
Report To:	Education & Communities Committee	Date:	3 September 2019
Report By:	Corporate Director Education Communities & Organisational Development	Report No:	EDUCOM/67/19/HS
Contact Officer:	Hugh Scott Services Manager	Contact No:	01475 715459
Subject:	SportScotland - Sport for Life		

1.0 PURPOSE

- 1.1 The purpose of this report is to inform the Committee of the launch of **sportscotland's** new corporate strategy, Sport For Life.

2.0 SUMMARY

- 2.1 Inverclyde Council works in partnership with **sportscotland**, the national agency for sport and invests in a strategic sports development workforce through the Active Schools team. We have a formal partnership agreement in place until 31 March 2020.
- 2.2 **Sportscotland's** new corporate strategy was launched in May 2019. The strategy outlines the vision, mission and approach.
- 2.3 Inverclyde Council is supporting the key strategic development of a Sport and Physical Activity Framework for Inverclyde. Sport for Life will assist in guiding our own development of a Sport and Physical Activity Strategy for Inverclyde.

3.0 RECOMMENDATIONS

- 3.1 That the Committee:
- notes the content of this report; and
 - notes the summary of **sportscotland's** strategy, 'Sport for Life'

Ruth Binks
Corporate Director: Education, Communities & Organisational Development

4.0 BACKGROUND

- 4.1 Inverclyde Council works in partnership with **sportscotland** with a formal agreement in place until 31st March 2020.

sportscotland is a public body funded by the Scottish Government and the National Lottery. They report through the Scottish Ministers to the Scottish Parliament. As the national agency for sport, their role is to make sure sport plays its part in a thriving Scotland. **sportscotland** do this by influencing, informing and investing in the organisations and people who deliver sport and physical activity.

sportscotland has launched a new corporate strategy in May 2019, Sport for Life. The corporate strategy outlines their vision, mission and the approach which will be taken.

Inverclyde Council is supporting the key strategic development of a Sport and Physical Activity Framework for Inverclyde. The framework will be collaboratively developed with **sportscotland**, Inverclyde Leisure, Community Sport Hubs, Active Schools, Sport Inverclyde, Health & Social Care Partnership, CVS Inverclyde and Your Voice. The development of the framework, public consultation, presentation to Inverclyde Alliance Board and establishing the strategic group will be led by Inverclyde Council. Sport for Life is relevant as it will assist in guiding our own development of a sport and physical activity strategy for Inverclyde.

Sport for Life's vision is for an active Scotland where everyone benefits from sport. A summary of the strategy is detailed below. A copy of the strategy can be accessed by using the following link: <https://sportscotland.org.uk/media/4714/sport-for-life-summary.pdf>

Sport for life

In an active Scotland we will all find ways to be physically active every day: keeping moving at home and at work. taking an active approach to getting around, choosing to be active in our leisure time. More of us will take part in sport because we see it being relevant to our lives, being involved in ways that suit us, meeting fewer barriers, feeling more included. We will all experience more of the benefits of sport, for some of us by taking part, for others through our communities.

We want the people of Scotland to get the most out of life – and for sport to help make this happen. We all have our own reasons for taking part in sport, whether it is fun, socialising, improving our wellbeing or winning medals. Sport has the ability to change lives, so whatever gets us into it, there's always more we can get out of it.



Sport for Life's mission is to help the people of Scotland get the most from the sporting system.

We want everyone to take part in sport at whatever level they choose. This could mean pulling on trainers for the first time, or moving from recreational to competitive sport. For some it will even be about performing consistently on the world stage. Using development and performance pathways helps people progress to their chosen level, supported on their journey by people and resources. **sportscotland** helps sports develop robust pathways which enable people to progress to their desired level, take on different roles and potentially move across sports. Working closely with partners, **sportscotland** ensure resources are suitably aligned across all environments.

The system illustrates the powerful role that sport plays in delivering an Active Scotland, alongside health, transport, education and the environment. Sport is key to getting more people more active more often. Helped by places and people, it is the main way that many choose to be active. Sport helps some people step out of inactivity and others to stay active throughout their lives. It helps build physical confidence from an early age and also brings communities together, creating wider benefits.

By encouraging people to take part in sport at all levels, the sporting system creates wider benefits in areas such as health, education, communities and the economy. These benefits can be either inherent or intentional. Either way, we want people to be aware of them.

A SPORTING SYSTEM FOR EVERYONE

We believe in a world class sporting system that makes the best use of Scotland's assets and adapts to change. It helps the people of Scotland take part in sport at the level they choose.



OUR APPROACH

We want to use the best approach to deliver the benefits of sport to the people of Scotland. To do this, we're guided by six key principles:



The Scottish Government has a vision for a Scotland where more people are more active more often. Alongside making improvements on poor diet and substance misuse, physical activity is vital to enabling a healthy and active population. For a more active Scotland, a variety of organisations need to work together with communities and individuals in different settings. To help focus this work, the Government has created a set of Active Scotland outcomes to which organisations can contribute. The Active Scotland Outcomes Framework is aligned with Scotland's National Performance Framework.

sportscotland shows how it contributes to Active Scotland outcomes using these seven

indicators.

