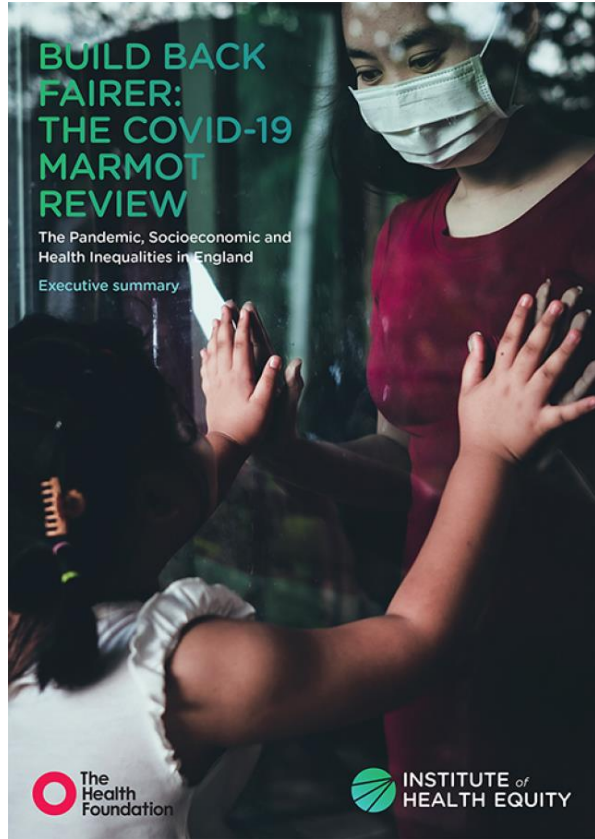
A photograph of a sailboat on a choppy sea. The white sail is partially visible, and the rigging lines are prominent. The water is dark blue with white foam from the waves. The sky is a pale, overcast blue.

Towards An Active Wellbeing Service

The preventative future of leisure

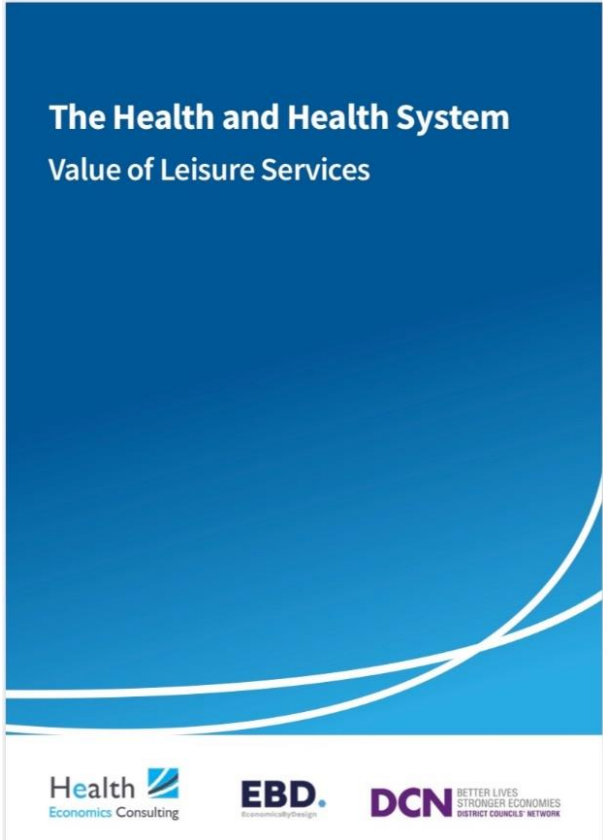
Ian Fytche, Chief Executive, North Kesteven



