

# TOURISM & VISITOR ECONOMY SCRUTINY PANEL

<b>DATE</b>	25/01/2024
<b>REPORT OF</b>	Carolina Borgstrom, Director of Economy, Environment & Infrastructure
<b>SUBJECT</b>	Sport & Physical Activity Dashboard
<b>STATUS</b>	Open

## CONTRIBUTION TO OUR AIMS

The sport & physical activity dashboard 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 dashboard is to assist in monitoring the impact of the Sport & Physical Activity Strategy over time and identify whether residents are becoming more active, more often, and living healthier lives.

## EXECUTIVE SUMMARY

The development of the sport & physical activity dashboard will support the monitoring of the impact of the Sport & Physical Activity Strategy. The dashboard provides headline indicators that, when viewed together, support in assessing whether we are making progress towards our vision that 'the people of North East Lincolnshire are more active, more often and health inequalities are reduced across our communities. Our leisure places and spaces are sustainable, create pride in our residents and inspire people to visit our towns and countryside'.

## MATTERS FOR CONSIDERATION

The report has been submitted to update the panel on the development of the sport & physical activity dashboard. The panel are asked to consider the draft dashboard and the proposal for the panel to receive an annual report on progress against the headline indicators.

### 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 highlighted 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 was 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 The Sport & Physical Activity Strategy was developed to respond to this challenge across the borough and set 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.

1.4 In July 2023 the Tourism & Visitor Economy Scrutiny Panel received a report on the development of the Council's Sport & Physical Activity Strategy. As part of the feedback, the panel suggested the development of a dashboard of statistics to monitor the progress and impact of the strategy over time.

1.5 The sport & physical activity dashboard has been developed to provide a summary of headline indicators that, when viewed together, support in assessing whether we are making progress across the borough. The dashboard is included in Appendix 1 and links to national monitoring by Sport England's 10-year vision "Uniting the Movement" and the recently released "Get Active" strategy from Government.

1.6 In addition to the monitoring of progress through the dashboard, it is important to draw attention to the overarching and simple message of what success looks like in North East Lincolnshire on the delivery of the Sport & Physical Activity Strategy from 2023 to 2028:

- a) Overall levels of activity across North East Lincolnshire are going up, not down.
- b) Overall levels of inactivity across North East Lincolnshire are going down, not up.
- c) Levels of inequality across both measures are narrowing, not widening.

The success measure will be based on the baseline measurement period of Active Lives November 2021-2022, and the final data point will be the Active Lives November 2028 – 2029. For targets associated with children and young people (CYP), we will use the relevant CYP Active Lives survey, with the baseline period being academic year 2021/22

## **2. RISKS AND OPPORTUNITIES**

2.1 The development of the dashboard presents an opportunity to monitor whether we are making progress through the delivery of the Sport & Physical Activity Strategy and identify areas where we may need to adapt our approach.

2.2 It is important to highlight that the dashboard presents a headline set of indicators

around a complex issue of inactivity that is influenced by a whole range of factors. They are to be used to give a simple sense of progress; however, it is important to recognise population figures are ones over which thousands of organisations and thousands of individual factors have an influence. No single organisation could, for example, be held responsible for the residents of North East Lincolnshire becoming more active but the Council has a clear role in bringing organisations together to try and effect change.

### **3. REPUTATION AND COMMUNICATIONS CONSIDERATIONS**

The development of the dashboard will support the Council in monitoring the progress of the strategy and support the communication of whether the borough is successful or not over the next 5-years. Therefore, depending on whether progress is demonstrated against these headline indicators, there is the potential for both positive and negative reputational implications for the Council in the development of the dashboard.

### **4. FINANCIAL CONSIDERATIONS**

The sport & physical activity dashboard will be used to support our evidence base for funding opportunities. Examples includes the upcoming expansion of Place Partnership funding through Sport England, closer collaboration with health funding of prevention services within leisure centres and any other funding opportunities that arise.

### **5. CHILDREN AND YOUNG PEOPLE IMPLICATIONS**

There are indicators within the dashboard that focus on children and young people. Through the proposed monitoring of progress in these areas, it can increase the focus on the importance of enhancing sport and physical activity opportunities in a range of settings and the focus on life skills of swimming and cycling.

### **6. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS**

There are indicators within the dashboard that focus on one of the four strategic themes of the strategy Active Climate & Environment. Through the proposed monitoring in this area, it can support increasing the focus around the importance of developing active environments that support people to enjoy being active across our open spaces and contribute 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 and facilities.

