



Community Survey report for South Kesteven District Council

January 2025

Prepared by Active-Insight and SIRC



Sheffield Hallam University | Sport Industry Research Centre

Introduction/background



This survey is designed for the local authorities and the leisure operators registered with Moving Communities to engage with residents and to uncover their attitudes and perceptions about physical activity; and to identify what would encourage them to be more active.

The data within this report are derived from respondents to a self-selected online survey of 311 residents of South Kesteven District Council between November and December 2024.

Executive Summary – KPIs



ACTIVE 5+ TIMES/WEEK(Q1) – % of people who are active 5 days or more a week

LC USAGE IN L12 MONTHS (Q10) – % of people using a centre at least once in the last 12 months

ACTIVE TRAVEL WEEKLY (Q20) – % of people who said they walk/cycle at least 1 day a week.

LOCAL LC RATING (Q14) – % of people who responded 'Very Good' or 'Good'

ACTIVE 5+ TIMES/WEEK		LC USAGE IN L12 MONTHS	ACTIVE TRAVEL WEEKLY		LOCAL LC RATING		
South Kesteven	National	South Kesteven	National	South Kesteven	National	South Kesteven	National
34.6%	37.3%	64.1%	66.3%	69.7%	79.9%	32.2%	42.8%
Jan 25	Jan 25	Jan 25	Jan 25	Jan 25	Jan 25	Jan 25	Jan 25

The national benchmarks are based on 7,224 responses gathered through community surveys across 16 local authorities. These national benchmark figures are correct as of the 7th of January 2025.

The national benchmark figures on the Moving Communities platform are updated regularly as increasing numbers of local authorities take part. It is therefore likely that they will change over time as the Community Survey increases its reach across England.

Executive Summary – Sample Profile



- The survey sample was underrepresented by the younger age groups and the male population. To better represent South Kesteven's population in terms of age and gender, the data was weighted accordingly. However, certain groups (namely, the 16-24 age groups; males 25-34; and males 75+) were excluded in the weighted analysis due to insufficient responses.
- 68% of the survey respondents considered themselves to have 'good' or 'very good' health; which was relatively fewer than that recorded for South Kesteven's population, c.82% (Census 2021).
- The survey found that c.26% of respondents had a long-term health condition or illness that limits their ability to carry out day-to-day activities; which is higher than the recorded rate (c.18%) of such conditions in the population of South Kesteven (Census 2021).
- Respondents from ethnically diverse backgrounds represented 3% of the survey sample; which is broadly in line with their incidence (4%) in the local population (Census 2021).
- The level of deprivation among the survey respondents was unrepresentative of South Kesteven's population in terms of the Index of Multiple Deprivation as derived from postcodes. The survey sample had a lower proportion of respondents from the most deprived 30% of areas (IMD Decile 1-3) and had an overrepresentation from less deprived areas.

Executive Summary – Key Findings



- The survey showed that 35% of the respondents have done at least 30 minutes of physical activity on five or more days in the last week; which is marginally below the national benchmark of 37%.
- At least 70% of the respondents agreed that they have the capability, opportunity and motivation to be active. However, 30% of the respondents appeared to lack the resources, such as equipment and money, to engage in physical activities.
- The top three reasons for participating in a sport or physical activity were to improve or manage physical health (86%) and mental health (73%), as well as for fun (53%).
- Overall, 68% of the survey respondents would like to be more active. 84% of these respondents would like to do more indoor leisure activities, followed by 56% for outdoor leisure activities.
- The most cited factors that would encourage the residents to become more active include offering specific sessions for beginners (60%), older people (40%), and women and girls (38%). Additionally, strategic planning of activities and locations, considering factors such as availability (63%) and timing (54%) of activities, as well as easier or quicker travel to facilities (40%), would also play a crucial role.

Executive Summary – Key Findings



- The survey revealed that 12% of total respondents did not use any of the facilities owned by the local authority, which is fewer than the benchmark average of 17%. Among the 209 respondents who rated these facilities, 38% rated them as 'good' or 'very good'; which is significantly fewer than the other local authority-owned centres in the national benchmarks (54%).
- The awareness of the local sports and leisure facilities was high at around 83%, but awareness of the activities offered by these facilities was lower, at 67%.
- In South Kesteven, 64% of people have used a leisure centre at least once in the past 12 months, which is comparable to the national average of 66%. Among those who did use the leisure centres, 87% visited at least once a month, and 80% visited at least once a week. These participation rates are higher than the average usage rates observed in other local authorities, which stand at 79% and 69%, respectively.
- Despite having lower ratings, the high levels of engagement indicate that these centres are valued and regularly used by the community. Additionally, 69% of the residents indicated leisure centres play a significant role in the lifestyle they want to live, while 43% expressed their intention to exercise more frequently at leisure centres.

Executive Summary – Key Findings



- The local authority should invest in facilities to improve service quality and accessibility. This investment should focus on better communication about the availability of these facilities and activities, increased access for all residents, including individuals with disabilities, and enhanced transportation links to support and encourage the use of these centres.
- 'I have been doing activities outside of the leisure centre' (36%) and 'it is too expensive' (27%) are the top two reasons for not using a leisure centre in the last 12 months to do a physical activity.
- Discounted prices (27%) and no obligation free taster sessions (19%) are the incentives most likely to encourage current non-users to use the local leisure centres for their activities in the near future.
- The two most important factors for residents of South Kesteven when selecting an indoor sport and leisure centre are "price or affordability" (68%) and "activities on offer" (63%). The third consideration is "location" (48%). Therefore, it is essential to promote and provide activities and facilities that align with residents' needs, as well as to implement a suitable pricing policy.
- Swimming pools (67%) and gym (41%) are the two facility types in which South Kesteven's residents would like to have more investment.

Executive Summary – Key Findings



- Parks and green spaces (64%) are the most commonly cited places for outdoor activities, followed by woodlands (55%), and roads and streets (54%). 91% of the respondents agreed that they had easy access to a green space or park whilst 75% agreed that they felt safe using those green spaces or parks in their neighbourhood.
- The 4 key factors that could encourage greater use of outdoor spaces for sports and physical activities are: more information about activities available outdoors (39%); reduced crime and antisocial behaviour (38%); better lighting in parks and open spaces in the local community areas (36%); and improving footpaths and access to walking and cycling routes (36%).
- Overall, 70% of total respondents reported walking or cycling for active travel purposes at least once per week, which is relatively lower than the national average (80%).
- The two most commonly cited factors that would encourage more active travel are 'walkers/cyclists separated from traffic' (46%) and 'improved safety features/feeling safer' (36%).
- According to 29% of respondents responsible for children under 16, the main barrier preventing children from being active in South Kesteven is 'lack of facilities nearby' (40%), followed by 'lack of time' (34%) and 'lack of money' (30%). These percentages are significantly higher than the average rates for these barriers reported by local authorities in the national benchmarks.

The survey results are weighted, except for the sample profile and bespoke local questions.

All questions include 'not answered' in the results unless stated otherwise.

For questions relating to a filter question, the number of relevant responses may not necessarily reconcile exactly with the number of cases recorded in the preceding question due to minor routing issues.

Commentaries are based on weighted results where both weighted and unweighted results are presented.

For multiple-response questions, the percentages are calculated based on the total number of respondents.

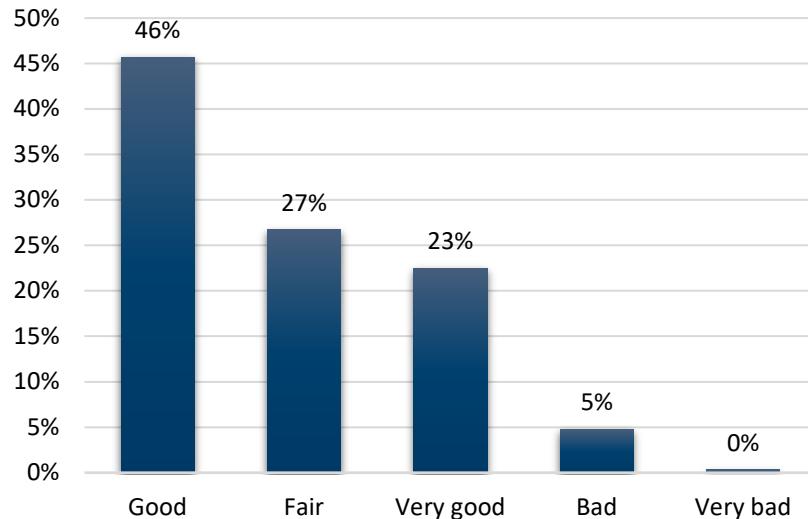
The questions in the standardised survey cover the following key areas:

- self-reported general health;
- disability or long-term health condition;
- demographic profile and employment status of survey respondents; and
- Index of Multiple Deprivation (IMD) based on respondents' postcodes.

How is your health in general?



How is your health in general?	Responses	%
Very good	70	22.50%
Good	142	45.7%
Fair	83	26.70%
Bad	15	4.80%
Very bad	1	0.30%

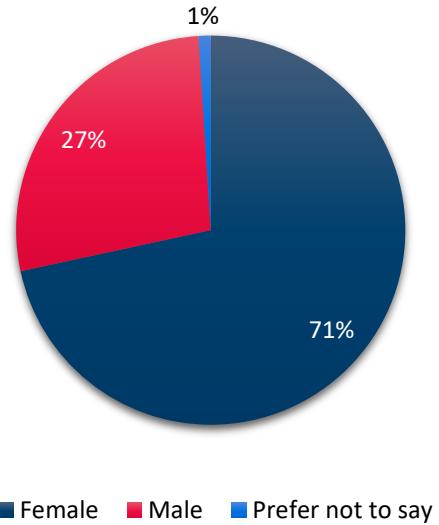


Most respondents (68%) rated their health as good or very good; while 32% rated it as fair, bad, or very bad – this is notably higher than the 18% reported in the 2021 Census data for South Kesteven. The differences between the survey sample and the population stem from a larger percentage of survey respondents rating their health as fair (27% v 14% in the Census) and a smaller percentage rating it as very good (23% v 46%). This discrepancy may partly be due to a disproportionately higher representation of older age groups in the survey sample, who are more likely to have long-term health conditions. Variations may also be influenced by different sampling methods or a sample bias in the survey.

What is your gender?



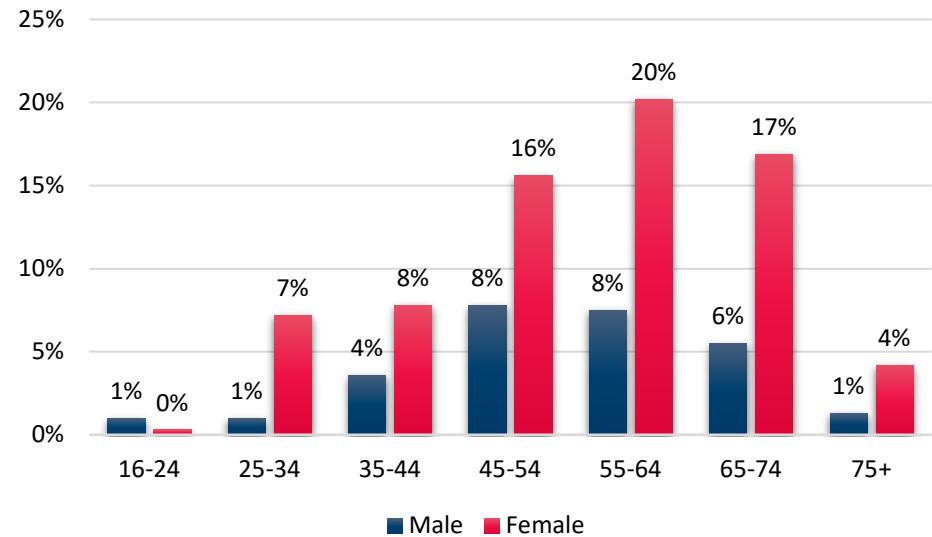
Are you...?	Responses	%
Female	222	71.40%
Male	85	27.30%
Prefer not to say	3	1.00%
Not Answered	1	0.30%



In this survey, females represented 71% of all respondents, which significantly exceeds the female population percentage in South Kesteven (approximately 52%).

Please state your age

Description	Responses	%
Female 16-24	1	0.30%
Female 25-34	22	7.20%
Female 35-44	24	7.80%
Female 45-54	48	15.60%
Female 55-64	62	20.20%
Female 65-74	52	16.90%
Female 75+	13	4.20%
Male 16-24	3	1%
Male 25-34	3	1%
Male 35-44	11	3.60%
Male 45-54	24	7.80%
Male 55-64	23	7.50%
Male 65-74	17	5.50%
Male 75+	4	1.30%



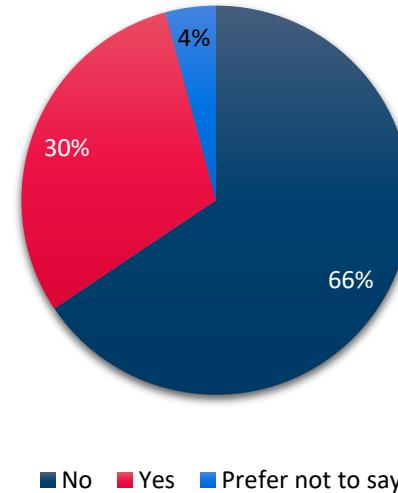
The survey sample was unrepresentative of South Kesteven's population, with relatively low levels of response by the younger age groups (in particular, the 16-24 age group) and the male population in general.

Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?



Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more? (A disability is an impairment that has (or is likely to have) a substantial (more than minor), adverse, long-term (more than a year) effect on the ability to carry out normal day-to-day activities).

Answer	Responses	%
No	204	65.60%
Yes	94	30.20%
Prefer not to say	13	4.20%

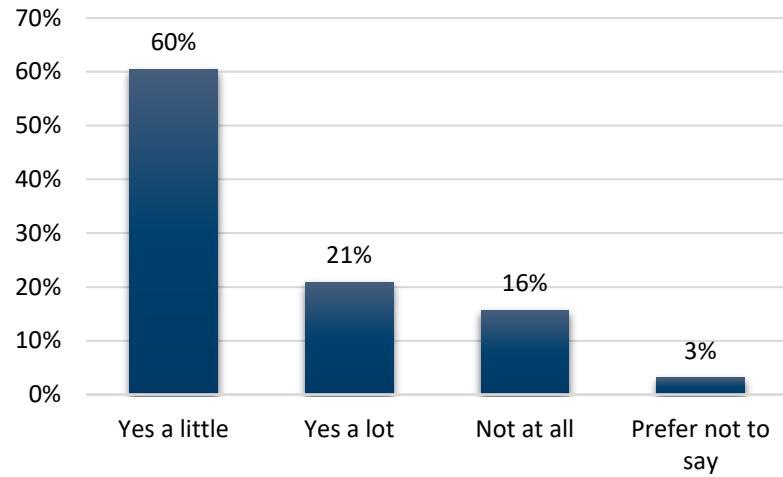


■ No ■ Yes ■ Prefer not to say

Do any of your conditions or illnesses reduce your ability to carry out day to day activities?



