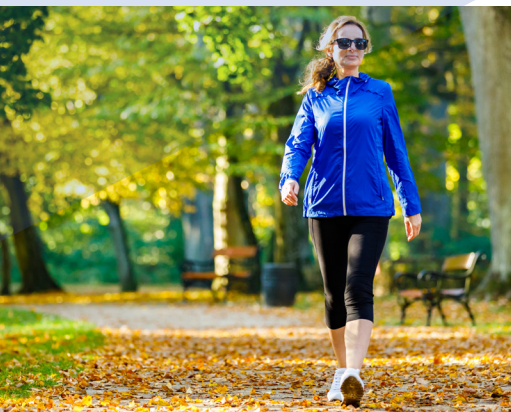


# Sport & Physical Activity Strategy

2021/26



SOUTH  
KESTEVEN  
DISTRICT  
COUNCIL

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## **Vision:**

**Inspiring everyone to  
live a more active life**

## **Mission:**

**Providing opportunities  
for people to be more  
active, more often**

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# Our vision for South Kesteven

Our Corporate Plan clearly sets out how South Kesteven District Council intends to be 'a thriving District to live in, work and visit'.

This plan outlines our role in ensuring we have connected communities and encourage sport and physical activity to support healthy lifestyles and reduce health inequalities.

As a Council, we have shown our commitment to ensuring there are opportunities for people to be active in South Kesteven, including the establishment of LeisureSK Ltd who took over the management of the Council's leisure centres in January 2021. We will work together to provide high quality facilities, that are customer focused and meet the needs of residents in South Kesteven. We also have a shared ambition to provide outreach activities in our communities, providing opportunities for all to be active across the whole District.

We have shown that we can work with partners and adapt to ever-changing circumstances. During the COVID-19 crisis we remained proud supporters of the Mini Olympics and, although it was not possible to run the event at our South Kesteven Sports Stadium, local sports charity Inspire+ ran a virtual event. This meant that, although our young people could not all be in one place to celebrate everything the Olympics encompasses, they could still be active from their schools and in their homes.

As a district council, we will continue to work hand-in-hand with other partners and stakeholders at a district, county and national level so that collectively we can deliver for the residents of South Kesteven. We want to tackle the inequalities we see in participation in sport and physical activity and health, remove barriers and provide residents and visitors to South Kesteven with opportunities to "be more

active, more often." This needs to be integrated into our lifestyles, not just in organised sport and physical activity, but in the way we commute, in our workplaces and how we choose to spend our free time.

This strategy is a vision for the next five years. It sets out the mission to provide opportunities that our residents need now and, in the future, to build healthy and strong communities and encourage residents to live healthy, active lifestyles.



**Cllr Ashley Baxter**


Leader of the Council and Cabinet Member for  
Finance and Economic Development  
South Kesteven District Council



