



SPORT & LEISURE

STRATEGY 2014/2019

South
AYRSHIRE
COUNCIL





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FOREWORD

COUNCILLOR BILL GRANT

PORTFOLIO HOLDER FOR ECONOMIC DEVELOPMENT, TOURISM AND LEISURE

Welcome to our first Sport & Leisure Strategy for South Ayrshire Council, which has been developed in conjunction with input from sports organisations and groups as well as service users and members of the public.

The aim of our strategy is to ensure the sport and leisure facilities and services we provide help South Ayrshire and our residents become healthier and fitter.

It sets out the 'big picture' for how we will approach the provision and delivery of sport and leisure over the next five years to meet our Council priorities.

We recognise the valuable social, health and economic benefits that the provision of sport and recreational facilities and opportunities can create for our communities, alongside an improved quality of life.

Whilst the Leisure Strategy identifies a clear route forward for the Council's delivery of Leisure Services it is also important to recognise that increasing financial constraints will require us to consider fundamental aspects of how services are delivered.

So, what does this mean for you?

Quite simply, it's about increased access to sport and leisure to increase participation, improve health and wellbeing and help establish safer and stronger communities.

Alongside this, it's about ensuring those with the promise to be elite athletes have the opportunity to follow the right pathways to achieve their true potential.

This strategy defines how we will do this to achieve our vision of a vibrant South Ayrshire where sport & leisure is available for the benefit of all and we will review this each year to ensure we continue to do just that for you, for your family and for your community.



Councillor Bill Grant
Portfolio Holder for Economic Development,
Tourism and Leisure



INTRODUCTION

South Ayrshire Council's Sport & Leisure Strategy has been developed to provide a co-ordinated approach to the provision and delivery of Sport & Leisure Services by South Ayrshire Council and to ensure that the council's Sport & Leisure Services can deliver against key council priorities.

The success of Team GB (and Gold Medal winners such as Andy Murray, Chris Hoy and Katherine Grainger) and the legacy of the London 2012 Olympics/Paralympics, the Glasgow 2014 Commonwealth Games and the Ryder Cup in Scotland 2014 have raised the profile of sport and highlight the positive benefits of an active and healthy lifestyle.

The Strategy aims to improve the quality of the Council's leisure facilities, to develop sport and leisure opportunities for people and communities and to develop grass route sports & leisure activities and sports development pathways that support individuals to pursue their sporting ambitions as far as they wish. South Ayrshire Council has adopted a fully inclusive approach in its delivery of sport and leisure services and has made significant achievements in the delivery of opportunities for those with disabilities. There is an implicit assumption throughout this strategy that all aspects of it are fully inclusive and applicable to individuals with disabilities.

The Sport & Leisure Strategy assists with the delivery of the Scottish Government's national outcomes and local outcomes identified as priorities in the Community Planning Single Outcome Agreement. The Council's delivery of Sport & Leisure Services is a key service which has clear links to other Council strategies: Open Spaces Strategy, Youth Strategy, Economic Development Strategy, and Ayrshire & Arran Tourism Strategy. The Leisure Strategy defines a clear direction of travel for the service and broad service objectives. However, it is important to recognise that current financial pressures require the service to achieve operational efficiencies whilst ensuring that the maximum impact is achieved by focussing resources on frontline service delivery. The scale of current financial pressures require the service to consider operational efficiencies, more cost effective models of operation in terms of facility provision and service management arrangements. As resources shrink, it is inevitable that fundamental issues of service delivery have to be considered and some very difficult decisions may lie ahead.



CONTEXT

South Ayrshire is located in the South West of Scotland and covers an area of 1,222 square kilometres. The population of South Ayrshire is 112,910¹ with the main population settlements being located in Troon, Prestwick, Ayr, Maybole and Girvan. In addition to the main population settlements, there are large rural areas, particularly in the south and east areas of South Ayrshire.

South Ayrshire's population was estimated to be 112,910 in 2012. The percentages of the population under the age of 16 years and of working age are both below average. The percentage aged 65+ is above the Scottish average¹.

South Ayrshire's population is projected to fall by -3% in the period to 2035, compared to a projected increase in Scotland's population of +10%².

