

ABERDEEN CITY COUNCIL

COMMITTEE	Education & Children's Services
DATE	2 June 2016
DIRECTOR	Education & Children's Services
TITLE OF REPORT	The Draft Strategy for an Active Aberdeen, 2016 - 20
REPORT NUMBER	ECS/16/029
CHECKLIST COMPLETED	Yes

1. PURPOSE OF REPORT

To present to members the Draft Strategy for an Active Aberdeen and seek their views.

2. RECOMMENDATION(S)

That members note the current draft Strategy for an Active Aberdeen and provide their comments as a key element in the consultation process and note that the final Strategy will be submitted to a future meeting, for the Committee to note.

3. FINANCIAL IMPLICATIONS

Any revenue or capital funding implications for the Strategy for an Active Aberdeen will be met from the budgets of the Active Aberdeen Partnership members. In the case of the City Council, this will be through the work of Sport Aberdeen who are charged with the delivery of sport and physical activity services on behalf of the City. In addition, it is anticipated that external funding bids will be made to a range of funders for new projects that will help to deliver the Strategy Outcomes.

4. OTHER IMPLICATIONS

There are no known legal implications arising from the Strategy. The resource, personnel, property, equipment, sustainability and environmental, health and safety and/or policy implications for the Strategy will be managed by the Active Aberdeen Partnership members utilising their existing provision and any additional external

support that is secured by them as a Partnership or as individual agencies.

5. THE STRATEGY FOR AN ACTIVE ABERDEEN

The Strategy for an Active Aberdeen is for the period 2016 to 2020 and will be driven and delivered by the Active Aberdeen Partnership, which currently comprises the following members:

Aberdeen City Council
Aberdeen Football Club Community Trust
Aberdeen Snowsports Centre
Aberdeen Sports Village
Aberdeen University
Health & Social Care Partnership
Robert Gordon University
Sport Aberdeen
Sportscotland

The Strategy leads on from the previous Sport and Physical Activity Strategy for Aberdeen City, Fit for the Future, which ran from 2009 to 2015. A number of key achievements took place during the lifetime of Fit for the Future, notably the creation of Aberdeen Sports Village with its impressive range of facilities and multi-agency initiatives such as the Golden Games.

In producing the new Strategy there is a recognition that it needs to align strategically at both a national and local level. Nationally, the Strategy has adopted the Active Scotland Outcomes Framework which identifies six key Outcomes that will be measured using national data and local proxy measures. These are as follows:

- We encourage and enable the inactive to be more active
- We encourage and enable the active to stay active throughout life
- We develop physical confidence and competence from the earliest age
- We improve our active infrastructure – people and places
- We support wellbeing and resilience in communities through physical activity and sport
- We improve opportunities to participate, progress and achieve in sport

At a local level, it is intended that the Strategy will contribute toward the achievement of a number of the City Council's high level priorities aimed at becoming a Smarter City, namely:

Smarter Governance (Participation)

- We will..... promote civic pride, active citizenship and resilience.

Smarter Living (Quality of Life)

- We will enhance the physical and emotional wellbeing of all our citizens by offering support and activities which promote independence, resilience, confidence and self-esteem.
- We will work with our partners to seek to reduce the levels of inequality in the city.
- We will promote and improve opportunities for physical activity and sport to enable Aberdeen's citizens to lead more active, healthier lives.

Smarter People (Social and Human Capital)

- We will..... improve attainment and life chances of our children and young people to achieve their full potential in education, employment or training.
- We will aim to have a workforce across the city which has the skills and knowledge to sustain, grow and diversify the city economy.

Smarter Environment (Natural Resources)

- We will encourage wider access to green space in our streets, parks and countryside.

Smarter Mobility (Transport and ICT)

- We will encourage cycling and walking.
- We will provide and promote a sustainable transport system, including cycling, which reduces our carbon emissions.

The Strategy for an Active Aberdeen is ambitious and aspirational with a Vision to be the most active City in Scotland by 2020 and a Mission Statement that aims to 'Activate the City'. The latter is aligned to a national level campaign and the Partnership is keen to play its part in contributing to a more 'Active Scotland'.

