

<b>ORGANISATION:</b>	Sport Aberdeen
<b>REPORT COMPLETED BY:</b>	Alistair Robertson, Managing Director
<b>DATE:</b>	September 2022

**SECTION 1 - Outcomes and outputs**

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

**Awards and Accreditations Achieved During 2021/22**

**Awards Success**

- **ukactive Awards 2021 – SPACE (Supported Physical Activity for Care Experienced) Project**  
Winner in Developing and Supporting Communities During Covid -19 category
- **Northern Star Business Awards 2021 – Sport Aberdeen**  
Highly commended in Making the Difference category
- **Northern Star Business Awards – Craig Roberts, HR Business Partner**  
Finalist in Rising Star category.
- **Social Prescribing Network Awards 2022 - SPACE (Supported Physical Activity for Care Experienced) Project**  
Finalist in The Best Children and Young People Social Prescribing Project

**Accreditations**

- Working towards gold award of Armed Forces Employer Recognition Scheme

**The Five Ps**

Based on the Sport Aberdeen Business Plan 2011-22, the following summarises the key achievements under each of the ‘five Ps’

**Participation**

**“We believe that everyone is entitled to enjoy the benefits of leading an active and healthy life through participation in sport and physical activity. A key focus is placed on assisting the least active to engage in activity, resulting in an increase of participation of 1% and a growth in get active members to 10,000.”**

- 1.2 million recorded visits to citywide venues (where recording is possible)
- 6,768 Get active members at 31 March 2022
- 19.1% growth in members compared to financial year 2020/2021
- 140,404 rounds of golf played on Golf Aberdeen courses
- 16,858 Tennis Aberdeen attendances
- 162,884 Aquatics Aberdeen attendances, around 665 classes per week
- 242,435 attendances throughout our range of coached programmes
- 900 coached programme classes delivered weekly
- 64,577 Adventure Aberdeen snowsports centre attendances
- 33,650 Active Lifestyles participations including in-venue and virtual classes
- 3,900 participations in Walk Aberdeen programme
- More than 2,000 primary 4 swimmers took part in swimming programme

## Places

**“By investing in and modernising our facilities and venues, we can have the greatest impact on the people and communities we serve. We aim to create an environment where people can easily engage in sport and physical activity and enjoy leading a healthy lifestyle.”**

- £4.8 million redevelopment of Get Active @ Northfield underway
- 3 fitness venues refreshed with new equipment and gym floor layouts
- £0.6million investment in improvements across all venues, notable schemes:
  - Over £125,000 invested in improvements to the ‘Great White’ slope and Adventure Aberdeen
  - Over £140,000 invested in golf course improvements at Hazlehead and Kings Links

## Partnerships

**“Through effective partnerships working with a wide range of people, organisations and agencies, we can broaden our reach and create opportunities for more people to lead active lifestyles.”**

- 11 years of highly successful partnership working with Aberdeen City Council
- 1 year extension on partnership with Action for Children
- 105 x asylum seekers supported to access gym and swim activities in partnership with Aberdeen City Council.
- 6 discounted ‘Get active’ memberships provided to Aberdeen Seafarers Centre for visiting seafarers’ membership scheme
- 12-week pilot programme delivered with Parkinson’s UK, leading to the creation of an established Parkinson’s Exercise Pathway
- 20 primary schools in Aberdeen accessing Bike ability lessons and learning new bike skills from Adventure Aberdeen staff
- 120 physical activity packs issued to older adults in partnership with Bon Accord Care and AHSCP
- 20 Step Out September walks delivered in partnership with ACHSCP Stay Well Stay Connected programme

## People

**“Through investing in the personal and professional development of our employees and volunteers we can enhance the scope of services offered to local participants, customers and communities. We aspire to be the employer of choice for those seeking a career in sport and physical activity in Aberdeen, strengthening our presence across multiple platforms with one core aim: to get more people more active.”**

