

# Culture and Communities Committee

10am, Tuesday, 12 November 2019

## Physical Activity and Sport Strategy: Progress Update

Item number  
Executive/routine  
Wards All  
Council Commitments

### 1. Recommendations

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- 1.1 The Culture and Communities Committee is asked:
  - 1.1.1 To note this report and the progress made on establishing a new Physical Activity and Sport Strategy.
  - 1.1.2 To request a further report on the completed strategy by April 2020
  - 1.1.3 Request a further report on the city-wide action plan for the Edinburgh Physical Activity Partnership
  - 1.1.4 To request officers to create a communication plan that celebrates the good practice that already exists across the city.
  - 1.1.5 To approve the allocation of CEC officer time to support the Physical Activity Alliance Groups.

#### **Alistair Gaw**

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# Culture and Communities

## Physical Activity and Sport Strategy: Progress Update

### 2. Executive Summary

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- 2.1 It was agreed at Culture and Communities Committee on Tuesday 26 March, 2019 to request a further report on progressing a new Physical Activity and Sport Strategy 2020-2023. This report outlines the approach taken in developing a co-ordinated city-wide strategy and focuses on the key areas for improvement. There are two strands to this strategy, one on physical activity and the other on sport. The scope of these strands is detailed in a Terms of Reference for each strand (see Appendices A and B). A first-year action plan for the Sport Strategy has been prepared which details the actions in the identified areas for improvement and also illustrates the context in which the sport strategy sits in Edinburgh (see Appendix C).

### 3. Background

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- 3.1 The World Health Organisation (WHO) states that physical inactivity is one of the leading risk factors for noncommunicable diseases and death worldwide. To individuals, the failure to enjoy adequate levels of physical activity increases the risk of cancer, heart disease, stroke, and diabetes by 20–30% and shortens lifespan by 3–5 years. Moreover, physical inactivity burdens society through the hidden and growing cost of medical care and loss of productivity. The Physical Activity strand of the Strategy is based around the key themes outlined in the WHO Global Action Plan <https://www.who.int/publications-detail/global-action-plan-on-physical-activity-2018%E2%80%932030>
- 3.2 The national agency for sport, **sportscotland**, launched their new vision, 'Sport for Life' in May 2019 <https://sportforlife.org.uk/documents/Sport-for-life-summary.pdf>) in which they recognise that people enjoy better physical confidence and competence and increased wellbeing and resilience when engaged in sport and physical activity. The sport strand of our Physical Activity and Sport Strategy will be informed by the **sportscotland** Corporate Plan.
- 3.3 The consultation process outlined in the previous report included a series of face to face consultations and a 'Have Your Say' public online consultation. The number one issue emanating from the consultation is cost and access. Edinburgh has some

excellent sports facilities for a city of its size, it has some of the best sports clubs in the country and it has a vibrant university sector. However, there is a growing divide between those who can afford to be active and play sport and those who cannot. This is undoubtedly the biggest challenge that we as a city face and section 4.5 and 4.7 of the main report contain ideas and potential pilot initiatives to address this gap.

## 4. Main report

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- 4.1 It was recognised in the previous report that implementing a strategy to make more people more active is a challenging task. It requires a multi-agency approach and effective leadership.
- 4.2 Since the previous report we have now established the existence of four local Physical Activity Alliances in each of the neighbourhood localities – North East, North West, South East and South West. The Alliances are creating an online Mapping Exercise of local opportunities to get active and each of the areas is focussing on a locality project. Key to the success and effectiveness of the four locality Physical Activity Alliance Groups will be dedicated support from CEC and NHS officers.
- 4.3 A ‘Sports Partnership Group’ has been established to oversee desired improvements both in terms of practical delivery and facility planning. The Group includes representatives from **sportscotland**, Edinburgh Leisure, Scottish Student Sport, Clubsport Edinburgh and City of Edinburgh Council. This Group has in turn created various short life working sub groups with a wider representation from sports clubs, universities and governing bodies to look at specific topics.
- 4.4 The Sports Partnership Group have agreed to focus the first-year action plan on three key areas. Each of the key areas for improvement is being supported by a multiagency group which have prepared project briefs for each work stream. They are as follows: Facility Development, Female Participation in Sport and Disability Sport. See Appendix D for further details.
- 4.5 As part of the Facility Development workstream we are looking to pilot a different approach to community access in one of our Secondary Schools. A study of the groups using Craigmroyston High School on the evenings and weekend has revealed that very few local people are engaged in the activity programmes and sports clubs that use the venue. The hire charges and cost of joining clubs appear prohibitive for too many people living in the local EH4 post code. Our view is we need to remedy this through a combination of providing free/low cost access at certain times and by engaging with sports organisations across north Edinburgh to introduce new physical activity and sports development opportunities in the area. If this approach proves successful we would look to replicate this in other similar areas of deprivation if appropriate. Progress on this initiative will be monitored by the Sports Partnership Group.
- 4.6 The areas of work described are areas of improvement identified through public, partner and internal consultation and are being developed in addition to the extensive work already being undertaken across schools and communities throughout Edinburgh. The strategy does not look to address all the challenges that

