

## ABERDEEN CITY COUNCIL

### ALEO – ANNUAL REPORT

<b>ORGANISATION:</b>	Sport Aberdeen
<b>REPORT COMPLETED BY:</b>	Jill Franks, Director of Customer and Commissioning, Sport Aberdeen
<b>DATE:</b>	15 <sup>th</sup> October 2020

#### SECTION 1 - Outcomes and outputs

**Please provide a qualitative summary of outcomes, outputs, activities undertaken and progress made to date:**

##### **Awards and Accreditation Achieved During 2019/2020**

###### **Awards Success**

- Elevator Awards 2019 – Enterprising Communities Award – Winner
- Northern Star Business Awards 2019 – Staff Matter – Winner
- Society Awards 2019 – Leisure/Fitness Facility of the Year – Winner (Get active @ Sheddocksley)
- **sport**scotland Coaching, Officiating and Volunteering Awards 2019 – Young Volunteer of The Year – Winner (Aimee Work - Active Girls Committee Chair)
- Community Leisure UK Awards 2019 - Leisure Capital Investment Award – Winner (Get active @ Sheddocksley)
- Community Leisure UK Awards 2019 – Outstanding Volunteer Award – Winner (Aimee Work, Sport Aberdeen Active Girls Committee)
- Queen’s Award for Voluntary Service
- Celebrate Aberdeen Awards 2019 – Corporate Partnership of The Year – Finalist (Sport Aberdeen and MeToo!)
- Celebrate Aberdeen Awards 2019 - Large Organisation of The Year – Finalist
- The Cherries Awards 2019 - Mike Reid Community Award – Finalist (Nickie Scorgie, Sport Aberdeen)
- The Cherries Awards 2019 - Exceptional Employee Engagement - Finalist
- Scottish Swimming Awards 2019 - Scottish Water Learn to Swim Provider of The Year – Finalist (Aquatics Aberdeen)
- ukactive Awards 2019 - Leisure Centre of The Year - Regional Finalist (Get active @ Sheddocksley)

###### **Accreditations**

- Armed Forces Employer Recognition Scheme (ERS) Silver Award - Ministry of Defence
- Certificate of School Engagement - Developing the Young Workforce of North East Scotland (DYW)
- Disability Confident Committed Employer - Disability Confident (HM Government)

Based on the **Sport Aberdeen Business Plan 2019/20 – 2020/21** the following summarises the key achievements under each of the 5 P’s.

**Participation:** Sport Aberdeen has delivered an increase in participation above target of 1% per annum and an outcome over the 3-year term of the business plan for an increase to 10,000 members. Sport Aberdeen has delivered increases in participation above this target. The company was also on target to achieving its 10,000 membership target over the term of the business plan, although this is now impacted by Covid-19. The Get active membership scheme has been developed to incorporate products and programmes specifically aimed at the inactive. Specific strands of work have been completed, including linking our programmes and initiatives directly to the city’s Strategy for an Active Aberdeen (2016 – 2026), improving our golf offer, focussing our healthy and active communities’ programmes towards those who would benefit most from increasing physical

activity levels. Many of the awards and accreditations achieved during this year are in recognition of the innovative work being undertaken across all parts of the company.

**Places:** Modernising the city's sport / leisure facility stock working towards the achievement of planned investment programmes is at the heart of this objective. Building on successful investment since 2016/17, the company has continued its modernisation programme with £4.0M invested across the city:

- Alex Collie Sports Centre, creating a gymnastics centre;
- Aberdeen Tennis Centre outdoor courts refurbishment;
- Links Ice Arena improvements;
- McKenzie Championship Golf Course drainage works;
- Equipment and minor building refresh at Get active @ Kincorth, Peterculter and Beach Leisure Centre;
- Get active @ Jesmond; and
- Get active @ Sheddocksley Sports Centre.

All projects were identified within the Aberdeen Sports Facilities Strategy 2016 – 2026 as short – medium term projects which ensures the city's future sporting provision is commensurate with its ambition and position as Scotland's third city.

Supporting the places objective are a Playing Pitch Strategy and 3G Pitch Strategy which have been developed to provide the strategic direction for grass and artificial pitches for the future, based on the need to achieve a sustainable level of provision.

The incorporation of Adventure Aberdeen, including the former Cromdale Outdoor Residential Activity Centre (now renamed Adventure Speyside), at the start of this financial year into the company, has also benefited from small scale investment towards improving the quality of facilities on offer.

**Partnerships:** Sport Aberdeen has demonstrated its continued commitment to the ongoing support of a range of partnerships during 2019/20, most notably by becoming a key partner in Community Planning Aberdeen. The company's Managing Director is a member of the CPA Board and its Director of Active and Healthy Communities is part of the CPA Management Group and has led on improving multi-agency working.

A partnership with Tennis Scotland has resulted in joint investment into the Aberdeen Tennis Centre and its successful programmes has resulted in success as a centre for tennis development, raising the profile of the facility.

The company's Active Workforce Programme has continued to grow, with companies large and small recognising the unique offer of Sport Aberdeen and its ability to offer tailored solutions to ensuring the health and wellbeing of workforces throughout the city.

Longstanding partnerships with Macmillan and Paths for All have continued to flourish, with larger programmes being delivered to more people living with specific health conditions or the inactive, with volunteers substantially used to deliver these programmes, offering benefits to those volunteers.

Community Sports Hubs are now operational throughout the city.

**People:** Being recognised as a leading employer is a key objective and in 2019/20 Sport Aberdeen enjoyed continued recognition and also celebrated its Silver Award of the Arms Forces Covenant. Training and development of its workforce is a key component and several internal promotions have shown the success of its training and development programme, with internal candidates forming the backbone of its succession plan. Investing in staff has also shown that this has a range of benefits including low sickness levels, improved performance and satisfaction with Sport Aberdeen as an employer.

**Process:** The roll out of digital processes continued throughout 2019/20 enabling customers to access more services online, which culminated in the development of a new company website and a new online booking system, MySportAberdeen, with much of the underpinning development work undertaken during the year, ready for launch in 2020/21. Internally, a move towards improved communication through the use of SharePoint to serve as the staff intranet and digitisation of a number of workflows commenced as a key digital project.

