



SOUTH  
KESTEVEN  
DISTRICT  
COUNCIL



# Culture and Visitor Economy Overview and Scrutiny Committee

28 February 2023

Report of Councillor Adam Stokes,  
Deputy Leader of the Council and  
Cabinet Member for Finance and  
Leisure

## Sport and Physical Activity Strategy

### Report Author

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### Purpose of Report

To provide an update on the progress and delivery of the Sport and Physical Activity Strategy.

### Recommendations

**In noting the progress and delivery of the Sport and Physical Activity Strategy for South Kesteven, it is recommended the Culture and Visitor Economy Overview and Scrutiny Committee:**

- 1. Considers the results of the latest Active Lives data available for South Kesteven and agree to consider the results of future Active Lives survey data as part of the regular six-monthly updates provided.**
- 2. Suggest enhancements to the extent and clarity of the information produced for the next six-monthly update report.**

## Decision Information

Does the report contain any exempt or confidential information not for publication?

No

What are the relevant corporate priorities?

Healthy and strong communities

Which wards are impacted?

Two or more wards

## 1. Implications

Taking into consideration implications relating to finance and procurement, legal and governance, risk and mitigation, health and safety, diversity and inclusion, 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. 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: **Alison Hall-Wright, Assistant Director of Finance**

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

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

Legal Implications reviewed by: **Graham Watts, Assistant Director of Governance and Monitoring Officer**

## 2. Background to the Report

- 2.1 The Council's Corporate Plan (2020 – 2023) identifies Healthy and Strong Communities as a key priority. To underpin this priority, the Council's Leisure Team has been implementing the actions identified in the Sport and Physical Activity Strategy (the Strategy) for the district, targeting key areas and working with partners to provide opportunities for residents and visitors to live healthy, active lifestyles.

- 2.2 This Committee last received an update report relating to the Sport and Physical Activity Strategy and Active Lives Survey data eight months ago. For ease of

reading the remainder of this report is broken into the two key areas with subsets as follows:

A. An overview of the work undertaken to support the Sport and Physical Activity Strategy and accompanying action plan

- Physical Activity Initiatives for Council employees
- Partnership and collaborative working
- Events

B. Active Lives Survey

## **A. An overview of the work undertaken to support the Sport and Physical Activity Strategy and accompanying action plan**

2.3 A review of the Council's website and social media activity has been undertaken with a view to continuing to support a variety of stakeholders and organisations with their events, and to provide residents with physical activity opportunities across South Kesteven. This includes a link to the Slow Ways initiative which was discussed at the previous Committee meeting in June 2022. [Health and fitness \(southkesteven.gov.uk\)](https://www.healthandfitness.southkesteven.gov.uk)

### Physical Activity Initiatives for Council employees

2.4 Physical Activity initiatives for Council employees were implemented in January 2023, starting with the #TeamSK step challenge in which 120 participants enrolled. A range of other activities have commenced such as the Wednesday Walk, which averages eight walkers per week, and weekly 'Let's Get Physical' information packs which are distributed to all staff and include diet and wellbeing advice.

2.5 A week of free fitness classes at Bourne and Grantham took place during January 2023 where 11 Council employees trialled fitness classes to kickstart a new habit. Positive feedback was obtained about the wellbeing initiatives and a total of 288 views were recorded on the digital information packs.

### Partnership and collaborative working

2.6 Officers have continued to develop strong collaboration with our partner organisations, stakeholders and communities, without them achieving the Council's corporate ambition of Healthy and Strong Communities would not be possible. Officers from the Council's Leisure Team have actively been attending:

- Monthly leisure leads meetings with Active Lincolnshire
- Monthly UKActive webinars
- Workshops with Sport England and the Chief Cultural and Leisure Officers Association (CLOA)

- The Ageing and Physical Activity network meetings, led by The University of Lincoln to stay up to date with the latest trends and remain up to date with the regional and national picture.

2.7 In November 2022, Officer's attended the Association for Public Service Excellence (APSE) Sports and Leisure Seminar which looked at a range of leisure specific challenges including decarbonisation, ageing facilities and the rise in local authority trading companies managing leisure facilities.

### Active Lincolnshire

2.8 The 'Activity Finder' developed by Active Lincolnshire, now boasts an impressive 260 activities or clubs on the website, providing residents in South Kesteven with an online tool to find activities in their local area.

<https://www.activelincolnshire.com/get-involved/lets-move-lincolnshire/club-and-activity-finder>

2.9 The online tool is constantly growing, and the Council's Leisure Team are actively promoting the Club and Activity Finder to all clubs and organisations they work with.

2.10 In collaboration with Active Lincolnshire and the Council's Housing Team, work has begun to identify opportunities for physical activity and wellbeing for residents living in sheltered housing and council houses within South Kesteven. As part of a workshop, emphasis was placed on gaining a better understanding of the lives of the residents, the places they live, and the connection points for residents within various council services. Action points from this workshop were to implement 6-week touch points, identify physical activity opportunities within sheltered housing, and educate residents on free and low-cost activities available.

### We are Undefeatable

2.11 Council Officers have been working in partnership with 'We are Undefeatable', which is a campaign consisting of fifteen leading health and social care charities and is funded by the National Lottery in conjunction with Sport England. The aim is to support people living with a range of long-term health conditions to move more in a way that works for them. More details are available on the We Are Undefeatable website available online at: <https://weareundefeatable.co.uk/>

### One You Lincolnshire

2.12 One You Lincolnshire is the county's free health and wellbeing programme designed to help residents to become healthier with a variety of free activities. Support is provided to help individuals make small, sustainable changes to improve their health and wellbeing and live a longer, happier life.

