

Interim Chief Executive
Sharon Wroot



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24th November 2025

To: All persons on the distribution list
Economy, Culture and Tourism Scrutiny Panel

Dear Councillor

Economy, Culture and Tourism Scrutiny Panel

Please find attached the following item marked as 'copy to follow' for the above meeting:

- Item 9 Sport & Physical Activity Strategy update

Please note that with permission from the Chair, Item 10 – Grimsby Masterplan has been deferred to the next meeting.

Please contact me if you require any further information.

Yours sincerely



Beverly O'Brien
Scrutiny and Committee Advisor
For Sharon Wroot, Interim Chief Executive

ECONOMY, CULTURE AND TOURISM SCRUTINY

DATE	27/11/2025
REPORT OF	Carolina Borgstrom, Director of Economy, Environment and Infrastructure
SUBJECT	Sport & Physical Activity Strategy Update
STATUS	Open

CONTRIBUTION TO OUR AIMS

The Sport & Physical Activity Strategy and leisure service contributes to priorities across the Council Plan 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 report provides an update to assist in monitoring the impact of the Sport & Physical Activity Strategy over time and identify whether progress is being made.

EXECUTIVE SUMMARY

The report provides an update on the Sport & Physical Activity Strategy 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 and... '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. The panel are asked to consider the report on progress of the strategy and dashboard indicators.

1. BACKGROUND AND ISSUES

Background – strategy and annual dashboard development

- 1.1 Across North East Lincolnshire the number of people considered physically inactive has tracked consistently higher than the national average. Since 2015, the percentage of adults considered as inactive has consistently been at approx. 32% (versus national average 25.1%). This highlights the importance of the initial development of the strategy and its ongoing delivery 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 recognise the importance of working collaboratively across a range of system partners and stakeholders such as health & care, education, highways, VCSE sector, parks &

open spaces, children's and youth services.

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 November 2025 is included in Appendix 1 and links to national monitoring by Sport England's 10-year vision "Uniting the Movement".

1.5 The dashboard is developed through data supplied through the Sport England Active Lives Survey with 867 adult respondents and 474 children and young people respondents in North East Lincolnshire. The latest data cover November-23 to November-24 reported in April-25 (as Active Lives data is reported a year in arrears, data for 2025 will be available in April-26). The below points cover a summary of the headlines for most recent data:

- The percentage of adults considered Active (at least 150 minutes of moderate intensity activity per week) has increased year-on-year in North East Lincolnshire from 54.5% (2023) to 58.9% (2024). However, this remains lower than the wider Humber region at 60.5% and the national average for England at 63.7% of adults being considered Active.
- The percentage of children and young people considered Active (at 60+ minutes per day) has decreased year-on-year in North East Lincolnshire from 51.4% (2023) to 39% (2024). This is lower than the wider Humber region at 45.9% and national average for England at 47.8% of children and young people being considered Active. The level of active children and young people in North East Lincolnshire has returned to 2017-18 levels after being on upward trend during and post-Covid years, where previously North East Lincolnshire was measuring above national average. It will be important to monitor 2026 data release to see whether this is a one-off drop-in results or sustained decline.
- Inactivity levels across people who are over 55-years, disability or long-term health condition, and lower socio-economic groups continues a trend of higher levels of inactivity. For many people in North East

Lincolnshire, the barriers to getting active are still too high; if you are less affluent, or live in a less affluent place, you are much less likely to be active. The same is true if you have a disability or long-term health condition. This data supports our continued focus locally on a targeted approach to focus resources to priority areas and groups in North East Lincolnshire.

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.

Update – sport & physical activity strategy delivery

1.7 In addition to the dashboard, it is important to highlight some of the headline items of delivery across the previous year from several “priority areas” of the strategy delivery plan (see below). In recent years there has been a focus on the delivery of capital projects to improve local facilities for people to be more active, embedding the operation of the new facilities, and a continued drive to secure external grant funding to enable the existing and future delivery of the strategy.

