

REPORT TO ABERDEENSHIRE COUNCIL – 26 APRIL 2018

SPORT AND PHYSICAL ACTIVITY STRATEGY 2018 - 2028

1 Recommendations

Aberdeenshire Council is recommended to:

- 1.1 Agree the Aberdeenshire Sport and Physical Activity Strategy 2018 – 2028 (appendix two);**
- 1.2 Agree the mechanism for reporting on progress of the delivery of the strategy as noted in section 2.13**
- 1.3 Note the comments from Communities Committee at appendix four;**
- 1.4 Note the action plan 2018-2019 at appendix three;**

2 Background / Discussion

- 2.1 The Council's priorities, agreed in November 2017, make a commitment to improving health and wellbeing outcomes. The benefits of physical activity and sport on physical and mental health is well documented. People who do regular activity have a lower risk of many chronic diseases such as heart disease, type 2 diabetes, stroke, and some cancers. Research also shows that physical activity can also boost self-esteem, mood, sleep quality and energy, as well as reducing the risk of stress, depression, dementia and Alzheimer's disease, helping to save on future health costs.
- 2.2 There is also strong evidence that sports participation improves pro-social behaviour and reduces crime and anti-social behaviour, particularly for young men. This includes evidence of lower levels, for sports participants compared to non-participants, of recidivism, drunk driving, use of illegal drugs, crime and suspensions at school, property crime, shoplifting and juvenile crime.
- 2.3 In terms of the social capital impacts from sport, there is evidence that sport is a type of 'social glue' that helps by increasing social connectedness and a sense of belonging. Studies show that sport contributes to reduced social and ethnic tensions. There is also more collective action and community involvement through sport, particularly volunteering.
- 2.4 There is considerable evidence of the positive impact of sport and exercise on educational outcomes. Through psychological benefits such as enhanced self-esteem and self-confidence, and cognitive benefits such as concentration and thinking skills, sport has positive effects on a number of outcomes, including educational behaviour and attainment.

- 2.5 Some studies suggest that sport achieves a number of impacts simultaneously, making it a highly cost-effective intervention. Many of the links between sport and different social impacts are common, including greater physical competencies, better cognitive skills, better social skills, trust and reciprocity, and identification with social values.

Existing Strategy

- 2.6 The existing Physical Activity & Sport Strategy had three focus areas – Education, Life and Work. Performance was managed through service action plans with associated statutory performance indicators, reported to committee.

2018 – 2028 Strategy

- 2.7 Council priorities were agreed in November 2017 and in response to that, the Sport & Physical Activity team began to develop a new strategy that would support the delivery of those priorities, spanning the next 10 years. At the meeting of Full Council on 8th March 2018 members agreed that a draft strategy for Sport & Physical Activity would be tabled with the Communities Committee for detailed discussion, with the amended draft and committee's comments returning to Full Council for final consideration. Agreed minutes of the Communities Committee which met on 29th March 2018 are not available at this stage. A note of the key points in committee's consideration of the draft strategy have been agreed by the Chair and the opposition spokesperson, and are summarised as appendix four. Comments have been taken in to account in producing this further draft.
- 2.8 The service recognises the importance of having widespread dialogue with stakeholders at the heart of developing this strategy. A wide reaching engagement process called "The Big Listen", was undertaken which involved elected members, key partners, service users, non-users and staff. Over 2,000 people have responded to "The Big Listen", which is one of the biggest in the council's experience. A summary of the consultation can be found in appendix 3.
- 2.9 The strategy is driven by the council priorities and takes into account, local demographic information and other relevant council and partner strategies. National outcomes were also considered to ensure Aberdeenshire is well placed to benefit from partner support and future funding. Consideration of all input has provided us with a set of strategic outcomes and actions for Sport & Physical Activity in Aberdeenshire:

Strategic Outcomes:

- We will help the people of Aberdeenshire to live longer, healthier lives with a focus on reducing obesity and improving mental health and wellbeing
- We will promote diversity and tackle inequalities
- We will use Sport & Physical Activity to build stronger communities

- We will support young people to reach their potential by providing opportunities for wider achievement.

