



# Culture and Leisure Overview and Scrutiny Committee

26 March 2024

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

## Sport and Physical Activity Strategy – March 2024 Update

### Report Author

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### Purpose of Report

To provide an update on the progress and delivery of the Council's Sport and Physical Activity Strategy (2021 to 2026).

### Recommendations

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

1. Suggests any enhancements to the extent and clarity of the information produced for the next six-monthly update report.
2. Considers the results of the latest Active Lives data available for South Kesteven and notes the results of future Active Lives survey data will form part of regular six-monthly updates.
3. Endorses the suggested amendments to be made to the Council's Sport and Physical Activity Strategy following the launch of the Government's 'Get Active' Strategy and agrees to receive a draft of the refreshed Strategy at a future meeting.

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Does the report contain any exempt or confidential information not for publication?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?	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, 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. 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: **Richard Wyles, Deputy Chief Executive and 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 (2024-2027) identifies Connecting Communities as a key priority. To underpin this priority, the Council is delivering on the Sport and Physical Activity Strategy (the Strategy) which was adopted in 2021. 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 receive a six-monthly update on progress with the Action Plan contained within the Strategy, the

most recent update being provided at a meeting of the Committee on 5 September 2023 (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
- Active Lincolnshire
- Events
- Proposed Amendments to the Sport and Physical Activity Strategy 2021-2026

B. The Active Lives Survey

**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

2.4 In October 2024, Council Officers took part in a skipping challenge, completing 100 skips a day. As well as encouraging physical activity and boosting morale, a total of £326.71 was raised for Cancer Research UK.

2.5 In November 2023, a total of 37 Council Officers took part in a friendly 5-a-side football tournament for White Ribbon UK. White Ribbon UK is a charity that asks individuals and organisations to better their understanding towards men's violence against women and girls. A total of £504.85 was raised for the charity from the tournament and associated activity.

2.6 In January 2024, Council Officers joined One You Lincolnshire's '21.4' physical activity challenge. The challenge consisted of completing 21.4 minutes of physical activity every day for 28 days, which achieves the 150 minutes of physical activity recommended per week.

2.7 In February 2024, Team SK put forward two teams for the annual Rotary Swimarathon at Grantham Meres Leisure Centre. The teams completed a total of 324 lengths within 50 minutes, raising a total of £235 for local causes.

Partnership and Collaborative Working

2.8 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 to this Committee, new relationships have been developed and activities attended, these include:

- Monthly attendance at County Leisure Leads meetings coordinated by Active Lincolnshire.
- Monthly UK Active Webinars.
- Attendance at 'We are Undefeatable' webinars.
- Attendance at 'Improving Health and Increasing Activity Conference' in September.
- Attendance at workshops hosted by Sport England and the Chief Cultural and Leisure Officers Association (CLOA).
- Attendance at the Association for Public Service Excellence (APSE) Sport and Leisure Seminar, which explored the challenges and future of local authority sports and leisure services.
- Regular attendance at the Grantham Partnership Board where initiatives relating to physical activity are discussed and promoted.
- Attendance at Lincolnshire District Wide Health and Wellbeing Working Group.
- Attendance at the Lincolnshire District Wide Healthy Weight Partnership Board.

- 2.9 Officers have recently formed a positive relationship with the local Personalised Care Network (PCN), K2 Healthcare. Through this, collaboration is underway to enable GP Practices to sign up to the Active Practice Charter, with the aim of making positive changes in surgeries to boost staff and patient wellbeing by becoming more physically active.
- 2.10 Officers within the Leisure Team have also developed relationships with Positive Futures colleagues to identify place-based opportunities within the district. Positive Futures are an organisation which uses sport and physical activity to engage with young people in deprived communities.
- 2.11 The Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) has helped to shape a Local Skills Accountability Board, which South Kesteven District Council now sits on. This Board will bring together employers and education providers to match supply and demand effectively within the sport and physical activity sector.

#### Active Lincolnshire

- 2.12 South Kesteven District Council continues to promote the online Activity Finder to enable 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>
- 2.13 Two events have been hosted by Active Lincolnshire to support physical activity providers to thrive and grow. The events have connected physical activity, sport and

leisure sector businesses, charities, organisations and trusts with local providers of business support and wider services. The Council's team attended the events and developed positive connections and further enhanced their network.

### Events

- 2.14 **Table One** below details events which have been supported or organised by the Council's Leisure Team since August 2023.

