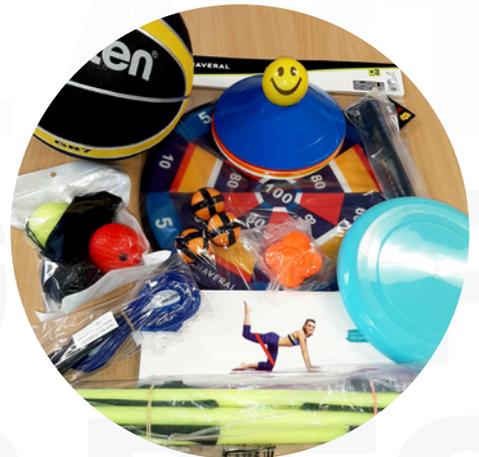


2020-2021

# ANNUAL REPORT



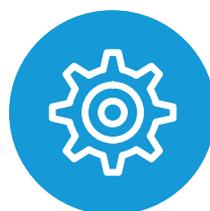


**CREATING  
OPPORTUNITIES,  
INSPIRING PEOPLE  
AND CHANGING LIVES  
THROUGH SPORT AND  
PHYSICAL ACTIVITY.**

Proudly delivering services for Aberdeen City Council.  
creating opportunities, inspiring people and changing lives

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# STANDING TOGETHER TO KEEP OUR CITY ACTIVE



In many ways it seems like much more than a year has passed since I wrote my introduction to our last annual report. Due to the Covid-19 pandemic this has been a year like no other and so much has changed in this relatively short period of time, but there is so much for Sport Aberdeen to be proud of.

I would first like to personally thank Alistair Robertson, our managing director, who worked tirelessly throughout the first lockdown to highlight the devastating situation being faced by Sport Aberdeen and Scotland's leisure sector as a whole, fighting to mitigate the damages caused by prolonged closure whilst other industries reopened. He has been a leading force and a voice for the leisure industry throughout a tremendously challenging time. His efforts in lobbying in favour of prioritising the reactivation of the nation's health and fitness sector is commendable and attracted national support and attention, deservedly so. His leadership, so ably supported by the senior and extended leadership teams, ensured that Sport Aberdeen survived this tumultuous year, returning to provide vital opportunities for sport and physical activity to our city.

The recognition of the advantages of living a healthy and active lifestyle has perhaps been one of the few positives to emerge from the Covid-19 pandemic, with a shift in attitude which is long overdue. Throughout lockdown it was well documented that those more physically active among us would stand up better to the virus and the vital role of community leisure in the country's recovery from the crisis was rightfully highlighted.

Sport Aberdeen continued to provide opportunities to get active throughout the crisis, both virtually, while venues were closed, and to a phenomenal response from members as our activities and venues were permitted to restart. The dedication of each member of the Sport Aberdeen team who

remained at work during this time was just fantastic and I am personally very proud of our response and the support we provided to our community during this time.

Sport Aberdeen was faced with a projected income shortfall of £6.5 million for the 2020/2021 financial year. Despite the disparity in packages of support offered to various industries by the Scottish Government, and continued delays in reopening, the charity showed true resilience, ending the year in a better financial position than initially feared.

Moving forward, Sport Aberdeen is eager to continue to support our communities in improving their health and wellbeing, helping to reduce escalating costs to the NHS and other services whilst breaking down barriers and giving everyone in the north-east equal access to sporting opportunities.

On behalf of Sport Aberdeen's board of directors, I would like to thank everyone who has played a part in helping us to bounce back; the adaptability of our entire workforce, the support from our members and customers and the endorsements from our partners. I hope that you enjoy reading more about Sport Aberdeen's resilience through this most unusual time in history.

## TONY DAWSON

Sport Aberdeen Chairman



# ABOUT US

**Sport Aberdeen is an award-winning registered charity committed to creating opportunities, inspiring people and changing lives through sport and physical activity.**

Established in 2010, we are proud to manage and deliver a diverse range of physical activity and sports services on behalf Aberdeen City Council and other partners.

The foundations of Sport Aberdeen were built upon the simple goal of getting more people active regardless of age, gender or ability. Strategically forged partnerships with public and private sector bodies help to ensure a community focus is at the forefront of all we do, with emphasis on addressing the needs of a diverse range of people in Aberdeen, particularly those in hard to reach areas and those who are often faced with barriers to participation.

Sport Aberdeen differs from many other sport and leisure providers, as all profit is reinvested back into the communities we serve. With over 500 employees, over 30 venues and pre-Covid, two million customer visits each year, Sport Aberdeen is the largest sport and leisure provider in the north-east.

Our goal is simple; we want to get more people active and believe that everyone should have the opportunity to take part in sport and physical activity.



## Sport Aberdeen family and sub-brands:



# FIVE Ps

All our work is formed through a focused approach, underpinned by five strategic core objectives: participation, places, partnerships, people & communities and process.

People & communities are the driving force, informing all that we do, with our key goal to get more people active in Aberdeen.



# 2020/21 A YEAR LIKE NO OTHER

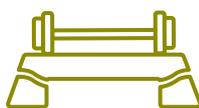
At the beginning of lockdown in March 2020, Sport Aberdeen closed all of its venues in line with government guidelines. As a means of continuing to engage with the community and provide opportunities for people in Aberdeen to remain active and participate in exercise, the charity loaned out gym equipment and set up Get active @ Home; a completely free online resource with live and recorded exercise classes and wellbeing hints and tips for people of all ages and abilities.



Over 2,000 kg worth of exercise equipment delivered to local customers



150 customers loaned equipment



Over 80 body pump kits



700 kg of dumbbells



100 step blocks

"I would like to say a massive thank you to everyone at Sport Aberdeen for supporting the community and helping us all to stay active in this challenging time. I am so grateful for the loan of this equipment, this will make a huge difference to keeping me healthy and motivate me on my workouts every day!"

"All the staff and especially the Health and Wellbeing Coordinators have put in a lot of hard work and effort in organising and delivering the equipment. They are always making sure their members are happy and are an asset to Sport Aberdeen!"

- Natalie Newlands

a regular at Sport Aberdeen's Get active @ Jesmond gym

## Get active @ Home



3692

Get active @ Home webpage views



Over 100

Live online fitness classes



91

On-demand online fitness classes



2,184

YouTube fitness class views



2,398

YouTube views of Active Lifestyles fitness classes



Above: instructing Get active @ Home classes

creating opportunities, inspiring people and changing lives

# Active Schools Supporting the Community

Sport Aberdeen's Active Schools team supported children of key workers and vulnerable children in over 10 schools across the city, delivering physical activity outdoors following the appropriate local and national guidance, as well as supporting young people in the classroom.

Several Active Schools Coordinators worked with targeted young people to support their overall wellbeing, delivering sessions and creating new ways for young people to stay active during the lockdown.

**"Thank you for being here with us. We've had so much fun with [Active Schools], they've helped us in the classrooms and played really fun activities outside."**

- A young person from Kaimhill Primary School

Sport Aberdeen's SPACE (Supported Physical Activity for Care Experienced) programme Project Activator staff continued to deliver one-to-one sessions both in specific schools or within the local community, engaging with those most at risk.

Active Schools Aberdeen supported the delivery of:

**Over 5,400 hours of support provided by Active Schools staff within education hubs**

**6 key worker hubs**

**3 vulnerable children hubs**

**1 additional support needs hub**

Active Schools Aberdeen online delivery:

**1 five-week virtual summer holiday camp**

**Over 125 pupils participated in the Virtual Fun Run Series**

**Over 25 video challenges were created for participants to take part in virtually**



**SPACE delivered more than 115 hours of outdoor play over five weeks of the holidays**



**14 children and young people were supported by SPACE Project Activators**



**80% engagement with the SPACE project**



**Two young people participated in free weekly Adventure Aberdeen Snowsports ski/snowboarding lessons**

## Support from our community

Sport Aberdeen automatically froze all memberships when venues were forced to close. Members were also given the opportunity to un-freeze their membership and continue their monthly payments, helping to keep the charity afloat and the support received was overwhelming.

Over 400 members opted to un-freeze during the initial lockdown.

**“We decided to continue to support Sport Aberdeen as we really want there to be the facilities to come back to (particularly the ice rink) after all this is over.**

**“The Sport Aberdeen staff that work at the facilities we use are very helpful and friendly and we have gotten to know some of them quite well.**

**Supporting the charity would hopefully mean that all the staff have jobs to come back to as it would be nice to see the same friendly faces when we return.”**

**- Donna Sim**  
a Sport Aberdeen Get active member



## Supporting our partners

**More than 35 furloughed employees took on volunteer or secondment roles supporting the local community and partner agencies during lockdown.**

Sport Aberdeen staff turned their hand to several different roles in positions supporting the NHS, Aberdeen City Council, Grampian Assessor & Electoral Registration and Aberdeen Health & Social Care Partnership. These roles included; Contact Trace Practitioners, Logistics Coordinators, Call Handlers, Refuse Loaders and Temporary Electoral Registration Assistants.

**“During the first national lockdown I was supporting the child services team within Mile-End Primary School. It was really great to get out and support my local community in such uncertain times and it was very positive for my mental health, giving me purpose during the first lockdown.”**

**- Aimee Beattie**  
Sport Aberdeen employee

# Welcoming Aberdeen back to sport – Safe, Clean, Ready

In anticipation of the Scottish Government announcing a reopening date for the leisure industry, a cross-company working group of Sport Aberdeen staff spent many weeks working hard behind the scenes to make sure that all citywide indoor venues were safe, clean and ready for our members return.

