

**INSPIRING
EVERYONE
TO BE
MORE
ACTIVE,
MORE
OFTEN**





CONTENTS

1	Foreword	Pg 4
2	Introduction – Responding to new challenges and opportunities	Pg 4
2.1	Evolution of the plan	Pg 4
2.2	COVID 19 – National and Local Impact & Recovery	Pg 4
2.3	Partnerships & A Whole Systems Approach	Pg 6
2.4	Evidence & Guidance	Pg 7
3	Why do we need a S&PA Strategy	Pg 9
3.1	Progress Made	Pg 11
4	Challenges to be addressed 1 - District Health Profile	Pg 12
5	Challenges to be addressed 2 - District Physical Activity Profile	Pg 13
5.1	Adults Active Lives Survey	Pg 13
5.2	Children & Young People	Pg 14
5.3	North Kesteven Residents Survey	Pg 15
6	Priorities for North Kesteven	Pg 17
6.1	Vision	Pg 17
6.2	Priority Outcomes	Pg 17
6.3	Active Society	Pg 17
6.4	Active People	Pg 18
6.5	Active Place	Pg 18
6.6	Active Systems	Pg 19
7	Measuring Success	Pg 19
7.1	Active Lives Survey	Pg 19
7.2	Resident Survey	Pg 19
7.3	Key Performance Indicators	Pg 20
8	Next Steps and Action Plan	Pg 21
8.1	LPAT Physical Activity Delivery Plan	Pg 21
8.2	Leisure Operators Service Delivery Plans	Pg 21
9	Summary of Consultation	Pg 21
10	Leisure Facilities, Services and Clubs	Pg 22

1

FOREWORD

CLLR STEVE CLEGG
EXECUTIVE BOARD MEMBER



I am very pleased to share with you North Kesteven District Council's refreshed Sport and Physical Activity Strategy for inspiring more people to be more active more often. It will help us to continue to deliver our stated vision in the NK Plan for Our Communities, which is to enhance the wellbeing, safety, and health of everyone - inspiring and supporting a sustainable and flourishing future.

As we are all too familiar, the pandemic has presented us with many challenges. However, one positive aspect has been that it emphasised the importance of sport and physical activity, which is essential for our individual and collective physical and mental health. It also contributes greatly to our local economy as well as helping to bring our communities together.

Local Authorities play a vital role in this area and are the largest funders of sport, leisure, parks and open spaces. NKDC has invested £7m in its leisure facilities in recent years, and user satisfaction continues to be very high indeed. Pre-pandemic numbers show over 1m visits annually to our leisure and cultural centres, and I am confident that we will surpass these in the future as people return to familiar, or identify new, routines. We will also work in partnership with others on creating healthy and sustainable community-based programmes to address inequalities, social isolation and other barriers to physical activity and health prevention.

Our vision remains "to inspire everyone to be more active more often". We recognise that this will require a whole-Council and stakeholder approach, engaging with and motivating all those involved to ensure lasting success.

Despite the setbacks caused by Covid-19, our Council and partners have risen to the challenge, continued to work hard, to adapt, and to focus on the future, and this document clearly demonstrates that.

I hope you find it as inspirational as I do.

2

INTRODUCTION

RESPONDING TO NEW CHALLENGES AND OPPORTUNITIES IN NORTH KESTEVEN

2.1 Evolution of the plan

In 2016, The Council's first Sport & Physical Activity Strategy had a clear vision, to inspire everyone to be more active, more often and this vision remains as important today as it did five years ago. Our new strategy 2021-26, builds on the progress made whilst responding to the latest evidence and expert guidance from across the sector.

Sport England's strategy, Uniting the Movement highlights five big issues which have the greatest potential for preventing and tackling inequalities in sport and physical activity. Plans to address these issues can be seen throughout this strategy review.

2.2 COVID 19 – Building back better, fitter and more active.

The Covid-19 pandemic caused the entire physical activity sector to rethink its future with public and private operators coming under intense financial pressure, resulting in the need to review strategies of delivery, as well as the online and digital transformation required to meet the changing needs and ambitions within our communities.

The importance of the districts health in reducing risks during events such as pandemics is abundantly clear, once again confirming the significant role of physical activity in delivering overall mental and physical wellness. Throughout the numerous lockdowns and restrictions of Covid-19, a number of positive trends developed.

Firstly, as a result of consistent messaging from North Kesteven District Council and more widely by the Government, more and more people started to recognise the importance of physical activity and value the green open spaces around them. This was clearly evident in North Kesteven with a record number of residents taking advantage of green public spaces and walking networks which saw a 28% increase in footfall.



Outside of our traditional public leisure facilities and as a result of temporary facility closures nationally, the retail sector reported significant increases in the sales of home gym and fitness equipment. This represents a potentially positive shift which could lead to longer term increases in physical activity if maintained. In addition, online classes and virtual resources increased in popularity.

These trends are particularly important in rural districts such as North Kesteven where large numbers of residents live outside of typical drive times to leisure venues. In July 2021, Sport England research conducted through the Moving Communities programme suggested that the pandemic had a negative impact on people's willingness to travel to leisure facilities with average travel time from home to a leisure facility decreasing from 16.74 minutes to 15.01 minutes. Through creative campaigns and the promotion of the latest technology, we can use these learnings to support harder to reach residents to be more active. To date, we have supported a focus on virtual and online support for our residents with the launch of the 'Better App', delivery of a virtual NK Walking Festival and



many opportunities for virtual exercise classes and tuition supported by a range of key partners.

Whilst an extremely difficult time for the sector, the pandemic focussed our attention on new and exciting ways to digitally connect with residents. This focus will be maintained over the next five years.

North Kesteven is a district that loves to walk and cycle, and the pandemic has increased participation in these activities even further. Our latest resident survey shows that 11% more people spent time walking in 2020 compared to 2019.

The financial pressure on the leisure sector caused by Covid-19 was unprecedented, requiring Government and local authority support to ensure facility and service survival. Whilst this pressure was felt across North Kesteven, the business case for supporting the sector was ever increasing.



A 2020 report commissioned by Sport England shows that for every £1 spent on community sport and physical activity in England, an economic and social return on investment of £3.91 is generated*. Even in the midst of a global pandemic, North Kesteven's leisure services returned a 12 month social value of over £1 million to our communities**, for this reason the financial resilience of the services has never been more important.

It is clear that Covid-19 restrictions further widened gaps in the activity levels across a number of priority groups within North Kesteven, as highlighted in North Kesteven's latest Resident Survey. Sport England data also highlights widening gaps in the following user groups:

- Lower Socio-Economic Groups
- Black, Asian Minority Ethnic Communities.
- Disabled people and residents living with long-term health conditions.
- Women and girls
- The older population.

Public Health England (Covid-19: Review of disparities in risk and outcome) found that people diagnosed with Covid-19 who were 80 or older were seventy times more likely to die than those under 40. In addition, people who were obese and/or who had diabetes were also at increased risk of severe illness and death from Covid-19.

For these reasons, the recovery and reinvention of facilities and services within North Kesteven is a key priority within this strategy and we aim to remove as many barriers to participation as possible.

*Source – Measuring the Social and Economic Impact of Sport in England (Sport England / Sheffield Hallam University)

** Source - Moving Communities





2.3 Partnerships & 'A Whole System Approach'

We recognise that physical and mental health are the result of a complex and adaptive local system and North Kesteven District Council cannot achieve real and lasting change alone.

A 'Whole System Approach' model is required to be successful and North Kesteven has joined more than 60 partners to develop the 'Let's Move Lincolnshire' movement. The countywide alliance includes representatives from Public Health Lincolnshire, Active Lincolnshire, Local Authorities, Health and Social Care, Education, the Voluntary Sector and many more.

Let's Move Lincolnshire launched a 'Blueprint for Creating a More Active Lincolnshire' in May 2019 and we continue to work in partnership to develop and deliver a countywide physical activity action plan.

In addition to the Lets Move Lincolnshire network, we are directly supported by a range of partners who deliver vital services on the council's behalf. We will continue to collaborate, co-create and commission programmes that support the outcomes of this strategy.



