



Inverclyde Alliance

**AGENDA ITEM NO: 13**

**Report To:** Inverclyde Alliance Board **Date:** 17 June 2024

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**Subject:** Active Inverclyde Strategy – Annual update on action plan

**1.0 PURPOSE**

1.1 The purpose of this report is to give an update on the activity carried out as part of the Active Inverclyde Strategy between April 2023 – March 2024 to the Inverclyde 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 This report provides detail on the activity carried out as part of the Active Inverclyde Strategy during the period April 2023 to March 2024. The full action plan is presented within Appendix 1.

**3.0 RECOMMENDATIONS**

3.1 It is recommended that the Alliance Board:  
a. Notes the progress made during the period April 2023 to March 2024 as detailed within the Action Plan (Appendix 1)

**Ruth Binks**  
**Corporate Director of Education, Communities and 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. To develop and drive an action plan in relation to the Active Inverclyde Strategy, a multi-agency partnership 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.

4.2 The Active Inverclyde Strategy concentrates on four main themes that reflect the areas the group believes 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

4.3 The action plan contains greater detail of the actions and initiatives that will be implemented by partner organisations. The action plan focuses on the four active Inverclyde themes to identify gaps and future areas for development. The action plan is presented in Appendix 1.

## **5.0 ACTIVE INVERCLYDE ACTION PLAN UPDATE**

5.1 The main areas of progress against the action plan during 2023-24 are as follows:

- Baseline consultation completed, trends analysed to identify needs and barriers to increasing and maintaining active lifestyle.
- Active Inverclyde Working Group (AIWG) core meeting regularly. Chair and secretary nominated. AIWG working with partners to ensure wider representation of relevant groups and organisations, with such partners invited along to meetings to share programmes.
- Knowledge of local opportunities to be active was an area highlighted in the public consultation. AIWG are moving forward with creating a portal which will allow groups/organisations to put information on a public portal. CVS are currently developing the portal and will be attending the working group to share progress and take feedback. Prior to the portal being launched the AIWG are planning to do community road shows within each locality to raise awareness of the portal so that groups/organisations can ensure they are included.
- A key area to the implementation and success of the strategy requires widespread public knowledge of strategy, progress, and outcomes to achieve this marketing will be key. AIWG have agreed on a logo for the strategy and programme/projects associated with an active lifestyle.

5.2 Moving forwards further work is required to progress the areas that remain red around active asset mapping, travel partnerships, funding opportunities and marketing plan.

- To gain understanding of resources/facilities in the community AIWG will work with partners to map assets. This will partly be achieved once groups/organisations start to populate the portal.
- Service/agency to be identified to engage with around active travel plans and infrastructure developments to support and enhance active living.
- Funding avenues to be identified and communicated widely to increase opportunities, build capacity, and improve infrastructure.
- Using findings from the Health & Wellbeing Survey to inform delivery plan.
- NHS GGC Public Health have provided funding for each HSCP Third Sector Interface (TSI) to take the lead in planning, co-ordinating and delivering a suite of community engagement work to disseminate NHS GGC and local Health and Wellbeing survey results and gather feedback from community group and members how work should be developed to respond to the findings.

The lack of development on initiatives shown as red in the Action Plan has mainly been due not having the most effective group composition for progressing all actions. To address this, efforts in the past year have been focused on building a stronger partnership with the inclusion of the right individuals to work on the Plan. There have also been barriers to implementation through lack of access to funding sources considered available at the project's outset.

## **6.0 IMPLICATIONS**

- 6.1 Legal: None at present  
Finance: None at present  
Human Resources: None at present  
Equality and Diversity: None at present  
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 mentioned within this report.