This involved extensive reorganisation of gym floors and venue space to allow necessary physical distancing and ventilation guidelines to be met. One-way systems were established throughout buildings and thorough cleaning processes were implemented for all venues, with hand sanitising stations and safety signage installed throughout.

Booking systems were updated to provide booking facilities for gym and swimming sessions in order to manage venue capacities and bespoke safety protocols were created for each sport.

A comprehensive programme of staff reinduction training took place to ensure that staff felt safe and comfortable to return to venues, and that they were equipped to look after returning customers.

Extensive customer communications were issued over several weeks via email, website and social media. This included a safety animation, graphics for key protocols, venue tours and FAQs. Following the successful reopening of indoor venues we received extremely positive feedback from customers on our safety protocols, cleanliness and hygiene.

**“I felt very safe coming back to the gym after Covid-19, the staff were extremely helpful and explained all the new safety measures which filled me with confidence to come back! Was great to be back!!”**

- Sport Aberdeen Get active member



**VERY LOW** association found between gyms & COVID-19

**SAFE, CLEAN, READY.**

Face coverings must be worn when not participating in activity

Covid-19 can stay on certain surfaces for up to three days **HOWEVER** this can be removed with cleaning.

**SAFE, CLEAN, READY.**

Use hand sanitiser regularly

There is **NO** increased threat of COVID-19 being spread in gyms, **EVEN** when intensive training takes place.



sport aberdeen  
Charity no SC040973

**SAFE  
CLEAN  
READY**



**4.7**

# PARTICIPATION



## INTRODUCTION

We believe that everyone is entitled to enjoy the benefits of leading an active and healthy life through participation in sport and physical activity. A key focus is placed on assisting the least active to engage in activity, resulting in an increase in participation of 1% and a growth in Get active members to 10,000.

## OVERVIEW

**354,650**

RECORDED VISITS TO SPORT  
ABERDEEN CITYWIDE VENUES

**5,549**

SPORT ABERDEEN  
GET ACTIVE MEMBERS AT 31<sup>ST</sup> MARCH 2021

**3,331**

ACTIVE LIFESTYLES  
PARTICIPATIONS

**1,174**

PARTICIPATIONS IN OVER 91  
WALK ABERDEEN SOCIAL WALKS

**100,400**

ROUNDS OF GOLF PLAYED ON  
GOLF ABERDEEN COURSES

**4,831**

ADVENTURE ABERDEEN PARTICIPANTS OF  
WHICH 274 HAD ADDITIONAL SUPPORT NEEDS

**17,984**

ADVENTURE ABERDEEN SNOWSPORTS  
CENTRE ATTENDANCES

**337**

AQUATICS ABERDEEN  
CLASSES

**3,714**

ATTENDEES THROUGHOUT OUR  
RANGE OF COACHED PROGRAMMES

**20,954**

TENNIS ABERDEEN  
PARTICIPANTS

## OUR IMPACT



Above: Active Lifestyles Participants



Above: Activity Packs



Above: Adventure Aberdeen Snowsports Participant

## IMPROVING MENTAL AND PHYSICAL HEALTH OF CHILDREN IN ABERDEEN THROUGH SPORT

Sport Aberdeen's SPACE (Supported Physical Activity for Care Experienced) project teamed up with Children 1st, Scotland's national children's charity, to introduce physical activity to an initiative which was delivering 'wellbeing packs' to young people, working alongside Aberdeen City Council's Virtual School.

The SPACE project is a pioneering initiative which uses sport and physical activity to help care experienced children and young people reach their full potential through bespoke interventions.

The sports packs, funded by Sport Aberdeen, were specifically tailored, where possible, for individual participants as identified through the project and were focused on getting children and young people active; improving mental and physical health and wellbeing through sport.

**ALMOST 250 PACKS DISTRIBUTED THROUGHOUT THE CITY**

## ABERDEEN'S GAMES ARE STILL GOLDEN

After the city's annual Golden Games were cancelled due to the Covid-19 pandemic, staff at a local care home worked hard to make sure residents didn't miss out.

Residents at Tor-Na-Dee Care Home participate in regular physical activity throughout the year and have taken part in the Golden Games for the last five years. Last year staff brought the Golden Games to the care home, ensuring that everyone could still take part in fun, active and inclusive activity.

The Golden Games, delivered by a range of citywide partners and organisations, usually take place in June and offer older adults the chance to take part in a range of activities completely free of charge. Last year would have marked the 10th anniversary of the event.

"Now more than ever before it is important to look after our physical and mental wellbeing and we would

"As a corporate parent Sport Aberdeen has a commitment to care experienced young people within the care of Aberdeen City Council, and by using the positive effects that sport has on mental and physical health, we can play our part in supporting this group". - **Graeme Dale**, Sport Aberdeen Head of Sport and Active Communities

One family member who received an activity pack, commented: "**They are so grateful for the stuff they got, especially the pump. The kids liked everything, the scrapbook and the goalie gloves. Thank you to you and the team, it was so unexpected.**"

"We were delighted to partner with Sport Aberdeen and the Virtual School to provide these sports packs to young people and families in the local community. All sports packs included a range of equipment for indoor and outdoor activities, along with activity cards to help get the children started." - **Lindsay Jessiman**, Service Manager for Children 1st in Aberdeen

encourage all of our participants to follow this great example and remain active where possible." - **Andrinne Craig**, Sport Aberdeen Healthy Communities Manager

"I have been a member of the Golden Games steering group for three years now and can honestly say it's the highlight of my working year. Seeing older adults embrace new challenges and breakdown stereotypes is so inspiring." - **Louise Argo**, Wellbeing Coordinator at Aberdeen Health and Social Care Partnership

"We take part in the games every year and they have always been much enjoyed and appreciated. What makes them special is that we get to be with other homes in joyful competition. The competitive element brings the best out in our residents and of course that they get to bring back a medal to show for it." - **Anna Phillips**, Lifestyle Coordinator at Tor-Na-Dee Care Home

# PARTICIPATION

## CASE STUDY

# FOCUS ON: ADVENTURE IN ABERDEEN

## INSPIRING YOUNG PEOPLE TO KEEP ACTIVE OUTDOORS

**OVER 2,000 PUPILS FROM ABERDEEN CITY TOOK PART IN OUTDOOR LEARNING LAST YEAR THANKS TO ADVENTURE ABERDEEN STAFF SUPPORTING LOCAL SCHOOLS.**

**W**hile many sporting opportunities were restricted due to official guidelines around safe environments, outdoor activity and education remained available throughout much of the lockdown period, ensuring that Sport Aberdeen was able to engage with local children and young people with the aim of making sure physical activity was still on offer.

Outdoor learning provides different environments for pupils to thrive in while working on personal and social development alongside attaining lifelong skills that can be transferred to school, the workplace and everyday life. From climbing mountains to jumping in the North Sea, pupils have achieved things they would never have thought possible.

“Now is an ideal time for schools to develop, create and deliver outdoor learning which can be easily embedded into an existing curriculum. Adventure Aberdeen supports this and creates learning opportunities from the school grounds and surrounding streets, to forests, farmland, coastlines and the mountains.

“Scotland has an abundance of world class outdoor learning opportunities which can help children and young people both in and out of the classroom and we believe it should be available to all. We would like to thank the staff and pupils that we are currently, or have previously, engaged with and we look forward to continuing to provide these opportunities.”

- **Graeme Dale**, Sport Aberdeen Head of Sport and Active Communities

**Below:** Participants taking part in outdoor learning activities



## INSPIRING MORE ADVENTURE

In November Adventure Aberdeen launched a brand-new series of winter mountaineering courses, catering for people of all ability levels from beginner to advanced, with the hope of inspiring more people to take advantage of our countryside and get active outside.

The launch coincided with VisitScotland's inaugural Adventure Tourism Week which ran from 16-20 November and aimed to bring together marine, activity, wildlife and adventure operators from across Scotland.

## ADVENTURE ABERDEEN MAKING A SPLASH IN THE HEART OF THE CITY

Adventure Aberdeen launched canoeing sessions at the city's historic Rubislaw Quarry, once 'the deepest man-made hole in Europe', in September 2020, marking the first time that the public have had access to the quarry since it closed in 1969. This was closely followed by the introduction of stand-up paddleboarding which also proved to be hugely popular with sessions being completely booked up.

"Making the most of assets like this, which are on our doorstep, is so important in recognising Aberdeen's rich history and creating more opportunities for people to take part in something truly unique whilst engaging in physical activity in a fun and safe environment.

"Canoeing is something that the whole family can enjoy and it is an activity that people can take part in. Come and discover Aberdeen's hidden gem for yourself!" - **Tony Dawson**, Sport Aberdeen Chairman

"From the very early days, after acquiring the quarry in 2010, we have been looking at ways to share this amazing, unique space with the wider public. The opportunity for the general public to be able to access the 'hidden gem' of Rubislaw Quarry and provide safe and supervised activity through Adventure Aberdeen, will give people a unique perspective of this iconic heritage site." - **Hugh Black**, Rubislaw Quarry Director

The courses cover all aspects of hillwalking, mountaineering and rock climbing and take place throughout the picturesque Scottish Highlands in both the Aviemore and Glenshee areas.

