



Glasgow City Council

City Administration Committee

Report by Bailie Annette Christie, City Convener for Culture, Sport and International Relations

Item 2

27th February 2025

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GLASGOW'S PHYSICAL ACTIVITY AND SPORT STRATEGY 2025-2035

Purpose of Report:

To update the Committee on the programme to develop Glasgow's Physical Activity and Sport Strategy 2025-2035,

To provide feedback on the engagement and consultation process for the draft strategy.

To provide a draft of Glasgow's Physical Activity and Sport Strategy for approval by the Committee.

Recommendations:

The Committee is asked to:

- a) Note the contents of the Glasgow Physical Activity and Sports Strategy 2025 - 35
- b) Approve and adopt the Glasgow Physical Activity and Sports Strategy 2025 - 35

Ward No(s):

Citywide: ✓

Local member(s) advised: Yes ☐ No ☐ consulted: Yes ☐ No ☐

1 Introduction and work to date

- 1.1 Glasgow Life has led work to develop a Physical Activity and Sport Strategy for Glasgow that would build a unifying vision in the city over the next decade. The city's previous strategy, The Glasgow 2014 Legacy Framework, aimed to achieve longer-term economic, social, cultural, and environmental benefits as a result of the city hosting the XX Commonwealth Games. Given the significant changes in the city, and lives of its citizens, it is recognised that a new strategy is required that identifies the current priorities for physical activity and sport which will contribute to addressing the city's wider priorities.
- 1.2 A steering group and working group were created to support the development of the Strategy and build the relationships to ensure partners will work collectively in its delivery. The steering and working groups are made up of representatives from a number of organisations including Glasgow Life, Glasgow City Council (Education Services and NRS), Greater Glasgow & Clyde NHS, Glasgow HSCP, GCVS, Sport Scotland and Public Health Scotland.
- 1.3 The approach to strategy development has been focused on utilising the Public Health Scotland (PHS) framework, [A systems-based approach to physical activity in Scotland](#). This framework aims to improve levels of physical activity at both national and local level and is firmly founded on evidence-based international guidance. It has been used by a number of local authorities in developing physical activity and sport strategies and has been adopted by the Scottish Government. The framework identifies 8 key priorities that are considered vital to improve levels of physical activity and sports participation. These are reflected in the eight strategic priorities in the draft strategy.
- 1.4 To use the PHS framework in the developing the Strategy there is a defined process to follow that includes establishing the strategic context, reviewing data and evidence of current participation levels, identifying strengths and weaknesses in the city, identifying the key priorities and developing the programme of actions to build on strength and address weaknesses. This process is supported by a detailed consultation and engagement programme, set out below.
- 1.5 Initial work focused on desk research including a review of data and evidence of 28 city and major relevant strategy/policy/plans linked to physical activity identified by the working group (see Appendix 1).
- 1.6 Each strategy/policy/plan was read in detail to identify the vision, aims and objectives which will be used to shape the vision, aims and objectives of the emerging strategy. Finally, each policy was RAG rated on the strength of links and potential to influence, and be influenced, by the Strategy.
- 1.7 The methodology identified how these strategies could potentially support, or be supported, by the emerging Physical Activity and Sport Strategy. Many of these had explicit priorities and actions relating to physical activity and sport

whilst others had more 'global' implicit / implied health and wellbeing references where physical activity was not specifically mentioned, but there were clear links that could be made.

2.0 Stakeholder Engagement

- 2.1 The initial scope of the engagement process involved a 'Deep Dive' into the local physical activity and sport 'system' in the city, assessing existing actions (policy and practice) against the evidence that works to increase population levels of physical activity and reduce inactivity.
- 2.2 This workshop engagement process sought to gather insights and feedback from key stakeholders to ensure the Strategy reflects Glasgow's unique priorities, aligns with local and national strategies, and addresses key issues across health, social, and community sectors.
- 2.3 The information gathered was used to identify emerging strategic priority actions. The session focused on six physical activity themes identified in the PHS framework: Active Systems, Active Places of Learning, Active Travel, Active Places & Spaces, Active Health & Social Care, Active Sport & Recreation for All and involved 60 key city stakeholders. The collated output from the 'Deep Dive' was analysed, prioritised and presented to the working group for review.
- 2.4 Using the findings from the 'Deep Dive', the second stage of consultation involved seven focus groups, each individually covering the following themes: Active Travel, Active Places of Learning, Active Sport and Recreation, Active Health and Wellbeing and Equality, Diversity and Inclusion.
- 2.5 Nineteen interviews were conducted with key city stakeholders including Glasgow City Council, Glasgow Life, Sport Scotland, NHS Greater Glasgow and Clyde, Glasgow Council for the Voluntary Sector, Glasgow Centre for Population Health and other public and third-sector organisations. The discussions focused on understanding key stakeholders' perspectives on current physical activity and sport services, identifying strategic priorities, and exploring opportunities for alignment with the adopted Public Health Scotland Framework.

