

Culture and Communities Committee

10am, Tuesday, 26 March 2019

Physical Activity and Sport Strategy: An Interim Progress Report

Item number	8.3
Executive/routine	
Wards All	
Council Commitments	

1. Recommendations

- 1.1 The Culture and Communities Committee is asked:
 - 1.1.1 To approve this report and the progress made on creating a new Physical Activity and Sport Strategy.
 - 1.1.2 To approve the appointment of a Physical Activity Champion.
 - 1.1.3 To approve the creation of a high-level Strategic Action group for Physical Activity.
 - 1.1.4 To ensure co-ordination and consistency of approach that consideration is given to including a Physical Activity section in all relevant Council Reports.
 - 1.1.5 To request a further report in the latter part of 2019. This report shall confirm the key strategic objectives, detail a one-year action plan and also include progress on developing new ways of working and finding creative enabling approaches to enhancing some of our community sports facilities.

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Physical Activity and Sport Strategy: An Interim Progress Report

2. Executive Summary

- 2.1 It was agreed on June 19, 2018 at the Culture and Communities Committee to produce a new Physical Activity and Sport Strategy for the period 2019-2023.
- 2.2 The consultation process was conducted during the period November 2018 to February 2019 through both face to face presentations and an online survey through the City of Edinburgh Council's 'Have Your Say' consultation hub. As the consultation period only closed last month this is an interim report and as such it lays out a range of proposed recommendations to assist the effective establishment of a new strategy. A further report will be brought to this Committee in the latter part of 2019.
- 2.3 The online consultation survey produced 409 responses. Given the survey was only open for a four-week period this is regarded by the City of Edinburgh Council's 'Insight Unit' as a very good response and a decent sample size for gauging public opinion. See Appendix 1 for list of consultation sessions and survey questions.
- 2.4 The analysis of the online survey together with notes taken from the face to face sessions have brought to the fore a number of important issues such as cost and affordability, availability of active travel routes, improved use of outdoor spaces, better support for clubs and improved communications (see Appendix 2 for summary of results). These topics shall now be subject to detailed consideration and shall influence the establishment of key objectives and related actions.
- 2.5 Our initial thinking is to consider establishing some key themes for both physical activity and sport such as people, poverty, places, profile and partnerships. For illustration purposes we have shown in Appendix 3 the possible strategic objectives that might feature in the new strategy. These objectives shall be finalised over the course of the next few months through the establishment of short life working groups and through a 'think tank' approach and brought back to this Committee for approval in the latter part of 2019.

3. Background

- 3.1 The timeline for this strategy is in line with the pending four-year partnership agreement and investment from sportscotland (national agency for sport). However, we are proposing an approach that sees 2023 more as a review milestone rather than as an end point. Some of the key objectives in this strategy around poverty and community empowerment require a long term perspective.

4. Main report

- 4.1 It is recognised that implementing a strategy to make more people more active is potentially a complex and challenging task. To succeed we need to influence and effect change in diverse areas such as transport, planning, health and social care, early years, etc. As such the relevant senior managers within the Council and key partner organisations need to be brought on board to make a significant impact. We therefore recommend that we create a high level Physical Activity Strategic Group. It may also be helpful to the future work of this Strategic Group to consider that a Physical Activity section is included in all relevant Council Reports. See Recommendations 1.3 and 1.4.
- 4.2 We wish to see this Physical Activity Strategic Group being chaired by an elected member in his/her role as a 'Physical Activity Champion'. We understand that 'Champions' are normally appointed at the start of an administration so while it might be possible to appoint someone mid-term this could be reserved for the next local election. See Recommendation 1.2.
- 4.3 We consider that beneath the Strategic Action Group we create a city wide 'Delivery Action' Group that would co-ordinate and implement some practical actions and programmes that emanate from the agreed strategic objectives. See Appendix 2 for illustrative examples of potential strategic objectives. For example: This group could seek to introduce an 'Active Buddy' volunteer befriending scheme to assist people to participate in active travel and/or regular exercise.
- 4.4 The creation of Physical Activity Alliances in each of the localities is already underway. This brings practitioners operating at a local level together to promote physical activity and find solutions to existing barriers. This network has been and shall continue to be a key part of the consultation and implementation process.
- 4.5 In the new 'Service Design' approaches to neighbourhoods the topic of improving levels of physical activity and how citizens can easily walk or cycle to parks, shops and other amenities are of critical importance. The future planning and service design process for the Granton foreshore area may provide a blank canvas to do things differently.
- 4.6 We believe that the parameters for sport are much easier to define and are much more established. The key players include sportscotland (the national agency for sport), National Governing Bodies, Universities, Schools (in this city both State and

Independent sectors), Edinburgh Leisure and sports clubs. The task is about continuous improvement, targeted initiatives and the introduction of new ways of working. See also Appendix 3 for illustrative examples of potential strategic objectives.

