

Grow Well  
Live Well, Age Well

Commitment 3

Health and care systems that  
meet people's needs

# Physical Activity and Sport Strategy for South Ayrshire





# Ambition

**South Ayrshire's Physical Activity & Sport Strategy** advocates an ambitious approach which **promotes, engages, and empowers** individuals and communities to play an active role in **increasing physical activity levels** for children, young people and adults across South Ayrshire.

The Strategy aims to **deepen the connections** between sport, physical activity, and health, by aligning sport and physical activity outcomes with Scotland's Public Health priorities.

Being physically active has many **physical, social and emotional benefits** for individuals and can contribute to a range of wider social, environmental and economic benefits, building stronger communities, bringing people together and reducing social isolation.

**COVID-19** has re-emphasised the importance of being **physically active for health and wellbeing**. The unique physical and social characteristics of South Ayrshire have meant that the experience of living during the pandemic has been varied across communities, and the ability to participate in physical activity and sport has been different across the region. The Strategy aims to strengthen the local system for physical activity and sport by:

- Supporting South Ayrshire to effectively respond and recover from COVID-19.
- Enabling **connection** to wider policy drivers and supporting innovative delivery mechanisms.

Through this approach, South Ayrshire can contribute to the delivery of a shared national vision of an active nation, whilst focusing on achieving local priorities and reducing inequalities.

**"If physical activity were a drug, we'd talk about it as a miracle cure."**

Professor Dame Sally Davies,  
Chief Medical Officer for England and  
Chief Medical Adviser to the  
UK government (2017)







# Our Vision

“South Ayrshire - where everyone is healthy, happy and active throughout their lives”



# Our Mission

“Enabling people in South Ayrshire to lead active, healthy and happy lives so they can grow well, live well and age well”