**Performance indicators:**

This is the quantitative progress you have made in meeting targets over the year. These were agreed in your business plan / development plan and should be confirmed in your first quarterly meeting with your Lead Officer  
**PLEASE DO NOT CHANGE THE BASELINE OR TARGET FIGURES.**

**Please complete all boxes**

INDICATOR		TARGET 19-20	ACHIEVED 19-20
<b>VENUE PARTICIPATION</b>			
<b>Participation – total visits</b> Based on a 1% increase year on year. Please see <b>Appendix A – KPI’s 2019/20</b> for further breakdown		1,376,084	1,403,249
<b>Aberdeen Snowsports Centre (August 2019 - March 2020)</b>			
Total participations		21,282	33,607
<b>Adventure Aberdeen</b>			
Total number of sessions delivered		1,625	1,195
Number of sessions – Secondary		185	95
Number of sessions - Primary		709	422
Number of sessions – ASN		455	338
Total number of participations		16,608	15,230
Total number of participations – Primary		9,979	7,734
Total number of participations - ASN		1512	1,364
Attendance at public events		66	91
Total number of participations at public events		1,934	2,417
School holiday Programmes – total sessions		107	87
Holiday Programmes – ages 3 – 8 years		31	28
Holiday Programmes – ages 3 – 8 years – participations		259	220

Holliday Programmes – ages 9 – 16 years		76	59
Holiday Programmes – ages 9 – 16 years – participations		610	1,045
Community Projects – total sessions		16	100
Community Sessions – total participations		312	556
Duke of Edinburgh / Bike Ability Schemes – Training Sessions		55	46
Duke of Edinburgh / Bike Ability Schemes – Training participations		526	1,156
<b>ACTIVE SCHOOLS</b>			
<b>Full reports attached as Appendix B</b>			
Visits		283,151	174,284
Sessions		15,693	10,084
% Participants School Roll		41%	33%
Volunteers delivering Active Schools activities		909	808
Qualified Adult Volunteers delivering Active Schools activities		330	248
Senior Pupils delivering Active Schools Activities		259	246
Qualified Senior Pupils delivering Active Schools Activities		146	84
Young Ambassadors		22	20
AGC Members		22	12
% Female Participants of School Roll		41%	31%
School to Club links		850	657
Schools with at least 1 club link		62	63
Schools with at least 1 club link		75	72
<b>Community Sports Hubs</b>			
Number of Community Sports Hubs across the city		5	5
Number of coaches		494	n/a
Number of clubs		24	24
Number of club members		5,593	n/a

Number of club members – female		3,951	n/a
Number of club members - male		1,642	n/a
<b>Healthy and Active Communities</b>			
<b>Training Courses</b>			
<b>Walk Aberdeen Participation</b>			
Number of Social Walking Groups		14	14
Number of sessions		494	530
Number of participations		6,428	7,137
Average number of walkers per session		13	13.5
<b>Move More Aberdeen Participation</b>			
Number of Long Term Conditions with specific activity Programmes		7	7
Number of referrals received		439	283
Number of opportunities		26	21
Number of sessions		523	878
Number of participations		6,515	6,188
Average participants per session		12	7
<b>Active Lifestyles Participation (Including Active Ageing)</b>			
Number of opportunities		84	77
Number of sessions		3,568	3,032
Number of participations		31,346	27,812
Average participants per session		9	9
<b>Total Healthy Communities Participation</b>			
Number of opportunities		125	112
Number of sessions		4,559	4,440
Number of participations		44,290	41,137
Average participants per session		9.8	9.25
<b>Golden Games</b>			
80 activities			925
<b>Adventure Aberdeen</b>			

Total number of sessions delivered		1,625	1,195
Number of sessions – Secondary		185	95
Number of sessions – Primary		709	422
Number of sessions – ASN		455	338
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Total number of participations – Primary		9,979	7,734
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Holiday Programmes – ages 3-8 years		31	28
Holiday Programmes – ages 3-8 years - participations		258	220
Holiday Programmes – ages 9-16 years		75	59
Holiday Programmes – ages 9-16 years - participations		610	1045
Community Projects – total sessions		16	100
Community Sessions total participants		312	556
Duke of Edinburgh / Bike Ability Schemes – Training Sessions		54	46
Duke of Edinburgh / Bike Ability Schemes – Training participations		526	1156
<b>Get active / Golf</b>			
Individuals		7,565	8,041
Active Workforce			1,683
<b>Coached Programmes</b>			
<b>Coached Programme</b>	<b>Juniors (per week)</b>	<b>Adults (per week)</b>	<b>TOTAL (per week)</b>
Aquatics	5447	188	<b>5635</b>
Gymnastics	832		<b>832</b>
Tennis	408	66	<b>474</b>
Skating	466	40	<b>506</b>

Snowsports	344	34	<b>378</b>			
<b>TOTAL</b>	<b>7497</b>	<b>328</b>	<b>7825</b>			

**If you have not met the targets set please give any reasons or explanation for this:**

Reasons for KPI's not being met:

There are a variety of reasons where targets have not been met, including end of funding streams and consequent reduction in scale of programmes, refocussing of programmes and some general impact of Covid-19 during the latter part of 2019/20.

**Please provide a summary of particular successes or case studies:**

**Aberdeen Youth Games**

Over 1,500 pupils from 45 city primary schools took part in the Primary Festival of Sport at Aberdeen Sports Village in May 2019, celebrating the Aberdeen Youth Games. Pupils took part in a range of sporting activities, coordinated by Sport Aberdeen's Active Schools team, and were cheered on by several programme ambassadors, including Sir Ian Wood KT GBE and taekwondo world champion Katrina Carr. Launched by Sport Aberdeen and Robert Gordon University's (RGU) Sport and Exercise Science team in 2013, with support from North East Scotland College (NESCol) and The Wood Foundation, the project is an innovative and multi award-winning programme, promoting physical activity health and wellbeing amongst young people across the city. Second year students from a range of RGU and NESCol courses deliver skills-based coaching to pupils as part of their work placements and the 2019 programme expanded to include students from RGU's BSc (Hons) Sport Coaching course.

**Active Girls Committee**

The Active Girls Committee, facilitated by Sport Aberdeen's Active Schools team, saw a staggering number of attendees at a local event in June aimed at getting more girls physically active. Almost 300 girls from 11 citywide secondary schools attend the annual celebration which took place at Aberdeen Sports Village for the second year running. Various stations were set up, encouraging participants and their peers to engage in physical activity, breaking down barriers and building self-confidence. The committee's main aim is to increase physical activity amongst girls.

**Adventure Aberdeen Snowsports Centre Improvements**

Over £100,000 was invested into upgrades at Adventure Aberdeen Snowsports Centre, including £72,000 from Aberdeen City Council's developer obligation fund. The works included the installation of a travelator, a state-of-the-art conveyor to make access to the centre's tubing slope and birthday party activities much easier and more fun, new high-performance LED lighting and access improvements to the centre's Hobbit Hut, a popular feature for parties and school groups. The addition of the new travelator, a moving walkway often used in ski resorts worldwide, enables children and adults with additional support needs to access the slopes with greater ease, creating an inclusive environment where a wider range of people can participate in these exciting sporting activities.

*“Providing and maintaining first class sporting facilities which are accessible to the local community is a key factor in breaking down barriers and encouraging more people to participate in sport and physical activity, and in doing so reaping the social and health benefits attached to this. The new travelator for the tubing slope, and the wider improvement works, will help Adventure Aberdeen Snowsports Centre to offer more inclusive activities for customers of all abilities and interests, all year round which I am sure will be warmly welcomed.” - Colin G. Taylor, Sport Aberdeen Chairman at the time.*

### **Gym Improvements**

Sport Aberdeen continued its ongoing project of modernisation across the city by overhauling the fitness offering and changing facilities at two popular city venues, investing over £50,000. The improvements to the changing facilities at Get active @ Jesmond came as a result of customer feedback, while the equipment and floorspace was reviewed and maximised with the aim of offering users the best possible leisure experience.

