

CABINET

DATE	23 rd August 2023
REPORT OF	Councillor Hayden Dawkins, Portfolio Holder Culture, Heritage and the Visitor Economy
RESPONSIBLE OFFICER	Carolina Borgstrom, Director of Economy, Environment & Infrastructure
SUBJECT	Sport & Physical Activity Strategy
STATUS	Open
FORWARD PLAN REF NO.	CB 08/23/02

CONTRIBUTION TO OUR AIMS

The Sport & Physical Activity Strategy will contribute to priorities across the Council's Outcomes Framework supporting the delivery of 'Stronger Economy' and 'Stronger Communities' over the next 5-years. The specific focus of the strategy is to support residents to become more active, more often, promoting good health and wellbeing and support deliver better quality lives.

EXECUTIVE SUMMARY

The Sport & Physical Activity Strategy has been developed in collaboration with local stakeholders including leisure organisations, health and education partners, voluntary and community sectors, and across the Council. The strategy outlines our priorities to focus our resources to support residents be more active and details the wider outcomes that this can contribute to across the four themes of Active Economy, Active Communities, Active Health & Wellbeing, and Active Climate & Environment.

RECOMMENDATIONS

It is recommended that Cabinet:

1. Agrees the Sport & Physical Activity Strategy 2023 in Appendix 1.
2. Delegates authority to the Director of Economy, Environment, and Infrastructure, in consultation with the with the Portfolio Holder for Culture, Heritage and the Visitor Economy to promote and implement the strategy.

REASONS FOR DECISION

The decision allows the Council to publicise its vision for sport and physical activity across the Borough and establish a Sport & Physical Activity Group to develop the annual action plan to deliver the aims of the strategy and provide future oversight. The decision will ensure that sport and physical activity is connected across a wide range of Council strategies and build a strategic approach to sport and physical activity across the wider place.

1. BACKGROUND AND ISSUES

- 1.1 The Covid-19 pandemic highlighted the importance of people leading active

lives. Across North East Lincolnshire the level of people considered physically inactive has tracked consistently higher than the national average, since 2015 the percentage of adults considered as inactive has been 32% or above (versus national average 27%). This highlights the importance for the development of a strategy to support in addressing this trend.

- 1.2 In addition to the challenge of inactivity, the financial pressures across the sport, physical activity and leisure sector have increased in recent years. Therefore, it is important for the Council to identify where resources should be prioritised to have the greatest impact on increasing activity levels and how working collaboratively in priority areas can have a positive long-term impact on sport and physical activity.
- 1.3 Due to these challenges, the Council engaged Sport England and in partnership commissioned a sport and physical activity management consultancy (with a financial contribution from Sport England) to provide support in reviewing our long-term approach to sport, physical activity, and leisure provision.
- 1.4 The Sport & Physical Activity Strategy (the strategy) has been developed following the Sport England Strategic Outcome Planning Model, with a review of existing national and local strategy, cross sector stakeholder engagement, followed by undertaking research and public consultation to understand the barriers to being active, our current position and the opportunities to influence behaviour change in sport and physical activity. This has informed the development of priority actions that identify opportunities to address the challenge of inactivity across the borough and will inform the focus of resources in future years.
- 1.5 The strategy sets our key ambitions over the next 5-years that are grouped under four strategic themes:
 - Active Economy – develop a sport and leisure sector that attracts people to our area.
 - Active Communities – support local delivery of physical activity facilities and services in communities which will benefit most.
 - Active Health & Wellbeing – support physical activity opportunities throughout peoples lives, so everyone in North East Lincolnshire enjoys healthy lives.
 - Active Climate & Environment – develop a more active environment that supports people to enjoy being active across our open spaces and contributes to reduced carbon emissions.
- 1.6 A Sport & Physical Activity Group will oversee the delivery of the Strategy. This group will be representative of North East Lincolnshire and include a range of interested stakeholders including sports, leisure, health, education, and voluntary & community sectors. This will build upon the engagement that has taken place during the development of the strategy. The group will provide strategic leadership for sport and physical activity, working to support and influence collaborative working across the borough. The group will work closely with, and report through, the Healthy Weight Strategy Group to ensure that being more active, more often is at the heart of North East Lincolnshire's drive

to support better quality lives.

- 1.7 Our first Sport & Physical Activity annual action plan will be developed for January 2024 based on the priority actions identified in the 5-year framework. These are big areas we want to change over the next five years and securing external grant funding to support the delivery of the annual action plan will be key.
- 1.8 North East Lincolnshire is an Area of Focus for National Lottery Heritage Fund and a Priority Place for Arts Council England. This Strategy and actions that follow enable the Council and partners to build on our initial collaborative work with Sport England with the ambition to develop a Place Partnership approach over the coming years and deliver our shared outcomes.

2. RISKS AND OPPORTUNITIES

- 2.1 The Strategy presents an opportunity to enhance our case for external grant funding and wider government support for our place to deliver improved opportunities to address the challenge of inactivity.
- 2.2 The Strategy has been open to public consultation through a general survey and focus groups invited from known networks and key stakeholder engagement. Therefore, the respondents have been able to provide their views of sport and physical activity, the barriers to being active, our current position and the opportunities to influence behaviour change in sport and physical activity. This minimises the potential risk of lack of local engagement in developing priority actions for our place.

3. OTHER OPTIONS CONSIDERED

The alternative is to do nothing. This would mean that the Council would not have a relevant and up to date approach to addressing the challenge of physical inactivity. This would have a negative impact on wider health and wellbeing outcomes and limit the Council's ability to secure external grant funding.

4. REPUTATION AND COMMUNICATIONS CONSIDERATIONS

- 4.1. An inclusive and clear message to residents and visitors that sport and physical activity is for all, where being active can be part of everyday life, with a positive impact on our environment and leading to healthier and more fulfilling lives is a clear positive opportunity.
- 4.2. The Strategy is a document that feeds into other regional strategies and puts North East Lincolnshire in a strong position to prioritise engagement and collaborative work with partners, particularly with Sport England and a platform for collaboration with health services.
- 4.3. The Strategy will be produced as an online booklet available to download and shared across the sector and communities, alongside an accessible version.

5. FINANCIAL CONSIDERATIONS

The Sport & Physical Activity Strategy and resulting action plan will be used to create an evidence base for funding opportunities such as Place Partnership funding through Sport England, closer collaboration with health funding of prevention services within leisure centres and any other funding opportunities that arise.

6. CHILDREN AND YOUNG PEOPLE IMPLICATIONS

The priority actions within the strategy highlight the future focus on children and young people. Many of the activities that will be developed in the action plans to follow will have direct benefit to children and young people by enhancing sport and physical activity opportunities in a range of settings and the focus on life skills of swimming and cycling.

7. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

One of the four strategic themes of the strategy is Active Climate & Environment that includes developing a more active environment that supports people to enjoy being active across our open spaces and contributes to reduced carbon emissions. This includes active travel with more people walking and cycling to school and work and investing in energy efficiency improvements within our leisure centres, with the Council leading by example in its own activities.

8. CONSULTATION WITH SCRUTINY

A formal scrutiny on the proposed development of the strategy took place on the 27th July 2022 with the Tourism and Visitor Economy Scrutiny Panel. This was followed up with an informal workshop with scrutiny panel members to input into strategy development on 15th September 2022. At the time of preparing this report, the draft strategy is due to be considered by formal Tourism and Visitor Economy scrutiny panel on 27th July 2023.

9. FINANCIAL IMPLICATIONS

There are no direct financial implications as a result of this report.

10. LEGAL IMPLICATIONS

- 10.1. Adoption of the above policy will position the Council and others to better support residents to become more active, promoting good health and wellbeing and support deliver better quality lives.
- 10.2. The delegations sought are appropriate. Ultimately the Portfolio Holder has constitutional authority to approve any future modifications to a policy touching upon the services within the Portfolio Holders defined remit, even those having a borough wide application.

11. HUMAN RESOURCES IMPLICATIONS

There are no direct HR implications arising from the contents of this report.

12. WARD IMPLICATIONS

The Sport & Physical Activity Strategy covers all wards in North East

Lincolnshire as the economic and community benefits are borough wide.

13. BACKGROUND PAPERS

See attached appendices.

