



Prosperous Communities

Tuesday, 17 March 2026

Subject: Sport & Physical Activity Strategy

Report by:

Director of Planning, Regeneration and Communities

Contact Officer:

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Communities Manager

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Purpose / Summary:

To present the draft Sport & Physical Activity Strategy for approval.

RECOMMENDATION(S):

1. That Committee approve the draft Sport & Physical Activity Strategy and the Active Together Action Plan.
2. That Committee delegate authority to the Director of Planning, Regeneration and Communities, following consultation with the Chair of this committee, to complete and finalise the strategy and action plan, taking into consideration committee's comments.

IMPLICATIONS

Legal:

There are no legal implications arising from this report.

(N.B.) Where there are legal implications the report MUST be seen by the MO

Financial : FIN/167/26/PC/AP

There are no financial implications arising from this report.

(N.B.) All committee reports MUST have a Fin Ref

Staffing :

There are no staffing implications from this report. Delivery of the strategy action plan will be undertaken using existing staff resources within the Communities Team and across other council services as required.

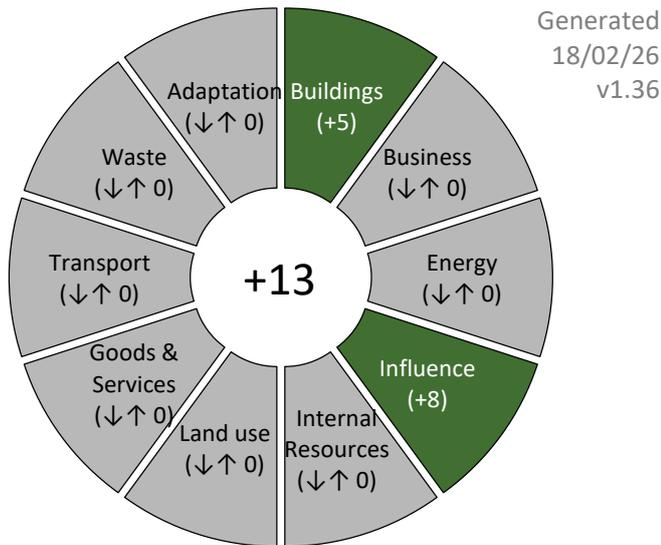
Equality and Diversity including Human Rights :

There are no implications arising from this report at this time. All due consideration to equality and diversity will be incorporated into any future delivery of projects or activities that arise from this strategy.

Data Protection Implications :

There are no implications arising from this report.

Climate Related Risks and Opportunities :



West Lindsey District Council will be net zero by 2050 (23)

At this stage there are no direct impacts on climate related risks and opportunities, however longer-term positive impact is expected.

It is anticipated the Council, partners and the district will see positive increases linked to Buildings and Influence.

This would be achieved through activity to support organisations with sport facilities to maintain and enhance buildings and pitches.

Section 17 Crime and Disorder Considerations :

Not applicable.

Health Implications:

The strategy recognises the important role sport and physical activity can have on health and wellbeing for our residents. This has been embedded within the objectives of the strategy and is an area of direct impact from actions we delivery to grow and enhance the provision of sport and physical activity across the district.

Outcomes measured from the strategy action plan will help demonstrate impact on health and wellbeing. This will directly link to other key aims such as the District Council's Health & Wellbeing Strategy.

Title and Location of any Background Papers used in the preparation of this report:

None

Risk Assessment :

None

Call in and Urgency:

Is the decision one which Rule 14.7 of the Scrutiny Procedure Rules apply?

i.e. is the report exempt from being called in due to urgency (in consultation with C&I chairman)

Yes

No

x

Key Decision:

A matter which affects two or more wards, or has significant financial implications