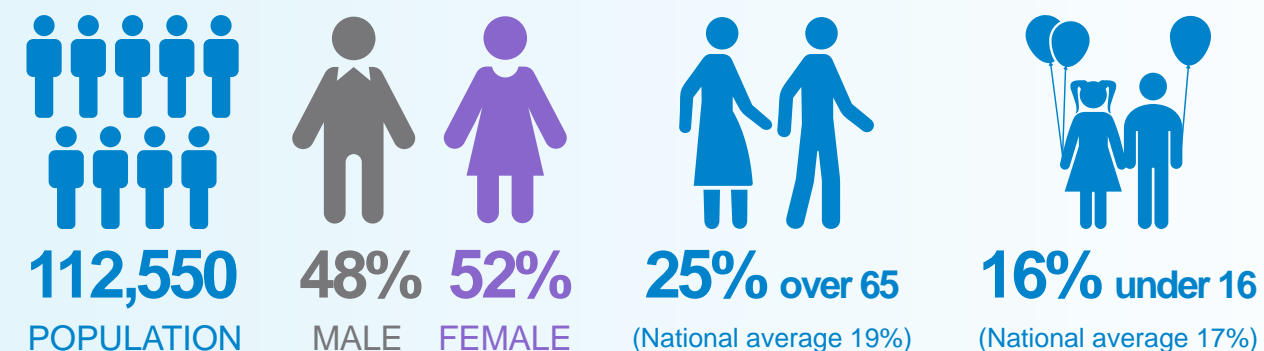
A C T I V E

Making a Difference Every Day

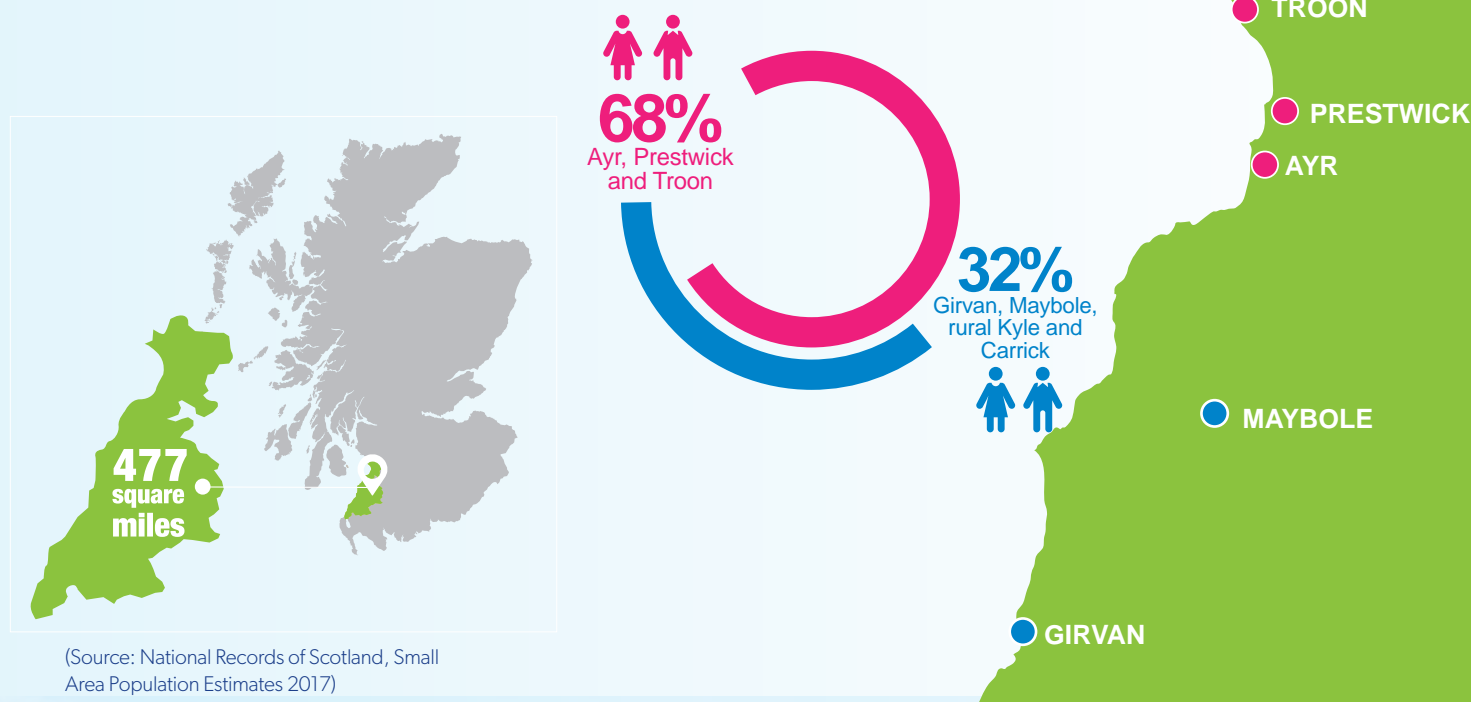
## Area Profile

South Ayrshire encompasses the main towns of Ayr, Girvan, Maybole, Prestwick and Troon and large rural areas stretching from Dundonald in the North to Ballantrae in the South.

A profile of South Ayrshire can be accessed from [www.south-ayrshire.gov.uk/about](http://www.south-ayrshire.gov.uk/about) however the key points are set



(Source: National Records of Scotland, 2018 Mid-Year Population Estimates & 2018 Based Population Projections)





# Key Principles

Six key principles underpin the Physical Activity and Sport Strategy for South Ayrshire:

**A**MBITIOUS



We will be **bold** and **innovative** in increasing physical activity and sporting opportunities within our communities

**C**ONNECTED



We will **collaborate** with partners to use assets and resources effectively to deliver provision based on identified community need

**T**RANSSPARENT



We will strive for **consistent standards** of practice with actions and progress being open and easy to access for all

**I**NCLUSIVE



We seek to facilitate opportunities for all people at all ages, abilities and economic means ensuring **equity** and **equality**

**V**ALUES



We will place our communities at the heart of what we do and make South Ayrshire a **respectful, positive** and **supportive** place to be active