"This is a really exciting time for us, not only is this something fun and a brilliant way to stay active, but our trained instructors can pass on invaluable skills which are essential when out in diverse weather conditions." - **Mike Gifford**, Adventure Aberdeen Manager

**SINCE LAUNCHING, OVER 1,000 PEOPLE HAVE TAKEN TO THE WATER, HIGHLIGHTING THE COMMUNITY'S DRIVE TO PARTICIPATE IN NEW AND ADVENTUROUS ACTIVITY.**

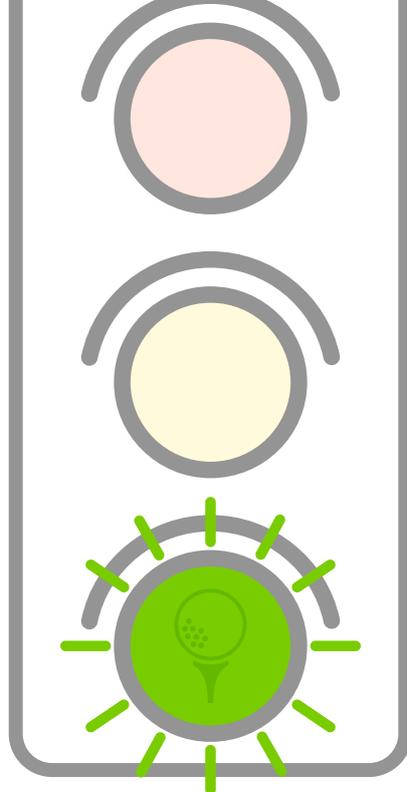


**Above:** Stand up paddleboarding at Rubislaw Quarry

# PARTICIPATION

## CASE STUDY

# GREEN LIGHT FOR GOLF IN THE CITY



In May, the Scottish Government announced that the reactivation of golf would be included in Phase One of the easing of Covid-19 restrictions, which allowed for certain outdoor activities to resume.

The MacKenzie Championship, Hazlehead Pines, Balnagask and the Kings Links reopened at the end of May to the delight of golfing enthusiasts throughout the Granite City

“The news that we have the go-ahead to reopen Golf Aberdeen for business is very warmly welcomed and I am thrilled to be easing some of our services out of the enforced lockdown. Our loyal members will be delighted, as we know how frustrating the closure has been, especially with the great weather we have had. Our green keepers have been working incredibly hard to ensure that the courses will be ready, and they are in fantastic condition, with many people stating that they are in the best condition seen in decades.”

- **Alistair Robertson**, Sport Aberdeen Managing Director

The Golf Aberdeen team worked extremely hard behind the scenes, ensuring that golf could operate safely. A series of new stringent protocols were put in place to comply with social distancing, and all courses operated under new guidelines and procedures.

**DURING THE FIRST THREE WEEKS OF GOLF RECEIVING THE GREEN LIGHT TO RESTART IN SCOTLAND, GOLF ABERDEEN WELCOMED ALMOST 10,000 GOLFERS BACK TO ITS COURSES, WITH 6,200 TEE TIMES BOOKED IN THAT PERIOD - THE BUSIEST THE COURSES HAVE BEEN IN THE LAST FORTY YEARS, WITH EVERY COURSE ALMOST AT CAPACITY, EACH DAY.**



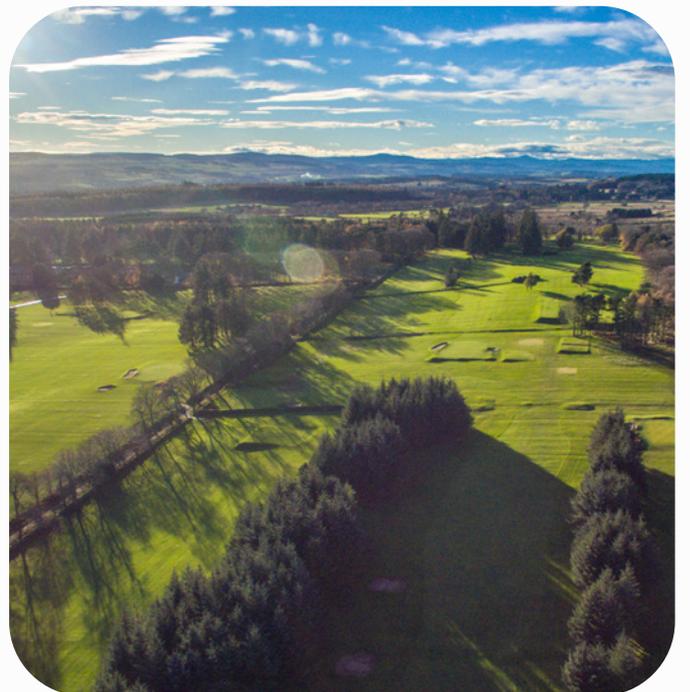
**Above:** Alistair Robertson, Sport Aberdeen Managing Director visits Balnagask Golf Course with Sport Aberdeen Chairman Tony Dawson and Vice-Chairman Gordon Edwards



**“The current situation has proven that golf is incredibly important to the people of Aberdeen and we want to continue to provide them with a fantastic, high quality, accessible offering across all of our courses.**

**“Feedback from golfers using all of our courses confirms that we are getting it right and the positive reaction has been fantastic. We have been absolutely delighted to see our valued members and customers back out on the greens and we look forward to continuing to create opportunities for more people to enjoy sport in Aberdeen.**

**“The incredible loyalty and backing we have received from everyone throughout lockdown, and upon reopening certain provisions, has cemented Sport Aberdeen’s place at the heart of community activity in the Granite City and I would like to thank each and every person who has, and continues to support the charity.” - Tony Dawson, Sport Aberdeen Chairman**



# PLACES



## INTRODUCTION

By investing in and modernising our facilities and venues, we can have the greatest impact on the people and communities we serve. We aim to create an environment where people can easily engage in sport and physical activity and enjoy leading a healthy lifestyle.

## OVERVIEW

**5**

DRY SKI SLOPES RENAMED BY  
OUR LOCAL COMMUNITY

**100** YEARS

SINCE BALNAGASK GOLF COURSE REOPENED  
AFTER A PERIOD OF CLOSURE AFTER WW1

**£90,000**

INVESTED INTO  
BUCKSBURN SWIMMING POOL

**£70,000**

SPENT ON RENOVATIONS AT  
GET ACTIVE @ BEACH LEISURE CENTRE

**£70,000**

INVESTED INTO GOLF ABERDEEN'S  
WINTER IMPROVEMENT PROGRAMME

**£20,000**

INVESTED INTO ADVENTURE ABERDEEN  
SNOWSPORTS CENTRE

**£10,000**

INVESTED INTO ADVENTURE SPEYSIDE  
FACILITY IMPROVEMENTS

**£459,000+**

INVESTED INTO OUR  
COMMUNITY VENUES

## OUR IMPACT



**Above:** A participant enjoying being back in the pool



**Above:** A participant enjoying being back on the ice

### REACTIVATING THE CITY'S ICE RINK AND WELCOMING BACK COACHED PROGRAMMES

Sport Aberdeen reopened the Linx Ice Arena in November 2020 after being closed for more than seven months, welcoming back members of the public and Learn to Skate participants.

During the closure, Sport Aberdeen staff carried out a comprehensive body of maintenance works which included re-laying the entire ice pad ensuring the best possible experience for skaters upon reopening.

While official guidance allowed for the Linx Ice Arena to be open, 356 Skate UK participants attended sessions.

**"THE TEAM WERE THRILLED TO WELCOME SKATERS BACK TO LINX ICE ARENA AND THE RESPONSE WE HAVE RECEIVED SO FAR HAS BEEN EXTREMELY POSITIVE.**

**"EVERYONE AT SPORT ABERDEEN HAS WORKED INCREDIBLY HARD DURING THIS CHALLENGING TIME AND THE SUPPORT AND UNDERSTANDING WE HAVE RECEIVED FROM ALL OUR CUSTOMERS HAS BEEN FANTASTIC."**

**- DAVID SELKIRK**

Sport Aberdeen Director of Community Leisure Operations

Upon reopening, Get active @ Beach Leisure Centre and Tullos Swimming Pool welcomed back their popular Learn to Swim programmes which saw 2,275 participants take to the water during the period of operation. Revised Covid-19 operating protocols were in place and received extremely positive feedback from swimmers delighted to be back in the water. With only two out of 10 venues operating for swimming lesson programmes during this period, programmes were developed to allow these venues to deliver to significantly more swimmers than they had pre-Covid.

Sport Aberdeen's gymnastics programme was also able to restart at Get active @ Alex Collie, Get active @ Kincorth and Get active @ Beacon, with over 282 participants per week in these venues. Despite the revised protocols in place, the gymnasts were thrilled to return.

During the period of reactivation, Adventure Aberdeen Snowsports skiing and snowboarding coached programmes welcomed back 539 participants to the slopes and delivered 134 sessions per week.

# PLACES

## CASE STUDY

### PROUD TO BE PART OF ABERDEEN'S RICH GOLFING HISTORY



**Above:** The donated century-old mashie iron

**G**olf Aberdeen celebrated a historical golfing anniversary with the help of a kind donation.

2021 marked 100 years since Balnagask Golf Course reopened after a period of closure during World War One and local golfer Garry Millard helped Sport Aberdeen, and the wider community, celebrate the centenary milestone by gifting a historical golf club to the course.

The century-old club (a mashie iron, the modern equivalent of this being the 5-iron) was designed by Tom Whyte who was the Professional at Balnagask Golf Club around the time of reopening one hundred years ago.

Balnagask Golf Course, run by Golf Aberdeen, is widely acknowledged as one of the best municipal 18-hole courses in Scotland. James Braid, Archie Simpson and the Hawtree family all had a hand in carving out the coastal golf experience.

