

Sport and Physical Activity Strategy

2025





SPORT AND PHYSICAL ACTIVITY STRATEGY 2024

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As the Leader of Scottish Borders Council, I am thrilled to introduce the new Sport and Physical Activity Strategy for the Scottish Borders.

Sport is deeply woven into the fabric of our region. The Scottish Borders has a proud history of producing exceptional athletes, including Olympic and Paralympic Gold Medallists, world record holders, international rugby and football players, and stars in athletics, hockey, and cycling. Our vibrant club network and reputation for hosting world-class events, like the recent UCI World Cycling Championships, are testaments to our region's commitment to excellence in sport. In the Scottish Borders, we don't just punch above our weight, we are truly a heavyweight region!

However, we cannot rest on our past successes. Just as flowers won't continue to bloom without care, we must nurture and adapt our approach to sport and physical activity in a changing world. This is why we are launching this new strategy not only to sustain the growth of sport but to inspire and engage people and communities across the Scottish Borders in leading active, healthy lives.

On a personal note, sport and a passion for Esports has been transformative in my own life. They have built my confidence, opened up opportunities I never imagined, and instilled in me lifelong habits of staying active. These experiences have taught me the value of perseverance, teamwork, and the importance of maintaining a healthy lifestyle. It is this passion for sport and its positive impact and the value of Esports set out in a complimentary strategy, that drives my commitment to ensuring that every person in the Scottish Borders has the chance to experience these same benefits.

Our strategy is designed not just to keep up with the times, but to lead the way in ensuring that our sport and physical activities are fit for a modern world, all while holding onto the rich traditions that make our region unique. We will continually assess outcomes to make sure we are meeting the needs of our communities, helping people of all ages and backgrounds to thrive.

An active lifestyle offers benefits far beyond the playing field. From improving physical and mental health to fostering community spirit and creating opportunities for volunteering, the positive impacts of regular physical activity are profound. This strategy isn't about imposing a set of ideals; it's about opening up pathways and opportunities for everyone to explore and develop lifelong healthy habits.

Our strategy is designed to be as dynamic as the patterns of sport and physical activity themselves. We will continue to evolve and adapt it to meet the changing needs and interests of our communities. Together, let's make the Scottish Borders an even more active and healthy place now and for future generations.

Cllr Euan Jardine,
Leader of the Council



SPORT AND PHYSICAL ACTIVITY STRATEGY 2024

INTRODUCTION

Welcome to the Scottish Borders Strategy for Sport and Physical Activity, an evolving blueprint for a healthier, more active community. This strategy is a living document, designed to grow and adapt as we reach our goals. It has been crafted in close collaboration with NHS Borders, Sport Scotland, Live Borders, Public Health Scotland, and our valued Third Sector partners, all shaped by insights from a wide range of key stakeholders.

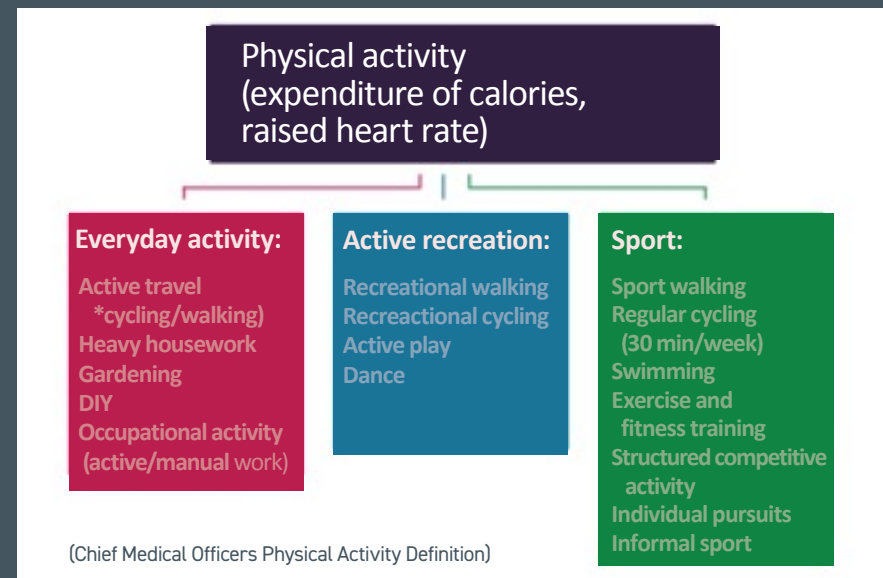
What Do We Mean by Physical Activity?

Physical activity goes beyond just sport—it's about moving more in every aspect of daily life. Whether it's walking the dog along the River Tweed, cycling through our rolling hills, or enjoying a peaceful hike in the Cheviots, physical activity includes everyday movements, active recreation, and organised sport. The UK Chief Medical Officers define physical activity broadly, and this inclusive approach is central to our vision.

