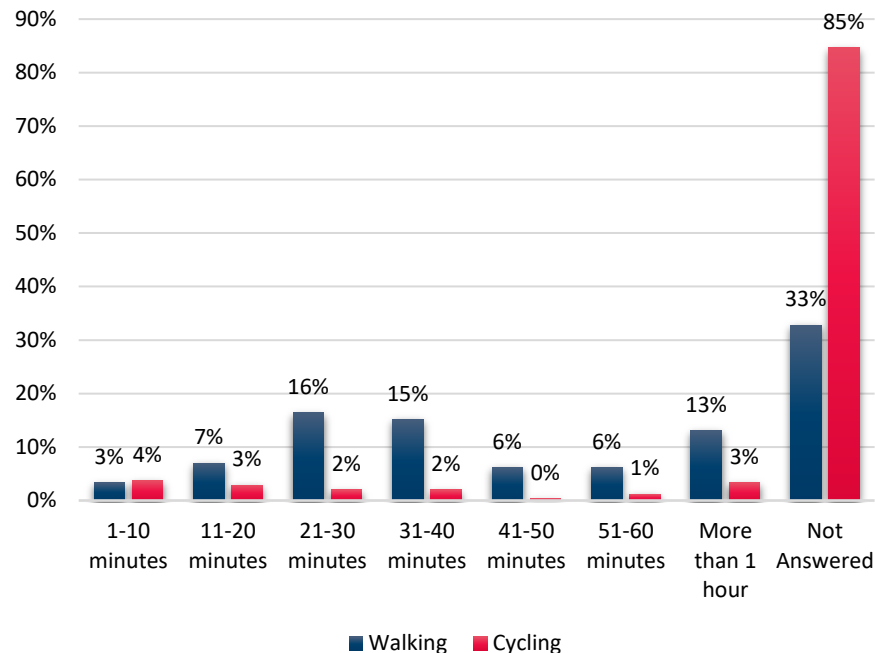


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If any, on an average day, how much time in minutes do you spend walking:	Responses	%	Weighted responses	Weighted %
1-10 minutes	9	2.90%	8	3.30%
11-20 minutes	22	7.10%	17	7.00%
21-30 minutes	56	18.00%	40	16.40%
31-40 minutes	42	13.50%	37	15.20%
41-50 minutes	24	7.70%	15	6.20%
51-60 minutes	23	7.40%	15	6.20%
More than 1 hour	40	12.90%	32	13.10%
Not Answered	95	30.60%	80	32.80%

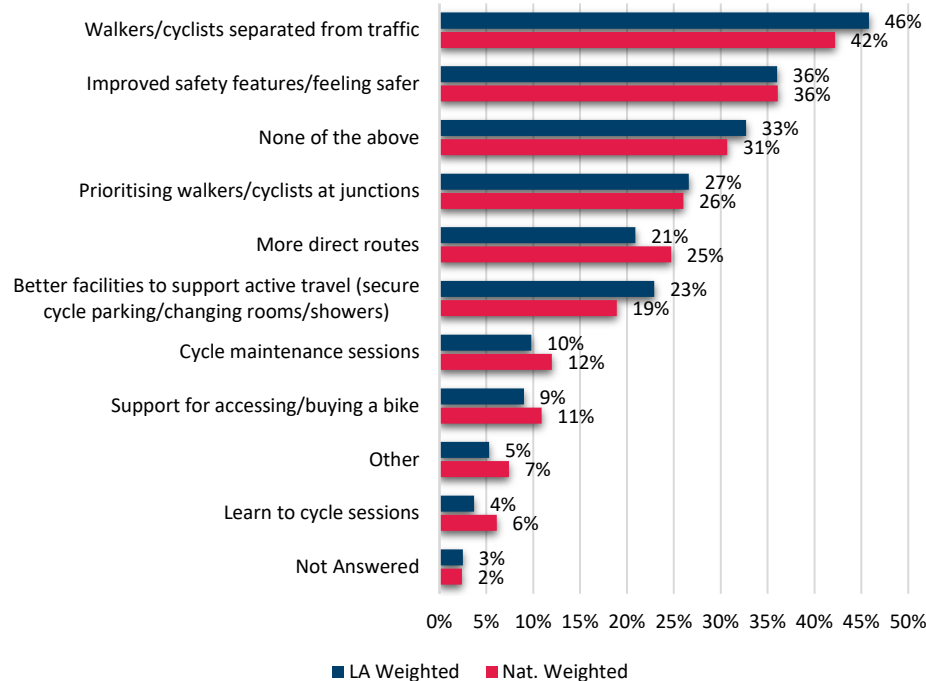
If any, on an average day, how much time in minutes do you spend cycling:	Responses	%	Weighted responses	Weighted %
1-10 minutes	10	3.20%	9	3.70%
11-20 minutes	10	3.20%	7	2.90%
21-30 minutes	7	2.30%	5	2.00%
31-40 minutes	5	1.60%	5	2.00%
41-50 minutes	2	0.60%	1	0.40%
51-60 minutes	4	1.30%	3	1.20%
More than 1 hour	9	2.90%	8	3.30%
Not Answered	264	84.90%	208	84.60%



## Q22. What, if anything, would encourage you to travel actively by walking or cycling or other means rather than by vehicle?



Is there anything that would encourage you to travel by walking or cycling or other active means instead of by vehicle or, if you already travel actively, is there anything that would support you to do this more often? Please select all that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Walkers/cyclists separated from traffic	112	45.80%	1478	42.20%
Improved safety features/feeling safer	88	36.00%	1264	36.10%
Prioritising walkers/cyclists at junctions	65	26.60%	911	26.00%
Better facilities to support active travel (secure cycle parking/changing rooms/showers)	56	22.90%	661	18.90%
More direct routes	51	20.90%	865	24.70%
Cycle maintenance sessions	24	9.80%	419	12.00%
Support for accessing/buying a bike	22	9.00%	381	10.90%
Learn to cycle sessions	9	3.70%	214	6.10%
None of the above	80	32.70%	1077	30.70%
Other	13	5.30%	259	7.40%
Not Answered	6	2.50%	83	2.40%



'Walkers/cyclists separated from traffic' (46%) and 'improved safety features/feeling safer' (36%) are the two most cited factors which would encourage more active travel.

## Section 8 – Children & Young People



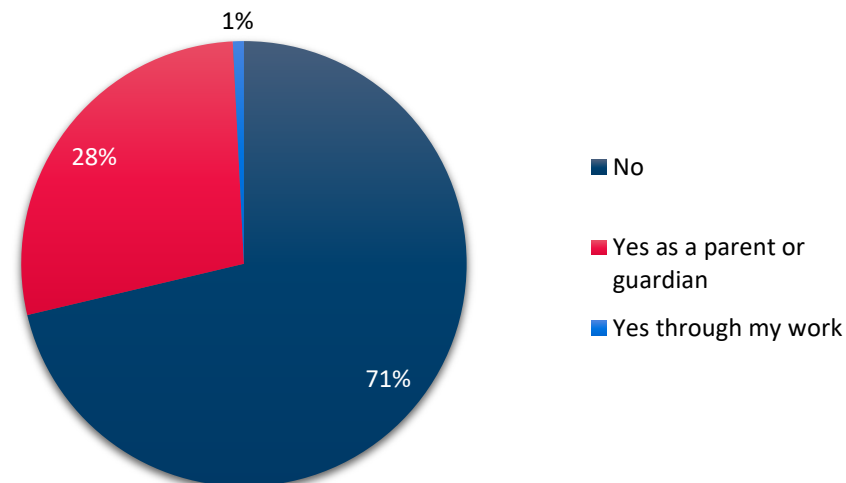
81

The questions in the standardised survey cover the following key area:

- barriers to getting children active.

## Q23. Are you responsible for children under 16?

Are you responsible for children under 16?	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
No	174	71.30%	3951	73.20%
Yes, as a parent or guardian	68	27.90%	1353	25.10%
Yes, through my work	2	0.80%	94	1.70%



Around 29% of the respondents were responsible for children under 16.



