

ABERDEEN CITY COUNCIL

ALEO – ANNUAL REPORT 2024/25

ORGANISATION:	Sport Aberdeen
REPORT COMPLETED BY:	Keith Heslop, Chief Executive
DATE:	August 2025

SECTION 1 - Outcomes and outputs

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

Awards Success in 2024/25

Winner:

- **Scottish Swimming Awards:** Scottish Water's 'Learn to Swim Provider of the Year'
- **Community Leisure UK Seriously Social Awards:** Inclusion award for 'SPACE' programme
- **The Aberdeen Society of Architects Awards:** Special Commendation for 'Facility of the Year Award – Get active @ Northfield'.
- **Northern Star Business Awards:** Regional Contribution Award for Alistair Robertson, former MD.

Finalist:

- **ukactive Awards:** Equality, Diversity & Inclusion Award for 'Football for All' project
- **The Herald & GenAnalytics Diversity Awards:** Diversity in Sport Award for 'Football for All' project
- **Community Leisure UK Seriously Social Awards:** People Above Profit award for delivery of the GoodBoost programme
- **Scottish Knowledge Exchange Awards:** Making a Social Difference for the Proactive Minds project in collaboration with Glasgow Caledonian University.
- **Northern Star Business Awards:** Business of the Year

Accreditations

- Gained Level 2 Disability Confident Employer status

Business Plan Aims and Objectives

Sport Aberdeen's business plan for 2024-25 focused on achieving five key aims. These aims are summarised below with the key supporting projects, outputs and other activities undertaken to achieve them.

1) To provide programmes aimed at improved the health and wellbeing of key groups including children and young people and adults.

Under this aim, we:

- Had more than 7,000 children getting active on a weekly basis across all coached programme activity, representing one fifth of children in the city.
- Increased Active Schools provision by 6% with 176,499 visits across city schools (both primary and secondary) with a 29% increase of participants in priority neighbourhoods from the previous year.
- Delivered swimming lessons to all P4 pupils citywide, reaching 2,200 learners.
- Delivered Bikeability Level 2 training to all city primary schools, ensuring safe cycling habits.

- Delivered Counterweight Core programme on behalf of NHS Grampian as part of their Tier 2 Adult Weight Management Pathway.
- Hosted Aberdeen's first Community Appointment Day (focused on chronic pain) at Get active @ Northfield.
- Continued to create accessible opportunities by removing cost as a barrier through our **Get active for Less** discounted access scheme, with over 2,360 applications processed in 2024–25, benefitting 1,489 older people (66+), 1,616 adults, and 1,513 children, as well as charity groups and support organisations.
- Delivered 489 Good Boost sessions for adults living with musculoskeletal conditions, supporting them to self-manage with their condition (2987 participations).

2) To focus on growing key income streams, becoming more cost efficient and investing in the future.

Under this aim, we:

- Completed feasibility work for transforming Get active @ Westburn into a premier fitness and café destination.
- Progressed a successful stage 1 application to the Transforming Scottish Indoor Tennis Fund to enhance Aberdeen Tennis Centre.
- Refurbished and reopened three outdoor courts at Get active @ Northfield and five outdoor courts at Ruthrieston in £210,000 renovation project.
- Launched The Quad and HYROX at Get Active @Jesmond, welcoming 5,000 participants by March 2025.
- Invested £100k in golf courses and outdoor pitches.
- Spent £200,000+ renovating tennis courts at Northfield and Ruthrieston Outdoor Sports Centres.
- Refurbished changing rooms and toilets at Bridge of Don Swimming Pool and Linx Ice Arena.
- Enhanced public areas at Get active @ Kincorth, Get active @ Sheddocksley and Linx Ice Arena bar.
- Installed destratification units at Linx Ice Arena to improve energy efficiency.
- Introduced a new Sales Executive role in the marketing, communications and commercial development team to grow commercial advertising and corporate sponsorship opportunities.
- Completed an internal structure review which saw the creation of an assistant director role focusing on asset development and project oversight and the transfer of the Adventure Aberdeen Snowsports Centre to the Community Leisure Operations division.