The investment also benefitted the recently renovated Get active @ Sheddocksley venue which has seen its main changing and shower facilities completely revamped. *“Sport Aberdeen’s investment into the improvement works at Get active @ Jesmond in 2017 significantly enhanced the offering available to the local community and we are delighted to continue our investment and improvement works. We are pleased to have delivered on the customer feedback we have received since then, investing in improvements to the equipment and layout as well as the changing facilities at both Get active @ Jesmond and Get active @ Sheddocksley.”*- David Selkirk, Sport Aberdeen Director of Community Leisure Operations

### **Adventure Speyside Refreshed**

Adventure Speyside, previously known as Cromdale Outdoor Activity Centre, is Adventure Aberdeen’s residential base in the heart of the Cairngorms National Park. Located just outside Grantown on Spey, it is ideally located for land-based outdoor activities. Previously operated by Aberdeen City Council, Adventure Aberdeen has provided outdoor education and adventure activities for local people and visitors young and old, for over twenty years. Since Sport Aberdeen took over the management of Adventure Aberdeen in April 2018, a £126,000 programme of capital investment has helped to bring the outdoor and adventurous activity offering up to premier standards. Work began on a refurbishment program in spring 2019 and was scheduled in a way that allowed the popular residential centre to remain open for group activities. The refurbishment included new heating and a complete redecoration throughout the building, including a new kitchen and the creation of two en-suite accommodation rooms, providing an even warmer welcome for guests.

### **Investment in Community Golf**

Golf Aberdeen manages four of the most stunning public 18-hole golf courses in the UK: the MacKenzie Championship, Hazlehead Pines, Balnagask and Kings Links, plus a popular 9-hole course. By continuing to invest in Aberdeen’s public courses we are able to offer golfers an incredibly high quality experience and excellent value for money ensuring that barriers, such as cost, are broken down allowing more people to take part in the sport.

Since 2014, around £0.5m has been invested by Sport Aberdeen to help improve and maintain the city’s four golf courses. A programme of work was carried out over the 2019/20 winter period, which included tree thinning, course drainage, bunker improvement works and tee and path levelling.

### **Strategic Partnership with the ARCHIE Foundation.**

Sport Aberdeen was delighted to announce a strategic partnership with the ARCHIE Foundation, a children’s charity which aims to make the difference for more than 200,000 local sick children every year, providing much-needed extras not already catered for by the NHS. Following several months of discussions, the organisations identified a number of areas where working collaboratively could help achieve shared goals, exploring a range of opportunities including developing programmes and access to Sport Aberdeen facilities for ARCHIE’s patients and



their families, both during and after treatment to support and improve the health and wellbeing of not only the child receiving treatment, but wider family members. *“The ARCHIE Foundation is an important local charity, working tirelessly to enhance the lives of children and their families during one of the most difficult times of their lives. We believe there is a great opportunity to work together for the benefit of those children and their families in the local community dealing with significant health and wellbeing challenges.”* - Colin Taylor, Sport Aberdeen Chairman at the time of the announcement

### **Over 250 Free Memberships Provided to Care Experienced Young People**

Sport Aberdeen has provided 260 free memberships to care experienced young people (CEYP), both in and out-with Aberdeen, through The Looked After Project since 2017. The pioneering initiative has provided CEYP aged five to 26 with a free Sport Aberdeen membership, giving them access to a variety of gyms, swimming pools and sports centres across the city. The project, which started in 2016, is a joint venture between the charity and Aberdeen City Council, supported by the Virtual School. The aim is to increase the participation of CEYP in sports and physical activities to promote confidence, self-worth, positive self-esteem and mental health, all of which impact on a child or young person’s ability to engage in their learning. The Looked After Project has also provided in the region of 115 additional memberships for parents and ‘Kinship Carers’ and a further 20 memberships have been provided to young people engaged with Action for Children’s Priority Families Project.

### **Working Together to get Children Facing Challenges More Active**

A new post was created through partnership, to assist families facing challenges throughout the city, supporting children and parents to take part in sport and physical activity. Sport Aberdeen and Action for Children, a UK children’s charity committed to helping vulnerable children and young people, joined forces to appoint a new ‘Project Activator’ post within the city. This was made possible through a grant from the Changing Lives Through Sport and Physical Activity Fund, a partnership between The Robertson Trust, The Scottish Government, **sportscotland** and Spirit of 2012.

### **Kings Links Golf Centre Youth Initiative**

The Kings Links Junior Fund partnered up with Sport Aberdeen and the Kings Links Golf Centre to provide organised school groups with fully funded golf coaching.

The Kings Links Junior Fund offered schools in the Aberdeen area a six-week programme of instruction to encourage the next generation of golfers to take up the sport, which saw over 450 children from nine different schools benefit from the initiative last year. In addition, Sport Aberdeen provided interested youngsters funded lessons and coaching at the Kings Links Golf Centre. The initiative was founded to inspire school-age children to try the sport, at no cost, to learn and develop some of the techniques and rules of the game. In the final week of the programme, children participating had the chance to put into practice what they had learned on one of Golf Aberdeen’s four courses. The charity has already provided free coaching to pupils around the area and now, working closely with Sport Aberdeen’s Active Schools and the public clubs, it is aiming to widen the reach to offer the initiative to hundreds more school children across the city. *“Encouraging the next generation of golfers into the sport is vital for the longevity of the game and for the future of our beloved local golf courses. Through our partnership with the Kings Links Golf Centre, local golf clubs and the addition of golf instruction into our Active Schools programme, we have helped remove the cost barrier associated with taking up the sport. This is a fantastic opportunity for children across the city to learn golf and it would be great to see some of the new young golfers go on to join our junior membership base and continue on their golfing journey.”* – Alistair Robertson, Sport Aberdeen Managing Director

*“By working alongside Sport Aberdeen, local schools and golf clubs, we can provide youngsters with a unique opportunity to learn and play golf free of charge. This, ‘fairway to golf’, places the emphasis of playing not paying thereby reducing the barrier of cost to play the game. The Kings Links Junior Fund has developed an all-*

*encompassing approach to the way we support youngsters, focusing on accessibility and enjoyment.” - Chris Law, Kings Links Junior Fund Chairman*

