



Inverclyde Alliance

AGENDA ITEM NO:10

Report To: Inverclyde Alliance Board

Date: 16 June 2025

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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 2024 – March 2025 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 2024 to March 2025. The full action plan is presented within Appendix 1. A link to the online flyer is within Appendix 2.

3.0 RECOMMENDATIONS

- 3.1 It is recommended that the Alliance Board:
- a. Notes the progress made during the period April 2024 to March 2025 as detailed within the Action Plan (Appendix 2).

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; and
 - 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.

5.0 ACTIVE INVERCLYDE ACTION PLAN UPDATE

- 5.1 The main areas of progress against the action plan during 2024-2025 are as follows:
- Active Inverclyde Working Group (AIWG) has continued to meet on a regular basis. New members have joined the group to increase the groups/organisations which are represented and involved in shaping the future work of the strategy.
 - AIWG is represented at Thriving communities' Alliance Board delivery group where regular updates and progress are presented.
 - Public consultation had indicated a need for a platform which the public could visit to see what physical activity and sports opportunities are available within Inverclyde. CVS was contracted to create an Active Inverclyde section within Inverclyde Life Directory.
 - A flyer (Appendix 2) has been created in both hard and online copies. The flyer not only provides information on the aims and vision of the strategy but also a link to take members of the public to the directory.
 - Launch event was held on the 26th February 2025 which informed those in attendance of the aims of the strategy and also the support required from them as local physical activity and sports groups/organisations on their role in bringing strategy to life and the need for them to register information on the Active Inverclyde directory on Inverclyde Life; and
 - During the launch event local clubs shared projects which brought some of the work of Active Inverclyde to life demonstrating how they have introduced sessions to support girls and women to try sports. These demonstrated how clubs can take alternative approaches to increase their reach within the local community to support people not only try new activities but also benefit from the social and emotional aspects of being active.

There are two keys' threads to profiling for AIWG going forwards:

- to encourage local physical activity and sporting groups/organisations to register details on Active Inverclyde Directory on Inverclyde Life; and
 - raise awareness with the public to visit the directory to see what is on offer
- 5.2 Further work is also required to progress the areas that remain red around active asset mapping, travel partnerships, funding opportunities and expand the marketing plan.

- As the directory is populated the group will be able to see where facilities/groups meet. Further discussions with the web designers to develop the capacity on the directory where a map of assets/groups/organisations will be created to support users with searching for opportunities to engage in.
- Over four hundred groups/organisations were invited to the launch event all groups invited will receive a link with a voice over of the presentation to encourage them to register their service on the directory.
- Further engagement with Inverclyde Council around active travel plans and infrastructure developments to support and enhance active living. Invite of representation to sit on the AIWG.
- Discussions/Agreement needed on the financial resources to support the work of AIWG going forwards the group are keen to achieve some key area.
- Marketing campaign to highlight some of the key work around physical activity and sport locally to motivate people to be more active/continue to be active. A key aspect of this is creating short video clips from groups to play in public screens.
- AIWG believe that to encourage groups/organisations to register on the portal that they would be motivated through incentives such as reduction in lets and/access to promotion of their services linked to the Active Inverclyde brand on local billboards; and
- The working group will need to look at updating/refreshing the initial Active Inverclyde Strategy which has now expired.

