

ECONOMY, CULTURE AND TOURISM SCRUTINY

DATE	23/01/2025
REPORT OF	Carolina Borgstrom, Director of Economy, Environment & Infrastructure
SUBJECT	Sport & Physical Activity Strategy and Leisure Service Annual Report
STATUS	Open

CONTRIBUTION TO OUR AIMS

The Sport & Physical Activity Strategy and leisure service contributes to priorities across the Council's Outcomes Framework supporting the delivery of 'Stronger Economy' and 'Stronger Communities'. 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. The annual report will 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 report provides an update on Sport & Physical Activity Strategy and leisure service delivery over the past year. 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 progress of the Sport & Physical Activity Strategy and leisure service delivery. The panel are asked to consider the annual report on progress of the strategy, leisure service delivery and dashboard indicators.

1. BACKGROUND AND ISSUES

Background – strategy and annual dashboard development

- 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 until 2028 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. The development of this dashboard was first reported to the Panel in January 2024 to provide a summary of headline indicators that, when viewed together, support in assessing whether we are making progress across the borough. The dashboard of latest data available for January 2025 is included in Appendix 1 and links to national monitoring by Sport England's 10-year vision "Uniting the Movement".

1.5 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.

Update – sport & physical activity strategy delivery

1.6 In addition to the dashboard, it is important to highlight the headline items of delivery across the previous year from priority areas of the strategy delivery plan (see below). The previous year has seen focus on the delivery of capital projects to improve local facilities for people to be more active and a drive to secure external grant funding to enable the existing and future delivery of the strategy.

- **Priority area 2 – Active environment, open spaces & facilities:**
 - Delivery of the new Cleve Fields development of two 3G artificial grass pitches, changing rooms, café and car park upgrade
 - Opening of new Humberston Academy 3G artificial grass pitch

- development with community usage
- Refurbishment of parks tennis courts across Barretts Recreation Ground, Haverstoe Park and Sussex Recreation Ground
- Refurbishment of multi-use games area in Grant Thorold Park to bring forward PlayZone development
- **Priority area 9 – Leverage funding and resources:**
 - Partnership work has continued with national funding bodies such as the Football Foundation, the Lawn Tennis Association and Sport England, supporting a range of successful applications for grant funding, including the recent grant award of £401,159 from Sport England to support future strategy delivery over the next two years (see Section 9 – background paper)

Update – leisure service delivery

- 1.7 Leisure service delivery continues through our partnership with Lincs Inspire Limited (LIL). The partnership covers several services including the Archives, Library Service, Leisure Centres, Sports Development and the Auditorium.
- 1.8 Sport and leisure service user participation has demonstrated growth year-on-year and further headline information is included within the annual summary report on LIL's services that is included within Appendix 2.
- 1.9 Leisure service delivery in partnership with LIL across our leisure centre and facilities continues to play an important role in supporting participation and residents being more active, more often offering programmes and services across our target groups, including older adults, children & young people, and disabled people and people with long-term health conditions.

2. RISKS AND OPPORTUNITIES

- 2.1 The report highlights strategy and service delivery within the funding resources available, it is important to recognise that there is an ongoing reliance on securing external grant funding for wider Sport & Physical Activity Strategy delivery.
- 2.2 The wider cultural and leisure sector faces ongoing challenges with rising costs that continue to place financial pressure on services.
- 2.3 It is important to highlight that the dashboard in Appendix 1 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 annual report and dashboard support the Council in monitoring the progress of the strategy and can support the communication of whether the borough is becoming more active, more often with the associated health benefits. Therefore, depending on whether progress is demonstrated against the priority areas for action and headline indicators, there is the potential for both positive and negative reputational implications for the Council.

4. FINANCIAL CONSIDERATIONS

It is important to highlight that the Council's existing sport and leisure budgets are committed to fund the delivery of our public leisure centres and facilities, therefore there are limited resources available to fund more focused work around the wider delivery of the Council's Sport and Physical Activity Strategy. The recently secured external grant funding from Sport England is a positive step in developing our delivery approach over the next two years.

5. CHILDREN AND YOUNG PEOPLE IMPLICATIONS

Taking part in sport or being physically active has many positive outcomes for children and young people whether these are physical, mental or social benefits of being active. The reporting of strategy and service delivery will support in monitoring our progress in providing opportunities and reducing barriers for children and young people locally to be active in North East Lincolnshire bringing forward these associated health and wellbeing benefits.

6. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

The services delivered through the Leisure Partnership includes a portfolio of facilities that would be considered high users of energy, for example swimming pool provision. The Council is working in partnership with Lincs Inspire Limited in the delivery of energy conservation measures across both Grimsby Leisure Centre and Immingham Swimming Pool through secured Public Sector Decarbonisation Scheme grant funding.

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 strategy annual report covers service delivery and monitoring of indicators across all wards in North East Lincolnshire.