What Do We Mean by Sport?

Sport is a subset of physical activity but is a vital component of this strategy. By its definition, sport is often competitive and organised, involving the use, maintenance, or improvement of physical ability and skills. There is a rich culture of sport in our Scottish Borders, through our educational establishments, our sports clubs and community organisations, and our individuals and groups performing at the highest level of world sport.

This also contributes to why we are taking a whole systems and preventative approach. A preventative approach is a prudent one: making a proactive investment in what keeps us all well, rather than just waiting for health and care systems to deal with ill health. Our whole systems approach involves applying systems thinking, methods and practice to better understand public health challenges and identify collective actions. These actions are typically across different council departments, the NHS, academic, private and third sector.



WHAT ROLE DOES THE COUNCIL PLAY IN PROMOTING SPORT AND PHYSICAL ACTIVITY IN THE BORDERS?

At Scottish Borders Council, we are passionate about making sport and physical activity accessible and enjoyable for everyone across our vibrant region. By collaborating with partners from the public, private, and voluntary sectors, we are committed to providing a wide range of opportunities from state-of-the-art sports facilities and exercise referral programmes to walking groups and physical education in our schools.

We believe that sport and physical activity are a fundamental right of our communities. That's why we actively support initiatives such as active travel, 20mph speed zones within residential settings as well as funding local clubs, ensuring they have the resources needed to thrive and inspire future generations of athletes. Our investment in grassroots sport is key to fostering a culture of participation and excellence throughout the Borders.

Our goal is clear: to drive positive health outcomes by increasing participation in sport and physical activity. Research from Public Health Scotland highlights that meaningful change requires integrated action across multiple sectors schools, healthcare, transport, urban planning, sport, communities, and workplaces. We're committed to leading this charge, working together to create more opportunities for everyone to get active. This strategy will take a comprehensive look at these sectors, proposing bold actions to enhance participation. By doing so, we aim to deliver not only health benefits but also social, economic, and environmental gains that will enrich the lives of everyone in the Borders.

Our strategy is firmly rooted in the core values set out in the Council Plan 2023/24, which guide everything we do. These principles shape our approach, ensuring that we deliver meaningful outcomes for our communities. This strategy has been carefully developed to align with the Scottish Borders Council Outcomes, reflecting our commitment to creating a healthier, more active region.

Our Values

Agile

We take advantage of new opportunities to delivery good value for money, and we maximise the use of all digital opportunities.

Sustainable

We are passionate about the prospects of future generations, we demonstrate this in our decisions and delivery and ensure we live within our means.

People Focused

Working collaboratively with colleagues and partners, everything we do is for the benefit of our communities.

Inclusive and Fair

We ensure everyone has the best opportunities and always seek to act fairly.



Clean, green future

We tackle climate change and we value, protect and enhance our local environment and nature, so that the Scottish Borders can be enjoyed now and by future generations



Empowered, vibrant communities

The Scottish Borders has thriving, inclusive communities where people support each other and take responsibility for their local area



Fulfilling our potential

From child to adult, everyone in the Scottish Borders has access to high quality education and the opportunities they need to fulfil their potential



Good health and wellbeing

The people of the Scottish Borders have the opportunities and are supported to take control of their health and wellbeing, enjoying a high quality of life



Strong inclusive economy, transport and infrastructure

Built upon strong and effective physical and digital connections and infrastructure, the benefits of a productive and sustainable economy are widely shared, enabling us to fulfil our potential in the Scottish Borders and attract others to live, work and visit



Working together improving lives

Scottish Borders Council will be a well-run and efficient organisation. We will have well informed, timely and effective decision making, which is evidence led and focused on the needs of customers and communities; and we will have a positive and open culture

OUR VISION

Our vision is simple yet ambitious: To ensure that everyone living, working and visiting the Borders can participate in and benefit from being involved in sport and physical activity, creating opportunities for everyone to improve their health and wellbeing and achieve their full potential.

This vision aligns with the Scottish Borders Council's theme of Good Health and Wellbeing, The H&SCP Strategic Commissioning Plan and the NHS Borders aiming to empower every resident to take charge of their health and wellbeing, and to enjoy a high quality of life in this beautiful region we call home.

WHY IS SPORT AND PHYSICAL ACTIVITY SO IMPORTANT?