**Cllr Paul Stokes**

Deputy Leader of the Council and Cabinet Member  
for Culture and Leisure

 @southkesteven

 @southkdc

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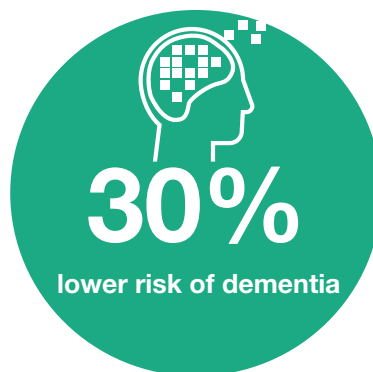
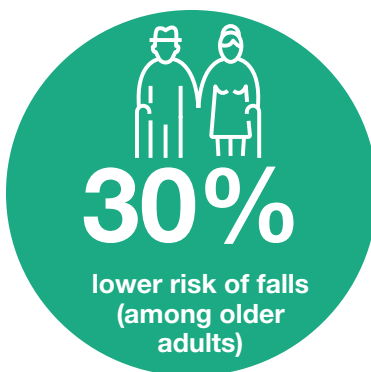
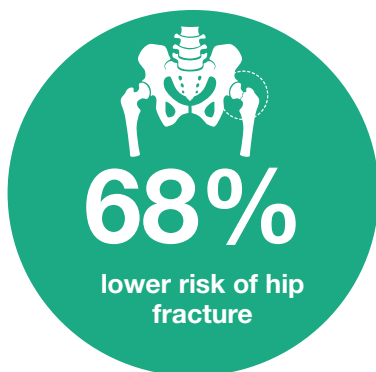
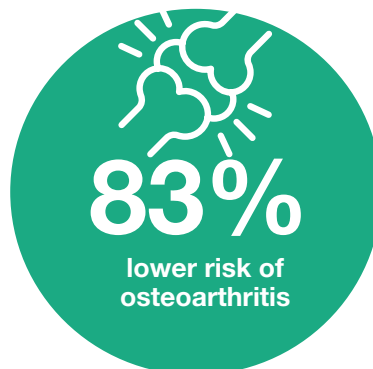
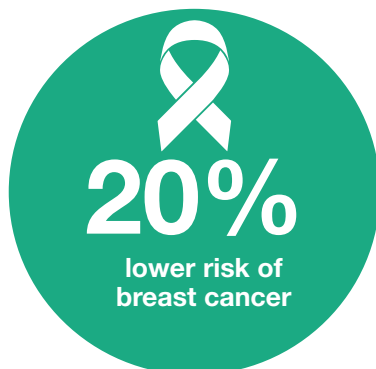
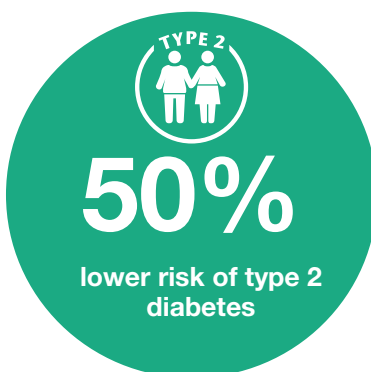
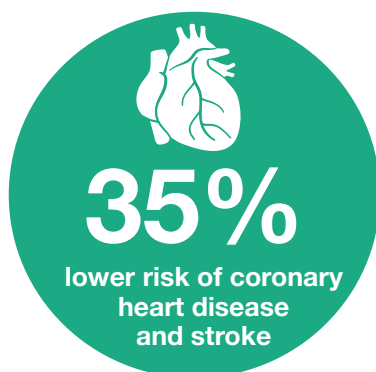
# The importance of sport and physical activity

## BENEFITS OF EXERCISE<sup>2</sup>:

 Develops co-ordination	 Strengthens muscles and bones	 Reduces stress
 Boosts self esteem	 Makes you feel good	 Improves quality of life
 Improves sleep quality	 Helps maintain healthy weight	 Improves health and fitness
 Improves concentration and learning		

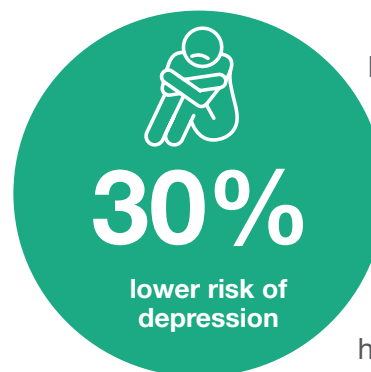


## It's medically proven that people who do regular physical activity have<sup>3</sup>:



The benefits of physical activity are well documented. For young people, sport and physical activity helps their bodies and minds develop, and in the older generation being physically active reduces the risk of illnesses such as heart disease, stroke, certain types of cancer and osteoporosis. Being physically active has a positive effect on our mental wellbeing by reducing anxiety, combatting loneliness, and reducing the impact of social isolation.

The benefits to our health are astounding, every year **30 million** active lifestyles are credited with **30 million** fewer GP visits and leading an active lifestyle prevents **900,000** cases of diabetes and **93,000** of dementia – a combined saving of **£7.1**

