Culture and Sport Pathfinder project: ASC Edinburgh (Access to Sport and Culture)

Culture and Leisure Committee
6 May 2009

1 Purpose of report

1.1 This report updates the Committee on the ASC Edinburgh (Access to Sport and Culture) Pathfinder initiative, funded by the Scottish Government and partners.

2 Summary

2.1 Following an extensive programme of consultation throughout 2008, the substantial feedback from the public, culture and sport sectors, partnerships and stakeholders has now been collated and analysed. A clear picture of current good practice in providing access to culture and sport and overcoming persistent barriers to participation has been collated and distilled into a simple, yet effective, methodology for progress.

2.2 Through this process there has been overwhelming support for the development of a simple Pledge, which organisations and partnerships can sign, to achieve mutual aims and deliver essential outcomes as part of the Culture and Sport services contribution to the Single Outcome Agreement.

2.3 This report presents a summary of the process to date and proposes a way forward for city-wide partnership working.

3 Main report

3.1 As part of the Council’s response to the draft Culture (Scotland) Bill in 2007, a bid was made to Scottish Government to progress a Pathfinder Project for Cultural and Sporting Entitlements in the city. Edinburgh was one of only 13 successful applicants for such Pathfinder status and was subsequently awarded funding to progress this consultation project.

3.2 Throughout 2008, the Council and partners consulted widely with over 19,000 residents who spoke on their own behalf, and also people who engaged through organisations, partnerships, clubs and groups to explore ways to
increase access to culture and sport. This work highlighted many common issues and challenges, which are recorded in detail in the full 500-page final report by the team which facilitated this consultation. The project partners who funded this project are identified at Appendix 1.

3.3 The project has resulted in the development of a draft Pledge to enable organisations to work in partnership to continue to build on existing good practice. Further details on the delivery of the project and consultation are attached at Appendix 2. The full report is available to members on request.

Process

3.4 The project was steered by a group led by the City of Edinburgh Council, comprising key stakeholders drawn from the arts and sport sectors. The group also included representation from the Edinburgh Voluntary Organisations Council, participating funders, Youngedinburgh and community planning networks. This group agreed the methods and confirmed the outcomes of the development work undertaken by Esar Consultants.

Review of Strategic Policy Framework

3.5 Initially, a mapping of existing documentation including policies, strategies and research, was carried out to build a strategic baseline for consultation across the two sectors. Recommendations from this mapping addressed remarkably similar barriers to participation and involvement and enabled common themes to be tested through a unified consultation process.

3.5 Common across all elements of the strategic policy framework and hence key to any future development of arts and sports policy in the city is a need to:

- improve participation in sports and arts activities;
- improve access to sports and arts activities;
- improve infrastructure for sports and arts activities;
- improve the 'offer' of sports and arts activities for young people in particular; and
- develop true partnership working to deliver in the most effective way possible and a recognition that a great deal of partnership working already takes place.

Attendance and Participation

3.6 Following on from this mapping process The Audience Business (TAB) also carried out research comparing existing arts and sport data sets, in order to review the relationship between arts audiences and sport participants. TAB used Mosaic (Scotland) profiling to analyse the similarities and differences between the two data sets, which were obtained from Edinburgh Leisure and participating cultural venues. Mosaic profiling is a geodemographic classification of Scottish consumers to postcode sector level. This provides detailed and meaningful information about Scottish consumers.
Although there were difficulties with combining the datasets, and data from amateur and community events, commercial gyms, rock and pop events, cinemas and ‘door sales’ were difficult to source, key findings included the following:

- 58% of Edinburgh households attend the arts; 63% of Edinburgh households participate in Edinburgh Leisure activities;
- successful people living in the choicest suburban locations and young, well educated singles in city apartments (ranging from students in halls of residence to well established New Town residents) are the two main Groups for both data sets. The second Group accounts for over 40% of arts attenders and 30% of sports participants. For reference, the second Group makes up approximately 32% of the Edinburgh population;
- for both data sets there is an exceptionally high level of students living in the city attending the arts and participating in sport;
- families with children living on limited means in low rise Council housing, as well as very low income households in Council flats and elderly residents of publicly rented accommodation, largely on low incomes, are under-represented as arts attenders compared to their proportion of the population;
- sport participants have a higher proportion of people from groups with lower incomes, lower educational attainment levels and poorer living accommodation. Overall, the pattern of participation matches the general population more closely than for arts attenders;
- a higher proportion of sport participants come from low income families than arts attenders; and
- those who live in the city centre are generally over-represented as arts attenders. However, people are much more likely to travel from outside the city area for arts than they are for sport.

