
Report To:	Alliance Board	Date:	4 October 2021
Report By:	Ruth Binks Corporate Director of Education, Communities and Organisational Development	Report	
Contact Officer:	Tony McEwan Head of Culture, Communities and Educational Resources	Contact No:	712828
Subject:	Active Inverclyde Strategy		

1.0 PURPOSE

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

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 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 wellbeing of the population of Inverclyde.

2.3 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

2.4 The Active Inverclyde Strategy will be accompanied by a more detailed action plan that will be developed in consultation with local communities. This will ensure that the actions taken to increase participation on physical activity, including sport, reflect the needs of communities.

3.0 RECOMMENDATIONS

3.1 It is recommended that the Alliance Board:

- approves the Active Inverclyde Strategy; and
- notes that an action plan will subsequently be developed with community partners

Ruth Binks
Corporate Director of Education, Communities and Organisational Development

4.0 BACKGROUND

4.1 The purpose of this 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 this strategy including elected members, Inverclyde Leisure, Inverclyde HSCP, **sportscotland**, and other local services.

4.2 Physical inactivity is one of the leading causes of premature death in Scotland and evidence shows that even small increases in inactivity can help to prevent and treat chronic diseases and improve quality of life. Not only that, but evidence shows that physical activity, through recreation or sport, has a positive impact on physical and mental health and wellbeing. There are therefore many benefits of increasing participation in physical activity.

4.3 Inverclyde faces a number of challenges in terms of lower life expectancy than the Scottish average; that children in Inverclyde are at a slightly higher risk of weight problems compared to the national average; and levels of physical activity are lower amongst the population of Inverclyde.

The levels 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. This is reflected nationally where 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.

These existing challenges have been compounded by the Covid-19 pandemic which has had a profound impact on the health and wellbeing of the population of Inverclyde. The Active Inverclyde Strategy will play a key role in helping us to address these challenges.

4.4 Although the Inverclyde area faces a number of challenges, it also has many strengths in relation to its outdoor environment, the number and quality of its leisure facilities and the number of grass-roots sports clubs which exist. The Active Inverclyde Strategy aims to capitalise on these strengths in order to achieve its vision for the people of Inverclyde. This vision is that the residents of Inverclyde have the support, encouragement and opportunities to lead healthy, active lives through physical activity, including sport.

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. For each theme, the strategy provides details of why these priorities have been chosen; the key challenges; what we want to achieve; and what action we are going to take. The key themes are

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

4.6 Stakeholder engagement will inform the development of a detailed action plan that will contain greater detail of the actions and initiatives that will be implemented by partner organisations. The engagement will focus on the four active Inverclyde themes in order to identify gaps and future areas for development. This will lead to the development of a SMART action plan containing specific, measureable, attainable, relevant and time-based actions.

5.0 IMPLICATIONS

- 5.1 Legal: none at present
Finance: none at present
Human Resources: none at present
Equality and Diversity: An equality impact assessment has been undertaken and is an appendix in the Active Inverclyde Strategy.
Population: The Active Inverclyde Strategy will contribute to the achievement of the population priority.
Inequalities: The Active Inverclyde Strategy will contribute to the achievement of the inequalities priority.

6.0 CONSULTATIONS

n/a

7.0 LIST OF BACKGROUND PAPERS

- 7.1 In



Inverclyde Alliance

Active Inverclyde Strategy

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Foreword

Councillor Stephen McCabe, Leader of Inverclyde Council and Chair of Inverclyde Alliance

As Chair of the Inverclyde Alliance, the Inverclyde Community Planning Partnership, I am delighted to introduce the Active Inverclyde Strategy.

Physical inactivity is one of the leading causes of premature death in Scotland. Evidence shows that even small increases in activity can help prevent and treat chronic diseases and make improvements to a person's quality of life. With stark health inequalities continuing to exist in life expectancy and other health outcomes across communities in Inverclyde, it is vital we do all we can to ensure Inverclyde residents are supported to be active on a regular basis. This strategy is one of main ways in which we can achieve this.

There is evidence that adults in the most deprived areas of Scotland are least likely to meet physical activity targets. With parts of Inverclyde having the highest levels of deprivation in Scotland, it is critical that as a community planning partnership we focus our efforts on helping more people to be more active, more often.

As a Community Planning Partnership we recognise that we face a number of challenges and the Covid-19 pandemic has also had a profound impact on the health and wellbeing of the population of Inverclyde. Nevertheless, it has also highlighted the value our citizens place on physical activity, either through recreation or sport and the positive impact this has on physical and mental health, and wellbeing.

There has also been significant investment in Inverclyde's leisure facilities which has resulted in them being amongst the best in Scotland, while our open space, dramatic views and coastline are a few of the area's biggest assets. We also have 3 community sports hubs, a wide range of sports clubs and voluntary groups and a strong local Active Schools network.

Through this Active Inverclyde Strategy we will work to ensure that the people of Inverclyde have the support, encouragement and opportunities to lead healthy, active lives through physical activity, including sport. We are committed to improving outcomes for all our citizens, but particularly those living in our most deprived communities and our most vulnerable residents. This Active Inverclyde Strategy will help us to achieve that.

Councillor Stephen McCabe
Chair of Inverclyde Alliance Board
Leader of Inverclyde Council

I fully support the Active Inverclyde Strategy and welcome the contribution it will make in bringing together community planning partners to create, promote and enhance opportunities for Inverclyde residents to increase their participation in physical activity, including sport. We look forward to engaging further with local groups to look at innovative ways of improving levels of participation in physical activity and sport. Overall, I believe the Strategy will make a positive contribution to improving the health and wellbeing of communities across Inverclyde.

Councillor Ronnie Ahlfeld
Inverclyde Council Sports Champion

Introduction

Purpose

The purpose of this 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 this strategy including elected members, Inverclyde Leisure, Inverclyde HSCP, **sportscotland**, and other local services. The Active Inverclyde Strategy will be accompanied by a more detailed action plan that will be developed in consultation with local communities. This will ensure that the actions taken to increase participation on physical activity, including sport, meet the needs of communities.