2.10 Under each outcome is a set of priorities that will be delivered through detailed service action plans. Both the strategic priorities and service actions are detailed in appendix three. These have been developed cognisant of the financial pressures facing the public sector, and are ambitious within existing resources and increased focus on raising external funding.

Next Steps

- 2.11 The implementation and success of the strategy will be based on strong and meaningful partnerships, particularly with the voluntary sectors and the health & social care partnership. A refocusing of resources to deliver the services of the communities in the future, including rationalising our estate and investing and developing venues and facilities, will also be key to the successful implementation of the strategy.
- 2.12 Continuous engagement is recognised as being crucial to the success of the strategy. Following approval, the strategy will be widely promoted and shared with public, key partners, national agencies and stakeholders and a programme of continuous engagement will form part of a communications plan.
- 2.13 The Sport & Physical Activity service will develop detailed annual or two year action plans, with measurable outcomes, which will be reported to the Communities committee. A full and detailed review of the Strategy, including the Strategic Priorities, will be undertaken in five years.
- 2.14 The Head of Finance and Monitoring Officer within Business Services have been consulted in the preparation of this report and their comments are incorporated within the report and are satisfied that the report complies with the Scheme of Governance and relevant legislation.

3 Scheme of Governance

3.1 Lifelong, Learning and Leisure matters relating to Sport and Physical Activity are delegated to the Communities Committee under Section D.6 of the List of Committee Powers in Part 2A of the Scheme of Governance. However, Full Council agreed on 8 March 2018 that a draft Strategy should be considered by the Communities Committee and thereafter reported back to Full Council for final determination.

4 Implications and Risk

- 4.1 An equality impact assessment has been carried out as part of the development of the proposals set out above (Appendix 1), and there is a positive impact as follows. The strategy provides a positive focus on people with the protected characteristics.
- 4.2 There are no staffing or financial implications as a direct result of this report.

4.3 The following Risks have been identified as relevant to this matter on a Corporate Level:

- Failure to deliver the strategy would impair the ability of the service to deliver on the Council priority, “Encourage active lifestyles and promote well-being with a focus on obesity & mental health”. It could also impair the capacity to achieve the priority of “A future Fit ECS Estate”, the priority of “Support(ing) inclusive, Vibrant and Healthy Communities” as detailed on page 24 of the Strategic Risk Register pertaining to Education and Children’s Services.

Maria Walker
Director of Education & Children’s Services

Report prepared by Kay Morrison, Service Manager Sport & Physical Activity
Date 30th March 2018

APPENDIX 1 – Equality Impact Assessment

APPENDIX 2 – Sport & Physical Activity Strategy 2018 – 2028

APPENDIX 3 - Sport & Physical Activity Draft Action Plan 2018 – 19

APPENDIX 4 – Notes from Communities Committee, 29th March 2018



Appendix 1 - EQUALITY IMPACT ASSESSMENT

Stage 1: Title and aims of the activity ("activity" is an umbrella term covering policies, procedures, guidance and decisions).	
Service	Education and Children's Services
Section	Culture and Sport
Title of the activity etc.	Aberdeenshire Sport & Physical Activity Strategy
Aims of the activity	<p>To consider a Sport & Physical Activity Strategy for Aberdeenshire which sets out a bold and ambitious ten year plan which will see Sport & Physical Activity at the heart of improvements to the health and wellbeing of our citizens and the economic regeneration of our towns and villages.</p> <p>The strategy is based on increasing inclusion across our communities by tackling inequalities and promoting diversity. An action plan will be developed that addresses this.</p>
Author(s) & Title(s)	Kay Morrison, service manager – Sport & Physical Activity service.

Stage 2: List the evidence that has been used in this assessment.	
Internal data (customer satisfaction surveys; equality monitoring data; customer complaints).	<p>Review and analysis of complaints/ feedback 16/17- 17/18</p> <p>Satisfaction survey 16/17 – 17/18</p> <p>Corporate reputation tracker</p>
Internal consultation with staff and other services affected.	<p>Workshops with staff teams on key priorities and future development.</p> <p>Workshops and information sharing sessions with councillors at area committee</p> <p>ECS Extended Management team.</p>
External consultation (partner organisations, community groups, and councils).	<p>Dedicated online and hard copy survey entitled 'The Big Listen', made available to general public, current users, stakeholders, key partners and national organisations, which generated in excess of 2000 responses.</p> <p>In person and one to one calls with key partner organisations.</p> <p>Meetings with key colleagues including NHS, Cairngorm National Park</p> <p>Community councils</p>

External data (census, available statistics).	SMID data – areas of deprivation.
Other (general information as appropriate).	N/A

Stage 3: Evidence Gaps.	
Are there any gaps in the information you currently hold?	No.

