

Action 7 of the Corporate Plan's 'Healthy and Strong communities' priority is to 'Develop and adopt a Sport and Physical Activity Strategy'. This is supported by two Key Indicators, the results of the Active Lives survey (For Adults) and the results of the Active Lives survey (Children and Young People).

South Kesteven ranks 19 of 45 East Midlands Authorities (Includes County Level Authorities) for Active Residents aged 16+

November 2020

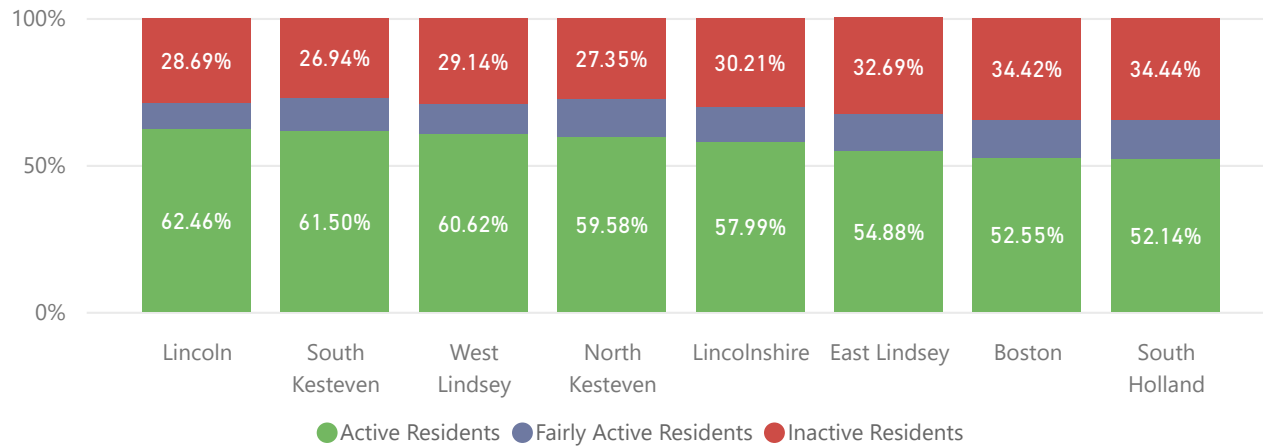
Latest Data (Adult Survey)

2019/20

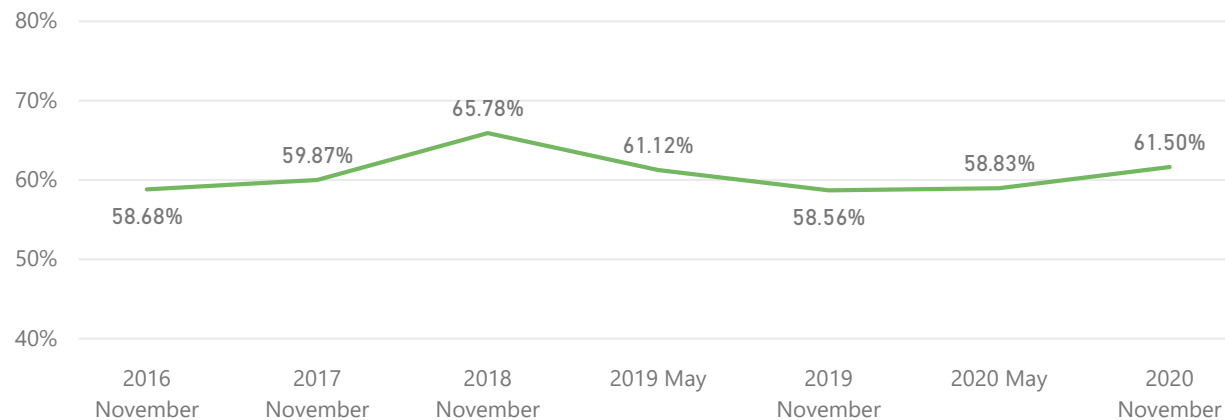
Latest Data (Childrens Survey)

Lincolnshire ranks 9 of 45 Active partnerships nationally for Active young people (aged 5 - 16)

