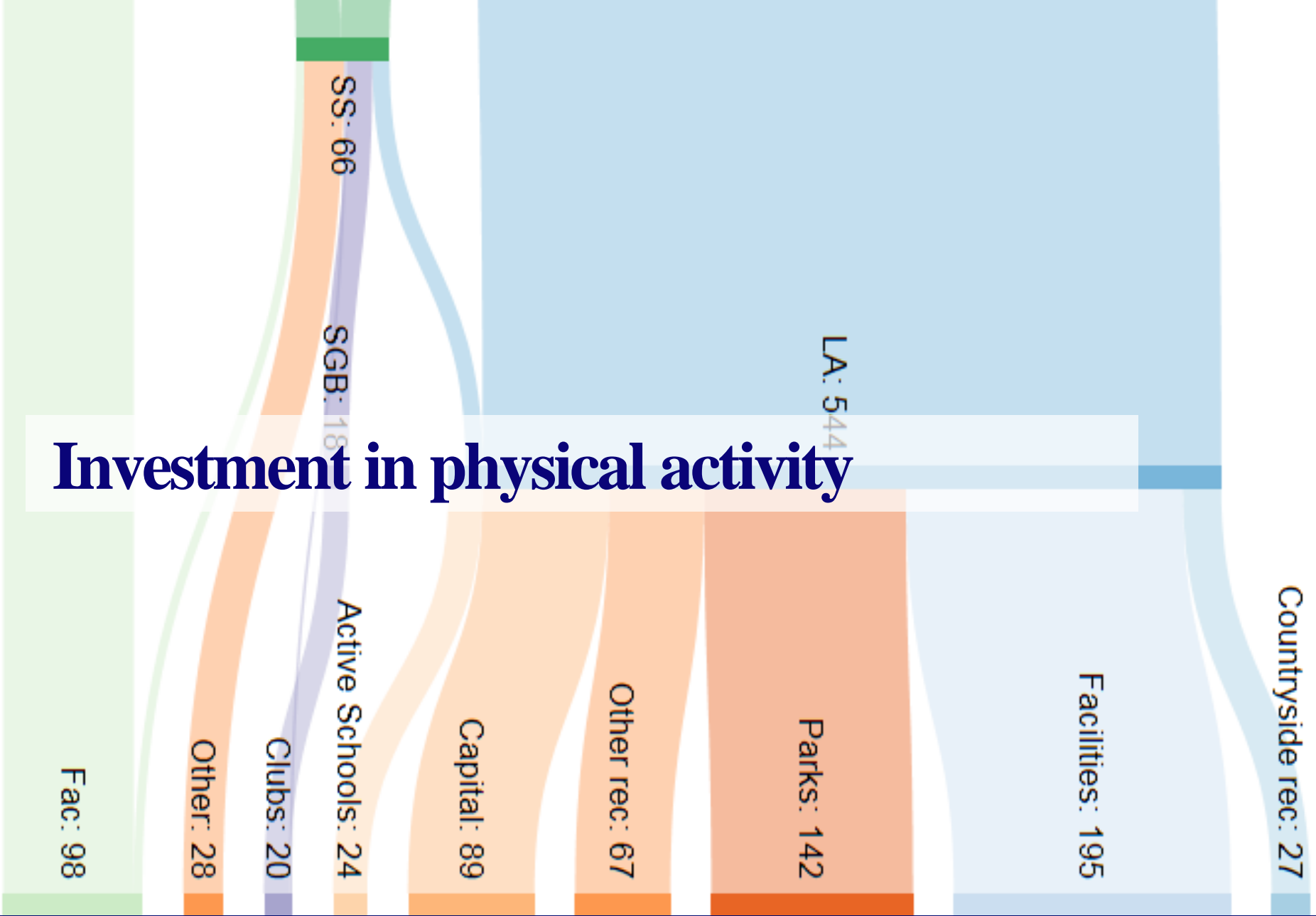


Investment in physical activity



Vision and Mission

Vision

- Our **vision** is a Scotland where sport is a way of life, where sport is at the heart of Scottish society and has a positive impact on people and communities.

Mission

- Our **mission** is to build a **world class sporting system** for everyone in Scotland. World class is an ambition to be the best we can be **at all levels** in sport.

Our strategic context

A MORE ACTIVE SCOTLAND: Physical activity is about getting people moving. Daily walking, playing in the park, going to a gym, training with a team or aspiring to win a gold medal - it doesn't really matter how people get active, it just matters that we do. Being physically active contributes to our personal, community and national wellbeing. Our vision is of a Scotland where more people are more active more often.

We encourage and enable the inactive to be more active

We encourage and enable the active to stay active throughout life

We develop physical confidence and competence from the earliest age

We improve our active infrastructure - people and places

We support wellbeing and resilience in communities through physical activity

We improve opportunities to participate, progress and achieve in sport

PHYSICAL ACTIVITY

SPORT

RECREATIONAL ACTIVITY

ACTIVE LIVING

DANCE

PLAY

EXERCISE

BUILDING A WORLD CLASS SPORTING SYSTEM FOR EVERYONE IN SCOTLAND

RESOURCES

LOCAL AND NATIONAL PARTNERS



TIME



EXPERTISE



INVESTMENT



INFORMATION

ENABLERS



PEOPLE



PLACES



PROFILE

ENVIRONMENTS



CLUBS & COMMUNITIES



SCHOOLS & EDUCATION



PERFORMANCE SPORT

OUTCOMES



PARTICIPATION



PROGRESSION

PRIORITIES FOR IMPROVEMENT 2015/2019



EQUALITIES AND INCLUSION



PEOPLE DEVELOPMENT



COLLABORATION AND IMPACT

Why

“Physical activity and sport are static”

