

A 5 YEAR STRATEGIC VISION AND ACTION PLAN



Physical Activity Strategy

2021 - 2026



Our Vision

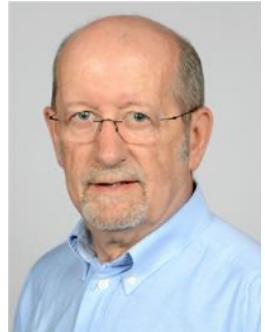
'To deliver, support, facilitate and above all inspire Lincoln residents to be more active, more often and make physical activity part of everyday life'

Forward

The City of Lincoln Physical Activity Strategy has been endorsed by the Council's leadership teams and will receive cross departmental support in its implementation.

"This document has been developed to capture the Council's approach to supporting our residents to lead active and healthier lives in Lincoln. The physical activity strategy will play an important role in the future in persuading our communities in Lincoln to be active everyday."

Portfolio Holder, Bob Bushell



The introduction of a new physical activity strategy is a 'very important milestone for the Council and comes at a time of upmost importance for the residents of Lincoln'. The impact of a global pandemic is deep rooted for everyone and this year has heightened the importance of just how crucial an active lifestyle is, in order to stay healthy.

Ric Metcalfe, Leader of City of Lincoln Council



The introduction of the new Physical Activity Strategy is another important step towards the Council's Vision 2025. The health of our residents now and in the future is critically important and we must work collaboratively to provide opportunities for people to be active everyday, as this is recognised as a significant contributory factor to maintaining good health.

Chief Executive of City of Lincoln Council, Angela Andrews.



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Executive Summary

Physical activity levels in Lincoln are currently falling below the recommended levels, as set out by the World Health Organisation and UK Public Health Guidelines. The latest Sport England Active Lives survey reports that **37.5%** of adults do not meet the recommended 150 minutes of activity per week. Perhaps even more alarming is that **47%** of children do not meet the recommended 60 minutes of physical activity per day.

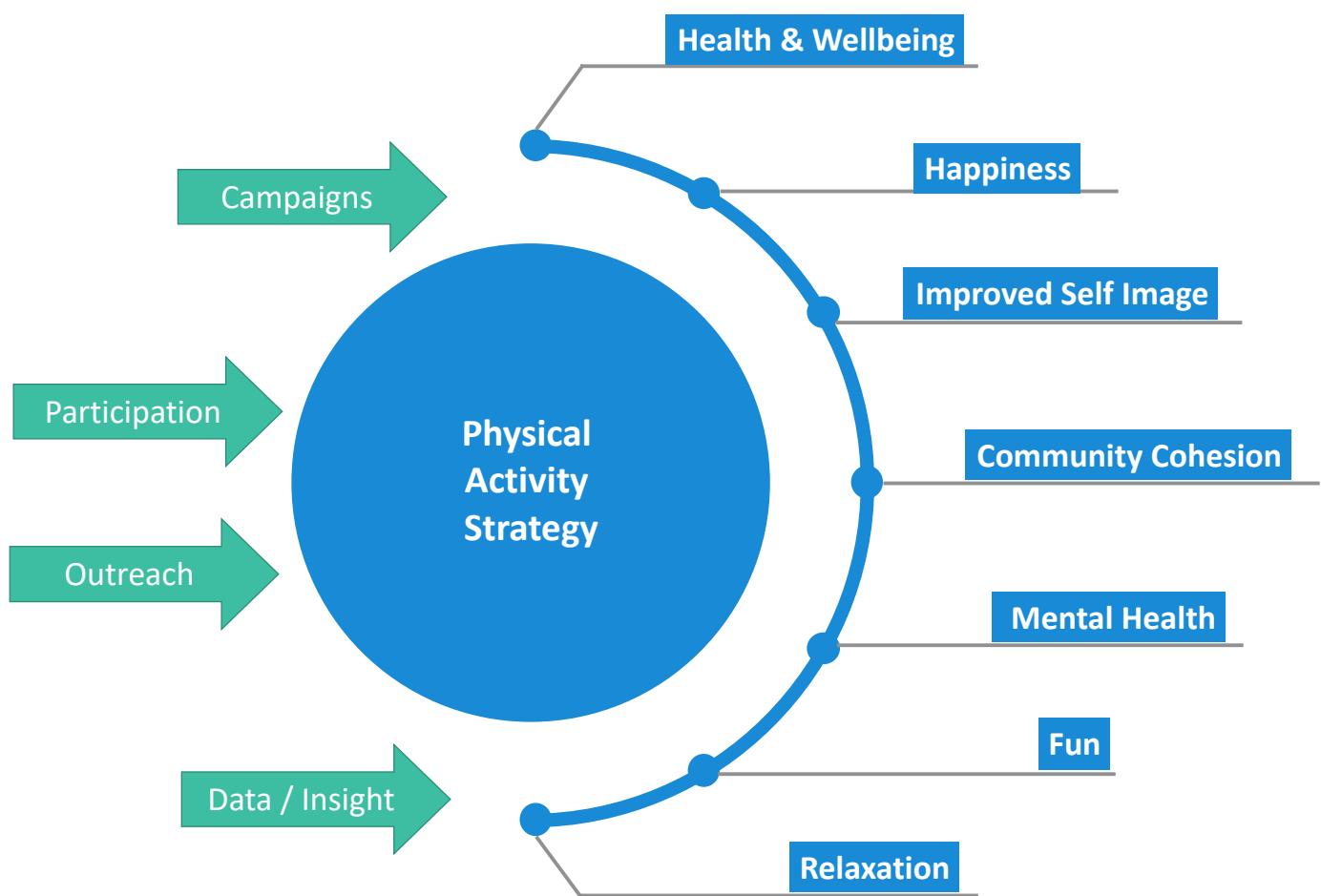


These low physical activity levels have direct and indirect impacts on the health of the residents living in the City of Lincoln and should this trend continue the most obvious outcome will be an increased cost to the local health service. At a time when the world is battling against a global pandemic, it is essential that we take steps to mitigate this additional pressure on the health service. The implementation of a **new physical activity strategy** for the residents of Lincoln is one way to support this and will contribute to reducing the health service burden through having more active and therefore healthier residents.

Whilst the strategic and over-arching outcome from this strategy is ‘to reduce the burden on the local health service’, there are also a number of other outcomes that will be derived from the action plans.

The outcomes (captured in the graphic below) are '**the reasons why this strategy is being implemented**' and will all positively impact on the lives of residents in Lincoln. As a consequence of delivering this strategy, activity levels will increase across the City, which in turn will have a positive impact on the residents.

How the achievement of objectives within the Physical Activity Strategy will positively impact the residents of Lincoln.



As the City continues to implement change amidst the long lasting impact of the current pandemic, the importance of physical activity has never been so high on the agenda. Therefore, this strategy is a **call to action** to ensure that our residents take action now and that they make activity part of their everyday lives. This will ensure that residents are best placed to fight against the current pandemic and any future health challenges that occur.

The objectives of the strategy, which will be in place from 2021 until 2026, are all linked to increasing participation or increased activity levels whether this be through offering something new, providing new outreach services or through campaigning for change. The City Council will utilise data and insight to inform how these interventions should be introduced and maximise the use of resources whilst still achieving the vision. The strategy will have FOUR key strategic objectives which are as follows:

- **Strategic Objective 1** - Increased participation through using council owned sports, leisure and community centres
- **Strategic Objective 2** - Increased participation through outreach programmes in the community
- **Strategic Objective 3** - Increased participation through physical activity campaigns
- **Strategic Objective 4** - Increased participation through better use of data, trend analysis and targeted approach to advertising and marketing for specific groups

A defined action plan will be put into place to achieve these objectives. The initial action plan will cover the immediate interventions to be taken in 2021. Recognising that the outcomes from this action plan cannot achieve this alone, the Council will either **deliver, support or facilitate** the interventions with or without the support of its partners.



The Council already provides services and opportunities for its residents in relation to physical activity and this needs to be built into future plans. This strategy will be considered by the Council when making decisions or setting policy to ensure that, at all levels, there is a clear message about getting the residents of Lincoln **to be more active as part of their everyday lives**. This strategy will be used alongside other key Council documents to encourage '**healthy place-making**' within development schemes that adopt the '**Active Design**' principles laid out by Sport England. It is recognised that in order to achieve the level of change required to significantly improve activity levels in Lincoln, this strategy is only one component and that substantial infrastructural and attitudinal change is required.

Accordingly, a clear vision statement has been established for this strategy.

**STRATEGIC VISION 'TO DELIVER, SUPPORT, FACILITATE AND ABOVE ALL INSPIRE RESIDENTS TO BE MORE ACTIVE,
MORE OFTEN AND MAKE PHYSICAL ACTIVITY PART OF EVERYDAY LIFE'**

The Council will work with a multitude of agencies and organisations to bring about change across the City. For instance, the Council will continue to be an active member of the Lincolnshire Physical Activity Taskforce (LPAT) and share ideas and work programmes to entice residents to be active. In addition, we will campaign for change through supporting National awareness schemes, such as Sport England's This Girl Can programme.

The long term aspiration is that the Council will be classified as an active city by 2030. To achieve this a leadership group will be established who will develop an inter-departmental action plan that has physical activity at its heart. This physical activity strategy is very much the foundations and the start of the journey towards this aspiration.

The action plan within the physical activity strategy **will be monitored and reviewed** on an ongoing basis to ensure that progress is frequently measured. Included in this annual monitoring process will be the assessment of overall activity levels, which will be captured via Sport England's Active Lives survey.

Introduction

The City of Lincoln, based in the East Midlands region, is one of eight British Heritage Cities; principally due to the presence of the Cathedral and the Castle Quarter.

Lincoln has seen extensive infrastructural growth since the 1990's, through the introduction and growth of Lincoln University, several city centre developments and multi-million-pound investments into the cities infrastructure.

Of the 98,438 people currently living in Lincoln, 49.6% are male and 50.4% are female. Lincoln is considered a relatively young City with the most highly populated age range being between 25-29, which is much higher than the England average. The City of Lincoln population is set to increase to 104,200 by 2041,

One of the reasons for this projected increase is the western growth corridor development, which is a sustainable urban extension to Lincoln. The western growth corridor will deliver approximately 3,200 new homes across 20 hectares. At an average occupancy of 2.2 people per dwelling, this will increase the population of Lincoln by circa 7,000 new residents. This is in addition to the population estimates noted above and would lead to a city population of circa 111,000.

City of Lincoln Council is passionate about sport, physical activity and exercise and is committed to improving the wellbeing of its residents. The COVID-19 pandemic has had a profound impact on local residents and this has increased the awareness and importance of taking part in regular physical activity. As we learn to adapt as a consequence of the pandemic, the Council's future vision is to include physical activity as part of the city wide solution to health and wellbeing challenges.



This physical activity strategy will shape the way in which City of Lincoln Council will help residents to engage with physical activity by providing opportunities to make it part of their everyday life.

City of Lincoln Council has a shared belief that increased participation in sport, physical activity and exercise, will positively contribute towards our wider ambitions for Lincoln City - Vision 2025. The 'health of residents' is a pillar of the 2025 vision and this physical activity strategy will offer ways to ensure that the core, shared objectives are achieved .

Historically, City of Lincoln Council has consistently invested into sport, leisure and physical activity provision, including recent facility developments at Yarborough and Birchwood Leisure Centres. The Council recognises that there is a continual need to invest into providing spaces, places and programmes for residents to engage in physical activity.

It is further recognised that physical activity needs to be considered during wider discussions about the development of the City, in particular the western growth corridor. To this end, physical activity is a standing agenda point for all departments within the City Council and specifically the planning and development committees.