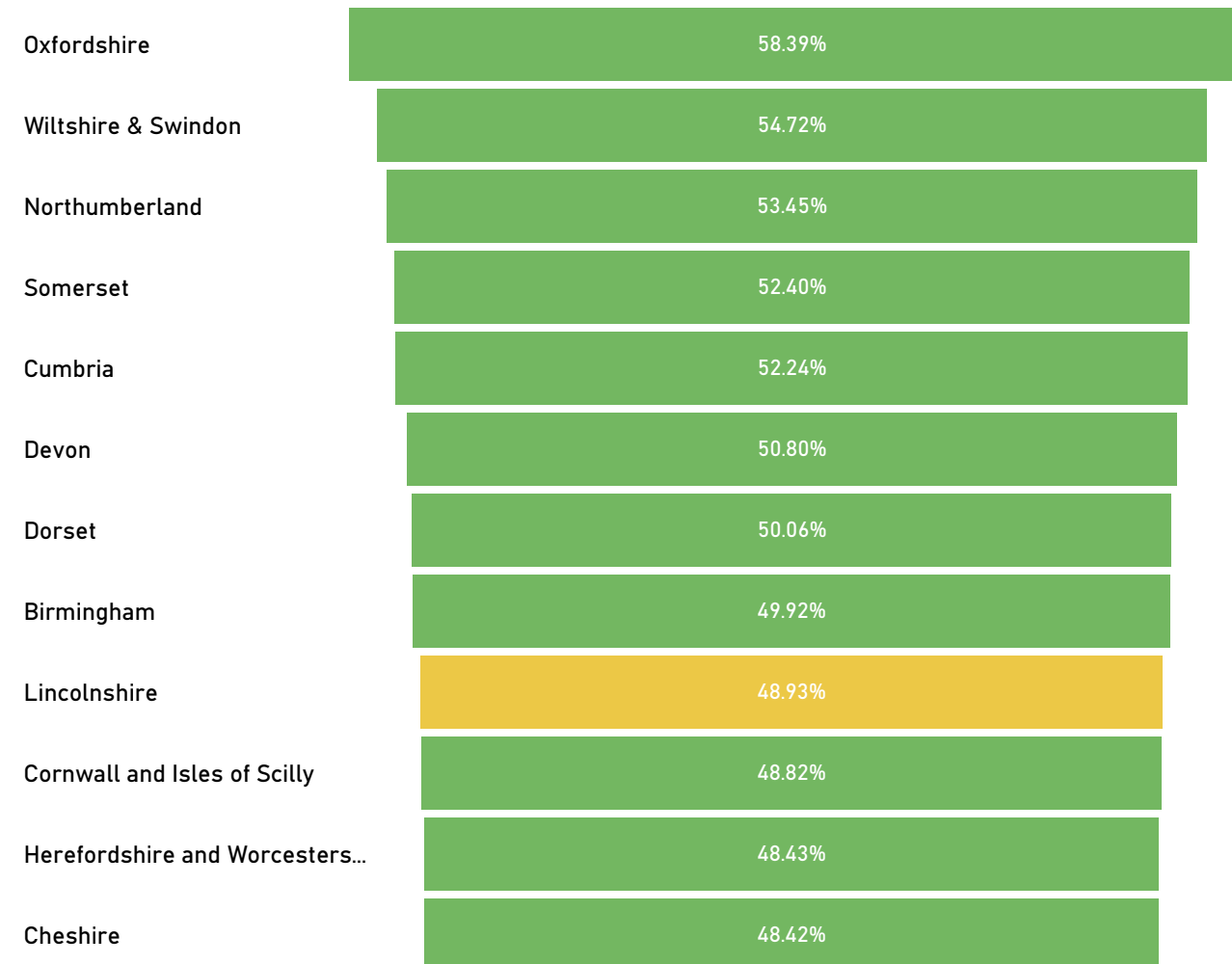
Lincolnshire Authorities Active Resident Proportions