Do any of your conditions or illnesses reduce your ability to carry out day to day activities?	Responses	%
Yes, a little	58	60.40%
Yes, a lot	20	20.80%
Not at all	15	15.60%
Prefer not to say	3	3.10%



Based on the responses that were either 'yes' or 'no', excluding those who did not answer or chose 'prefer not to say', 32% of the respondents self-reported as having a long-term health condition or illness; of which 84% of them reported that their conditions and illnesses reduced their ability to carry out day-to-day activities (i.e. c.26% of the respondents are classified as being disabled under The Equality Act 2010). These levels of reported disability are notably higher than the Census 2021 figures for the population of South Kesteven, where 26% of individuals reported having some form of disability (regardless of the Equality Act) and around 18% were classified as disabled under the Act. The differences in these statistics may be due to a higher representation of older age groups within the survey sample.

Please tick the box(es) below that best describe your impairment(s).

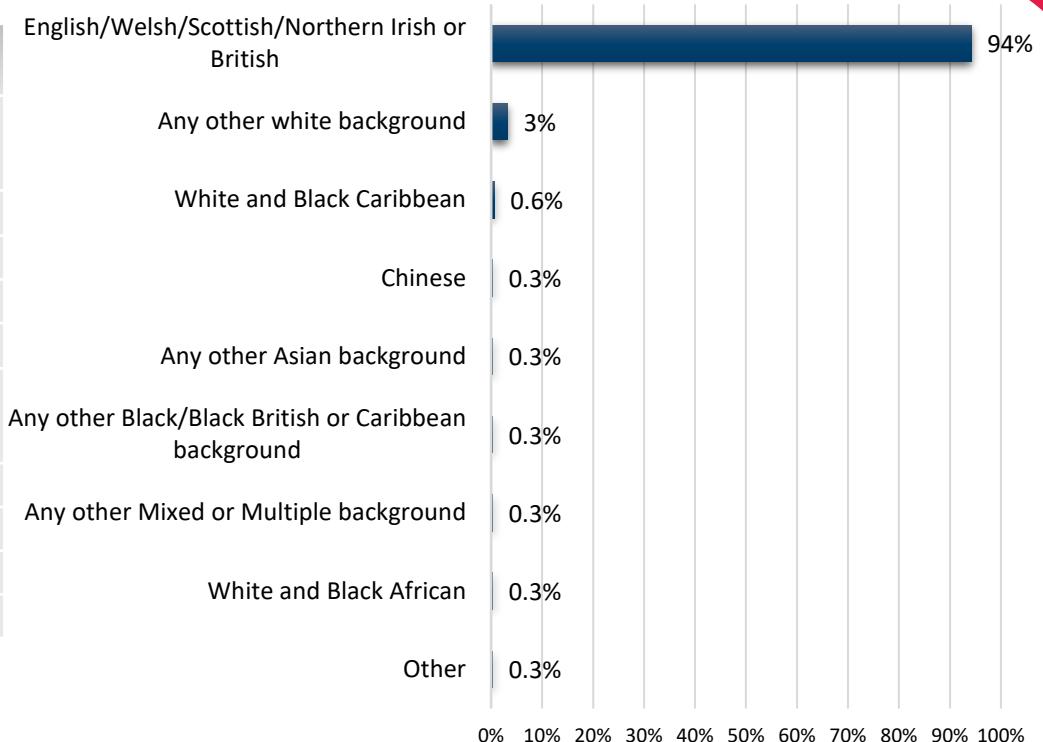


Please tick the box(es) below that best describe your impairment(s). We list a few examples but recognise many other conditions could also be listed.	Responses	% 48.40%
Long-term illness or health (e.g. cancer/HIV/diabetes/chronic heart disease/arthritis/chronic asthma)	45	48.40%
Mobility or physical (e.g. walking/dexterity)	39	41.90%
Mental ill health (e.g. depression/anxiety/bipolar disorders/schizophrenia)	23	24.70%
Prefer not to say	8	8.60%
Hearing (e.g. mild to profound deafness)	7	7.50%
Developmental (e.g. dyslexia)	6	6.50%
Impaired memory/concentration or ability to understand (e.g. head injury/stroke/dementia)	3	3.20%
Autistic Spectrum Disorders or Attention Deficit Disorders or Attention Deficit Hyperactive Disorders	3	3.20%
Learning (e.g. mild to profound learning disability)	1	1.10%
Visual (e.g. partial sighted to blind)	1	1.10%
Communication (e.g. impaired speech)	1	1.10%
Other	12	12.90%

What is your ethnicity?



What is your ethnicity?	Responses	%
English/Welsh/Scottish/Northern Irish or British	291	93.57%
Any other white background	10	3.22%
White and Black Caribbean	2	0.64%
White and Black African	1	0.32%
Any other Mixed or Multiple background	1	0.32%
Any other Black/Black British or Caribbean background	1	0.32%
Any other Asian background	1	0.32%
Chinese	1	0.32%
Other	1	0.32%
Not Answered	2	0.64%

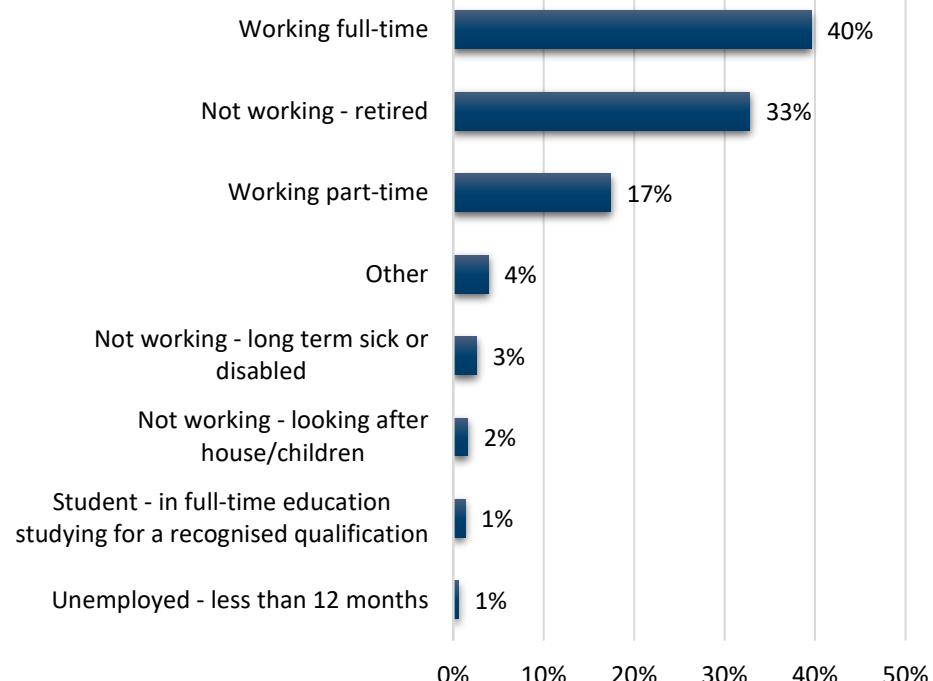


Respondents from ethnically diverse backgrounds represented 3% of the survey sample; which is broadly in line with their incidence (4%) in the local population (Census 2021).

What is your current working status?



What is your current working status? Please select your main status	Responses	%
Working full-time	123	39.60%
Not working - retired	102	32.80%
Working part-time	54	17.40%
Not working - long term sick or disabled	8	2.60%
Not working - looking after house/children	5	1.60%
Student - in full-time education studying for a recognised qualification	4	1.30%
Unemployed - less than 12 months	2	0.60%
Other	12	3.90%
Not Answered	1	0.30%



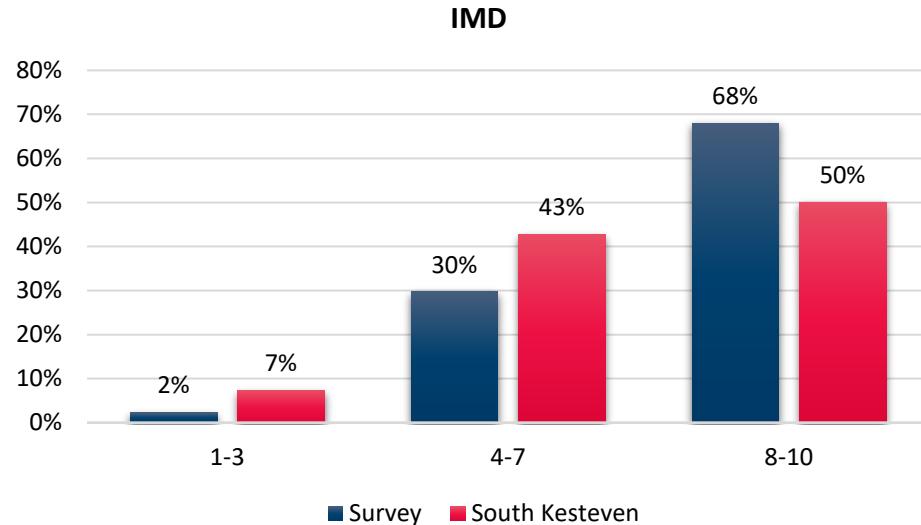
Overall, c.57% of total respondents were in employment whilst 33% were retired and less than 1% were unemployed.

Index of Multiple Deprivation (IMD) of respondents' postcodes



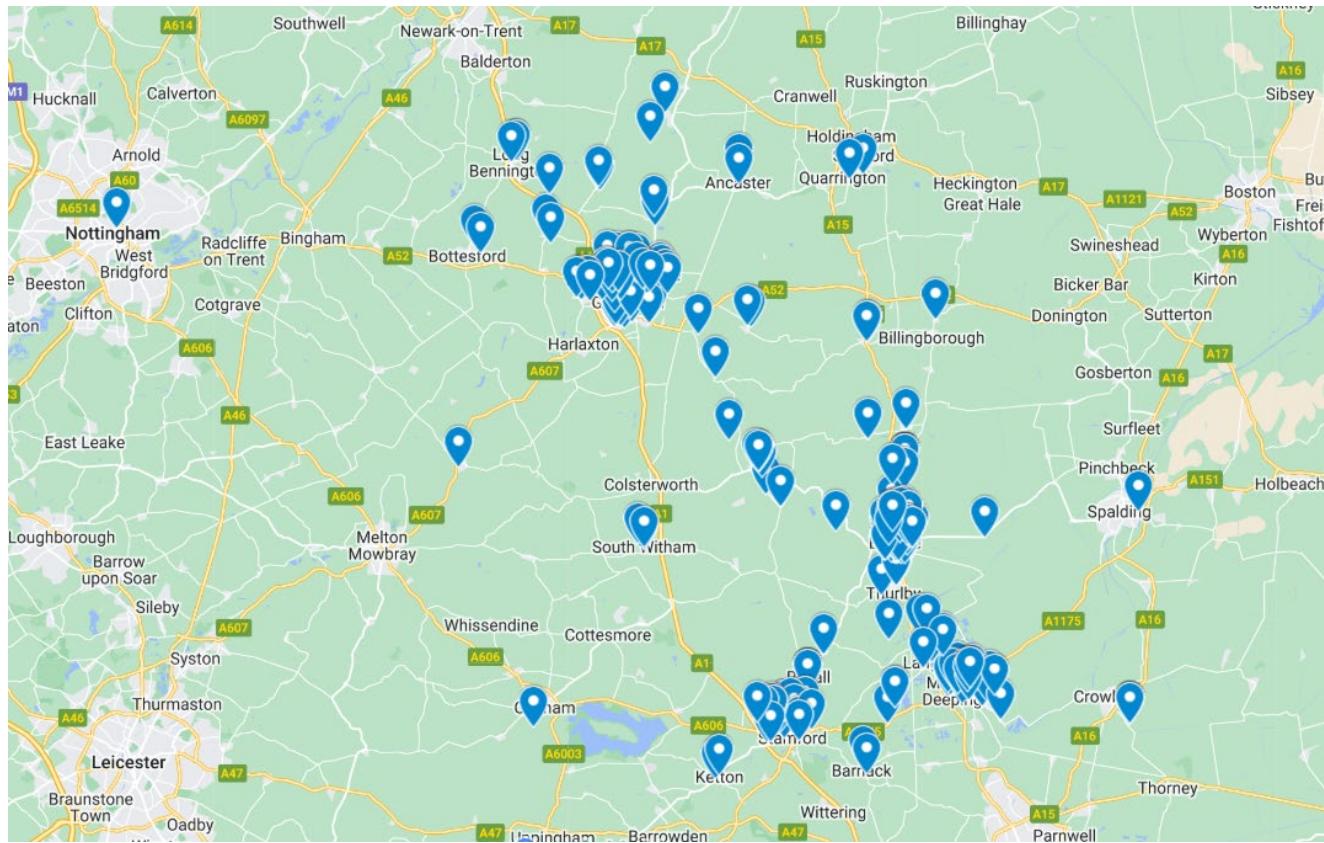
1 = High Deprivation, 10 = Low Deprivation

IMD Decile	Responses	%	Population %
1	1	0.40%	1.20%
2	1	0.40%	1.90%
3	4	1.50%	4.20%
4	20	7.40%	9.20%
5	16	6.00%	5.20%
6	24	8.90%	13.80%
7	20	7.40%	14.50%
8	42	15.60%	12.10%
9	63	23.40%	17.60%
10	78	29.00%	20.30%



The level of deprivation among the survey respondents is unrepresentative of South Kesteven's population in terms of the Index of Multiple Deprivation as derived from postcodes. The survey sample has a relatively lower proportion of respondents from the most deprived 30% of areas (IMD Decile 1-3) and an overrepresentation from less deprived areas.

Map pins of respondents' postcodes



In general, the survey sample was over-representative of female residents and was under-representative of the younger age groups when compared with their incidence in South Kesteven's population.

The survey results are weighted by age and gender to improve the demographic representativeness of South Kesteven's population.

The next slide shows the age and gender composite percentages of the survey sample and the local authority population (based on Census 2021).

Where necessary, the weight values are capped to avoid over-inflating or over-deflating the original responses.

