

**REPORT TO:** Policy & Resources Committee - 8 March 2010

**REPORT ON:** Dundee Sport & Physical Activity Strategy 2010-2015

**REPORT BY:** Director of Leisure and Communities

**REPORT NO:** 135-2010

## **1.0 PURPOSE OF REPORT**

- 1.1 This report seeks Dundee City Council endorsement for the Sport & Physical Activity Strategy generated under the auspices of the Dundee Partnership for the period 2010-2015.

## **2.0 RECOMMENDATIONS**

The Committee is asked to:

- 2.1 approve the Dundee Sport & Physical Activity Strategy 2010-2015 (attached). A coloured version of the Strategy and technical appendices can be accessed on the website: [www.dundee.gov.uk/spastrategy](http://www.dundee.gov.uk/spastrategy).
- 2.2 approve the membership and remit of the implementation group (Appendix 1); and
- 2.3 instruct the Director of Leisure & Communities to report periodically on progress with implementation to the Dundee Partnership and Policy Resources Committee.

## **3.0 FINANCIAL IMPLICATIONS**

- 3.1 Implementation of the Strategy will require the ongoing support of the City Council and its partners. However, there are no new financial implications and approval of the Strategy will not commit the Council to any new capital or revenue expenditure.
- 3.2 Approval of the Strategy will assist the Council and its partners to secure external funding from **sportscotland** and other bodies who require evidence of an integrated strategy and clear commitment to partnership working.

## **4.0 BACKGROUND**

- 4.1 Active Chances Active Choices is Dundee Community Planning Partnership's strategy to ensure that high quality, integrated and multi-agency sport and physical activity opportunities are provided, supported and created throughout the City of Dundee for our communities and our visitors.
- 4.2 The strategy seeks to maximise the potential of the city and its surroundings. It recognises and seeks to develop exciting and diverse opportunities that will reduce inequalities, demonstrate sporting excellence, and enable the people of Dundee to live fuller and healthier lives.
- 4.3 The Scottish Health Survey 2008 provided evidence of the significant health inequalities and the health challenge we face in Scotland. Inactivity levels amongst adults and children appear to be increasing to the detriment of health, productivity and quality of life. We know that it is possible to reverse many of these trends by increasing physical activity. The strategy group came to the view that: "the enjoyment and appeal of leading an active life has not lost value, but requires positive promotion, clear presentation and support". This is precisely what the Dundee Sport & Physical Activity Strategy aims to do.
- 4.4 The Strategy sets out the following overarching vision:
- "Dundee is a city renowned for opportunities, levels of participation and achievements in sport and physical activity."

- 4.5 Implementation of the Vision is framed round three specific aims:
- Reduce inactivity
  - Increase participation
  - Improve performance
- 4.6 The Action Plan which accompanies the Strategy sets out a series of actions which will address each of these specific aims.
- 4.7 There are a number of technical appendices which support the Strategy and a copy these have been passed to the Group Leaders, Lord Provost and Depute Lord Provost. The technical appendices will be website based and updated on a regular basis. The appendices include:
- An analysis of the contribution made by sport and physical activity to the Dundee Single Outcome Agreement
  - Facilities Action Plan (2010-2015)
  - Pitch Strategy (2010-2015)
  - Equality Impact Assessment
  - Monitoring and Evaluation Framework
- 4.8 Implementation of the strategy will be supported by a partnership working group, with representatives from all of the main sport and physical activity providers in the city. This group will address issues set out in the Dundee Single Outcome Agreement and will assist the City Council and its community planning partners to achieve the targets set out in the Dundee SOA.
- 4.9 The remit for the Sport and Physical Activity Steering Group and its membership is attached (Appendix 1).

## **5.0 POLICY IMPLICATIONS**

- 5.1 This report addresses a number of policy priorities for both the Scottish Government and Dundee City Council.
- 5.2 It has also been screened for any policy implications in respect of Sustainability, Strategic Environmental Assessment, Anti-Poverty, Equality Impact Assessment and Risk Management. No major issues have been identified.
- 5.3 Implementation of the Strategy will assist Dundee and its partners to achieve many of the objectives set out in other strategic documents, in particular, it will address the pressing issues of the health and fitness of Dundee's population and will do so in a way which promotes inclusion, equity and sustainability.

## **6.0 CONSULTATION**

- 6.1 The Strategy has been produced by a Dundee Partnership working group, with membership drawn from a wide range of organisations involved in sport and physical activity in the city. The Scottish Government has been represented on the working group by its lead agency **sportscotland**.
- 6.2 The Chief Executive, Depute Chief Executive (Support Services), Director of Education and the Director of Finance have been consulted on this report and are in agreement with its content.
- 6.3 Following approval of the draft Strategy by the Dundee Partnership Management Group in November 2009, extensive consultation on the draft and comments from sporting organisations, SportTayside & Fife, Council departments and others have been integrated into the Strategy and Action Plan which accompanies this report.

## SPORT & PHYSICAL ACTIVITY IMPLEMENTATION GROUP

### Remit:

To assume overall responsibility for supporting and guiding implementation of the Dundee Sport & Physical Activity Strategy 2010-2015 - "Active Chances Active Choices".

To generate an annual action plan in order that progress can be monitored and evaluated.

To actively seek examples of innovation/opportunities and agree any changes to the Sport & Physical Activity Strategy and to record these to ensure partnership agreement is maintained.

To act as a focal point for inter-agency discussion on "Games Legacy Programme for Scotland" and to progress any actions or issues arising within the context of delivering sport and physical activity in Dundee.

To provide a forum for inter-agency discussion on new funding opportunities and funding bids.

To meet on a regular basis, setting aside at least two meetings a year to focus specifically on issues associated with monitoring and evaluation.

To promote the importance of sport and physical activity at a strategic level across the Dundee Partnership and through its member organisations.

To report progress on an annual basis to Dundee Partnership.

To contribute to the Actions within the SOA - Health Delivery Plan and Integrated Children's Services Delivery Plan

### Membership:

Dundee Partnership	- Stewart Murdoch (Chair)
NHS Tayside	- Mary Colvin
<b>sportscotland</b>	- Ian McGregor
	- Ryan McAlindin
SportTayside and Fife	- Brian Samson
Dundee City Council	- Carole Robertson (Corporate Planning)
	- Dave Nicoll (Education)
	- Merrill Smith (Leisure & Communities)
	- Audrey White (Leisure & Communities)
	- Gary Robertson (Leisure & Communities)
Dundee Leisure	- Rod Wallace



# ActiveChances ActiveChoices

## 1. Introducing Active Chances, Active Choices

Introduction and Foreword	p4
The Strategy	p7
Our Goal and Aims	p9
Delivering Dundee's Single Outcome Agreement	p10
What does being 'active' actually mean?	p11
Sport & Physical Activity Life Cycle Model	p12
Dundee Context	p13
Integrated Partnership Planning and Delivery	p17

## 2. Plans to Make a Difference: Strategy Structure

Strategy Framework	p20
Strategic Framework Model	p21
Aims and Priorities	
Reduce Inactivity	p23
Increase Participation	p26
Improve Performance	p28
Priority Sports	p30
Life-stage Specific Priorities	p33

## 3. Delivering the Difference: Action Plan

Action Plan	
1. Reduce Inactivity	p38
2. Increase Participation	p43
3. Improve Performance	p46

## 4. Implementing the Strategy

Reporting Relationships and Co-ordination	p49
Implementation Arrangements	p50
Relationship between the Strategy, Dundee Partnership Themes and Outcomes	p52

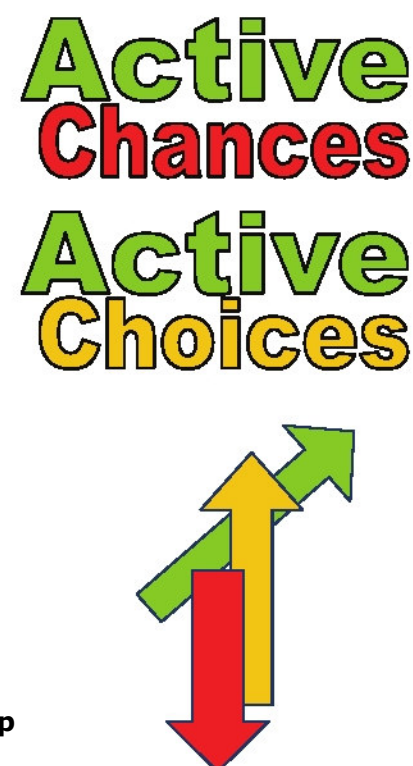
### Technical Appendices & Supporting Documents

- 1 Contribution to the Dundee SOA
- 2 Dundee Sports Facilities Action Plan
- 3 Dundee Pitch Strategy
- 4 Remit of the Implementation Group
- 5 P&R Report 8 March 2010/EQIA
- 6 Monitoring & Evaluation

[www.dundee.gov.uk/spastrategy](http://www.dundee.gov.uk/spastrategy)

## Dundee Partnership Sport and Physical Activity Commissioning Group:

Stewart Murdoch	<b>Director of Leisure &amp; Communities (Chair)</b>	<b>Dundee City Council</b>
Mary Colvin	<b>Health Promotions Programme Manager</b>	<b>NHS Tayside</b>
Iain Campbell	<b>sportscotland Partnership Manager</b>	<b>sportscotland</b>
Brian Samson	<b>Sport Tayside &amp; Fife Manager</b>	<b>Sport Tayside &amp; Fife</b>
Audrey White	<b>Sports Development Manager</b>	<b>Dundee City Council</b>
Laura Campbell	<b>Outdoor Access Officer</b>	<b>Dundee City Council</b>
Carole Robertson	<b>Public Health Improvement Officer</b>	<b>Dundee City Council</b>
Dave Nicoll	<b>Education Support Officer</b>	<b>Dundee City Council</b>
Gary Robertson	<b>Managing Director</b>	<b>Dundee Leisure Limited</b>
Alex Knight	<b>Club &amp; Coach Development Officer</b>	<b>Dundee City Council</b>
Alan Clark	<b>Active Schools Manager</b>	<b>Dundee City Council</b>
Merrill Smith	<b>Head of Business Development &amp; Support</b>	<b>Dundee City Council</b>
Lorna Smith	<b>Physical Activity and Sport Research Officer</b>	<b>Community Planning Partnership</b>



This document was developed over a nine month period by the Dundee Partnership Sport and Physical Activity Commissioning Group through monthly meetings, consultations and workshops. This process involved reviewing the needs and physical activity issues within Dundee, analysing present research in physical activity and sport, and developing an action framework to provide a six-year plan that is both aspiration and achievable.