we face in the city but is focused on three key areas for improvement. It is important to acknowledge that whilst focused on areas for improvement the Council and its partners will continue to maintain commitment to excellent practice being delivered in our communities.

- 4.7 An example of good practice is the targeted Sport for Change project due to start in November 2019. This pilot project will take place at Brunstane Primary School (average SIMD Decile 2) who will work in partnership with local clubs and Projekt42 to engage pupils in a programme of sport and fitness with a view to increasing their confidence and ability to participate in extra-curricular and community clubs which at this point is a real challenge for Brunstane pupils.

## **5. Next Steps**

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- 5.1 To progress the work at Craigroyston and Brunstane and measure the impact.
- 5.2 To implement agreed actions of each sub-group in the Sports partnership with a focus on measuring success.
- 5.3 Physical Activity Alliance groups should produce more detailed action plans for the four localities.

## **6. Financial impact**

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- 6.1 Many of the programmes associated with this report can be contained within existing budgets and/or achieved through the support of partner agencies. However, addressing the key issue of cost and access will require either a shift of existing resources and/or a reconfiguration of income targets achieved through community access arrangements. Previous consideration had been given to securing specific funding for sports grants. This has not been possible up to this point due to the financial pressures on the Council. However, for the first time sports clubs and organisations have been made aware of the opportunity to apply to the Council's Communities and Families third party revenue grant monies.
- 6.2 Introducing a city-wide communication campaign may incur additional new expenditure and due consideration will be given to this.

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

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- 7.1 The consultation process was conducted during the period November 2018 to February 2019 through both face to face presentations to a wide range of external stakeholders and an online public survey through the City of Edinburgh Council's 'Have Your Say' consultation hub from which 409 responses were received.

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

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- 8.1 A full list of background reading was detailed in previous report on the Physical Activity and Sport Strategy approved by Culture and Communities on Tuesday 26 March, 2019.

## **9. Appendices**

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- 9.1 Appendix A: Physical Activity Strategic Group Terms of Reference  
9.2 Appendix B: Sports Partnership Group Terms of Reference  
9.3 Appendix C: Sports Partnership Group – First Year Action Plan  
9.4 Appendix D: Sport Strategy Project Briefs

## **Appendix A: Physical Activity Strategic Group Terms of Reference**

### **Terms of Reference: Physical Activity Strategic Group**

#### **Introduction**

At the Culture and Communities Committee on Tuesday 26 March, 2019 it was agreed to form a city wide Physical Activity Strategic Group.

It is recognised that implementing a strategy to make more people more active may provide significant benefits to physical and mental health, social wellbeing as well as to the environment. It is a challenging task.

To succeed we feel 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 are to be invited to join a Strategic Group ensure co-ordination of effort and increase the chances of delivering change and making significant impacts in the lives of people in Edinburgh.

The task of the Group is to co-ordinate a multi-agency response to promote physical activity and particularly to support disadvantaged individuals and groups to bring about change in their lifestyles and to further the opportunities to become active in their local communities.