Weighted sample mix

Description	LA Population %	LA Survey Responses	LA Unweighted Survey %	LA Weighted Survey %
Female 16-24	4.90%	1	0.30%	0.0%
Female 25-34	6.80%	22	7.20%	8.6%
Female 35-44	7.40%	24	7.80%	9.3%
Female 45-54	8.90%	48	15.60%	11.2%
Female 55-64	8.90%	62	20.20%	12.7%
Female 65-74	7.80%	52	16.90%	10.7%
Female 75+	7.20%	13	4.20%	9.1%
Male 16-24	5.10%	3	1%	0.0%
Male 25-34	6.40%	3	1%	0.0%
Male 35-44	6.60%	11	3.60%	8.4%
Male 45-54	8.40%	24	7.80%	10.5%
Male 55-64	8.50%	23	7.50%	10.7%
Male 65-74	7.20%	17	5.50%	9.0%
Male 75+	5.80%	4	1.30%	0.0%

Note. For responses of five or fewer, the results from such a small group are excluded from the weighted analysis. Weighting these few responses to match the population distribution can lead to unreliable results and may not adequately reflect the diversity within this age group.

Due to insufficient responses, the 16-24 age groups, along with males 25-34 and males 75+ were excluded from the weighted analysis.

It's important to clarify that the weighted sample only represents the demographic variables that were included, specifically gender and age bracket.

Key areas surveyed



The questions in the standardised survey cover the following key areas:

- Current levels of physical activity;
- Physical activity aspirations;
- Indoor physical activity (including local leisure centre provision);
- Outdoor physical activity (including local outdoor provision);
- Active travel; and
- Children and families.

Section 1 – Current Levels of Physical Activity



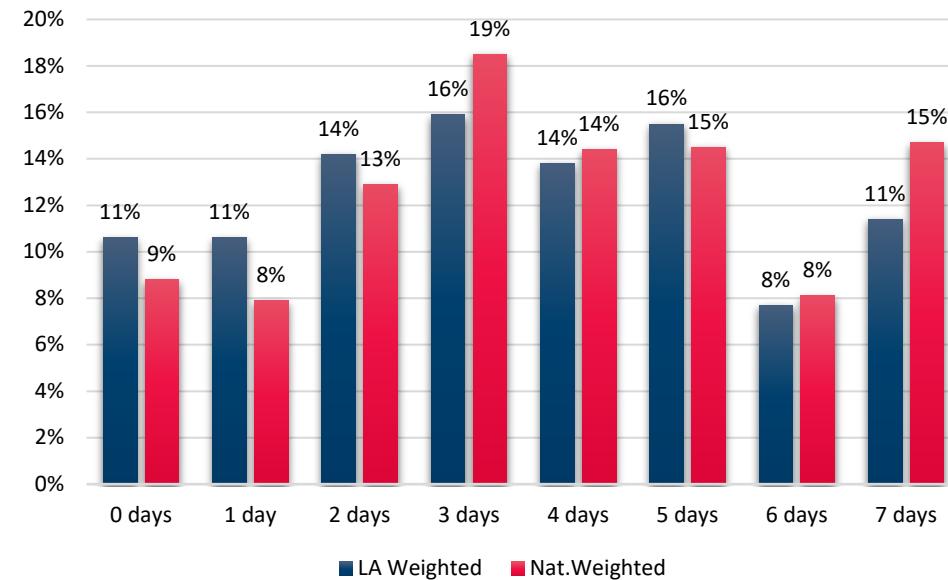
The questions in the standardised survey cover the following key areas:

- the number of days on which respondents did at least 30 minutes of moderate intensity physical activity (MIPA);
- local responses to capability, opportunity, motivation leading to behaviour change (COM-B) questions, as well as attitudes towards physical activity;
- motivations for doing sport or physical activity; and
- the methods by which respondents usually get active.

Q1. In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate? This may include sport, exercise and brisk walking or cycling for recreation or to get to and from places but should not include housework or physical activity that is part of your job.



Answer	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
0 days	26	10.60%	476	8.80%
1 day	26	10.60%	424	7.90%
2 days	35	14.20%	697	12.90%
3 days	39	15.90%	999	18.50%
4 days	34	13.80%	775	14.40%
5 days	38	15.50%	784	14.50%
6 days	19	7.70%	439	8.10%
7 days	28	11.40%	791	14.70%
Not Answered	1	0.40%	16	0.30%

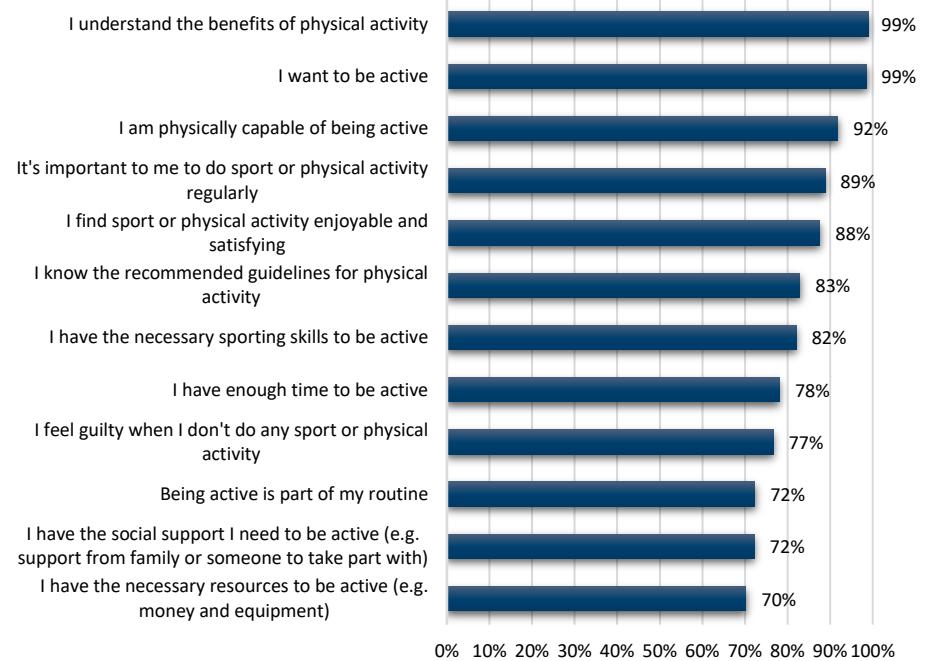


The survey shows that 35% of the respondents have done at least 30 minutes of physical activity on five or more days weekly; which meets the UK Chief Medical Officer's recommendation for adults to take part in at least 150 minutes of moderate-intensity physical activity per week. South Kesteven's figure is marginally below the average level of moderate-intensity physical activity observed in other local authorities which are included in the national benchmarks (c.37%). The survey uses the Single Item Measurement (SIM) question and is not directly comparable to findings from other surveys such as Sport England's Active Lives Survey.

Q2. Please tell us how much you agree or disagree with the following statements about physical activity? (Agree & Strongly Agree)



Statement	Agree/Strongly agree		Agree/Strongly agree (weighted)	
I understand the benefits of physical activity	307	98.70%	241	99.00%
I want to be active	307	98.70%	240	98.60%
I am physically capable of being active	283	91.00%	224	91.80%
It's important to me to do sport or physical activity regularly	272	87.50%	216	88.80%
I find sport or physical activity enjoyable and satisfying	265	85.20%	213	87.60%
I know the recommended guidelines for physical activity	264	84.90%	202	82.90%
I have the necessary sporting skills to be active	249	80.10%	199	82.00%
I have enough time to be active	247	79.50%	190	78.10%
I feel guilty when I don't do any sport or physical activity	231	74.30%	186	76.60%
Being active is part of my routine	223	71.70%	176	72.30%
I have the social support I need to be active (e.g. support from family or someone to take part with)	222	71.40%	176	72.20%
I have the necessary resources to be active (e.g. money and equipment)	212	68.20%	170	70.20%

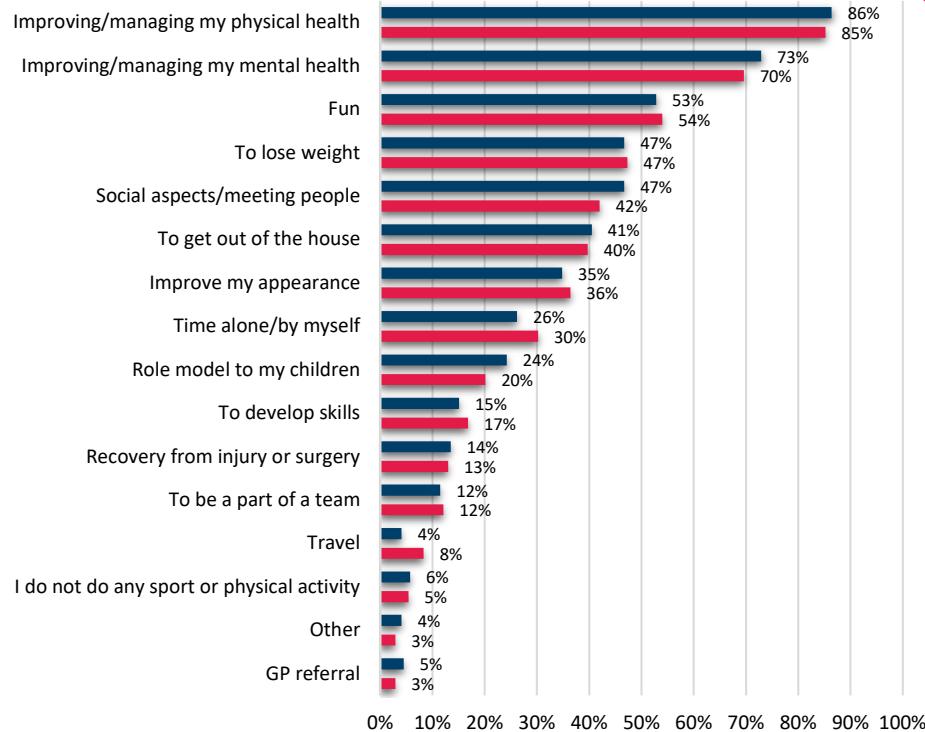


At least 70% of the respondents agreed that they have the capability, opportunity and motivation to be active. However, 30% of the respondents appeared to lack the resources, such as equipment and money, to engage in physical activities.

Q3. Why do you do sport or physical activity?



Why do you do sport or physical activity? Please select all that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Improving/managing my physical health	211	86.40%	4598	85.20%
Improving/managing my mental health	178	72.90%	3755	69.60%
Fun	129	52.80%	2912	54.00%
Social aspects/meeting people	114	46.70%	2265	42.00%
To lose weight	114	46.70%	2553	47.30%
To get out of the house	99	40.50%	2144	39.70%
Improve my appearance	85	34.80%	1964	36.40%
Time alone/by myself	64	26.20%	1631	30.20%
Role model to my children	59	24.20%	1082	20.10%
To develop skills	37	15.10%	909	16.80%
Recovery from injury or surgery	33	13.50%	700	13.00%
To be a part of a team	28	11.50%	652	12.10%
I do not do any sport or physical activity	14	5.70%	294	5.40%
GP referral	11	4.50%	154	2.90%
Travel	10	4.10%	448	8.30%
Other	10	4.10%	154	2.90%
Not Answered	0	0.00%	6	0.10%



The top three reasons for participating in a sport or physical activity were to improve or manage physical health (86%) and mental health (73%), as well as for fun (53%).

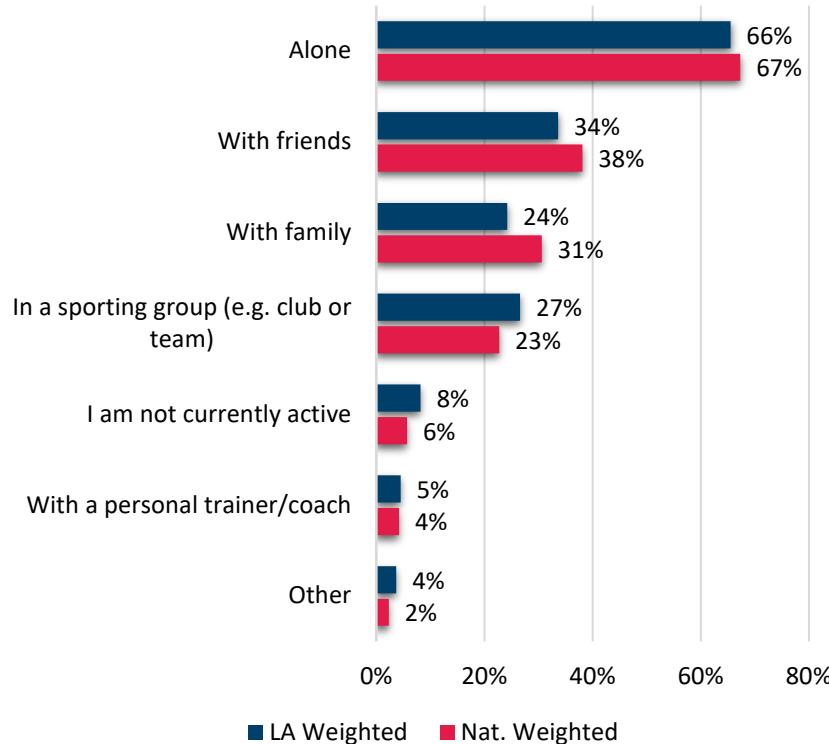
■ LA Weighted

■ Nat. Weighted

Q4. Who, if anyone, do you usually get active with?



Who, if anyone, do you usually get active with? Please select any that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Alone	160	65.50%	3634	67.30%
With friends	82	33.60%	2058	38.10%
In a sporting group (e.g. club or team)	65	26.60%	1225	22.70%
With family	59	24.20%	1649	30.60%
I am not currently active	20	8.20%	307	5.70%
With a personal trainer/coach	11	4.50%	225	4.20%
Other	9	3.70%	126	2.30%
Not Answered	0	0.00%	9	0.20%



Section 2 – Physical Activity Aspirations



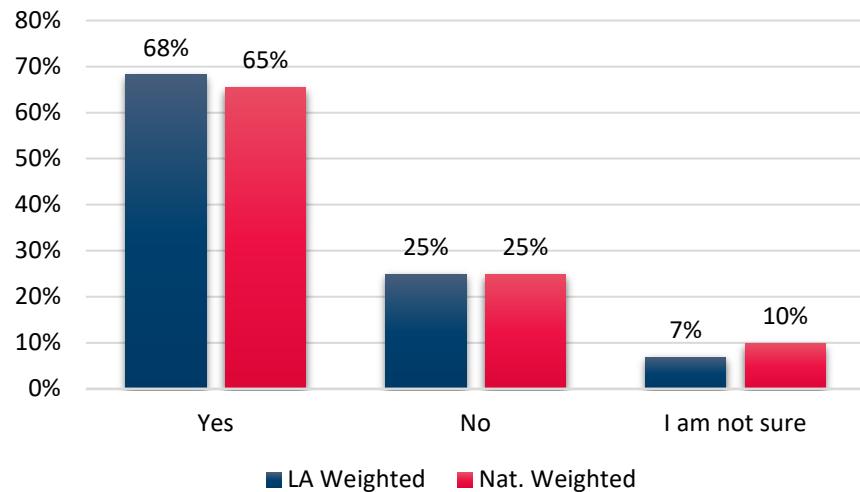
The questions in the standardised survey cover the following key areas:

- respondents' desire to be more active;
- types of activities that respondents would like to do more; and
- factors that would encourage respondents to take part in more physical activity.