Priority area 2 – Active environment, open spaces & facilities:

- First year of operation for the new Clee Fields development of two 3G artificial grass pitches, changing rooms, café and car park upgrade delivering:
 - Approx. 130,000 usages per year
 - Over 70 partner club teams training weekly at the facility (predominantly junior teams across Clee Town FC and Discoveries FC)
 - 16 women and girls club teams currently training weekly from the facility
 - 46 adult teams entered per month across small-sided leagues
 - Up to 15 sessions per month across disability and long-term health condition focused sessions
- First year of operation for refurbished parks tennis courts supported by grant funding secured from the Lawn Tennis Association delivering:
 - 1537 court hours booked at Barretts Recreation Ground
 - 962 court hours booked at Haverstoe Park
 - 835 court hours booked at Sussex Recreation Ground
 - Three Big Tennis Weekends (BTW) delivered at Barretts Recreation Ground between June and August
 - Free 10-week Fred Perry Tennis Trust Programme delivered to juniors of low income-families – 42 took part and 27 of those progressed onto a follow up low-cost 10-week course
- Opening of refurbished hockey pitch at Ormiston Maritim Academy through partnership investment from the Council, the Academy, and Sport England grant contribution.

- Opening of two refurbished multi-use games area at Kent Street in September 2025 to deliver two PlayZones in partnership with YMCA Humber supported by grant funding secured from the Football Foundation.
- Refurbishment of multi-use games area in Grant Thorold Park supported by grant funding secured from the Football Foundation to bring forward PlayZone development delivering:
 - Approx. 3,000 usages of the facility between March to September 2025.

Priority area 9 – Leverage funding and resources:

- Partnership work has continued with national funding bodies such as the Football Foundation, England Hockey and Sport England, supporting a range of successful applications for grant funding over 2025, including:
 - £59,155 secured grant for contribution for hockey pitch refurbishment from Sport England.
 - £244,745 secured grant for PlayZone development Roval Drive, Immingham from the Football Foundation scheduled for delivery in 2026.
 - £401,159 secured grant from Sport England to support future strategy delivery over the coming years through Place Partnership work (see Section 9 – background paper).

Priority area 10 – Targeted Approach & Priority Groups:

- Place partnership work funded by Sport England is underway and progressing through its development award stage with the aim to submit a full application in Spring 2026 to secure investment until 2028.
- This work includes a test and learn scheme where the leisure partnership team are working to provide practical support and partner with local community organisations to try out small scale, innovative approaches to getting people active. Priority groups for this work include children and young people, long term health conditions and disabilities, aged 55 years or over, women and girls, and lower socio-economic groups. With priority wards including Immingham, East Marsh, South, West Marsh, Heneage, and Sidney Sussex. Noting that we do remain open to working in the wider borough.

Priority area 11 – Active travel

- In partnership with Lincs Inspire Limited (LIL) with support from funding from Active Travel England (ATE), North East Lincolnshire ranked as one of the top 10 best performing local authorities in England for delivering Bikeability that supports young people with the life skill of riding a bike:
 - In 2024/2025 Bikeability delivery period, LIL delivered to 1,604 of Year 6 pupils (82%) in North East Lincolnshire. This a 3% increase on 2022/2023 and 1% increase on 2023/2024 figures.
 - £95,836 of funding from ATE to deliver Bikeability Level 1 and 2 in 2025/2026 is in delivery.

Update – leisure service delivery

1.8 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. A report is scheduled for January 2026 on leisure centre user participation and an annual summary report on LIL's services.

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 sport, leisure and physical activity 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 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 grant funding from Sport England is a positive step in developing our delivery approach over the coming 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. Given the recent shift in children and young people data it will be important to monitor 2026 data release to see whether this is a one-off drop-in results or a sustained decline. In the meantime, work is ongoing as part of our place partnership work to continue our collaboration with public health and emerging work around Marmot Place.

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. In addition, the role of active travel has an important part to play in reducing the number of vehicles on our roads and bringing forward the associated environmental benefits.

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](#)

Scrutiny Report January 2025: Sport & Physical Activity Strategy and Leisure Service Annual Report
[8.-Sport-Physical-Activity-Strategy-and-Leisure-Service-Annual-Report.pdf](#)