**E**MPOWERING

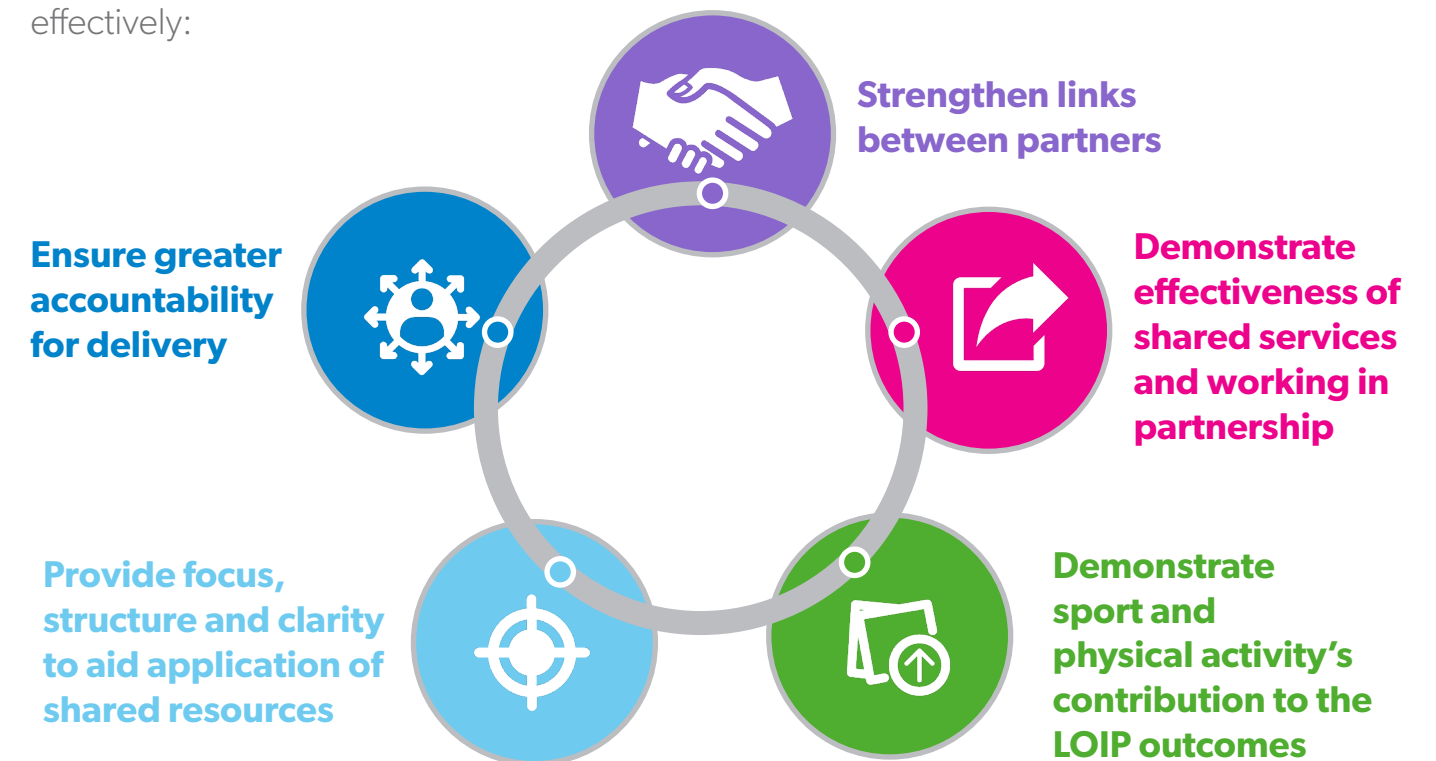


We will take time to understand our communities and work with them so they feel supported and **empowered** to achieve their true potential

# Connected

The South Ayrshire multi-partner leadership group responsible for the production of the Physical Activity & Sport Strategy advocates an ambitious approach to ensure that the sport and physical activity outcomes within South Ayrshire contribute effectively to the achieving the outcomes identified in the Local Outcome Improvement Plan (LOIP).