Stage 4: Measures to fill the evidence gaps.		
What measures will be taken to fill the information gaps before the activity is implemented? These should be included in the action plan at the back of this form.	Measures:	Timescale:

Stage 5: Are there potential impacts on protected groups? Please complete for each protected group by inserting “yes” in the applicable box/boxes below.				
	Positive	Negative	Neutral	Unknown
Age – Younger	yes			
Age – Older	yes			
Disability	Yes			
Race – (includes Gypsy Travellers)	yes			
Religion or Belief	Yes			
Gender – male/female	Yes			
Pregnancy and maternity	Yes			
Sexual orientation – (includes Lesbian/ Gay/Bisexual)	Yes			

Gender reassignment – (includes Transgender)	Yes			
Marriage and Civil Partnership	Yes			

Stage 6: What are the positive and negative impacts?

Impacts.	Positive (describe the impact for each of the protected characteristics affected)	Negative (describe the impact for each of the protected characteristics affected)
Please detail the potential positive and/or negative impacts on those with protected characteristics you have highlighted above. Detail the impacts and describe those affected.	<p>All protected characteristics</p> <p>The strategies are based on increasing inclusion across our communities by tackling inequalities and promoting diversity. The action plan will be developed to tackle accessibility, social inclusion and communication.</p> <p>Sport & Physical Activity will be used as a vehicle to encourage inclusion of all protected groups and challenge any barriers.</p>	None

Stage 7: Have any of the affected groups been consulted?

If yes, please give details of how this was done and what the results were. If no, how have you ensured that you can make an informed decision about mitigating steps?	<p>The stakeholder and public survey was open and was completed by national organisations who have an equalities agenda.</p> <p>The public survey was completed by 647 individuals. 191 were male/ 421 female/ 35 chose not to respond.</p> <p>The greatest input was from the age group 41-45 years.</p> <p>A low response from under 24 years.</p> <p>6.8% of respondents identified as having a disability.</p> <p>Responses from all 17 settlements.</p> <p>5440 comments were received.</p>
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Stage 8: What mitigating steps will be taken to remove or reduce negative impacts?

These should be included in any action plan at the back of this form.	Mitigating Steps	Timescale

Stage 9: What steps can be taken to promote good relations between various groups?

These should be included in the action plan.

The action plan will outline the steps taken to tackle accessibility, social inclusion and communication.
There will be continuous engagement with customers, potential customers, staff, stakeholders, key partners and elected members.

Stage 10: How does the policy/activity create opportunities for advancing equality of opportunity?

The strategy ensures equal opportunity for all for participation, enjoyment, learning and development. Action plans will be developed and will provide more detail on how services will be able to respond to the specific needs of groups and individuals.

Stage 11: What equality monitoring arrangements will be put in place?

These should be included in any action plan (for example customer satisfaction questionnaires).

Continue use of:

- Internal Customer satisfaction survey
- Employee engagements
- Equalities champion and service group
- The service will feedback to survey respondents
- Engagement with groups to reduce barriers and increase inclusion and listen to needs
- Actively engage and listen to views of young people under 24.

Stage 12: What is the outcome of the Assessment?

Please complete the appropriate box/boxes

1

No negative impacts have been identified –please explain.

There will be a positive impact as the strategy is based on increasing inclusion across our communities by tackling inequalities and promoting diversity.

2

Negative Impacts have been identified, these can be mitigated - please explain.
* Please fill in Stage 13 if this option is chosen.

N/A

3

The activity will have negative impacts which cannot be mitigated fully – please explain.
* Please fill in Stage 13 if this option is chosen

N/A

* Stage 13: Set out the justification that the activity can and should go ahead despite the negative impact.