Our vision

'The people of Inverclyde have the support, encouragement and opportunities to lead healthy, active lives through sport and physical activity'.

Mission statement

'Working together at all levels we will positively challenge attitudes and behaviours and support residents to enjoy physical activity, including sport as part of their day-to-day lives'.

What are the aims of the strategy?

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.

This strategy aims to reduce inequalities by increasing opportunities for all our residents to improve physical activity whether that be exercise, sport, play, dance, and active living such as walking, housework and gardening, as a means to promote and embed a culture of inclusion and participation.

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: **Active People; Active Communities; Active Partnerships; and Active Environment**. Central to this strategy is the involvement of all clubs, organisations, agencies and participants involved in the development and delivery of physical activity, including sport in Inverclyde.

What do we want to achieve?

- A reduction in health inequalities;
- The development of physical confidence and competence from the earliest age;
- Inactive residents become more active;
- Active residents stay active throughout life;
- Improved active infrastructure, people and places;
- Increased wellbeing and resilience in communities through physical activity and sport (taking into consideration the impact of Covid-19);
- Increased opportunities to participate, progress and achieve in sport; and

- Enhanced facilities and environment due to new investment.

How will we achieve success?

We will work with all partner organisations to identify the actions we need to take in order to achieve our vision. An action plan will be developed to sit underneath this strategy which will provide details of the actions that will be implemented to achieve each of the four themes. These will be developed in collaboration with local communities (geographical and/or of interest), clubs and groups, Sport Governing Bodies, Schools and Third Sector organisations. The action plan will initially focus on recovery from the impact of Covid-19, building on the learning during the pandemic and will be regularly monitored, reviewed and updated with progress reported to all relevant stakeholders.

Context

Local Policy

The Active Inverclyde Strategy will help Inverclyde's Community Planning Partnership to achieve its vision:

'Nurturing Inverclyde: Getting it right for every Child, Citizen and Community'

Inverclyde's Outcomes Improvement Plan (OIP) 2017/22 sets out the strategic priorities that the community planning partners in Inverclyde will focus on in order to achieve this vision. This should in turn improve the wellbeing and quality of life of the residents of Inverclyde, with a particular focus on reducing inequality and poverty.

The Active Inverclyde Strategy will contribute to the achievement of the following priorities:

- **Population**
The provision of high quality sports facilities and the opportunity to take part in a wide range of physical activities will help to make Inverclyde a more attractive place in which to work and live;
- **Inequalities**
A range of measures will be implemented to encourage Inverclyde residents to lead healthier lifestyles by taking part in physical activity, including sport, which will help to reduce health inequalities; and
- **Environment, Culture and Heritage**
The physical environment is one of Inverclyde's greatest assets and it has a key role to play in helping residents to lead healthier lifestyles. The Active Inverclyde Strategy will focus on ensuring that our open space and our community and sports facilities are of the highest standard in order to encourage participation in physical activity.

National Policy

The Active Inverclyde Strategy will contribute to the following national policies.

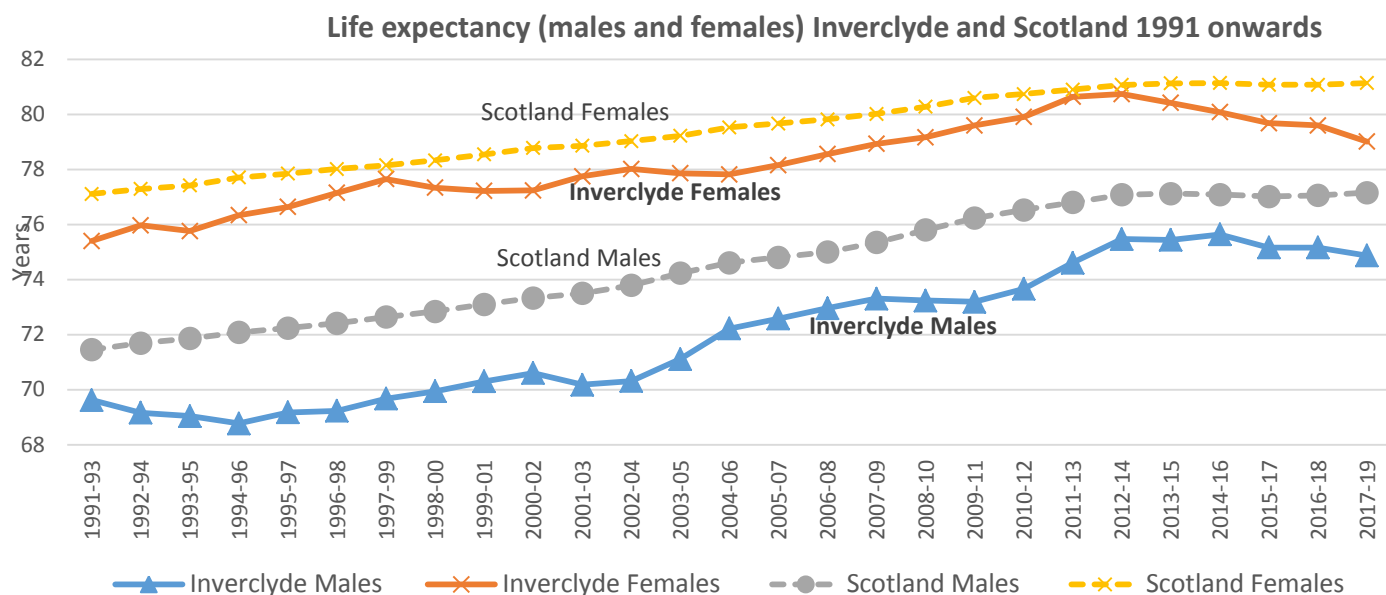
- **The Active Scotland Outcomes Framework** which sets out the Scottish Government's vision for a Scotland where more people are more active more often. The Active Inverclyde Strategy will contribute to the following Active Scotland outcomes:
 - We encourage and enable the inactive to be more active;
 - We encourage and enable the active to stay active throughout life;
 - We develop physical confidence and competence from the earliest age;
 - We improve our active infrastructure people and place;
 - We support wellbeing and resilience in communities through physical activity and sport; and
 - We improve opportunities to participate, progress and achieve in sport.
- The **National Performance Framework** outcome 'we are healthy and active'.
- One of the six **Public Health Priorities for Scotland** is being physically active.
- Alignment to COSLA's "**The Positive Contribution of Physical Activity and Sport to Scotland**", which demonstrates the impact that physical activity can have on health and wellbeing and across multiple policy outcomes.