- 1,852 hours volunteered at Hazlehead Golf Course for additional course maintenance
- 10 emerging young managers undertaking management development programme (at SVQ level 7)
- 12 employees attended young person mental health first aid training courses
- 29 internal staff promotions
- 4 new personal trainers in our fitness venues
- 3 employees completed the level 3 diploma in exercise referral
- 1 new trustee director appointed to the board of directors
- 1 RGU student completed marketing and communication internship
- 1,395 staff training sessions

## Process

**“By investing in the continuous improvement of processes across the company, delivering quality, excellence, efficiency and effectiveness in our capacity as a charitable organisation, allows us to have the greatest impact on the people and communities we serve.”**

- Roll out of digital HR platform, YouManage
- Roll out of new £880,000 five-year ICT managed infrastructure and support contract incorporating various service and security enhancements
- Revised enhanced cyber security training delivered to all staff with regular testing through random test phishing emails sent to all staff at varying times throughout the year. In the last two quarters of 2021/22, 1857 phishing emails were sent with only 4% of staff failing to identify the email as suspicious. In these cases, the training is to be repeated.
- 434,629 users on the Sport Aberdeen website - 100% increase since 20/21
- 2,223,426 Sport Aberdeen website page views
- Interim concessionary discount leisure access scheme introduced in November 2021

## 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 2020-21	TARGET 21-22	ACHIEVED 21-22
<b>VENUE PARTICIPATION</b>			
<b>Participation – total visits</b> (Usually based on a 1% increase year on year. Please see <b>Appendix A – KPIs 2019/20 to 2021/22</b> for further breakdown.)	354,649	N/A Covid-19	1,194,662
<b>Active Lifestyles</b>			
<b>Training (Instructors)</b>			
Level 4 Cancer Rehabilitation Training	N/A	N/A	1
Level 3 Exercise Referral	N/A	N/A	5
Nordic Walking for Parkinson’s Disease	N/A	N/A	4
NHS Grampian Healthy Helpings	N/A	N/A	3
Walk Leader Training (Volunteers)	1	N/A	16
<b>Walk Aberdeen</b>			
Social walking groups	8	N/A	9
Social walking sessions	91	N/A	378
Social walking participations	1,174	N/A	4,672
Average number of walkers per session	12	N/A	13

<b>Active Lifestyles Programme (previously Move More Aberdeen)</b>			
Long-term health conditions with specific activity programmes	8	N/A	7
Number of referrals received	65	N/A	193
Number of opportunities	13	N/A	17
Number of sessions	156	N/A	637
Number of participations	484	N/A	3,490
Average participants per session	3	N/A	5.5
<b>Active Lifestyles Participation</b>			
Number of opportunities	45	N/A	45
Number of sessions	424	N/A	2,400
Number of participations	3,331	N/A	24,338
Average participants per session	8	N/A	10
<b>Total Healthy Communities Participation</b>			
Number of opportunities	6	N/A	77
Number of sessions	671	N/A	3,415
Number of participations	4,989	N/A	32,500
Average participants per session	7.4	N/A	9.5
<b>Active Schools</b>			
Number of visits	N/A	N/A	70771
Number of blocks	N/A	N/A	476
Distinct participants in extracurricular programme	N/A	N/A	4343
% distinct participants in extracurricular programme by school roll	N/A	N/A	22%
Distinct volunteers delivering extracurricular programme	N/A	N/A	367
Distinct qualified / certified adult volunteers delivering extracurricular programme	N/A	N/A	75
Distinct secondary pupils delivering extracurricular programme	N/A	N/A	77
Distinct qualified / certified secondary pupils delivering extracurricular programme	N/A	N/A	5
Distinct female participants	N/A	N/A	1879
<b>Adventure Aberdeen</b>			
Total number of sessions delivered (school groups)	605	N/A	1,690
Number of sessions –secondary	0	N/A	11