South Kesteven Active Resident Proportion



Active Young People Proportion by Active Partnership

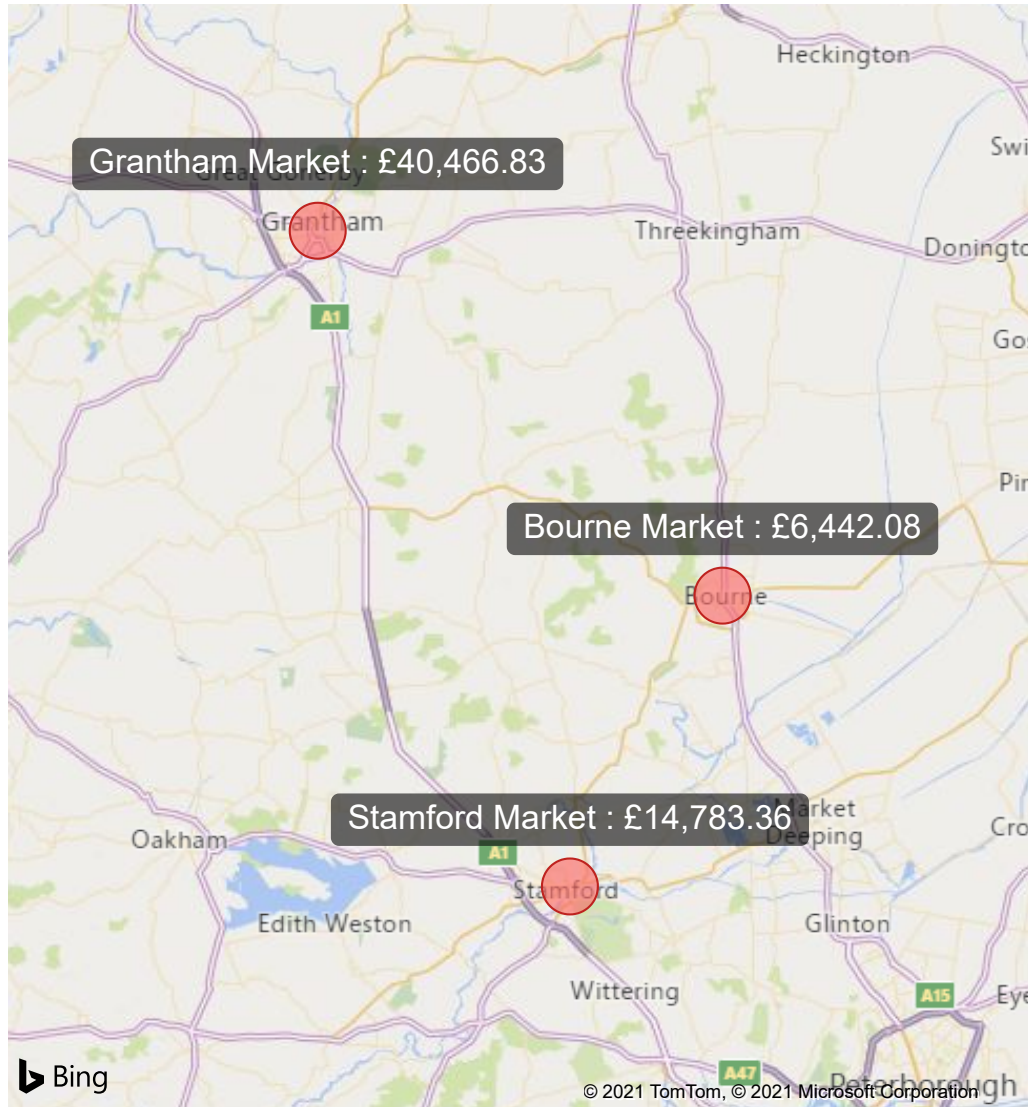


Action 11 of the Corporate Plan's 'Delivery of growth of our economy' priority is to Work closely with markets across South Kesteven and seek to maintain their viability. Success in this regard will be measured against the following Key Performance Indicator : Markets becoming cost neutral to SKDC.

