

Let's Move North Kesteven

Delivery Plan 2023 – 2024

Introduction

The 'Let's Move North Kesteven' Action Plan targets the aims and objectives of a number of key corporate strategies.

The **NK Plan 2023-26** has a clear purpose, to create a prosperous, sustainable District, supported by effective & efficient public services that deliver local priorities and meet the challenges of both climate change and economic uncertainty. The plan sets out the councils five corporate priorities of 'Our Communities', 'Our Environment', 'Our Economy', 'Our Homes' and 'Our Council'. Amongst our many ambitions, the council places significant focus on **'Promoting healthy lifestyles by providing a range of leisure and cultural opportunities'**. This ambition feeds into a number of key strategies which inform this district plan.

The **North Kesteven Sport and Physical Activity Strategy 2022-27** has a clear vision of inspiring everyone to be more active, more often. Whilst acknowledging Sport England's 'Uniting the Movement', the strategy details four overachieving objectives in line with the World Health Organisations themes of Active Society, Active People, Active Place and Active Systems. Revised KPI's form an integral part of the Councils contractual management arrangements with our leisure partners.

The Council recognises the wide-ranging benefits and positive impact that cycling can have on physical activity and in 2018 developed and approved the North Kesteven **Cycling Strategy**. The strategy highlights three priority outcomes; 1.) Increasing resident's awareness of cycling and its associated health, wellbeing and environmental benefits, 2.) To promote safer cycling in North Kesteven, and 3.) To develop infrastructure and provide more opportunities to Cycle in North Kesteven. These outcomes are designed to support *'A district where everyone is inspired to cycle'*.

In 2018, the Council also developed and approved our first **Open Space Strategy**. We recognise that high quality and accessible open spaces are essential to the success of the above strategies, and we aim to use all three strategies to deliver a 'healthy, fit and vibrant NK'.

In 2020, North Kesteven's **Our Community Strategy** and ten-year vision tackles the 17 UN Sustainable Development goals with Goal 3: Good Health & Wellbeing addressed within this action plan by increasing participation in physical activity.

This action plan provides a high-level summary of proposed actions by the Council and our local delivery partners.



Let's Move North Kesteven Strategic Goals

1. **Active Society** - Reducing inactivity and promoting health 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.

2. **Active People** - Engaging with specific groups - North Kesteven's priority groups for physical activity are specified as Children & Young People, Older People and Residents with a 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.

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.

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.

Priority	Objective	Owner & Support	Narrative	Focus Area	Risks	Interdependencies	Progress & Status (RAG)
4	Effective leisure contract management.	Leisure Services.	Robust management and inspection of facilities, services, policies and plans to ensure full delivery of the contract specification.	Service Performance.	Energy & delivery costs. Resource.	S&PA Strategy, NK Plan, NK Financial Plan.	
1	Raise awareness of opportunities for sport and physical activity in NK.	Leisure Services. <i>NK Multi-Media. Comm's.</i>	Enhance corporate website content and social media to improve signposting of opportunities. Target = 5% audience growth.	Communications.	Resource and Software capacity.	S&PA Strategy, NK Comm's Plan.	
1	Support local and national awareness campaigns.	Leisure Services. <i>Comm's.</i>	Take part in relevant Active Lincs, UK Active, Sport England and NGB Marketing initiatives. Target = Min 3 campaigns.	Communications.	Resource and relevance	S&PA Strategy, NK Comm's Plan.	
2	Increase cycling opportunities – Mountain Biking.	Leisure Services. <i>Lincoln Wheelers. Doddington Hall. British Cycling.</i>	Work with partners to promote cycling opportunities and events at the recently developed Pickworth Plot.	Participation – Cycling	Funding. Resource.	Cycling Strategy.	
1,3	Delivery of the 10 th NK Walking Festival and monthly walks programme.	Hill Holt Wood. <i>Leisure Services. Volunteers.</i>	Promotion of opportunities and benefits of walking in NK. Target = 1000 participants.	Participation - Walking	Volunteer Availability. Weather.	S&PA Strategy, Open Space Strategy.	
1,4	Increase opportunities for physical activity (Planning Policy).	DM. Central Lincs Local Plan.	Implementation and adoption of local plan and local transport strategies.	Active Travel / Planning.	Funding.	LCC and County Wide Authorities	