It is intended that the delivery of the Strategy will:

Increase the number of people who participate in sport and physical activity by:

- Delivering a major marketing campaign to encourage individuals and organisations to pledge to 'Activate the City' and be more active, more often
- Supporting the inactive to become active and reducing the size of the sedentary population
- Advocating healthy workplaces and active commuting to help people build sport and physical activity into their daily routine
- Developing pathways that enable those who wish to progress and achieve by working with sportscotland and National Governing Bodies of Sport

Invest in our infrastructure of people and places by:

- Improving the quality of the sports facilities across Aberdeen, generating investment where it will have the most impact

- Developing more coaches, officials and volunteers to build the capacity of our sporting infrastructure
- Supporting our clubs to provide a welcoming and safe environment
- Fostering a culture of collaboration between agencies to ensure that there is a comprehensive, cohesive and co-ordinated sport and physical activity offer for our communities

Be **Inclusive**, delivering programmes that meet the needs of the entire community by:

- Ensuring that all areas of the City and everyone in our communities has access to opportunities to participate in a range of activities
- Improving health inequalities, targeting the least active in areas of need
- Using sport and physical activity as a tool to achieve social outcomes such as community safety, learning opportunities, health improvements and regeneration
- Supporting those with disabilities or with long-term health conditions to be more active

The development of the Strategy to date has involved extensive consultation with agencies involved in sport, physical activity, health, education, local and national government. The Active Aberdeen Partnership is currently finalising the Action Plan that sits behind the Strategy before undertaking a further round of community level consultation to ensure that it is capable of having a real impact within our communities that are most in need.

Work is already taking place within the Active Aberdeen Partnership to put in place a number of 'building blocks' that will be necessary for the development of a sustainable Strategy. These will include the establishment of strong leadership, governance and reporting mechanisms, determining Priority Sports and robust Data Collection processes. It is anticipated that the Strategy for an Active Aberdeen will be launched at the end of the summer, 2016.

6. IMPACT

Improving Customer Experience – the Strategy is committed to providing the communities of Aberdeen with high quality services and opportunities to participate in sport and physical activity across the City. It will have a strong emphasis on equality and inclusion, aiming to find ways to engage the 'hard to reach'. The largest health gains and reductions in health inequalities will arise from helping the inactive to become more active.

At the other end of the spectrum, those with talent and committed to achieve in sport will be supported through pathways and packages that will enable them to represent their City, Region and Country. The Strategy recognises that sport and physical activity doesn't happen

purely through the public and private sector provision. There is a very large voluntary sector commitment to sport and physical activity and the Strategy will contain a range of actions designed to help clubs in their development, guide them on improving the customer experience and work with them to recruit, train and deploy more coaches, officials and volunteers, all of which helps to build strong cohesive communities.

Improving Staff Experience – City Council staff, alongside the staff across the Partnership are key to the delivery of the Strategy. There are a number of key Council Departments that will have a significant impact on the Strategy and the outcomes. In seeking to ‘Activate the City’ the Partnership will be encouraging all major employers in Aberdeen to pledge their commitment to the campaign and take direct action in encouraging their staff to be more active and lead healthier lives. This will have an impact on the staff experience and is likely to lead to more confident, capable, engaged and committed employees.

Improving our use of Resources – the ability of the Partnership to work strategically and help to eradicate duplication will be an essential requirement. Defining who takes responsibility for delivery of which areas of work will enable a transformation in the way that all of the agencies involved work. There will potentially be economies of scale in purchasing and without doubt, the range of partners involved will open up external funding streams that would not have been accessible to the Council alone. A very simple example will be the future viability of training courses due to the critical mass of having each partner commit to providing delegates.

Corporate – links to the Smarter City vision and priorities have been identified earlier in the report. The Underlying Principles of the Community Planning process all accord with the Strategy for an Active Aberdeen and there is engagement of Active Aberdeen Partnership members within the Community Planning Framework specifically on the Health & Wellbeing Thematic Group, which has enabled connections to be made with, for example, Transport colleagues, who will have a role to play in the Strategy on active commuting and encouraging walking and cycling.

Public – an Equality and Human Rights Impact Assessment (EHRIA) has been completed for this report and has been made available to members.

7. MANAGEMENT OF RISK

The Active Aberdeen Partnership will take responsibility for the management of risks related to the Strategy for an Active Aberdeen.

8. BACKGROUND PAPERS

Fit for the Future 2009-15

Draft Strategy for an Active Aberdeen 2016 - 2020

9. REPORT AUTHOR DETAILS

Simon Starr, Interim Sport & Physical Activity Director, Sport Aberdeen,
sstarr@sportaberdeen.co.uk 01224 577740