Challenges

Life Expectancy

There has been a further decrease in life expectancy for both males and females in Inverclyde following an improvement in recent years and life expectancy in Inverclyde remains slightly lower than the Scottish average. Most recent data however for the period 2017/19 shows a small decline in life expectancy for both males and females, reversing the recent improvement trend, as shown in the chart below.

Covid-19 is expected to result in a decrease in life expectancy globally with a disproportionate effect on those affected by deprivation, consequently, there is a high risk that health inequalities in Inverclyde will be exacerbated for many years to come.

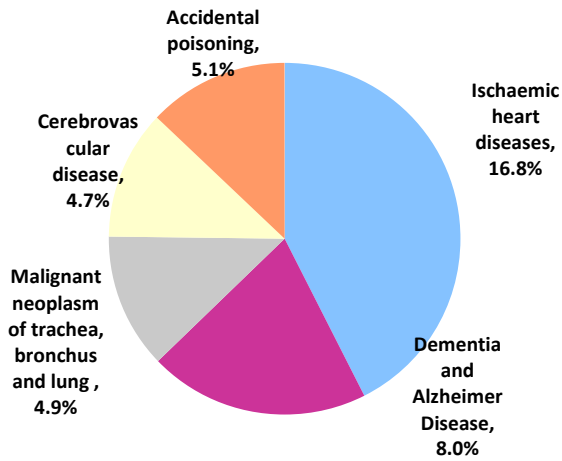


Source: [Life Expectancy | National Records of Scotland \(nrscotland.gov.uk\)](http://nrscotland.gov.uk)

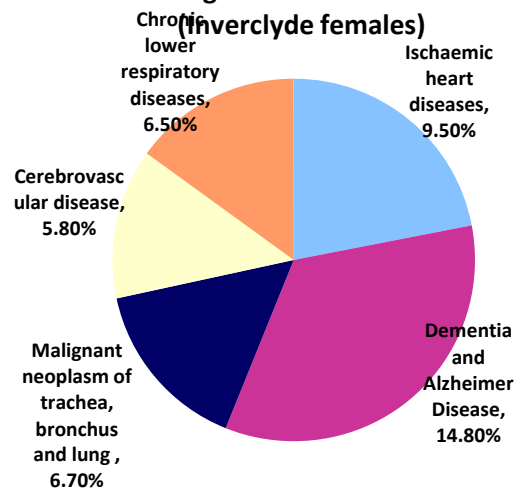
Leading Causes of Death

In Inverclyde, the leading cause of death for males in 2018 was ischaemic heart diseases (15.6% of all male deaths), followed by dementia and Alzheimer's disease (9.7%). In Scotland overall, the leading cause of death for males was also ischaemic heart diseases (13.9%), followed by dementia and Alzheimer's disease (7.6%). The leading cause of death for females in 2018 was dementia and Alzheimer's disease (16.6% of all female deaths), followed by chronic lower respiratory diseases (8.6%). In Scotland overall, the leading cause of death for females was also dementia and Alzheimer's disease (14.4%), followed by ischaemic heart diseases (8.8%).

**Leading causes of death 2019
(Inverclyde males)**



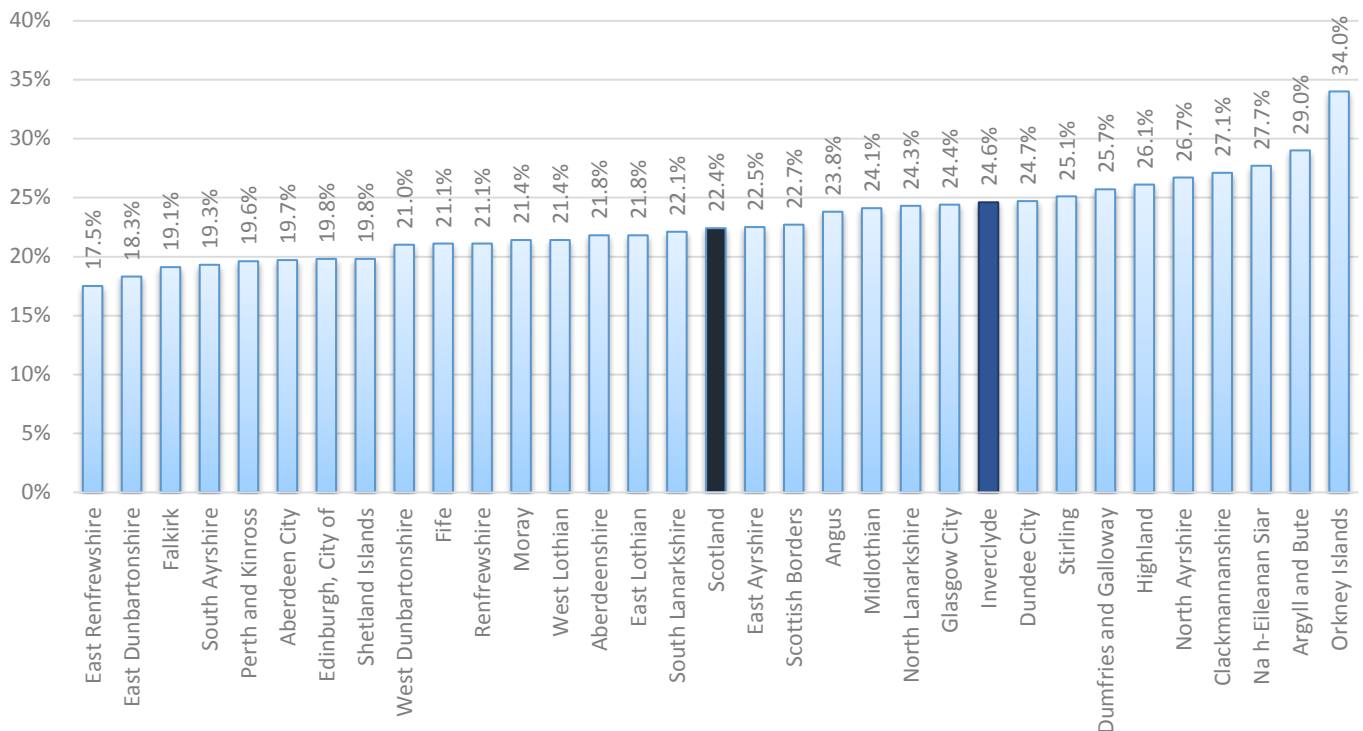
**Leading causes of death 2019
(Inverclyde females)**