Latest Data Available

2020/21

Market Cost to South Kesteven District Council in 2020/21



£118,750.00

Planned Cost of Delivering Markets in South Kesteven

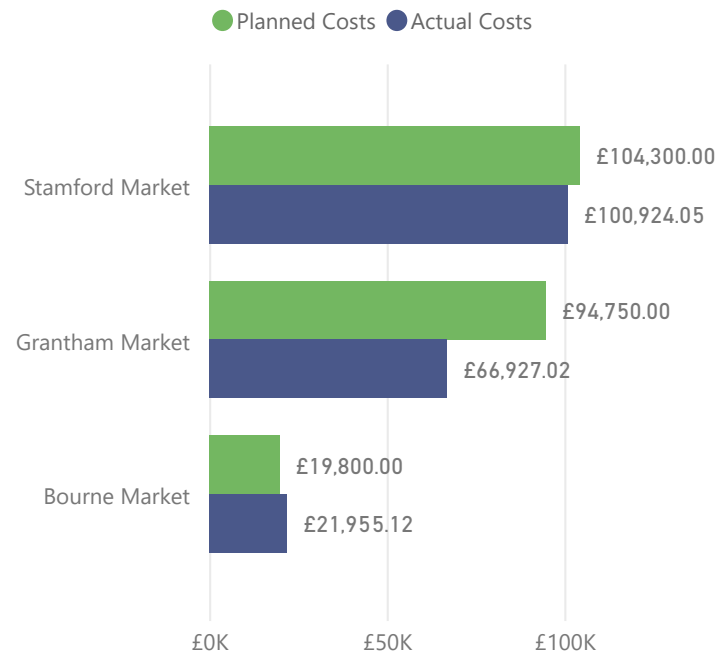
£61,692.27

Actual Cost of Delivering Markets in South Kesteven

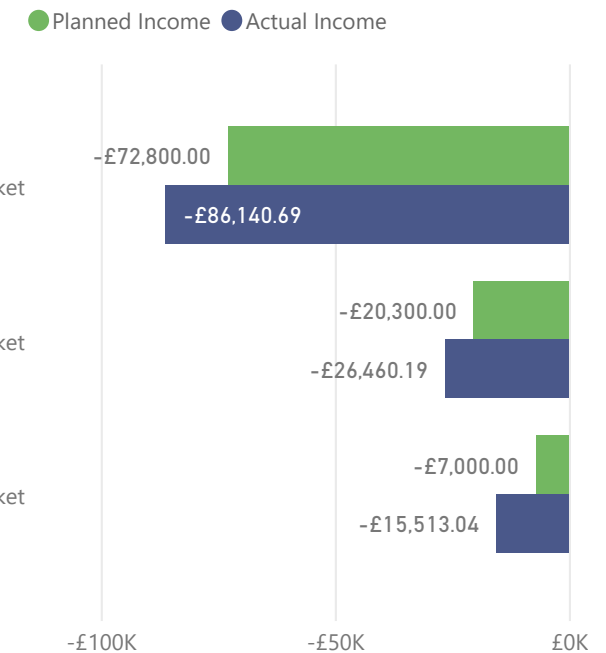
-£57,057.73

Different between Planned and Actual Costs

Costs of Market



Market Income



Action 9 of the Corporate Plan's 'Delivery of growth of our economy' priority is to 'Increase the amount of visitor spend within the district'. Success is measured in the cash value of visitor spend along with the number of Visitor attractions engaged with and supported by Invest SK.

2019

Latest Visitor Spend Data

This data is extracted from the STEAM model, An independent and robust mechanism for approximating the broad economic impact of tourism in the UK

2020/21

latest Data (Attractions Engaged)

46

Visitor Attractions Engaged

This is the baseline number of visitor attractions engaged within the district. Over the lifecycle of these KPI's the ambition is to grow this number, and that growth will be reported to the Committee.

