



Perth and Kinross Physical Activity and Sports Strategy 2023-2028

A Perth and Kinross where everyone can live life well,
free from poverty and inequalities

Supporting
physical
and mental
wellbeing



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Our vision for the future of physical activity and sport in Perth and Kinross is:

“We will support everyone’s physical and mental wellbeing through physical activity and sport.”



Introduction

Foreword

Physical activity and sport play an important role in creating places where people can live healthy, fulfilling, and productive lives. They are central to our Corporate Plan ambition to make Perth and Kinross the best place in Scotland to live life well, free from poverty and inequality. In this Strategy, we put physical activity first because we recognise the vital part it plays in wider public health issues. Our population of older people aged 65+ is growing; we are all learning to live with Covid-19; climate change will have increased impact on our lives. These are important public health issues and physical activity is a crucial part of how we tackle them: everyone can be active, even in small ways.

At the same time Perth and Kinross has a proud sporting tradition. We have the oldest leisure Trust in the UK, Live Active Leisure which has provided sport and leisure services for over 50 years. Our many local voluntary clubs are vibrant thanks to the passion and commitment of those who run them. Some of Scotland's best known performance sportspeople hail from Perth and Kinross. Through this Strategy we will continue to foster these strengths.

We publish this Strategy at a time of huge challenge. The Council faces significant budget pressures and the cost of living is impacting on the day-to-day choices for families and individuals. We want everyone in Perth and Kinross to have continued opportunity and encouragement to enjoy being active, taking part in sport and building them into everyday life. If we all care about being active and enabling sport to flourish in our communities, we will need to do things differently in future.

This means partners working together closely, sharing limited resources and overcoming silos and organisational boundaries. As a Council we are investing over £150M in new sports facilities over the next 5 years, but further new investment beyond this will not be affordable. We have carried out a facilities audit to inform this Strategy. This shows real opportunities for making better use of what we have - indoor facilities, outdoor fields and pitches, Community Campus/school facilities - to maximise access for everyone. And we have some of Scotland's best mountains, rivers, pathways and greenspaces on our doorstep, whether you live in the heart of Perth or in a rural area. These are fantastic assets for keeping active and well.



Whether we value the benefit to our physical and or mental wellbeing, the social interaction we enjoy, or the sense of community we feel, sport and physical activity has the ability to transform lives. No matter at what stage you are at in your life, your age or ability, the benefits of being physically active should be there for everyone to enjoy.

This Strategy links to our overarching corporate priorities and beyond that a national commitment to health and wellbeing which is enabled by strong local infrastructure. The Strategy is also intended to help partners and stakeholders with their own planning and delivery, services and opportunities through a clearly defined set of strategic priorities, and a robust and measurable action plan.

We would like to thank members of the public, key partners and stakeholders who have helped us develop this Strategy and the Year 1 Action Plan which accompanies it. We look forward to working together with all of you so that Perth and Kinross can get active and flourish.

Councillor Grant Laing

Leader, Perth and Kinross Council

Thomas Glen

Chief Executive Perth and Kinross Council

What do we mean by physical activity?

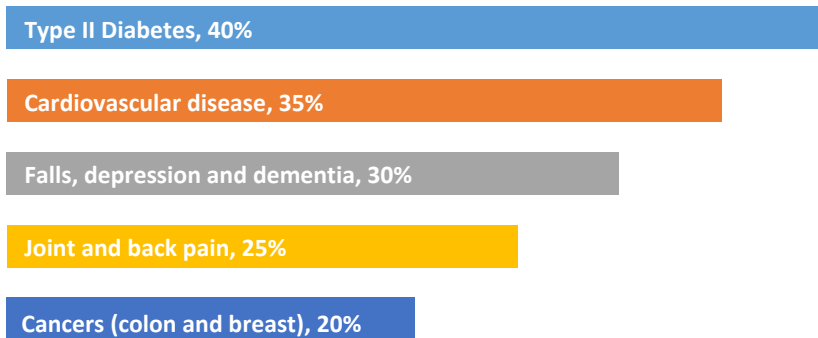
Physical activity is an all-encompassing term that includes active living, health related activities, exercise, play, sport and active travel. It includes everyday activities like housework, gardening, walking or cycling as a mode of transport, being active at work as well as families playing together. It also includes more structured and organised activities such as dancing, swimming and active recreation (e.g. attending a gym, running outdoors). It also includes individual and team sports whether competitive or not. Physical activity includes any form of movement which raises the heart rate and so helps to improve mental and physical wellbeing.