Q5. Do you want to be more physically active than you are now?



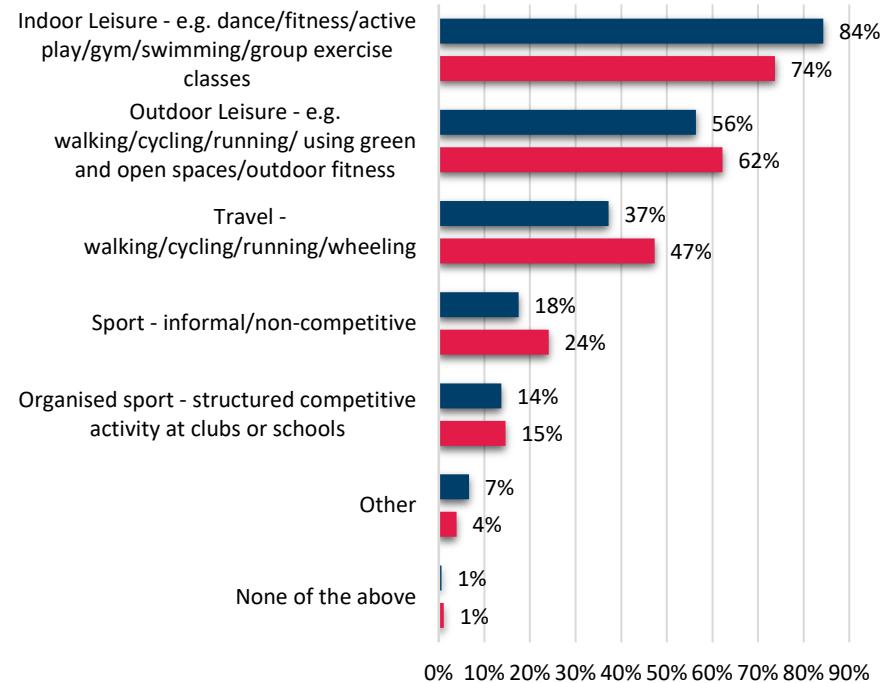
Do you want to be more physically active than you are now?	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Yes	167	68.20%	3531	65.40%
No	61	24.90%	1341	24.80%
I am not sure	17	6.90%	527	9.80%



Q6. Which types of activities, if any, would you like to do more of?



Which types of activities, if any, would you like to do more of? Please select up to three areas	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Indoor Leisure - e.g. dance/fitness/active play/gym/swimming/group exercise classes	154	84.30%	2983	73.70%
Outdoor Leisure - e.g. walking/cycling/running/ using green and open spaces/outdoor fitness	103	56.40%	2520	62.20%
Travel - walking/cycling/running/wheeling	68	37.20%	1917	47.30%
Sport - informal/non-competitive	32	17.50%	977	24.10%
Organised sport - structured competitive activity at clubs or schools	25	13.70%	592	14.60%
None of the above	1	0.60%	43	1.10%
Other	12	6.60%	156	3.90%



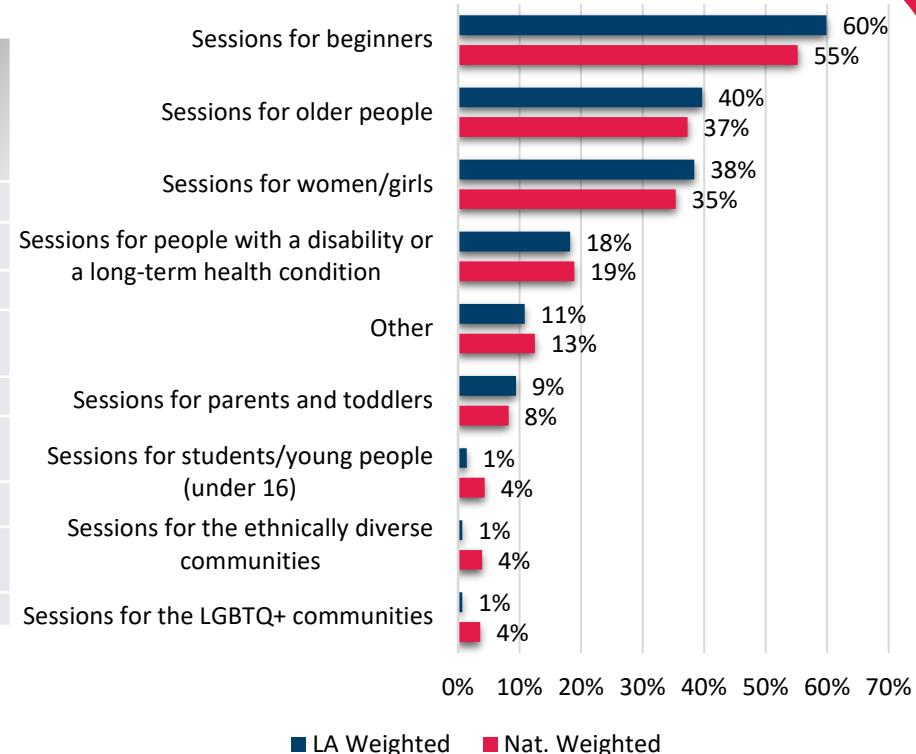
Overall, 68% of the survey respondents would like to be more active. 84% of these respondents would like to do more indoor leisure activities, followed by 56% for outdoor leisure activities.

■ LA Weighted ■ Nat. Weighted

Q7. Would any of the following sessions encourage you to be more active?



Would any of the following sessions encourage you to be more active? Please select any that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Sessions for beginners	89	59.90%	1777	55.20%
Sessions for older people	59	39.70%	1201	37.30%
Sessions for women/girls	57	38.40%	1139	35.40%
Sessions for people with a disability or a long-term health condition	27	18.20%	609	18.90%
Sessions for parents and toddlers	14	9.40%	263	8.20%
Sessions for students/young people (under 16)	2	1.40%	137	4.30%
Sessions for the LGBTQ+ communities	1	0.70%	115	3.60%
Sessions for the ethnically diverse communities	1	0.70%	126	3.90%
Other	16	10.80%	402	12.50%

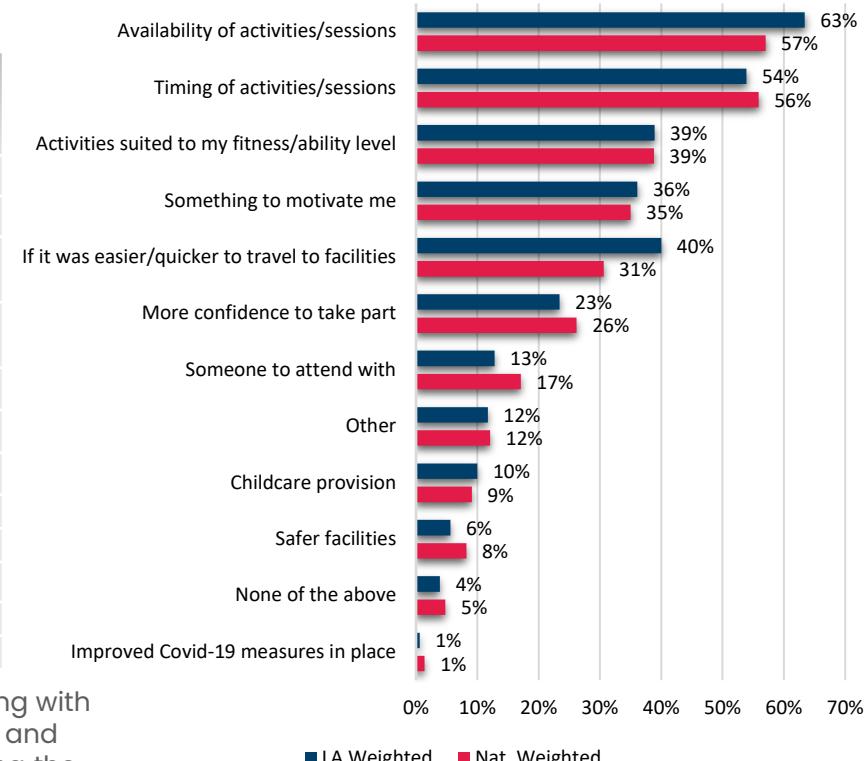


Q8. What else, if anything, would encourage you to be more active?



What else, if anything, would encourage you to be more active? Please select any that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Availability of activities/sessions	114	63.40%	2272	57.00%
Timing of activities/sessions	97	53.90%	2230	55.90%
If it was easier/quicker to travel to facilities	72	40.00%	1221	30.60%
Activities suited to my fitness/ability level	70	38.90%	1546	38.80%
Something to motivate me	65	36.10%	1396	35.00%
More confidence to take part	42	23.40%	1044	26.20%
Someone to attend with	23	12.80%	680	17.10%
Childcare provision	18	10.00%	361	9.10%
Safer facilities	10	5.60%	325	8.20%
Improved Covid-19 measures in place	1	0.60%	56	1.40%
None of the above	7	3.90%	192	4.80%
Other	21	11.70%	481	12.10%

Specific sessions for beginners, older people, and women and girls, along with strategic planning of activities (considering factors such as availability and timing of activities) and ease of travel to facilities are key to encouraging the residents of South Kesteven to become more active.



Section 3 – Indoor Physical Activity



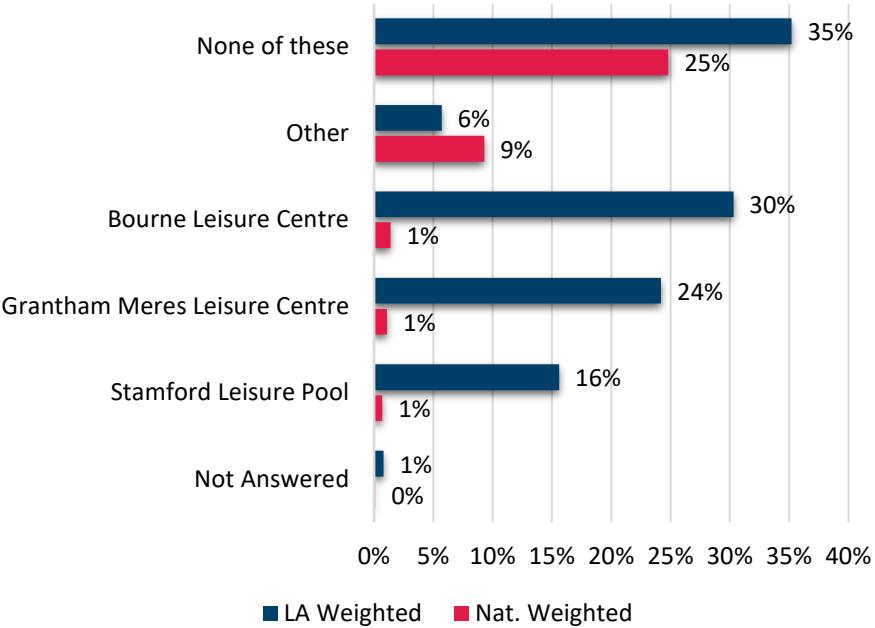
The questions in the standardised survey cover the following key areas:

- usage of leisure centres in the last 12 months;
- regularity of using leisure centres;
- reasons for not using leisure centres;
- factors that would encourage the use of leisure centres;
- intention to use leisure centres in the near future;
- awareness of, and attitudes towards, local sport and leisure facilities; and
- residents' rating of their local leisure centres.

Q9. Have you used any of the following leisure centres to do a physical activity at least once in the last 12 months?



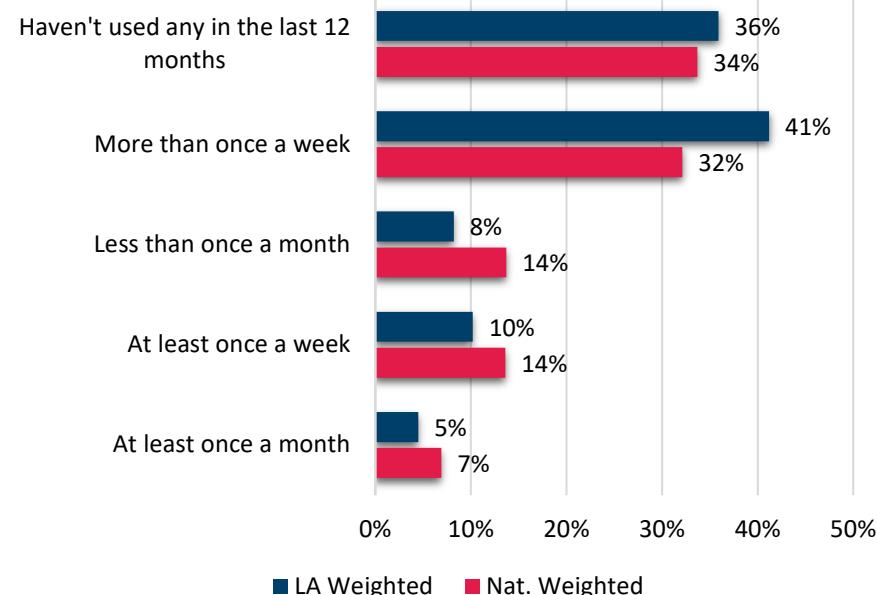
Have you used any of the following leisure centres to do a physical activity at least once in the last 12 months? Please select any that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
None of these	86	35.20%	1336	24.80%
Bourne Leisure Centre	74	30.30%	74	1.40%
Grantham Meres Leisure Centre	59	24.20%	59	1.10%
Stamford Leisure Pool	38	15.60%	38	0.70%
Other	14	5.70%	499	9.30%
Not Answered	2	0.80%	7	0.10%



Q10. How regularly have you used these sports and leisure centres in the last 12 months?



How recently and regularly have you used these sports and leisure centres in the last 12 months?	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
More than once a week	101	41.20%	1732	32.10%
Haven't used any in the last 12 months	88	35.90%	1819	33.70%
At least once a week	25	10.20%	736	13.60%
Less than once a month	20	8.20%	742	13.70%
At least once a month	11	4.50%	373	6.90%



According to the survey, 64% of the respondents have used a leisure centre in South Kesteven in the last 12 months, is broadly in line with the national average of 66%. Among them, 87% of the respondents used the leisure centres at least once a month and 80% at least once a week. These figures are noticeably higher than the average usage rates found in other local authorities included in the benchmarks, which are 79% and 69% respectively. These findings suggest that the residents of South Kesteven are more engaged and frequent users of their leisure centres compared to residents in other benchmarked areas.