3) To grow strategic partnerships and to build our corporate governance model.

Under this aim, we:

- Successfully retendered the grounds maintenance contract for all golf courses and outdoor facilities with idverde retaining the contract following a rigorous procurement process, ensuring continuity of service and enabling a flexible, value-driven approach to outdoor maintenance.
- Continued working with **sportscotland**, the Lawn Tennis Association and Tennis Scotland respectively to bring a fully funded project for a canopy covering over the external courts in Westburn Park, subject to planning permission.
- Successfully working with the city council's planning team, securing investment into the council's facilities from developer obligations as part of Section 75 agreements. In 2024, this included substantial investment to create, the QUAD, functional training space at Get active @ Jesmond and more recently, refurbishing the pool changing rooms at Get active @ Cults.
- Continued support for the Russell Anderson Foundation, hosting an annual golf day at the MacKenzie Championship Course, helping to generate funding to support the charity's key objectives.
- Established a trustee development committee, implemented peer-led mentoring and a trustee annual evaluation programme.

4) To focus on growing and retaining our team through professional and personal development

Under this aim, we:

- Launched a new employee benefits platform, 4Me offering comprehensive benefits across finance health, travel and lifestyle sectors.
- Developed plans for a new electric car scheme and a venue champions initiative.
- Delivered 6 NPLQ courses with 75 enrolments and 33 hires, a 43% increase in successful placements.
- Achieved RLSS UK mentor status.
- Gained Level 2 Disability Confident employer accreditation.
- Refreshed our employee engagement strategy and succession planning framework.
- Prepared for upcoming legislation changes in the Disclosure Scotland Act and Employment Rights Bill.
- Progressed the Carer Positive accreditation scheme.
- Became an Approved provider on the Public Scotland Contracts Framework.
- Successfully trained 75 lifeguards, with trainees traveling from as far as Edinburgh to our venues. All trained lifeguards secured employment in the leisure sector across Scotland and beyond, with over 50% hired directly by us which is expected to increase over the coming year as it has in the past.
- Modern Apprenticeships continue in the Customer Service Area and SCQF Level 7 Management.
- Successfully delivered two internal Pool Plant Operator courses for the first time, and as a result our internal trainer became a fully qualified pool plant tutor. We trained six external candidates from Live Life Aberdeenshire and approximately ten internal staff. Additionally, we trained six Aberdeen City Council employees in a Pool Water Treatment course.
- With an aim to branch out into commercial areas we conducted assessments and quality assurance for Aberdeen International School to provide RLSS UK assessments. We then trained 14 pupils from Aberdeen Grammar School in National Lifesaving Academy awards. Delivered an Aquatic Therapy Rescue Award (ATRA) Light course, training six teachers at Bucksburn Academy. Began providing lifesaving training for RGU Sport, generating a new stream of monthly income while they waited to run their own RLSS UK Trainer Assessor course.
- Continued our work with the Career Ready program where the team at career ready with schools and employers to prepare young people for the world of work taking on two new mentees beginning the journey with Sport Aberdeen in the HR&OD department.
- Hosted in two Fit Next events at Get Active at Northfield, offering young people an insight into opportunities at Sport Aberdeen. We hosted an employability workshop that included interview and readiness exercises, along with demonstrations of spinal board and CPR skills.
- On the back of our annual External Audit with our governing body of delivering national pool lifeguard qualifications and first aid package received the very coveted Excellent rating which Sport Aberdeen had not achieved in the past few years with our changes to internal auditing and service delivery quality.
- Delivered our first Outdoor First Aid qualification to both internal and external staff. This upskilled three of our trainers and provided our adventure instructors with a qualification specifically tailored to their working environment. This course is also approved by the Institute of Outdoor Learning and provides learners with 8 CIMSPA CPD points.

5) To deliver efficiencies, transformation and better decision-making using data and technology.

