



Prosperous Communities

Tuesday, 9 July 2024

Subject: Sport & Active Leisure Development

Report by:

Director of Planning, Regeneration and
Communities

Contact Officer:

Grant White
Communities Manager

grant.white@west-lindsey.gov.uk

Purpose / Summary:

To update Committee on Sport & Active Leisure
Development work and approve a timeline for
producing a draft strategy.

RECOMMENDATION(S):

1. That Committee acknowledge the Sport & Active Leisure Development Actions detailed in the report.
2. That Committee receive a draft Sport & Active Leisure Strategy by Spring 2025.

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/41/25/MT/SL

- There is budget ongoing within the MTFP from 2024/2025 for the appointment of a Sport & Physical Activity post at band 9 (c£50k pa).

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

Staffing :

Job Description and Person Specification created for Management Team approval.

New post will be subject to job evaluation process. Once appointed the new post will form part of the establishment within the Communities Team.

HR ref: HR211-06-24

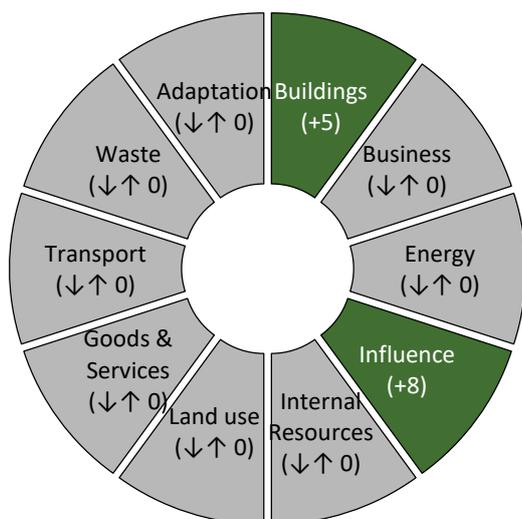
Equality and Diversity including Human Rights :

There are no implications arising from this report at this time. All due consideration to equality and diversity will be incorporated into any future strategy including an equality impact assessment.

Data Protection Implications :

There are no implications arising from this report.

Climate Related Risks and Opportunities :



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 with the adoption of a Sport & Active Leisure Strategy and subsequent action plan that takes into consideration actions and opportunities linked to climate and environment. For example, a future strategy can shape work to support sport facilities to reduce climate impact and feature environmental improvements.

The appointment of a Sport & Physical Activity Officer will increase the Council's officer capacity and skill set. This increases our ability to influence, guide and support sport clubs and facilities across the district.

Section 17 Crime and Disorder Considerations :

Not applicable.

Health Implications:

A key outcome of this work is to develop a Sport & Active Leisure Strategy. This will set the approach of the Council to the development and support of sport and physical activities across the district. This will have a longer-term impact on health and wellbeing.

Development of the strategy will include appropriate considerations and links to other relevant health strategies and priorities.

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

x

No

1 Introduction

- 1.1 The Council has a core vision that **West Lindsey is a great place to be where people, businesses and communities can thrive and reach their full potential**. The effective provision of sport, physical activity and active leisure opportunities is a key aspect of achieving this vision.
- 1.2 To support the core vision and help us to achieve Corporate Plan priorities, we have committed to establishing a Sport & Active Leisure Strategy. The Council does not currently have a strategy focussed on this area of delivery and its implementation will ensure a clear focus is established including associated actions the Council will take in the future.
- 1.3 The development of a Sport & Active Leisure Strategy (or as the strategy is named) will set out how the Council will play an important role in supporting the development of sport and physical activity provision across the district.
- 1.4 The introduction of a Sport & Active Leisure 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 development of a Sport & Active Leisure Strategy will require wider engagement with sport bodies, partners, residents and the community and voluntary sector. To support the development of the strategy and subsequent actions, a new permanent post focussed on Sport & Physical Activity development is being created.
- 1.6 The Council will also seek out opportunities to work in partnership for the enhancement of sport and leisure provision. The introduction of a Sport & Active Leisure Strategy will further develop joint working opportunities.
- 1.7 This report sets out a Development Plan to achieve the following:
 - Develop and implement a Sport & Active Leisure Strategy (or as the strategy is named)
 - Appoint a Sport & Physical Activity Officer
 - Produce a Local Plan: Playing Pitch & Sports Facilities Strategy

2 Corporate Plan

- 2.1 Within the Council's **Corporate Plan 2023-2027**¹ the main challenge areas for the district are summarised. Sport and physical activity provision can play an important role in helping to support these challenge areas.

