



Inverclyde Alliance

**AGENDA ITEM NO: 5**

**Report To:** Inverclyde Alliance Board **Date:** 19 June 2023

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**Subject:** Active Inverclyde Strategy 2021-24 Action Plan

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## 1.0 PURPOSE

1.1 The purpose of this report is to present the Active Inverclyde Strategy Action Plan to the Alliance Board for approval.

## 2.0 SUMMARY

2.1 The Alliance Board previously approved the Active Inverclyde Strategy and noted the intention to develop a detailed action plan in consultation with local communities.

2.2 The Active Inverclyde Strategy concentrates on four main themes that reflect the areas we believe are pivotal to achieving a reduction in health inequalities and an increase in levels of physical activity. These are:

- Active People;
- Active Communities;
- Active Partnerships; and
- Active Environment

2.3 An action plan in relation to the Active Inverclyde Strategy has been developed by an implementation group comprising local clubs and Community Sports Hubs, young people, Inverclyde Leisure, Inverclyde HSCP, **SportScotland**, and other local services. The action plan focuses on the four Active Inverclyde themes to identify gaps and future areas for development. The plan contains greater detail of the actions and initiatives that will be implemented by partner organisations, including a recent public survey undertaken to help with understanding of activity levels within Inverclyde.

2.4 The action plan will be reviewed and refreshed on an annual basis.

### **3.0 RECOMMENDATIONS**

3.1 It is recommended that the Alliance Board:

- approves the Active Inverclyde Strategy Action Plan; and
- agrees the annual review and reporting on action plan progress.

**Ruth Binks**

**Corporate Director of Education, Communities and Organisational Development**

## 4.0 BACKGROUND

4.1 The Active Inverclyde strategy was developed to provide a framework for community planning partners in Inverclyde to work together to increase participation in physical activity, including sport. A range of key stakeholders were engaged in the development of this strategy including local Elected Members, local communities, Inverclyde Leisure, Inverclyde HSCP, **Sportscotland**, and other local services.

4.2 The Active Inverclyde Strategy is organised into four main themes that reflect the areas partners have identified to achieving a reduction in health inequalities and an increase in levels of physical activity. These are:

- Active People;
- Active Communities;
- Active Partnerships; and
- Active Environment

4.3 The Alliance Board has already approved the Active Inverclyde Strategy and noted the intention of the implementation group to develop a detailed action plan in consultation with local communities.

## 5.0 ACTIVE INVERCLYDE STRATEGY – ACTION PLAN

5.1 Partners have worked positively together to develop the action plan which has been attached as an appendix to this report.

5.2 The implementation group is made up of local clubs and Community Sports Hubs, young people, Inverclyde Leisure, Inverclyde HSCP, **SportScotland**, and other local services and is led by the Council's Communities Service. Work has also been undertaken with key partners in relation to the promotion of the strategy and groups' involvement in it. So far, the following key actions have been achieved and some are ongoing:

- An event being held to present the strategy to local sports and physical activity groups and wider stakeholders;
- Active Inverclyde implementation group meeting on a 4-weekly basis;
- Launch of a survey on review of sport and physical activity levels within Inverclyde;
- Work commencing on a directory of sport and physical activity within Inverclyde;
- Promoting Active Inverclyde to wider partners, including sports and physical activity groups;
- Enhanced the role of community sports hubs; and
- Beginning to develop a communication plan to promote Active Inverclyde

5.3 Partners have identified that a key action within the plan is understanding the participation levels in physical activity across Inverclyde. A survey was launched on 21 May 2023, the results of which will be used to inform the ongoing implementation of the Active Inverclyde Strategy.

## 6.0 IMPLICATIONS

6.1 Legal: none at present

Finance: none at present

Human Resources: none at present

Equality and Diversity: An equality impact assessment was undertaken during the development of the strategy

Repopulation: The Active Inverclyde Strategy and action plan will contribute to the achievement of the population priority.

Inequalities: The Active Inverclyde Strategy and action plan will contribute to the achievement of the inequality's priority.

**7.0 CONSULTATIONS**

8.1 Ongoing with several key partner agencies and community members.

**9.0 LIST OF BACKGROUND PAPERS**

9.1 Active Inverclyde Strategy 2021-24

<p><b>Theme: Active People</b></p> <p><b>Key Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Key partners understand where the greatest inequalities exist in relation to physical activity and sport;</li> <li>2. There is an increase in physical activity levels and improved health and wellbeing amongst residents living in the least active areas of Inverclyde;</li> <li>3. We have developed new opportunities for people to engage in sport and physical activities as coaches, officials and/or volunteers, building local capacity; and</li> <li>4. Elite pathways have been developed locally.</li> </ol>			
<p><b>Key Actions</b></p>			
Design and launch Active Inverclyde public consultation to establish baselines and understand needs and barriers to participation	June 2023	Implementation Group	Implementation Group
Identify and engage organisations that work with groups who rarely participate in physical activity, to understand needs and potential barriers	Aug 2023	Implementation Group	Implementation Group
Map relevant local opportunities to participate in physical activity, identifying groups, clubs and organisations and gaps in provision	September 2023	Implementation Group	Implementation Group
Develop an Active Inverclyde portal/resource through 'Discover Inverclyde' to promote local opportunities, facilities, resources and the benefits of being active / more active	September 2023	Implementation Group	Implementation Group
Develop information/campaign materials using local visuals and opportunities to define being active and promote the benefits of being active	June 2023	Implementation Group	Implementation Group
Develop a process for working with accredited sports clubs to establish and publicise elite sporting pathways	Aug 2024	Service Manager, Community Learning & Development, Community Safety & Resilience and Sport	Sport