“It is fantastic that we have been able to mark the centenary with this extremely kind and historical gift from a fellow golfer. The fact we are celebrating this landmark anniversary at a time when golf has never been more popular in Scotland highlights our ongoing national affection for the sport and we are extremely proud of the range of golfing opportunities available in Aberdeen City.” - **Alistair Robertson**, Sport Aberdeen Managing Director

“My father-in-law found the club in an antiques shop in Bury St Edmonds. He is a keen golfer and visits us in Aberdeen a couple of times a year and we play golf together. When he realised the club was from Aberdeen, he brought it home last year and gifted it to me and I’m delighted to donate this to Balnagask Golf Course to mark this occasion.” - **Garry Millard**

Balnagask Golf Course was originally opened on the 9 August 1905 by J. W. Crombie MP, however in 1915 membership declined as people got involved in the war effort. The course was officially reopened post-war on 13 April 1921 and since then has proved to be one of Aberdeen’s best loved courses.

### GOLF ABERDEEN HAS INVESTED OVER £0.5M IN THE CITY'S COURSES SINCE 2014

“We are proud to be associated with a course that is such a key part of golf in the north-east of Scotland and I am pleased to be celebrating this milestone. It is a fantastic course in an excellent location, and a constant challenge - even after all these years there are still holes which consistently defeat me.” - **Coby Needle**, Marine Golf Club Secretary

**Right:** Allan Rae, Sport Aberdeen Group Operations Manager, Garry Millard presenting the mashie iron and Graham Freeland, Nigg Bay Golf Club

**“Nigg Bay Golf Club has had a long-standing association with Balnagask Golf Course, around 67 years and it’s fantastic that the course is celebrating 100 years of catering for golfers from all over Aberdeen and the world.”**

*- Graham Freeland, Nigg Bay Golf Club Captain*



PLACES

CASE STUDY

# FOCUS ON: ADVENTURE ABERDEEN SNOWSPORTS

## CITY'S SNOWSPORTS CENTRE OFFICIALLY REOPENED AHEAD OF WINTER SEASON

**S**port Aberdeen Chairman Tony Dawson officially reopened Adventure Aberdeen Snowsports Centre following a body of refurbishment works ahead of the busy winter season. The city's only dry ski slope centre was officially reopened on Wednesday 14 October after being closed for six months due to the Covid-19 lockdown.

In celebration of the venue's reactivation, Mr Dawson marked the occasion with the unveiling of a new plaque at the Garthdee venue. A significant body of improvement work was undertaken during the lockdown including deep cleaning, path drainage, surface improvements and internal and external painting.

**"I AM DELIGHTED TO BE OFFICIALLY CELEBRATING THE REOPENING AND UPGRADES TODAY AND I KNOW THAT OUR MEMBERS AND CUSTOMERS ARE EAGER TO GET BACK TO THE SLOPES AND MAKE THE MOST OF THIS GREAT OFFERING RIGHT ON OUR DOORSTEP.**

**"IT IS MY HOPE THAT THE IMPROVEMENTS WILL HELP TO ENCOURAGE EVEN MORE PEOPLE TO TAKE TO THE SLOPES, WHETHER THEY ARE DUSTING OFF THEIR EQUIPMENT AND GETTING IN SOME PRACTICE AHEAD OF THE WINTER SEASON OR TRYING THE SPORTS WE OFFER HERE FOR THE VERY FIRST TIME. FROM THE CHALLENGING GREAT WHITE SLOPE TO THE POPULAR TUBING SLOPE, THERE**

**IS SOMETHING FOR PEOPLE OF ALL AGES AND ABILITIES.**

**"WE ARE ALL VERY MUCH LOOKING FORWARD TO SEEING THE SLOPES COME ALIVE ONCE AGAIN!"**

**- TONY DAWSON**

Sport Aberdeen Chairman



**Above:** Chairman Tony Dawson officially reopened the city's snowsports centre

creating opportunities, inspiring people and changing lives



**Below:** Karla Richterova (left), who was selected as one of the winners with the name 'Blizzard' and Ellie Wright (right), Customer Services & Operations Assistant at Adventure Aberdeen Snowsports Centre



## LOCAL RESIDENTS RENAME CITY'S DRY SKI SLOPES IN CELEBRATION OF VENUE REOPENING

Granite City residents also played their part in celebrating the reopening of Adventure Aberdeen Snowsports Centre by renaming the slopes.

A competition to think up new names for each of the five slopes ahead of the centre officially reopening was launched in September. All entrants whose suggestions were selected as the winning names each received a free family ski session.

The dry ski slopes new names:



**"WE HAD SO MANY BRILLIANT AND QUIRKY SUGGESTIONS SENT THROUGH, AND WE ALL HAD A VERY TOUGH JOB TRYING TO SELECT ONLY FIVE NEW NAMES. THE RESPONSE WAS GREAT AND WAS A FUN EVENT AHEAD OF THE REOPENING OF ADVENTURE ABERDEEN SNOWSPORTS CENTRE AFTER BEING SHUT FOR SO LONG."**

**- GRAEME DALE**

Sport Aberdeen Head of Sport and Active Communities

# PARTNERSHIPS



## INTRODUCTION

Through effective partnership working with a wide range of people, organisations and agencies, we can broaden our reach and create opportunities for more people to lead active lifestyles.

Collaborative working supports wider communities and can help to prevent, reduce and mitigate the impact of persistent health inequalities, focusing on improving health and wellbeing outcomes for the people of Aberdeen. Partnership working plays a key role in allowing us to have the greatest impact on more people across the city.

## OVERVIEW

**10 YEARS** OF PARTNERSHIP WITH ABERDEEN CITY COUNCIL

**73** VIRTUAL WINTER PULMONARY REHABILITATION CLASSES DELIVERED IN PARTNERSHIP WITH NHS GRAMPIAN

**157** PARTICIPATIONS IN VIRTUAL WINTER PULMONARY REHABILITATION PROGRAMME

**10** SPORT ABERDEEN VENUES OFFERING FREE SANITARY PRODUCTS IN PARTNERSHIP WITH CFINE

**£300,000** INVESTED INTO MAINTENANCE EQUIPMENT BY IDVERDE

**250** ACTIVITY PACKS PROVIDED BY SPACE AND CHILDREN 1ST FOR LOOKED AFTER AND CARED FOR CHILDREN

**5** BIKES FROM BARNARDO'S LINKSFIELD RESIDENTIAL CARE HOME WERE SERVICED FREE OF CHARGE

## OUR IMPACT



**Above:** Community Food Initiatives North East (CFINE)

**Above:** Winter Pulmonary Rehabilitation Programme participant Peter Hall

## SPORT ABERDEEN HELPING TO TACKLE 'PERIOD POVERTY' WITH CFINE

In November, Sport Aberdeen worked with Community Food Initiatives North East (CFINE), a charity and social enterprise, to restock venues with free sanitary products after participating in an initiative earlier in the year to help tackle 'period poverty'; referring to having a lack of access to sanitary products due to financial constraints.

The products were distributed by CFINE for Aberdeen City Council to public venues across the city where significant footfall was identified.

The Scottish Government made funding available in 2018 to supply products with the hope of eliminating 'period poverty' and in November MSPs voted unanimously to end period poverty for women and girls throughout the nation, making Scotland the first country in the world to make free sanitary products available in all schools, universities, colleges and public buildings.

### PRE-LOCKDOWN, 10 SPORT ABERDEEN VENUES STOCKED FREE PRODUCTS:

- 📍 **Adventure Aberdeen Snowsports Centre**
- 📍 **Bucksburn Swimming Pool**
- 📍 **Get active @ Alex Collie**
- 📍 **Get active @ Beach Leisure Centre**
- 📍 **Get active @ Beacon**
- 📍 **Get active @ Jesmond**
- 📍 **Get active @ Kincorth**
- 📍 **Get active @ Sheddocksley**
- 📍 **Get active @ Torry**
- 📍 **Linx Ice Arena**

**"SPORT ABERDEEN IS PROUD TO FURTHER SUPPORT THIS NATIONWIDE MOVE IN TACKLING PERIOD POVERTY BY PROVIDING FREE SANITARY PRODUCTS AT A NUMBER OF OUR CITYWIDE VENUES WITH THE POTENTIAL TO EXPAND THIS OFFERING WHERE THERE IS SUBSTANTIAL FOOTFALL.**

**"RESULTS SHOW AN INCREASINGLY LARGE NUMBER OF GIRLS AND WOMEN OFTEN DO NOT PARTICIPATE IN SPORT DUE TO LACK OF SANITARY PRODUCTS, AND THIS PROBLEM HAS CLEARLY BEEN SIGNIFICANTLY HEIGHTENED BY THE CURRENT PANDEMIC. AS A CHARITY WE LOOK TO SUPPORT THE COMMUNITY WHEREVER POSSIBLE AND REMOVE BARRIERS SO THAT WE CAN ENCOURAGE MORE PEOPLE TO TAKE PART IN PHYSICAL ACTIVITY."**

**- DAVID SELKIRK**

Sport Aberdeen Director of Community Leisure Operations

**"A MASSIVE THANK YOU TO SPORT ABERDEEN, OUR PARTNERS, VOLUNTEERS AND STAFF WHO HAVE WORKED ON THE ACCESS TO FREE PERIOD PRODUCTS PROJECT."**

**- LISA DUTHIE**

CFINE Chief Executive

# PARTNERSHIPS

## CASE STUDY

# SUPPORTING PEOPLE WITH RESPIRATORY CONDITIONS IN PARTNERSHIP WITH NHS GRAMPYAN

**S**port Aberdeen's Active Lifestyles team developed a programme to specifically support people with respiratory conditions to be active and live well, in partnership with NHS Grampian, which ran from January to March 2021.

