



Inverclyde Alliance

AGENDA ITEM NO: 11

Report To: Inverclyde Alliance Board **Date:** 18 March 2024

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Subject: Active Inverclyde Strategy – Public Consultation Key Findings

1.0 PURPOSE

1.1 The purpose of this report is to present the key findings from the Active Inverclyde public consultation to the Alliance Board.

2.0 SUMMARY

2.1 The purpose of the Active Inverclyde Strategy is to provide a framework for community planning partners in Inverclyde to work together to increase participation in physical activity, including sport.

2.2 The Active Inverclyde Strategy is accompanied by a more detailed action plan that has been developed in consultation with local communities and other stakeholders. The action plan ensures that the actions taken to increase participation on physical activity, including sport, meet the needs of communities.

2.3 A key action within the action plan was to complete a public consultation to establish a baseline of activity levels amongst Inverclyde residents. The results of this consultation will further shape the action plan and the focus of the implementation group moving forward.

3.0 RECOMMENDATIONS

3.1 It is recommended that the Alliance Board:

- a. Notes the key findings of the Active Inverclyde public consultation exercise

Ruth Binks
Corporate Director of Education, Communities & Organisational Development

4.0 BACKGROUND

- 4.1 The purpose of the Active Inverclyde Strategy is 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 have been engaged in the development of the strategy including local Elected Members, local communities, Inverclyde Leisure, Inverclyde HSCP, **sportscotland**, and other local services.
- 4.2 The level of deprivation in Inverclyde is a particular challenge as those living in deprived areas have a much lower life expectancy when compared to those living in the least deprived areas. In addition, evidence shows that adults who live in the most deprived areas of Scotland are less likely to meet physical activity recommendations, compared with the least deprived areas.
- 4.3 Physical inactivity is one of the leading causes of premature death in Scotland. Evidence shows that even small increases in activity can help to prevent and treat chronic diseases and improve quality of life. The Active Inverclyde Strategy therefore has a key role to play in improving the health and well-being of the population of Inverclyde.
- 4.4 Physical activity and sport can also play a major role in improving outcomes and tackling inequalities across many different aspects of our lives and society. Physical activity and sport are a powerful force in transforming lives. There is clear and growing evidence of the health, economic and social benefits physical activity and sport can bring (**A More Active Scotland: Scotland's Physical Activity Delivery Plan**).
- 4.5 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
 - Active Environment
- 4.6 To develop an action plan in relation to the Active Inverclyde Strategy, an implementation group was established. The group is made up of local clubs and Community Sports Hubs, young people, Inverclyde Leisure, Inverclyde HSCP, **sportscotland**, and other local services.
- 4.7 The action plan contains greater detail of the actions and initiatives that will be implemented by partner organisations. The action plan focusses on the four active Inverclyde themes to identify gaps and future areas for development.
- 4.8 A key theme in the action plan is public consultation to establish baseline activity levels. This interim report will share the key findings which in turn will shape the plan going forward.

5.0 ACTIVE INVERCLYDE PUBLIC CONSULTATION

- 5.1 A need for public consultation was agreed by the implementation group to gain a clear understanding of activity levels amongst residents.
- 5.2 The survey was developed through the implementation group with the support of the service data analyst. The structure of the questionnaire enabled alternative questions to be asked based on if participants were active/inactive at time of completion. This ensured that as much data as possible was gathered through the survey to establish the baseline.
- 5.3 The consultation was open for an 8-week period. During which time online and paper versions were available. A prize draw incentive was attached to the survey with local partners donating prizes.

- 5.4 During the consultation, a key focus was on identifying activity trends amongst individuals aged 11 and above. 1086 people completed the survey with 70.7% being female and 28% male. Notably, 20.1% of respondents stated they had a disability and/or underlying health condition.
- 5.5 The findings showed that of the participants 74.7% (over 800) are currently meeting the NHS activity guidelines. The most common activities were walking (51%), active living (46.1%), going to the gym (30.9%), playing sports (20.1%), running (18.2%), swimming (13.9%), cycling (10.5%) and wheeling (1.8%). A highlight for the implementation group being that the most popular activities are ones which are readily available.
- 5.6 With a key focus for the implementation group to get more people active there is a real drive to look in to the 25.3% of those surveyed that are not meeting the recommendations, (NHS activity guidelines). This will allow the implementation group to understand the factors influencing this group's desire and ability to engage in physical activity and how Active Inverclyde could increase their participation levels.
- 5.7 21.8% of the non-active participants have been active in the past. Reasons for falling away from activity include health issues, work/family commitments, cost, and busy lifestyle. The top 4 factors which currently stop them from being active are time (14.7%), cost (12.2%), confidence (9.4%) and childcare (9.0%). 24.1% of those surveyed would like to become more active.
- 5.8 For those who would like to become more active, activities they would like to do include walking, gym, fitness, swimming, cycling, team sports and gardening. They indicated that things which would support them to be more active would be cost, information and facilities. At present 25.9% of respondents feel that they don't have access to opportunities in their local area to be more active.
- 5.9 Through Active Inverclyde the implementation group would like to create opportunities to support people to be more active as well as continuing to be active. A significant outcome for the steering group from the public consultation is a distinct need for more information to be available to the public regarding areas of activity within the local area. This links in with some of the key work in the action plan to create a resource for people to access regarding activities and how they can be more involved.
- 5.10 Significant 'next steps' for the Implementation Group include further review of the findings from the public consultation, which may also produce additional actions, ensuring that they are all embedded in and key in driving forward the Action Plan.
- 5.11 To take forward the work of the implementation group, over the coming months an Active Inverclyde committee will be formed. At present the chair of Sport Inverclyde, who is a well-known sporting advocate within Inverclyde, has been nominated as the chairperson of the committee, with Inverclyde's community sports hub officer for the authority acting as secretary.
- 5.12 The survey questions and headline summary results are presented within the appendices to this report.
- 5.13 A further report on the Active Inverclyde Strategy Action Plan will be presented to a future meeting of the Alliance Board.