### **7. MONITORING COMMENTS**

In the opinion of the author, this report does not contain recommended changes to policy or resources (people, finance or physical assets). As a result no monitoring comments have been sought from the Council's Monitoring Officer (Chief Legal Officer), Section 151 Officer (Director of Finance) or Strategic Workforce Lead.

### **8. WARD IMPLICATIONS**

The sport & physical activity dashboard will cover monitoring indicators across all wards in North East Lincolnshire.

## **9. BACKGROUND PAPERS**

[6.-Sport-Physical-Activity-Strategy-Cabinet-ReportPDF-1694KBicon-namepaperclip-prefixfa.pdf \(nelincs.gov.uk\)](#)

## **10. APPENDICES**

Appendix 1 – Sport & Physical Activity Dashboard

## **11. CONTACT OFFICER(S)**

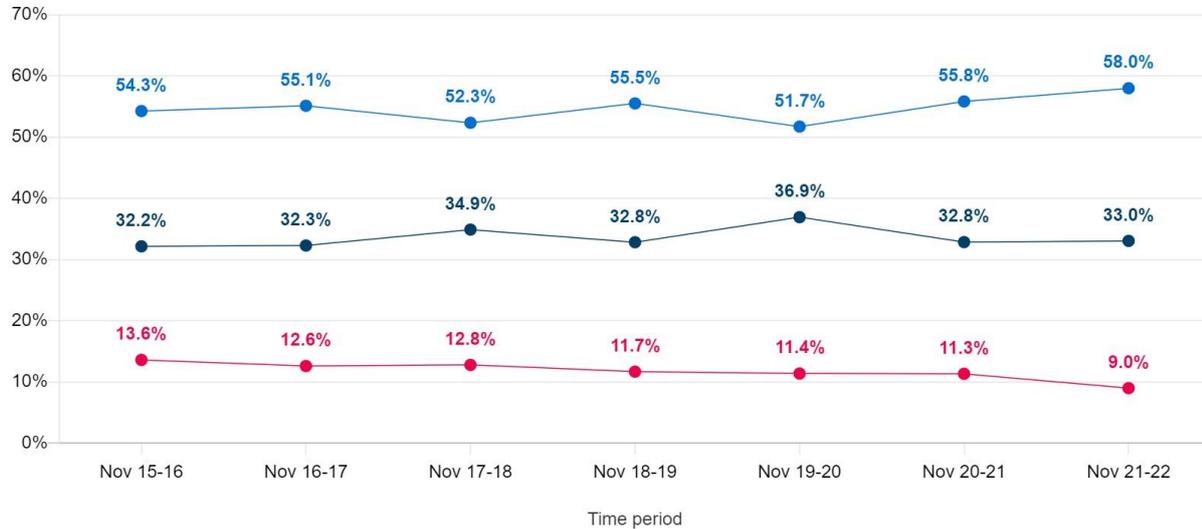
Nick Browning  
Head of Culture, Heritage, Leisure & Tourism  
nick.browning@nelincs.gov.uk

**Carolina Borgstrom**  
**Director of Economy, Environment & Infrastructure**

# Appendix 1 – Sport & Physical Activity Dashboard

## 1) Levels of physical activity – Adults:

Levels of activity (Main - 3 categories) - Local Authority and County Council  
North East Lincolnshire LA