This wider collaboration allows us to have a positive contribution on a range of key levers, all of which form part of the support mechanism around physical activity. A detailed research project and report by The International Society of Physical Activity and Health (ISPAH) clearly highlights the need for a systems based approach. North Kesteven District Council concur that there is no single solution to the highly complex public health issue and aim to work across all council departments to tackle the eight investment principles of physical activity growth. Many of these principles are already embedded in strategies and policy documents and we will work to further align these principles over the next five years.

Eight investments that work for physical activity

**WHOLE-
OF-SCHOOL
PROGRAMMES**



ACTIVE TRAVEL



**ACTIVE URBAN
DESIGN**



**COMMUNITY-
WIDE
PROGRAMMES**



HEALTHCARE



WORKPLACES



**SPORT AND
RECREATION
FOR ALL**



**PUBLIC
EDUCATION,
INCLUDING
MASS MEDIA**

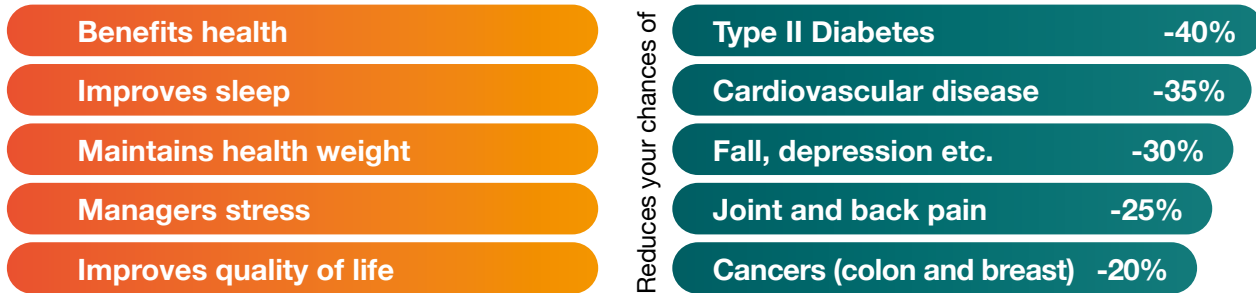


2.4 Evidence and Guidance

It goes without saying that for good physical and mental health, we should be physically active every day and aim to minimise the amount of time spent sedentary.

Regular physical activity is known to have significant health benefits, including:

Physical activity for adults and older adults



Some is good, more is better

Make a start today:
it's never too late

Every minute counts

The UK Chief Medical Officer states that adults (19 to 64 years) should accumulate at least:



The UK Chief Medical Officer states that children and young people (5 to 18 years) should engage in moderate-to-vigorous intensity physical activity for an average of at least 60 minutes per day across the week. This can include all forms of activity such as physical education, active travel, after school activities, play and sports.



The North Kesteven Sport & Physical Activity Strategy takes learnings from, and interacts with a wide range of strategies, locally, nationally and internationally.



Sport England
– Uniting the Movement 2021-31.



World Health Organisation
– Physical Activity 2018-30



Lincolnshire Health & Wellbeing Strategy



UK Active
– A Blueprint for an active Britain.



Lincolnshire Joint Strategic Needs Assessment.



HM Government
– A Sporting Future.



Let's Move Lincolnshire
– A Blueprint for a More Active Lincolnshire.



Public Health England
– Everybody Active, Everyday.

3

WHY DO WE NEED A SPORT & PHYSICAL ACTIVITY STRATEGY?

According to the World Health Organisation, physical inactivity is now the 4th leading cause of death in the world and in North Kesteven alone, the cost of physical inactivity is estimated to be over £2.4 million per year. The Covid-19 pandemic presented unprecedented challenges to the physical activity sector by reducing opportunities to be physically active. The pandemic has also necessitated a re-think about how leisure services within North Kesteven are sustainably delivered and this strategy will shape our plans over the next five years.

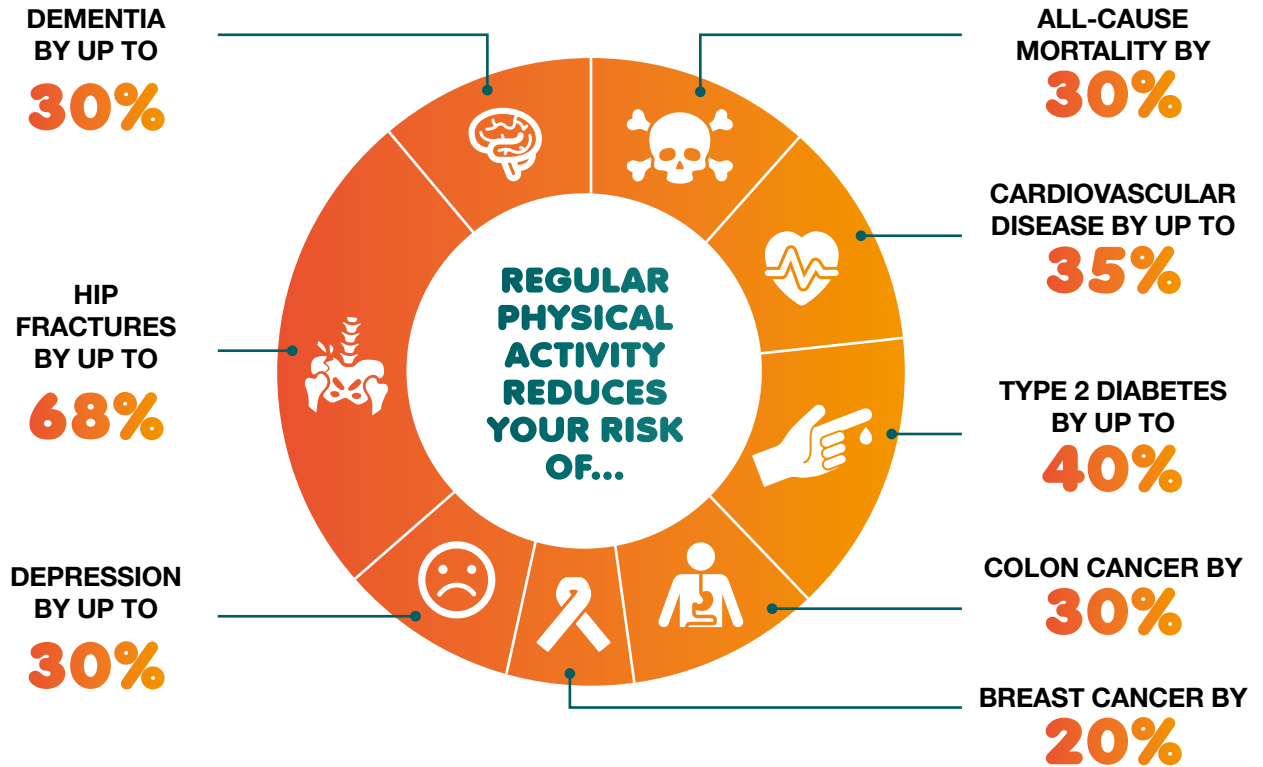
High levels of physical activity drive significant benefits in physical and mental health across the District but also greatly contributes to the local economy through employment, sport tourism and significant health sector savings.