#### **Priorities**

The focus of the partnership is to deliver on agreed priorities in the period 2019-2023:

- Planning for Improvement – this will include creating a culture of self-evaluation and improvement, and improved use of data.
- Improving active lifestyles for people of all ages and abilities.
- Building active communities – this will include improved engagement with people and communities
- Monitoring and reporting – this will include a better understanding of the impact of sedentary lifestyles and the benefits of physical activity

#### **Remit of the Strategic Group**

In relation to developing and improving opportunities to be physically active, the purpose of the Strategic Group is to:

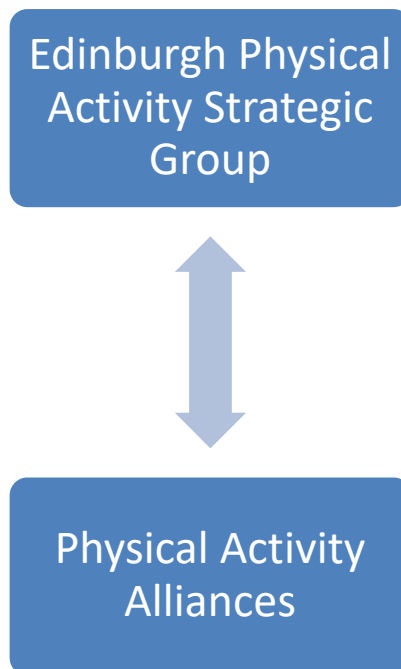
- Provide strategic direction and oversight on how partners are working together to decide priorities and to develop actions
- Create, deliver and implement new initiatives
- Establish working groups as required, and commission these to progress actions and/or develop proposals on behalf of the Strategic Group
- Analyse service gaps, duplication and overlap to ensure priorities are addressed as efficiently as possible

## Appendix A: Physical Activity Strategic Group Terms of Reference

- Agree priorities for service development and seek, where appropriate, funding opportunities to progress priorities
- Secure the participation of communities in relation to planning and delivering new opportunities, including as per the [Community Empowerment \(Scotland\) Act 2015](#)

### Governance and performance reporting arrangements

The Edinburgh Physical Activity Strategic Group will maintain close working links with all relevant partners/agencies at a locality level through the Physical Activity Alliances. Each Alliance shall be represented on this group.



The Edinburgh Physical Activity Strategic Group will ensure that its strategic priorities are aligned with the work emanating through other Committees and agencies be it around Active Travel, Service Design, Early Years initiatives and Health and Social Care services.

### Working Groups

The Strategic Group may establish working groups to support new work programmes that emanate from agreed strategic objectives. Some possible strategic objectives were listed for illustration purposes in the approved Committee Report. They are as follows:

## **Appendix A: Physical Activity Strategic Group Terms of Reference**

- 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.
- 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.
- To improve the level of service/network infrastructure to enable increased walking, cycling and other forms of mobility involving the use of wheels (including wheelchairs) and the use of public transport.
- To implement a 'communication campaign' to heighten awareness, knowledge and understanding of the health benefits of regular physical activity and less sedentary behaviour.
- To strengthen networking structures towards increasing the effectiveness of planning and delivery in relation to physical activity as well as the training of professional staff to increase knowledge and skills related to their roles and contributions to creating inclusive, equitable opportunities for an active society.

### **Data and Analysis**

Research and information will be used to identify future priorities and shape the work of the Strategic Group and any working groups.

### **Meetings and Chairing arrangements**

The Strategic Group shall meet quarterly. A nominated Council Officer shall be responsible for planning the agenda in close cooperation with the chair and others as required.

### **Membership:**

Sport & Outdoor Learning (CEC); NHS Lothian; sportscotland; Edinburgh Leisure

### **Supporting Officer:**

Jointly supported by NHS Lothian and City of Edinburgh Council



## **Appendix B: Sports Partnership Group Terms of Reference**

### **Terms of Reference: Sports Partnership Group**

#### **Introduction**

The task of the Sports Partnership Group is to co-ordinate a multi-agency response to improve identified themes in Edinburgh and particularly to support disadvantaged individuals and groups.