14. CONTACT OFFICER(S)

Nick Browning
Head of Culture, Heritage, Leisure & Tourism
nick.browning@nelincs.gov.uk

COUNCILLOR HAYDEN DAWKINS
PORTFOLIO HOLDER FOR CULTURE, HERITAGE AND THE VISITOR
ECONOMY

**NORTH EAST LINCOLNSHIRE COUNCIL
SPORT & PHYSICAL ACTIVITY STRATEGY**

**UNITING THE MOVEMENT ACROSS
NORTH EAST LINCOLNSHIRE 2023 - 2028**

Contents

- **Introduction**
- **Sport & Physical Activity Strategy at a glance-plan on a page**
- **Strategic Overview**
- **Stakeholder Engagement**
- **What Does Our Borough Look Like**
 - **Demographics and changes**
 - **Health profile**
 - **Active environment**
- **Why Physical Activity is important**
- **Where are we now**
 - **Impact of COVID 19 on activity levels**
 - **Disparities between demographics**
- **Engagement – what you have told us**
- **Strategic Priorities**
- **Appendices**
 - **Delivery Plan 2023 - 2028**
 - **Strategic Review**
 - **Governance Chat**

1. Introduction

Physical inactivity is associated with 1 in 6 deaths in the UK and is estimated to cost the UK £7.4 billion annually (including £0.9 billion to the NHS alone). Unfortunately, nationally the population is around 20% less active than in the 1960s. If current trends continue, it will be 35% less active by 2030. Many people do not realise that physical activity has significant benefits for health, both physical and mental, and can help to prevent and manage a range of chronic long term conditions and diseases.

A health impact assessment undertaken by NEL public health team in 2021 highlighted how health inequalities had significantly worsened over the period of the pandemic and that to try to improve this a range of prevention interventions would be needed across our more deprived areas. A suite of prevention strategies has been developed to be led and implemented across local partnerships. One of these was our North East Lincolnshire (NEL) Healthy Weight Healthy Lives Strategy. A key priority within this was physical activity and the importance of people leading active lives that would positively impact on their health and wider wellbeing. Across NEL the level of people considered physically inactive has tracked consistently higher than the national average, since 2015 the percentage of adults considered as inactive (completing less than 30-minutes of moderate physical activity per week) has been 32% or above. In addition to the stubborn challenge of inactivity in NEL, the financial pressures across the sport, physical activity and leisure sector have increased in recent years with rising costs for service providers and cost-of-living pressures for service users.

In 2021, Sport England released its latest strategy, 'Uniting the Movement', it details the importance of tackling the inequalities we have long seen in sport and physical activity. Providing opportunities to people and communities that have traditionally been left behind, and how helping to remove the barriers to physical activity, has never been more important. This aligns to the disparities that are seen across people of NEL where life expectancy is 13.1 years lower for men and 9.1 years lower for women in the most deprived areas of the Borough than in the least deprived areas.

Therefore, it is important for the Council to identify where resources should be prioritised to have the greatest impact on increasing activity levels and how working collaboratively in priority areas can have a positive long-term impact on sport and physical activity.

The purpose of the strategy is to provide a vision for delivering and facilitating community sport, physical activity and leisure provision in the Borough to support a more active population for the future. It is based on a well evidenced and researched review of provision now and into the future and includes clear priorities to formulate action plans. Most importantly, we believe sport and physical activity has a big role to play in improving the physical and mental health of people in NEL, supporting the economy, connecting communities and building a stronger society for all.

2. Sport & Physical Activity Strategy at a glance

A high-level overview depicted in the following plan on a page will detail our vision, the overarching priorities, and future priority actions that will enable delivery of outcomes for our place. (*Please see Appendix A for further detail on strategy delivery plan*). This forms a focused part of the prevention interventions required as a key part of our related health improvement strategic frameworks linked to Healthy Weight Healthy Lives and Mental Wellbeing to support interconnectivity.

3. Strategic Overview

3.1 Strategic Fit:

North East Lincolnshire Council (NELC) is committed to do as much as possible, working with our local people and system partners to help our local people live long healthy lives, with as many years as possible free from limiting long term conditions. The overall Council plan is 'to create a stronger economy and stronger communities' and this strategy will align with these strategic priorities. Increasing physical activity can have an impact on several of the priority areas outlined in the Council Plan outcomes framework that has five outcome areas, and those are that our people should:

- Reach their full potential through skills and learning;
- Benefit from a green economy and a high-quality environment;
- Enjoy good health and wellbeing;
- Benefit from a strong local economy;
- Live in a safe environment, can have their say about things that are important to them and participate fully in their communities.

NELC Healthy Weight Healthy Lives Strategic Framework (2022-2025) details physical activity as one of its four overarching priorities, with activity across the life-course and key actions included to work across our local system to enable more of our people to become more active to improve their health and wellbeing. This Sport and Physical Activity Strategy will lead this agenda across our local partnerships and communities.

The Sport England Strategy – Uniting the Movement, details how sport and physical activity has the greatest potential for preventing and tackling inequalities that exist across our communities and that focusing on sport and physical activity's ability to make better places to live and bring people together.

The Council recognises the importance of considering its leisure centres, parks and open spaces, communal recreation facilities and our other spaces and places across the whole of the Borough and the future interventions that will be required, both in respect of services and facilities, to meet wider strategic outcomes. This forms the basis for our Sport & Physical Activity Strategy – across four themes:

- **Active Economy** – develop a sport and leisure sector that attracts people to our area.
- **Active Communities** – support local delivery of physical activity facilities & services in communities which will benefit most.
- **Active Health & Wellbeing** – support physical activity opportunities throughout peoples lives, so everyone in North East Lincolnshire enjoys healthy lives.
- **Active Climate & Environment** – develop a more active environment that supports people to enjoy being active across our open spaces and contributes to reduced carbon emissions.

The council also recognises the role of our people and communities in taking forward local activities to promote physical activity and sport related interventions, which is why we want to work in close partnership with our local communities to look at opportunities aligned to the interests of our people in their local areas. We have engaged with our local people and partners to inform this strategy.

3.2 Strategic Review:

To consider and determine our strategic priorities, we have undertaken a national, regional and local review to be clear how, sport, leisure and physical activity can contribute to meeting local strategic

outcomes. Nationally, government is clearly focused on increasing levels of activity not just to improve health and wellbeing, but to connect communities, create happier lives, improve mental health, boost economic development, reduce health inequalities and utilise the active environment more. The tables in Appendix B outlines in detail the priorities of linked national, regional and local strategies that this Sport & Physical Activity Strategy can contribute to.

There is also a recent emphasis from Sport England to move **from a leisure service to an active wellbeing service**.

At the time of developing this strategy, Sport England published its Future of Public Sector Leisure report in response to the rising cost of living for local authorities and leisure operators. The report prompts local and national partners to re-examine the purpose of their leisure services and assess whether they are delivering local community outcomes and aligning to broader strategic outcomes, particularly around health and wellbeing. The document aims to provide a coordinated national vision at a time of challenge, mapping out the medium-term goals for the public leisure sector alongside commitments from across the sector to provide support to services on the ground. It advocates that local authorities follow its direction of travel outlined in the diagram below.

Figure 1 – Future of Public Sector Leisure:

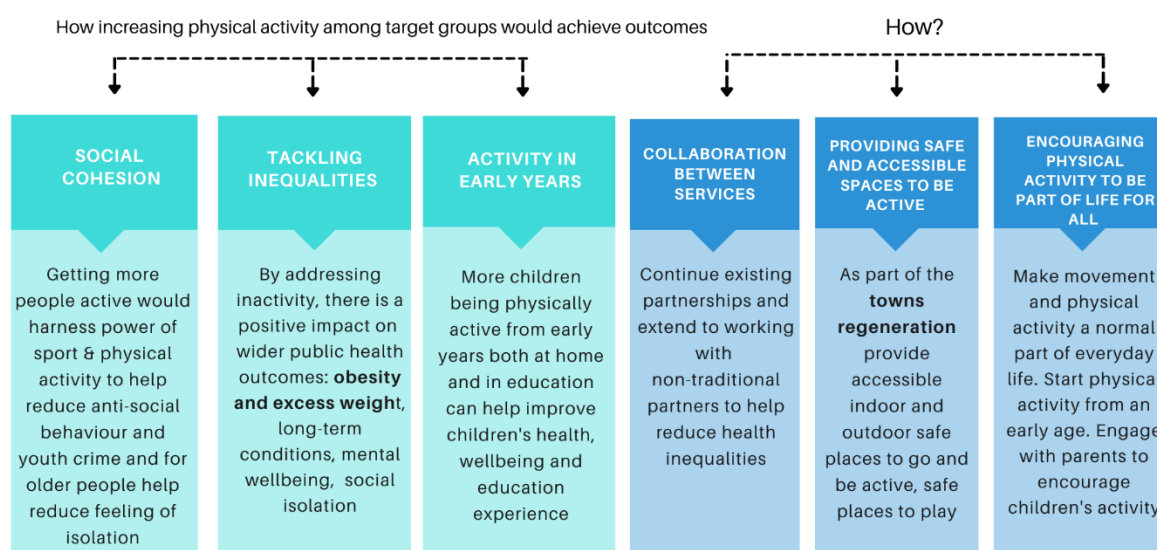


4. What Have Key Partners & Stakeholders Said

In developing the strategy, we have engaged and spoken to our key partners and stakeholders including Council officers and members, and key partners across Leisure, Education, Health, VCSE sector and our active partnership – Active Humber through a range of workshops.