Under this aim, we:

- Appointed a Business Performance Analyst to enhance our business intelligence strategy, ensuring access to accurate, timely data and advanced analytical insights that inform decision-making, focus resources on high-impact priorities, and drive long-term organisational efficiency.
- Transitioned to Microsoft Teams telephony, improving efficiency and reducing costs.

- Enhanced cybersecurity through mandatory multifactor authentication and rollout of Microsoft Intune for mobile and endpoint security.
- Developed and launched a new mobile app which enables bookings and membership management, with 5931 downloads to date.
- Updated all PCs and laptops to Windows 11.
- Migrated to new MS365 licenses delivering cost efficiencies and providing users with additional functionalities.
- Rolled out an electronic purchase order system.
- Established a centralised Customer Experience Hub as the first point of phone contact for 14 venues, membership services, customer feedback, and general enquiries, improving accessibility, customer satisfaction, and operational efficiency. Key achievements of the new team include:
 - Extension of operating hours from 37.5 to 75 per week, doubling the availability of customer service support, improving access at times that suit customers, and alleviating pressure across venues.
 - Launch of a live chat service to provide direct, responsive support.
 - Consolidation of five separate customer email addresses streamlined into one contact point.
 - Introduction of new tools to give the operations management team real-time dashboards and up-to-date insight into customer feedback and trends.
 - Improved call answering rates, consistently achieving around 95%.
 - Resolution of 99% of enquiries within 24 hours, reducing turnaround times.

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	ACHIEVED 23-24	ACHIEVED 24-25	VARIANCE
VENUE PARTICIPATION			
Participation – total visits (Expectation is a 1% increase year on year. Please see Appendix A – Participation Stats 2023/24 to 2024/25 for further breakdown.)	1,426,334	1,458,167	+31,833
Active Lifestyles			
Walk Aberdeen			
Social walking groups per week	9	11	+2
Social walking sessions	432	441	+9
Social walking participations	5,568	6,345	+777
Number of volunteers	27	32	+5
Number of volunteering hours	1,440	1,518	+78
Active Lifestyles Referral Programme			
Long-term health conditions with specific activity programmes	8	9	+1
Number of referrals received	344	716	+372
Number of opportunities (per week)	25	25	0
Number of sessions	847	890	+43
Number of participations	4,871	5,285	+414
Average number of people active in specialist referral classes per week	344	300	-44
Number of volunteering hours	220	192	-28
Active Lifestyles Participation			
Number of opportunities per week	57	55	-2

INDICATOR	ACHIEVED 23-24	ACHIEVED 24-25	VARIANCE
Number of sessions	2,850	2,592	-258
Number of participations	26,481	27,135	+654
Number of volunteering hours	1,081	1184	+103
Total Healthy Communities Participation			
Number of opportunities	91	91	0
Number of sessions	4,129	3923	-206
Number of participations	36,923	38,765	+1842
Active Schools			
Number of visits	176,499	176,632	+133
Number of blocks	1,151	1,234	+83
Distinct participants in extracurricular programme	8,567	8,727	+160
% distinct participants in extracurricular programme by school roll	33%	33%	0
Distinct volunteers delivering extracurricular programme	816	915	+99
Distinct qualified / certified adult volunteers delivering extracurricular programme	317	312	-5
Distinct secondary pupils delivering extracurricular programme	154	213	+59
Distinct qualified / certified secondary pupils delivering extracurricular programme	40	49	+9
Distinct female participants	3,815	3,697	-118
Adventure Aberdeen			
Total number of sessions delivered	1,531	1,170	-361
Number of sessions secondary	58	59	+1
Number of sessions – primary	490	380	-110
Number of sessions – ASN	366	155	-211
Total number of participants	17,133	13,614	-3519
Number of participants - secondary	791	887	96
Number of participants – primary	6,221	4,646	-1575
Number of participants – ASN	1,938	653	-1285
Attendance at public events – sessions	45	35	-10
Total number of participants at public events	1,115	857	-258
School holiday programmes – total sessions	140	129	-11
Total number of sessions age 3-8	42	33	-9
Total number of participants age 3-8	304	275	-29
Total number of sessions age 9-16	98	96	-2
Total number of participants age 9-16	1,104	1,188	+84
Community projects – total sessions	12	11	-1
Community projects – total number of participants	144	123	-21
Bikeability scheme – training sessions	374	379	+5
Bikeability schemes – training participants	4,773	4,826	+53
Coached Programmes			
Coached programme members			
Aquatics	5,500	5,631	+131
Gymnastics	538	523	-15
Tennis	394	412	+18
Skating	701	601	-100
Snowsports	467	463	-4
Dance (incorporated into junior membership for 2024/25)	87	0	-87
Total coached programme members	7,687	7,630	-57