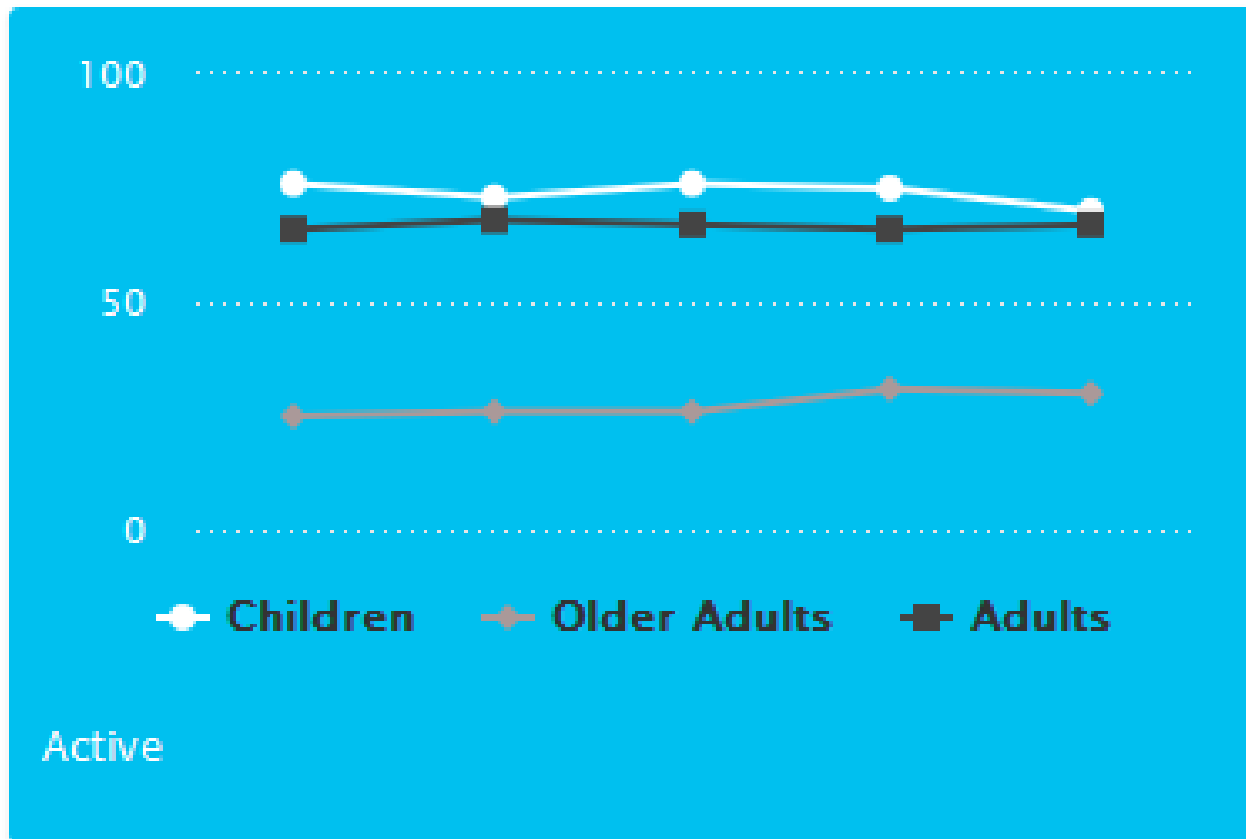
“10% of sport expenditure”

Understand our contribution in context

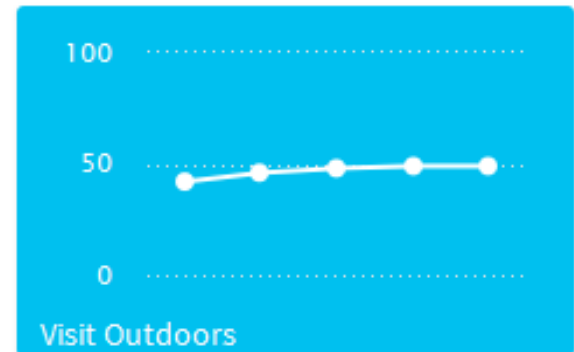
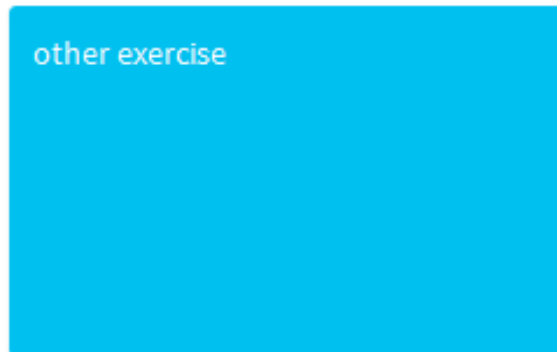
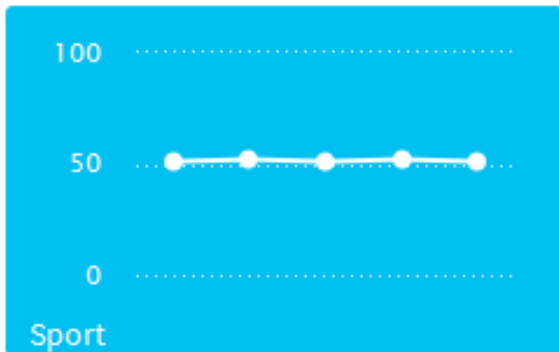
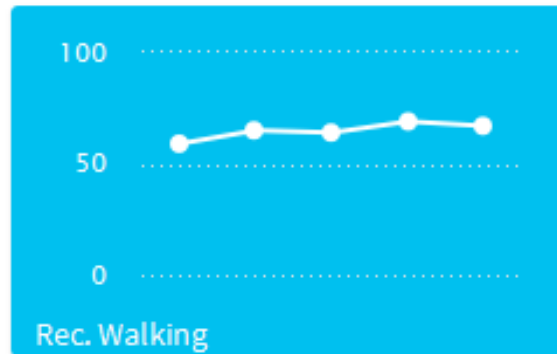
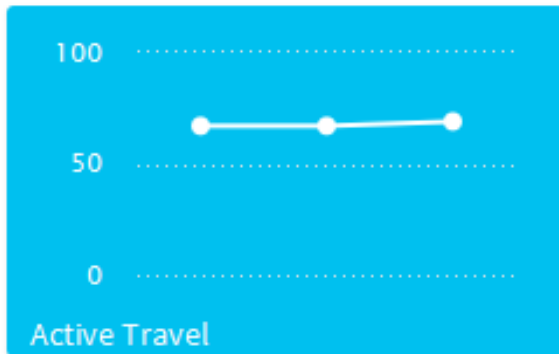
Domains of physical activity

