



**SOUTH
KESTEVEN
DISTRICT
COUNCIL**

**Culture and Visitor Economy Overview
and Scrutiny Committee**

8 September 2021

Report of: Councillor Barry Dobson

The Deputy Leader of the Council



Draft Sport and Physical Activity Strategy

To consider the draft Sport and Physical Activity Strategy for South Kesteven District Council, making recommendations before adoption by Cabinet.

Report Author

Emma Sharpe, Leisure Officer



07747769943



e.sharpe@southkesteven.gov.uk

Corporate Priority:	Decision type:	Wards:
Healthy and Strong Communities	Administrative	Two or more Wards

Reviewed by:	Karen Whitfield, Head of Leisure	26 August 2021
Approved by:	Nicola M ^c Coy-Brown, Director of Growth and Culture	29 August 2021
Signed off by:	Councillor Barry Dobson, The Deputy Leader of the Council	1 September 2021

Recommendations to the decision makers

1. **Considers the draft Sport and Physical Activity Strategy and makes suggestions for inclusion or amendment.**
2. **Recommends to Cabinet that the draft Sport and Physical Activity Strategy is adopted as the Council's strategic document to underpin the corporate priority of Healthy and Strong Communities.**

1 The Background to the Report

- 1.1 The Council's Corporate Plan (2020 – 2023) identifies Healthy and Strong Communities as a key priority. To underpin this priority there is a commitment to develop and adopt a Sport and Physical Activity Strategy for the district.
- 1.2 On 22 June 2021, Members of the Culture and Visitor Economy Overview and Scrutiny Committee considered a report which provided an update on the development of the Sport and Physical Activity Strategy. It was proposed that the Strategy would focus on providing opportunities for residents to be more active and identify a broad range of opportunities to incorporate activity into everyday life.
- 1.3 At the meeting, Members approved the process for developing the Strategy, together with the scope and key themes to be explored. It was further agreed that the Culture and Visitor Economy Overview and Scrutiny Committee would consider the draft Strategy once this had been developed.
- 1.4 In developing the Strategy, it has been important to recognise that the Council alone cannot deliver its corporate ambition to build healthy and strong communities. To maximise the opportunities for our residents to increase their physical activity levels and adopt a healthy lifestyle, it has been important that the Strategy reflects the collective ambitions and views of our partner organisations and key stakeholders.
- 1.5 The draft Strategy builds on a series of consultations and drop-in sessions which initially took place in 2019 with a wide range of clubs, stakeholders and residents in the district. Since then, further work has taken place to expand the key themes and to develop a draft action plan which forms a key part of the Strategy.
- 1.6 In July and August 2021, further consultation took place with partner organisations to refresh the information gathered in 2019 and to discuss the agreed priority outcomes and key themes.
- 1.7 Council officers from the Leisure Team have also met with Active Lincolnshire, the county's active sports partnership, to consider how the Strategy aligns with the county-wide agenda. Consideration has also been given to how the draft Strategy aligns with Sport England's 'Uniting the Movement' campaign (available online via: <https://www.sportengland.org/why-were-here/uniting-the-movement>).
- 1.8 Meetings have been held with the local sports charity Inspire+ to consider how the Strategy impacts young people, and how best to encourage partnership working to achieve the mutual objective of getting young people more active, more often in South Kesteven.
- 1.9 Further consultation has taken place with LeisureSK Ltd, as the Council's current leisure provider, to consider how the Strategy aligns with the work they already do and to identify any further opportunities, both within the Council's leisure facilities, and in the local community.
- 1.10 Discussions have taken place with other Council teams to establish how collectively the Council can make improvements to the health and wellbeing of residents across all service areas. This has included discussions with officers in the Council's housing, corporate operations and planning teams. These conversations have highlighted some key areas, and potential projects, for Council teams to work together to promote healthy, active lifestyles for residents and in the community.