6.0 IMPLICATIONS

- 6.1 Legal: None at present
 Finance: None at present
 Human Resources: None at present
 Equality and Diversity:
 Alliance Partnership Plan: The actions contained within this report will contribute to the following Partnership Plan outcomes:
- People live longer and healthier lives
 - Communities can have their voices heard, and influence the places and services that affect them

7.0 CONSULTATIONS

7.1 There have been no other consultations outside of the public consultation presented within this report.

8.0 LIST OF BACKGROUND PAPERS

8.1 Inverclyde Alliance Board Meeting 19 June 2023 – Agenda Item 5 - Active Inverclyde Strategy 2021-24 Action Plan

Active Inverclyde Survey

Generic Questions for all respondents:

1. What Age are you? (tick box)

11-17 18-25 26-34 35-44 45-54 55-64 65+

2. What gender are you? (tick box)

Male Female Trans-gender Non-binary Prefer not to answer
Other (with dialogue box)

3. Do you have a disability or underlying health condition?

Yes No Prefer not to answer

4. What is your postcode? (generic box to type in)

We will add in information about guidelines for being active from NHS Inform here.

5. Based on the above definition/guidance on being active, do you consider yourself to be active? YES/NO (tick box)

Respondents will skip questions based on their response Yes to Q6 and No to Q11**Active Questions**

6. How many days are you active per week? (tick box)

1 2 3 4 5 6 7

7. How many minutes per day are you active? (tick box)

5-10 15-30 30-45 45-60 60+

8. Do you track the activity that you do?

YES/NO (tick box)

If YES please detail how (dialogue box)

9. What nature of activity do you do? (tick boxes)

Active living (housework, walking to get places, gardening) Play sports/member of club
Go to the gym/fitness class Walking Running Other (dialogue box)

10. As an active person, what are the barriers to being active for those who are not? (tick boxes)

Cost Transport Time Childcare Disability Confidence

Don't know what is available. Don't have access to facilities

Other (dialogue box)

Skip to Q16

Inactive Questions

11. Have you ever been active Yes/No

If yes what changed for you? (dialogue box)

12. What is the main reason that stops you being active? (tick box)

Cost Transport Time Childcare Disability Confidence
I don't see people like me taking part Don't know what is available
Don't have access to facilities in local area
Other (dialogue box)

13. Do you want to become more active? (tick box)

YES/NO

14. Do you think increasing your activity levels would? (tick boxes)

Improve your confidence Improve your health & well-being
Make you feel included in the community?
Other, please detail (dialogue box)

15. What would encourage you to increase your activity levels? (dialogue box?)

Generic questions for all respondents

16. What would be a reasonable amount to pay for sport/ physical activity per session? (tick box)

Free £1-2 £3-4 £5+
Other (dialogue box)

17. Do you feel that you have access to opportunities to be active within your local community (tick box)

YES/NO

18. Any other comments (dialogue box)

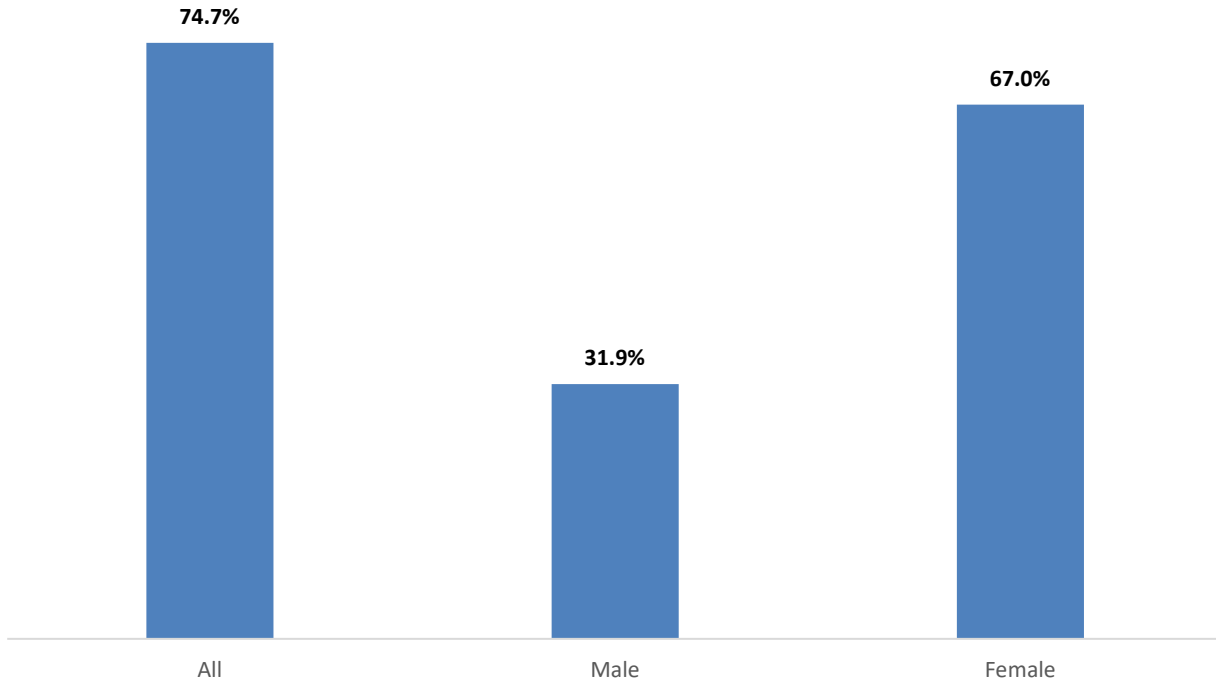
19. Thank you for taking part in the survey!