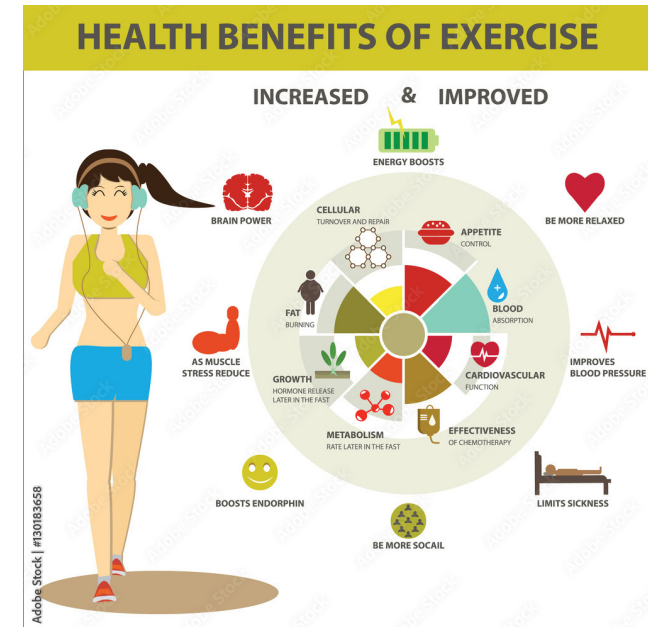
Sport and physical activity aren't just about staying fit - they're about feeling great, having fun, and connecting with others. Regular, meaningful sport and physical activity can transform our lives, boosting our mental and physical health, fostering community spirit, and even driving economic growth. Simply put, staying active helps us flourish, enriching our lives and the places we live.

The health benefits of sport and physical activity are clear and impactful throughout every stage of life. By ensuring that everyone can fully embrace these benefits, we not only enhance individual wellbeing but also reduce the future strain on our health, social work, and social care services.

Whatever your age, there's strong scientific evidence that being physically active can help you lead a healthier and happier life.

Exercise can reduce your risk of major illnesses, such as coronary heart disease, stroke, type 2 diabetes and cancer, and lower your risk of early death by up to 30% (NHS).

This strategy aims to promote the behaviour change required to ensure that the Borders population are meeting the 150 minute a week activity target.



WHAT IS THE STRATEGY FOR?

The purpose of this strategy is to:

- **Establish a Co-ordinated Approach:** Ensure a seamless, efficient, and well-organised plan for the development and delivery of sport and physical activity across the Scottish Borders, aligned with Public Health Scotland's systems-based approach to physical activity. [Public Health Scotland – a systems-based approach to physical activity in Scotland](#)
- **Align with National and Local Contexts:** Acknowledge and integrate both national and local priorities for the growth and promotion of sport and physical activity. The local structure of sport in the Scottish Borders is complex but its governance is vital to a coordinated system. Appendix 4 outlines the structure of sport locally.
- **Highlight the Importance:** Emphasise the significant value sport and physical activity for the health and wellbeing of the Scottish Borders population.
- **Tackle Inequality:** Address and reduce inequalities in participation rates, ensuring that everyone in the Scottish Borders has the opportunity to be active.
- **Support Broader Outcomes:** Contribute to the achievement of national and local goals, priorities, and commitments, fostering a healthier, more active community.



WHAT IS THE NATIONAL AND LOCAL STRATEGIC CONTEXT FOR THE STRATEGY?

Key National Plans and Strategies

- [National Physical Activity for Health Framework](#)
- [sportscotland's Sport for Life](#)
- [COSLA The Positive Contribution of PA and Sport to Scotland](#)
- [ISPAH's \(International Society for Physical Activity and Health\) Eight Investments that Work for Physical Activity](#)
- [Public Health Scotland – a systems-based approach to physical activity in Scotland](#)
- [Covid-19, physical activity, inequalities evidence review](#)
- [Scottish Disability Sport Strategic Plan](#)



Key Scottish Borders Plans and Strategies

This new Sport & Physical Activity Strategy does not replace or compete with existing strategies but provides an integrated approach that helps stakeholders understand the connections between strategies and identified priority areas:

- Scottish Borders Council Plan
- Community Engagement Plan
- Health and Social Care Implementation Plan
- Anti-Poverty Strategy
- Local Child Poverty report and action plan
- Culture Strategy (in development)
- Place Making Plans
- Play Spaces Strategy
- Active Travel Strategy (in development)
- Borderlands Plans
- Estates/Facilities Strategy
- Live Borders Facilities Review

WHAT ARE THE HIGH-LEVEL PRIORITIES FOR THE STRATEGY?

Our vision is that everyone in the Borders benefits from participating in sport and physical activity. To make this a reality, we must break down barriers to participation, encourage behaviour change, create opportunities for involvement in all forms of physical activity including sport, and ensure that people have the support they need to stay physically active every day.

