

EAST RENFREWSHIRE COUNCILCABINETTHURSDAY 24 AUGUST 2023Report by Director of EducationEAST RENFREWSHIRE CULTURE AND LEISURE SPORT AND PHYSICAL ACTIVITY  
STRATEGY 2023 - 2028**PURPOSE OF REPORT**

1. The purpose of this report is to seek approval for the draft Sport and Physical Activity Strategy 2023 – 2028.

**RECOMMENDATION**

2. Cabinet is asked to comment on and approve the draft Sport and Physical Activity Strategy 2023 – 2028.

**BACKGROUND**

3. The previous strategy for sport and physical activity has now expired and this strategy replaces it and sets out the vision and strategic direction for sports and physical activity over the next five years.

4. In the period since the approval of the previous Strategy and the development of this new Strategy, there have been significant changes including the publication of Active Scotland Outcomes Framework and a global pandemic.

5. [The Active Scotland Outcomes Framework](#) was published in 2018 and describes Scotland's ambitions for sport and physical activity. Active Scotland Outcomes contribute to the delivery of key national strategic outcomes and themes are reflected in East Renfrewshire's Sport and Physical Activity Strategy.

6. The East Renfrewshire Sport and Physical Activity Strategy 2023-28 is aligned with and will contribute to and support the East Renfrewshire Outcome Delivery Plan, Community Plan and Fairer EastRen Plan and its outcomes.

7. The over-arching benefit of this strategy will be more of our residents being more active more often.

**REPORT**

8. The draft Sport and Physical Activity Strategy 2023 – 2028 is attached as Appendix 1.

9. The strategy reflects the 6 Active Scotland Outcomes and how they are applied at a local level:

- We encourage and enable the inactive to be active;
- We encourage and enable the active to be more active;
- We develop physical confidence and competence from the earliest age;
- We improve our active infrastructure, people and places;
- We support wellbeing and resilience in communities through physical activity and sport; and,
- We improve opportunities to participate, progress and achieve in sport.

10. Specific groups of people who research indicates are more likely to be inactive have been identified for targeted support through the strategy and include:

- Children and Young People;
- Older People;
- Families from Low Income Households;
- Black and Minority Ethnic Groups;
- Vulnerable Children and Care Experienced Young People; and,
- People with Disabilities/Additional Support Needs.

11. It sets out a vision of '*An East Renfrewshire where more people are active in sport and physical activity from all communities*' and a mission to '*develop and support an inclusive sport and physical activity system in East Renfrewshire that reaches all households*'.

## **FINANCE & EFFICIENCY IMPLICATIONS**

12. There are no financial implications to this Strategy. Resourcing of sports and physical activity – including savings or efficiencies - is addressed as part of the East Renfrewshire Culture and Leisure Management Fee in relation to the Service Agreement and the agreed Change Control Procedure.

13. Capital investment decisions are aligned with the Sport Facility and Sport Pitch Strategy (2018 - 2028) and prioritise the development of the new Eastwood Park Leisure and Neilston Leisure Centres.

14. The impact of the Strategy will be monitored and measured through the performance of ERCL. Progress will be reflected in monitoring and self-evaluation processes, and the scrutiny of the Trust performance brought to Council. In addition, the performance of sports and physical activity is scrutinised at Trust Board level through a balanced scorecard approach. The timeframe over which the actions will be taken forward is the four year period 2023-2028.

## **CONSULTATION**

15. The East Renfrewshire Sport and Physical Activity Strategy has been developed in consultation with local and national partners and stakeholders to ensure maximisation of the potential impact of sport and physical activity for the benefit, health and wellbeing of the whole community.

## **PARTNERSHIP WORKING**

16. A key element of the strategy is the emphasis on partnership working. These partnerships enable ERCL to deliver its services and also promotes, enables and supports

partnerships with other organisations in order to meet their aims and objectives. Key partners include:

- East Renfrewshire Culture and Leisure Services including Active Schools, Leisure Facilities and Sports Coaches
- East Renfrewshire Council
- East Renfrewshire Health and Social Care Partnership
- Scottish Government
- SportsScotland
- Local Sports Clubs
- Community Sports Hubs

## **IMPLICATIONS OF THE STRATEGY**

17. In developing this strategy an equalities, fairness and rights impact assessment (EFRIA) has been carried out and is provided as Appendix 2. EFRIA evaluated the proposal as having: no adverse impacts; the potential to advance equality and foster good relationships; and the potential to advance children's rights.

18. A Climate Change Impact Assessment (CCIA) has been completed and is provided as Appendix 3. This proposal has been found to have no relevant impacts (positive or negative).