Yes

No

1 Introduction

- 1.1 The Council has a central vision: **To be a trusted provider of good quality services that strive to improve the lives of people and communities across the district and enhance our places and spaces.** The effective provision of sport and physical activity opportunities is a key aspect of achieving this vision.
- 1.2 The Prosperous Communities Committee previously approved a recommendation to develop and present a Sport & Physical Activity Strategy for West Lindsey. The Council does not currently have a strategy focussed on this area of delivery. Adopting a strategy will ensure a clear focus is established including associated actions the Council will take in the future.
- 1.3 This report introduces the draft Sport & Physical Activity Strategy for West Lindsey. It provides a direction of travel for how the Council can play an important role in supporting the development of sport and physical activity provision across the district.
- 1.4 The introduction of this strategy will support the delivery of other strategies such as the **Lincolnshire District Councils' Health and Wellbeing Strategy**. One of the five priorities in this strategy is Activity and Wellbeing which sport and physical activity play a key role.
- 1.5 The strategy has been developed at a time of significant change for West Lindsey. It's objectives and action plan recognise the role the Council can play in supporting delivery in the coming years whilst also looking further ahead towards the future post Local Government Reorganisation and refreshed national policy on sport.
- 1.6 This report recommends approval of the draft Sport & Physical Activity Strategy and its associated Active Together Action Plan.

APPENDIX 1 – Draft Sport & Physical Activity Strategy

2 Corporate Plan

- 2.1 The strategy has been developed to align with priorities within the Council's **Corporate Plan 2026-2030**. Sport and physical activity provision can play an important role in helping to support key challenges we face across the district.

2.2 **Population**

Physical activity provision is vital for an ageing population and directly supports maintaining physical health, mental health, improved mobility and independence and wider social inclusion. Incorporating physical activity is essential for older adults to maintain their health, wellbeing, and independence.

2.3 **Health and Wellbeing**

Sport and physical activity help address a wide range of health and wellbeing challenges ranging from health conditions to childhood obesity. The delivery of physical activity across all age groups will reduce health inequalities and promote healthy lifestyles.

2.4 **Climate Change and the Sustainable Environment**

Sport and leisure facilities across our district include a wide range of buildings, assets, and open spaces. The effective management and development of sport and recreation facilities can play an important role in addressing climate challenges and supporting the local environment.

2.5 **Deprivation**

Sport and physical activity can be a key connector to engage and support at risk communities and residents. Along with supporting the wider health and wellbeing outcomes for vulnerable residents, the provision of targeted physical activities can also contribute to tackling social isolation and child poverty. Engagement in sport and physical activity can also compliment diversionary activities to help tackle and reduce anti-social behaviour and pathways into crime.

2.6 **Employment and Skills**

The sport and leisure sector provides many opportunities for employment, volunteering, and skills development. Supporting sport and physical activity to develop can generate new employment and learning opportunities for future generations.

2.7 **The Local Economy**

The sport and leisure sector in some locations can be a key contributor to the local economy. For example, a sports and social club in a village may provide employment and space to enable other commercial activities to take place. Sport and physical activities are often an opportunity to establish partnership and joint working between local communities and businesses.

2.8 The Corporate Plan 2026-2030 has identified **Priorities** and **Outcomes**. This strategy and its associated action plan will directly deliver towards the following corporate plan priorities and outcomes:

2.9 **Champion health, wellbeing, culture and active lifestyles:**

- A reduction in the gap in health inequalities between the most deprived and least deprived neighbourhoods
- The right partnerships in place to meet the holistic needs of our residents
- A co-ordinated programme of sport, leisure and physical activity that meets the needs of our local communities across the district
- Improved mental and physical health outcomes across all age groups
- Improved leisure and community sports facilities across the district

2.10 **Supporting our communities to thrive:**

- Support is given to the creation of community hubs that bring together health and wellbeing services into existing community facilities
- An increase in facilities and activities for young people
- The needs of older residents within local communities are supported
- Increased community engagement and a strong sense of community pride
- Growth in the local social economy and sustainable levels of volunteering and community-led activity
- Appropriate support is available to enable the community and voluntary sector to thrive and be sustainable

2.11 **Clean, green and safe communities:**

- Green spaces that are well-maintained, safe and welcoming public spaces

2.12 **To deliver good quality services for residents and businesses:**

- Working collaboratively with our partners to support strategic understanding of the current and future needs of our residents

3 National Context

3.1 The development of the strategy has taken into consideration national strategies and policies. These include strategies established by Government and bodies such as Sport England.

