

EAST RENFREWSHIRE COUNCIL

CABINET

9 APRIL 2015

Report by Director of Education

SPORTS AND PHYSICAL ACTIVITY STRATEGY

**PURPOSE OF REPORT**

1. This report accompanies a strategy for the sport and physical activity in East Renfrewshire for consideration by Cabinet.

**RECOMMENDATIONS**

2. The Cabinet is asked to approve the attached strategy.

**REPORT**

3. The previous strategy for sport has now expired and there has been the need to review and re-establish direction for the service. That is particularly the case given the impact of the Commonwealth Games in 2014.

4. Providing that sense of direction is essential as this service will transfer to the Culture & Leisure Trust in summer 2015. The strategy will assist in shaping the outcomes that the Trust will deliver on behalf of the Council.

5. The over-arching benefit of this strategy will be more of our residents being physically active more often. In particular:

- More pre 5 children being physically active and developing the physical literacy skills for lifelong participation
- More people supporting their communities through volunteering in sport and physical activity
- More people walking, cycling and using the outdoors for active recreation
- More older people being physically active more often

6. It will deliver these benefits through focussing on 4 key areas:

- School Physical Education, Physical Activity and Sport
- Community Sport and Physical Activity
- Promoting Wellbeing through Physical Activity
- Developing Facility Provision and Community Access

7. There is a strong emphasis in the strategy on partnership and facilitation in addition to the direct delivery of services

8. Extensive discussions have taken place with stakeholders and partners to arrive at this point. Sportscotland has been actively involved in supporting the development of the strategy.

9 Main actions required to implement the strategy will be contained in the service's improvement plan and will be reflected in monitoring and self-evaluation processes.

## **RECOMMENDATIONS**

10. The Cabinet is asked to approve the attached strategy.

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9 April 2015

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Key Words

Key words are: sports; sports development; physical activity

Annex 1: Sports & Physical activity strategy

## East Renfrewshire Council

### Sport and Physical Activity Strategy

2015-2018

#### 1. Introduction

This strategy sets out the future direction for sport and physical activity in East Renfrewshire for the next 5 years. The strategy is about empowering and supporting people and communities, mobilising expertise and knowledge towards delivering an agreed vision. The success of this strategy will depend on partners leading and sharing responsibility including legal requirements. We believe that no organisation will be able to deliver this strategy on its own.

#### 2. Background

It is an exciting time for sport and physical activity in East Renfrewshire further to the 2014 Commonwealth Games. East Renfrewshire has a vibrant and active network of local sports clubs and organisations providing opportunities for participation, coaching, volunteering and officiating. School physical education, physical activity and sport are of high quality and the links between school and community sport are embedded. East Renfrewshire Council is investing substantially in its sports infrastructure, both its sports centres and its outdoor resources. The Council is also undertaking a major change programme to improve services within its leisure centres.

At this time, East Renfrewshire Council is also preparing to transfer the management of its culture and leisure services to an arms-length organisation, or trust. It is therefore particularly important that these services have a clear sense of direction.

But we need to build a universal appeal for sport and physical activity and a comprehensive system of provision with a wide range of opportunities that are enjoyable and readily accessible. We need to promote sport and physical activity through supportive policies and inclusive programmes which reduce social and financial barriers to access and participation. We need to ensure that our facilities have the quality to encourage and retain participation. Recognising that, we need to work with individuals, families and communities to embed the motivation to include regular physical activity in daily lives.

#### 3. Policy Context

This strategy was developed to align with international and national policy objectives, including those set out by the Scottish Government and **sportscotland**:

##### **The Toronto Charter for Physical Activity: A Global Call to Action**<sup>1</sup>

The Toronto Charter points out the case for action in the following areas:

- Whole-of-school programmes, supporting structured and unstructured physical activity throughout the day
- Transport policies and systems that prioritise walking, cycling and public transport

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<sup>1</sup> Global Advocacy Council for Physical Activity, International Society for Physical Activity and Health. *The Toronto Charter for Physical Activity: A Global Call to Action*. 2010.