¹ West Lindsey District Council – Corporate Plan 2023-2027: <https://www.west-lindsey.gov.uk/council-democracy/how-council-works/key-plans-policies-strategies/our-corporate-plan>

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.

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.

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 has identified **Objectives** and **Key Outcomes**. The development of a Sport & Active Leisure Strategy, will shape and direct actions and work to directly deliver against a range of these objectives including:

2.9 **Increase opportunities for participating in sport, leisure and cultural activities across the district:**

- Increased levels of physical activity across all age groups.
- A reduction in obesity levels across all age groups.
- A co-ordinated cultural events and activity programme that increases participation and meets the needs of our people across the district.

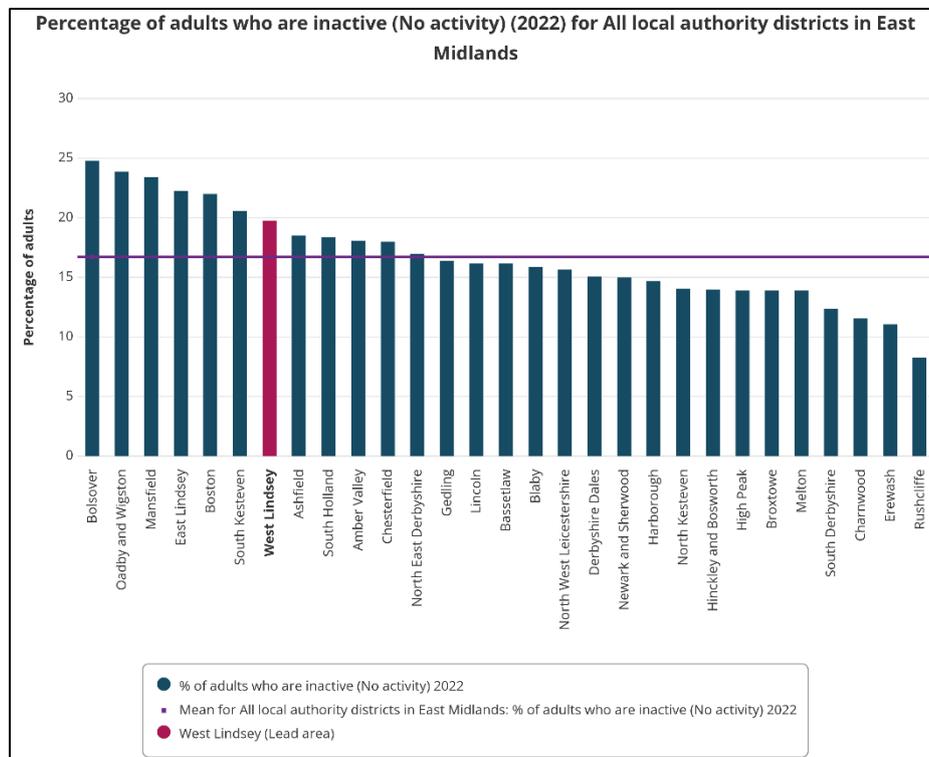
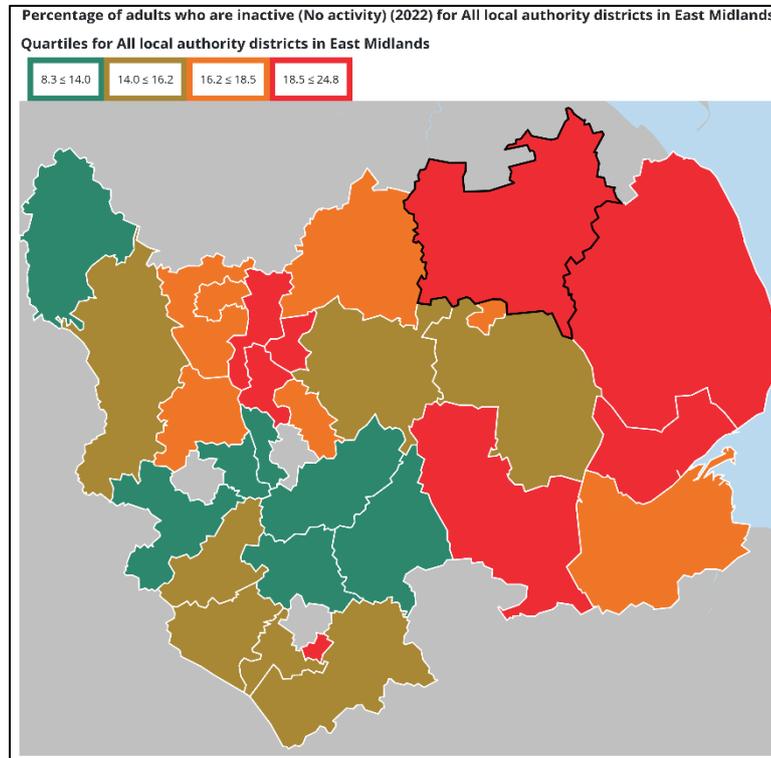
- 2.10 **Deliver services and health improvements that enable the re-establishment of lives after crisis:**
- A reduction in the gap in health inequalities between the most deprived and least deprived neighbourhoods.
 - Improved mental and physical health outcomes across all age groups.
 - The right partnerships are in place to understand and meet the holistic needs of our people.
- 2.11 **Improve communities and transform places:**
- Improved standards of housing, community spaces and community facilities.
- 2.12 **Support our voluntary and community sector to thrive and be sustainable:**
- Increase and sustain the number of volunteering opportunities and community led activity.
 - Appropriate support is available to help our community and voluntary sector grow and develop.