To achieve this vision, we have adopted Public Health Scotland's new strategic systems-based approach to physical activity in Scotland. This approach focuses on eight key strategic delivery priorities:



STRATEGIC DELIVERY OUTCOME 1: Enabling the sport and physical activity system

Collaborative actions that enable a systems-based approach to sport and physical activity in the Scottish Borders		
What does this mean?	What good would look like	What we aim to do in conjunction with partners, groups and organisations
<p>Active system enablers: leadership, governance, accountability, data and intelligence, evidence, research evaluation, national and local strategic planning, finance mechanisms, public health advocacy, movement as a human right, capacity across policy and practice.</p>	<p>There will be stronger leadership for sport and physical activity and in the Scottish Borders.</p> <p>Physical activity and its promotion will appear in more organisation's aims, policies and strategies.</p> <p>The number of people participating in sport and physical activity will increase due to an effective partnership approach.</p> <p>We will have welcoming, safe and progressive environments for sport.</p>	<p>Strengthen leadership, governance and accountability for sport and physical activity across the system, including the management oversight of key leisure contracts.</p> <p>Work collaboratively via strategic groups and forums with a role in the sport and physical activity system to strengthen implementation and delivery of the Strategy.</p> <p>Gather local physical activity system related data from all identified sport and physical activity system partners that can be used to identify priority populations and enable evidence-based decision making.</p> <p>Explore how communities can make decisions on how budgets should be used to promote sport and physical activity.</p> <p>Ensure our Sport & Physical Activity Strategy is shared with and considered by Place Making/Town Teams when developing Town Plans.</p> <p>Continue to encourage co-production, knowledge sharing and collaborative working, including across departments/partnerships.</p>

STRATEGIC DELIVERY OUTCOME 2: Sport and active recreation for all

Active participation in sport and active recreation increased across the life course through equitable and inclusive access to appropriate places, spaces and services.		
What does this mean?	What good would look like	What we aim to do in conjunction with partners, groups and organisations
<p>Prioritise public funds to target the least active, as well to retain existing, and returning, participants. Strengthen access to sport and active recreation. Define the 'adequate' provision of active recreation and sport. Maximise the public health contribution of community sport clubs. Workforce development.</p>	<p>Increased participation:</p> <p>In sport and physical activity through equitable and inclusive access to appropriate places, spaces, and services.</p> <p>By those from under-represented groups and those who live in the most deprived areas or who suffer from the highest levels of poverty.</p> <p>Sports clubs and community organisations will be supported to offer a wide range of sustainable opportunities for everyone in our communities.</p>	<p>Develop a multi partner action plan which will increase participation amongst traditionally harder to reach groups by reducing the barriers to local participation and improve access to opportunities in clubs and communities via targeted programmes by the creation of positive & inclusive environments.</p> <p>Continue to develop and grow a diverse network of coaches and volunteers who are key to the delivery of club and community sport in the Scottish Borders. We will develop an action plan to ensure that these coaches and volunteers are supported to grow lifelong participation in sport for all.</p> <p>Ensure that the development and implementation of all Active Communities delivery plans for sport are outcome focussed and recognises the full sporting pathway from grassroots participation to elite performance sport, through a joined up schools & education, clubs & communities, and performance approach.</p> <p>Using our Community Sport Hubs and Clubsport networks, we will empower our sports clubs to better support our communities with an approach that works with partners across health and the third sector to increase participation and engagement with all.</p> <p>Develop and ensure a strategic approach to the immediate and future planning and delivery of all sporting facilities across the Scottish Borders which maximises access and affordability for clubs and communities:</p> <p>Promote Scottish Borders as a premier location to attract sport, physical activity and health business investment and tourism, which maximises profile and ensures a legacy of local participation.</p> <p>We will continue to support the regions elite athletes competing on the world stage through the Athlete Support Programme and use the power of role models to inspire our communities.</p> <p>Develop a community approach to participation and engagement of new audiences through linking sport and ESports opportunities supported through the Inspire learning programme.</p>