Local neighbourhood provision of sport facilities seems to have a positive effect on participation rates geographically. The general conclusion of the scoping study is that arts and sport attenders/participants are - broadly speaking - similar types of people with comparably high levels of education and income.

This is the first time this type of combined analysis has taken place. Further work is still required, but valuable information on neighbourhoods with low participation will be used in the first instance to identify key organisations to work with as part of the Pledge process. Details of this work will be included in a progress report in February 2010.

**Stakeholder Consultation**

Alongside the research and audience analysis, consultation with stakeholders also took place in two stages. The first stage enabled consultants to focus on strategic areas of activity, evidence this through over 1,000 examples of good practice, identify gaps and develop the draft Pledge. The second stage was
used to test the concept of the Pledge and recommendations, which was widely supported by over 94% of organisations, partnerships and stakeholders participating in the project.

3.11 These two stages were carried out as follows:

**Stage 1**

- Focus group meetings;
- A web-based survey;
- Sections of the Viewfinder 3 (MORI) survey 2008 of young people; and
- Sections of the Edinburgh Residents (MORI) survey 2008.

**Stage 2**

- An Edinburgh Partnership consultation conference;
- A web-based consultation survey;
- Follow-up research on the findings of the Viewfinder 3 (MORI) survey 2008 of young people;
- Follow-up research on findings of the MORI Edinburgh Residents survey; and
- Neighbourhood consultation – West and North Edinburgh.

**Focus Groups**

3.12 A number of focus groups were held with stakeholders to examine views on defining culture and cultural entitlement and participation, increasing engagement and participation, strategy development and delivery options.

3.13 The key views from stakeholders were:

- culture is understood as a broad and inclusive term and includes sport and physical activity;
- cultural entitlement is about access and informed choice to appropriate opportunities for all ages, for all ethnic groups and for all abilities (including people with disabilities);
- infrastructure for delivering sport and arts is crucial, including imaginative, flexible and shared use of facilities and at low cost;
- participating is also about spectating and about being involved in decision-making in a supported and sustainable way;
• engagement requires co-ordination and partnership amongst providers, should start early in schools but be lifelong and requires appropriate, timely and accessible information;

• transparency and sustainability regarding funding and resource allocation are key;

• priorities for the ASC Edinburgh project should reflect the above issues; and

• delivery of these priorities needs to focus on addressing barriers such as affordability issues, accessibility issues and increasing coordination and partnership working.

Development Survey

3.14 A web-based survey was aimed at reaching stakeholders who were not engaged through the focus group process detailed above. A range of questions were asked relating to service delivery, promoting participation, improving accessibility, affordability and joint working.

3.15 The key findings were:

• promoting participation and improving accessibility were considered to be the most important issues for arts and sport services;

• there are many examples of services, projects and initiatives which are aimed at promoting participation. The examples identified were very varied to suit many client groups. One size does not fit all and responsiveness to barriers for different client groups seems to be key;

• respondents felt that better, more coordinated information about opportunities, as well as reliable and improved funding to attend or opportunities with lower attendance costs would help promote participation;

• there are many examples of services, projects and initiatives which are improving accessibility to opportunities. Responses seemed to focus on physical access for people with disabilities as well as ‘social’ accessibility for people from different backgrounds, incomes and ethnic groups;

• the main areas of work which respondents felt would help improve accessibility were pricing, improved integration between public transport and opportunities, removing physical barriers and providing means to improve individual confidence to access opportunities;

• there are many examples of initiatives to improve affordability of opportunities, which centred around discounts for various groups, combined ticketing and special offers;
there were many and varied suggestions for improving affordability from the call for more funding to the more creative use of our ‘free’ open spaces and GP prescriptions for ‘active therapies’;

the main improvements suggested for improving joint working centred on increased networking opportunities, sharing of resources and improved linkage between sport and cultural providers.