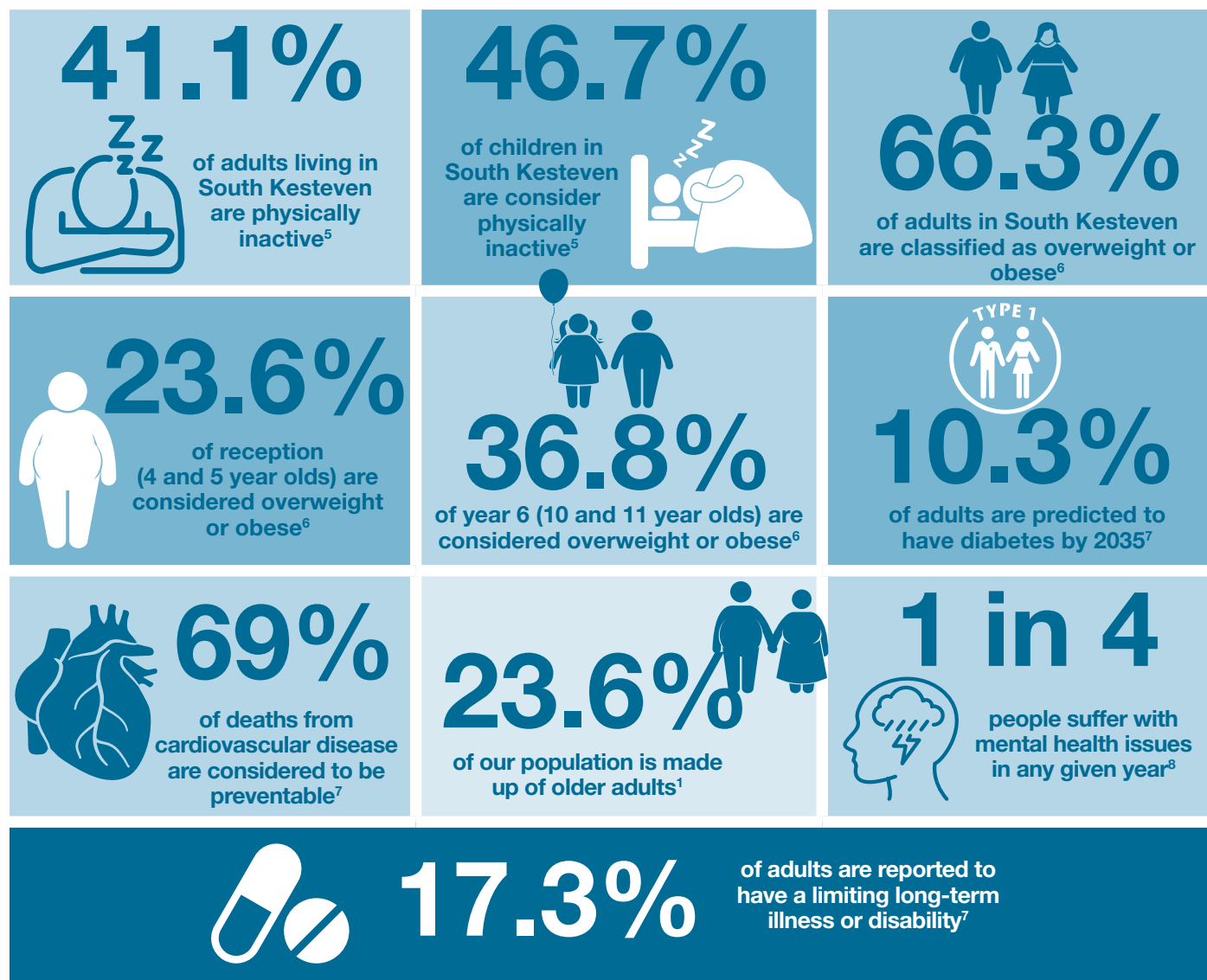


**billion** to the UK economy.<sup>4</sup> With collaborative working across the public health system and with other services, we can work together to focus on disease prevention, empower residents with knowledge about healthy lifestyles choices, encourage activity and in turn, address health inequalities.

There is both a need and an opportunity for physical activity, sport, and wellbeing to play a major role in helping the health of the nation recover from COVID-19. During this time, we also acknowledge that people's behaviours will have changed and that we need to provide new opportunities and innovative ways for people to be active in their everyday lives.

# About our District - key issues in South Kesteven

## IT'S MEDICALLY PROVEN THAT PEOPLE WHO DO REGULAR PHYSICAL ACTIVITY HAVE<sup>5</sup>:



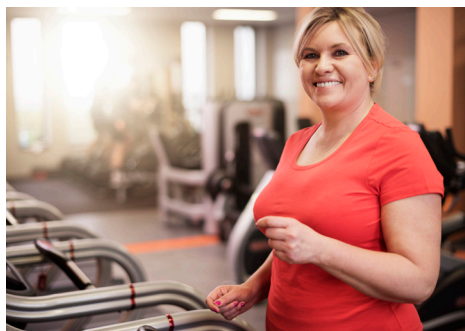
South Kesteven has a wealth of community assets, leisure facilities, parks, countryside paths and open spaces that are well situated to provide opportunities to be active in our communities.