9. BACKGROUND PAPERS

Cabinet Report August 2023: Sport & Physical Activity Strategy
[6.-Sport-Physical-Activity-Strategy-Cabinet-ReportPDF-1694KBicon-namepaperclip-prefixfa.pdf \(nelincs.gov.uk\)](#)

Scrutiny Report January 2024: Sport & Physical Activity Dashboard
[9.-Sport-Physical-Activity-DashboardPDF-734KBicon-namepaperclip-prefixfa.pdf](#)

Cabinet Report January 2025: Sport England Place Expansion Funding
[5.-Sport-England-Funding-Cabinet-Report.pdf](#)

10. CONTACT OFFICER(S)

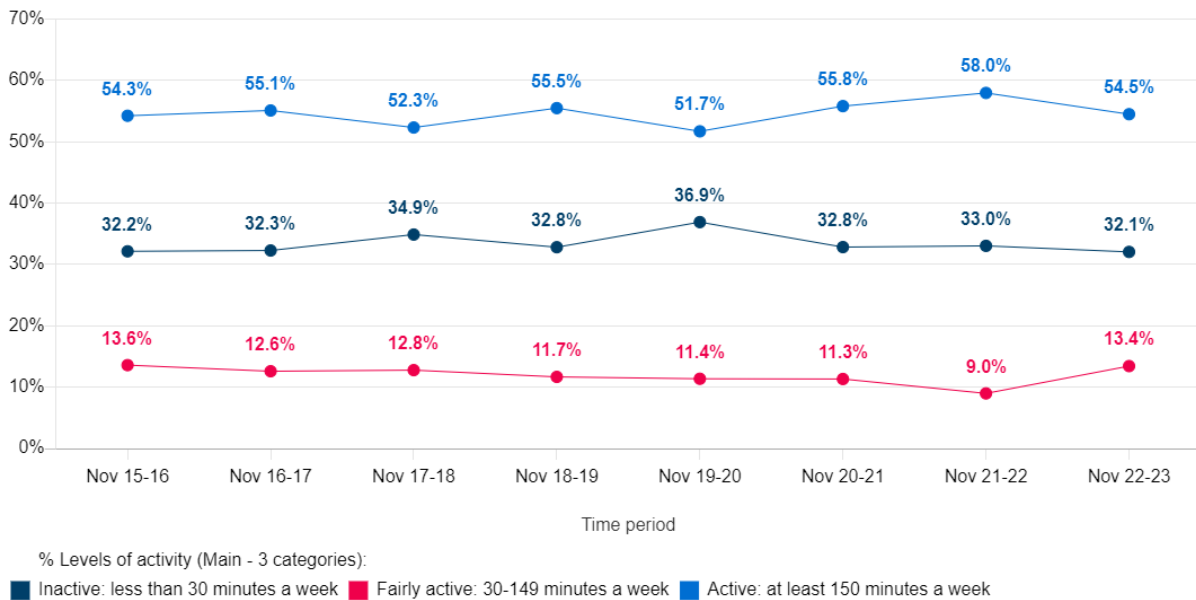
Nick Browning, Head of Culture, Heritage, Leisure & Tourism
Nick.browning@nelincs.gov.uk

Carolina Borgstrom
Director of Economy, Environment & Infrastructure

Appendix 1 – Sport & Physical Activity Dashboard

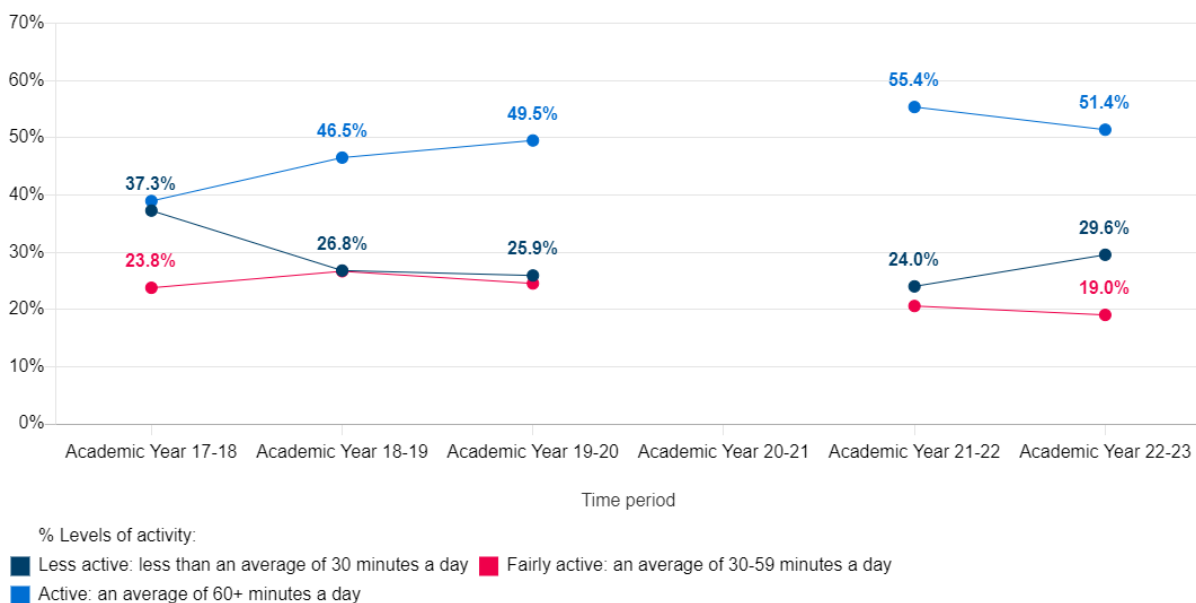
1) Levels of physical activity – Adults:

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



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

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

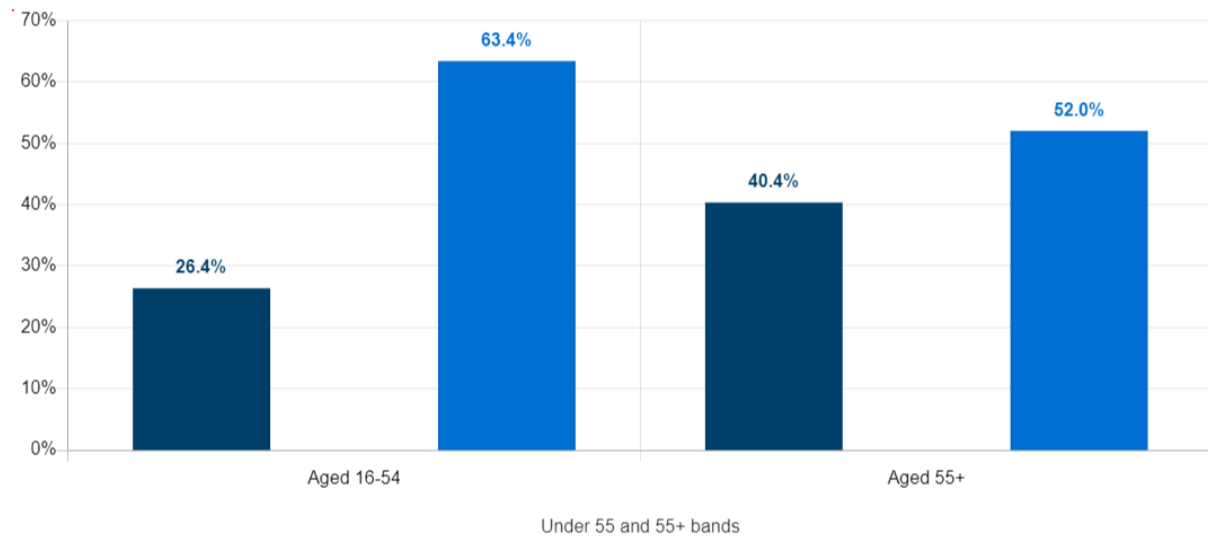


3) Levels of physical activity – 55 years plus

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

Age

Nov 21-22



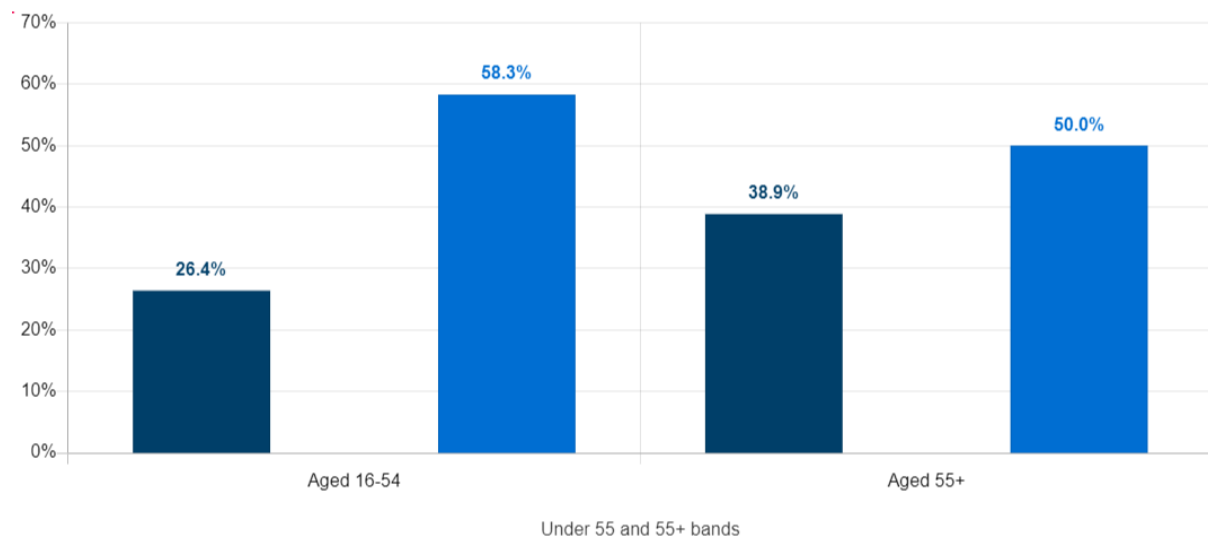
% Levels of activity (Main - 3 categories):