Number of sessions – primary	216	N/A	733
Number of sessions – ASN	47	N/A	170
Total number of participants	4,723	N/A	18,782
Total number – secondary	2,048	N/A	60
Total number – primary	422	N/A	10,725
Total number – ASN	189	N/A	470
Attendance at public events	128	N/A	331
Total number of participants at public events	1,241	N/A	3,309
School holiday peter – total sessions	39	N/A	140
Total number of sessions age 3-8 years	13	N/A	36
Total number of participants age 3-8 years	53	N/A	443
Total number of sessions age 9-16 years	26	N/A	104
Total number of participants age 9-16 years	210	N/A	1,496
Community projects – total sessions	142	N/A	101
Community projects – total participants	793	N/A	569
Bikeability schemes – training sessions	22	N/A	80
Bikeability schemes – training participants	334	N/A	969
<b>Adventure Aberdeen Snowsports</b>			
Total participants	17,919	N/A	65,861
<b>Coached Programmes</b>			
	<b>2020-21</b>	<b>2021-22</b>	<b>Difference</b>
<b>Aquatics</b>	1423	4451	3028
<b>Gymnastics</b>	284	437	153
<b>Tennis</b>	270	386	116
<b>Skating</b>	343	533	190
<b>Snowsports</b>	520	584	64
<b>Total</b>	<b>2840</b>	<b>6391</b>	<b>3551</b>
	<b>2020-21</b>	<b>2021-22</b>	<b>Difference</b>
<b>Aquatics</b>	24	140	116
<b>Gymnastics</b>	0	0	0
<b>Tennis</b>	0	24	24
<b>Skating</b>	21	60	39
<b>Snowsports</b>	26	45	19
<b>Total</b>	<b>71</b>	<b>269</b>	<b>198</b>
	<b>2020-21</b>	<b>2021-22</b>	<b>Difference</b>
<b>TOTALS</b>	<b>2911</b>	<b>6660</b>	<b>229%</b>

<b>Community Sports Hubs</b>			
Number of community sports hubs across the city	5	N/A	6
Number of clubs	24	N/A	31

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

Most of the targets set for the year were achieved as these were based on the company's gradual recovery from covid 19. This was also due to the continued uncertainty about speed and scale of recovery, therefore a conservative approach was adopted when setting the business plan targets and key priorities.

The few targets that were not met were a direct consequence of workforce capacity, with several key posts being vacant and projects having to be put on hold or deferred until recruitment had been completed.

In general terms, the company remains pleased with the rate and growth of recovery (72% of pre-covid 19 levels) and the contribution it has made to communities also faced with life post covid 19. Not all of this is covered by the standard KPIs requested for this proforma, so this report helps to set out the contribution that the company has made on a wider basis.

**Please provide a summary of particular successes or case studies:**

The following case studies and success studies are appended to this report as follows:

**Appendix B:** Reflections on a Pandemic

**Appendix C:** Engaging with Customers Post Covid19 – Be Part of Something Marketing Campaign

**Appendix D:** Supporting Children & Young People – Sport Aberdeen & WeToo! Partnership

**Appendix E:** Impacting the Lives of Care Experienced Children and Young People – SPACE programme

**Appendix F:** Outdoor Education Days for Target Families - partnership working with key children's services across Aberdeen City

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

**i. Recovery from Covid-19**

The internal cross-company group continued to meet during the year to respond to the fluctuating nature of restrictions being both eased and reinstated. This was particularly challenging heading towards December 2021 with the uncertainty that was created at an important time for our sector ahead of January fitness pledges.

There was unprecedented demand for children's programmed activity (classes, coached activity, lessons) and we had to overhaul our booking and communication strategy to cope with this. In response, a review was undertaken of the structure of the small support team to add capacity with additional people employed to cope with the backlog and demand pressures.

**ii. Adapt business to behaviour change**

We had to build renewed confidence across many of our user groups and individuals in order to encourage them to return to services. This was particularly the case for those that are more vulnerable, for example, people with long-term conditions who were nervous about coming back to public venues. We also had to win back customers who had found other ways and places to be active, as well as those who had just let their weekly activities and programmes slip out of their normal routine.