### **Sport Aberdeen Seals £1.6 million Partnership Agreement with sportscotland**

Sport Aberdeen renewed a partnership agreement with **sportscotland**, the national agency for sport, bringing over £1.6 million of funding into the city over four years, ensuring the charity can continue to support the delivery of local sport and physical activity through Active Schools and community sports hubs programmes. Both initiatives help Sport Aberdeen to deliver against key outcomes in Aberdeen’s local outcomes improvement plan (LOIP) for children and young people and support the whole community to be more active. Over the last four years, Active Schools Coordinators have supported significant positive change in engagement from school children. Participant sessions have risen by 56% to over 281,742 a year, while the number of secondary pupils now holding sports coaching and sports leadership qualifications has gone up by 129%. The number of schools which now have active links to sports clubs has risen by a staggering 80%, which highlights the significance of partnership working, and the positive impact it is having on school and community sport interaction. Sport Aberdeen currently supports five Community Sports Hubs across the city which work with 24 sports clubs. The aim is to increase the number of people participating in sport within local communities by improving access to sport and supporting local sports clubs to work together as part of a hub. Over the last year Community Sports Hubs facilitated by Sport Aberdeen have seen an astounding rise in participation, from 1,500 to 5,500 (267%), and a 110% increase in the number of active coaches. “Sport has a key part to play in a thriving Scotland and through initiatives like Active Schools, Community Sport Hubs, and wider investment directly into clubs and facilities, we can play our part in creating strong communities with sport at their heart.” - **sportscotland** Chief Executive, Stewart Harris

### **Partnership Working Helping to Activate City Schools**

The annual Fun Run Series, run by Sport Aberdeen’s Active Schools Team, saw over 800 pupils from a staggering 47 schools take part in the 2019 programme. The four-week programme, which is free to all children, is designed to allow pupils from schools across Aberdeen to take part in a fun event which encourages them to participate in sport and physical activity with the added excitement of a little healthy competition amongst peers. The total distance covered by all pupils who took part in the events from this year’s series is a whopping 2,470 km which is the equivalent of travelling from Aberdeen to Moscow. The series culminates in a Champion of Champions event where pupils from P4-P7 with the fastest running times from the series are invited to compete against each other.

### **Sport Aberdeen and Paths for All Support Northeast Care Home Staff**

Sport Aberdeen and Paths for All, a charity aiming to significantly increase the number of people who choose to walk in Scotland, ran a training programme for Bon Accord Care staff working at sheltered housing complexes in Aberdeen. This provided staff with the skills to lead their own strength and balance sessions, designed to improve quality of life through walking. The ‘First Steps’ programme, which successfully delivered training to 13 Bon Accord Care staff from nine sheltered housing complexes the previous year, allows them to promote and provide regular physical activity sessions for their residents. The First Steps programme, run by Sport Aberdeen’s Healthy Communities team with funding from Paths for All, aims to increase functional fitness and daily walking amongst people not currently able to take part in walking groups.

### **Sport Aberdeen Awarded the Queen’s Award for Voluntary Service**

In August 2019, Sport Aberdeen was officially presented with the Queen’s Award for Voluntary Service, the highest award a charity or voluntary group can receive in the UK. Sport Aberdeen Chairman at the time of receiving the accolade, Colin G. Taylor, and volunteers from the charity were presented with the prestigious award by Her Majesty’s Lord- Lieutenant of Aberdeen, Councillor Barney Crockett. In May 2019, volunteer

representatives from the charity travelled to London to attend a garden party at Buckingham Palace along with other recipients of the award. The Queen's Award for Voluntary Service recognises and celebrates outstanding work by volunteer groups benefitting their local communities. Volunteers contribute hugely to the community work carried out by Sport Aberdeen, including helping people to overcome mental health problems through participation in sport and helping to run 'Move More Aberdeen' classes - an innovative physical activity programme that helps people affected by cancer through physical activity. They also assist with 'Active Lifestyles' sessions - a programme developed specially for those starting out, recovering from injury, living with a long-term health condition and older adults. "Volunteers are the lifeblood of Sport Aberdeen. Receiving this prestigious recognition is testament to the invaluable time and enthusiasm that is offered up on a daily basis by our volunteers, allowing Sport Aberdeen to serve the local community and change people's lives through sport and physical activity." - Colin G. Taylor, Sport Aberdeen Chairman at the time of receiving the award.

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**Please provide a summary of any problems or issues that have required attention or action:**

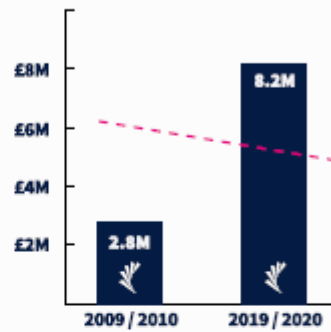
On-going discussions with ACC relating to a contract extension beyond the initial 10-year term remain outstanding, potentially impacting on the ability of the company to plan longer-term.

**ACC Strategies and Action Plan Priorities:**

Please provide a summary of how your activities have delivered against ACC strategies and action plan priorities.

## Our journey so far...

  
**£18M**  
NDR + VAT  
savings to ACC



■ Sport Aberdeen income generated  
--- ACC grant support

### Improved financial performance

  
**£4M**  
Investment in  
ACC assets

  
**26%**  
Increase  
in customer visits

  
**10**  
awards 2018 -2019  
Most successful trust  
in Scotland

  
**£7.5M**  
Social value  
(generated in the  
last 12 months)



# LOIP FOCUS

A city where everybody prospers



## PEOPLE (Adults)

active lifestyles  
**5,500**

health referrals and Active Lifestyles sessions

**1,500**

volunteers support community programmes

**600**

Health Walks across the city

PLACES



**1st**

Aberdeen ALED with carbon reduction strategy



**299**

children taught to ride a bike



**281,742**

Active School participations



**95%**

of aquatics volunteers moved into paid employment



**12,802**

school, youth and ASN Adventure Aberdeen participants



**2,000**

looked after children sessions



**1,523**

primary school pupils participated in Youth Games



**259**

secondary school pupils volunteered to deliver Active Schools sessions

ECONOMY

## PEOPLE (Children)

Figures reflect financial year 2016/2019

### Aberdeen's Sports Facilities Strategy 2016 – 2026

The above strategy sets out the vision for the sporting infrastructure for Aberdeen, which envisages a network of high quality, accessible and sustainable sport and leisure facilities, which offer inclusive services for all; enabling more residents to fulfil their potential by participating in sport and physical activity, thus improving their long-term health and wellbeing.

Building on its previous investment, Sport Aberdeen has invested approximately £1M into the following venue enhancements since 2018:

- **Alex Collie Gymnastics Performance Centre:** investment of £20,000 to create a dedicated gymnastics performance centre, in partnership with Scottish Gymnastics, and which forms a key hub of the gymnastics participation pathway [opened by international gymnast Beth Tweddle].
- **Aberdeen Tennis Centre:** investment of £100,000 as part of a £230,000 scheme for the refurbishment of the outdoor tennis courts.

- **Get active @ Sheddocksley:** investment of £300,000 for the redevelopment of the indoor facilities at Sheddocksley Sports Centre to create a modern fit-for-purpose centre.
- **Linx Ice Arena:** £30,000 investment towards a minor refurbishment, including to the foyer, café areas, Après Lounge and changing areas.
- **MacKenzie Championship Golf Course, Hazlehead Park:** investment as part of a £300,000 scheme to improve drainage.
- **Northfield Swimming Pool:** Sport Aberdeen has led the project team for the redevelopment of the Northfield Pool site to include fitness facilities and multi-purpose areas, allied to the vision of quality, sustainable facilities.