3.0 Public Consultation

- 3.1 A public consultation survey was conducted to gather feedback from citizens and organisations and was made available through Glasgow City Council's Consultation Hub and shared across local networks. Open for five weeks across September and October, the survey received a total of 385 responses, with 288 from individuals and 97 from organisations.
- 3.2 The organisations represented were largely community groups (37%) and charities (29%), with additional responses from national organisations, local authority bodies, health and wellbeing organisations, education and learning providers.

- 3.3 Survey findings indicated that 42% of respondents, who answered the survey as individuals, were not currently meeting the recommended physical activity levels of 150 minutes of moderate activity or 75 minutes of vigorous activity per week. Of those who met the guidelines, 62% achieved this through organised sports, exercise, dance, fitness, or outdoor activities, while 45% did so through daily activities. All organisations reported supporting their members and/or employees to stay active, primarily by providing activity programmes, training, learning opportunities, and informational resources.
- 3.4 Respondents were presented with the Vision, Mission, and Aim for the Strategy and asked if they felt these were suitable for Glasgow. There was strong agreement among both individuals and organisations:
- **Vision:** Agreed by 63% of individuals and 76% of organisations
 - **Mission:** Agreed by 75% of individuals and 85% of organisations
 - **Aim:** Agreed by 72% of individuals and 84% of organisations
- 3.5 Organisations were asked to review the draft eight strategic priorities and associated objectives. Over 80% agreed that each priority was crucial to the strategy's success and that the objectives aligned appropriately with each priority.
- 3.6 Individuals were asked about Glasgow's strengths in supporting the Strategy's goals. Respondents highlighted Glasgow's infrastructure, including abundant green spaces, parks, high-quality venues, and cycling and active travel facilities. They also cited the city's community spirit, inclusivity, and engagement. Organisations similarly emphasised Glasgow's strong community spirit, robust infrastructure, and inclusive culture, adding that a dedicated workforce is available and engaged in delivering the strategic vision.
- 3.7 Individuals responding identified a number of key challenges to implementing the strategy, including financial constraints, cost barriers, accessibility issues, transport and infrastructure limitations, and cultural attitudes toward physical activity. Organisations specifically pointed to funding constraints, accessibility challenges, infrastructure gaps, community engagement difficulties, and policy barriers as significant obstacles to the strategy's goals.
- 3.8 Across the stakeholder engagement and community consultation process over 497 people were directly engaged, with 212 of these representing interested organisations.

4.0 Draft Strategy

- 4.1 The work set out above has led to the development of the draft Strategy document (Appendix 2). The draft Strategy sets out the proposed Mission, Vision and Values and has identified eight strategic priorities and accompanying objectives.

- 4.2 Through the partnership approach taken in the development process, key city partners have agreed to be lead bodies for each of the eight priorities, reflecting the willingness to adopt a collaborative approach to improving Public Health in the city.
- 4.3 A high level EQIA has been undertaken that indicates the Strategy will have a positive impact, due to the focus on addressing health inequality in the city.
- 4.4 Given approval of the Strategy an action plan for its delivery will be created. It is proposed to retain the Steering Group and Working Group, with updated Terms of Reference, to co-ordinate the delivery of the action plan.
- 4.5 The Draft strategy was presented to the GCC WECCE committee on 23rd November 2024 for review and comment. Comments regarding the draft strategy were positive with a request that under the Active Learning priority there is reference made to girls having parity of access to the sports offered through schools. On the basis that this is included in the draft strategy the committee approved the Strategy being submitted to the CAC for approval.

5.0 Governance

- 5.1 Recognising this is a strategy for the city the strategy will also be presented to the Glasgow and Clyde NHS Operational Health and Wellbeing Committee. It is proposed delivery against the action plan will be reported to the Glasgow Public Health Oversight Board, Glasgow City Council OPDSC and the relevant GG&C NHS Board Committee.

6 Policy and Resource Implications

Resource Implications:

Financial: There are no new financial implications arising from this report

Legal: The report raises no new legal issues

Personnel: There are no relevant personnel implications

Procurement: There are no relevant procurement issues

Council Strategic Plan: Specify which Grand Challenge (s) and Mission (s) the proposal supports. Where appropriate the relevant Commitment can also be listed.

Grand Challenge 1: Reduce poverty and inequality in our communities

Mission 3: Improve the Health and Wellbeing of our local communities.

Mission 4: Support Glasgow to be a city that is active and culturally vibrant.
Grand Challenge 2, Mission 3: Raise attainment amongst Glasgow's children and young people.

Equality and Socio-Economic Impacts:

Does the proposal support the Council's Equality Outcomes 2021-25? Please specify.

Yes,

What are the potential equality impacts as a result of this report?

Positive Impact in addressing health inequality

Please highlight if the policy/proposal will help address socio-economic disadvantage.