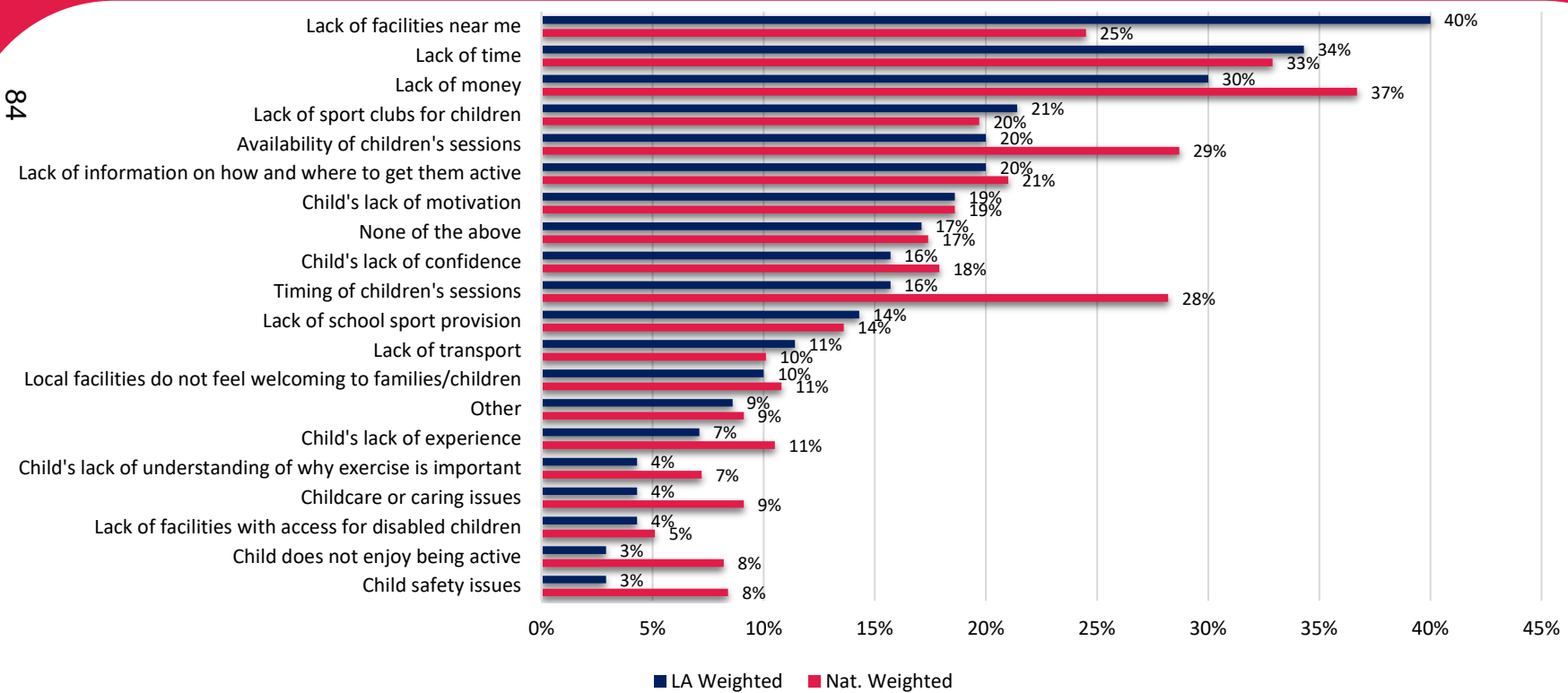
## Q24. What barriers, if any, do you face getting the children you are responsible for active?

What barriers, if any, do you face getting the children you are responsible for active? Please select all that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Lack of facilities near me	28	40.00%	352	24.50%
Lack of time	24	34.30%	472	32.90%
Lack of money	21	30.00%	526	36.70%
Lack of sport clubs for children	15	21.40%	283	19.70%
Lack of information on how and where to get them active	14	20.00%	301	21.00%
Availability of children's sessions	14	20.00%	411	28.70%
Child's lack of motivation	13	18.60%	267	18.60%
Timing of children's sessions	11	15.70%	404	28.20%
Child's lack of confidence	11	15.70%	256	17.90%
Lack of school sport provision	10	14.30%	195	13.60%
Lack of transport	8	11.40%	145	10.10%
Local facilities do not feel welcoming to families/children	7	10.00%	155	10.80%
Child's lack of experience	5	7.10%	151	10.50%
Lack of facilities with access for disabled children	3	4.30%	73	5.10%
Childcare or caring issues	3	4.30%	130	9.10%
Child's lack of understanding of why exercise is important	3	4.30%	103	7.20%
Child safety issues	2	2.90%	121	8.40%
Child does not enjoy being active	2	2.90%	117	8.20%
None of the above	12	17.10%	249	17.40%
Other	6	8.60%	131	9.10%

# Q24. What barriers, if any, do you face getting the children you are responsible for active?



84



The most common barrier preventing children from being active is the 'lack of facilities nearby,' which was mentioned by 40% of respondents. This is followed by 'lack of time' at 34% and 'lack of money' at 30%. These percentages are significantly higher than the average rates for these barriers reported by local authorities in the national benchmarks.

## Section 9 – local questions

85

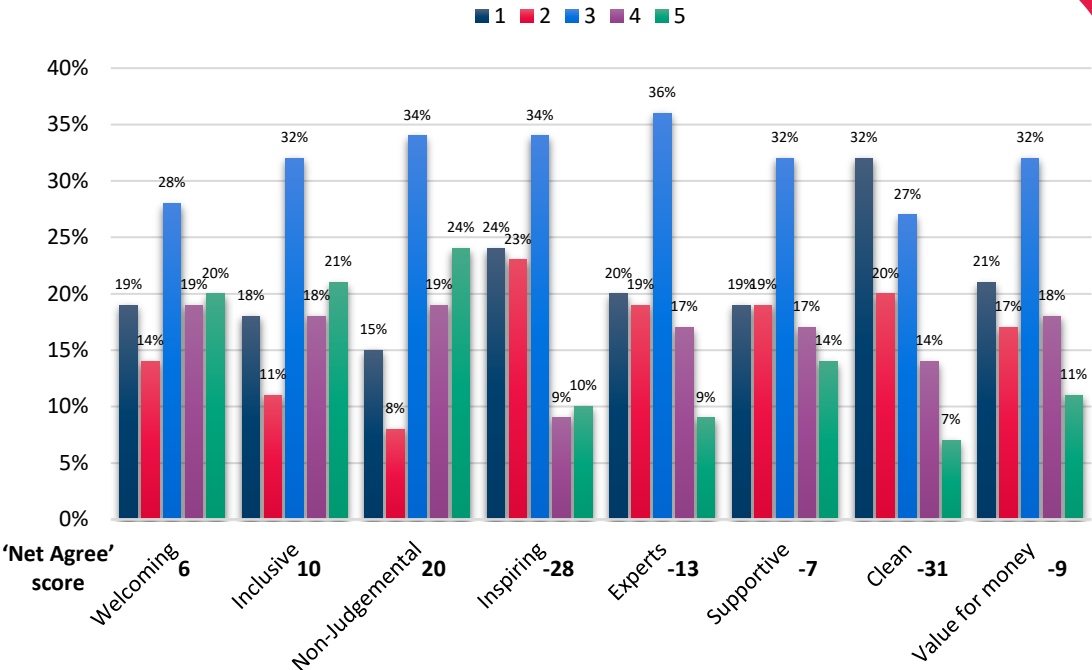
The results for bespoke local questions in this section are not weighted.

# Section 9 – Local Questions

(For those that haven't used LeisureSK centres) On a scale of 1-5 (with 1 being not at all and 5 being definitely) how would you associate these words with South Kesteven Leisure facilities?



	1	2	3	4	5
Welcoming	19%	14%	28%	19%	20%
Inclusive	18%	11%	32%	18%	21%
Non-Judgemental	15%	8%	34%	19%	24%
Inspiring	24%	23%	34%	9%	10%
Experts	20%	19%	36%	17%	9%
Supportive	19%	19%	32%	17%	14%
Clean	32%	20%	27%	14%	7%
Value for money	21%	17%	32%	18%	11%



The 'net agree' score is the percentage of respondents scoring 4 and 5 (agree), minus the percentage of respondents scoring 1 and 2 (disagree). The words 'non-judgemental', 'inclusive' and 'welcoming' had the highest (positive) scores for the level of agreement to describe the leisure facilities in South Kesteven.