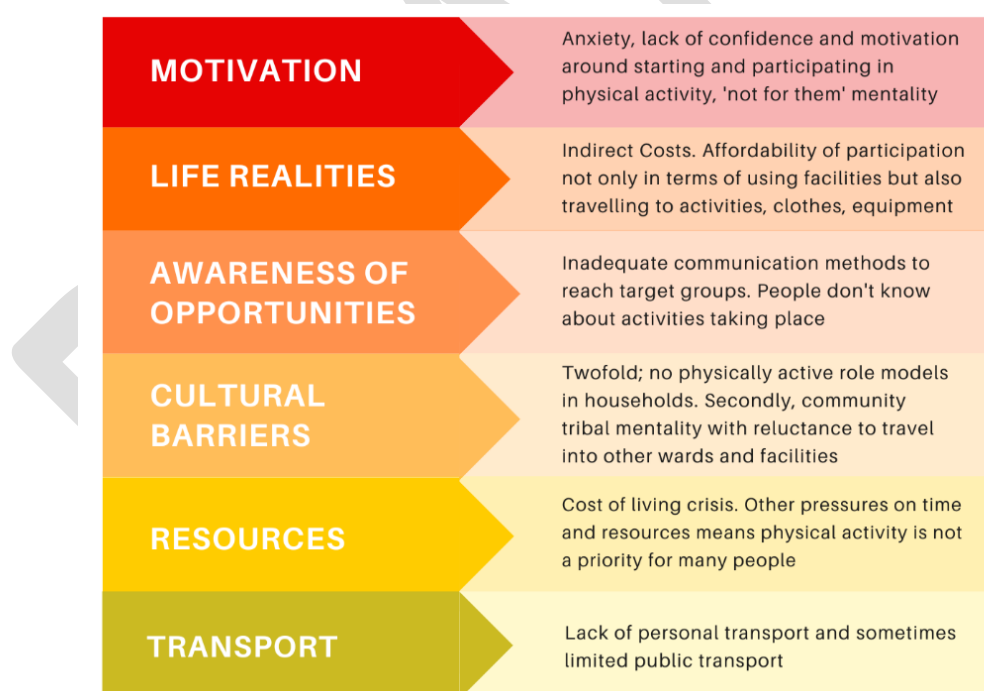
When asked what strategic outcomes could be achieved by increasing physical activity and suggested ways to increase participation, the stakeholders identified the following.

Figure 2 – Stakeholder Engagement Common Strategic Themes:



The Stakeholder workshops identified the following barriers often cited by people to being physically active.

Figure 3 – Barriers to Physical Activity:

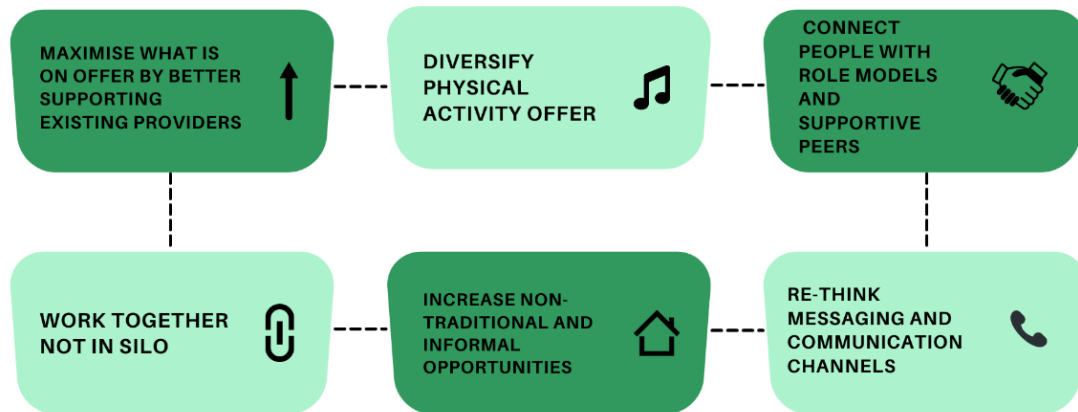


The Stakeholder workshops identified specific sections of the population that targeted physical activity, leisure and/or sport facilities would benefit the most. The groups covered the following as local priorities:

- Under 18s / young people with not 'not much to do'
- People living in more deprived wards / areas
- Older adults
- People with long term health conditions

- Children and young people
- Adults and children that are above a healthy weight

The stakeholders suggested the following ways to encourage priority groups to become more physically active. Figure 5 – New Approaches to Encourage Participation:



What does this mean for North East Lincolnshire:

- It is recognised both in the strategic review and stakeholder consultation that increasing participation in physical activity can help improve specific NEL health and social outcomes such as obesity, social isolation, mental health and anti-social behaviour.
- Additionally, the strategic review and stakeholder workshops highlighted that resource and effort needs to be directed to those with the greatest need .
- The stakeholder workshops showed a real desire to improve lives of the residents of NEL and an ambition for stakeholders to increase working together to help achieve this. Keeping this momentum and putting into action collaborative working is key.
- There is need to further engage with deprived areas and households especially those with no active role models to highlight the benefits of being active as part of everyday life. Connecting inactive people with respected role models in the community could help.
- The town centre redevelopments are timely with an opportunity to increase participation in physical activity both indoor and outdoor encouraging residents and visitors to the area as a destination. Accessibility to reach these leisure areas is essential. There is a need to improve the cycle infrastructure and provide cycling confidence initiatives.
- There is an opportunity to upskill young people by working with education partners to increase work experience and provide a future workforce for community development and physical activity delivery in the area.
- Stakeholders welcomed new activities such a climbing and wanted to see heritage activities like ice skating protected.

5. What Does Our Borough Look Like

It is important to understand the socio demographic context of the Borough up to 2032 (in line with the Local Plan until 2032). The leisure services going forward will need to reflect the future and current population and health profile of the area.

Population & Demographic profile:

- The population is predicted to decrease from 160,025 in 2022 to 158,986 by 2032 which goes against the national trend.
- NEL also attracts a high number of visitors to the area so often the daily population can increase substantially. To meet the Council objectives of increasing the visitor economy, leisure facilities to consider this audience.
- An ageing population with 65-69 years due to have the largest increase (23.1%) and be the largest age group by 2032.
- With the older population predicted to rise, future service delivery will need to cater to this group and other groups; particularly those statistically more at risk of not participating.
- The 65+ years is largest population age group (20.9%) but under-presented in leisure centres (10%).
- Furthermore, NEL has high levels of deprivation which has been linked nationally to health disparities, and also risk of inactivity with 37.7% of people living in top 20% most deprived wards in the country, which is higher than national average. The most deprived deciles 1-3 are also under-represented in leisure centres.
- Not only do these groups need more support to get active due to disparities in health and activity levels, which have been exacerbated by Covid-19, but the Council will need to consider how services are being delivered to accommodate these target groups.
- In NEL life expectancy is 13.1 years lower for men and 9.1 years lower for women in the most deprived areas of the Borough than in the least deprived areas.