Supporting people to be more physically active makes a difference to lives at many levels and in many ways. Being active supports our physical and mental wellbeing, builds social connections and body confidence at all life stages. For older people it helps us keep fit and be independent for as long as possible. For children and young people, physical activity and

sport can help raise educational attainment, reduce absences from school and support young people into positive destinations as they transition from school into higher/further education, vocational skills training, or work.

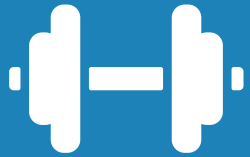
Data from NHS UK also show that participation in physical activity is shown to have a beneficial impact on reducing the risk of specific conditions.

Participation in Sport and Physical Activity Reductions



The benefits of participation in physical activity and sport

Develops co-ordination
and strengthens
muscles and bones



Benefits health and
fitness



Improves concentration
and learning



Manages stress



Improves quality of life
and makes you feel
good



Improves sleep



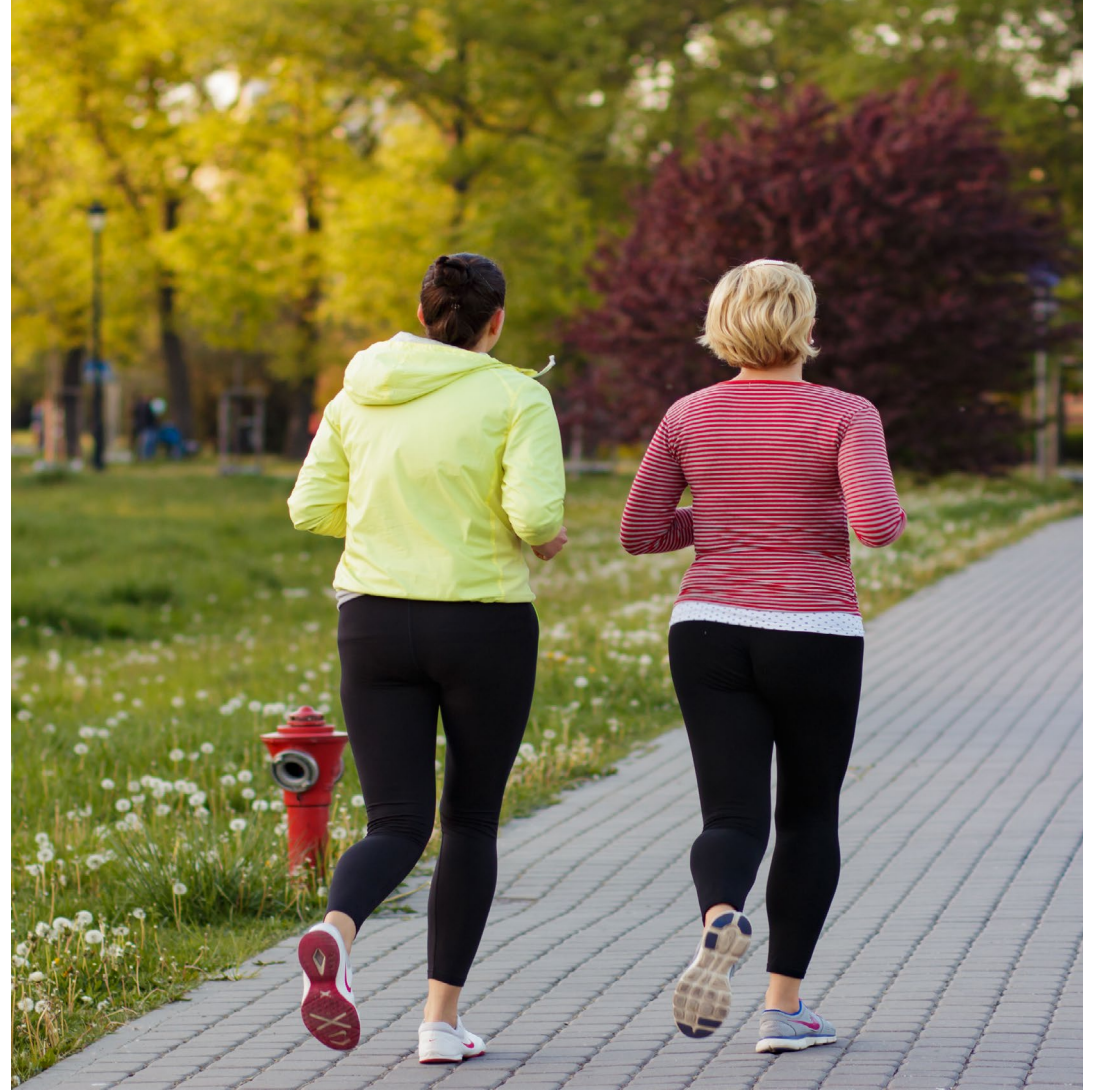
Maintains healthy
weight



Builds confidence and
social skills



Perth and Kinross Physical Activity and Sports Strategy



Our Story of Place

Perth and Kinross is at the heart of Scotland and has a strong and proud sporting legacy where physical activity and sport has always played an important social and cultural role and make a significant contribution to the health and wellbeing of its residents and visitors.