Consultations included representatives from Dundee Healthy Living Initiative, Dundee Sports Clubs, Outdoor Education, the PE Network, the Countryside Ranger Service, the Community Youth Team and community planning theme groups.



# ActiveChancesActiveChoices

## Introduction

**We proudly welcome you to the Dundee Partnership Sport and Physical Activity Strategy.**

Amidst the challenging economic, environmental and social changes facing us, regular participation in physical activity and sport offer a unique opportunity to enhance the lives of every individual and their communities. In addition to directly improving our health, well-being and personal skills, physical activity contributes to the National Outcomes for improvements in Health, sustainable Transport, Employment, Community Safety, Culture & Tourism and the Environment, benefiting both present and future generations.

The Dundee Partnership Sport has developed a strategy which we believe can make a tangible difference to life in Dundee. Through addressing practical barriers and creating opportunities we will increase everybody's chance of being active and support both individuals and organisations to make active choices. This cross-cutting strategy addresses many themes within the Dundee Community Planning Partnership. The intention of this document is not to duplicate these actions but to cross-reference work through our city-wide monitoring database by providing a comprehensive and cohesive strategy to increase and improve physical activity. This strategy unites the work of physical activity and sports providers, signalling Dundee's commitment to meeting the Scottish Government's priorities and forms a key step towards the "Active Nation" games legacy planning and action.

Our goal is to make **Dundee a city renowned for opportunities, levels of participation and achievements in sport and physical activity**. To achieve this, we aim to reduce inactivity, increase overall participation in sport and physical activity and improve our sporting performance through a six-year Partnership action plan with vision for the next twenty-years.

It is our hope that this strategy energises and supports those already participating in or providing physical activity and engages new people of all ages into the many sports and activities available in Dundee.



Councillor Bob Duncan  
Convener Leisure, Arts & Communities  
Dundee City Council



Stewart Murdoch  
Director Leisure & Communities  
Chair of Commissioning Group

# ActiveChancesActiveChoices

## Foreword

I commend the Dundee Partnership on the development of the Sport and Physical Activity Strategy 2010-2015: Active Chances Active Choices, which builds on the innovative approach adopted in Active Dundee and enjoys the commitment of all the organisations necessary to ensure that the aims of the strategy are achieved.

Active Chances Active Choices is a very clear, concise document that is easily read and understood, outlining the various actions that are required to be taken and by whom to ensure that inactivity is tackled and overcome. As the strategy says simply, "activity begins with a single step". Reducing inactivity can then lead to increasing participation in sport and ultimately improvement in performance.

There is a strong commitment from the Partnership to deliver the aims of the strategy underpinned by a strong focus on evidence gathering and monitoring with regular reporting to the Partnership to ensure that the strategy is making a real difference to the lives of the people of Dundee.

As Minister for Public Health and Sport, I look forward to seeing the success the strategy delivers in the years ahead.



Shona Robison  
Minister for Public Health and Sport



# 1. Introducing Active Chances Active

## The Strategy

***ActiveChancesActiveChoices* is Dundee Community Planning Partnership's Strategy to ensure that high quality, integrated and multi-agency sport and physical activity opportunities are provided, supported and created throughout the City of Dundee for our communities and our visitors.**



Everyone can enjoy some form of physical activity and as evidence indicates; being active improves our physical health, mental well-being and social development. Whether you're active to maintain your health, achieve specific ambitions or just for fun, we believe it is an important element of having a full and healthy life. Through promoting activity, we seek to maximise the potential of our city and its surroundings. The strategy recognises and seeks to develop exciting and diverse opportunities that will reduce inequalities, demonstrate excellence, enabling the people of Dundee to live fuller and healthier lives.

Despite the many advantages of being physically active and huge popularity of watching sports, activity rates have rapidly been declining and inactivity now results in an estimated 2,447 people in Scotland dying prematurely each year. In fact, physical inactivity is now the leading risk factor for heart disease over both obesity and smoking, and one of seven major health priorities for The Scottish Government (Scottish Executive, 2003). Throughout Scotland those most at risk to inactivity are females, low-income house-holds and most alarmingly those over the age of 11, but particularly adults in later-life (Scottish Health Survey, 2008). There has been a steady upward trend in the prevalence of overweight and obesity since 1995 (10.7% for men, 12.4% for women). The 2008 survey found that 26% of adult men were overweight and 27.5% of women.

As inactivity increases among both adult and child populations in Scotland, it is to the detriment of our health services, productivity and lifestyles. There is a mounting pressure to reverse this trend. Research into the benefits of sport and physical activity suggest that inactivity has increased in response to the twentieth century technology, urbanisation and lifestyles that have significantly changed our environments, family-structures, expectations, role models and overall pace of living. Acceptance of this suggestion poses a significant challenge. However, **we believe that the enjoyment and appeal of leading an active life has not lost value, but requires improved communication, presentation and support, which is what we aim to do through this strategy**

Shaped by Dundee City Council in partnership with NHS Tayside, **sport**scotland, Dundee Leisure Ltd. and a variety of other key stakeholders, this strategy represents the commitment within our city to provide opportunities for people of all ages, abilities and interests to be physically active.

Through our partnership working and evidence-based research we aim to coordinate, support and recognise all those involved in sport and physical activity. By linking national and local policy to produce an agreed plan of actions that will aid the achievement of priorities agreed between the Government and Community Planning Partners in Dundee.



## Our Goal

***Dundee is a city renowned for opportunities, levels of participation and achievements in sport and physical activity.***



### Our Strategic Aims:

- 1) To engage inactive people into activity**
- 2) To increase overall participation in physical activity and sports**
- 3) To improve ability, performance and achievements in sport**

### Outcomes:

- 1) Reduce inactivity**
- 2) Increase participation**
- 3) Improve performance**

Delivering Dundee's Single Outcome Agreement

Dundee Partnership Outcome	Sport and Physical Activity Contribution
<b>Outcome 1:</b> Dundee will be a regional centre with better job opportunities and increased employability for our people.	3
<b>Outcome 2:</b> Our people will be better educated and skilled within a knowledge economy renowned for research, innovation and culture.	2
<b>Outcome 3:</b> Our children will be safe, nurtured, healthy, achieving, active, respected, responsible and included.	1
<b>Outcome 4:</b> Our people will experience fewer health inequalities	1
<b>Outcome 5:</b> Our people will have improved physical and mental well being.	1
<b>Outcome 6:</b> Our people will receive effective care when they need it.	3
<b>Outcome 7:</b> Our communities will be safe and feel safe.	2
<b>Outcome 8:</b> Our people will experience fewer social inequalities.	2
<b>Outcome 9:</b> Our people will live in stable, attractive and popular neighbourhoods.	2
<b>Outcome 10:</b> Our people will have high quality and accessible local services and facilities.	2
<b>Outcome 11:</b> Dundee will have a sustainable environment.	2

The Dundee Sport & Physical Activity Strategy contributes to the delivery of each of the Dundee Partnership Outcomes. A detailed summary of the way in which sport and physical activity will help Dundee achieve its outcomes is included in a technical appendix. This can be found on the website: [www.dundee.gov.uk/spastrategy](http://www.dundee.gov.uk/spastrategy)

In this table we have highlighted the Outcomes against which sport and physical activity contribute, indicating these as priority 1, 2 or 3.

## What does *being 'active'* actually mean?

Our national physical activity strategy, Let's Make Scotland More Active (2003) defined that in order to be considered adequately '*active*' a minimum level of activity must be achieved, which was determined to be: 30 minutes of moderate activity on most days of the week for adults and 60 minutes of moderate physical activity on everyday of the week for children.