# Section 9 – Local Questions

(For those that haven't used LeisureSK centres) On a scale of 1-5 (with 1 being not at all and 5 being definitely) how would you associate these words with South Kesteven Leisure facilities? How important are these factors in encouraging you to do physically activity in outdoor spaces?

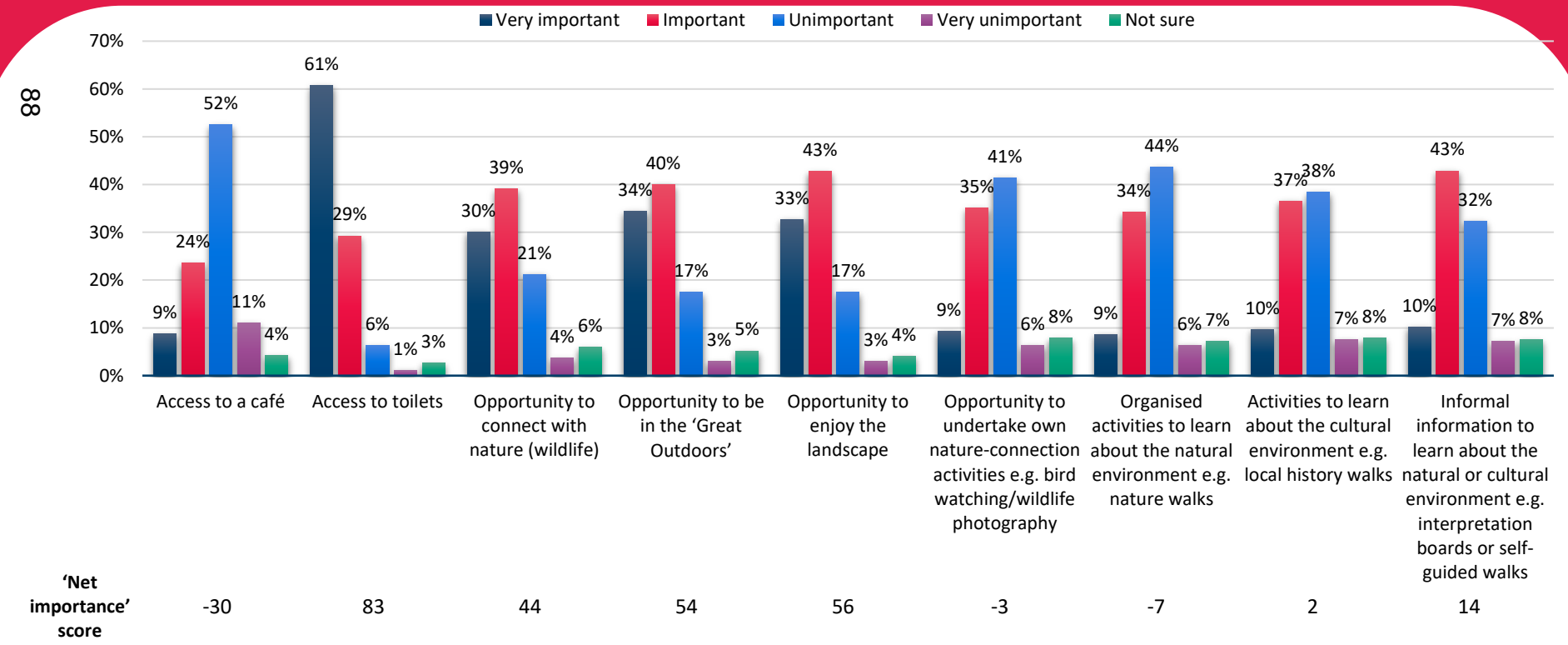


87 How important are these factors in encouraging you to do physically activity in outdoor spaces?

	Very important	Important	Unimportant	Very unimportant	Not sure
Access to a café	9%	24%	52%	11%	4%
Access to toilets	61%	29%	6%	1%	3%
Opportunity to connect with nature (wildlife)	30%	39%	21%	4%	6%
Opportunity to be in the 'Great Outdoors'	34%	40%	17%	3%	5%
Opportunity to enjoy the landscape	33%	43%	17%	3%	4%
Opportunity to undertake own nature-connection activities e.g. bird watching/wildlife photography	9%	35%	41%	6%	8%
Organised activities to learn about the natural environment e.g. nature walks	9%	34%	44%	6%	7%
Activities to learn about the cultural environment e.g. local history walks	10%	37%	38%	7%	8%
Informal information to learn about the natural or cultural environment e.g. interpretation boards or self-guided walks	10%	43%	32%	7%	8%

# Section 9 – Local Questions

(For those that haven't used LeisureSK centres) On a scale of 1-5 (with 1 being not at all and 5 being definitely) how would you associate these words with South Kesteven Leisure facilities? How important are these factors in encouraging you to do physically activity in outdoor spaces?



The 'net importance' score is the percentage of respondents rating a factor as very important or important, minus those rating it as unimportant or very unimportant. A higher positive score indicates greater importance for those factors.

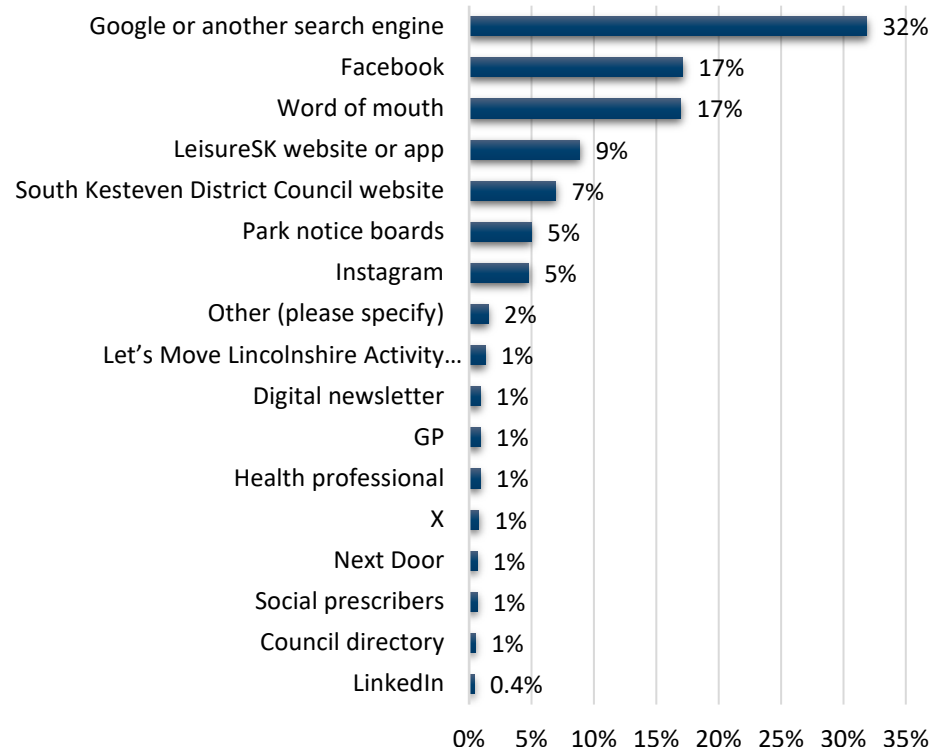
# Section 9 – Local Questions

If you were looking for information on opportunities, activities or events in the community to get active, where would you go?



