

# Sport, Leisure and Culture

## Positive trends

- Increasing adult participation – Start Active Stay Active; Reminiscence sessions at the Museum.
- Closing the gaps for under represented groups – Digital services from the Libraries; Project Willow working with young people at risk of becoming a NEET at 20-21 Visual Arts Centre; Learning Disability Officer working with adults with learning disabilities across sport and culture; Music 4U providing music opportunities for disadvantaged children and young people.
- Volunteering opportunities – Summer reading challenge; progressing from volunteer to paid employment at the Museum and 20-21 Visual Arts Centre; progressing from Street Sport attendee to sports coach.
- More opportunities for young people – South bank Youth Dance Hub; Music4U; Street Sport and On Target; Get Going project; Formal and informal learning at 20-21, the Museum and Normanby
- Museum nominated by the Observer newspaper as in top 5 free museums for Family learning in the UK. (Feb 2014)
- Investing to improve facilities and services Arts Council England and NLC
- Increasing Museum visitors by 10% over recent years with 2012 seeing the most visitors in 20 years.
- Commissioning with other services to deliver shared outcomes (SMH a phrase please)
- Increasing participation in children's literacy initiatives
- Diversity of groups using library spaces for diverse events, activities and community use

In general men are more active than women

**ACTIVE MEN**

**27%**

**ACTIVE WOMEN**

**19.9%**

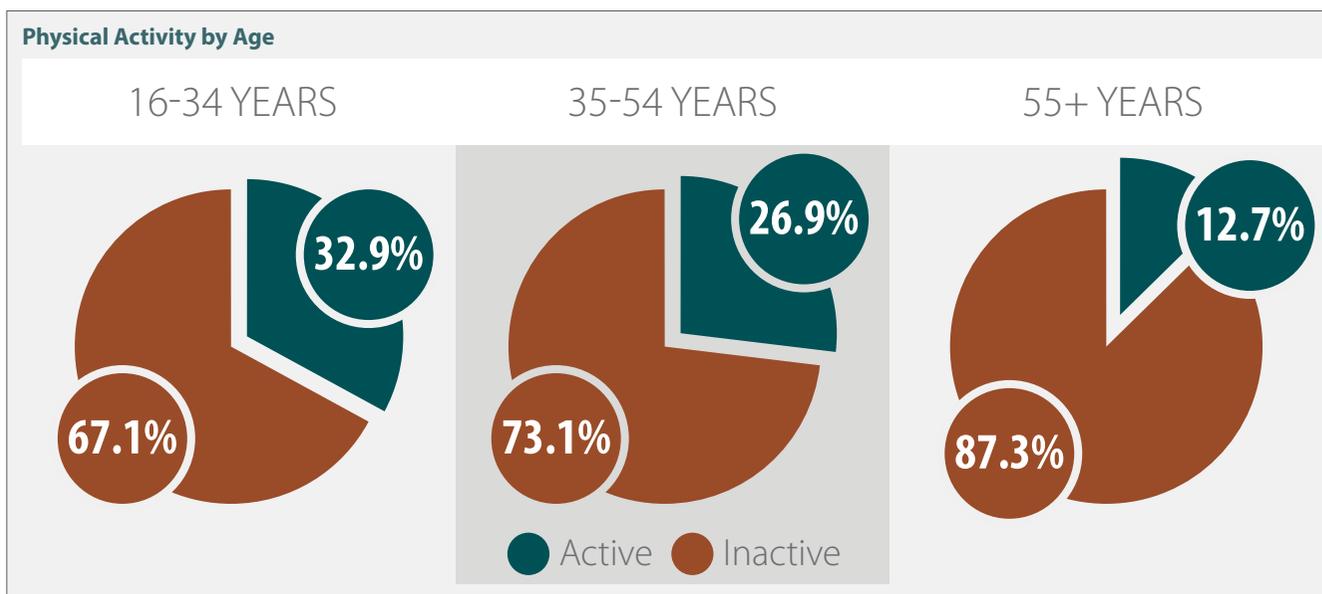
## Key issues

- Increasing and broadening participation across the sector to maximise the benefits of engaging with Sport Leisure and Culture.
- Participation in Sport, Leisure and Culture is important for physical and mental health and wellbeing, life skills, self-expression and self-confidence and educational attainment and improved life chances.
- SLC provides vital opportunities for communities to come together and share unique experiences that build community identity.
- It builds bridges between and within communities and empowers individuals to take a leading role in transforming communities.
- Sport, Leisure and Culture are important parts of the local economy. The sector forms a significant part of the tourism offer for North Lincolnshire; it adds to employment and stimulates the local supply chain.
- The cultural sector also enriches the education of young people and provides life-long learning opportunities for the whole community.
- Participation rates within North Lincolnshire remain below the national average although there have been some improvements from specific initiatives and within certain services.
- Sport England Active People Survey 7 shows that during the year up to October 2013, 23.4% of adults in North Lincolnshire took part in at least 150 minutes of moderate intensity physical activity a week. 53.0% did nothing.
- In general men are more active than women 27.0% compared to 19.9%.
- Younger people are more physically active than their older counterparts 16-34 years 32.9%, 35-54 years 26.9%, with a significant drop in participation for those aged 55 and over to 12.7%.



## Challenging trends

- Public Library visits declined by 10% in recent years
- Decline of the traditional book / printed format
- Participation rates in North Lincolnshire remain below national and regional averages
- Sport England Active People Survey 7 shows that during the year up to October 2013, 23.4% of adults in North Lincolnshire took part in at least 150 minutes of moderate intensity physical activity a week. 53.0% did nothing.
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## What's changed

- Library service - less emphasis on book lending and formal membership – more emphasis on the library as a digital /virtual hub and a community space
- Increasing engagement in Arts and Museums at NLC managed venues.
- Dance Development work has succeeded in developing two new youth dance companies in North Lincolnshire.
- The new Music Hub has brought together Music Education Services, Arts Development and the voluntary sector to develop a comprehensive plan which aims to inspire every child to develop an artistic talent

### Adult Physical Activity



## ADULT PHYSICAL INACTIVITY

53.0%

in North Lincolnshire

## New Opportunities

- Work place Health initiatives
- Working closer with Health
- Library service supporting access to job seeking and Universal Credit / welfare reforms for people who are digitally excluded
- Library service launching an e-books loan service
- Working with partners, Imagination Library piloted and now to be rolled out across North Lincolnshire
- Funding bids to Arts Council England for investment in Museums and Arts

## One Year On ....

- The outcome of funding bids for 2015-18 for 20-21 and the Museums Service will be known.
- Increasing participation across the sector
- Refocussing services on the new opportunities