Child Weight and Growth

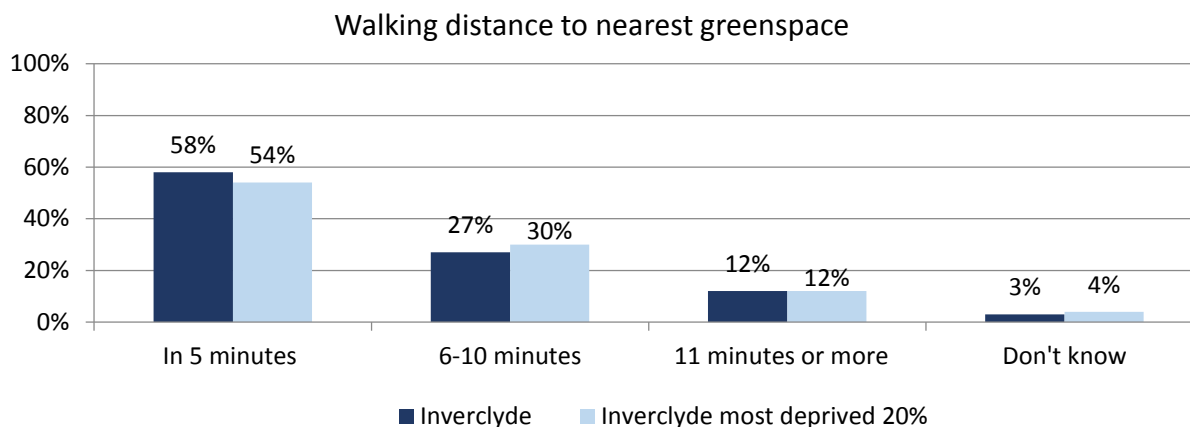
Child weight and growth can be used as a marker of their general nutritional and physical health. The chart below shows the percentage of children in Primary 1 in Inverclyde and other Scottish Councils who are at risk of being overweight or obese in 2018/19. Children in Inverclyde are at a slightly higher risk of weight problems compared to the national average, although it is not statistically significant difference.

% of P1 school children at risk of overweight and obesity combined; school year 2018/19 (epidemiological categories)



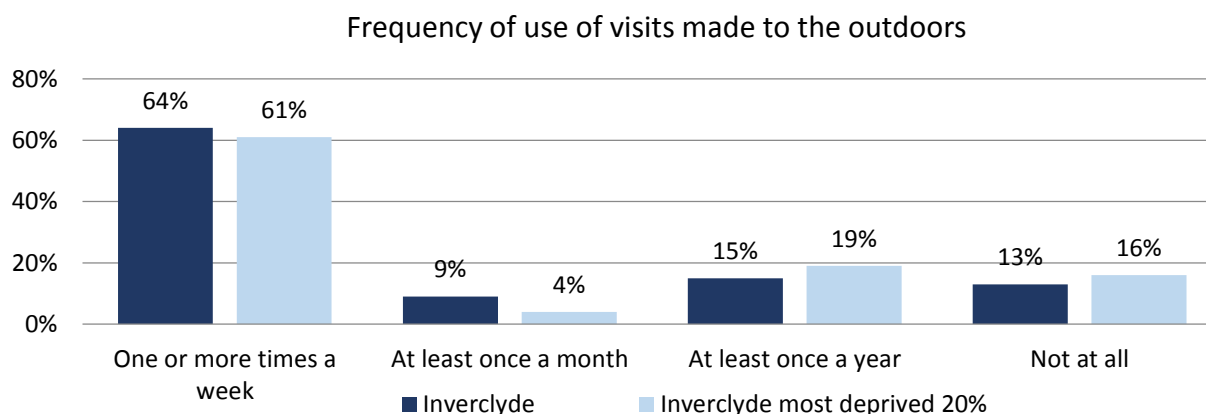
Access to Open Space

According to the Scottish Household Survey 2018, almost 60% of Inverclyde residents live within 5 walking minutes to the nearest greenspace, whilst 85% of Inverclyde residents live within 10 minutes walking distance to the nearest greenspace. Walking distance to the nearest greenspace for those living in the 20% most deprived areas in Inverclyde is not statistically different to the overall figures for Inverclyde.



Source: *Scottish Household Survey Local Authority Tables 2018*
<https://www2.gov.scot/Topics/Statistics/16002/LAtables2018/Inverclyde>

There is a slight difference in the frequency of visits to the outdoors made by those living in the 20% most deprived areas compared to the rest of Inverclyde.



Source: <https://www2.gov.scot/Topics/Statistics/16002/LAtables2018>

Deprivation

The Scottish Government published the Scottish Index of Multiple (SIMD) Deprivation on 28 January 2020, the Scottish Government's official tool for identifying places in Scotland suffering from deprivation. For the purposes of SIMD 2020, Inverclyde has been split into 114 data zones.

- According to the SIMD 2020, the most deprived data zone in Scotland is located in Greenock, specifically Greenock Town Centre.
- The number of data zones in Inverclyde that fall into the category of the most deprived 5% in Scotland has increased by 11, from 11 to 22.
- The number of data zones in Inverclyde that fall into the category of the most deprived 20% in Scotland has increased by 1 from 50 to 51.
- In SIMD 2016, no Port Glasgow data zones featured in the most deprived 5% in Scotland, however, 5 Port Glasgow data zones have moved into this category in SIMD 2020.