Positive Impact

Climate Impacts:

Does the proposal support any Climate Plan actions? Please specify:

Strategy aligned to Glasgow Active Travel strategy

What are the potential climate impacts as a result of this proposal?

Alignment to the Active Travel Strategy support less vehicle use in the city.

Will the proposal contribute to Glasgow's net zero carbon target?

Privacy and Data Protection Impacts:

Are there any potential data protection impacts as a result of this report

No

If Yes, please confirm that
a Data Protection Impact
Assessment (DPIA) has
been carried out

5 Recommendations

The Committee is asked to:

- a) Note the contents of the Glasgow Physical Activity and Sports Strategy
2025 - 35
- b) Approve and adopt the Glasgow Physical Activity and Sports Strategy
2025 - 35

Appendix 1

Connections Between the Emerging Glasgow's Physical Activity & Sport Strategy and Wider Policy and Strategy

The research base for the review was provided by the Glasgow Physical Activity & Sport Strategy Working and Steering Groups. Members identified a list of all major relevant policy/plans linked to physical activity.

Relevant 'policy' was then screened for links to Physical Activity & Sport using keywords:

'physical activity' 'physical inactivity' 'sedentary behaviour'
'walking' 'cycling' 'active travel' 'active transport'
'sport' 'active recreation' 'active environments' 'green,
blue or grey space' 'health inequalities' 'active communities'
'health and wellbeing' 'leisure and recreation'

Each policy was read to identify the vision, aims and objectives which were used to shape the vision, aims and objectives of the emerging Glasgow Physical Activity & Sport Strategy. Each policy was RAG rated on the strength of links and potential to influence and be influenced by the Physical Activity & Sport Strategy.

Tab 1: Physical Activity and Sport Strategy RAG ratings

Red	Amber	Green
No links (implicit or explicit), relating to Physical Activity & Sport.	Some implicit links to Physical Activity & Sport included, or the policy is implicitly linked to a physical activity outcome.	Clear, appropriate and explicit Physical Activity & Sport links and outcomes that will be directly supported by the Physical Activity & Sport Strategy

Local, Regional & National Policies and Strategies - Included in Mapping

Strategy / Policy Name	Relevance/ RAG
Get Active – DCMS Strategy for the future of Sport and Physical Activity	
Sport for Life – A Vision for Sport in Scotland	
Active Scotland Delivery Plan	
Glasgow City Socially Connected Strategy	
Glasgow City Health Improvement Strategy	

Glasgow City Health and Social Care Partnership Strategic Partnership	
Glasgow City Integrated Joint Board Strategic Plan for Health & Social Care	
A More Active Scotland - Scotland's Physical Activity Delivery Plan	
ACTIF North Wales – 10 Year Strategy	
Public Health Priorities for Scotland	
Global Action Plan on Physical Activity 2018-2030	
UK Chief Medical Officers' Physical Activity Guidelines	
Public Health Scotland- Physical Activity Referral Standards 2022	
Glasgow City Council Strategic Plan 2022-2027	
NHS Greater Glasgow & Clyde – Turning the tide through prevention – Public Health Strategy 2018-2028	
Integrated Children's Service Plan	
Scottish Government National Education Improvement Framework	
Glasgow City Council Play Strategy	
Glasgow City Council Active Travel Strategy	
Glasgow City Council Open Space Strategy 2020	
Scotland's National Event Strategy 2024 - 2035	
Glasgow Life Volunteer Strategy – 2023-2026	
Scottish Household Survey	
Scottish FA: The Power of Football Strategic Plan 2021-2025	
Scottish Swimming Aquatics Plan Executive Summary	
Scottish Gymnastics Leap Without Limits: A New Vision for a New Era	
Scottish Athletics: Building a Culture of Success 2018 - 2026	

Summary

The strategy review highlighted explicit and implicit references contained within numerous local, regional and national key policies and strategies in relation to physical activity and sport and identified if these policies are supportive of the key priorities articulated in the emerging physical activity strategy.

The research illustrated the numerous positive contributions of physical activity and sport to the people of Scotland in a cross-policy context, aligned to Scotland's National Performance Framework, Scotland's Public Health Priorities and the Active Scotland Outcomes Framework.

The research has found strong synergies, related to physical activity and sport, between a wide cross section of policy aligned with planning; transport; health and social care; economic development; children and young people; and the environment.

These policies are aligned with, and integral to, the overarching strategy of Glasgow Council Strategic Plan. This alignment provides strong evidence of key partners and stakeholders commitment to increase participation in physical activity and sport at a population level and evidences a coherent narrative supporting physical activity, sport and leisure.

The strategy review clearly identifies how the implementation of a Physical Activity & Sport Strategy supports a breadth of policy across multiple council and stakeholder policy.

In conclusion the development of a Glasgow Physical Activity & Sport Strategy, is consistent with the Local, Regional and National policy and strategy landscape.