If you wish to be added into the prize draw and be kept informed about Active Inverclyde please leave your name, address, phone number and email address below (dialogue box)

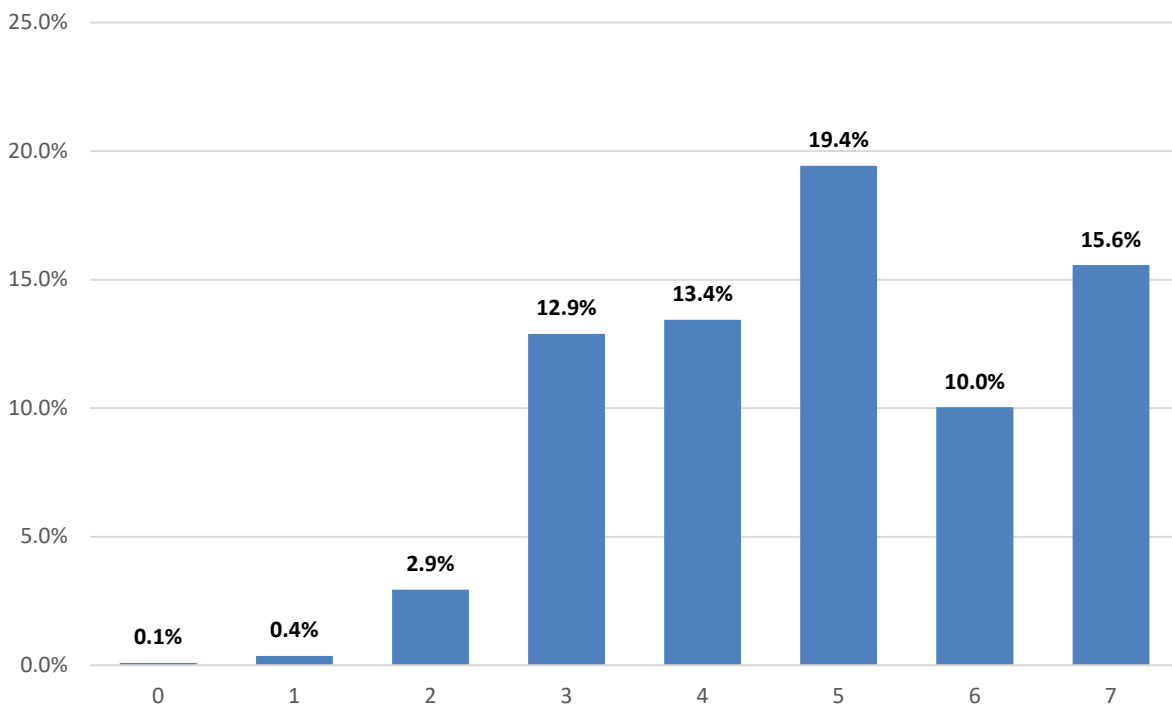
Appendix 2

Summary survey results

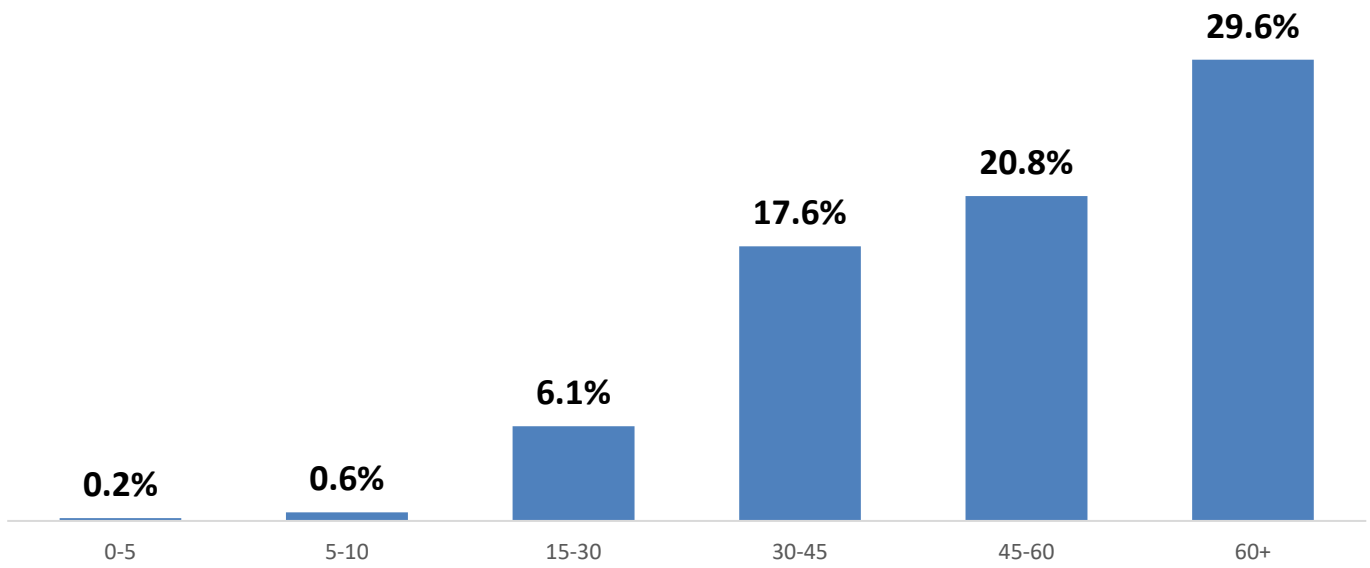
Q.5 Keep Active



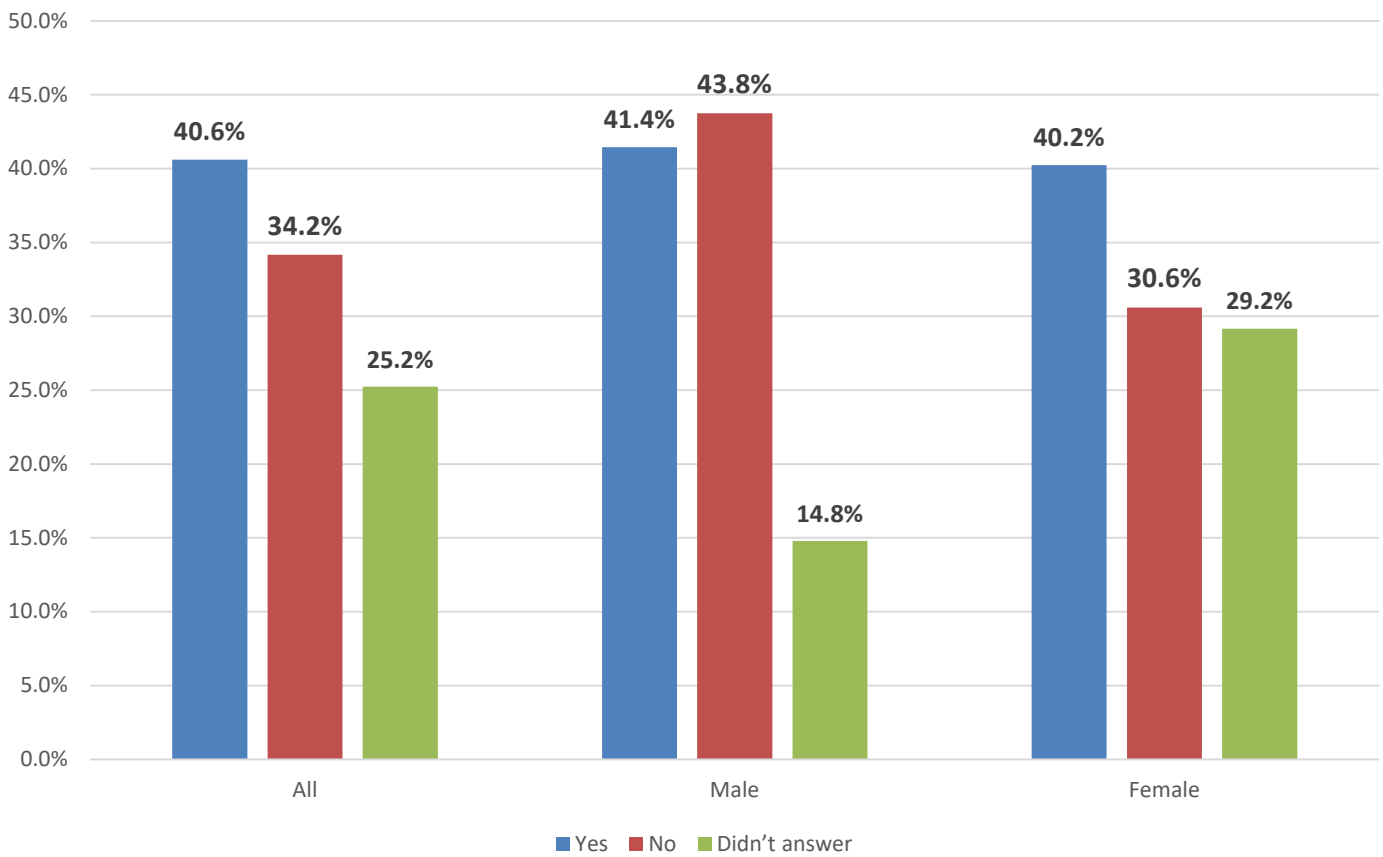