Viewfinder Survey of Young People

3.16 The Viewfinder Survey was undertaken in 2007 on behalf of Youth Services in the Department of Children and Families. It asked a range of questions of young people in the city, including how they spent their spare time and which activities they would like more opportunity to participate in.

3.17 The levels of detail are potentially of great value in targeting groups of young people for improving participation and increasing accessibility amongst young people. Some high level examples of the findings include:

- boys are more likely than girls to take part in sport and physical activity and girls are more likely to want more opportunities to take part;
- girls are more likely than boys to take part in arts and learning opportunities and are also more likely to want more opportunities to increase participation;
- young people aged 11-18 are more likely to participate in sports and physical activities than those aged 19-21, and are more likely to want greater opportunities. Young people seem to value sport and physical activity less after they leave school;
- Black and Minority Ethnic young people, disabled young people and those living in the most deprived areas of the city are all less likely to take part in sport and physical activities and in arts and learning opportunities and are more likely to want increased opportunities in both; and
- the main barriers which prevented participation were cost and not having a place to take part close to home.

Edinburgh Residents Survey

3.18 The Edinburgh Residents Survey is undertaken twice per year and focuses on residents' perception of the city and the Council. It also includes regular opportunities to include topical questions about policy issues of concern to the Council. In spring 2008 a number of questions were included to explore attitudes to and participation in sports, physical activity and arts and cultural activities.

3.19 The key findings were:

- over two-thirds of respondents had participated in sport/physical activity in the past four weeks, and the top activity was swimming;
over three-quarters of residents had participated in some form of arts/cultural activity in the last six months, the most common being going to the cinema;

the top two factors which would encourage people to take part in sport and physical activity were more affordable facilities and more facilities in the local area; and

the top two factors which would encourage people to take part in arts and cultural activities were more affordable events and easier access to information.

Edinburgh Partnership Consultation Conference

3.20 The Edinburgh Partnership conference, chaired by the Council Leader in October 2008, was an extremely successful event, which proved invaluable in bringing together over 100 cross-sectoral representatives to consider the progress of the ASC Edinburgh Pathfinder. The key outcomes of the day can be summarised as follows:

- this was the first time arts and sports had come together to discuss related strategic and operational issues. Most delegates would welcome the opportunity to have these meetings more frequently;
- the need to open up school facilities to communities was raised by many delegates and was a key feature of the conference;
- the need to build on and develop existing initiatives rather than re-invent the wheel for funding purposes was a major issue for many arts organisations in contrast with sports funding, which appears to allow for more longer term development; and
- there is a need to work more effectively with independent sectors: with the private sector to enable it to develop and fulfil corporate social responsibility and with the voluntary sector to consider the role of social enterprise in arts and sport.

3.21 Equality of access for all, especially under-represented groups, was a thread that ran throughout the conference and the need to address this through ASC Edinburgh Pathfinder was reinforced in discussions.

3.22 There was unanimous agreement that the event should become an annual session, and that the progress made by organisations in meeting the Pledge should be reported publicly.

Summary of Outcomes

3.23 Following this intensive community consultation, key findings of the various elements of the research lead to the following conclusions:

- the national and local policy context focuses on participation, accessibility, infrastructure, young people and partnership working;
• in Edinburgh participation in sport/physical activity and in arts and culture seems to be reasonably high, although there are particular groups whose participation in arts and culture is under-represented;

• there appear to be many different groups of people whose participation in sport/physical activity and arts/culture could be increased and who want to increase their participation. There are also many examples of creative initiatives aimed at addressing these barriers for different client groups;

• barriers to participation centre around accessibility and affordability. Key issues are the availability of local facilities/infrastructure, cost, physical access (including transport) and social barriers to accessing facilities and opportunities, improved information and promotion, improved coordination. Barriers are different for different client groups; and

• the key area to improving partnership working centres on improved networking and the sharing and coordination of information and knowledge.

The Pledge

3.24 Following this full 12-month consultation and development process, a draft Pledge and associated process has now been proposed. This process has the potential of bringing together over 100 organisations in the first year, with the mutual aim of increasing access and participation. By signing the Pledge, organisations will make a strong and lasting shared commitment to work together to continue to address existing barriers. The Pledge states:

*We Pledge to improve the quality of life and life chances for all people in Edinburgh through increased access to cultural and sporting activities, by:*

- Developing and promoting joint working.
- Improving access to facilities.
- Improving the quality and dissemination of information.
- Promoting participation.
- Increasing affordability.
- Creating sustainable provision.
- Responding to users’ views and needs.