Mapping the ASOF

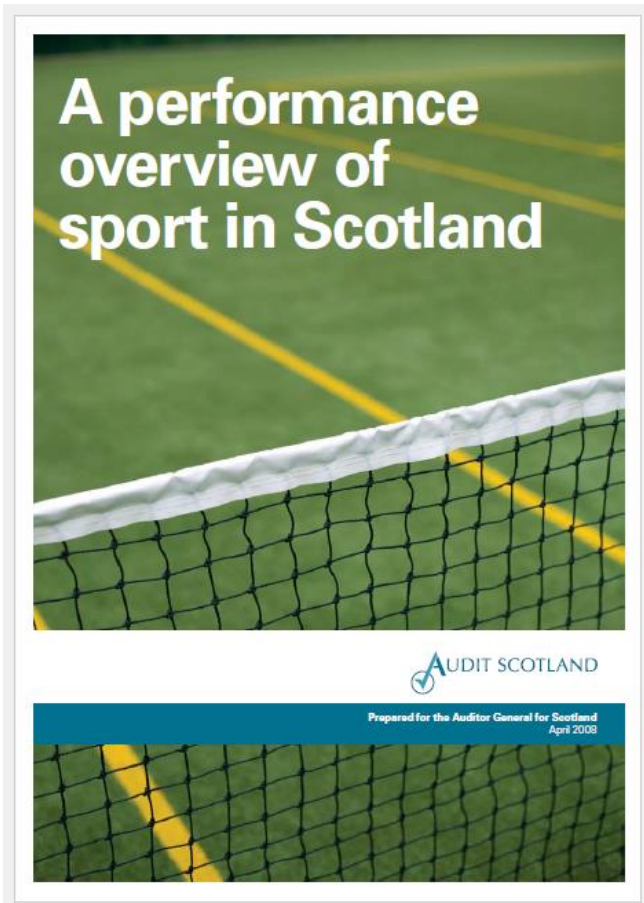
Physical Activity



Physical Activity Domains



10% Method



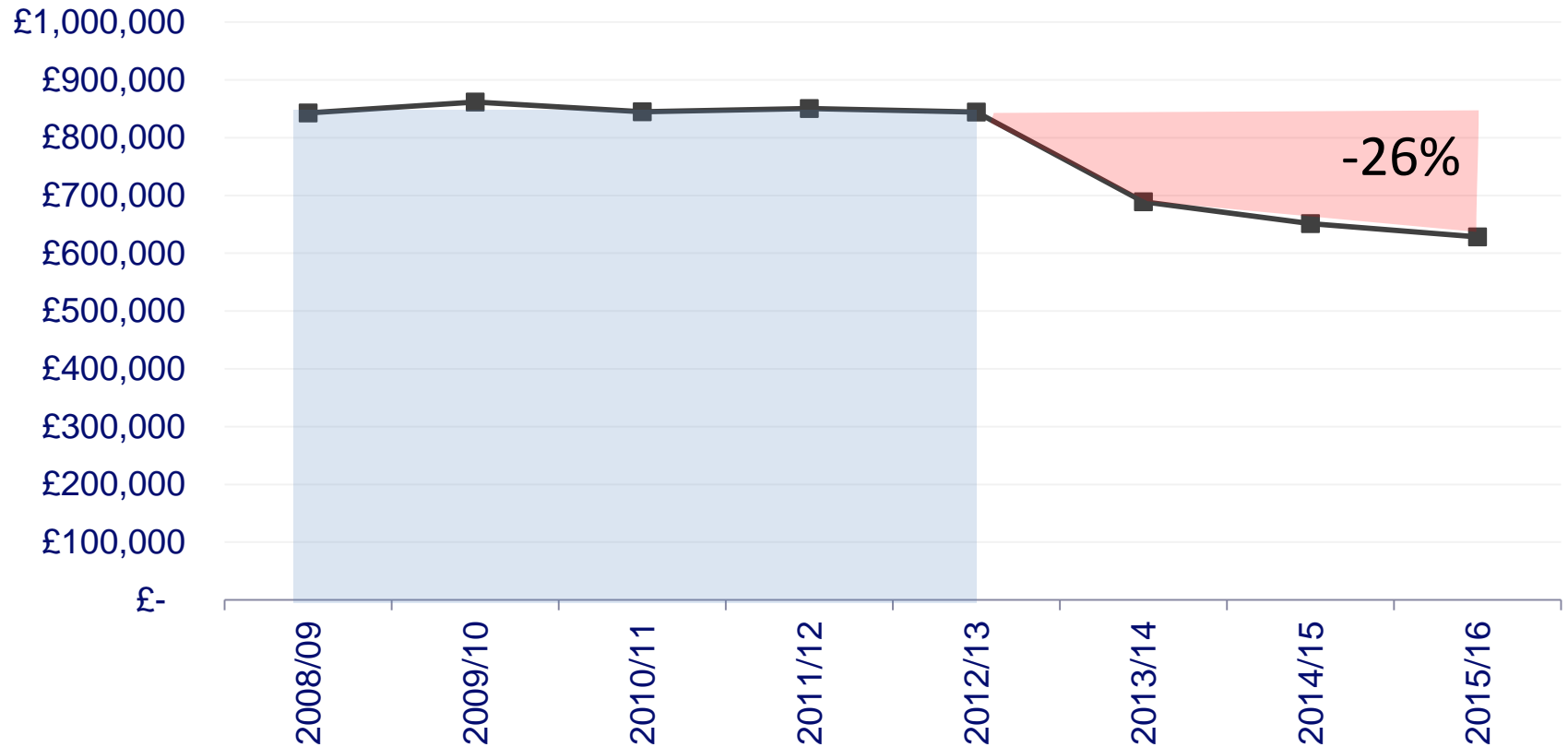
*Scottish Local Government
Financial Statistics*

