



From mountain to sea

Sport & Physical Activity Strategy

2018 - 2028



'WORKING TOGETHER FOR FAIRER BETTER LIVES'



Foreword



from Councillor Anne Stirling,
Chair of the Communities Committee

This is an exciting time for Sport & Physical Activity in Aberdeenshire, as we recognise and celebrate the immense diversity across our communities and the significant investment made by Aberdeenshire Council in sport & physical activity infrastructure across our communities.

This strategy for real change will be made possible through the strong partnerships between Aberdeenshire Council, our key partners, third sector organisations and the dedicated and passionate people in our communities.

INTRODUCTION

The benefits of physical activity and sport on your physical and mental health are well documented. A sedentary lifestyle is now recognised as one of the world's biggest killers with sitting being likened to the 'new smoking'.

People who do regular activity have a lower risk of many chronic diseases such as heart disease, type 2 diabetes, stroke, and some cancers. Research also shows that physical activity can also boost self-esteem, mood, sleep quality and energy, as well as reducing your risk of stress, depression, dementia and Alzheimer's disease, helping to save on future health costs.

There is strong evidence that sports participation improves pro-social behaviour and reduces crime and anti-social behaviour, particularly for young men.

In terms of the social impacts from sport, there is evidence that sport is a type of 'social glue' that helps establish a social connectedness and a sense of belonging. Positive outcomes can include reduced social and ethnic tensions, and more collective action and community involvement through sport, particularly volunteering.

Sport also has a positive impact on educational outcomes. Through psychological benefits such as enhanced self-esteem and self-confidence, and cognitive benefits such as concentration and thinking skills, sport has positive effects on a number of final outcomes, including educational behaviour and attainment.

Sport can achieve a number of impacts simultaneously, making it a highly cost-effective intervention. Many of the links between sport and different social impacts are common, including greater physical competencies, better cognitive skills, better social skills, trust and reciprocity, and identification with social values.

In delivering this strategy and its outcomes, we are driven by Aberdeenshire Council priorities. The key priorities identified as being most relevant to Sport & Physical Activity Services, through the engagement process are:

- Encourage active lifestyles and promote wellbeing with a focus on obesity and mental health
- Provide the best life chances for all our children and young people by raising levels of attainment and achievement
- Support the delivery of the Health and Social Care strategic plan

WHAT IS SPORT AND PHYSICAL ACTIVITY?

Sport and Physical activity includes activities such as active travel by cycling or walking, going to the gym, playing in the park, gardening, housework and simply just moving around more as well as structured sports and exercise for example football, tennis, swimming etc.

We include all activities and services provided and supported by Aberdeenshire Council's Sport and Physical Activity service both directly and in partnership with our local and national stakeholders.

We include activities and clubs provided by the voluntary and private sector, acknowledging the incredible diversity of provision which exists across the whole of Aberdeenshire.

We also include the wealth of partners, stakeholders and professionals, who produce and provide programmes which will be showcased within our venues and communities as we strive to develop connected and cohesive communities through Sport and Physical Activity.

The strategy also recognises the huge and valued contribution that Aberdeenshire's schools make to the Sport & Physical Activity agenda.

Population



Aberdeenshire's population

In 2016
262,190

Aberdeenshire's
Child Population

a predicted rise of

13.8% of

0-15 year olds

between

2012 and 2037



Households in
Aberdeenshire
likely to increase from

108,000

in 2014

to

135,000

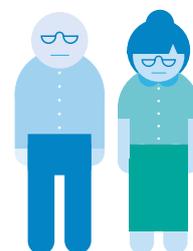
in 2039

AGE

by **2035**
the number of
residents aged

65+

will have increased by
65% to 75,000



Education

In Aberdeenshire the percentage of school
leavers moving into further education,
training or employment is

95.5%

1.8% above
the national average



13%

of children
live in
poverty

Increasing age can be accompanied by increasing health conditions such as stroke or dementia, and the general frailty that naturally comes with old age. Physical activity will help to reduce the impact and support the potential for longer quality of life.

In tackling these challenges this strategy recognises that participation in sport & physical activity is a uniquely effective tool for bringing people together and building stronger communities.

Sport & Physical Activity Strategy 2018 - 2028

WHAT WE WILL DO

Strategic Outcome 1 - Health and Wellbeing

We will help the people of Aberdeenshire to live longer, healthier lives; with a focus on reducing obesity and improving mental health and wellbeing

- We will **encourage and support the inactive to be more active**
- We will work to **achieve sustainable, positive health outcomes** for people living in Aberdeenshire
- We will **promote social connections** and **reduce social isolation** by bringing people together to **participate in sport & physical activities** in their community.
- We will **improve opportunities to participate, progress and achieve in sport**
- We will **actively support** the provision of a **wide diversity of activities and sports for all ages and abilities**

Health



Strategic Outcome 2 - Diversity and Equality

We will promote diversity and tackle inequalities

- We will **reduce barriers** to **participation** in Physical Activity & Sport
- We will **actively engage** with disadvantaged groups to **increase their access to**, and participation in, Sport & Physical Activity
- We will **focus on** looked after young people, low income families, carers and people with a disability, long term health or mental health condition, older adults and overweight or obese children



Stronger communities



Strategic Outcome 3 - Stronger Communities

We will use Sport & Physical Activity to build stronger communities

- We will **support local community groups** to **grow** and **sustain** their sport & physical activity provision
- We will support **local economic regeneration**, focusing on the North coast communities of Peterhead, Fraserburgh, Banff and Macduff
- We will **work with communities** to **support the development** of sport & physical activity **infrastructure**, maximising access to additional resources
- We will **make use of our natural landscape** and environment to **enable people to be active**

Achievement



Strategic Outcome 4 - Opportunity and Achievement

We will support people to reach their potential by providing opportunities for wider achievement

- We will help children and young people to obtain a **broad range of skills** and capacities to **achieve and succeed**
- **We will support** volunteering, modern apprenticeships, accredited learning and other initiatives to **support people into work**

GETTING INVOLVED

If you would like to know more, become involved in delivering on Aberdeenshire's Sport & Physical Activity Strategy; or if you or your organisation can contribute to the success of the strategy, please get in touch by emailing us at cultureandsport@aberdeenshire.gov.uk

HOW WILL WE DELIVER THE STRATEGY?

- Through strong and meaningful Sport & Physical Activity partnerships which maximise opportunities and resources.
- Through focusing our resources to deliver the services our communities will need in the future; rationalising our estate and investing and developing venues and facilities.
- Through support to a strong and dynamic third and voluntary sector.
- Through ongoing engagement across our communities in the planning and delivery of services.

During 2017 / 2018

3.7m
pool users

8,000
Active Aberdeenshire
members

HOW WILL WE KNOW WE'VE SUCCEEDED?

- There will be an increase in people participating in, and benefiting from, Sport & Physical Activity
- The Council and its partners will develop detailed action plans with measurable outcomes which will be reviewed on a regular basis.
- A detailed review of the strategy will be undertaken every five years.

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