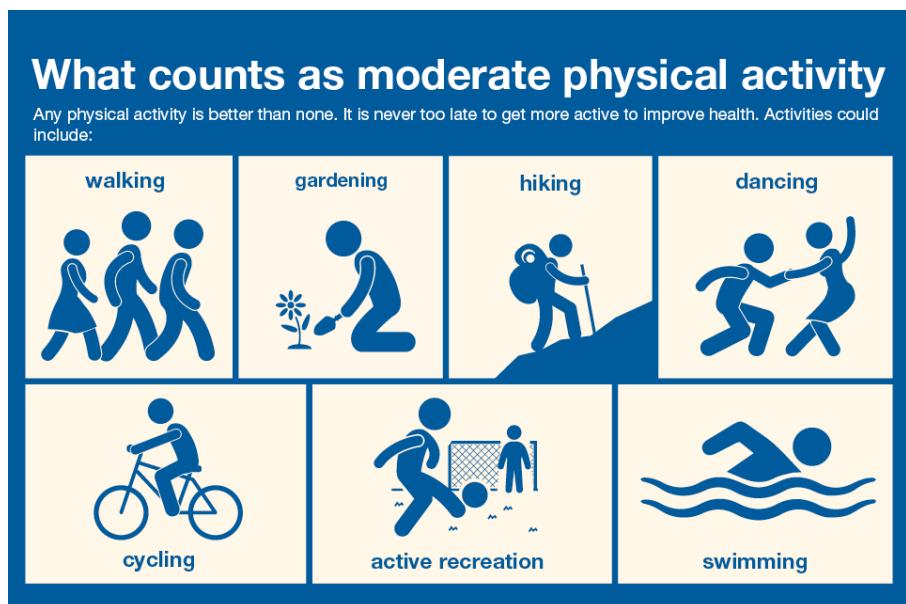
'When planning decisions are being taken, give careful consideration to and encourage schemes which support physical health and well-being'

The ultimate target is to make physical activity a key part within all aspects of life for all residents living within the city boundaries. To this end, the Council will implement a programme of systemic change within its own organisation and its set about transformational work within the communities of Lincoln, with the long term aspiration and vision of the city being classified as an **ACTIVE CITY by 2030**. A major part of this vision is to set the foundations required to build physical activity into everyday routines. This requires the City of Lincoln Council to set the agenda and infrastructure in order to influence the way in which residents go about their everyday lives in Lincoln.

Physical activity is an essential part of a healthy lifestyle and can have many other benefits to individuals and communities. Tackling physical inactivity is a priority for national bodies such as Public Health England (PHE) and Sport England, due to the associated benefits of exercise to people of all ages. PHE has also recognised the financial return that a shift to a 'prevention rather than cure' model can bring due to the reduction in demand for the National Health Service.

PHE emphasises the detrimental impact physical inactivity can have on health, which in turn leads to additional strain on the health and social care services. Due to this, tackling physical inactivity is deemed a high national priority.

PHE defines physical activity as movement of the body that increases heart rate and expends energy; this could include everyday activities (house work, active travel), active recreation (recreational walking, dance) or sport (organised sports such as tennis). PHE advice centres around getting people to do a range of activities, as depicted in their infographic below.



According to the World Health Organisation (WHO), physical activity is defined as:

'any bodily movement produced by skeletal muscles that requires energy expenditure – including activities undertaken while working, playing, carrying out household chores, travelling, and engaging in recreational pursuits'.

The CMO recommends that adults (19-64 years) should complete 150 minutes of moderate intensity physical activity a week and should minimise the amount of time spent sitting. This could be completed in 30 minute slots over five days. To count towards this target, activities should be completed for at least 10 minutes. Activities that strengthen muscles should be included on two days per week.

Adults over 65 years should also complete 150 minutes of moderate intensity physical activity a week but should include activities that improve muscle strength, balance and coordination on at least two occasions a week.

For children and young people aged 5-18 years the CMO recommends at least 60 minutes of vigorous intensity activity every day; including activities that strengthen bone and muscle three times a week.

Any proposed strategic approach to achieving these targets in Lincoln must therefore be focused on

- Increasing the number of people participating in physical activity on a daily basis and by reducing the number of people who are classed as 'inactive'
- It is also important to recognise the role that physical activity plays towards the Council's wider strategies (e.g. health and wellbeing, anti-social behaviour, reducing health inequalities in key wards)

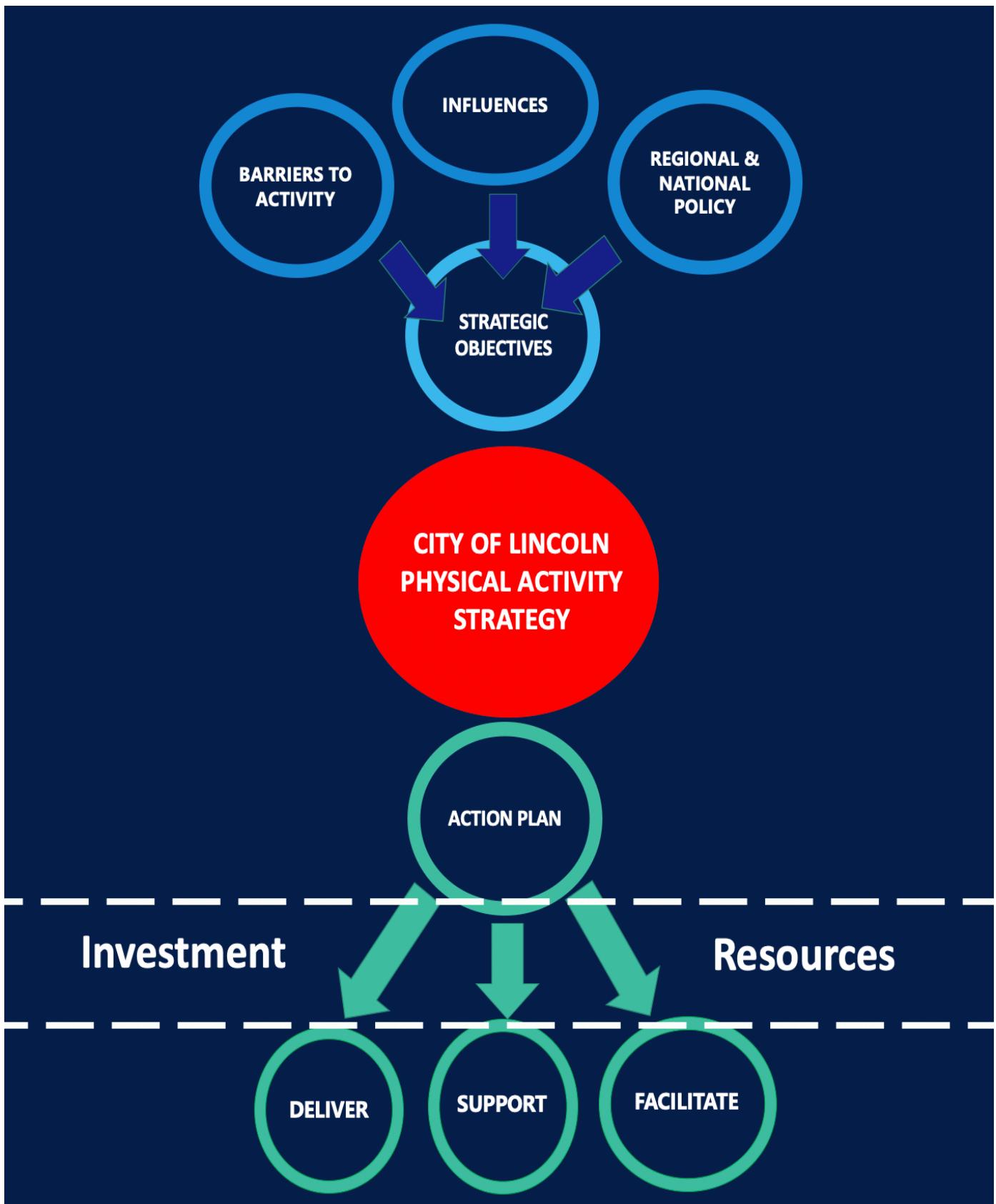
The vision for the **City of Lincoln Physical Activity Strategy** will be achieved through delivering an action plan set against key objectives. The **strategic objectives** will be guided by a series of principles and will have an associated methodology as to how each objectives is expected to be achieved.

There are multiple **influences** on an individual when they consider taking part in any form of physical activity. The City Council can control some of these and cannot control others. The City of Lincoln Physical Activity **action plan**, which is an outcome from this strategy, will take into account the many influences and **barriers to engagement** and offer ways to overcome these for the residents of Lincoln. Consideration of the **stages of behavioural change** is required to understand the barriers to activity, to ensure that new ideas are appropriate for the individuals who are being targeted to get involved.

The strategy will be influenced by **national and regional policies** for physical activity. Sport England, UK Active, British Heart Foundation and Public Health England all have a defined influence through their campaign work. City of Lincoln Council is also influenced by Active Lincolnshire and the Lincolnshire Physical Activity Taskforce (LPAT). This physical activity strategy will be synergistic with national and regional policy with a common goal of increasing participation levels.

The action plan from this strategy will capture how the City Council will **deliver, facilitate or support** physical activity programmes and interventions. The strategy recognises that the City Council cannot achieve the objectives and vision alone and requires support from its partners. The action plan can be viewed on pages 44-50 of this document.

The strategy is a five year plan commencing in 2021 and will be reviewed on an annual basis. The review process will assess the success of the various activity programmes and interventions across the whole City. A series of measurements will be used to check activity levels and direct outcomes from the interventions. The strategy will also be measured through indirect indicators such as related health statistics. An overview of the City of Lincoln Physical Activity Strategy is highlighted on the infographic below



Why a Strategy is needed?

An overview of the current situation in Lincoln

The health and wellbeing of the population has **never been so important** as it is now in 2020, as we come out of the impact of a global viral pandemic. It has been well documented, national and internationally, that one of the main ways in which individuals can fight against **the current pandemic** is to be physically active. The more physically active a person is, the more capable they are in controlling their body weight, improving respiratory fitness and consequently boosting their immune system.

Therefore, the introduction of **a new physical activity strategy for the City of Lincoln** is very timely and will help our residents return to the new normal, stronger and more able to combat the potential threat of the virus.

This physical activity strategy will collate the approach to ensure that residents are more physically active in the future by providing **a wide range of opportunities** through our facilities, programmes and services.

Whilst the physical landscape of Lincoln has changed dramatically over the past fifteen to twenty years, the physical activity rates and health statistics have not significantly changed. There are many reasons for this, which will be explored within this strategy. Above all, the **culture of inactivity** is rife not just in Lincoln but across the region and the nation. This has a long-lasting impact on the health and wellbeing on the population and bold steps need to be taken to arrest this culture.

City of Lincoln Council believe that it is a **great time to set a new path** for the next stage of the City's future and to re-set our ambitions with a bold new vision. A culture of physical activity can be built into the future infrastructure of the City. Physical activity will be engrained into all of the Council's outputs, including but not limited to, all investment and planning decisions. This new strategy will guide us for the next five years ensuring we place the health and wellbeing of our residents at the heart of everything we do.

The over arching vision 2025 of City of Lincoln Council is '**together, let's deliver Lincoln's ambitious future'**.

Vision 2025 is underpinned by five principle aspirations. The aspirations of the City of Lincoln physical activity strategy are synergetic and will contribute towards these aspirations (words in italics denote how the physical activity strategy will contribute to the 2025 vision).

Let's drive inclusive economic growth. *Through people being active, the local economy is boosted, via payment for sports and exercise and through people being out and about in the community.*

Let's reduce all kinds of inequality. *Sport, exercise and physical activity allows people from all parts of the community to take part without boundaries. For instance, many of the activities proposed in this strategy are free or have low entry costs, which removes one of the largest barriers to participation.*

Let's enhance our remarkable place. *Through being more physically active, the communities of Lincoln will be able to enjoy living in the City more and bring out the best of the City's assets.*

Let's address the challenge of climate change. *This strategy will encourage residents to walk and cycle on a more frequent basis, not only as this is better for them but as this is better for the environment.*

CITY OF LINCOLN COUNCIL- VISION 2025

'Together, let's deliver Lincoln's ambitious future'.