Health and Inequality profile:

- NEL has higher than national average levels of overweight or obesity in both adults and children, under 75 mortality rates from preventable diseases and higher hip fractures. These means people don't live as long in NEL compared to England and the larger disparity of life expectancy in the most deprived places in NEL.
- 74.6% of adults classified as overweight or obese (England average 62.8%)
- 37% of Year 6 children are classified as overweight or obese higher than (England average of 35.2%) means they are likely to have health problems as they get older.

Active Environment profile:

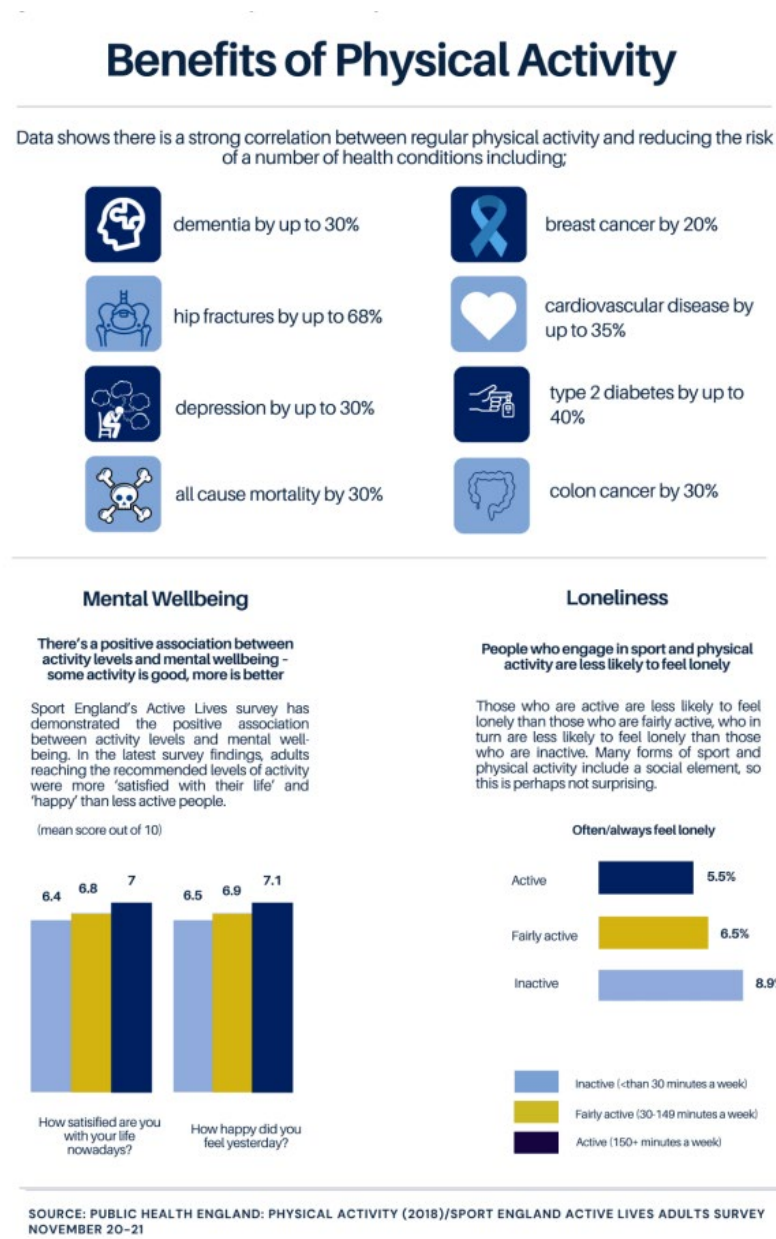
- Physical activity doesn't just take place in leisure centres. The active environment and active travel provide opportunities for people to incorporate physical activity into their daily lives.
- 37.6% of NEL residents walk for travel which is below the national average and 12.4% cycle for travel which is above the national average.
- There is an opportunity to increase active travel initiatives in line with national, local walking, cycling and green strategies as well as the Cleethorpes and Grimsby Masterplans.

6. The Benefits of Physical Activity

The value of physical activity is significant and extremely well evidenced. This makes improving physical activity levels important across the Borough, but especially among deprived communities where inactivity and obesity may be more prevalent.

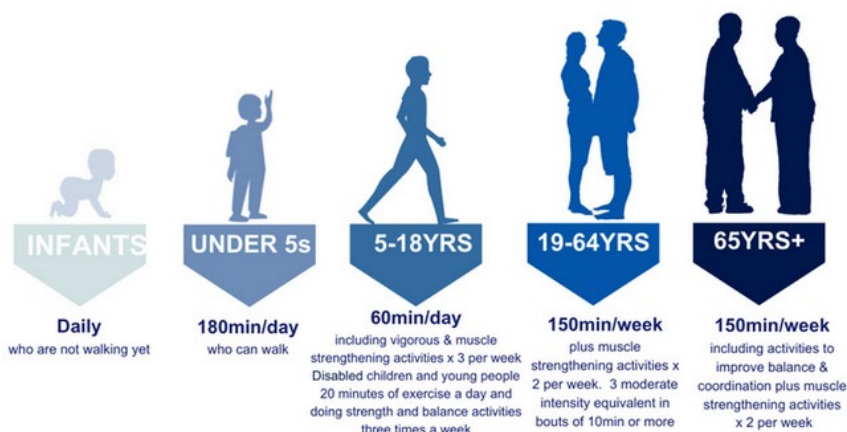
Regular physical activity provides a range of physical and mental health benefits. These include reducing the risk of disease, managing existing conditions, and developing and maintaining physical and mental function. In general, the more time spent being physically active, the greater the health benefits. However, the gains are especially significant for those currently doing the lowest levels of

activity (fewer than 30 minutes per week), as the improvements in health per additional minute of physical activity will be proportionately greater (UK Chief Medical Officers' Physical Activity Guidelines September 2019). Figure 6 – Benefits of Physical Activity:



7. How Much Physical Activity is Recommended

The UK Chief Medical Officer (CMO) guidelines below show how much physical activity adults and children need to do to gain the mental and physical benefits listed above. Figure 7 – CMO Guidelines for Physical Activity:



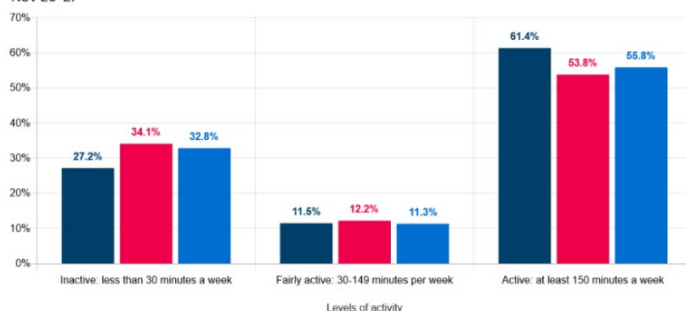
UK Chief Medical
Officer (CMO)
physical activity
guidelines by age

8. Our Physical Activity Levels

It is important to understand our current activity levels, and whether levels of activity are impacted by socio-economic and geographical factors. Our activity rates are worse than national levels with only 56% of NEL adults reaching the required levels of physical activity. Covid has not significantly impacted adult activity rates in NEL, whereas England rates reduced. Figure 8 – North East Lincolnshire Adult Physical Activity Profile:

Adult Physical Activity Profile

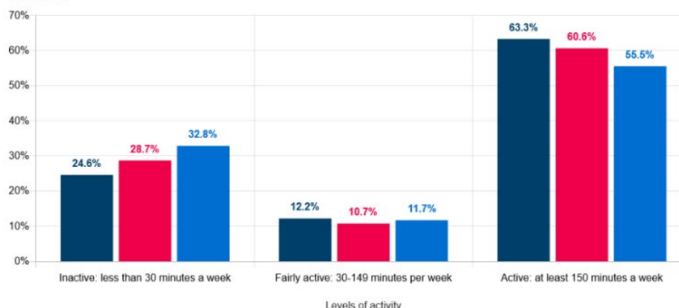
Levels of activity
Nov 20-21



32.8% of adults are categorised as inactive, **higher** than the England average of 27.2%

% Levels of activity by Where:
■ England (Nation) ■ Humber AP ■ North East Lincolnshire LA