Q.6 Active Days Per Week



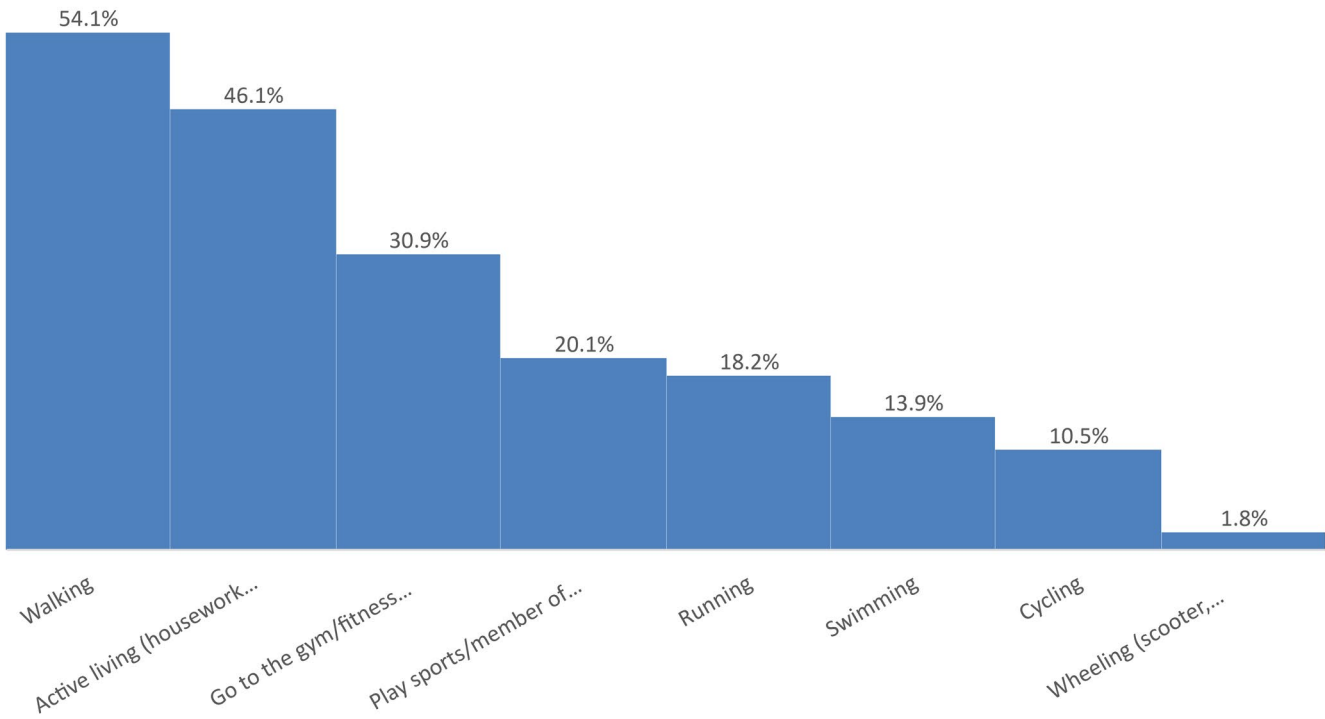
Q.7 Active - Minutes Per Day



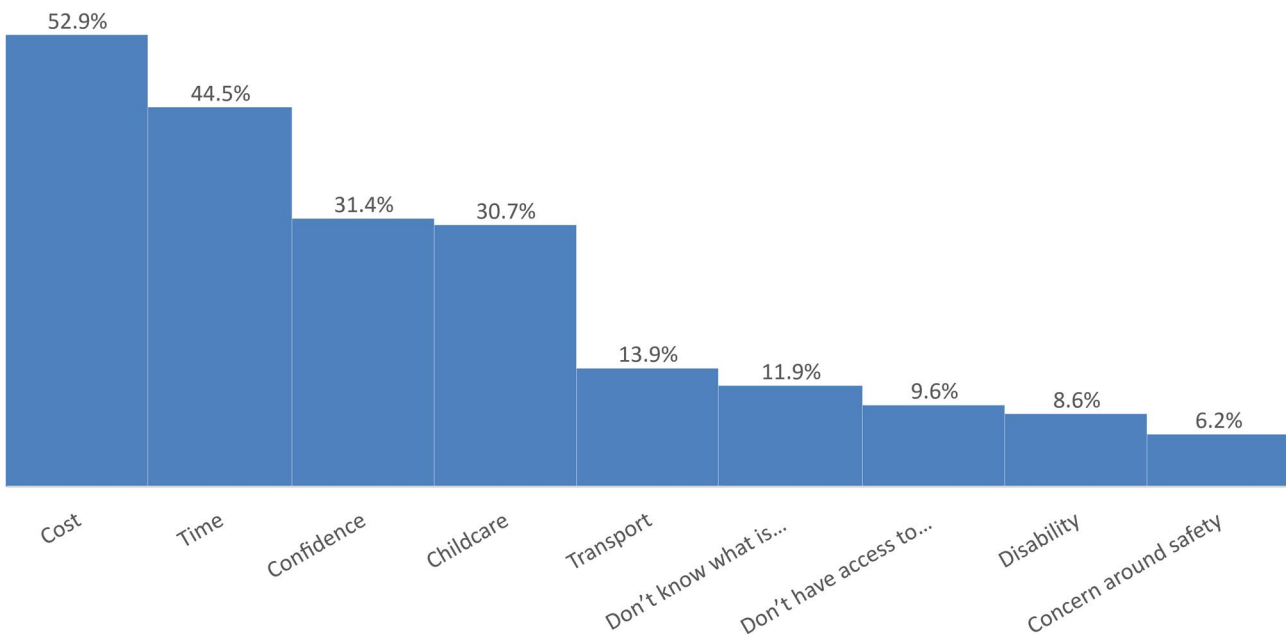
Q8. Do you track the activity you do?



