

**REPORT TO: CHILDREN AND YOUNG PEOPLE'S SERVICES COMMITTEE ON
20 AUGUST 2008**

**SUBJECT: "LIVING AN ACTIVE LIFE" PHYSICAL ACTIVITY, SPORT AND
HEALTH STRATEGY FOR MORAY 2007-2012 UPDATE**

BY: DIRECTOR OF EDUCATIONAL SERVICES

1. REASON FOR REPORT

1.1 The purpose of this report is to inform Committee on the progress made to date in relation to the "Living An Active Life" Physical Activity, Sport and Health Strategy for Moray from 2007-2012.

1.2 This report is submitted to Committee in terms of Section D (12) of the Council's Administrative Scheme relating to the Council's statutory powers to support activities related to the development of recreation, sport, culture and heritage.

2. RECOMMENDATION

2.1 It is recommended that Committee notes the progress made in relation to the "Living An Active Life" Physical Activity, Sport and Health Strategy 2007-2012.

3. BACKGROUND

3.1 At the Educational Services Committee meeting on 6 December 2006 the Committee endorsed the "Living An Active Life" Physical Activity, Sport and Health Strategy for Moray 2007-2012 (para 6 of the minute refers).

3.2 Since this meeting a number of the actions relating to this document have been addressed across the four goals within the strategy; Early Years, School Age Children, Community Participation and Sports Facilities.

3.3 Each of the four goals has a separate working group, which meets every 2 - 3 months approximately.

3.4 Due to the fact that this strategy is a Moray wide document the actions that have been addressed have been achieved through partnership collaboration involving both statutory and voluntary organisations.

3.5 A summary of the progress of the strategy and the organisations involved are listed in **Appendix I**.

4. SUMMARY OF IMPLICATIONS

(a) Corporate Development Plan/Community Plan/Service Improvement Plan

The strategy deals with issues identified in the Corporate Development Plan concerning improving attainment and achievement in Educational Services and in the Community Plan under the Achieving a Healthy and Caring Community Theme.

(b) Policy and Legal

The provision of high quality physical activity, sport and health programmes is not only an integral part of the local vision but is also a national priority. In particular the strategy aims to fulfil the aspirations of increasing the physical activity, sport and health levels of our community, as identified as a key objective in the Scottish Executive's Reaching Higher: Building on the Success of Sport 21.

(c) Resources (Financial, Risks, Staffing and Property)

The strategy is required to be resourced from existing funding or external funding from sources such as the BIG Lottery.

(d) Consultations

Stakeholders and organisations have continually been involved in achieving a number of the actions of this strategy and will continue to be fully consulted. In preparing this report, consultations have been undertaken with the four working groups of the strategy which include representation from statutory bodies such as The Moray Council and NHS Grampian to voluntary bodies such as the Volunteer Centre Moray and sportMoray.

5. CONCLUSION

5.1 Committee is requested to note the continued progress made in relation to the "Living An Active Life" Physical Activity, Sport and Health 2007-2012 strategy.

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Background Papers:

Ref: DMD/JR/Reports/Children and Young People's Services
Committee/20 August 2008/"Living an Active Life" Physical
Activity, Sport and Health Strategy for Moray 2007-2012 Update

Appendix I

Progress on four goals of "Living An Active Life" Physical Activity, Sport and Health Strategy for Moray 2007-2012

Early Years

1. [play@home](#) initiative been rolled out in Moray since 2006. Baby and toddler programmes currently running with pre-school programme being rolled out from September 2008. [Play@home](#) to be funded for next 3 yrs by Scottish Government.
2. Tutor training been delivered to pre-school workers in TOP Tots and TOP Start programme. Future training is planned which will also be extended to parents.
3. Delivery of water confidence and baby massage sessions now taking place in Moray.

School Age Children

4. Commitment for Active Schools until March 2011. Active Schools has helped to increase the participation levels of school children in curricular and extra-curricular sports and physical activity sessions.
5. Continued delivery of the sports coaching term-time and holiday programmes in the area that attracts over 8,000 children annually.
6. Increase in the number of school children walking and cycling to school through School Travel Co-ordinator projects.
7. Delivery of the 'Kids in Condition' programme in Primary Schools.
8. Development of extra curricular basketball in Secondary Schools through the Young People's fund of the Lottery.
9. Provision of development squad coaching for talented young participants in Badminton, Tennis, Football, Basketball and a number of other sports.
10. Organising and planning of coach education courses and workshops to ensure coaching in area is of the highest quality.

Community Participation

11. Organisation and delivery of Community Sports Leaders Award courses to both senior secondary students and members of the public, which contributes to increasing the number of volunteers in the area.
12. Sports Development Groups now established in rugby, cricket, tennis, badminton, basketball and hockey to help drive the development of these sports forward. These groups are made up of representatives from all the local clubs in the area, Sports Development, Active Schools, National Governing Body representation and anyone with an interest in that particular sport from the community.
13. Moray Gold Card Scheme – scheme to support talented athletes to reach their full potential by providing free access to Council Leisure Facilities.
14. Development of Health Walks Co-ordinator post through partnership funding. This has resulted in delivery of Walk Leader training and the launch in April 2008 of the Moray Health Walks booklet.

15. Success and continued delivery of the Street Football project and Midnight Football League programmes in the area.
16. Establishment of JogScotland groups across Moray following tutor training. Voluntary groups now running in Elgin, Forres, Keith, Buckie and Fochabers. Over 200 participants regularly attend these groups.
17. Nine Be Active Life Long groups established in Moray for the over 60s. These groups help to improve the physical and mental wellbeing of older people in Moray.
18. Progress made by sportMoray (Local Sports Council) as a driving force in assisting sports clubs and individuals in both development and recognition.
19. Development of a Sports Club Accreditation scheme (kite-mark) for Grampian.
20. Following research undertaken in 2006, Moray is the local authority in Scotland with the highest participation rates of adults taking part in sport. Moray's figure of 69% of all adults taking part in sport at least once a week, exceeded the sport 21 target at that time which was 60%.

Sports Facilities

21. Production of a Natural Grass and Synthetic Turf Pitches Strategy for Moray 2007-2012.
22. Construction of Buckie Skate Park and Grant Park Pavilion in Forres and the forthcoming creation of the Buckie and Aberlour Synthetic Turf Pitches.

Partners involved in achieving the actions mentioned above include;

The Moray Council – Sports Development, Active Schools, Sport and Leisure Services Section, Active Travel, Environmental, Anti-Social Behaviour Partnership, Community Learning and Development, Educational Resource Services.

Nhs Grampian

Moray Community Health and Social Work Partnership

Forestry Commission

Moray College

SportMoray

Individual Sports Clubs

Grampian Coaching

JogScotland

Grampian Police

Grampian Fire and Rescue Service

Grampian Housing Association

Community Councils

Village Associations

Local Community Networks

Local Neighbourhood Forums

National Governing Bodies

Youth Sport Trust

Volunteer Centre Moray

MVSO

BIG Lottery