sportscotland annual reports

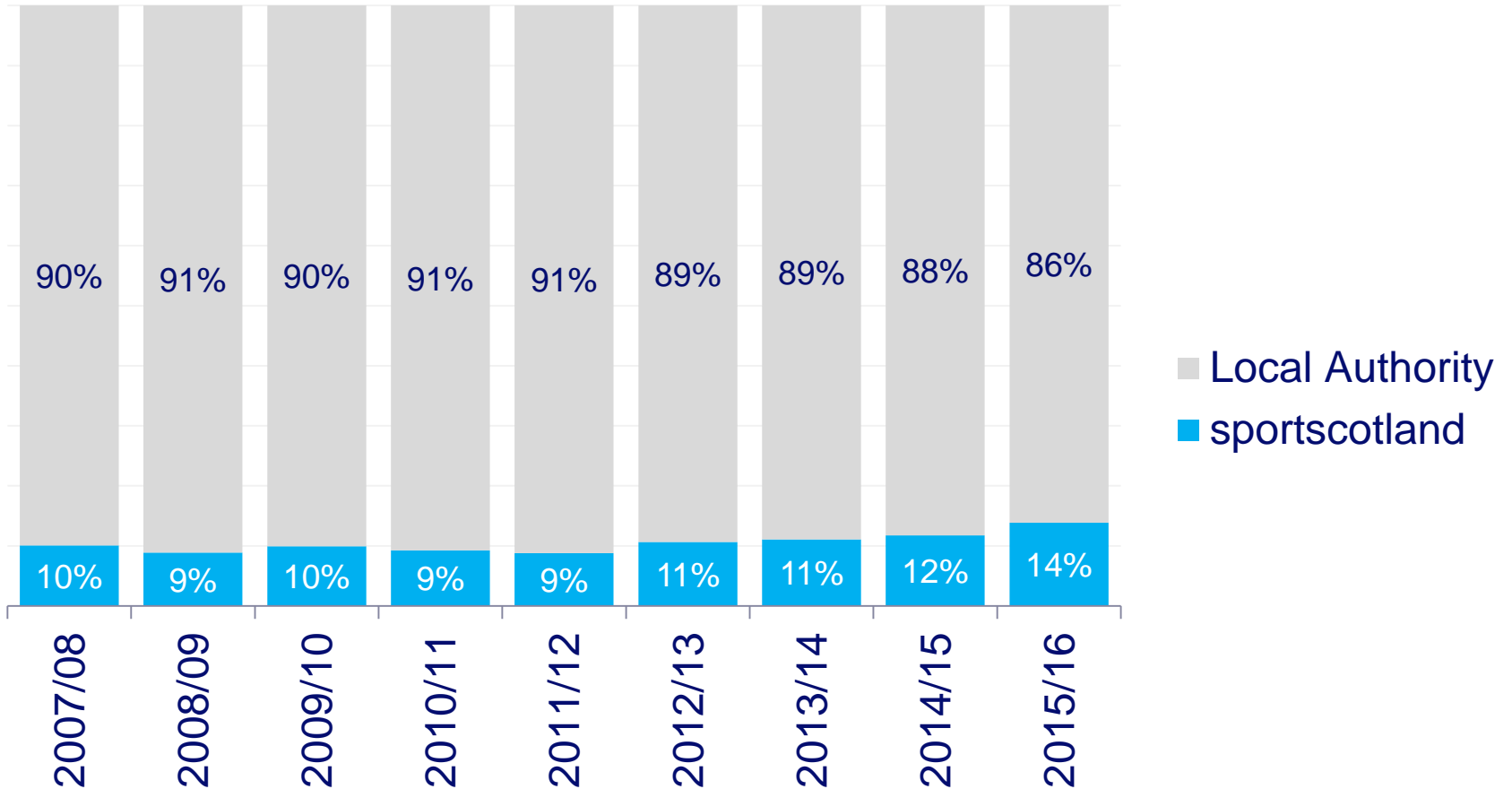
Scottish Budget Spending Review

Expenditure in Sport

Real terms

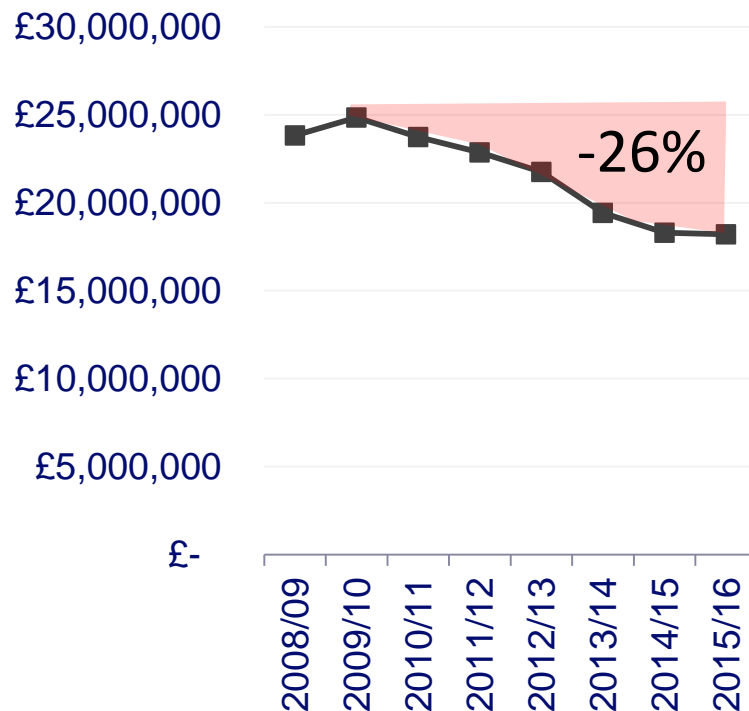