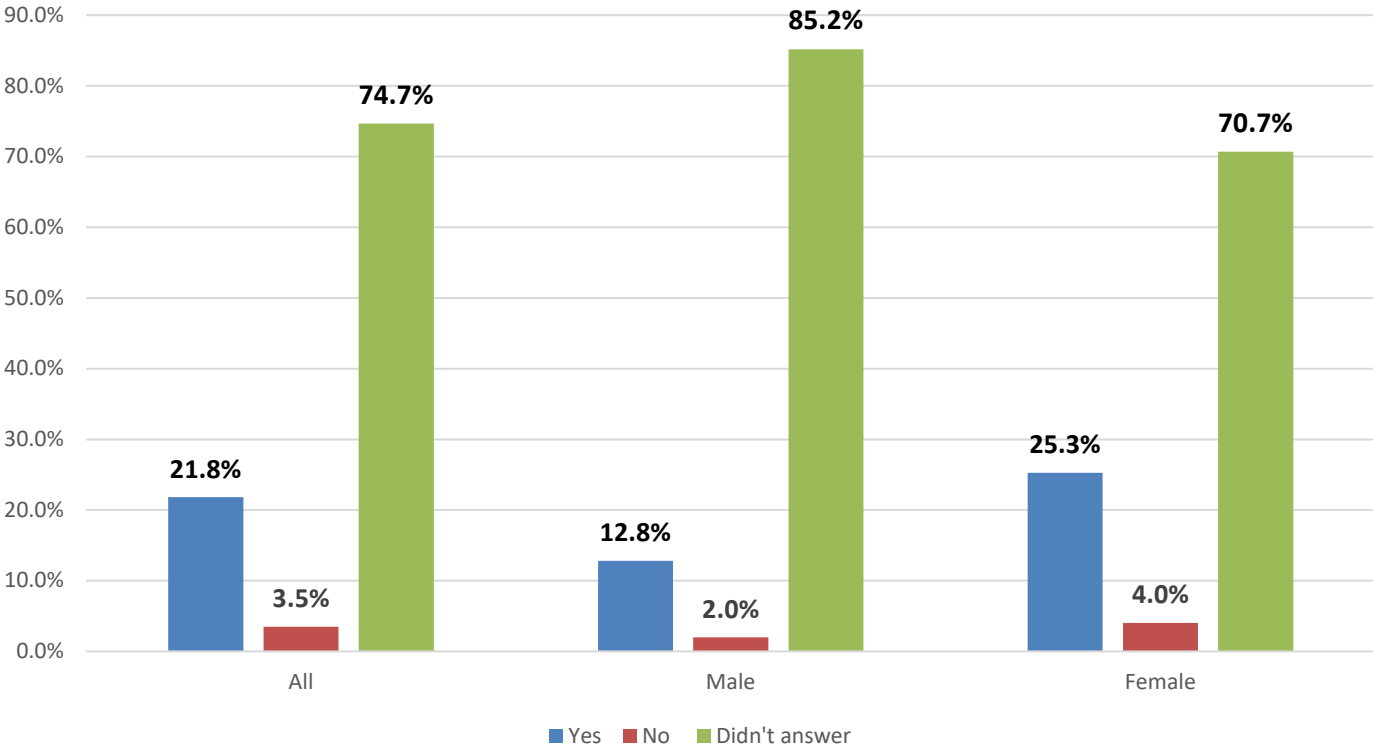
Q9. What nature of activity do you do?



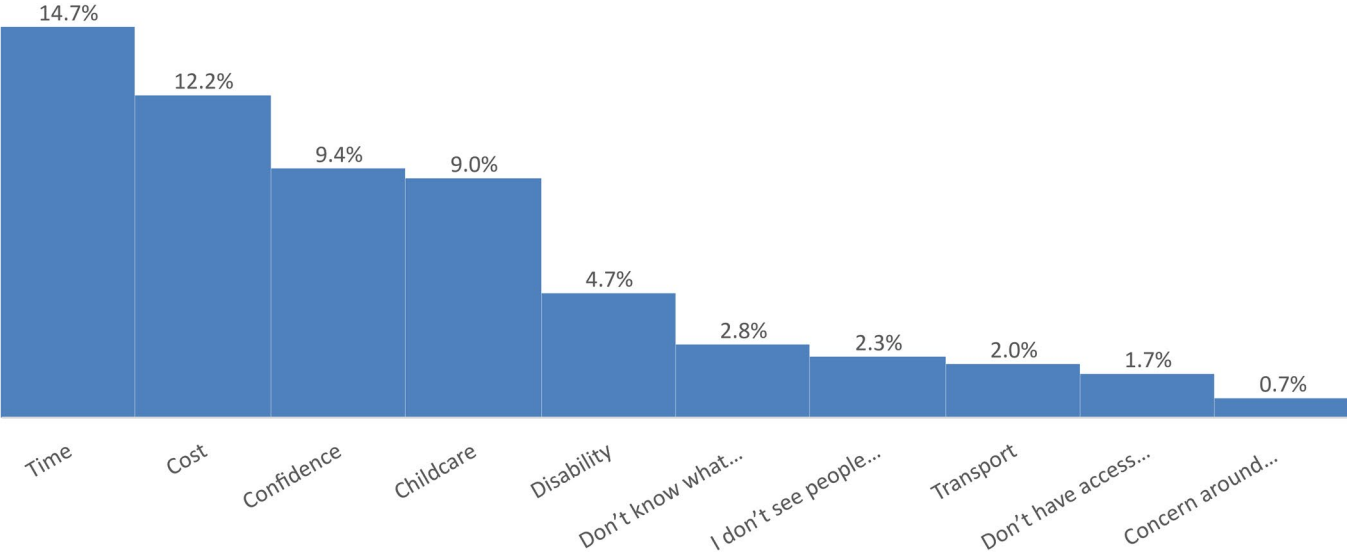
Q10 As an active person, what do you think may be the barriers to being active?



