



THE STRATEGY FOR AN ACTIVE ABERDEEN
2016 - 2026



OUR VISION:

Aberdeen is the most active city in Scotland

OUR MISSION:

To Activate the City



Executive Summary



THE ACTIVE ABERDEEN PARTNERSHIP WILL:

Increase opportunities and participants in physical activity & 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 & 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 sport and physical activity 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

These three Aims and the Objectives outlined will form the basis of the Annual Action Plans that are developed.

WE WILL:

- > Increase opportunities and participants in physical activity & sport
- > Invest in our infrastructure of people and places
- > Be Inclusive so everyone has the opportunity to be and stay active

This Strategy is driven by national and local policies, which are underpinned by research that all points towards the need for us to intervene and invest in physical activity & sport. This targeted approach will ensure more people are engaged in physical activity & sport to improve their health and also deliver wider social outcomes.

This Strategy is for Aberdeen. It is not a Strategy for a single organisation but one that takes a multi-agency approach with a mix of partners, all of whom have their own separate visions and business plans that will bring the strategy to life. This is what makes this strategy unique and exciting. For the Strategy to be successful and opportunities to be maximised, the creation of a culture of trust and collaboration is paramount in order to overcome fragmentation and other barriers to participation

We want to ensure that there are early opportunities for young people to become involved in physical activity & sport. To do this we must have strong pathways in place as well as a high quality workforce to help nurture the aspirations of the young people and citizens of Aberdeen. Fluidity between sports and physical activities is paramount and will ensure participation, progress and performance are maximised.

It is known that participation in physical activity & sport prevents, and can help to treat and manage, many chronic diseases. This Strategy plans to ensure that there are suitable, specialist opportunities provided that improve the physical and mental health wellbeing needs of local communities and help to address health inequalities. The emphasis on Inclusion is deliberate and the Active Aberdeen Partnership is committed to working with a range of organisations to make physical activity & sporting opportunities accessible for all.



Scottish Government's Active Scotland Outcomes Framework

The Active Aberdeen Partnership wishes to ensure that the delivery of the Strategy for an Active Aberdeen aligns and contributes to the Scottish Government's Active Scotland Outcomes Framework. Therefore our Action Plans will reference each of the six Outcomes below.

EXECUTIVE SUMMARY / CONTINUED

The profile of physical activity & sport in the City has been raised over recent years. We wish to continue this and to celebrate our successes; performers, coaches, officials and volunteers, to demonstrate the improvements we are making and the value that we are adding to the physical activity & sport infrastructure and local communities.

The Active Aberdeen Partnership is the strategic lead for physical activity & sport across the city. It has provided the catalyst for a new way of working by bringing a number of key organisations and partners together to collaborate in an open and transparent manner. By working effectively together the partnership will maximise resources and expertise to bring our Vision of making Aberdeen the most active City in Scotland a reality. There is a real desire to 'Activate the City' and to encourage the people of Aberdeen to commit and pledge that they will be more active, more often.

The Active Aberdeen Partnership will facilitate a step-change in both the planning and delivery of physical activity & sport across the city. By creating and developing a strategic alliance it is able to ensure that its work aligns with and supports the City's priorities, as stated in the Local Outcome Implementation Plan (LOIP). It is strongly positioned within Community Planning Aberdeen and it will be a key player in the delivery of the LOIP.

Key to the effectiveness of this Strategy is the workforce, encompassing both voluntary and professional. There is a need for them all to understand the role they play in delivering the strategic outcomes, and therefore, communication is essential to engage and support the workforce in their role.

With this Strategy we will make physical activity & sport more accessible to a wider range of people with the aim of making Aberdeen the most active City in Scotland.

VISION: A MORE ACTIVE SCOTLAND

Physical activity is about getting people moving. Daily walking, playing in a park, going to a gym, training with a team or aspiring to win a gold medal - it really doesn't matter how people get active, it just matters that we do.

Being physically active contributes to put personal, community and national wellbeing. Our vision is of a Scotland where more people are more active, more often.