Q6

If you were looking for information on opportunities, activities or events in the community to get active, where would you go?	Responses	%
Google or another search engine	248	32%
Let's Move Lincolnshire Activity Finder Website	10	1%
LeisureSK website or app	69	9%
South Kesteven District Council website	54	7%
Council directory	4	1%
Social prescribers	5	1%
Health professional	7	1%
GP	7	1%
Digital newsletter	7	1%
Facebook	133	17%
Instagram	37	5%
X	6	1%
LinkedIn	3	0%
Next Door	5	1%
Park notice boards	39	5%
Word of mouth	132	17%
Other (please specify)	12	2%





**Thank you**



## Appendix One - Sport and Physical Activity Strategy Action Plan

Activity Area	Theme	Future Actions
Active Society	Ensure Participation is affordable and accessible to the whole community	The Council will support National Bike Week and Great Big Green Week in June 2025, providing bike marking kits to residents to encourage active travel primarily in the form of cycling.
		Grantham Meres Leisure Centre continues to host holiday activities partnered with Junior Adventures Group (JAG) to enable opportunities to stay active outside of term time.
		To continue to work in partnership with local British Cycling trained ride leaders/advocates to offer monthly guided rides through Belton House, with talks from the rangers about the wildlife and the park.
		Create self-guided routes to support the Cycle to the Woods route from Wyndham Park to Londonthorpe Woods.
	Encourage physical activity as a holistic approach to wellbeing, including a focus on mental health	Council Officers are working with partners to create a Mental Illness vs Mental Health event in September 2025 at Bourne Corn Exchange for residents, with a focus on physical activity improving mental state.
		Work with health partners to promote opportunities to be active to help with overall health and wellbeing, including a review of the Council's website for wellbeing information.
		Continue to encourage GP Practices to sign up to the Active Practice Charter to make positive changes in their surgeries to boost staff and patient wellbeing by becoming more active.
		To continue to provide physical and wellbeing initiatives within the Council, raising awareness through a range of different challenges and charities.
		Work with Active Lincolnshire and We are Undefeatable to develop a local campaign with local people, to encourage physical activity.
Active Place	Invest in the Council's Leisure Facilities to ensure they meet the needs of the customers	Explore funding options to upgrade the athletics track surfacing at South Kesteven Sports Stadium.
		Utilising funding from Public Sector Decarbonisation Scheme Phase 3c the Council will continue to invest in upgrading Grantham Meres Leisure Centre.
		The Council's Property and Leisure Teams will continue to work through the condition surveys prioritising works based on severity and risk.
		Continue to monitor the customer satisfaction levels via surveys and other data to ensure that the leisure facilities meet the needs of the customers. This includes monitoring feedback included on the leisure monitoring reports.
		The next annual Sport England Moving Communities Customer Satisfaction Survey is due to be distributed between mid-June and end of September 2025.
	Explore opportunities to use parks and open spaces within the district	Launch 'Our Parks' in Wyndham Park in June 2025, with the view to expand into more parks within the district.
		Continue to use social media, web pages and other promotion of green and open spaces within the district.
		The Parks Community Team will continue to develop a programme of events and activities to attract visitors to Wyndham Park, Grantham.
		A new Lincolnshire Coop walk to launch in Wyndham Park from May 2025.
		Promote the use of the five table tennis tables installed across the district, funded by the UK Shared Prosperity Fund.

Active People	Support a broad range of sport and physical activity opportunities that reflect the needs of the community and visitors to the district	Timetable and programming for leisure facilities are being continuously reviewed and new initiatives added to ensure there are a broad range of activities on offer to residents and visitors.
		Continue to attend Youth Forum meetings in Stamford to understand how to engage with young people better and ensure Stamford has the correct opportunities available for people to participate in.
		Continue to promote 'We are Undefeatable' and the new app which will inspire people living with long term health conditions to build physical activity into their daily routines or encourage them to try something new.
		Create a 'Fighting Fit' class in Stamford which supports people living with or recovering from cancer. This work is in collaboration with The Lincoln City Foundation, Stamford Health Education and Awareness Charity (SHEAC) and LeisureSK Limited.
	Work with the Council's leisure provider and partners to run health intervention programmes that result in improved health and wellbeing for residents and deliver outreach activities in our communities	More marketing is required to promote opportunities, especially for GP's and hospitals. Continue to develop partnerships with further GP practices through the PCN, following the success of Bourne initiatives.
		Work with partners to create one wellbeing event in each market town to showcase local physical activity opportunities allowing people to give new activities a try to improve their wellbeing.
		Encourage partners to create walking sport groups such as walking tennis, walking netball and reintroduce a programme of activities at leisure facilities.
Active System	Recognise that physical activity is more than participation in sport and includes activities such as walking, dancing and gardening	Explore funding opportunities to provide physical activity opportunities to social housing residents and educate residents on benefits of gardening.
		Ensure positive messages are communicated to residents in a variety of ways, including social media, about how activity can be integrated into everyday life, showcasing the benefits relating to general health and wellbeing.
		Continue to work with other organisations to promote activities and events taking place across South Kesteven.
		Development of a Local Cycling and Walking Infrastructure Plan (LCWIP) for Grantham, The Deepings and Stamford through Lincolnshire County Council.
		Cross council working and collaboration with local organisations within the district to create a series of events to promote Great Big Green Week with a particular focus on Active Travel.
	Facilitate partnerships between authorities, organisations, communities, and groups to empower those who can make a change	Collaboration with local businesses on workplace health, active travel and physical activity initiatives.
		Increase cycle parking opportunities within South Kesteven, working in partnership with Lincolnshire County Council and the Grantham Market Place project.
		An SKDC officer working group meets quarterly to ensure collaboration across the whole council can be effective to achieve the South Kesteven Health and Wellbeing Action Plan which was adopted in December 2023.
		Attend the Gingerbread Festival at Dysart Park in May 2025 which the objective is to encourage an active lifestyle, trying new things.



**SOUTH  
KESTEVEN  
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COUNCIL**

## **Culture and Leisure Overview and Scrutiny Committee**

Thursday, 15 May 2025

Report of Councillor Paul Stokes  
Deputy Leader of the Council, Cabinet  
Member for Leisure and Culture

## **Support for Sports Clubs across South Kesteven**

### **Report Author**

Michael Chester, Team Leader – Leisure, Parks and Open Spaces

 michael.chester@southkesteven.gov.uk

### **Purpose of Report**

To provide an update of the work undertaken in supporting sports clubs across South Kesteven

### **Recommendations**

**The Committee is recommended to note the contents of the report and recognise the work being undertaken across South Kesteven.**

### **Decision Information**

Does the report contain any exempt or confidential information not for publication?	No
What are the relevant corporate priorities?	Connecting communities
Which wards are impacted?	All Wards

## 1. Implications

Taking into consideration implications relating to finance and procurement, legal and governance, risk and mitigation, health and safety, diversity and inclusion, safeguarding, staffing, community safety, mental health and wellbeing and the impact on the Council's declaration of a climate change emergency, the following implications have been identified:

### ***Finance and Procurement***

- 1.1 The Council provides an annual contribution of £6,000 towards the work undertaken by Active Lincolnshire as detailed within the main body of the report.
- 1.2 The funding awards detailed in paragraph 2.6. administered by the Council through one of its funding schemes were subject to an appropriate application and approval process.
- 1.3 There are no other financial implications for the Council in relation to this report. Should any support initiatives be identified which require a budget, then an appropriate business case will be developed to identify the costs associated and the benefits to the club and community it serves.

*Completed by: **Richard Wyles, Deputy Chief Executive and s151 Officer***

### ***Legal and Governance***

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

*Completed by: **James Welbourn, Democratic Services Manager***

## 2. Background to the Report

- 2.1. The Council's Corporate Plan (2024-27) sets out the ambition to be 'A thriving District to live in, work and visit' with the aim of encouraging physical activity to support healthy lifestyles and reduce health inequalities. This is underpinned by the key priority for the Council of 'Connecting Communities'.
- 2.2. At a meeting of the Culture and Leisure Overview and Scrutiny Committee on 28 November 2024 [Printed minutes 28th-Nov-2024 10.00 Culture and Leisure Overview and Scrutiny Committee.pdf](#), Members of the committee requested a paper be brought to a future meeting about the support given to sports clubs across South Kesteven.