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.

Participation in physical activity

There is a range of evidence that shows levels of physical activity are lower amongst the population of Inverclyde. For example:

- the NHS Greater Glasgow and Clyde 2017/18 Health and Wellbeing Survey shows those in Inverclyde were less likely to meet the target of 150 minutes or more of physical activity per week compared to the NHSGG&C total (48% Inverclyde; 58% NHSGGC) (**NHS Greater Glasgow and Clyde 2017/18 Health and Wellbeing Survey**);
- between 2013 and 2019, 48% of the Inverclyde population reported doing at least one sport, excluding walking. This increases to 78% if walking is included. The national average is 53%, excluding walking and 79% including walking (**Scottish Household Survey**);
- 10% of young people aged 13-15 met the target of taking 60 minutes or more of moderate physical activity on seven days per week. Scottish figure is 18% (**Inverclyde Council Schools Health and Wellbeing Survey 2019**); and
- Girls were more likely than boys to report barriers to doing physical activity (67% girls; 54% boys) (**Inverclyde Council Schools Health and Wellbeing Survey 2019**).

Covid-19

The Covid-19 pandemic has had a profound impact on the health and wellbeing of the population of Inverclyde. Not only has Inverclyde suffered from higher death rates, but the pandemic has impacted disproportionately on people in poverty, low-paid workers, children and young people, older people, disabled people, minority ethnic groups and women. Mental health has also been negatively impacted with many people reporting a deterioration in their mental health and wellbeing. While the pandemic is undoubtedly a major challenge, particularly as there continues to be uncertainty over the eventual trajectory of the pandemic, an improvement in levels of physical activity will be a key part of recovery due to the benefits it has for both physical and mental health.

Strengths and Opportunities

Whilst Inverclyde as an area faces a number of challenges, it also has many strengths and we will seek to capitalise on these in order to achieve our vision for the people of Inverclyde to have the support, encouragement and opportunities to lead healthy, active lives through physical activity, including sport.

Outdoor and Open Space

Inverclyde has some of the most breathtaking countryside in Scotland and this is undoubtedly one of the area's biggest assets. It is often cited in numerous public consultations as being what people like most about living in Inverclyde.

There are a number of local trails and paths available to walkers, cyclists and runners for walking, wheeling, cycling and running. In addition to this, the area is served by some excellent cycle paths and routes, with Cycle Route 75 running through the area. Our Duke of Edinburgh programme is one of the highest performing in the country and introduces young people to the outdoor environment on their doorstep, offering new experiences in outdoor learning.

There are a number of local parks and green spaces which offer recreational and leisure opportunities for a wide range of ages and interests. Our position on the Clyde Estuary offers local people access to water sports as well as boating and yachting opportunities.

Leisure Facilities

There has been significant investment in Inverclyde's leisure facilities over the years which has resulted in them being amongst the best in Scotland. There is a range of facilities available across Inverclyde, including parks and pitches, sports facilities, health and fitness facilities, swimming pools, community halls, golf course, ice facilities and an athletics stadium which are run by Inverclyde Leisure. Inverclyde also has unique facilities such as Gourock outdoor heated pool which not only offers a first class leisure experience to residents of Inverclyde but is also a popular visitor attraction.

Prior to the Covid-19 pandemic, leisure facilities across Inverclyde were experiencing an increase in usage, largely due to the improvements in facilities and the development of key products and services by Inverclyde Leisure. In addition to a wide range of facilities, Inverclyde Leisure also offers a diverse range of opportunities to the local communities including group fitness classes, cardiac rehab, swimming lessons, fitness gyms, indoor carpet bowling, soft play and badminton. Inverclyde Leisure also operate high quality facilities such as pitches within the Inverclyde Council school estate. A key element of the recovery from Covid-19 will be increasing attendance at sport and leisure facilities to pre-pandemic levels.

Community Sports Hubs

Inverclyde has three community sports hubs: Gourock, Ravenscraig and Port Glasgow.

Community Sport Hubs create an opportunity to bring together sports clubs and key partners to develop sport within local communities. The aim of the initiative which is delivered in partnership with sportscotland is to develop community-led approaches with a variety of clubs working together to create sustainability, as well as to build sporting opportunities within the community, whether that be participating, coaching or officiating. The hubs are based in local facilities such as sports centres, community centres, schools or playing fields and are operated by the sports clubs & community organisations. They are led by local volunteers with support from Inverclyde Council, sportscotland and others.

The hubs engage with the community through schools programmes, open days (pre covid) and social media. The hubs provide a natural progression for children & young people to transition from school physical activity into a club setting, leading to life-long participation in sport. Sport and physical opportunities available through the community sports hubs include netball, athletics, hockey, bowls, golf, yachting, archery, football and cricket.

Clubs/Groups

Inverclyde has a large number of clubs and groups. In 2019/20 there were 104 recorded sports clubs, with 35% located within SIMD decliles 1 and 2. Locally, there is a strong pathway for school to club sport. In order to ensure that we are providing the best sporting pathways for our children and young people, clubs must complete a club accreditation process through Active Schools/Sports Development if they wish to link in with schools. Through this initiative we are able to ensure that all clubs have the required policies and procedures in place to ensure that it is a safe and high quality environment for all participants, coaches and officials. At present 25 clubs, representing 15 different sports, are accredited. These include clubs offering basketball, judo/martial arts, golf, dance, bowling, tennis, rugby, football and swimming. The majority of the clubs (13) are based within central Inverclyde and as we move to the periphery the number of clubs decreases. All of these clubs are required to complete an annual update.

There is a huge network of volunteering in Inverclyde with regards to sports and physical activity. Without the contribution of volunteers, opportunities would be much reduced and less varied. Within Inverclyde the growth/development of volunteering is underpinned by **sportscotland's** Volunteering in Sport Framework, which puts the volunteer at the centre of sport building capacity and enabling volunteers to develop confidence and skills which are transferable into other aspects of their lives.