It is one of the most diverse parts of the country, with the ancient City of Perth and 6 large towns. The geography ranges from vast Highland landscapes of mountains, glens, lochs and rivers; the glacial plains of the Carse of Gowrie, Strathhearn and Strathmore and the Lowlands of Kinross-shire. The Tay connects all these localities along with the Earn, the Almond and other riverways. The natural landscape is itself a huge asset for physical activity and sport in many forms. Our sports facilities: swimming pools, gyms, indoor and outdoor courts, sports pitches, Community Campuses and schools are used for more structured forms of physical activity and sport, delivered by many partners. All of these combine to provide an outstanding setting for sport and physical activity of all kinds, for everyone.

Perth & Kinross Council delivers public services across the fourth largest geographical area in Scotland. Two thirds of the population live outside Perth in towns, villages and hamlets scattered across nearly 5,000 square km. The population is projected to rise significantly in the next 30 years including through major new development on the Western Edge of Perth. Huge infrastructure investment is underway to support the economic prosperity of the area including the Cross Tay Link Road and the regeneration of Perth city centre. The Council currently provides around £4.4M annual revenue funding for physical activity and sport, with further funding for discrete projects routed through the Health and Social Care Partnership, the Community Investment Fund and Common Good funds. In addition the Council is making major capital investment of over £150M in the new Perth PH20 and Blairgowrie Recreation leisure centres.



Many people in Perth and Kinross manage well, over a third of households (36%) are financially stretched or facing considerable economic challenges.



Two thirds of the population of Perth and Kinross live in rural areas or small towns outside Perth.



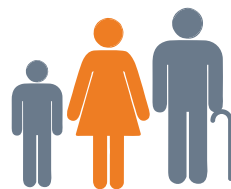
6.2% of Perth and Kinross population live in the most deprived quintile. The majority of whom live in north/central Perth and in Rattray.



97.9% of Perth and Kinross identified as of white ethnicity, 1.3% of Asian ethnicity and 0.8% as other ethnic group.

Perth and Kinross is home to around **150,000** people.

Perth and Kinross has an older population than Scotland as a whole. The number of people aged 65+ has increased significantly.

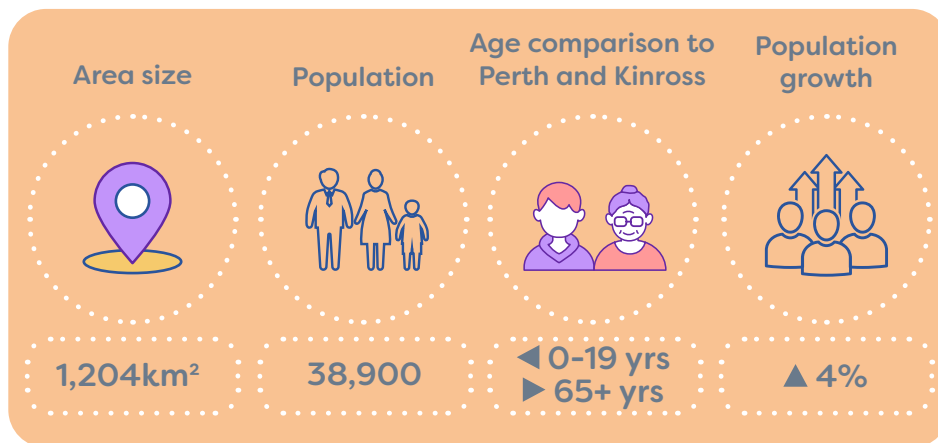


Eastern Perthshire

Eastern Perthshire is primarily a rural area, covering around 1,204km². After Perth, Blairgowrie is the second largest urban place (8,612 people) The infrastructure for physical activity and sport includes more than 30 sports clubs, 2 community sports hubs, 45 community halls, 2 leisure facilities, 4 skate parks and 33 sports pitches.

