

A photograph of a man and three children (two girls and one boy) standing outdoors on a grassy field. They are all wearing purple sports kits with a small Moray Council logo on the chest. The man is holding a soccer ball. The children are smiling and looking towards the right. The background is a blurred green field.

Physical Activity, Sport & Health Strategy



the **moray** council

Physical Activity, Sport and Health
Strategy (Moray)

Vision – 'Physical Activity and Sport are
embedded in the lives of the Moray
Community'

Reflection

Since the implementation of the first Physical Activity, Sport and Health strategy for Moray 'Living An Active Life' 2007-2012 there have been significant changes to the public sector and how services are delivered.

The previous strategy was comprehensive, but ambitious and despite efficiency savings being required to be made through its lifetime a number of key priorities were achieved, for example;

- Increase in attendances across our Sport and Leisure Facilities from 185,711 to 205,350.
- Roll out of the Play@home programme for children aged from birth to pre-school.
- Increase in opportunities and participation rates of school children being active through Active Schools programme. From _____ sessions and _____ participant visits in 2007 to 3,211 sessions and 50,543 participant visits in 2012.
- Development and roll out of the Be Active Life Long (B.A.L.L.) project
- Increased coach education and training opportunities for people to get involved in sport/physical activity from 18 in 2007 to 28 in 2012.

Public sector reform, following the Christie Commission report in 2011, now requires public services to be created around people and their communities, ensure that organisations work more effectively together, prioritise prevention, reduce inequalities, improve performance and reduce costs.

It is evident that in future years the public sector will continually be required to make efficiency savings. Due to this it is imperative that the public, private and voluntary sector continue to work in partnership with communities to ensure that physical activity and sporting opportunities are continually developed, improved and provided across Moray for everyone.

Background

Moray is the 8th largest Council area in Scotland, however in terms of its population it ranks 22nd out of 32 with a population of just 93,300. 57% of the population live in the five main towns of Elgin, Forres, Buckie, Lossiemouth and Keith. Moray has diverse communities with around half the population living in towns with easy access to a wide range of services and the remainder living in a range of more rural settings with a high reliance on the road network for accessing services. (reference – National Records of Scotland)

In Moray the proportion of the population that is 65 years and over is growing faster than the rest of Scotland as a whole. A 45% increase in the 65 years and over population group and a 15% decrease in the 0-64 years population group is predicted by 2035. Life expectancy in Moray is above the national average and generally a longer period is spent in better health. (reference – Moray Health Profile March 2015 Health Intelligence NHS Grampian)

The percentage of P1 children considered to be obese or severely obese is in line with the national average. Residents in Moray participate in sports and physical activity on a regular basis. 96% of Moray's primary schools are meeting the PE target of at least 120 minutes per week and 100% of pupils in S1-4 are meeting the PE target of at least 100 minutes per week. This performance for both primary and secondary schools is above the national average.

In addition attendances per 1,000 population at swimming pools have increased in the last few years to 5,478 in 2014/15. Attendances at indoor sports and leisure facilities have maintained a consistent figure over recent years with 5,479 per 1,000 population in 2014/15. In Moray football pitch/pavilion usage increased by almost 8.5% from 2013/14 figures to 62,336 during 2014/15. Attendances at sports facilities are above the national average, are available at a low cost with high satisfaction rates among residents.

Parks and open spaces please a significant proportion of our population. In the area of children and young people's physical activity/sport the number of participant sessions facilitated by Active Schools rose from 50,543 to 73,063 over the period from 2012/13 to 2014/15. The percentage of those taking part who were girls, a

problem that was identified as needing a concerted effort to address, also increased from 49% (as a percentage of the total in 2012/13) to 54% (2014/15).

Moray's private, public and third sectors are continually striving to work in partnership to achieve the best possible outcomes for the community. The third sector makes a significant contribution to Moray which impacts on growth in the economy and delivery of public services, supporting resilient and sustainable communities. It is estimated that around 1,000 paid staff and 18,000 volunteers are involved in third sector activity and sport and physical activity receive a considerable amount of third sector support.

Public services are required to demonstrate a shift in resources, from crisis management to early intervention and prevention so to support those who are most vulnerable in our communities and to reduce inequalities.