The Strategy provides a framework for South Ayrshire that will allow all partners to more effectively:







# National Strategic Context

Three main policy documents provide the national context to this strategy:

- [Active Scotland Outcomes Framework](#)
- [Public Health Priorities for Scotland](#)
- [sportscotland 'Sport for Life' Corporate Strategy](#)

The connectivity between the Active Scotland Outcomes Framework, 'Sport For Life' outcomes and Public Health priorities, if understood and delivered collectively, affords the opportunity for maximum positive impact across South Ayrshire communities. Collectively these documents offer a shared vision for sport and physical activity and will drive us to work in a collaborative way to effectively demonstrate sport's contribution to wider outcomes, with **inclusion** underpinning everything we do.

The Strategy also incorporates the recommendations from Scotland's Strategic Forum for Sport and Physical Activity and aims to strengthen resilience by:

- Better **connecting** national and local strategy and implementation
- Better **connecting** sport and physical activity with health and wellbeing
- Better engaging communities

**"Some is good, more is better. Any amount of physical activity, however small, is good for you."**

Public Health Scotland (2020)

ACTIVE SCOTLAND

Active Scotland Outcomes

Our vision is of a Scotland where more people are more active, more often

Physical Activity and Sport Strategy for South Ayrshire

Active Living

Sport & Recreation

Public Health Scotland

Public Health Priorities

We want Scotland to be a place where everybody thrives

sportscotland  
the national agency for sport

Sport for Life

An active Scotland where everyone benefits from sport



# Local Strategic Context

Whilst this strategy reflects the national policy context, it importantly takes account of the current landscape in South Ayrshire and identifies the key policy drivers and plans locally that can connect with sport and physical activity to deliver identified local outcomes. These include but are not limited to:

- Communities and Population Health Strategic Delivery Partnership
- Integrated Children's Services Strategic Delivery Partnership
- South Ayrshire Council's Capital Investment Strategy
- Children's Service Plan
- Corporate Parenting Plan
- Active Travel Strategy

## Local Outcomes Improvement Plan for South Ayrshire

South Ayrshire's Community Planning Partnership has developed two strategic themes and four supporting priorities as the focus for the South Ayrshire Local Outcomes Improvement



# Strategic Objectives

## Physical Activity and Sport Strategy for South Ayrshire

### ACTIVE LIVING

Everyone, at every life stage, will have opportunities to make active lifestyle choices and remain active

- 1 Active Communities
- 2 Active Workplaces
- 3 Schools & Education
- 4 Spaces & Places

### SPORT & RECREATION

There will be opportunities for everyone, at every life stage, to become involved, and remain involved in sport and recreation

- 1 Community Sport
- 2 People
- 3 Schools & Education
- 4 Spaces & Places

**Inclusion Leadership & Governance**





# Objective 1

## ACTIVE LIVING

## GROW WELL | LIVE WELL | AGE WELL

**Everyone, at every life stage, will have opportunities to make active lifestyle choices and remain active throughout their lives.**

South Ayrshire partners will promote a **way of life** that supports the integration of movement and physical activity into everyday routines, with a focus on walking, wheeling and cycling.

Our **Active Living Objective** provides opportunity to strengthen local partnership working and provides focus for the development of 3 key activities: **walking, wheeling and cycling**. Walking, wheeling and cycling **support good mental and physical health**. Our Active Living priorities align with Transport Scotland ambitions, support local and national environmental targets and provide opportunity to develop and profile South Ayrshire's natural assets.



### Active Communities

Increase physical activity, and reduce sedentary behaviour, within the workplace.

Increase the number of employees who actively travel to and from the workplace.



### Schools & Education

Develop local infrastructure to support physical activity within our communities.

Utilise the natural environment within South Ayrshire to promote physical activity.

Increase the number of people walking, wheeling and cycling across South Ayrshire.

Increase the number of people accessing physical activity opportunities in their communities.



### Active Workplaces

Increase the number of children and young people who actively travel to and from school and further/higher education settings.