South Ayrshire's younger population (0-15 years) is projected to decrease by -8% and its working age population by -9%. The pensionable age population is, however, projected to increase by +14% by 2035. More dramatically, the number of people aged 75 and over is projected to increase by +70% to around 19,000 people². This is expected to be accompanied by a rise in single pensioner households which in turn will significantly contribute to an increase in the number of low-income households.³

In South Ayrshire sport participation rates in the last 28 days for adults are 81% for all sports and 51% if walking is excluded (compared to Scottish national figures of 74% for all sports and 51% if walking is excluded). This places South Ayrshire in the top quartile of local authorities for all sports. However, if walking is disregarded, 49% of the South Ayrshire adult population did not engage in any kind of sporting activity in the last 28 days. The most popular sporting activities in South Ayrshire are walking, swimming and keep fit/aerobics. Participation levels in walking, swimming, golf and keep fit/aerobics are slightly higher than levels reported nationally for Scotland⁴.

Participation rates in the last 28 days for age categories in South Ayrshire are similar to national reported averages. Those aged 16-39 years are more likely to participate in sport, with 70% indicating that they had participated in sport (excluding walking) within the last 28 days compared with 51% of those aged 40-64 years, and 27% of those aged 65 or over.⁴

In terms of gender, 55% of men and 47% of women participated in sport (excluding walking) in the last 28 days (compared to Scottish national figures of 57% and 46% respectively).⁴

In South Ayrshire 70% of men and 58% of women are classified as overweight or obese⁵. In South Ayrshire 41% of residents are concerned about their weight.⁶

The table below illustrates some South Ayrshire statistics for coronary heart disease, cerebrovascular disease and respiratory disease compared to the Scottish average. The rates in South Ayrshire are higher than those experienced in Scotland as a whole across all four indicators.

Indicator	South Ayrshire Per 100,000 Population	Scottish Average Per 100,000 Population
Early deaths from coronary heart disease (<75 years) (2011) ⁷	72.9	56.5
Patients hospitalised with coronary heart disease (2011) ⁸	701	514
Patients hospitalised with cerebrovascular disease (2011) ⁸	301	272
Patients hospitalised with respiratory disease (2011) ⁸	1,977	1,603

(4) Scottish Household Survey 2012

(5) Scottish Health Survey (2008-2011)

(6) South Ayrshire 1000 Citizens' Panel, 2012 Quality of Life Survey

(7) Scottish Neighbourhood Statistics (07/11/13), (National Records of Scotland 2011)

(8) Scottish Neighbourhood Statistics (07/11/13), (Information Services Division 2011)

A major public consultation exercise has been used to inform and identify the main elements which should be addressed in the draft Sport and Leisure Strategy. The results of the consultation indicate that South Ayrshire leisure facilities are well used with a high proportion (45.2%) always or frequently using them. A high proportion of respondents (48.0%) perceive that it is easy for most people to participate in sport in South Ayrshire. However, a significant proportion of respondents disagree with this view (29.8%). A large number of respondents feel that the Council does not provide a good range of leisure facilities (46.3%) and that current provision does not meet the needs of residents or visitors to South Ayrshire (54.3%). There are strong views that more assistance should be provided to help local clubs and community groups deliver sports activities (89.6%) and that key sports should be targeted for Council development, support and financial assistance (72.3%). Many respondents feel that community use of school facilities should focus on increasing participation in sport and active leisure (89.5%) and that there should be stronger links between schools and sports clubs and facilities to make it easier for young people to participate in sport (95.4%).

(1) National Records of Scotland, 2012 Mid-Year Population Estimates

(2) National Records of Scotland, 2010-Based Population Projections

(3) Doyle C & Wilson P, 'Impact of Reconfiguring Leisure Services in South Ayrshire on Access and Social Inclusion' (14 March 2011)

BACKGROUND

THE IMPACT OF SPORT

Participation in sport & leisure can impact significantly on individual's lives. People who are physically active are healthier and experience the benefits of a longer life with less risk of developing diseases and other health problems including coronary heart and cerebro-vascular disease. They have greater wellbeing, have fewer symptoms of depression, are less likely to engage in substance misuse and are more likely to function better at home, in work and in the community.