- Urban design regulations and infrastructure that provides for equitable and safe access for recreational physical activity, and recreational and transport-related walking and cycling across the life course
- Physical activity and NCD prevention integrated into primary health care systems
- Public education, including mass media to raise awareness and change social norms on physical activity
- Community-wide programmes involving multiple settings and sectors and that mobilise and integrate community engagement and resources
- Sports systems and programmes that promote 'sport for all' and encourage participation across the life span

## **Lets make Scotland More Active<sup>2</sup>**

Physical inactivity remains one of Scotland's major public health issues. Despite strong scientific evidence that meeting recommended physical activity levels can protect against many of Scotland's leading chronic diseases two thirds of adults and one third of children in Scotland are failing to meet the minimum recommended levels.

### **'Curriculum for Excellence'**

Health and well-being has been identified as one of eight curriculum areas. The experiences and outcomes in physical education, physical activity and sport are intended to establish the pattern of daily physical activity which is most likely to lead to sustained physical activity in adult life.

### **Reaching Higher<sup>3</sup>**

Scotland's national sports strategy, it focuses on the promotion, delivery, playing and enjoyment of sport. Key to this is developing a culture where sport is valued for the pleasure and quality it brings to people's lives.

### **UK Physical Activity Guidelines**

The physical activity guidelines state that children should be moderately/vigorously active for at least 60 minutes every day and adults should be moderately active for at least 30 minutes 5 days per week.

#### **4. Contribution to the single outcome agreement (SOA)**

1. Sport and physical activity's main contribution to the Single Outcome Agreement is to SOA2 :

**East Renfrewshire Residents are fit and active and have the skills for learning, life and work.**

although they also contribute to outcomes 1 and 5

**All children in East Renfrewshire experience a stable and secure start to their lives and are supported to succeed.**

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<sup>2</sup> Let's make Scotland More Active, Scottish Government, 2003

<sup>3</sup> Reaching higher: building on the success of Sport 21, Scottish Executive, 2007

**Older people in East Renfrewshire are valued; their voices are heard and they are supported to enjoy full and positive lives for longer.**

## Vision

This strategy has been developed to plan the contribution that sport and physical activity can make to delivering SOA outcomes.

## 5. Vision

The role of sport and physical activity is best set out in the statement in Reaching Higher:

*“Sport and physical activity play a positive role in many people’s lives. It is valued in its own right for the friendship, fun, challenge and enjoyment it brings, and it also has the power to change communities and help places thrive. Developing sporting and physical activity opportunities will help us to achieve stronger, more prosperous and cohesive communities, as well as improving health, tackling obesity and transforming the lives of people by giving them skills.”*

It is also worth highlighting here the vision for the Council’s Education Department: “Everyone attaining, everyone achieving through excellent experiences”. The experiences gained through sport and physical education are a key part of that vision.

For East Renfrewshire, the Sport and Physical Activity vision is:

**An active and healthy East Renfrewshire connecting people, places and spaces through sport and physical activity.**

The over-arching benefit of this strategy will be more of our residents being physically active more often. In particular:

- More pre 5 children being physically active and developing the physical literacy skills for lifelong participation
- More people supporting their communities through volunteering in sport and physical activity
- More people walking, cycling and using the outdoors for active recreation
- More older people being physically active more often

## 6. Outcomes

SOA OUTCOME	INTERMEDIATE OUTCOMES	SPORT AND PHYSICAL ACTIVITY CONTRIBUTION
1.All children in East Renfrewshire experience a stable and secure start to their lives and are supported to succeed.	1.1 Parents are supported to provide a safe, healthy and nurturing environment for their families. 1.2 Our young children are healthy, active and included 1.3 Our young children are safe and cared for.	<ul style="list-style-type: none"> <li>• Increased support for early years physical literacy</li> <li>• Programmes of activity which encourage participation by pre-fives, their carers and families</li> </ul>
2.East Renfrewshire residents are fit and	2.1 Children are confident, effective learners and achieve	<ul style="list-style-type: none"> <li>• Developing partnerships between schools and</li> </ul>