What is the split now?

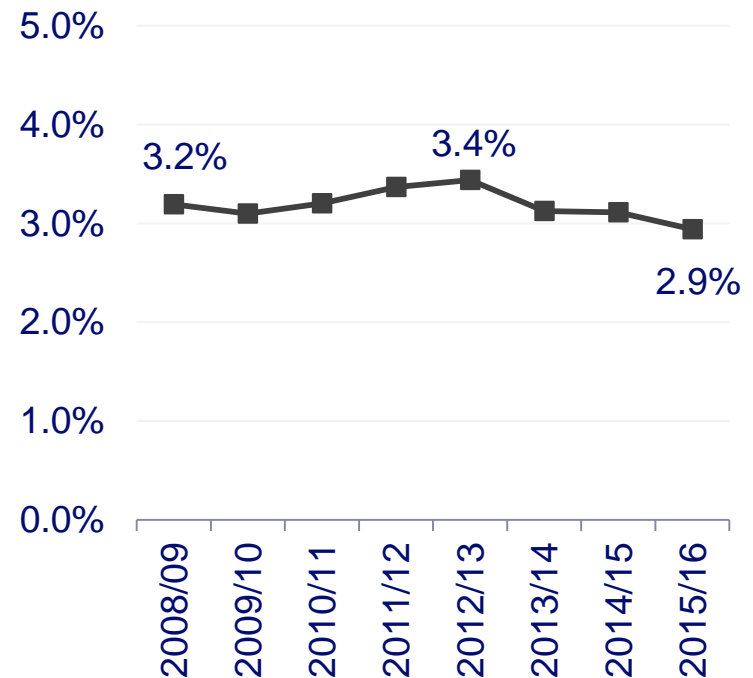


Local Authority Expenditure

Total Local Authority Expenditure (Real Terms) (£Thousands)

