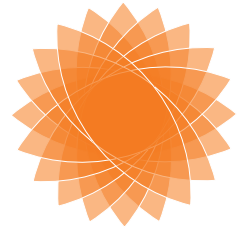


North Kesteven District Council



districtnk  
North Kesteven District Council

# Sport & Physical Activity Strategy

Inspiring everyone to be more active more often



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## North Kesteven District Council is committed to sport and physical activity.

We believe that increased participation in sport and physical activity will help the council to achieve its vision and priorities for North Kesteven; a vision for 100 flourishing communities, and priorities linked to health improvement, community and economic development.





# 1

## Introduction and background

North Kesteven District Council is committed to sport and physical activity. We believe that increased participation in sport and physical activity will help the council to achieve its vision and priorities for North Kesteven; a vision for 100 flourishing communities, and priorities linked to health improvement, community and economic development. The council has maintained investment in culture and sport, despite 40% reductions in government grant to the council over the past five years. In addition, the council is investing £6.5million in modernising its sports facilities to ensure that they are fit for purpose for the next generation.

Based upon the active people survey, 30.2% of adults participate in sport and active recreation once per week, the 16th highest of any local authority area in England, a steady increase over the last decade. Excellent progress with a big agenda still to deliver!

The Council's approach is based upon a broad based approach to increasing participation. The council has invested in creating long distance walking routes, including the 26.2mile spires and steeples route from Lincoln to Sleaford. The Council promotes walking festivals and events, and has invested too in cycle routes locally, encouraging people to forgo the car for shorter journeys. Given the rural nature of the district, the Council's development activity is based on outreach programmes in local communities, ranging from movement and exercise programmes for older residents in sheltered housing schemes, to climbing walls and skate park programmes for younger residents.

The Council's £2.9million investment in Sleaford Leisure Centre, supported by Sport England, has modernised an ageing facility to create an award winning project, which has delivered a 62% increase in throughput since it opened two years ago, bucking the national trend in relation to swimming in particular. The project also benefits from free heat from a renewable energy power station, a partnership project which the council has delivered with private sector and community partners. The investment in the project is delivering higher activity levels at less cost to the public sector. A £3.6million investment in the Council's North Kesteven Centre is anticipated to deliver similar outcomes when it opens in early 2016.

The Council invests in its workforce, creating the opportunity for all employees to participate each year in a physical activity programme, focused on walking, running, cycling and swimming. The Council is the second most active local authority in the 2015 global programme within which it participates.

This new Sport and Physical Activity Strategy provides North Kesteven with a clear direction for the services it delivers directly and those delivered by its partners who have worked closely with us in its development

Yours sincerely



**Ian Fytche**  
Chief Executive

**Cllr Marion Brighton OBE**  
Council Leader



# 2

## Why does North Kesteven need a Sport and Physical Activity Strategy?

### 2.1 Introduction

**2.1.1** The Council and its partners recognise that compared to most areas the North Kesteven has good capacity to deliver physical activity opportunities through its sport and leisure facilities, open spaces, schools, military facilities and parishes. However in the face of increasingly scarce resources for public services, the Council and its partners want to ensure that services are focused in areas that will make the most difference to local people. Crucially the nation and the District face some significant public health challenges for which physical activity can play a key role in addressing.



### 2.2 Key Health Issues in North Kesteven

**2.2.1** There are a number of Key health issues where increased physical activity can play a part in addressing:

**65.5%** of adults in North Kesteven are considered overweight or obese

**15.8%** of children in North Kesteven are considered obese or overweight

**59.4%** of adults in North Kesteven are considered physically active

**34.6%** of adults in North Kesteven are taking part in sport for 30 minutes once per week this is above the county average, but below the national average. This means that 65.6% of the population are not taking part in sport

Actual recorded prevalence of Diabetes for 2010/11 shows that Lincolnshire has higher levels of diabetes than the East Midlands and England (**5.2% - 8.1%** across the Districts)

Cases of heart related disease in Lincolnshire are higher than the East Midlands average (**1.6% – 2.5%** across the Districts)

**Ageing population:** In Lincolnshire between 2008/09 and 2010/11 there was a **55%** increase in admissions to hospital relating to a fall. The estimated increase in people suffering from Dementia in Lincolnshire between 2012 and 2030 is **80%**.

