

Midlothian Physical Activity, Sport and Health Strategy 2018 - 2023**Report by Garry Sheret, Head of Property and Facilities Management****1 Purpose of Report**

This paper seeks Council agreement to support and endorse the Physical Activity, Sport and Health Strategy with the overall principle to provide an equitable approach to the provision and vision of Midlothian Councils Sport and Leisure Services. The strategy for Physical Activity, Sport and Health within Midlothian covers the period from August 2018 to 2023.

Midlothian Council recognises the importance of physical activity, sport, health and healthy living and the positive impact that its services can have on the lives of all those who live, work and visit Midlothian. The council recognises that these services make a significant contribution to local and national priorities such as social inclusion, health and wellbeing, social and economic regeneration, developing strong communities, effective services and the national single outcome agreement and improving opportunities for the people of Midlothian.

2 Background**2.1 Strategy**

This strategic plan has been developed by Midlothian Council's Sport and Leisure Service for the whole of Midlothian.

The Strategy sets out a clear and ambitious vision for Physical Activity, Sport and Health related activities within Midlothian from the period 2018 to 2023.

The purpose of the Midlothian Physical Activity, Sport and Health Strategy is to chart the way forward for the development of physical activity, sport and health over the next five years. It provides a clear framework within which partners will implement and co-ordinate through developed action plans, the efficient and effective delivery of the specific interventions and programmes required to increase physical activity and health across Midlothian's communities.

Furthermore it is vital that close working relationships are established between all the key agencies to ensure that an effective physical activity, sport and health programme is co-ordinated and delivered to enhance the quality of provision for the communities of Midlothian and visitors to Midlothian.

The mission statement for the strategy will be:

Physical Activity, Sport and Health – A way of life in Midlothian by 2023.

2.2 Links to national and local policies and plans

The development of this strategy has been guided by, and has clear links to the Scottish Government's vision of a More Active Scotland. The Active Scotland Outcomes Framework (2014-2018) describes Scotland's ambitions for a healthier more active nation through increased participation in sport and physical activity.

The framework aims to build a legacy from the Glasgow Commonwealth Games which were held in 2014.

ACTIVE SCOTLAND OUTCOMES

<ul style="list-style-type: none"> We encourage and enable the inactive to be more active 	<ul style="list-style-type: none"> We encourage and enable the active to stay active throughout life
<ul style="list-style-type: none"> We develop physical confidence and competence from the earliest age 	<ul style="list-style-type: none"> We improve our active infrastructure – people and places
<ul style="list-style-type: none"> We support wellbeing and resilience in communities through physical activity and sport 	<ul style="list-style-type: none"> We improve opportunities to participate, progress and achieve in sport

The Active Scotland outcomes are realised by a number of other national plans and strategies including:

- Play Strategy for Scotland 2013
- Reaching Higher: Building on the Success of Sport 21, the national strategy for sport
- Curriculum for Excellence (CfE) - Health and Wellbeing

The strategy is also influenced and guided by the Toronto Charter for Physical Activity: A Global Call for Action which was launched in 2010.

The Toronto Charter was a call to all countries to acknowledge that inactivity was a global epidemic and to urge organisations to make physical activity a priority. The Charter identifies seven 'best investments' for increasing activity levels within a population and the Council were guided by these in setting goals and priorities. More locally there are a variety of partnerships, strategies and annual service plans that contribute to improving physical activity levels in Midlothian including:

- Midlothian Open Space Strategy 2013
- The Joint Strategy for Older People in Midlothian 2016 - 2019
- Midlothian Play Strategy 2017 - 2019
- Midlothian Travel Plan 2017 - 2021
- Sport and Leisure Business Plan 2017/18
- Sports Development Plans
- Active Living Plans (Midlothian Active Choices and Ageing Well) Plans
- Active Schools Plan

3 Resource

There are no finance and human resource implications associated directly with the introduction and ongoing management of this strategy. Any

aspirational strategies arising from this report and strategy not covered by external funding will be the subject of a further report to Council.

3.1 Risk

There is the risk that communities within Midlothian would miss opportunities to enhance their lives and their wellbeing if a development strategy for Physical activity and health was not in place.

3.3 Single Midlothian Plan and Business Transformation

Themes addressed in this report:

- Community safety
- Adult health, care and housing
- Getting it right for every Midlothian child
- Improving opportunities in Midlothian
- Sustainable growth
- Business transformation and Best Value
- None of the above

3.4 Impact on Performance and Outcomes

Proposals within this document link to the Single Midlothian Plan, Education and Communities Division Plans and the Sport and Leisure Business Plan.

3.6 Involving Communities and Other Stakeholders

Initial strategy discussions, led by Sport and Leisure were attended by senior managers representing Education, Social Services, Transportation, Land Services and NHS Lothian.

These visioning workshops clarified the council's strategic vision and goals for an active Midlothian.

Following this a further series of internal consultations were held with key members of staff to identify the current and future opportunities and challenges the Council would face in achieving the vision of a fitter, healthier more active population and the priorities to achieve the strategic goals were as follows:

- Goal 1 - Increase the number of people of all ages participating in active travel, active recreation and sport
- Goal 2 - Work with schools and community groups to develop and support lifelong opportunities for lifelong participation in physical activity and sport for all
- Goal 3 - Develop facilities and the built and natural environment to encourage increased participation in physical activities
- Goal 4 - Grow and develop the physical activity and sport workforce
- Goal 5 - Work with internal and external partners to increase participation in physical activity and sport
- Goal 6 - Raise the profile and public awareness of the importance of physical activity and opportunities to participate.

Having identified the strategic goals and priorities the next stage in the development of the strategy was a wider ranging public and partner consultation exercise.

Consultation timeline	Event	Outcome
October 2015	Senior Service Managers	Vision and Strategic Goals Identified
October 2016	Key Staff Sport and Leisure	Priorities to achieve vision and goals identified
February 2017	Online Survey + Hard copy survey targeting the general public, partner agencies, community groups and target groups	Vision, goals and priorities supported. Issues and suggested actions recorded.
February 2017	Functional Fitness Testing Event + 1-2-1 interviews	As above
May 2017	4 interactive workshops across the authority for service managers, partner agencies and the general public	Issues and suggested priority actions recorded
June 2018	Final opportunity for internal and external partners to comment electronically.	Issues and suggested priority actions recorded

Having identified the strategic goals and priorities the next stage in the development of the strategy was a wider ranging public and partner consultation exercise.

A total of 479 people took part in the second phase of the consultation: two hundred and forty four people completed the online survey and 175 hard copies were completed and returned. In addition 60 people attended the Functional Fitness Testing event and took part in the 1-2-1 interview sessions.

The proposed goals and priorities were supported by 86% of respondents although some were concerned about the chances of delivering in these austere times.

In addition to gauging support for the goals and priorities this was an opportunity for citizens and partners to suggest their priority actions and issues.

There were 58 suggested actions from survey respondents and participants at the functional fitness events in February 2012.

The third phase of the consultation process was a series of interactive workshops targeting internal and external partners, community groups and the general public. Sixty four people attended the workshops and 19 individuals responded electronically. In total almost 150 suggested actions issues were recorded from this final phase.

3.7 Ensuring Equalities

This report has been assessed for equalities implications and an Integrated Impact Assessment has been completed.

3.9 IT Issues

There are no direct IT implications arising from this report.

4.0 Recommendations

The Council is asked to endorse:

The Midlothian Physical Activity Sport and Health Strategy 2018 – 2023.

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