£197M

Total Visitor Spend

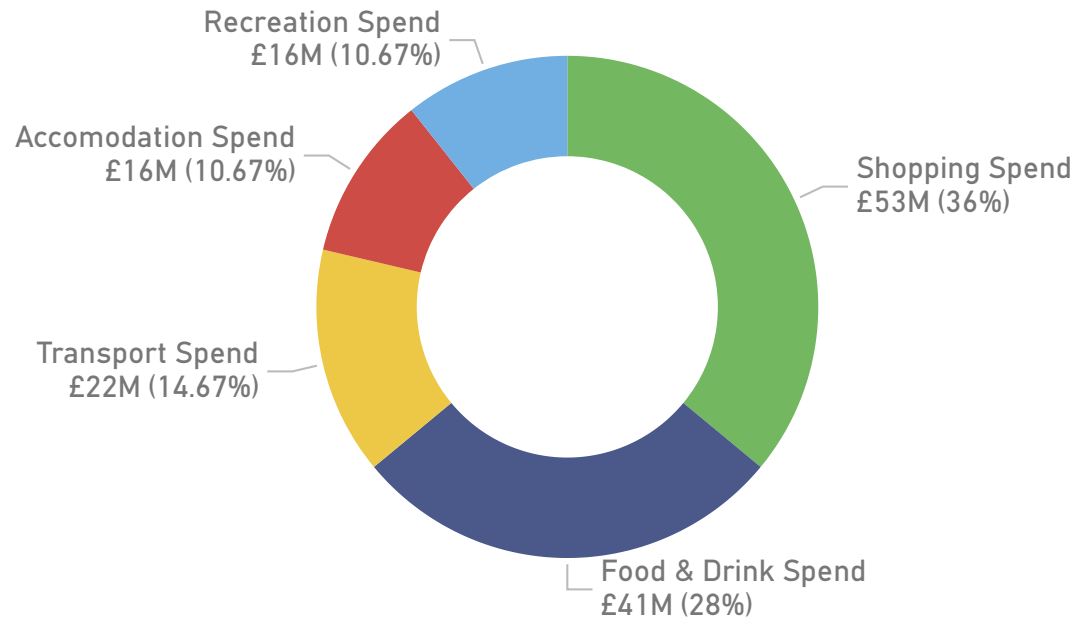
£148M

Direct Visitor Spend

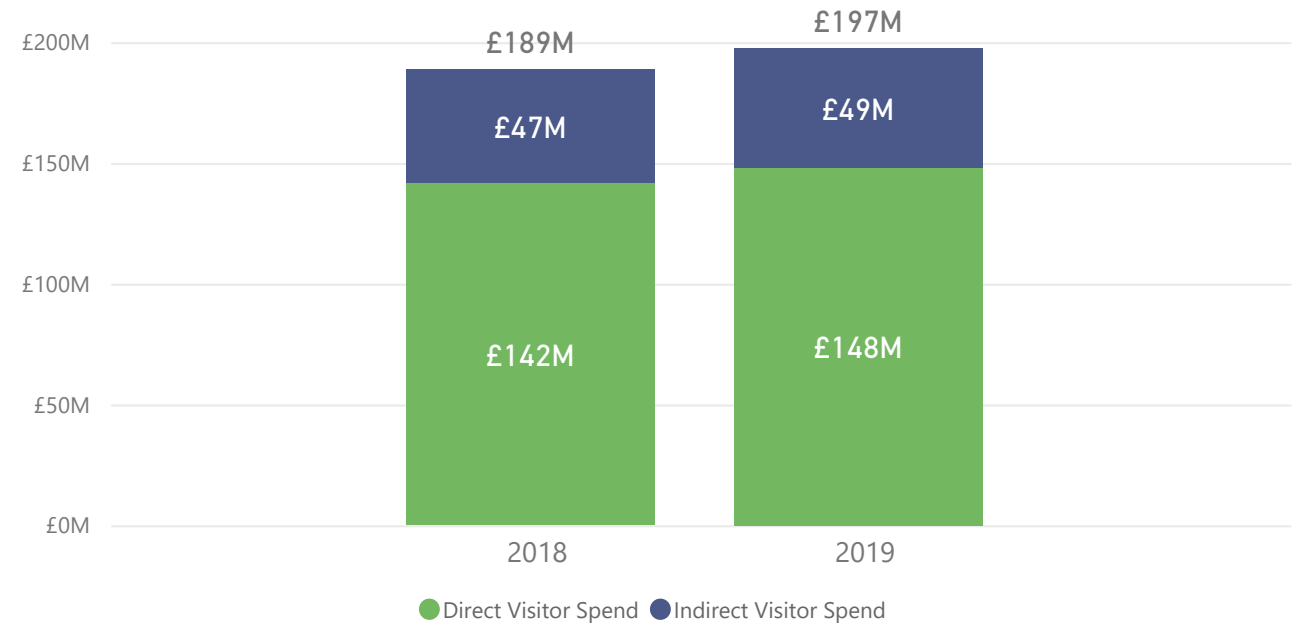
£49M

Indirect & induced Visitor Spend

Direct Visitor Spending In South Kesteven



Visitor Spending In South Kesteven by Year

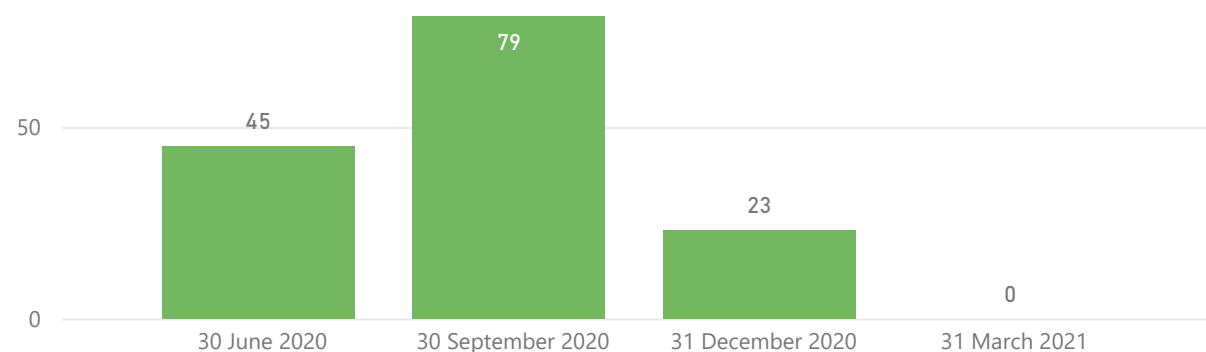


Action 5 of the Corporate Plan's 'Healthy and Strong communities' priority is to Celebrate and enhance the rich history of the District. Success in this will be measured by number of residents engaged through SK-promoted cultural activities.

March 2021

Latest Data - Cultural Activities

Value by Period



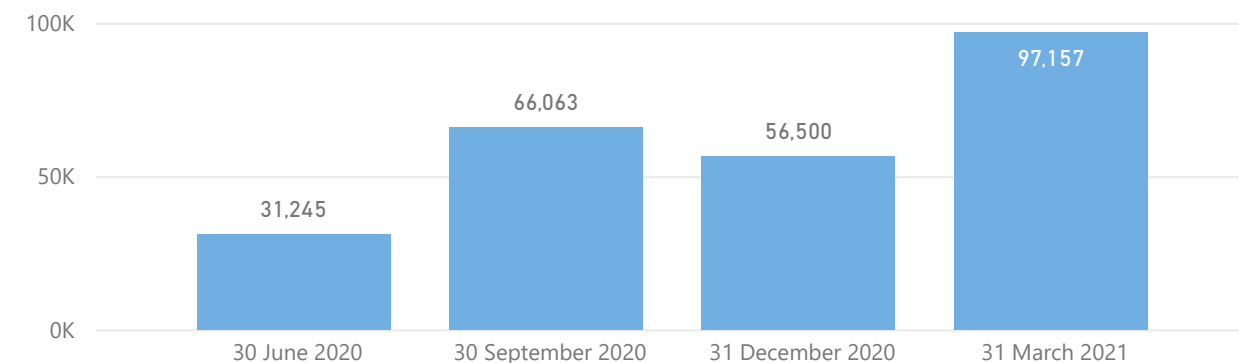
Programme limited through the winter period as venues closed for lockdown throughout Q4, and outdoor events restricted by winter weather conditions.

Action 6 of the Corporate Plan's 'Healthy and Strong communities' priority is to Adopt a new Cultural Strategy for the District, including the local Arts, Events and Festivals programme. Success in this, In addition to the milestone 'Adopting a new Culture Strategy', will be measured by the number of residents engaged through the new programme of activities.

March 2021

Latest Data - Cultural Activities

Value by Period



From 1 January 44 discrete events - Digital programme - participation (609), Digital programme - performance (8839), Deepings Literary Festival - Legacy Projects (Valentine's Day Author's Event – 26+), Facebook (87,495), SK Creative Artists' Network - 2 meetings – January and March (68), Schools' Creative Writing Workshops x 2 (120). Future reporting (where relevant) will include: HSHAZ Cultural Programme, Other One-off project work with partners across SK, Bourne Projects and all other new programmes of activities