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

10. CONTACT OFFICER(S)

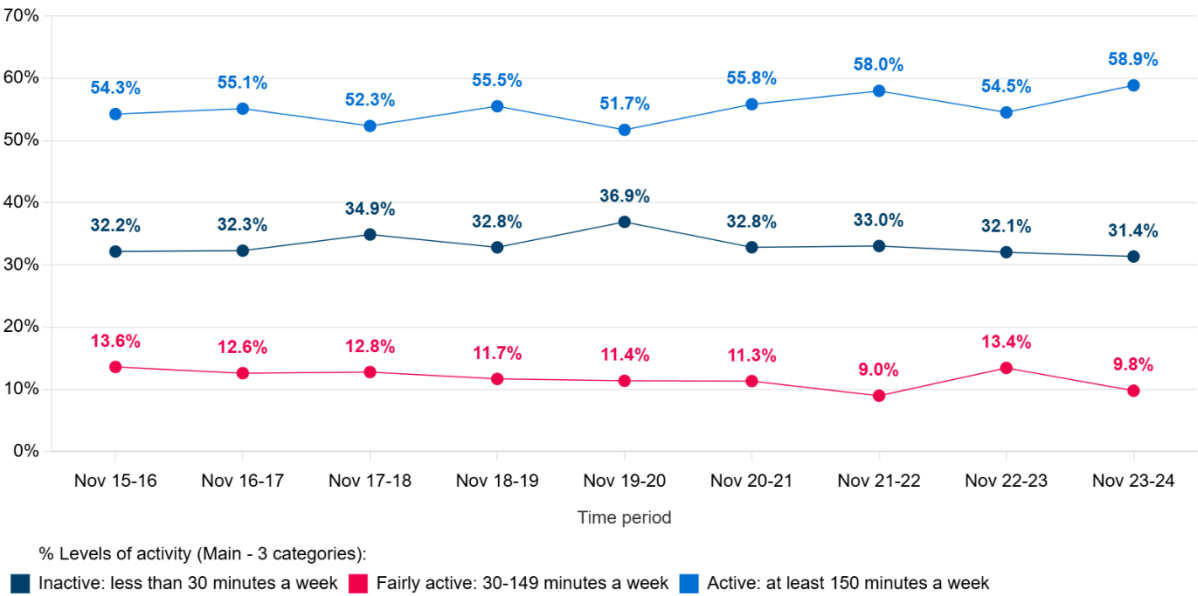
Nick Browning, Head of Culture, Heritage, Leisure & Tourism
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Carolina Borgstrom
Director of Economy, Environment and Infrastructure

Appendix 1 – Sport & Physical Activity Dashboard

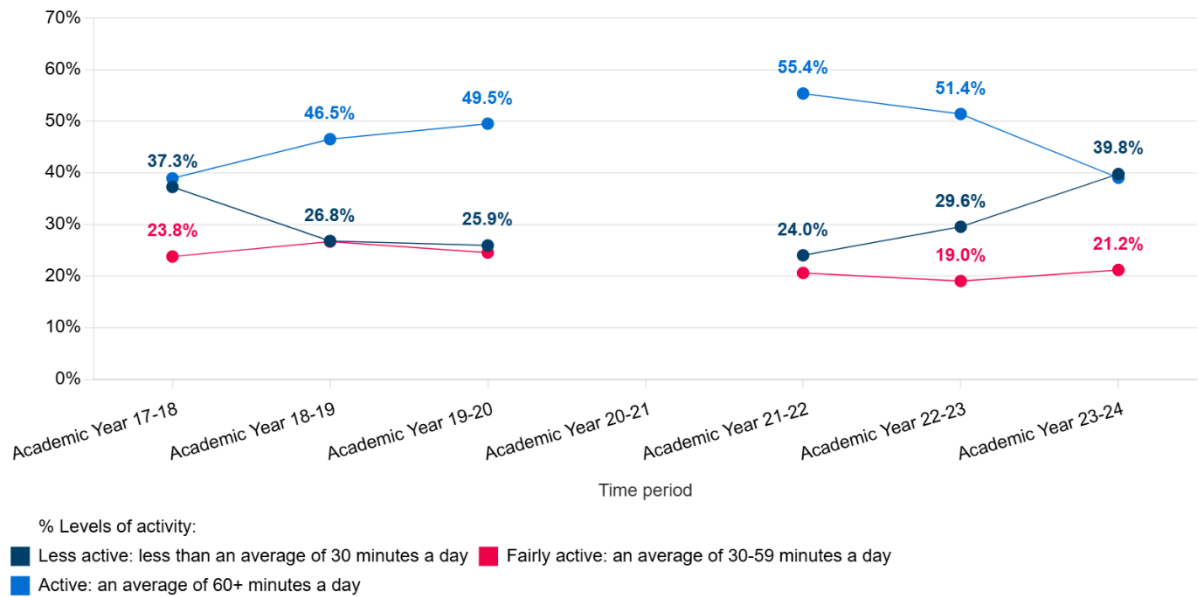
1) Levels of physical activity – Adults:

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



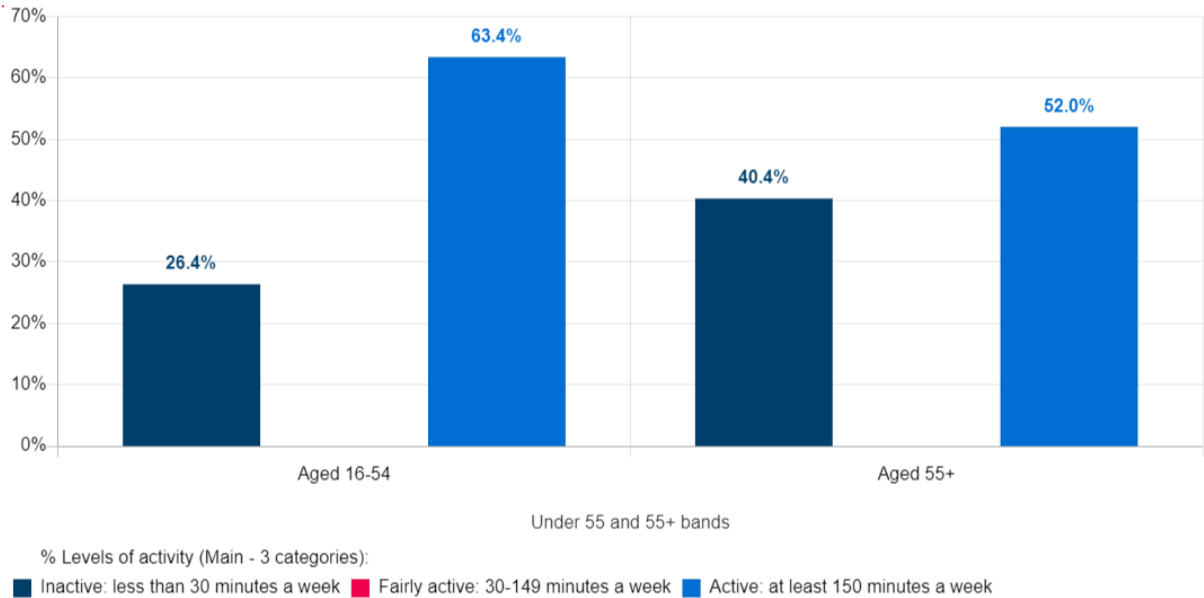
2) Levels of physical activity – Children & Young People:

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

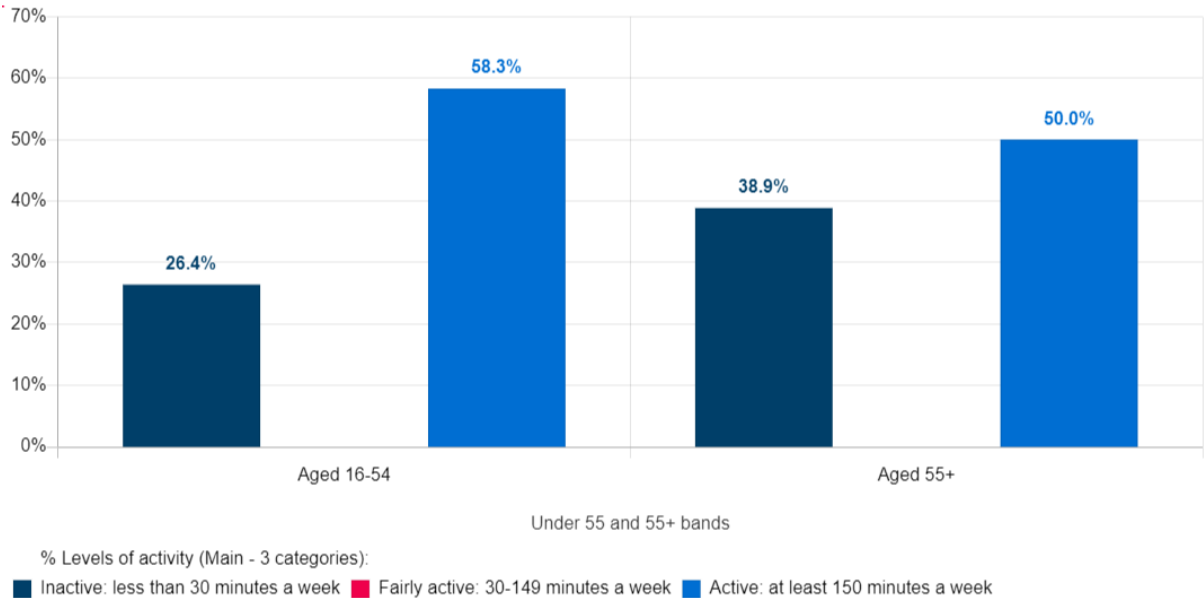


3) Levels of physical activity – 55 years plus

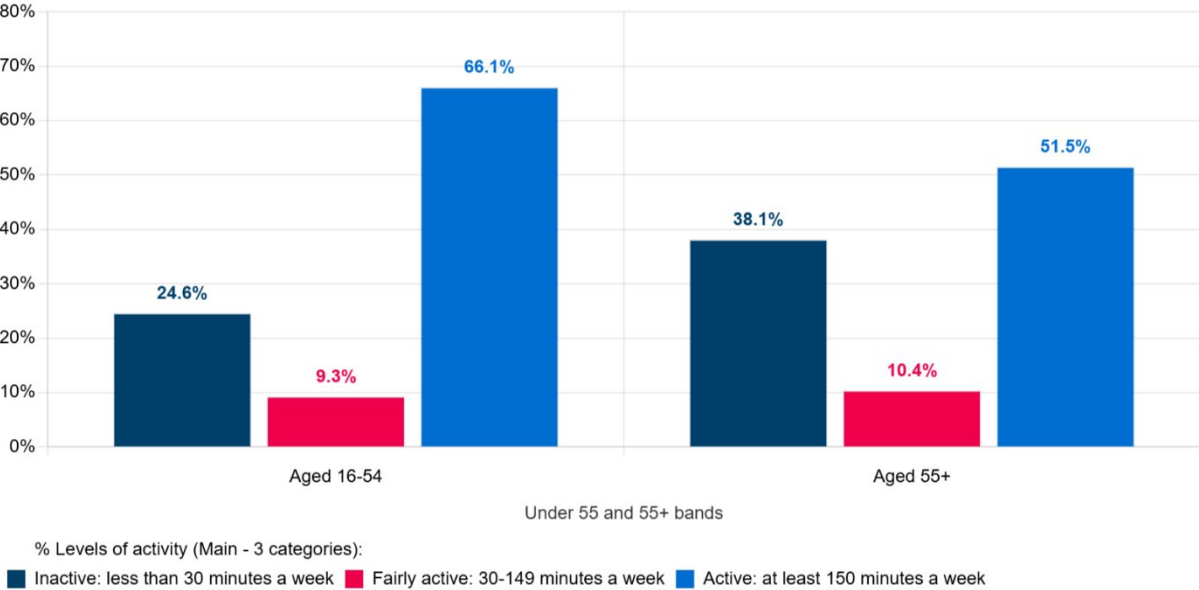
Levels of activity (Main - 3 categories) - North East Lincolnshire LA
Age
Nov 21-22



Levels of activity (Main - 3 categories) - North East Lincolnshire LA
Age
Nov 22-23