<p>active and have the skills for learning life and work.</p>	<p>their full potential.  2.2 Children and young people raise their educational attainment and achievement, developing the skills they need during their school years and into adulthood.  2.3 Residents have the skills for employment through increased take up of education and training opportunities.  2.4 Residents are active and optimise their health and wellbeing</p>	<p>community sports hubs</p> <ul style="list-style-type: none"> <li>• Increased support for extra curricular sport and physical activity programmes</li> <li>• Increased support for coach education and volunteering programmes</li> <li>• A network of high-quality accessible facilities with relevant, inclusive programmes which enable and support participation</li> </ul>
<p>5.Older people in East Renfrewshire are valued: their voices heard and they are supported to enjoy full and positive lives for longer.</p>	<p>5.1 Older people are able to live as safely and independently as possible in the community and have control over their care and support.  5.2 Older people feel included and empowered to make a valuable contribution to their local communities.</p>	<ul style="list-style-type: none"> <li>• Increased support for older peoples activity programmes</li> <li>• Increased support to older people’s social contact and engagement through leisure</li> </ul>
<p>People</p>	<p>Our employees have the skills and tools to deliver on our outcomes and managers can respond to workforce changes that arise to support the budget process.</p>	<ul style="list-style-type: none"> <li>• Managers, staff, volunteers and partners are developed and supported to respond to change and are in a position to promote the benefits of sport and physical activity</li> </ul>

## 7. Indicators, targets and activities

We have worked very closely with and on behalf of our partners to identify our shared objectives. The process by which we have developed this strategic framework has enabled us to engage with many of the organisations and partners who deliver sport and physical activity throughout East Renfrewshire.

To deliver these outcomes there are 4 key and inter-linked areas of activity

- School Physical Education, Physical Activity and Sport
- Community Sport and Physical Activity
- Promoting Wellbeing through Physical Activity
- Developing Facility Provision and Community Access

Policies and procedures flowing from this strategy will align with equality duties and requirements.

### School Physical Education, Physical Activity and Sport

A central part of this strand is the creation of a high quality well integrated Physical Education, Physical Activity and Sport framework in all schools. We will continue to develop high quality learning experiences ensuring that all children and young people have the

opportunity to develop the fundamental competencies and skills necessary to participate in a wide range of physical activity and sporting opportunities.

<b>INDICATOR</b>	<b>TARGET</b>	<b>ACTIVITY</b>
2 hours/periods of PE	All schools delivering 2 hours/periods of high quality PE per pupil per week	<ul style="list-style-type: none"> <li>• A broad and balanced PE curriculum is developed to meet the needs of all pupils</li> <li>• Professional development opportunities are developed for staff</li> </ul>
Development Milestones	95% of pupils should attain the developmental milestones for physical literacy at P1	<ul style="list-style-type: none"> <li>• Develop Pre 5 Physical Literacy programme</li> </ul>
Extra curricular activities	A further increase of 5% in the number of pupils participating the extra curricular clubs	<ul style="list-style-type: none"> <li>• Develop a wide range of extra curricular opportunities in every school in consultation with pupils</li> <li>• Develop a system to track pupil participation in activities in all schools and celebrate pupil achievements</li> <li>• Continue to develop the Active Schools network</li> </ul>
School/club links	Each school has a proactive partnership with a Community Sport Hub	<ul style="list-style-type: none"> <li>• School/club and community links are built upon and developed</li> </ul>
Inter School sport	Every pupil has the opportunity to participate in an inter school sport or physical activity	<ul style="list-style-type: none"> <li>• Continue to develop Active Schools sports festivals and Inter Secondary School Annual Games</li> </ul>
Leadership/volunteering	A further increase of 5% in the number of pupils participating in sports leadership programmes	<ul style="list-style-type: none"> <li>• Coaching, volunteering and sports leadership opportunities continue to be developed for pupils</li> </ul>

## **Community Sport and Physical Activity**

The voluntary sector's involvement in the delivery and development of sport and physical activity in East Renfrewshire is vital. Significant levels of sport and physical activity are delivered through a network of local clubs and organisations. Increasing participation in sport and physical activity within East Renfrewshire will require partnership working across a range of community providers. The development and growth of Community Sports Hubs is seen as a priority in creating the capacity to increase participation.