To be successful, partners must engage and consult with communities so to gain a better understanding of their needs. Via co-production Moray can succeed to meet the needs and aspirations of our communities.

For the majority of the population Moray is a great place to live – low crime, low unemployment, a world class natural environment. The Moray health is also better than the Scottish average in a number of key areas and as such our residents can expect to live a longer healthy life.

In 2014, 67% of the Moray population were within 5 minutes of their nearest useable greenspace, this compares to a national average of 69%. In 2013 the Moray statistic was 72%, therefore a decrease of 5%. In 2014, 42% of the Moray population visited outdoor areas at least once per week compared to the national average of 46%. This reflects a 13% decrease for Moray in one year as in 2013 Moray's statistic showed 55%, thus giving an indication that the local population is becoming less active.

In 2014, 34% of the Moray population volunteer in the local community compared to a national average of 27%. Sport/exercise was the 5th highest type

of organisation/group for which adults volunteered their time in Moray, which highlights the strong reliance we have on the community to provide physical activity and sports services in this area. In 2014/15 337 distinct volunteers helped deliver PA/sport opportunities in the school environment alone. This ranged from club coaches delivering taster sessions during class time, to teachers leading activities at break times, to parents helping with after-school sports clubs and events. These volunteers were supported in their delivery through mentoring by Active Schools Coordinators and Moray Council sports coaches, and training in generic skills, such as first aid, to sport-specific coaching courses which helped to develop these volunteers' skills and confidence.

77% of people participated in sport (including walking) in Moray in 2014 compared to a national average of 78%; this was a decrease of 6% in Moray since 2013. The majority of this was via walking, swimming, running/jogging and cycling. In the school environment, 35% of all pupils took part in Active Schools-led activity alone, with a higher percentage of younger children taking part (45% in the primary sector) than older children (23% in the secondary sector). All schools in Moray recorded included at least one school-to-community sports club link, which ranged from allowing clubs access to schools to deliver promotional taster sessions, to working with clubs to host festivals and competitions.

67% of people were very or fairly satisfied with local authority sports and leisure facilities in Moray in 2014 compared to a national average of 52%; this shows an increase of 4% in Moray since 2013.

(Statistics from the Scottish Household Survey 2014 and annual SportsScotland Active Schools monitoring reports)

Significant Factors for the Future

Public services expenditure will continue to decrease for the foreseeable future. Therefore there will need to be a realistic assessment of the changes that will be required to enable, support and encourage communities to sustain physical activity and sporting opportunities at a time of declining public sector resources.

Morays population is set to grow from 93,300 to 101,666 by 2035, an increase of 9% with the largest increase being in the 65 years and over group. With increasing age there will also be a rise in the number of people living with multiple long term conditions who are likely to require increased care and support.

A combination of improved economic activity, continuing improvements in education and employability and greater engagement in volunteering, active citizenship and the social economy will all contribute to improvements in the health of the population in Moray. These improvements will arise through the population, with appropriate information, advice and support, taking greater responsibility regarding their and their families diet and exercise.

Over the next 10 years there will be less reliance on the current public sector to directly provide services and more emphasis will be placed on empowering communities to maintain what is important to them, Community Sports Hubs are an example of this empowerment and service provision/development. In this context community includes both geographical communities and communities of interest, such as leisure clubs. Our health, education and economy will thrive through greater participation and involvement by our communities.

Why Sport / Physical Activity Matters

The Scottish Sports Alliance: A Manifesto for Scottish Sport 2015

Research shows that participating in sport/being active can provide the following benefits:

Quality in later life

- Reduction in falls, fractures etc
- Delayed onset of certain neurological conditions
- Enhance mental wellbeing

Reduced mental health risks

- Reduction in onset of conditions such as depression, dementia, anxiety
- Reduction of cognitive decline

Improvement in mental health

- Improved/increased confidence, self-esteem, sleep, mood
- Reduction in stress

Improvement in learning

- Increased commitment to school, work or attainment
- Improved concentration, attendance

Employment

- Improved/increased performance and productivity
- Fewer sick days
- Higher earning
- Reduced job stress

Improvement in general health

- Increased life expectancy
- Improved immune system, aerobic and anaerobic fitness, quality of life
- Feel healthier

Reduced general health risks

- Reduction in premature mortality and conditions such as heart disease, strokes, diabetes and certain types of cancer

Increased range of skills and qualities

- Greater awareness and development of life skills such as teamwork, responsibility, leadership, communication, respect, initiative, problem solving and self-discipline

Increasing physical activity levels by 1% each year for five years would save 157 lives per year, with a positive economic impact of £85 million (Lets Make Scotland More Active).