Active Schools

Inverclyde Council works in partnership with **sportscotland**, the National Agency for Sport, to invest and support our local Active Schools network. Inverclyde is part of a national programme with engagement from all 32 local authorities. Active Schools aims to provide increased high quality opportunities for pupils to take part in sport and physical activity before school, during lunchtime and after school, and to develop effective pathways between schools and sports clubs in the local community. Active Schools co-ordinators work with primary, secondary and additional support needs schools and have a key role in developing a network of volunteers to deliver activity sessions. Beyond the school environment Active Schools co-ordinators work with a range of partners including local sports clubs, sports development officers, community sport hubs, colleges and universities to provide pathways to support young people to stay involved and make progress in sport.

Inverclyde is exceeding the national average in the following performance measures:

- Percentage of female participants;
- Percentage of school roll who participate ; and
- Percentage of deliverers who are volunteers.

Schools

Inverclyde is committed to achieving the national guidelines of 2 hours of quality PE for every primary pupil and 2 periods per week for pupils in S1-4, thus giving young people the opportunity to engage in sport and physical activity in a safe environment, where they achieve physical, social and emotional benefits. There are also extensive opportunities for young people to experience leadership programmes in primary and secondary schools, including playmakers, sports/dance leaders, legacy leaders, Young Ambassadors and Sports Councils. Such programmes allow young people to gain experience of volunteering in the delivery of sport within schools and local communities.

School of football provides a further opportunity for young people to engage in sports during the curriculum. The partnership between Greenock Morton Community Trust, Education and the Scottish FA since 2013 has seen 350 young people from S1/2, of which 15% were female, complete the programme.

Third Sector Projects

A number of third sector projects exist to improve health and physical activity. For example, the Inverclyde Bothy provides a sustainable programme of cycling and walking activities for staff and patients of Inverclyde's Health and Social Care Partnership to promote physical and mental wellbeing, to combat loneliness and isolation and promote active travel, whether this be for work or leisure. The programme also offers cycling tuition and cycle and walk leader training. Participants in the cycling activities can use the bikes for leisure beyond the programme of events. Overall, the programme encourages participants to continue cycling and walking, meaning it will have a lasting impact on the physical and mental health of all participants as well as having a positive environmental impact on Inverclyde.

Covid-19

The pandemic and subsequent 'lock-downs' led many people to become more physically active by taking up activities such as walking and cycling. It is of critical importance that we capitalise on this and that appropriate infrastructure is put in place in order to encourage and sustain this positive behavioural change post lockdown. Communities have told us that providing more walking and cycling routes is important to them as they wish to continue to their participation in these activities.

Governance

Role of Inverclyde Alliance Board in relation to the Active Inverclyde Strategy

The Alliance Board is Inverclyde's Community Planning partnership (CPP) and it has overall responsibility for overseeing the development and implementation of the Active Inverclyde Strategy. A report on progress made with the implementation of the strategy will be submitted to Inverclyde Alliance Board on an annual basis to enable the Community Planning Partnership to scrutinise performance.

Role of the CLD Strategic Implementation Group Sub-Group

A sub-group of the CLD Strategic Implementation Group will be established in order to implement the strategy. The sub-group will be responsible for taking forward actions and proposals, as well as monitoring and reviewing the strategy, thus ensuring that the agreed outcomes are being achieved. Sub group membership will involve Inverclyde Council, **sportscotland**, Inverclyde Leisure, Inverclyde Health and Social Partnership and other stakeholders from the physical activity and sport community in Inverclyde.

Role of Communication and Engagement Groups in relation to the CLD 3 Year Plan 2021-24

The role of Communication and Engagement Groups is to enable local communities to be engaged in the development and implementation of the Active Inverclyde Strategy. These groups also have responsibility for enhancing local democratic decision making at a community level, to ensure the services that are needed are delivered within each of the localities. A local communication and engagement group representing young people will also be developed.

Development of an action plan

Stakeholder engagement will inform the development of a detailed action plan that will contain greater detail of the actions and initiatives that will be implemented by partner organisations. The engagement will focus on the four active Inverclyde themes in order to identify gaps and future areas for development. This will lead to the development of a SMART action plan containing specific, measureable, attainable, relevant and time-based actions.

Monitoring and evaluation

The Sub-group will have responsibility for regularly monitoring and reviewing the strategy to ensure that it is achieving its objectives. The sub-group will also have responsibility for reporting progress on an annual basis to the Alliance Board, as well as all relevant networks.

Our Themes

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. Central to this strategy is the involvement of all clubs, organisations, agencies and participants involved in the development and delivery of physical activity, including sport in Inverclyde. We will work with those key stakeholders to develop an action plan which ensures that the correct actions are taken in order to help us achieve our objectives.

Active People:

Understanding the people within Inverclyde is essential for shaping the services we provide. By considering the personal circumstances of individuals and recognising how their needs change throughout life, we will seek to support residents in leading active and healthy lives.

Active Communities:

Effective local networks of organisations, clubs, schools and businesses provide opportunities for individuals to become active across the Inverclyde area. Maximising available resources, working with and empowering communities and collaborating with various groups will help us to develop inclusive opportunities that increase participation in physical activity.

Active Partnerships:

Working at local and national levels with our strategic partners, networks and participants we will maximise the opportunities for physical activity, including sport, in Inverclyde, ensuring that our priorities are reflected in other emerging plans and strategies.

Active Environment:

Ensuring our streets, housing areas, open spaces and sports facilities are of the highest standard possible and receive ongoing development and investment are key to supporting activity in Inverclyde. Improving access to our community facilities, utilising more venues and spaces, and ensuring activity is designed into new developments will maximise opportunities for physical activity, including sport across Inverclyde.

Theme 1: Active People

Why is this a theme?

People are our top priority and it is essential that we develop and deliver physical activity, including sport opportunities, which are relevant to their needs throughout the various life stages, in order to enable them to get active and remain active.

According to the latest official statistics from the National Records of Scotland the population of Inverclyde is **79,160** people.

A diverse and changing population requires a range of physical activity and sport opportunities to be accessible across our communities. A variety of opportunities which balance being active, taking part and having fun with opportunities for competition and pursuing excellence is required.

What are the challenges/considerations?