**2.2.2** The financial cost of addressing these health problems, many of which are preventable through increased physical activity is substantial. The NHS National Obesity Observatory (2011) estimated of the direct costs to the NHS for treating overweight and obesity, and related morbidity in England, has ranged from £479.3 million in 1998 to £4.2 billion in 2007. Estimates of the indirect costs (those cost arising from the impact of obesity on the wider economy such as loss of productivity) over the same time period ranged between £2.6 billion and £15.8 billion.



## 2

## Why does North Kesteven need a Sport and Physical Activity Strategy?

**2.2.3** UK Active recently published its “Blueprint for Active Britain” which put forward ‘fundamental truths’ which need addressing to embed physical activity as a key priority. These very much concur with the scale of the health problems locally and nationally and North Kesteven’s vision for physical activity. They include:

- To turn the tide of inactivity, getting people moving must be considered a top-tier, standalone health issue
- Physical activity must become a crucial part of the delivery mechanisms of the National Health Service
- When it comes to activity provision, one size does not fit all. Regardless of age, gender, disability or background, there should be a range of physical activity opportunities that cater for all audiences
- Where we live and work and how we travel, are fundamental to creating active habits and lifestyles
- Activity professionals and the wellbeing workforce have a titanic role to play in health promotion
- Research, evaluation and the proper use of technology are central to the success of health policy so government should support the widespread investment in modern technology
- Obesity is a national priority
- An active workforce is a healthy, productive and commercially successful workforce.



**2.2.4** By developing its Sport and Physical Activity Strategy now, North Kesteven is ahead of most authorities and will be in a position to take advantage of any funding and resources which must inevitably follow in the future as the cost of addressing the nation’s health issues spirals. There will eventually be a realisation that improving people’s level of physical activity will play a key role in addressing the increasing health problems and reducing the costs of treating them.



# 3

## What are the priorities for North Kesteven?

### 3.1 Vision

3.1.1 The Council and its partners have developed a clear vision for Sport and Physical Activity in North Kesteven:

**‘Inspiring everyone to be more active, more often.’**

3.1.2 This vision is consistent with national policy and can encompass all aspects of physical activity including sport, health and fitness, walking and cycling.

### 3.2 Priority Outcomes

3.2.1 Underpinning the vision are priority outcomes for sport and physical activity. Table 1 sets out the priority outcomes and why they are important.



Table 1 Sport & Physical Activity Priority Outcomes

Priority Outcome	Why this is important?
<p><b>1) Addressing obesity and risk of diabetes and heart disease by Inspiring Everyone to be More Active, More Often.</b></p>	<ul style="list-style-type: none"> <li>● obesity and related illnesses such as diabetes and heart disease are now affecting more people in the Country and District than ever</li> <li>● diabetes and heart disease are major causes of premature death</li> <li>● the cost to the NHS of treating these illnesses is significant</li> <li>● regular exercise as part of a healthy lifestyle is proven to reduce the risk of obesity and its associated illnesses.</li> </ul>