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

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

Age

Nov 22-23

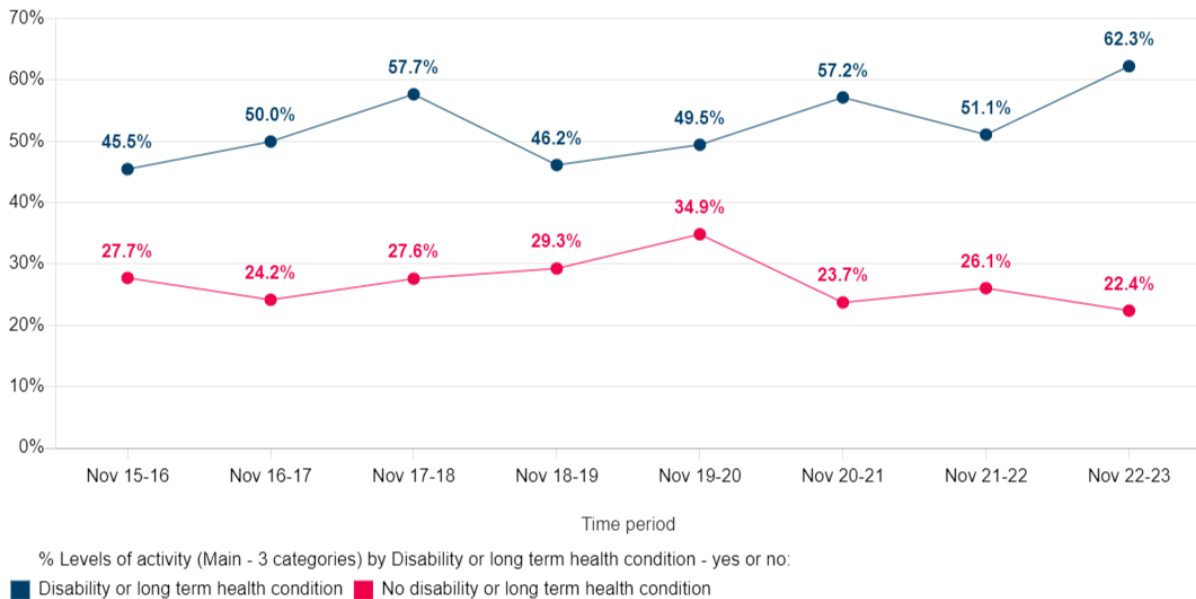


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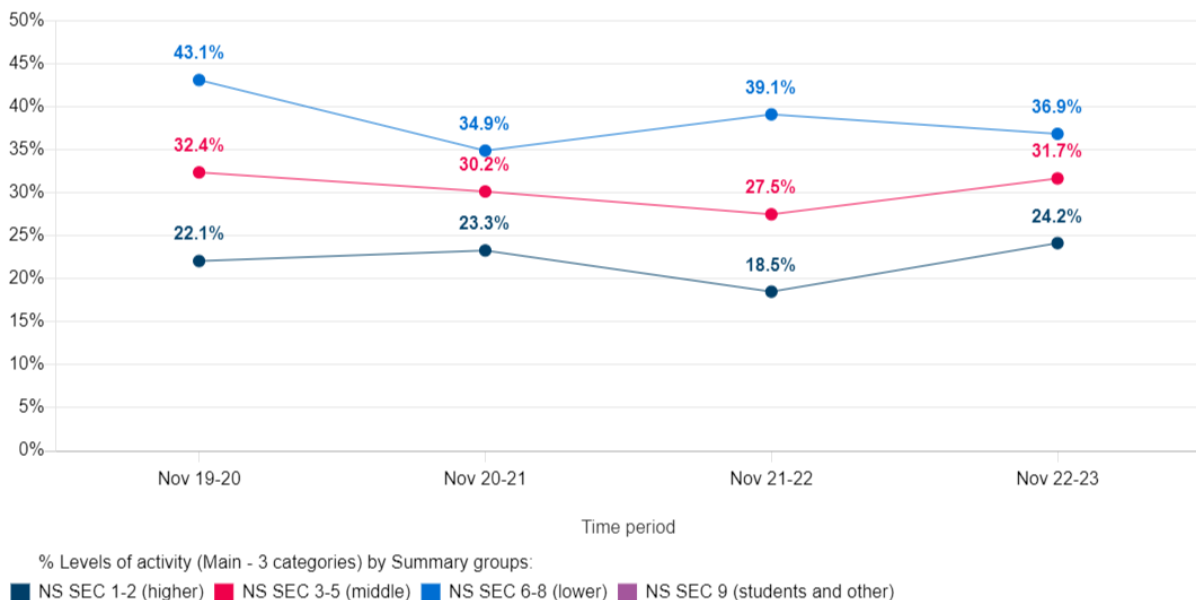
4) Levels of inactivity – Disability or long-term health condition:

Levels of activity (Main - 3 categories): Inactive: less than 30 minutes a week – Local Authority and County Council – Disability
North East Lincolnshire LA



5) Levels of inactivity – low socio-economic groups

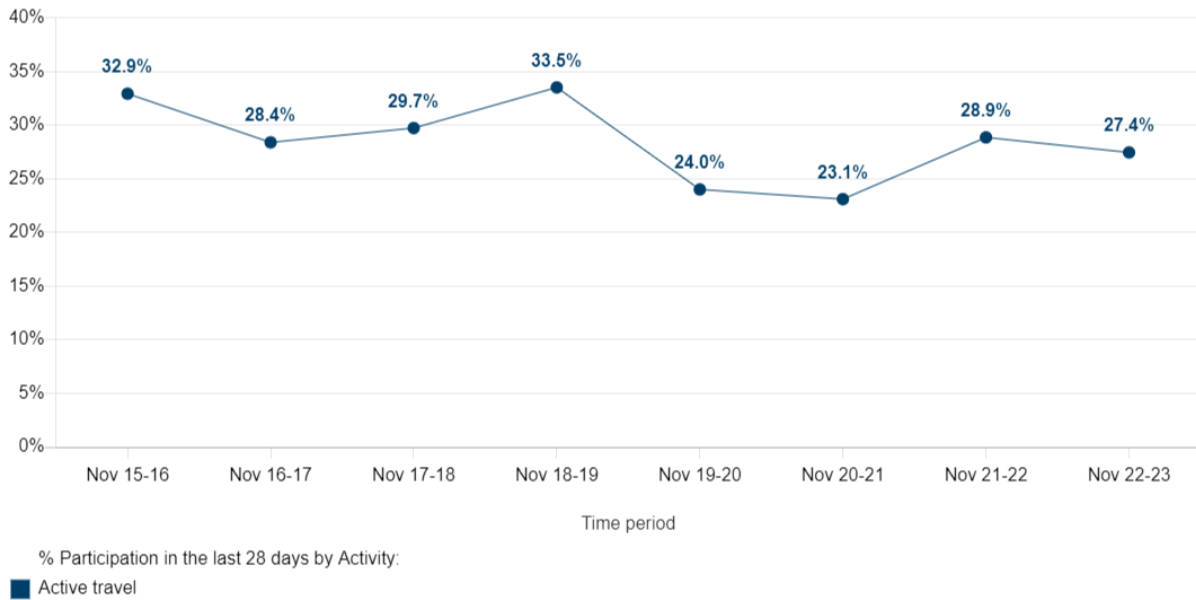
Levels of activity (Main - 3 categories): Inactive: less than 30 minutes a week – Local Authority and County Council – Social status
North East Lincolnshire LA