Children who embed good physical activity habits at a young age tend to continue being active in later life. It follows that active parents embed good physical activity habits in their children; the challenge of engaging children from less active parents remains a priority for those working in physical activity/sport in the schools sector.

Volunteering is such a key component to the success of sport/physical activity in local authorities. Volunteering helps to promote citizenship behaviour, community involvement and responsibility. People that volunteer have increased life satisfaction and overall well-being and it can result in a 20% reduction in premature mortality. Volunteering in sport can also provide a pathway back into work for some people.

Scottish success in sport provides inspiration – following Glasgow 2014 84% of people in Scotland have participated in sport with 94% planning to be more active in 2015 (data from Censuswide research, Dec 2014).

There are over 13,000 sports clubs in Scotland with almost a fifth of our population being a member of a sports club. Sports clubs all have a community capacity building element to them in the fact that strong sports clubs are thriving communities in their own right and take responsibility for their facilities, accessing funding and developing the skills of their members. Benefits of being a member of a sports club include:

- Increased happiness and satisfaction with life
- Increased social networking opportunities
- Intergenerational and intercultural integration
- Volunteering and skill development opportunities
- Increased likelihood of trust in communities, organisations and institutions
- People who participate in a sport through a club participate more often and for longer



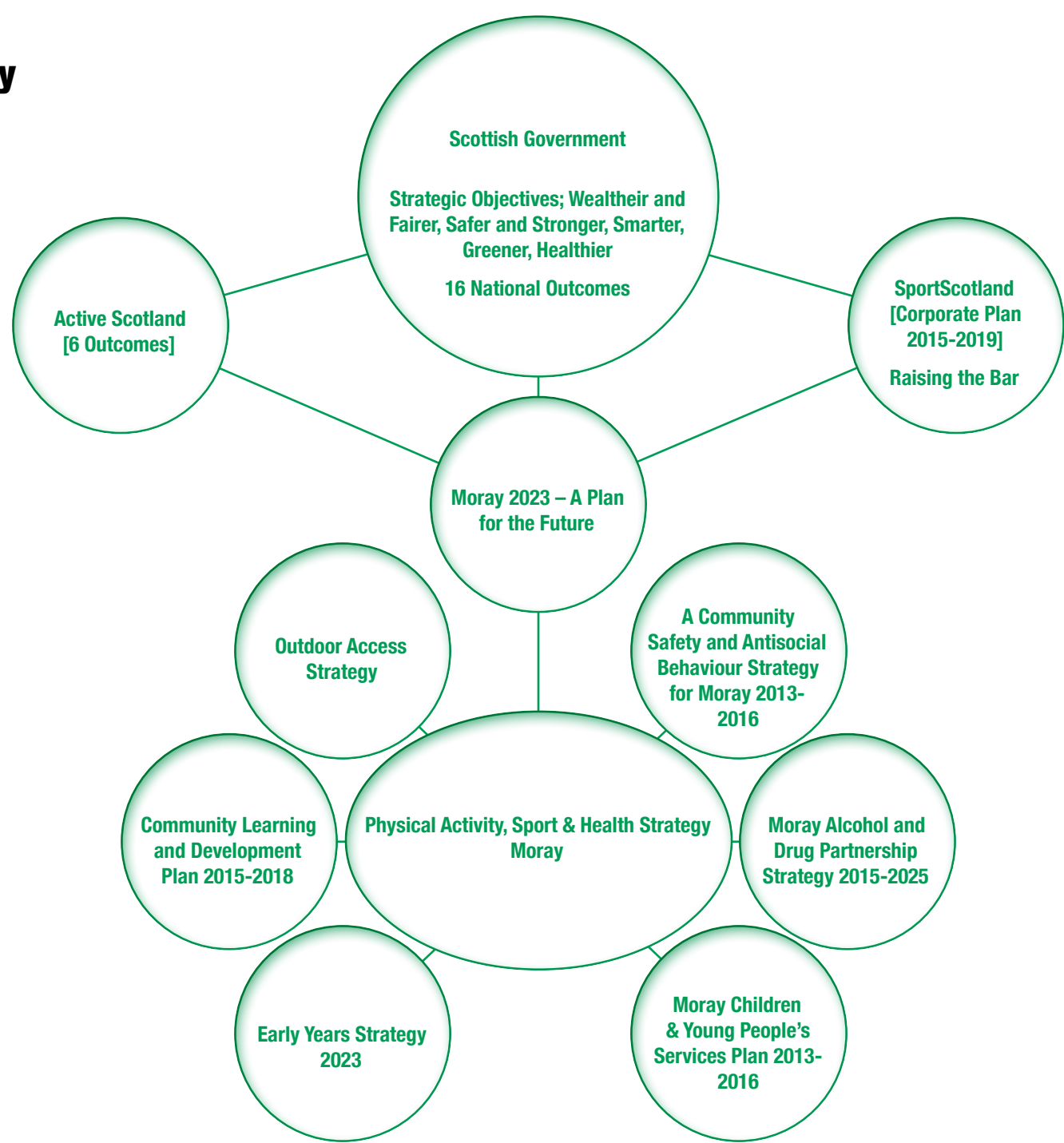
Vision

‘Physical Activity and Sport are embedded in the lives of the Moray Community’

Outcomes

- We provide a strategic approach to the operation and management of our sport and leisure facilities (both natural and built environment).
- We encourage, enable and support opportunities for people in Moray to participate, progress and achieve in sport/physical activity.
- We develop, support and strengthen both the paid and volunteer physical activity and sporting workforce in Moray.
- We recognise, highlight and showcase how sport/physical activity can benefit people and the local community and how it is intrinsic to daily life.
- We provide strategic direction, co-ordination and support to achieve our vision of embedding sport and physical activity into the lives of the Moray community.

Our Plan for Moray



Priority 1