<p>Community physical activity generates</p> <p>£85.5 billion social and economic benefits annually</p>	<p>£1 spent generates</p> <p>£3.91 worth of social impact</p>	<p>£9.5 billion in physical and mental health benefits:</p> <ul style="list-style-type: none"> → £5.2bn healthcare, £1.7bn social care savings → >£3.6bn savings by prevention of 900k diabetes cases → Further £3.5bn through avoided dementia cases & related care → £450m preventing 30m GP visits
--	---	---

INCREASED PHYSICAL ACTIVITY IS KNOWN TO HAVE A POSITIVE IMPACT ON:

CHILDREN	ADULTS	OLDER ADULTS
<p style="text-align: center;">Bone Health</p> <hr style="border-top: 1px dashed #ccc;"/> <p style="text-align: center;">Cognitive function</p> <hr style="border-top: 1px dashed #ccc;"/> <p style="text-align: center;">CV fitness</p>	<p style="text-align: center;">All-cause mortality</p> <hr style="border-top: 1px dashed #ccc;"/> <p style="text-align: center;">Stroke and heart disease</p> <hr style="border-top: 1px dashed #ccc;"/> <p style="text-align: center;">Hypertension</p> <hr style="border-top: 1px dashed #ccc;"/> <p style="text-align: center;">Type 2 diabetes</p> <hr style="border-top: 1px dashed #ccc;"/> <p style="text-align: center;">8 cancers</p> <hr style="border-top: 1px dashed #ccc;"/> <p style="text-align: center;">Depression</p> <hr style="border-top: 1px dashed #ccc;"/> <p style="text-align: center;">Cognitive function</p> <hr style="border-top: 1px dashed #ccc;"/> <p style="text-align: center;">Dementia</p> <hr style="border-top: 1px dashed #ccc;"/> <p style="text-align: center;">Quality of life</p> <hr style="border-top: 1px dashed #ccc;"/> <p style="text-align: center;">Sleep</p> <hr style="border-top: 1px dashed #ccc;"/> <p style="text-align: center;">Anxiety/depression</p> <hr style="border-top: 1px dashed #ccc;"/> <p style="text-align: center;">Weight status</p>	<p style="text-align: center;">Fall</p> <hr style="border-top: 1px dashed #ccc;"/> <p style="text-align: center;">Frailty</p> <hr style="border-top: 1px dashed #ccc;"/> <p style="text-align: center;">Physical function</p>

WHAT ARE THE HEALTH BENEFITS OF PHYSICAL ACTIVITY?



GOOD EVIDENCE



Source: PHE Health Matters: Getting every adult active every day.

3.1 Progress Made

Despite the pandemic, significant progress has been made as a direct result of the North Kesteven's 2016-21 Sport & Physical Activity Strategy:

PRIORITY 1

Addressing Obesity and the risk of heart disease by inspiring everyone to be more active, more often.

New Leisure Contracts procured to deliver leisure services across North Kesteven for the next ten years.

Around 1.4m visits per year* to the Councils leisure and cultural venues with a social value of c£4.5 million. *Pre-pandemic average

New parkrun established in Doddington attracting around 100 participants per week. 'Cycle Fest' – New family cycling festival developed and delivered at Doddington Hall Estate.

Promotion and development of the NK Pay & Play Card for residents, offering up to 40% discount on a range of leisure activities.

BETTER Healthwise Scheme Introduced, offering a sector leading Exercise Referral Scheme and Cardiac Rehabilitation Programme.

Overall improvements in Active Lives data

Introduction of earlier weekday opening hours at all sites and an increase in swimming availability at One NK by more than 30 hours per week.

PRIORITY 2

Engaging with Specific groups and localities to expand the number of people involved and frequency of physical activity.

Tackling Inequalities – Highly successful Sport England funded Dance and Holiday club pilots delivered.

NK Walking Festival held annually attracting over 3,500 participants over the last 5 years.

A wide range of new initiatives for Older People including; Walking Football and Netball, Seated Exercise Classes and an Over 50's Club.

New initiatives for Children & Young People including; Under 8's Free Swimming and Under 16's £1 Swims and 'Jump into Gymnastics' junior coaching.

New Junior parkrun established in Sleaford attracting around 60 young people per week.

New initiatives to engage with Women & Girls, including the development of an affiliated 'Wildcats' Girls Football Programme.

New initiatives for residents living with Disabilities or Limiting Conditions including; Disability Football, Inclusive Creative Dance, Dance for Parkinson's, Dementia Hubs, inclusive sports clubs and swims as well as successful pilots for a fully inclusive cycling initiative, 'Wheels for All'.

Introduction of a toddler soft play facility to encourage physical activity in preschool children.

Facilities at One NK provided to become the new home of the Lincoln Wheelers Junior Section



PRIORITY 3

Improving Community Cohesion through Sport and physical activity

New initiatives designed to prevent anti-social behaviour including school holiday football clubs and 'Positive Futures' activity sessions.

New initiatives designed to address isolation and loneliness; including successful new over 45's league football sessions and Health Walks

Club Development – NK Leisure Facilities support over 40 local sports and social clubs.

Club Support – Delivery of the Districts first community crowdfunding project via GLL with over £6,000 raised for Greenbank Junior Football Club.

Local Athlete Support – Sixteen local athletes supported in 2019 alone with financial and training package support from GLL worth £6,800.

Creation of the District's Annual Walking Sports Festival at One NK to engage over residents across a number of disciplines.

Ongoing support for the annual Spires & Steeples Challenge, attracting around 300 participants each year.

Increased cycling opportunities with the creation of 10 new local cycling routes as well as the delivery of the Districts first family cycling festival at Doddington Hall.

PRIORITY 4

Delivering a positive customer experience

Over £7 million invested in leisure facilities at One NK, Sleaford Leisure Centre and Better Gym Sleaford.

£1.27 million invested in arts facilities with the refurbishment of the National Centre for Craft and Design in Sleaford.

Continued commitment to the Quest Leisure Accreditation Scheme with all Centres rated as 'Good' or 'Very Good'.

Visit England Quality Assurance Accreditation received and maintained at Whisby Natural World Centre.

Ongoing commitment to customer insight and satisfaction with latest data (2021 Moving Communities Survey) showing 96% satisfaction in NK leisure facilities, as well as above average scores in customer confidence, cleanliness and the Net Promotor Score.

Introduction of an online Customer Satisfaction Survey at Whisby Natural World Centre as well as brand new user engagement on NK Stepping Out Network.

Further digital engagement with partners including the launch of the Better App, a new booking App at Northgate Sports hall and the digitisation of the Stepping Out Network on the All Trails App.

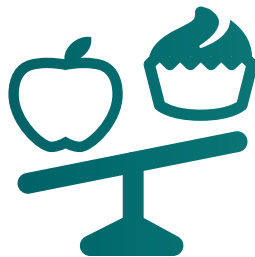
4 CHALLENGES TO BE ADDRESSED IN NORTH KESTEVEN 1- DISTRICT HEALTH PROFILE

Public Health England's Health profiles show that the health of people in North Kesteven is generally better than the England Average. Despite significant progress made, there are still a number of health issues affecting local residents where physical activity can play a positive role. In the heart of Lincolnshire, North Kesteven is home to over 115,000 residents spread over 356 square miles of picturesque countryside, villages and market towns.

Whilst the health of our residents is generally better than the national average, nearly a quarter of residents in North Kesteven are aged 65 and over, higher than the national and county average and this figure is expected to double. Physical activity levels tends to decrease in later life but they don't always have to if the right environment and behaviours and created.



Life Expectancy in North Kesteven is **80.7 years** for men and **84.1 years** for women, both higher than the national average. However, health inequalities remain, with a reduction of **6.2 years** and **2.8 years** between the most deprived and least deprived areas for men and women respectively.



By Year 6, **31.3%** of children are overweight or obese. This is lower (better) than the national average.

Estimated Dementia diagnosis rates in older people (aged 65 and over) at **61.6%** is lower than the national rate but expected to rise.



66.3% of adults are overweight or obese. This is similar to the national average.



26.9% of Pensioners live alone.

19.1% of the population are reported to have limiting long term illness or disability.



Diabetes prevalence is **7.9%**.