INDICATOR	TARGET	ACTIVITY
Community Sports Hubs	We have 4 sustainable Community Sports Hubs by 2018	<ul style="list-style-type: none"> <li>Increased support for the development of Community Sports Hubs</li> <li>Increased support for coach education and volunteer recruitment and retention</li> <li>Support the development of new ERC Handball, Volleyball and Cricket clubs linked to Community Sport Hubs</li> <li>Develop a Community Sports Network to represent and support local community sport</li> </ul>
ERC Club Accreditation	100% of Community Sports Hubs clubs have ERC Club Accreditation by 2018	<ul style="list-style-type: none"> <li>Develop and roll out an ERC Club Accreditation scheme</li> <li>Develop an equality club audit framework to identify membership, volunteers and officials</li> <li>Maintain the delivery of the Positive Coaching Scotland programme</li> </ul>
Facility Access	Community Sports Hub Clubs have suitable access to quality sports facilities	<ul style="list-style-type: none"> <li>Develop formal school/club link and strengthen links between clubs and facilities</li> <li>Develop sport, play and physical activity contributions to the Early Years collaborative</li> </ul>
Scottish Household Survey	A further increase of 4% to 85% in the ER adult population participating in any sporting activity including walking.	<ul style="list-style-type: none"> <li>Develop a wide range of local, innovative sport and physical activity opportunities that better cater for under-represented groups including: Women &amp; Girls, Minority Ethnic, Disabled, ASN, Older People and Pre 5's.</li> </ul>

### Promoting Wellbeing through Physical Activity

Regular physical activity participation has great potential for improving the social, emotional and physical health of the people of East Renfrewshire. Physical activity makes a significant contribution to the prevention and treatment of health conditions such as coronary heart disease, diabetes, obesity and osteoporosis. For certain groups such as Pre 5 's and older adults it is of extra importance in terms of determining healthy growth and maintaining mobility and independence in later life.



INDICATOR	TARGET	ACTIVITY
Therapeutic exercise data	Support the further development of exercise referral Programme.	<ul style="list-style-type: none"> <li>• Maintain and develop partnership with NHS and increase support for GP referral</li> </ul>
Scottish Household Survey	Increase by 2% the number of people walking at least 30 minutes from 63% to 65%	<ul style="list-style-type: none"> <li>• Develop initiatives to promote physical activity participation in partnership with key stakeholders and secure the resources to widely promote the benefits of physical activity</li> <li>• Redesign and renew our concessionary access scheme and develop a comprehensive promotional campaign</li> </ul>
School Tracking Data Base	100% of schools have an Active Travel Plan	<ul style="list-style-type: none"> <li>• Increased support for Active Travel through the Active Schools programme</li> </ul>
Scottish Household Survey	Increase adult participation in cycling by 2% to 8% by 2018	<ul style="list-style-type: none"> <li>• Increased support for cycling initiatives through a partnership approach with key stakeholders</li> <li>• Consider transport policies that lead to an increase in walking, cycling and public transport</li> </ul>
HWL Award	Maintain Council HWL Gold award and promote community business engagement in HWL	<ul style="list-style-type: none"> <li>• Realign the gym staff discount scheme and increase the eligibility</li> <li>• Develop jogging networks and staff health surveys</li> </ul>

### Developing Facility Provision and Community Access

The development of appropriate quality places and spaces to play sport and be physically active is essential to increasing participation and the creation of healthier lifestyles. Providing an extensive and high quality range of local sports facilities in East Renfrewshire is as critical in delivering the well-being benefits of the Sport and Physical Activity Strategy.

