

Greater Glasgow NHS Board

Board Meeting
Tuesday, 22 March 2005

Board Paper No. 2005/24

Director of Health Promotion

A PHYSICAL ACTIVITY STRATEGY FOR GLASGOW: CONSULTATIVE DRAFT

Board members are asked to note the draft physical activity strategy for Glasgow and to consider how GGNHSB can contribute to achieving the strategy's objectives and the ultimate aim of "more Glaswegians, more active, more often".

1. INTRODUCTION

This draft physical activity strategy sets out to encourage concerted and coordinated action to increase levels of physical activity among people in Glasgow city. It seeks to underpin partnership work by providing strategic direction, focusing efforts and enlisting the support of all who are involved in creating a better future for Glasgow and especially the Community Planning Partnership agencies.

It was developed under the auspices of the Physical Activity Forum of the Glasgow Healthy City Partnership, a multi-agency group comprising representatives from GGNHSB, Glasgow and Strathclyde Universities, the voluntary sector, community groups and various departments in Glasgow City Council.

This draft is now being consulted upon widely, with a view to developing more detailed implementation plans based on feedback from stakeholders. A copy of the consultation response is enclosed.

Recommendation:

The NHS Board is asked to:

- Note the draft physical activity strategy for Glasgow.
- Consider how GGNHSB can contribute to achieving the strategy's objectives and the ultimate aim of 'more Glaswegians, more active, more often'.

2. BACKGROUND

The health of two thirds of men and three quarters of women in Glasgow is at risk due to physical inactivity, making it the most common risk factor in coronary heart disease.

The National Physical Activity Strategy Let's Make Scotland More Active has set the target that 50% of all adults and 80% of children under 16 years should meet the recommended levels of physical activity by 2022 (30 minutes and 60 minutes accumulated activity each day respectively). Currently only 33 % of men and 24% of women meet the adult target and 73%

of boys and 56% of girls meet the under 16 target. Men, women and girls in Glasgow are less active than their counterparts throughout Scotland.

The strategy also highlights the need to address inequalities in the rates and types of physical activity undertaken by different groups in the Glasgow population.

3. THE NEED FOR IMPROVEMENT

The Physical Activity Forum carried out an extensive mapping of current activity that supports increased rates of physical activity. The strategy therefore recognises that there is already a lot of existing good practice taking place (and provides several summary examples), but also highlights areas that the mapping identified needed to be improved such as:

- The need for wider ownership and commitment with more focus on opportunistic activity to support active living in addition to traditional sport and leisure provision
- Explicit recognition to the positive contribution the core activities of a range of agencies can make to increase physical activity rates.
- Better coordination of information, effort and resources
- Greater public and community involvement in designing services
- Greater emphasis on evaluation and building upon research evidence
- There is a lack of opportunities available for older people, frail elderly and pre-fives
- Additional activity needed to target increasing rates of childhood obesity

Community Planning Partners are therefore being asked to consider the following recommendations:

- To undertake the role of active employers, by supporting staff to increase physical activity levels within the working environment
- To create active communities across Glasgow where all citizens can participate in physical activity within their local community
- To undertake the promotion of active travelling through the development of integrated green transport plans, investment in infrastructure and environments and healthy transport information.
- To undertake the development of active environments, through prioritising physical activity in urban planning, continuing the preservation of green spaces and delivering the active regeneration of the city
- To undertake the development of active schools within the context of integrated community schools, learning clusters, community clubs and education policy
- To undertake research, evaluation and monitoring of practice and services within Glasgow to ensure effective evidence based practice is delivered.

4. CURRENT ACTIVITY TO PROMOTE PHYSICAL ACTIVITY

Throughout the strategy document there are numerous examples of partnership initiatives in which GGNHSB plays an important part. The Board plays a key role in promoting physical activity at both strategic and operational levels and city wide and local activity e.g. through involvement in community planning and joint health improvement planning and leading the Physical Activity Forum. A key role has also been to develop initiatives that are evidence based (e.g. GP Exercise Referral) and to provide training and support to partners to help them deliver effective programmes.