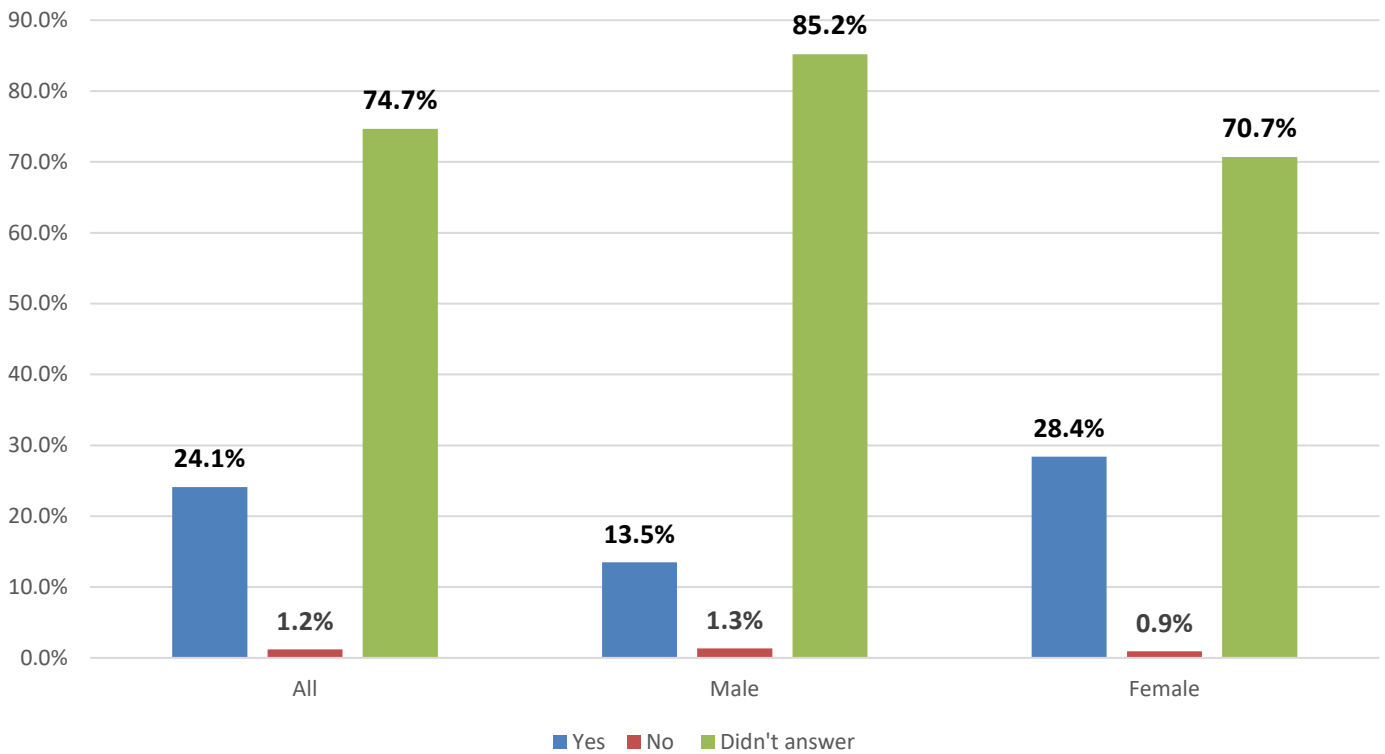
Q11. Have you ever been active?



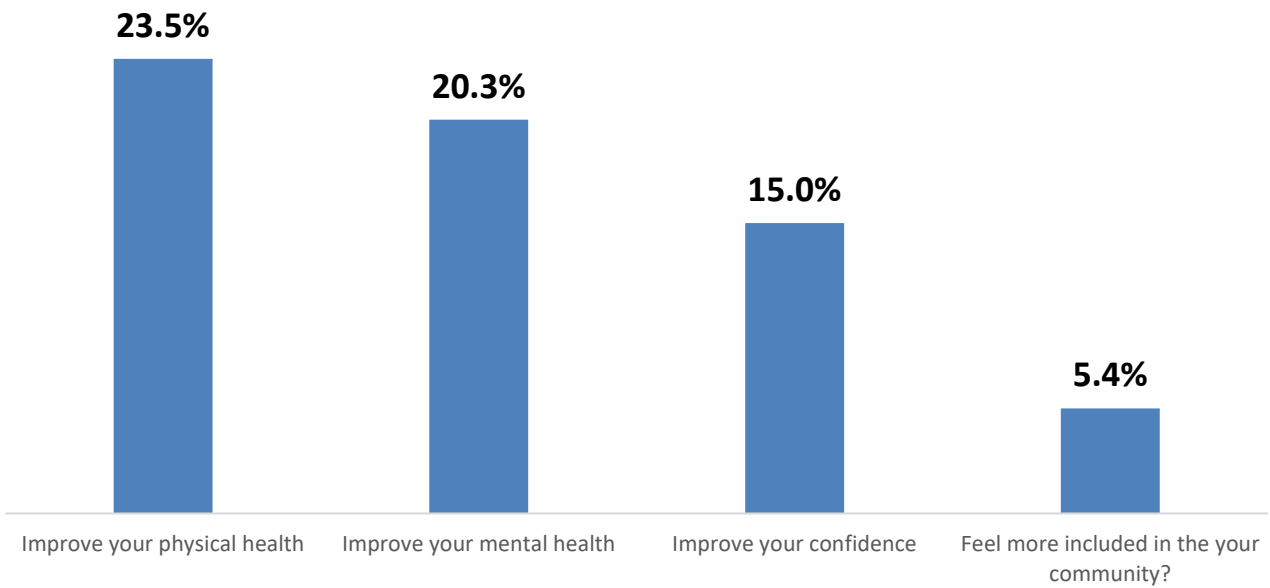
Q12 What stops you being active?