The total adult population of the City of Lincoln is 55,200 adults (16+). The Sport England Active Lives Survey data demonstrates the levels of activity of adults (16+) in sport and active recreation in each area. In the City of Lincoln from May 2019 to May 2020 the following statistics were recorded:

	Fairly Active	In-Active
Active (150+ minutes a week) 62.5% of the total population are active which compares to 57.0% in Lincolnshire and 62.8% in England.	Fairly Active (30–149 minutes a week) 8.8% of the resident population of the City of Lincoln are fairly active compared to 12.4% in Lincolnshire and 11.7% across England.	Inactive (Less than 30 minutes a week) 28.7% of the resident population in City of Lincoln are inactive. City of Lincoln has a lower inactivity rate when compared to the county (Lincolnshire – 30.6%) and is about the same as the national (England – 25.5%) averages.

The over arching summary of the above active lives statistics is that over 37.5% of Lincoln's adult population do not meet world health guidelines of 150 minutes of physical activity per week. This means that 20,700 adults are not doing enough activity each week and therefore increasing their chances of developing health problems caused by inactivity.

In December 2018, Sport England's Active Lives Survey data was extended to include Children and Young People (School Years 1 to 11) as a separate study area. The data below demonstrates levels of activity in sport and active recreation in the City of Lincoln from academic year 2018/19. The school age population between Year 1-11 in City of Lincoln is 11,100

Active	Fairly Active	Less Active
Active Every Day (60+ Minutes or more every day) 53% of children and young people the City of Lincoln are active every day. City of Lincoln has a better active everyday participation rate when compared to county (Lincolnshire – 50.6%) and national (England – 46.8%) averages.	Fairly Active (an average of 30-59 minutes a day) 26.4% of children and young people in the City of Lincoln are fairly active. This is about the same compared to the county average of 26.2% but above the national average of 24.2%.	Less Active (Less than an average of 30 minutes a day) 20.7% of children and young people in the City of Lincoln are less active. City of Lincoln is lower when compared to the county (Lincolnshire – 23.2%) and national (England – 29%) averages.

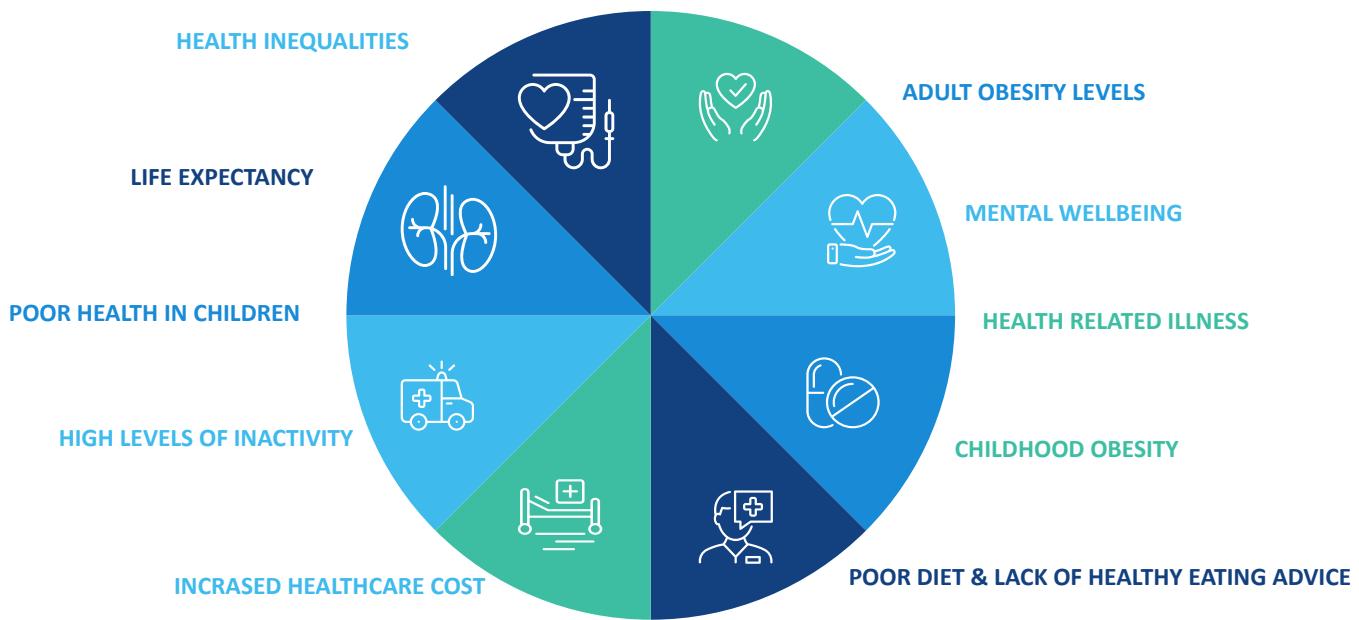
This means that 47% (5,217) of all children do not meet the recommended world health guidelines. When these statistics are considered alongside the adult rates, the problem of high levels of inactivity are clear to see for City of Lincoln.

Irrespective of how these statistics compare to Lincolnshire or National averages, to have 34.3% of adults not reaching the recommended amount and 47% of children are worrying and action needs to be taken.

These statistics have not changed substantially in the past five years and therefore this strategy has the opportunity to arrest the trend.

According to the health profile 2019, Public Health England classify the City as being ‘generally worse’ than the England average in relation to overall health stats and linked to this Lincoln is in the top 20% of most deprived authorities.

The graphic below highlights the key areas that influence the public health assessment of the City.



Through understanding the current situation in relation to these key areas, the physical activity strategy can be positioned to ensure that the proposed interventions influence the future public health profiles. It is hoped that this strategy sparks a ‘groundswell of support’ from our partners and other local providers, to help contribute towards these key problem areas and that the combined effort drives the necessary change.

The health related challenges (in addition to inactivity rates) we face in Lincoln are as follows:

Life Expectancy – In 2019, the average life expectancy is 10.4 years lower in males and 7.2 years lower in females between Lincoln’s most and least deprived areas.

Poor Health in Children – In 2019, 22.8% of children are classified as obese, which is worse than the England average of 20.2% and the Lincolnshire regional average of 19.7%. This is linked to low activity and inactivity levels among children. Both indicators are worse than national and regional averages.

High levels of Inactivity – both child and adult activity levels in the City are worse than Lincolnshire and nationwide averages.

Adult Obesity levels – In 2019, 65.8% of the Lincoln adult population (18+) are classified as overweight or obese. This is above the national average of 62.3% and slightly below the Lincolnshire regional average of 66.5%.

Poor Diet and lack of healthy advice – In Lincoln, and across the Lincolnshire region, there are pockets of good work being carried out but in general terms, as is the case across England, there are gaps in diet and healthy eating advice for key population groups.

Health Related illness – levels of smoking prevalence in adults is 24.8% compared to a national average of 13.9% and a Lincolnshire regional average of 15.3%. In fact, Lincoln has the second highest prevalence level across the East Midlands region.

Health in-equalities – Lincoln has an average IMD score of 28.9 compared to a national average of 21.8. This is coupled with the statistic of obesity levels, life expectancy levels and smoking prevalence. The gap between key areas of the City in these indicators is stark.

Mental Wellbeing – physical activity is considered to be one way to help treat a number of mental health problems.

Increase costs of healthcare – there is a direct link between the physical activity rate and the cost of providing healthcare for the community. For instance, patients who require medical treatment for key health problems caused by obesity can be attributed to lower levels of physical activity.

Why a Strategy is needed?

Synergies with National and Regional Policies

The City of Lincoln Council plays a role within a multi-agency approach to improving physical levels in Lincolnshire. As such, the authority currently works towards or supports the following local and national strategies. This strategy will embody these synergies and partnership working will be continued:

- **Let's Move Lincolnshire** – Physical Activity taskforce
- Active Lincolnshire – **Strategic Plan for Physical Activity**
- Health & Wellbeing: '**Joint Health & Wellbeing Strategy**'
- STP: 'Sustainable Transformation Plan'
- Sport England – '**Towards an Active Nation**'
- DCMS: '**Sporting Futures**'
- PHE: '**Everybody active, every day**'
- NHS: **Five-Year Forward View**
- UK Active – **More people, more active, more often.**

It has been well documented that partaking in regular bouts of physical activity is important for everyone irrespective of age, gender or ability. Physical activity is the cornerstone of maintaining good health and this has a profound impact on a person's state of wellbeing. It is now accepted, across a multitude of activity and health organisations that;

- Playing sport regularly & meeting physical activity guidelines each week helps maintain a person's fitness levels, including maintaining a consistent body weight.
- Physical activity levels in children and young people are linked to academic success.
- Sport participation brings communities and generations together.
- Active workplaces are considered more productive.
- Participation in sport and physical activity has a positive impact on employability.
- Sport & physical activity drives a stronger economy.
- Sport can reduce anti-social behaviour amongst young people.
- People who play sport and take part in regular activity are considered healthier both physically and mentally.
- Our modern day life has changed significantly and it is very important that we react quickly and efficiently to meet the needs of where we work, live and play.
- We should embrace lifestyle changes to encourage people to be more active, as a vital tool for improving physical and mental wellbeing and to build stronger and more diverse communities.
- When designing new spaces to live, work and play, this planning process should consider physical activity into the design from the start, so that people movement is expected not desired.
- All future policies should support the ten active design principles developed by Sport England (coupled with Active England). These principles will enable improved accessibility and encourage activity in our everyday lives and help us be more active as our first choice where possible.

Why a Strategy is needed?

Synergies with National and Regional Policies

The cost of inactivity is increasing at an alarmingly rapid rate and according to Sport England's latest assessment, now costs the UK £7.4 billion per year.

The health costs in Lincolnshire are estimated at between £15-20 million per year.

THE 5 OUTCOMES: PHYSICAL WELLBEING





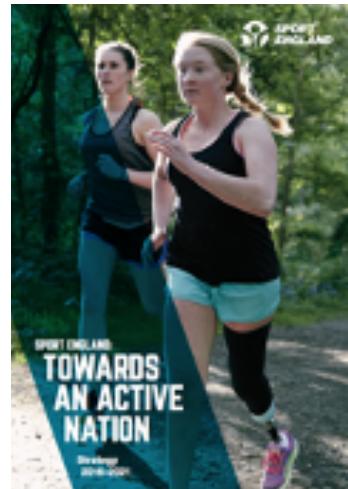
Sport England (SE)

In response to this, Sport England have recently captured the need for physical activity in their vision document 'Towards an Active Nation', which offers a very different approach than previously.

Sport England has moved substantially towards dealing with participation at grass-roots level and across the whole population rather than focusing on the elite level only.

'Towards an Active Nation' commenced in 2016 and runs until 2021. It clearly outlines how work is completed and where public monies are being spent. The combination of these efforts are all focused on contributing to the following outcomes outlined by government.

- Physical wellbeing.
- Mental wellbeing.
- Individual development.
- Social and community development.
- Economic development.



The City of Lincoln physical activity strategy will embody these nationwide outcomes within our proposed action plan and vision for the future. Our strategic objectives will have synergy and alignment with each of the Sport England outcomes, especially as some of the opportunities or new ideas this strategy may seek to introduce may require funding applications to support their implementation.

Why a Strategy is needed?

Synergies with National and Regional Policies

British Heart Foundation (BHF)

According to the BHF in their most recent report (2017), 39% of adults in the UK (circa 20 million people) do not meet the recommended guidelines of 150 minutes of moderate intensity activity per week.



Public Health England (PHE)

In 2014, PHE outlined the detrimental impact that inactivity was having on the nation in a document called 'Everybody Active, Everyday', an evidence based approach to physical activity'. This document highlighted the Chief Medical Officers (CMO) recommendation and the wider impact that physical activity has on health and wellbeing.