- 2.3. The Council's Sport and Physical Activity Strategy (2021/26) **(See Background Papers)** outlines the Council's role on a district level with progress reports being presented to this Committee on a six-monthly basis.
- 2.4. As a Council there is no statutory requirement to provide support to sports clubs within the district, however, should the Council's Leisure Team be approached for support then they are more than willing to offer guidance, support and signposting where appropriate.
- 2.5. Often requests are received for funding from clubs, and in these instances they are signposted to either the Council's Communities Team who administer the SK Community Fund, or asked to make an application to the UK Shared Prosperity Fund, or Active Lincolnshire who have a dedicated funding page on their website with details of various funding opportunities [Get Involved: Access Sports & Activity Funding - Active Lincolnshire](#).
- 2.6. The Council has provided financial support to the following sports clubs through the UK Shared Prosperity Fund to improve their club facilities:
- Barkston and Syston Cricket Club - £4,000
  - Barkston and Syston Playing Field - £6,000
  - Fulbeck Sport and Social Club - £4,910
  - Grantham Squash and Fitness Club - £35,000
  - Uffington Cricket Club - £8,000
  - Harrowby United FC - £65,000
  - The Rippingale Jubilee Playing Field Trust - £20,000
- 2.7. Through the Council's leisure provider, LeisureSK Limited, there are currently 50 affiliated clubs which have regular bookings at the centres covering the following activities:
- Competitive Swimming
  - Water Polo
  - Lifesaving
  - Martial Arts
  - Football
  - Badminton
  - Basketball
  - Netball
  - Table Tennis
  - Athletics
  - Triathlon
- 2.8. Grantham Meres Leisure Centre has the most clubs at 42, followed by Bourne Leisure Centre with 6, and Stamford Leisure Pool with 2.

- 2.9. Whilst not an affiliated sports club, the Council and LeisureSK Limited work closely with Positive Futures who use sport and physical activity to engage with young people in deprived communities, by allowing them use of the facilities to provide these programmes. A copy of the current Grantham sports programme can be found on their website [Grantham sports programme - Positive Futures events – Lincolnshire County Council](#).
- 2.10. The Council also support the work of Inspire+, a sports and education charity dedicated to positively impacting young people's lives ensuring they are 'Healthy, Happy and Active' through educational and community initiatives. This includes the annual summer Mini Olympics three day event at the South Kesteven Sports Stadium.
- 2.11. The Council is aligned to the work of Active Lincolnshire, who are an Active Partnership funded by Sport England whose purpose is to deliver Sport England's strategy 'Uniting the Movement'. On a local level Active Lincolnshire aim to improve physical activity levels through the 'Let's Move Lincolnshire' initiative. To support this work each of the seven district councils within Lincolnshire provide an annual contribution of £6,000 to Active Lincolnshire.
- 2.12. 'Uniting the Movement' is a 10-year vision which aims to transform lives and communities through sport and physical activity **(Appendix 1)**.
- 2.13. 'Let's Move Lincolnshire' is the countywide movement with a shared vision for creating a more active Lincolnshire, providing a framework for partners to support people in becoming more active and understanding local needs, aligning resources and learning from each other **(Appendix 2)**.
- 2.14. As part of the work undertaken by Active Lincolnshire to make it easier for people to find sport and activity opportunities, sports clubs can advertise their activities on Activity Finder [Activity Finder | South Kesteven District Council](#). This is a free tool available to all clubs boasting more than 300 listings with South Kesteven alone.
- 2.15. The Council have also embedded this function onto its own website within the Sports and Leisure section, making it easier for residents to find local activities in South Kesteven, and this is regularly promoted through social media.
- 2.16. Over the past couple of years, the Council's Leisure Team have promoted the Activity Finder through various events including:
- Get SK Moving – market events across each town in partnership with LeisureSK Limited, One You Lincolnshire, and Inspire+.
  - Health and Wellbeing Event at Bourne Corn Exchange in September 2023 – in partnership with the Patient Participation Groups at Bourne GP practices focussing on local opportunities to support mental and physical health and wellbeing.

- Stamford Health Education and Awareness Charity (SHEAC) promoting local activity providers within Stamford.
- 2.17. Planning is currently underway by the Council's Leisure Team to deliver a range of health and wellbeing events across Bourne, Stamford, Grantham and The Deepings in the next 12 months to promote and signpost services which can improve the health and wellbeing of its residents. Updates on each of these events will continue to be provided as part of the six-monthly Sport and Physical Activity Strategy Updates, to Members of this Committee.
- 2.18. During the year 2024/25 some of the key highlights of the work delivered by Active Lincolnshire to support a relevant and resilient physical activity sector include:
- Hosting the 20<sup>th</sup> Lincolnshire Sport and Physical Activity Awards with nominations from each district, of which South Kesteven District Council were a finalist for the second year running.
  - Setting up Active Skills Hub [Active Skills Hub for Lincolnshire](#) partnering with UK Coaching, to deliver training and resources to help support people to become more active.
  - Supporting 3 schools across South Kesteven to open their facilities for community use through the Department for Education's Opening Schools Facilities funding, totalling £143,195. These schools are Welland Academy – Stamford, The Priory Ruskin Academy – Grantham, Kesteven and Grantham Girls' School – Grantham.
  - Supporting the development of Playing Pitch Strategies, South Kesteven's strategy is in the process of being finalised.
  - Employing a Welfare and Safeguarding Officer to develop and enhance knowledge, skills and compliance around safeguarding for clubs and activity providers. This also supports those clubs which are unaffiliated and not supported by National Governing Bodies (NGB).
  - Convening an Equality, Diversity and Inclusion (EDI) group bringing together representatives from local authorities, leisure operators and NGBs to share best practice, learning and opportunities.
  - Launching an Inclusive Language guide that has been nationally recognised to share with partners for using inclusive language [Active-Lincolnshire-Inclusive-Language-Guide.pdf](#).
- 2.19. In 2023 Active Lincolnshire provided support to Bourne Rugby Club with a grant award of £4,500 to support the club's mini and junior sections by upskilling coaches and providing equipment. This funding enabled the club to train 10 volunteer coaches, provide rugby equipment, training kits, first aid kits, as well as engaging with local school and organisations to promote rugby.
- 2.20. Within Lincolnshire there are only 2 NGB's directly covering the county, with many clubs being supported by NGB's from outside the county. The role of a NGB is to ensure the development and regulation of their respective sports, overseeing the

rules, standards, and growth of their respective sports, supporting athletes, clubs, and communities at all levels. From grassroots participation to elite competition, NGB's provide resources, training, and guidance to ensure the sport is accessible, safe, and inclusive for all.

2.21. An example of some of the NGB's which the Council's Leisure Team and LeisureSK Limited have worked with over recent years to support clubs and facilities includes:

- Swim England
- England Athletics
- England Netball
- Lawn Tennis Association
- Football Association (Lincolnshire's Regional Body)
- Sport England

2.22. The Council's Leisure Team have been promoting Active Lincolnshire's 'Your Active Voice' sport and physical activity sector survey, which seeks to understand the views of groups, organisations, clubs and individuals across Lincolnshire, and the challenges which they are facing [Your Active Voice Survey - Active Lincolnshire](#).

2.23. The responses to this survey will inform how Active Lincolnshire prioritise their work to support the sector to grow and thrive, and to share with other stakeholder partners so that existing resource, funding, skills and support can be effectively directed to support the physical activity sector. The Council will in turn work with Active Lincolnshire on localised projects in South Kesteven.

2.24. Looking ahead to the future, Active Lincolnshire will play an important role in the delivery of the 'Universal Offer' as part of Sport England's national place expansion programme, for those areas which aren't classed as a 'Priority Place' by Sport England, as is the case in South Kesteven.

### **3. Key Considerations**

3.1. Members of the Culture and Leisure Overview and Scrutiny Committee requested a report on the Support for Sports Clubs in the District at the committee meeting held on 28 November 2024.

3.2. This report has been produced following Member's requests and is provided for information only.

### **4. Other Options Considered**

4.1 There are no other options – this report is for information only.



## **5. Reasons for the Recommendations**

- 5.1. The recommendation ensures Members are aware of the support provided for sports clubs in the district and the work undertaken with the Council's partners to achieve this.