## **8.0 LIST OF BACKGROUND PAPERS**

- 8.1 Inverclyde Alliance Board Meeting 18 March 2024 – Agenda Item 11 - Active Strategy - Public Consultation Key Findings  
<https://www.inverclyde.gov.uk/assets/attach/16976/11-Active-Inverclyde-Strategy-Public-Consultation-Key-Findings.pdf>

## Active Inverclyde Action Plan – Draft Progress V2

Theme: Active People						
Outcomes	Key Actions	Timescale	What will success look like?	Who is responsible?	Progress	
<ul style="list-style-type: none"> <li>Increase physical activity levels amongst residents living in the least active and deprived areas of Inverclyde.</li> <li>Increase physical activity levels amongst groups of people where inactivity inequalities are the greatest e.g. those with a disability, vulnerable groups, older people.</li> <li>Consult and involve our residents in developing, delivering and monitoring the impact of the strategy.</li> <li>Develop new opportunities for people to</li> </ul>	<p>Design and circulate Active Inverclyde consultation to establish baselines and understand needs and barriers.</p> <p>Identify and engage organisations that work with inactive groups to ensure reach and understand needs and barriers.</p> <p>Map relevant local opportunities including groups, clubs and organisations.</p> <p>Develop Active Inverclyde portal/resource to promote local opportunities,</p>	<p>June 2024</p> <p>June 2024</p> <p>June 2024</p> <p>September 2024</p>	<p>Strong evidence base for future developments is developed. Opportunities are relevant, accessible and inclusive. Physical activity is increased in target areas and/or with target groups.</p> <p>Feedback from target groups is gained. Opportunities are relevant, accessible and inclusive. Physical activity is increased in target areas and/or with target groups.</p> <p>There is an increase understanding of what is happening/offered locally.</p> <p>Information is accessible to all citizens. Physical activity is</p>	<p>Implementation Group</p> <p>Implementation Group</p> <p>Implementation Group</p> <p>Implementation Group Corporate Communications</p>	<p>Strong evidence base for future developments is developed ..... Green</p> <p>Opportunities are relevant, accessible and inclusive. Physical activity is increased in target areas and/or with target groups - – ongoing with the development of the Portal</p> <p>Ongoing with the development of the Portal, key group representatives attending the Town Hall and our Open Day .....Amber</p> <p>Ongoing with CVS</p> <p>Company contracted to build portal</p> <p>Implementation group to develop approach to ensure as many opportunities as possible are on portal.....Amber</p> <p>Ongoing with the development of the Portal, key group representatives attending the Town Hall and our Open Day.</p>	

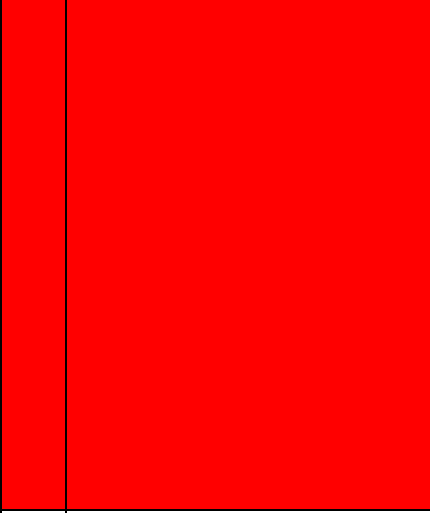
<p>engage in sport and physical activities as coaches, officials and/or volunteers, building local capacity</p> <ul style="list-style-type: none"> <li>• Develop elite pathways locally.</li> </ul>	<p>facilities, resources and benefits of being active.</p> <p>Develop information/campaign materials using local visuals and opportunities to define being active and promote the benefits of being active.</p>	<p>June 2024</p>	<p>increased in target areas and/or with target groups.</p> <p>Campaign materials are developed and displayed across Inverclyde. Knowledge and understanding is increased amongst stake holders. Active Inverclyde brand is developed which is relevant and recognised.</p>	<p>Implementation Group Corporate Communications</p>	<p>.....Amber</p> <p>Ongoing with the development of the Portal, key group representatives attending the Town Hall and our Open Day.....Amber</p>
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Theme: Active Communities						
Outcomes	Key Actions	Timescale	What will success look like?	Who is responsible?	Progress	
<ul style="list-style-type: none"> <li>Engage with communities to identify the barriers that prevent residents from being more active and/or participating in physical activity including sport.</li> <li>Increase and sustain opportunities for people to engage in physical activities, including sport as coaches, officials and/or volunteers, building local capacity;</li> <li>Ensure the voices of targeted groups and individuals are represented across all partnerships and in the</li> </ul>	<p>Identify and engage with groups and organisations that work in communities to promote opportunities and to understand needs and barriers, especially amongst target groups.</p> <p>Map local assets and facilities</p> <p>Develop Active Inverclyde portal/resource to promote local opportunities, facilities, resources and benefits of being active.</p> <p>Develop information/campaign materials using local</p>	<p>June 2023</p> <p>September 2024</p> <p>September 2024</p> <p>December 2024</p>	<p>Feedback from the community is gained. Opportunities are relevant, accessible and inclusive. Physical activity is increased in target areas and/or with target groups.</p> <p>There is an increase understanding of what resources/facilities are available locally.</p> <p>Information is accessible to all citizens. Physical activity is increased in target areas and/or with target groups.</p> <p>Campaign materials are developed and displayed across Inverclyde.</p>	<p>Implementation Group</p> <p>Implementation Group</p> <p>Implementation Group Corporate Communications</p> <p>Implementation Group Corporate</p>	<ul style="list-style-type: none"> <li>Public consultation completed June 2023</li> <li>Inactive data analysed</li> <li>Focus on locality &amp; disability didn't flag up any areas for focused work.....Green</li> <li>No current progress ...Red</li> <li>Company contracted</li> <li>Implementation group keen to have input to functionality</li> <li>Clubs within group happy to trial</li> <li>Discussions needed with regards to level of information that will go beside each group/organization</li> <li>Clear process to be agreed upon to get groups/organisations on board to share data.....Amber</li> <li>Current discussions around branding</li> </ul>	