At local level our involvement in supporting SIP health strategies has resulted in several local initiatives (such as Kool Kids) that have proven to be effective and have then been rolled out across the city.

The following is therefore a summary illustrating a few of the ways in which GGNHSB can support the recommendations outlined above.

Active Employers	GGNHSB is a major employer. Currently all parts of the organisation are participating in the Scotland's Health at Work award scheme (although having achieved different levels of award), which involves activity to promote physical activity. Shower facilities and bike storage are provided on most NHS sites – need to include as part of spec. for new build The Health@Work team within the Health Promotion Department provide advice and support to employers and are working closely with 197 organisations on the SHAW scheme.
Active Communities	The GP exercise referral scheme in Glasgow, provided in partnership with each local authority in Greater Glasgow is the most extensive and best evaluated in Scotland. This is being expanded to provide support to higher risk patients. Through our involvement with SIPs the board has provided financial support for leisure facilities and services in local areas. Contribution to Community Action Teams Role of Primary Care staff in supporting local physical activity initiatives e.g. weight management, Play @ Home Eastbank community programme
Active travelling	Development of NHS Green Transport policy - needs of cyclists and pedestrians must be considered in new developments Development of <i>Walk in to work out</i> resource and training for employers Development of transport initiative in Easterhouse Contribution to PATHS for Health programme
Active Environments	Our previous work in raising awareness of Homezones is now influencing GHA plans for neighbourhood regeneration.
Active Schools	Support to GCC in developing successful application to Sports Scotland for Active School coordinator programme. Health Development coordinators employed in each learning cluster
Research and evaluation	Support to Glasgow City Council in developing evaluation framework for Community Action Teams Successful application for funding from SE will allow us to carry out further research regarding the effectiveness of GP exercise referral.

5. CONCLUSION

Board members are asked to note the draft physical activity strategy for Glasgow and to consider how GGNHSB can contribute to achieving the strategy's objectives and the ultimate aim of "more Glaswegians, more active, more often"

let's make Glasgow **MORE ACTIVE**

A physical activity strategy for Glasgow

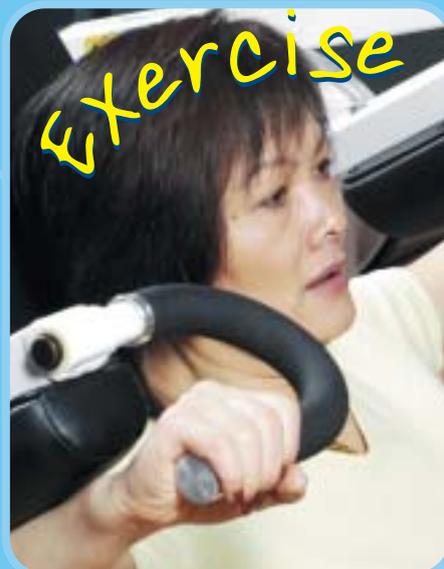
EXECUTIVE SUMMARY
CONSULTATION DOCUMENT





What is Physical Activity?

Physical activity is a broad term to describe movement of the body that uses energy. It can be as simple as walking. There are many types of physical activity: exercise, sport, play, dance and active living such as housework and gardening.



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Respond online at: www.glasgow.gov.uk/healthycities
See back cover for full details

1 INTRODUCTION



1.1 PURPOSE

This strategy sets out to encourage concerted and coordinated action to increase the levels of physical activity among people in Glasgow. It seeks to underpin partnership work to promote physical activity by providing strategic direction, focusing efforts where they can be most effective and enlisting the support of all who are involved in creating a better future for Glasgow.

This strategy has been developed by the multi-agency Physical Activity Forum of the Healthy Cities Partnership and will ensure Scottish Executive policy on physical activity is embedded within community planning in Glasgow.

1.2 VISION

For centuries people in Glasgow lived active lives – not any more. As a city, Glasgow is inactive, unfit and increasingly overweight (obese). The health of two-thirds of men and three-quarters of women in Glasgow is at risk due to physical inactivity, making it the most common risk factor for coronary heart disease in Glasgow today.