## **6. Background Papers**

- 6.1. South Kesteven District Council – Sport and Physical Activity Strategy (2021/26)  
<http://moderngovsvr/documents/s43219/Refreshed%20Sport%20Physical%20Activity%20Strategy%20202126.pdf>

## **7. Appendices**

- 7.1. **Appendix 1** - Sport England – Uniting the Movement – *available online at*  
<https://www.sportengland.org/about-us/uniting-movement>
- 7.2. **Appendix 2** - Active Lincolnshire – Let's Move Lincolnshire – *available online at*  
<https://www.activelincolnshire.com/get-involved/lets-move-lincolnshire/lets-move-lincolnshire-strategy>

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**SOUTH  
KESTEVEN  
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COUNCIL**

## **Culture and Leisure Overview and Scrutiny Committee**

Thursday, 15 May 2025

Report of Councillor Paul Stokes,  
Deputy Leader and Cabinet Member  
for Leisure and Culture

## **Performance of the Council's Arts Venues**

### **Report Author**

Jade Porter, Arts and Cultural Services Manager

✉ jade.porter@southkesteven.gov.uk

### **Purpose of Report**

To provide information and updates regarding the Guildhall Arts Centre, Stamford Arts Centre and Bourne Corn Exchange.

### **Recommendations**

**The Committee is recommended to note the contents of this report.**

### **Decision Information**

Does the report contain any exempt or confidential information not for publication?	No
What are the relevant corporate priorities?	Connecting communities
Which wards are impacted?	All Wards

## 1. Implications

Taking into consideration implications relating to finance and procurement, legal and governance, risk and mitigation, health and safety, diversity and inclusion, safeguarding, staffing, community safety, mental health and wellbeing and the impact on the Council's declaration of a climate change emergency, the following implications have been identified:

### ***Finance and Procurement***

- 1.1 The budget for the Council's Arts and Cultural Service is set by the Council annually. Financial performance of the individual venues is regularly monitored and forms part of the Council's budget monitoring processes.

*Completed by: David Scott – Assistant Director of Finance (deputy s151 officer)*

### ***Legal and Governance***

- 1.2 It is within the remit of the Culture and Leisure Overview and Scrutiny Committee to monitor and assess the performance of the Council's Arts and Cultural Service. There are no significant legal or governance implications arising from this report.

*Completed by: James Welbourn, Democratic Services Manager*

### ***Health and Safety***

- 1.3 There are robust health and safety procedures in place across all three artistic venues to ensure that all activities are suitably assessed, risk mitigations are identified and are sufficient to manage the risks, so far as is reasonably practicable.

*Completed by: Phil Swinton - Emergency Planning and Health & Safety Lead*

## 2. Background to the Report

- 2.1. The Council's Corporate Plan (2024-2027) contains a key priority of Connecting Communities with an ambition to deliver and facilitate a sustainable leisure and cultural offer and to celebrate and promote the strong heritage and rich culture of South Kesteven.
- 2.2. There are a number of key roles which operate across both Stamford Arts Centre and the Guildhall Arts Centre. These roles include the Marketing Officer, Marketing and Events Officer, Programmer, Administrative Assistant, and Senior Technician and this integrated approach has enabled a more streamlined,

coordinated, and consistent delivery of theatre programming and operations across both venues.

- 2.3. The Guildhall Arts Centre offers a well-rounded theatre programme that includes both arts centre programmed events and externally hired performances. Hires generally consist of single-day bookings which are predominantly music and talks, as well as week-long residencies by local amateur theatre companies.
- 2.4. In addition to its theatre programme, the Guildhall Arts Centre offers a range of flexible spaces for hire. These include the historic ballroom which is suitable for events which require less technical support, weddings, parties, talks, and meetings. The Newton Room and some smaller studio spaces are also available for hire and accommodate a wide variety of community and private functions.
- 2.5. Stamford Arts Centre's theatre primarily hosts programmed events. More recently, the venue has begun to accommodate a small number of external hires and has welcomed the return of Toilethorpe Youth Drama to its programme.
- 2.6. The Stamford Arts Centre theatre space also acts as the cinema, boasting a programme of films that includes blockbusters and independent films. The film programme also includes 'Event Cinema screenings' including The Royal Ballet and Opera House and National Theatre productions.
- 2.7. Stamford Arts Centre also has a Ballroom where music events are programmed, along with interactive family shows. The Cellar Bar at Stamford hosts a programmed series of Jazz concerts and is also available to hire for events. Stamford Arts Centre also has other rooms available to hire including an art room and gallery.
- 2.8. Bourne Corn Exchange is a community facility featuring a large hall with a stage and basic technical equipment and is a perfect space to hire for music events. The venue regularly has a number of hires including parties, celebrations and meetings and has a select number of programmed events throughout the year to complement the hires.
- 2.9. The Guildhall and Stamford Arts Centre produce three live 'What's on Guides' a year in Spring, Summer and Autumn. These contain events programmed by the venues as well as hires. Stamford Arts Centre also produces a cinema flyer once a month to promote the film showings.

## **A) Venue Performance Overview**

- 2.10. The table below shows comparative performance figures for the venues for financial year 2023-2024 and 2024-2025.

	Financial year 23-24	Financial year 24-25	Increase	Overall Ticket Profit for 24-25
Stamford Arts Centre Programme Ticket Income	£96,891	£140,190	+44%	£44,970
Stamford Cinema and Event Cinema Programme	£117,826	£145,298	+23%	£68,318
Stamford Room Hire Income	£74,228	£84,370	+13%	-
Guildhall Arts Centre Programme Ticket Income	£184,668	£217,360	+17%	£64,011
Guildhall Arts Centre Room Hire	£86,913	£99,350	+14%	-
Bourne Corn Exchange Ticket Sales	£6,418	£7,352	+14%	£3,344
Bourne Corn Exchange Room Hire Income	£37,008	£38,204	+3%	-

- 2.11. Room hire income across all three venues is performing particularly well, showing an increase in income from the previous financial year.
- 2.12. The combination of a strong programme of events in each venue together with improved marketing has proven to be successful, demonstrating an increase in sales from the previous financial year.

## B) Events

- 2.13. Programmed and hired events are planned at the venues to complement each other, and prevent direct competition with other local venues.
- 2.14. In some cases events are programmed across both theatres (Guildhall and Stamford), this creates opportunities for improved payment terms and attracts shows that would not normally accept a booking for just one show.
- 2.15. Examples of joint programming opportunities that have been booked across venues include:
- **Hotbuckle Productions** with their tour of *Pride and Prejudice* .
  - Children's immersive workshop '**The Wonderdome**'
  - **Is it Hot in Here!** - The debut tour of a Menopausal Drama by Zeph Churchill
  - **Sherlock Holmes: The Last Act**
  - **Frankenstein** with local theatre company Lamphouse Theatre from Peterborough
  - **The Little Prince** programmed consecutive dates across Stamford and Guildhall Arts Centres

2.16. Programming across two venues also allows for new events to be trialled and rebooked at the other venue should audience feedback and sales be positive. Examples of shows that have consequently been booked for the other venue include:

- **'Nature Elly'** by Barmpt Theatre – this originated in Stamford Arts Centre and later toured to Grantham. Free rehearsal space was provided for the company in Grantham in return for free post show workshops. Following a successful UKSPF bid Bourne Corn Exchange subsequently hosted the same performance and benefitted for a workshop both of which were free to attend.
- **'Museum of Marvellous Things'** was a family show starting in Stamford, which was re-booked for Grantham due to strong sales and positive audience feedback. This sold out in both venues and the same company are returning with their latest tour in 25/26.
- **Dickens Theatre Company** sold well to public and school audiences with 'Macbeth', they have consequently been programmed in Stamford and Guildhall Arts Centre for 2025 to build this audience base.

2.17. Below are some notable events for the Guildhall Arts Centre programme:

- **Harry Hill Live** - This was a standout booking for the venue selling out months before the performance date. The tour went on to perform in much larger venues and was a highlight booking for the venue.
- Shows including **Tina Live**, **Abba Sensation** and **Paul Jones** far exceeded ticket sale predictions.
- The Guildhall Programme continues to boast more popular names and has a thriving Drag audience. The programme features Drag Bingo events and most recently Ru Paul Drag Race Winner **Danny Beard** and **Baga Chipz** performed at the venue.