STRATEGIC DELIVERY OUTCOME 3: Active places of learning

The principles of a ‘whole school approach to physical activity’ are adopted across all places of learning from nursery to tertiary education		
What does this mean?	What good would look like	What we aim to do in conjunction with partners, groups and organisations
<p>Creating active places for learning by applying a whole school approach in nurseries, schools, colleges and universities, covering health and wellbeing, PE, active classrooms, outdoor learning, active campuses, extra-curricular activities, active travel to and from, design of places of learning.</p>	<p>Staff, services and partner organisations take responsibility for helping people, families and individuals become more physically active.</p> <p>There will be an increase in the number of children and young people participating in sport and physical activity.</p>	<p>Develop and implement a Physical Education, Physical Activity & Sport (PEPAS) Policy to ensure consistent approach across all Borders Schools, including a focus on curriculum, training and leadership. Including the linking with club sport networks, a balanced approach to risk assessment and the delivery of physical activity opportunities throughout the school day.</p> <p>Develop and implement an Outdoor Learning Policy which provides a standardised criteria and approach across all Borders Schools.</p> <p>Ensure that Active Travel to schools is included in the development of the Active Travel Strategy, promoted via school networks and enhanced by the continued delivery of bikeability training and that School Travel Plans are implemented.</p> <p>Provide workforce development opportunities for teachers and early years staff to enhance knowledge and teaching skills on active play, physical education, adaptive physical activity, outdoor learning, fundamental movement skills and physical literacy. Including how to include people with disabilities and the least active.</p> <p>Create education and childcare facilities that are active places and spaces by design which consider outdoor activities and indoor which are also accessible to communities.</p> <p>Continue to work with Borders College and Heriot Watt University partners to adopt a whole of campus approach to physical activity in colleges and universities to promote walking, cycling and the use of public transport. Linking with the Active Travel Coordinators at each site and the Councils Active Travel Strategy.</p>

STRATEGIC DELIVERY OUTCOME 4: Active travel

Active travel behaviour encouraged and infrastructure for walking, wheeling and cycling prioritised across Scotland		
What does this mean?	What good would look like	What we aim to do in conjunction with partners, groups and organisations
<p>Prioritisation of active travel. Infrastructure maintenance, behaviour change, road safety, community engagement, workforce development, walking data</p>	<p>There will be an increase in Active Travel with more people choosing to walk, wheel, and cycle across the Borders.</p>	<p>Ensure the recommendations/opportunities listed are incorporated into the development of the Active Travel Strategy.</p> <p>Continue to promote cycling and walking in the borders, via delivery of the South of Scotland Cycling Strategy, building on the legacy of UCI World Championships and Tour of Britain events, promotion of cycling and walking routes, improved signage, bikeability in schools and bike safety and active travel sessions in communities.</p> <p>Promote road safety by continuing to trial 40 mph limits on quiet 60mph limit roads where average vehicle speeds are already low and where it would be comfortable for a family to walk and cycle, balance the use of streetlighting with regards to light pollution, safety and cost and ensuring all roads and paths are inspected and repaired in accordance with Road Asset Management Plan (RAMP).</p> <p>Continue to deliver free transport for young people via bus up to 22 years old and over 60's via the National Entitlement Card Scheme.</p> <p>Engage with communities via placemaking, the development of place plans and town plans, community conversations and engagement sessions and young people via the Youth Engagement Strategy.</p>

STRATEGIC DELIVERY OUTCOME 5: Active places and spaces

Places and spaces across Scottish Borders are appropriately designed, created and maintained to enable people to be physically active in their community.		
What does this mean?	What good would look like	What we aim to do in conjunction with partners, groups and organisations
<p>Integration of urban design, transport and land use policies, guidance to accompany National Planning Framework4, access to quality green/blue open spaces, sport and active recreation spaces and design guidance for public amenities.</p>	<p>Active places and spaces are appropriately designed, created, and maintained to enable people to be physically active in their community.</p> <p>Increased numbers of people are more physically active more often.</p>	<p>Continue to influence the development of active liveable environments through urban design, transport planning and land use adhering to National Planning Framework 4 and the active by design principles when building or retrofitting public amenities, including the development of community campuses and care villages.</p> <p>Continue to promote and engage on access to and design of good quality public green, blue and recreational spaces via community Planning Partnerships, engagement events, community conversations, place making and via communication plans.</p> <p>Continue to work in partnership with LIVE Borders on the delivery of transformation and facilities programme to ensure sustainability of services.</p> <p>Consider distance of travel to facilities when developing placemaking plans and local development plans to promote active travel and physical activity.</p> <p>Support delivery of the updated Green Space and Facilities & Pitch Strategies and raise awareness of existing SBC strategies including the Public Play Facilities Strategy.</p> <p>Continue with collaboration/knowledge sharing with colleagues from other local authorities and various forums including the Association for Public Service Excellence (APSE).</p>