N/A

Stage 14: Sign off and authorisation.			
Sign off and authorisation.	1) Service and Team	Education and Children's Services	
	2) Title of Policy/Activity	Aberdeenshire's Sport & Physical Activity Strategy	
	3) Authors: I/We have completed the equality impact assessment for this policy/activity.	Name: Kay Morrison Position: Service Manager Date: 07/03/18 Signature:	Name: Claire D Thomson Position: Service Manager Date: 07/03/18 Signature:
		Name: Position: Date: Signature:	Name: Position: Date: Signature:
	4) Consultation with Service Manager	Name: Date:	
	5) Authorisation by Director or Head of Service	Name: John Harding Position: Head of Service Date:	Name: Position: Date:
	6) If the EIA relates to a matter that has to go before a Committee, Committee report author sends the Committee Report and this form, and any supporting assessment documents, to the Officers responsible for monitoring and the Committee Officer of the relevant Committee. e.g. Social Work and Housing Committee.	Date: 29th March 2018	
	7) EIA author sends a copy of the finalised form to: equalities@aberdeenshire.gov.uk	Date:	
(Equalities team to complete) Has the completed form been published on the website? YES/NO			Date:



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Appendix 2



A Sport and Physical Activity Strategy for Aberdeenshire Council 2018-2028



From mountain to sea

ABERDEENSHIRE COUNCIL SPORT AND PHYSICAL ACTIVITY STRATEGY

'WORKING TOGETHER FOR FAIRER BETTER LIVES'

A foreword from Cllr Anne Stirling, Chair of Aberdeenshire Council's Communities Committee

This is an exciting time for Sport & Physical Activity in Aberdeenshire, as we recognise and celebrate the immense diversity across our communities and the significant investment made by Aberdeenshire Council in sport & physical activity infrastructure across our communities.

This strategy for real change will be made possible through the strong partnerships between Aberdeenshire Council, our key partners, third sector organisations and the dedicated and passionate people in our communities.

INTRODUCTION

The benefits of physical activity and sport on your physical and mental health are well documented. A sedentary lifestyle is now recognised as one of the world's biggest killers with sitting being likened to the 'new smoking'.

People who do regular activity have a lower risk of many chronic diseases such as heart disease, type 2 diabetes, stroke, and some cancers. Research also shows that physical activity can also boost self-esteem, mood, sleep quality and energy, as well as reducing your risk of stress, depression, dementia and Alzheimer's disease, helping to save on future health costs.

There is strong evidence that sports participation improves pro-social behaviour and reduces crime and anti-social behaviour, particularly for young men.

In terms of the social impacts from sport, there is evidence that sport is a type of 'social glue' that helps establish a social connectedness and a sense of belonging. Positive outcomes can include reduced social and ethnic tensions, and more collective action and community involvement through sport, particularly volunteering.

Sport also has a positive impact on educational outcomes. Through psychological benefits such as enhanced self-esteem and self-confidence, and cognitive benefits such



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as concentration and thinking skills, sport has positive effects on a number of final outcomes, including educational behaviour and attainment.

Sport can achieve a number of impacts simultaneously, making it a highly cost-effective intervention. Many of the links between sport and different social impacts are common, including greater physical competencies, better cognitive skills, better social skills, trust and reciprocity, and identification with social values.

In delivering this strategy and its outcomes, we are driven by Aberdeenshire Council priorities. The key priorities identified as being most relevant to Sport & Physical Activity Services, through the engagement process are:

- **Encourage active lifestyles and promote wellbeing with a focus on obesity and mental health**
- **Provide the best life chances for all our children and young people by raising levels of attainment and achievement**
- **Support the delivery of the Health and Social Care strategic plan**

WHAT IS SPORT AND PHYSICAL ACTIVITY?

Sport and Physical activity includes activities such as daily walking, going to the gym, playing in the park, gardening, housework and simply just moving around more as well as structured sports and exercise for example football, tennis, swimming etc.

We include all activities and services provided and supported by Aberdeenshire Council's Sport and Physical Activity service both directly and in partnership with our local and national stakeholders.