## **CONCLUSION**

19. The East Renfrewshire Culture and Leisure Sport and Physical Activity Strategy 2023 - 2028 replaces the previous Sport and Physical Activity Strategy and sets out the vision and strategic direction for sport and physical activity for the next four years.

## **RECOMMENDATION**

20. Cabinet is asked to comment on and approve content of the draft Sport and Physical Activity Strategy 2023 – 2028.

Mark Ratter  
Director of Education  
24 August 2023

### Convener Contact Details

Councillor Anderson, Convener for Education, Equalities, Culture and Leisure  
Tel: 07341 640 825  
Tel: 0141 577 3107  
[andrew.anderson@eastrenfrewshire.gov.uk](mailto:andrew.anderson@eastrenfrewshire.gov.uk)

## Report Authors

Ian Pye, Head of Sports & Physical Activity  
East Renfrewshire Culture and Leisure Trust  
[Ian.Pye@ercultureandleisure.org](mailto:Ian.Pye@ercultureandleisure.org)

Siobhan McColgan, Head of Education Services (Equality and Equity)  
Tel: 0141 577 3253  
[Siobhan.McColgan@eastrenfrewshire.gov.uk](mailto:Siobhan.McColgan@eastrenfrewshire.gov.uk)

## Appendices

1. ERCL Draft Sport and Physical Activity Strategy 2023 – 2028





east renfrewshire  
**CULTURE  
and  
LEISURE**

# SPORT AND PHYSICAL ACTIVITY STRATEGY 2023-2028

More People,  
More Active,  
More Often



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# The Sport and Physical Activity Strategy 2023/28

## Vision

An East Renfrewshire where more people are active in sport and physical activity from all communities.

## Mission

To develop and support an inclusive sport and physical activity system in East Renfrewshire that reaches all households.

## Introduction

East Renfrewshire Culture and Leisure Trust (ERCLT) has developed this Sport and Physical Activity Strategy on behalf of East Renfrewshire Council.

The East Renfrewshire Sport and Physical Activity Strategy has been developed in consultation with local and national partners and stakeholders to ensure that we maximise the potential impact of sport and physical activity for the benefit, health and wellbeing of the whole community.



Regular physical activity is vital for healthy growth from an early age. Being active in later life can reduce the risk factors for heart and circulatory disease's, help prevent weight gain and promote positive mental health.

**The UK Chief Medical Officers' (CMOs) recently stated that “If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and treat” (UK CMOS Physical Activity Guidelines 2019)**

Sport and physical activity should be viewed not as an “add-on” or a supplement to an individual but as a fundamental method to lift a whole community out of ill-health. Sport and physical activity is therefore both the catalyst to energise a community and a symptom of this recovery which leads to more active behaviour that in turn will lead to a stronger and more vibrant East Renfrewshire. Sport and physical activity should therefore be seen as a community intervention as well as an individual behaviour change.



## The role of Sport & Physical Activity

Sport and physical activity play a major role in improving outcomes and tackling inequalities across many different aspects of our lives and society. Positive changes being achieved through sport and physical activity initiatives in East Renfrewshire include improving mental health, addressing adverse childhood experiences (ACES), supporting weight management, overcoming loneliness and social isolation, reducing reoffending, closing the attainment gap, promoting sustainable forms of transport (Net Zero targets), and enabling people to connect with the natural environment.

This strategy will build the impetus in all these areas. The power of sport and physical activity means it contributes to the five strategic objectives outlined in Scotland Performs, which unite all public organisations in Scotland: **wealthier and fairer, smarter, healthier, safer and stronger, and greener.**





Sport has a unique place within Scottish culture. Local sports clubs are the glue that helps bring communities together. They are part of the social fabric of society and need to be championed and supported for the important role that they play in transforming lives and bringing people together. Sport and physical activity participation improves people’s health and enables them to live longer, healthier lives.

It is not just a simple issue of encouraging and developing more activity opportunities within East Renfrewshire. It is a more difficult process of building capacity whilst supporting regular access for vulnerable (targeted) groups and individuals, who potentially have the most to gain from regular participation and encouraging regular participation across their life course.

## National Context

The national agency for sport in Scotland, **sportscotland**, has a key strategic role in relation to sport in particular, and has direct responsibility for elite sport and for sports governing bodies and the local sports clubs/organisations they support.

However, local authorities and local provision is arguably the most critical and important part of the sporting system. It is certainly the largest: the vast majority (94%) of public sport and physical activities are funded, organised and delivered through Local Authorities and their Leisure Trusts.

## Scotland’s System for Sport



Resources are invested by various partners to promote sport and develop the people and places that create sporting opportunities which are delivered in the schools and education, clubs and communities and performance sport environments.