INDICATOR	ACHIEVED 23-24	ACHIEVED 24-25	VARIANCE
ASN participants in targeted swimming lesson classes	88	121	+33
Number of pupils receiving school swimming lessons	2,200	2,211	+11
Coached programme classes			
Aquatics	762	798	+36
Gymnastics	46	44	-2
Tennis	44	55	+11
Skating	83	86	+3
Snowsports	90	79	-11
Dance	9	0	-9
Total	1,034	1,062	+28
Community Sports Hubs			
Number of community sports hubs across the city	6	5	-1

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

Overall, venue participation increased by 2.2% from 1,426,334 in 2023-24 to 1,458,167 in 2024-25.

Please provide a summary of particular successes or case studies:

Provider of the Year success

In September 2024, Sport Aberdeen was named Scottish Water's Learn to Swim Provider of the Year at the Scottish Swimming annual awards, recognising its dedication to delivering an inclusive and high-quality programme. Each week more than 5,500 children took part across six pools, with additional lessons provided for adults, children with additional support needs, and those with aquaphobia.



The award also reflected Sport Aberdeen's commitment to clear development pathways, from beginners through to club-ready swimmers, and opportunities for volunteers to progress into Aquatics Teachers, supporting both community wellbeing and staff development.

Reactivation of indoor climbing wall at Northfield Academy

Sport Aberdeen's Active Schools and Community Sport teams successfully reactivated the indoor climbing wall at Northfield Academy in March 2025 following a £3.9k award from Aberdeen City Health & Social Care Partnership's Health Improvement Fund. The funding covered inspection, recertification and training for 32 staff

to deliver bouldering sessions, enabling more than 50 pupils to take part in taster sessions, including those in enhanced provision, alongside one-to-one support.

The project was delivered in partnership with school staff and community groups, with an opening event celebrating the facility's return. The reactivation has generated strong enthusiasm among pupils and the local community, with plans now in place for lunch clubs, an all-girls bouldering group and future development of roped climbing opportunities, embedding the activity as part of the school's curricular and community sport offer.

Northfield Academy Climbing Wall



Football for All Project

The Football for All project, which provides weekly football sessions for the New Scots community in Aberdeen, gained national recognition in 2024 after being nominated for two prestigious awards, including as a finalist at the ukactive Awards.



Celebrating its one-year anniversary in October 2024, the initiative has already supported over 100 players from 10 nationalities, helping many overcome isolation and even progress into local amateur clubs. The award nominations highlight the project's significant impact in creating a safe, welcoming environment that promotes inclusion, wellbeing, and community connection through the power of sport.

Delivery of new water safety framework to P4 swimming lesson programme

Sport Aberdeen played a leading role in piloting the new National Primary School Swimming Framework, facilitating delivery across six of its pools and engaging 1,490 pupils in Aberdeen. Supported by Scottish Water and Scottish Swimming, the framework aims to equip all primary school children with essential water safety and drowning prevention skills. Sport Aberdeen will continue to adopt it, reaching around 2,100 pupils each year.

The programme has already boosted pupils' confidence in and around water, reinforcing the importance of instilling vital life skills from an early age and highlighting Sport Aberdeen's commitment to making swimming accessible and impactful for young people across the city.

