

Appendix One - Sport and Physical Activity Strategy Action Plan

Activity Area	Theme	Future Actions
Active Society	Ensure Participation is affordable and accessible to the whole community	Encourage schools to participate in 10 @ 10 on National Fitness Day (24th September) or undertake some form of short activity. Promote National Fitness Day through social media channels and encourage movement in any form.
		Grantham Meres Leisure Centre continues to host holiday activities partnered with Junior Adventures Group (JAG) to enable opportunities to stay active outside of term time. Officers are to develop partnerships to promote further HAF opportunities in the district.
		To continue to work in partnership with local British Cycling trained ride leaders/advocates to offer monthly guided rides through Belton House, with talks from the rangers about the wildlife and the park.
		Create self-guided routes to support the Cycle to the Woods route from Wyndham Park to Londonthorpe Woods.
	Encourage physical activity as a holistic approach to wellbeing, including a focus on mental health	Work with health partners to promote opportunities to be active to help with overall health and wellbeing. Review the Council's website to promote Workplace Wellbeing and include Physical Activity, Diet and Lifestyle Advice. A guide will also be created and made into a printable version to share across the district.
		Continue to encourage GP Practices to sign up to the Active Practice Charter to make positive changes in their surgeries to boost staff and patient wellbeing by becoming more active.
		To continue to provide physical and wellbeing initiatives within the Council, raising awareness through a range of different challenges and charities.
		Work with Active Lincolnshire and We are Undefeatable to develop a local campaign with local people, to encourage physical activity.
Active Place	Invest in the Council's Leisure Facilities to ensure they meet the needs of the customers	Work is underway utilising funding from Public Sector Decarbonisation Scheme Phase 3c to upgrade the heating system at Grantham Meres Leisure Centre to make it more energy efficient and sustainable. This is due for completion in February 2026.
		The Council's Property and Leisure Teams will continue to work through the condition surveys prioritising works based on severity and risk.
		Continue to monitor the customer satisfaction levels via surveys and other data to ensure that the leisure facilities meet the needs of the customers. This includes monitoring feedback included on the leisure monitoring reports.
		A £500k Leisure Investment Reserve has been established with a criteria developed to provide a clear methodology to allocate the funding across each of the facilities to provide decorative and cosmetic improvements in areas where there is a strong interface with the customers and where there is clear evidence investment is required.
		The next annual Sport England Moving Communities Customer Satisfaction Survey was published in September 2025.
	Explore opportunities to use parks and open spaces within the district	The qualified 'Our Parks' volunteers based at Wyndham Park Visitor Centre will launch two free beginner exercise classes, one for older adults and one for the Young Adults Social Group.
		Continue to use social media, web pages and other promotion of green and open spaces within the district. The Parks Community Team will continue to develop a programme of events and activities to attract visitors to Wyndham Park, Grantham.

Active People	Support a broad range of sport and physical activity opportunities that reflect the needs of the community and visitors to the district	Timetable and programming for leisure facilities are being continuously reviewed and new initiatives added to ensure there are a broad range of activities on offer to residents and visitors. Actions are due to be delivered following the results of the Moving Community Communities Survey such as sessions for beginners, older adults and women and girls.
		Understand the priorities in Public Health within South Kesteven using data to influence the work we do.
		Continue to promote 'We are Undefeatable' and the new app which will inspire people living with long term health conditions to build physical activity into their daily routines or encourage them to try something new.
		Create a 'Fighting Fit' class in Stamford which supports people living with or recovering from cancer. This work is in collaboration with The Lincoln City Foundation, Stamford Health Education and Awareness Charity (SHEAC) and LeisureSK Limited. This is due to launch in January 2026.
	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	More marketing is required to promote opportunities, especially for GP's and hospitals. Continue to develop partnerships with further GP practices through the PCN, following the success of Bourne initiatives.
		Work with partners to create one wellbeing event in each market town to showcase local physical activity opportunities allowing people to give new activities a try to improve their wellbeing. The Grantham event is being scheduled for 1st November 2025 at Grantham Meres Leisure Centre.
		Encourage partners to create walking sport groups such as walking tennis, walking netball and reintroduce a programme of activities at leisure facilities.
Active System	Recognise that physical activity is more than participation in sport and includes activities such as walking, dancing and gardening	Council Officers are to undertake walking audits of each of the main towns, which will also assist with the Age Friendly Communities work.
		Ensure positive messages are communicated to residents in a variety of ways, including social media, about how activity can be integrated into everyday life, showcasing the benefits relating to general health and wellbeing.
		Continue to work with other organisations to promote activities and events taking place across South Kesteven.
		Development of a Local Cycling and Walking Infrastructure Plan (LCWIP) for Grantham, The Deepings and Stamford through Lincolnshire County Council.
	Facilitate partnerships between authorities, organisations, communities, and groups to empower those who can make a change	Collaboration with local businesses on workplace health, active travel and physical activity initiatives. Deliver a Workplace Wellbeing Presentation at Grantham Business Club in January 2026.
		Increase cycle parking opportunities within South Kesteven, working in partnership with Lincolnshire County Council and the Grantham Market Place project.
		An SKDC officer working group meets quarterly to ensure collaboration across the whole council can be effective to achieve the South Kesteven Health and Wellbeing Action Plan which was adopted in December 2023.
		Explore funding opportunities with Active Lincolnshire and Sport England through the 'Place Universal Offer' (PUO) to support long-term systemic change that reduces physical inactivity and inequality in local areas.
		Develop positive relationships with the Public Health Team at Lincolnshire County Council to target specific audiences in the district, data dependent. Understand the priorities in Public Health within South Kesteven.