A growing, diverse and sustainable economy

- I. Recruit, retain and develop a network of volunteers, childcare providers, students, coaches, leaders, health professionals and teachers who in turn deliver physical activity and sporting opportunities in childcare settings, schools and within the community. Link where appropriate these delivery opportunities to Awards such as the Saltire, Duke of Edinburgh and Dynamic Youth Awards.
 - II. Work with partners and other relevant agencies to identify and deliver appropriate training and education for local coaches, officials, volunteers, students, learners, teachers and childcare providers promoting through the Physical Education, Physical Activity and Sport (PEPAS) calendar.
 - III. Support proposals in relation to future development of a regional sports facility.
 - IV. Further develop the ethos and principles of Community Sports Hubs particularly encouraging clubs and organisations to investigate potential of them taking ownership of Moray Council facilities through Community Asset transfer.
 - V. Work with local clubs and organisations to support and advise them on facilities and/or develop new facilities within the area.
 - VI. Promote and host local, regional, national and international sporting events with all key partners to encourage tourism and showcase what Moray has to offer.
 - VII. Recognise and celebrate the contribution that sport and physical activity provides within Moray and support the need that physical activity and sporting opportunities are affordable and attractive to all our residents.
 - VIII. Raise the profile of sport and physical activity within Moray.
 - IX. Work with Health and Social Care professionals to develop self-directed support opportunities for clients within the sport/physical activity environment such as packages of work.
 - X. Ensure workforce planning is an integral part of strategy implementation as staff are our most valuable asset.
 - XI. Work with partners to support the development and delivery of the regeneration masterplan for central Elgin and any future similar projects across Moray.
 - XII. Take a strategic overview in the direction and development of sport, physical activity and health.
- Linked to 'Encourage and promote training and development opportunities across agencies and sectors on areas of children's services where there are shared interests/concerns' as referenced in Moray Children & Young People's Services 2013-2016, also linked to Outcome 8.8 Increase volunteering opportunities within the local authority as referenced in the Community Learning and Development Plan 2015-2018.*