3.25 Full details on these Pledge themes are contained within Appendix 2 and summarised as follows:

a) **Developing and promoting joint working:** in particular that all sectors including voluntary, commercial and health engage with arts and sport organisations working together.
b) **Improving access to facilities**: this was identified as the most important way of achieving the Pledge aim. Improving access to schools and developing access to untapped facilities were seen as particularly important.

c) **Improving the quality and dissemination of information**: the project indicated a need for local information points and strategic citywide audience development communication.

d) **Promoting participation**: in particular, promoting participation by continuously improving services and facilities on the basis of robust evidence, developing high quality services with skilled and responsive staff including volunteers and providing opportunities to ‘taste’ new activities.

e) **Increasing affordability**: this was seen as less important than wider actions to break down barriers to participation. For young people, however, this was one of the most important ways to enable them to participate in sport and culture.

f) **Creating sustainable provision**: in particular, by improving access to existing local facilities and working with neighbourhood partnerships.

g) **Responding to service users’ views and needs**: the project showed the need to go beyond consultation to involve service users in decision making and to involve children and young people. The project also showed that stakeholders considered that in order to achieve the aim of the Pledge, actions should be pledged in relation to integrated culture and sport planning and developing excellence in culture and sport needed to begin with schools, and develop from the local level.

3.26 The Pledge is for any organisation that provides arts or sport services in Edinburgh. This includes public, voluntary and commercial organisations, partnerships, agencies, companies, clubs and groups. The Pledge provides a framework for organisations to set out activities to improve the impact of their work on access to and participation in these sectors. A document briefly outlining the purpose of the Pledge for organisations to consider is attached at Appendix 3.

3.27 The Council will lead the drive to encourage organisations to sign up to the Pledge, but will seek the support of other Partnerships and organisations in this process. A website will be developed, linked to the Edinburgh Portal Pilot Project, to profile this new project. Following the success of the Edinburgh Partnership in-conference event held in October 2008, a further joint sector event will be organised in autumn 2009 to launch the Pledge with participating organisations invited to attend and contribute to culture and sport agendas.

4 **Financial Implications**

4.1 This project was fully funded by the Scottish Government and Partners (listed at Appendix 1) and has been delivered on budget. The cost to the Council of the work to further develop the Pledge can be contained within the Culture and Sport revenue budget.
5 Environmental Impact

5.1 There are no adverse environmental impacts arising from this report.

6 Conclusions

6.1 The Council is well placed to lead on this area of work. The benefits of bringing together funded and non-funded organisations of all sizes to address persistent barriers, with the common purpose of addressing seven main areas of work as detailed in paragraph 3.25 above, will prove hugely beneficial to participants and audiences – both residents and visitors alike.

6.2 This joint working offers significant opportunity to gather city-wide information, with measurable outcomes, for the city’s Single Outcome Agreement.

7 Recommendations

It is recommended that the Committee:

a) endorses the new Pledge and instruct officers to begin the process of inviting organisations and partnerships to sign up;

b) refers this report to the Edinburgh Partnership and requests the adoption of the Pledge as a key area of service delivery; and

c) requests a further report in February 2010 on progress following the official launch of the Pledge in October 2009 at the second ASC Edinburgh annual event.

Appendices

1 – Project Funding Partners
2 – Summary Document on development of the Pledge
3 – Draft Pledge

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| Wards affected | All |
| Single Outcome Agreement | Supports National Outcomes: |
| | 13 - We take pride in a strong, fair and inclusive national identity |
| | 10 – We live in well-designed, sustainable places where we are able to access the amenities and services we need |
| | 6 – We live longer, healthier lives |
### Appendix 1

#### Project Funding Partners

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<th>Partner</th>
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<td>Scottish Arts Council</td>
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<tr>
<td>Edinburgh Partnership</td>
<td>£8,000 (Smarter Partnership fund and In-conference event)</td>
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<td><strong>Total Funding</strong></td>
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ESAR CONSULTANTS  DECEMBER 2008

This is a concise overview of the work of the ASC Edinburgh Project, which informed the development of the Pledge.