Levels of activity
Nov 18-19



Covid-19 has not impacted adult inactivity rates, they remain the same at 32.8%

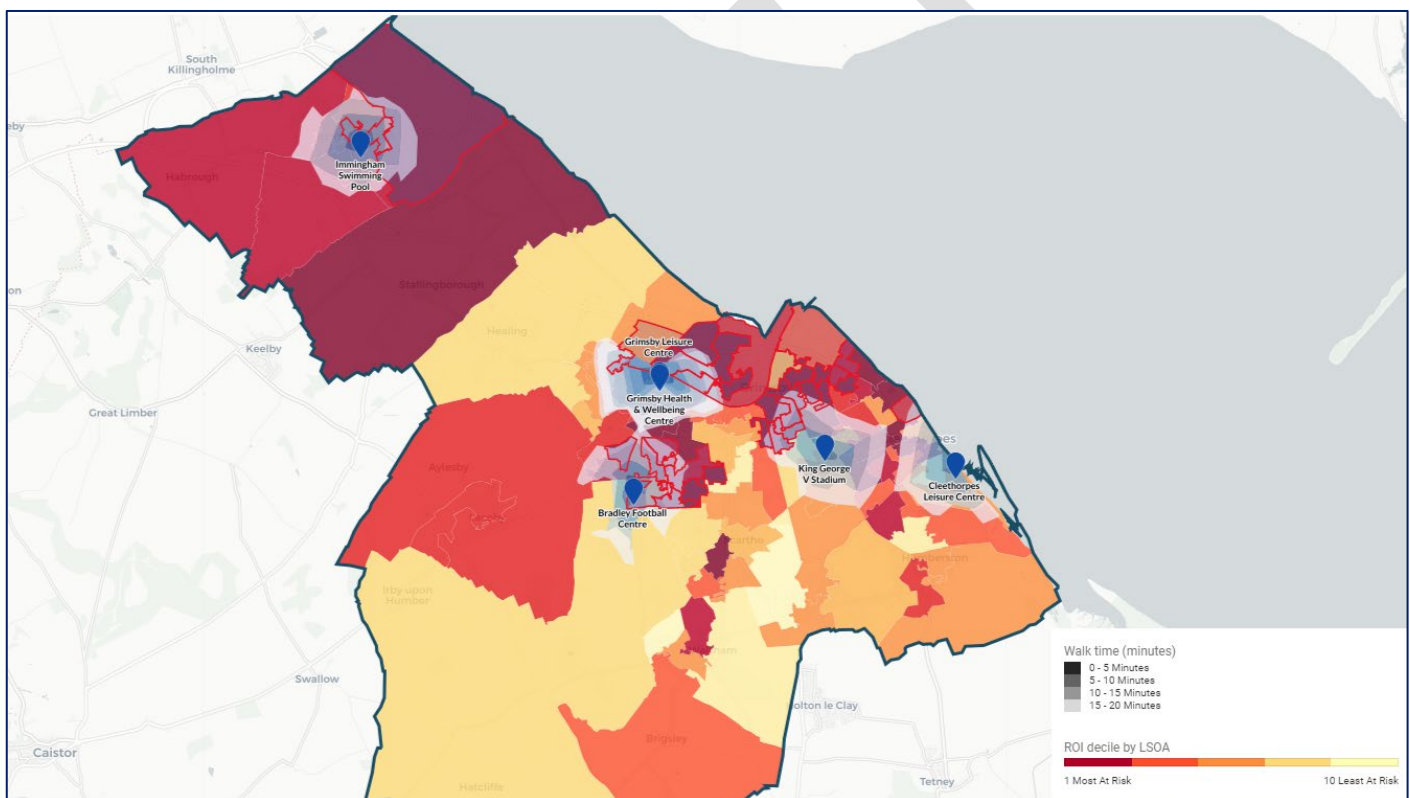
% Levels of activity by Where:
■ England (Nation) ■ Humber AP ■ North East Lincolnshire LA

And where you live makes a difference:

Levels of deprivation impact activity levels. During the period November 2020-21, 38.9% of adults nationally in the most deprived decile are classed as inactive, higher than the average of 27.2% across England.

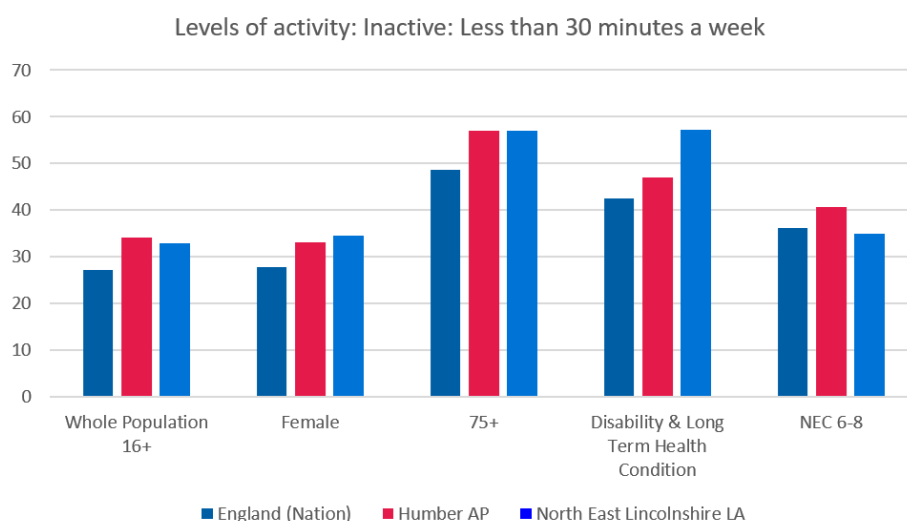
People living in some areas within Grimsby, Cleethorpes, Immingham and wider NEL are in the top 10% most deprived areas in the country (IMD 1). People living in these places, are more likely to be inactive, although the areas are served by local leisure facilities with a traditional 20-minute drive time catchment area. However, there are 27% of residents across the borough that do not own a car.

The map shows the risk of inactivity and top 10% most deprived areas based of IMD (outlined in red). Although several areas that are at risk of inactivity are within walking distance, many of the areas are outside of a 20-minute walk time. Therefore, it is important to consider other spaces that people can be active within their local community. Map 1 – Current Leisure Portfolio: 20-minute walk time catchment / Risk of inactivity linked to deprivation:



As well as differences in activity levels by people living in more deprived places, there are also differences in other demographic groups, including gender, age, ethnicity, and people who have disabilities and long-term conditions. Data is available at Borough level compared to regional and national levels and is shown below for inactive groups. The data demonstrates that levels of inactivity are directly affected by differing demographic groups. Given NEL has an ageing population, with the largest increase in 65-69 year olds, activity levels could reduce significantly for this age group.

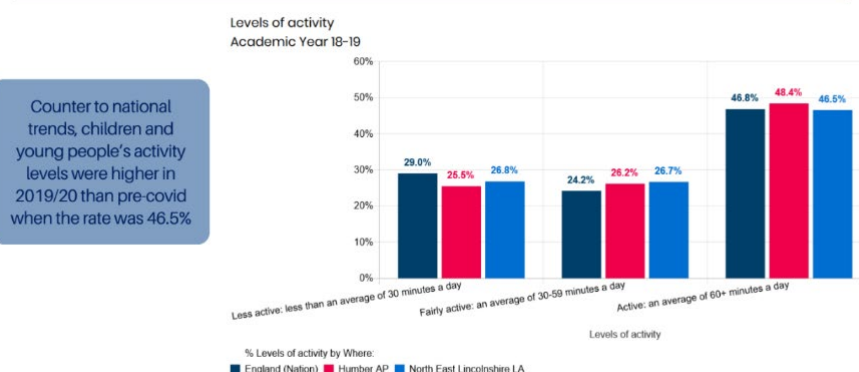
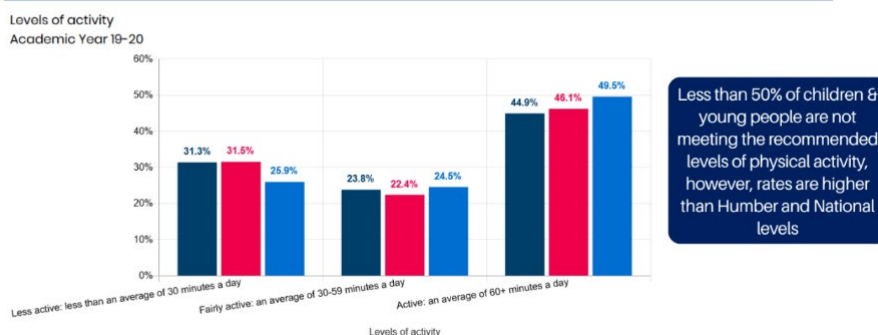
Figure 9 – Levels of Activity: Inactive



And, what about our children and young people's activity levels?