# 3

## What are the priorities for North Kesteven?

Priority Outcomes	Why this is important
<p><b>2) Engaging with specific groups and localities to expand the number of people involved and to increase the frequency they participate in physical activity specifically:</b></p> <ul style="list-style-type: none"> <li>• in the Council's priority Wards/ Parishes and rural/ isolated areas</li> <li>• young people</li> <li>• older people</li> <li>• those on low incomes</li> </ul>	<ul style="list-style-type: none"> <li>• there are a number of local communities particularly in the rural parts of the District where residents do not have access to, or engage with physical activity opportunities such as leisure facilities or local amenities</li> <li>• the Council and its partners need to consider all residents including the more hard to reach groups</li> <li>• there are groups where exercise participation is comparatively low where the Council and its partners need to take a targeted approach. These include those people on lower incomes, people with disabilities and young females</li> <li>• the Council and its partners need to make physical activity more accessible particularly for those who do not engage with sport or use leisure facilities</li> <li>• young people in the country and district are more obese than ever and this trend is set to get worse</li> <li>• young people face a potentially sedentary lifestyle as they are unlikely to have physically active jobs and leisure time revolves more around information technology related pass times such as social media and electronic games</li> <li>• obesity at an early age is likely to bring forward related illnesses</li> <li>• physical activity improves educational attainment</li> <li>• North Kesteven has an ageing population</li> <li>• accidents due to falls amongst older people can be reduced through specific physical activity</li> <li>• it is important to ensure that older people have the best possible quality life and physical activity will sustain and improve their health and has social and wellbeing benefits.</li> </ul>
<p><b>3) Improving community cohesion through sport and physical activity.</b></p>	<ul style="list-style-type: none"> <li>• sport and physical activity can be a fun and a way for meeting friends</li> <li>• clubs and societies that are local and sustainable are formed on the back of sport and physical activity</li> <li>• community safety and anti-social behaviour can be addressed through diversionary activities, particularly for young people.</li> </ul>
<p><b>4) Delivering a positive customer experience.</b></p>	<ul style="list-style-type: none"> <li>• the Council and its partners wish to ensure that physical activity programmes are safe and enjoyable. A positive experience will result in repeat visits and ultimately increased participation.</li> </ul>

**3.2.2** The Priority Outcomes can be used to drive all sport and physical activity services in North Kesteven, whether delivered by the Council or its partners.



# 4

## How can we measure physical activity in North Kesteven?

### 4.1 Measuring the 'Reach' of the Services

4.1.1 Table 2 sets out the draft performance indicators for the priority outcomes. They are designed to measure the reach of the services throughout the District as opposed to headline numbers or for particular facilities.

**Table 2 Performance Indicators**

Priority Outcome	Performance Indicator(s)
<p><b>1) Addressing obesity and risk of diabetes and heart disease by Inspiring Everyone to be More Active, More Often.</b></p>	<p><b>PIs1</b> (Sport England Active People/Active Lives)</p> <ul style="list-style-type: none"> <li>a. % of adults in North Kesteven are taking part in sport for 30 minutes once per week</li> <li>b. Percentage of the population taking part in sport and physical activity at least twice in the last month</li> <li>c. Percentage of people physically inactive.</li> </ul> <p><b>PI2</b> Number of NKDC residents aged 16-64 participating in physical activity on average 30 minutes, 5 times per week (or 2.5 hours per week) in leisure centres and outreach programmes as a percentage of the total District population.</p> <p><b>PI3</b> Number of residents participating in physical activity on average 30 minutes, 2 times twice per week in leisure centres and outreach programmes as a percentage of the total District population</p> <p>Number of residents participating in physical activity on average 30 minutes, once per week in leisure centres and outreach programmes as a percentage of the total District population.</p>





Priority Outcome	Performance Indicator(s)
<p><b>2) Engaging with specific group and localities to expand the number of people involved and to increase the frequency they participate in physical activity specifically:</b></p> <ul style="list-style-type: none"> <li>• in the Council's priority Wards/Parishes and rural/ isolated areas</li> <li>• young people</li> <li>• older people</li> <li>• those on</li> </ul>	<p><b>PI4</b> Residents in specified priority Wards/Parishes participating at least once per week in physical activity as a percentage of the total in the Ward/area.</p> <p><b>PI5</b> Residents with disabilities participating on average of 30 minutes, 3 times per week as a percentage of the total in the District.</p> <p><b>PI6</b> Residents from black and minority ethnic (BME) backgrounds participating on average of 30 minutes three times per week as a percentage of the total in the District.</p> <p><b>PI7</b> Residents aged 5-18 years participating on average of 60 minutes, 3 times per week as a percentage of the total in the District</p> <p><b>PI18 (Active Lives).</b> a. % of children achieving physical literacy b. percentage of young people (11-18) with a positive attitude towards sport and being active.</p> <p><b>PI9</b> Residents taking out the concessionary pricing scheme as a percentage of those eligible in the District.</p> <p><b>P20</b> Residents over 65 years of age participating on average of 30 minutes, 5 times per week as a percentage of the total in the District.</p>
<p><b>3) Improving community cohesion through sport and physical activity</b></p>	<p><b>PIs 21 (SE Active People/Active Lives)</b> a. Increase in the number of people volunteering in sport at least twice in the last year b. Club membership in the last 4 weeks c. % of adults utilising outdoor space for exercise/ health reasons (MENE survey).</p> <p><b>PI22</b> Incidents of anti-social behaviour.</p>