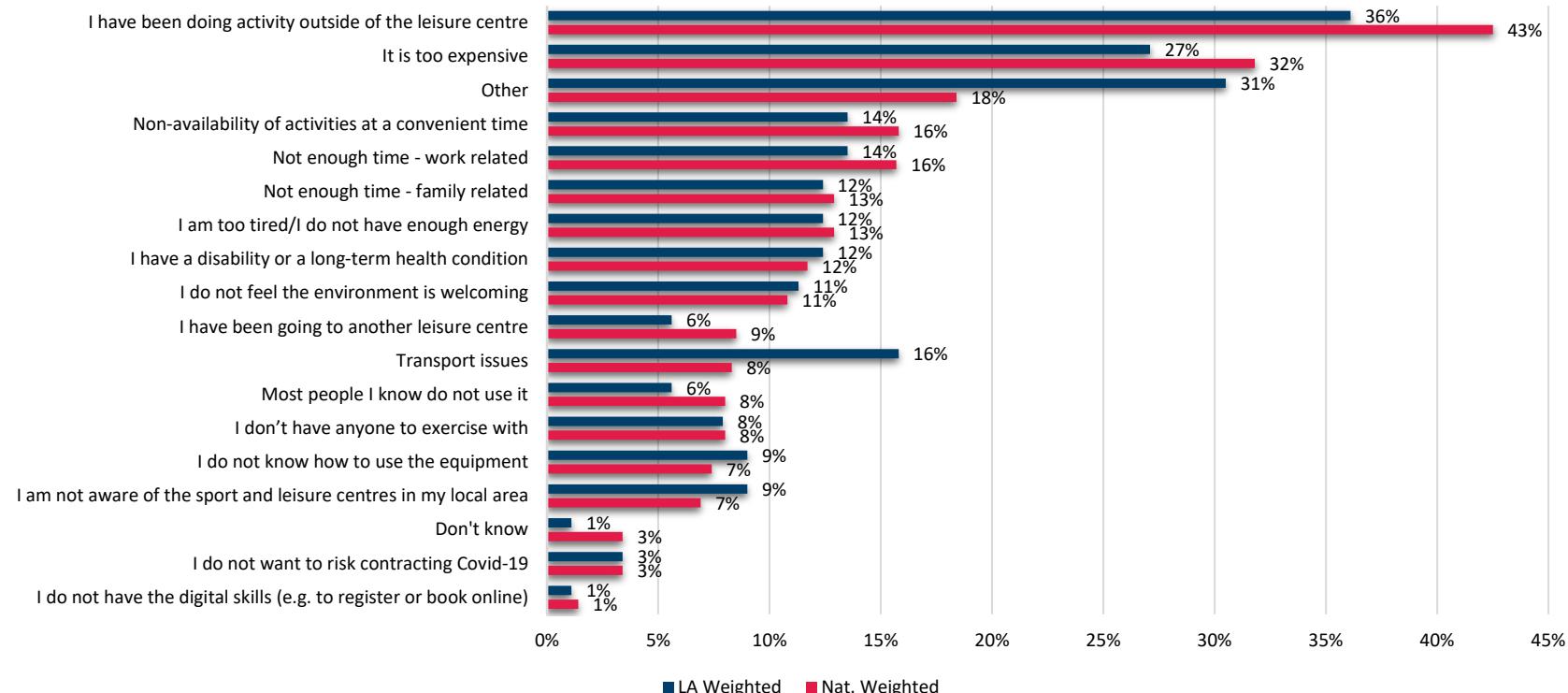
Q11. Please tell us why you have not used a local sport and leisure centre in the last 12 months to do a physical activity ?



Please tell us why you have not used a local sport and leisure centre in the last 12 months to do a physical activity. Please select any that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
I have been doing activity outside of the leisure centre	32	36.10%	770	42.50%
It is too expensive	24	27.10%	576	31.80%
Transport issues	14	15.80%	151	8.30%
Non-availability of activities at a convenient time	12	13.50%	286	15.80%
Not enough time - work related	12	13.50%	284	15.70%
I am too tired/I do not have enough energy	11	12.40%	234	12.90%
Not enough time - family related	11	12.40%	234	12.90%
I have a disability or a long-term health condition	11	12.40%	213	11.70%
I do not feel the environment is welcoming	10	11.30%	196	10.80%
I do not know how to use the equipment	8	9.00%	135	7.40%
I am not aware of the sport and leisure centres in my local area	8	9.00%	126	6.90%
I don't have anyone to exercise with	7	7.90%	145	8.00%
Most people I know do not use it	5	5.60%	146	8.00%
I have been going to another leisure centre	5	5.60%	154	8.50%
I do not want to risk contracting Covid-19	3	3.40%	61	3.40%
I do not have the digital skills (e.g. to register or book online)	1	1.10%	26	1.40%
Don't know	1	1.10%	61	3.40%
Other	27	30.50%	333	18.40%

Graph on pg.38.

Q11. Please tells us why you have not used a local sport and leisure centre in the last 12 months to do a physical activity ?



'I have been doing activities outside of the leisure centre' (36%) and 'it is too expensive' (27%) are the top two reasons for not using a leisure centre in the last 12 months to do a physical activity.

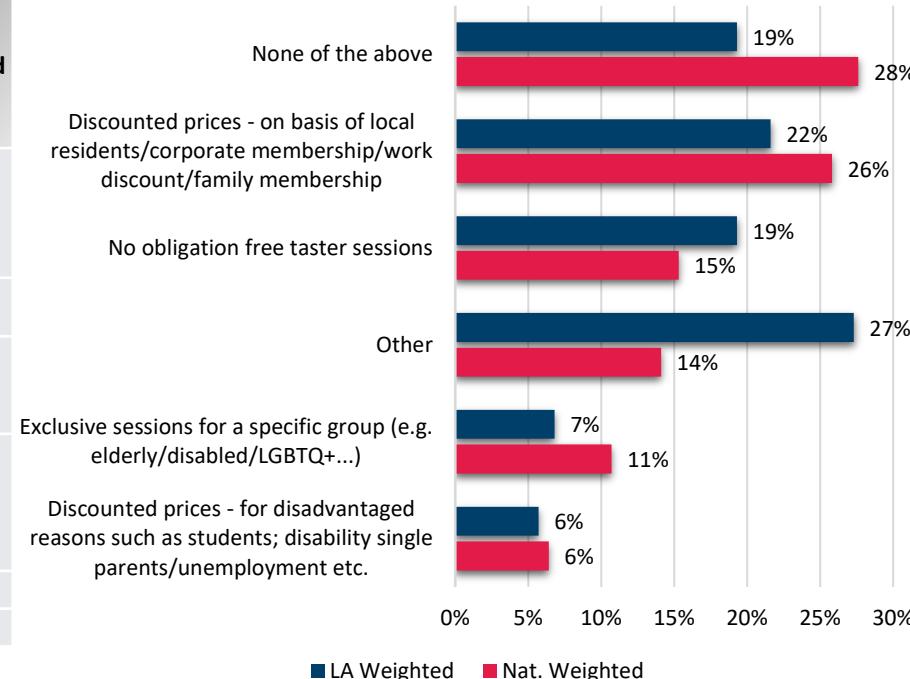
Q12. Which ONE of the options below, if any, would most encourage you to use your leisure centre in the near future?

(Percentages in the graph are based on valid responses (excluding 'not answered')



Which ONE of the options below, if any, would most encourage you to use your leisure centre in the near future? Please select one only	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Discounted prices - on basis of local residents/corporate membership/work discount/family membership	19	21.60%	464	25.80%
No obligation free taster sessions	17	19.30%	276	15.30%
Exclusive sessions for a specific group (e.g. elderly/disabled/LGBTQ+...)	6	6.80%	192	10.70%
Discounted prices - for disadvantaged reasons such as students; disability single parents/unemployment etc.	5	5.70%	115	6.40%
None of the above	17	19.30%	497	27.60%
Other	24	27.30%	254	14.10%

Discounted prices and no obligation free taster sessions are the incentives most likely to encourage current non-users to use the local leisure centres for their activities in the near future.



Q13. Please tell us how much you agree or disagree with the following statements



Statement	Agree/Strongly agree		Agree/Strongly agree (weighted)	
I am aware of the sport and leisure facilities in my local area	260	83.60%	203	83.50%
I know what activities are offered by these sport and leisure centres in my local area	203	65.30%	162	66.70%
In the next three months I intend to exercise at least once a week at the leisure centre	154	49.50%	122	50.10%
I intend to exercise more often at the leisure centre than in more informal settings (e.g. at home/in the park etc.)	131	42.20%	105	43.30%
The leisure centre does not play a significant role in the lifestyle I want to live	93	29.90%	74	31.00%

The survey revealed that 69% of South Kesteven's residents consider leisure centres to have a significant role in the lifestyle they want to live. Meanwhile, 43% expressed their intention to exercise more frequently at leisure centres.

The awareness of the local sports and leisure facilities was high at around 83%, but awareness of the activities offered by these facilities was lower, at 67%.

I am aware of the sport and leisure facilities in my local area



I know what activities are offered by these sport and leisure centres in my local area



In the next three months I intend to exercise at least once a week at the leisure centre



I intend to exercise more often at the leisure centre than in more informal settings (e.g. at home/in the park etc.)



The leisure centre does not play a significant role in the lifestyle I want to live



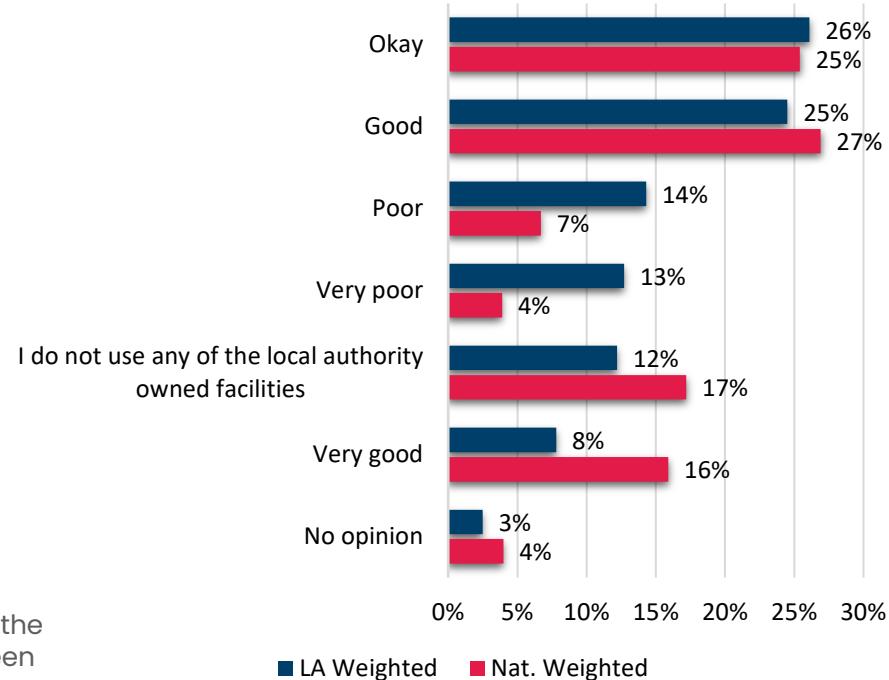
0% 20% 40% 60% 80% 100%

Q14. How would you rate the local authority owned sport and leisure facilities in South Kesteven?



How would you rate the local authority owned sport and leisure facilities in South Kesteven?	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Very good	19	7.80%	856	15.90%
Good	60	24.50%	1453	26.90%
Okay	64	26.10%	1372	25.40%
Poor	35	14.30%	364	6.70%
Very poor	31	12.70%	211	3.90%
I do not use any of the local authority owned facilities	30	12.20%	929	17.20%
No opinion	6	2.50%	215	4.00%
Not Answered	0	0.00%	1	0.00%

12% of total respondents did not use any of the facilities owned by the local authority, which is relatively fewer than the average of 17% seen in other local authorities included in the national benchmarks. Among the 209 respondents who rated these facilities, 38% rated them as 'good' or 'very good'; which is significantly lower than the national average of 54%.



Section 4 – Indoor Sport & Leisure Facilities



The questions in the standardised survey cover the following key areas:

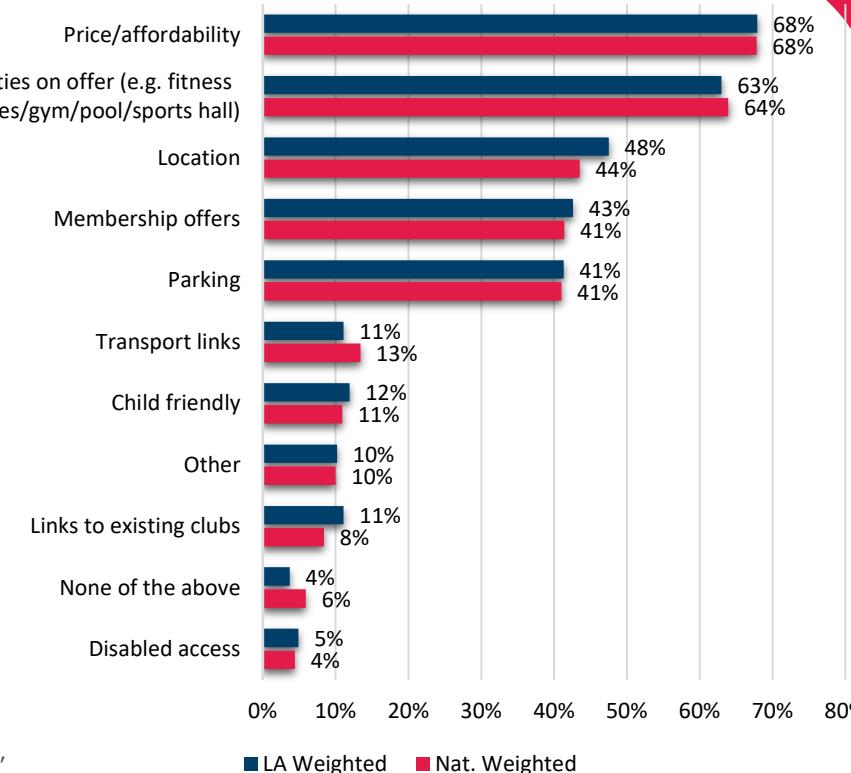
- factors that are important to residents in choosing to use an indoor sport and leisure centre; and
- the investment that local residents would like to see made at their local sport and leisure centres.

Q15. What is important to you when choosing an indoor sport and leisure facility to use?