In addition physical inactivity is a major risk to the health of children, specifically in relation to increasing rates of childhood obesity.

Being active comprises a wide range of formal and informal activities. It includes taking part in sports and leisure activities – but everyday activity such as walking instead of taking the car or using the stairs instead of the lift is just as important.

Making the active choice the norm in Glasgow means changing people's attitudes and beliefs about physical activity and creating a culture, which is supportive of being physically active at all ages:

Our vision is "More Glaswegians, more active, more often".

Achieving this vision is an objective not only for the NHS or those traditionally associated with sports and leisure provision. It is integral to the broader strategic objectives of Glasgow Community Planning Partnership and all agencies, groups and individuals who are involved in shaping the city's future.

1.3 OUTCOMES

More Glaswegians, more active, more often will result in:

Improved Physical Health

- With reduced risk of acute and chronic illness including heart disease, cancer, obesity, diabetes, osteoporosis, high blood pressure, osteoarthritis and back problems
- With a longer life expectancy
- With lower rates of smoking and substance misuse
- With improved physical well-being, including basic movement patterns, co-ordination and motor skills
- With lower rates of absenteeism contributing to improved productivity

Improved Mental Well-being

- With increased feelings of greater well-being and fewer experiences or symptoms of depression
- With less experience of poor mental health arising from living with chronic illness

Improved Life Circumstances

- With less experience of social exclusion caused by mobility problems
- With more citizens being physically fit and 'able' for employment to assist economic development
- With more citizens being able to participate in community life - 'active citizenship'
- With opportunities for enhanced education and lifelong learning
- With new employment opportunities being created in sports and leisure fields

Improved Social Health

- With increased opportunities for social contact and support contributing to increased social inclusion.
- With more citizens being able to participate more fully at home and at work
- With increased opportunities to combat anti-social behaviour
- Creating environments conducive to physical activity will improve community safety and reduce fear of crime



Achieving greater levels of physical activity will therefore contribute to, and so must be included in, the core business of a wide range of partners (statutory, non- statutory agencies, voluntary groups and communities) and involves action in many different spheres (e.g. community development, education, health, crime reduction, community safety, regeneration and employment, and transport).

2 SETTING THE SCENE



2.1 NATIONAL POLICY

There are a number of key national policy documents contributing to increasing levels of physical activity for example in *Improving Health in Scotland – The Challenge*, the Scottish Executive has outlined the need to:

- “improve the health of all the people in Scotland and
- to narrow the opportunity gap and improve the health of our most disadvantaged communities at a faster rate, thereby narrowing the health gap”

The Challenge emphasises the need for partnership working and action across all fields that can influence health in Scotland. Within the document, increasing levels of physical activity is identified as a key health priority.

Similarly, the national strategy for sport, *Sport 21: 2003/2007* highlights the important role of sport and active recreation in improving health and well being. Targets are included for increasing levels of participation in sport and recreation by a range of specific groups. The strategy recognises the need to establish and maintain healthy, active lifestyles from early life, indicating that this will not only contribute to the health of young people, it will also shape their involvement in physical activity (including sport) in later life.

The White Paper *Travel Choices for Scotland* sets out the framework for change and emphasises a commitment to the development of more sustainable, integrated transport systems. It underlines that walking should be regarded as a normal means of transport and emphasises that walking must be considered at the earliest stages in transport and other developmental planning.

The Executive has endorsed *Let’s Make Scotland More Active* the National Physical Activity Strategy, which recommends the following levels of physical activity:

- Adults should accumulate (build up) at least 30 minutes of moderate activity on most days of the week
- Children and young people should accumulate (build up) one hour of moderate physical activity on most days of the week

and set the target that 50% of all adults and 80% of all children aged 16 years should meet these recommended levels of physical activity by 2022.

2.2 THE NEED IN GLASGOW

The trend in the West of Scotland is an overall decrease in levels of physical activity over time.