ESCAPE-Pain Site of the Month February 2025

Sport Aberdeen was named February's *Site of the Month* for its successful delivery of the ESCAPE-pain hip and knee course, a six-week rehabilitation programme for people aged 45+ living with osteoarthritis. Funded by NHS Grampian Charities, the initiative was innovatively delivered by exercise professionals in community venues, rather than NHS physiotherapy departments, making it more accessible. Combining tailored exercises with education on self-management, the programme has helped participants reduce pain, build strength, and gain confidence, with positive feedback highlighting both the health benefits and valuable peer support it provides.

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

Fatality at Get active @ Northfield Swimming Pool

An incident occurred in February 2024, where subsequently a young person died. An investigation conducted by Police Scotland is ongoing and Sport Aberdeen is cooperating fully with the agencies.

Grass Pitch Availability and Future All-Weather Provision

There were challenges around the availability of grass pitches, which led to stakeholder concerns and media coverage highlighting frustrations over reduced access. Contributing factors included severe weather conditions and vandalism, which limited playable surfaces and created pressure on fixture scheduling. Engagement with stakeholders took place to address these issues, and a project is currently in development to increase all-weather pitch provision to help reduce future disruption and support grassroots football in the city.

Recruitment and Staff Retention

This remains an ongoing challenge in the sport and leisure industry and encouraging staff to remain in the sector relative to other industries in the Aberdeen area, especially the salaries available in the energy sector, is difficult. To mitigate this, we have and continue to review our benefits package to ensure we are competitive in the sector. We also collaborate closely with schools, colleges and universities to build pathways into employment and have strengthened internal professional and personal development programmes and succession planning to ensure staff reach their full potential. We continue to work with Career Ready to mentor and provide internship for two young people per year both of whom have gone on to be employed with Sport Aberdeen following their experiences.

ACC Strategies and Action Plan Priorities:

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

Aberdeen Sports Facilities Strategy 2016 – 2026

The city's sports facilities strategy is being refreshed to set the vision and priorities for the next decade.

A consultant has been commissioned to work with the reformed Active Aberdeen Partnership, bringing together a wide range of expertise from public, education, private and voluntary sector partners. This collaborative approach will ensure the new strategy reflects the needs of Aberdeen's communities, promotes inclusive access to sport and physical activity, and aligns with the city's wider health and wellbeing ambitions.

The scope of the project includes a full audit of existing sports and wellbeing facilities and services, assessing quality, accessibility, and sustainability. It will also consider transport links, digital access, and opportunities for greater collaboration through multi-agency hubs.

The work will identify gaps in provision, set out investment priorities, and recommend a balanced approach to developing new facilities, repurposing existing assets, and ensuring long-term environmental and financial sustainability. Key partners include Sport Aberdeen, Aberdeen City Council, both universities, **sportscotland**, local sports charities, governing bodies, and community organisations.

The Strategy for an Active Aberdeen 2016-2026

The 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 Outcomes Improvement Plan

Sport Aberdeen has remained fully committed to contributing to the LOIP stretch outcomes where ver possible, with most relevance aligned to People (Children & Young People and Adults) and Place.

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.

Local Priorities:

Please highlight where your outcomes, outputs or activities align against the priorities of the Local Outcomes Improvement Plan.

Priority	Improvement Areas	Programme	Outputs
Stretch Outcome 4	➤ Improve mental health and wellbeing of children and families. ➤ Reduce waiting times and demands for tier 3 services. ➤ Increase number of S1-6s feeling confident. ➤ PEPAS	✓ Extra-curricular provision and festival programme ✓ ProActive Minds ✓ Active Schools Assistants – Curricular Impact; ConfiDance ✓ SPACE – Supported Physical Activity for Care Experienced ✓ Priority Families – Sports Activator ✓ Care & Connect – Young Carers ✓ Active Minds – Mental Health ✓ Active Girls Committee ✓ Free & supported Memberships	• 10,000 children reached • 17 learners engaged in Active Minds provision • 19 schools supported through Active Schools Assistant model • 8 schools supported through ConfiDance • 12 families supported in partnership with Action for Children’s Priority Families team • 14 young carers engaged in Care & Connect • 19 learners engaged in Active Girls Leadership programme