### Strategy for an Active Aberdeen 2016 – 2026

The above strategy has the vision of making Aberdeen the most active city in Scotland, with a mission to Activate the City. The key strands of this strategy relate to increasing opportunities and participation in sport and physical activity, investing in the infrastructure of places (physical infrastructure) and people (communities of interest). The final aim is to be inclusive, so that everyone has the opportunity to be and stay active. These are closely linked with the aims and objectives of the Sport Aberdeen business plan and the detailed evidence for what Sport Aberdeen has achieved by increasing participation is highlighted throughout this document and particularly in the preceding sections.

### Local Outcome Improvement Plan

Sport Aberdeen has taken a lead role in coordinating and supporting the Active Aberdeen Partnership (AAP); contributing considerable expertise and in-kind resources enabling AAP to sustain active engagement throughout Community Planning Aberdeen's (CPA) multi-agency planning structure.

Sport Aberdeen is fully committed to contributing to the citywide delivery of LOIP Outcomes across each of the LOIP themes Economy; People (Children & Young People); People (Adults).

During year 2019/20 Sport Aberdeen continued its' work as the lead agency for an improvement project (11.3.1) to increase uptake of a range of activities that enable people with long term conditions to manage their health and wellbeing by 10% by March 2021 via the Resilient, Included and Supported Outcome Improvement Group (OIG).

Sport Aberdeen has also committed to achieving Aberdeen City's aspiration to become recognised as an UNCRC Child Friendly City.

Active representation and resources allocated by Sport Aberdeen to CPA planning, ongoing development and delivery of LOIP Outcomes throughout the previous year is highlighted below.

### Sport Aberdeen (SA) Representation & Group Membership for 2019/20

CPA Multi-Agency Group	Sport Aberdeen's Engagement via AAP
CPA Board	Managing Director Director of Healthy & Active Communities (Alternate)
CPA Management Group	Director of Healthy & Active Communities
CPA Communications Group	Director of Performance & Planning
Sustainable Cities (OIG)	Director of Community Leisure Operations
Resilient, Included & Supported (OIG)	Director of Healthy & Active Communities
Integrated Children's Services (OIG)	Virtual link; Performance & Planning Manager
Torry Locality Partnership	Development Manager, Active Communities

**Local Priorities:**

Please highlight where your outcomes, outputs or activities align against the priorities of the Local Outcome Improvement Plan. <https://communityplanningaberdeen.org.uk/aberdeen-city-local-outcome-improvement-plan-2016-26/>

Sport Aberdeen's strategic priorities, outcomes and activities for the period 2019/20 as defined in the organisation's business plan align to the delivery of the overall LOIP outcomes, as highlighted below.

**Sport Aberdeen Alignment to LOIP Outcomes 2019/20**

<b>LOIP Stretch Outcomes (Sport Aberdeen alignment/contributing towards)</b>	<b>Sport Aberdeen – outputs/activities</b>	<b>Sport Aberdeen Outcomes (as defined for 2019/20)</b>
10% increase in employment across priority and volume growth sectors by 2026	Providing strategic guidance and advice on future development proposals, planning applications to ensure sustainability.	2.1 Sustainable facilities delivering high quality services.  3.1 Joined up approach to strategic sport and physical activity opportunities/provision within the city.  3.2 More collaborative working  3.6 Provision of a network of high quality and well programmed swimming facilities.  3.8 Improved quality of outdoor pitches, golf courses
90% of working people in Living Wage Employment by 2026	Established National Minimum Wage rate across workforce aged 16 years and above.  100% increase on participation in Looked After Project, providing pathways to employment, further education.  490 coaches across the city .	4.11 To be recognised as an employer paying the National Living Wage  1.9 Increase opportunities for children who have additional support needs (ASN) – personal and social development.  1.32 Increase the number of trained and qualified coaches and volunteers.
90% of children and young people will report that they feel mentally well by 2026	278,089 sessions of physical activities provided across Active Schools Programme.	1.1 Improvements to the health & wellbeing of all city residents.

	<p>8,635 distinct participants in Active Schools programme (primary and secondary school)</p> <p>91% of parents surveyed felt that Active Schools had improved their child's mental wellness and wellbeing.</p> <p>98% families surveyed reported that Active Schools is helping their child.</p> <p>930 specialist one-to-one and group sessions delivered to vulnerable children and young people.</p> <p>Actively contribute to CPA planning structures via OIG's and locality partnerships, CPA Board and Management Group.</p> <p>Targeted programmes health and wellbeing programmes within and external to Sport Aberdeen (Stable &amp; Able; Looked After Project; Priority Families; Active Schools; Move More)</p> <p>On-going transformation of Adventure Aberdeen (outdoor-education) in to the Sport Aberdeen portfolio of services.</p> <p>Ongoing support provided to the Active Girls Committee (Active Schools) led by young people promoting and enabling more girls to become more physically active.</p>	<p>1.9 Increase opportunities for children who have additional support needs (ASN) – personal and social development</p> <p>1.13 Provision of mainstreamed and specialist services for children and young people who have a disability</p> <p>1.13 Increased sport and physical activity.</p> <p>1.14 Increase sport and physical activity with groups least likely to participate through provision of integrated programmes in community settings.</p> <p>1.28 Increase sport and physical activity participation across target groups (students, teenagers, people with disabilities, girls)</p> <p>1.32 Increase the number of trained and qualified coaches and volunteers.</p> <p>2.15 Provision of higher quality facilities to encourage new participation in sport and physical activity.</p> <p>3.1 Best-practice approaches adopted within the city for multi-agency working within health, education and community</p> <p>3.1 Joined up approach to strategic sport and physical activity opportunities within the city.</p> <p>3.2 Reduce duplication of provision across the city (active role in community planning)</p> <p>3.2 More collaborative working</p>	
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		<p>5.4 Improved efficiency, service quality.</p> <p>5.7 Increase sport and physical activity (Active Schools Programme – Booking System)</p> <p>5.19 Greater range of sports offered within Sport Aberdeen venues</p> <p>5.19 Increase community access to our venues</p> <p>5.29 Better utilisation of resources / venues</p>	
<p>95% of care experienced children and young people will have the same levels of attainment in education. Emotional wellbeing and positive destinations as their peers by 2026</p>	<p>Please see App C and D</p> <p>100% increase on participation in Looked After Project, providing pathways to employment, further education.</p> <p>243 memberships provided to looked after and care experienced children and young people- additional support provided to attend sessions via Looked After Project.</p> <p>107 memberships provided to priority families and kinship carers to enjoy activities across the city.</p> <p>930 specialist one-to-one and group sessions delivered to vulnerable children and young people.</p> <p>Actively contributed to CPA planning structures via OIG's and locality partnerships, CPA Board and Management Group.</p> <p>Targeted programmes health and wellbeing programmes within and external to Sport Aberdeen (Stable &amp; Able; Looked After Project; Priority Families; Active Schools; Move More)</p>	<p>1.9 Increase opportunities for children who have additional support needs (ASN) – personal and social development</p> <p>1.1 Improvements to the health &amp; wellbeing of all city residents.</p> <p>1.14 Increase sport and physical activity with groups least likely to participate through provision of integrated programmes in community settings.</p> <p>1.22 Increase sport and physical activity participation by children who are looked after across the city.</p> <p>1.22 Improve health and wellbeing of children who are looked after across the city.</p> <p>1.28 Increase sport and physical activity participation across target groups (students, teenagers, people with disabilities, girls)</p> <p>1.32 Increase the number of trained and qualified coaches and volunteers.</p> <p>2.15 Provision of higher quality facilities to encourage new participation in sport and physical activity.</p>	