Participate, progress & achieve	We improve opportunities to participate, progress and achieve in sport	Number of people taking part and achieving through our programmes
Wellbeing & resilience	We support wellbeing and resilience in communities through physical activity and sport	Percentage of people in our programmes with increased sense of wellbeing and connection to their community
Stay active	We encourage and enable the active to stay active throughout life	Age breakdown of people taking part in our programmes and how long they have been involved in sport
People & places	We improve our active infrastructure – people and places	Impact of coaches/facilities on people's activity
More active	We encourage and enable the inactive to be more active	Percentage of people no longer 'inactive' after taking part in our programmes
Physical confidence & competence	We develop physical confidence and competence from the earliest age	Percentage of people in our programmes with increased confidence or new skills
Inclusion	Our commitment to inclusion underpins everything we do	We will collect equalities data across the indicators

5.0 IMPLICATIONS

5.1 Finance

5.2 Financial Implications:

Cost Centre	Budget Heading	With Effect from	Annual Net Impact £000	Virement From (If Applicable)	Other Comments

Annually Recurring Costs/(Savings):

Public Engagement Events, communications and administration costs

Cost Centre	Budget Heading	Budget Years	Proposed Spend this Report £000	Virement From	Other Comments

5.3 Legal N/A

5.4 **Equalities**

Has an Equality Impact Assessment been carried out?

YES (see attached appendix)

NO – This report does not introduce a new policy, function or strategy or recommend a change to an existing policy, function or strategy. Therefore, no Equality Impact Assessment is required.

5.5 **Repopulation**

Provision of Council services which are subject to close scrutiny with the aim of delivering continuous improvement for current and potential citizens of Inverclyde support the Council's aim of enhancing Inverclyde's reputation as a place to live and work.

6.0 **CONSULTATION**

N/A

7.0 **BACKGROUND PAPERS**

Appendix 1 Sport For Life corporate strategy in brief May 2019

<https://sportscotland.org.uk/media/4714/sport-for-life-summary.pdf>

SPORT FOR LIFE

A vision for sport in Scotland



SPORT FOR LIFE

Fun, health, medals. Whatever the reasons for getting into sport, we want people to enjoy as many of its benefits as possible.



Supports health

As well as helping us unwind, sport helps us develop stronger bodies and better health.



Improves activity

In an increasingly inactive world, sport gives us the motivation and support to help physical activity become a regular habit.



Develops skills

Sport can keep young people engaged at school and beyond, helping them develop and learn how to communicate, lead and work in teams.



Strengthens communities

Sport reduces loneliness and antisocial behaviour and makes people feel more connected to their community.



Helps the economy

Sport supports productivity and reduces health expenditure, while also boosting employment and tourism.

Even if people don't take part in sport, they can still enjoy these benefits, both in their communities and across Scotland as a whole.



OUR ASSETS

We want people to make the most of Scotland's many excellent sporting assets to get active and involved in sport. These include:



Talented people

At the heart of our sporting system are the thousands of staff and volunteers who help others take part and progress across the club, community, performance, schools and education environments.



Fantastic facilities

There are many places to play sport and get active. From local halls to international venues, these facilities help everyone enjoy sport at every level, and attract world class events to Scotland.



Exceptional natural environment

Scotland's water, air, mountains and countryside play host to a huge range of sports and activities, with everyone welcome to enjoy the great outdoors and access it responsibly.

We believe in a world class sporting system that makes the best use of these assets so people can take part in sport at the level they choose.

OUR APPROACH

To help us deliver the many benefits of sport to everyone in Scotland, we're guided by six key principles:

Inclusive

We understand the barriers people face and proactively address them so everyone has the opportunity to get involved in sport and physical activity.

Person-centred

We listen to people and put their voices at the heart of our thinking.

Accountable

We plan well, we measure our performance and we are accountable for delivering outcomes.

Collaborative

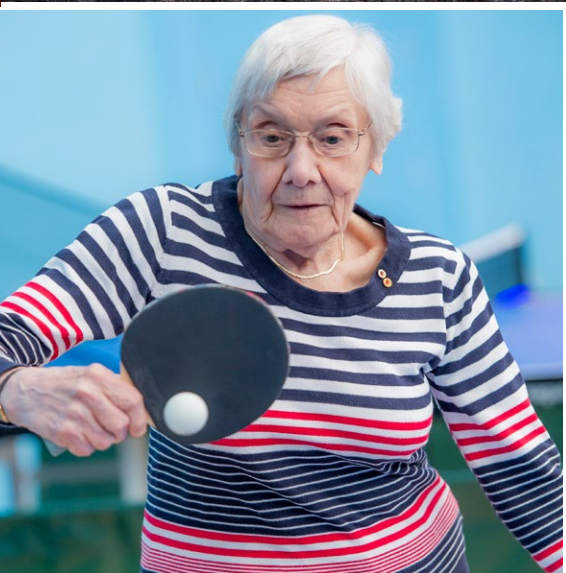
We develop and strengthen partnerships and collaborations across the public, voluntary and private sectors.