Stretch Outcome 5	➤ Care experienced will have same levels of education, health and wellbeing as peers	✓ Lead ASC (Keep The Promise) – collaborative approach ✓ SPACE programme – 1.5 FTE Project Activators ✓ Family Fun Days – whole family approach ✓ Active Schools Assistants – curricular impact	• 35 learners supported through SPACE programme for care experienced • Average post session wellbeing scores increasing from 4.14 to 4.75 • 6 Family Fun Days throughout the year, with 22 families attending Christmas Party • 30 free Learn to Swim spaces allocated per term • 1,020 free memberships distributed to families	
Stretch Outcome 6	➤ Improve attainment and positive destinations	✓ Partnership agreement with NESCol to provide alternative entry routes into uniformed services, coaching and fitness courses through Active Schools Leadership Programme. ✓ Placement opportunities and work experience ✓ Active Schools Leadership Programme, with pathways into higher education ✓ SPACE ✓ Care & Connect ✓ Active Schools Assistants – Curricular Impact	• 213 secondary pupils delivering extra-curricular opportunities • 63 students delivering extra-curricular opportunities • 2 care experienced young people accessing Active Schools Leadership Programme • 2 sportscotland Young Ambassadors identified from every secondary school	
Stretch Outcome 7	➤ Reduce the number of young people coming into conflict with the law	✓ SPACE- Supported Physical Activity for Care Experienced ✓ Care & Connect – Young Carers ✓ Active Minds – Mental Health Support ✓ Priority Families - Sports Activator ✓ Active Schools Assistants – Curricular Impact	As above	
Stretch Outcome 8	➤ Increase the number of children with additional supports needs or assessed as having a disability, accessing education and	✓ SPACE ✓ Hospital-based sessions ✓ Active Schools Assistants – Curricular Impact ✓ Active Schools Leadership programme ✓ NESCol Partnership Agreement –	As above	

	positive destinations	alternative entry route	
Stretch Outcome 10	➤ Healthy Life Expectancy (time lived in good health) is five years longer by 2026	✓ Active Lifestyles Referral Programme ✓ Active Lifestyles Programme ✓ Community Appointment Days (1st Chronic Pain CAD held at Get active @ Northfield) ✓ Stand Up To Falls (Sport Aberdeen are a key partner and in 2024.25 created the Stand Up To Falls brand)	✓ 10 x funded memberships allocated via SAMH Primary Care Link Practitioners ✓ Health Checks and advice delivered to over 50 people via community groups ✓ 40% increase in people living with Chronic Pain and MSK conditions accessing physical activity sessions to support self-management ✓ 38 people completed the Counterweight Core Programme, with an average weight loss of 3.5% helping reduce risk factors associated with type 2 diabetes and other long-term conditions ✓ Stand Up To Falls 'brand' established and over 300 Falls Awareness conversations held
Stretch Outcome 14	➤ Increase sustainable travel	✓ Walk Aberdeen Social Walking Groups ✓ Cycling Without Age Aberdeen City	✓ Weekly programme of 11 x social walking groups ✓ 450 Cycling Without Age rides for 900 passengers who wouldn't otherwise experience cycling ✓ 10 additional Social Walking and CWAS Opportunities held during Grampian Wellbeing Festival, May 2025

Maximise use of disused outdoor space (North Locality Plan) - Refurbishment of tennis courts at Northfield Outdoor Sports Centre was completed and floodlighting installed. Outdoor play and fitness equipment also added to venue due to successful UKSPF funding.

Education:

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

Sport Aberdeen is committed to delivering and supporting a wide range of educational and training opportunities that develop skills, enhance employability, and strengthen community capacity.

Through programmes for schools, coached activities, community sport initiatives, workforce development, and volunteer training, we provide meaningful pathways for young people, staff, volunteers, and community members to learn, grow, and contribute. These opportunities not only improve confidence and leadership but also ensure that individuals and groups across Aberdeen are equipped to support active, healthy lifestyles.