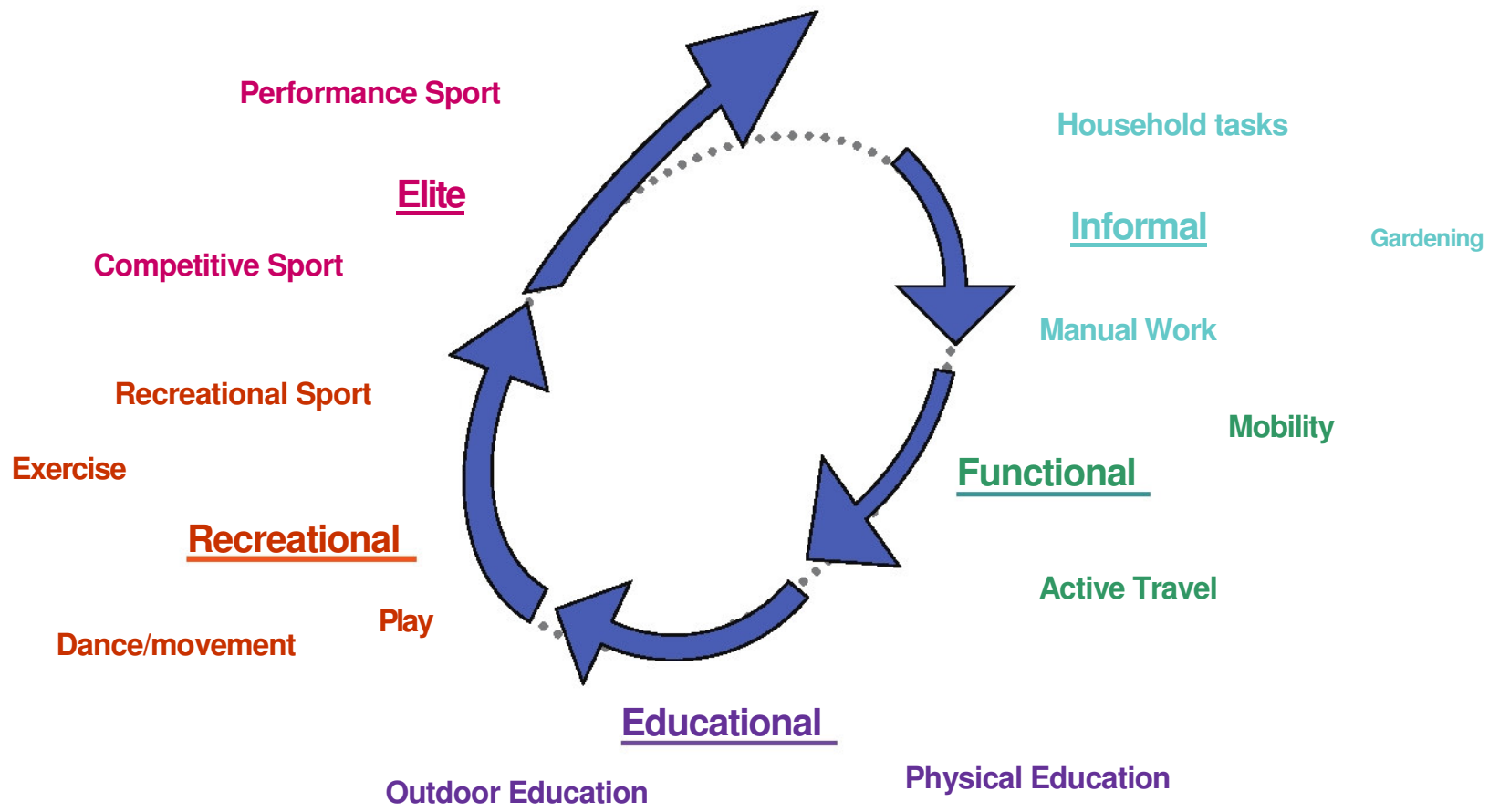
We believe activity should be something you can look forward to and enjoy, and indeed include throughout your daily routine. Being *active* isn't just about doing 'enough' minutes of movement nor is it about everyone being an athlete, because how much activity we need, or are able to do, is determined by each individual's specific fitness, abilities and goals. Whether you're active by cycling to work, going out to a ceilidh or playing for the local football team, sustainable active lifestyles require a national behaviour change to embrace active-choices as part of how we live. This includes providing additional support to those who face greater challenges in being active and accepting everyone's personal responsibility in making active-choices. Perhaps, then, the measure of physical activity will look beyond the minimum attainment and towards the true long-term possibilities of life-long participation in sport and physical activity.



Physical activity is widely used as an umbrella term for all movement of the body; however, we believe that well defined descriptions of these terms are essential to effectively execute our strategy. We invited our key stakeholders to review existing models and research on physical activity and sports, to determine what 'sport' and 'physical activity' meant for the purpose of this specific strategy.

Dundee's physical activity model presents five key *Active-Pathways* into physical activity and demonstrates the non-linear relationship between each of these, while showing the progression of physical skill and commitment. We illustrate our aim of increasing all forms of activity, leading to a higher level of sporting performance.

## Sport and Physical Activity Life Cycle Model



*"We see participation in sport and physical activity as central to a happy and fulfilling life. Everyone should be supported and encouraged to become as active and as successful as they can be."*

## Dundee Context

*Dundee faces considerable health and social challenges throughout the city. Both life expectancy and expected years in good health are significantly worse than the Scottish average, in addition to having a significantly higher percentage of people living in the 15% 'most deprived' areas of Scotland....(Dundee Community Health Partnership, 2008).*

During our strategy development we have found an absence of specific data on physical activity levels in Dundee; however the Scottish Health Survey in 2003 provided regional data for Tayside (Dundee, Perth & Kinross and Angus) which showed activity levels in Tayside were the same as the national average, with 36% of adults achieving recommended levels of physical activity. On closer inspection of this data we can see that while Dundee has significantly poorer health outcomes relative to national average, Perth & Kinross and Angus both score significantly higher (Scottish Executive, 2003). This suggests that Dundee City may have decreased the regional average of physical activity levels and therefore has even lower levels of physical activity than our low national average. While data on Dundee-specific levels of physical activity would be advantageous to indicate the present level of need for intervention, and indeed quantify the impact of our strategy, the data that is available clearly indicates a need for action to increase physical activity.



We believe that because of the many long-term personal and social benefits of being active, it is one of the most effective ways of addressing the challenges which exist.

Dundee boasts many first class physical activity opportunities and sporting achievements which can help to address these challenges. Developing this strategy we have identified a number of excellent initiatives that are the result of the passionate and committed professionals, coaches, athletes, clubs and volunteers across our city and we are proud to celebrate some of them within this document.

**Dundee Healthy Living Initiative** works in designated communities across the city to tackle health inequalities and engage people not accessing existing routes into physical activity. Through recognising that their users require local and low-cost activities on flexible schedules from welcoming staff they are one of the most successful examples of targeted physical activity in the city. The programme now includes salsa, line-dancing, aerobics, belly dancing, martial arts moves to music and runs over eleven Community Walking Groups covering all project areas and the summer holiday sessions *Out and About*, which involves whole families taking part in active day trips together.



**Active School** Co-ordinators promote sport and physical activity across every age and stage in 37 primaries and nine secondaries. The main aims of the Active School Programme are:

- increase opportunities for all children and young people to be engaged in physical activity and sport;
- strengthen pathways to participation and performance through sustainable school to community links.

The Active School Programme recruits, supports and retains a network of volunteers, coaches, leaders and teachers who in turn deliver physical activity and sport before, during and after school to deliver a wide and varied programme of activity including dance, fit clubs, multi-sport clubs and cycle training. Physical activity is an essential and vital ingredient in providing children with a healthy start in life, raising confidence and teaching key life skills and contributing to educational attainment. The work of the Active Schools Team paves the way for a healthier more active Dundee.



Our **Outdoor Access** service provides many opportunities to walk, cycle and horse-ride throughout the city with initiatives such as Core Paths, Cycle Greenways, Bridleways and our 26 mile Green Circular which circumnavigates Dundee. More opportunities in the outdoors exist whether you want to hike a Munro or face the winter chills of Glenshee, through our **Outdoor Education Service** which provides over 600 school sessions a year with an additional 430 courses of public instruction and 80 with the Xplore Youth Project.



Dundee has **strong sporting achievement** with two professional football clubs, a Northern Premier League ice hockey team, four Scottish Division 1 and 2 rugby clubs, four of Dundee's hockey teams are in Scottish National League Division One and two of the most prestigious Scottish links golf courses, St Andrews and Carnoustie located nearby.

In fact Dundee is home to six basketball clubs, an athletics club, 31 football clubs, four golf clubs, seven gymnastic clubs, six hockey clubs, five rugby clubs and four swimming clubs, two sailing clubs and now has skateboard facilities, Avertical (Climbing) World and a Velodrome.



**The Sports Development Section** delivers local sport and physical activity opportunities across the city, increasing and improving physical activity levels and sporting ability. It also uses sport as a tool to educational attainment and employability. Officers also provide support to clubs and coaches to increase the sustainability, capacity and quality of sporting provision in the city. Twenty five clubs are currently supported through the **ClubDundee** programme.

There is strong evidence of increased participation rates demonstrated through increases in attendances over the past three years. Examples of the Sports Development Section's programmes include: 48 weekly under 5 classes across the city (e.g. Hot Wheels Pram Pushing and Little Gymtime), targeted Healthy Weight programmes for clinically obese children, regular Midnight League Football provision, programmes for adults with a disability and children with a disability, and 27 weekly Urban Moves and Funky Feet dance classes.

Improved sporting performance is demonstrated through the development of pathways in eight priority sports leading to athletes being selected for Regional and National Squads and the Tayside and Fife Institute Network.



Dundee is a key player in the Regional Sports Partnership - **SportTayside & Fife** . The Partnership focuses on developing eight sports each of whom has a Regional Manager who works closely with the four local authorities and the clubs in their sport to develop and deliver joint programmes.

Participant pathways are developed for each sport by establishing partnership programmes throughout Dundee that build strong links between primary and secondary schools, clubs and regional squads. These sports are reflected as priorities in the Council's Sports Development and Active Schools programmes, and have delivered impressive growth in the number of grass roots participants, new club members, new coaches and the number of regional squad members selected from Dundee.

# Integrated Partnership Planning and Delivery

Developing this strategy through The Dundee Community Planning Partnership has enabled a holistic perspective of physical activity to be presented and explored with partners. Through linking agencies that provide varied opportunities for physical activity this process has given Dundee's physical activity providers the opportunity to consider the challenges facing physical activity, our current city-wide provision and the important role of physical activity to both individuals and communities. This has united our understanding and belief in the importance of physical activity and allowed individual agencies to reflect on their role within the physical activity *pathways* and establish formal responsibilities through an agreed plan of actions.



# Larry and Maggie Mann, Hilltown Walk Leaders

Maggie worked for almost 20 years as an accountant before being made redundant in 1999. It was a very stressful time for Maggie and contributed to her developing agoraphobia, effectively making her a prisoner in her own home for almost three years, unable to venture outdoors whilst Larry worked 12 hour shifts. Larry, who had suffered two heart attacks, was made redundant from his job as production supervisor in 2003, a few years before he was due to retire. This added financial concerns to their existing physical and mental health difficulties.