6) Active travel levels

Participation in the last 28 days : At least twice in the last 28 days by activity - Local Authority and County Council

North East Lincolnshire LA





BUSINESS SUMMARY

JANUARY 2025

From the Auditorium to a Yoga class (and everything in-between)

sue.wells@lincsinspire.com

Please note: Certain images are blurred to ensure compliance with the permissions held by Lincs Inspire Limited

Charitable Aims and Objectives:

Be Customer Focused on all we do - helping our community to be more active, healthy and resilient.

Be Inspiring through creativity, lifelong learning, and cultural exploration.

Be Better – more effective and agile, enabling us to put our resources where they achieve the best community impact.

By Delivering innovative services and products that increase participation and respond to customer need.

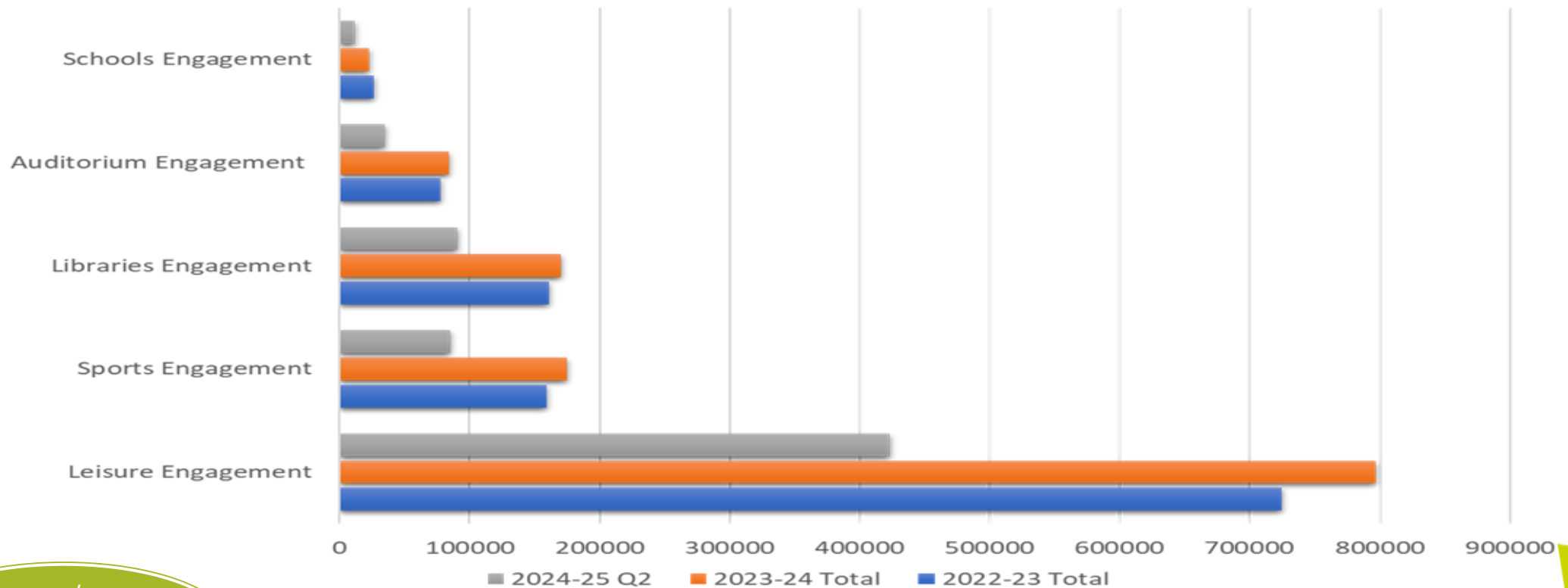
By Developing our workforce to support the business, alongside growing talent and offering opportunity.

By Measuring and managing risk and resources, with good governance that supports resilience and sustainability

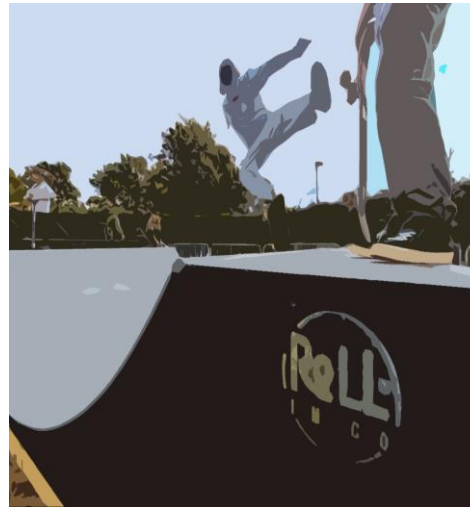
**LINCS INSPIRE
LIMITED IS A LOCAL
CHARITY,
SUPPORTED BY A
NOT-FOR-PROFIT
TRADING
SUBSIDIARY, LINCS
INSPIRE VENUES &
ENTERPRISES
LIMITED.**

engagement at a glance:

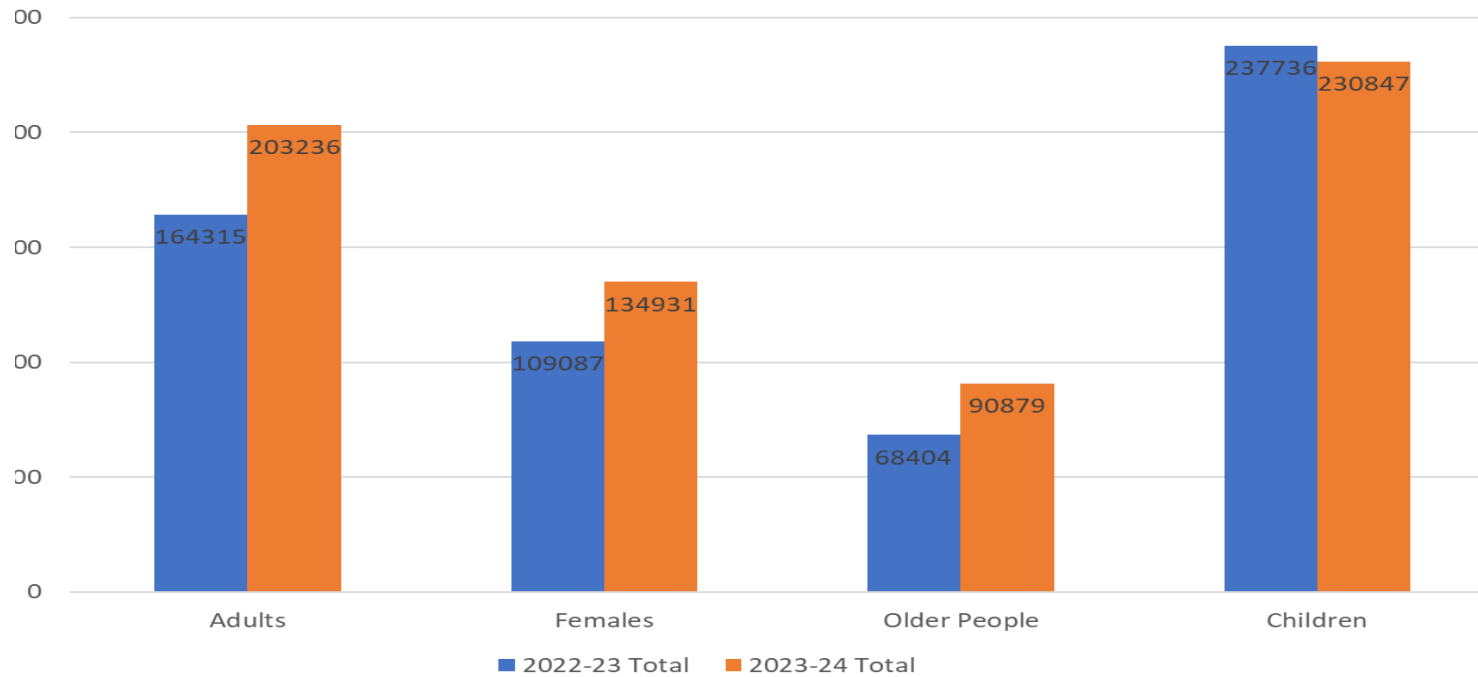
YEAR ON YEAR OVERALL PARTICIPATION GROWTH



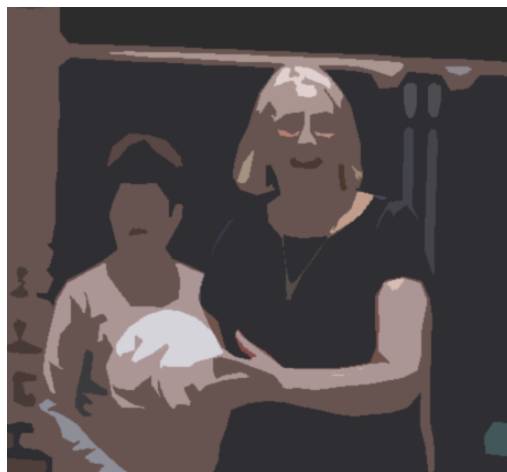
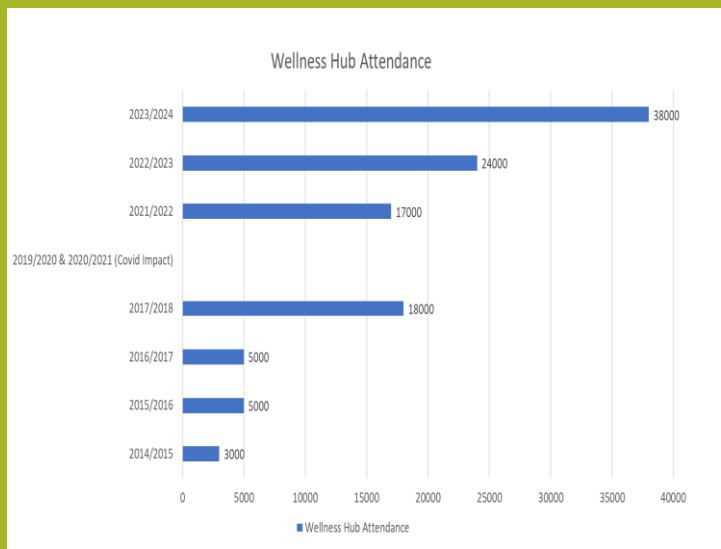
2023/24
1,259,387 user
engagements