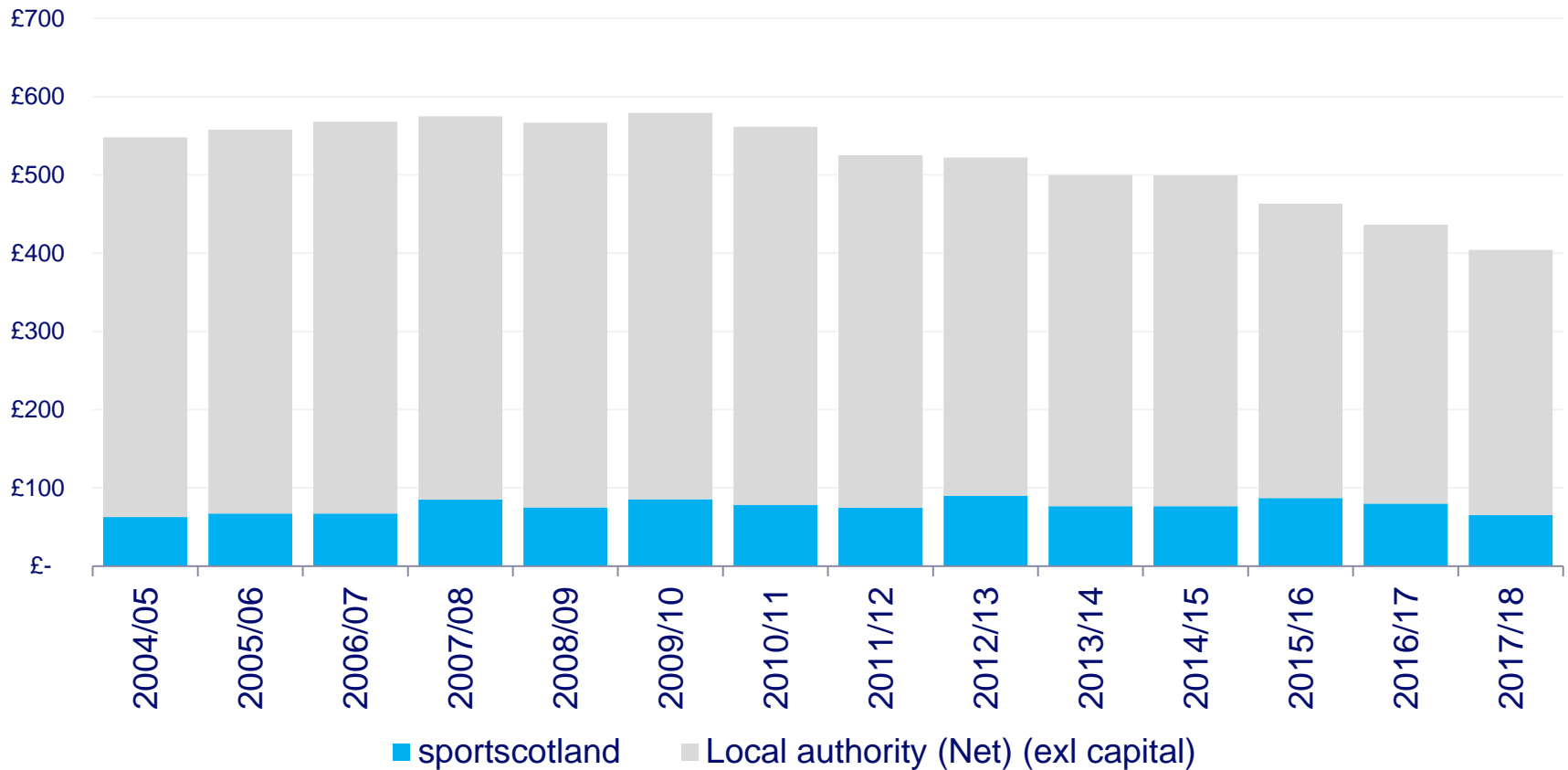


% of LA expenditure going to Sport

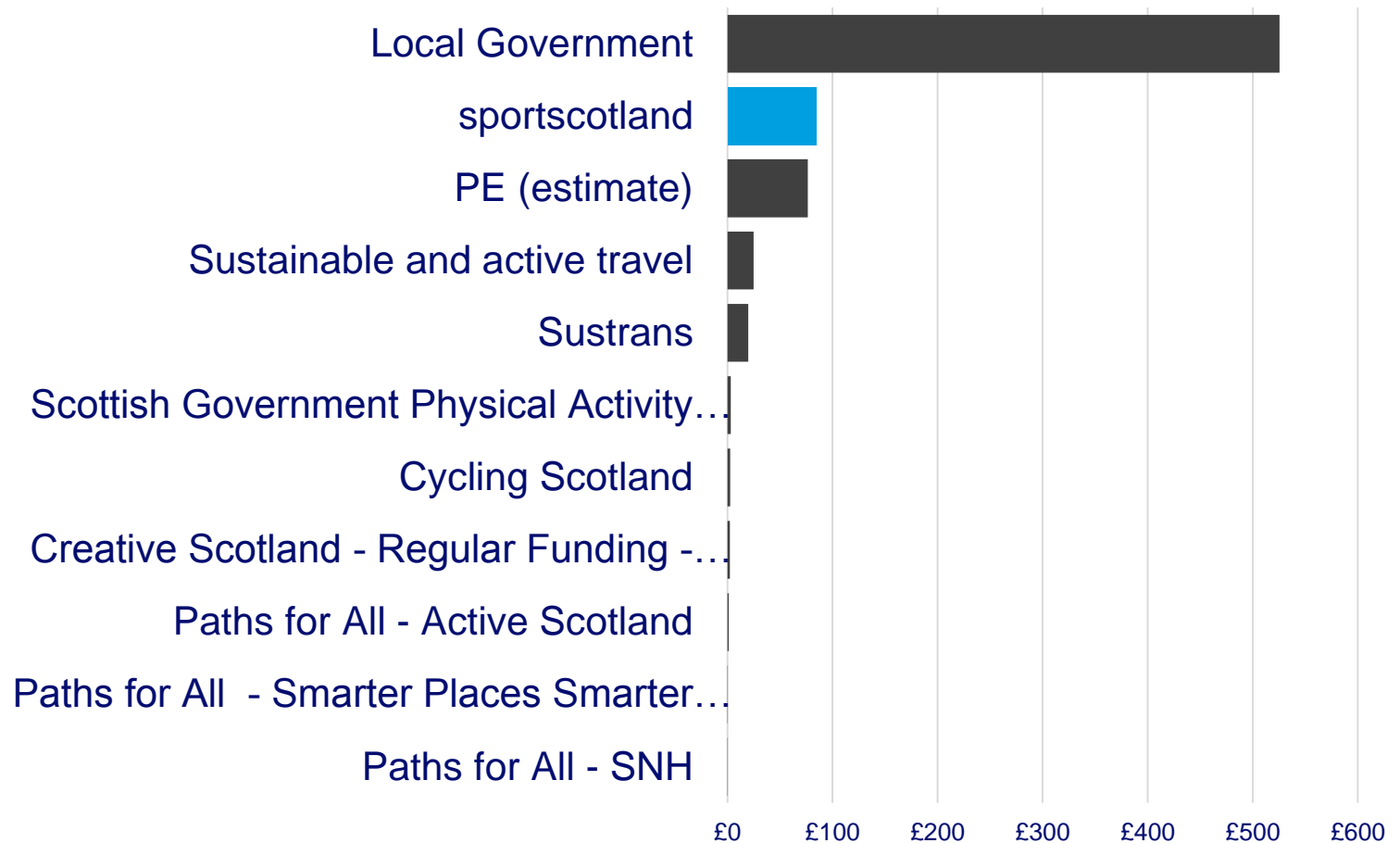