Public Health England's 'Everybody Active, Every Day' strategy estimates that the financial cost of inactivity on the NHS is around £7.4 billion per year. Locally the picture is just as challenging with an estimated cost of over £2.3m per year as summarised below:

The financial impact of physical inactivity - North Kesteven

Health Costs of Physical Inactivity



1 YEAR

£2,342,149



5 YEARS

£11,710,742



**COST PER 100,000
POPULATION**

£2,117,483

Disease Category Breakdown Cost Per Year

**BREAST
CANCER**
£155,965

**CANCER
LOWER GI**
(e.g. bowel cancer)
£278,347

**CEREBRO-
VASCULAR
DISEASE**
(e.g. stroke)
£314,722

DIABETES
£347,096

**CORONARY
HEART
DISEASE**
£1,246,483

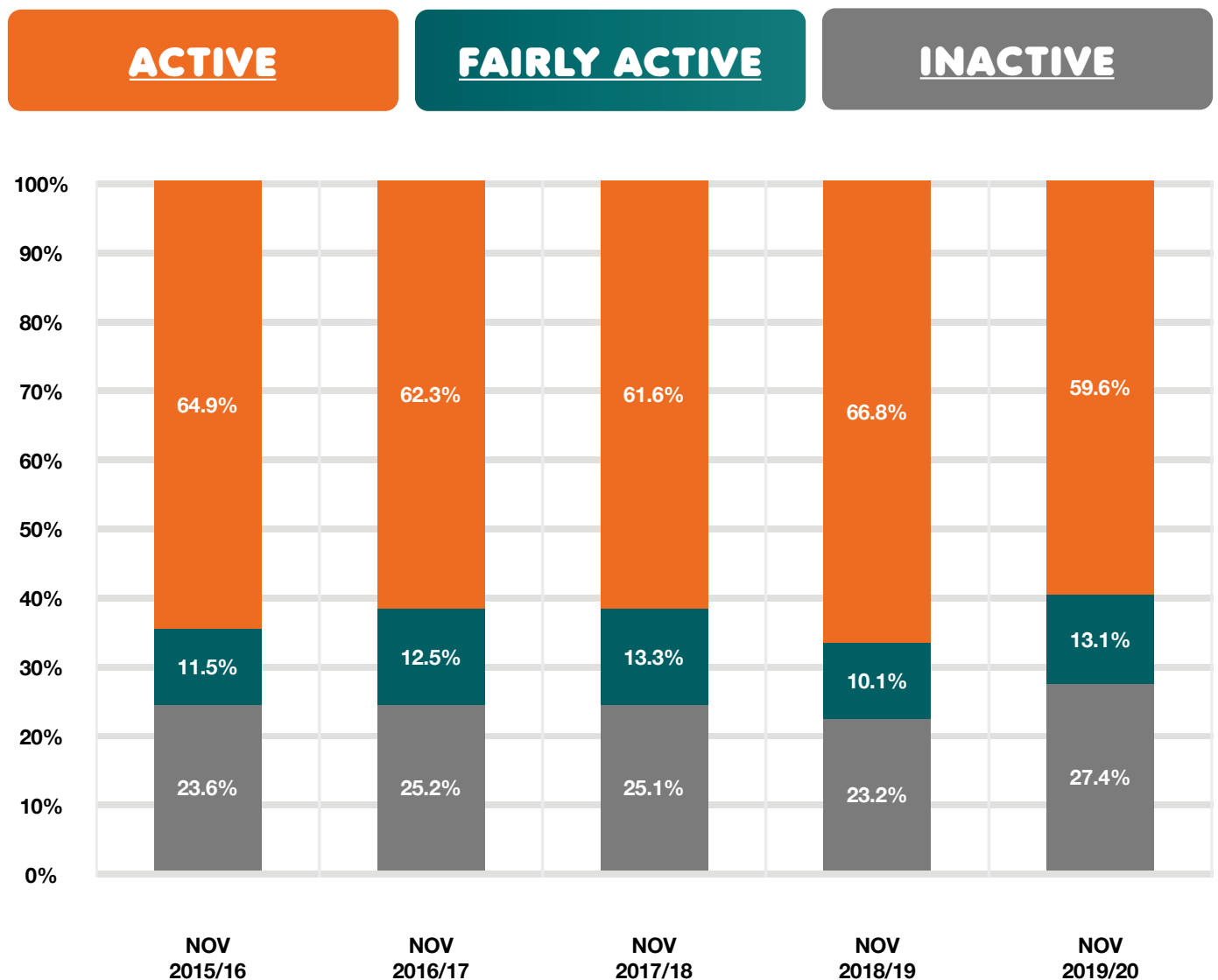
5

CHALLENGES TO BE ADDRESSED IN NORTH KESTEVEN 2 - DISTRICT PHYSICAL ACTIVITY BEHAVIOUR

5.1 Adults over the age of 16

Activity levels had been increasing in North Kesteven to reach record levels in 2018/19 however this behaviour was abruptly interrupted in March 2020 when coronavirus restrictions were introduced. During the early parts of the pandemic, residents were restricted to a handful of permitted activities. While these expanded over time, the annual data shows an unprecedented drop in activity levels.

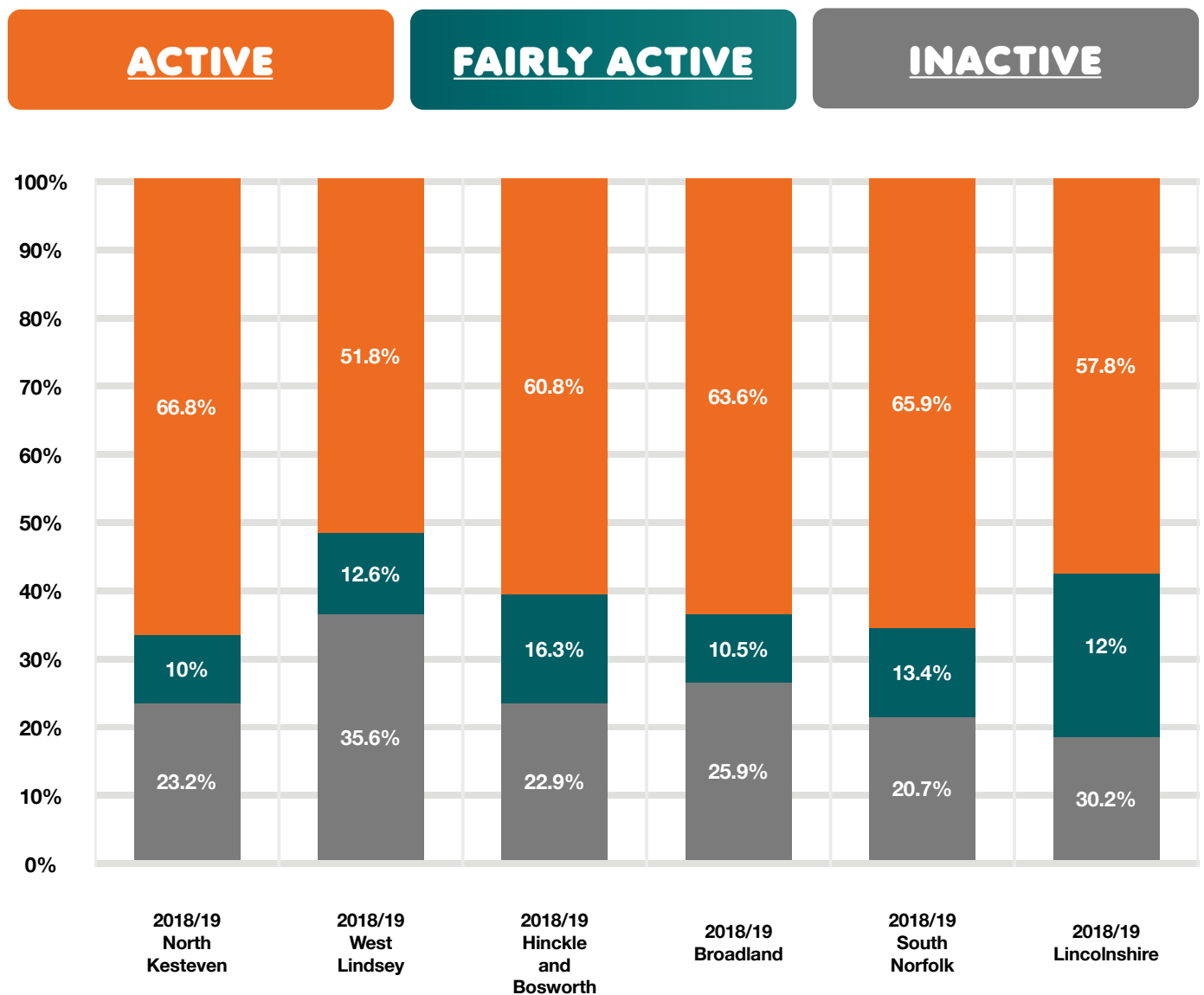
NK Sport and Physical Activity Levels (16+)



The scale of the disruption has been so great that many of the recent gains achieved have been wiped out, with the number of active adults decreasing by 7.2%. Halting this decline and returning to pre-pandemic activity levels as a minimum is our initial priority.