STRATEGIC DELIVERY OUTCOME 6: Health and social care

Physical activity embedded into routine NHS healthcare and social care services in Scotland.		
What does this mean?	What good would look like	What we aim to do in conjunction with partners, groups and organisations
<p>Work with key health partners to integrate physical activity into routine care and clinical pathways, apply learning from Care About Physical Activity, pre-service and in-service training of medics, nurses, allied health professionals and social care workers, encourage partnerships between NHS and physical activity providers.</p>	<p>Increased numbers of people who have a long-term illness or are receiving care are more physically active more often.</p> <p>More colleagues working in health and social care are aware of the importance of promoting physical activity and are actively doing so.</p> <p>A reduction in health inequalities.</p>	<p>Develop partnerships with healthcare (NHS Borders, Scottish Borders HSCP) and physical activity providers (Live Borders/Scottish Borders Council) to enable the Integration and delivery of the NHS Physical Activity pathway into all appropriate clinical settings (Primary and Secondary Care) across the Scottish Borders.</p> <p>Ensure Health and Social Care Partnership Staff (clinical and non-clinical) have appropriate understanding and knowledge of physical activity to support the delivery of this strategy and encourage and enable people to become more active by following the Health and Care Professions Council Public Health Standards and embedding the National Physical Activity Pathway (NPAP) E-learning.</p> <p>Continue to develop social prescribing and exercise referral via the What Matters Hubs, H&SCP Wellbeing Programme, health referral pathways, LIVE Borders Disability Wellbeing membership and sports club volunteering.</p> <p>Adhere to Public Health Scotland's Physical Activity Referral standards when commissioning, reviewing, designing and delivering Physical Activity referral services across the Scottish Borders.</p>

STRATEGIC DELIVERY OUTCOME 7: Communications and public education

Communications and public education established as an integral component of a systems-based approach to physical activity in Scotland.		
What does this mean?	What good would look like	What we aim to do in conjunction with partners, groups and organisations
<p>Integrate communications and public education into the local Delivery Plans, adopt best practice principles for communications and public messaging.</p>	<p>A well-targeted programme of engagement and clear messaging will lead to increased awareness and understanding of the benefits of regular physical activity, particularly amongst those groups with lower levels of participation.</p> <p>Clear, understandable, and targeted messaging will reduce inequalities and promote inclusion.</p>	<p>Develop and implement a communications plan to complement the actions highlighted within the Sport and Physical Activity Strategy.</p>

STRATEGIC DELIVERY OUTCOME 8: Active workplace

Everyday incidental physical activity enhanced through the workplace		
What does this mean?	What good would look like	What we aim to do in conjunction with partners, groups and organisations
<p>Strengthen leadership for workplace physical activity through all key partners workplace teams to support the development of workplace policies. Develop standards for workplace physical activity.</p>	<p>Everyday physical activity is enhanced through the workplace with a reduction in sedentary behaviour.</p> <p>Increased number of employees actively travel to and from the workplace.</p>	<p>Provide leadership by implementing workplace initiatives to support employees to increase physical activity and reduce sedentary behaviour, by promoting a healthy workplace model that encourages a holistic approach to physical activity in the workplace.</p> <p>Work with all partners to strengthen workplace policies to ensure Physical Activity is considered and that they support employees to be more physical active e.g. flexible working, cycling to work scheme, bike storage and showering facilities.</p> <p>Develop and promote workplace programmes aimed at increasing physical activity such as participation in the Scottish Governments wellbeing hour pilot, walking meetings/routes, workplace activity programmes and making School staffs' wellbeing allocation more focused on physical activity.</p> <p>Create and support key partners to develop workplaces that are designed to enable employees and visitors to be physically active where possible by the incorporation of flexible spaces in new/refurbished/relocated buildings by offering facilities such as shower/changing facilities and bike storage.</p>

MONITORING AND GOVERNANCE

The purpose of this strategy is to:

This Strategy sets out the key priority actions that we will take to deliver against the 8 subsystems of the physical activity framework.

We will monitor and report progress by:

- Annual reports through the Council's Performance Reporting and Annual Council Plan.
- An annual update to the Community Planning Partnership and Integrated Joint Board for Health and Social Care.
- Developing a Performance Framework for sport and physical activity to show overall progress in delivering the Strategy and reported via our key performance indicators.
- Establish a dedicated group of stakeholders that includes Active Communities officers, Club Sport partners, relevant Council portfolio holder, NHS Borders and external partners. This group will collaborate to drive the strategic development and promotion of sport and physical activity across the community.