These opportunities need to be focused in areas that will make the most difference to local people. We recognise that there are health inequalities in our communities and as a result, we need to ensure that our services reach and access key priority communities.

South Kesteven covers a vast area of **365sq miles** and is made up of our four market towns and many rural areas. We know that not everyone will be able to travel to their local leisure facility, and the importance of providing opportunities to be active in the heart of our communities.

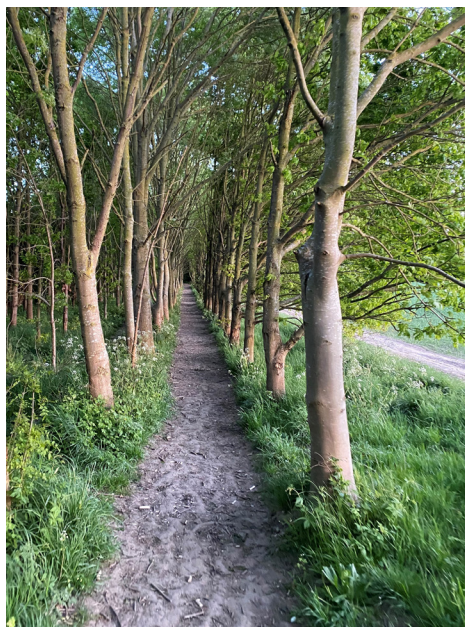
With a population of **143,347**, and a forecast to grow by around **4.5%** over the next ten years, and by **7.7%** between now and **2040**, ensuring spaces to be active in our growing communities forms an important part of our planning processes.





## Establishment of LeisureSK Ltd

In January 2021, LeisureSK Ltd was established to run the Council's leisure provision, demonstrating a commitment to provide high quality leisure facilities and outreach activities in our communities, providing opportunities for people to be more active, more often.





# Priorities for South Kesteven

**Vision:** Inspiring everyone to live a more active life

**Mission:** Providing opportunities for people to be more active, more often

South Kesteven aspires to have a Sport and Physical Activity Strategy which brings together a wide group of partners, with shared objectives, creating, promoting, and enhancing opportunities for sport and physical activity as a key means to help create a healthier district.

The priority outcomes outlined below underpin the work we do and our aspirations for our leisure services.

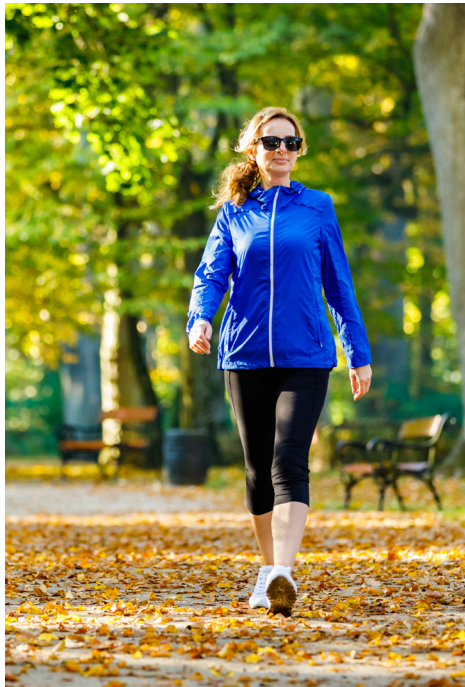
Priority Outcome	Why this is important
Improving the health of residents and visitors by encouraging and providing opportunities for people in South Kesteven to be more active, more often <ul style="list-style-type: none"><li>Adults should do a minimum of 150 minutes per week of moderate intensity exercise.</li><li>Children should take part in sport and physical activity for an average of 60 minutes a day.</li><li>Disabled children should undertake an average of 20 minutes of sport and physical activity a day.</li></ul>	<ul style="list-style-type: none"><li>Obesity and illnesses such as diabetes and cardiovascular disease are prevalent in our society but often preventable</li><li>There is a significant cost to the NHS to treat these illnesses</li><li>Regular exercise as part of a healthy lifestyle is proven to reduce the risk of certain illnesses</li></ul>
Tackling inactivity in priority groups and areas, increasing the numbers of people taking part in physical activity and the frequency this is undertaken to include: <ul style="list-style-type: none"><li>The Council's priority wards and rural areas</li><li>Young people</li><li>Women and ethnic groups</li><li>Older adults</li><li>People with disabilities and/or long-term health conditions</li></ul>	<ul style="list-style-type: none"><li>South Kesteven is made up of 365sq miles, our rural communities may not have access to our traditional leisure facilities</li><li>There are increasing rates of obesity and diabetes in young people</li><li>23.6% of the population in South Kesteven are older adults<sup>1</sup></li><li>Participation in physical activity is lower for people with lower incomes</li><li>Participation in physical activity is lower for people with disability and/or long-term health conditions</li></ul>
Provide high quality leisure facilities and activities to deliver positive and affordable opportunities for people to improve their health and wellbeing	<ul style="list-style-type: none"><li>Providing safe places for people to be active encourages participation</li><li>Positive and affordable opportunities ensure our services are available to all and encourage return</li></ul>
Nurture robust and meaningful partnerships across sectors to improve activity opportunities and encourage partnership working and improve community cohesion	<ul style="list-style-type: none"><li>Working in collaboration with other partners, we can pool our resources, utilise our communication channels and achieve so much more</li><li>Sport and physical activity provide opportunities for socialising and brings communities together</li><li>Community cohesion and anti-social behaviour can be reduced by providing opportunities to be active, particularly for young people</li></ul>
Improving knowledge of the benefits of physical activity and deliver a positive customer experience for those who visit the Council's leisure facilities and engage with services	<ul style="list-style-type: none"><li>Educating people on the benefits of physical activity is more likely to result in behaviour change</li><li>Delivering a positive customer experience will result in repeat visits and increased participation</li></ul>