NATIONAL OUTCOMES

Business	Employment	Research and Innovation	Young People	Early Years	Healthier	Inequalities Tackled	Life Chances
Safe from Crime	Sustainable Places	Resilient Communities	Environment Valued	National Identity	Impact on Environment	Older People Supported	Public Services

ACTIVE SCOTLAND OUTCOMES

1. We encourage and enable the inactive to be

2. We encourage and enable the active to stay active throughout life

3. We develop physical confidence and competence from the earliest age

4. We improve our active infrastructure - people and places

5. We support wellbeing and resilience in communities through physical activity and sport

6. We improve opportunities to participate, progress and achieve in sport

EQUALITY: OUR COMMITMENT TO EQUALITY UNDERPINS EVERYTHING WE DO

An Active Aberdeen

In order to provide the strong foundations necessary for success, we have taken the unusual step of recommending a “Year Zero” Action Plan to get our building blocks in place and provide a firm platform to attack the objectives of the Strategy. During Year Zero the Partnership will strengthen its structure, develop the workforce, plan ahead and communicate key messages. All in preparation for the delivery of the action plans, year on year.

How are we going to make it happen?

Aim	Action	Impact
<p>INCREASE opportunities and participants in physical activity and sport</p>	<ul style="list-style-type: none"> > Identify and remove barriers to becoming and remaining active > Provide appropriate opportunities to target the inactive and support lifelong engagement > Promote and provide progressive opportunities to ensure continued activity > Work in partnership to ensure strong pathways are in place > Inspire and implement ways to enhance individuals health & wellbeing > Support the delivery of the Active Aberdeen Travel Plan 	<ul style="list-style-type: none"> > Reduction in the number of inactive people > Sustained lifelong engagement in physical activity & sport > The active stay active and continue to progress in their chosen pathway > Strong partnerships across partners and other organisations/agencies. > Sustainable pathways in place for physical activity & sport > Individuals health & wellbeing is improved by building physical activity & sport into their daily routine > Increase in number of people participating in active travel
<p>INVEST in our infrastructure of people and places</p>	<ul style="list-style-type: none"> > Implement the Sports Facility Strategy through the AAP > Continue to improve partnership working to deliver quality physical activity & sport > Rationalise facility use > Further develop a digital platform for marketing and communication to the wider community > Develop and confident and competent sport & physical activity workforce across the City > Create a strong mechanism to support and develop voluntary physical activity groups and sports clubs 	<ul style="list-style-type: none"> > Improved quality and well maintained facilities & places > A culture of collaboration exists across the City > Quality physical activity & sport opportunities are maximised across Aberdeen > Specialized facility use, where appropriate, and coordinated programming and access of venues > Simplified booking and information service > A well-qualified and increased workforce to meet the needs of the community > A strong and vibrant Club Sport Aberdeen network > Thriving Community Sport Hubs
<p>BE INCLUSIVE so everyone has the opportunity to be and stay active</p>	<ul style="list-style-type: none"> > Work with key groups & networks to ensure continuous and appropriate engagement > Review current opportunities to ensure the diverse needs of the community are met > Develop opportunities to reflect local need and are based on community engagement > Working with local and national partners: <ul style="list-style-type: none"> > Further develop targeted programmes to positively impact on health inequalities > Ensure continuity of existing provision and further develop activities that can lead to positive life choices > Support an inclusive culture across the City > Ensure due consideration is given to the accessibility of all marketing tools 	<ul style="list-style-type: none"> > Communities are fully engaged in developing opportunities > Opportunities provided that meet the needs of the entire community > Increased participation from across the community > Reduction of health inequalities for specific targeted groups > Sustainable and progressive programmes that impact on enabling social change > Barriers reduced and removed to enable people to be physically active



ACTIVE ABERDEEN PARTNERS

sportscotland
the national agency for sport

sport aberdeen
Charity no SC040973

UNIVERSITY OF ABERDEEN

Aberdeen City Health & Social Care Partnership
A caring partnership

ABERDEEN
SNOWSPORTS CENTRE

Aberdeen Sports Village
Your lifestyle. One village.

ABERDEEN
CITY COUNCIL

AFC | **ABERDEEN FC**
COMMUNITY TRUST

RGU **ROBERT GORDON**
UNIVERSITY ABERDEEN

TRANSITION
EXTREME
The Adrenaline Enterprise

If you have any questions regarding this document please call us on **+44 (0) 845 6013611**
or alternatively you can **email at: information@sportaberdeen.co.uk**