The programme was aimed at people with a lung condition whose ability to be active and participate in exercise is affected by breathing difficulties, including those with Bronchiectasis, Pulmonary Fibrosis, Asthma and Chronic Obstructive Respiratory Disease (COPD); with a goal to support people to keep well within the community during the winter period.

The programme was delivered remotely during lockdown with participants attending virtual exercise classes online and receiving one-to-one support phone calls as a means of engaging with this group of people.

Qualified exercise instructors worked with participants to build confidence and activity levels safely whilst talking through any concerns patients had about introducing exercise into their daily lives; helping to improve lung capacity and overall fitness so participants felt more confident doing everyday tasks.

“Working in partnership with NHS Grampian has allowed us to develop this programme, specifically aimed at helping a group of people who can really benefit from engaging in activity. Although physical activity won't offer a cure, it can result in hugely

positive changes for individuals living with certain respiratory conditions and we are thrilled to be able to deliver this in the city.

“Sport Aberdeen is committed to creating opportunities for people of all ages and abilities to take part in exercise and lead a healthy and active life. For people living with a respiratory condition even simple tasks can become testing, so by helping participants to improve lung function and muscle strength we believe we can make a real difference to many lives in the north-east.” - **Andrinne Craig**, Sport Aberdeen Healthy Communities Manager

Health Professionals were able to refer patients who would benefit from the programme by completing an online referral form, but individuals could also refer themselves.



## DURING THE PROGRAMME WE SAW:



**65 REFERRALS**  
(24 PARTICIPANTS WERE SIGNPOSTED ON TO NHS GRAMPIAN FOR SPECIALIST SUPPORT)



**157 PARTICIPATIONS**  
IN VIRTUAL WINTER PULMONARY REHABILITATION PROGRAMMES



**23 INDIVIDUALS COMPLETED THE PROGRAMME**  
AND 17 STILL REMAIN ENGAGED WITH ACTIVE LIFESTYLES PROGRAMME NOW



**25 ONE-TO-ONE**  
PHONE CALL SESSIONS DELIVERED



**73 VIRTUAL WINTER PULMONARY REHABILITATION**  
CLASSES WERE DELIVERED



**110 KINDNESS CALLS**  
MADE AND RECEIVED

## IMPACT

In order to measure change and to help participants see their progress, two tests were taken at the beginning and end of the programme.

- A Chronic Obstructive Pulmonary Disease (COPD) Assessment Test, which is designed to measure the impact on a person's life and how this changes over time, saw an average improvement of 14%
- 60 second 'Sit to Stand' test; a physical test which asks participants to go from seated to standing as many times as they can in 60 seconds saw an average improvement of 19%

In addition to the physical benefits the programme had for those who took part, many commented that it had a real positive impact on their wellbeing, helping them feel connected to others during a period of lockdown and giving them an activity to look forward to each week.

This partnership project highlights the need for supported self-management programmes and the health benefits that can be gained through physical activity by those living with a long-term condition.

## PARTICIPANT FEEDBACK



**MY OVERALL WELLBEING HAS IMPROVED NOT JUST MY GENERAL HEALTH AND IT'S GREAT TO CHAT WITH OTHERS**  
- Pulmonary Rehabilitation participant



**I ENJOY EXERCISE AS A WAY OF RELAXING. THE PROGRAMME HAS GIVEN ME CONFIDENCE, TEACHING ME HOW TO MANAGE MY BREATHING WHEN I FEEL BREATHELESS**  
- Pulmonary Rehabilitation participant



# PARTNERSHIPS

## CASE STUDY



**Above :** Bike maintenance workshop at Adventure Aberdeen Kingswells

# PEDALLING THE WAY TO A HEALTHIER NORTH-EAST

**A**dventure Aberdeen launched a brand-new in-house bike maintenance service and was able to offer limited free places, alongside its full offering, to those who may not usually have access to these services thanks to a nation-wide initiative.

Sport Aberdeen was the first in the city to sign up to the 'Scotland Cycle Repair Scheme', a free bike repair and maintenance service funded by the Scottish Government and delivered through Cycling UK which offers cycle repair and maintenance up to the value of £50 per person.

Funding was secured through the 'Scotland Cycle Repair Scheme' which aims to remove barriers such as cost while encouraging active travel; allowing more people to take part in cycling through access to free bike maintenance.

*"Giving everyone in Aberdeen access to cycle maintenance is an extremely positive step towards seeing more people, of all ages and abilities, take part in physical activity and I hope that our new offering, and the scheme, will be widely used."* - **Graeme Dale**, Sport Aberdeen Head of Sport and Active Communities

Alongside the free maintenance offering, Sport Aberdeen secured funding to boost awareness and

deliver programmes encouraging more people and businesses to use cycling as their main mode of transport in the north-east.

Adventure Aberdeen received funding to deliver the 'Cycling Friendly Employer Award' throughout the north-east, for the third year running and to date the organisation's staff have helped over 20 companies achieve the award.

The nationally recognised programme, run by Cycling Scotland, provides an award scheme and funding to help organisations make it easier for their staff to cycle to work.

Adventure Aberdeen's venue in Kingswells is a 'Cycling Friendly Employer Service Centre' which means any business with an interest in becoming a 'Cycling Friendly Employer' is directed to the venue via Cycling Scotland's website.

*"It is my hope that in the near future we can work with more organisations to help them become cycling friendly accredited and help to promote a healthier and greener way of commuting within the city whilst encouraging more people to participate in physical activity."* - **Mike Gifford**, Adventure Aberdeen Manager

# FREE BIKE MAINTENANCE AT LOCAL CHILDREN'S CARE HOME THANKS TO FUNDING

Sport Aberdeen was able to breathe life back into a number of bicycles belonging to a local children's care home, completely free of charge, thanks to funding secured through the 'Scotland Cycle Repair Scheme'.

A total of five bikes from Barnardo's Linkfield Residential Service, an established childcare service in partnership with Aberdeen City Council, were taken to Adventure Aberdeen's bike workshop in Kingswells.

**"AFTER A HUGELY POSITIVE RESPONSE, THIS IS THE SECOND ROUND OF FUNDING WE HAVE SECURED TO DELIVER FREE MAINTENANCE TO PEOPLE IN THE NORTH-EAST WHO MAY ORDINARILY STRUGGLE TO GAIN ACCESS TO BIKE SERVICING.**

**"WE ARE TARGETING THIS LATEST FUNDING TOWARDS THOSE WHO ARE REALLY IN NEED OF THE SERVICES AND I'M ABSOLUTELY DELIGHTED THAT WE COULD HELP AND BREATHE LIFE INTO THEIR FIVE BIKES. SPORT ABERDEEN HAS A RESPONSIBILITY AS A CORPORATE PARENT FOR THESE YOUNG PEOPLE, SO IT IS ONLY RIGHT THAT WE ENSURE THAT THEY HAVE BIKES IN A CONDITION THAT THEY ARE ABLE TO ENJOY.**

**"A KEY AIM OF THE SCHEME IS TO GIVE MORE PEOPLE OF ALL AGES ACCESS TO SAFER CYCLING - ENCOURAGING PARTICIPATION IN PHYSICAL EXERCISE, WHILE EDUCATING PEOPLE ON THE BENEFITS OF GREENER TRAVEL. WORKING WITH SERVICES SUCH AS**

**LINKSFIELD RESIDENTIAL SERVICE UNDERPINS SPORT ABERDEEN'S COMMITMENT TO BREAKING DOWN BARRIERS AND CREATING OPPORTUNITIES FOR MORE PEOPLE TO GET ACTIVE, REGARDLESS OF CHALLENGES THEY MAY HAVE."**

**- GRAEME DALE**

Sport Aberdeen Head of Sport and Active Communities

**"THANK YOU SO MUCH TO ADVENTURE ABERDEEN FOR THE SERVICE. WE ARE REALLY HAPPY THAT THE BIKES HAVE BEEN FIXED AND IT MEANS WE CAN GO FOR LONG BIKE RIDES AND SOCIALISE WITH OUR FRIENDS."**

- A young person from Linkfield Residential Service

**"WE WOULD LIKE TO EXTEND A MASSIVE THANKS TO SPORT ABERDEEN, AND THE STAFF AT ADVENTURE ABERDEEN. IT'S GREAT TO WORK IN PARTNERSHIP AND TO HAVE SUCH A GOOD SERVICE WHICH WILL HELP TO PROMOTE HEALTH AND WELL-BEING FOR THE YOUNG PEOPLE WE SUPPORT."**

**- REBECCA CHRISTIE**

Linkfield Residential Service  
Senior Practitioner

# PEOPLE



## INTRODUCTION

Through investing in the personal and professional development of our employees and volunteers, we can enhance the scope of services offered to local participants, customers and communities.

We aspire to be the employer of choice for those seeking a career in sport and physical activity in Aberdeen, strengthening our presence across multiple platforms with one core aim: to get more people more active.

## OVERVIEW

**1,492** HOURS VOLUNTEERED AT HAZLEHEAD GOLF CLUB

**10** EMPLOYEES PARTICIPATING IN MANAGEMENT DEVELOPMENT PROGRAMMES

**2** RGU STUDENTS COMPLETED MARKETING AND COMMUNICATIONS INTERNSHIPS

**35** FURLOUGHED STAFF TOOK ON VOLUNTEER OR SECONDMENT ROLES DURING LOCKDOWN

**over 600** STAFF TRAINING SESSIONS

**524** STAFF WERE PLACED ON FURLOUGH IN MAY LEAVING A SKELETON CREW TO PLAN RECOVERY

**49** UN-FURLOUGHED STAFF VOLUNTEERED TO SUPPORT BON ACCORD CARE IN CARE HOMES

## OUR IMPACT



**Left:** David Brown helping at CFINE

**Right:** Denise Patterson, RLSS Scottish Northern Branch Chair presenting the Stanley Peck trophy to Graham Dutton

### SPORT ABERDEEN VOLUNTEER RECOGNISED FOR WATER SAFELY COMMITMENT

Graham Dutton, an aquatics co-ordinator with Sport Aberdeen, was recognised for his hard work and commitment to educating the community in drowning prevention and water safety.