### iii. Return to HQ

It was very evident that effectiveness and productivity were affected by home working. In September 2021, all HQ based staff were encouraged to return to the office to help build the recovery of the business. Flexible working arrangements were put in place to allow a gradual return for those who needed more time to adjust. Without doubt, by returning to HQ, the company recovered much faster than most of our peer organisations in Scotland and many employees felt the better for the experience of being back at the heartbeat of the company.

### iv. Recruitment

The recruitment and retention of staff was a real challenge during the year with acute shortages in the frontline leisure operations roles within facilities, especially lifeguards. This was not confined to Aberdeen with the leisure sector across Scotland facing similar challenges, which initially lead to some revision to opening and operating times.

### v. Restricted access to school base venues

Due to restrictions, not all school venues were accessible (mainly swimming pools) and this, in turn, caused some challenges with meeting demand expressed by clubs who had been based at school swimming pools pre-pandemic. There was also demand pressures for children's lessons leading to extended waiting times and frustration for parents.

### ACC Strategies and Action Plan Priorities:

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

### Aberdeen's Sports Facilities Strategy 2016 – 2026

The strategy sets out the vision for the planning and development of sporting infrastructure for Aberdeen. It aspires to have a network of high quality, accessible and sustainable sport and leisure facilities, which offer inclusive services for all, enabling more residents to fulfil their potential by participating in sport and physical activity, thus improving their long-term health and wellbeing.

Building on its previous investment, the company has committed approximately £850,000 during the year on the council's assets. This is down on previous years, again due to the pandemic, however this has been a combination of Sport Aberdeen funds and allocations from the council's condition and suitability fund. Key projects were:

Venue	Investment £	Improvement/Upgrade
Golf courses	£140,000	Additional drainage works (phase 3) and remedial work as part of extensive winter improvement programme over and above maintenance contract
Gyms	£170,000	Fitness gym refresh across 3 fitness facilities
Linx Ice Arena	£30,000	New ice cutting machine
Linx Ice Arena	£22,000	New LED lighting
Kincorth Sports Centre	£25,000	Roofing
Sheddocksley Sports Centre	£45,000	Alarm system, and changing accommodation refurbishment
Adventure Aberdeen Snowsports Centre	£130,000	Ski slope and site upgrade and refurbishment
Adventure Speyside	£18,000	Rectification works following flood.

## 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 Outcome Improvement Plan

Sport Aberdeen has taken a lead role in coordinating and supporting the Active Aberdeen Partnership (AAP), contributing considerable expertise and in-kind resources enabling AAP to sustain active engagement throughout Community Planning Aberdeen's (CPA) multi-agency planning structure.

Sport Aberdeen is committed to contributing to the 15 stretch outcomes where practicably possible, with most relevance aligned to People (Children & Young People and Adults) and Place. While the LOIP does not specifically include a stretch outcome focused on sport and physical activity, the work of Sport Aberdeen does align further down at the improvement project level.

During the year, much of the work specific to supporting the achievement of LOIP aims was delayed, which was common to many of the CPA partner agencies. However, the company was engaged with the locality management teams and has been involved in support programmes to help communities recover from the impact of the pandemic.

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. Sport Aberdeen has maintained representation on the CPA thematic groups, doing so on behalf of the AAP.

CPA Forum/Outcome Improvement Groups	Sport Aberdeen rep
CPA Board	Managing Director
CPA Management Group	Director of Customer and Commissioning
Sustainable Cities (OIG)	Director of Community Leisure Operations
Resilient, Included & Supported (OIG)	Director of Customer and Commissioning
Integrated Children's Services (OIG)	Head of Sport and Active Communities

### Local Priorities:

Please highlight where your outcomes, outputs or activities align against the priorities of the Local Outcome Improvement Plan. <https://communityplanningaberdeen.org.uk/aberdeen-city-local-outcome-improvement-plan-2016-26/>

The refreshed LOIP set new priorities which replaced some of the previous targets around sport and physical activity. Notwithstanding that the company has continued to make a substantial commitment to providing services, improvement programmes and opportunities to some of the most challenged and under-represented people across the city.