- 4.7 It is our intention to form a 'Sports Partnership' group to oversee the implementation of the agreed objectives within the sport part of the Strategy. We intend to extend an invitation to a range of partners such as Clubsport Edinburgh, the University and Independent Schools sectors.
- 4.8 The City of Edinburgh Council like many other local authorities faces financial pressures and maintaining the current level of subsidy and investment in all our sports centres, pitches and pavilions is likely to be very challenging. We need to commit to enabling new ways of working that includes asset transfer and co-development models of operation. It is intended that a new approach to facility development becomes a key workstream and is central to the overall strategy. At this point in time there is no specific investment folio for physical activity and sport. This makes it more difficult to attract partnership funding. We believe this is a weakness that needs to be addressed.

5. Next Steps

- 5.1 If approved the next steps are to appoint a 'Physical Activity Champion' and invite senior managers and any other representatives of appropriate external organisations to attend the first meeting of the Physical Activity Strategic Action Group.
- 5.2 To report back in the latter part of 2019 on progress around agreeing the key strategic objectives for both physical activity and sport, progress on establishing a new 'facility development' approach and to inform elected members on some of the initial steps being taken to implement change.
- 5.3 The next report shall contain an effective and realistic first year action plan to deliver on a small number of priorities. It shall clearly identify responsibilities for improvement with clear timelines. Future measures of success shall include performance data and stakeholder's views.

6. Financial impact

- 6.1 This interim report confines itself to the creation of a new strategy and there are no additional costs associated at this point. The underlying future approach is to find new ways of working and some of these initiatives may secure additional external funding and/or provide cost saving measures.
- 6.2 As previously stated the City of Edinburgh Council like many other local authorities faces financial pressures and maintaining the current level of subsidy and

investment in all our sports centres, pitches and pavilions is likely to be very challenging. With this challenge in mind, we should not rule out the option of selling existing pitches and buildings providing it allows for re-investment in more modern sporting facilities.

- 6.3 Edinburgh is a growing city and the population is set to increase in certain parts of the city. The range of sporting facilities and places that encourage an active lifestyle need to be a critical part of service design and future planning. As such at some point new financial investment shall be required.

7. Stakeholder/Community Impact

- 7.1 The consultation process was conducted during the period November 2018 to February 2019 through both face to face presentations and an online survey through the City of Edinburgh Council's 'Have Your Say' consultation hub. The latter generated over four hundred responses. See Appendix 1 for list of consultation sessions and survey questions
- 7.2 An Integrated Impact Assessment has been carried out. Reducing and addressing inequalities is expected to sit at the heart of the new strategy.

8. Background reading/external references

- 8.1 Active Scotland: <https://www.gov.scot/publications/active-scotland-delivery-plan/>
- 8.2 Sportscotland Corporate Plan: <https://sportscotland.org.uk/.../raising-the-bar-corporate-plan-2015-19-lweb.pdf>
- 8.3 Sport for Change: <https://www.therobertsontrust.org.uk/news/sport-for-change-research-launched>
- 8.4 World Health Organisation: <https://www.who.int/ncds/prevention/physical-activity/global-action-plan-2018-2030/en/>
- 8.5 The final one is a report taken from a previous Culture and Communities Committee meeting on Tuesday 5 December, 2017:
http://www.edinburgh.gov.uk/meetings/meeting/4284/culture_and_communities_committee

9. Appendices

- 9.1 Appendix 1: Consultation Information.
- 9.2 Appendix 2: Summary of 'Have Your Say' Online Survey Results
- 9.3 Appendix 3: Illustrative Examples of potential Strategic Objectives

Appendix 1: Physical Activity and Sport Strategy - Approach to Consultation.

Face to face consultations were held with following groups:

Universities (including Scottish Student Sport)

Sports Clubs (organised in partnership with Clubsport Edinburgh)

National Governing Bodies (organised in partnership with sportscotland)

Active School Co-ordinators/Sports Development Officers

Edinburgh Leisure Staff

Outdoor Learning Staff

Primary School PE Staff

Young Ambassadors (senior pupils from Secondary Schools)

Independent School Head Teachers

Physical Activity Alliances

In addition to these sessions we devised an online consultation survey through the City of Edinburgh's Council's Consultation Hub. The survey opened in early January and ran for four weeks until Friday February 1st, 2019.