## Parks – A Hub for Activity

Over recent years, Wyndham Park has achieved Green Flag status and provided opportunities to be active including the installation of table tennis tables and an urban gym. It is home to junior park run, a bowls club, football training and a social running group as well as providing pathways and cycling routes for people to be more active. A series of other projects are planned to provide further opportunities for people to meet and be active in our green spaces.





# Key themes

We want to help deliver on the Lincolnshire Physical Activity Blueprint<sup>9</sup> utilising our knowledge of the district and connections with people and places. Alongside the key areas of active society, active place, active people and active system, the Council has developed the following themes to consider when developing an action plan to deliver on this Strategy. The themes highlight key areas that underpin our working, projects in the community and the message to our partners.

<b>Active Society</b> Enhancing understanding of, and appreciation for, the many benefits of regular physical activity, according to ability and at all ages	Encourage physical activity as a holistic approach to wellbeing, including a focus on mental health
	Ensure participation is affordable and accessible to the whole community
<b>Active Place</b> Creating environments for people, of all ages, to have equitable access to safe places and spaces, in which to take part in regular physical activity	Invest in the Council's leisure facilities to ensure that they meet the needs of customers
	Explore opportunities to use parks and open spaces within the district
<b>Active People</b> Providing opportunities and programmes across many settings to help all people and communities to take part in regular physical activity	Support a broad range of sport and physical activity opportunities that reflect the interests and needs of the community and visitors to the district
	Work with the Council's leisure provider to run health intervention programmes that result in improved health and wellbeing for residents and deliver outreach activities in our communities
<b>Active System</b> Creating the leadership, governance and partnerships, plus workforce capabilities across sectors to use resources in a more coordinated way to reduce sedentary behaviour	Recognise that physical activity is more than participation in sport and includes activities such as walking, dancing and gardening
	Facilitate partnerships and collaboration between authorities, organisations, communities, and groups to empower those who can make change







# Action plan

It is important to us that we have an action plan to deliver on these priority outcomes, to tackle inactivity in our district and to continue to build upon the fantastic network of activities already on offer, **providing opportunities for everyone to be more active, more often.**

The table below outlines how we aim to achieve this.