<p><b>Theme: Active Communities</b></p> <p><b>Key outcomes:</b></p> <ol style="list-style-type: none"> <li><b>We have engaged with communities to identify the barriers that prevent them from being more active and/or participating in physical activity, including sport;</b></li> <li><b>Targeted groups and individuals are represented across all partnerships have been involved in the design of physical activities and sport opportunities;</b></li> <li><b>Our Community Sports Hubs establish local networks that engage with and empower local communities to improve levels of physical activity; and</b></li> <li><b>Inverclyde celebrates success and champions its local sports competitors and volunteers to help instill pride and raise participation levels.</b></li> </ol>		
<b>Key Actions</b>	<b>Timescale</b>	<b>Who is responsible?</b>
Using data from mapping exercise and public consultation, begin active engagement with community-based organisations around improving participation and reducing barriers	June 2023	Implementation Group
Map local community-based assets and facilities and publicise on 'Discover Inverclyde'	September 2023	Implementation Group
Develop information/campaign materials using local visuals and opportunities to promote volunteering opportunities.	Oct 2023	Implementation Group Corporate Communications
Highlight and celebrate local role models at all levels through campaigns and events	Ongoing	Implementation Group Corporate Communications
Promote inspiring/good news stories relating to physical activity, including sport.	Ongoing	Implementation Group Corporate Communications
Identify opportunities for communities to work together to offer local citizens, especially marginalised groups, the opportunity to become more active	Ongoing	Implementation Group Corporate Communications

<p><b>Theme: Active Environment</b></p> <p><b>Key outcomes:</b></p> <ol style="list-style-type: none"> <li>1. All educational establishments have been supported to design and implement a sustainable plan which supports active travel;</li> <li>2. Our parks and open spaces provide safe, accessible and well-maintained environments which actively encourages our citizens to increase their physical activity levels and sense of wellbeing;</li> <li>3. Digital innovation is used to increase physical activity;</li> <li>4. 'Active Design' principles are central to the development of new housing and buildings; and</li> <li>5. Our sports infrastructure and assets continue to be invested in to support physical activity and participation in competitive sport.</li> </ol>		
<p><b>Key Actions</b></p> <p>Engage with relevant services/agencies around active travel plans</p> <p>Develop information/campaign materials using local visuals and opportunities to promote use of our natural environment, built assets and/or facilities which can promote and improve physical activity and wellbeing</p> <p>Working across the partnership, continue to develop spaces in which our residents can access and feel safe while improving levels of physical activity</p> <p>Work with key partners and services to promote the use of Active Design in all new developments</p> <p>Continue to work collaboratively with key partners such as Environment Scotland, Sustrans and Sportscotland to access funding to increase access, build capacity and improve infrastructure.</p>	<p><b>Timescale</b></p> <p>Aug 24</p> <p>September 2023</p> <p>Aug 2024</p> <p>Ongoing</p> <p>Ongoing</p>	<p><b>Who is responsible?</b></p> <p>Active Schools</p> <p>Implementation Group Corporate Communications</p> <p>Implementation Group Service Manager, Community Learning &amp; Development, Community Safety &amp; Resilience and Sport</p> <p>Implementation Group</p> <p>Implementation Group</p>

**Theme: Active Partnerships**

**Key outcomes:**

1. Identify the strategic partners, networks and champions required to create robust and meaningful partnership working at national and local level;
2. Ensure the voices of targeted groups and individuals are represented across all partnerships;
3. Tackle inactivity using effective local networks which engage with and empower local people to increase their activity levels including Community Sports Hubs;
4. Ensure physical activity and sports priorities are reflected in other emerging plans and strategies;
5. Influence and secure further investment in our sports infrastructure; and
6. Ensure linkages with all relevant local and national policy and frameworks.

<b>Key Actions</b>	<b>Timescale</b>	<b>Who is responsible?</b>
Continue to broaden participation in the Active Inverclyde Strategy implementation through the positive engagement of stakeholders.	Feb 2023	Service Manager, Community Learning & Development, Community Safety & Resilience and Sport
Develop clear responsibilities for partners in taking forward the Strategy and Action Plan	Jan 2023	Head of Culture, Communities and Educational Resources
Report progress on the implementation of the strategy to Inverclyde Alliance Board on an annual basis	Ongoing	Head of Culture, Communities and Educational Resources
Ensure all stakeholders in the strategy are supported to be actively engaged in the implementation of the action plan	Ongoing	Service Manager, Community Learning & Development, Community Safety & Resilience and



			Sport
Continue to develop and invest in Community Sports Hubs (CSH) in partnership with sportscotland	Ongoing		SportsScotland Head of Culture, Communities and Educational Resources
Engage Sport Governance Boards about strategy and seek support for local initiatives and/or facilities.	Ongoing		SportsScotland Head of Culture, Communities and Educational Resources
Access funding to increase opportunities, build capacity and improve infrastructure.	Ongoing		Implementation Group