Whilst it is important to look at yearly trends, it is also useful to compare data with demographically similar authorities, or 'nearest neighbours'. This data shows us that prior to the pandemic, North Kesteven was performing comparatively well. This data will continue to be monitored to allow us to benchmark progress.

Physical Activity Behaviour Compared to Nearest Neighbours



5.2 Children and Young People (C&YP)

Sport England are clear that attitudes towards sport and physical activity are often shaped by experiences in childhood, so the first Actives Lives C&YP survey in 2017/18 set out to explore and understand not only behaviours but also attitudes towards sport and physical activity. With only three years of data, including an unprecedented pandemic, it is too early to gain detailed analysis however we can say that pre-Covid 19, North Kesteven's children and young people were reported to be amongst the most active in the country with 8.3% more children active than the national average.

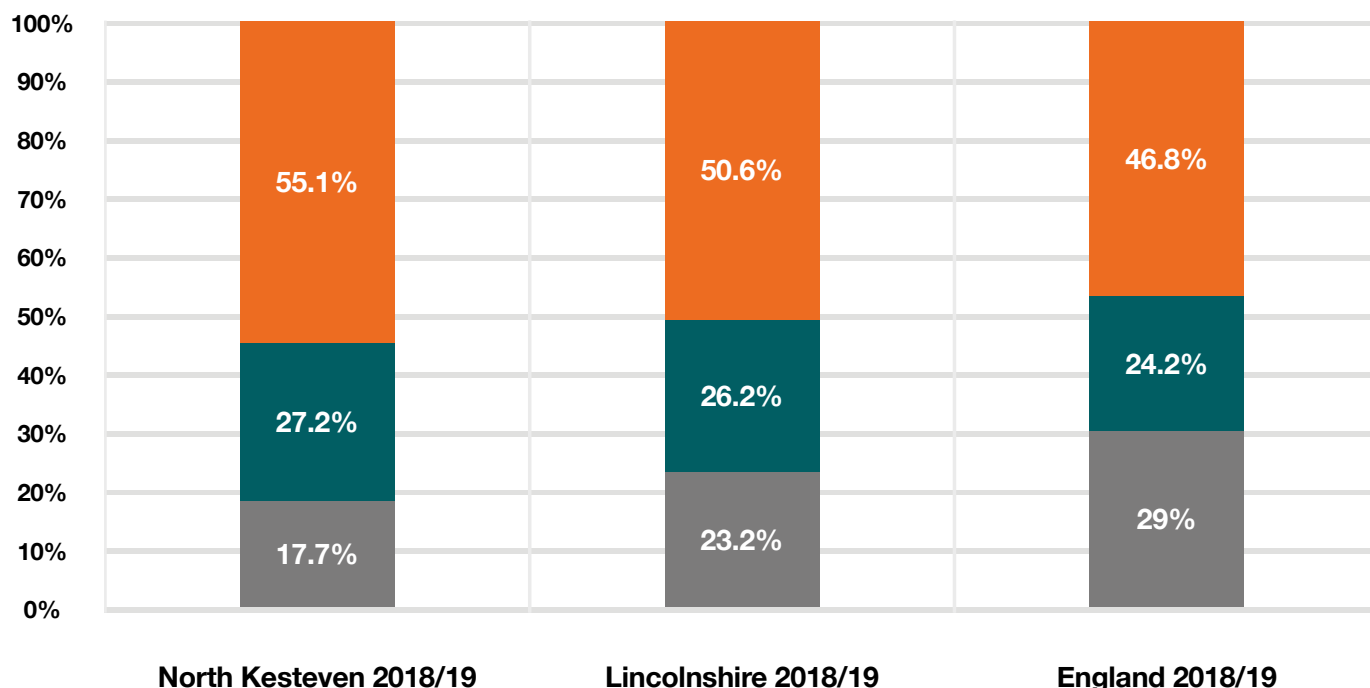
Sport and Physical Activity Levels

(Children and Young People In School Years 1-11)

ACTIVE (An average of 60 minutes or more per day)

FAIRLY ACTIVE (An average of 30-59 minutes per day)

LESS ACTIVE (Less than and average of 30 minutes per day)



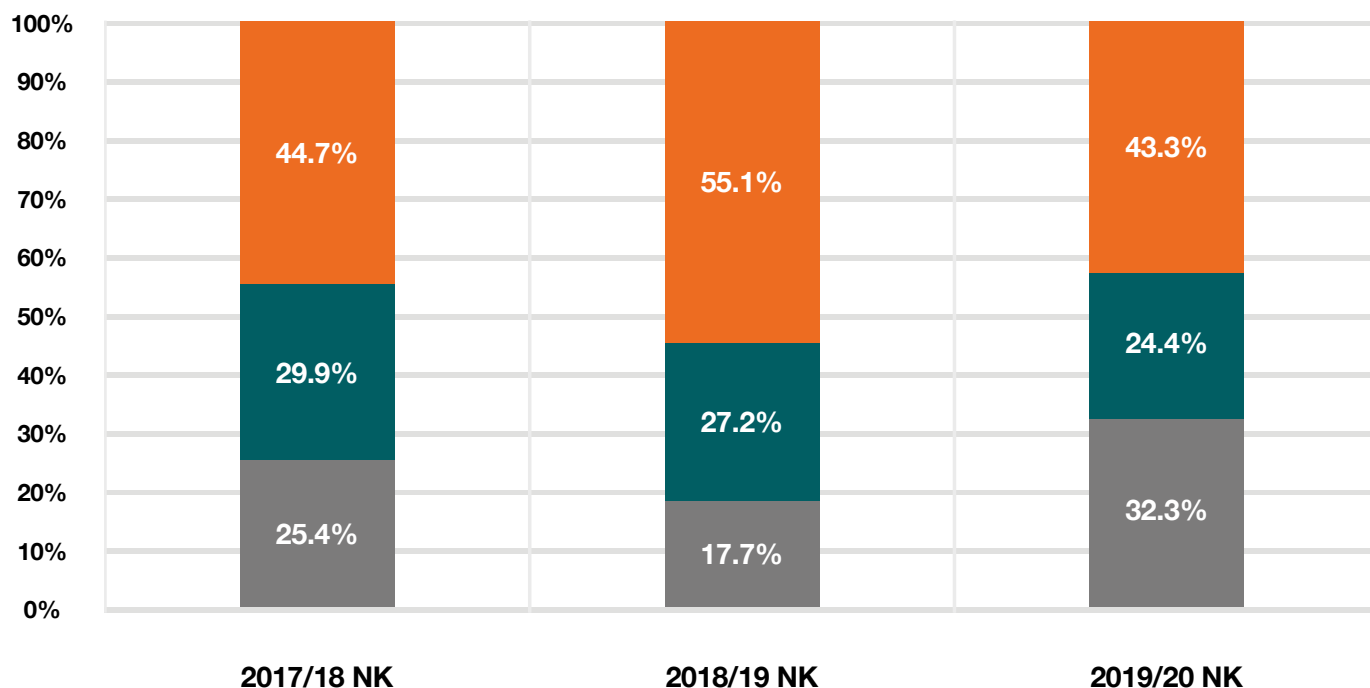
As with adult participation, children and young people have been equally impacted by Covid-19 with the closure of schools, afterschool clubs and sports clubs limiting opportunities for physical activity. The data below shows an 11.3% drop in activity levels over 2019/20. We will engage with sports clubs and schools to support the return of pre-pandemic activity levels as quickly as possible. Key to this is the emerging opportunities to engage with schools to open up facilities during holidays. The scheme is supported by Government and we will support the pilot in any way we can.

Sport and Physical Activity Levels (Children and Young People In School Years 1-11)

ACTIVE (An average of 60 minutes or more per day)

FAIRLY ACTIVE (An average of 30-59 minutes per day)


LESS ACTIVE (Less than and average of 30 minutes per day)




5.3 North Kesteven Residents Survey

Since 2018, North Kesteven District Council has been gaining a high quality insight on resident's participation rates in physical activity through an annual survey. Whilst it is too early to accurately measure long term trends, the data does show some interesting highlights.