<b>Table One: Events supported or organised by the Council's Leisure Team</b>	
<b>Name of event, date and location</b>	<b>Further details on event</b>
<b>Personalisation Event</b>  8 September 2023 at Stamford Arts Centre	The Council's Leisure Team worked in partnership with Stamford Health, Education and Awareness Charity (SHEAC) to deliver a 'Help is out there' event to enable residents to meet local providers supporting those living with long term health conditions.
<b>Health and Wellbeing Event</b>  26 September 2023 at Bourne Corn Exchange	The Council's Physical Activity and Wellbeing Lead worked in partnership with the Patient Participation Groups (PPG) at Bourne GP Practices. This event focused on the local physical activity opportunities to support mental and physical health and wellbeing. A range of different physical activity tasters were delivered throughout the day, with 283 visitors coming through the doors.
<b>Guided Cycle Rides</b>  Wyndham Park to Belton House	Following the Gear up Grantham cycle event held in July 2023, monthly family-guided rides - led by British Cycling Leaders, have been introduced. A total of eight rides have taken place, all stopped off at Belton House where a ranger delivered talks about the park and wildlife.
<b>Grantham Aches and Pains Hub</b>  11 January 2024 at Grantham Meres Leisure Centre	It was established there were 250 Musculoskeletal patients on 13 weeks+ waiting list in Grantham. Providers therefore came together to create an Aches and Pains Hub. This event provided advice about pain management, physiotherapy, improving overall health and wellbeing and effective ways to self-manage aches and pains. Patients were invited by their GPs to book an appointment for the day, however the hub is available for all residents to attend.

- 2.15 The information provided in **Appendix A** highlights planned future activity in the coming months.

- 2.16 In August 2023, the Government released 'Get Active: a strategy for the future of sport and physical activity' which can be accessed online at: [https://assets.publishing.service.gov.uk/media/64ef008f13ae15000d6e302c/11187-DCMS-Sports Strategy CM ACCESSIBLE-02.pdf](https://assets.publishing.service.gov.uk/media/64ef008f13ae15000d6e302c/11187-DCMS-Sports%20Strategy%20CM%20ACCESSIBLE-02.pdf)
- 2.17 Following the publication of this strategy, a review of the Council's Sport and Physical Activity Strategy (2021 – 2026) has been undertaken to ensure that the Government's objectives can continue to be met locally.
- 2.18 To ensure the Council's Strategy remains fit for purpose and aligns with Central Government's Strategy the following additions are required to the Priority Outcomes for South Kesteven:
- Adults should do a minimum of 150 minutes per week of moderate intensity exercise.
  - Children should take part in sport and physical activity for an average of 60 minutes a day.
  - Disabled children should undertake an average of 20 minutes of sport and physical activity a day.
  - Inclusion of 'Women and Ethnic Groups' as a priority group for tackling inactivity.
  - Highlighting that there are increasing rates of diabetes in young people as well as obesity.
- 2.19 The action plan for the Council is broken down into four areas: Active Society, Active Place, Active People and Active System. The following additions are required to ensure we can achieve our Strategy:
- **Active Society** - understand motivation levels which lead to inactivity.
  - **Active People** - improve and increase place-based work in areas with the highest inactivity levels and other social need indicators.
  - **Active People** – work with health care networks to deliver targeted interventions, using local leisure in a holistic and innovative manner.
  - **Active System** – be part of the conversation with other districts collectively working on a health and wellbeing strategy and action plan.
- 2.20 Should the Culture and Leisure Overview and Scrutiny Committee endorse the changes identified in paragraphs 2.18 and 2.19 above, a full refresh of the Strategy will be presented to this Committee at a future meeting allowing Officers the opportunity to ensure it fully reflects the Council's Corporate Plan (2024 – 2027), the changes in relation to lead Members and alignment with Central Government objectives.

## **B. Active Lives Survey**

- 2.21 The most recent Active Lives Adult Survey data was published in April 2023 and is available online at <https://activelives.sportengland.org/>. This information is

unchanged since the report was provided to the Culture and Leisure Overview and Scrutiny Committee in September 2023. The next set of data will become available in April 2024 covering results for the period November 2022 to November 2023.

- 2.22 The latest set of data for Children and Young People was published in December 2023, which is also accessible through the link provided in paragraph 2.19. The results demonstrate an improvement on the previous data available that 50.5% of children and young people are considered active achieving 60 minutes of activity a day, and 23.3% are considered fairly active achieving 30-59 minutes of activity a day. However, 26.1% were considered less active, achieving less than an average of 30 minutes of activity a day.
- 2.23 Sport England have assessed the results of Active Lives data for Children and Young People and have identified several positives, including more girls playing football since the Lionesses won Euro 2022. There are also one million (11.5%) more children and young people walking, cycling or scootering to get places than there were five years ago, demonstrating an increase in active travel.

### **3. Key Considerations**

- 3.1 The Councils 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 suggestion enhancements to the extent and clarity of the information produced for the next six-monthly update report.
- 5.2 Members are also requested to consider and endorse the proposed additions to the Strategy to ensure that the outcomes align with national guidance.

### **6. Background Papers**

- 6.1 *Sport and Physical Activity Strategy – September 2023 Update – Report to Culture and Leisure Overview and Scrutiny Committee, published 25 August 2023, available online at:*

<https://moderngov.southkesteven.gov.uk/documents/s38849/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/CHtpHandler.ashx?id=28041&p=0>

## 7. Appendices

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