Priority 2

Healthier citizens

- I. Further implementation of the Leisure Review recommendations and establish a sustainable network of leisure facilities for the future.
 - II. Establish and promote free/low cost physical activity opportunities for families, working age adults and older people.
 - III. Liaise with housing developers to ensure appropriate leisure provision is included in future developments.
 - IV. Agencies to work in collaboration to support the reduction of health inequalities within Moray.
- Linked to Outcome 10.3 Developing joint projects to further develop community capacity, including specific projects focused on identifying and addressing health and wellbeing issues in target areas, such as disadvantaged localities and older people as referenced in the Community Learning and Development Plan 2015-2018*
- V. Work with sports clubs and national governing bodies for sport to ensure everyone in Moray has the chance to reach their sporting potential, including developing a quality environment for those with the potential to take part in sport at the highest level.
 - VI. Identify shared aims and develop a partnership approach amongst local authority physical activity/sport professionals to aid the development of sport and physical activity.
 - VII. Build and support the capacity of Moray's network of sports clubs and physical activity providers.
- Linked to Outcome 10.5 Continuing to support third sector organisations develop adequate and resilient governance and management arrangements as referenced in the Community Learning and Development Plan 2015-2018)*
- VIII. Work with partners to improve access to public services including travel infrastructure for example providing travel options for pupils to take part in afterschool activities.
 - IX. Support infrastructure improvements to make taking part in physical activity/sport as easy as possible – walking/cycling routes, low-cost facilities and appropriate play parks.
 - X. Encourage active travel to school, college, work and leisure.
 - XI. Collaborative working to help reduce incidence of obesity through education on lifestyle choices on physical activity, nutrition starting from pre-school.
 - XII. Collaborative working to deliver innovative programmes to help maintain/increase physical activity levels across the population such as the sportMoray Corporate Challenge, introduction of a Parkrun in Moray.
- XIII. Retain a sufficient level of provision of green space/playing fields in Moray.
 - XIV. Engage with local communities and groups to identify needs in relation to sport and physical activity to make sure we deliver services which meet their needs where possible.
- Linked to Outcome 3.2 Ensure providers remain focused on the needs and aspirations of learners and communities, in line with the National Standards for Community Engagement as referenced in the Community Learning and Development Plan 2015-2018*
- XV. Encourage and support the implementation and evaluation of Healthy Eating and Active Living projects and programmes.
 - XVI. Enhance marketing of services with particular focus on target groups and young people and use the Sport in Moray website as a central information service.

Priority 3

Ambitious and confident young people

- I. Encourage and support the increased physical activity levels of pre-school children via parents, childcare settings and community based provision to embed physical habits as a lifestyle from a young age.

Linked to 'Universal delivery of the Play@ home programme' as referenced in Outcome 2 and 'Ensure parents engage with their children in unstructured play opportunities' as referenced in Outcome 4 of Early Years Strategy 2023

- II. Further the development and integration of the Physical Education, Physical Activity and Sports (PEPAS) agenda to ensure provision of opportunities that are progressive, high quality and make the best use of resources.

Linked to 'Promote and seek opportunities to further embed collaborative and integrated working in children's services in Moray' as referenced in Moray Children & Young People's Services Plan 2013-2016

- III. Achieve two hours or two periods of quality PE in line with the Scottish Government target.

- IV. Encourage and support every child to undertake a minimum of 1hr physical activity per day using interventions such as 'The Daily Mile', Active Playgrounds, Active Lunchtimes, Active Travel etc. Evidence available relating to raised attainment levels of school children that incorporate physical activity on a daily basis.

- V. Continue the delivery and development of Active Schools in order to ensure more and better opportunities for children to take part in physical activity/sport during and after school.

- VI. Support and develop clear pathways in sport and physical activity between schools, college/UHI, communities and clubs. Work to ensure that sports which are popular in Primary are available at Secondary level to help keep young people in sport and avoid the 'drop off' trend.

Linked to Outcome 7.4 Increase the accessibility, co-ordination and targeting of activities and services as referenced in the Community Learning and Development Plan 2015-2018

- VII. Increase awareness and understanding of Getting it Right for Every Child (GIRFEC) in sport and physical activity community groups/ organisations.