Activity Area	Theme	How will we achieve this?
<b>Active Society</b>	Ensure participation is affordable and accessible to the whole community	<ul style="list-style-type: none"> <li>• Work with our leisure provider to ensure pricing structures are affordable</li> <li>• Ensure outreach activities are accessible in our rural communities</li> <li>• Deliver activities in a range of locations across the district</li> <li>• Work with partner organisations and local groups to facilitate sport and physical activity for people with disabilities and/or long term health conditions</li> </ul>
	Encourage physical activity as a holistic approach to wellbeing, including a focus on mental health	<ul style="list-style-type: none"> <li>• Provide enhanced information around physical activity, diet and lifestyle as part of our core services</li> <li>• Embrace the national mental health challenge, ensuring the Council places mental wellbeing at the heart of decision making</li> <li>• Work with health partners to facilitate social prescribing within our communities</li> <li>• Understand motivation levels which lead to inactivity</li> </ul>
<b>Active Place</b>	Invest in the Council's leisure facilities to ensure that they meet the needs of customers	<ul style="list-style-type: none"> <li>• Undertake consultation to understand the needs and demands of our residents and users of leisure facilities</li> <li>• Invest in sustainable, high quality leisure facilities across the district</li> <li>• Agree resource to develop detailed assessments of the Council's leisure facilities to contribute towards the Council's carbon reduction goals</li> <li>• Recognise that our leisure services serve as part of a multi-disciplinary neighbourhood-based wellness network</li> </ul>
	Explore opportunities to use parks and open spaces within the district	<ul style="list-style-type: none"> <li>• Promote use of open spaces, encouraging greater and wider use for physical activity, informal play and structured sport</li> <li>• Maintain and enhance our green areas across the district</li> <li>• Work with partners on the Blue Green corridor project to deliver improvements to the parks in Grantham providing places to be active</li> <li>• Develop links with partners and tourist information centres and promote and encourage use of green and open space as part of the visitor offer</li> </ul>

Activity Area	Theme	How will we achieve this?
<b>Active People</b>	Support a broad range of sport and physical activity opportunities that reflect the interests and needs of the community and visitors to the district	<ul style="list-style-type: none"> <li>• Ensure our leisure provider has a wide range of programmes and activities on offer</li> <li>• Consult with residents about the types of activities they would like to see more of in their communities</li> <li>• Strengthen the traditional sports offer by embracing new initiatives such as walking sports which enable others to be active</li> <li>• Develop a programme of activities that provides opportunities for families to be active together</li> <li>• Improve and increase place-based work in areas with the highest inactivity levels and other social need indicators</li> </ul>
	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	<ul style="list-style-type: none"> <li>• Establish a programme of outreach activities in our communities</li> <li>• Develop a map of community assets that can be used to promote and enable physical activity</li> <li>• Work with health care networks to deliver targeted interventions, using local leisure in a holistic and innovative manner</li> <li>• Work with other Council teams and partners to promote health intervention schemes</li> </ul>
<b>Active System</b>	Recognise that physical activity is more than participation in sport and includes activities such as walking, dancing and gardening	<ul style="list-style-type: none"> <li>• Positively promote all types of activity and ways of integrating these into the lifestyles of residents and in our communities</li> <li>• Work with the County Council and other partners to support the active travel agenda – including improvements to infrastructure and pathways</li> <li>• Develop relationships with strategic partners to ensure that opportunities to attract funding and collaboration on innovative projects in South Kesteven is realised</li> </ul>
	Facilitate partnerships and collaboration between authorities, organisations, communities, and groups to empower those who can make change	<ul style="list-style-type: none"> <li>• Create innovative, robust and collaboration partnerships aimed at tackling inactivity</li> <li>• Be part of the conversation with other districts - collectively working on a health and wellbeing strategy and action plan</li> <li>• Work with partners from all sectors to tackle health and other inequalities in areas of the highest need</li> <li>• Celebrate and raise awareness of opportunities across South Kesteven using communications and social media channels</li> </ul>



## Our Facilities

 [www.leisuresk.co.uk](http://www.leisuresk.co.uk)

## Links to Key Documents - References

- 1 Corporate Plan 2024-2027 – South Kesteven District Council
- 2 UK Chief Medical Officers' Physical Activity Guidelines – UK Government
- 3 Benefits of Physical Activity – NHS England
- 4 Uniting the Movement: A 10-year vision to transform lives and communities through sport and physical activity – Sport England
- 5 Active Lives Data – Sport England
- 6 Local Authority Health Profiles – Public Health England
- 7 Joint Strategic Needs Assessment – Lincolnshire Research Observatory
- 8 Mental Health Problems Data - Mind
- 9 A Blueprint for Creating a More Active Lincolnshire – Lincolnshire's Physical Activity Taskforce (LPAT)









# Contact Details

Alternative formats are available on request:  
audio, large print and Braille

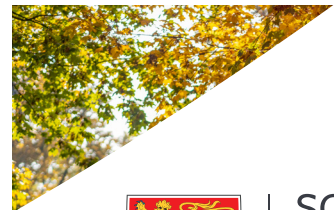
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