#### **Priorities**

The focus of the partnership is to deliver on agreed priorities in the period 2019-2023:

- Facility Development
- Female participation in sport
- Disability sport

#### **Remit of the Sports Partnership Group**

In relation to developing and improving opportunities to engage in sport, the purpose of the Sports Partnership Group is to:

- Oversee the delivery of the ambition contained in the new Sport Strategy 2020-2023
- Maintain an oversight of existing good practice in Edinburgh
- Explore opportunities for further collaboration and partnership activity
- Explore opportunities for more effective sharing of resources
- Deliver on a commitment to joint workforce development

#### **Governance and performance reporting arrangements**

##### **Data and Analysis**

Research and information will be used to identify future priorities and shape the work of the Strategic Group and any working groups.

##### **Meetings and Chairing arrangements**

The Sports Partnership Group shall meet quarterly. A nominated Council Officer shall be responsible for planning the agenda in close cooperation with the Chair and others as required.

##### **Sports Partnership Membership:**

Senior Education Manager (CEC)  
City of Edinburgh Council Strategic staff  
**sportscotland**  
Edinburgh Leisure

## **Appendix B: Sports Partnership Group Terms of Reference**

Club Sport Edinburgh  
Scottish Student Sport

### **Membership of the Sport Strategy Working Groups**

#### **Facility Development membership:**

##### **Cost/access**

Sport & Outdoor Learning CEC  
Edinburgh Leisure

##### **Alternative Business Models**

Sport & Outdoor Learning – CEC  
Estates – CEC  
Edinburgh Leisure

##### **Service design**

Sport & Outdoor Learning – CEC  
Corporate Property – CEC  
Learning Estates planning Team - CEC

#### **Female Participation membership:**

Sport & Outdoor Learning – CEC  
National Governing Bodies  
Scottish Student Sport  
**sportscotland**  
Edinburgh Leisure

#### **Disability Sport membership:**

##### **Think Tank**

Sport & Outdoor Learning – CEC  
Scottish Disability Sport  
Edinburgh Leisure  
**sportscotland**

##### **Athletics**

Sport & Outdoor Learning – CEC  
Scottish Disability Sport  
Scottish Athletics  
Edinburgh Leisure

## **Appendix B: Sports Partnership Group Terms of Reference**

### **Football**

Sport & Outdoor Learning – CEC  
Scottish Disability Sport  
Scottish FA  
Lothian Disability Sport

### **Swimming**

Sport & Outdoor Learning – CEC  
Scottish Disability Sport  
Edinburgh Leisure  
Scottish Swimming

# **City of Edinburgh Sport Strategy City Annual Action Plan 1 October 2019 – September 2020**

An active Edinburgh where everyone benefits from sport



# SCOTLAND PERFORMS A MORE ACTIVE SCOTLAND

## Active Scotland Outcomes

More Active

Stay Active

Physical Competence & Competence

People & Places

Wellbeing & Resilience

Participate, Progress & Achieve

Sportscotland  
Sport for life strategy

City of Edinburgh Council  
Business Plan

Community Sport Hub Strategy

Edinburgh Locality plans

## A MORE ACTIVE EDINBURGH



**Our commitment to inclusion underpins everything we do**

# Focus areas for improvement

## Facility Development

To develop an accessible sport facility estate that helps to meet the needs of sports clubs and communities in Edinburgh

## Disability Sport

To increase the number and breadth of opportunities available for people with a disability to participate in athletics, football and swimming

## Female Participation

To encourage females between the ages of 15-18 years to take part in physical activity and increase their participation levels in sport

# THEME

Facility Development

# ACTIONS

## Cost / Access:

### Development of pilot project at Craigoyston High School

- Develop and agree project pricing structure.
- Identify spare capacity and availability.
- Identify agencies to engage with local community groups.
- Complete engagement and prepare draft programme.
- Implement programme.
- Review and develop plan to roll-out in each locality.

## Alternative Business Model

- Draft a process for clubs, groups and organisations interested in operating properties with the Council's sport estate.
- Engage with Edinburgh Leisure and CEC Operational Estate Team to review and refine draft process.
- Review with senior officers and elected members.
- Promote this process following approval by committee.

## Service design

- In partnership with Learning Estates Planning Team and Estate Rationalisation Team develop terms of reference and objectives.
- Determine opportunities to investigate rationalisation and efficiencies within the sport estate.
- Agree protocol for future learning estate development with an emphasis on a holistic approach to design that takes account of strategic and local needs.