Similar to adults, those children and young people in more deprived areas are less active, where rates of inactivity are 8.5% higher than average nationally. There are just over 50% of children and young people that are not meeting the recommended CMO guidelines. This has improved from 53.5% pre-Covid, again counter to many other areas where activity levels reduced during and after Covid.

Children & Young People Physical Activity Profile



What does this mean for North East Lincolnshire:

- In terms of activity levels, our area has higher levels of inactivity amongst adults than the national average but better rates of inactivity for children and young people than the regional and national averages. However, less than 50% of children and young people are meeting the CMO recommended levels.
- In general, Covid has had a palpable impact on activity levels nationally but NEL goes against this trend with adult inactivity levels remaining the same since pre-Covid and children and young people inactivity levels improving post-Covid, which is encouraging as national rates have reduced.
- However, NEL has high levels of deprivation and health inequalities which are likely to have been exacerbated during Covid.
- It is recognised that those living in areas of deprivation are more likely to be inactive and have higher levels of obesity so it is important for leisure services to identify and engage with people in these areas.
- Covid raised awareness of the importance of open spaces in encouraging healthy lifestyles and improving the quality of health of residents, this should be considered when creating physical activity initiatives.
- It is worth also considering other ways to be active not just in leisure centres such as parks, beaches and open spaces. Utilising active travel can offer a cost effective way to build physical activity into everyday life.

9. Engagement – What Have You Told Us

Importantly we have engaged directly with our residents to try and understand the barriers people face in being active and what would encourage you to be more active. The series of consultations ran through October – December 2022, including an online survey with our residents, in depth focus groups with young people and adults with learning difficulties, and face to face informal 'chats' run by the council insight team across a range of locations across the borough.

The consultation process has seen over 480 people engaged on their attitudes and behaviour around physical activity and exercise in general, and more specifically to find out about opinions around, and awareness of, NELC leisure centres, parks, open spaces and waterfronts, and what would encourage people to use these leisure facilities in the future. This process has highlighted several key messages around the following categories:

Activity levels, leisure use and patterns:

- Encouragingly, a very high percentage of people from the online survey would like to be more active (91%).
- Of the respondents that use Council leisure centres, swimming was the most popular activity.
- Across all groups, using parks, open spaces, and the sea front at Cleethorpes for exercise and activities was a common theme.
- Suggestions to improve the leisure offer of the area to help encourage people (and visitors) to utilise the area. This included other leisure facilities that already provided or could be enhanced, the top trends were: ice rink, trampolining, skatepark, climbing and dance.

Barriers:

- Time, or the lack of it, was the most quoted reason for not being able to do more physical activity. However, for the inactive people in the survey, cost was the number one factor.
- Lack of confidence was also a barrier, in particular, for the inactive, those over 65-years plus and those with a disability / long term health condition.

- As can be understood, amongst those with a disability or health condition they stated having a health condition and impairment stopped them from being more active.
- Other common barriers were transport, the times of classes and programming, and lack of personal motivation factors.

Encouragement factors:

- Main reason respondents wanted to be more active was to improve/maintain their physical health. Although to improve/maintain their mental health was also a strong theme.
- Common themes around encouragement to use existing facilities included lower costs and a better range of accessible good quality facilities with improved equipment to encourage participation.
- If parks and outdoor spaces were cleaner and safer more people would use them.
- Better secure bike parking would also encourage active travel and cycling.
- If additional services were on the same site, then people would be likely to use / access these services.
- People would be encouraged if they have peers or a group to go with.
- Programming / timetabling of activities into everyday life and their movements between home, work, schools and shops at home and school, is a crucial part of making it easier.

10. Strategic Priorities

Our new Sport & Physical Activity Strategy 2023 provides a vision and a framework that will build on the positive achievements made to date and to help us work together to better address our key challenges. We have created this Strategy to cover a 5-year period (2023-2028), but a great deal can change in those five years. This includes the economy, how people live their lives, funding, the organisations in the area and the opportunities that arise. Therefore, there needs to be flexibility in the approach we take, whilst also providing clear direction and priorities for the future.

We have established four key themes; these are the strategic priorities we want to change over the next five years and beyond. The most important factor in delivering these priorities will be working with our communities and partners. Strategic priorities:

- **Active Economy** – develop a sport and leisure sector that attracts people to our area.
- **Active Communities** – support local delivery of physical activity facilities & services in communities which will benefit most.
- **Active Health & Wellbeing** – support physical activity opportunities throughout peoples lives, so everyone in North East Lincolnshire enjoys healthy lives.
- **Active Climate & Environment** – develop a more active environment that supports people to enjoy being active across our open spaces and contributes to reduced carbon emissions.

11. Annual Action Plan & Delivery Plan 2023 - 2028

The delivery plan in Appendix A sets out our 11-priority areas for action over the next 5-years to implement and deliver strategy outcomes. Each year we will produce annual action plans setting out priorities for the year ahead based on these themes.

The annual action plan will be developed by the Council with support from a newly established NEL Sport & Physical Activity Group working with organisations and individuals across the area. They will plan for and feed into the year ahead, to ensure that the strategy is always changing, adapting and growing whilst having overall strategic priorities to achieve.

Appendix A – Sport & Physical Activity Strategy Delivery Plan 2023 – 2028

Priority Areas for Action	Strategic Priority	Who	Target Outcomes
1. Active Workplaces: a) Develop links with employers to encourage a whole organisation approach for people to be active throughout their day.	Active Economy Active Health & Wellbeing Active Climate & Environment	<ul style="list-style-type: none"> NELC Leisure, Public Health, Economy & Growth Sport & Physical Activity Group 	<ul style="list-style-type: none"> There will be more employers advocating for the benefits of physical activity, health & wellbeing for their workforce. There will be a reduction in sickness absence and burnout across the area.
2. Active Environment, Open Spaces & Facilities: a) Identify opportunities to develop North East Lincolnshire Council leisure centres to support the visitor economy. b) Identify opportunities to develop co-located services at North East Lincolnshire Council leisure centres. c) Influence future developments to enable greater community access at affordable rates to sports facilities on education sites. d) Strengthen and grow physical activity opportunities for residents across our parks, beaches, town centre waterside and natural environment.	Active Economy Active Communities Active Health & Wellbeing Active Climate & Environment	<ul style="list-style-type: none"> NELC Leisure, Tourism, Regeneration, Planning, Environment, Education, Public Health, Estates Lincs Inspire Sport & Physical Activity Group 	<ul style="list-style-type: none"> There will be improved leisure facilities and spaces that support an increase in footfall and secondary spend across our towns and resort. There will be a more financially sustainable portfolio of leisure centres. Active environments principals are included in new developments to support reduce barriers to being active. There will be increased physical activity participation in outdoor spaces, parks, and beaches.
3. Community Led Programmes: a) Support and build upon our existing sustainable community led programmes, activities and facilities that are championed by local people.	Active Communities Active Health & Wellbeing	<ul style="list-style-type: none"> NELC Leisure, Public Health, Young & Safe VCSE Active Humber Sport & Physical Activity Group 	<ul style="list-style-type: none"> There will be a strong local network of organisations that deliver sport & physical activity. There will be increased rates of volunteering in sports and the existing