3 Local Context

- 3.1 Sport and leisure can play a positive role in promoting the health and wellbeing of residents in the district. The Council plays a key role in providing leisure facilities, supporting community-based activity through grant funding, and promoting the opportunities and benefits of physical activity.
- 3.2 There is currently no Sport & Active Leisure Strategy for West Lindsey. This has at times resulted in a lack of coordinated approach to the development and support of sport-based provision. The introduction of a strategy and subsequent action plan has the potential to better coordinate support including grant funding opportunities from both the Council and external bodies.
- 3.3 The introduction of a dedicated Sport & Active Leisure Strategy will complement the strong relationships and positive work already delivered by the Council working closely with the voluntary and community sector, recognising most of the sport and leisure provision in West Lindsey is delivered by the voluntary and community sector.
- 3.4 Whilst it is important to recognise the amazing work already being delivered around sport and physical activity, available data provides an evidence base for areas to develop and do more.

3.5 Physical Activity of Adults²

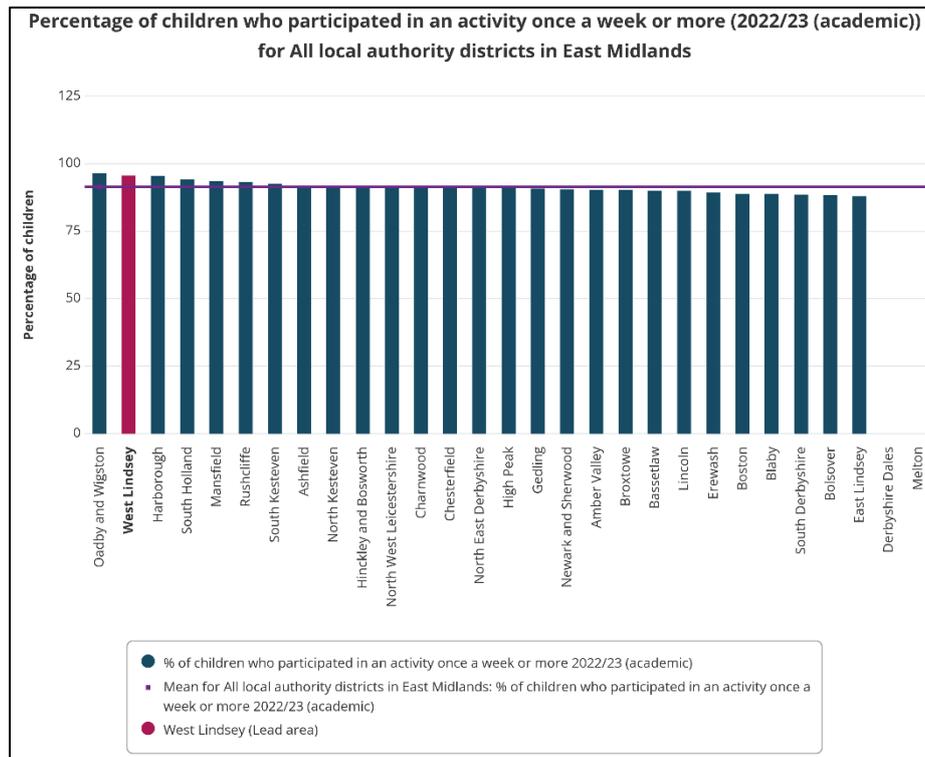
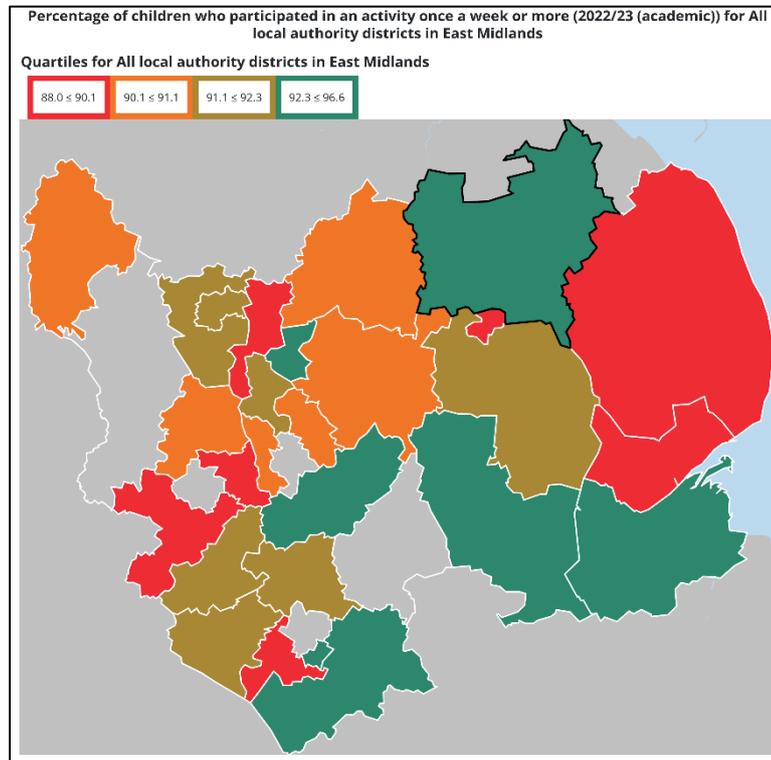
The following tables provide the latest data on levels of adults who are inactive. As displayed the data shows challenges around the activity levels of adults in West Lindsey which will have a direct impact on wider health and wellbeing issues.