## Investment strategy

- Detail current investment taking place or in pipeline and determine city priorities for future investment.

Disability Sport

## Athletics

- Deliver club athletics inclusion training
- Create inclusion aspect to the Edinburgh Primary School Sport Association Interscholastics event in 2020
- Engage clubs to provide a disability or inclusive section to increase capacity for people with a disability

## Football

- Analyse the situation in Edinburgh to see what the greatest disability-specific need is for football
- Support targeted clubs to create disability football sections that link in to a club structure or that offer a pathway for people with a disability who want to play football.

## Swimming

- Provide disability specific swimming lessons as an after school option
- Engage clubs to provide a disability or inclusive section to increase their capacity
- Provide swimming specific inclusive training for coaches/club leaders/teachers
- Address any cases of young people with a disability not accessing school swimming lessons

Female Participation

- Carry out local research on females in the targeted age range (15-18) to identify barriers to participation and analyse data
- Using this data, provide additional recreational opportunities specifically for females overcoming the identified barriers
- Contact sports governing bodies and local clubs and request the delivery of additional sessions and creation of pathways for sporting opportunities for these people
- Identify venues across the city to host these targeted/additional sessions



# FACILITY DEVELOPMENT

KEY STRATEGIC THEME – PHYSICAL ACTIVITY AND SPORT STRATEGY

## COST AND ACCESS TO FACILITIES

One of the most common responses from the sport strategy consultation and engagement exercises was the cost of hiring sport spaces in the city and the ease of access. Indoor space for sports such as basketball, volleyball, netball and badminton are a premium. A pilot programme will be developed at Craigmoynton High School to offer access at costs lower than the current concession rates for groups and clubs that meet set criteria. Sports and clubs that promote inclusion and opportunity for the local community will be prioritised.

## SERVICE DESIGN

The Council is working on service design development in different parts of the city, looking at the range of public services within a specific area and reviewing options to make the best possible use of the estate. Given that the school estate is the core area of sport facility investment at present, this strategy is keen to use the service design model to make the case for a holistic approach to sport facility design in all new and refurbished primary and secondary schools.

## OVERVIEW

The group focusing on Facility Access is looking at service design, alternative business models, cost/access to school sport facilities and an investment strategy. Edinburgh has invested significant sums in its sport facility infrastructure over the last ten years. £37M was spent on the refurbishment of the Royal Commonwealth Pool and the £45M construction of the new Meadowbank Sports Centre is now underway.

Investment in the school estate has seen a significant increase in the number of synthetic (3G) pitches, reducing pressure on grass pitches and increasing opportunities for training and games across the city.

There is, as always, room for improvement in terms of future facility planning along with making the best possible use of the existing estate. Over the course of the next year the ambition of the strategy is to make significant progress around access, facility design and planning and the process for progressing community and club interest in the development and management of sport facilities in the city.

## ALTERNATIVE BUSINESS MODELS

There are numerous examples across Edinburgh of sport facilities that have been developed and managed by sport clubs. The Community Asset Transfer process is one way that community groups can take control of their own asset but given the range of facilities and services available in the city, this strategy will develop an additional process for any club or organisation to register and progress their interest in managing one of the city's sport facilities.

## INVESTMENT STRATEGY

Current investment and projects in the pipeline to be mapped out along with details of future priorities for the city's sport infrastructure.

## NEXT STEPS

Action plans will be prepared for each of these of facility development areas to progress and develop over the next 12 months.





# FEMALE PARTICIPATION

PROJECT TO INCREASE PARTICIPATION AMONGST WOMEN AND GIRLS

## TARGET GROUP

Females aged 15-18 years regardless of their educational status

## VENUES

Appropriate venues for the recreational sessions will be sourced via Edinburgh Leisure who oversee the booking for the school estate and fitness centres

## FOCUS AREAS

5 key areas of mixed demographics have been chosen as focus areas for this project and they include Balerno, Tynecastle, Craigmoynton, Gracemount and Royal High Clusters.