We include activities and clubs provided by the voluntary and private sector, acknowledging the incredible diversity of provision which exists across the whole of Aberdeenshire.

We also include the wealth of partners, stakeholders and professionals, who produce and provide programmes which will be showcased within our venues and communities as we strive to develop connected and cohesive communities through Sport and Physical Activity.

The strategy also recognises the huge and valued contribution that Aberdeenshire's schools make to the Sport & Physical Activity agenda.



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DEMOGRAPHICS

In 2016 Aberdeenshire's population was 262,190. The population has gradually been increasing since 2001. Households in Aberdeenshire are likely to increase from 108,000 in 2014 to 135,000 by 2039.

On average Aberdeenshire residents are likely to be employed and economically active, live longer and healthier lives and experience less crime than residents of Scotland as a whole. They are also likely to remain relatively healthy for a greater part of their lives however Aberdeenshire is an area of contrasts with areas of deprivation in which 13% of children live in poverty, 39% of households live in fuel poverty and 6% of the total population are categorised as income deprived.

These contrasts, predominantly in the North of the district present challenges around developing sport and physical activity over the next ten years.

Other challenges considered within this strategy are around supporting the increases in population at either end of the age spectrum, the challenges of rural transport and, in some areas of Aberdeenshire, variable digital connectivity can create barriers to economic opportunities, contribute to isolation and have a negative impact on services for an increasingly aging population living in remote areas. In tackling these challenges this strategy recognises that participation in sport & physical activity is a uniquely effective tool for bringing people together and building stronger communities.

The population is aging and by 2035 the number of resident age 65+ will have increased by 65% to 75,000. Whilst life expectancy is increasing, increasing age can be accompanied by increasing health conditions such as stroke or dementia, and the general frailty that naturally comes with old age. Physical activity will help to reduce the impact and support the potential for longer quality of life.

Aberdeenshire's child population is also above the Scottish national average and growing steadily with a predicted rise of 13.8% of 0 -15 year olds between 2012 and 2037.

Families are increasing generally and added to that is the fact that inward migration also accounts for part of this growth with families from Eastern Europe moving to work in the district to work in local industries. 5.5% of the Aberdeenshire population belong to an ethnic minority and 0.1% to the gypsy traveler community.

In Aberdeenshire, the percentage of school leavers moving in to further education, training or employment is 95.5% which is 1.8% above the national average.



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Aberdeenshire also has a strong volunteer base with approximately 32% of adults in Aberdeenshire volunteering each year through formal volunteering. Over and above that are all the 'informal' volunteers who help out at clubs, events, community activities, social groups etc. performing a valuable social service to our communities.

Through the delivery of the strategy we will embrace the population changes, take into account the challenges of the geographical and economical differences and rural communities to ensure a fair and equitable provision of services across the district.

HOW WE DEVELOPED THE STRATEGY

This strategy has been developed through an engagement process called "The Big Listen". We talked to:

- Elected members
- The public
- Local sport and community organisations
- Public partners such as the NHS and the National Park
- National development agencies
- Staff

As well as online engagement and paper surveys, two "Big Listen" events were also held across Culture and Sport facilities in Aberdeenshire. As a result some 5,440 comments were captured.

What we learned from this extensive engagement process has informed the strategic outcomes and actions which follow.

WHAT WE WILL DO

Strategic Outcome 1:

We will help the people of Aberdeenshire to live longer, healthier lives with a focus on reducing obesity and improving mental health and wellbeing

- We will encourage and support the inactive to be more active
- We will work to achieve sustainable, positive health outcomes for people living in Aberdeenshire.
- We will promote social connections and reduce social isolation by bringing people together to participate in sport & physical activities in their community.
- We will improve opportunities to participate, progress and achieve in sport
- We will actively support the provision of a wide diversity of activities and sports for all ages and abilities



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Strategic Outcome 2:

We will promote diversity and tackle inequalities

- We will reduce barriers to participation in Physical Activity & Sport
- We will actively engage with disadvantaged groups to increase their access to, and participation in, Sport & Physical Activity
- We will focus on looked after young people, low income families, carers and people with a disability, long term physical or mental health condition, older adults and overweight or obese children

Strategic Outcome 3:

We will use Sport & Physical Activity to build stronger communities

- We will support local community groups to grow and sustain their sport & physical activity provision
- We will support local economic regeneration, focusing on the North coast communities of Peterhead, Fraserburgh, Banff and Macduff.
- We will work with communities to support the development of sport & physical activity infrastructure, maximising access to additional resources.
- We will make use of our natural landscape and environment to enable people to be active

Strategic Outcome 4:

We will support people to reach their potential by providing opportunities for wider achievement

- We will help children and young people to obtain a broad range of skills and capacities to achieve and succeed.
- We will support volunteering, modern apprenticeships, accredited learning and other initiatives to support people into work.



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HOW WILL WE DELIVER THE STRATEGY?

- Through strong and meaningful Sport & Physical Activity partnerships which maximise opportunities and resources.
- Through focusing our resources to deliver the services our communities will need in the future; rationalising our estate and investing in and developing venues and facilities.
- Through support to a strong and dynamic third and voluntary sector.
- Through ongoing engagement across our communities in the planning and delivery of services.

HOW WILL WE KNOW WE'VE SUCCEEDED?

- There will be an increase in people participating in, and benefiting from, Sport & Physical Activity
- The Council and its partners will develop detailed action plans with measurable outcomes which will be reviewed on a regular basis.
- A detailed review of the strategy will be undertaken every five years.



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IF YOU WANT TO KNOW MORE, OR BECOME INVOLVED IN DELIVERING ON ABERDEENSHIRE'S SPORT & PHYSICAL ACTIVITY STRATEGY, PLEASE GET IN TOUCH...

This Sport and Physical Activity Strategy sees us embarking on a ten year journey. If you or your organisation can contribute to the success of the strategy, we would love to hear from you.

Appendix 3 Sport & Physical Activity Action Plan 2018 – 2019

Strategic Outcomes and Priorities	Service Actions	When
<p>1. We will help the people of Aberdeenshire to live longer, healthier lives with a focus on reducing obesity and improving mental health and wellbeing</p> <ul style="list-style-type: none"> • We will encourage and support the inactive to be more active • We will work to achieve sustainable, positive health outcomes for people living in Aberdeenshire • We will promote social connections and reduce social isolation by bringing people together to participate in sport & physical activities in their community. • We will improve opportunities to participate, progress and achieve in sport • We will actively support the provision of a wide diversity of activities and sports for all ages and abilities. 	<p>Expand delivery of the Move More health & activity programme across Aberdeenshire, in partnership with Macmillan</p> <p>Develop new health focused programmes that focus on reducing social isolation, Child Healthy Weight and supporting Older Adults to be active, working in partnership with the NHS whenever appropriate</p> <p>Review the programme provision at leisure centres</p> <p>Increase the reach and impact of the Active Schools programme.</p> <p>Support the widest possible range of physical activity and sports Eg. supporting the development of walking clubs, supporting 'minority' sports which appeal to specific groups</p> <p>Broaden the range of leisure programmes and holiday programmes. Eg. Increased holiday programmes, Early year's activities, latest exercise classes with increased promotion.</p>	<p>Oct 2018</p> <p>Jan 2019</p> <p>Ongoing</p> <p>July 2019</p> <p>Ongoing</p> <p>Aug 2019</p>

Strategic Outcomes and Priorities	Service Actions	When
<p>2. We will promote diversity and tackle inequalities</p> <ul style="list-style-type: none"> • We will reduce barriers to participation in Physical Activity & Sport • We will actively engage with disadvantaged groups to increase their access to, or participation in, Sport & Physical Activity • We will focus on looked after young people, low income families, carers and people with a disability, long term physical or mental health condition, older adults and overweight or obese children. 	<p>Increase the number of looked after young people accessing programmes and facilities, particularly using the Active Schools programme.</p> <p>Engage with the carers forum to raise awareness of, and develop new, SPA opportunities.</p> <p>Focus on providing greater opportunities and support for disabled participants</p> <p>Develop targeted programmes such as yoga for improved mental health and wellbeing, low impact exercise classes (eg seated exercise, walking football).</p>	<p>June 2019</p> <p>Aug 2018</p> <p>June 2019</p> <p>Jan 2019</p>
<p>3. We will use Sport & Physical Activity to build stronger communities</p> <ul style="list-style-type: none"> • We will support local community groups to grow and sustain their sport & physical activity provision 	<p>Expand the number of Community Sport Hubs in Aberdeenshire and continue to develop the existing ones.</p> <p>Focus sport specific development officers on increasing participation levels in those sports Eg. Swimming, badminton.</p> <p>Annual engagement with sports organisations will inform Active Communities action plans Eg. programme of club CPD</p>	<p>Mar 2019</p> <p>June 2019</p> <p>Dec 2018</p>