² Data Source: Sport England

3.6 Physical Activity of Children³

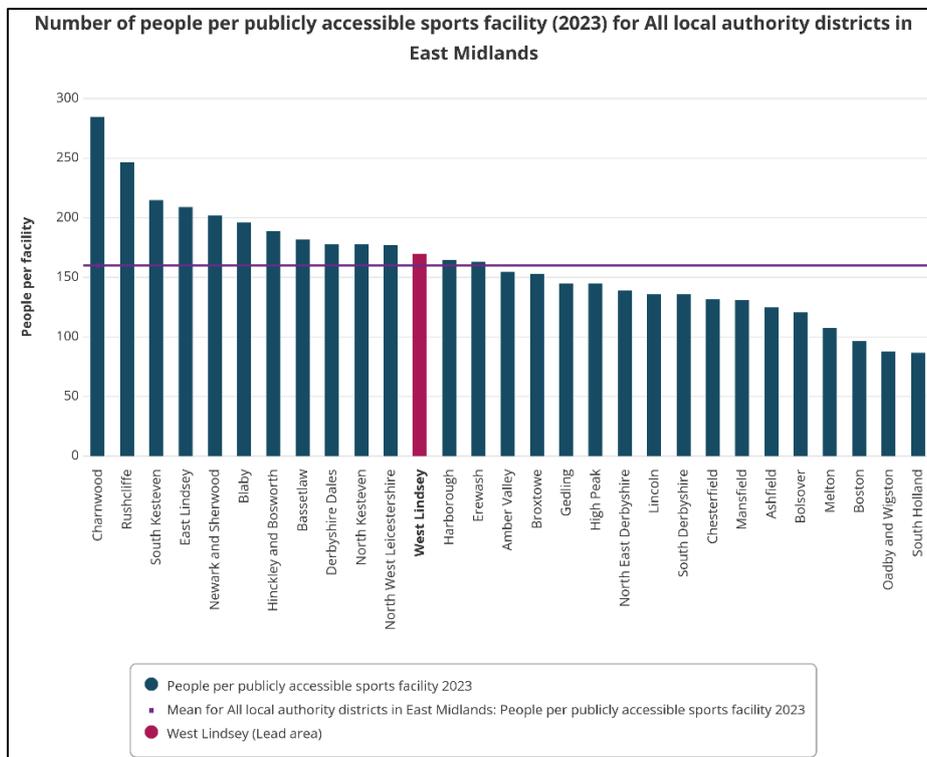
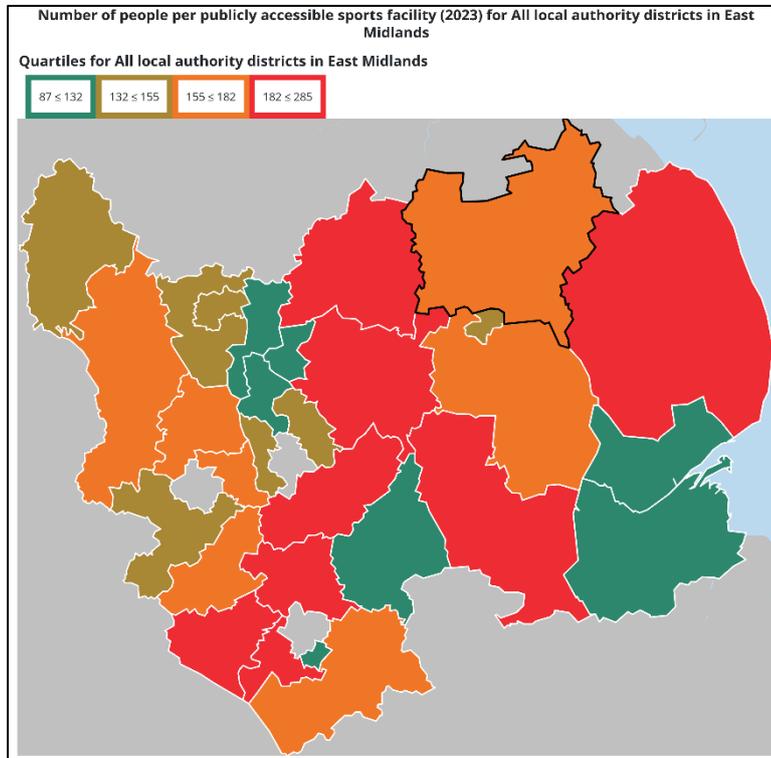
The following tables provide the latest data on levels of children who participate in an activity once a week or more. As displayed the data shows a more positive position for activity of children versus adults in West Lindsey. However, this is still an area for further exploration to ensure equality of access for children in all areas of the district.