Glasgow is less active than the rest of Scotland

Proportion not meeting recommended levels	
Scotland	Greater Glasgow
40% of girls	44% girls
27% of boys	27% of boys
72% of women	76% of women
59% of men	67% of men

2.3 SETTING LOCAL TARGETS AND MEASURING PROGRESS

Recognising that Glasgow starts from a lower baseline than elsewhere in Scotland, this strategy sets the following **intermediate targets** (to be achieved by 2009) towards achieving the national targets for 2022 as set out in report of the National Physical Activity Strategy.

	Proportion meeting recommended activity levels					
	National target by 2020	Scottish baseline	Glasgow baseline	Overall gap	Glasgow target by 2009	Increase to meet intermediate target
Men	50	41	33	17	38	5%
Women	50	28	24	26	32	8%

Over the next 4 years we need to increase activity levels by 5% for males and 8% for females if we are to have any chance of attaining the national target for 2022.

2.4 ADDRESSING INEQUALITIES IN GLASGOW

Not only must this strategy address the gap in physical activity rates between Glasgow and the rest of Scotland – it must also address inequalities in activity levels amongst the Glasgow population.

Glasgow has the highest levels of poverty and deprivation and the worst health status of any city in the UK. The problems of social exclusion experienced by many Glaswegians (of whom 1 in 3 live in poverty) present major barriers to participation in physical activity.

While many people in lower socio-economic groups meet recommended physical activity levels (through manual work and low car ownership) – there are significant differences overall, with the proportion of sedentary adults being double that in more affluent groups.

A greater proportion of girls and women (than boys and men respectively) are not meeting the recommended activity levels. Local figures on activity levels and research from elsewhere suggest that Black and Minority Ethnic groups, disabled people, older people and those with specific health conditions are less likely to be meeting physical activity target levels.

Action must therefore be focused on:

- **maintaining existing levels of activity** (making sure we reverse the trend of reducing physical activity levels);
- **increasing activity levels across the entire population and**
- **taking specific action to reduce the inequality gap in activity levels in specific groups**

3 CURRENT ACTIVITY IN GLASGOW



3.1 EXISTING GOOD PRACTICE

This strategy is set in the context where substantial activity is already being undertaken by the statutory, voluntary and commercial sectors to promote physical activity and sport within Glasgow. Frequently this effort is not explicitly related to raising activity levels or health improvement but has the potential to positively impact on health.

An initial mapping exercise identified the existing building blocks that support current activity:

- Components of existing **policy frameworks** supportive of physical activity including: Glasgow Access & Walking Strategy; Community Safety Partnership plan; Keep Glasgow Moving transport strategy and GCC & NHS Green transport policies; Joint Health Improvement Plan, Agenda 21; Integrated Children's Services Plan; 2020 Vision
- Significant **service redesign** is already in hand such as Cultural and Leisure Services Best Value Review of Sport and Recreational Community Planning; Community Health Partnership development, Parks Best Value Review; Play Services Best Value Review; Community Learning and Development and New Community School programme; Glasgow Housing Association-Neighbourhood Renewal
- A significant **regeneration and development programme** which includes the Glasgow Housing Association Green space directives (City Plan Resolution 3); Urban planning-Home zone developments; Clydeside redevelopment; Maryhill Canal Basin redevelopment; Local Housing Associations Neighbourhood Renewal
- A climate of **increased partnership working**: Physical Activity Forum; Active School Programme; New Opportunities Fund programme; Community Action Teams; Social Inclusion Partnerships and Glasgow's Community Planning Partnership; Health Promoting Schools



- **Evidence based programmes** to support individuals to become more physically active: Live Active exercise referral scheme; Multi-faceted Active School Programmes to prevent obesity; Social support interventions for adults; Point of decision prompts e.g. Stair walking campaigns
- Extensive development of new **facilities**: New community schools; Healthy Living Centres; Cycle path network; Bus corridors; Family Learning Centres; Glasgow Housing Association Open spaces; Play area re-furbishment and improved signage
- Increased awareness of Physical Activity **opportunities**; High profile Sporting events e.g. Great Scottish Run; Local activity festivals; Cycle Fest; Kelvin Walkway promotion; Paths to Health; Walk into Workout, and Glasgow week of dance



EXAMPLES OF WHAT'S ALREADY HAPPENING...