It helps everyone see where they fit in and how they contribute. As a result, people in Scotland take part in sport at the level they choose which has an impact on activity levels, health and other aspects of society and the economy.

## Active Scotland Outcomes Framework

The Active Scotland Outcomes Framework describes Scotland’s ambitions for sport and physical activity. Active Scotland Outcomes contribute to the delivery of National Outcomes and ultimately to opportunities for all to flourish. The framework has been developed collectively with partners through the National Strategic Group for Sport and Physical Activity (NSG).

The framework describes the key outcomes for sport and physical activity in Scotland over the next 10 years. Success will rely on the collective efforts of local authorities and its many partners, communities and individuals.

This strategy is designed to deliver East Renfrewshire’s objectives as part of that national framework.

### Vision: A More Active Scotland

**Physical activity is about getting people moving. Daily walking, playing in a park, going to a gym, training with a team or aspiring to win a gold medal - it really doesn't matter how people get active, it just matters that we do.**

**Being physically active contributes to our personal, community and national wellbeing.**

**Our vision is of a Scotland where more people are more active, more often.**

### National Outcomes

Business	Employment	Research and Innovation	Young People	Early Years	Healthier	Inequalities Tackled	Life Chances
Safe from Crime	Sustainable Places	Resilient Communities	Environment Valued	National Identity	Impact on Environment	Older People Supported	Public Services

### Active Scotland Outcomes

<b>We encourage and enable the inactive to be more active</b>	<b>We encourage and enable the active to stay active throughout life</b>	<b>We develop physical confidence and competence from the earliest age</b>
<b>We improve our active infrastructure – people and places</b>	<b>We support wellbeing and resilience in communities through physical activity and sport</b>	<b>we improve opportunities to participate, progress and achieve in sport</b>

### Equality: Our commitment to equality underpins everything we do

## Coronavirus (COVID-19) Pandemic

COVID-19 has had a substantial impact on sport and physical activity as well as society. As individuals self-isolated at home alone or with family members, people had to change their exercise/fitness habits in the best of cases just going out for a walk on a daily basis. Sports clubs, sports centres, halls, community centres and schools had to close and all organised opportunities to participate in sport and physical activity were restricted. As Scotland continues to progress through the recovery from the effects of the pandemic and associated lockdown we will continue to support the vital role that sport and physical activity plays in this recovery.



East Renfrewshire Culture and Leisure and the HSCP have been working closely to understand the key challenges being experienced across the population in East Renfrewshire. These challenges generally revolve around the increase in the demand, and complexity of need for health and social care services, and specifically include:

- Physical deconditioning, including increased frailty and falls. Referrals to our community rehab teams have doubled since 2019/20, with waiting lists of 20+ weeks;
- Emotional deconditioning, including increased social isolation, loneliness, anxiety, and reduced confidence;
- Significant increase in carer stress associated with the above challenges, and exacerbated by ongoing pressures around provider capacity; and,
- Children and young people isolated from friends and peers with a decrease in physical activity levels.

## Local Context

The East Renfrewshire Sport and Physical Activity Strategy 2023-28 is aligned with and will contribute to and support the East Renfrewshire Community Plan and Fairer EastRen Plan and its outcomes.

The Community Planning Partnership's vision for East Renfrewshire is *'an attractive and thriving place to grow up, work, visit, raise a family and enjoy later life and the key strategic outcome as related to the services delivered by ERCL is 'East Renfrewshire residents are healthy and active and have the skills for learning, life and work.'*

The Fairer East Ren Plan Focuses on closing the gap in the following areas:

- Child poverty is reduced
- Improved employability
- Moving around (transport)
- Improving positive mental health and wellbeing
- Reducing social isolation and loneliness and increasing safety

Critical activities such as the Aging Well Project, Community Sports Hubs and capital investment decisions which are aligned with the Sport Facility and Sport Pitch Strategy ensure the Sports and Physical Activity Strategy is contributing to achieving these outcomes.

The East Renfrewshire Local Development Plan 2020-2024 (LDP 2) aims to create thriving, attractive and sustainable places and neighbourhoods that provide for the younger generation, so they can live and work in the area they grew up in, provide homes and facilities for families and individuals moving into the area and enable older people to live independently in their homes for longer.

The provision of a safe, efficient and sustainable transport system in East Renfrewshire which facilitates access to homes, employment, education and recreation is a priority of LDP 2 and is seen as essential in realising future growth and social cohesion, as well as delivering sustainability and health and wellbeing objectives.









## East Renfrewshire Demographics

The population structure of East Renfrewshire in some ways determines the services that are required and in this sense the sport and physical activity opportunities and challenges that exist.



The number of children and elderly residents will continue to rise over the next 25 years within East Renfrewshire.