Sport plays an important role in educational achievement. Participation in sport & leisure can significantly increase confidence and self esteem in both males and females which in turn can lead to an increased commitment to educational achievement and academic performance. Sport may also be used as an integral component of the Curriculum for Excellence and assist to deliver outcomes in terms of literacy, numeracy and information and communication technology.

The delivery of diversionary sports activities and programmes provides opportunities for young people to become involved in positive behaviour. Often this positive behaviour can be sustained and there can be a reduction in the incidence of antisocial behaviour where targeted programmes are operated.

Sport and leisure provides economic benefits for South Ayrshire and golf has already been identified as a key driver for tourism across Ayrshire as a whole. Hosting sporting events can attract income to South Ayrshire through additional spending, accommodation and event fees. Improved health levels through participation in sport and leisure can reduce costs for the NHS, increase productivity and reduce absence levels in workforces.

Participation in sport & leisure improves the quality of life of individuals and communities, it improves well being, counters anti-social behaviour, promotes social inclusion, raises self esteem, increases confidence and widens horizons.



WHAT IS SPORT & LEISURE?

THE DEFINITION OF SPORT & LEISURE IN RELATION TO THIS STRATEGY IS:

- The operation and provision of sport and leisure facilities e.g. Swimming Pools, the Citadel Leisure Centre, Activity Centres, Dam Park Stadium, Golf Courses and Sports Pitches.
- Sports development and activity programmes delivered by South Ayrshire Council.
- Sports development and sport & leisure partnership initiatives delivered in conjunction with voluntary sector sports clubs/organisations.
- The support and development of Community Sports Hubs.
- The Active Schools programme delivered in conjunction with Sportscotland.
- Support and assistance provided to voluntary sector sports organisations and partnership working.
- The use of open space (as defined in South Ayrshire Council's Open Space Strategy) for the purposes of sport & leisure.

This definition is based on the range of sport & leisure activities currently provided by South Ayrshire Council in conjunction with its main partners. This list is not exhaustive and may be subject to amendment/alteration based on service development or subsequent reviews of Council service provision.



SCOPE OF THE SPORT & LEISURE STRATEGY

The Sport & Leisure Strategy has been developed following consultation with key stakeholders and in line with local/national strategies and priorities identified by Council Directorates and key service delivery partners.

NATIONAL STRATEGIES

Scottish Executive – Reaching Higher,
Sportscotland – Our Plan
 National Physical Activity Strategy
 Games Legacy for Scotland

LOCAL STRATEGIES

South Ayrshire Council Priorities
 South Ayrshire Community Planning Partnership Single Outcome Agreement
 South Ayrshire Council Open Space Strategy
 South Ayrshire Council Youth Strategy
 Outdoor Learning Strategy
 Ayrshire & Arran Tourism Strategy
 South Ayrshire Economic Development Strategy

SPORT & LEISURE STRATEGY DEVELOPMENT

SPORT & LEISURE STRATEGY DELIVERY

NATIONAL PARTNERS
Sportscotland
 Scottish Governing Bodies
 Scottish Executive
 Event Scotland

SOUTH AYRSHIRE COUNCIL
 Sport & Leisure Services
 Active Schools
 Other Council Directorates

LOCAL PARTNERS
 South Ayrshire Sports Council
 South Ayrshire Access to Sport
 Community Sports Hubs
 Local Sports
 Organisations/Clubs
 NHS Ayrshire & Arran

SPORT & LEISURE STRATEGY OUTCOMES

CONTRIBUTING TO SOUTH AYRSHIRE COUNCIL PRIORITIES – LOCAL OUTCOMES AND PERFORMANCE INDICATORS
 SPORT & LEISURE AND ACTIVE SCHOOLS OUTCOMES AND PERFORMANCE INDICATORS
 CONTRIBUTING TO NATIONAL OUTCOMES AND PERFORMANCE INDICATORS



VISION

The Council's vision for Sport and Leisure in South Ayrshire is:

“A vibrant South Ayrshire where Sport & Leisure is available for the benefit of all”

To assist the Council to deliver this vision three Key themes have been identified which will be the focus of our future work and developments. These are:

1. Quality Facilities
2. Developing People and Communities.
3. Participation and Pathways.

KEY THEMES

QUALITY FACILITIES

South Ayrshire Council will provide a suitable range of quality leisure facilities for use by residents and visitors to South Ayrshire. Facilities will be attractive, welcoming and clean and will be operated in accordance with industry recognised best practice. Programmes will be vibrant and will attract users of all ages. The provision of South Ayrshire leisure facilities will be sustainable in the long term and will be receptive to the needs of users and the communities that they serve.