GLASGOW'S PHYSICAL ACTIVITY FORUM



The Forum is a Healthy City Partnership working group, which was established in 1996 to encourage and promote physical activity in Glasgow. It has representatives from key agencies who are committed to working in partnership to develop a strategic approach to physical activity work. Its main aim is to develop a co-ordinated strategy to maximise opportunities to increase physical activity levels in Glasgow. Examples of work completed by the Forum include: "Walk into Workout" pack, Stair Climbing Campaign etc.

THE LIVE ACTIVE EXERCISE REFERRAL SCHEME



The scheme has had over 16,000 clients referred to the program since its launch in July 1997. It is the biggest GP-exercise referral scheme within Scotland with 16 full time exercise counsellors. Seventy six percent of Greater Glasgow NHS Board's 636 GPs have embraced the scheme by referring one or more of their patients. The scheme is open to anyone currently inactive and looking to make a positive change in health by increasing their physical activity levels. The programme caters for sedentary adults who have a variety of medical conditions such as coronary heart disease and high blood pressure. It operates in leisure centres throughout Glasgow. It provides individual and group support over a 12-month period for those referred and reduced price access to leisure facilities.

3.2 THE NEED FOR IMPROVEMENT

The mapping exercise however also highlighted areas where improvements in practice could significantly impact on increasing rates of physical activity.

- Recognition of the shared nature of the physical activity agenda and how increased levels of physical activity will support the wider strategic objectives of the Community Plan is required. If we are to achieve our targets then we need wider ownership and commitment with more focus on opportunistic activity to support active living in addition to traditional sport and leisure provision.
- Explicit recognition should be given to the positive impact that the activities of various agencies and groups can have on increasing opportunities for physical activity (or by default the potential negative impact particular decisions may have.) At present many opportunities result as a 'by-product' of initiatives. Action to address environmental, transport and regeneration issues should specifically include the goal of improving opportunities for physical activity as an explicit objective at the outset.

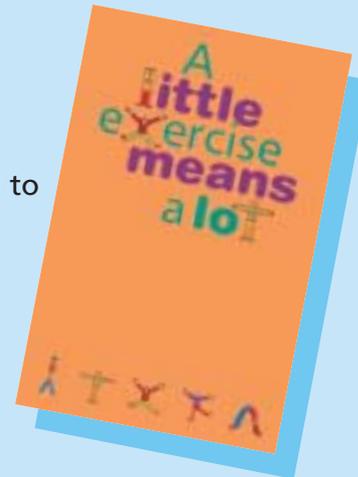


- The added value of a partnership approach should be capitalised on by individual agencies and there is a need for the co-ordination of information, effort and resources across partners. Joint working will ensure activity becomes more widely focused with increased chance of long-term sustainability.
- The involvement of the public, communities and the voluntary sector in the design and delivery of services is increasing – but would benefit from increased support and commitment from agencies.
- Evidences based action undertaken within the city is limited, although this is being increasingly recognised and addressed by individual agencies and a number of examples of good practice should be recognised. A partnership approach to evaluation would capitalise on both the academic and financial resource available for evaluation within the city.
- A significant number/range of opportunities available for physical activity are already available within the city. However fewer opportunities were identified for;
 - Older people
 - Frail elderly
 - Pre-five years
- Increasing rates of childhood obesity necessitate increased action to increase activity levels in children and young people.

The Physical Activity strategy undertakes to address these issues.

“A LITTLE PHYSICAL ACTIVITY MEANS A LOT” TRAINING PACK

Developed in partnership with Glasgow’s Physical Activity Forum, Greater Glasgow NHS and Argyle & Clyde NHS, the training pack provides the essential theoretical and practical knowledge required to encourage physical activity and to develop successful interventions. The pack is targeted at professionals from a variety of sectors (local authorities, health services, the voluntary sector, education and occupational health) who are currently involved in or would like to become involved in promoting physical activity to the public. The training pack has received national recognition in Scotland and has been adopted as a national training resource by Health Scotland.