	<p>Successful integration of Adventure Aberdeen (outdoor-education) in to the Sport Aberdeen portfolio of services.</p>	<p>3.1 Best-practice approaches adopted within the city for multi-agency working within health, education and community</p> <p>3.1 Joined up approach to strategic sport and physical activity opportunities within the city.</p> <p>3.2 Reduce duplication of provision across the city (active role in community planning)</p> <p>3.2 More collaborative working</p> <p>5.19 Increase community access to our venues</p>	
<p>95% of children living in our priority localities will sustain a positive destination upon leaving school by 2026</p>	<p>98% families surveyed reported that Active Schools is helping their child.</p> <p>930 specialist one-to-one and group sessions delivered to vulnerable children and young people.</p> <p>Researched innovative ways of targeting markets not currently well catered for.</p> <p>Actively contributed to CPA planning structures via OIG's and locality partnerships, CPA Board and Management Group.</p> <p>Targeted programmes health and wellbeing programmes within and external to Sport Aberdeen (Stable &amp; Able; Looked After Project; Priority Families; Active Schools; Move More)</p> <p>Successful integration of Adventure Aberdeen (outdoor-education) in to the Sport Aberdeen portfolio of services.</p>	<p>1.9 Increase opportunities for children who have additional support needs (ASN) – personal and social development</p> <p>1.14 Increase sport and physical activity with groups least likely to participate through provision of integrated programmes in community settings.</p> <p>1.28 Increase sport and physical activity participation across target groups (students, teenagers, people with disabilities, girls)</p> <p>1.32 Increase the number of trained and qualified coaches and volunteers.</p> <p>2.15 Provision of higher quality facilities to encourage new participation in sport and physical activity.</p> <p>3.1 Best-practice approaches adopted within the city for multi-agency working within health, education and community</p>	

		<p>3.1 Joined up approach to strategic sport and physical activity opportunities within the city.</p> <p>3.2 Reduce duplication of provision across the city (active role in community planning).</p> <p>3.2 More collaborative working.</p> <p>5.19 Increase community access to our venues.</p>	
<p>Child Friendly city which supports all children to prosper and actively engage with their communities by 2025.</p>	<p>Actively contributed to CPA planning structures via OIG's and locality partnerships, CPA Board and Management Group.</p>	<p>1.14 Increase sport and physical activity with groups least likely to participate through provision of integrated programmes in community settings.</p> <p>1.28 Increase sport and physical activity participation across target groups (students, teenagers, people with disabilities, girls).</p> <p>1.32 Increase the number of trained and qualified coaches and volunteers.</p> <p>3.1 Best-practice approaches adopted within the city for multi-agency working within health, education and community.</p> <p>3.1 Joined up approach to strategic sport and physical activity opportunities within the city.</p> <p>3.2 Reduce duplication of provision across the city (active role in community planning).</p> <p>3.2 More collaborative working.</p>	

		5.19 Increase community access to our venues.	
25% Fewer young people (under 18) charged with an offence by 2026	<p>Actively contribute to CPA planning structures via OIG's and locality partnerships, CPA Board and Management Group.</p> <p>Targeted programmes health and wellbeing programmes within and external to Sport Aberdeen (Stable &amp; Able; Looked After Project; Priority Families; Active Schools; Move More).</p> <p>Successful integration of Adventure Aberdeen (outdoor-education) in to the Sport Aberdeen portfolio of services.</p>	<p>1.14 Increase sport and physical activity with groups least likely to participate through provision of integrated programmes in community settings.</p> <p>1.32 Increase the number of trained and qualified coaches and volunteers.</p> <p>3.1 Best-practice approaches adopted within the city for multi-agency working within health, education and community.</p> <p>3.1 Joined up approach to strategic sport and physical activity opportunities within the city.</p> <p>3.2 Reduce duplication of provision across the city (active role in community planning).</p> <p>3.2 More collaborative working.</p>	
Healthy life expectancy (time lived in good health) is five years longer by 2026.	<p>Please see Appendix E for detailed breakdown</p> <p>Walk Aberdeen programme across the city, increasing the number of opportunities for people to take part in high quality health walks.</p> <p>Developed pathways back into sport and physical activity via Move More project for older adults and people with long term conditions. 700 referrals from health care professionals and over 22,000 participations across the city.</p> <p>107 distinct activities provided every week via Active Lives programme across the city generating 40,500 participations.</p>	<p>1.21 Increased physical activity participation.</p> <p>1.1 Improvements to the health &amp; wellbeing of all city residents.</p> <p>1.14 Increase sport and physical activity with groups least likely to participate through provision of integrated programmes in community settings.</p> <p>1.20 Reduction in feelings of isolation.</p> <p>1.20 Improved health and wellbeing.</p> <p>1.28 Increase sport and physical activity participation across target groups (students,</p>	