2.18. Notable programming events for Stamford Arts Centre include:

- Jazz concerts which sell out every month after a refreshed marketing strategy.
- **Clare Teal** is a world renowned Jazz Artist and brought a sell out show to Stamford in February 2025.
- **Dean Friedman** touring from the USA sold out in May 2024 and a return date has been programmed for 2026.
- Dutch, Gypsy Jazz star **Tim Kliphuis** performed at the venue in March 2025.
- Poet Laureate **Simon Armitage** exceeded expected sales in June 2024.
- Drama as a genre has increased in ticket sales, with sell out performances of **A Christmas Carol** in December.
- Stamford had a total of 14 sell out shows from January to March 2025 highlighting the success of the programmed events and aligned marketing activity.

- 2.19. Bourne Corn Exchange has had particular success with music events, a highlight from last year being **Ultra 90s vs 2000s**, which was programmed on a split and sold over £4000 in ticket sales.
- 2.20. The Guildhall Arts Centre has a high number of hired musical theatre events. This is due to the large number of amateur performance groups within the local area and audience demand.
- 2.21. Music is also successful at the Guildhall Arts Centre and this is carefully balanced between programmed and hired events, with the Programming Officer ensuring music goes beyond tribute bands and includes Folk, Sea Shanties, Swing and Jazz.
- 2.22. The annual pantomime at the Guildhall Arts Centre historically sells very well. December 2024 was the best-selling pantomime to date, with performances of Aladdin running from 30<sup>th</sup> November 2024 to 5<sup>th</sup> January 2025 which achieved ticket sales totalling over £150,000. This included just over 2400 schools tickets across 15 performances.
- 2.23. Stamford Arts Centres live programme also features a range of music events, with hired music events predominantly being held in the ballroom. Stamford Arts Centre features both classical music and jazz programmes.
- 2.24. December 2024 saw the reintroduction of an in-house pantomime produced by Venue Manager Phil Norton. Mother Goose was the chosen title and was written specifically for Stamford, with many references to local places in the script and set. Local artist Karen Neale designed the set which featured Burghley House and the Meadows.
- 2.25. Over a run of 12 shows finishing on Christmas Eve, a total of £25,903 tickets were sold, which equates to 92% of capacity.
- 2.26. This significantly increased footfall and income across December at Stamford Arts Centre and took part alongside sell out shows such as 'A Christmas Carol' and an improved film programme. December 2024 totalled £55,946 in ticket income compared to December 2023 when a total income of £16,929 was achieved.
- 2.27. Bourne Corn Exchange largely features music events, due to the large space and technical equipment lending itself well to this type of event. Looking forwards, the Corn Exchange will look to programme some children's workshops and events to broaden its audience base.
- 2.28. The programmed events help to raise the profile of the Corn Exchange, and a number of room bookings have been made as a direct result of attending other events within the venue.



- 2.29. Programming different genres is important to offer a well-rounded programme of events and ensure residents have the option to experience different forms of arts and culture. One of the recent strategies implemented is using more accessible ticket pricing for performances that are more culturally challenging.. With this strategy, potential audience members are attracted with a cheaper ticket price, encouraging them to take a risk on this new event. For children's performances, this is also branded as an 'introduction' to theatre.

### **C) Marketing**

- 2.30. Across the venues' social media pages the marketing team have established a friendly and welcoming tone that not only informs customers about events, but celebrates the achievements of the venues and gives a more personal feel.
- 2.31. There is noticeable higher interaction on posts that concentrate on engagement rather than posts pushing ticket sales. Focussing on this allows the venues to build relationships with potential customers that translate into ticket sales. More recently the team have created reels for 'The Whale', posted photos visiting other local establishments, and posted in line with national dates such as 'National Pet Day'.
- 2.32. The Bourne Corn Exchange website is now live and able to promote and showcase the venue. Hirers of the Corn Exchange are encouraged to sell their tickets through the venue. This allows data to be collected from customers and the creation of mailing lists for customers to encourage repeat visits.
- 2.33. Alongside targeted email marketing, Bourne's Facebook page has been successful in engaging customers and driving ticket sales. The Facebook page currently has a following of 2.2K.
- 2.34. Work has been undertaken over the last year to improve opening figures of the Eshots for customers that have signed up to receive marketing emails. A marketing schedule is put in place per season to send regular updates to customers based on their previous bookings. This has contributed to the increase in ticket sales.

### **D) Room Hire and Venue Activities**

#### **Bourne Corn Exchange**

- 2.35. The hire of the Bourne Corn Exchange main hall is particularly popular, with numerous bookings coming off the back of other events with many acts returning on an annual basis.
- 2.36. *Northern Soul Movement* regularly return to the Corn Exchange due to the high standard the dance floor.
- 2.37. *South Kesteven Acting and Musical Players (SKAMP)* continue to use the Corn Exchange for their yearly pantomimes. As part of this one performance is arranged for 'Little Miracles' which is free for them and family members.
- 2.38. The Sunday carvery continues to sell out bringing in regular income for the venue.
- 2.39. New signage has been installed on the front of the Corn Exchange information boards on the outside for each service residing there. This includes the Library, Customer Services, Bourne Town Council and the Registry Office.
- 2.40. The Bourne Corn Exchange diary is already filling up for 2026 and room hire income continues to increase.

### **Stamford Arts Centre**

- 2.41. Stamford Arts Centre continues to hire out multiple spaces hosting Wildcats (Youth Drama), Stamford Schools of Dance, yoga, art classes and craft fairs. Last year also saw school groups utilise the venue for a film showing, a class workshop, and a small performance in the ballroom.
- 2.42. There have been notable accessibility improvements to cinema at Stamford Arts centre thanks to the UK Shared Prosperity Fund. This has included the installation of Audio Description Equipment and 'Watch Word' Systems.
- 2.43. Audio description equipment allows customers who are blind or partially to hear the action within the film described through a set of personal headphones.
- 2.44. Stamford Arts Centre are only the 10<sup>th</sup> venue worldwide to have installed Watchword, improving accessibility for audience members that are deaf or hard of hearing. WatchWord technology uses smart glasses and a touch screen controller, allowing users to watch films with fully customisable captions at a screening time that suits them. Viewers can adjust the size, colour, position, brightness and focus of the captions on any film, ensuring a comfortable and accessible experience without being limited to specific subtitled screenings.
- 2.45. Stamford Arts Centre continues to support a thriving poetry scene, with the new Poet Laureate recently being chosen in April 2025. This event was picked up by BBC Lincolnshire for online and radio overage.

- 2.46. The Gallery at the arts centre has competitive hire rates, with a full diary of exhibitions for 2025. One of the most recent successes was Rosemary Tolkien's paintings combining Stamford scenery with fantasy creatures. The exhibition was picked up by media outlets across Lincolnshire putting the venue on the map. The exhibitions are also now featured in our What's Guides and via the website giving them good publicity.
- 2.47. Stamford Arts Centre cinema sales have improved due to improved programming and marketing. Working with the Independent Cinema Office (ICO) has enabled films to be shown in week 3 of release rather than weeks 5 or 6 as in previous years.
- 2.48. Cinema screening times are available directly from Google event listings, which has significantly helped with the venue's visibility as a cinema.
- 2.49. Due to the ICO's extensive contacts they were able to arrange for a preview screening for Stamford Art's Centre's 30 Years of Cinema Celebrations. The screening of Conclave was supported by two security guards for the evening and was shown the day before the film was released in America, and one month before the UK release.