## OUR OWN RESEARCH

A survey will be sent out to every female in S3 -S6 in each of the listed schools above. In addition, first year students in HE/FE will also be asked to complete a survey. After analysis of the data, a plan will be put in place to offer opportunities to encourage participation in sport and physical activity.

## OVERVIEW

The group focusing on Female Participation is looking at how we can encourage females to take part in sport and increase their levels of physical activity and sport.

### Research

- 40% of females have dropped out of sport by the age of 18.
- Sports participation rates in Scotland are significantly higher for men than they are for women. Gender difference is more marked when walking is excluded and the 'gender gap' in sports participation (excluding walking) has persisted over the last 10 years (58% men to 49% women in 2017). *Nicholas F Rowe A report commissioned by the Observatory*
- Evidence from the 2017 Scottish household survey shows that more men (58%) than women (49%) participate in sport
- The Young Women Lead group's research found the age range where the least females take part in activity is females of puberty age. Their research also recommended non-competitive/recreational sessions to encourage this age group to become active again.

## SCOTTISH GOVERNING BODIES/CLUB/HE/FE INVOLVEMENT

It is important that once activity levels are increased, they can be sustained. With this in mind, it is crucial that governing bodies, local clubs and HE/FE establishments are involved in the project and assist with the delivery of the recreational sessions and who will also provide a pathway to allow continued activity in the community. Specific sports will not be identified until the data has been analysed and so the think tank is looking for interest from any governing body, HE/FE establishment or club who would like to get involved.

## NEXT STEPS

Analyse data – October/November 2019

Make connection with NGBs – November 2019

Source local facilities and offer opportunities

Survey the same group of females June 2020 and analyse differences in activity levels



# DISABILITY SPORT

TO INCREASE PARTICIPATION AMONGST PEOPLE WITH A DISABILITY

## AIM

To provide people with a disability with the opportunity to participate in sport regardless of their ability or aspiration within that sport.

To break down the barriers that currently prevent people with a disability from participating or progressing in sport.

## FOCUS SPORTS

Three sports have been identified to focus on during year 1; Athletics, Football and Swimming. It is understood through consultation with key partners that there is demand for these sports by people with a disability - more detailed information provided in action plan.

## PARTNERSHIPS

Critical to the success of this work is effective partnership working with key organisations. Key partners include **sportscotland**, Scottish Governing Bodies, Edinburgh Leisure, Lothian Disability Sport and a range of identified clubs.

## KEY THEMES

For each sport there are three themes: increase accessibility and opportunity for participation; club engagement and training or upskilling staff.

## OVERVIEW

The Disability Sport group are developing the improvement of opportunity to participate in sport by people who have a disability which was identified as a priority in the consultation. This finding is supported by previous research into the area:

- 20% of people with disabilities take the recommended level of physical activity compared to 52% of non-disabled people (Statistics from the Scottish Household Survey, 2015)
- 82% participants felt better, 71% felt more confident and 67% got more out of life after participating in sport & physical activity (Scottish Disability Sport Benefit of Sport & Physical Activity Research 2018)
- 8% of sports club members have a disability (Playing Our Part, **sportscotland** research 2019)

This project aims to utilise existing Council resources to support the development of identified disability sport opportunities, primarily focusing on athletics, football and swimming. These resources will be supplemented by the expertise of key partners including local organisation Lothian Disability Sport to progress the identified target areas.

Increasing opportunity by developing disability-specific or inclusive club sessions is a key area of progress for athletics and swimming. Sport-specific inclusion training is also being programmed for these sports as it will help to reduce any barriers posed to coaches/sport leaders who may not feel confident and competent to fully include people with disabilities in their sessions.

The work with disability football needs significant consideration as there are many forms of the game identified by Scottish FA and we need to identify where our greatest impact should be.

## NEXT STEPS

1. continue our club engagement and develop targeted opportunities across all three sports.
2. finalise sport-specific inclusion training in athletics and swimming, ensuring that skilled people are in place to drive inclusion in local clubs
3. formalise the inclusive elements of the Edinburgh Primary School Sports Association events.
4. plan our engagement with football to ensure a focused and effective outcome which complements existing provision for people with a disability.