**Public Health
England**

Public Health England - 'Everybody Active, Every Day' (2014) PHE's 'Everybody Active, Every Day' report highlights inactivity as the fourth largest cause of disability and disease in the UK, putting huge financial cost and capacity pressure on primary, secondary and tertiary health and social care services. The strategy emphasises how physical activity can reduce the likelihood of developing certain health conditions including heart disease, obesity and type II diabetes. Tackling physical inactivity can help increase quality of life for individuals as well as increase productivity as a nation. In order to tackle inactivity, work is required across the following areas at a local and national level:

Protecting and improving the nation's health

- Active Society: "creating a social movement"
- Moving Professionals: "activating networks of expertise"
- Moving at Scale – interventions: "scaling up interventions that make us active"
- Active Environments: "creating the right spaces"

UK Active

Sport England's Towards an active nation strategy is now much more aligned to delivering a shift change in attitudes within communities and is complimented by UK ACTIVE's long standing mission to get more people, more active, more often. UK Active continue to lobby government for infrastructure change and support for the sports and leisure sector across the country.



More people
More active
More often

The combination of effort at a national and local level in the past few years has heightened awareness across the board and never has the importance of sport and physical activity been so high up on the nationwide agenda. This has been evidenced recently by Sport England's very successful 'This Girl Can' campaign.



"We Are Undefeatable" is a movement supporting people with a range of long term health conditions, developed by 15 leading health and social care charities and backed by expertise, insight and significant National Lottery funding from Sport England. The purpose of this movement is to support and encourage finding ways to be active that work with each person's conditions, not against them.



The campaign brings together partners who reach people living with: Arthritis, some long-term limiting mobility conditions, Alzheimer's, Asthma, Back pain, Cancer, Chronic Obstructive Pulmonary Disease/Lung Condition, Dementia, Heart Disease, Stroke, hypertension (or other heart related condition), Long-term depression or anxiety, MS, Parkinson's, Type 1 Diabetes and Type 2 Diabetes.

Why a Strategy is needed?

Synergies with National and Regional Policies

Active Lincolnshire have an important role to play in the delivery and support of this strategy. Active Lincolnshire is one of England's Active Partnerships that are working to make physical activity and sport a part of everyone's life, regardless of age or background. Accordingly, the vision of Active Lincolnshire is '**for everyone in Lincolnshire to be active everyday**'.



Active Lincolnshire are mainly funded by Sport England to help to deliver their strategy, Towards an Active Nation, across Lincolnshire. In Lincoln this specifically focuses on groups that traditionally are more likely to be inactive, such as women and girls, people living with a disability or health condition or those from less affluent backgrounds.

Locally, Active Lincolnshire and the Lincolnshire Physical Activity Taskforce (LPAT) set regional policy for Lincolnshire. To date, City of Lincoln Council have played an integral part in the LPAT and are an executive group member. This physical activity strategy will mirror the ambitions and objectives of the 'Let's move Lincolnshire' strategy, which is a current blueprint document for the County and driven by LPAT. This strategy will consider how to get and keep people active through **societies, places and systems**.



This physical activity strategy will embrace the LPAT blueprint strategy, ‘Lets Move Lincolnshire’. The LPAT blueprint outlines four strategic goals, all of which share a common theme and recognises that to resolve ‘physical inactivity’ takes a whole system based approach. To that end, this strategy will also consider how a physical activity culture can be created within **society**, how the **place / location** affects engagement, how **people** can work together to drive change and how **systems** and technology can improve to entice more people to be active. This strategy considers the following for the City:

- **Active Society** – how this strategy influences the culture of the City.
- **Active Place** – how this strategy influences the identity of the City. How is the City perceived by its residents and visitors?
- **Active People** – how does the Council work with other agencies and organisations to provide opportunities for people to be active.
- **Active Systems** – How does the Council support the wider network and provide resource to ensure good governance of the physical activity network.

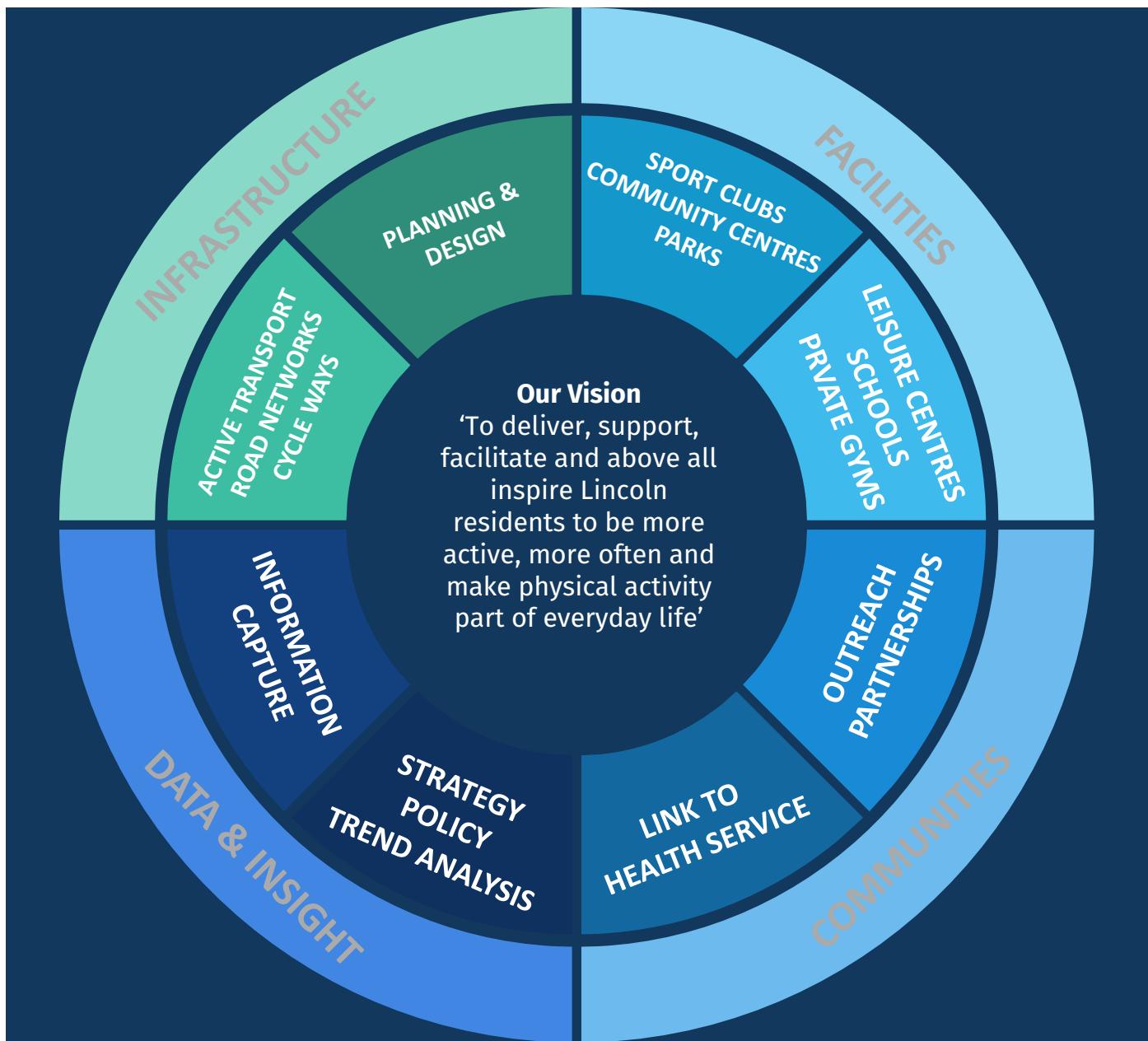


The LPAT blueprint explains how the whole system approach is taken across a range of settings and the influence each ‘enabler’ has over physical activity. The infographic below highlights the synergies between settings and enablers.



The action plan for this strategy (page 44-50) considers the setting and enablers for each intervention. The nature of each setting will determine the type and scale of physical activity that is possible and appropriate for the population.

The City of Lincoln contribution towards LPAT's blue print is highlighted in the infographic below. This shows the settings and enablers that are possible from a Lincoln perspective, that can be used to bring about changes to physical activity levels.



The strategic vision of ‘making physical activity part of everyday life’ will only be achieved through a combination of these inputs and working in partnership with multiple organisations who understand our thoughts and share our common goal.

Why a Strategy is needed?

Understanding influences and barriers to taking part

When considering the action plan for this physical activity strategy, it is important to recognise that there are a multitude of reasons and influences over a person's reasoning for taking up any form of exercise or activity. Equally, there are many reasons, influences and barriers as to why people do not take part.

These reasons and influences are classified into those that **can be controlled** by City of Lincoln Council and **those that cannot**. It is critical for this physical activity strategy that the areas that can be controlled are identified, as these can be actioned, resourced or invested into in order to achieve the objectives and ultimately the vision to get more people active, more often.

The list below is a summary of these controllable influences and the aim of the action plan, within this strategy, is to focus the Council's efforts on the areas that have the greatest potential to bring about change across the City.

Our delivery partners will be encouraged to do the same and where possible we will take a synergistic approach to marketing, messaging and campaigning.

The key messages from this physical activity strategy will be echoed within other departments across the Council, to ensure that consideration is given to improving activity rates when taking other wider Council decisions. For instance, the Western Growth Corridor project has a significant opportunity to build physical activity into the infrastructure of this important City development.

Controllable Influences on Physical Activity

The areas that City of Lincoln Council can control directly through its actions.

- The Council's culture, ethos, mission and vision.
- Affordability levels for activities across the City
- The way in which activity programmes are marketed
- How the Council communicates with residents
- How the Council behaves (practice what we preach).
- How the Council motivates or incentivizes the residents
- How the Council works with its partners.

The areas that are noted in the table below are those that the City Council cannot easily control. The importance of recognising these influences is two fold. Firstly, by recognising that certain influencing factors cannot be controlled, the action plan for this physical activity strategy can predict how these influences will impact residents and mitigate them. For instance, if one of the actions is to introduce a new walking group, it would be advantageous to select a safe location, away from planned roadworks and potential traffic problems, to host the walk.

Secondly, it is important that the identified areas that cannot be easily influenced are not used as excuses as to why we cannot make something happen, especially when the benefits are to a person's activity levels. For instance, bad weather should not be a reason not to try launching a new walking group.

When working with partners through supporting or facilitating physical activity programmes, it is equally as important to not use these uncontrollable areas as excuses not to try something new.

These influences should be discussed during the planning of any new activity programme or initiative, with a plan of action put in place to mitigate their impact where possible.

Uncontrollable influences on Physical Activity

The areas that City of Lincoln Council cannot control directly through its actions.

- Demographics of the communities we operate within.
- Politics, religion and wider society issues.
- Other cost burdens for our residents - fuel, transport, rent/mortgage.
- TV / Internet.
- Weather.
- Work related time pressures for non-council employees.
- Habits of residents away from the time they spend doing physical activity.
- The confidence levels of individuals (linked to self esteem and fear of making a change)

Why a Strategy is needed?

Understanding influences and barriers to taking part

The psychology of exercise adherence and physical activity penetration rates are both pivotal to arresting the trends in inactivity and health related problems in Lincoln. Through obtaining a better understanding of the reasons why people do not exercise regularly (to achieve health benefits), we are better equipped to provide the right opportunities to the communities in the City.

This physical activity strategy is underpinned by a multitude of new ideas to get people active. These ideas have been proposed with the intention that a wide range of the population can get involved. Some ideas are focused on new people who are being active for the first time, while other ideas are focused on keeping people active.

Accordingly, all of the new physical activity ideas take into account the stages of behavioural change that influence an individual's decision making process as to whether they will or will not engage in new activity.

The stages of behavioural change cycle is explained within the infographic below.