LEISURE PARTICIPATION – TOTAL ATTENDANCES BY KEY GROUPS



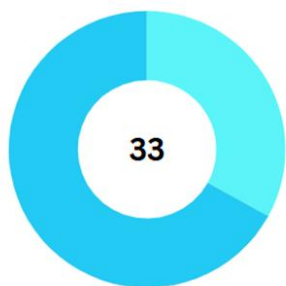
LEISURE ENGAGEMENT



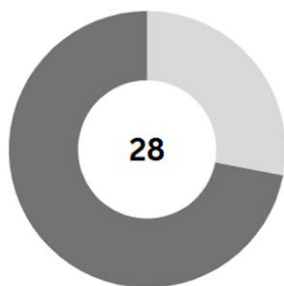
'Active Forever' – our journey since 2017

- YTD (24/25): 25% increase in participation
- C. 120 GP referrals per month
- Active Forever's next chapter launched December 2024, with big thanks to the National Lottery
- Further subsidised support and a new volunteer programme



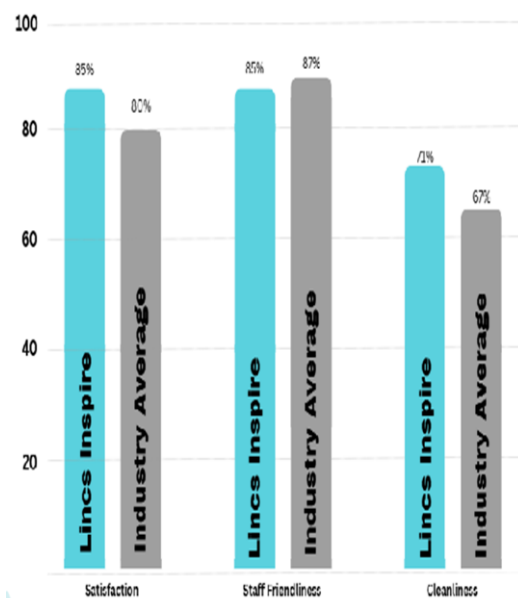


Lincs Inspire



Leisure Industry

*NPS is a market research metric that is based on a single survey question asking respondents to rate the likelihood that they would recommend a company, product, or a service to a friend or colleague



Customer Feedback - Our scores (Nov 2024) and their comparison to the leisure industry averages for key customer themes and overall NPS score (comparator data based on Sport England Moving Communities Survey)



Active outdoors & school holidays (HAF)



School Sports & HAF – we are the area's largest provider of school sports services – PE, after school clubs, road safety and 'Bikeability' (learn to ride) training

Working with 43 schools, over 3k pupils ('Bikeability' pass rates av. 95%)

Over 5.7k annual HAF attendances (multi-sport/arts & crafts/dance/football)



Football Development – Bradley Football Development Centre, a regionally significant venue with extensive grassroots programmes

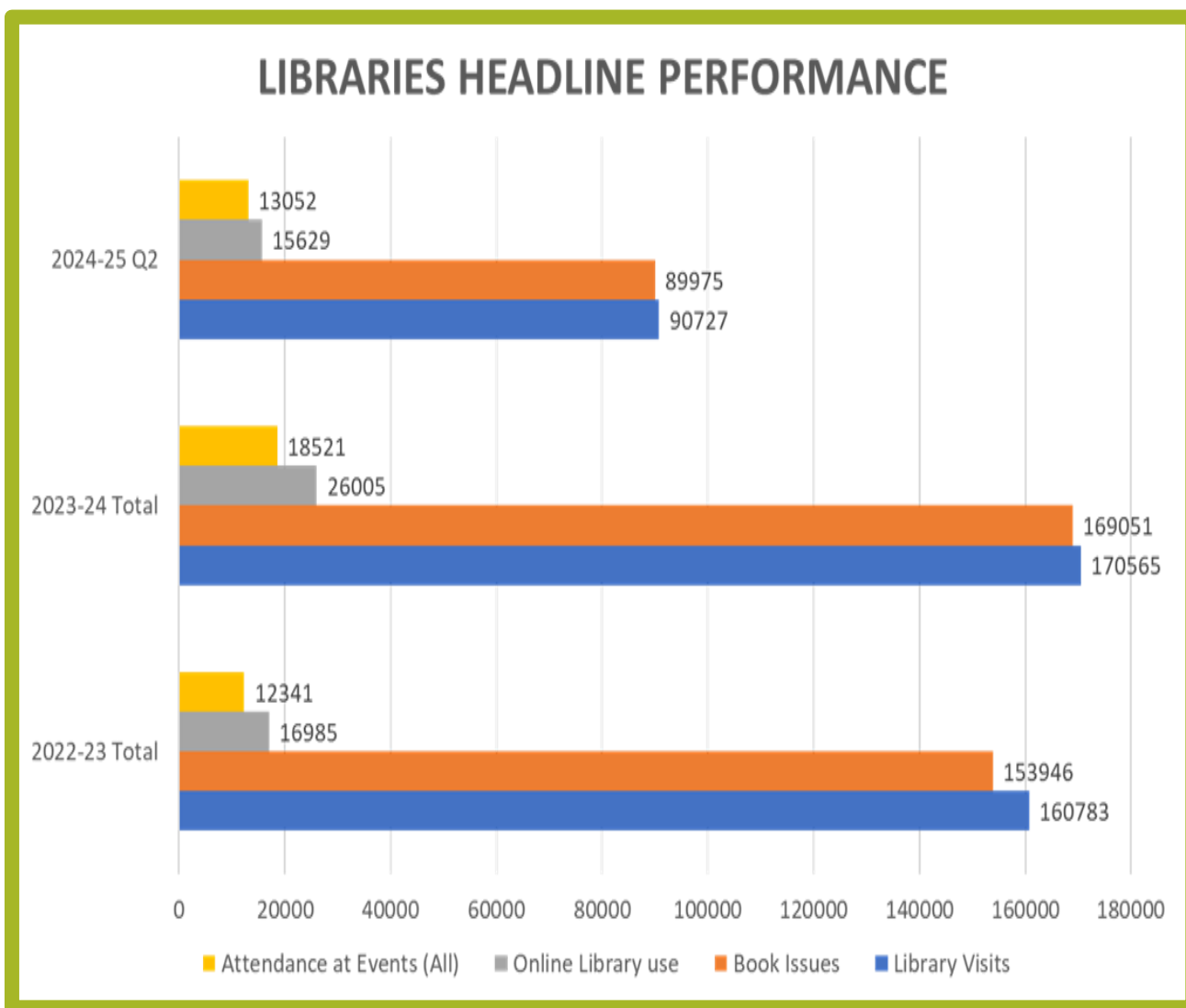
Over 155k engagements in 2023/24 (75k by Q2 24/25) including 11k seniors (walking football)