Much of what the company does is intervention based and can clearly align to a range of health improvement indicators for both physical and mental wellbeing. Both during and exiting from pandemic life, the company adapted services to support other agencies tackling communities and individuals in crisis. Where feasible, this work has continued, very much on a partnership-based approach; a good example of which was the work leading up to the holiday programme activity for children in locality areas.

Elsewhere in this report, reference is made to the company's social return on investment and social value calculator (**appendices G & H**). Both of these reports provide an indication of the impact that the services have made in themes consistent with the aim and targets of the LOIP. It is also important to state that while we are not making an explicit reference to all stretch targets, we can confirm that there has been a range of programmes and initiatives delivered, via a multi-agency approach which we have been pleased to be part of.

The following contribution to this report demonstrates where we are able to evidence our contribution to certain LOIP priorities. These are also referred to within the company's 2021/22 business plan and are highlighted below.

### **Sport Aberdeen's Alignment to LOIP Outcomes 2021-22**

#### **LOIP Stretch Outcome 5: 90% of Children and young people will report that their experiences of mental health and wellbeing have been listened to by 2026.**

- Membership of Child Healthy Weight LOIP Project Group
- Membership of PEPAS LOIP Project Group
- Membership of Mental Health LOIP Project Group
- Active Schools programme providing free extracurricular sporting opportunities to all schools in Aberdeen

#### **LOIP Stretch Outcome 6: As corporate parents we will ensure 95% of care experienced children and young people will have the same levels of attainment in education, health and emotional wellbeing, and positive destinations as their peers by 2026.**

- SPACE Programme – referral programme for care experienced children and young people. Bespoke 1-2-1 and small group interventions based on sport and physical activity programme

#### **LOIP Stretch Outcome 7: 95% of children living in our priority neighbourhoods will sustain a positive destination upon leaving school by 2026.**

- Senior leadership programme and volunteer opportunities through Active Schools programme and SPACE programme available to children and young people in schools within priority areas

#### **LOIP Stretch Outcome 9: 30% fewer young people (under 18) charged with an offence by 2026.**

- Partnership with Active Schools and Denis Law Legacy Trust to support Streetsport programme – which targets anti-social behaviour

#### **LOIP Stretch Outcome 11: Refer 20% of people living with COPD or other respiratory conditions into specific PR physical activity and other support programmes delivered in community settings by 2023**

- Healthy Communities Manager attends the project charter meetings
- 4 virtual pulmonary rehabilitation classes delivered each week
- Partnership with NHS Grampian and RGU to signpost participants to RGU student-led respiratory clinics

#### **LOIP Stretch Outcome 14: 38% of people walking and 5% of people cycling as main mode of travel by 2026**

- Walk Aberdeen programme across the city, increasing number of opportunities for people to take part in high quality health walks.
- 3 x First Steps classes delivered each week to support people to build the strength, balance and confidence required to walk more regularly.
- 1 x Nordic Walking programme piloted for people living with Parkinson's Disease.
- Adventure Aberdeen delivering Bikeability programme and Learn to Bike workshops across schools and communities in Aberdeen to support children and young people to learn to cycle, cycle safely and encourage cycling.
- Adventure Aberdeen delivering Cycle Friendly Employer Awards and Cycle Friendly Schools Awards