We know that understanding physical activity levels is complex. There are many different factors that contribute towards how active a person is. Inequalities exist between different areas and within demographic groups depending on socio/economic circumstances. We know that some groups are much more likely to be inactive than others. It is essential that we motivate people, emphasise their capabilities, promote how attainable being active can be and provide varied, accessible opportunities which are delivered in the right place at the right time, by the right people. Groups which have been identified for targeting and which need specific support are:

-  Children and Young People
-  Older People
-  Families from Low Income Households
-  Black and Minority Ethnic Groups
-  Vulnerable Children and Care Experienced Young People
-  People with Disabilities/Additional Support Needs



In the development of this strategy we have paid attention to the needs of people protected in law (Equality Act 2010) as we developed our action plans we focused on removing the barriers and increasing the opportunities for certain groups/individuals.

In addition areas such as Auchenback, Dunterlie, Dovecot Hall, Neilston and Thornliebank suffer most from social and health inequalities and have been identified as requiring specific support and targeted interventions.

A further priority of this strategy will be the maintenance and development of a network of sport and physical activity opportunities for people with disabilities and additional support needs and that pathways are available from these activities for participants. Examples of current provision include;

- ERCL Football in partnership with Inclusive Support
- ERCL Multi Sport (Warriors Club) in partnership with Inclusive Support
- ERCL ASN Swimming Lesson Programme
- ERCL link programme with supERkids
- East Renfrewshire ASN Sport & Physical Activity Focus Group

We will be looking to support and develop this provision and further enhance activities as part of the strategy.

## East Renfrewshire Culture and Leisure

East Renfrewshire possesses a rich and varied sporting landscape. The East Renfrewshire Culture and Leisure Trust (ERCL) operates four Sport/Leisure Centres (Barrhead Foundry, Eastwood Park Leisure, Eastwood High Sports Centre and Neilston Leisure Centre) which provide a wealth of opportunities for individuals, groups and clubs to participate in sport and physical activity. Three of those are 50 years old and there are plans for the replacement of Eastwood Park Leisure and Neilston Leisure Centre. Barrhead Foundry and Eastwood High Sports Centre have been upgraded over the years and this will need to be maintained to keep them fit for purpose over the period of this strategy.

Our halls and community facilities also provide important spaces for organisations and clubs like dance schools and activity clubs to deliver their weekly physical activity opportunities. This is a vital element in the mix of community provision and the maintenance or replacement of these facilities is an important element of the physical activity model in East Renfrewshire.

There is a wide ranging private fitness sector within East Renfrewshire concentrated on the Eastwood side of the authority area. This provision along with the public sector provision offers a high degree of choice for people within this specialist area of physical activity and this provision is expected to grow within the life of this strategy.

New opportunities in indoor climbing and soft-play are being explored within East Renfrewshire to satisfy local demand and plans in LDP 2 for cycling and walking routes will be expanded in LDP 3.

ERCL delivers a wide ranging sports development programme throughout East Renfrewshire including a term-time junior sports coaching programme providing weekly opportunities for thousands of children and young people each week, coach education and training programmes to support our local sports clubs, sports club development programmes and holiday activity camps which are a mix of commercial provision and free spaces. Over the summer school holidays 50% of the places available on the holiday camps are free to children and young people from low income families.



## Schools

School sport and physical activity is a crucial starting point for most children and young people. We benefit from the comprehensive provision of curricular and extra-curricular PE, Sport and Physical Activity within the East Renfrewshire schools network. This is supported by the ERCL Active Schools team who work with schools and local volunteers to provide out of school hours sports opportunities in all our schools, sports leadership training for pupils and teacher training opportunities in order that we can maintain this high level of provision.

All Schools in East Renfrewshire deliver 2 hours consisting of at least 2 periods of quality physical education a week, provide access to out of school hour's opportunities and have good links with local sports clubs. East Renfrewshire has the highest number of schools (pro-rata) that hold the national School Sports Award at the GOLD level. This recognises the high quality provision of PE, sport and physical activity opportunities within our schools.



It is our aim that we can link up school sport and physical activity with ERCL sports provision and local sports club opportunities so children and young people have a seamless pathway from an introduction to sport to playing it more competitively. 44% of Active School participants in East Renfrewshire are female, which is slightly higher than the national average. ERCL is striving to increase girls and women's participation in sport and with our partners this will be a major focus of this strategy.



School facilities in East Renfrewshire have always been available for community use and our seven secondary schools and a high number of our primary schools have modern indoor and outdoor sports facilities which are used by over 50 local sports clubs at nights and at weekends as their training and match venue. Our local sports clubs offer the bulk of the sporting opportunities in East Renfrewshire and this is recognised and celebrated in this strategy.

