

# Culture and Communities Committee

10.00am, Tuesday, 16 November 2021

## Physical Activity and Sport Strategy – Planning ahead

Executive/routine  
Wards  
Council Commitments

### 1. Recommendations

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- 1.1 The Culture and Communities Committee is asked:
  - 1.1.1 to note the report
  - 1.1.2 to approve the proposals for officers in the new Culture and Wellbeing Service to lead on re-engaging stakeholders
  - 1.1.3 to ask for a further update on the governance and reporting on sport and physical activity in early 2022
  - 1.1.4 to plan and initiate a stakeholder engagement exercise resulting in feedback on the priority actions that would support improved outcomes relating to sport and physical activity

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## Physical Activity and Sports Strategy – planning ahead

### 2. Executive Summary

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- 2.1 This report has been written in response to approval being given to a motion submitted by Cllr Osler at the Culture and Communities Committee on 14<sup>th</sup> September 2021 and provides a position statement and proposals for approval.

### 3. Background

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- 3.1 The motion referred to in 2.1 noted that no update has been provided since 2019 on any of the following:
- 3.1.1 Establishing a new Physical Activity and Sport Strategy
  - 3.1.2 A city wide plan for the Edinburgh Physical Activity Partnership
  - 3.1.3 A communication plan that celebrates the good practice that already exists the city
  - 3.1.4 The allocation of CEC office time to support the Physical Activity Alliance Groups
- 3.2 The motion noted concern about the lack of progress on these important initiatives, whilst acknowledging some delay due to Covid19
- The motion requested a further report on each of the areas above and for a progress report and timeline for completion in each case
- 3.3 This report provides a position statement and proposals for progressing this work within a new and emerging Senior Management Structure and new roles and responsibilities within the Place Directorate

### 4. Main report

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- 4.1 In November 2019 the Council and its partners e.g. Sportscotland, NHS Lothian, Edinburgh Leisure, HE/FE, Clubsport Edinburgh, and others were committed to progressing all of the activities set out in section 3 but the impact of Covid 19 effectively resulted in all of that activity being suspended. All of the partners felt that their priorities were to manage the impact of the pandemic on their core business and to dedicate their energies and resources on that challenge. Some organisations furloughed staff and others directed staff to emergency response activity.

- 4.2 The work on establishing a new Physical Activity and Sport Strategy was suspended as was the work on creating a plan for the Edinburgh Physical Activity Partnership .
- 4.3 Without the ability of partners to contribute there has been no progress on agreeing a shared communication about good practice although the Committee will have seen articles in the Business bulletin that will have highlighted good work being led by CEC
- 4.4 There has been no need to deploy CEC officer time to support local Physical Activity Alliance Groups as they have not operated during the pandemic.
- 4.5 The Council has agreed a new Senior Management structure this now places the responsibility for non-school sport, the relationship management with Edinburgh Leisure and working with NHS Lothian in the portfolio of the newly appointed Service Director of Culture and Wellbeing within Place Directorate.
- 4.6 There is now an opportunity to re-open and re-engage partners in the discussion and planning required for responding to previously identified, new and emerging priorities for Sport and Physical Activity .One of the key areas of discussion will be whether there is more to be gained by locating ambitions for Sport and Physical Activity in a wider and more integrated Wellbeing Strategy.

## **5. Next steps**

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- 5.1 Partners that were involved in the historical Sports Partnership group will be invited to reconvene to review and assess whether the previous priorities and themes highlighted in the Culture and Communities Committee report Nov 2019 are still current and what new issues have emerged in the last 2 years .The Sports Partnership group will report back on agreed priorities and actions for 2022/23 in two cycles.
- 5.2 Discussions will take place with NHS Lothian colleagues and others and monitoring will be established at locality and city wide level to report on increased opportunities for people to be active.
- 5.3 Stakeholders across the city will be invited to participate in an engagement exercise that will help identify the current and emerging priorities to address within Sport and Physical activity .This will help inform the creation of a new strategy and a plan that will see actions against those priorities and performance measures agreed that can be reported on an annual basis.

## **6. Financial Impact**

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- 6.1 There are no financial impacts arising out of the proposals being recommended.

## **7. Stakeholder/Community Impact**

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- 7.1 There will be an engagement with partners and stakeholders in reviewing the previous thematic priorities set by the then Sports Partnership group.
- 7.2 Stakeholders will determine how best to progress the joint planning of a possible new strategy for Sport.
- 7.3 A wide engagement will be required both at a local and city level to determine how best to govern and ensure that physical activity is considered as an important feature of the city ambition to overarching ambitions of improving citizens Health and Wellbeing .

## **8. Background reading/external references**

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N/A

## **9. Appendices**

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N/A