**Education:**

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

Course / Qualifications	Participants
National Pool Lifeguard Qualification	10
National Pool Lifeguard Qualification - renewal	46
First Aid at Work	52
Renewal First Aid at Work	14
Emergency First Aid at Work	38
Emergency First Aid at Work for Volunteers	18
Ihasco fire warden	71
Ihasco GDPR	307
Cyber training	150
Corporate induction	53
Mandatory Covid 19 inductions for all returning staff	40 sessions
Diploma in Exercise referral level 4	5
Pool Plant Operator Course	13
Personal trainer	1
Weightlifting level 1	1
Level 4 Cancer and Exercise	1
Food Hygiene level 2	14
Food Hygiene level 3	3
Mental Health FA@W Young persons	11
GRFEC	14
Safeguarding Children	24
Equality and Diversity	30
Abrasive wheels	2
COSHH	45
Electricity Safety –Interactive	70
Driving Safely	4
Asbestos Awareness	45
Fire safety – Interactive	73
Legionella	47
Workplace safety	63
Manual handling	66
Step ladder	34
Slips, trips and falls	70

**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?

**Volunteers**

We consider volunteers to be a major resource and they are vital to adding value and extending the scope of services that we deliver. We are committed to encouraging, developing and supporting volunteers and for them to be engaged in a variety of roles across the company. In doing so we recognise that the role of a volunteer will complement and not replace the role of contracted paid staff.

The reactivation of the Active Schools programme enabled the re-engagement of 367 volunteers delivering extracurricular activities in schools. The volunteers are represented from a range of different backgrounds, including teachers, parents and other family members, students, secondary school pupils and sports club coaches. In addition, there were 77 secondary school pupils who volunteered, which allowed them to develop new skills and increase their confidence levels.

**CASE EXAMPLES:**

- One of our fantastic volunteers, Alex Soaris, earned praise from **sportscotland**, the national agency for sport, for his commitment and dedication to helping additional support schools and their pupils. Alex gave up well over 1,000 hours using sport to inspire others and is credited with helping to shape the future for additional support schools in the area. He has been nationally recognised for his contribution in the past, as a finalist in the Outstanding Volunteer category at the 2020 Community Leisure UK Awards, and also by **sportscotland**.
- The Active Girls Committee continued to meet during the year, with a shift to online meetings during lockdowns and Covid restrictions. The committee is a voluntary group that is made up of girls from across secondary schools across the city. The committee’s aim is to get more girls and young women to be active and enjoy the benefits of taking part in sport and physical activity.

**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	Target	Total 2021-22																					
Total number of participatory opportunities created throughout programme		1,194,662																					
<b>Number of participatory opportunities targeted for priority groups</b>																							
Young people under 16		N/A																					
Active Schools – Young People under 16	N/A	70,771																					
Young people 16-25	N/A	N/A																					
Older people (65+)	N/A	N/A																					
Disability (mental health physical, sensory (e.g. BSL users) and carers of disabled people)																							
Ethnic minority communities including Gypsy/ Travellers	Management system unable to collect data																						
Sexual orientation (LGBTQ)	Management system unable to collect data																						
Residents of regeneration areas within Aberdeen City	N/A																						
<table border="1"> <thead> <tr> <th>SIMD Area</th> <th>Members</th> <th>% Totals Members</th> </tr> </thead> <tbody> <tr> <td>Torry</td> <td>377</td> <td>2.3</td> </tr> <tr> <td>Middlefield, Mastrick, Northfield, Sheddocksley</td> <td>1372</td> <td>8.5</td> </tr> <tr> <td>Seaton</td> <td>125</td> <td>0.8</td> </tr> <tr> <td>Tillydrone</td> <td>206</td> <td>1.3</td> </tr> <tr> <td>Woodside</td> <td>114</td> <td>0.7</td> </tr> <tr> <td>George Street</td> <td>108</td> <td>0.7</td> </tr> </tbody> </table>	SIMD Area	Members	% Totals Members	Torry	377	2.3	Middlefield, Mastrick, Northfield, Sheddocksley	1372	8.5	Seaton	125	0.8	Tillydrone	206	1.3	Woodside	114	0.7	George Street	108	0.7		
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Other (please specify)																							
Datahub enables interrogation of data and heat maps to identify participation of those within our database from SIMD.																							