Some of our larger local sports clubs operate their own dedicated facilities and some of them have aspirations to expand or replace this provision including Giffnock Tennis, Hockey and Squash Club, Giffnock North Athletics Club, St Cadoc's Youth Club and Giffnock Soccer Centre. East Renfrewshire Council and East Renfrewshire Culture and Leisure work in partnership with 5 Community Sports Hubs within the authority area to develop sporting opportunities and provide a pathway for participants.







## Sport & Physical Activity Strategy Outcomes 2023/28

### Outcome 1 – We will encourage and enable the inactive to be active

As stated in COSLA’s research paper, *Positive Contribution of Physical Activity and Sport to Scotland*, “Physical inactivity is recognised as one of four leading risk factors for non-communicable disease alongside tobacco use, unhealthy diet and the harmful use of alcohol”. The UK analysis of the *Global Burden of Diseases, Injuries and Risk Factors Study* estimated that physical inactivity contributes to almost one in ten premature deaths from coronary heart disease, and one in six deaths from any cause. Physical inactivity has a significant financial burden on the UK healthcare service, with the direct financial cost estimated to be as high as £1.2billion each year. Whilst the World Health Organisation estimate that 1-3% of healthcare expenditure is attributed to inactivity.



At every age doing something is better than doing nothing. With a large portion of East Renfrewshire's population not meeting the Chief Medical Officers guidelines for physical activity for their age, influencing and supporting people to change their physical activity habits will be an ongoing challenge but one that partners across East Renfrewshire believe is well worth taking on.

On the whole participation in sport and physical activity in East Renfrewshire is above the national average but large sections of the population do not meet the Chief Medical Officers guidelines on physical activity and this is a reason for concern.

Only 69% of children (2yrs to 15yrs) and 66% of adults (16yrs to 75yrs plus) meet the Chief Medical Officers Physical Activity Guideline for moderate to vigorous physical activity (MVPA) in Scotland.

However, only 29% of adults met the MPVA and muscle strengthening physical activity guidelines combined. This reduces to only 8% for those over 75 years of age. This has significant implications for adults who may experience ill health and the ability to maintain/retain independence and achieve healthy life expectancy in later life.

The Behavioural Change Journey – tackling inactivity, increasing the number of people with a regular physical activity habit and sustaining participation will undoubtedly deliver multiple benefits to health, well-being, social and economic outcomes. **But behaviours are hard to change and the behaviour change journey is multi-faceted.** People dip in and out of being physically active at different stages in their lives. Some have negative associations with sport and physical activity and are harder to engage than others. People move through the journey at different paces, face different challenges and require different levels of support. Of particular importance is the need to find ways to stem the decline in participation of young people between the ages of 5 – 18.

#### East Renfrewshire Active Schools Data

	2018 - 19	2021 - 22
<b>Distinct Participants</b>	8,195	6,216
<b>% of school roll</b>	48%	35%
<b>Number of Visits</b>	168,527	107,036
<b>Number of Deliverers</b>	409	302
<b>Clubs linking with schools</b>	44	10

\*Fall in participation due to national COVID19 lockdown.

Outcome 1. We encourage and enable the inactive to be active		
Action	Critical Activities	How we will measure success
1.1	ERCL will work in partnership with the HSCP to develop and deliver an Ageing Well programme to support older people to gain the benefits of an active lifestyle. This will include working with other community partners to seek and access additional funding opportunities and referral pathways to target specific demographic groups.	The number of supervised Live Active gym attendances per annum
Action 1.2	ERCL will work in partnership with the Education Department and the HSCP to expand access to sport and physical activities for children and young people from Low Income Households, vulnerable children and young people and children and young people with additional support needs	Increase the % of vulnerable children and young people (poverty, ASN and care experienced) accessing sport and physical activities holiday camps / activities annually
Action 1.3	ERCL will work with identified sports clubs, as part of our Corporate Parenting network, to provide access as members for the most vulnerable children and young people in East Renfrewshire	Increase the number of children who have accessed sessions via the For Your Entertainment programme per academic year





## Outcome 2 – We will encourage and enable the active to be more active, more often

East Renfrewshire’s participation rates are slightly higher than other comparable areas (Scottish Household Survey 2019). A general increase in sport and physical activity participation will contribute to the delivery of many broader strategic outcomes (as set out in the Fairer EastRen plan). As well as improvements in general health and wellbeing there is also growing recognition that increases in sport and physical activity participation will deliver improved community cohesion, a reduction in youth crime and anti-social behaviour and an increased economic contribution to the area. On an individual level, sport and physical activity offers many opportunities for personal development and social engagement.