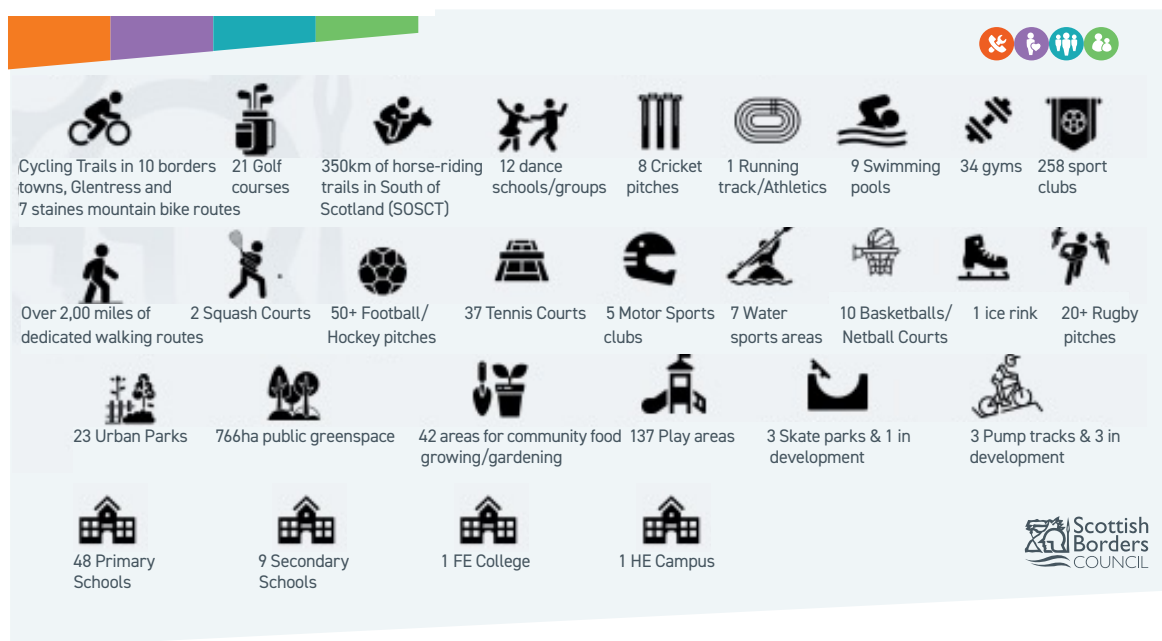
APPENDICES

Appendix 1 - Opportunities for Participation

The Scottish Borders is a haven for those eager to get active, offering a wealth of opportunities, venues, and services for sport and physical activity participation. From exhilarating water sports on our picturesque lochs, to exploring 350km of horse-riding trails across the stunning South of Scotland, and cycling routes in ten vibrant Borders towns, there's something for everyone who wants to embrace an active lifestyle. The Scottish Borders is renowned for its abundance of green spaces, with countless parks, gardens, and play areas ready to be explored and enjoyed by all. These spaces provide not just a breath of fresh air, but also the perfect backdrop for outdoor activities and relaxation.

Of course, its not just the places that sport and activity take place in that are important to the Scottish Borders. A vast array of services, organisations, and sports clubs provide the infrastructure for many people to get involved in being physically active, with a huge amount of input from professional staff and an army of volunteers allowing sport and physical activity to be sustained within communities.

We pride ourselves on a strong and comprehensive sports development programme, designed to nurture talent and foster a love for sport at every level. This includes dedicated athlete support programmes, thriving club sports, target sports initiatives, and coach scholarships that equip our future leaders. Our pathway and advanced player programmes push the boundaries of excellence, while our well-established holiday activity camps, exercise referral schemes, and Active Schools programmes ensure that staying active is accessible and enjoyable for everyone, all year round.



Our region is also home to a lively calendar of sporting events that do more than entertain—they inspire. Whether you're a spectator, a volunteer, or a participant, these events have the power to ignite a passion for sport and physical activity, encouraging future involvement and community spirit.

Melrose 7's

Jim Clark Rally

UCI Cycling World Championships

Enduro World Series

Cycling - Tour of Britain

Tour series round two

- **approx. 13,090 attendees (2023)**
- **approx. 16,000 attendees (2023)**
- **approx. 23,493 attendees (2023)**

- **approx. 16,610 attendees (2022)**
- **approx. 90,000 attendees (2022)**
- **approx. 3,000 attendees (2022)**



Appendix 2 - Scottish Borders Health Statistics

Population
116,822
(Source 2022 Census)

Life expectancy
Females - **81.88** yrs
(80.72 Scotland)
Males - **78.07** yrs
(76.054 Scotland)

Healthy Life expectancy
Females - **66.57** yrs
(61.07 Scotland)
Males - **61.36** yrs
(60.39 Scotland)



Male

Healthy weight - **26%**

Not healthy weight - **74%**

Female

Healthy weight - **36%**

Not healthy weight - **64%**



Active Travel Borders **12.2%** compared to **16.93%** Scotland Average



12% of children in low-income families



People live in most access deprived **28.5%** compared to **15%** Scotland average



Coronary heart disease hospitalisations **321.27%** compared to **341.63%** Scotland Average



