

ABERDEEN CITY COUNCIL

COMMITTEE	Education & Children's Services
DATE	17 November 2016
DIRECTOR	Gayle Gorman
TITLE OF REPORT	The Strategy for an Active Aberdeen 2016-26
REPORT NUMBER	ECS/16/075
CHECKLIST COMPLETED	Yes

1. **PURPOSE OF REPORT**

To present to members the finalised Strategy for an Active Aberdeen

2. **RECOMMENDATION(S)**

It is recommended that the committee:

- (i) Note the feedback received by the Active Aberdeen Partnership during the consultation process with relevant agencies and stakeholders;
- (ii) Note and adopt the Strategy for an Active Aberdeen.

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, 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 draft Strategy for an Active Aberdeen was brought to Committee on the 2 June 2016, with a consultation period running from June to October 2016. The consultation process incorporated a variety of methods and culminated in the delivery of key focus groups. The outcomes from the consultation are as follows:

- The length of the strategy will be in line with the facilities strategy and reflect the period 2016-2026. This will be supported by annual action plans which will remain fluid to reflect wider change in Aberdeen City
- The document will reference relevant strategies and high level documents to show the cross cutting work
- The Vision and Mission were agreed by all
- Aims and Objectives are strengthened by simplifying the wording. Clear, high level actions will also be shown in the final strategy document
- The action plan will be removed from the strategy as this will be developed over the next few months with all partners across the City. This will be in line with the baseline data currently being collated. A finalised plan will be in place before the end of the financial year
- The Active Aberdeen Partnership Sport & Physical Activity Implementation Group will be tasked with monitoring and evaluating the annual plans and the strategy as a whole

As agreed through consultation, the Strategy for an Active Aberdeen is for the period 2016 to 2026 and will be driven and delivered by the Active Aberdeen Partnership, which currently comprises of 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
Transition Extreme

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 regional 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 carbon emissions

The Strategy for an Active Aberdeen is ambitious and aspirational with a vision to be the most active City in Scotland and a Mission Statement that aims to 'Activate the City'. The latter is aligned to a national 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 opportunities and participants in physical activity and sport by:

- Supporting and enabling the inactive to become active
- Supporting and enabling the active to stay active throughout life
- Supporting and developing pathways that enable those who wish to progress and achieve to reach their potential
- Supporting people to build physical activity and sport into their daily routine to enhance health & wellbeing in the workplace and wider community

Invest in our infrastructure of people and places by:

- Improving the quality of the sports facilities (places) across Aberdeen
- Fostering a culture of collaboration between organisations to ensure that there is a comprehensive, cohesive and co-ordinated physical activity and sport offer for our communities
- Developing more coaches, officials, leaders and volunteers to build the capacity of our workforce
- Supporting new clubs and develop existing clubs to provide a safe, welcoming and enjoyable environment

Be Inclusive so everyone has the opportunity to be and stay active by:

- Communities actively engaging in the development of opportunities
- Providing opportunities that meet the needs of the entire community
- Using physical activity and sport to reduce health inequalities and enable social change
- Enabling people to overcome barriers to becoming physically active

The development of the Strategy has involved extensive consultation with the public and organisations involved in sport, physical activity, health, education, local and national government.

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 include the establishment of strong leadership, governance and reporting mechanisms, determining Priority Sports and robust Data Collection processes. It is anticipated that the Partnership will 'Activate the City' from January 2017.

6. **IMPACT**

Improving Customer Experience

The Strategy is committed to providing the communities of Aberdeen high quality services and opportunities to participate in physical activity and sport 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 the City, Region and Country.

The Strategy recognises that physical activity and sport does not happen purely through the public and private sector provision. There is a very large voluntary sector commitment to physical activity and sport. 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, leaders and volunteers, all of which help 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 confidence, 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 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 strong engagement of Active Aberdeen Partnership members within the Community Planning Framework.

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 and risks related to the Strategy for an Active Aberdeen

8. BACKGROUND PAPERS

Fit for the Future 2009-15
Strategy for an Active Aberdeen 2016-2026

9. REPORT AUTHOR DETAILS

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