1. Intro duction
As part of the City of Edinburgh Council's response to the consultation on the draft Culture (Scotland) Bill, a successful bid was made to the Scottish Government for funding to progress a Pathfinder Project for Cultural and Sporting Entitlements in the city. With additional resources from partners: Scottish Arts Council, Capital City Partnership, Youngedinburgh, the Edinburgh Partnership and the City of Edinburgh Council Culture and Sport Division, esar consultants were commissioned in November 2007 to carry out and develop the main components of the Pathfinder project - Access to Sport and Culture (ASC) Edinburgh.

The project was steered by a group led by the City of Edinburgh Council and comprised key stakeholders in arts, sport and physical activity, community planning and audience development. This group agreed the methods and confirmed the outcomes of the development work undertaken by esar consultants.

2. Overview of the Project
The ASC Edinburgh Pledge was developed during 2008. It included:

- A baseline review, including review of:
  - relevant City of Edinburgh Council (CEC) strategic and operational documentation
  - relevant Edinburgh Leisure strategic and operational documentation
  - relevant Scottish Arts Council policy and research documentation
  - relevant sportscotland policy and research documentation
  - available data on cultural audiences and sport participation (under taken by The Audience Business (TAB))
  - existing partnerships and forums relating to Edinburgh’s cultural sector (stakeholder mapping)

- Stakeholder engagement to inform the development of the Pledge, including:
  - focus group meetings
  - a web-based survey
  - parts of the Viewfinder 3 (MORI) survey 2008 of young people
  - parts of the Edinburgh Residents (MORI) survey 2008

- Consultation on the draft Pledge, including:
  - an Edinburgh Partnership in-conference event
  - a web-based consultation survey
  - follow-up research on the findings of the Viewfinder 3 (MORI) survey 2008 of young people
  - follow-up research on findings of the MORI Edinburgh Residents survey
  - neighbourhood/voluntary sector consultation
3. KEY FINDINGS INFORMING THE PLEDGE

3.1 Defining Culture

Stakeholders considered that ‘culture’:

- Is all encompassing, being about how we live our lives
- Broadly and inclusively defined people and communities
- Should include;
  - arts, sport and physical activity
  - ‘spectating’ and ‘participating’
- Should not have boundaries
- Can be a limiting and elitist term

Stakeholders also considered that culture should be explicitly addressed in strategic planning, including in the Single Outcome Agreement (SOA).

3.2 Strategic themes

Stakeholders considered that participation was the most important strategic theme. Further, stakeholders considered that:

- The key issue is how people are informed, encouraged, enabled to participate
- Participation is about the use of facilities and resources
- Participation is about spectating and actively participating
- Participation is about being involved in decision-making
- Engagement needs to be co-ordinated and prioritised
- People have the right not to engage

The second most important strategic theme was infrastructural support, with stakeholders stressing the need for:

- Use of physical resources as multi-functional spaces
- Funding across sectors and for very diverse resources

Thirdly stakeholders consistently commented that arts and sport were not currently strategically integrated in any effective way, and that for this project to work, this needed to be urgently addressed. Further, they noted concern that any development of strategic integration had to include resourcing and decision making or else it would simply add to bureaucracy.

Finally, stakeholders considered that:

- High standards and excellence were absolute requirements
- Partnerships should be supported, but:
  - inequalities within partnerships need to be explicitly addressed
  - they need to go beyond shared funding to shared risk-taking
3.3 Delivery themes

Promoting participation was considered to be the most important delivery theme; with developing accessibility, a close second.

Stakeholders considered that promoting participation needed to involve much more than targeted, short term initiatives – it needs to be much more consistent, with long term approaches/strategies.

- The provision of opportunities to try new arts and sport experiences was identified as particularly important, with 16% of respondents to the Edinburgh Residents Survey (spring 2008) saying that they would do more if there were such opportunities. 42% of young people said that they were put off arts and sport activities by not knowing other people there; and 35% of young people said that they would welcome the opportunity to try things through taster sessions.
- Specific promotions were seen as valuable for attracting people who might not otherwise get involved in arts and sport activities.
- Stakeholders considered that more could be done to make the opening hours of facilities and resources more flexible, with young people, in particular saying that opening hours were a particular hindrance (37%).
- The development of smartcards was seen as providing opportunities for promoting participation in a wide variety of ways.
- The need to begin promoting participation at a very early age was seen as important for developing lifelong engagement in arts and sport.