Graham has been volunteering and actively involved in lifesaving for over 17 years and received the Stanley Peck trophy at the Royal Life Saving Society UK's (RLSS UK) Honours Ceremony in October 2020 for his volunteering efforts.

The accolade recognises a person who does their utmost to carry out the objectives of the society in their local area and is presented to people in the organisation who have carried out work either voluntary or paid, to educate and reduce drownings.

Graham has ensured that several aquatics safety courses have continued to run within Sport Aberdeen over the last few years and piloted a scheme which saw 16 children achieve the Survive and Save Bronze award.

### EXCEPTIONAL CONTRIBUTION AWARDS

At the one-year anniversary of the first UK lockdown, the Sport Aberdeen Human Resources and Organisational Development Committee took the opportunity to acknowledge the exceptional contribution that many staff had made to charity during the pandemic, a very challenging 12-months. Around 60 members of staff gathered virtually with the board of directors to allow the Board to acknowledge their appreciation of their hard work and to virtually present certificates and a commemorative booklet.

### LOCAL CHARITIES JOIN FORCES TO HELP THOSE MOST IN NEED

At the beginning of lockdown in April 2020 Sport Aberdeen donated perishable food and drink items to north-east charity and social enterprise Community Food Initiatives North East (CFINE), and held a stock of sanitary items for the charity, in the hope of reaching those most in need in the area.

“CFINE is grateful for the generosity of Sport Aberdeen. The highly useful donations will be put to good use to help those self-isolated individuals and families who are food insecure. We are experiencing a significant increase in the demand for CFINE’s support services. We are delivering 1,000 emergency food parcels weekly with the help of our partners; therefore, support of any kind is much appreciated.” - **Lisa Duthie**, CFINE Chief Executive

### STAFF TRAINING CONTINUES

The impact of COVID-19, and the widespread shift to home working as a result of the pandemic, has not hindered Sport Aberdeen’s approach to staff training and Continuing Professional Development (CPD) with over 600 training sessions undertaken, which included;

- 41 NPLQ renewals (National Pool Lifeguarding Qualification)
- 7 First Aid at Work Qualifications
- 21 First Aid at Work renewals
- 12 CIMSPA Health & Safety Management in Leisure & Culture Facilities revalidations
- 14 First Aid Trainer updates
- 34 IHASCO Online Fire Warden training
- Mandatory COVID-19 inductions for all returning staff



# PEOPLE

## CASE STUDY

# 'TRAILBLAZING' LOCAL VOLUNTEER FINALIST IN NATIONAL AWARDS AND RECOGNISED BY SPORTSCOTLAND

**A** Sport Aberdeen volunteer who gave up over 1,000 hours of his own time to help inspire others was selected as a finalist for a prestigious UK award.

Former Orchard Brae pupil Alex Soaris said he was "totally thrilled" to make it as a finalist in the Outstanding Volunteer(s) category at the Community Leisure UK Awards 2020.

The national awards recognise and celebrate the outstanding achievements of charities and social enterprises in public leisure and culture and winners were announced online due to Covid-19.

Alex was recognised for his commitment and dedication after he "helped to shape the future for additional support schools and their pupils" through his volunteer work with Sport Aberdeen's Active Schools programme.

Having started as a lunchtime helper, Alex progressed further and successfully went through the coach recruitment process, securing a role as a Holiday Camp Leader with Sport Aberdeen, the first pupil from an additional support needs school to take on a coaching role with the charity and an incredible achievement.

"Alex is a trailblazer, not only due to his volunteering but also in helping us develop an additional support needs programme which has created new and exciting pathways into participation and future employment.

"For the pupils of Orchard Brae Alex is a fantastic role model. An ex-pupil who has worked incredibly

hard to be given the responsibility to now coach them and has already motivated a senior pupil to get involved in volunteering.

"Without Alex's commitment it would be almost impossible for Active Schools, part of Sport Aberdeen, to run so many Extra Curricular clubs for additional support needs pupils at Orchard Brae. His energy and enthusiasm have helped to shape the clubs, encouraging the children and their families to return again and again." - **Graeme Dale**, Sport Aberdeen Head of Sport and Active Communities

Alex's commitment and work with pupils at Orchard Brae earned praise from **sportscotland**, Scotland's national agency for sport.

*"Across Scotland thousands of dedicated sporting enthusiasts devote their time, knowledge and skills to afford others the chance to take part in sport, and experience all the benefits that come with sport participation.*

*"Alex's commitment and dedication to helping others is inspirational and the impact his work with the Sport Aberdeen Active Schools programme has had on the pupils at Orchard Brae is immeasurable.*

*"People like Alex are the bedrock of Scottish sport and I'd like to thank him on behalf of sportscotland for everything he is doing, and I look forward to seeing how his career in sport progresses."*

- **Stewart Harris**, **sportscotland** Chief Executive



Above: Alex Soaris

**“I WAS VERY PROUD TO BE CHOSEN AS A FINALIST FOR THE CLUK AWARD AND NOW TO BE RECOGNISED BY SPORTSCOTLAND. THE SUPPORT THAT EVERYONE AT SPORT ABERDEEN HAS GIVEN ME HAS ALLOWED ME TO BECOME MORE CONFIDENT WITH MY LEADERSHIP SKILLS AND SPECIFICALLY MY COACHING WITH YOUNG CHILDREN. I HOPE TO BE ABLE TO CONTINUE TO IMPROVE MY COACHING AND GIVE MORE OPPORTUNITIES FOR CHILDREN TO BE ACTIVE.”**

**ALEX SOARIS**

- Volunteer

**“BEING RECOGNISED BY SPORTSCOTLAND IS SOMETHING ALEX CAN BE VERY PROUD OF AND I HOPE THIS WILL ENCOURAGE MORE PEOPLE TO TAKE UP VOLUNTEERING AND SEE WHERE IT CAN TAKE THEM.”**

**GRAEME DALE**

Sport Aberdeen Head of Sport and Active Communities

# PEOPLE

## CASE STUDY

# SPORT ABERDEEN NAMED 'TEAM ABERDEEN'

**S**port Aberdeen took the top spot in the Team Aberdeen category at the 2020 HEART Awards, an annual event organised by Aberdeen City Health & Social Care Partnership, recognising people working and volunteering in health and social care in Aberdeen.

The Active Lifestyles programme, run by Sport Aberdeen, won the 'Team Aberdeen Integrated Working' award at the virtual ceremony. The programme provides inclusive opportunities for everyone to get active and participate in physical activity regardless of whether they are starting out, recovering from injury, living with a long-term health condition or are older adults.

Sport Aberdeen was nominated for the award by colleagues in the NHS CAARS (Community Adult Assessment and Rehabilitation Service) team for the way in which the charity works collaboratively with them and service users on a range of co-produced projects.

The team have been heavily involved in several joint initiatives and projects over recent years, of note, the co-design and delivery of the Carer's Stable and Able Group with support from NHS occupational therapy staff.

Part of Sport Aberdeen's Active Lifestyles programme, Carers Exercise Classes were previously developed in response to a need for ongoing support for carers and those being cared for, as identified by NHS Grampian colleagues.

Working in partnership with participants, the organisations developed parallel classes which allowed both carers and cared for to participate at the same time, mitigating anxieties around leaving

loved ones alone and allowing for more people to improve their health and wellbeing, reducing risk of a fall and the potential for re-referral back to stretched NHS services.



**Above :** 2020 HEART Awards

“The team at Sport Aberdeen have made every effort to work in partnership with many different teams in Aberdeen but have certainly become an important and consistent partner to AHP's working within the partnership. This is reflected in the reciprocal referrals that are regularly made between the services and the confidence with which these referrals are made.

“Sport Aberdeen certainly embodies the values of the partnership and are prepared to go that “extra mile” to make collaborative working with them so seamless.” - **Sandra MacLeod**, Aberdeen City Health & Social Care Partnership Chief Officer



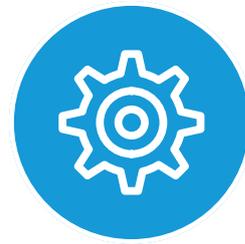
**"THIS AWARD REALLY HIGHLIGHTS THAT BY WORKING COLLABORATIVELY WE CAN CHANGE PEOPLE LIVES THROUGH THE MANY PROJECTS, SERVICES AND PROGRAMMES THAT WE DELIVER AND IS TESTAMENT TO THE INCREDIBLE WORK THAT IS CARRIED OUT BY THE ACTIVE LIFESTYLES TEAM YEAR AFTER YEAR.**

**"I AM THRILLED THAT WE HAVE BEEN NAMED 'TEAM ABERDEEN' AND WOULD LIKE TO CONGRATULATE ALL THE OTHER NOMINEES AND WINNERS FROM THIS YEAR'S HEART AWARDS. I WOULD ALSO LIKE TO THANK OUR VALUED PARTNERS AT NHS CAARS FOR NOMINATING US FOR THIS AWARD. IT REALLY IS FANTASTIC TO SEE THE SHEER AMOUNT OF PARTNERSHIP WORKING THAT IS CARRIED OUT IN THE NORTH-EAST, AND I AM PROUD THAT SPORT ABERDEEN CAN PLAY A KEY ROLE IN THIS."**

**- Andrinne Craig, Sport Aberdeen  
Healthy Communities Manager**



# PROCESS



## INTRODUCTION

By investing in the continuous improvement of processes across the company, delivering quality, excellence, efficiency and effectiveness in our capacity as a charitable organisation, allows us to have the greatest impact on the people and communities we serve.