Projection

Sport

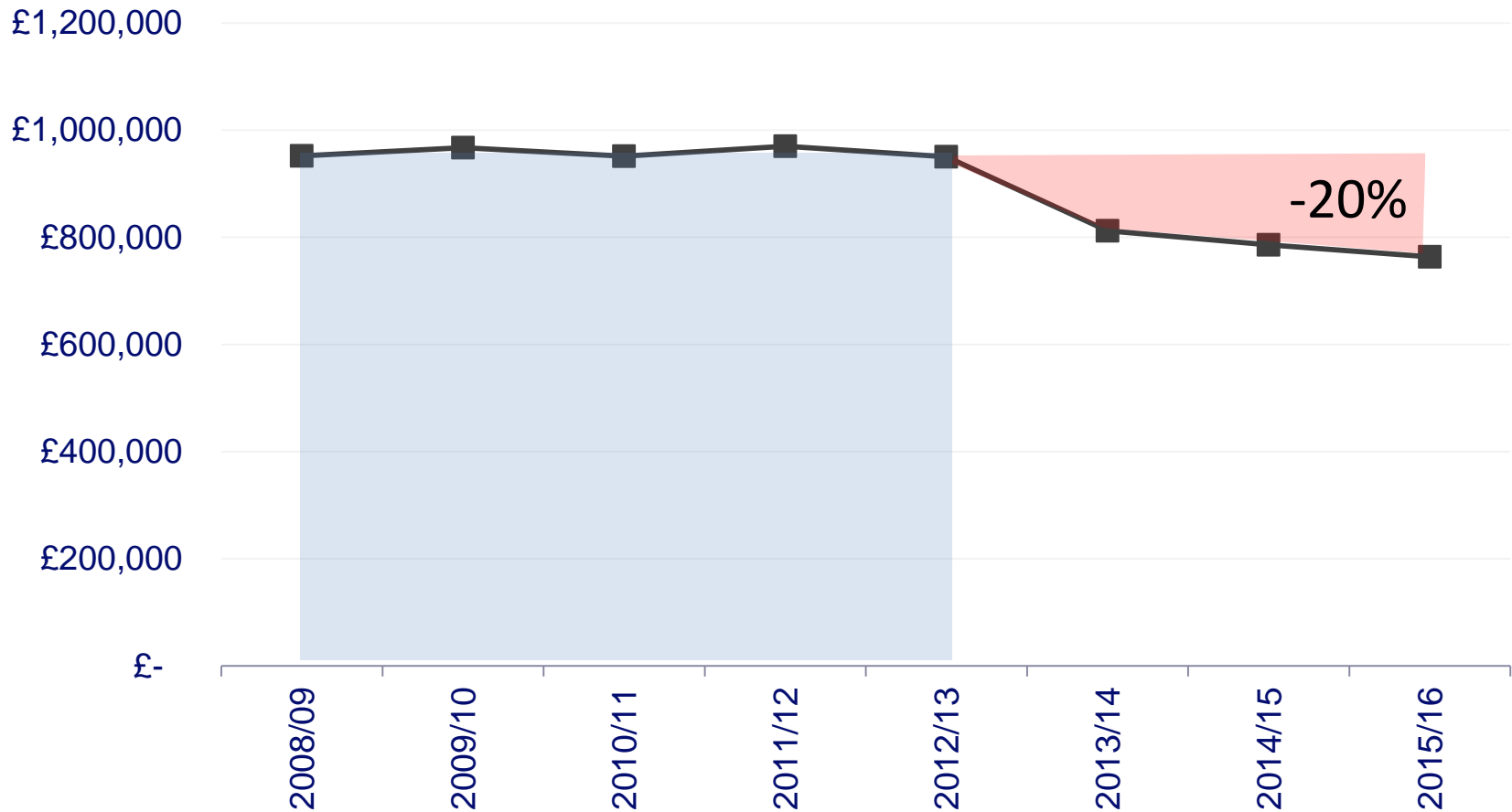


Public sector investment 2015 (£m)