1,3	Promote Active Travel.	Leisure Services. <i>Comm's.</i>	Support relevant Lincolnshire Road Safety Partnership campaigns.	Participation – Cycling.	Capacity.	LSRP, Cycling Strategy.	
3	Increase awareness of open water and green space safety.	Leisure Services. Community Safety.	Delivery of a water safety awareness campaign at Millennium lakes & general awareness of other public spaces.	Safety.	Funding. Vandalism.	ASB Policy, Open Space Strategy, Management Plans, LCC Countryside Services.	
3	Deliver opportunities for 'green' volunteering.	Hill Holt Wood <i>Leisure Services Team</i>	Develop volunteer groups at Lollycocks, Nettles Millennium Green. Target = 600 volunteer hours.	Participation – Volunteering.	Volunteer appetite. Ranger availability.	Open Space Management Plans.	
1,3	Stepping Out Network geographical review.	Leisure Services. <i>Hill Holt Wood.</i>	Review Stepping Out Network coverage and promote use. Target = 200k users of network and reserves.	Participation – Walking.	Funding. Land ownership.	S&PA Strategy, Open Space Strategy, Management Plans.	
1,2	Develop Man V Fat Social Football at BGS	GLL	1 or 2 drop on sessions per week to be available	Participation of 25–55-year-olds with BMI over 30.	Funding. Resource.	S&PA Strategy	
2	A high-quality multidisciplinary dance programme for young people	The Hub GLL	360 youth dance classes delivered accorss North Hykeham and Sleaford	Participation – NPO Creative People Activity 3	Funding. Resource.	NPO Bid, ACE Lets Create, Arts Strategy, S&PA Strategy	

2	Develop dance opportunities for people with disabilities and limiting conditions.	The Hub GLL	A high-quality inclusive dance programme, network and festival that connects with regional & national partners to promote the ethos of dance for all by increasing the visibility of people with disabilities. 72 Unify Youth & Adult Classes delivered. 7 adults with learning and/or physical disabilities supported.	Participation – Disabilities/ Limiting Conditions. NPO Creative People Activity 8.	Funding. Resource.	Arts Strategy, NPO Business Plan, Lets Create.	
2	Explore opportunities for over 55's dance.	The Hub GLL	3 events/creative sessions with mental health support partners. 45 dance classes delivered across 6 x 6-week terms targeted at people with Parkinson's/care homes	Participation – Disabilities/ Limiting Conditions. NPO Cultural Communities Activity 7.	Funding. Resource.	Arts Strategy, NPO Business Plan, Lets Create.	
2	Delivery of Exercise Referral Programme.	GLL <i>One You Lincs</i>	Promotion and delivery of facility-based exercise referral programme in Sleaford and North Hykeham. Target = 150 clients.	Participation – Disabilities/ Limiting Conditions & older people.	Capacity. Qualified staff. Awareness Funding.	S&PA Strategy, Integrated Care System, Social Prescribing.	
2	Delivery of Cardiac Rehabilitation Programme.	GLL <i>NHS Cardiac Lead</i>	Provide facility support for Countywide Phase 3 rehabilitation at One NK and delivery of Phase 4 rehabilitation across the District.	Participation – Disabilities/ Limiting Conditions & older people.	Capacity. Qualified staff. Awareness Funding.	S&PA Strategy, Integrated Care System, Social Prescribing.	
2	Explore options for the delivery of Pulmonary Rehab Programme (such as COPD)	GLL <i>NHS Pulmonary Rehab Lead</i>	Explore options for the creation of a Pulmonary Rehab Programme at One NK.	Participation – Disabilities/ Limiting Conditions & older people.	Capacity. Qualified staff. Awareness Funding.	S&PA Strategy, Integrated Care System, Social Prescribing.	