They used the time on their hands to seek out opportunities in their area to keep busy. Maggie was able to venture outdoors with Larry by her side but needed any potential activities to be local and within her "comfort zone". They saw a poster advertising a new Walking Group in the Hilltown and contacted local Healthy Living Initiative worker who encouraged them to join.

Since then, as they have gained confidence and their health has improved, Larry and Maggie have become more involved, and helped develop additional Walking Groups. They undertook walk leader training. Larry sat a minibus test and is now a volunteer driver, which enables the groups to travel to the surrounding hills and countryside. Maggie is treasurer for the group, which raises its own funds for walking weekends twice a year.

***"There is no cure for agoraphobia, I still need my comfort zone, but the Healthy Living Initiative has given me back my confidence. I've met new friends and through book-keeping I am putting my skills into practice "There are walks for people of all ages and abilities, it doesn't cost anything and you don't need special gear. Our Easy Walks allow people who are struggling a bit or who are socially isolated to get out the house, get active, enjoy the fresh air and meet new people."*** Maggie

***"Sundays can be a long day for people who are on their own. I am able to drive people out of town for the Sunday walks and this can be a lifeline for some folk. And, of course, the walks help keep me fit, which is important with my heart condition."*** Larry

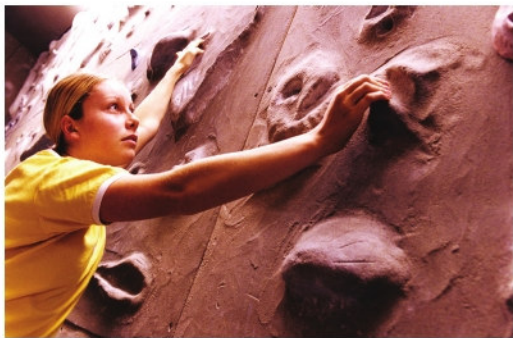


## **2. Plans to Make a Difference:**

# Strategy Framework

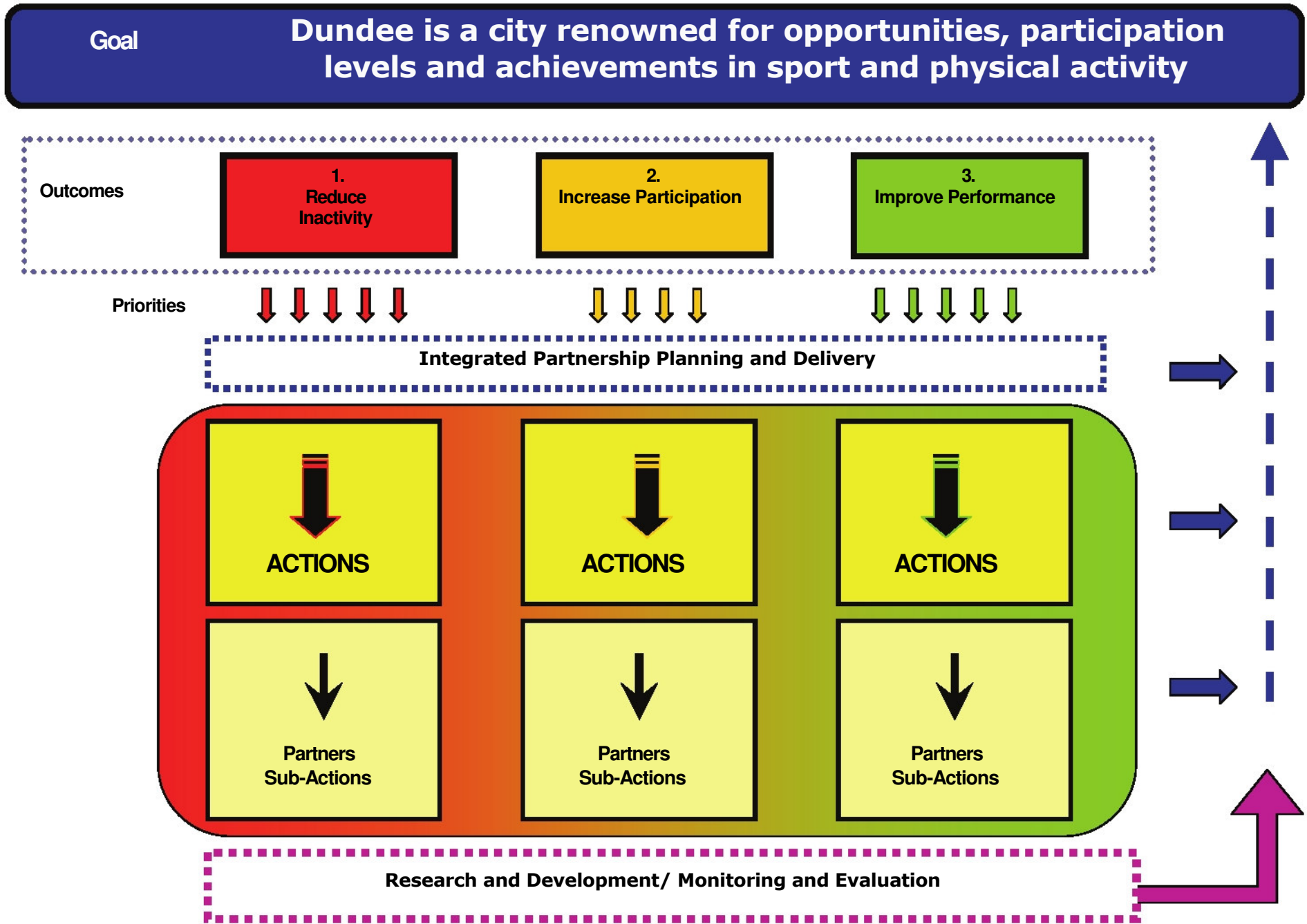
Guided by the principles of promoting access and addressing equity Dundee's strategic actions will focus on the three distinct physical activity behaviours that emerged during our research, these are: **Reducing Inactivity**, **Increasing Participation** and **Improving Performance**. These aims consider physical activity participation from initial engagement through to performance sport, and the progression in between, as illustrated in our *Active-Pathways* model.

For each of these Aims we have defined **Priorities** highlighted during our partnership consultations to shape our **Strategic Actions**. This strategic framework takes a holistic approach that encourages **partnership working** and **ongoing development** for our initial six-year implementation process, and is illustrated overleaf. To ensure these actions and priorities are helping us work towards our goals, **monitoring and evaluation** will be integral to our model.



We recognise that at different life-stages different aspects of physical activity offer greater value to an individual depending on their physical health, abilities and interests. Similarly, there are different barriers associated with inactivity, participation and performance at each life-stage. The Strategy Group recognise distinct life-stages and the need to develop specific actions which address each of these:





# ***Dundee Pride: David Hay***

David first started volunteering with the Youth Sport Development project in 2005 and completed the Sports Leaders Award Level 2 soon after. He continued to volunteer with the team through the Project Scotland Programme and completed many qualifications and Millennium Volunteer Awards. He has since been employed as a sessional sports coach and is studying towards an HND in sports coaching and sports development at Dundee College. David currently coaches in the sports of Football, Basketball and Multi-Sports and is always striving to learn new coaching techniques and methods to further develop his competence as a coach.

"Over the past four years, sports coaching and leadership has allowed me to **learn new skills** and has really **improved my confidence.**"

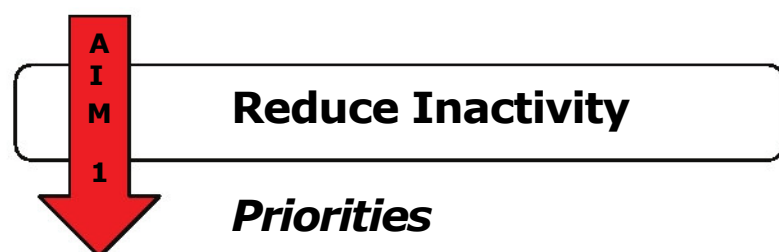


1. **Reduce Inactivity:**
2. Aim 1-To engage inactive people into activity

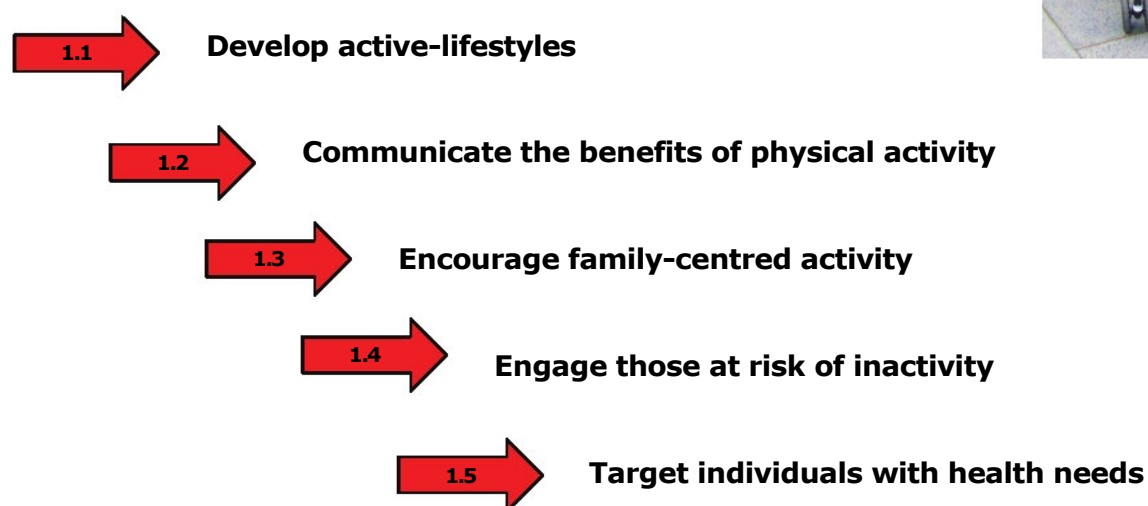
At every life stage there are many influences shaping our beliefs, attitudes and behaviours, from the people we live with to the television we watch. This is why we believe in the importance of addressing people's attitudes, knowledge and perceptions of activity, to tackle how and why they can **engage in activity**. This involves promoting the many personal, social, mental and physical benefits of being active, ensuring positive experiences and representations of physical activity from an early age and, promoting and maintaining the places and spaces where people can be active.