What is important to you when choosing an indoor sport and leisure facility to use? Please select all that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Price/affordability	166	67.90%	3658	67.80%
Activities on offer (e.g. fitness activities/gym/pool/sports hall)	154	63.00%	3447	63.90%
Location	116	47.50%	2350	43.50%
Membership offers	104	42.60%	2235	41.40%
Parking	101	41.30%	2213	41.00%
Child friendly	29	11.90%	589	10.90%
Transport links	27	11.10%	722	13.40%
Links to existing clubs	27	11.10%	452	8.40%
Disabled access	12	4.90%	237	4.40%
None of the above	9	3.70%	321	5.90%
Other	25	10.20%	537	10.00%
Not Answered	1	0.40%	26	0.50%

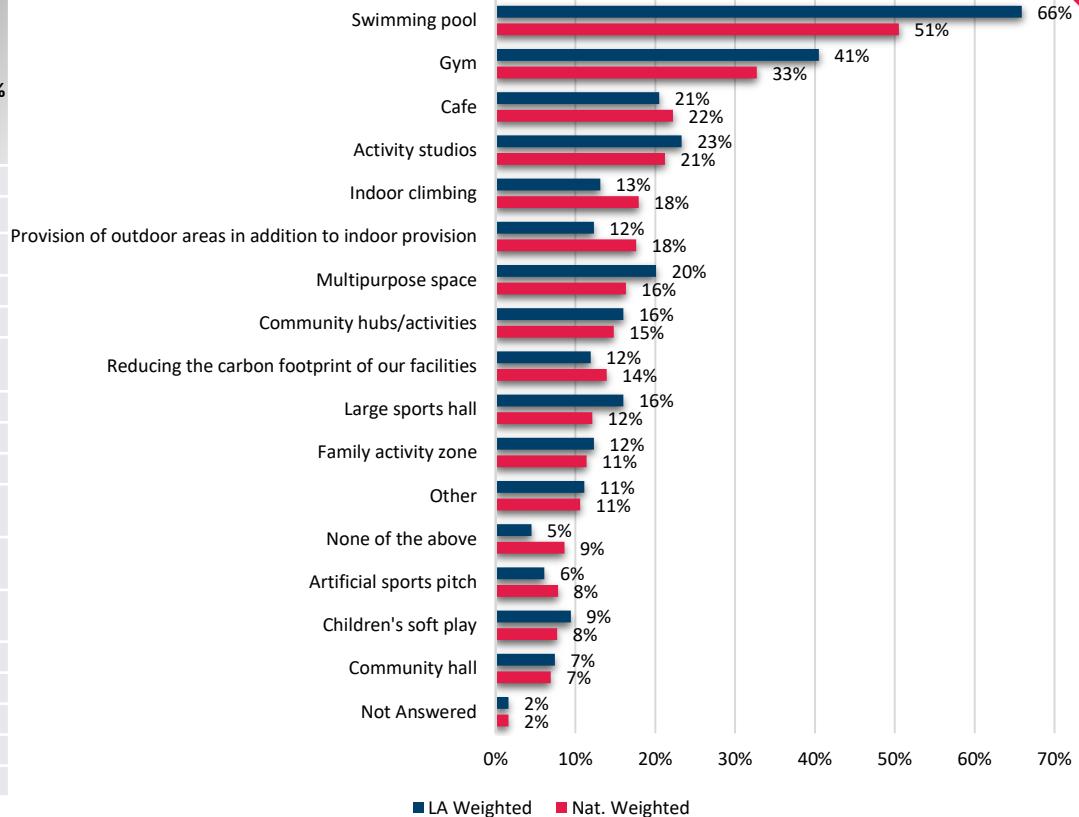
'Price or affordability' (68%) and 'activities on offer' (63%) are the top two most important considerations for South Kesteven's residents when choosing an indoor sport and leisure centre to use; followed by 'locations' (48%).



Q16. What would you like to see us invest in at local indoor sport and leisure facilities?



Are there any of the following facilities that you feel need further investment/development? Please select up to three facilities/services.	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Swimming pool	161	65.90%	2726	50.50%
Gym	99	40.50%	1765	32.70%
Activity studios	57	23.30%	1146	21.20%
Cafe	50	20.50%	1196	22.20%
Multipurpose space	49	20.10%	881	16.30%
Community hubs/activities	39	16.00%	801	14.80%
Large sports hall	39	16.00%	653	12.10%
Indoor climbing	32	13.10%	967	17.90%
Family activity zone	30	12.30%	613	11.40%
Provision of outdoor areas in addition to indoor provision	30	12.30%	952	17.60%
Reducing the carbon footprint of our facilities	29	11.90%	751	13.90%
Children's soft play	23	9.40%	415	7.70%
Community hall	18	7.40%	370	6.90%
Artificial sports pitch	15	6.10%	421	7.80%
None of the above	11	4.50%	466	8.60%
Other	27	11.10%	572	10.60%
Not Answered	4	1.60%	86	1.60%



Section 5 – Outdoor Physical Activity



The questions in the standardised survey cover the following key areas:

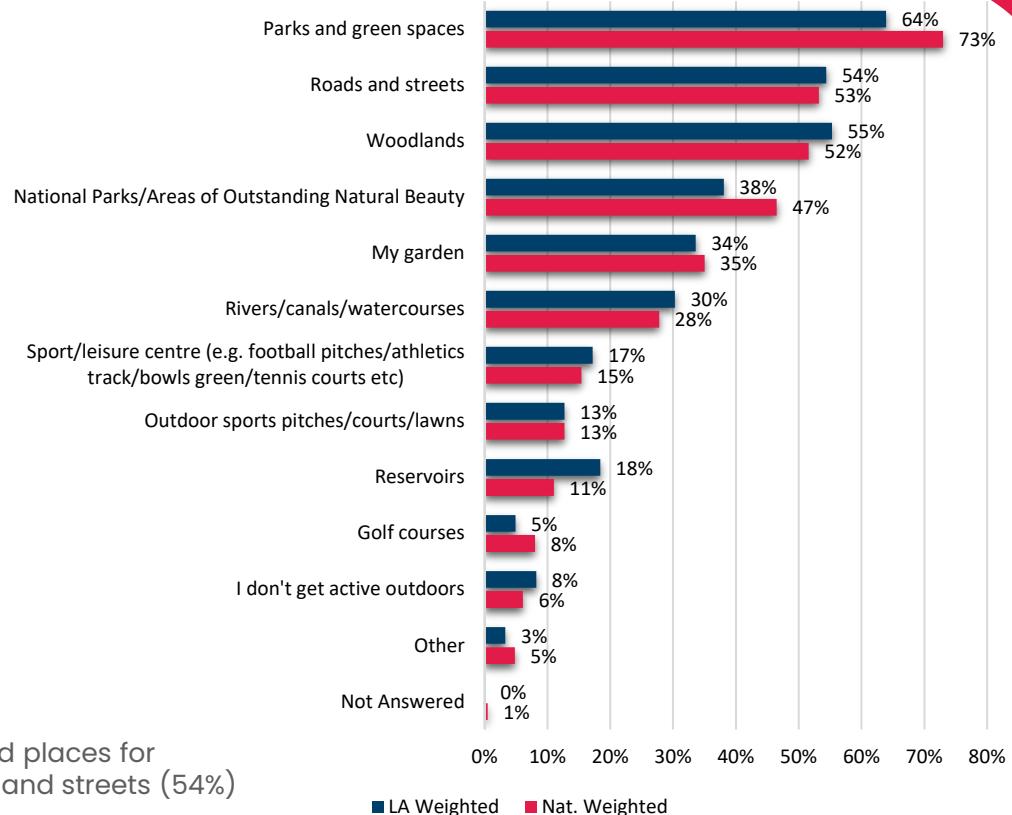
- how do local residents get active outdoors; and
- residents' perceptions of their local parks and green spaces.

Q17. Which of the following places do you use to get active outdoors?



Which of the following places do you use to get active outdoors? Please select all that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Parks and green spaces	156	63.90%	3939	73.00%
Woodlands	135	55.30%	2783	51.60%
Roads and streets	133	54.40%	2870	53.20%
National Parks/Areas of Outstanding Natural Beauty	93	38.10%	2510	46.50%
My garden	82	33.60%	1890	35.00%
Rivers/canals/watercourses	74	30.30%	1502	27.80%
Reservoirs	45	18.40%	596	11.00%
Sport/leisure centre (e.g. football pitches/athletics track/bowls green/tennis courts etc)	42	17.20%	830	15.40%
Outdoor sports pitches/courts/lawns	31	12.70%	684	12.70%
I don't get active outdoors	20	8.20%	329	6.10%
Golf courses	12	4.90%	434	8.00%
Other	8	3.30%	260	4.80%
Not Answered	0	0.00%	29	0.50%

Parks and green spaces (64%) are the most commonly cited places for outdoor activities, followed by woodlands (55%), and roads and streets (54%)

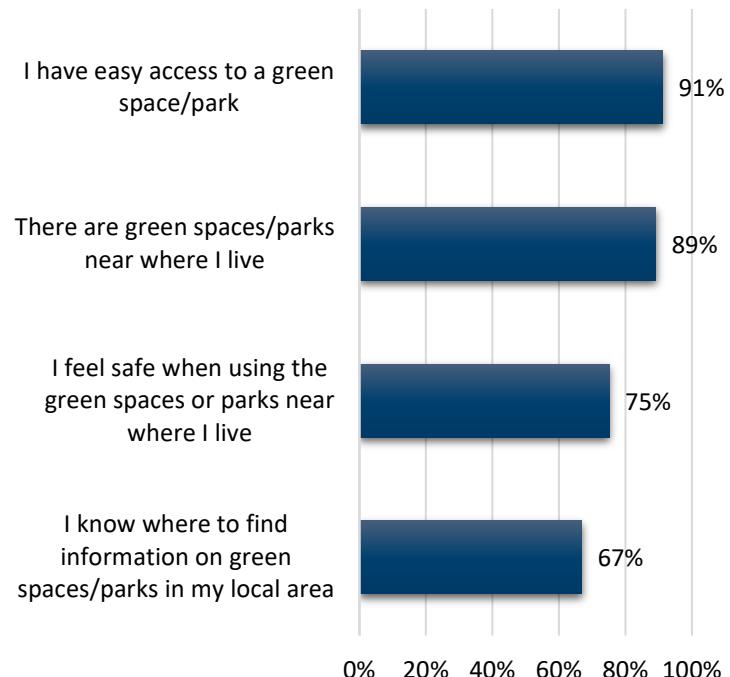


Q18. Please tell us how much you agree or disagree with the following statements regarding green spaces and parks?



Statement	Agree/Strongly agree		Agree/Strongly agree (weighted)	
I have easy access to a green space/park	282	90.60%	222	91.20%
There are green spaces/parks near where I live	280	90.10%	217	89.10%
I feel safe when using the green spaces or parks near where I live	235	75.50%	183	75.10%
I know where to find information on green spaces/parks in my local area	210	67.60%	162	66.80%

91% of the respondents agreed that they had easy access to a green space or park whilst 75% agreed that they felt safe using those green spaces or parks in their neighbourhood.



Section 6 – Outdoor Sport & Leisure Facilities



The questions in the standardised survey cover the following key areas:

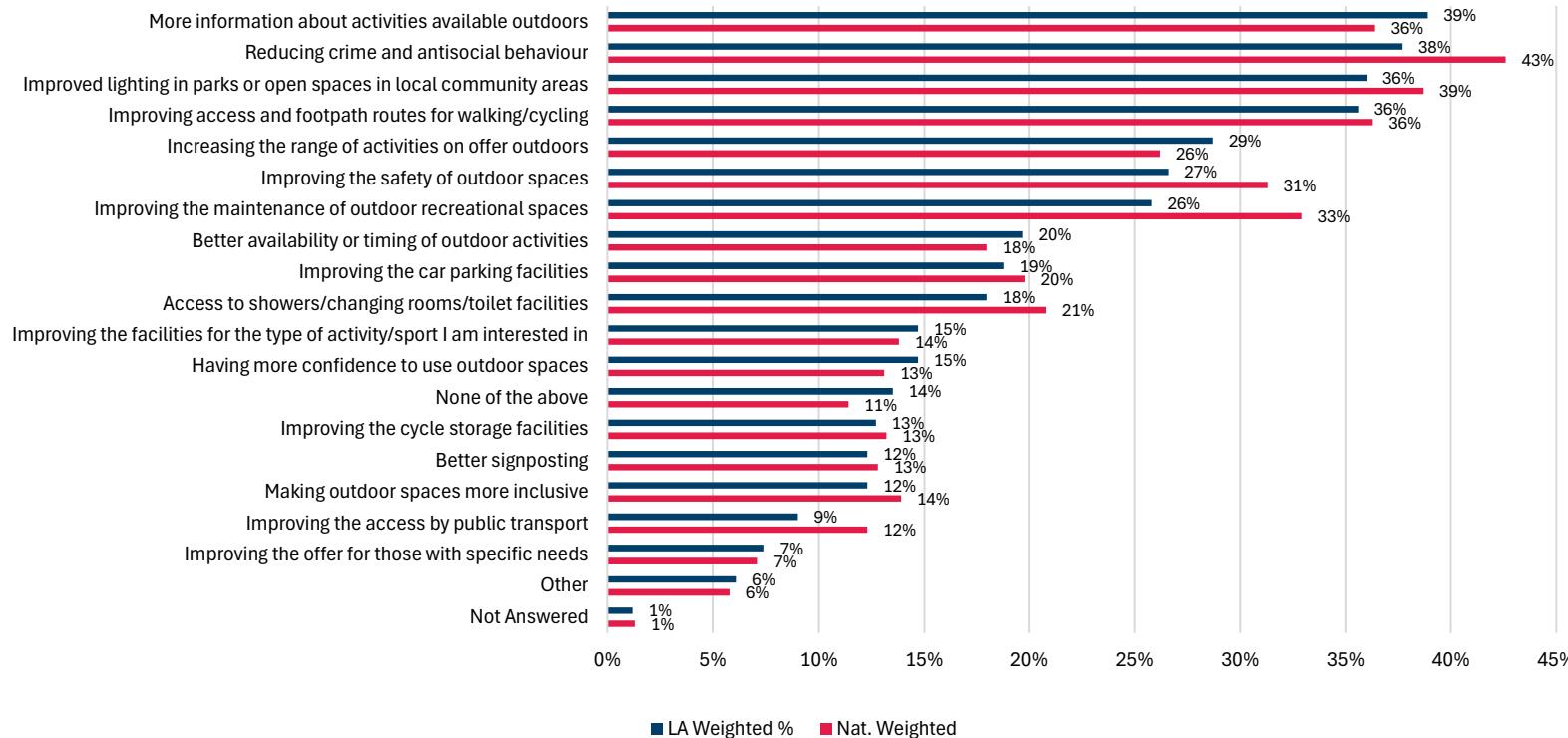
- factors that would encourage greater use of the outdoors for physical activity.