3	Delivery of the NK Local Football Facility Plan Activation Group (LFFP).	Leisure Services. <i>DM.</i> <i>FA.</i> <i>Football Foundation.</i>	Progression of NK's Local Football Facility Plan (Year 4 of 10)	Participation – Football.	Match funding. Land availability. Planning.	NK LFFP, CL Playing Pitch Strategy.	
1,2	Promotion and development of British Cycling Breeze Rides.	Leisure Services. <i>British Cycling.</i>	Delivery of women only, and general led rides in the District. Target = 2 regular led rides per month.	Participation – Cycling/Women.	Trained Cycle leader availability. Volunteers.	S&PA Strategy, Cycling Strategy.	
2	Development of Accessible Cycling sessions and achievement of 'Wheels for All' accreditation	Leisure Services. Cycling Projects UK. Active Lincs. GLL.	Delivery of specialised disability cycling sessions and support and One NK, resulting in formal accreditation. Target = 1 session per month.	Participation – Cycling/Disabilities & LC's. / C&YP.	Trained Cycle leader availability. Volunteers	Cycling Strategy.	
1,2	Creation of 'Wheels for Life' Programme in partnership with Active Lincolnshire	Leisure Services. Active Lincs. GLL. Lincoln Wheelers	Creation of a bike recycling and donation scheme at One NK. Target = 80 beneficiaries.	Participation – Cycling/Disabilities & LC's. / C&YP.	Trained Cycle leader availability. Volunteers	Cycling Strategy.	
1,2	Development of Walking Football Programme.	GLL. <i>Lincs FA.</i> <i>Lincoln City Foundation.</i>	Further development of weekly sessions for over 50's. Target = 20 participants p/w	Participation – Football/Older People.	Funding. Pitch availability.	S&PA Strategy,	
1,2	Development of new Walking Netball Programme.	GLL. <i>England Netball.</i>	Further development of weekly sessions for over 50's. Target = 20 participants p/w	Participation – Netball/Older People/Women.	Funding. Court availability.	S&PA Strategy,	
2	Reintroduction of a squash league at BGS	<i>GLL</i>	Refresh courts, recruitment of coaches and relaunch programme	Participation	Funding. Court availability.	S&PA Strategy,	

4	Provision of a competitive concessionary pricing scheme.	GLL. <i>Leisure Services.</i>	Annual review of concessionary scheme as per GLL contract.	Participation - Low incomes and older People.	Reduced income.	S&PA Strategy, GLL contract bid.	
2	Review the 2022 membership incentive scheme for Care Leavers.	GLL. <i>Leisure Services. LCC.</i>	Work with LCC's Corporate Parent to review the success of the complementary leisure centre membership scheme for NK care leavers	Participation - Care Leavers	Reduced income.	S&PA Strategy, GLL contract bid	
2	Over 60's Sports Club.	GLL.	Further development of day-time sports club to engage older users. Target = 15 participants per week.	Participation – Older People	Funding. Resource.	S&PA Strategy, Active Lincs Tackling Inequalities.	
3	Delivery of 'Friday Night Youth Club' to tackle ASB.	GLL. YMCA	Further development and delivery of multi sports social club to tackle ASB in North Hykeham. Target 80 children per session.	Participation – C&YP. ASB Prevention.	Funding. Resource.	S&PA Strategy, Active Lincs Tackling Inequalities. ASB Policy,	
1,3	Development of new Co-op Wellbeing Walks.	Leisure Services. <i>Lincs Co-op. Ramblers.</i>	Development and delivery of new walks in hard-to-reach areas.	Participation – Walking/Older People.	Volunteers. Funding. Resource.	S&PA Strategy	
1,2	Increase junior swimming engagement.	GLL.	Periodic promotion of £1 swims for U16's & Free swims for U8's & P&T. Development of inflatable sessions (one NK only)	Participation – Swimming/C&YP	Reduced income.	S&PA Strategy, GLL Bid.	
2	Maintain school swimming engagement.	GLL.	Engage with schools to grow the school programme. Target = 30 schools.	Participation – Swimming/C&YP	Qualified teachers. Travel costs.	S&PA Strategy, GLL Bid	