- 1.11 Council officers have attended training and workshops with Sport England and the Chief Cultural and Leisure Officers Association. A key topic of discussion has focussed on navigating local systems and systems leadership to enable shared learning and experiences with other districts, active partnerships, and key stakeholders. This has helped form and shape some the ideas and key themes within the draft Strategy and has ensured alignment with the national government agenda.
- 1.12 Alongside the work of the Sport and Physical Activity Strategy, the Council has committed to the Mental Health Challenge for local authorities and has acknowledged the Council's role to play in improving the mental wellbeing for everyone in the community. This is across all the Council's areas of responsibility, including: housing, community safety, engagement, planning and leisure.
- 1.13 Initial conversations have taken place with those that play a role in health within the community, this has included the National Health Service (NHS) Neighbourhoods team and social prescribers. Further work will be undertaken to look at delivering a whole systems approach and developing integrated care systems.
- 1.14 During the development of the Strategy the Council's Leisure Team have been advocating improvements to the cycle and walking pathways to provide more opportunities for residents to be active and encourage active commuting. The Council's Leisure Team are in conversations with Lincolnshire County Council, as part of the consultation process, for these specific projects (as noted in the action plan within the Strategy).
- 1.15 The results of the consultation undertaken have been included in the draft Sport and Physical Activity Strategy which is attached at **Appendix One** for consideration by the Members of this Committee.

2 Consultation and Feedback Received, Including Overview and Scrutiny

- 2.1 The draft Sport and Physical Activity Strategy has been developed using the key themes and methodology previously approved by the Culture and Visitor Economy Overview and Scrutiny Committee.
- 2.2 As detailed within the body of the report a series of consultation events have taken place with key organisations and stakeholders. The draft Sport and Physical Activity Strategy has taken account of the feedback received and is a collective representation of the consultation responses.

3 Available Options Considered

- 3.1 Within the Council's Corporate Plan there is a commitment to the development of a Sports and Physical Activity Strategy for the district, therefore the 'do nothing' option was discounted.

4 Preferred Option

- 4.1 The attached draft Sport and Physical Activity Strategy provides a basis and framework for the Council to deliver on its corporate ambition to increase the health and wellbeing outcomes within our local communities.

5 Reasons for the Recommendations

- 5.1 Once adopted the Sport and Physical Activity Strategy will set out how the Council can work towards the delivery of its corporate priority of Healthy and Strong Communities.

- 5.2 The Strategy forms an overarching vision for the district, and a platform for the Council to work collectively with the other providers in the district to deliver increased levels of physical activity and health and wellbeing.

6 Next Steps – Communication and Implementation of the Decision

- 6.1 The draft Sport and Physical Activity Strategy will be updated to reflect any final comments from the Culture and Visitor Economy Committee and will then be presented to a future meeting of the Cabinet for adoption.

7 Financial Implications

- 7.1 At this stage there are no financial implications for 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.

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

8 Legal and Governance Implications

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

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

9 Equality and Safeguarding Implications

- 9.1 The Strategy has been developed in line with the Council's Equality and Diversity Annual Position Statement and Safeguarding Policy.
- 9.2 LeisureSK Ltd, as the leisure provider for the Council, has an Equality and Diversity Policy and Safeguarding Policy that is specific to leisure industry standards.
- 9.3 The Strategy identifies and seeks to reduce inequalities and remove any barriers to undertaking physical activity. Target groups have been identified in the Strategy including residents from priority wards, young people, older adults, and people with disabilities and long-term health conditions, including mental health.

10 Risk and Mitigation

- 10.1 There are no risks arising from this report.

11 Community Safety Implications

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

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

- 12.1 Health is closely linked to the environment. Individual action can make a difference and when taken together, adds up to collective action to make an even bigger difference. The Strategy will aim to encourage healthy, active lifestyles for residents, including an emphasis

on reducing reliance on cars by using 'active transport' (such as walking and cycling) or public transport to contribute towards reducing the carbon footprint of the district.

12.2 The provision of outreach activities in localities will reduce the need to travel.

13 Other Implications (where significant)

13.1 None arising from this report.

14 Background papers

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

15 Appendices

15.1 Appendix One – Draft Sport and Physical Activity Strategy for South Kesteven District Council.