The data shows that only 11.5% of respondents stated that they did not participate in any exercise during an average week during 2020.



Walking remains the most popular form of exercise with over 84% of respondents walking at least once per week for 10 minutes or more (an increase of 11% compared to 2019).



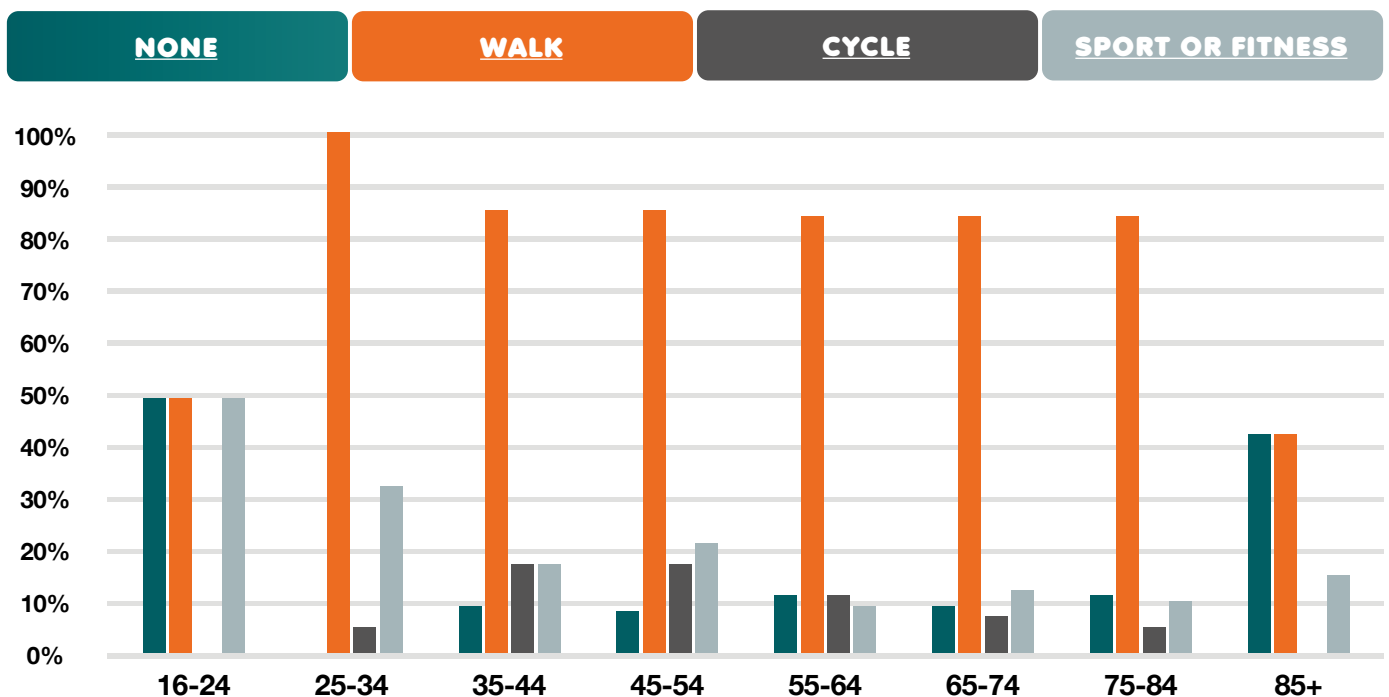
Interest in cycling in North Kesteven continues to grow with 11% of respondents taking a weekly cycle ride, an increase of 2% on the previous year. Male residents were around twice as likely to take a cycle ride as females.



As is seen up and down the country, physical activity levels are impacted by a number of issues including, availability of local facilities, age, social economic status and overall health and we are determined to remove as many barriers to participation as possible through our objective to level up.

Age – The 2020 data supports the knowledge that activity levels decrease in older age and therefore older people will continue to be a focus within our action planning.

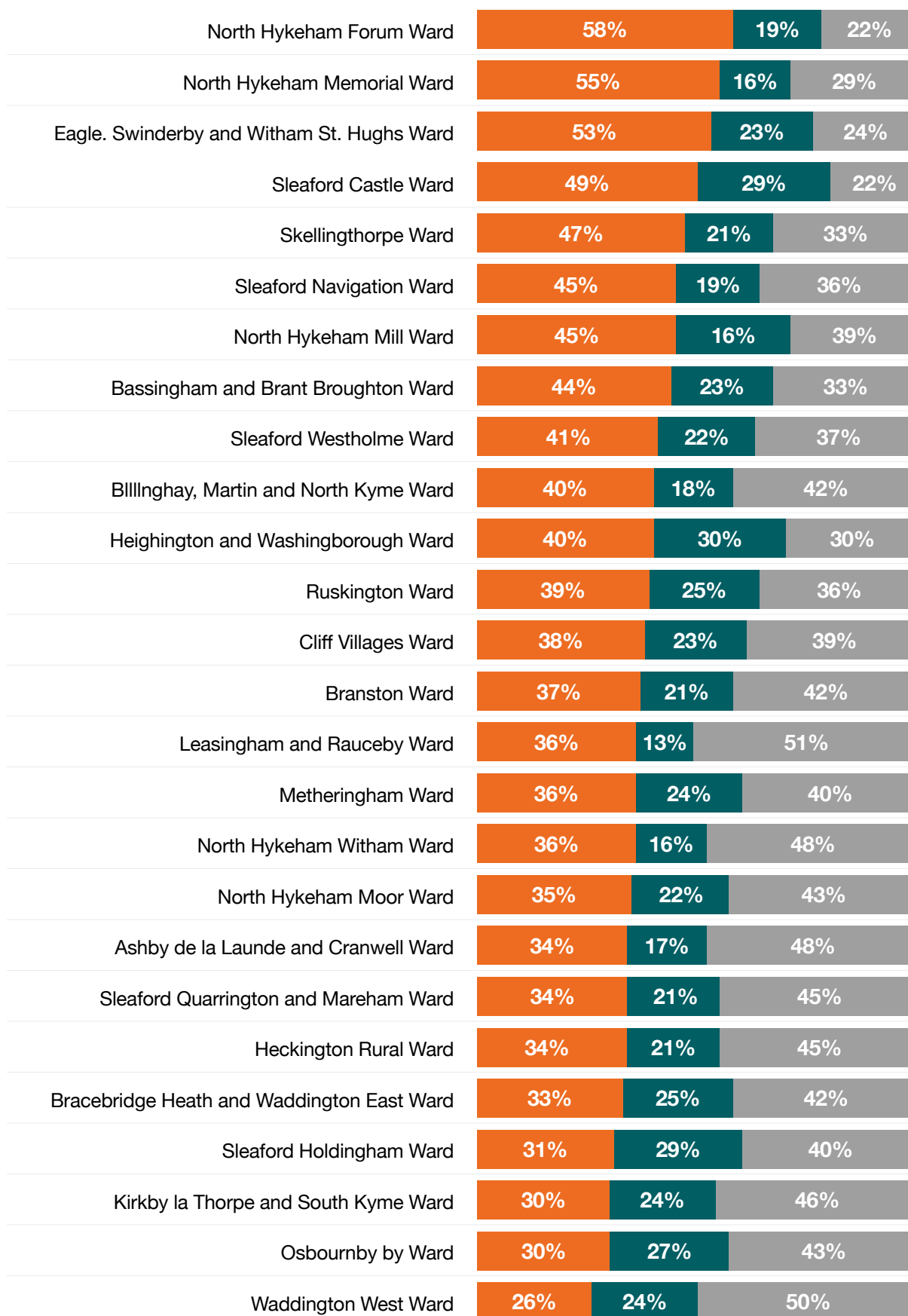
Exercise by Age Bracket



Location – As a rural district covering over 300 square miles of countryside, it is unfortunately inevitable that some wards and postcode areas will be less likely to visit leisure venues due to travel time and/or restrictions in public transport.

The data below, taken from the 2019 Resident Survey shows a large variance between activity levels in some wards. Whilst trends cannot be determined from only one or two surveys, the data will be collected again in 2021/22 and the results will be used to determine our priority areas for future intervention.