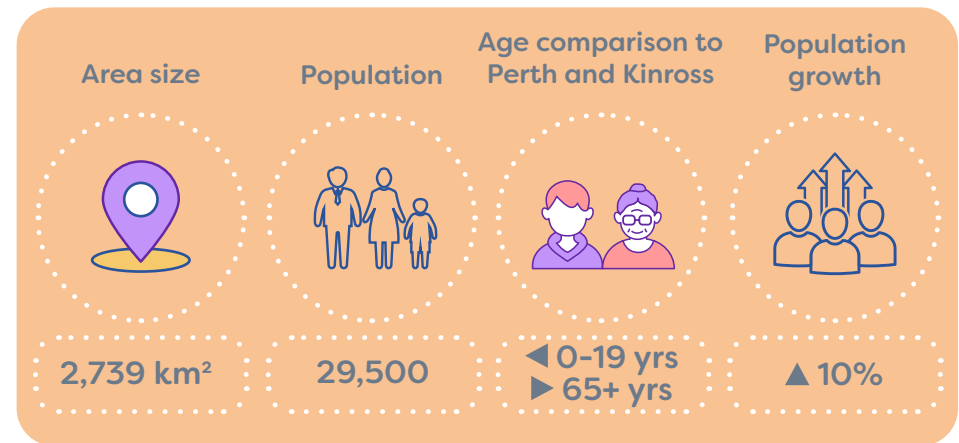
It is a place where individuals, families and communities

can access a broad range of physical activity and sporting opportunities. This may be through its extensive network of paths suitable for walking, running and cycling including the CATERAN trail or by joining one of the many local voluntary sports clubs and organisations.



Highland and Strathtay

Highland and Strathtay covers a significant area (2,739 km²). It is a mainly rural area with four towns: Pitlochry (3,881 people), Rannoch and Aberfeldy (4,743), Luncarty and Dunkeld (6,512), Stanley and Murthly (4,763). In terms of physical activity and sports infrastructure, the area has more than 20 sports clubs, 4 community sports hubs, 45 community halls, 2 leisure facilities, 2 skate parks and 20 sports pitches. With its many walking, mountain biking trails and rivers, Highland and Strathtay offers its residents and many visitors a stunning natural landscape to enjoy physical activity and sport. These natural assets are complemented by a strong club, facility and volunteer infrastructure.

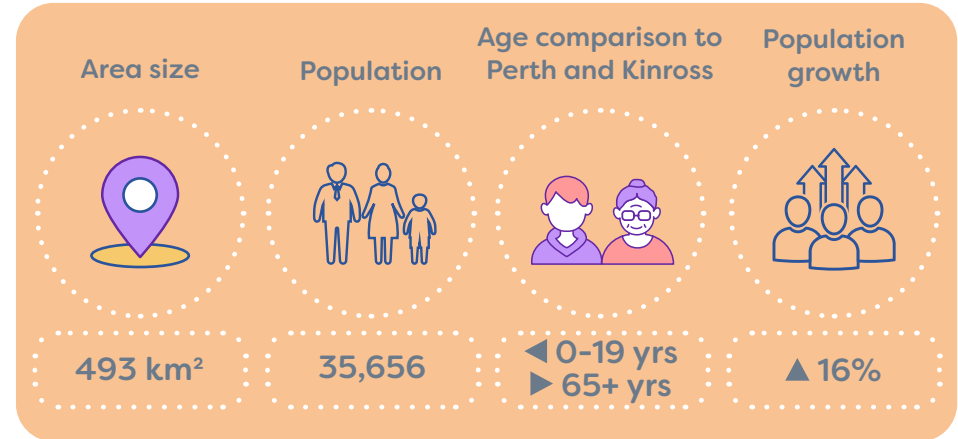


“Highland Perthshire enjoys an almost unrivalled natural setting. It has a bit of everything and the wonderful walks network around the town allows people to appreciate every aspect of this natural beauty.” **Resident**

“It is incredible to have such fantastic landscapes for recreational activity from the doorstep.” **Resident**

Kinross-shire, Almond and Earn

Kinross-shire and Almond and Earn spans from Loch Leven in the south to the river Almond in the north, The main towns and settlements are: Kinross (4,976 people), Milnathort and Crook of Devon (4,045), Abernethy and Bridge of Earn (5,222), Forgandenny (560), Methven (1,300), Kinnesswood (540), Glenfarg (700). The area has a growing population and is popular with families. It provides significant opportunities for participation in physical activity and sport and includes 50 sports clubs, 2 community sports hubs, 29 community halls, 2 leisure facilities, 1 skate park and 21 sports pitches. Loch Leven Nature reserve is a major natural asset with its walking and cycling routes, used and enjoyed by many. Communities in the locality have a strong awareness of the value of physical activity and sport in the locality, underpinned by a base of motivated volunteers and a particular focus on creating opportunities particularly for young people in the community.