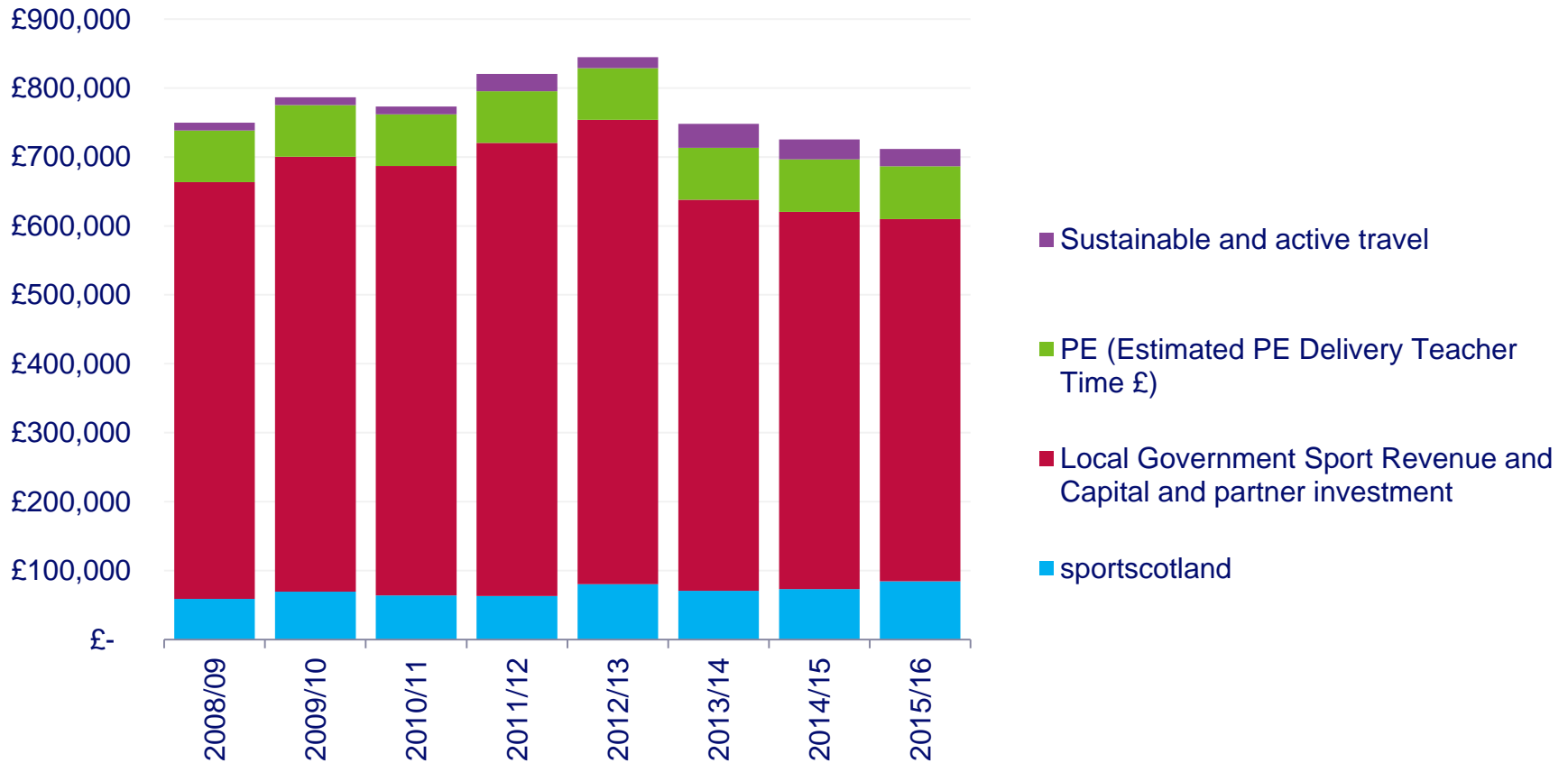


Expenditure in Physical Activity

Real terms

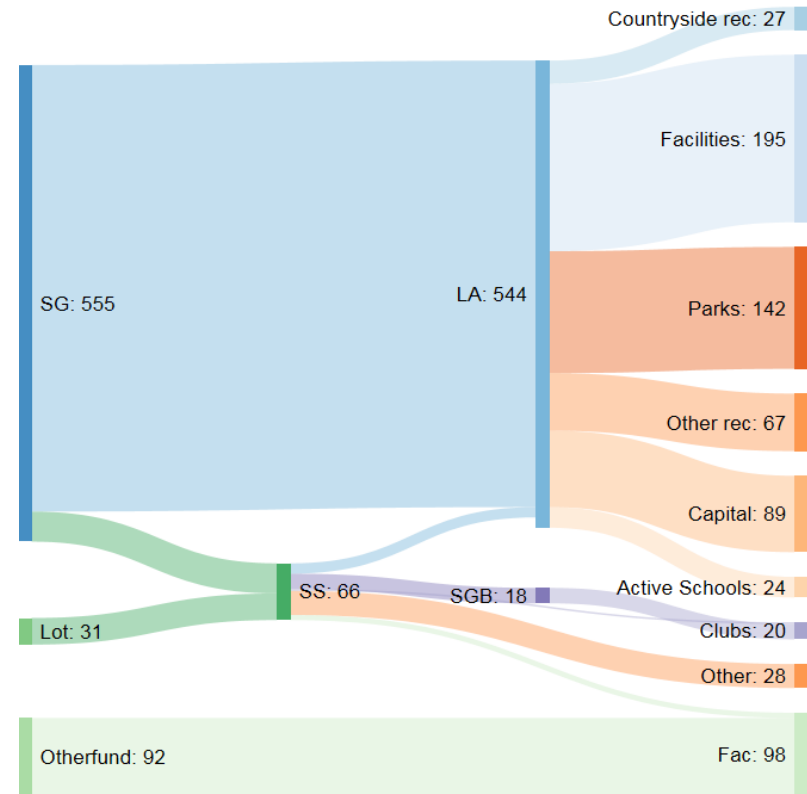


Trend, top 4



Caveats

- Incomplete
- Budget lines are messy
- Only includes public sector
- Overlaps (e.g. Active Schools)
- Commonwealth Games



Understand our contribution in context

- Wider Evaluations
- ASOF and equality – who is benefitting from our support?
- Understanding the inactive population (and some active/meets recommendations)
- Looking for help to refine

Questions

- Is this your understanding?
- If accurate, what physical activity trends should we expect?
- What investment would be required for growth?
- How far do we collectively invest in the right places, to deliver the Active Scotland Outcomes Framework?
- Who benefits?
- How coordinated is physical activity as a sector?