This is not only about the physical provision of facilities. It is about making sure that in all of these facilities the customer experience is of a high standard; it is about making sure that they are run as efficiently and cost-effectively as possible. Most importantly, it is about making sure that their programmes, events and activities meet the needs of our residents.

Those are the drivers for the Council's Leisure Transformation Programme which aims to deliver and sustain improvement in our leisure centres.

INDICATOR	TARGET	ACTIVITY
Sports facility attendance per 1000 population	Increase attendance per 1000 population in swimming pools to 3500 and attendance in indoor sports centres to 5000 by 2018	<ul style="list-style-type: none"> <li>• Complete a sports and leisure facility audit plan</li> <li>• Review programmes with centres to increase and extend participation</li> <li>• Review sports centre and venue operations, improving efficiency wherever possible</li> </ul>
Cost per attendance	Reduce cost per visit to sports facilities to the national average (£3.82 in 12/13)	<ul style="list-style-type: none"> <li>• Undertake sports facility developments subject to availability of resources, including: <ul style="list-style-type: none"> <li>➢ Undertake a major redevelopment project at Eastwood Park Leisure</li> <li>➢ Undertake further renewal works at Neilston Leisure Centre</li> <li>➢ Outdoor community facilities: Giffnock/Cowan Park Tennis Courts, Neilston synthetic pitch and Barrhead Cricket pitch</li> <li>➢ Support the development of a water sports centre at Balgray Reservoir</li> </ul> </li> </ul>
Satisfaction Survey	Achieve and maintain 95% of sports centre customer rating the service good or very good	<ul style="list-style-type: none"> <li>• Further develop online sports booking systems</li> <li>• Undertake a fundamental review of the leisure concessionary scheme and design and roll out a promotional awareness raising campaign</li> </ul>
60+ Use of Leisure Facilities	Further increase by 5% in older people's use of council sports and leisure facilities	<ul style="list-style-type: none"> <li>• Further develop activities and programmes for Older People in the Barrhead Foundry and roll out across the authority area.</li> </ul>

## 8. Additional Information

### 8.1 Consultation

There has been wide ranging consultation with key stakeholders, partners, clubs and organisations to develop this consultative draft strategy. Further consultation will be carried out and will include Community Sports Hubs, Sport Specific Development Forums, clubs , together with venue customer groups and staff.

## **8.2 Equalities**

An initial equalities impact overview has shown that the strategy has the potential to enable the council to fulfil the three needs of its equalities duties. A full equalities impact assessment will be carried out for consideration as part of the wider consultation.

### **8.3 Finance and efficiency**

Implementing the strategy is supported through service budgets and takes account of budget scenario savings. It reflects the need to reduce operating costs and work with partners to deliver the outcomes. Every effort will be made to secure external and partnership funding in support of this strategy.

### **8.4 Partnership Working**

Partnership working across venues, other services, agencies, community clubs and organisations is at the heart of this strategy.

### **8.5 Risk**

A key risk associated with the delivery and implementation of the strategy is the ability and commitment of partners to maintain commitment in the current economic climate. This extends to both revenue and capital funding.

Whilst the transfer of services to a Culture & Leisure Trust will create opportunities, it will also pose risks during a period of transition and uncertainty. The new entity will take a little time to establish itself.

Risk will be controlled through close monitoring of the implementation through the Community Sport Network and Sport and Physical Activity Officer Group. The Trust will be a key partner in this group and other sports-based partnerships.

## **9. Performance Management Arrangements**

The achievement of the strategy's outcomes and actions will be tracked through performance systems. The steering group will remain in place to track progress on delivery.

Where it is merited, indicators and activities will be incorporated in the Outcome Delivery Plan with key actions being reflected in services' improvement plans.