Q19. What would encourage you to use the outdoors for sport and physical activity more?



What would encourage you to use the outdoors for sport and physical activity more? Please select all that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
More information about activities available outdoors	95	38.90%	1963	36.40%
Reducing crime and antisocial behaviour	92	37.70%	2299	42.60%
Improved lighting in parks or open spaces in local community areas	88	36.00%	2089	38.70%
Improving access and footpath routes for walking/cycling	87	35.60%	1957	36.30%
Increasing the range of activities on offer outdoors	70	28.70%	1416	26.20%
Improving the safety of outdoor spaces	65	26.60%	1688	31.30%
Improving the maintenance of outdoor recreational spaces	63	25.80%	1774	32.90%
Better availability or timing of outdoor activities	48	19.70%	972	18.00%
Improving the car parking facilities	46	18.80%	1066	19.80%
Access to showers/changing rooms/toilet facilities	44	18.00%	1120	20.80%
Having more confidence to use outdoor spaces	36	14.70%	709	13.10%
Improving the facilities for the type of activity/sport I am interested in	36	14.70%	743	13.80%
Improving the cycle storage facilities	31	12.70%	714	13.20%
Making outdoor spaces more inclusive	30	12.30%	749	13.90%
Better signposting	30	12.30%	691	12.80%
Improving the access by public transport	22	9.00%	665	12.30%
Improving the offer for those with specific needs	18	7.40%	385	7.10%
None of the above	33	13.50%	614	11.40%
Other	15	6.10%	313	5.80%
Not Answered	3	1.20%	69	1.30%

Q19. What would encourage you to use the outdoors for sport and physical activity more?



The two most commonly cited factors that would encourage greater use of outdoor spaces for sports and physical activities are: more information about activities available outdoors (39%) and reducing crime and antisocial behaviour (38%). These are closely followed by better lighting in parks and open spaces in the local community areas (36%) and improving footpaths and access to walking and cycling routes (36%).

Section 7 – Active Travel



The questions in the standardised survey cover the following key areas:

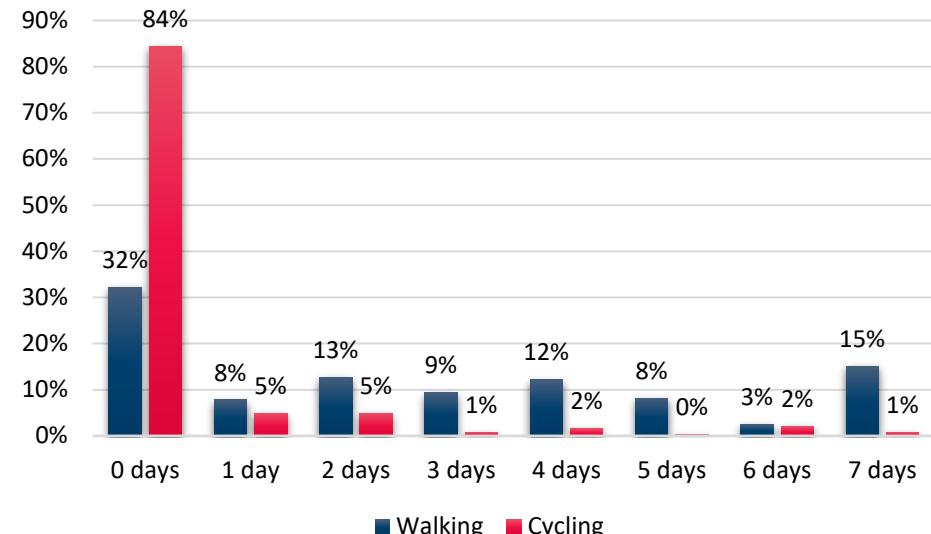
- weekly active travel; and
- factors that would encourage more active travel.

Q20. Thinking back over the last 4 weeks, in an average week, how often did you walk or cycle for active travel purposes ?



Thinking back over the last 4 weeks, in an average week, how often did you walk or cycle for active travel purposes (e.g. to and from work, school or local shops)?

Walking	Responses	%	Weighted responses	Weighted %
0 days	93	29.90%	79	32.20%
1 day	24	7.70%	19	7.80%
2 days	40	12.90%	31	12.70%
3 days	33	10.60%	23	9.40%
4 days	40	12.90%	30	12.20%
5 days	30	9.70%	20	8.20%
6 days	7	2.30%	6	2.50%
7 days	44	14.20%	37	15.10%
Cycling	Responses	%	Weighted responses	Weighted %
0 days	262	84.20%	206	84.40%
1 day	15	4.80%	12	4.90%
2 days	15	4.80%	12	4.90%
3 days	3	1.00%	2	0.80%
4 days	7	2.30%	4	1.60%
5 days	2	0.60%	1	0.40%
6 days	4	1.30%	5	2.10%
7 days	3	1.00%	2	0.80%



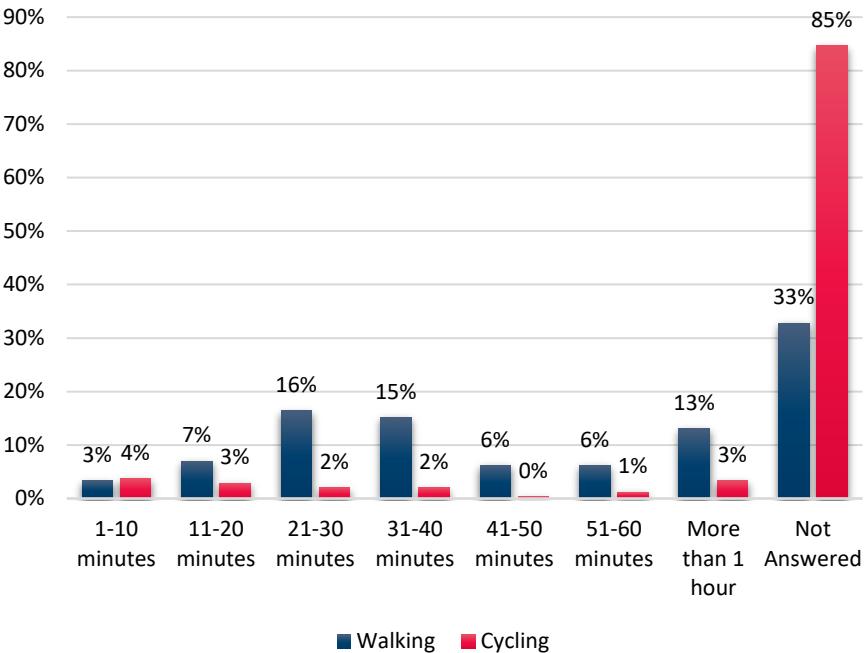
Overall, 70% of total respondents reported walking or cycling for active travel purposes at least once per week, which is relatively lower than the national average (80%).

Q21. On an average day, how much time do you spend walking and cycling for active travel purposes?



If any, on an average day, how much time in minutes do you spend walking:	Responses	%	Weighted responses	Weighted %
1-10 minutes	9	2.90%	8	3.30%
11-20 minutes	22	7.10%	17	7.00%
21-30 minutes	56	18.00%	40	16.40%
31-40 minutes	42	13.50%	37	15.20%
41-50 minutes	24	7.70%	15	6.20%
51-60 minutes	23	7.40%	15	6.20%
More than 1 hour	40	12.90%	32	13.10%
Not Answered	95	30.60%	80	32.80%

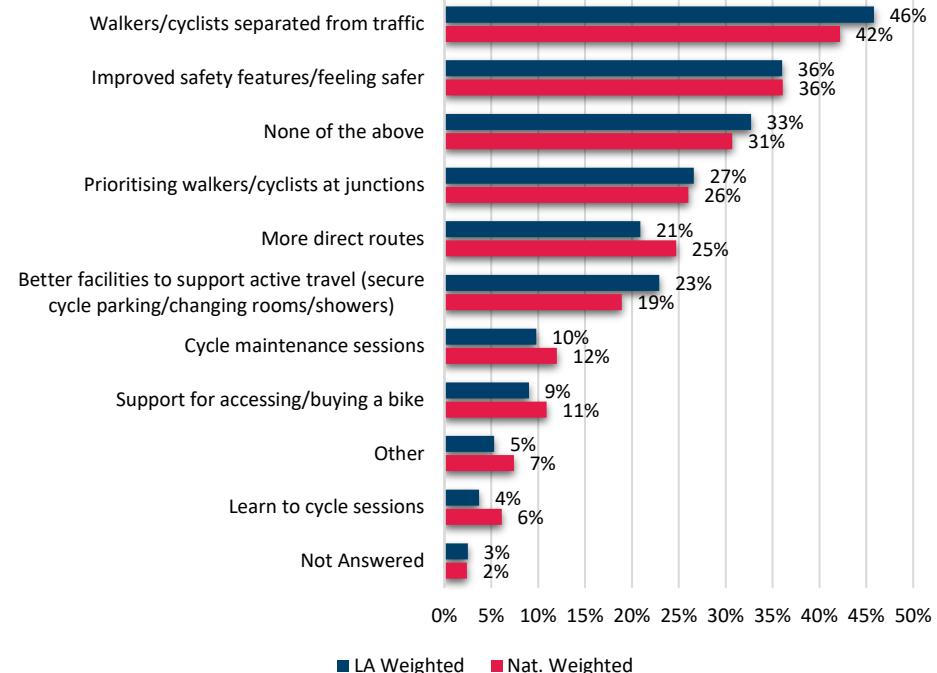
If any, on an average day, how much time in minutes do you spend cycling:	Responses	%	Weighted responses	Weighted %
1-10 minutes	10	3.20%	9	3.70%
11-20 minutes	10	3.20%	7	2.90%
21-30 minutes	7	2.30%	5	2.00%
31-40 minutes	5	1.60%	5	2.00%
41-50 minutes	2	0.60%	1	0.40%
51-60 minutes	4	1.30%	3	1.20%
More than 1 hour	9	2.90%	8	3.30%
Not Answered	264	84.90%	208	84.60%



Q22. What, if anything, would encourage you to travel actively by walking or cycling or other means rather than by vehicle?



Is there anything that would encourage you to travel by walking or cycling or other active means instead of by vehicle or, if you already travel actively, is there anything that would support you to do this more often? Please select all that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Walkers/cyclists separated from traffic	112	45.80%	1478	42.20%
Improved safety features/feeling safer	88	36.00%	1264	36.10%
Prioritising walkers/cyclists at junctions	65	26.60%	911	26.00%
Better facilities to support active travel (secure cycle parking/changing rooms/showers)	56	22.90%	661	18.90%
More direct routes	51	20.90%	865	24.70%
Cycle maintenance sessions	24	9.80%	419	12.00%
Support for accessing/buying a bike	22	9.00%	381	10.90%
Learn to cycle sessions	9	3.70%	214	6.10%
None of the above	80	32.70%	1077	30.70%
Other	13	5.30%	259	7.40%
Not Answered	6	2.50%	83	2.40%



'Walkers/cyclists separated from traffic' (46%) and 'improved safety features/feeling safer' (36%) are the two most cited factors which would encourage more active travel.

Section 8 – Children & Young People



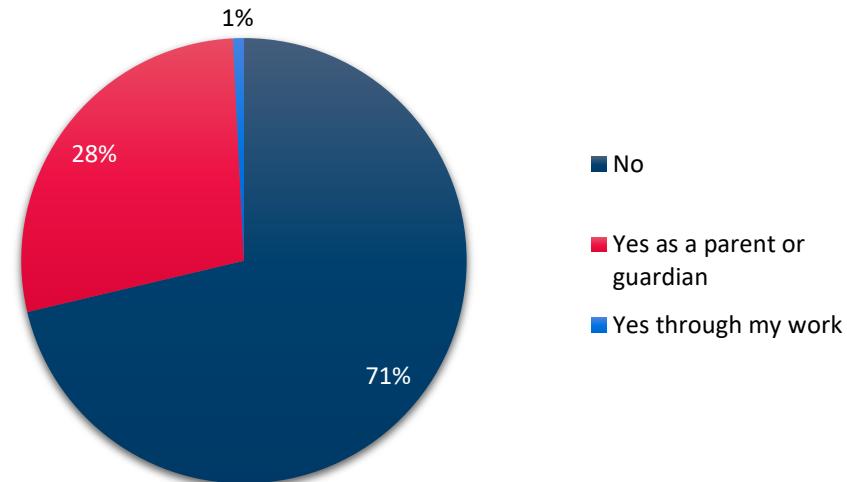
The questions in the standardised survey cover the following key area:

- barriers to getting children active.

Q23. Are you responsible for children under 16?



Are you responsible for children under 16?	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
No	174	71.30%	3951	73.20%
Yes, as a parent or guardian	68	27.90%	1353	25.10%
Yes, through my work	2	0.80%	94	1.70%



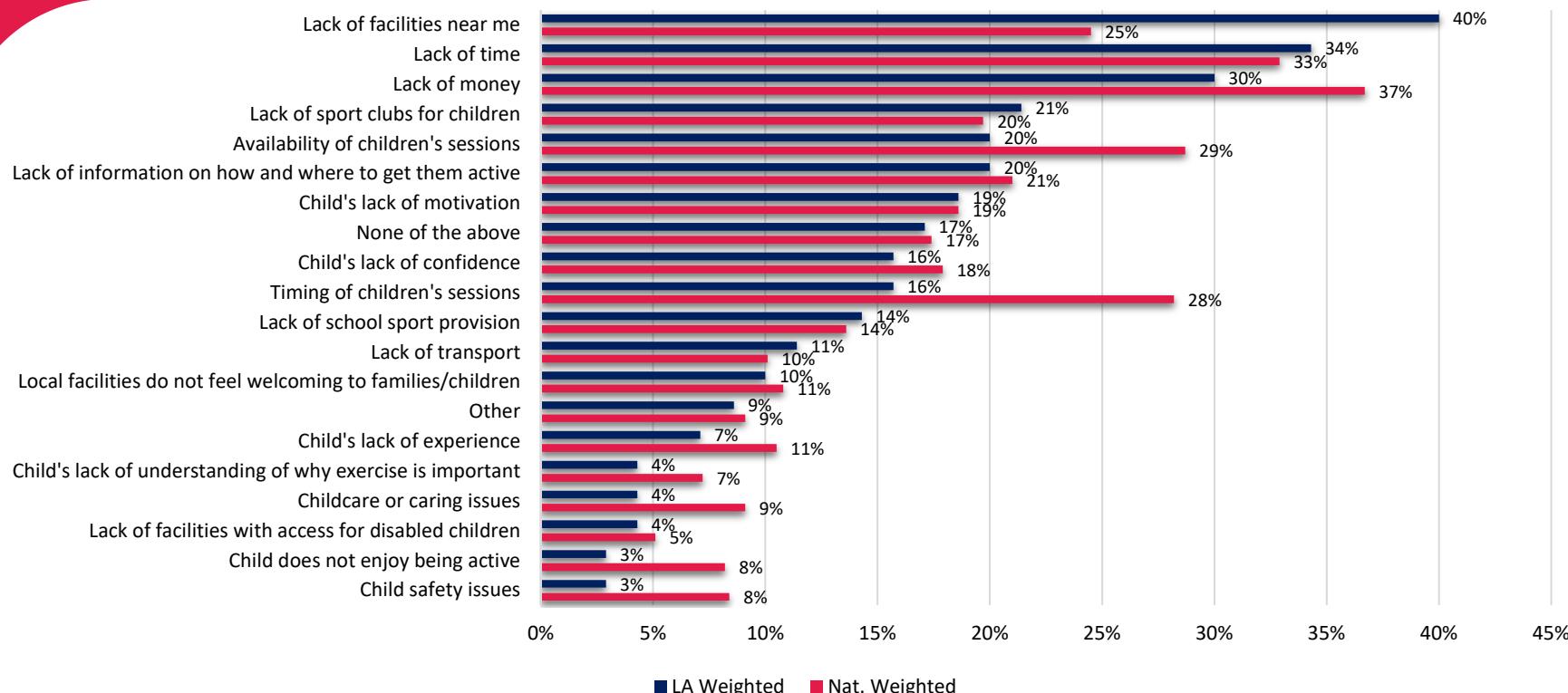
Around 29% of the respondents were responsible for children under 16.