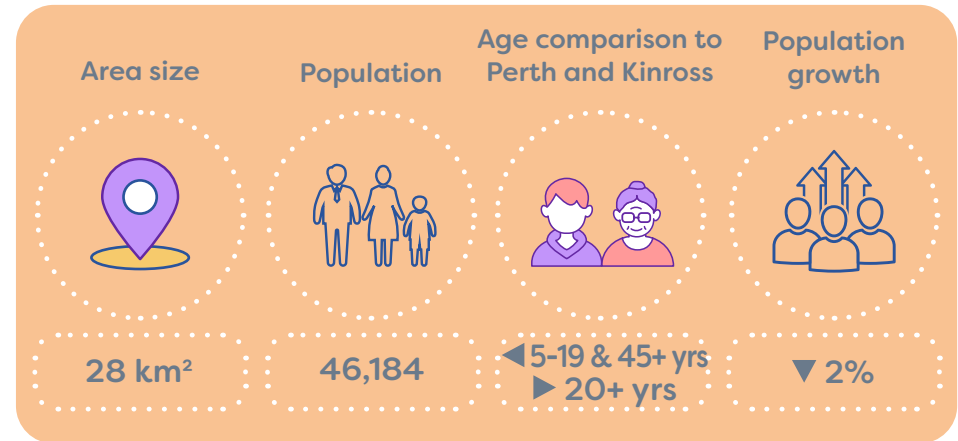




Perth City

The City of Perth is the administrative centre for Perth and Kinross Council and other key public authorities. Its physical activity and sports infrastructure is extremely strong for a city of its size (46,184 people): more than 70 sports clubs, 2 community sports hubs, 24 community halls, 27 sports pitches and 8 leisure facilities including the iconic Bells Sports Centre, Dewars Centre and Perth Leisure Pool. It has two major greenspaces in the heart of the city, North Inch and South Inch Parks, with a skate park on the South Inch. Kinnoull Hill is a few minutes' walk from the city centre.

Like much of Perth and Kinross, it also has a strong club infrastructure and hosts events and competitions that attract visitors from elsewhere in Scotland and beyond. Current facility provision will be further improved in the coming years with the completion of the new PH²O leisure centre on the current Perth Leisure Pool/Dewars Centre sites.







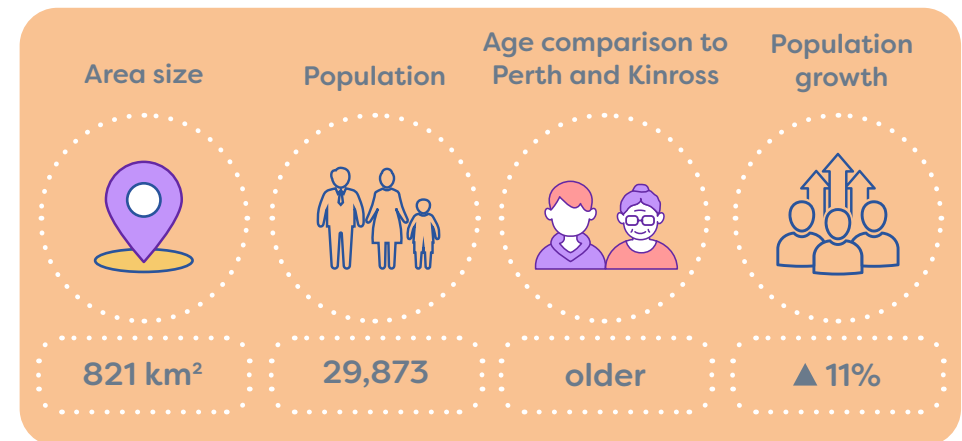
Strathearn and Strathallan

Strathearn and Strathallan are located to the south-west of Perth with a population of 29,873. Again these are rural with 14 settlements, the largest being Crieff (7,128) and Auchterarder (4,192) The area has 30 sports clubs, 28 community halls, 2 leisure facilities, 2 skate parks and 16 sports pitches.

Strong 3rd sector partnerships are an important part of the physical activity and sporting landscape in Strathearn and Strathallan. These include Auchterarder Community Sports & Recreation and Auchterarder & District Community Sports Hub which has taken on the responsibility for operating the sports facilities at the High School on behalf of the community outwith school hours. This reflects the high levels of community interest and engagement. Strathearn and Strathallan also enjoy stunning natural assets and greenspaces including Crieff Hill, the Knock, and areas around Comrie for walking, cycling and running.