<p>design of physical activities and sport opportunities.</p> <ul style="list-style-type: none"> <li>Tackle inactivity using effective local networks which engage with and empower local people to increase their activity levels including Community Sports Hubs &amp; wider voluntary sector.</li> <li>Celebrate success and champion our sports competitors and volunteers to instill pride and raise awareness.</li> </ul>	<p>visuals and opportunities to promote volunteering opportunities.</p>		<p>Knowledge and understanding is increased amongst stakeholders. Active Inverclyde brand is developed which is relevant and recognised. Capacity of local groups and clubs is increased. Physical activity is increased in target areas and/or with target groups</p>	<p>Communications</p>	<p>Company creating samples.....Amber</p>
	<p>Highlight and celebrate local role models at all levels.</p>	<p>Ongoing</p>	<p>Information is shared in local and national media. Engagement is increase across community. Local citizens are inspired/motivated to become more active.</p>	<p>Implementation Group Corporate Communications</p>	<p>Sports clubs currently doing this however more scope to do Inverclyde wide.....Amber</p>
<ul style="list-style-type: none"> <li>Celebrate success and champion our sports competitors and volunteers to instill pride and raise awareness.</li> </ul>	<p>Promote inspiring/good news stories relating to physical activity, including sport.</p>	<p>Ongoing</p>	<p>Information is shared in local and national media. Campaign materials are developed and displayed across Inverclyde. Local citizens are inspired/motivated to become more active.</p>	<p>Implementation Group Corporate Communications</p>	<p>Sports clubs currently doing this however more scope to do Inverclyde wide.....Amber</p>
	<p>Identify opportunities to work together to offer local citizens, especially identified groups, the opportunity to become more active</p>	<p>Ongoing</p>	<p>Opportunities/activities are developed based on local needs. Capacity of local groups and clubs is increased. Physical activity is increased in target areas and/or with target groups</p>	<p>Implementation Group Corporate Communications</p>	<ul style="list-style-type: none"> <li>Media campaign will be required to launch the portal</li> <li>Road shows to promote the portal Engagement in community councils to raise awareness of Strategy .....Amber</li> </ul>