### **Guildhall Arts Centre**

- 2.50. The Guildhall Arts Centre Pantomime has several shows that are for people with access needs. The relaxed performance is specifically sensitive to audience members who may benefit from a more relaxed environment, including (but not limited to) those with autistic spectrum conditions, people living with dementia, parents with very young children on their first trip to the theatre, anyone with sensory and communication disorders, or people with learning disabilities. As part of the extensive run of shows, there is also a British Sign Language interpreted performance scheduled yearly. Before the official first performance, the 'Young Carers' group are invited to watch the performance free of charge, opening up opportunities to attend the theatre to those who might not have otherwise been able to.
- 2.51. Kesteven and Grantham Girls School's Performing Arts Sixth Form class have visited the venue for a tour and a question-and-answer session with staff and touring theatre company Hotbuckle. This took place last year in conjunction with Lincolnshire County Council's Careers and Enterprise Officer, and gave the students an insight into running a venue as well as being part of a touring theatre company.
- 2.52. Tours of the theatre have been arranged for a local Scouts group and the special educational needs school, Eslan. Both groups had a tour of the theatre led by the Senior Technician which allowed them to step onto the stage, see inside the technical box and the dressing rooms to understand how a theatre works.

- 2.53. The Guildhall has recently expanded opportunities for local artists who are now able to showcase and sell their work through the display cabinets, creating new avenues for exposure and income. There is also a significant increase in café exhibition interest which has been driven by a social media promotion, leading to a full calendar of artists eager to display their work.
- 2.54. A wider range of LGBT+ friendly events have successfully been introduced, attracting attendees from beyond the local area and helping build a more inclusive cultural programme.

### **E) Outreach and Other Projects**

- 2.55. The Whale successfully toured to the Red Hall in Bourne, Jubilee Park in the Deepings and the Recreation Ground in Stamford.
- 2.56. The UKSPF funded event was a life-sized 18-meter inflatable sperm whale that hosted a children's performance inside. The performance followed the life of a sea turtle using puppets, music and engaging storytelling, to show the audience how plastic pollution affects the sea creatures and their lives.
- 2.57. These events were free to attend and performed six times a day from Friday to Sunday each location. Friday showings were attended by school groups only and were well received by teachers and students alike.
- 2.58. 55% of customers were first time bookers, highlighting the importance of taking cultural activities into communities.
- 2.59. In Bourne and Stamford, wrap around craft activities were organised, including making jellyfish and turtles from recycled materials at Bourne, and creating a magical underwater mural at Stamford. The team worked alongside Deepings Library and funded a 'Salty Sea Dog' storyteller and face painter for the day.
- 2.60. Another project funded by UKSPF was the 'Our Place, Our Art' project'. Artists applied to lead on a community engagement project to produce a piece of art to be displayed in a public place. The objectives were to:
- Celebrate Community Identity: Reflect the unique characteristics, values, and history of the community.
  - Enhance Public Spaces: Create visually appealing and thought-provoking artworks that enhance public spaces – preferably something that creates engagement for the public to sit, touch, walk through or photograph in an interesting way.
  - Foster Community Engagement: Encourage community participation in the artistic process to ensure the artworks resonate with residents.

- Promote Inclusivity: Ensure the project is inclusive, representing the diverse voices and perspectives within our community.
- 2.61. Each artist held five workshops with various community groups, with at least one workshop being open to the public. The artists also organised a final event to celebrate the creation of each piece which was attended by residents involved in its curation.
  - 2.62. The workshops gave the artists ideas, knowledge and thoughts from residents about the local area and what they might want to be featured on a piece of art to celebrate their town.
  - 2.63. Deepings Mural created by Rose Croft reflected the river, and participants were invited to talk about notable moments and things they love regarding the water. Together, they created a 'Deepings Fairytale' based on residents stories that culminated in the final mural which also has an interactive 'Can you Find?' element.
  - 2.64. The Bourne Mural celebrates the waterways, old and new. Emily Bowers worked alongside 'The Bourne History Guy' to explore the history of Bourne and how the waterways were part of daily life. The final mural reflects the communities' favourite bits of nature surrounding the water. It is a bright, digitally painted piece, with historical moments and memories depicted as outlines, representing the past.
  - 2.65. Grantham artist Emilie Nunn worked with groups in and around Alma Park, including Belmont Primary School, who discussed their memories of Grantham and how things have changed from past to present. This passage of time has been depicted on the final mural, representing the communities' views on the local area.
  - 2.66. The Stamford Mural by Imogen Joyce delves into the notable places to visit around Stamford. Working closely with the public and the Town Council, Imogen was able to use historic artifacts to guide the final piece of artwork. This includes a QR code that takes you to an interactive version where there is more information and history about each feature.
  - 2.67. The final locations are: Bourne - Burghley Street Car Park, Stamford – The Recreation Ground Tennis Courts, Grantham – Dysart Park and Wyndham Park, The Deepings – Jubilee Park.
  - 2.68. The 'Pay it Forward Scheme' continues to be successful now achieving over £10,000 in donations. These donations are utilised through charities and organisations to provide arts and cultural experiences to those that may not experience it otherwise. Recent activities include:
    - Market Deeping Primary School attending the Guildhall Arts Centre Pantomime in December 2024.

- Practitioner Martyn Bignell led a six-week program of themed activities at Braeburn Lodge in the Deepings for residents, including those in general living and the dementia ward. The themes ranged from "A Day at the Beach" and "Health and Wellness" to creating their very own silent movie.
- In Easter Half term, Sublime Science provided sessions at Grantham, Bourne, Deepings and Stamford via Inspire+ at the Government funded Holiday Activity and Food Programme (HAF Camps).

### **3. Key Considerations**

- 3.1. This report provides information about the Council's artistic venues including a summary of programming, marketing, sales and venue usage.

### **4. Other Options Considered**

- 4.1. This report is for noting.

### **5. Reasons for the Recommendations**

- 5.1. The report follows a request from the Overview and Scrutiny Committee to receive information on the performance of the Council's artistic venues.

Culture and Leisure Overview and Scrutiny Committee 2024/25

**WORK PROGRAMME**

REPORT TITLE	OFFICER	PURPOSE	ORIGINATED/COMMITTEE HISTORY DATE(S)	CORPORATE/ PRIORITY
15 May 2025				
Sports and Physical Activity Update	Lead Officer: Beth Goodman	6 monthly review	Update requested at the meeting held on 3 September	
Sports Club in the District	Lead Officer: Karen Whitfield (Assistant Director for Leisure, Culture and Place)	To identify the role of the Council and support available for sports clubs in the district	Report requested by the Chair and Committee Members	
Arts and Culture - Venue Updates	Lead Officer: Karen Whitfield (Assistant Director for Leisure, Culture and Place)	To provide an update on the performance of the Council's Arts Venues	Update requested at the meeting held on 4 February 2025	
15 July 2025 (Provisional)				
Visit from Grantham Town FC	Lead Officer: Karen Whitfield (Assistant Director for Leisure, Culture and Place)	To consider a report detailing the negotiations between the Council and Grantham Town Football Club regarding a new lease of the Stadium in Grantham	Committee have requested an update prior to this being considered by Cabinet.	
Corporate Plan 2024-27: Key Performance Indicators Report -	Lead Officer: Charles James (Policy Officer)	To present the Council's performance against the Corporate Plan 2024-27 Key Performance	Standing item	

REPORT TITLE	OFFICER	PURPOSE	ORIGINATED/COMMITTEE HISTORY DATE(S)	CORPORATE/ PRIORITY
End-Year (Q4) 2024/25		Indicators (KPIs) for quarter 4 2024/25.		
LeisureSK Ltd – report on first quarter performance	The Chairman of LeisureSK Ltd	To update the Committee on the performance of LeisureSK Ltd for the first quarter of the financial year	The Committee are expected to receive a quarterly update.	
<b>14 October 2025 (Provisional)</b>				
Play Area Strategy	Lead Officer: Michael Chester (Team Leader Leisure, Parks and Open Spaces)	To report on progress on the Action Plan accompanying the Play Area Strategy	Committee requested an update be provided in 12 months at the September 2024 meeting	
<b>11 December 2025 (Provisional)</b>				
<b>FUTURE ITEMS</b>				
<b>Play Area Strategy review – September 2025</b>				



## REMIT

The remit of the Culture and Leisure Overview and Scrutiny Committee will be to work alongside Cabinet Members to assist with the development of policy and to scrutinise decisions in respect of, yet not limited to:

- Arts and Culture
- Heritage
- Markets and fairs
- Sport and physical activity
- Leisure SK Ltd
- Visitor Economy

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