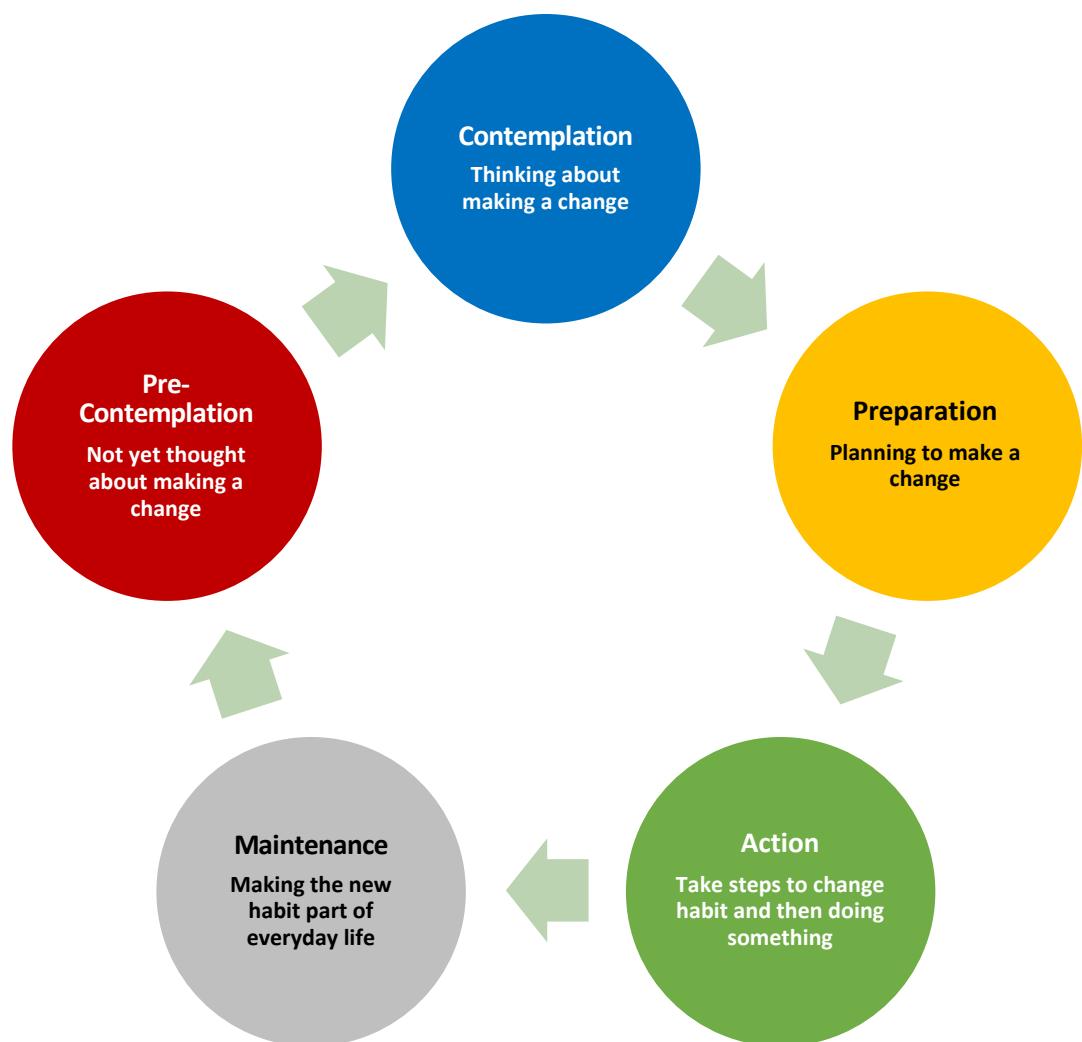
The success rate of enticing people to be active is linked to the way in which activity is sold, especially for people who have never or rarely exercised. For instance, physical activity initiatives and programmes must be advertised very differently for residents at '**contemplation**' and '**preparation**' stages to those at '**action**' or '**maintenance**' stages.

In order to maximise the overall success of this strategy, new physical activity ideas, programmes, initiatives must be introduced to widen the scope of the opportunities people have to choose from. The menu of options must capture all types of activities to ensure that there is something for everyone.

It should also be noted that people do not stay at one stage of this cycle for the whole of their life. They will continually move. For instance, following child birth, women who have previously exercised will re-enter the decision making process at pre-contemplation stage, as they have other priorities and influences.

The advertisement of a new activity idea may spark enthusiasm, which could lead a new mum to move to contemplation phase. In order to get this person active, the activity programme needs to be considered alongside other influences (who looks after the new baby, push chairs, access, affordability). Once these influences have been resolved, the new mum will be able to take action.

Stages of behavioural change influencing a persons decision making process.



The City of Lincoln Physical Activity Strategy

Strategic Overview and Vision

Physical activity already plays an integral role within the City of Lincoln and the Council recognises a '**social responsibility**' towards its residents and the need to promote all aspects of a healthy, happy and active life.

The physical activity strategy is underpinned by a broad and bold vision, has shared guiding principles at its core and has very clear objectives. However, it is recognised that to achieve this broad and bold vision, the Council cannot do this alone.

The achievement of the vision will take a multi-agency, coordinated approach to reach the 98,000 residents of Lincoln. It is therefore anticipated that the approach to delivering this strategy will see the Council take on three different roles a direct **deliverer, a facilitator and a supporter**. The Council will continue to deliver directly (and introduce new, if appropriate) programmes, initiatives and services.

Through its partnerships, the Council will continue to facilitate activity programmes and the delivery of sports and leisure services. Through its network and associations, most noticeably with LPAT and Active Lincolnshire, the Council will support the campaign for physical activity through its marketing, awareness and promotion efforts.

A **clear action plan** has been set in order to achieve the strategy's objectives in the first year (2021), and the strategy will be reviewed annually to re-set objectives.

The action plan will define the Council's role - deliverer, facilitator or supporter for each of the initiatives.

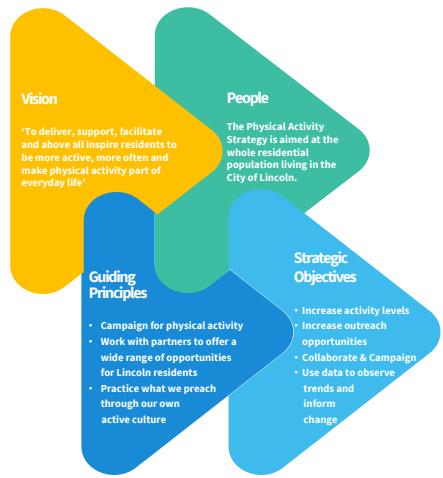
The action plan is outlined between pages 44-50 of this document.

The graphic below captures a high-level overview of the physical activity strategy and defines **who the strategy is for, its vision, the guiding principles and the strategies objectives**.



People

The Physical Activity Strategy is aimed at the whole residential population living in the City of Lincoln.



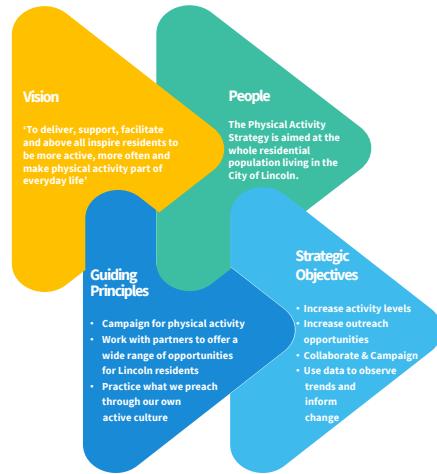
The strategy has been established for the whole population of Lincoln, which is currently home to 98,000 residents. The communities of Lincoln do vary in relation to their appetite and uptake of physical activity. The strategy will embrace this through having a wide range of interventions that appeal to all sections of the Lincoln community.

All residents across the whole City should be encouraged to take part in activity irrespective of age, gender or ability. The strategy will also not discriminate in terms of access or affordability and encourage activity participation for all, irrespective of commercial influences.



Vision

'To deliver, support, facilitate and above all inspire residents to be more active, more often and make physical activity part of everyday life'



The vision of the physical activity strategy has been established to help the City Council and its partners to focus its attention to the health and well-being of the residents.

The vision will be used in a variety of different ways and we will encourage our partners to embrace the sentiments of the vision through the work they do for the communities.

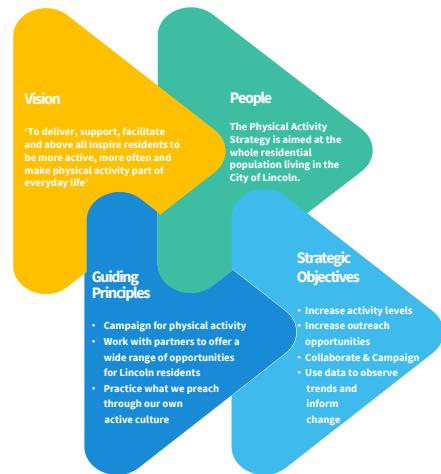
The vision is **bold** as it aims to inspire all people irrespective of age, gender and ability.

The vision is **broad** as it will contain an action plan containing a multitude of ideas for the whole community. The strategy will focus on the quantity of people being active rather than any ranking or hierarchy of ability. i.e. the strategy will not discriminate anyone if they do 30 minutes or 150 minutes of activity. An overriding principle is that '**any activity is better than none**'



Guiding Principles

- **Campaign for physical activity**
- **Work with partners to offer a wide range of opportunities for Lincoln residents**
- **Practice what we preach through our own active culture**

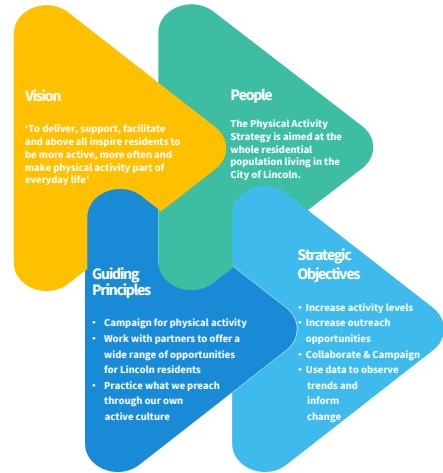


To achieve the physical activity vision for our residents, the Council will follow the guiding principles:

- Take a '**Campaign Approach**' to influencing our communities to lead healthier and active lifestyles.
- Listen to our residents.
- Provide a disruptive spark across the physical activity network in the City.
- Continually try to introduce or facilitate new programmes and be open to new ideas.
- Challenge our partners to think and work differently.
- Recognise the important influence we have on communities.
- Be proactive, agile and forward thinking.
- Work collaboratively and in a multitude of ways with our partners.
- Offer opportunities for our residents to improve their physical, mental and social wellbeing.
- Offer very specific programmes to local target groups, in particular to attract under-represented social groups.
- Remove barriers to entry, especially by offering price incentives to target groups to remove affordability as a barrier.
- Play our role in local social prescribing schemes through working with local health organisations.
- Influence organisations who are responsible for making changes to local infrastructure, especially modes of transport.

Strategic Objectives

- Increase activity levels
- Increase outreach opportunities
- Collaborate & Campaign
- Use data to observe trends and inform change



To ensure that the vision of the strategy is realised, the following **strategic objectives** have been set. These objectives will only be achieved if City of Lincoln Council follow the guiding principles, most importantly working collaboratively with our partners.

Objective 1 – Increased participation in centres. Through our long standing, contractual partnership, we will ensure that the **sports and leisure centres and the community centres** in the City are operated to a very high quality, ensuring that residents wish to return to the centres on a frequent basis.

Objective 2 – Increased participation through our **outreach work**, we will be agile and proactive in seeking out new ideas, disrupting normal physical activity patterns and setting new trends. We will also challenge and disrupt the way in which local health partnerships and key influencers work together to ‘broaden the offer’ to communities.

Objective 3 – We will campaign for increased physical activity levels across the City through all sectors. This will require collaborative work to challenge existing policies, planning advice, infrastructure and culture of residents to make better choices in relation to being physically active.

Objective 4 - Use information from data collected (trend analysis) to highlight areas of further need and make future decisions based on impact analysis.