For many people feeling personally motivated and knowing where to get involved is the first step to an active life, however, others require additional support. This may involve promoting targeted access routes, individually-based support, integrated partnership working, and recognising the many active-*pathways* and abilities within the physical activity spectrum.





"Activity begins with a single step..."



# Dundee Pride: Brian McNicoll

## SportDundee Volunteer of the Year.

Brian McNicoll was recognised for his outstanding voluntary commitment to sport at the 2009 SportDundee Awards and at the 2009 Sunday Mail Scottish Sport Awards.

Brian is a member of the Morgan FP Amateur Football Club as a successful Manager, Committee member and Coach. However, it is his extra effort that has achieved Brian his National recognition. He identified and transformed two derelict shops in the Douglas area of Dundee into a stunning clubhouse for the benefit of his club and the wider community. He is now seen as a genuine local hero for placing the benefits of the community and the children in his club first, and in recognition of him inputting up to three quarters of his working week to undertake the renovation work himself, sourcing building materials and equipment as well as investing his own money into the facility. The derelict shops now boast two changing rooms; lounge; kitchen; male and female toilets including disability access and games area, for the community to use.

In the spirit of developing sport for all, Brian has created links with other clubs to use the facility and is keen for other groups outwith Football to gain the benefit it provides. Commitment such as this is an inspiration to all current and prospective volunteers and with people like Brian involved, the future for sport looks bright in the city.

"The club had little money and wouldn't have achieved this without Brian's commitment and belief" - **Club Member**

"Brian takes great enjoyment in seeing the facility he has built make a change in the young peoples lives" - **Club Member**



2 Increase Participation:

Aim 2- To increase overall participation in physical activity and sports.



We know that valuing physical activity is the best start to life-long participation, but we also know that unless our local environments support healthy active lives, many people will be limited in their active-pathway choices. Therefore, our second aim is targeting how we actually **enable activity** through improving our integrated partnership planning, pathways and local infrastructure.

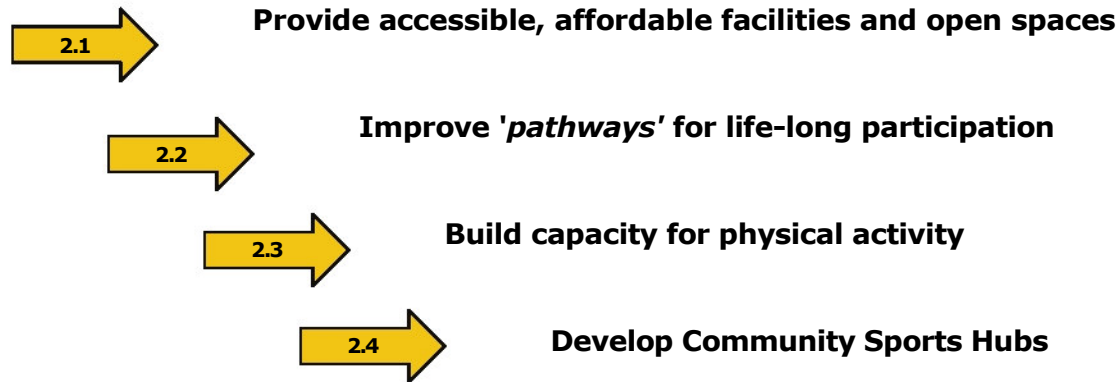
By making sure that we have community-based active networks that are working together we can target access to **quality facilities, greenspaces** and **workforce expertise**, which will help us achieve our vision of increasing participation. This means all our physical activity and sport service providers can be accountable for their role in maintaining and increasing physical activity throughout Dundee and must take a holistic, partnership approach to their work.



## Priorities



"Right activity,  
right place,  
right time...."



### 3. Improve Performance:

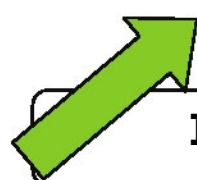
Aim 3- To improve our ability, performance and achievements in sport.



Our third aim is targeting how we can enable people to **excel in sport** based on their individual potential and ambitions. Whether this means life-long club membership, or competing in national tournaments, we believe performance *pathways* should be celebrated and clearly understood to both increase and sustain participation.

Once individuals become active we will ensure they can improve their performance through offering opportunities for a broad range of abilities, encouraging coaching and leadership qualifications, and supporting talent through quality facilities, clear player *pathways* and professional expertise.

Achievements in sport can lead to national recognition for Dundee clubs and competitors, producing local role models and creating economic community benefits.



## Improve Performance

### *Priorities*

"Championing Potential..."



- 3.1 → Develop performance sport pathways and appropriate competition structure
- 3.2 → Provide performance sport facilities
- 3.3 → Develop the quality and capacity of coaches, volunteers and officials
- 3.4 → Enhance Dundee's reputation as a centre of sporting excellence
- 3.5 → Celebrate sporting success and achievement

# Priority Sports

The previous Sport and Physical Recreation Strategy (1999 - 2006) identified the need for Dundee City Council to create a focused sport approach to the development of sport in the City.

As a result of this, Dundee City Council created a "Policy on Prioritisation of Sports" in 2000.

The purpose of the policy is to select a group of sports where resources would be prioritised to develop and strengthen the infrastructure necessary for these sports to:

- a) increase their participation rates (increasing participation)
- b) improve the player pathway and standards of athlete performance (improving performance)

There are a number of strategic partners who collaborate in the development of sporting opportunities and pathways in the city, including the Sports Development Section, Active Schools Network, Dundee Leisure and the Regional Sporting Partnership.

Following a review of the priority sports in Dundee to ensure most effective use of available resources, it has been agreed that the level of support available from professional officers in the city to each of the sports in Dundee would be as detailed in the table below.

Level	Support available	Sports Identified
1	Full-time Development Officer employed within Sports Development Section (SDS) for Sports Specific development of 1 sport	<ul style="list-style-type: none"><li>- Dance</li><li>- Football</li><li>- Gymnastics</li></ul>
2	Sports Officer employed within Sports Development Section with 3 days per week of time dedicated to development of 1 sport	<ul style="list-style-type: none"><li>- Basketball</li><li>- Hockey</li></ul>
3	Sports Officer employed within Sports Development Section with 2 days per week of time dedicated to development of this sport <b>or</b> Full-time Development Officer employed with SDS for Sports Specific Development of 1 sport with a geographic remit for part of the City.	<ul style="list-style-type: none"><li>- Athletics</li><li>- Rugby</li><li>- Swimming</li></ul>

Level	Support available	Sports Identified
4	Sport (club) supported through Club & Coach Development Officer and SportDundee	- all sports
5	A full-time "Regional" Development Officer in place through the through the Scottish Governing Bodies for Sport and the Regional Sports Partnership	- Cricket - Curling - Cycling - Golf

### Disability Sport

The Disability Sport Officers have identified four priority sports in line with Scottish Disability Sport guidelines. The identified 'Strand 1' sports are **Athletics, Swimming, Bowling and Boccia**. The criteria for selection were as follows:

- Regular, local participation
- Regional competitions held locally
- Local attendance at national events
- Local elite performers in each sport

Gymnastics and Football have been identified as 'Strand 2' sports for support from Disability Sport Officers. The Scottish Disability Sport Regional Development Manager will work closely with Dundee City Council and other partners in implementing this policy.

### Facility Access

In addition to the officer resources identified above, access to facilities is an issue affecting all focus sports and a major area of consideration for Dundee City Council. Consideration needs to be given to the access of existing facilities and the **prioritised** programming and allocation of lets **to these Priority Sports**. As a Local Authority, it is important that existing facility provision is maximised across all sports halls, swimming pools, sports pitches and other relevant facilities.

These issues have been highlighted through the consultation exercises for Dundee's Sport & Physical Activity Strategy, the Pitches Strategy and the Facility Strategy. With the introduction of a new Corporate Letting system for all Dundee City Council and Dundee Leisure facilities planned for 2010, the allocation of facilities for priority **sports** will be carefully considered during the planning process.

# Dundee Pride: Pauline Stott

## Player Profile: HOCKEY STAR

- Started playing hockey at the age of 12 at Harris Academy
- Gained 123 Scottish Caps
- Captain of Scotland for 7 years
- Gained 80 Great Britain Caps
- GB Vice Captain at the Atlanta Olympics 1996

"The main reason I played hockey was the team element - **working for and with others to gain success** and to share the high and low emotions "



**"Hockey has opened the World, having travelled for 14 years through Under 16 to Senior Squads."**

**"Hockey is a brilliant sport to play, fast and skilful and I would recommend anyone young or old to play."**

# Life-Stage Specific Priorities

For each life-stage we have summarised the key considerations. This summary includes the population groups we have identified as the most at risk to reduced active-opportunities (Target groups), the relevant pathways into activity at each life-stage and the specific physical activity opportunities which will be most beneficial and engaging at each of the life-stages (Physical Activity Priorities).

**Early Years:** Early physical activity is crucial to children's physical growth and development. Positive early experiences of being active allows children to develop their balance, movement and coordination which allows sports and physical activities to be easier and more appealing as they grow, making them much more likely to be active and advocate physical activity to others, even if the specific type of activity changes. This group offers the most investment gain for the future.

**Target Groups:** Disabled children, Low-income families  
**Physical Activity Priorities:** Family-centred activity, Play, Movement Skills (balance/ coordination/ function), In and Outdoor active experiences, Swimming



**Primary Age:** This is the period where activity begins to decrease and gender roles develop. Ensuring parents and families are engaged into their children's activity is essential as children's behaviours are predominately dependant on parent's attitude and interests. Additionally, ensuring children have a variety of positive and fun experiences being active and playing sports is crucial to gaining interest, particularly at school and with friends.

