

COMMITTEE:	Education, Culture and Sport
DATE:	27 August 2009
CORPORATE DIRECTOR:	John Tomlinson Lead for Education, Culture and Sport
TITLE OF REPORT:	Fit for the Future: A Sport and Physical Activity Strategy for Aberdeen City 2009-2015

1. PURPOSE OF REPORT

This report brings before the Committee Fit for the Future: A Sport and Physical Activity Strategy for Aberdeen City 2009-2015 and provides an up date on the progress. It is considered helpful to the new Committee to receive an overview of the position at this first meeting.

2. RECOMMENDATION(S)

That the Committee;

- i. Note the Sport and Physical Activity Strategy and summary document
- ii. Note the progress achieved in the development of the Strategy
- iii. Instruct officers to report progress on providing an update on the delivery of the strategy to an appropriate committee on an annual basis.

3. FINANCIAL IMPLICATIONS

The strategy will be delivered within budgets already identified and is based on the assumption that there are no additional funds available from the Council. The various external funding opportunities available will be explored on an ongoing basis.

4. SERVICE & COMMUNITY IMPACT

The report links to Outcome 13 of the Single Outcome Agreement: We take pride in a strong, fair and inclusive national identity.

The report relates to all the objectives in the Arts, Heritage and Sport strand of the Community Plan.

The Sport and Physical Activity Strategy has been designed to help deliver all the sports objectives in Vibrant, Dynamic and Forward Looking:

- Campaign for a state of the art competition standard 50m swimming pool for Aberdeen, with fair funding from the Scottish Executive
- Complete the development of the Regional facility
- Increase participation in sport, provide support for athletes and reward excellence
- Ensure high quality, well-managed sports facilities in Aberdeen
- Recognise the contribution of Sport, Culture and Arts to promoting the area as a tourist destination
- Promote the City as a tourist destination
- Recognise the role of Sport and Arts in tackling anti-social behaviour

5. OTHER IMPLICATIONS

Investment in sport and physical activity can contribute to reducing the risk of health inequalities of the citizens of Aberdeen.

6. REPORT

Background

Fit for the Future is a partnership document that sets out the priorities and direction for those working on sport and physical activity in Aberdeen. The vision of the strategy is: more people, more active, more often. It was produced by Aberdeen City Council's Sports Working Group in conjunction with the Active Aberdeen Civic Forum and has been written to address some of the key sport and physical activity challenges facing Aberdeen.

The initial framework, vision, objectives, targets and draft strategy were developed through a series of workshops with Elected Members and the Active Aberdeen Forum.

An Initial Draft Strategy was completed and agreed by the Active Aberdeen Forum and Sports Strategy Working Group in November 2007. This draft strategy was then formally approved for public consultation by the Policy and Strategy Committee on 11 December 2007.

The formal public consultation took place during the summer of 2008. This consultation process included distribution of hard copies of the draft strategy within a range of community facilities, an on line web-based consultation and specific consultation sessions with targeted groups including the City's Older People's Working Group; Scottish Disability Sport; Aberdeen's Regeneration Matters Group in order to ensure that Fit for the Future represents all communities in Aberdeen.

An additional consultation was held with the Active Aberdeen Forum in November 2008 and the final draft strategy document prepared incorporating the outcomes of all consultation.

Fit for the Future was formally adopted by Aberdeen City Council at the Policy and Strategy Committee of 28 April 2009.

Following this a number of meetings have been held with some of the key services within Aberdeen City Council to prepare an initial implementation plan for the first year of the strategy. Further meetings are planned with other services and it is anticipated that the implementation plan will continue to be developed.

A small working group, representative of the Active Aberdeen Forum, has been established to develop a collaborative action plan representing all partners to progress implementation of the Fit for the Future strategy.

The Active Aberdeen Forum will oversee and monitor the delivery of Fit for the Future; progress will be reported annually through Aberdeen's Community Planning structure.

Strategy Launch

A formal launch of the strategy is being planned (late August or September 2009), where there will be an opportunity to view a variety of activities by a range of participants. The launch will provide the platform for media involvement and ensure that public awareness is raised. The Strategy will be available in both hard copy and electronic format and will be distributed widely through Council and partner organisation outlets.

7. AUTHORISED SIGNATURE

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9. BACKGROUND PAPERS

Reaching Higher 2007
Let's Make Scotland More Active
Single Outcome Agreement