Linked to Outcome 4 of Early Years Strategy 2023

- VIII. Motivate, inspire and support young people to become leaders and role models for other children in sport in their own schools and in the community.

Linked to Outcome 8.8 Increase volunteering opportunities within the local authority as referenced in the Community Learning and Development Plan 2015-2018

- IX. Increase capacity for provision of sport and physical activity opportunities by promoting and delivering relevant training, including coaching courses, for both volunteers and professionals working with young people using the PEPAS calendar.

- X. Use sport and physical activity to enable young people to develop new skills, learn important life lessons around effort, goal setting, reaching potential and dealing with setbacks which helps them develop confidence and build resilience.

Linked to 'Consult with children and young people, other agencies and organisations, including the third sector as appropriate, to achieve a co-ordinated approach to the provision of local services' as referenced in Moray Children & Young Peoples Services Plan 2013-16

- XI. Grow and sustain interventions to support a healthy active lifestyle for children.

Linked to Outcome 1 of Early Years Strategy 2023 also linked to Outcome 6.3 Focus on prevention and early intervention, including raising ambition and self-expectations in both young and parents as referenced in the Community Learning and Development Plan 2015-2018

Priority 4

Adults living healthier, sustainable independent lives safeguarded from harm

- I. Create opportunities for people with long term medical conditions to be more physically active, encouraging self-directed support and ensure we have professionals suitably qualified to deliver activities to these individuals.
- II. Encourage and support the Healthy Working Lives programme within businesses, employers etc.
- III. Ensure our communities are more informed and aware of existing opportunities and therefore better able to make positive health choices and know how this can impact on their mental wellbeing.
- IV. Address the sport and physical requirements of an ageing population.
- V. Develop a clear link between GPs, hospitals and allied health professionals in relation to community based physical activity provision (exercise prescription). Provide support and mentoring options to help participants engage with these opportunities.
- VI. Encourage and support sports clubs/physical activity providers to deliver activities for particular groups/individuals.

Linked to Outcome 10.3 Developing joint projects to further develop community capacity, including specific projects focused on identifying and addressing health and wellbeing issues in target areas, such as disadvantaged localities and older people as referenced in the Community Learning and Development Plan 2015-2018

Priority 5

Safer communities

- I. Using a multi-agency approach provide sport and physical activity opportunities to help tackle crime, community safety issues and to provide a diversionary alternative such as midnight football leagues. Use these opportunities to develop relationships with individuals and partners involved.

Linked to Outcome 1: The Community Safety partnership adds value to partners' work, and delivers Community Safety Outcomes for Moray, Outcome 2: Antisocial behaviour in Moray is reduced, Outcome 5: Incidences of violence in Moray are reduced and Outcome 6: Alcohol and drugs have a reduced impact on community safety in Moray within the A Community Safety and Antisocial Behaviour Strategy 2013-2016)

- II. Use sports clubs, groups and activities to re-inforce positive messages around drugs, alcohol, internet usage etc as they will be a captive audience engaging in positive activities.
- III. Promote the benefits of sport and physical activity in communities as a way of life.

Both actions linked to Outcome 7.1 People are healthier and experience fewer risks as a result of alcohol and drug use, Outcome 7.2 Fewer adults and children are drinking or using drugs at levels or patterns that are damaging to themselves or others and Outcome 7.5 Communities and individuals are safe from alcohol and drug related offending and Anti-social behaviour within the Moray Alcohol and Drug Partnership Strategy 2015-2025

Contribution to Scotland Performs – A National Framework for Scotland

The table below shows how the Moray Physical Activity, Sport and Health strategy will contribute to the Scottish Government’s 16 National Outcomes.