Challenged: The Leisure Service

Exercise: The Miracle Cure

Opportunity: An Active Wellbeing Service





**AN ACTIVE WELLBEING SERVICE
A MOVEMENT
FOR CHANGE**

Cornerstones

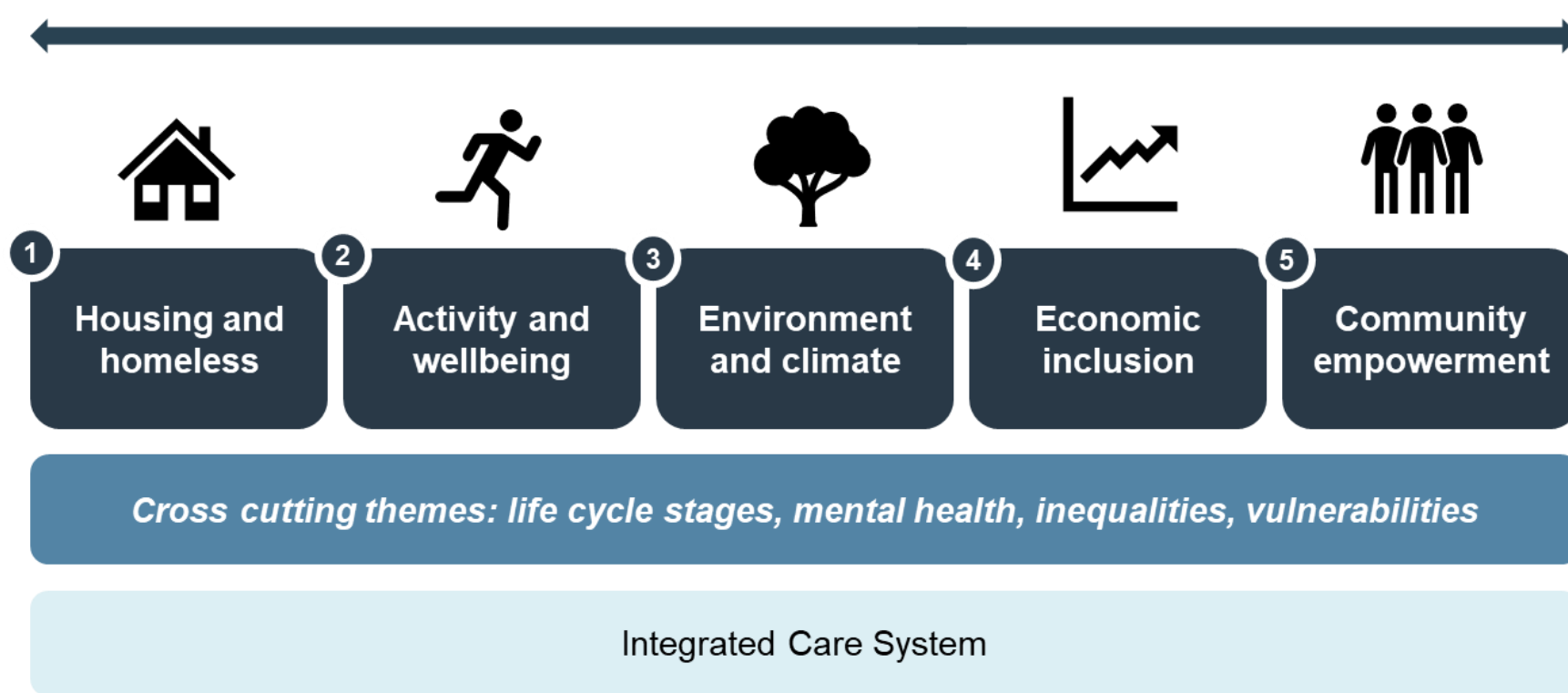
Place-Based
Working

System Change
and System
Leadership

Proportionate
Universalism

'Pivot' to
Wellbeing

Place Leadership for Health and Wellbeing



Enablers:
system leadership,
governance,
data and analytics,
skills and capability development,
funding



£7m

£1m

62%



Place Based Working in North Kesteven

Population Health Management – Lincoln South

One NK Health Hub – North Hykeham

Cycle Hub

Walking Programme

Health Trainer Programme