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 None

Active Inverclyde Action Plan – Update May 2025

Theme: Active People						
Outcomes	Key Actions	Timescale	What will success look like?	Who is responsible?	Progress May 2024	Progress May 2025
- 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, vulnerable groups, older people. - Consult and involve our residents in developing, delivering and monitoring	Design and circulate Active Inverclyde consultation to establish baselines and understand needs and barriers.	June 2024	Strong evidence base for future developments. Opportunities are relevant, accessible and inclusive. Physical activity is increased in target areas and/or with target groups.	Implementation Group	Active Inverclyde consultation complete (green)	Active Inverclyde consultation complete (green)
	Identify and engage organisations that work with inactive groups to ensure reach and understand needs and barriers.	June 2024	Feedback from target groups is gained. Opportunities are relevant, accessible and inclusive. Physical activity is increased in target areas and/or with target groups.	Implementation Group	Ongoing with the development of the Portal, key group representatives attending the Town Hall and our Open Day (amber)	Organisations and groups identified and engaged with during the development of AI page (green)
	Map relevant local opportunities including groups, clubs and organisations.	June 2024	There is an increase understanding of what is happening/offered locally.	Implementation Group	Ongoing with CVS. Company contracted to build portal. Implementation group to develop approach to ensure as many opportunities as possible are on portal (amber)	Mapping to date reflected in the current live directory content, additional groups/organisations can now access and register (green)

								Plans in place to profile Active Inverclyde through local media and billboards. Registration information and marketing materials (amber)
Theme: Active Communities								
Outcomes	Key Actions	Timescale	What will success look like?	Who is responsible?	Progress May 2024	Progress May 2025		
- 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	Identify and engage with groups and organisations that work in communities to promote opportunities and to understand needs and barriers, especially amongst target groups.	June 2023	Feedback from the community is gained. Opportunities are relevant, accessible and inclusive. Physical activity is increased in target areas and/or with target groups.	Implementation Group	Public consultation completed June 2023. Inactive data analysed. Focus on locality & disability didn't flag up any areas for focused work (green)	Public consultation completed June 2023. Inactive data analysed. Focus on locality & disability didn't flag up any areas for focused work (green)		
	Map local assets and facilities	September 2024	There is an increase understanding of what resources/facilities are available locally.	Implementation Group	No current progress (red)	Discussions in place to explore the capacity to create this function with web company and budgeting requirement (amber)		
	Develop Active Inverclyde portal/resource to promote local opportunities, facilities, resources and benefits of being active.	September 2024	Information is accessible to all citizens. Physical activity is increased in target areas and/or with target groups.	Implementation Group Corporate Communications	The contracted company and the implementation group are eager to contribute to the system's functionality. Clubs within the group are willing to pilot the system. Discussions	Active Inverclyde page on Inverclyde Life Directory is now live and groups/organisations can access and register (green)		

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	Develop information/campaign materials using local visuals and opportunities to promote volunteering opportunities.	December 2024	Campaign materials are developed and displayed across Inverclyde. 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	Implementation Group Corporate Communications	are required to determine the appropriate level of information displayed for each group/organisation. A clear onboarding process needs to be established for groups/organizations to share data (amber) Current discussions around branding. Company creating samples (amber)	Sports clubs at the AI event gave case studies of Active Inverclyde Strategy in action, sharing targeted projects which they had started to get women and girls into sports (green) Flyer has been produced to promote the concept of Active Inverclyde which includes a link and QR code to the Active Inverclyde section on Inverclyde Life directory (green)
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to increase their activity levels including Community Sports Hubs & wider voluntary sector. Celebrate success and champion our sports competitors and volunteers to instil pride and raise awareness.						Plans in place to profile Active Inverclyde through local media and billboards. Registration information and marketing materials (amber)
	Highlight and celebrate local role models at all levels.	Ongoing	Information is shared in local and national media. Engagement is increase across community. Local citizens are inspired/motivated to become more active.	Implementation Group Corporate Communications	Sports clubs currently doing this however more scope to do Inverclyde wide (amber)	Sports clubs at the event gave case studies of Active Inverclyde Strategy in action, highlighting local role models (green)
						Discussions in being held to create a plan to promote clubs through an Active Inverclyde calendar (amber)
	Promote inspiring/good news stories relating to physical activity, including sport.	Ongoing	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.	Implementation Group Corporate Communications	Sports clubs currently doing this however more scope to do Inverclyde wide (amber)	Sports clubs at the event gave case studies of Active Inverclyde Strategy in action, sharing targeted projects which they had started to get women and girls into sports (green)
						Discussions in being held to create a plan to promote clubs through an Active Inverclyde calendar (amber)