The City of Lincoln Physical Activity Strategy

Our approach to delivering the strategy

This physical activity strategy has been produced with the intention that it supports the wider health and wellbeing strategies of various other local and regional strategic plans. City of Lincoln Council strongly believe that in order to tackle the epidemic issues of inactivity and poor health, all agencies need to work collaboratively with a common over arching goal.

The Council believes that in order to truly make a difference to people's lives, we need to think big, we need to be at the top table with other 'like-minded' organisations and we need to set bold targets for the future. This means that we will be discussing physical activity with the following organisations, on a regular basis. (Note this is not an exhaustive list)

- Clinical Commissioning Group – CCG
- Health and Wellbeing board
- GP's and healthcare providers
- Other Local Authorities
- UK Active
- Sport England
- Active Lincolnshire
- Lincolnshire Physical Activity Taskforce
- The Activity Alliance
- Local Charities
- Housing Associations
- Sporting National Governing Bodies (NGB's)

- Local Social Enterprises
- Local Sports Clubs

The Council fully recognises that there are significant barriers standing in the way of getting people active on a regular basis. We further recognise that we have several locations within the City boundary that offer significantly different challenges, and all have discreet issues to resolve.

These communities are ethnically and culturally diverse and all have, to varying degrees, issues of poverty, which has a direct impact on physical activity levels and health and wellbeing. These challenges cannot all be met by the Council alone and require a multi-agency approach.

Our approach and organisational culture will see us reach out to many other organisations in the City and wider Lincolnshire region, to seek out opportunities to work collaboratively. Accordingly, it is envisaged that to execute this strategy, the Council will work in different ways and perform different roles depending on the setting. These different roles are captured below:

- The Council is a **delivery partner** for activity programmes and will take a ‘campaign approach’ in influencing communities to lead a healthier and more physically active lifestyle.
- The Council is a **facilitator** for existing and new schemes, by opening the doors of community venues, to allow others to deliver physical activity sessions to local groups.
- The Council is a **support organisation** for activity schemes through joint advertisement, sign-posting and promotion. Through working with the local health and wellbeing networks and LPAT, the Council will also bring partners together that will contribute towards wider objectives.

The City of Lincoln Physical Activity Strategy

Current Capabilities

The City of Lincoln has five facilities of significant importance to this strategy in relation to the wider provision of sports and leisure. The two leisure centres in the city boundary are owned by City of Lincoln Council and managed in partnership with Active Nation within a long-term contract.

Yarborough Leisure Centre – a wet / dry leisure facility with outdoor pitches and a 3G pitch. YLC contains a wide range of sports pitches, has a floodlight training facility and associated ancillary facilities.



Birchwood Leisure Centre – a dry leisure facility with outdoor pitches and a 3G pitch. BLC contains a wide range of sports pitches, has a floodlight training facility and associated ancillary facilities.



The other three sporting locations offering sport and leisure opportunities to the residents are based at the following educational establishments:

- University of Lincoln
- Bishop Grosseteste University
- Lincoln College

The residents of Lincoln are able to access the sports facilities in these locations, albeit during limited times.

In addition, there are:

- 77 grass football pitches which host 58 football clubs and organisations
- 5 venues with cricket pitches, two of which host the two main clubs in Lincoln
- 3 venues with Rugby pitches
- 3 sand filled all weather pitches which host hockey clubs
- 6 full sized 3G Football Training Pitches (FTP's) and one small sided offer
- Over 70 Parks and Open Spaces
- 5 Community Centres



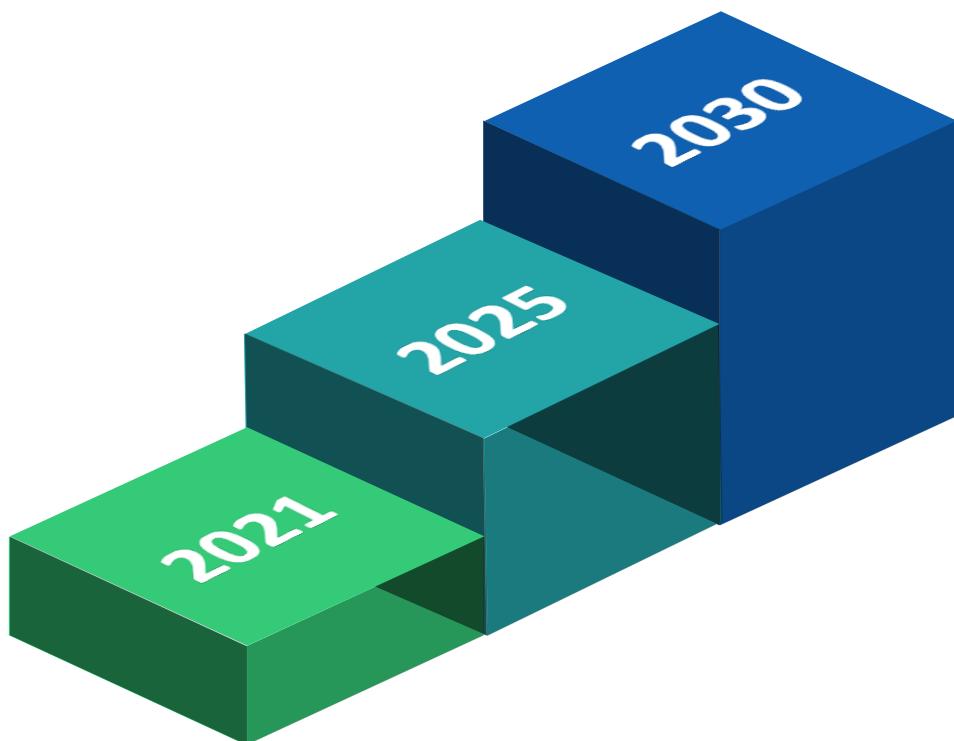
Action Plan

Implementation of programmes, partnerships and support

It is imperative that as we come out of the current pandemic, the physical activity offer to the community across the City is vibrant, inviting and inclusive. Accordingly, a clear action plan is required for 2021, which will provide clarity over the **short term priorities** and which interventions will be introduced (or continued) within the community from day one of the strategy. These interventions will be used to help shape thinking for the longer term plan and vision. **This is step one** of the action plan.

The **medium term plan** highlights interventions that will be introduced over the course of the 5 year plan. Whilst some of these offerings will be delivered within the sports and leisure centres, via our partnership with our leisure management contractor, Active Nation, it is recognised that in order to broaden the offer the council needs to offer support, collaboration and new ideas to all aspects of physical activity initiatives across the City. **This is step two** of the action plan.

The **longer term aspiration** is for Lincoln to become classified as an ACTIVE CITY. This is a whole Council process that requires cross departmental support and leadership support. **This is step three** of the action plan.



The table(s) below highlights how the Council will be involved in each intervention. For each intervention, the Council will either be the direct **deliverer**, a **facilitator** or a **supporter**.

The **first table** highlights how the Council will directly deliver programmes within community centres or through outreach work.

The **second table** highlights the work to be carried out by partners, which the Council will facilitate through contractual or service level agreements.

The **third and final** table shows where the Council will support the campaigns for increased levels of physical activity. This will be achieved through supporting other organisations in marketing and promotion, social media presence or sponsorship of events.

The tables also highlight if the proposed intervention is new or ongoing and which strategic objective it is designed to support.

- **Strategic Objective 1** - Increased participation through using sports, leisure and community centres
- **Strategic Objective 2** - Increased participation through outreach programmes in the community
- **Strategic Objective 3** - Increased participation through physical activity campaigns
- **Strategic Objective 4** - Increased participation through better use of data, trend analysis and targeted approach to advertising and marketing for specific groups

Table 1 below highlights the programmes, schemes, interventions that will be directly delivered and resourced from City of Lincoln Council.

INTERVENTIONS TO BE DELIVERED BY CITY OF LINCOLN			
TARGET GROUP	INTERVENTION	NEW PROGRAMME OR EXISTING	LINK TO STRATEGIC OBJECTIVE
FAMILIES	INTRODUCE A FAMILY LIFESTYLE CLUB AT THE COMMUNITY CENTRES A PROGRAMME OF PHYSICAL ACTIVITY SESSIONS AND NUTRITION ADVICE FOR FAMILIES.	NEW	STRATEGIC OBJECTIVE 1
	FAMILY PRICING DISCOUNTS A RANGE OF PRICING INCENTIVES FOR ALL THE FAMILY TO TAKE PART IN ACTIVITIES (RATHER THAN PARENTS WATCHING).	NEW	STRATEGIC OBJECTIVE 1
DISABLED PERSONS	COUNCIL TO APPOINT A PHYSICAL ACTIVITY DISABILITY CHAMPION TO LEAD ALL PROGRAMMING AND NEW IDEAS	NEW POST	STRATEGIC OBJECTIVES 1 & 2
YOUNG PERSONS	OFFER SPACES FOR YOUNG PEOPLE TO COME TOGETHER AND BE ACTIVE WITHOUT COST BEING A BARRIER TO TAKING PART	ON-GOING	STRATEGIC OBJECTIVES 1 & 2
OLDER ADULTS	OFFER COMMUNITY BASED GP REFERRAL SCHEMES WITHIN COMMUNITY CENTRES / HALLS	NEW	STRATEGIC OBJECTIVES 1 & 2
ALL	PROVIDE SPACES TO PLAY PITCH BASED SPORTS (E.G. FOOTBALL, CRICKET, HOCKEY, RUGBY)	ONGOING	STRATEGIC OBJECTIVES 1 & 2

Table 2 below highlights the programmes, schemes, interventions that will be delivered by others but City of Lincoln Council will facilitate and support them through using space or sharing of resources.

INTERVENTIONS TO BE FACILITATED BY CITY OF LINCOLN			
TARGET GROUP	INTERVENTION	NEW PROGRAMME OR EXISTING	LINK TO STRATEGIC OBJECTIVE
OLDER ADULTS (AGED 65+)	ACCESS TO WORKSHOPS OR SEMINARS ABOUT LINKED HEALTH AND WELLBEING TOPICS. FOR INSTANCE, DIABETES, OSTEOPOROSIS, DEMENTIA, HEALTHY HEART (IN PARTNERSHIP WITH BRITISH HEART FOUNDATION) AND ACTIVE NUTRITION.	NEW	STRATEGIC OBJECTIVES 1 & 2
CHALLENGED SOCIO ECONOMIC GROUPS	OFFER FREE OR HEAVILY DISCOUNTED USAGE AND TASTER SESSIONS TO INITIALLY GET PEOPLE INVOLVED.	NEW	STRATEGIC OBJECTIVES 1 & 2
CHILDREN	INTRODUCE THE DAILY BOOST WHICH AIMS TO ENCOURAGE CHILDREN AND YOUNG PEOPLE TO DO [15] MINUTES OF ORGANISED ACTIVITY AT SCHOOL EVERY DAY.	NEW	STRATEGIC OBJECTIVES 1 & 2
CHILDREN	THE DAILY MILE AIMS TO GET SCHOOL CHILDREN DOING A WALK/RUN FOR ONE MILE PER DAY. THIS COULD BE MADE POLICY ACROSS ALL SCHOOLS IN THE CITY.	NEW	STRATEGIC OBJECTIVES 1 & 2

INTERVENTIONS TO BE FACILITATED BY CITY OF LINCOLN

ADULTS	IMPROVE THE PHYSICAL ACTIVITY LEVELS OF RESIDENTS BY HOSTING SPECIALIST CONDITION PROGRAMMES AS PART OF A SOCIAL PRESCRIBING SCHEME. (EXERCISE REFERRAL, CARDIAC REHAB, FALLS PREVENTION, CANCER, MENTAL HEALTH, DIABETES, OBESITY, STROKES, HIGH BLOOD PRESSURE).	ONGOING	STRATEGIC OBJECTIVES 1 & 2
WOMEN & GIRLS	HOST WOMEN ONLY SESSIONS AS PART OF THE 'THIS GIRL CAN' CAMPAIGN.	ONGOING	STRATEGIC OBJECTIVES 1 & 2
WOMEN & GIRLS	HOST ACTIVITIES AS PART OF INTERNATIONAL WOMEN'S DAY	NEW / ONGOING	STRATEGIC OBJECTIVES 1 & 2
ADULTS	INTRODUCE A WIDER RANGE OF OUTDOOR CLASSES INCLUDING - BUDDY UP SCHEMES AND MORE BOOT CAMPS.	NEW / ONGOING	STRATEGIC OBJECTIVES 1 & 2
CHILDREN	ACTIVE TEEN MEMBERSHIP - DISCOUNTED MEMBERSHIP FOR [11-17] YEAR OLD THAT PROVIDES SUPERVISED FITNESS GYM SESSIONS.	NEW / ONGOING	STRATEGIC OBJECTIVES 1 & 2
FAMILIES	OFFER 'JUST TRY IT' OPEN DAYS AND DISCOVERY WEEKENDS FOR FAMILIES TO COME AND TRY A RANGE OF NEW ACTIVITIES FREE AT THE SPORTS & LEISURE AND THE COMMUNITY CENTRES	NEW / ONGOING	STRATEGIC OBJECTIVES 1 & 2
ALL	APPOINT A NEW 'ACTIVE COMMUNITIES OFFICER' TO LEAD ALL OUTREACH FUNDING AND PROGRAMMING. (JOINTLY FUNDED WITH ACTIVE NATION)	NEW	ALL

Table 3 below highlights the campaigns and programmes that will be delivered by other organisations but City of Lincoln will support through internal and external advertisement and marketing.

