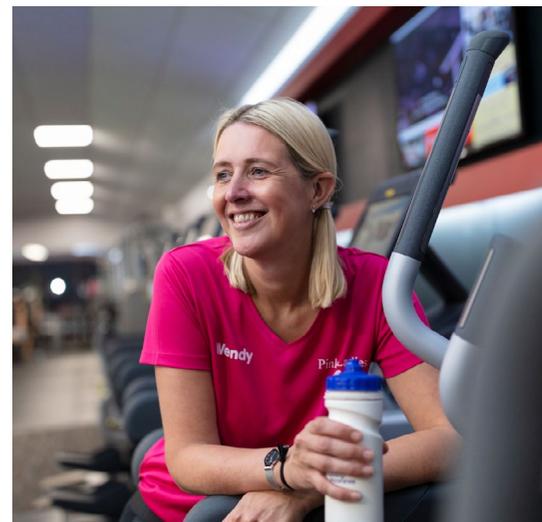




# Sport & Physical Activity Strategy 2026-2031

Active Together  
West Lindsey's journey to a more active district



# Introduction

Our Sport and Physical Activity strategy sets out the Council's ambition and vision to inspire and support communities across the district to be more active. Increasing physical activity levels contributes to improved health and wellbeing and supports our residents to lead longer, healthier lives. Through promoting movement, we aim to bring people together, strengthen community resilience, reduce health inequalities, and create the conditions in which active lifestyles can thrive.

We have developed this strategy to help us deliver against priorities within our Corporate Plan and to align with national strategies.

“We recognise the role we can play in bringing together community organisations, sports clubs, schools and key partners to form strong partnerships, overcome challenges and develop opportunities to be active.

This strategy will help guide our journey to making West Lindsey a more active district”.



# Contents

04 The Benefits of Sport and Physical Activity



05 About our District



06 Consultation and Engagement



07 Our Themes



08 Place Based Working

08 A Whole Systems Approach



09 Delivering the Strategy

# The Benefits of Sport and Physical Activity

## Benefits of Physical Activity (1)



Improves sleep



Maintain healthy weight



Improves mental health



Improves quality of life



Builds confidence and social skills



Strengthens muscles and bones

## Health benefits from regular activity (2)

30%  
lower risk of dementia

35%  
lower risk of cardiovascular disease

30%  
lower risk of early death

40%  
lower risk of type 2

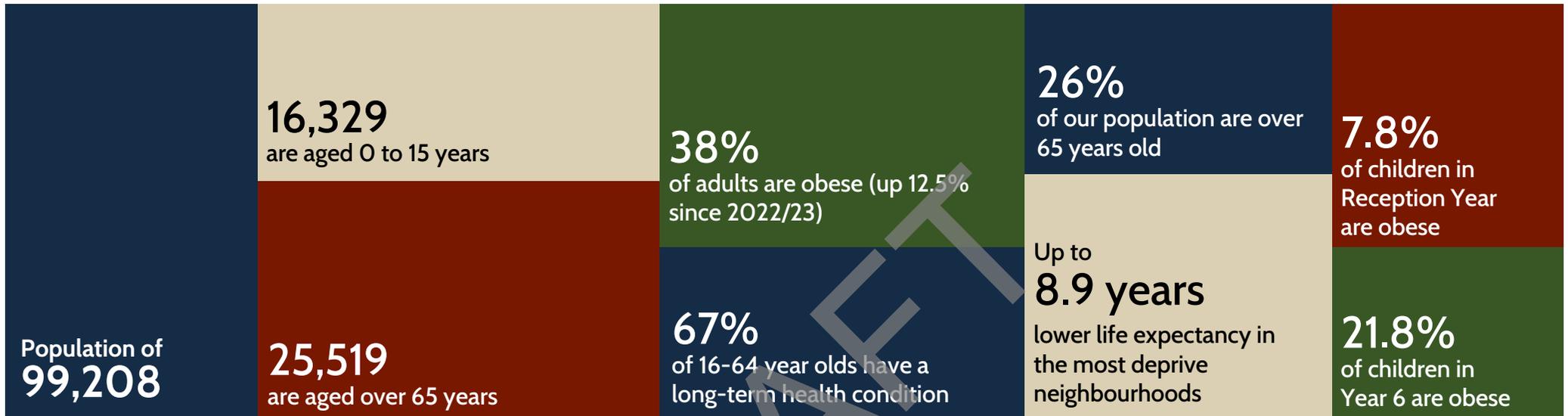
30%  
lower risk of colon cancer

20%  
lower risk of breast cancer

### Sources:

- (1) Physical Activity Guidelines – UK Government
- (2) Physical Activity: applying All Our Health – UK Government

## About our District



West Lindsey has the highest proportion of adults living with obesity in Lincolnshire (38.8%) which is also higher than the national average. Across the district, deprivation plays a key role in shaping residents' health and wellbeing. West Lindsey has some of the most deprived communities in England, with high deprivation linked to poorer health outcomes and lower life expectancy of an average of 8 years difference compared to the most affluent. We also face challenges associated with our rural landscape which contributes to greater isolation, reduced access to services and limited transport. Our population has 26% of residents aged over 65, 19.6% of children living in poverty and 67% of people aged 16-64 living with a long-term health condition.