	<p>Assist adults with a disability in Aberdeen to be more physically active through the provision of a comprehensive programme of activities.</p> <p>Increased affordable memberships across the city; generating a total of 7500 members.</p> <p>5 community sports hubs across the city established, with 5538 club members.</p> <p>Actively contribute to CPA planning structures via OIG's and locality partnerships, CPA Board and Management Group.</p> <p>Refurbishment of the community-based facility at Sheddocksley.</p> <p>Targeted programmes health and wellbeing programmes within and external to Sport Aberdeen (Stable &amp; Able; supporting self-management of long-term conditions; Move More; Active Lifestyles) with operations teams supported to develop complementary programmes as part of a co-ordinated programming offer.</p> <p>Working in partnership with Paths for All, delivering supported walks across the city as part of the Sport Aberdeen Move More programme.</p>	<p>teenagers, people with disabilities, girls).</p> <p>1.30 Increase sport and physical activity participation. (Support to sports clubs).</p> <p>1.30 Improve health and wellbeing. (Support to sports clubs).</p> <p>1.32 Increase the number of trained and qualified coaches and volunteers.</p> <p>2.15 Provision of higher quality facilities to encourage new participation in sport and physical activity.</p> <p>3.1 Best-practice approaches adopted within the city for multi-agency working within health, education and community.</p> <p>3.1 Joined up approach to strategic sport and physical activity opportunities within the city.</p> <p>3.2 Reduce duplication of provision across the city (active role in community planning).</p> <p>3.2 More collaborative working.</p> <p>3.11 Increased sport and physical activity participation and improved health outcomes for older adults.</p> <p>3.13 New walk clubs established across the city.</p> <p>3.13 Additional Walk Leader courses run.</p> <p>5.19 Greater range of sports offered within Sport Aberdeen venues</p> <p>5.19 Increase community access to our venues.</p>	
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<p>No one will go without food due to poverty by 2026</p>	<p>Actively contribute to CPA planning structures via OIG's and locality partnerships, CPA Board and Management Group.</p> <p>Targeted programmes health and wellbeing programmes within and external to Sport Aberdeen (Stable &amp; Able; Looked After Project; Priority Families; Active Schools; Move More).</p>	<p>1.9 Increase opportunities for children who have additional support needs (ASN) – personal and social development.</p> <p>1.1 Improvements to the health &amp; wellbeing of all city residents.</p> <p>1.14 Increase sport and physical activity with groups least likely to participate through provision of integrated programmes in community settings.</p> <p>1.28 Increase sport and physical activity participation across target groups (students, teenagers, people with disabilities, girls).</p> <p>3.1 Best-practice approaches adopted within the city for multi-agency working within health, education and community.</p> <p>3.1 Joined up approach to strategic sport and physical activity opportunities within the city.</p> <p>3.2 Reduce duplication of provision across the city (active role in community planning).</p> <p>3.2 More collaborative working.</p> <p>5.19 Increase community access to our venues.</p>	
<p>Addressing climate change by reducing Aberdeen's carbon emissions by 42.5% by 2026 and adapting to the impacts of our changing climate.</p>	<p>Providing strategic guidance and advice on future development proposals, planning applications to ensure sustainability.</p> <p>In the process of calculating and applying metrics to identify, measure and quantify CO2 emissions and energy consumption reduction across</p>	<p>2.1 Sustainable facilities delivering high quality services.</p> <p>2.12 Reduce energy consumption.</p> <p>2.22 Reduced CO2 outputs</p> <p>3.1 Joined up approach to strategic sport and physical</p>	

	<p>portfolio of venues that take account of variables.</p>	<p>activity opportunities within the city.</p> <p>3.2 Reduce duplication of provision across the city (active role in community planning).</p> <p>3.2 More collaborative working.</p>	
<p>38% of people walking and 5% of people cycling as main mode of travel by 2026.</p>	<p>Walk Aberdeen programme across the city, increasing the number of opportunities for people to take part in high quality health walks.</p> <p>Developed pathways back into sport and physical activity via Move More project for older adults and people with long term conditions.</p> <p>Targeted programmes health and wellbeing programmes within and external to Sport Aberdeen (Stable &amp; Able; Looked After Project; Priority Families; Active Schools; Move More).</p> <p>Actively contribute to CPA planning structures via OIG's and locality partnerships, CPA Board and Management Group.</p> <p>Refurbishment of the community-based facility at Sheddocksley.</p> <p>Successful integration of Adventure Aberdeen (outdoor-education) in to the Sport Aberdeen portfolio of services.</p>	<p>1.21 Increased physical activity participation.</p> <p>1.1 Improvements to the health &amp; wellbeing of all city residents.</p> <p>1.14 Increase sport and physical activity with groups least likely to participate through provision of integrated programmes in community settings.</p> <p>1.28 Increase sport and physical activity participation across target groups (students, teenagers, people with disabilities, girls).</p> <p>1.32 Increase the number of trained and qualified coaches and volunteers.</p> <p>3.1 Joined up approach to strategic sport and physical activity opportunities within the city.</p> <p>3.1 Best-practice approaches adopted within the city for multi-agency working within health, education and community development sectors.</p> <p>3.2 Reduce duplication of provision across the city (active role in community planning).</p> <p>3.2 More collaborative working.</p>	

		5.19 Increase community access to our venues.	
		5.29 Better utilisation of resources/venues; Adventure Aberdeen (Outdoor Education, including cycling).	

#### Education:

Please provide further information in respect to any education programmes delivered.

#### Adventure Aberdeen

Adventure Aberdeen delivered courses enabling volunteers and others to gain qualifications to enable them to deliver Duke of Edinburgh Award scheme and Bike Ability sessions, namely Low Hills and CTA courses, In 2019/20 a total of 48 sessions were run, with 1,156 participants gaining the relevant qualification.

#### Aquatics Aberdeen

2 courses of the new Scottish Swimming Teaching Qualification were run, with 11 internal and 17 external candidates. 1 Early Years course was run with 17 internal and 1 external candidate. 290 hours of teaching were delivered by newly qualified teachers progressing through the volunteer pathway. The numbers are lower than in previous years due to the change in qualification structure and the length of time it takes to complete the new SSTQ.

#### ClubSport Aberdeen Training and Development

The following educational courses were delivered to volunteers to upskill and provide relevant recognised national qualifications in 19/20:

Course / Qualification	Participants
Emergency First Aid at Work	35
Safeguarding and Protecting Children	28
In Safe Hands	8
Child Wellbeing and Protection in Sport	13

#### Active Lifestyles Training

Training Courses	
Paths for All Walk Leader Training	33
Paths for All Strength and Balance	53
Boccia Leaders Award (for Bon Accord Care)	14
Technogym	3
Seated Yoga	1
Indoor Cycling	1
Level 3 Exercise Referral	6
Level 4 Postural Stability Instructor	1



## Employment

### Please provide information about your volunteers, if you have any:

- What roles do your volunteers undertake within the organisation?
- Training and Policy in action?
- Example of volunteer success stories such as transition to employment?

### **Queens Award for Voluntary Service**

Sport Aberdeen was awarded the Queen's Award for Voluntary Service in June 2019 (application made by an external party in 2019/20) – the highest award a charity or voluntary group can receive in the UK. This award recognises the outstanding work of our volunteer groups who benefit their local communities.

The following areas of the business benefit from the use of volunteers to support the delivery of services and programmes.

### **Aquatics Aberdeen**

The award-winning Learn to Swim programme for children and adults uses volunteers, starting as Aquatic Helpers, as part of a development pathway for suitable volunteers to progress into paid roles. Whilst relatively small in number, they provide a fantastic opportunity for young people to progress and achieve nationally recognised qualifications. 290 hours of swimming teaching were delivered in 2019/20 by newly qualified teachers who had progressed through the Aquatics Workforce Development Programme from volunteer positions.

### **Active Lifestyles**

Volunteers are used extensively to support an inclusive range of opportunities to help everyone become more active and stay active. This can range from the delivery of classes, to help with managing referrals from health agencies and in helping people at their first classes.