National Outcome	A Growing, Diverse & Sustainable Economy	Healthier Citizens	Ambitious and Confident Young People	Adults Living Healthier, Sustainable Independent Lives Safeguarded from Harm	Safer Communities
We live in a Scotland that is the most attractive place for doing business in Europe	x				
We realise our full economic potential with more and better employment opportunities	x		X		
We are better educated, more skilled and more successful, renowned for our research and innovation	x		x	x	
Our young people are successful learners, confident individuals, effective contributors and responsible citizens	x	x	X		x
Our children have the best start in life and are ready to succeed	x	x	x		
We live longer, healthier lives	x	x	x	X	x
We have tackled the significant inequalities in Scottish society	x	x	x	x	x
We have improved the life chances for children, young people and families at risk	x	x	x		x
We live our lives safe from crime, disorder and danger					x
We live in well-designed, sustainable places where we are able to access the amenities and services we need	x	x		x	

National Outcome	A Growing, Diverse & Sustainable Economy	Healthier Citizens	Ambitious and Confident Young People	Adults Living Healthier, Sustainable Independent Lives Safeguarded from Harm	Safer Communities
We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others	x	x	x	X	x
We value and enjoy our built and natural environment and protect it and enhance it for future generations	x	x			
We take pride in a strong, fair and inclusive national identity	x	x			
We reduce the local and global environmental impact of our consumption and production		x			
Our people are able to maintain their independence as they get older and are able to access appropriate support when they need it		x		X	
Our public services are high quality, continually improving, efficient and responsive to local people’s needs	x	x		x	x

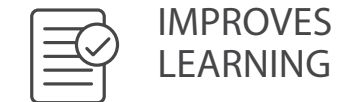
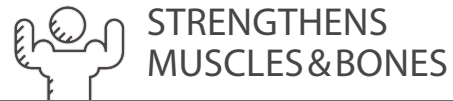
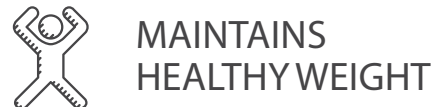
Contribution to Active Scotland – the strategic context for sport and physical activity in Scotland

The table below shows how the Moray Physical Activity, Sport and Health strategy will contribute to Active Scotland's 6 Outcomes.

Active Scotland Outcome	A Growing, Diverse & Sustainable Economy	Healthier Citizens	Ambitious and Confident Young People	Adults Living Healthier, Sustainable Independent Lives Safeguarded from Harm	Safer Communities
We encourage and enable the inactive to be more active		x	x	x	x
We encourage and enable the active to stay active throughout life	x	x	X	x	x
We develop physical confidence and competence from the earliest age		x	X		
We improve our active infrastructure – people and places	x	x	X	x	x
We support wellbeing and resilience in communities through physical activity and sport	x	x	X	x	x
We improve opportunities to participate, progress and achieve in sport	x	x	x	x	x

Physical Activity Benefits

for all Children and Young People



What should they do?



THESE ACTIVITIES CAN BE DONE AT:

MODERATE
INTENSITY



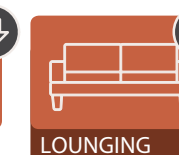
TO

VIGOROUS
INTENSITY



Increased breathing, able to talk

Breathing fast, difficulty talking



START TODAY

UK Chief Medical Officers' Guidelines 2011
Start Active, Stay Active:
www.bit.ly/startactive

Physical Activity Benefits

for Adults and Older People



BENEFITS HEALTH



IMPROVES SLEEP



MAINTAINS HEALTHY WEIGHT



MANAGES STRESS



IMPROVES QUALITY OF LIFE



REDUCES YOUR CHANCE OF

What should you do?

For a healthy heart and mind

To keep your muscles, bones and joints strong

To reduce your chance of falls

Be Active

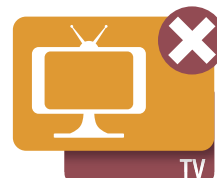
Sit Less

Build Strength

Improve Balance

VIGOROUS

MODERATE



MINUTES PER WEEK

75 OR 150

VIGOROUS INTENSITY

(BREATHING FAST
DIFFICULTY TALKING)

MODERATE INTENSITY

(INCREASED BREATHING
ABLE TO TALK)

OR A COMBINATION OF BOTH

BREAK UP SITTING TIME

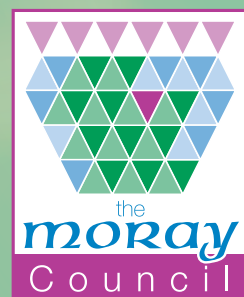


2 DAYS PER WEEK

Something is better than nothing.

Start small and build up gradually:
just 10 minutes at a time provides benefit.

MAKE A START TODAY: it's never too late!



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