Athletics – KGV Stadium supports two local athletics clubs, school sports days and a variety of outdoor events/activities

Overall athletics use c. 10k pa. rising to 16k including event attendance

Libraries (more than just books):



Easy to use apps and online resources: e-audiobooks, multi-language e-magazines & newspapers, driving theory test online simulation and 120 languages to learn

Libraries – ‘Shelf Help’:

‘Reading Well’ book collections including;
**Mental Health, Long Term Health Conditions
and Dementia**

Collections that support life stages; from **birth
to bereavement**

SEND reading resources carefully developed in
partnership with NE Lincs SENDIASS and
Families First NEL, books chosen by and for
children, parents and professionals

Plus, our latest addition – Cleethorpes Library
Sensory Room, a safe space packed with
sensory toys and equipment



Libraries for business:

BIPC - The Business and IP Centre, part of the Humber partnership and the British Library national network, offering access to business resources along with Intellectual property (IP) advice.

Available to aspiring entrepreneurs, start-ups and SMEs in NEL.

53 enquiries supported in November 2024, with popular categories of business development including – creative/design, health/wellbeing and social care



Local Business Information for Start-Ups

📅 Thu, Jan 9th, 2:00pm
📍 Online
💷 Free



Introduction to Intellectual Property

📅 Thu, Jan 23rd, 2:00pm
📍 Online
💷 Free

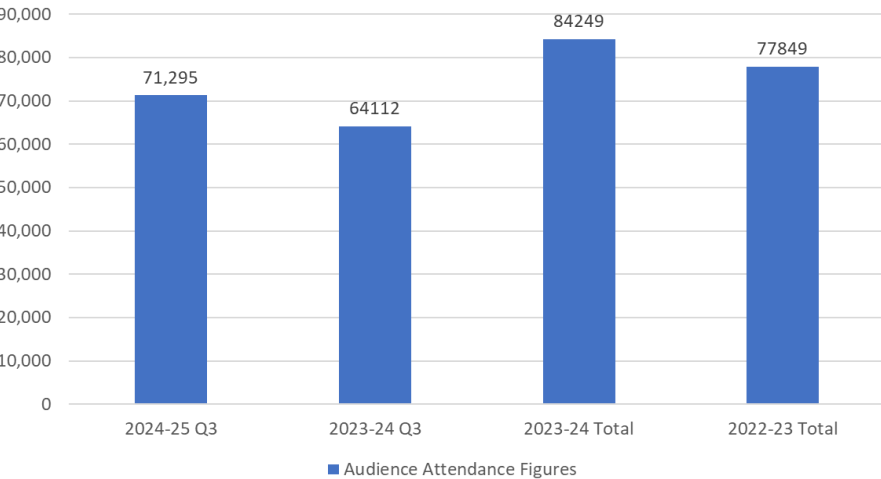


Grimsby Auditorium - Lincs Inspire Venues & Enterprises Limited (not for profit trading subsidiary), with a capacity of 1,300 seated and 2,000 standing - the largest live performance venue in the borough

Breakdown of customers by postcode area

Postcode area	No. of customers	%ge of all customers
DN	54526	73.07%
LN	10293	13.79%
HU	2885	3.87%
PE	1313	1.76%
S	946	1.27%
NG	568	0.76%
YO	513	0.69%

GRIMSBY AUDITORIUM ENGAGEMENT



Opportunities going forward:

- Combined assisted exercise and healthy weight management courses
- Lived Experience instructors providing low impact exercise classes and weekly social activities
- Volunteer programme supporting vulnerable residents to be more active
- Pre/postnatal exercise classes designed by and for Mums and Mums to be
- Live theatre at Grimsby Auditorium focused on special educational needs (children) and Dementia friendly (adults)
- New pop-up in-auditoria bar facilities
- Libraries extending access to health and wellbeing resources and activities

Challenges to overcome:

- Changes to Employment Law & managing the financial impact from NMW and employer NI increases
- Martyn's Law – venue security measure changes (800+ capacity)
- Aging buildings with increased risk of downtime/rising maintenance costs
- Recruitment of front-line posts – continued shortage of Swim Teachers

2025 and beyond....



To close...

Our star of 2024 – Alisha Burley – an inspirational volunteer, with learning difficulties, who joins us each week from Linkage College.

Alisha helped to create our sensory room at Cleethorpes Library, and was Nominated by Lincs Inspire for the 'Outstanding Volunteer' category within the national 'Seriously Social' awards.

Alisha made it to the final three and is seen here in November with Olympian Sally Gunnell OBE at the glitzy awards ceremony in Manchester.