Within the district we have two West Lindsey Council owned leisure centres which are in the market towns of Gainsborough and Market Rasen. Each site has a multi-activity sports hall, a gym and group exercises studios. The Gainsborough site also has a 25m swimming pool, a teaching pool, gymnastics hall, squash courts, and a health suite. Our outdoor sports provisions are located on different sites across our district including three 3G pitches, football, rugby, cricket pitches, and outdoor bowls facilities. There are a range of community facilities across the district which support different opportunities for residents to access sport and physical activity. Within our district we have many open spaces which support and have potential to support people moving more.

Sources:

(3) State of the District Report – West Lindsey District Council

## Consultation and Engagement

During the summer of 2025, we invited residents to complete our Sport and Physical Activity survey to help us understand more about activity levels, what activities people access, barriers to participation and resident views on facilities. From this data, we have established 58% of adults are not meeting the recommend activity levels of 150 minutes per week with 14% of residents doing less than 30 minutes of activity a week. The most common challenges for people to access physical activity and sport are the cost, location and their time. The purpose of the survey was to help us understand more about our communities and the inequalities residents have across the district.

Alongside this survey we had a Sport and Physical Activity Club Survey which aimed to understand the scope of local sport and physical activity provision across the district. The information shared has helped us identify the opportunities available, facilities usage, support organisations would like, their future ambitions, and challenges they face.

Our primary school consultations highlighted 38% of pupils belong to a sports club or group outside of school with only 28% belonging to a club at sports club at school. Less than half the pupils surveyed have taken part in intra-sports competition or festivals during the 24/25 academic year. 56.5% of students are more active at school than outside with 52.2% of children who do not belong to a sports club wanting to be more active away from school. Using the data from our consultation workshops we can use youth voice to help shape activities, influence partners and understand more about how we can support school sport.

The information gathered from our consultations support the foundations of our strategy themes and has been used to develop our Action Plan to deliver our Sport & Physical Activity Strategy.

### Resident Survey Finding



Completed by  
**659**  
residents

### Club Survey Finding



Completed by  
**51**  
organisations

### School Consultation Finding



Completed with  
**1,138**  
pupils across 11 schools

# Our Themes



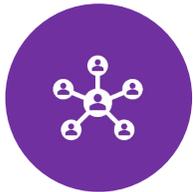
**Create opportunities to improve resident's health and wellbeing through inclusive, lifelong physical activity.**

- Increase opportunities for adults to participate in movement, sport and physical activity to improve health and wellbeing.
- Connecting people with local events, groups, organisations and sports clubs to support social inclusion.
- Support workplaces to embed and promote movement and physical activity.



**Inspire and empower future generations by creating positive, inclusive pathways into sports and physical activity.**

- Develop local and district wide opportunities for young people to experience movement, sport and physical activity through school sport, youth provision and grassroots clubs.
- Develop and promote initiatives that encourage positive behaviours, reduce barriers and support underrepresented young people.
- Support young people to access volunteering, leadership and officiating courses within the district.



**Build strong networks and sustainable systems that enable communities, organisations and partners to thrive and be resilient.**

- Support place-based working to build sustainable relationships between local, regional and national partners.
- Contribute towards and influence local, regional and national policy to advocate for movement, sport and physical activity through systems change.
- Ensure our sport and physical activity networks and systems are prepared for the future.



**Target investment in facilities and infrastructure to create welcoming, fit-for-purpose environments that support long-term participation.**

- Maintaining and investing in council owned assets to support the growth of sport and physical activity.
- Support community and sport organisations to deliver welcoming active spaces for movement, sport and physical activity.
- Invest in our open and green spaces to provide movement, sport and physical activity opportunities.

## Place Based Working

We will deliver our themes through a place based working approach, focusing on helping local people, in local places whilst developing local partnerships that support communities at a neighbourhood level. We recognise that each of our communities are different and have their own unique challenges and priorities. Through our consultations we have already identified the variety of challenges local communities have when accessing sport and physical activity such as facilities, transport, and cost.

## A Whole System Approach

We recognise that we cannot deliver our strategy without support. To make a meaningful and lasting impact, we will work collaboratively with partners who have a common purpose. By taking a co ordinated approach, we can maximise our collective knowledge, resources and create sustainable outcomes for our communities. We will work with local, regional and national partners alongside communities and residents to grow, maintain and sustain sport and physical activity across the district.



## Delivering the Strategy

Our Active Together Action Plan explains how we will put the themes of our strategy into action and how we will track our progress. Continuous consultation with our communities will support our decision-making to ensure our actions are relevant, meaningful, and aligned with community needs. Throughout the delivery of our strategy, we will commit to learning from our actions and sharing good practice with partners to help with sustainable change.

To demonstrate the difference we are making, we will share stories (case studies), updates on our social media platforms and an annual report. We will use future strategies, policies and ongoing consultation to ensure our delivery continues to make a positive and sustainable change for our communities.



If you would like a copy of this document in large, clear print, audio, Braille or in another language, please contact us via the details below.

За повече информация пръстен 01427 676676  
Lai iegūtu vairāk informācijas gredzenu 01427 676676  
Norēdami gauti daugiau informācijas ziedo 01427 676676  
Aby uzyskać więcej informacji na 01427 676676  
Pentru mai multe informații inel 01427 676676  
За више информација назовите 01427 676676  
Para más información llama 01427 676676  
01427 676676 یلع لصتا تامولعمل نم دي زم  
Para mais informações ligue 01427 676676  
欲了解更多信息，请致电 01427 676676

**Get In Touch:**

01427 676676

E: [community@west-lindsey.gov.uk](mailto:community@west-lindsey.gov.uk)

W: [www.west-lindsey.gov.uk](http://www.west-lindsey.gov.uk)