QUALITY FACILITY OBJECTIVES:

- QF1 Current provision of South Ayrshire leisure facilities is audited and reviewed and a comprehensive Leisure Facility and Sports Pitch Strategy is developed.
- QF2 Develop programmes which increase the use of natural and open space for sport and leisure.
- QF3 Leisure facility programming is innovative and maximises attendances.
- QF4 Communities are supported to become involved in the development and management of leisure facilities.
- QF5 Community use of the school estate for sport and leisure is maximised.
- QF6 Sport and leisure facilities are attractive, well maintained, welcoming and clean.

INDICATIONS OF SUCCESS:

- QF1 Leisure Facility & Sports Pitch Strategy published.
- QF2 There is increased participation rates at programmes developed to promote the use of natural and open space for sport and leisure.
- QF3 There is increased use of South Ayrshire leisure facilities.
- QF4 There is more community involvement in the development and management of leisure facilities.
- QF5 Increased numbers of individuals are using the school estate to participate in sport and leisure activity.
- QF6 A high proportion of customers indicate that leisure facilities are attractive, well maintained, welcoming and clean and satisfaction levels of service users is high.

DEVELOPING PEOPLE AND COMMUNITIES

The Council will harness the potential of sport & Leisure to make a positive impact on the lives of individuals and communities. South Ayrshire Council will use sport & leisure to promote physical/mental wellbeing, to improve self esteem and confidence and to build strong, vibrant and cohesive communities. Sporting programmes will address opportunity gaps, provide social opportunities in rural areas, increase participation amongst the most disadvantaged groups and provide diversionary activities for young people. Sport and Leisure will be used to attract visitors to the area and enhance the local economy and tourism opportunities.

- DPC1** Community Sports Hubs are developed at various locations across South Ayrshire and provide increased opportunities for individuals to participate in sport and leisure.
- DPC2** More volunteers, leaders, coaches and officials are trained and involved in the provision of sport and leisure in South Ayrshire.
- DPC3** The development of clubs, organisations and community groups which promote sport and physical activity and are supported to ensure that they are stronger, more sustainable and enabled to provide increased opportunities to participate in sport and leisure.
- DPC4** More people from the most vulnerable, inactive and disadvantaged groups participate in sport and leisure activities.
- DPC5** Increased use of leisure programmes to reduce antisocial and offending behaviour and increase employability skills.

INDICATIONS OF SUCCESS:

- DPC1** There is an increase in the number of Community Sports Hubs that are active in South Ayrshire and they have increasing membership and participation rates.
- DPC2** Increased numbers of well trained volunteers, coaches and officials are active in South Ayrshire.
- DPC3** There is increased partnership work which results in increased participation in sport and leisure.
- DPC4** There are increasing participation rates in individuals from the most vulnerable, inactive and disadvantaged groups.
- DPC5** There is increased attendance rates at programmes to reduce antisocial & offending behaviour and to increase employability skills.



PARTICIPATION AND PATHWAYS

South Ayrshire Council will provide opportunities for all individuals to participate in sport. Pathways will be developed that will allow people to participate across a range of sports and to develop their full potential. A range of partnerships will be developed to ensure that effective pathways exist between our schools and local clubs. We will integrate our work with national partners to ensure our most talented athletes are supported to achieve success.

PARTICIPATION AND PATHWAYS OBJECTIVES:

- PP1 Effective marketing is implemented using a range of mediums and high quality publicity information is available in a variety of formats.
- PP2 Effective partnerships are developed between our schools, clubs, communities and national agencies to develop performance pathways and increase participation in sport and leisure.
- PP3 Development plans are established for key local sports.
- PP4 A variety of sport, leisure and school programmes are developed to ensure that people of all ages are encouraged to participate and remain involved in sport & leisure.
- PP5 There is a review of the support given to South Ayrshire sportspersons who compete at national and international levels.