³ Data Source: Sport England

3.7 Publicly Accessible Sports Facilities⁴

The following tables provide the latest data on the number of people per accessible sports facility. This includes facilities that are free to access, pay and play, sports clubs or community association and registered membership use.



⁴ Data Source: Office for National Statistics

3.8 Central Lincolnshire Local Plan

As part of the Central Lincolnshire Local Plan there is a Playing Pitch and Sports Facilities Strategy, however this is out of date and in need of updating. This strategy forms a key part of the overall Local Plan helping to establish local data and analysis of playing pitches and sports facilities. It also is a key component for Sport England to be able to endorse and support of the Local Plan.

3.9 The Central Lincolnshire Local Plans Team is preparing a Playing Pitch and Sports Facilities Strategy in partnership with the Central Lincolnshire Districts. This work will provide valuable data and input into the development of the Council's Sport & Active Leisure Strategy.

3.10 The development of the Local Plan: Playing Pitch and Sports Facilities Strategy is necessary for the development of the next Central Lincolnshire Local Plan. It will provide the following benefits:

- Provide information to enable policies in the recently adopted local plan to safeguard existing and provide for new pitches and associated facilities.
- Be required evidence to support future local plan reviews.
- Determine whether there are sufficient playing pitches and outdoor sports facilities of appropriate quality to meet local demand.
- Determine whether there are sufficient indoor sports facilities of appropriate quality to meet local demand.
- Create a strong evidence base for securing investment, including enabling requests for developer contributions through s106 planning arrangements and to enable bids for national funding to be made successfully.
- Predict future use and demand for sports pitches and sports facilities across the district.

4 National Context

4.1 A new Sport & Active Leisure Strategy will be developed taking into consideration national strategies and policies. These include strategies established by Government and bodies such as Sport England. In addition, there will be strategies or delivery plans established by individual sport bodies (e.g. Football Foundation).

4.2 **Uniting the Movement (Sport England)⁵**

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 are currently in their Years 2-4 implementation plan for this vision.

4.3 **Get Active: A strategy for the future of sport and physical activity (Department for Culture, Media and Sport)⁶**

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.

4.4 As work progresses on developing a Sport & Active Leisure Strategy, officers will keep under review any changes in national strategies.

5 Development Actions

5.1 The following development actions are being delivered to achieve positive outcomes for sport and active leisure in the district:

5.2 **Appoint a Sport & Physical Activity Officer**

This new role will be a permanent full-time position and provide the required capacity to lead on the development of the Sport & Active Leisure Strategy and other associated work.

⁵ Sport England: Uniting the Movement: <https://www.sportengland.org/about-us/uniting-movement>

⁶ 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>

The role has been established using best practice from other Local Authorities that have the same or similar roles in place (e.g. Hinkley & Bosworth Borough Council and Dacorum Borough Council).

Officers have established contact with other councils to also provide peer support for the new appointed officer. The new role forms part of the Council's Communities Team.

5.3 **Develop and implement a Sport & Active Leisure Strategy**

The new Sport & Physical Activity Officer will play a key role in leading on this area of work. The following is an example of the key milestones in establishing the strategy:

1. Consultation and Engagement
2. Partner engagement
3. Data analysis and research
4. Draft strategy produced and further engagement
5. Final strategy adopted

On-going progress of this work will be monitored through the Leisure, Culture, Events and Tourism Members and Officer Working Group. Opportunities for all Members to engage in the development of the strategy will be provided.

The final strategy will be submitted to the Prosperous Communities Committee for final adoption.

5.4 **Produce a Local Plan: Playing Pitch and Sports Facilities Strategy**

Officers (including the new Sport & Physical Activity Officer) will continue to engage with and support the Central Lincolnshire Local Plan Team in the scoping and commissioning of this piece of work.

Data and findings from this work will be incorporated into the development of the Sport & Active Leisure Strategy and subsequent action plans.

6 **Recommendations**

- 6.1 That Committee acknowledge the Sport & Active Leisure Development Actions detailed in the report.
- 6.2 That Committee receive a draft Sport & Active Leisure Strategy by Spring 2025.