	Identify opportunities to work together to offer local citizens, especially identified groups, the opportunity to become more active	Ongoing	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	Implementation Group Corporate Communications	Media campaign will be required to launch the portal Road shows to promote the portal Engagement in community councils to raise awareness of Strategy (amber)	Plans in place to profile Active Inverclyde through local media, billboards. Registration information and marketing materials (amber) Partnership working around linking groups together who can benefit from working together (amber)
Theme: Active Environment						
Outcomes	Key Actions	Timescale	What will success look like?	Who is responsible?	Progress 2024	Progress May 2025
Design and implement a sustainable active travel plan for all education establishments and communities	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	No progress (red)	Contact made with Inverclyde Council Active Travel coordinator (amber) More joined up work needed between the activity groups locally and wider policies (amber)

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. • Influence planning and secure further investment in	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)	Flyer has been produced to promote the concept of Active Inverclyde which includes a link and QR code to the Active Inverclyde section on Inverclyde Life directory (green)
						Plans in place to profile Active Inverclyde through local media, billboards. Registration information and marketing 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	No progress (red)	No progress (red)

our sports infrastructure.	Access funding to increase opportunities, build capacity and improve infrastructure.	Ongoing	Funding for specific projects is secured.	service/agency to be identified	No progress (red)	No progress (red)
	Engage with relevant services/agencies around Active Design principles	Ongoing	Local development plan illustrates commitment to improving infrastructure and support of active living.	service/agency to be identified	No progress (red)	Exploring additional groups who could join Active Inverclyde from an environmental point of view (amber)
Theme: Active Partnership						
Outcomes	Key Actions	Timescale	What will success look like?	Who is responsible?	Progress May 2024	Progress May 2025
- Identify the strategic partners, networks and champions required to create robust and meaningful partnership working at national and local level. - Ensure the voices of targeted groups and individuals are represented	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 ASDD representatives	Stakeholders represented on working group and key individuals invited on ad hoc basis to share local projects to see where they fit in around the strategy (green)	Exploring additional groups who could join Active Inverclyde from an environmental point of view (amber)
						Additional members recruited on the back of launch event(green)
	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)	Adhering to governance in place from Inverclyde Council (amber)
	Report progress and update	Ongoing	Regular updates are developed	Tony McEwan Hugh Scott	Being achieved with regular updates being circulated to all	Reports being submitted to

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. - Ensure linkages with all relevant local and national policy and frameworks.	stakeholders at regular intervals		and circulated to all stakeholders.		stakeholders (amber)	Thriving communities and alliance board (green)
	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	CSH well established in 3 key areas. Inclusion is a key focus within the current work of CSH (amber)	Continual commitment and discussion for expansion (amber)
	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	Active Inverclyde Strategy still being developed around this area (amber)	Active Inverclyde Strategy still being developed around this area (amber)
	Access funding to increase opportunities, build capacity and improve infrastructure.	Ongoing	Funding for specific projects is secured.	Implementation Group	Active Inverclyde Strategy still being developed around this area (amber)	Working group have requested consideration for funding (amber)

Active

PEOPLE, COMMUNITIES, PARTNERSHIPS & ENVIRONMENTS



Inverclyde Alliance



inverclydelife.com/active-inverclyde

Active INVERCLYDE STRATEGY

Active INVERCLYDE STRATEGY

The Inverclyde Alliance Board is Inverclydes' Community Planning partnership (CPP) with overall responsibility for overseeing the development and implementation of the Active Inverclyde Strategy, which sets out a framework for community planning partners in Inverclyde to work together to increase participation in physical activity, including sport.

The 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 to promote and embed a culture of inclusion and participation.

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.



Active PEOPLE

- 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;
- Invest in and develop elite pathways locally



Active PARTNERSHIPS

- 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;
- Ensure linkages with all relevant local & national policy and frameworks.



Active COMMUNITIES

- 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;
- Celebrate success and champion our sports competitors and volunteers to instil pride and raise awareness.



Active ENVIRONMENTS

- 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;
- Influence planning and secure further investment in our sports infrastructure.