3.2 **Uniting the Movement (Sport England)¹**

This is the Sport England 10-year vision for transforming lives and communities through sport and physical activity. This strategy focusses on five big issues:

- Recover and reinvent.
- Connecting communities.
- Positive experiences for children and young people.
- Connecting with health and wellbeing.
- Active environments.

Sport England have just reached the end of their Year 2-4 implementation plan for this vision which ran until the end of 2025. Officers will keep under review any changes in Sport England strategy.

¹ Sport England: Uniting the Movement: <https://www.sportengland.org/about-us/uniting-movement>

3.3 **Get Active: A strategy for the future of sport and physical activity (Department for Culture, Media and Sport)²**

This is the UK Governments strategy for building a healthier nation by tackling high levels of inactivity and making sure that the sport and physical activity sector thrives for future generations.

The strategy has 3 core priorities:

1. Being unapologetically ambitious in making the nation more active, whether in government or in the sport sector.
2. Making sport and physical activity more inclusive and welcoming for all so that everyone can have confidence that there is a place for them in sport.
3. Moving towards a more sustainable sector that is more financially resilient and robust.

3.4 A new or revised strategy from Government is expected but with no current timeframe. Officers will keep under review any changes in national strategies.

4 **Delivery and Progress Already Achieved**

4.1 Whilst developing the strategy, the Communities Team have actively been engaged with supporting and developing sport and physical activity opportunities.

4.2 **Sport & Physical Activity Officer**

A dedicated role within the Communities Team was established in December 2024. This role has been instrumental in developing positive relationships with key partners, clubs, school and national governing bodies. Active support has been provided to a wide range of organisations and external funding has been secured to help deliver activity programmes for young people.

4.3 **Community Grant Programme**

Through the Council's Community Grants Programme, a range of sport and physical activity focussed projects have been supported. Grant funding has enabled improvements to facilities and the delivery of activities whilst also helping to secure match funding into the district.

Further details of sport and physical activity focussed projects supported with grant funding will be presented in the Community Grants Impact Report 2025-26. This report will be available in April 2026.

² Department for Culture, Media and Sport: Get Active Policy Paper: <https://www.gov.uk/government/publications/get-active-a-strategy-for-the-future-of-sport-and-physical-activity>

5 Consultation and Engagement

5.1 To support the development of the strategy and associated action plan, officers delivered a range of consultation and engagement activity including:

- Sport & Physical Activity – Resident Survey
- Sport & Physical Activity – Club Survey
- School Engagement

5.2 Details of this consultation and engagement work have been included within the strategy document with key highlights on our findings. Survey reports have been included with this report.

APPENDIX 2 – Resident Survey Report

APPENDIX 3 – Club Survey Report

5.3 To support the development of the strategy, officers researched other similar strategies implemented by other Local Authorities. Examples of Sport & Physical Activity Strategies reviewed by officers included North Kesteven District Council, South Kesteven District Council, Dacorum Borough Council and Gloucester City Council.

5.4 On-going engagement with residents and clubs will be conducted by the Communities Team. This will ensure the strategy action plan continues to be a live and relevant document reflecting any changes in the district.

6 Action Plan

6.1 To support the delivery of the strategy, an Active Together Action Plan has been developed. It lists actions the Council will take to support the objectives of the strategy.

6.2 The action plan is intended to be a live document which can be responsive and adapt to meet changing needs or demands. Delivery against the action plan will be monitored with regular reporting developed for Members as appropriate.

6.3 To support the work of the Council when delivering against the action plan, an associated comms plan will be created. This will provide clear focus on how we promote and communicate key messages, raise awareness, advocate for change and celebrate positive outcomes.

6.4 The initial Active Together Action Plan is included within this report. The action plan will be reviewed annually.

APPENDIX 4 – Active Together Action Plan

7 Recommendations

- 7.1 That Committee approve the draft Sport & Physical Activity Strategy and the Active Together Action Plan.
- 7.2 That Committee delegate authority to the Director of Planning, Regeneration and Communities, following consultation with the Chair of this committee, to complete and finalise the strategy and action plan, taking into consideration committee's comments.