Accessibility was seen as a part of promoting participation, particularly about:

- Access to local facilities and activities, including better use of schools as a physical resource and as a way of promoting participation by children and young people.
- Affordability – 28% of respondents to the Edinburgh residents spring 2008 survey said that they would do more sport and physical activity if it was more affordable; and 39% said that they would take part in more arts and cultural events if it was more affordable. 56% of young people said that they were prevented from taking part in arts and sport activities by cost.
- Better support for people with disabilities.

Importantly, the development showed that incentives for some groups could act as barriers for other groups.
Also importantly, the Edinburgh Residents Spring 2008 survey found that 44% of respondents said that nothing would encourage them to do more sport and physical recreation; and 31% said that nothing would encourage them to take part in more arts and cultural events.

Stakeholders considered that there was potential to develop joint working across organisations and sectors. The development and implementation of the Single Outcome Agreement was seen by some as an opportunity for this.

Finally, this project showed that there was a wealth of work currently being undertaken to promote the delivery of arts and cultural activities in Edinburgh.

4. THE ASC EDINBURGH PLEDGE

4.1 Pledge Aim

To improve the quality of life and life chances for all people in Edinburgh through increased access to cultural and sporting activities'.

There was overwhelming support for the aim of the Pledge.

4.2 The Pledge themes

a) Developing and promoting joint working
There was very strong support for actions to develop and promote joint working. In particular, that:

* Arts and sport organisations work together
* All sectors should work together, including;
  o the voluntary sector
  o the commercial sector
  o the health sector

b) Improving access to facilities
This was identified as the most important way of achieving the Pledge aim. The following, in particular, were identified:

* Improving access to school facilities
* Developing access to untapped local facilities

c) Improving the quality and dissemination of information
The project indicated a need for local information points and strategic citywide audience development communication
d) Promoting participation
This was identified as the third most important way of achieving the Pledge aim. In particular, promoting participation by:

- Continuously improving services and facilities on the basis of robust evidence
- Developing high quality services with skilled and responsive staff, including volunteers
- Providing opportunities to ‘taste’ new activities

e) Increasing affordability
This was seen as less important than wider actions to break down barriers to participation. For young people, however, this was one of the most important ways to enable them to participate in sport and culture.

f) Creating sustainable provision
This was the second most important way of achieving the Pledge aim. In particular, by:

- Improving access to already existing local facilities
- Working with neighbourhood partnerships

g) Responding to service users views and needs
The project showed the need:

- To go beyond consultation to involve service users in decision making
- To involve children and young people

The project also showed that stakeholders considered that:

- In order to achieve the aim of the Pledge, actions should be Pledged in relation to integrated culture and sport planning
- Developing excellence in culture and sport needed to begin with schools, and develop from the local level.
5. Implementing the ASC Edinburgh Pledge

5.1 The role of The City of Edinburgh Council and key partners

Although stakeholders considered that the widest possible range of stakeholders should be invited to Pledge actions designed to improve the quality of life and life chances for all people in Edinburgh through increased access to cultural and sporting activities, the role of the City of Edinburgh Council was seen as central in championing the Pledge across the city.

Stakeholders considered that the most senior officer of each organisation should take responsibility for actions designed to improve the quality of life and life chances for all people in Edinburgh through increased access to cultural and sporting activities.

5.2 Timetable

March onwards  Promotion and development through the partnerships to encourage organisations to sign up to the Pledge in advance of the launch.

October  Edinburgh Partnership in-conference event to launch the Pledge and new interactive access to sport and culture website

2010 onwards

Autumn  Annual Pledge event
5.3 Access to Sport and Culture Website

Communication and information has been a dominant theme throughout the ASC Edinburgh project. The development of a website has been suggested through the development and consultation phases of the project and has been endorsed by the Steering Group. The website could provide:

- A platform for promotion of activities by organisations
- A facility for all Edinburgh citizens to search for information by area and activity
- An opportunity for organisations to identify and engage with Neighbourhood Partnerships
- Opportunities to promote and sign up to the Pledge and link with other Pledge partners
- Information about subsidies, smart cards, transport...