Physical inactivity presents a big health risk to Individuals. It leads to greater risks of developing life limiting illness, diabetes, heart disease, cancer and depression. Physical inactivity is a risk to particular groups within our community.

- **Children and young people:**

Obesity is a growing issue both nationally and locally. Children in Inverclyde are at a slightly higher risk of weight problems compared to the national average and this has potentially serious implications for their health later in life. There is therefore a need to promote healthy, active lifestyles from early years onwards. **(JSNA)**

The Inverclyde Council Schools Health and Wellbeing Survey 2019 gathered current demographic information on the secondary school pupil population, reporting trend data on key areas including health & wellbeing. The majority of young people across the authority are active but not enough to meet the recommended target of 60 minutes or more per day. **(Schools Health and Wellbeing Survey 2019)**

- **Women and girls:**

Women and girls in Inverclyde are shown to be less likely to achieve recommended physical activity targets. In total, 45% of women met the physical activity target whilst just over half of men did. We need to better understand why this happens and put measures in place to increase the % of those meeting the recommended targets. Girls in Inverclyde are more likely than boys to report barriers to doing physical activity (67% girls; 54% boys). **(Schools Health and Wellbeing Survey 2019) (HSCP Strategic Needs Ass. 2019)**

- **People with disabilities:**

In 2019 there were 499 adults with learning disabilities and 108 adults diagnosed with Autism in Inverclyde. The Scottish Health Survey suggests that disabled people face barriers to participation in sport and physical activity. The survey suggests that a lower percentage of disabled people meet the recommendations for physical activity, compared to non-disabled people. People with disabilities, including young people, represent a key target group for the Active Living strategy and consideration will be given to the different types of disability and how this impacts on accessibility and participation. **(HSCP Strategic Needs Ass. 2019) (Scottish Health Survey 2019).**

- **Older People:**

The NRS population projections suggest that the percentage of the population in older age groups across Scotland is due to rise, with those aged 75 and above going from about one in ten in 2012 to nearly one

in five of the population by 2037. We know that physical activity, including sport can play a significant part in reducing social isolation and loneliness amongst older people as well as reducing the risk of diabetes, dementia, heart disease, falls, joint/back pain and some cancers. We also know that older age groups are less likely to achieve the recommended target for physical activity. **(HSCP Strategic Needs Ass. 2019)**

- **Mental Health:**

There is a slightly higher percentage of people in Inverclyde with a mental health condition in comparison with the Scottish average. Health issues that are included within the area of mental health range from common problems such as dementia, stress and depression, to more severe issues like schizophrenia, bipolar affective disorder and other psychoses. Being active improves psychological wellbeing, boosts self-esteem, plays an important role in maintaining a healthy weight and improves mood and sleep quality (Active Scotland Framework). Whilst being active can improve mental health and wellbeing it is widely recognised that mental ill health can act as a barrier to being physically active.

What do we want to achieve?

- Reduction in health inequalities;
- Inactive residents become more active;
- Active residents stay active throughout life; and
- Increased wellbeing and resilience in communities through physical and sport (taking into consideration the impact of Covid-19).

What are we going to do?

When we design physical activity and sport opportunities we will design them around the people who will use them and we will engage with those people to ensure that we are creatively supporting opportunities for all Inverclyde residents.

We aspire to be able to design flexible resources in partnership that can be tailored to all individuals' needs and abilities to ensure that they are accessible to everyone. By creating a culture of inclusion and creating opportunities to work in partnership, we will ensure that the people of Inverclyde have the optimum resources to support their health and wellbeing journey throughout their life to:

- Increase physical activity levels amongst residents living in the least active and deprived areas of Inverclyde;
- Increase physical activity levels amongst groups of people where inactivity inequalities are the greatest e.g. those with a disability, older people and women and girls;
- Consult and involve our residents in developing, delivering and monitoring the impact of the strategy;
- Develop new opportunities for people to engage in sport and physical activities as coaches, officials and/or volunteers, building local capacity; and
- Invest in and develop elite pathways locally.

Theme 2: Active Communities

Why is this a theme?

There are a diverse range of communities across Inverclyde, both in a geographic sense as well as communities of interest, especially when it comes to sport and physical activity. We have a vibrant network of clubs and organisations that support and encourage all our communities to be active and have fun by offering a range of activities and opportunities. Many of them are managed and operated by dedicated volunteers whilst others are run commercially. There are a wide range of facilities (both indoor and outdoor) in our communities and we must seek to support and enable wider access, working together to remove any identified barriers.

What are the challenges/considerations?

- **Access to Opportunities:**

We need to build strong communities who actively encourage everyone to be physically active either through clubs, health professionals or community champions. We want these active advocates to be part of the effort to tackle health inequalities and increase participation in sport and physical opportunities. We need to ensure that opportunities are accessible, inclusive and relevant to the needs of local communities.

- **Sustainability:**

Volunteers, clubs and organisations are the lifeblood of our communities and make a significant contribution to sport and physical activity across Inverclyde. We need to work together with our local volunteers, clubs, organisations and neighbouring areas to support this network, ensuring sustainability and building capacity for the future where possible. As grant funding becomes more competitive we need to ensure a collaborative approach to maximising resources in Inverclyde ensuring that all aspects of sport and physical activity can grow and develop.

- **Capacity Building:**

As lifestyles become busier, time for volunteering becomes difficult. To their credit there are a vast number of volunteers across Inverclyde who continue to dedicate many hours to developing and delivering sport and physical activity to others. We must ensure that this workforce grows supporting them to share their skills, knowledge and experience to the benefit of others. We need to celebrate their achievements and highlight them as role models. The Covid-19 pandemic led to an increase in the number of volunteers across Inverclyde and we need to capitalise and build on that going forward.

- **Community Engagement:**

There is a vast range of sport and opportunities to take part in physical activity available across Inverclyde and we must ensure we are promoting these effectively. Establishing and strengthening our communication with a wider range of community organisations will increase our reach to more of our citizens in terms of encouraging and supporting them to achieve the recommended targets with regards to physical activity. We must seek to imbed the sport and physical activity agenda into our locality planning approach in order for us to understand and respond to the needs of our citizens and/or communities.

