

Sports Services

Sport & Physical Activity— Linking to Wider Outcomes Dumfries & Galloway Council

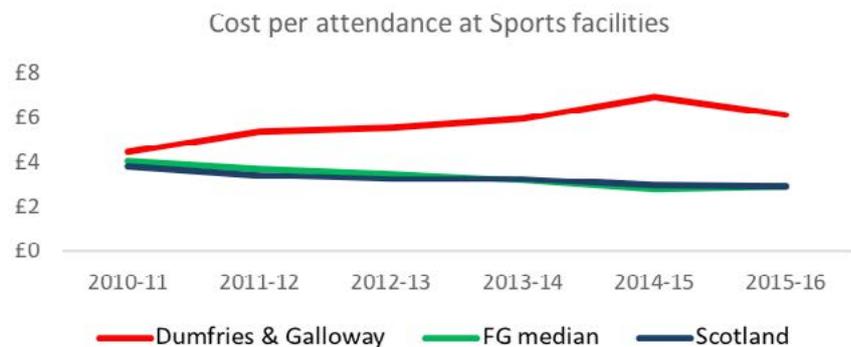
Contact for Enquiries

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With increased pressure on councils to link the impact of services to wider outcomes, Dumfries & Galloway have increasingly worked to link sport and physical activity across wider outcomes, and move away from simple quantitative reporting of inputs/outputs. Key performance measures were transformed to match up with the council's strategic aims, strengthening the evidence base available to justify investment in future preventative work within culture & leisure services.

Background

Costs for attendance at sport facilities in Dumfries & Galloway have historically been high compared to the family group and Scotland average. Dumfries & Galloway have 14 leisure facilities that are delivered in-house. The council further deliver an outdoor education service, active schools & community sport. The council also offer one leisure facility with a community partner, and one joint health and wellbeing unit with NHS.



With increased pressure on councils to make savings on culture and leisure services, there was an increased demand for the council to showcase how sport and physical activity can contribute to wider outcomes in the community. The KPIs used for performance reporting were generated by the performance management system, Covalent and these were reported to area committees and service committee on a 6-month basis. There was no recurring reporting to the NHS board or public health committee. The measures are mostly quantitative, and there is limited linkage to social and wider impact.

Key Activities

For the council to begin to link the important role of sport and physical activity with wider outcomes, they focused on reshaping the current suite of KPIs.

They removed unnecessary measures and matched the KPIs with relevant council priorities ('build local economy', 'provide best start in life for our children', 'protect our most vulnerable people' and be an 'inclusive council') to create a common approach. Examples of linking physical activity to these council wide strategic priorities are set out below:

Community Empowerment

- Asset Transfer – KGV / DKAC / Holm Park / Birkland / 6 x 3G artificial pitches.

Reducing Inequalities

- Corporate Parenting – Free leisure access for LAC
- Be Active 50+ free health / fitness membership
- Easy Access – up to 50% discount
- Let's Motivate adapted physical activity
- Access to Health & Social Care

Health & Wellbeing

- Active Scotland outcomes
- Go4it
- Mental Health / Dementia
- Exercise Referral
- BIG Team Challenge
- Bikeability
- Healthy Working Lives
- Staff wellbeing indicators

Benefits and Impact

When Dumfries & Galloway Culture & Leisure services started to link their KPI's to wider outcomes, they were able to better demonstrate the contribution they are making by mapping current council programmes and agendas to organisational strategic priorities. This helped to develop knowledge and understanding around how the service already contributes to wider outcomes, as well as where the gaps are.

Looking forward the council will introduce:

- Increased measurement and evidence of contribution to wider outcomes/preventative spend

- Standard Evaluation tool for our interventions
- Best Investments for Physical Activity PARC – University of Edinburgh
- Policy Framework for Physical Activity Policy & Practice
- Case study story telling at Committee with Elected Members
- Learn from Third Sector – e.g. Evaluation Support Scotland