Activity Level by Ward (percentages)



ACTIVE

FAIRLY ACTIVE

INACTIVE

6 PRIORITIES FOR NORTH KESTEVEN IN 2021-2026

The North Kesteven priorities respond to national and local behaviour change and focus on the areas that have the greatest potential to increase sport and physical activity participation across the District.

6.1 Vision

'Inspiring everyone to be more active, more often – Let's Move North Kesteven'

6.2 Priority Outcomes

The NK Plan 2021-24 reconfirms our commitment to 'enhancing the wellbeing, safety and health of all our communities'. We will promote healthy lifestyles by providing a range of leisure and cultural opportunities.

In line with our commitment to Lets Move Lincolnshire along with emerging themes within Uniting the Movement, North Kesteven's priorities are built around the following key themes, all of which link directly to the 5 big issues:





Priority 1: Active Society - Reducing Inactivity and promoting healthy weight across North Kesteven.

Anticipated Outcomes

- NK residents will, regardless of age, ability or background, understand the benefits of a more active lifestyle. Residents will have the opportunity to participate in regular sport and physical activity, leading to a healthier, fitter and happier NK.

Why this is important?

- Some is good, more is better - Evidence suggests that the greatest return on investment can be achieved by encouraging those with a sedentary lifestyle to take some physical activity.
- Being physically active everyday improves quality of life in many ways, including reducing stress, improving mobility, improving sleep and general mental health.
- Maintaining a healthy weight reduces your chances of numerous limiting conditions, including Diabetes, Cardiovascular Disease and even joint and back pain.
- Unfortunately health inequalities exist. This theme has such strategic importance, 'connecting with health and wellbeing' is highlighted as one of the 5 big issues within Uniting the Movement.



Priority 2: Active People - Engaging with specific groups:

Whilst we will continue to work to ensure all residents have the opportunity to be physically active, North Kesteven's priority groups for physical activity are specified as Children & Young People, Older People and Residents with limiting conditions or disability.

Anticipated Outcomes

- Reducing inequalities will help create healthy and sustainable community activity levels, strengthen the role and impact of ill health prevention and encourage children to maintain an active start to life.

Why this is important?

- There is a social gradient in health – the lower a person's social position, the worse his or her health.
- Schools, colleges and workplaces are crucial to embed physical activity habit into daily routines. We will promote initiatives which integrate physical activity throughout the curriculum and workplace.
- Regular physical activity is proven to have a positive effect on mental health and reduce social isolation. We will continue to develop closer links with GP surgeries and a wide range of health professionals through social prescribing services.
- The use of innovation and technology can remove barriers, increase knowledge and widen opportunities to physical activity.
- Positive experiences at an early age help build the foundations for an active life, as such, positive experiences for children and young people is highlighted as one of the 5 big issues within Uniting the Movement.



Priority 3: Active Place – Levelling up by engaging with specific localities to improve community cohesion through sport and physical activity:

Anticipated Outcomes

- Development of new and sustainable community programmes that reduce inequalities, social isolation and barriers to physical activity in North Kesteven, all of which are positively impacted by increases in active travel.

Why this is important?

- Health inequalities across the District are complex and are further complicated by higher than average travel times to leisure venues and services. Connecting Communities and Active Environments are rightly highlighted as a big issue within Uniting the Movement and this is made even harder within rural settings.
- Increased levels of active travel (walking and cycling) have a positive impact on the climate emergency as well as the obvious health benefits.
- The availability of green/open spaces, environments and facilities that encourage physical activity supports people to live healthier, independent lives.
- We want all of our communities, including those outside of the typical drive time to leisure facilities, to have the opportunity and support to be physically active.
- Improving participation in sport and physical activity can raise aspirations, create community cohesion and builds local pride in their place.



Priority 4: Active Systems– Delivering high quality, high performing leisure facilities and services, including online and virtual exercise opportunities.

Anticipated Outcomes

- Delivery of high performing, high satisfaction and financially sustainable public leisure facilities. We will aim to recover from the impacts of Covid-19 and reinvent public leisure services fit for future generations.

Why this is important?

- Local Authority leisure facilities provide high value for money opportunities for a wide range of physical activity. They can remove barriers to participation in many ways including competitive concessionary pricing schemes and the development of online and digital support.
- Local Authority leisure services can increase reach, increase collaboration with strategic partners and widen networks and community groups to create a whole system approach.
- Local Authority leisure services can have a wider impact on the active travel, environmental sustainability and climate change agendas.

7 MEASURING SUCCESS

Whilst it is widely accepted that turning the tide on inactivity will take a number of years, we will measure success in a number of ways. The KPI's below cover a range of monthly, bi-annual and annual data points which will help us focus our attention on the key opportunities.

7.1 Active lives and C&YP Active Lives

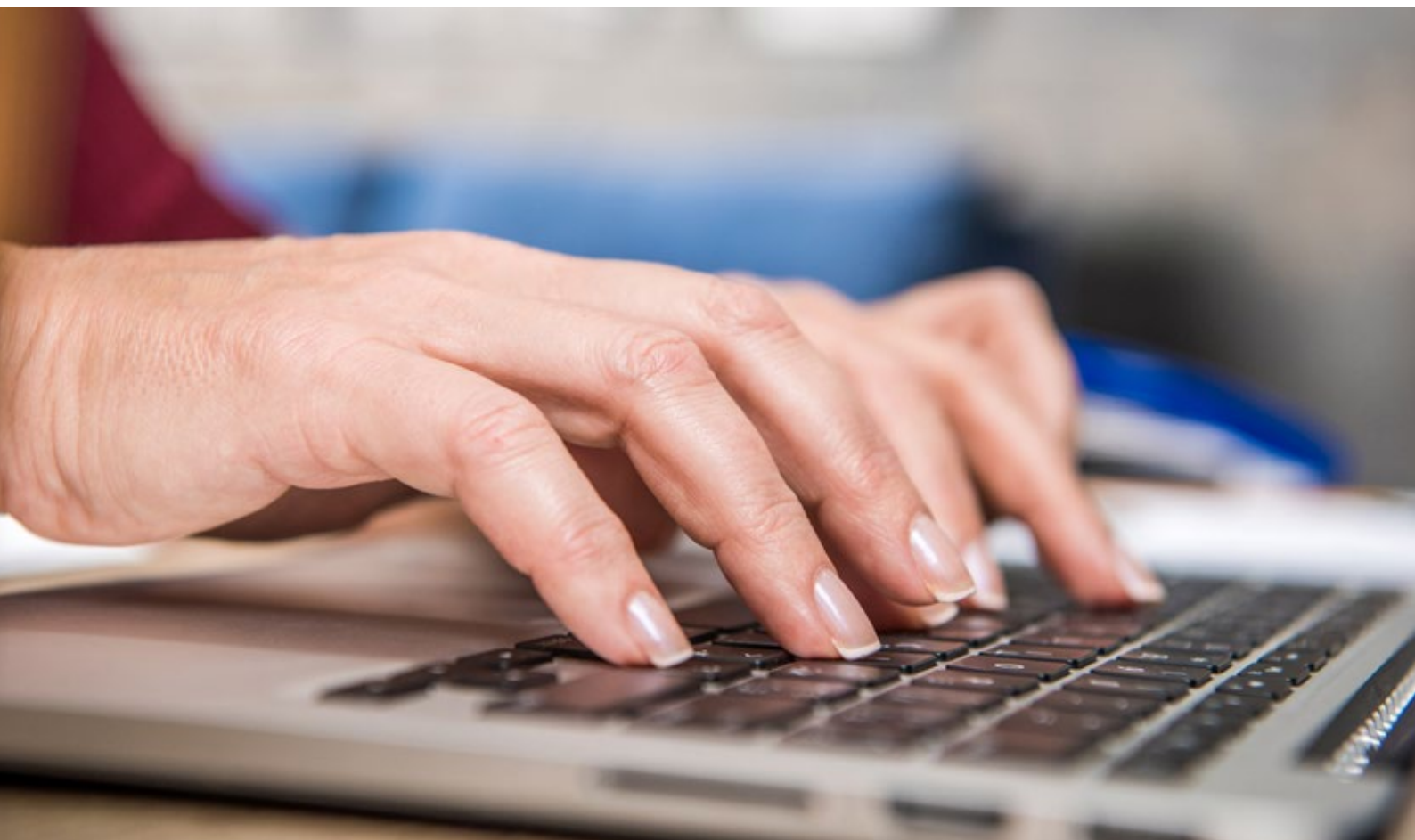
Adult participation in physical activity is measured and reported by Sport England biannually (May and November).