## OVERVIEW

**216,077** USERS ON THE  
SPORT ABERDEEN WEBSITE

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**1,196,118** SPORT ABERDEEN WEBSITE  
PAGE VIEWS

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OVER **9,500** LIKES ON THE SPORT ABERDEEN  
FACEBOOK PAGE

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OVER **1,750** INSTAGRAM  
FOLLOWERS

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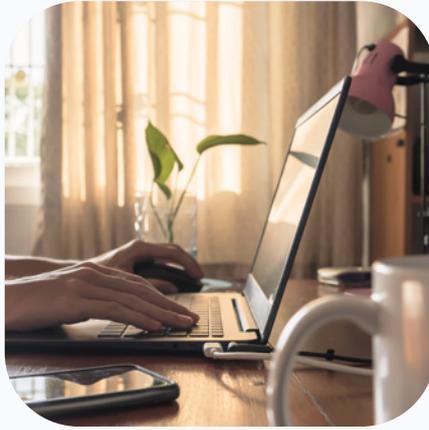
OVER **4,000** TWITTER  
FOLLOWERS

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**7,204** CUSTOMERS SIGNED UP  
TO OUR NEW ONLINE BOOKING SYSTEM

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## OUR IMPACT



### BUSINESS CONTINUITY

At the start of the Covid-19 pandemic, Sport Aberdeen seamlessly moved 170 staff to home working within one week, enabling the charity to continue to deliver key business services, with full access to all required resources. Full and in-depth guidance was issued to staff, along with necessary ICT resources.

Without a degree of foresight and pre-planning, ensuring all had access to ICT equipment, this would not have been possible with the shortages that became apparent soon after lockdown.

### NEW GOLF ABERDEEN BOOKING SYSTEM TEES OFF

Golf Aberdeen geared up for the new season with the launch of a brand-new booking system alongside the completion of a programme of significant works.

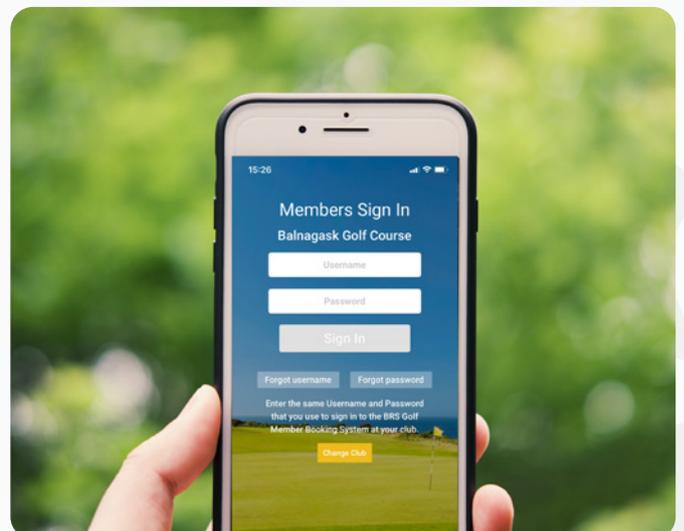
The BRS Golf Booking System, which is recognised as the UK and Ireland's leading tee-time management and online booking system, launched for Golf Aberdeen members and pay and play customers in March 2021.

The BRS booking system has several features and benefits and users now:

**HAVE ACCESS TO THE NEW BRS GOLF MEMBERS' BOOKING APP**

**RECEIVE INSTANT EMAIL BOOKING CONFIRMATIONS FOR EVERY TEE TIME RESERVATION**

**ARE ABLE TO EASILY BOOK ONLINE OR VIA THE APP ANYTIME**



# PROCESS

## CASE STUDY

# NEW SPORT ABERDEEN WEBSITE AND MYSPORTABERDEEN BOOKING SYSTEM

In May 2020 Sport Aberdeen launched MySportAberdeen, a brand-new booking system for members and pay-and-play customers. The platform allows everyone to manage memberships and make and cancel bookings all in one easy-to-use online application.

The launch of the new booking system coincided with the reactivation of the first Sport Aberdeen activities post lockdown.

### THROUGHOUT THE YEAR 7,204 CUSTOMERS REGISTERED TO USE THE SYSTEM

In line with industry guidelines, upon reopening, all visits to venues were required to be booked in advance. A great deal of work was required behind the scenes ahead of the launch, including contacting members to prompt them to register for MySportAberdeen. Despite an initial glitch following the enthusiastic return of our valued golf members, the launch was a great success.

Following a rigorous tender process in 2019, Sport Aberdeen appointed MTC Media Ltd, one of Scotland's top web design and ecommerce development companies based in Dundee and Edinburgh, to develop a brand-new website. The new website showcases the range of activities and opportunities to get active available across the city, with an interactive timetable which allows customers to find the activities they want, at the venues closest to them.

The new website offers:

■ EASY ACCESS TO INFORMATION ON OUR ACTIVITIES AND PROGRAMMES

■ INTERACTIVE TIMETABLE

■ DIRECT LINKS TO BOOKING SYSTEM

■ IMPROVED FUNCTIONALITY ACROSS THE SITE

**"AFTER AN INITIAL IN-DEPTH TENDER PROCESS, WE WERE DELIGHTED TO APPOINT MTC MEDIA LTD AS OUR NEW WEBSITE DEVELOPERS. THE MARKETING AND COMMERCIAL DEVELOPMENT TEAM WORKED WITH ALL DEPARTMENTS IN ORDER ENSURE THE NEW WEBSITE WOULD GIVE MEMBERS AND CUSTOMERS THE BEST USER EXPERIENCE, MAKING IT EASIER TO DISCOVER, BOOK AND ENQUIRE ABOUT ALL THE OPPORTUNITIES WE HAVE ON OFFER."**

- SARAH GRAY

Head of Marketing and Commercial Development

## SECURITY UPGRADE

Sport Aberdeen also upgraded its IT systems and data protection level by deploying a new solution within the email system, providing an additional security layer for incoming email.

The solution provides multi-layered filtering that permits legitimate emails to be received while blocking malicious threats such as phishing, impersonation, malware, ransomware, and spam-type messages, all automatically.

**FROM DECEMBER 2020 TO MARCH 2021, 39,421 SPAM/PHISHING EMAILS AND 450 EMAILS CONTAINING MALWARE WERE BLOCKED.**

# Swimming

Aquatics Aberdeen offers swimming lessons plus public and fun sessions at pools across the city.

[Join Now](#) [Learn More](#)

## I'm looking for...

### Lessons & Coaching

[View Activities](#)



Swimming



Ice Skating



Gymnastics



Tennis



Snowsports

# Become a Member



We are an award-winning registered charity, committed to creating opportunities, inspiring people and changing lives through sport and physical activity. Our goal is simple: we want to get more people active and believe that everyone should have the opportunity to take part regardless of age, gender or ability. Play your part and join Sport Aberdeen, where all profits are reinvested back into the communities we serve. Our Get active memberships offer access to a range of gyms, classes, golf courses, ice skating, racquets and much more.

**300+**  
Weekly Exercise Classes

**20+**  
Citywide Venues

**35+**  
Different Activities to choose from

**FREE**  
Training Plans

[Get active Membership Explained](#)  
Watch Video

[Join Today!](#)

### Timetables & Booking

[View Timetable](#)

**Live** 09:30 - 10:00

**Circuits**  
Get active @ Beach Leisure

**Live** 09:30 - 10:15

**Body Pump**  
Get active @ Jesmond

**Live** 09:30 - 10:15

**Body Attack**  
Get active @ Sheddocksley

**Morning** 10:15 - 11:00

**Body Pump**  
Get active @ Be...



# AWARDS



## ACHSCP HEART AWARDS 2020

**TEAM ABERDEEN**

**WINNER**

Active Lifestyles

## NORTHERN STAR BUSINESS AWARDS 2020

**MAKING THE DIFFERENCE**

**HIGHLY COMMENDED**

Sport Aberdeen

## COMMUNITY LEISURE UK AWARDS 2020

**OUTSTANDING VOLUNTEER**

**FINALIST**

Alex Soaris

## VIRTUAL SOCIETY AWARDS 2020

**FITNESS, HEALTH AND WELLBEING  
AWARD OF THE YEAR**

**FINALIST**

Sport Aberdeen

## COVID-19 INCOME IMPACT

  
**£6.5M** ↓  
 reduction in  
 forecasted income

  
**31%** ↓  
 reduction in  
 'Get active memberships'

# FINANCIAL OVERVIEW

## INVESTMENTS

  
**£0.5M+**  
 facilities maintenance  
 and reactivation  
 post-lockdown

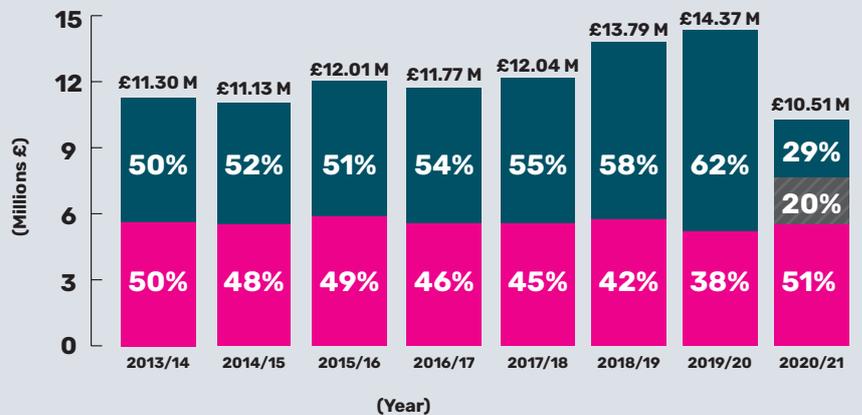
  
**£20K**  
 improvements at  
 Adventure Aberdeen  
 Snowsports Centre

  
**£90K**  
 improvements at  
 Bucksburn Swimming  
 Pool

  
**£70K**  
 golf winter  
 improvements

## FINANCIAL COMPARISON - TOTAL INCOME

- Sport Aberdeen
- Aberdeen City Council
- UK Government Job Retention Scheme Grant Support