<ul style="list-style-type: none"> b) Advocate for local investment and connect funding opportunities to local community led projects. c) Build a network of local role models and groups that promote sport & physical activity benefits across our place. d) Build on our collaboration with our Young & Safe service and wider youth activity providers to maximise the benefits that sport & physical activity can play in delivering safer and connected communities. 			<p>providers within the sector will grow with increased staffing and funding.</p> <ul style="list-style-type: none"> • There will be reductions in low level anti-social behaviour. • More opportunities for people to be active across all ages within easy reach of where they live.
<p>4. Sport, Dance, Culture & Play for All:</p> <ul style="list-style-type: none"> a) Work with local sports clubs to support them with the tools they need to be sustainable organisations that grow. b) Collaborate with National Governing Bodies of Sport to support investment into the local area. c) Maximise the opportunity that play brings to early years physical activity and our wider offer as visitor destination. d) Expand links with the creative sector to focus on growing dance across the borough. e) Maximise the recent success and growth of elite women's sport, inspiring young / teenage girls locally to be active. 	<p>Active Economy Active Communities Active Health & Wellbeing</p>	<ul style="list-style-type: none"> • NELC Leisure, Create NEL, Environment, Public Health • VCSE • Schools & Colleges • Active Humber • Sports NGB's • Lincs Inspire • Sport & Physical Activity Group 	<ul style="list-style-type: none"> • Moving more will be part of people's daily life bringing improvements to people physical and mental health. • There will be a strong local network of sports clubs & organisations that deliver sport & physical activity. • There will be increased funding for local sports clubs & organisations.
<p>5. Sport & Physical Activity Partnership Working:</p> <ul style="list-style-type: none"> a) Establish a Sport & Physical Activity Group with a broad range of local individuals / organisations to engage and support in the 	<p>Active Economy Active Communities Active Health & Wellbeing</p>	<ul style="list-style-type: none"> • NELC Leisure, Public Health 	<ul style="list-style-type: none"> • There will be a strong local network of people and organisations that are working

<p>delivery of this strategy and design of annual action plan.</p> <p>b) Create and grow a North East Lincolnshire Sport & Physical Activity network to encourage communication, shared purpose and build collaboration.</p>	Active Climate & Environment	<ul style="list-style-type: none"> • Sport & Physical Activity Group 	to a collective vision and purpose to make NEL are more active place.
<p>6. Active Education:</p> <p>a) As a coastal area, build the importance of supporting every child leaving primary school achieving the life skill of learning to swim 25m.</p> <p>b) Increase our engagement with schools and colleges on the benefits of sport & physical activity for young people.</p> <p>c) Increase our links with North East Lincolnshire School Sports Partnership.</p> <p>d) Explore opportunities for sport & physical activity intervention within our approach to the National Childhood Measurement Programme.</p>	Active Communities Active Health & Wellbeing Active Climate & Environment	<ul style="list-style-type: none"> • NELC Leisure, Public Health, Education • School Sports Partnership • Schools & Colleges • Active Humber • Lincs Inspire • Sport & Physical Activity Group 	<ul style="list-style-type: none"> • There will be more people that will benefit from the life skills that sport and physical activity brings. • More residents learn to swim proficiently with schools and leisure providers building on their leading role. • More young people will have a positive relationship with being active, leading to maintain physical activity in later life.
<p>7. Communications & Public Messaging</p> <p>a) Develop a clear brand & communications approach that promotes the benefits of moving more and engages local people from all backgrounds to be active.</p>	Active Communities Active Health & Wellbeing Active Climate & Environment	<ul style="list-style-type: none"> • NELC Leisure, Public Health, Comms • Sport & Physical Activity Group 	<ul style="list-style-type: none"> • Local people will understand the benefits of moving more.
<p>8. Health & Care System:</p> <p>a) Work to reposition our leisure centres to an “Active Wellbeing Service”, with the focus on increasing collaboration with health & care through Integrated Care Systems.</p>	Active Communities Active Health & Wellbeing	<ul style="list-style-type: none"> • NELC Leisure, Public Health, Education • VCSE 	<ul style="list-style-type: none"> • There will be an increase in skilled workers within the sector aligned to health prevention services.

<ul style="list-style-type: none"> b) Build our relationship between leisure and health increasing the role of physical activity in the delivery of prevention, prehabilitation, rehabilitation, and treatment. c) Build the role of sport & physical activity in North East Lincolnshire's approach to health referral services such as Social Prescribing with a particular focus on being active in nature based "green and blue environments". 		<ul style="list-style-type: none"> • ICS / Health services • Lincs Inspire • Sport & Physical Activity Group 	<ul style="list-style-type: none"> • There will be reductions in levels of loneliness and social isolation. • The leisure centres will have greater collaboration through Integrated Care Systems and have undergone transition to Active Wellbeing Service with an increase in health referral schemes: GP referral, weight management, social prescribing etc.
<p>9. Leverage Funding & Resources:</p> <ul style="list-style-type: none"> a) Take a coordinated approach to funding sport & physical activity in the area that brings in money from a range of sources, in a range of ways across a long period. b) Develop more energy efficient leisure centres & facilities through securing capital investment. 	<p>Active Economy Active Communities Active Health & Wellbeing Active Climate & Environment</p>	<ul style="list-style-type: none"> • NELC Leisure, Public Health • Active Humber • Sport & Physical Activity Group 	<ul style="list-style-type: none"> • There will be increased funding for the area to support growth and improvement in services across sport, leisure and physical activity opportunities. • The leisure centres are more energy efficient and support the council's net zero aspirations.
<p>10. Targeted Approach & Priority Groups:</p> <ul style="list-style-type: none"> a) Work with partners to ensure that data & insight work remains current and available to local organisations to support their work. b) Where people may need more support to be active, focus resources on priority locations & groups: <ul style="list-style-type: none"> - Geographical communities with the highest rates of inactivity - Lower-socio economic groups - Over 60 years of age - Long term health conditions / disability 	<p>Active Communities Active Health & Wellbeing</p>	<ul style="list-style-type: none"> • NELC Leisure, Public Health • School Sports Partnership • Schools & Colleges • Active Humber • Lincs Inspire • Sport & Physical Activity Group 	<ul style="list-style-type: none"> • Moving more will be part of people's daily life bringing improvements to people physical and mental health. • The barriers that people face to being physically active will reduce across the area.

- Adults and children that are above a healthy weight			
11. Active Travel: a) Strengthen and grow active travel schemes and messaging across the area that embeds walking and cycling to work and school in everyday lives. b) Focus on the life skill of young people having access to learning to ride a bike.	Active Climate & Environment	<ul style="list-style-type: none"> • NELC Leisure, Public Health, Education, Transport & Highways • Schools & Colleges • Lincs Inspire • Sport & Physical Activity Group 	<ul style="list-style-type: none"> • There will be more people walking and cycling to work & school and less vehicles on our roads. • More residents learn to cycle proficiently with schools and leisure providers building on their leading role.

Appendix B – Strategic Review

The table below shows which local and national strategic priorities sport, physical activity and leisure can strategically impact.

Active Economy				
National Strategies				
Sport England’s ‘Uniting the Movement’ Strategy 2021-2031 includes: <ul style="list-style-type: none">Recover and Reinvent – Recovering from the biggest crisis in a generation and reinventing as a vibrant, relevant and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people <p>The strategy states that; every £1 spent on community sport and physical activity generates nearly £4 for England’s economy and society¹</p>		PHE Inclusive and Sustainable Economies March 2021 includes <p>Place-based action on inclusive and sustainable economies as a mechanism to reduce health inequalities through improving the health of people and communities, ensuring that economic activity is sustainable and achieving shared prosperity for all, with no one left behind. Vision:</p> <ul style="list-style-type: none">healthy people and thriving communitieshealthy and sustainable placesincreased productivity and shared prosperity		House of Lords National Plan for Sport and Recreation Committee December 2021 includes: <ul style="list-style-type: none">Statutory requirement – on local authorities to provide and maintain adequate facilities for sport and PA, backed up with adequate financial support from the treasury
Local Strategies				
Council Plan 2022 Regeneration - we will deliver our major programmes and projects focussed on making North East Lincolnshire a better place to live, work, invest and visit. By 2030, we want North East Lincolnshire to be a place: <ul style="list-style-type: none">Where business can sustain and growWhere people are proud to live, work, invest and visit	Local Plan By 2032 growth in key sectors, food, energy, chemicals, ports and logistics, will be matched by a strong tourism and leisure offer . North East Lincolnshire Skill Strategy & Action Plan Our people should reach their full potential through skills and learning	Cleethorpes Masterplan is set within the context of Cleethorpes’ ambition to develop and grow the tourism offer including increasing footfall, creating sustainable jobs, encouraging more overnight stays, and extending traditional tourism season. It also supports the creation of a green economy and environment which maximises low carbon and healthy initiatives	North East Lincolnshire Outcomes Framework <ul style="list-style-type: none">Economic Recovery & Growth – All people in NEL enjoy and benefit from a strong economy Grimsby Town Centre Masterplan <ul style="list-style-type: none">Enhance opportunities for employment, skills and enterprise	Economic Strategy 2021 <ul style="list-style-type: none">A green economy – maximising low carbon and healthy initiatives in industry and our placeSkills – investing in our workforce (across the borough)Place-making – ensuring our towns are great places to live, work and visit