“Lots of off-road routes to run and cycle with local paths improving all the time.”

Resident





Background and rationale

Developing the Physical Activity and Sports Strategy

This Strategy has been developed through engagement and consultation with stakeholders and communities from July-November 2022, and also reflects the wider national strategic context. We held 9 community consultation sessions across all localities, designed to better understand local strengths, challenges and priorities. A survey of local sports clubs was carried out.

Stakeholders consulted included sportscotland, representatives from 3rd sector organisations, the Health and Social Care Partnership, Tayside Health, Sportscotland, Disability Sport, the Sports Council and Live Active Leisure. A range of services in Perth and Kinross Council were also involved.

Whilst views differed on what matters most and how/where the Council should focus its investment, all the consultees shared core beliefs about the value of sport and physical activity for improving the health and wellbeing of Perth and Kinross.

Key Facts

In developing this Strategy we have looked at the baseline data and evidence for participation in physical activity and sport. This is key to understanding how best the Council, partners and communities can best target limited resources.

Some data and evidence is limited at both national and local level. The impact COVID-19 has had on physical activity and sports participation is still emerging. However there are some important facts to highlight about participation in Perth and Kinross.

- 1.2m visits physical activity and sport attendances (pre-Covid)
- 7.29 sport and physical attendances per head of population (11 year average 2010/11 – 2020/21). 8th lowest out of 32 local authorities (Local Government Benchmarking Service)



- 48% of children currently meeting recommended levels of physical activity.
- 60% of children between the ages of 8-11yrs currently meeting recommended levels of physical activity.
- 43% of children between the ages of 12-17yrs currently meeting recommended levels of physical activity.
- Numbers of young people reaching the recommended level of physical activity are lower for those from the most deprived areas of Perth and Kinross. Numbers are higher for males when compared to females, 52% compared to 42%.
- Children who participate in Active Schools activities are twice as likely to meet recommended levels of physical activity than those who don't.



- 59% of adults in Perth and Kinross took part in sport and physical activity in the last four weeks, excluding walking (SHS 2019).
- 85% of adults in Perth and Kinross took part in sport and physical activity in the last four weeks, including walking (SHS 2019)
- 42% of adults (female) and 51% (male) were meeting the recommended amount of physical activity. (Scottish Health Survey 2020)



- 41% of adults in Perth and Kinross are living with a long term physical or mental health condition. This compares to 30% for Scotland. (SHS 2019)
- 77% of adult males and 61% of females in Perth and Kinross are considered overweight (Scottish Health Survey 2019)
- 9 intermediate zones in Perth and Kinross have below lower than average rates of children of a healthy weight in primary 1.



- A third of clubs who responded to the survey said that the facilities they use don't meet their needs.
- Half of clubs who responded to the survey experienced a lack of volunteers and a lack of facilities. Almost a third experienced a lack of coaches.
- Almost half of clubs that responded to the survey reported that following covid numbers of participants fell. A third reported that coaches and volunteer numbers had also fallen.
- Clubs have identified a range of areas which they need support in order to continue to thrive and grow in the future.



- 84% of population within a 20 minute drive of a leisure centre
- 66% of population within a 20 minute drive of a swimming pool
- 100% of population within a 20 minute drive of a sports pitch
- 100% of population within a 20 minute drive of a community hall

*Sportscotland Key Learning Report – Contributing to the Active Scotland Outcomes Framework, 2020. Data gathered through two primary sources, Supported Club Survey and Surveys Conducted by Sports Governing Bodies

SWOT analysis

Alongside looking at the data and evidence we asked all consultees to help us with a SWOT analysis of current strengths, weaknesses, opportunities and threats to current provision. 'Provision' means facilities, programmes/services and community assets. The SWOT helped identify opportunities for the future to enable participation to be increased, and where any barriers or threats to that may arise. The SWOT helped to shape the strategic priorities. A summary of the issues raised by all consultees is below:



Strengths

- Facility provision and spread across Perth and Kinross
- Outdoor parks and natural resources for sport and physical activity
- Partnership working across different agencies
- Range of sports, activities and programmes
- Number of clubs and volunteers
- Active schools and community sports hubs
- Significant sources of external funding focussed on inequalities
- Motivated stakeholders and communities
- Some concessionary access schemes e.g. compass membership
- Social Prescribing
- Community youth work organisations



Weaknesses

- Facilities ageing and in need of maintenance and upgrade
- Recruitment and retention of staff, volunteers, coaches etc.
- Limited access to campus facilities
- Fragmented and bureaucratic booking systems
- Stakeholders working in silos
- Rural provision and inequality
- Use of technology and data
- Lack of awareness of opportunities and provision
- Rural transport infrastructure
- Lack of facility capacity in some areas and at some times e.g. 3G pitches
- Lack of monitoring and evaluation evidence of impact of sport and physical activity on individuals, families and communities
- Social Prescribing structure is fragmented