Q24. What barriers, if any, do you face getting the children you are responsible for active?



What barriers, if any, do you face getting the children you are responsible for active? Please select all that apply	LA Weighted Responses	LA Weighted %	Nat. Weighted Responses	Nat. Weighted %
Lack of facilities near me	28	40.00%	352	24.50%
Lack of time	24	34.30%	472	32.90%
Lack of money	21	30.00%	526	36.70%
Lack of sport clubs for children	15	21.40%	283	19.70%
Lack of information on how and where to get them active	14	20.00%	301	21.00%
Availability of children's sessions	14	20.00%	411	28.70%
Child's lack of motivation	13	18.60%	267	18.60%
Timing of children's sessions	11	15.70%	404	28.20%
Child's lack of confidence	11	15.70%	256	17.90%
Lack of school sport provision	10	14.30%	195	13.60%
Lack of transport	8	11.40%	145	10.10%
Local facilities do not feel welcoming to families/children	7	10.00%	155	10.80%
Child's lack of experience	5	7.10%	151	10.50%
Lack of facilities with access for disabled children	3	4.30%	73	5.10%
Childcare or caring issues	3	4.30%	130	9.10%
Child's lack of understanding of why exercise is important	3	4.30%	103	7.20%
Child safety issues	2	2.90%	121	8.40%
Child does not enjoy being active	2	2.90%	117	8.20%
None of the above	12	17.10%	249	17.40%
Other	6	8.60%	131	9.10%

Q24. What barriers, if any, do you face getting the children you are responsible for active?



The most common barrier preventing children from being active is the 'lack of facilities nearby,' which was mentioned by 40% of respondents. This is followed by 'lack of time' at 34% and 'lack of money' at 30%. These percentages are significantly higher than the average rates for these barriers reported by local authorities in the national benchmarks.

Section 9 – local questions



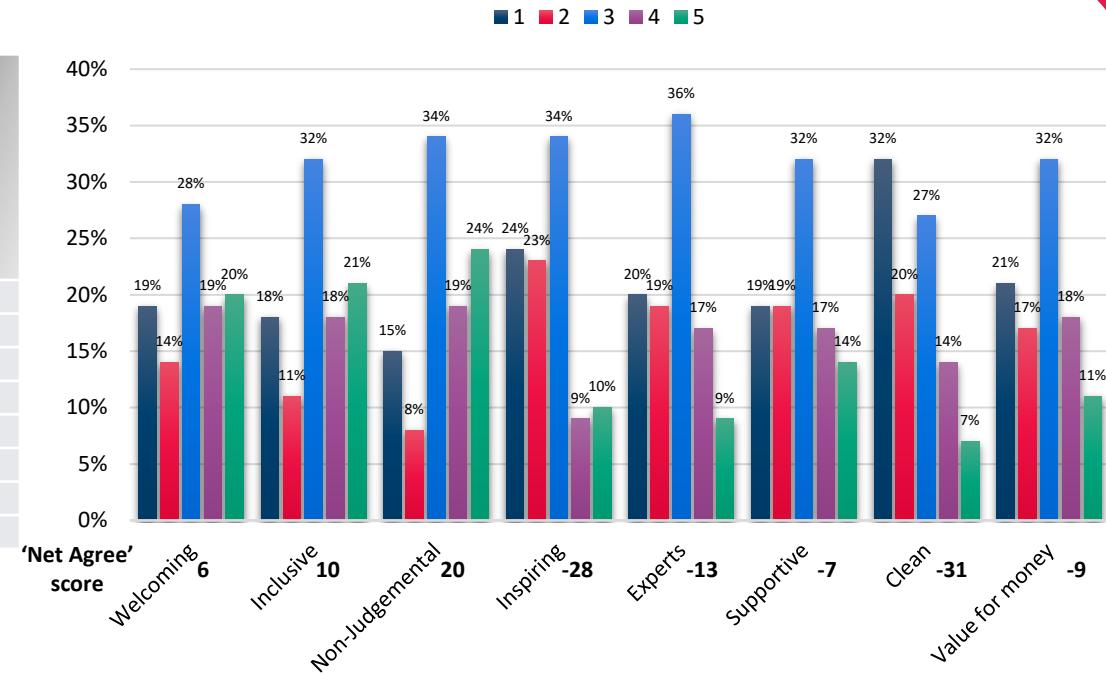
The results for bespoke local questions in this section are not weighted.

Section 9 – Local Questions

(For those that haven't used LeisureSK centres) On a scale of 1-5 (with 1 being not at all and 5 being definitely) how would you associate these words with South Kesteven Leisure facilities?



(For those that haven't used LeisureSK centres) On a scale of 1-5 (with 1 being not at all and 5 being definitely) how would you associate these words with South Kesteven Leisure facilities?	1	2	3	4	5
Welcoming	19%	14%	28%	19%	20%
Inclusive	18%	11%	32%	18%	21%
Non-Judgemental	15%	8%	34%	19%	24%
Inspiring	24%	23%	34%	9%	10%
Experts	20%	19%	36%	17%	9%
Supportive	19%	19%	32%	17%	14%
Clean	32%	20%	27%	14%	7%
Value for money	21%	17%	32%	18%	11%



The 'net agree' score is the percentage of respondents scoring 4 and 5 (agree), minus the percentage of respondents scoring 1 and 2 (disagree). The words 'non-judgemental', 'inclusive' and 'welcoming' had the highest (positive) scores for the level of agreement to describe the leisure facilities in South Kesteven.

Section 9 – Local Questions

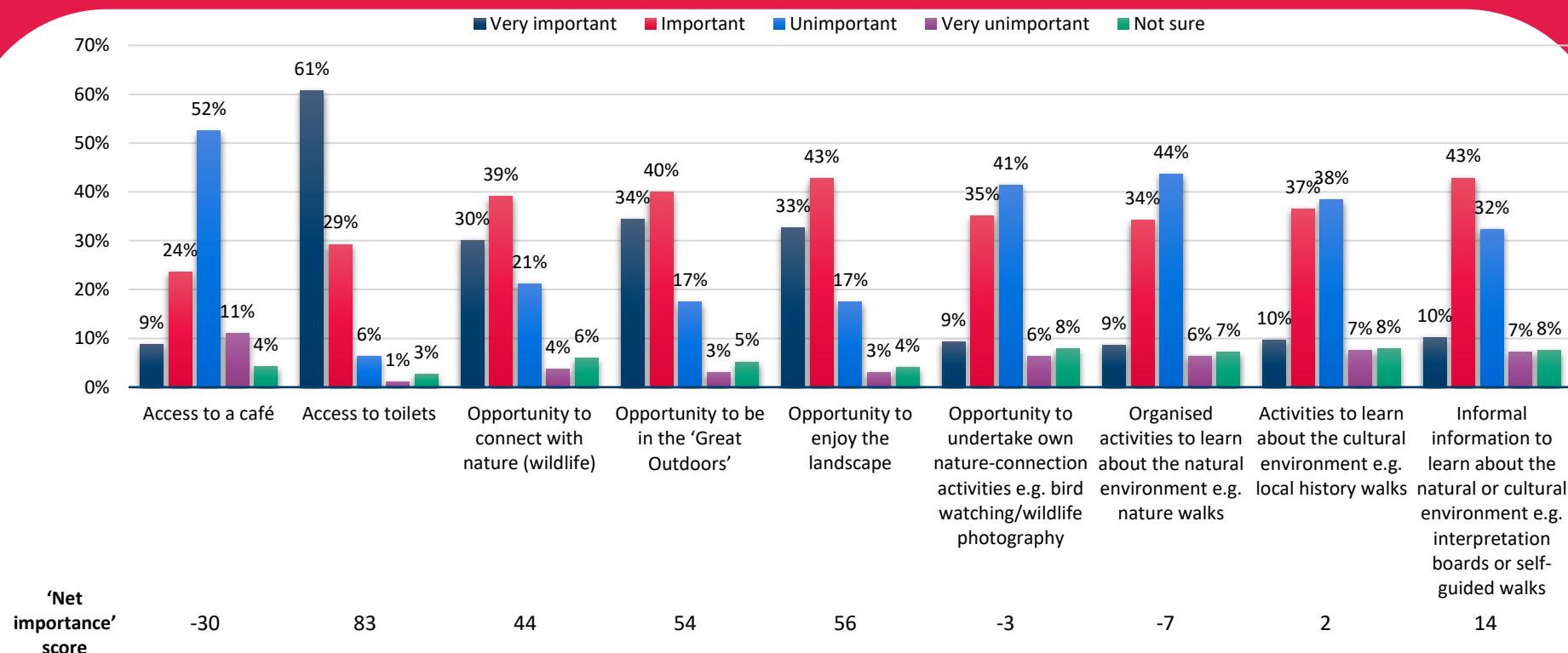
(For those that haven't used LeisureSK centres) On a scale of 1-5 (with 1 being not at all and 5 being definitely) how would you associate these words with South Kesteven Leisure facilities? How important are these factors in encouraging you to do physically activity in outdoor spaces?



How important are these factors in encouraging you to do physically activity in outdoor spaces?	Very important	Important	Unimportant	Very unimportant	Not sure
Access to a café	9%	24%	52%	11%	4%
Access to toilets	61%	29%	6%	1%	3%
Opportunity to connect with nature (wildlife)	30%	39%	21%	4%	6%
Opportunity to be in the 'Great Outdoors'	34%	40%	17%	3%	5%
Opportunity to enjoy the landscape	33%	43%	17%	3%	4%
Opportunity to undertake own nature-connection activities e.g. bird watching/wildlife photography	9%	35%	41%	6%	8%
Organised activities to learn about the natural environment e.g. nature walks	9%	34%	44%	6%	7%
Activities to learn about the cultural environment e.g. local history walks	10%	37%	38%	7%	8%
Informal information to learn about the natural or cultural environment e.g. interpretation boards or self-guided walks	10%	43%	32%	7%	8%

Section 9 – Local Questions

(For those that haven't used LeisureSK centres) On a scale of 1-5 (with 1 being not at all and 5 being definitely) how would you associate these words with South Kesteven Leisure facilities? How important are these factors in encouraging you to do physically activity in outdoor spaces?



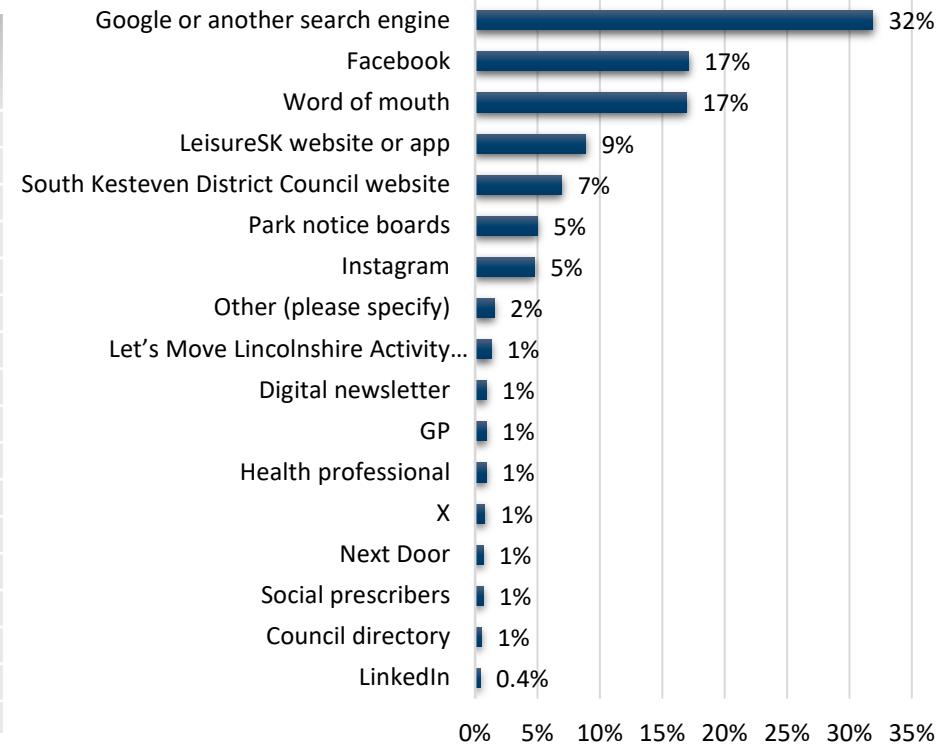
The 'net importance' score is the percentage of respondents rating a factor as very important or important, minus those rating it as unimportant or very unimportant. A higher positive score indicates greater importance for those factors.

Section 9 – Local Questions

If you were looking for information on opportunities, activities or events in the community to get active, where would you go?



If you were looking for information on opportunities, activities or events in the community to get active, where would you go?	Responses	%
Google or another search engine	248	32%
Let's Move Lincolnshire Activity Finder Website	10	1%
LeisureSK website or app	69	9%
South Kesteven District Council website	54	7%
Council directory	4	1%
Social prescribers	5	1%
Health professional	7	1%
GP	7	1%
Digital newsletter	7	1%
Facebook	133	17%
Instagram	37	5%
X	6	1%
LinkedIn	3	0%
Next Door	5	1%
Park notice boards	39	5%
Word of mouth	132	17%
Other (please specify)	12	2%





Thank you