**Target Groups:** Overweight children, Inactive children, Disabled children, Low-income families, Primary 7 to Secondary 1 transition  
**Physical Activity Priorities:** Social Play, Group Activities, Cycling, Ball Skills, Swimming, In and Outdoor active experiences, Introducing sports

**Secondary Age:** This is a period where significant lifestyle choices leading to adulthood are made e.g. identity, social networks, ambitions etc. Young people are under considerable pressure from physical, social and structural changes that can cause reduced activity through changing priorities towards socialising and academic attainment, in addition to heightened gender sensitivity. Active children often begin to specialise in sports and begin to compete.

**Target Groups:** Girls, Overweight children, Inactive children, School Leavers  
**Physical Activity Priorities:** Physical Education, Outdoor Experiences, Team Activities, Competition, Gender-sensitive activities



**Young Adults:** The period of transition continues into early adulthood, where major lifestyle choices regarding education, occupation, residency and parenthood occur. Young adults achieve considerable gains from being active, particularly to their mental well-being and social opportunities. From secondary school to further/higher education, workplaces and new communities we can encourage positive, healthy choices to maintain and develop activity levels through sensitivity to changes in their environments, lifestyles and social networks by supporting those shaping these, such as employers or educators.

**Target Groups:** Women, Workplaces, Tertiary Education, People with Mental Ill Health  
**Physical Activity Priorities:** Active Travel, Competition, Socialising through Sport, Discovering New Activities

**Adults:** Physical activity barriers for adults include lack of time due to work and family commitments. Perceptions of sport as a 'childhood' pursuit can also be a barrier, in addition to lack of experience or confidence. However, this is the largest single population group, including parents and active opportunities through their family and working lives exist through active-travel and family recreation. Adults should be encouraged to prioritise regular light to moderate physical activity for weight/stress-management, socialising and opportunities to family time.

**Target Groups:** Women, Inactive Adults, Workplaces, Overweight Adults  
**Physical Activity Priorities:** Family-centred recreation, Active-travel, Social Activities, Low Commitment Activities, Health-conscious activities



**Later Life:** Finishing their working lives and experiencing change in their social network or physical capabilities can lead to older adults losing confidence and reduce their level of physical activity. Key barriers include poor health, fear of injury and reduced access through impaired mobility or lack of transport. This is the sector of the population which is set to grow more quickly than any other and it is essential we promote activity in later-life to reduce dependency and increase years in good health.

**Target Groups:** People who live-alone, Inactive, Poor Health/ Frail  
**Physical Activity Priorities:** Health-conscious activities, Mobility, Active-travel, Social Activities

# ***Dundee Pride: Andrew Gray***

After being diagnosed with asperger's syndrome at 19 Andrew joined Discovery Swim Club and has since gone on to have an international swim career. He is now a trained athlete ambassador for the Special Olympics and athlete representative/assistant coach at the 2009 National Games at Leicester. His achievements to date include:



- Two gold medals for Tayside (National Summer Games at Cardiff, 2001)
- The Jenny Wood Allan award (Dundee Sports Awards, 2001)
- Silver Medal for Great Britain (European Swimming Championships in Monaco, 2002)
- Gold Medal for Tayside (National Summer Games, 2005)
- Gold (Butterfly), 5th (Freestyle), 4th (Team Relay) for Great Britain (Shanghai Special Olympics World Summer Games, 2007)
- The Jenny Wood Allan Award 2008
- Sportsman of the Year Nominee 2008

"Swimming has given me **a goal to reach for** ... working from local galas up through the ranks to **representing Great Britain at world level**, and each level throwing a **new challenge** to beat "



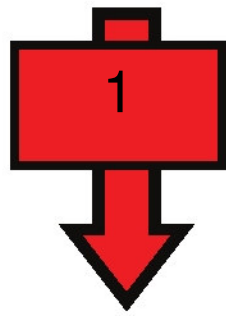
"Special Olympics are almost **a family** of its own where everyone looks out for each other and doesn't bother about their disability or problem... helping athletes reach their **true potential**."

"I quickly **found myself accepted** by swimmers at the Discovery Club and found I was respected... I now have a **self belief and the confidence** to cope in 'strange' situations, largely due to my swimming experiences."

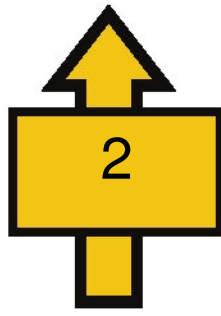


### 3. Delivering the Difference

**Reduce  
Inactivity**



**Increase  
Participation**



**Improve  
Performance**



## Aim 1 Actions to engage inactive people into activity:

Priority	Action	Lead	Supporting Agencies
<b>1.1 Develop active Lifestyles</b>	1.1.1 Ensure all schools have a Travel Plan which incorporates safer routes to schools and cycle training programmes	Education	
	1.1.2 Develop a programme of initiatives which allow participants to socialise whilst engaging in gentle physical activity e.g. health walks, allotment groups	Leisure & Communities	Healthy Living Initiative
	1.1.3 Provide physical activity classes and swim sessions at minimal cost for parent and child participation	Dundee Leisure	
	1.1.4 Encourage parents, carers, nurseries and childminders to provide safer and varied physical activity opportunities both indoors and outdoors	Childcare Partnership	
	1.1.5 Through the Healthy Working Lives Initiative support employers and employees to actively promote workplace initiatives which foster a positive approach to exercise	NHS Tayside	Leisure & Communities
	1.1.6 Encourage communities to take greater ownership of their local environments to encourage outdoor physical activity	Environment Development	
	1.1.7 Offer all primary school children (and their parents) the opportunity to participate in cycle training programmes	Education	
	1.1.8 Provide physical activity opportunities sensitive to varied interests, needs, beliefs, motivations and barriers	Implementation Group	Social Work
	1.1.9 Identify and promote safe cycling routes in and around the city	City Development	Leisure & Communities
	1.1.10 Promote play structures that encourage physical development	Leisure & Communities	Dundee Contract Services
	1.1.11 Provide training opportunities for all primary school children to participate in outdoor learning on at least one occasion per year	Education	Outdoor Education Countryside Rangers TWIG

	1.1.12 Deliver the Get Up and Go programme targeting disaffected young people on part-time timetables in Dundee Secondary Schools to introduce young people to a range of activities.	Grey Lodge	Sports Development SCSS Education
	1.1.13 Provide physical activity and swimming opportunities for children and young people who are excluded from mainstream physical education, with a particular focus on those attending off-site education schools.	Education	Sports Development SCSS
<b>Priority</b>	<b>Action</b>	<b>Lead</b>	<b>Supporting Agencies</b>
	1.2.1 Develop campaigns for public engagement through doctors surgery's, community pharmacies, libraries, schools, supermarkets and sports centres which include the following aspects of physical activity: 1) fun and interactive 2) physical and mental health benefits 3) life-long activities i.e. swimming, walking, cycling, golf, tennis 4) activity through functional tasks [gardening, housework etc] 5) local activities at little or no cost	Implementation Group	Dundee CHP Primary Health Care Teams
	1.2.2 Promote integrated marketing campaigns aimed at increasing membership/participation in sport and physical activity	Implementation Group	Leisure & Communities
	1.2.3 Provide advice to households and workplaces in the Dundee Travel Active area to encourage active travel modes	City Development	
	1.2.4 Provide regular communication to parents about sports and active club opportunities to encourage participation and involvement	Education (Nursery & Primary)	Sports Development Club Dundee
	1.2.5 Inform first-time parents on the importance of physical activity for early years development, eg Play@home	NHS Tayside (Health Visitors)	
	1.2.6 Promote the benefits of sport and physical activity to the overall health and wellbeing of all pupils	Education	
	1.2.7 Encourage our sporting facilities and staff to be accessible and engage with our local communities	Dundee Leisure Education	All providers
	1.2.8 Seek funding and identify resources for physical activity promotional campaigns	NHS Tayside (Health Promotion)	Implementation Group

Priority	Action	Lead	Supporting Agencies
<b>1.3 Encourage Family-Centred Activity</b>	1.3.1 Support parents whose children have impaired ability to identify appropriate activities and sports	NHS, Education, Sports Development	
	1.3.2 Offer targeted subsidies for family activity packages/ vouchers and holiday-offers at sport and physical activity provision	Dundee Leisure	Active Schools Sports Development
	1.3.3 Investigate means-tested payment schemes and utilise ICT developments to promote access to family centred activity	Implementation Group	Community Information Team
	1.3.4 Provide local family events and festivals encouraging parental involvement where possible	Leisure & Communities	Active Schools Sports Development
	1.3.5 Encourage parental involvement in each child's physical activity	Education	Sports Development Active Schools
	1.3.6 Promote the use of school facilities during evenings, weekends and holidays	Leisure & Communities	Education
Priority	Action	Lead	Supporting Agencies
<b>1.4 Engage those most at risk of Inactivity</b>	1.4.1 Increase participation amongst 'hard to reach' groups by adopting a targeted partnership approach	Healthy Living Initiative	Sports Development Police Dundee Leisure Youth Team Dundee Leisure Healthy Living Initiative
	1.4.2 Adopt a targeted approach to engage inactive girls and women to take part in physical activity and sport programmes	Sports Development Education	
	1.4.3 Organise introductory classes for both formal and informal activities to attract sedentary individuals and develop initiatives that encourage adult participation	Healthy Living Initiative	
	1.4.4 Ensure all secondary schools promote PE, physical activity and sports clubs during P7 inductions	Education	Sports Development
	1.4.5 Signpost parents to physical activity opportunities and education for new mothers to be active	NHS Tayside	HLI/ Sports Development <u>Outdoor Access</u>