Strategic Outcomes and Priorities	Service Actions	When
<ul style="list-style-type: none"> We will support local economic regeneration, focusing on the North coast communities of Peterhead, Fraserburgh, Banff and Macduff. We will work with communities to support the development of sport & physical activity infrastructure, maximising access to additional resources. We will make use of our natural landscape and environment to enable people to be active. 	<p>Develop a framework for supporting sports events and facilities which attract visitors to stay in Aberdeenshire</p> <p>Support the development of local voluntary organisations which promote sport & physical activity</p> <p>Support and lead the Active Fraserburgh week, and similar initiatives, with economic regeneration colleagues.</p> <p>Develop an outreach programme that focuses on providing opportunities in rural communities.</p> <p>We will explore the most effective model for delivering the sports & physical activity service, and promote local planning and decision making wherever possible</p> <p>As part of the locality planning initiatives we will develop an asset & resource plan and pitch strategy which most effectively and sustainably meets the needs of our communities within the available resources</p> <p>We will work with partners to maximise the additional resources (e.g. external grants) available for sports resources and facilities</p> <p>We will establish a one stop shop booking system for sport & culture</p>	<p>Dec 2018</p> <p>Ongoing</p> <p>Oct 2018</p> <p>June 2019</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Aug 2019</p>

Strategic Outcomes and Priorities	Service Actions	When
<p>4. We will support young people to reach their potential by providing opportunities for wider achievement.</p> <ul style="list-style-type: none"> • We will help children to obtain a broad range of skills and capacities to achieve and succeed. • We will support volunteering, modern apprenticeships, accredited learning and other initiatives to support people into work. 	<p>Increase the number of leadership opportunities for pupils across the SPA service Eg. training courses, coaching opportunities. Support more schools to achieve the School sport award.</p> <p>Work with schools to explore SPA interventions to help close the attainment gap, working within the pupil equity fund framework</p> <p>Increase the profile and understanding of the role that SPA can play in educational achievement, working with colleagues to maximise the positive impact for young people</p> <p>Increase the number of volunteers supporting the delivery of SPA activities.</p> <p>Ensure there are training opportunities and career pathways within the Council's Sport & Physical Activity service, and highlight these</p>	<p>June 2019</p> <p>June 2019</p> <p>Dec 2018</p> <p>June 2019</p> <p>Ongoing</p>

* This action plan explicitly recognises the financial constraints on the public sector. Service Actions will be resourced by refocussing existing service delivery and budgets. Identifying and securing external funding will be a key focus.

*Performance measures will be established in a workshop with elected members and reported through the agreed performance framework

Appendix Four – Officer’s notes from Communities Committee, 29th March 2018

Sport & Physical Activity Strategy

There was general agreement between members that...

- The narrative should be stronger in committing to supporting older people to be more physically active
- Should be consistent in language about “reducing obesity” and “improving mental health”
- The narrative should note the skills base and career pathway opportunities within the service
- The strategy should be realistic in managing expectations at times of financial constraint
- The narrative should be stronger in noting the positive contribution sport and physical activity makes to tackling social isolation, and should explore the options for GP prescribing.
- References to the diverse cultures of Aberdeenshire should be clear to be inclusive of all cultures
- Should commit to strengthen local based decision making by sports & physical activity service staff, reacting quickly to the needs and demands of people wanting to be active in their communities; and commit to raising awareness of this approach

*Note taken by John Harding, Head of Lifelong Learning & Leisure
Agreed to be a reasonable note by the Chair of the Communities Committee and the
Opposition Spokesperson for Communities Committee.*