We undertook an extensive consultation process with representative from local sports clubs. A highlighted issue of the consultation process was the priority given to sport and physical activity within East Renfrewshire. This issue now has added importance as the strategy seeks to positively embrace the health and physical activity agenda and to encourage higher levels of participation. Raising the profile of sport and physical activity across East Renfrewshire and reinforcing, wherever possible, the key messages of the strategy will have a significant impact.



Outcome 2. We encourage and enable the active to be more active		
Action	Critical Activities	How we will measure success
Action 2.1	ERCL and partners will support all primary and secondary schools in East Renfrewshire to be 'Gold' schools of sport through the national school sports award framework	% of Primary and Secondary Schools who are gold registered at the end of each academic year
Action 2.2	ERCL will encourage and support all local sports clubs in East Renfrewshire to become a member of our Community Sport Hubs	% of East Renfrewshire Sports Clubs who are members of a Community Sport Hub annually
Action 2.3	ERCL will provide more and higher quality opportunities for all to participate in sport in schools; before school, during lunchtime and after school through our Active Schools programme. ERCL and its partners will focus attention on increasing girls participation in sport as a targeted area of work	% of female pupils participating in the Active Schools programme per academic year



## Outcome 3 – We will help people develop physical confidence and competence from the earliest age

The Children, Young People and Families Outcomes Framework is being developed to provide an overall holistic picture and understanding of children and young people's wellbeing in Scotland. This adopts an approach grounded within Getting It Right For Every Child (GIRFEC), and which has children's rights at its heart and aims to enhance our accountability to Scotland's children, young people and families. Wellbeing Outcomes are based on the GIRFEC definition of wellbeing (SHANARRI). These are underpinned by a set of Shared Aims which set out in more detail those things which need to be in place to achieve the wellbeing outcomes, setting out their contribution to upholding children's rights. We will ensure the voice of children and young people and families are central to the design and delivery of sport and physical activity in East Renfrewshire. The Sport and Physical Activity strategy is aligned with the Children, Young People and Families Outcomes Framework.



Schools and local sports clubs are significant contributors to sports development in East Renfrewshire. It is important that there are opportunities for children to exercise and experience sport in their early years, to encourage lifelong sporting habits. Schools help to establish physical activity as an essential part of a healthy lifestyle and offer a range of sporting experiences. Local sports clubs enable pupils to develop their specific talents to a higher level or experience a sport or a sports competition for the first time. Stronger links between the two can ensure that sporting activity continues beyond leaving school and that young people have the right support and encouragement to maintain an active lifestyle.

<b>Outcome 3. We develop physical confidence and competence from the earliest age</b>		
<b>Action</b>	<b>Critical Activities</b>	<b>How we will measure success</b>
Action 3.1	ERCL will provide training and development opportunities for staff working within the early years and primary sector and a range of sport and physical activity taster activities	The number of early years staff receiving CLPL training opportunities from ERCL per academic year
Action 3.2	We will support pupil achievement of developmental milestones, linked to physical activity (gross motor skills) in ERC early years establishments	% of Primary pupils reaching their physical literacy developmental milestones per academic year
Action 3.3	We will ensure ERC early years establishments have strong links to ERCL activity opportunities and to local sports clubs and organisations that deliver sport and physical activities within the area	Number of delivered sport and physical activity opportunities to ERC early year establishments per academic year



## Outcome 4 – We will improve our local active infrastructure, people and places

The COVID-19 pandemic reinforced the importance of local places and spaces, for people's health and wellbeing. The influence of modern fit for purpose facilities and natural environments that intertwine to create local neighbourhoods, has a significant impact on the health and wellbeing of residents and communities alike.

The *East Renfrewshire Indoor Sports Facility Plan and Outdoor Sports Pitches Plan 2018-2028* identified a number of proposed actions to improve the sporting infrastructure within East Renfrewshire. All consultation exercises in support of this strategy have prioritised facility development as a major issue for sport in the area. Progress on a number of the actions identified in the Sport and Physical Activity Strategy may be dependent on the advances made through Indoor Sports facility and Outdoor Sports Pitches Plan.

The most prevalent forms of physical activity in the area are walking and cycling, therefore ongoing improvements to the physical environment are important for leisure and active travel.

The need for place-based approaches to public health is well understood, with the most recent Programme for Government committed to work with local government to take forward 20 minute neighbourhoods – *the creation of liveable accessible places, with thriving local economies, where people can meet their daily needs within a 20 minute walk of their home*. Sport and physical activity is integral to the development of many dimensions that form a 20 minute neighbourhood including:

- Walking and cycling routes
- Safe streets and places
- Access to local playgrounds, parks and green spaces
- Accessible modern local sport and recreation facilities
- High quality local school sport facilities

We will work with our partners and other services to explore the redesign of council and ERCL services and facilities to support 20 minute neighbourhoods more effectively.