The questions asked in the survey were as follows:

1. What, in your view, are the main barriers to participation in physical activity, exercise and sport in Edinburgh?
2. What steps would you like to see taken to improve equality of access to physical activity, exercise and sport?
3. How can the Council support clubs and organisations to improve community sports facilities?
4. Do you think Edinburgh lacks specific types of sports facilities? If yes, what do you think is missing?
5. Do you think your neighbourhood lacks sports facilities? If yes, what do you think is missing? (NB by neighbourhood we mean within a 15 min walk)
6. Do you think there are specific activities or sports that the Council should focus on over the next four years? If yes, what do you think should be prioritised?
7. How would you like to see physical activity, exercise and sport improved in Edinburgh over the next four years? What do you think the number one priority to be achieved by 2023 should be?
8. Do you have any other comments about the development of physical activity, exercise and sport in Edinburgh?

In total there were 409 responses to the online survey. See Appendix 2 for summary of results.

Appendix 2: Physical Activity and Sport Strategy Consultation

Results Summary:

Question 1. What, in your view, are the main barriers to participation in physical activity, exercise and sport in Edinburgh?

- 254 cite **cost** as the most significant barrier – this is in terms of individual affordability and hire of venues for clubs.
- 221 cite access to facilities/lack of facilities and poor facilities as a barrier. This includes outdoor pitches as well.
- 68 comments on active travel – the vast majority on state of roads, traffic, poor cycle lane continuity and basically how it is too dangerous to cycle and that this puts people off building it into their day. Also, safe lock ups for bikes, changing facilities once you get to work etc. Walking was also raised in terms of an excellent activity to do for free but people put off by poor paths, continuity, lack of lit walkways etc.
- 57 comments on lack of personal time and also that facilities not open/classes not on at suitable times. Points made that for example, pools close early at the weekend just when people are free to use them or there is no public access after 7pm at night for lane swimming when people who work and/or have families may be free to go. Also comments in here around school venues not being accessible and at weekends/evenings.
- 45 cited not knowing enough about what is on locally and across the city venues – lack of promotion/marketing in all form not just on-line. They also cited a lack of knowledge/education around physical activity and what the benefits are and why they should take part.
- 45 cited travel to venues as a barrier and not having a access to a venue locally.
- 38 cited lack of confidence and the perception that only the 'super-fit' take part in physical activity/sport as a barrier.
- 32 cited lack of motivation as a key barrier.
- 31 cited more recreational/social activity suitable for all ages.

Question 2. What steps would you like to see taken to improve equality to access to physical activity, exercise and sport?

The majority of comments (149) were around cost and specifically reducing the cost both of leisure memberships and facility hire. Cost is deemed as the biggest barrier.

68 comments were on ensuring access of facilities were for all and longer opening hours.

53 comments were on active travel and by introducing activity via nature - walking to school, cycle paths.

42 comments were about utilising outdoor space for outdoor gyms, better lit pitches, walking paths, exercise classes out of the gym and in parks.

25 comments suggested free access to all children.

Question 3: How can the Council support clubs and organisations to improve community sports facilities?

- 90 respondents (24%) felt the cost of sporting activities should be reduced.
- 52 (14%) think that the Council should improve communications/engagement on benefits and availability of physical activity and sport.
- 50 (13%) thought that sports coaches should be better supported by the Council.
- 44 (11%) want the Council to make it easier to access facilities.
- 36 (9%) placed importance on further investment in sports facilities.
- 36 (9%) felt that it would be helpful if more grants were made available.
- 31 (8%) think partnership working should be improved.
- 24 (6%) thought that the Council should support clubs to develop their own facilities.

Question 4: Do you think Edinburgh lacks specific types of sports facilities? If yes, what do you think is missing?

- 58 Respondents (16%) thought Edinburgh lacked athletics facilities.
- 53 (14%) thought Edinburgh lacked cycling/velodrome facilities.
- 41 (11%) thought there were not enough swimming pools.
- 22 (6%) thought Edinburgh should have more roller derbies.

Question 5: Do you think your neighbourhood lacks sports facilities? If yes, what do you think is missing? (NB by neighbourhood we mean within a 15 min walk)

- 128 (39%) respondents reported that their neighbourhood lacked facilities but did not list the facilities that they considered were missing.
- 79 (24%) respondents considered the current facilities in their neighbourhood to be good.
- Biggest omission swimming pools (32 respondents, 10%).

Question 6: Do you think there are specific activities or sports that the Council should focus on over the next four years? If yes, what do you think should be prioritised?