INTERVENTIONS TO BE SUPPORTED BY CITY OF LINCOLN			
TARGET GROUP	INTERVENTION	NEW PROGRAMME OR EXISTING	LINK TO STRATEGIC OBJECTIVE
ALL	CAPTURE DATA FROM USERS OF THE SPORTS & LEISURE CENTRES AND COMMUNITY CENTRES - USAGE, FREQUENCY AND ALSO SOME HEALTH DATA. FOR INSTANCE THE TOTAL COMBINED STEPS PER FACILITY	ONGOING	STRATEGIC OBJECTIVES 1, 2 & 4
ALL	ALL MARKETING MATERIAL WILL BE 'BESPOKE' AND WILL CONTAIN IMAGES OF LOCAL PEOPLE WITHIN IT TO ENSURE COLC IDENTIFIES WITH LOCAL DEMOGRAPHICS.	ONGOING	STRATEGIC OBJECTIVE 3
ALL	SUPPORT REGIONAL AND NATIONAL CAMPAIGNS.	ONGOING	STRATEGIC OBJECTIVE 3
ADULTS	SUPPORT PHE CAMPAIGNS - CHANGE 4 LIFE - EAT WELL, MOVE MORE, LIVE LONGER. THIS INCLUDES ACTIVITY IDEAS AND RECIPES AS WELL IN ORDER TO LEAD HEALTHY LIFESTYLES.	ONGOING	STRATEGIC OBJECTIVE 3
ADULTS	SUPPORT PHE CAMPAIGNS - ONE YOU CAMPAIGN WHICH SUPPORTS ADULTS TO IMPROVE LIFESTYLE BEHAVIOUR AND CONTAINS ADVICE FOR ENCOURAGING PHYSICAL ACTIVITY AT A LOCAL LEVEL.	ONGOING	STRATEGIC OBJECTIVE 3
ALL	ALL MARKETING EFFORTS WILL CARRY MESSAGES THAT SUPPORTS A HEALTHY AND HAPPY LIFESTYLE AND THE BENEFITS OF PHYSICAL ACTIVITY.	ONGOING	STRATEGIC OBJECTIVE 3

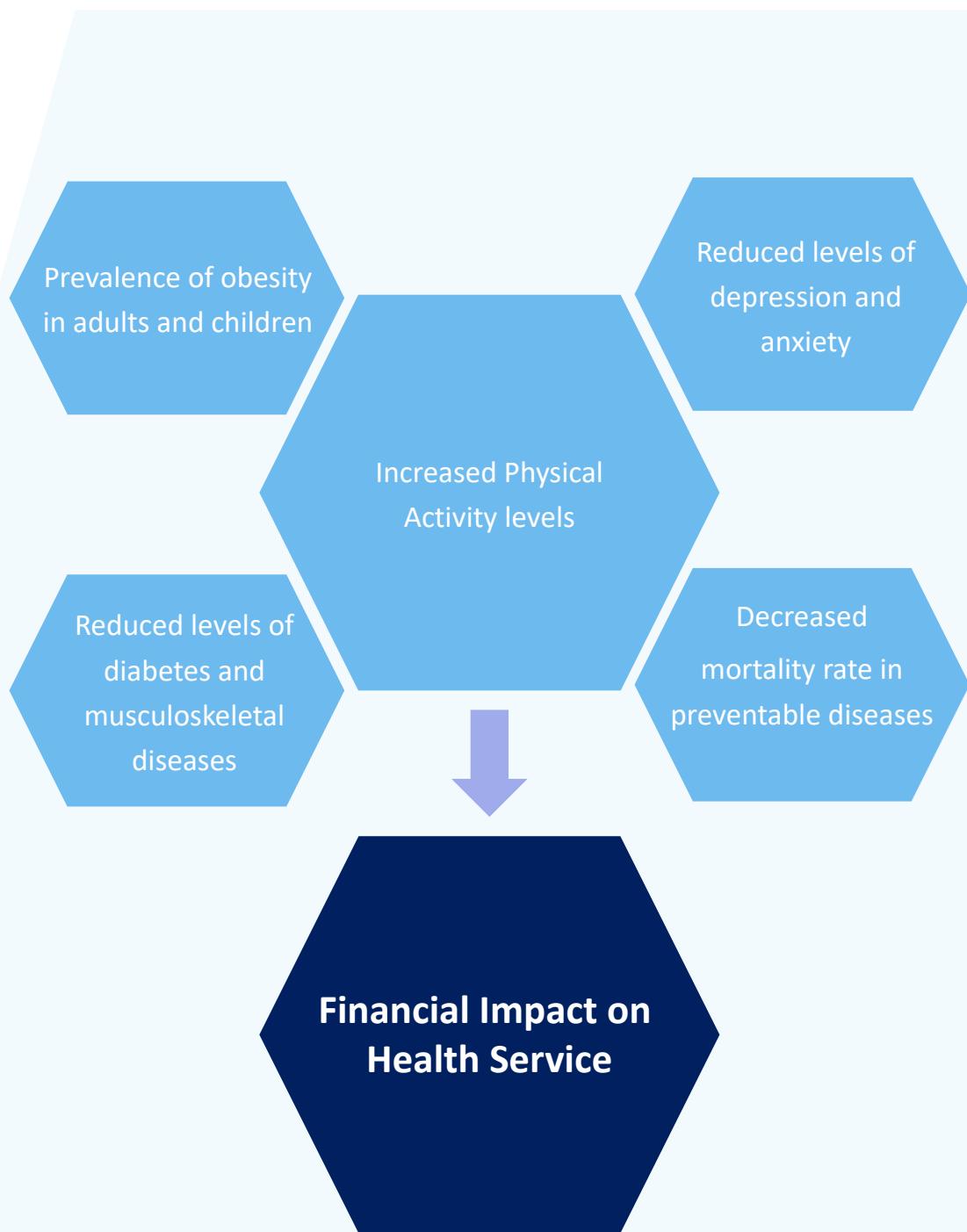
INTERVENTIONS TO BE SUPPORTED BY CITY OF LINCOLN

ALL	LOCALISED MARKETING STRATEGY RECOGNISES THAT MANY DIFFERENT COMMUNICATION CHANNELS ARE REQUIRED, AS WE UNDERSTAND THAT NO ONE METHOD IS APPROPRIATE FOR ALL CUSTOMER GROUPS. WE USE A WIDE RANGE OF PHYSICAL AND DIGITAL MARKETING METHODS.	NEW	STRATEGIC OBJECTIVE 3
DISABLED PERSONS	SUPPORT NATIONAL DISABILITY AWARENESS DAY	NEW	STRATEGIC OBJECTIVE 3
ALL	MASS PARTICIPATION EVENTS LINCOLN 10K PARK RUN CYCLE GRAND PRIX RACE FOR LIFE	ONGOING	STRATEGIC OBJECTIVE 3
YOUNG ADULTS	SUPPORT LOCAL EDUCATION ESTABLISHMENTS (UNIVERSITY OF LINCOLN, BGU, LINCOLN COLLEGE) TO OFFER TARGETED ACTIVITY PROGRAMMES FOR STUDENTS	ONGOING	ALL
ALL	SUPPORT THE ANNUAL PHYSICAL ACTIVITY AWARDS	NEW	ALL

How success will be measured

Direct and indirect measurement tools

The anticipated **outcomes** of the strategy, captured in the graphic below, will be realised through the implementation of the action plan and collation of the efforts from the Council's partners. Ultimately, the reduction in the **financial impact to the health service** will be used to judge the degree of success across the city of all the physical activity interventions.



The outcomes of the proposed physical activity strategy will be monitored principally through participation levels, wearable technology, usage levels of the sports and leisure centres and uptake to outreach schemes across the City. The actual usage or participation rates are classified as direct measurements of physical activity and these will be accompanied by indirect measurements. Indirect measurements are health indicators that are influenced by increased physical activity levels.

Direct - monitoring actual physical activity levels

- Active Lives data from Sport England.
- Increase in overall throughput for the Sports and Leisure Centres.
- Increase in visits from key target groups to community centres and sports and leisure centres.
- Increase in number of sporting clubs and teams.
- Delivery of outreach activities in community settings.
- Increase in uptake within mass participation events.

Indirect - monitoring where increased physical activity is a contributory factor to other health related indicators.

- Obesity levels in adults and children
- Smoking levels
- Life expectancy
- Employment rate
- Excessive weight in adults
- Diabetes levels
- Levels of Coronary heart disease (CHD)
- Trips and falls
- Mental Health indicators
- Reduction of juvenile crime and anti-social behaviour, levels of attainment and achievement raised

Appendices

APPENDIX 1	ACTIVE LIVES DATA - SPORT ENGLAND
APPENDIX 2	HEALTH PROFILES - PUBLIC HEALTH ENGLAND
APPENDIX 3	LET'S MOVE LINCOLNSHIRE - SEPARATE DOCUMENT
APPENDIX 4	ACTIVE CITY INDICATIVE PLAN

Appendix 1 - Active Lives Data

**Active Lives Adult Survey
May 19/20 Report**

Published October 2020

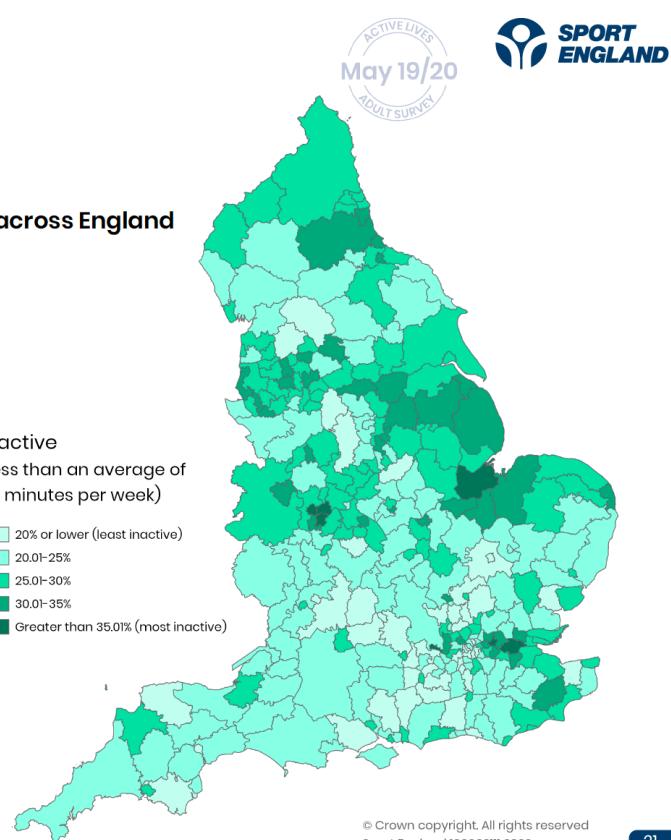
sportengland.org

Local level data

Data for local areas (regions, Active Partnerships, local authorities) are available for the following measures:

- Levels of activity
- Volunteering at least twice in the last 12 months.