	1.4.6 Address access issues for adults in later-life through public transport, volunteer driving services and Active Travel Buddies	City Development	
	1.4.7 Provide a well balanced innovative core PE curriculum in accordance with Curriculum for Excellence	Education	Leisure & Communities
	1.4.8 Develop a targeted programme specific to the needs of inactive people with additional support needs.	Sports Development	
	1.4.9 Increase the number of coaches and volunteers specifically trained to work with adults in later-life, girls and those with additional support/health needs	Sports Development	Active Schools
	1.4.10 Target a range of attractive diversionary sport and physical activities to children and young people most at risk of becoming inactive	Youth Justice Services Team	Sports Development Youth Work Police & Fire Service SFA / SRU Education
<b>Priority</b>	<b>Action</b>	<b>Lead</b>	<b>Supporting Agencies</b>
<b>1.5 Target Individuals with Health Needs</b>	1.5.1 Target those with inactivity-related health conditions to become active using Winning Weigh, Active for Life and Cardiac/Pulmonary classes e.g. Diabetes, Obesity, CHD	NHS Tayside	Activity Providers
	1.5.2 Ensure that physical activity clubs and classes are located in venues accessible to older people, including those in residential care, hospitals and nursing homes	Social Work	
	1.5.3 Provide appropriate support and specialised programmes for children identified as being overweight/obese	Education	NHS Tayside
	1.5.4 Organise and promote physical activity opportunities appealing to older people	Dundee Leisure	
	1.5.5 Work with specialist smoking cessation/ diet professionals to incorporate physical activity into support and treatment programmes	NHS Tayside	
	1.5.6 Maintain schemes with exercise and health professionals to improve individuals mental health and well-being	NHS Tayside	
	1.5.7 Support and promote exercise schemes provided by health and exercise professionals' e.g. cardiac rehab.	NHS Tayside	

	1.5.8 Promote and enable access to the physical activity programmes as part of an integrated, multi-agency approach to address obesity levels across the city	NHS Tayside	Sports Development
	1.5.9 Consider the role of physical activity in both prevention and treatment of people with alcohol and drug problems	NHS Tayside	
	1.5.10 Develop schemes for life-long conditions, to encourage sustained physical activity participation	NHS Tayside	
	1.5.11 Establish Healthy Weight Communities to demonstrate integrated community-wide approaches to engage children and young families in healthy eating, physical activity and healthy weight activities for long-term health outcomes rather than current discrete activities	Inter-Agency Steering Group	

## Aim 2 Actions to increase overall participation in physical activity and sports

Priority	Action	Lead	Supporting Agencies
<b>2.1 Provide accessible, affordable facilities and open spaces</b>	2.1.1 Review existing leisure and sports booking, pricing and programming policies to increase access to sports and physical recreational facilities in schools & community settings during weekends/ holidays/evenings	DCC Corporate Group	Leisure & Communities Dundee Leisure Education
	2.1.2 Ensure our green spaces are attractive, promoted and well-maintained	Leisure & Communities	Dundee Contract Services
	2.1.3 Ensure active travel routes are safe, well signed and promoted with distance indicators	City Development	Leisure & Communities
	2.1.4 Continue regular reviews of pricing policies to ensure affordable 'packages' for children, families and older people to generate optimal level of both usage and income	Leisure & Communities	Dundee Leisure
	2.1.5 Ensure public transport (cost/routes) facilitates access to/from facilities and open spaces	Transport Division (City Development)	
	2.1.6 Provide conservation volunteering opportunities to engage people in outdoor activities	Countryside Rangers	TWIG Forestry Commission
	2.1.7 Ensure our parks and outdoor spaces provide areas with safe, well-maintained and appropriate equipment for children of all ages	Leisure & Communities	Dundee Contract Services
	2.1.8 Create an accessible and effective electronic system for booking and payment of sport and activity classes across the city	Leisure & Communities	Information Technology
	2.1.9 Improve access to open spaces and facilities for individuals with disabilities	Leisure & Communities	
	2.1.10 Provide increased volunteering opportunities which support activities	Leisure & Communities	Active Schools

Priority	Action	Lead	Supporting Agencies
<b>2.2 Improve 'Pathways' for Life-Long Participation</b>	2.2.1 Develop existing programmes to reflect life-stages and enhance player pathways	Sports Development	Sport Tayside & Fife
	2.2.2 Develop partnership working between local clubs and schools to facilitate player development for the benefit of athletes	Leisure & Communities	Club Dundee
	2.2.3 Clarify the specific role of PE teachers, Active Schools, Sports Development and Sport Tayside and Fife within the player pathway for each sport	Implementation Group	
	2.2.4 Sustain and deliver targeted diversionary physical activity programmes for children and young people	Leisure & Communities	
	2.2.5 Deliver a quality Physical Education programme by ensuring that every child receives no less than the minimum recommended allocation of 2 hours PE per week	Education	
	2.2.6 Develop and sustain a range of play and physical activity programmes for children aged 0-5 to increase regular participation	Leisure & Communities	
	2.2.7 Encourage and promote sports and leisure clubs and facilities for students	Dundee College University of Abertay Dundee University	
	2.2.8 Provide CPD opportunities for more class teachers to become involved in the delivery of extra-curricular clubs and sports	Education	Active Schools
	2.2.9 Encourage secondary schools to link with their primary feeder schools to continue the provision of popular physical activities e.g. netball	Education	
	2.2.10 Develop a targeted approach to obtaining new adult membership in clubs, classes and leisure schemes	Implementation Group	Dundee Leisure Club Dundee

Priority	Action	Lead	Supporting Agencies
<b>2.3 Build Capacity for Physical Activity</b>	2.3.1 Identify, support and retain volunteers through the development of effective volunteering policies and practices	Club Dundee	Active Schools Sport Development Dundee Voluntary <u>Action</u>
	2.3.2 Seek additional resources to provide opportunities for physical activity for people living in priority regeneration areas.	Implementation Team	Local Community Planning Partnerships
	2.3.3 Develop partnerships with local businesses and employers to support, promote and enable employees to access opportunities to be physically active through active travel and employee-benefits schemes (e.g. Leisure Active)	Dundee Leisure	Dundee & Angus Chamber of Commerce
	2.3.4 Improve communication about coach-education events to promote attendance by teachers and clubs' volunteers	Education Active Schools	Sport Tayside & Fife Sport Development
	2.3.5 Encourage people to become volunteer walk leaders to increase the frequency of health-walks, particularly in priority regeneration areas.	Healthy Living Initiative	Leisure & Communities
	2.3.6 Recognise Physical Activity Leadership Awards through Dundee Partnership Awards	Dundee Partnership Co-ordinating Group	
	2.3.7 Deliver a range of sports leadership awards to enable people of all ages to become, or stay involved in, physical activity and sport	Sport Development	Dundee Employability Education Social Work Sports Leader UK
Priority	Action	Lead	Supporting Agencies
<b>2.4 Develop Community Sports Hubs</b>	2.4.1 Develop the Sports Planning process to involve local sports clubs and community organisations in sports specific action planning	Sports Development	Club Dundee
	2.4.2 Work with clubs to increase their capacity	Sports Development	Sport Tayside & Fife
	2.4.3 Liaise with <b>sportscotland</b> and other partners to strategically develop Community Sports Hubs across the city	Leisure & Communities	Sport Tayside & Fife
	2.4.4 Review the programming of pitches, sports halls and swimming pools to meet the needs of new community sports hubs	Leisure & Communities	Corporate Review Group Dundee City Council
	2.4.5 Implement Football Community Club pilots in four neighbourhoods of Dundee, ensuring each club has a physical base and priority access to pitches	Leisure & Communities	Scottish Football Association