### **Active Schools**

Active Schools is our flagship programme of extra-curricular activity that is delivered in every school in the city. Volunteers support the programme extensively, as is evidenced by the following statistics:

Total number of volunteers – 891

Qualified adult volunteers – 301

Qualified Senior Pupil Volunteers - 133

Senior Pupil Volunteers – 259

### **Golf Aberdeen**

A group of volunteers based at Hazlehead Golf Club support Sport Aberdeen and its grounds maintenance contractor, idverde, in maintaining high standards on the golf course and associated areas, carrying out additional maintenance activities, adding value and supporting the development of the community feel at our courses. In 2019/20, 1200 volunteering hours were given to course enhancement works.

### **Sport Aberdeen Workforce Volunteering**

20 staff freely gave of their time in July 2019 to support the refurbishment programme at its Adventure Speyside facility, undertaking internal building improvements and undertaking various landscape improvement works as part of its desire to improve the quality of offer and enable wider marketing of the facility to adult markets.

### **Walk Aberdeen**

All of our health walks are led and supported by our friendly, trained Health Walk Leaders who want to share their love of being active with others.

## SECTION 2 – Users, Audiences, Participants and Investment

Please complete this section to report on the number of participants from each of the identified areas who have participated during the year.

Participants	Target	Total 2019-20
Total number of participatory opportunities created throughout programme		
<b>Number of participatory opportunities targeted for priority groups</b>		
Young People under 16		
Young People 16-25		
Older People (65+)		App E
Disability (mental health physical, sensory (e.g. BSL users) and carers of disabled people)		
Ethnic minority communities including Gypsy/ Travellers	Management system not able to record	
Sexual orientation (LGBTQ)	Management system not able to record	
Residents of regeneration areas within Aberdeen City		
Other (please specify)		
DataHub enables interrogation of data and heat maps to identify participation of those within our database from SMID areas.		

Please complete this section to report on audience/visitor numbers in relation to your programming.

Users/Audiences	Target	Total 2018-19
Total user/Audience/visitor Number		
User/Audience number from Aberdeen City	No targets set – the stats provided are based on periodic analysis for other purposes	Approx 90% of users from within ACC area
User/Audience number from the wider region or further		Approx 10% of users from outwith
% of user/audience survey rating experience as ‘excellent’ or ‘good’		
<b>Aquatics Aberdeen</b> % of recent leavers from the learn to swim programme would recommend the Aquatics Aberdeen programme		93%

We are keen to evidence the added economic value and social return of investment, as such we request that you please complete the table below.

Income 2019-20	Total £
Value of Grant(s) from Aberdeen City Council	4,626,678
External Grant funding	693,414
Sponsorship	0
Trading income	384,554
Other (please specify) – Operational income	8,432,341
<b>Total add income</b>	<b>14,136,987</b>

### Showing Impact Through Social Value

During 2019/20 Sport Aberdeen has signed up to the UK-wide DataHub which enables it to identify the added value (social value) it generates as a result of some of its activities. It was the first Scottish Leisure Trust to do so.

The Social Value Calculator is a tool for measuring social return on investment from Sport Aberdeen's activities, enabling Sport Aberdeen to demonstrate the value and positive impact that it has on communities of people and places. The programme enables Sport Aberdeen to clearly evidence the social value created from delivering sport and physical activity venues and other programmes run by the charity. The social value is translated into monetary worth and enables consistent and concise comparisons across the leisure sector, allowing Sport Aberdeen to benchmark against local and national competitors.

Whilst its use is still being trialled on data for Get active members only, initial data indicates that Sport Aberdeen has generated £7,497,467 of social value in the last 12 months from activities taking place within its venues, from improvement to customers' health, improved subjective wellbeing, reduced crime and increased educational attainment, as follows:

- Subjective Wellbeing: £6,296,203
- Improved Health: £1,091,193

This means: a healthier population achieved through participation in sport and physical activity and healthcare savings for example reduced diabetes and reduced risk of heart disease.

- CHD Stroke: £307,597
- Diabetes: £115,134
- Breast Cancer: £21,187
- Dementia: £429,033
- Colon Cancer: £32,077
- Depression: £29,213
- Reduced GP Visits: £156,949

- Education

Educational attainment measured by estimating the number of additional sports participants with formal qualification by the average lifetime productivity returns and enhanced human capital represents the value of an individual's enhanced skills.

- Increased Attainment (11-18 educational attainment): £754
- Enhanced Human Capital £106,370

- Crime

The value calculated by estimating the number of criminal incidents prevented amongst young men aged 10 – 24 taking part in fitness facilities, multiplied by the average cost per incident of crime.

- Reduced Crime: £3,699

### Section 3 – Support Material

<p>We recommend you provide up to five items of support material to help demonstrate the quality and impact of your activity. This may include; case studies, photographs, videos, web links, publications, marketing material, reports, participant testimonials and feedback. If emailing please keep all support material to under 5mb. Please supply details on your support material below</p> <p>By submitting this you are providing permission for each item to be used for publication. You should ensure you have the creators consent and accreditation is provided where necessary.</p>	
Support Material 1:	<p><b>Get active @ Sheddocksley:</b>  <a href="https://www.youtube.com/watch?v=GcAcykOMSGU">https://www.youtube.com/watch?v=GcAcykOMSGU</a></p>
Support Material 2:	<p><b>Active Lifestyles Programme:</b>  <a href="https://www.youtube.com/watch?v=AZm7Qr4i8T0&amp;t=96s">https://www.youtube.com/watch?v=AZm7Qr4i8T0&amp;t=96s</a></p>
Support Material 3:	<p><b><u>Jyden’s Story Case Study</u></b></p>
Support Material 4:	<p><b><u>Septuagenarian swimmer case study</u></b></p>
Support Material 5:	<p><b><u>Snowsports ASN pathway case study</u></b></p>

### Section 4- Declaration on use of information

Aberdeen City Council collects and maintains the data on this form about your organisation for the purpose of contacting you in relation to the funding, monitoring purposes and to collate information for statistical and audit purposes. We will retain Personal Data for six years in accordance with the organisation’s Corporate Records Retention and Disposal Schedule and for the purpose of administering, processing and assessing your report.

For the purposes of processing this information Aberdeen City Council is the Data Controller. The Information Commissioner Office is the UK’s regulator of data protection law ([www.ico.org.uk](http://www.ico.org.uk)). More information about all of the rights you have is available on our website at: <https://www.aberdeencity.gov.uk/your-data>.

Whenever the Council processes personal data we need to make sure we have a basis for doing so. We understand our basis in GDPR to be Article 6(1)(e) as we consider that it is in our public task to collect this information under our powers set down in the Local Government and Planning (Scotland) Act, 1982 section 14, as amended by section 128 of the Local Government etc. (Scotland) Act, 1994. The act provides for us doing or contributing towards the expenses of providing or doing, anything necessary or expedient for the purpose of ensuring that there are facilities available for recreational, sporting, cultural or social activities as we consider appropriate.

To confirm that all information included in this report is accurate and that you have read and followed the terms and conditions, please sign and date below. If submitting by email an electronic signature or the typed name of the appropriate contact should be inserted.

**Name:**            **Jill Franks**

**Date:**            **21/10/2020**