Promote the benefits of an active lifestyle to children and young people within schools and further/higher education settings



### Spaces & Places

#### Leadership & Governance



Partners will ensure an integrated approach to the delivery of Active Living across South Ayrshire

Partners will seek to facilitate opportunities for everyone in South Ayrshire so that people at all ages, abilities and economic means can enjoy the advantages and benefits of an active lifestyle



#### Inclusion

**"Making it easier and safer for people to walk, cycle or wheel is a key component to ensuring the health and wellbeing of our population and our planet."**

Lee Craigie  
Active Nation Commissioner  
for Scotland





# Objective 2

## SPORT & RECREATION GROW WELL | LIVE WELL | AGE WELL

There will be opportunities for **everyone**, at **every life stage**, to **become involved**, and **remain involved**, in sport and recreation.

South Ayrshire partners will provide opportunity for people in South Ayrshire to participate and progress in **sport and recreational** activities, by focussing on **developing the environments** for sport and recreation and the people, spaces and places that enable these **environments** to thrive.

**Sport and recreation** play an important role in creating an **active South Ayrshire** where people are more active, more often. By strengthening the infrastructure for sport and recreation we can create **wider benefits** in areas such as health, education, communities and the economy, in addition to enhancing the opportunity to participate and progress.



### Community Sport

**Sports clubs and community organisations will be supported to offer a wide range of sustainable opportunities for everyone in our communities to increase participation, and progression, in sport and recreation.**

**Sports clubs and community organisations will work together with Community Sport Hubs to develop welcoming, safe and progressive environments for sport.**

**Partners in South Ayrshire will work together to plan and develop a workforce that effectively respond to future delivery requirements.**

**South Ayrshire will invest in and celebrate a strong network of people at all levels to deliver sport and recreation.**



### Schools & Education

**Quality Physical Education will be coordinated, planned and delivered across all primary and secondary schools.**

**Physical Activity and Sport will be embedded in all educational settings promoting pathways to participate, volunteer and officiate in sport.**

**South Ayrshire communities will be able to access a range of quality facilities for all levels of sport and recreation.**

**Promote the unique outdoor environment within South Ayrshire to support a range of sport and recreational opportunities for everyone in our communities.**



### People



### Spaces & Places

#### Leadership & Governance



**Partners will ensure an integrated approach to the delivery of Active Living across South Ayrshire**

**Partners will seek to facilitate opportunities for everyone in South Ayrshire so that people at all ages, abilities and economic means can enjoy the advantages and benefits of an active lifestyle**



#### Inclusion



**“Sport has the power to change the world...It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was despair”**

Nelson Mandela

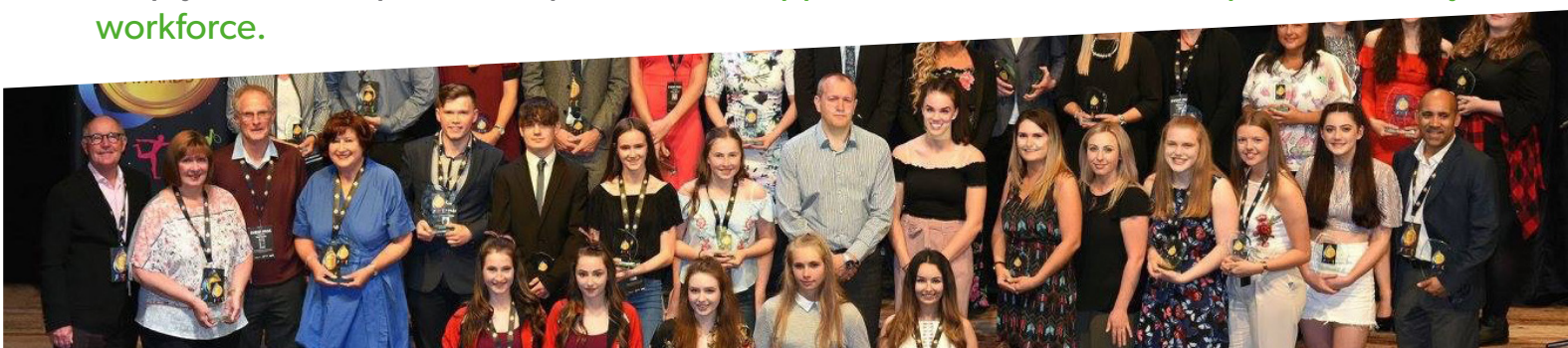


# People



Throughout the **Coronavirus pandemic** sport, as a sector, has demonstrated agility and amplified its ability to **improve physical and mental wellbeing**. The sector continues to be subject to a changing landscape, presenting both challenge and opportunity.