- 2.13 In January 2023, the Council supported One You Lincolnshire with the launch of their new programme 'Heart & Sole', using Wyndham Park Visitor Centre as the hub for the launch. A total of 57 residents registered for the 12-week programme targeted to get residents moving who were not completing the desired 150 minutes of physical activity per week.
- 2.14 LeisureSK Ltd have benefitted from an increase on registrations for their Exercise on Prescription programme. This is 12-week structured physical activity programme following referral by a health care professional and is aimed at those doing less than 150 mins of physical activity a week. The programme is funded by One You Lincolnshire and there are currently 50 participants on the programme across South Kesteven, with a further 51 on the waiting list.

### Events

- 2.15 The table below details events which have been supported or organised by the Council's Leisure Team:

<b>Name of event, date and location</b>	<b>Further details on event</b>
<b>SK's Wellbeing Event</b>  25 February 2023 at the Jubilee Life Centre, Grantham	The Council's Leisure Team have also contributed to organise SK's Wellbeing Event. A range of organisations were present to encourage physical activity suitable for all residents.
<b>Healthy Living with Long Term Conditions'</b>  20 February 2023 at Stamford Arts Centre	This event was free of charge and available for members of the public to attend. The Council partnered with SHEAC (Stamford Health, Education and Awareness Charity), Mindspace Stamford, One You Lincolnshire and 'We are Undefeatable' for this event. The event focussed on supporting those living with long-term health conditions, providing opportunities to seek valuable advice on undertaking physical activity, from a range of organisations.
<b>Mental Health Community Connector Event</b>  3 February 2023 at Stamford Arts Centre	Alongside Stamford Health Education and Awareness Charity (SHEAC), We are Undefeatable, Mindspace Stamford and the NHS Neighbourhoods Team, the Council hosted a Mental Health Community Connector Event. Thirty-one Stamford based organisations came together to discuss ways and techniques to support people's mental health and well-being, and to meet others in the community to develop collaborative working. The aim of the event was to enable GP surgeries and social prescribers to work more efficiently with one another.

<p><b>National Fitness Day</b>, part of the 'Fitness Unites Us' movement</p>	<p>The Council's Leisure Team worked alongside LeisureSK Ltd to ensure activity delivered both in and outside of the leisure centres aligns to the Council's Sport and Physical Activity Strategy. LeisureSK Ltd released a timetable of free fitness classes and swimming sessions from 20 to 25 September 2022 in aid of National Fitness Day.</p>
<p>20 to 25 September 2022</p>	

- 2.16 The information provided in **Appendix A**, outlines activity and highlights planned future actions.

## **B. Active Lives Survey**

- 2.17 Since the adoption of the Strategy in December 2021, the latest Active Lives Survey data has been published including data on both adults and young people. This information is available online at <https://activelives.sportengland.org>
- 2.18 The survey results for adults (16 years+) show that during this period, 54.7% of adults in South Kesteven were considered active, completing at least 150 minutes of activity a week. 15% were considered fairly active, completing 30-149 minutes of activity per week. However, 30.2% adults were considered inactive, completing less than 30 minutes activity a week. The results demonstrate a 6.8% decline in those considered active from the data available November 2019 – November 2020.
- 2.19 The survey data available for children and young people looks at activity levels by academic year, with the most recent academic year being 2021 – 2022. The Active Lives Children and Young People Survey for this period shows that across England, activity levels are back in line with those seen pre-pandemic (academic year 2018-2019). The proportion who are active, undertaking an average of 60+ minutes per day has increased by 2.6%, meaning there are 219,000 more active children and young people compared to 12 months earlier. The proportion who are less active, undertaking less than an average of 30 minutes per day, has decreased by 2.3%, meaning there are 143,000 fewer less active children and young people.
- 2.20 The data shows across England 47.2% of children and young people (3.4 million) are meeting the Chief Medical Officers' guidelines of taking part in sport and physical activity for an average of 60 minutes or more every day. Meanwhile, 30.1% (2.2 million) do less than an average of 30 minutes a day.
- 2.21 In comparison, the results for South Kesteven for the same period demonstrated 46.4% of children and young people were considered to be active, which is up by 0.9% on the previous year. 25% of children and young people were considered to be fairly active, which is up by 4.8% on the previous year, whilst 28.9% of children and young people were considered to be less active, which represents a reduction of 5.4% compared to the previous year.

- 2.22 The next Active Lives Adult survey data is due for release in April 2023. It is recommended this is reported to a future meeting of Culture and Visitor Economy Overview and Scrutiny Committee as part of the regular six-monthly updates.

### **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 Ltd and a range of partners across South Kesteven.

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

- 4.1 The Culture and Visitor Economy Overview and Scrutiny Committee have previously agreed to receive six-monthly updates on the delivery of the Council's Sport and Physical Activity Strategy.

### **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 the district. Members are encouraged to suggest enhancements to the extent and clarity of the information produced for the next six-monthly update report.

### **6. Background Papers**

- 6.1 *Sport and Physical Activity Strategy* - Report to Culture and Visitor Economy Overview and Scrutiny Committee, Published 14 June 2022, available online at: <http://moderngov.southkesteven.gov.uk/documents/s34704/Sport%20and%20Physical%20Activity%20Strategy%20Report.pdf>
- 6.2 *South Kesteven Sport and Physical Activity Strategy 2021-2026*, available online at: <http://www.southkesteven.gov.uk/CHttpHandler.ashx?id=28041&p=0>

### **7. Appendices**

- 7.1 Appendix A – Delivery of the Sport and Physical Activity Action Plan