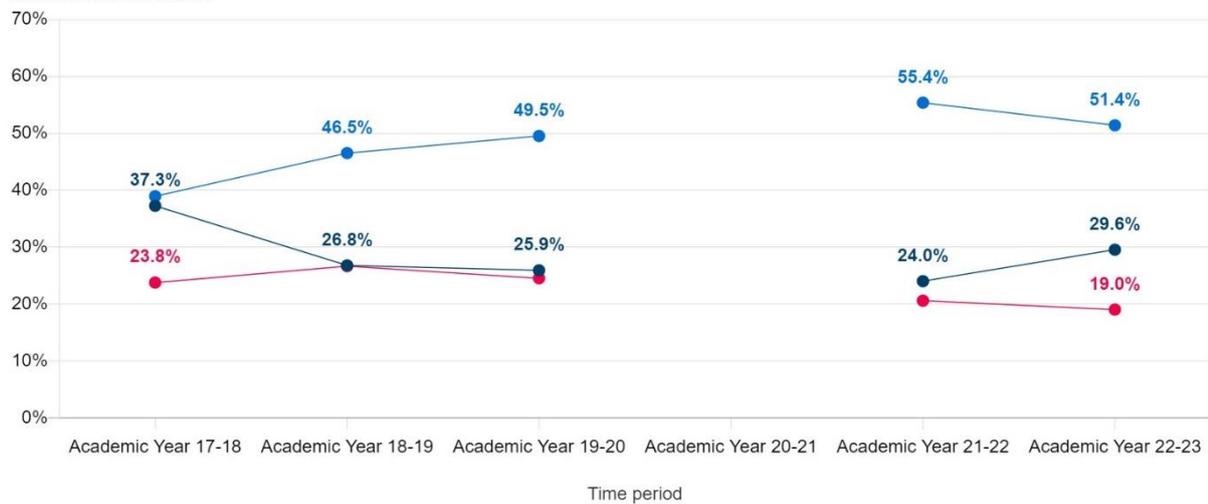


% Levels of activity (Main - 3 categories):

■ Inactive: less than 30 minutes a week ■ Fairly active: 30-149 minutes per week ■ Active: at least 150 minutes a week

## 2) Levels of physical activity – Children & Young People:

Levels of activity - Local Authority and County Council  
North East Lincolnshire LA



% Levels of activity:

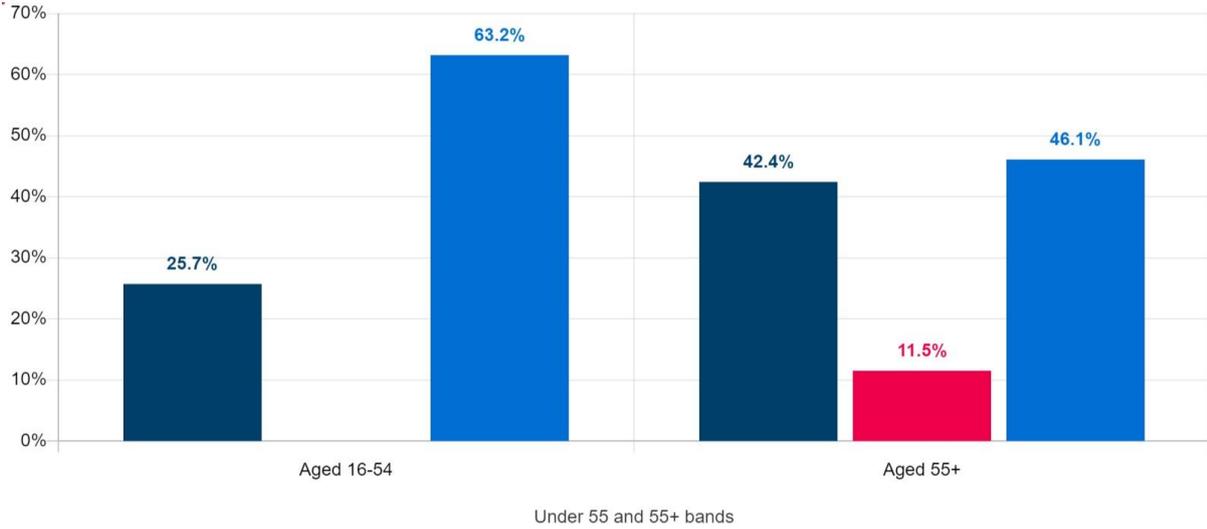
■ Less active: less than an average of 30 minutes a day ■ Fairly active: an average of 30-59 minutes a day  
■ Active: an average of 60+ minutes a day