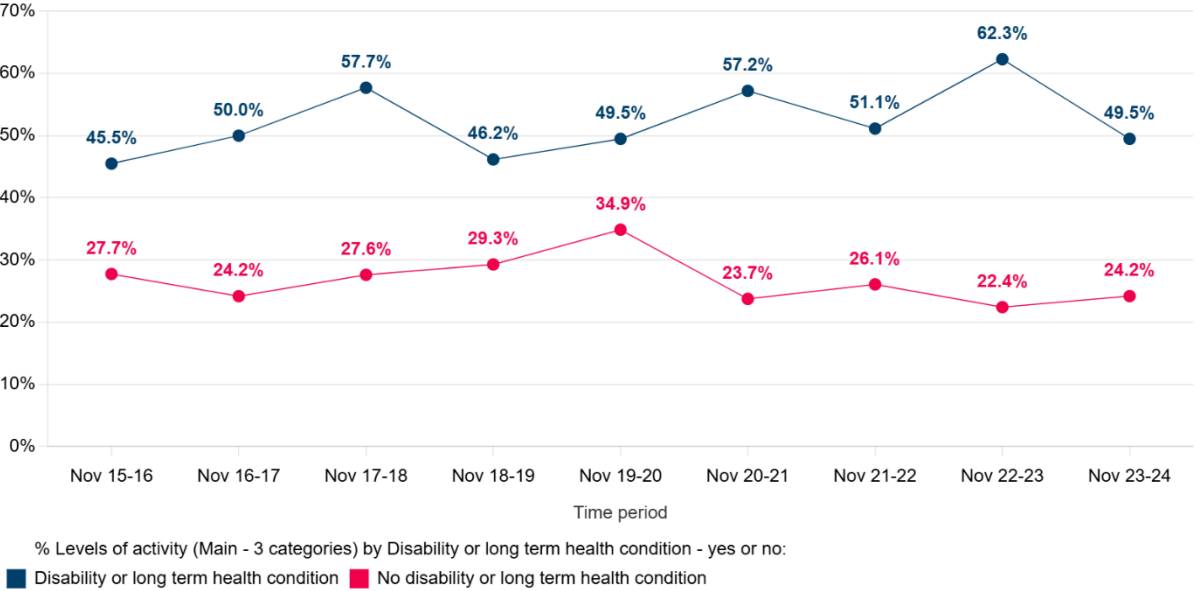


Levels of activity (Main - 3 categories) - North East Lincolnshire LA
Age
Nov 23-24

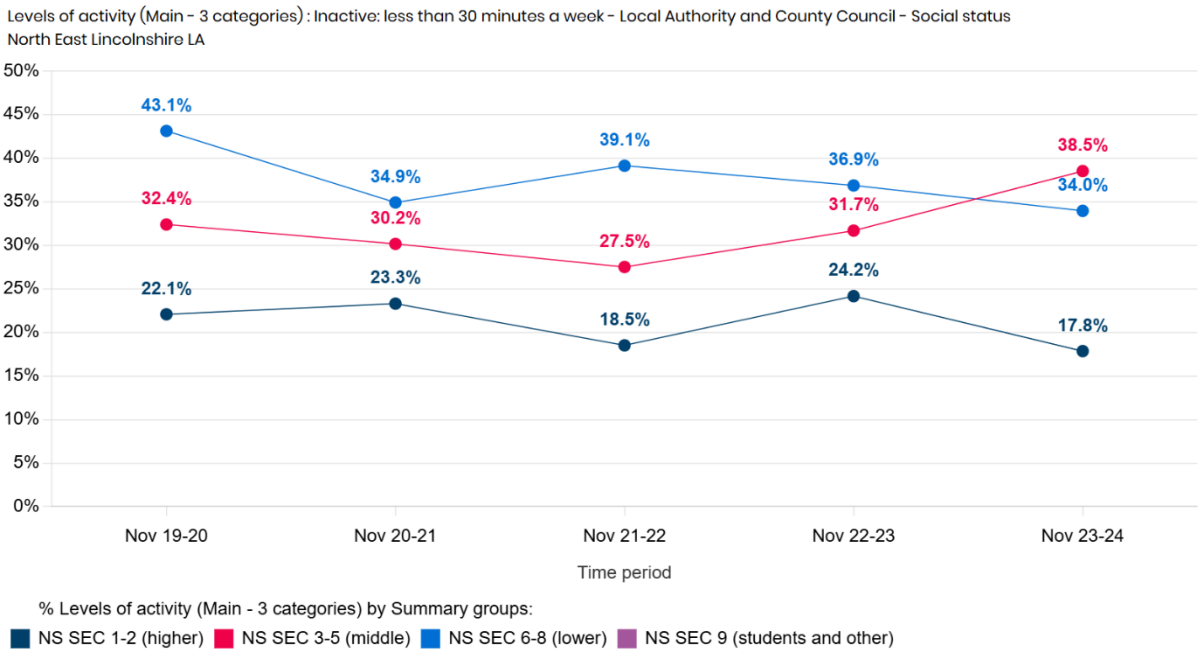


4) Levels of inactivity – Disability or long-term health condition:

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



6) Active travel levels