2	Grow Swim School subscriptions to 1400 (10% Growth)	GLL.	Promote, deliver and grow the swim school programme. Target = Exceed pre-pandemic peak.	Participation – Swimming/C&YP	Qualified teachers. Competition.	S&PA Strategy, GLL Bid	
2	Development of Adult Swim Dr Programme.	GLL.	Increase adult learn to swim with Swim Dr programme.	Participation – Swimming/Older People.	Qualified teachers.	S&PA Strategy, GLL Bid	
1,2	Grow Adult Health & Fitness Memberships to 3520 (14% Growth)	GLL.	Delivery of a sufficient marketing/retention campaign and customer journey to grow DD members to pre-pandemic peak.	Participation.	Competition.	S&PA Strategy, GLL Bid	
1,2	Grow Junior Health & Fitness Memberships to 185 (14% Growth)	GLL.	Reintroduction of Junior Gym and classes at SLC.	Participation.	Competition.	S&PA Strategy, GLL Bid	
3	Grow GLL Sports Foundations engagement in NK.	GLL. <i>Leisure Services.</i>	Support and promote GLL's Community & Sports Foundation.	Participation – Elite.	Funding. Resource.	S&PA Strategy, GLL Bid	
2	Sports Club development.	GLL/Carres. <i>Leisure Services.</i>	Sufficient engagement with local sports clubs to facilitate club retention or growth.	Participation.	Funding. Resource. Facility availability.	S&PA Strategy, GLL Bid, Carres SDP.	
3,4	Full engagement with Lincs Integrated Care System.	All departments.	Ensure physical activity development is a key part of the new ICS process including enhancements in social prescribing.	Various.	Funding. Collaboration. Policy.	S&PA Strategy, Wellbeing Strategy, Community Strategy.	
3,4	Policy framework, engagement and coordination.	Leisure Services.	Influence NKDC policy development to embed physical activity where relevant.	Corporate policies.	Capacity.	NK Plan, NK Strategies, LFFP.	
4	Insight driven decision making.	Leisure Services. Multi-Media.	Collection of ward-by-ward physical activity engagement data to dictate future focus areas.	Insight.	Low response rate.	NK Plan, S&PA Strategy, Community Strategy.	

2,3,4	Strong advocacy and leadership.	Strategic Leisure Contract Manager.	LPAT Steering Group member	County-wide collaboration.	Resource and capacity.	Let's Move Lincolnshire Strategy. NK Plan, NK Strategies, LFFP.	
2,3,4	Strong advocacy and leadership.	NKDC Chief Exec.	LPAT Executive Group member	County-wide collaboration.	Resource and capacity.	Let's Move Lincolnshire Strategy. NK Plan, NK Strategies, LFFP.	
4	Financial resilience of leisure contracts.	Leisure Services. CMT/EB. Partners.	Support leisure partners to be financially resilient through joint promotion and decision making.	Resilience.	Reduced income/inc reased costs.	Leisure contracts. NK Financial Strategy.	
4	High levels of user satisfaction – GLL.	GLL. <i>Leisure Services.</i>	Adherence to contract specification around customer insight collection. (NPS/User Surveys, Comment collection, Inspections).	Insight & retention.	Resource and capacity.	GLL contract bid	
4	Attain Quest Accreditation at band 'Good' or above.	GLL.	Adherence to the biennial Quest accreditation programme.	Industry standards.	GLL resource, capacity and financial resilience.	GLL contract bid	
4	High levels of user satisfaction – Arts.	GLL. <i>Leisure Services.</i>	Embed new 'Illuminate' audience feedback system as part of NPO specification – Minimum 1000 responses.	Insight & usage.	Resource and capacity.	GLL contract bid	
4	High levels of user satisfaction – Whisby.	Lincs Inspire. <i>Leisure Services.</i>	Adherence to contract specification around customer insight collection. (NPS/User Surveys, Comment collection, Inspections)	Insight & usage.	Resource and capacity.	Lincs Inspire contract bid	

4	Retain Visit England (VAQAS) Accreditation.	Lincs Inspire. <i>Leisure Services</i>	Adherence to the annual VAQAS accreditation programme.	Industry standards.	Lincs Inspire resource, capacity and financial resilience.	Lincs Inspire contract bid	
4	High levels of user satisfaction – Northgate Sports Hall.	RCT. <i>Leisure Services.</i>	Adherence to contract specification around customer insight collection. (NPS/User Surveys, Comment collection, Inspections).	Insight & usage.	Resource and capacity.	Northgate Specification	
4	New contractual arrangements secured for Northgate Sports Hall beyond 1 st April 24.	<i>Leisure Services.</i> <i>Legal Services</i>	Engage with CMT and Legal Services to agree a new operating arrangement that delivers community use at NGS.	Participation. Club Development.	Funding. Legal	S&PA Strategy, Financial Strategy.	

Last Reviewed 24/04/23