### Aim 3 Actions to improve ability, performance and achievement in sport

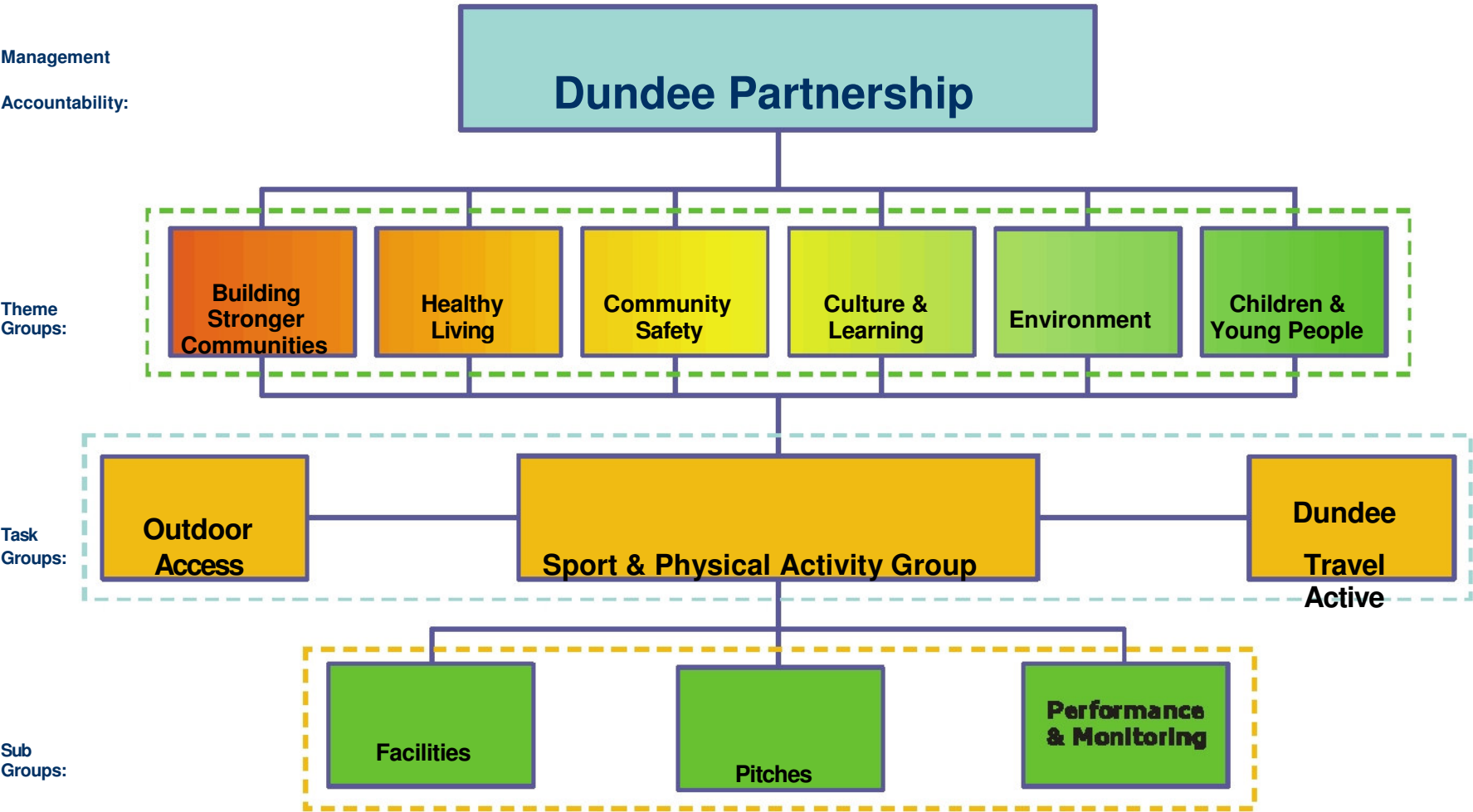
Priority	Action	Lead	Supporting Agencies
<b>3.1 Provide performance Sport facilities</b>	3.1.1 Adopt a long-term strategic vision for facility investment (See. Facilities Strategy)	Facilities Forum	Leisure & Communities
	3.1.2 Encourage clubs to apply for grants and funding to improve their operational effectiveness and facilities	Sport Dundee	<b>sportscotland</b>
	3.1.3 Support access to sports facilities for competitive events and priority sports	Leisure & Communities	Dundee Leisure
	3.1.4 Strategically prioritise facility access for developing and performing sports clubs and programmes	Leisure & Communities	
	3.1.5 Implement the Pitch Strategy to provide the best possible facilities for each sport	Leisure & Communities	Facilities Strategy Group
	3.1.6 Build a new 50m Regional Aquatics Centre	Leisure & Communities	Project Board Architects
	3.1.7 Produce a water access agreement for all council/ trust operated pools to ensure optimum use of facilities and the needs of performance aquatics are prioritised.	Leisure & Communities	Education Swim Scotland
	3.1.8 Create a Regional Gymnastics Training facility	Scottish Gymnastics	Leisure & Communities <b>sportscotland</b>
	3.1.9 Create a multi level pricing and programming structure that reflects the Council's objectives	Leisure & Communities	

Priority	Action	Lead	Supporting Agencies
<b>3.2 Enhance Dundee's Reputation as a centre of sporting excellence</b>	3.2.1 Promote Dundee as a high quality venue for Sporting events, seminars and conferences.	Leisure & Communities	
	3.2.2 Bid for Regional and National events with Governing Bodies and other National Agencies	Leisure & Communities	Club Dundee
	3.2.3 Promote Dundee to other countries, teams and agencies as a high quality-training venue for events such as the Commonwealth Games etc.	Leisure & Communities	City Development
	3.2.4 Establish Dundee International Sports Complex (D.I.S.C) as a Regional Basketball Centre (building on its status as Regional Hockey Centre)	Leisure & Communities	Sport Tayside & Fife <b>sportscotland</b>
	3.2.5 Redevelop Caird Park as a Regional Centre for athletics, cycling and other identified sports.	Leisure & Communities	Caird Park Users' Group
	3.2.6 Promote and support Dundee's calendar of events, showcasing the high level events and competitions attracted.	Sport Dundee	
	3.2.7 Explore the potential to develop elite athlete support for access to facilities with neighbouring local authorities	Sport Tayside & Fife	
Priority	Action	Lead	Supporting Agencies
	3.3.1 Expand the number of volunteer opportunities through sport in Dundee	Sport Dundee	Dundee Voluntary Action
<b>3.3 Develop the quality and capacity of Coaches, Volunteers and Officials</b>	3.3.2 Identify the existing capacity and projected demand for coaches, volunteers and officials	Leisure & Communities	Club Dundee
	3.3.3 Provide support through coach education, development and scholarship mechanisms to coaches and officials	Sport Tayside & Fife	Leisure & Communities
	3.3.4 Improve the partnership working with national and regional governing bodies to support elite coaches and athletes	Sport Tayside & Fife	Clubs
	3.3.5 Ensure that the qualifications of coaches and officials match the requirements of the level of the pathway	Sport Dundee	Sport Tayside & Fife Sports Development
	3.3.6 Establish a communication network for all coaches and officials informing them of coaching and legislative developments at a national, regional and local level.	<b>sportscotland</b>	Sport Tayside & Fife Sports Development

Priority	Action	Lead	Supporting Agencies
<b>3.4 Develop Performance Sport Pathways and appropriate competition structures</b>	3.4.1 Work with clubs to establish clear sports pathways for each sport, encouraging all coaches to track, and progress, athletes through the appropriate pathways	Tayside and Fife Institute of Sport	Sport Tayside & Fife, NGBs Active Schools SDS
	3.4.2 Develop the performance sport structure for people to allow them to reach their highest sporting potential	Sport Tayside & Fife	
	3.4.3 Establish support programmes such as sport science, to assist individuals to reach performance level and National/Institute representation	Sports Development	Sport Tayside & Fife
	3.4.4 Implement a programme of activities, through Squads and Academies, to develop identified talented and performance athletes	Sports Development	Sport Tayside & Fife
	3.4.5 Create appropriate integrated competition structures involving schools and clubs at participation and performance levels within the sports pathways	Education	Sports Development Clubs
	3.4.6 Establish support mechanisms for identified athletes outwith National Squads	Sport Dundee	
	3.4.7 Provide technical and generic support programmes to each level of the pathway	Sports Development	Sport Tayside & Fife
	3.4.8 Strengthen links between school and community sports providers to direct motivated/talented school pupils to clubs/teams	Active Schools	Sport Dundee
Priority	Action	Lead	Supporting Agencies
<b>3.5 Celebrate sporting success and achievement</b>	3.5.1 Work in partnership with the local, regional and national media to promote sporting success and high level achievements.	Sports Development	
	3.5.2 Promote a calendar of events for Dundee to showcase the competitions attracted to the city	Sport Dundee	Leisure & Communities
	3.5.3 Develop and promote the Sport Dundee Awards to Dundee based clubs and athletes and all relevant partners and sponsors.	Sports Development	Club Dundee

# 4. Implementation of the Strategy

## Reporting Relationships & Co-ordination:





# Implementation Arrangements

Active Chances Active Choices is the Sport and Physical Activity strategy for Dundee which outlines the various actions that are required to be taken and by whom to ensure that inactivity is tackled and overcome, that participation rates are increased and that sporting performance is improved.

The actions in the strategy are relevant to a number of initiatives already happening or about to happen in Dundee. These initiatives are supported at a strategic level by Dundee City Council, NHS Tayside, **sport**scotland and organisations in membership of the Dundee Partnership.

The Strategy has been developed by a commissioning group.

Following approval, this group has been reconfigured into an implementation group which will support delivery of the Strategy, monitor and report on progress on an annual basis.

An Annual Action Plan will be agreed between partners. These Action Plans will support behaviour change more effectively by:

- using social marketing techniques
- asking people who have already changed to healthier behaviours to help us lead the continued effort
- asking employers, charities, voluntary groups etc. to carry out health checks and support people with desired changes

Increasing screening uptake in deprived areas using social marketing and community development techniques.

Continuing to refine ideas and build evidence on effective means of tackling health inequalities.

Developing and agreeing measures of progress with our communities and partners including:

- progress on integrated measures of improved mental health and well being, less long term ill health and less early death
- social capital and childhood development
- replacing targets that seek average improvements with targets that tell us if we are closing the inequalities gap
- improving our evaluation capacity

Profiling and promoting positive role models through:

- media reporting of success
- annual sports awards event ○ Dundee Partnership Awards
- website and social networking sites

To make sure that this strategy is working towards increasing and improving sport and physical activity, the Dundee Community Planning Partnership will monitor the impact of our actions and distribute evaluations among physical activity and sport partners. We plan to measure evidence of value, challenging accepted data sources and seeking information that can identify what is really going on in Dundee, improving our understanding of both active and inactive groups. To achieve this, we will undertake three further actions detailed below:

4. Implementation	Action	Lead
Research & Development	4.1 Create a Physical Activity and Sport Strategy Implementation Group with representation from public, private and voluntary sectors.	Dundee Partnership Co-ordinating Group.
	4.2 Develop a Monitoring and Evaluation Framework	Dundee Partnership Co-ordinating Group.
	4.3. Identify electronic performance management system to monitor and report levels of participation in physical activity programmes.	Dundee City Council - I.T.

We believe these actions will ensure a long-term commitment to this strategy, and to physical activity and sport in Dundee. The evidence produced from the research and development actions will be used to direct future investments, highlight challenges within our present action plan and, for the first time, provide sport and physical activity planners and providers with Dundee-specific data on physical activity levels and trends. Throughout the life of this strategy, until 2015, we propose to continue and strengthen our partnership working for the benefit of Dundee's citizens.

If the opportunity presents itself staff charged with responsibility for the delivery of sport and physical activity will be co-located. Such a move would build on the existing close working relationship and would potentially increase effectiveness and deliver efficiencies.

## Relationship between Sport, Physical Activity, Dundee Partnership Themes and Outcomes