- 90 Respondents (23%) – Cycling
- 68 Respondents (18%) – Walking/Running
- 63 Respondents (17%) – Health and wellbeing in general
- 55 Respondents (15%) – Swimming
- 51 Respondents (13%) - Participation/Non participation/recreational
- 46 Respondents (12%) – Provision for children
- 32 Respondents (8%) – Outdoor sports
- 30 Respondents (8%) - No one sport should be prioritised
- 29 Respondents (7%) – Roller sports
- 28 Respondents (7%) – General fitness
- 27 Respondents (7%) – Football
- 23 Respondents (6%) – Provision for older people
- 22 Respondents (5%) – Athletics
- 22 Respondents (5%) – Non mainstream sports

Question 7: How would you like to see physical activity, exercise and sport improved in Edinburgh over the next four years? What do you think the number one priority to be achieved by 2023 should be?

- 99 Respondents (26%) - Increase number of people taking regular exercise.
- 94 (24%) - Maintain, improve and provide more facilities.
- 79 (21%) - Children and youth provision.
- 56 (15%) - Make sport and physical activity more affordable.
- 50 (13%) - Active travel as a means of increasing physical activity.
- 46 (12%) - Improvement in cycling and walking paths.
- 36 (9%) - Improved access for disadvantaged and under-represented groups.
- 24 (6%) - Outdoor spaces and facilities.
- 27 (7%) - Wider variety of sports.
- 22 (6%) - More support to schools for sport and physical activity.

Question 8: Do you have any other comments about the development of physical activity, exercise and sport in Edinburgh?

- 50 Respondents (20%) agree that the Council should maintain or develop a range of facilities / access to facilities with a clear purpose.
- 43 Respondents (17%) placed importance of health/regular exercise - physical and mental wellbeing.
- 34 Respondents (14%) - Importance of increasing funding at the club / grant / city level / certain parts of the city.
- 29 Respondents (12%) - Finance - importance of affordable provision.
- 27 Respondents (11%) feel that the Council should identify and deliver on customers / users needs. Not a passive strategy.
- 25 (10%) - Improvement of general participation.

In total there were 409 responses to the online survey. Not all respondents chose to answer every question.

Please note only responses exceeding 20 in number are listed in the summary.

Appendix 3

Physical Activity and Sport Strategy: Illustrative examples of possible Strategic Objectives. *Nb. Objectives to be finalised post Committee Report. It is proposed that a further report be produced for the Culture and Communities Committee in the latter part of 2019.*

Five possible themes have been identified. They are at present as follows:

People

Poverty (reducing inequalities)

Places (including a new 'Facility Development' approach

Profile (communications)

Partnerships (co-development - new ways of working)

1) **People** - Strategic Objectives - Illustrative Examples

Physical Activity Strategic Objective:

- 1.1 To implement and strengthen information and referral systems to increase physical activity and reduce sedentary behaviour by public sector, community, third sector and social care providers in ensuring community involvement and coordinated links with community resources.

Sport Strategic Objective:

- 1.2 To develop programmes and initiatives that continue to increase female participation in sport.

2) **Poverty** - Strategic Objectives - Illustrative Examples

Physical Activity Strategic Objective:

- 2.1 To strengthen the development and implementation of programmes and services, across various community settings to engage with, and increase opportunities, for physical activity in the least active groups, such as people with disability girls, women, older people, and vulnerable or marginalised populations, embracing contributions by all people.

Sport Strategic Objective:

- 2.2 To implement an enhanced concessionary pricing structure for people affected by poverty and for clubs and community organisations based in areas of deprivation.

3) **Places** - Strategic Objectives - Illustrative Examples

Physical Activity Strategic Objective:

- 3.1 To improve the level of service/network infrastructure to enable walking, cycling and other forms of mobility involving the use of (including wheelchairs) and the use of public transport. increased wheels

Sport Strategic Objective:

- 3.2 To better support sports clubs and communities to become involved in the development and management of sports facilities through long term leases/asset transfer.

4) **Profile** - Strategic Objectives - Illustrative Examples

Physical Activity Strategic Objective:

- 4.1 To implement a 'communication campaign' to heighten awareness, knowledge and understanding of the health benefits of regular physical activity and less sedentary behaviour.

Sport Strategic Objective

- 4.2 To recognise and ensure increased profile and publicity on good practice by sport clubs and community organisations in Edinburgh.

5) **Partnerships** - Strategic Objectives - Illustrative Examples

Physical Activity Strategic Objective:

- 5.1 To strengthen networking structures towards increasing the effectiveness of planning and delivery in relation to physical activity as well as the training of professionals to increase knowledge and skills related to their roles and contributions to creating inclusive, equitable opportunities for an active society.

Sport Strategic Objective:

- 5.2 To support and increase the co-development of new programmes and projects involving a range of new partners.