Opportunities

- Opportunity to improve collaboration across partners
- New investment in facilities i.e. Blairgowrie, PH20
- Greater collaboration and co-ordination between stakeholders
- Improve targeting and prioritisation of resources where inequalities are greatest
- Greater involvement of communities in accessing facilities
- Community asset transfer
- better use of technology and data
- Need to focus on developing people based resources and capacity
- Better utilisation to be made of existing physical activity and sporting assets
- Invest in early intervention and prevention
- Extend Social Prescribing model to young people
- Opportunity to streamline management and booking arrangements for facilities



Threats

- Financial pressures in the public sector
- Cost of living crisis and affordability of sport and physical activity, transport, equipment, clothing etc.
- Lack of people - staff, volunteers and coaches in clubs and communities
- Competition for access to facilities
- Cost of facilities and activities become too high
- Inflationary costs impact on viability of facilities
- Ageing population
- targeted wellbeing programmes are conditional upon temporary funding sources
- Absence of shared vision for SPA
- Environmental sustainability



Barriers to Participation

The data and evidence and the consultation with stakeholders and communities told us that the barriers to participation in physical activity and sport are multiple and may intersect each other in different ways depending upon an individual's background and circumstances. The Strategy sets out some of the ways we can try to tackle these barriers in different ways.

Facilities

Although there are many places that allow for participation in physical activity and sport, some are not available for the community to use and those that are can sometimes be difficult to book, have limited availability due to high levels of usage, have limited opening hours, can be expensive or not designed to be inclusive.

Confidence

Many people lack confidence, motivation or have feelings of anxiety associated with participating in physical activity and sports.

Cost

The cost of participation in physical activity and sport can be expensive for those who have limited or low levels of disposable income. The cost of suitable clothing, transport, equipment, facility hire and club fees can be prohibitive.

Disability or Condition

Disabilities including complex health needs, illness or even a lack of fitness are often seen as a barrier to participation.

Capacity

In some cases there are not enough suitably qualified coaches and volunteers to provide activities and services.

Transport

For many, the absence of regular and reliable public transport, or the increasing costs of petrol or the absence of safe active travel routes can be barriers to participation. This is particularly true for those from rural communities.

Awareness

A lack of awareness of opportunities or the absence of a 'one stop shop' information point can act as a barrier to participation.

Based on data, evidence and consultation findings our visions for this Strategy is:

“We will support everyone’s physical and mental wellbeing through physical activity and sport.”

We will deliver the vision through 6 Strategic Priorities:

- We will improve everyone in P&K’s health through increased participation in physical activity.
- We will increase the levels of activity for children and young people, particularly those who currently don’t meet the recommended levels of participation.
- We will reduce the inequalities which prevent people participating.
- We will make physical activity central to our Climate Change response.
- We will support our community-led physical activity and sport to grow and flourish and strengthen collaboration between all partners.
- We will make physical activity and sport part of Placemaking so our public spaces are activity-friendly, inclusive and fun.

Our vision

National Strategic Context

The strategy is closely aligned to the Scottish Government's Active Scotland outcomes framework which sets out the shared vision and goals which have shaped the approach the Scottish Government and a wide range of partner organisations have taken to supporting and enabling people in Scotland to be more physically active, Figure 3-1. It also supports the Scottish Public Health Priorities which reflect the issues the Scottish Government believe are most important to focus on over the next decade if the health of the nation is to be improved, Figure 3-2.