¹ Sport Industry Research Centre at Sheffield Hallam University (2020) Social and economic value of community sport and physical activity in England

Active Communities			
National Strategies			
Sport England’s ‘Uniting the Movement’ Strategy 2021-2031 includes: Connecting Communities – Focusing on sport and physical activity’s ability to make better places to live and bring people together.		The Long Term Plan NHS England is committed to building the infrastructure for social prescribing in primary care. By 2023 , the Government will support all local health and social care systems to implement social prescribing connector schemes across the whole country. Connecting more people with the care and support they need when they are experiencing loneliness, no matter where they live. This will support the Government’s aim to have a universal national offer available in GP practices.	
		The first Loneliness Strategy for England, A Connected Society (published 2018) outlines commitments to reduce the risk of loneliness and strengthen social connections.	
Local Strategies			
Council Plan 2022 ‘Stronger economy and stronger communities’ <ul style="list-style-type: none">We will work with our communities to develop specific strategies aimed at tackling the issues faced by communities in East and West Marsh, especially in relation to housing.	North East Lincolnshire Outcomes Framework. Five priorities including our people should; <ul style="list-style-type: none">Reach their full potential through skills and learning;Live in a safe environment, can have their say about things that are important to them and participate fully in their communities.	Cleethorpes Masterplan <ul style="list-style-type: none">Social (a place that encourages social interactions, providing good opportunities to meet, relax and have fun for residents and visitors of all ages) Grimsby Town Centre Masterplan <ul style="list-style-type: none">Promote and support community ownership and participation	Healthy Weight, Healthy Lives Strategic Framework 2022-2025 <ul style="list-style-type: none">To have active engaged communities Green Spaces Strategy 2016-2021 <ul style="list-style-type: none">Use green spaces as a community resource that encourages active outdoor participation Active Humber 2022-2025 “We want the Humber to be a place where everyone is physically active, every day, for themselves, their communities, and the planet”

Active Health & Wellbeing				
National Strategies				
Sport England’s ‘Uniting the Movement’ Strategy 2021-2031 includes: <ul style="list-style-type: none">• Positive Experiences For Children And Young People - Unrelenting focus on positive experiences for all children and young people as the foundations for a long and healthy life.• Connecting With Health And Wellbeing - Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.		BMA Get Moving Report October 2019 includes: <ul style="list-style-type: none">• School (physical education recognised and protected as an essential part of the school curriculum)• Leisure (access to open spaces and recreation facilities)		PHE Strategy 2020-2025 includes: <ul style="list-style-type: none">• Help make the healthy choice the easy choice to improve diets and reduce rates of childhood obesity• Promote good mental health and contribute to the prevention of mental illness
Local Strategies				
Council Plan 2022 <p>By 2030, we want North East Lincolnshire to be a place:</p> <ul style="list-style-type: none">• Where citizens of all ages live active, healthy, and independent lives and are much less dependent on public institutions as a result• Where young people have choice and are equipped with the skills to exercise that choice	Local Plan <p>By 2032 good progress will have been made to make North East Lincolnshire a forward looking Borough where aspirations have been raised, and gaps narrowed in terms of social inequality; whether caused by health, education, age, disability, ethnicity, location or other aspects.</p> Social and health inequality <p>Narrow the gap in terms of social and health inequality by addressing issues of housing choice, providing accessible employment and training opportunities, promoting healthier lifestyles, providing healthcare and community facilities, improving educational attainment and cultural facilities; and establishing protecting and maintaining a network of accessible good quality open space, sport and recreation facilities.</p>	Cleethorpes Masterplan <ul style="list-style-type: none">• Healthy (a place that prioritises the mental and physical wellbeing of its community, and actively seeks to address the climate emergency) Grimsby Town Centre Masterplan <ul style="list-style-type: none">• Prioritise health and wellbeing North East Lincolnshire Outcomes Framework <ul style="list-style-type: none">• All people in NEL enjoy good health and wellbeing	Healthy Weight, Healthy Lives Strategic Framework 2022-2025 <ul style="list-style-type: none">• Creating healthy weight environments in which our people live, play, learn and work• Giving all children the best start and tackling the generational issue of healthy weight in families• Adults in Northern Lincolnshire to achieve a healthy weight• All people in Northern Lincolnshire become more physically active (PA) and have PA activity opportunities	Active Humber 2022-2025 <ul style="list-style-type: none">• Advocate - We advocate for the importance of physical activity and sport in the lives of all people across the Humber, to maximise resources and investment into physical activity and sport.• Inactivity - We encourage more people to become physically active, especially those who are currently inactive.• Inequality - We encourage greater inclusivity in physical activity and sport so that everyone can take part. Natural Assets Plan 2021 <ul style="list-style-type: none">• Protecting health and wellbeing

Active Climate & Environment					
National Strategies					
<p>Sport England's 'Uniting the Movement' Strategy 2021-2031 includes:</p> <ul style="list-style-type: none"> Connecting with Health & Wellbeing and Active Environments <p>The strategy notes it has a contribution to tackling climate change by influencing how people live and travel. This includes creating Active Environments to encourage both formal and informal activity close to where we live, maximising the potential of green spaces and walking and cycling.</p>	<p>BMA Get Moving Report October 2019 includes:</p> <ul style="list-style-type: none"> Leisure (access to open spaces and recreation facilities) Travel (increased investment in active travel) 	<p>National Planning Policy Framework includes:</p> <ul style="list-style-type: none"> Access to a network of high-quality open spaces and opportunities for sport and physical activity Opportunities to promote walking, cycling are identified and pursued 	<p>Gear Change "A bold vision for cycling and walking" 2020 includes:</p> <ul style="list-style-type: none"> Healthier, happier and greener communities Safer streets Convenient and accessible transport Cycling and Walking at the heart of transport decision making 	<p>Net Zero – Strategy – build back greener October 2021 includes:</p> <ul style="list-style-type: none"> Green Public Transport, Cycling and Walking including: £5 billion to support buses, cycling and walking Delivering more than 300 walking and cycling schemes <p>The Government's Green Finance Strategy 2019 aims to increase investment in sustainable projects and infrastructure while ensuring the UK remains an international leader in decarbonisation and meets its 2050 net zero carbon emissions target</p>	
Local Strategies					
<p>Council Plan 2022 Environment - we will ensure we have the capacity to keep our streets clean, improve the gateways to the Borough and maintain our parks and open spaces for everyone to enjoy.</p>	<p>Local Plan By 2032 - Environmental quality will be a source of pride, aspiration and confidence. The special character, biodiversity and distinctiveness of the Borough will continue to be protected and enhanced. The Borough's ecological and green infrastructure networks will have been improved, providing improved habitats and access to nature for local communities</p> <p>Climate change - address the causes and effects of climate change by promoting development that; brings about opportunities for sustainable transport use</p>	<p>Local Transport Plan (LTP) sets out a bold vision for North East Lincolnshire. The strategy identifies that the LTP has a major role in helping to facilitate sustainable growth by enabling and supporting the transport infrastructure necessary to make North East Lincolnshire a place where people want to live, work and visit.</p>	<p>North East Lincolnshire Outcomes Framework</p> <ul style="list-style-type: none"> Benefit from a green economy and a high-quality environment <p>Natural Assets Plan 2021 "All people in North East Lincolnshire benefit from a green economy and high-quality environment"</p>	<p>Local Cycling and Walking Infrastructure Plan</p> <ul style="list-style-type: none"> Net Zero – support transport decarbonisation by making walking and cycling the modes of choice for shorter journeys (less than 5km) Healthier - promote healthier lifestyles through cleaner air and encouraging increased levels of outdoor physical activity Accessible – Ensure the cycling and walking network is inclusive & accessible to all 	<p>Green Spaces Strategy 2016-2021</p> <ul style="list-style-type: none"> To promote the central role that green spaces play in contributing to the Borough's health and wellbeing Use green spaces as a community resource that encourages active outdoor participation Provide and maintain quality green spaces in appropriate locations and ensure they are protected for future generations

Appendix C - Governance Chart