Theme: Active Environment						
Outcomes	Key Actions	Timescale	What will success look like?	Who is responsible?	Progress	
<ul style="list-style-type: none"> <li>Design and implement a sustainable active travel plan for all education establishments and communities across Inverclyde.</li> <li>Increase physical activity in all parks and open spaces.</li> <li>Harness the opportunity that digital innovation can bring to increasing physical activity.</li> <li>Build 'Active Design' principles into all new developments including offices and housing.</li> <li>Create safer active places and active</li> </ul>	Engage with relevant services/agencies around active travel plans.	Ongoing	Active travel plans are developed and applied across Inverclyde. Physical activity is increased in target areas and/or with target groups	service/agency to be identified	<ul style="list-style-type: none"> <li>No progress ...Red</li> </ul>	
	Develop information/campaign materials using local visuals and opportunities to promote use of local assets and/or facilities.	December 2024	Use of parks and open spaces by local citizen is increased. Physical activity is increased in target areas and/or with target groups	Implementation Group Corporate Communications	Marketing group working on materials.....Amber	
	Commitment is sought from other services and organisations about Active Design in all new developments.	Ongoing	Local infrastructure to support active living is developed. Physical activity is increased in target areas and/or with target groups	service/agency to be identified	<ul style="list-style-type: none"> <li>No progress...Red</li> </ul>	
	Access funding to increase opportunities,	Ongoing	Funding for specific projects is	service/agency to be identified	<ul style="list-style-type: none"> <li>No progress...Red</li> </ul>	



<p>communities through active design to improve infrastructure necessary to enable greater use of existing assets for physical activity.</p> <ul style="list-style-type: none"> <li>Influence planning and secure further investment in our sports infrastructure.</li> </ul>	<p>build capacity and improve infrastructure.</p> <p>Engage with relevant services/agencies around Active Design principles</p>	<p>Ongoing</p>	<p>secured.</p> <p>Local development plan illustrates commitment to improving infrastructure and support of active living.</p>	<p>service/agency to be identified</p>	
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Theme: Active Partnership						
Outcomes	Key Actions	Timescale	What will success look like?	Who is responsible?	Progress	
<ul style="list-style-type: none"> <li>Identify the strategic partners, networks and champions required to create robust and meaningful partnership working at national and local level.</li> <li>Ensure the voices of targeted groups and individuals are represented across all partnerships.</li> <li>Tackle inactivity using effective local networks which engage with and empower local people to increase their activity levels including</li> </ul>	Broaden participation in Active Inverclyde Strategy implementation by engaging other stakeholders.	Feb 2023	Larger number of stakeholders with ownership of strategy. Representation at different levels is evident.	Hugh Scott ASSD representatives	<ul style="list-style-type: none"> <li>Stakeholders represented on working group</li> <li>Key individuals invited on ad hoc basis to share local projects to see where they fit in around the strategy .....Green</li> </ul>	
	Confirm governance arrangements for Active Inverclyde Strategy.	April 2024	Governance is in place demonstrating a partnership approach.	Tony McEwan Hugh Scott	Ongoing with Tony McEwan and Hugh Scott.....Amber	
	Report progress and update stakeholders at regular intervals	Ongoing	Regular updates are developed and circulated to all stakeholders.	Tony McEwan Hugh Scott	Being achieved with regular updates being circulated to all stakeholders. ....Amber	
	Continue to develop and invest in Community Sports Hubs (CSH)	Ongoing	Membership of CSH is increased and more opportunities offered through these networks.	Sportscotland ASSD representatives	<ul style="list-style-type: none"> <li>CSH well established in 3 key areas Inclusion is a key focus within the current work of CSH.....Amber</li> </ul>	
	Engage SGBs about strategy and seek support for local initiatives and/or facilities.	Ongoing	SGBs are more active in Inverclyde.	Sportscotland ASSD representatives Hugh Scott	<ul style="list-style-type: none"> <li>Active Inverclyde Strategy still being developed around this area .....Amber</li> </ul>	
	Access funding to increase opportunities, build capacity and improve infrastructure.	Ongoing	Funding for specific projects is secured.	Implementation Group	<ul style="list-style-type: none"> <li>Active Inverclyde Strategy still being developed around this area...Red</li> </ul>	

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| <p>Community Sports Hubs.</p> <ul style="list-style-type: none"><li>• Ensure physical activity and sports priorities are reflected in other emerging plans and strategies.</li><li>• Influence and secure further investment in our sports infrastructure.</li><li>• Ensure linkages with all relevant local and national policy and frameworks.</li></ul> |  |  |  |  |  |
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