Figure 3-1 Scottish Government Active Scotland Outcome

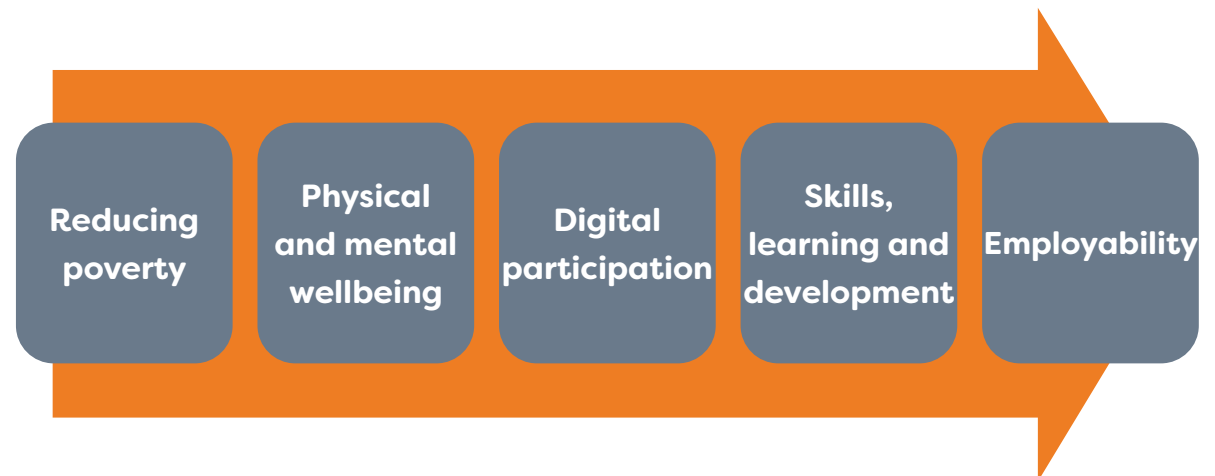


Figure 3-2 Scottish Public Health Priorities



This Vision is also closely aligned to the key outcomes of the Perth and Kinross Community Plan (Local Outcomes Improvement Plan) Figure 3-3.

Figure 3-3 Local Outcomes Improvement Plan – Key Outcomes





The World Health Organisation (WHO) recognises physical activity as a key preventative measure in terms of noncommunicable disease, hypertension, becoming overweight and obese. It can improve mental health, quality of life and well-being. WHO have a Global Action Plan on Physical Activity (GAPPA) 2018-2030 which is a driver for policy and collaboration with national governments and agencies. This action plan has 4 key strategic pillars which are consistent with our approach and planned actions to develop participation in physical activity and sport.

Figure 3-4 WHO Global Action Plan on Physical Activity (GAPPA)

Create active societies

Create a paradigm shift in all of society by enhancing knowledge and understanding of, and appreciation for, the multiple benefits of regular physical activity, according to ability and at all ages

Create active environments

Create and maintain environments that promote and safeguard the rights of all people, of all ages, to have equitable access to safe places and spaces, in their cities and communities, in which to engage in regular physical activity, according to ability

Create active people

Create and promote access to opportunities and programmes, across multiple settings, to help people of all ages and abilities to engage in regular physical activity as individuals, families and communities

Create active systems

Create and strengthen leadership, governance, multisectoral partnerships, workforce capabilities, advocacy and information systems across sectors to achieve excellence in resource mobilization and implementation of coordinated international, national and subnational action to increase physical activity and reduce sedentary behaviour



Monitoring and Governance

The final section in this Strategy is our 2023/24 Action Plan. This sets out the priority actions we will take to achieve our 6 Strategic Priorities.

We will monitor and report progress by:

- Annual reports through the Council's Corporate Annual Performance Report and Communities Directorate Business Management and Improvement Plan
- An annual update to the Community Planning Partnership and Integrated Joint Board for Health and Social Care on contribution to the 2022-2032 Local Outcomes Improvement Plan
- An annual Thematic Review by the Council's Scrutiny and Performance Committee. This will be informed by any relevant issues identified through the Council's Annual Governance Statement, such as the quality of community engagement on physical activity and sport.
- Developing a Performance Framework for physical activity and sport to show overall progress in delivering the Strategy and reported via our online PKC Performs tool





Strategic enablers

In developing both this Strategy and our new Culture Strategy 2023-28 we have identified 5 Strategic Enablers. These are key building blocks for delivering both Strategies:

Customers and Audiences

- Set up an integrated Young Talent programme across our key cultural and sport partners offering a range of work placements, mentoring and other opportunities and with a 'no wrong door' approach - by June 2023
- Create a 'one stop shop' online portal/App for information and booking culture, physical activity and sports activities - by March 2024

Resources

- Establish a One Culture and Sport Estate programme to:
 - Maximise usage/access for key culture and sports venues
 - Ensure venues are managed and operated efficiently, including through joint management arrangements
 - Achieve an integrated approach to reducing carbon emissions
 - By June 2023

- Establish an Invest in Culture and Sport initiative:
 - With businesses and other partners
 - To generate £5M extra investment in culture, physical activity and sports programmes over the next 5 years
 - Matched with existing Council investment
 - For launch June 2023
- Review the Council's grant schemes:
 - Including Common Good and the Community Investment Fund to ensure funding for culture and physical activity/sport is best directed at community priorities and needs.
 - Alongside we will set up a one-stop shop portal for community culture and sport grants
 - By March 2024



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