This strategy acknowledges this disruption to coaches, leaders, deliverers, and officials and **we commit to progressing conversations** around the impact on the delivery workforce to help define actions and make decisions now and into the future. This is simply to ensure sport has in place a **well-supported, confident and competent delivery workforce**.



The development of **'people'** for sport and physical activity will be a **critical success factor** in taking forward the objectives and priorities outlined in this strategy and remains a key enabler for Scotland's sporting system. The sector's workforce comprises both **paid** and **voluntary** roles and is **diverse**, operating throughout a number of different 'environments' at various levels.

As restrictions lift, we need to make sure that the return to sport is **safe, effective, and relevant** to local circumstances. The pandemic has **instigated change** at both personal and practical levels for the delivery workforce. We are keen to understand these changes, so that we can consider and effectively respond to future delivery workforce needs.



# Spaces & Places



**Our ambition is to strengthen the infrastructure for sport and physical activity in South Ayrshire. Strategic decisions have been made to ensure development time and resources are priorities for the places and spaces that play a significant role in promoting health and wellbeing for our communities.**

We will work to ensure that all activity related to the development and build of South Ayrshire's places and spaces for sport and recreation is calibrated to **tackling the barriers** faced by people with protected characteristics.



Priority places and spaces for inclusive sport and recreation include:



**A new leisure centre in the heart of Ayr**



**School Estate developments in Maybole and Prestwick**



**Craigie Campus for Sporting Excellence**



**Outdoor assets (including rivers, beaches, cycle routes and paths)**







**"Coming together  
is a beginning,  
staying together  
is a process, and  
working together is  
success."**

Henry Ford



This information can be made available, on request, in braille, large print or audio formats and can be translated into a range of languages. Contact details are provided below.

درخواست کرنے پر یہ معلومات نابینا افراد کے لئے ابھرے حروف، بڑے حروف یا آڈیو میں مہیا کی جاسکتی ہے اور اسکا مختلف زبانوں میں ترجمہ بھی کیا جاسکتا ہے۔ رابطہ کی تفصیلات نیچے فراہم کی گئی ہیں۔

本信息可应要求提供盲文，大字印刷或音频格式，以及可翻译成多种语言。以下是详细联系方式。

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ਇਹ ਜਾਣਕਾਰੀ ਮੰਗ ਕੇ ਬੋਲ, ਵੱਡੇ ਅੱਖਰਾਂ ਅਤੇ ਸੁਣਨ ਵਾਲੇ ਰਾਹੀਂ ਵੱਧ ਵੀ ਲਈ ਜਾ ਸਕਦੀ ਹੈ, ਅਤੇ ਇਹਦਾ ਤਰਜਮਾ ਹੋਰ ਬੋਲੀਆਂ ਵੱਧ ਵੀ ਕਰਵਾਇਆ ਜਾ ਸਕਦਾ ਹੈ। ਸੰਪਰਕ ਕਰਨ ਲਈ ਜਾਣਕਾਰੀ ਹੇਠਾਂ ਵੱਡੀ ਗਈ ਹੈ।

Niniejsze informacje mogą zostać udostępnione na życzenie w alfabecie Braille'a, w druku powiększonym lub w formie audio oraz mogą zostać przetłumaczone na wiele języków obcych. Dane kontaktowe znajdują się poniżej.

Faodar am fiosrachadh seo fhaighinn, le iarrtas, ann am braille, clò mòr no clàr fuaim agus tha e comasach eadar-theangachadh gu grunn chànanan. Tha fiosrachadh gu h-ìosal mu bhith a' cur fios a-steach.

**South Ayrshire Council**  
**Customer Contact Centre**  
**03001230900**