### 3) Levels of physical activity – 55 years plus

Levels of activity (Main - 3 categories) – North East Lincolnshire LA

Age

Nov 20-21



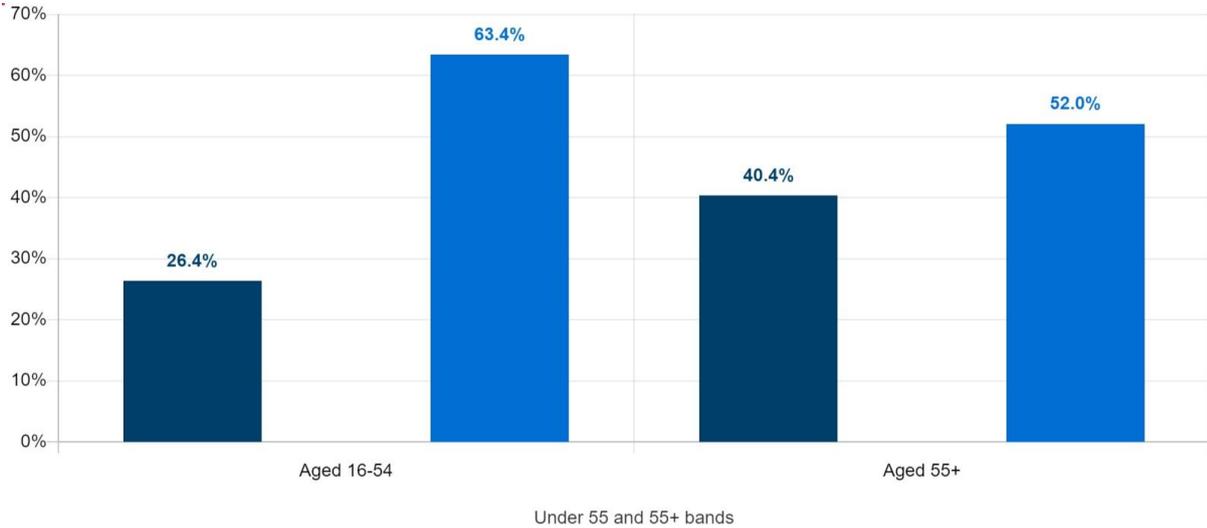
% Levels of activity (Main - 3 categories):

■ Inactive: less than 30 minutes a week ■ Fairly active: 30-149 minutes per week ■ Active: at least 150 minutes a week

Levels of activity (Main - 3 categories) – North East Lincolnshire LA

Age

Nov 21-22



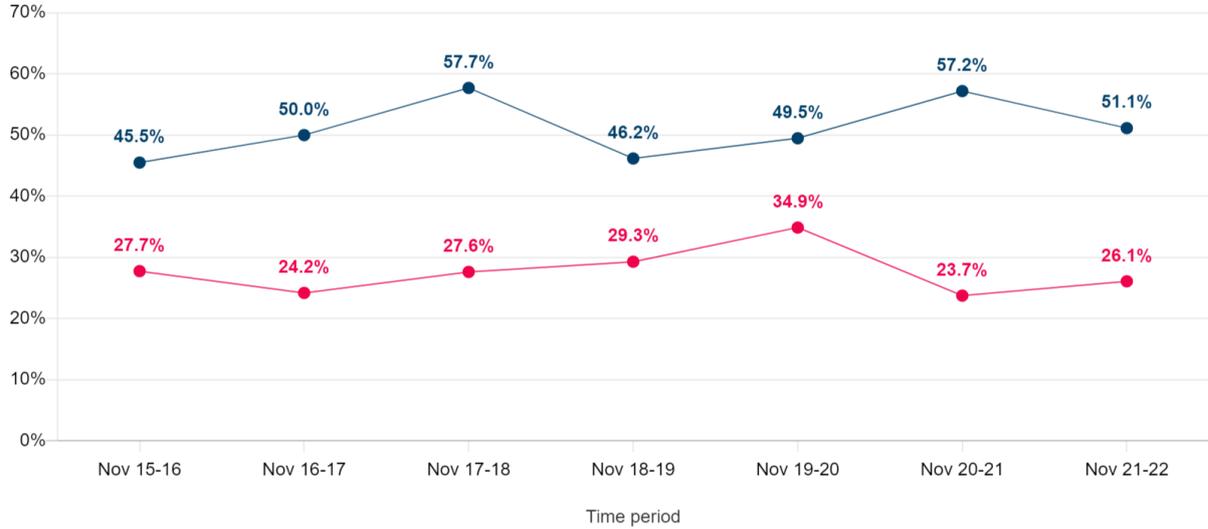
% Levels of activity (Main - 3 categories):

■ Inactive: less than 30 minutes a week ■ Fairly active: 30-149 minutes per week ■ Active: at least 150 minutes a week

#### 4) Levels of inactivity – Disability or long-term health condition:

Levels of activity (Main - 3 categories) : Inactive: less than 30 minutes a week - Local Authority and County Council - Disability or long term health condition