Active Schools

Active Schools Aberdeen deliver regular CPD opportunities for coaches and volunteers, averaging 1 per month. An average of 1 leadership programme is offered to young people per ASG, with every primary school offered Primary Leadership opportunities. 2024-25 saw this range from boccia, Miss Hits Tennis and playground games.

Training is also offered to school staff, with teachers attending Inclusive Activity workshops, boccia leaders and multi-activity games.

Coached Programmes

During 24-25, the Coached Programmes Team delivered 3 Scottish Swimming Teacher Qualifications, 1 Early Years Swim Teacher Course, 1 Gymnastics Activity Instructor Course, Good Boost Training and a series of CPDs including Inclusion, Drowning Prevention, Young Helper training and technical sessions. Over 230 participants attended these training opportunities.

Community Sport Training Programme

During 24-25, Community Sport delivered 6 First Aid courses and 10 Child Wellbeing & Protection in Sport / Officer courses to club coaches, volunteers and other community organisations. In total, 207 participants were trained over this period.

HR and Organisational Development Team

The HR and Organisational Development team supported **DYW Northeast** in academic year 2024-25 by engaging 770 young people in S3 to S6 age groups from five different academies, in a wide range of activities which included workplace visits, career carousels, mock interviews, induction days, and health, fitness & wellbeing sessions, as well as volunteering inputs.

Through the **ABZ Works Local Employability Partnership**, the team also supported five weekly pop-up sessions at Get active @ Northfield, providing advice and guidance to community members on accessing employment support and opportunities.

Walk Aberdeen Training

Sport Aberdeen's Walk Coordinator delivered the Walking Scotland (formerly Paths for All) Walk Leader Training course and Strength and Balance Training for Walk Leaders. Those attending the training have been able to support Sport Aberdeen's Social Walking Groups or create new walking opportunities for their own community or organisation i.e. Clan Cancer Supports weekly walking group.

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?

Active Schools

Active Schools Aberdeen engaged 915 volunteers, delivering extra-curricular provision. Another 60 provided festival-only provision. 213 secondary pupils and 63 students volunteered this year, all of whom were encouraged to sign up to the Saltire Awards and wherever possible, formal qualifications and certification were provided. This equated to 16,719 hours of volunteering, providing free opportunities across our city schools.

Young leaders are supported through mentorship, workshops and regular feedback. Adult volunteers can access free CPD, which is often created based on feedback based on learner needs. The Active Schools team also attended a Volunteer Workshop provided by **sportscotland**, increasing the quality of offer for this year. This year also saw a Volunteer Recognition event hosted at Get Active @ Westburn, which saw adults and young people recognised, with many receiving certificates for achieving different volunteering milestones.

Success story 1 – a young person at risk of not gaining a positive destination, volunteered up to 5 times a week. They have since gained casual employment, with plans to go to NESCol through the alternative entry route

Success story 2 – a care experienced young person, with low school attendance has regularly been attending an activity as part of Sport Aberdeen's SPACE programme. They now volunteer up to 15 hours a week, have gained formal qualifications and have a plan in place for progressing to college and employment.

Healthy Communities

Success story 1 – Cycling Without Age Aberdeen City continued to flourish led by a team of over 20 dedicated volunteers. These volunteers are themselves passionate about cycling and give their time to allow older adults and people with disabilities the opportunity to experience cycling in a way they may not otherwise. The team offered 450 trishaw rides for up to 900 passengers between April–October 2025. Cycling Without Age Aberdeen has two qualified trainers who can upskill new volunteer pilots and one Velotech trained 'mechanic' who supports with ongoing servicing and maintenance of the fleet of bikes.

Success story 2 – Two volunteer Falls Ambassadors have been key members of the Stand Up To Falls project attending steering group meetings and facilitating Falls Awareness sessions. These volunteers have brought both professional and lived experience to the project along with their excellent conversation skills, enabling the project to reach over 500 people with a falls awareness conversation and advice.