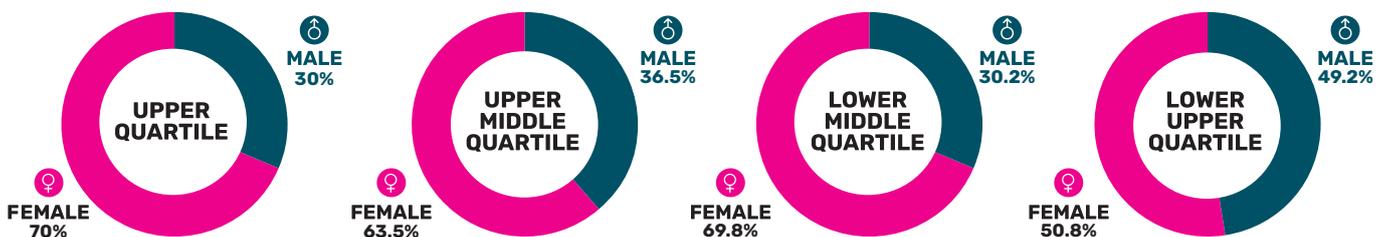
# GENDER PAY GAP REPORT 2020

## SPORT ABERDEEN IS REQUIRED BY LAW TO PUBLISH AN ANNUAL GENDER PAY GAP REPORT.

This is its report for the snapshot date of 31 March 2020.

### The key elements of the gender pay gap report are:

- The mean gender pay gap for Sport Aberdeen is -12.35%
- The median gender pay gap for Sport Aberdeen is -3.08%
- The proportion of male and female employees in each quartile of the pay distribution:



The % shown above sets out the gender distribution at Sport Aberdeen across four quartiles, three containing 189 and one containing 190 based on a total of 757 employees. The figures set out have been calculated using the standard methodologies used in the Equality Act 2010 [Gender Pay Gap Information] Regulations 2017.



# MANAGING DIRECTOR REFLECTIONS

**T**his report highlights the successes of the year April 1 2020 – March 31 2021. It has also served as a reminder of how powerful community sport and physical activity can be, particularly in the face of such adversity. Not even a pandemic could stop us creating opportunities, inspiring people and changing lives through sport and physical activity.

As I look back to March 2020, no one could have predicted the enormous challenges that we would all face with the explosion of the Covid-19 pandemic. No part of life was unaffected and I, along with everyone in Sport Aberdeen entered the unknown unsure of what was ahead and if we would survive it. So, the fact that we have been able to prepare this annual report is a feat itself and it tells a story of a fantastic charity, with wonderful staff that have a never say die spirit that helped to get us through.

As you review what we have achieved, it is quite incredible and, in some respects, you could be forgiven for wondering if we were impacted by Covid-19 at all given the many fantastic stories and outstanding efforts delivered by so many. I want to pay tribute to everyone for coping, adapting and responding to our city, which was in crisis and in need of our help. We have absolutely risen to the challenge and met head on all that has been thrown at us, demonstrating great resilience throughout these unprecedented times which has helped keep Sport Aberdeen afloat.

Some key facts...

**523 staff were placed on furlough at the peak of lockdown (May) with only a skeleton staff remaining to plan recovery**

**We had a projected loss of £6.5million of income**

**35 furloughed staff volunteered to support partner agencies across the city, including front line NHS**

**49 un-furloughed staff volunteered to support Bon Accord Care in care homes**

**Active Schools team provided a vital service to schools working with key workers children**

**I have issued 20 briefings to all staff since 16 March 2020**

**Over 100 live fitness classes were delivered online during lockdowns**

**Over 400 members chose to keep paying memberships fees, despite venues being closed**

**We recovered over £2.0million from the government Job Retention Scheme – a true lifeline**

**We even won an award as a 'Team of the Year' – incredible!**

Whilst the periods of closure undoubtedly had a devastating impact on the company, also exacerbated by the delayed reopening of venues, we were fortunate that Aberdeen City Council committed to award its full grant for the year, despite a limited service being delivered. I am extremely grateful for that vital support, without which we would have collapsed, and for the close partnership we enjoy with the council.

Even faced with a global pandemic, we managed to connect with our community and keep Aberdeen moving. Working from home and migrating to an almost entirely digital platform at the start of lockdown, was a complete shift in process for everyone and I am proud of how quickly our entire workforce managed to adapt to a new way of life.

Our teams delivered entire classes virtually while we loaned over 2,000 kg worth of gym equipment to as many people as possible, never straying from our goal of getting more people in our city active.

Golf was Scotland's first activity to resume and the demand for the sport to return was amazing. All courses reopened in May and, thanks to the hard work of our staff, Golf Aberdeen welcomed 10,000 golfers with 6,200 tee times booked in the first 3-weeks; the busiest the courses have been in forty years.

The efforts from staff and volunteers in making our venues safe, clean and ready for reopening was endorsed by the exceptionally positive and encouraging feedback that we have received throughout the pandemic. The backing and enthusiasm received from our members and customers was fantastic and confirmed how vital and necessary access to public leisure facilities is for the physical and mental wellbeing of the people of Aberdeen. I am also indebted to the 400+ members who did not cancel, an overwhelming gesture of support.

During times of so much uncertainty we have managed to not only survive but have come out of the pandemic in a positive position. It has been the resilience and fortitude shown by people in our community, and everyone who works with and for

our charity that has allowed us to continue to play our part in the city's recovery. Collectively, we have achieved so much, and we are a credit to the city of Aberdeen.

My final comment is one of thanks. Firstly, to our wonderful board of directors led by our enigmatic Chairman Tony Dawson. The trustees support has been unstinting, and they have been with us every step of the way helping to ensure we remained motivated, upbeat and on course for recovery. Secondly, to the Senior Leadership Team who have helped lead the company through uncharted territory with a smile, looking out for the needs of others and keeping all their teams connected.

Finally, to all in team Sport Aberdeen; for accepting furlough, for volunteering, for foregoing holidays, for helping others in need, for coping with changed working arrangements, for rising to the challenge and for sticking with it and for helping Sport Aberdeen bounce back. Thank you one and all.

**ALISTAIR S. ROBERTSON**  
Sport Aberdeen Managing Director



# OUR BOARD OF TRUSTEE DIRECTORS



**Anthony Dawson**  
Chairman



**Gordon Edwards**  
Vice Chairman and Sub  
Committee Chairman



**Paul Adderton**  
Sub-Committee Chairman



**Alan Forsyth**  
Sub-Committee Chairman



**Colin G. Taylor**



**John Cooke**



**Gordon Graham**



**Claire Imrie**



**Dean Phillips**



**Tracie Watson**



**Susan Elston**



**Alistair S. Robertson**  
Managing Director

**CREATING  
OPPORTUNITIES,  
INSPIRING PEOPLE  
AND CHANGING LIVES  
THROUGH SPORT AND  
PHYSICAL ACTIVITY.**



Proudly delivering services for Aberdeen City Council.

# WHO WE WORK WITH





## SPORT CENTRES

- 1 Get active @ Alex Collie
- 2 Get active @ Beach Leisure Centre
- 3 Get active @ Beacon
- 4 Get active @ Cults
- 5 Get active @ Jesmond
- 6 Get active @ Kincorth
- 7 Get active @ Lochside
- 8 Get active @ Peterculter
- 9 Get active @ Sheddocksley
- 10 Get active @ Torry

## OUTDOOR FACILITIES & PITCHES

- 11 Albury Outdoor Sports Centre
- 12 The Raymond Kelly Pavilion and Aulton Outdoor Pitches
- 13 Ruthrieston Outdoor Sports Centre
- 14 Torry Outdoor Sports Centre
- 15 Get active @ Westburn
- 16 Inverdee Jack Wood Pavilion
- 17 Hazlehead Joe Paterson Pavilion
- 18 Get active @ Northfield
- 19 Sheddocksley Pavilion and Pitches
- 20 Northfield 3G Pitch
- 21 Dyce 3G Pitch

## ADVENTUROUS ACTIVITIES

- 22 Adventure Aberdeen
- 23 Adventure Aberdeen Snowsports
- 24 Adventure Speyside

## SWIMMING POOLS

- 25 Get active @ Beach Leisure Centre
- 26 Bridge of Don Swimming Pool
- 27 Bucksburn Swimming Pool
- 28 Cults Swimming Pool
- 29 Get active @ Lochside
- 30 Tullos Swimming Pool

## TENNIS CENTRE

- 31 Aberdeen Tennis Centre

## ICE ARENA

- 32 Linx Ice Arena

## GOLF COURSES

- 33 Balnagask
- 34 Hazlehead Pines
- 35 Mackenzie Championship Course
- 36 Kings Links