North East Lincolnshire LA



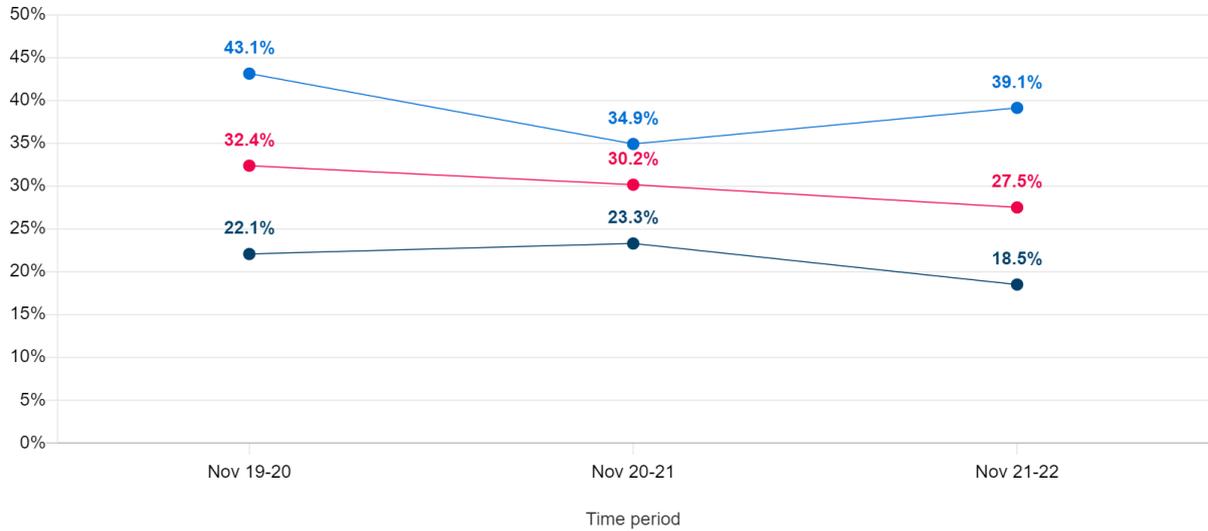
% Levels of activity (Main - 3 categories) by Disability or long term health condition - yes or no:

■ Disability or long term health condition ■ No disability or long term health condition

#### 5) Levels of inactivity – low socio-economic groups

Levels of activity (Main - 3 categories) : Inactive: less than 30 minutes a week - Local Authority and County Council - Social status

North East Lincolnshire LA

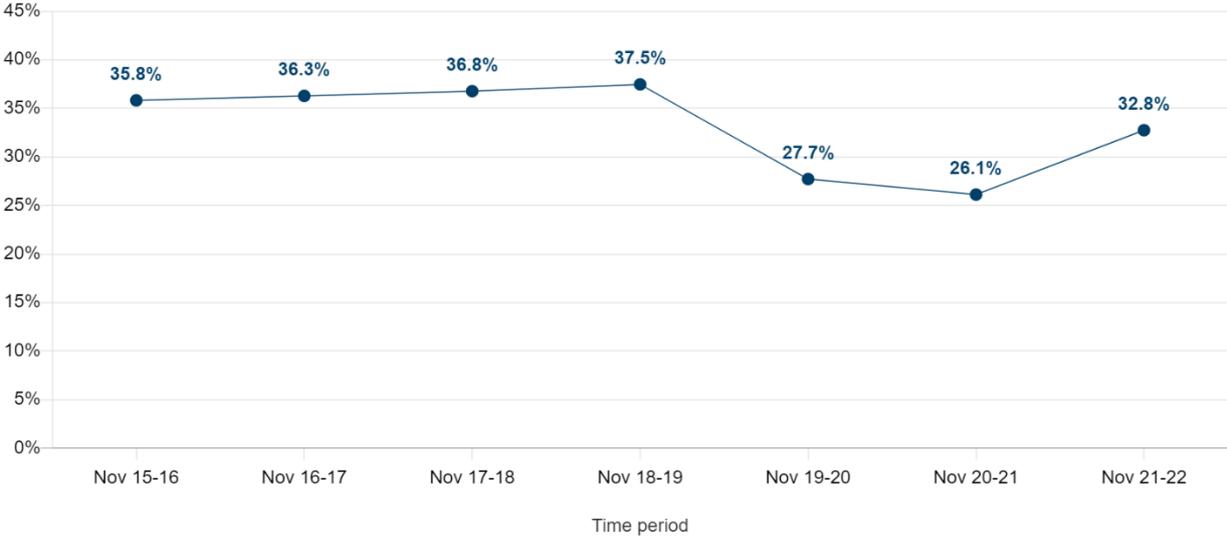


% Levels of activity (Main - 3 categories) by Summary groups:

■ NS SEC 1-2 (higher) ■ NS SEC 3-5 (middle) ■ NS SEC 6-8 (lower) ■ NS SEC 9 (students and other)

## 6) Active travel levels

Participation in the last 28 days by activity  
At least twice in the last 28 days



% Participation in the last 28 days by Activity:

■ Active travel