Inactivity across England



[Link to data tables](#) ➔

Appendix 1 - Active Lives Data

ACTIVE LIVES DATA - ADULTS MAY 2019 TO MAY 2020

	Active (150+ minutes a week)	Fairly Active (30-149 minutes a week)	Inactive (<30 minutes a week)
England	62.81%	11.74%	25.45%
Lincolnshire	56.99%	12.39%	30.62%
City of Lincoln	62.53%	8.82%	28.65%

ACTIVE LIVES DATA - CHILDREN - ACADEMIC YEAR 2018-2019

	Active <i>(an average of 60 minutes or more a day)</i>	Fairly active <i>(an average of 30-59 minutes a day)</i>	Less active <i>(less than an average of 30 minutes a day)</i>
England	46.8%	24.2%	29.0%
Lincolnshire	50.6%	26.2%	23.2%
City of Lincoln	53.0%	26.4%	20.7%

Appendix 2 Health Profiles



Public Health
England



Lincoln

Published on 03/03/2020

Area type: District
Region: East Midlands

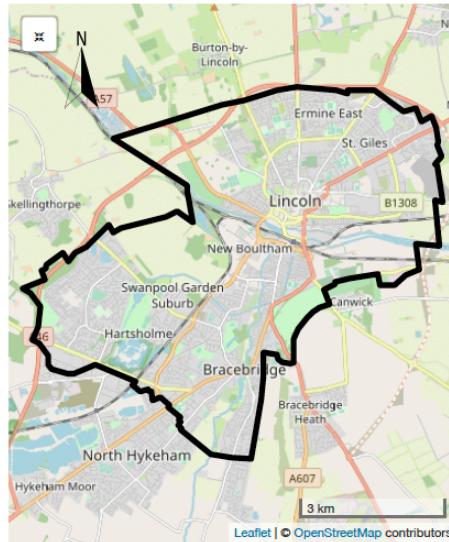
Local Authority Health Profile 2019

This profile gives a picture of people's health in Lincoln. It is designed to act as a 'conversation starter', to help local government and health services understand their community's needs, so that they can work together to improve people's health and reduce health inequalities.

Visit <https://fingertips.phe.org.uk/profile/health-profiles> for more area profiles, more information and interactive maps and tools.

Health in summary

The health of people in Lincoln is generally worse than the England average. Lincoln is one of the 20% most deprived districts/unitary authorities in England and about 21.2% (3,640) children live in low income families. Life expectancy for both men and women is lower than the England average.



Health inequalities

Life expectancy is 10.4 years lower for men and 7.2 years lower for women in the most deprived areas of Lincoln than in the least deprived areas.

Child health

In Year 6, 22.8% (219) of children are classified as obese, worse than the average for England. The rate for alcohol-specific hospital admissions among those under 18 is 18*. This represents 3 admissions per year. Levels of teenage pregnancy, GCSE attainment (average attainment 8 score), breastfeeding and smoking in pregnancy are worse than the England average.

Adult health

The rate for alcohol-related harm hospital admissions is 713*. This represents 607 admissions per year. The rate for self-harm hospital admissions is 187*. This represents 195 admissions per year. Estimated levels of smoking prevalence in adults (aged 18+) are worse than the England average. The rates of new sexually transmitted infections and new cases of tuberculosis are better than the England average. The rate of hip fractures in older people (aged 65+) is worse than the England average. The rate of statutory homelessness is better than the England average. The rates of under 75 mortality rate from cardiovascular diseases, under 75 mortality rate from cancer and employment (aged 16-64) are worse than the England average.

* rate per 100,000 population

Health summary for Lincoln

Key

Significance compared to goal / England average:

Significantly worse	Significantly lower	↑ Increasing / Getting worse	↑ Increasing / Getting better
Not significantly different	Significantly higher	↓ Decreasing / Getting worse	↓ Decreasing / Getting better
Significantly better	Significance not tested	↑ Increasing	↓ Decreasing
		↑ Increasing (not significant)	↓ Decreasing (not significant)
		— Could not be calculated	→ No significant change

Appendix 2 Health Profiles

Life expectancy and causes of death

Indicator	Age	Period	Count	Value (Local)	Value (Region)	Value (England)	Change from previous
1 Life expectancy at birth (male)	All ages	2016 - 18	n/a	77.3	79.4	79.6	↑
2 Life expectancy at birth (female)	All ages	2016 - 18	n/a	80.5	82.5	83.2	↓
3 Under 75 mortality rate from all causes	<75 yrs	2016 - 18	979	447.4	334.4	330.5	↑
4 Mortality rate from all cardiovascular diseases	<75 yrs	2016 - 18	218	100.8	73.5	71.7	↓
5 Mortality rate from cancer	<75 yrs	2016 - 18	364	170.0	133.4	132.3	↑
6 Suicide rate	10+ yrs	2016 - 18	39	15.1	8.73	9.64	↑

Injuries and ill health

Indicator	Age	Period	Count	Value (Local)	Value (Region)	Value (England)	Change from previous
7 Killed and seriously injured (KSI) rate on England's roads	All ages	2016 - 18	124	42.0	41.6	42.6 \$	—
8 Emergency hospital admission rate for intentional self-harm	All ages	2018/19	195	187.1	200.8	193.4	↑
9 Emergency hospital admission rate for hip fractures	65+ yrs	2018/19	120	758.1	614.1	558.4	↑
10 Percentage of cancer diagnosed at early stage	All ages	2017	157	44.2	49.1	52.2	↓
11 Estimated diabetes diagnosis rate	17+ yrs	2018	n/a	80.2	84.6	78.0	↓
12 Estimated dementia diagnosis rate	65+ yrs	2019	866	79.6 *	72.3 *	68.7 *	↑

Behavioural risk factors

Indicator	Age	Period	Count	Value (Local)	Value (Region)	Value (England)	Change from previous
13 Hospital admission rate for alcohol-specific conditions	<18 yrs	2016/17 - 18/19	10	18.3	26.3 ~	31.6	↑
14 Hospital admission rate for alcohol-related conditions	All ages	2018/19	607	713.3	699.5	663.7	↑
15 Smoking prevalence in adults	18+ yrs	2018	21138	26.1	15.8	14.4	↑
16 Percentage of physically active adults	19+ yrs	2017/18	n/a	69.7	65.7	66.3	↑
17 Percentage of adults classified as overweight or obese	18+ yrs	2017/18	n/a	61.4	64.4	62.0	↑

Child health

Indicator	Age	Period	Count	Value (Local)	Value (Region)	Value (England)	Change from previous
18 Teenage conception rate	<18 yrs	2017	33	26.8	17.5	17.8	↑
19 Percentage of smoking during pregnancy	All ages	2018/19	152	15.4	14.0 \$	10.6	↓
20 Percentage of breastfeeding initiation	All ages	2016/17	654	55.8	69.7	74.5	↑
21 Infant mortality rate	<1 yr	2016 - 18	12	3.51	4.04	3.53	↑
22 Year 6: Prevalence of obesity (including severe obesity)	10-11 yrs	2018/19	219	22.8	19.7	20.2	↑

Inequalities

Indicator	Age	Period	Count	Value (Local)	Value (Region)	Value (England)	Change from previous
23 Deprivation score (IMD 2015)	All ages	2015	n/a	28.9	-	21.8	—
24 Smoking prevalence in adults in routine and manual occupations	18-64 yrs	2018	n/a	34.9	26.2	25.4	↑

Wider determinants of health

Indicator	Age	Period	Count	Value (Local)	Value (Region)	Value (England)	Change from previous
25 Percentage of children in low income families	<16 yrs	2016	3640	21.2	16.6	17.0	↑
26 Average GCSE attainment (average attainment 8 score)	15-16 yrs	2018/19	34883	40.1	45.8	46.9	↓
27 Percentage of people in employment	16-64 yrs	2018/19	43900	67.7	75.2	75.6	↓
28 Statutory homelessness rate - eligible homeless people not in priority need	Not applicable	2017/18	17	0.41	0.43	0.79	↑
29 Violent crime - hospital admission rate for violence (including sexual violence)	All ages	2016/17 - 18/19	120	38.5	37.2 ~	44.9	↓

Health protection

Indicator	Age	Period	Count	Value (Local)	Value (Region)	Value (England)	Change from previous
30 Excess winter deaths Index	All ages	Aug 2017 - Jul 2018	85	30.4	30.4	30.1	↓
31 New STI diagnoses rate (exc chlamydia aged <25)	15-64 yrs	2018	521	766.4	606.6	850.6	↑
32 TB Incidence rate	All ages	2016 - 18	14	4.75	7.19	9.19	↑

Appendix 3 - Let's Move Lincolnshire

LET'S MOVE LINCOLNSHIRE IS ATTACHED AS A SEPARATE DOCUMENT.



A Blueprint for Creating a More Active Lincolnshire



Appendix 4 - Active City Plan

City of Lincoln - Vision to become an Active City

Years 1&2 – Establishing the City Vision

- Formation of a leadership group
- Begin to gather commitment and support (internally and externally)
- Create a vision for the citywide approach
- Complete the profile the city, neighbourhoods and target groups
- Consult with residents and stakeholders
- Identify opportunities and constraints
- Set realistic goals and specific objectives

Years 3-5 – Developing the Plan

- Develop key interventions
- Develop policies, programmes, plans, infrastructure and communication strategy.
- Set priorities for intervention options in the built environment
- Set priorities for intervention options in the social environment
- Set priorities for intervention options in specific settings
- Strengthen individual intentions

Year 5 – Implementation & Measurement

- Implementation of the ‘Active City’ Plan
- Evaluation of progress made to date
- Share your results with the community
- Review and update the plan on a annual basis

2030 - Active City Status achieved

Lincoln City will be awarded Active City Status in 2030 following the successful implementation of a long-term commitment to getting people active as part of their everyday lives.

Glossary of Terms

Physical Activity - defined by the world health organisation as 'any bodily movement produced by skeletal muscles that requires energy expenditure – including activities undertaken while working, playing, carrying out household chores, travelling, and engaging in recreational pursuits'.

Active design - Sport England's principles of how sport and physical activity should be incorporated into decisions about infrastructure changes to ensure the population are encouraged to be active everyday.

Healthy place-making - is by Public Health England as "Place-making that takes into consideration neighbourhood design (such as increasing walking and cycling), improved quality of housing, access to healthier food, conservation of, and access to natural and sustainable environments, and improved transport and connectivity"

Active Lives - Sport England surveys of participation in England, which are carried out each year to monitor adult and children's adherence to activity.

PHE - Public Health England

CMO - Chief Medical Officer

LPAT - Lincolnshire Physical Activity Taskforce. LPAT has a shared vision and commitment to tackling low levels of physical activity across the county. It's a partnership of more than 60 partners from the public, private and voluntary sectors that came together to help to deliver the Physical Activity strand of Lincolnshire's Joint Health and Wellbeing Strategy in June 2018. It was set up to oversee a new physical activity strategy – A Blueprint for a More Active Lincolnshire – and the partners have set ambitious goals to transform how we live, work, play and travel in Lincolnshire.

Active Lincolnshire - one of 43 Active Partnerships across England that are working to make physical activity and sport a part of everyone's life, regardless of age or background. Mainly funded by Sport England, we are helping to deliver their strategy, Towards an Active Nation, across Lincolnshire. This strategy focuses on groups that traditionally are more likely to be inactive, such as women and girls, people living with a disability or health condition or those from less affluent backgrounds.