Responsive

We adapt what we do based on how we're doing and what's happening around us.

World class

We do everything to the highest possible standard, while seeking to continuously improve.



OUR VISION

An active Scotland where everyone benefits from sport.

In an active Scotland we will all find ways to be physically active every day. Keeping moving at home and at work. Taking an active approach to getting around. Choosing to be active in our leisure time.

More of us will take part in sport because we see it being relevant to our lives. Being involved in ways that suit us. Meeting fewer barriers. Feeling more included.

We will all experience more of the benefits of sport. For some of us, by taking part. For others, through our communities.

PLAYING OUR PART

As the national agency for sport our role is to make sure sport plays its part in a thriving Scotland.

We have an important part to play alongside other agencies to deliver an active Scotland where more people are more active more often. To do this we are funded by Scottish Government and the National Lottery and we report through Scottish Ministers to the Scottish Parliament.

An active Scotland is one where people are encouraged to participate, progress and achieve in sport. At the same time people become more active – and stay active. The nation enjoys better physical confidence and competence and increased wellbeing and resilience. All of this is made possible by the people, places and spaces providing sport and physical activity.



SCOTLAND PERFORMS

A MORE ACTIVE SCOTLAND

TRANSPORT

ENVIRONMENT

EDUCATION

HEALTH

MORE ACTIVE

STAY ACTIVE

PHYSICAL CONFIDENCE & COMPETENCE

PEOPLE & PLACES

WELLBEING & RESILIENCE

PARTICIPATE PROGRESS & ACHIEVE

PARTNERS



TIME



EXPERTISE



INVESTMENT



INFORMATION



PEOPLE



PLACES



PROFILE



CLUBS & COMMUNITIES



SCHOOLS & EDUCATION



PERFORMANCE SPORT



TAKE PART AT ALL LEVELS

WIDER OUTCOMES

OUR COMMITMENT TO INCLUSION UNDERPINS EVERYTHING WE DO

OUR MISSION

We're here to help the people of Scotland get the most from the sporting system. Here are just a few ways we do it:

Making an impact together

We help partners work together to make the best use of the money, time, information and expertise invested in sport. This means the right partners inside and outside sport working in the right way. Together, we can make the most of Scotland's facilities, outdoor spaces, and the people who make sport happen.

Making sport more accessible

We encourage people to get involved, whatever the sport and wherever they choose to take part. Not everyone feels they can participate or progress in sport. We want that to change. By listening to what matters to people, the sporting system can better meet their needs. We share insight on how to make sport more inclusive, with some opportunities tailor-made for specific needs.

Progressing to your level

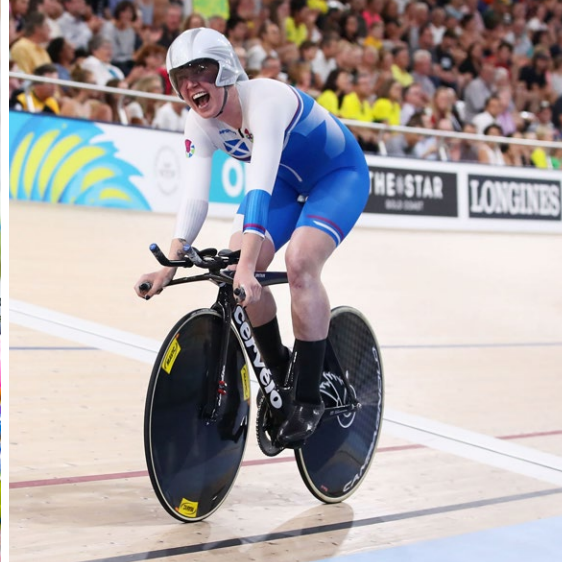
We want everyone to take part in sport at the level they choose. This could mean pulling on trainers for the first time or performing consistently on the world stage. We work with sports to develop the pathways and resources that support people on their sporting journey.

Celebrating the benefits of sport

Taking part in sport creates wider benefits in areas such as health, education, communities and the economy. These benefits can be either inherent or intentional. Either way we want people to be aware of them. We work with partners to promote how sport benefits people's lives.

Contributing to an active Scotland

Sport plays an important role alongside other agencies in creating an active Scotland, where more people are more active more often. We lead the sporting system to demonstrate its contribution to all the Active Scotland Outcomes.



Find out more at sportforlife.org.uk

#SportForLife

For further information or to request a copy of this document in Gaelic please contact:

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ISBN: 978 1 85060 632 1



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