Participation - Summer of Play	Number
Young people under 16	5975
Disability – Summer of Play	373
Residents within regeneration areas of Aberdeen	
Seaton / Tillydrone	173
Torry	177
Northfield	605

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

Users/Audiences	Total 2021-22
Total user/audience/visitor number	1.2 million*
User/audience number from Aberdeen City	85%
User/audience number from the wider region or further	15%
% of user/audience survey rating experience as 'excellent' or 'good'	93%

\*This is not all users as many are unrecorded

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 2021-22	Total £
Value of Grant(s) from Aberdeen City Council	4,909,500 (a)
External grant funding	838,928
Sponsorship	0
Trading income	7,549,548
Other (please specify)	
Total additional income	£8,388,476 (b)
<b>All income (a) + (b)</b>	<b>£13,297,976</b>

### Showing Impact Through Social Value

The social value calculator report attached as Appendix G is the graphical illustration of the social value calculated for the year April 2021 to March 2022 compared against year April 2019 to March 2020.

The overall social value generated is **£3,968,560**. This level of measurable social value delivered is a positive indicator of the recovery of the company and of the value it delivers across key areas.

This social value generated is broken down into key areas as follows:

#### Physical and mental health:

**£799,555** as a result of reductions in coronary heart disease / stroke, diabetes, breast cancer, depression, dementia, colon cancer, back pain, hip fractures, depression, reduction and reduced GP visits;

#### Subjective wellbeing:

**£2,150,657** as a result of improved subjective wellbeing;

#### Individual development:

**£35,099** as a result of improved educational attainment (participants aged 11-18) and enhanced human capital; and

### Social and community development:

£983,131 from reduced criminal incidences about young males (aged 10-24) and social capital (improved social networks, trust and reciprocity).

These savings are from indoor and outdoor programmes based in leisure venues (excluding coached programmes and golf) and do not include savings that are generated from the Active Schools and Healthy Communities programmes that take place elsewhere. Given that these are based on regular participation, it would be logical to assume that the company's social value is considerably higher than these figures here indicate.

### 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:	Annual Report <a href="https://www.sportaberdeen.co.uk/wp-content/uploads/2022/07/Annual-Report-2021-2022-Digital.pdf">https://www.sportaberdeen.co.uk/wp-content/uploads/2022/07/Annual-Report-2021-2022-Digital.pdf</a>
Support Material 2:	Active News Issues for the Period: Issues 15-18: <a href="https://www.sportaberdeen.co.uk/wp-content/uploads/2022/09/Active-News-15-18.pdf">https://www.sportaberdeen.co.uk/wp-content/uploads/2022/09/Active-News-15-18.pdf</a>
Support Material 3:	Golf Aberdeen Volunteers Video: <a href="https://youtu.be/e55jlm_Sgzc">https://youtu.be/e55jlm_Sgzc</a>
Support Material 4:	TikTok Account sharing motivational and instructional videos to support customers in physical activity: <a href="https://www.tiktok.com/@sportaberdeen">https://www.tiktok.com/@sportaberdeen</a>
Support Material 5:	ukactive awards submission – Developing & Supporting Communities During Covid-19 (Winner) – attached as <b>Appendix I</b>

### Appendices Index

**Appendix A:** KPIs 2019/20 to 2021/22

**Appendix B:** Reflections on a Pandemic

**Appendix C:** Engaging with Customers Post Covid19 – Be Part of Something Marketing Campaign

**Appendix D:** Supporting Children & Young People – Sport Aberdeen & WeToo! Partnership

**Appendix E:** Impacting the Lives of Care Experienced Children and Young People – SPACE programme

**Appendix F:** Outdoor Education Days for Target Families

**Appendix G:** Social Value Report April 2021 - March 2022

**Appendix H:** Scotland social value report

**Appendix I:** Developing & Supporting Communities During Covid 19 – Summary of award win

### 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](http://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.	
<b>Name: Alistair S Robertson</b>  <b>Date: 28 September 2022</b>	