# 4

## How can we measure physical activity in North Kesteven?

Priority Outcome	Performance Indicator(s)
<p><b>4) Delivering a positive customer experience.</b></p>	<p><b>PIs23</b> Customer and partner satisfaction indicators captured through an on-going monthly rolling programme as per the current Net Promoter Score arrangement (NPS):</p> <ul style="list-style-type: none"> <li>● the overall service</li> <li>● staff/coaches</li> <li>● access and parking</li> <li>● facilities</li> <li>● catering</li> <li>● cleanliness</li> <li>● changing rooms</li> <li>● value for money.</li> </ul> <p><b>PIs24</b> Satisfaction with the leisure operator/s as a partner.</p> <p><b>PIs25</b> Quest™ Plus scores for Leisure Facilities and Sports Development.</p> <p><b>PI26</b> Customer retention; fitness, swimming, courses/activities.</p> <p><b>PI27</b> PI20 (SE Active People/Lives) % very/fairly satisfied with local sports provision.</p> <p><b>PIs28</b> Customer services PIs (as per the Council’s Customer Charter).</p>



**4.1.2** The performance indicator suite will be used to drive the new leisure contract and serve as a reference point for all physical activity interventions in the District whether delivered by the Council or its partners. This will enable a unified approach and more accurate measurement of physical activity in North Kesteven.



## 5.1 Next steps

- 5.1.1** The Council will be using the Priority Outcomes as the main point of reference for its new leisure contract which is scheduled to commence in April 2018. It also intends to put greater emphasis on outreach services to provide more opportunities for those who are unable to access the Council's two leisure facilities in Sleaford and North Hykeham and those who live in the more remote parts of the District.

## 5.2 Development of an Action Plan

- 5.2.1** The Council has developed the following themes for the Council and its partners to consider when developing an action plan for the Strategy as outlined in Table 3.

**Table 3 Proposed Sport and Physical Activity Themes**

No.	Proposed Theme
1	Developing programmes where families can take part in activities together in leisure facilities and in local communities.
2	Developing more mass participation programmes using open spaces and existing facilities such as walking, cycling, use of the parks, play etc.
3	Improving signposting of physical activity opportunities through websites and social media – in particular include activities in parishes, the military and local clubs.
4	Through the new leisure contract, increase the emphasis and resources for targeted outreach services including mobile facilities such as a skate parks, climbing wall etc.
5	Improve the range and communication of opportunities for those on low incomes through targeted concessionary pricing – expand across all providers e.g. schools and the military.
6	Procure a leisure operator that has the capability to devise, run and evaluate interventions commissioned through Public Health.
7	Improving opportunities for physical activity for young people at school and develop close links between schools and mainstream leisure facilities. Develop programmes to enable young people to 'get into the habit' of physical activity prior to leaving school.
8	Focus on programmes for young people who are not interested in sport e.g. street dance, skate boarding, BMX, free running, paint balling, climbing.
9	Develop programmes that use local facilities and open spaces and have a 'social' aspect for older people e.g. walking clubs, dog walking clubs, get back into sport etc.
10	Encourage local sports clubs and parishes to expand and install high quality physical activity opportunities.

- 5.2.2** North Kesteven District Council is committed to addressing low levels of physical activity to help its residents live healthier and more active lives.



# North Kesteven Sports Facilities

## Northgate Sports Hall

Operated in partnership with  
the Robert Carre Trust  
Carre's Grammar School  
Northgate  
Sleaford, NG34 7DD  
**01529 308746**  
[andy.allen@carres.uk](mailto:andy.allen@carres.uk)

## Sleaford Leisure Centre

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The Sport Leisure and Culture Consultancy developed this strategy on behalf of North Kesteven District Council. We are a lean, low overhead advisory business that supports the sport, culture and heritage sectors in managing change, developing new solutions and improving quality of life for communities.