East Renfrewshire has over 50 sports clubs and organisations providing the majority of sports participation opportunities in the area along with the activities provided by East Renfrewshire Culture and Leisure. The ability of local sports clubs to contribute to the outcomes of this strategy should not be underestimated, and the Sports Development Team already gives advice and practical support on issues such as coach education training, administration, volunteering, fundraising and child protection.



#### Outcome 4. We improve our active infrastructure people and places

Action	Critical Activities	How we will measure success
Action 4.1	We will support the design of places and spaces in East Renfrewshire to encourage and facilitate physical activity through approaches to neighbourhood design, opportunities for active travel and recreational walking/cycling and use of the place standard	% of East Renfrewshire population who walk as reported by the Scottish Household survey per year
Action 4.2	We will support and develop the ERCL Sports Leadership Academy for senior pupils within all ER Secondary Schools and offer work placement opportunities for ER pupils within ERCL	Number of senior pupils who participate in the SLA per academic year
Action 4.3	Capital investment decisions are aligned with the Sport Facility and Sport Pitch Strategy (2018 - 2028) and prioritise the development of the new Eastwood Park Leisure and Neilston Leisure Centres	The delivery of a new Eastwood Park Leisure and the redevelopment of Neilston Leisure Centre by 2028

## Outcome 5 – We will support wellbeing and resilience in communities through sport and physical activity

Sport and physical activity can lead to strong, safe and sustainable local communities through:

- Bringing people together from different backgrounds
- Improving local residents sense of belonging to an area
- Improving people’s health and wellbeing
- Improving links between communities
- Increasing levels of trust and co-operation
- Increasing the number of people of all ages on our streets, making public spaces more welcoming
- Mobilising community assets

Sport and physical activity is a conduit for people of different backgrounds to interact, building bridging capital, via participating, volunteering and spectating.

The links between health and physical activity are well established. Both health and sports professionals are working to achieve the same aim of encouraging the community to be more active more often. To ensure that resources are effectively deployed and appropriately focused, there needs to be a close working partnership between the HSCP and East Renfrewshire Culture and Leisure.

Effective partnerships are integral to the success of the strategy. A great deal of progress has been made over the last 5 years to encourage and support sport providers in East Renfrewshire to work together to deliver common aims. This can be most visible in the establishment and operation of our Community Sports Hubs and Sports Specific Forums. However, we are lacking a strategic sport and Physical Activity Forum in East Renfrewshire to bring diverse providers together to share ideas and to give support and to monitor and report on the delivery of the strategy. We are therefore proposing the establishment of an East Renfrewshire Sport and Physical Activity Forum drawing representation from East Renfrewshire Culture and Leisure, the Education Department, the Environment Department, the HSCP, Sport Scotland, Community Sports Hub Chairs, Presidents of our larger Sports Clubs and sport’s governing Body representatives.

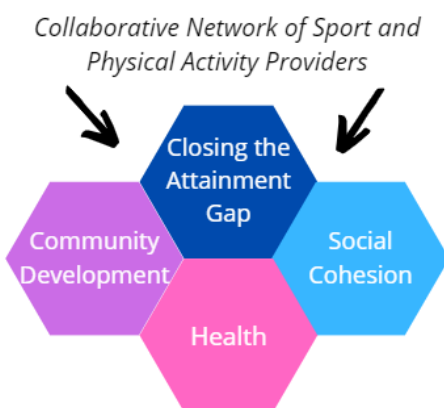


At the formation of ERCL in 2015 many sports, leisure and cultural assets were transferred to the management of ERCL. With the exception of Eastwood High School Sports Centre pitches, these did not include ERC's outdoor sports pitches, courts or athletics tracks, but did include school usage out of hours.

Work is currently taking place to transfer the remaining sports and leisure facilities which are managed by ERC Environment Department, into the inclusion of ERCL's management contract in order to allow for a co-ordinated modernisation of outdoor facilities-usage focussing on:



- More intensive utilisation of assets to manage demand and associated efficiency;
- Improved customer journey for bookings;
- Alignment of lets with national and local sports development strategies, and programming to meet their objectives;
- Harmonisation of internal / external lets; private, community / club and ERCL activities;
- Dedicated management of indoor and outdoor sports facilities in line with the Council's Sports Facilities and Sports Pitches strategies;
- Relationship management of clubs and hirers in the context of increasing demand; and,
- Clear cost-benefit analysis and reporting (profitability/community benefit/subsidy rationales).