Leading cause of ill health low back and neck pain



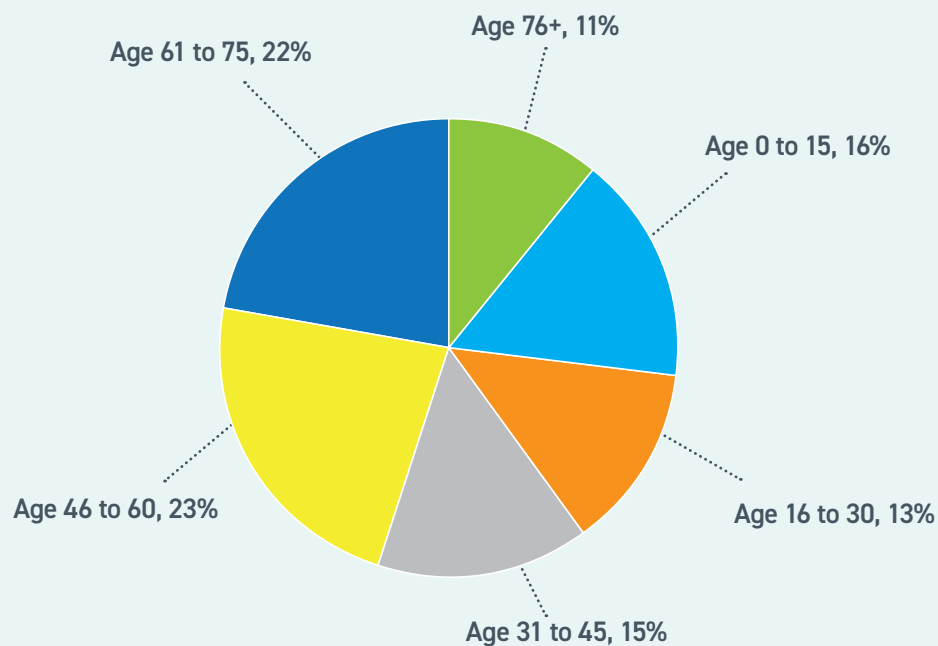
Leading cause of early death ischaemic heart disease



Estimated almost **50% (47%)** of the health loss in the most deprived 5th of the population could have been avoided if they experienced the same as the least deprived

49%

51%








Appendix 3 - Participation Data

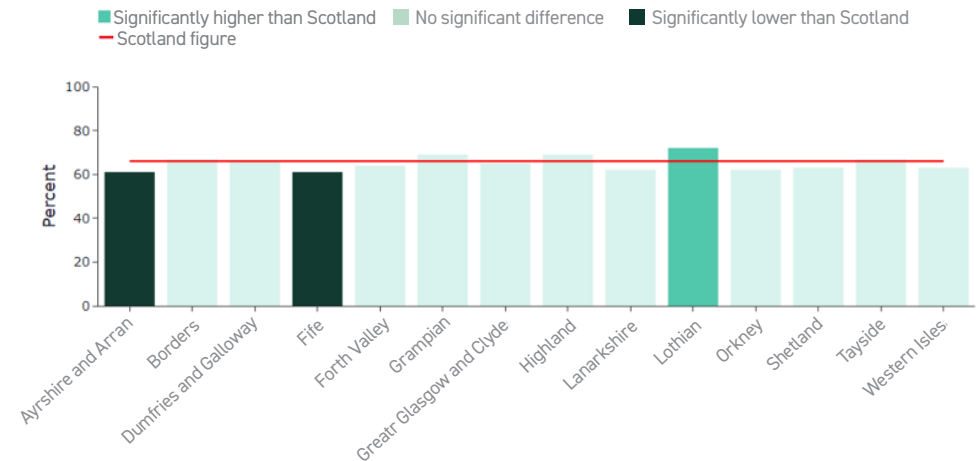
According to the Scottish Health Survey (2014-2022), an impressive 60% of the Borders population is achieving the recommended levels of physical activity. This reflects a strong commitment to staying active across our communities, but there's still room to energise and engage the remaining 40% to make our region even more vibrant and healthy.

National data from the same survey shows longstanding inequalities based on; age, health conditions, gender, pregnancy/maternity status, socioeconomic status, and disability. Analysis of Borders data suggest similar trends and these demographic groups require further consideration as to how best to engage them in more regular participation.

The 2019 household survey reveals that

Significantly greater than Scotland:	Significantly lower than Scotland:
 Walking significantly greater than Scotland Age 60+ walking significantly greater than Scotland	 60+ Swimming, Dancing and Bowls significantly lower than Scotland
 Adults volunteering in physical activity or sport significantly greater than Scotland	 Man/Boy Swimming, Keep fit, Multigym/Weight Training, Running/Jogging, Dancing and other significantly lower than Scotland
	 Woman/Girl Running/Jogging and Dancing - significantly lower than Scotland

Summary activity levels, Meets recommendations, All, 2018-2022



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SCOTTISH BORDERS COUNCIL
Council Headquarters | Newtown St Boswells | MELROSE | TD6 0SA
tel: 0300 100 1800