INDICATIONS OF SUCCESS:

- PP1 There is increased awareness of sport and leisure opportunities.
- PP2 More clubs are working in partnership with Sport & Leisure Services and schools.
- PP3 There is an increase in the number of sports specific development plans for key sports.
- PP4 There are high satisfaction rates with the range of sport, leisure and school programmes on offer.
- PP5 Increased numbers of South Ayrshire sportspersons compete at national and international level and achieve better results.

DELIVERY

The Sport & Leisure Strategy identifies 3 key themes and the associated objectives which are outlined under each of the key themes. A Sport & Leisure Strategy Action Plan will be developed to identify the specific actions that will be taken in relation to each of the objectives.

The Sport & Leisure Strategy Action Plan will be reviewed on an annual basis and will detail the specific actions that will be taken in relation to each of the objectives. The Sport & Leisure Strategy Action Plan will contain specific, measurable, achievable, relevant and time-bound targets in relation to the implementation of the objectives identified in the Leisure Strategy.

A Strategic Implementation Group will be established that will have responsibility for the development and implementation of the Sport & leisure Strategy Action Plan. The Strategic Implementation Group will be comprised of representatives from:

South Ayrshire Council

Sportscotland

NHS Ayrshire & Arran

South Ayrshire Sports Council

South Ayrshire Access to Sport

South Ayrshire Community
Planning Partnership



The Sport & Leisure Strategy Action Plan will be reviewed on an annual basis and will detail the specific actions that will be taken in relation to each of the objectives.

PERFORMANCE MEASUREMENT

The Strategic Implementation Group will meet on a quarterly basis to review progress in relation to the implementation of the Sport & leisure Strategy Action Plan. An annual progress review and action plan review will be prepared and published each year.

THEME	INDICATOR OF SUCCESS	MEASUREMENT TECHNIQUE
QUALITY FACILITIES		
QF1	Leisure Facility & Sports Pitch Strategy published.	Strategy published
QF2	There is increased participation rates at programmes developed to promote the use of natural and open space for sport and leisure.	Annual attendance statistics
QF3	There is increased use of South Ayrshire leisure facilities.	Annual attendance statistics
QF4	There is more community involvement in the development and management of leisure facilities.	Annual customer survey
QF5	Increased number of individuals are using the school estate to participate in sport and leisure activity.	Numbers of individuals using the school estate to participate in sport and leisure activities.
QF6	A high proportion of customers indicate that leisure facilities are attractive, well maintained, clean and satisfaction level of service users is high.	Annual customer survey
DEVELOPING PEOPLE AND COMMUNITIES		
DPC1	There is an increase in the number of Community Sports Hubs that are active in South Ayrshire and they have increasing membership and participation rates.	Annual attendance statistics
DPC2	Increased numbers of well trained volunteers, coaches and officials are active in South Ayrshire.	Attendances at training sessions and number of coaches active.
DPC3	There is increased partnership work which results in increased participation in sport and leisure.	Number of active partnerships and participation rates in programmes delivered through partnership working
DPC4	There is increasing participation rates in individuals from the most vulnerable, inactive and disadvantaged groups.	Annual attendance statistics
DPC5	There is increased attendance rates at programmes designed to reduce antisocial and offending behaviour and employability skills.	Annual attendance statistics
PARTICIPATION AND PATHWAYS		
PP1	There is increased awareness of sport & leisure opportunities.	Annual customer survey and annual sport club survey
PP2	More clubs are working in partnership with Sport & Leisure Services and schools.	Number of active partnerships and participation rates in programmes delivered through partnership working
PP3	There is an increase in the number of sports specific development plans for key sports.	Number of development plans produced.
PP4	There are high satisfaction rates with the range of sports, leisure and school programmes on offer.	Annual customer survey and annual sports club survey
PP5	Increased numbers of South Ayrshire sportspersons compete at national and international level and achieve better results.	Information provided by sportscotland on an annual basis

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