What do we want to achieve?

- Reduction in health inequalities amongst communities; and
- Community-based initiatives which are having an impact on people's wellbeing and activity levels are supported to develop and improve.

What are we going to do?

- Engage with communities to identify the barriers that prevent residents from being more active and/or participating in physical activity including sport;
- Increase and sustain opportunities for people to engage in physical activities, including sport as coaches, officials and/or volunteers, building local capacity;
- Ensure the voices of targeted groups and individuals are represented across all partnerships and in the design of physical activities and sport opportunities;
- Tackle inactivity using effective local networks which engage with and empower local people to increase their activity levels including Community Sports Hubs & wider voluntary sector; and
- Celebrate success and champion our sports competitors and volunteers to instil pride and raise awareness.

Theme 3: Active Partnerships

Why is this a theme?

Inverclyde is well served by strong existing networks and through collaboration we will reduce inactivity and increase participation in physical activity, including sport across Inverclyde. We have well established networks in more traditionally recognised sports but also wish to create a culture where new and emerging activities and sports are accessible with clear routes to participation and pathways for progression.

We will continue to invest in and develop partnership working at both local and national levels and seek the involvement of partners such as:

- Sport Governing Bodies;
- SportsScotland;
- Schools;
- Community Groups and Organisations;
- Local Clubs;
- Inverclyde HSCP;
- Third Sector Organisations;
- Inverclyde Leisure; and
- Community members who have experience and knowledge in developing sport

What are the challenges/considerations?

- **Communication:**

Regular and open communication with the range of stakeholders/partners involved in the work which underpins this strategy is critical to long term success. Partners must be informed of progress relating to the strategy and have the opportunity to provide feedback. Communication should be appropriate and facilitated using a range of approaches and methods relevant to the needs of stakeholders, including the use of digital technologies. We should seek to engage and communicate with new stakeholders throughout the lifetime of the strategy.

- **Trust:**

Effective partnerships rely on a high level of trust between all partners. This includes developing an accurate understanding of the shared vision, agenda and accountability and clarity about specific roles and responsibilities so as to avoid duplication of effort. Partners need to be clear about shared risk and reward and should support other partners when necessary. This level of trust often has to develop through time, enabled by a culture of openness, respect and mutual benefit.

Demonstrating Impact:

Mechanisms are required to demonstrate the impact and value of partnership working. This is dependent on a clear understanding of the shared objectives, roles and responsibilities, and an openness and willingness to engage. The partnerships relevant to this strategy should ensure that:

- Shared objectives and targets are set and agreed;
- Targets are SMART;
- Mechanisms are in place to measure and report on progress;
- Evidence is collected to illustrate success;

- All progress is measured and regularly reported to partners; and
- Shared success is celebrated.

What do we want to achieve?

- Improved active infrastructure, people and places;
- Increased wellbeing and resilience in communities through physical activities and sport (taking into account the impact of Covid-19);
- Increased opportunities to participate, progress and achieve in sport; and
- Enhanced facilities and infrastructure due to new investment.

What are we going to do?

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

Theme 4: Active Environment

Why is this a theme?

The physical landscape of our communities is changing every day and creating space and facilities for everything our communities need is a constant challenge. Investment has been made in our leisure facilities, housing, school estates and parks and open spaces. We need to protect and continue to develop and continue to invest in such spaces to ensure the needs of our communities are met.

The Scottish Government's Programme for Government 2020-21 commits to working with local government to take forward the Scottish Government's ambition for 20 minute neighbourhoods. The principle of 20 minute neighbourhoods is a place-based approach to reduce inequality and meet net zero carbon emission targets. With a focus on providing people with connected and walkable places to live, it supports a lifestyle where it is easier for everyone to choose to live, work and play more locally. Where people can access their essential daily needs within a walkable distance from their home and communities are supported to thrive. (Improvement Service). In relation to this strategy this includes access to local parks and playgrounds, green spaces, sport and recreation facilities, safe streets and spaces and safe cycling networks.

The application of Place Standard principles, offers a strong starting point towards the 20 minute neighbourhood ambitions.

What are the challenges/considerations?

- **Maximising Assets:**

Despite facing significant budget reductions, major improvements have been made to our sports and open spaces infrastructure in recent years and we need to ensure that the legacy of this is maintained and remains sustainable. It is important that we maximise usage of our existing assets whilst also providing access to previously untapped resources such as schools and open spaces. Given the clear links between being outdoors and good mental wellbeing, we are well positioned to use our outdoor environment to promote physical activity and good mental wellbeing. Spaces need to be accessible, safe and suit a range of needs.

- **Developing Infrastructure:**

We are required to ensure that our facilities and spaces are fit for purpose and meet the needs of a growing and aging population. We have to ensure that all aspects are taken into account. For example, transport infrastructure allows for journeys to be made by walking, running and cycling. At present 33% of secondary pupils in Inverclyde use active travel (walking and cycling) to get to and from school, whilst 41% use public transport and 26% use private personal transport.

- **Targeting Resources:**

The Scottish Index of Multiple Deprivation (SIMD) data published in early 2020 shows that high levels of multiple deprivation is a significant issue in Inverclyde with some areas requiring significant regeneration. We are also acutely aware that in addition to numerous other challenges, there is a direct relationship between greater levels of inactivity and areas of deprivation. We need to tackle this by engaging our partners to strategically and

collaboratively focus resources in these areas to support individuals to become more active and stay active throughout life.

What do we want to achieve?

- Improved active infrastructure, people and places;
- Enhanced facilities and infrastructure due to new investment;
- Inactive residents become more active; and
- Active residents stay active throughout life.

What are we going to do?

- Design and implement a sustainable active travel plan for all education establishments and communities across Inverclyde;
- Increase physical activity in all parks and open spaces;
- Harness the opportunity that digital innovation can bring to increasing physical activity;
- Build 'Active Design' principles into all new developments including offices and housing;
- Create safer active places and active communities through active design to improve infrastructure necessary to enable greater use of existing assets for physical activity; and
- Influence planning and secure further investment in our sports infrastructure.