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	Total 2023-24	Total 2024-25	Variance
Total number of participatory opportunities created throughout the venue programme	1,426,334	1,458,167	+31,833
Young People under 16 (Active Schools & Community Sport)	168,288	172,521	+4,233

Young People 16-25 (Active Schools & Community Sport)	8,380	9,684	+1,304
Older People (65+) (Community Sport)	80	38	-42
Disability (mental health physical, sensory (e.g. BSL users) and carers of disabled people)	244	1,297	+1,053
Ethnic minority communities including Gypsy/ Travellers (Asylum seeker and refugee programmes during 2023-24)	795	451	-344
Sexual orientation (LGBTQ)	Management system unable to collect data		

Residents of regeneration areas within Aberdeen City	Members			% Members	
SIMD Area	23-24	24-25	Variance	23-24	24-25
Torry	520	608	88	2.68%	2.77%
Middlefield, Mastrick, Northfield, Sheddocksley	2531	2637	106	13.03%	12.01%
Seaton	138	165	27	0.71%	0.75%
Tillydrone	273	332	59	1.41%	1.51%
Woodside	203	248	45	1.05%	1.13%
George Street	132	162	30	0.68%	0.74%
Total	3797	4152	212	19.56%	18.90%
	23-24	24-25	Variance	23-24	24-25
Other (please specify)					
Number of Active Schools participants within priority neighbourhoods	2,225	2,861	636	23%	31%

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

Users/Audiences	Total 2023-24	Total 2024-25
Total user/audience/visitor numbers in venues	1.43 million	1.46 million
User/audience number from Aberdeen city	85.8%	84.8%
User/audience number from the wider region or further	14.2%	15.2%

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 2024-25	Total (£)
Value of grant(s) from Aberdeen City Council	4,595,000
External grant funding	682,541
Sponsorship	-
Trading income	9,988,549
Other – interest receivable	265,255
Total income	£15,531,345

Social Value Return

With a commissioning fee of **£4,515,000** from Aberdeen City Council, the overall social value generated by Sport Aberdeen in 2024/25 was **£19,069,245**. This is an increase of **£1.56 million** on the previous year.

Social Value 2023-24	Social Value 2024-25	Variance
£17,512,690	£19,069,245	+£1,556,555

The ratio of social value against the commissioning fee received is **approximately 4.22:1**.

This means that for every **£1** of commissioning fee from Aberdeen City Council, Sport Aberdeen generate d **£4.22 of measurable social value**. This level of social value delivered is a positive indicator of the performance of the company and of the value it delivers across key areas.

NOTE: The social value calculator model was updated in May 2025. The figures reported have been compiled using the new calculation method. Previously, the model measured the value of sport and physical activity across four areas: physical and mental health, wellbeing, personal development, and community impact. The new approach now follows HM Treasury's Green Book guidance and groups outcomes into two categories: (a) the direct benefits to individuals, and (b) the wider benefits to society, including the state.

Section 3 – Support Material

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

By submitting this you are providing permission for each item to be used for publication. You should ensure you have the creator's consent and accreditation is provided where necessary.

Support Material 1:	Sport Aberdeen Participation Stats 2024/25
Support Material 2:	Community Sport Team Rock Up and Ride Case Study - https://www.sportaberdeen.co.uk/news/new-scots-benefit-from-rock-up-ride-sessions
Support Material 3:	Scottish Swimming's SeeMyAbility campaign highlighting the importance of inclusion within learn to swim environments. Filmed primarily at Tullos Pool, the video features interviews with Sport Aberdeen parents and teaching staff, highlighting the excellence of Sport Aberdeen's inclusion programmes. https://www.youtube.com/watch?v=qwldoXH2NU4
Support Material 4:	SPACE Annual Report 2024/25
Support Material 5:	Good Boost case studies - https://www.sportaberdeen.co.uk/news/seriously-social-about-health-wellbeing-goodboost

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). 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:	Keith Heslop, CEO
Date:	18 September 2025