The strategy cannot progress in isolation from what is happening in the council (example: the Improving Outcomes for Children and Young People's Group which draws on the experience of sports professionals from East Renfrewshire Culture and Leisure). A collaborative network of sport and physical activity providers will be able to contribute to wider agendas in East Renfrewshire relating to health, community development, closing the attainment gap and social cohesion. Partners may also be able to benefit from practical help and sharing resources where service providers in these areas wish to support sport and physical activity initiatives. Likewise, sport and physical activity providers have to be aware of and responsive to trends in sport and the development of national and regional programmes which may

benefit East Renfrewshire. As part of this, potential funding streams will need to be regularly identified to ensure that the area maximises its potential for external funding.

National Governing Bodies of Sport with additional resources allocated by Sport Scotland directed through their whole sport plans, will bring new impetus, resources and knowledge to the development of their sport within East Renfrewshire. It is important that they are supported with local knowledge and insight to ensure that their investment in East Renfrewshire will yield maximum impact on local residents and sports clubs.

Nationally and locally adult and childhood obesity is increasing. The occurrence of obesity in the population has been exacerbated by the pandemic national lockdown. Obesity is now a serious public health threat.

- 65% of Scottish adults are overweight or obese
- 30% of Scottish children are overweight or obese

Obesity results from living in obesogenic environments: where relative inactivity and overconsumption of energy dense foods. Obesity is associated with many conditions and diseases, including type 2 diabetes, cardiovascular disease and complications during pregnancy. It is imperative that we take action through joined up policy and partnership working to reduce obesity and its associated health harms. In a local sense the priority partnership to help tackle the increasing prevalence of obesity will be between the HSCP, Education Department and East Renfrewshire Culture and Leisure.



<b>Outcome 5. We support wellbeing and resilience in communities through physical activity and sport</b>		
<b>Action</b>	<b>Critical Activities</b>	<b>How we will measure success</b>
Action 5.1	We will ensure that sport and physical activities are central to ER Locality Plans (Auchenback, ADD2 Barrhead, Neilston and Thornliebank)	Inclusion of sport and physical activity within the planning and delivery of all Locality Plans
Action 5.2	ERCL will work with the HSCP, and other community partners (via the Talking Points model), to encourage social prescribing initiatives which refer patients from the NHS to community based physical activity interventions	% of Live Active baseline appointment target met annually
Action 5.3	ERCL and partners will increase the sport and physical activity programme and events in our parks and open spaces and deliver school holiday activity programmes	The number of children and young people participating in ERCL outdoor programmes and events per annum



## Outcome 6 – We will improve opportunities to participate, progress and achieve in sport

We want more people taking part in sport more often at whatever level they choose. This could mean taking up a sport with your friends for the first time, or moving from recreational to competitive sport. For some it will even be about participating in professional sport or performing consistently at a national or international level.

This Sport and Physical Activity strategy is about building and supporting robust pathways which enable people to progress to their desired level, take on different roles and potentially move across sports. Working with our partners we will ensure that resources are aligned to support this.

East Renfrewshire will maintain the development of a strong network of local people to deliver sport at all levels within the area and these people and new recruits will be supported (workforce of trained coaches, instructors, teachers and volunteers). Progress will only be sustained if local training opportunities are available. We will support the development of a system where coaches and volunteers are engaged with, and that we support their development to deliver high quality sport in schools, clubs, Hubs and communities.

Sports volunteering is a strength within East Renfrewshire with thousands of people giving up their free time to put something back into communities. The level of local sports provision we have on a weekly basis could not be maintained without the efforts of these unsung heroes. We will support and strengthen sports volunteering within East Renfrewshire as a priority within this strategy

We will work to maintain the highest standards of child protection and welfare within the sports sector in East Renfrewshire through the full adoption of the East Renfrewshire Culture and Leisure club accreditation scheme.

<b>Outcome 6. We improve opportunities to participate, progress and achieve in sport</b>		
<b>Action</b>	<b>Critical Activities</b>	<b>How we will measure success</b>
Action 6.1	ERCL and partners will develop an East Renfrewshire Sport and Physical Activity Forum to monitor the delivery of the strategy, oversee the development of sport and physical activity within ER and champion programmes and participants within ER	East Renfrewshire Sport and Physical Activity Forum up and running by 2024 (two meetings per year)
Action 6.2	We will ensure all deliverers of sport and physical activity in East Renfrewshire are actively engaged with the ERCL Club Accreditation scheme and that child and vulnerable	% of Community Sport Hub clubs that have gone through the ERCL Club Accreditation scheme annually

	adult protection and welfare is put at the centre of the model of delivery within ER	
Action 6.3	ERCL and partners will ensure local opportunities in sport and physical activity are progressive and they have pathways in place to support participation, officiating, volunteering and performance	Number of engaged volunteers in Active Schools and Community Sports per academic year

## Sport and Physical Activity Strategy 2023 - 2028