Resources would be required to design and develop the website with user-generated capabilities. Some on-going maintenance and support would also be required.

The website would have an immediate impact particularly if linked to the launch of the Pledge. It would be a valuable tool in promoting participation and increasing access to culture and sport and could be linked to the new Edinburgh Pilot Portal Project.
You can get this document on tape, in Braille, large print and various computer formats if you ask us. Please contact the Interpretation and Translation Service (ITS) on 0131 242 8191 and quote reference number 00000. The ITS can also give information on community language translations.
Appendix 3

ACCESS TO SPORT AND CULTURE

THE PLEDGE
WHY MAKE A PLEDGE?

Throughout 2008, the City of Edinburgh Council and partners consulted widely with organisations, partnerships, clubs, groups and residents across the city to explore ways to increase access to arts, sport and physical activity. The consultation highlighted many common issues and challenges and showed that there are many opportunities to increase such access.

The vision is that organisations will pledge to take actions to improve access to arts, sports and physical activities. This document shows how organisations can pledge to improve access by building on existing good practice, making the most of opportunities and meeting current and future challenges. By signing the pledge organisations will make a strong and lasting shared commitment to work together to continue to improve access for all.

WHAT IS THE CONTEXT?

Edinburgh has the following relevant characteristics:

- An international 'brand' with a reputation for excellence;
- A wealth of opportunities for people who live in Edinburgh;
- Vibrant and committed grass roots sport and arts communities, supported by paid and unpaid workers, which contribute to national and international successes; and
- A range of strategic and neighbourhood partnerships which provide a framework for further development.
WHAT ARE THE KEY CHALLENGES?

- **Facilities**: ensuring resources to maintain facilities; gaining access to affordable quality facilities for sports clubs and community arts groups;
- **Information**: developing effective marketing and publicity channels; finding out what is on in the city and in neighbourhoods;
- **Pathways**: developing ways for all to develop their opportunities in arts, sports and physical activities;
- **Sustainability**: securing funding and resources to ensure sustainability;
- **Co-ordination**: co-ordinating work at school, community, neighbourhood and city levels; and
- **Balancing demands**: developing and maintaining opportunities and support for elite talent and product, with opportunities and support for grassroots and local activities.
WHO CAN SIGN THE PLEDGE?

The pledge is for any organisation that provides arts, sport or physical activity in Edinburgh. This includes public, voluntary and commercial organisations, partnerships, agencies, companies, clubs and groups.

These organisations already work to provide high quality activities. By signing the pledge, they recognise that they can work collectively to increase participation.

WHAT DOES THE PLEDGE INVOLVE?

The pledge provides a framework for organisations to set out activities to improve the impact of their work on access to and participation in arts, sport and physical activity.

Each organisation that signs the pledge will specify actions that it will take under each relevant theme. Organisations will specify a set of actions that can lead to real change and improvement in their ways of working. Activities will depend on the size and nature of the organisation, and what they are already doing.
HOW CAN I, AND MY ORGANISATION, SIGN UP TO THE PLEDGE?

The City of Edinburgh Council is taking the lead in inviting organisations to sign up to the pledge.

Organisations are asked to sign up to the Pledge from May 2009.

Organisations should contact the Culture and Sport Division of the City of Edinburgh Council to confirm that they are willing to commit to the pledge.

Organisations which wish to sign up to the pledge should use the attached form to specify the particular actions they plan to take, and return the form to Contact to be confirmed.

In October 2009 all signatories will be invited to join Contacts to be confirmed to share their commitments as the Pledge is launched.
DELIVERING THE PLEDGE

Pledge partners will be asked to report progress and to renew their pledge every year.

The City of Edinburgh Council will collate all pledges to produce a detailed description of actions across the city, update this each year and make it available to all pledge partners. It will also be available on a dedicated webpage.

There will be an annual conference to review progress, share experiences and best practice. The City of Edinburgh Council will act as the lead partner organising, hosting and running the annual event.

We pledge...

...to improve the quality of life and life chances for all people in Edinburgh through increased access to cultural and sporting activities

by:

* developing and promoting joint working;
* improving access to facilities;
* improving the quality and dissemination of information;
* promoting participation;
* increasing affordability;
* creating sustainable provision;
* responding to users’ views and needs.