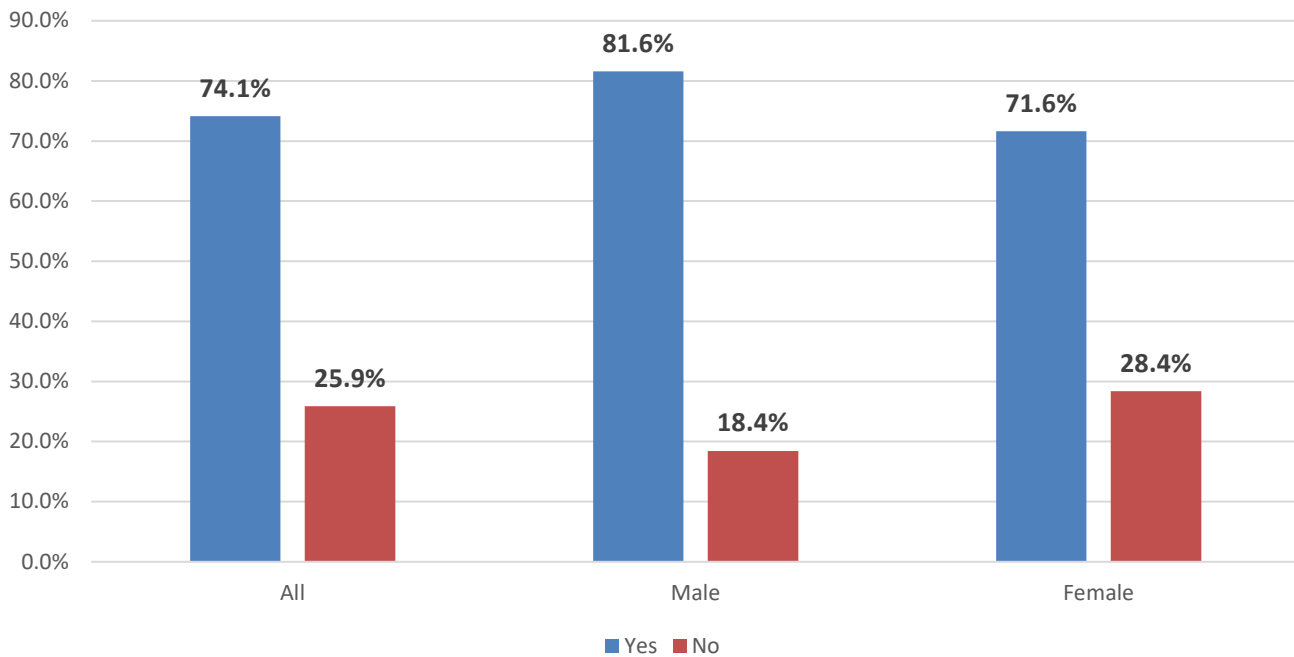
Q13. Do you want to become more active?



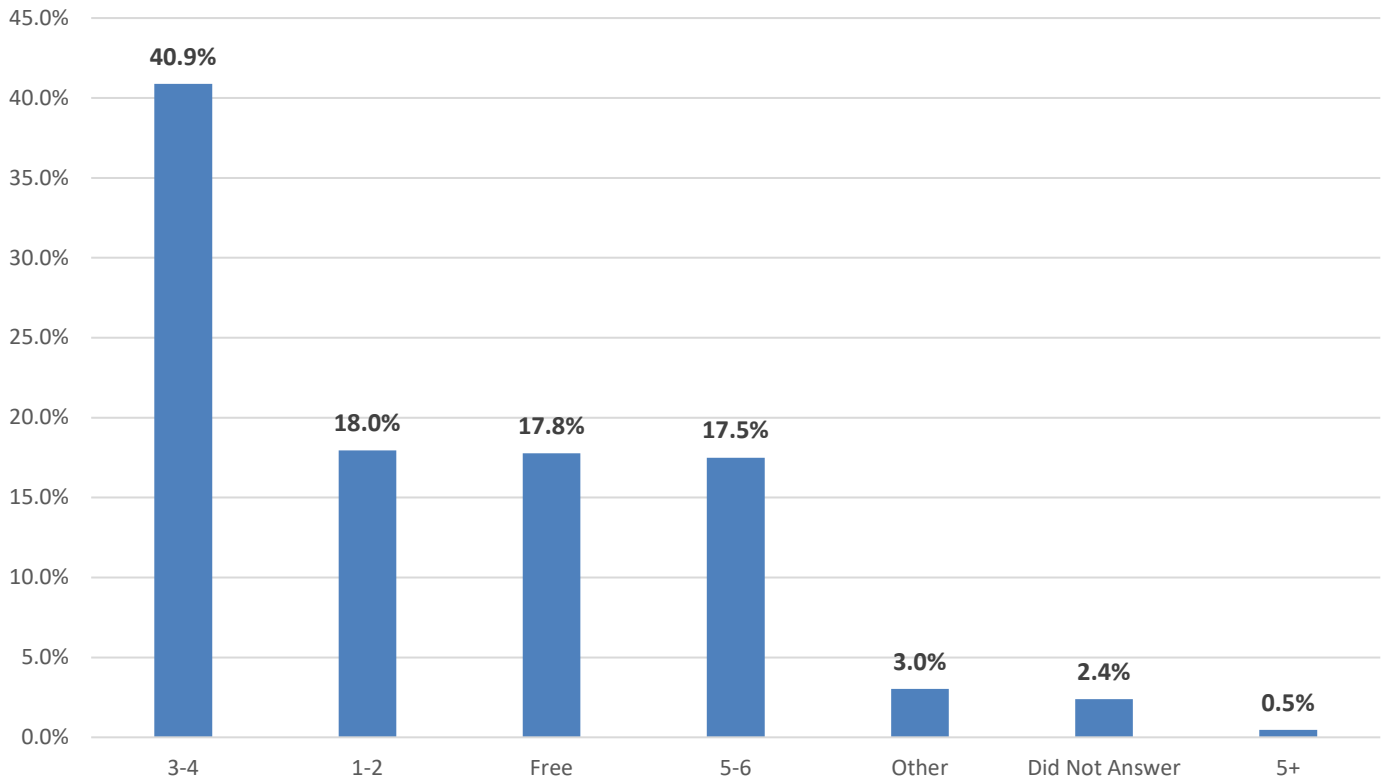
Q14 Do you think increasing your activity levels would?



Q15. Do you feel that you have access to opportunities to be active within your local community



Q16. What would be a reasonable amount to pay per session, for activities/opportunities which encourage you to be more active (£)?



Q17 What activities and opportunities interest or appeal to you to help you be more active and/or maintain your activity levels?Chart Title