Children & Young Peoples participation is measured and reported by Sport England annually.

7.2 Resident Survey

As part of the council's wider resident engagement process, we will continue to measure resident participation in sport and physical activity. Specifically we will measure general participation in physical activity as well as drilling into detail on walking and cycling.

All data will be available to ward level, key to helping us understand barriers to participation.



7.3 Key Performance Indicators (KPI's)

We will work with a range of partners to collect data on the following performance indicators:

Priority outcome	KPI	Description
 <p>Active Society Reducing Inactivity and promoting healthy weight.</p>	KPI 1.1	Percentage of Inactive Adults in North Kesteven as determined by Active Lives Survey
	KPI 1.2	Resident activity levels as a comparison to 'Nearest Neighbours'
	KPI 1.3	Overall throughput at NKDC owned or operated leisure facilities.
	KPI 1.4	Adult Health & Fitness Memberships in NKDC owned or operated facilities.
	KPI 1.5	Participation in Healthy Weight Programmes. (Including partner and NKDC Health Trainer facilitated)
	KPI 1.6	Percentage of obese or overweight adults in North Kesteven
 <p>Active People Engaging with specific groups: Children & Young People Older People Residents with a limiting illness or disability.</p>	KPI 2.1	Percentage of Inactive Children and Young People in North Kesteven as determined by Active Lives Survey.
	KPI 2.2	Under 16's usage of NKDC owned or operated leisure facilities.
	KPI 2.3	Number of children in swimming lessons within NKDC owned or operated leisure facilities.
	KPI 2.4	Number of school bookings (by term) completing swimming courses in NKDC owned or operated leisure facilities.
	KPI 2.5	Junior Health & Fitness Memberships in NKDC owned or operated leisure facilities.
	KPI 2.6	Overall throughput at NKDC owned or operated leisure facilities by concessionary users.
	KPI 2.7	Overall throughput at NKDC owned or operated leisure facilities by users with a disability or limiting condition.
	KPI 2.8	Overall throughput at NKDC owned or operated leisure facilities by women and girls.
	KPI 2.9	Number of course completions of Healthwise (or alternate Exercise Referral Scheme) in NKDC owned or operated facilities.
	KPI 2.10	Low-SEG participation at NKDC owned or operated leisure facilities.
 <p>Active Place Engaging with specific localities to improve community cohesion through sport and physical activity:</p>	KPI 3.1	Percentage of Inactive Adults in Specified Priority Wards as determined by the NK Resident Survey.
	KPI 3.2	Percentage of residents volunteering in sport.
	KPI 3.3	Number of mass participation events, including Park Runs
	KPI 3.4	Annual Walking Festival participation
	KPI 3.5	Annual Spires and Steeples Challenge participation
	KPI 3.6	Value of community funding raised through GLL Community Foundation Projects
	KPI 3.7	Participation at specific projects tackling antisocial behaviour.
	KPI 3.9	Throughput at specified open space for physical activity.
	KPI 3.10	Number of North Kesteven Athletes receiving funding through the GLL Sports Foundation.
 <p>Active Systems Delivering high quality, high performing leisure facilities and services</p>	KPI 4.1	QUEST Quality Assurance Scheme accreditation
	KPI 4.2	Visit England - Visitor Attraction Quality Assurance Scheme Accreditation (VAQAS)
	KPI 4.3	Net Promoter Score at NKDC owned or operated leisure facilities.
	KPI 4.4	Overall Satisfaction at NKDC owned or operated leisure facilities.
	KPI 4.5	Average Length of Stay (customer loyalty) at NKDC owned or operated leisure facilities.
	KPI 4.6	Number of sports clubs facilitated at NKDC owned or operated leisure facilities.
	KPI 4.7	Financial Performance of NKDC owned or operated leisure facilities. A.) Income per visit B.) Cost per visit C.) Subsidy per visit. D.) Cost recovery %
	KPI 4.8	Social Value of Sport & Physical Activity in NK owned/operated Centres. (Total and average SV per person)
	KPI 4.9	Number of apprenticeships and learners working in NKDC owned or operated leisure facilities.

8 NEXT STEPS AND ACTION PLAN

8.1 'Let's Move North Kesteven' - District Plan

NK's Lets Move Action Plan will be updated by June 21 and annually thereafter. The plan and wider strategy will be used to inform direction of travel within the council's outsourced leisure services.

8.2 Service Delivery Plans

Our key physical activity leisure partners, Greenwich Leisure Ltd, Carres Grammar School and Lincs Inspire Ltd will develop annual service delivery plans designed to tackle the aims and objectives of the strategy and specifically target the agreed key performance indicators.

9 SUMMARY OF CONSULTATION

The 2016-21 Sport and Physical Activity Strategy involved extensive consultation with community groups, facility users and partners. As a high level review of an existing strategy, this review has been developed in consultation with a number of key stakeholders, including Active Lincolnshire and GLL.



10 LOCAL FACILITIES, SERVICES AND CLUBS



One NK

Moor Lane, North Hykeham, Lincoln, Lincolnshire
LN6 9AX

- 01522 883311
- OneNK@gll.org
- www.better.org.uk/leisure-centre/north-kesteven/one-nk



Sleaford Leisure Centre

Boston Road, Sleaford, Lincolnshire
NG34 7HH

- 01529 303081
- SleafordLC@GLL.ORG
- www.better.org.uk/leisure-centre/north-kesteven/sleaford-leisure-centre



Better Gym Sleaford

Oakside Park, Industrial Estate, East Road, Sleaford,
Lincolnshire
NG34 7EH

- 01529 303081
- gymseaford@gll.org
- www.better.org.uk/leisure-centre/north-kesteven/better-gym-sleaford



Northgate Sports Hall

Carre's Grammar School, Mill Field Terrace, Sleaford,
Lincolnshire
NG34 7AD

- 01529 308746
- www.carres.lincs.sch.uk



The Hub

Navigation Wharf, Carre Street, Sleaford, Lincolnshire
NG34 7TW

- 01529 308710
- info@hub-sleaford.org.uk
- www.hub-sleaford.org.uk



Whisby Natural World Centre

Moor Lane, Lincoln, Lincolnshire
LN6 9BW

- 01522 688868
- naturalworld@lincsinspire.com
- www.naturalworldcentre.org



Countryside NK

A partnership between NKDC and Hill Holt Wood to maintain and provide public access to green spaces, nature reserves and the districts Stepping Out Network

- 01636 892836
- admin@hillholtwood.com
- www.hillholtwood.co.uk/nk-walking-festival
- www.hillholtwood.co.uk/stepping-out-walks

Other sport, exercise and recreation opportunities in North Kesteven:



Junior Parkrun

Boston Road Rec - Sleaford.
9:00am Sundays - 4 to 14 year olds

- bostonroadrec-juniors@parkrun.com
- www.parkrun.org.uk/bostonroadrec-juniors



Adult Parkrun

Doddington Hall.
9:00am Saturdays

- doddingtonhall@parkrun.com
- www.parkrun.org.uk/doddingtonhall



Active Lincolnshire

Committed to providing opportunities for everyone in Lincolnshire to be active every day.

- 01522 730325
- office@activelincolnshire.com
- www.activelincolnshire.com



Better UK App

Get active and do more with the Better UK app. From booking fitness classes and other activities to finding your local facility and pool opening times, make the most of what the UK's largest charitable social enterprise has to offer



One You Lincolnshire

Lincolnshire's Healthy Lifestyle Service

- 01522 705162
- www.facebook.com/oneyoulincolnshire
- www.oneyoulincolnshire.org.uk



All Trails App

A digital guide to the outdoors. Discover the best hiking, walking and biking trails around North Kesteven.