PEDAL IN THE PARKS

People with disabilities are often excluded from physical activity and have increased risk of illnesses related to sedentary lifestyles. There is increasing evidence that physical exercise improves both physical and mental health and Pedal in the Parks hopes to offer this to people with a disability in Glasgow. This initiative is part of a major research study, taking place at the Queen Elizabeth National Spinal Injuries Unit at the Southern General Hospital, The programme supports people with a range of disabilities to cycle adapted bikes, tricycles and tandems in Belahouston Park.



COMMUNITY ACTION TEAMS



Cultural and Leisure Services introduced 8 area based Community Action Teams in April 2001 to work across the city. The aim of the teams is to use sports, health, arts, play and education to empower communities, increase participation, improve health and community safety and expand opportunities for learning and employment. The teams work directly with local communities, community groups and other key partners and are involved in a diverse and pro-active programme of work.

4 STRATEGIC OBJECTIVES



4.1 STRATEGIC OBJECTIVES

The strategic objectives seek to direct action across all spheres that influence a person's ability to enjoy the benefits of physical activity.

Develop healthy policy

Ensure **policy** decisions promote opportunities for physical activity especially in supporting those who are least active and most disadvantaged

Create a healthy environment

Develop safe and healthy **environments** which support physical activity and active living

Increase the level of people's skills

Increase opportunities to access information, learning, social support as well as gain the **skills and ability** to become physically active

Redesign services

Provide accessible, affordable, acceptable and accountable **services** (with particular focus on those least active and most disadvantaged)

Work in partnership with communities

Work in partnership with local residents and communities to influence planning and increase local opportunities for physical activity and active living through **community action**

Regeneration and social inclusion

Endeavour to ensure that an active population contributes to and benefits from the **regeneration** of an economic and vibrant city

An overriding objective will be to promote social inclusion through the strategy and to tackle barriers that prevent equitable opportunities for physical activity.

4.2 LIFE STAGES

Research indicates that the factors that motivate us, and the barriers that prevent us, undertaking physical activity are different at different times in our lives. For example:

- For people in later life, poor health and bad weather are greater barriers than lack of time or money.
- For adults, lack of time due to other commitments is the most common barrier; and
- For young people, the attraction of other activities and other time commitments are barriers to being more physically active.

Figure 1: Barriers to being more physically active

Individual factors	Family/social factors	Community and cultural factors	Life Circumstances	Environmental factors
<ul style="list-style-type: none"> • poor physical well-being • lack of ability • lack of skills to participate • out of shape • perceived barriers such as too old, too fat • negative beliefs/attitudes • lack of self efficacy & low self esteem • poor body image • lack of knowledge • lack of time/ other pressures • lack of confidence • fear of unknown • lack of motivation • not enjoying exercise 	<ul style="list-style-type: none"> • lack of peer support • lack of group activities • lack of confidence in using leisure centres particularly for first time users 	<ul style="list-style-type: none"> • negative images from media • lack of information about services • mixed gender changing/ facilities • lack of community based activities • convenience of facilities • lack of influence on services • sport culture 	<ul style="list-style-type: none"> • cost of activity • lack / cost of childcare • living in residential accommodation 	<ul style="list-style-type: none"> • weather • poor transport links • access difficulties to facilities • fear for safety • lack of suitable local facilities

Adapted from Health Education Population Survey 1997 and research undertaken by Glasgow's Community Action Teams.

The strategy sets out action to address the different needs of the population at different life stages and as they progress between these life stages as follows:

- **All Ages:** Supporting activity within all groups
- **Early years:** Establishing activity as part of daily life
- **Children & Young People:** Establishing and promoting physical activity as part of daily life
- **Adults of Working Age:** Maintaining, re-introducing and promoting physical activity
- **Older Adults:** Maximising physical activity
- **With specific emphasis on addressing barriers to physical activity experienced by specific/disadvantaged groups:** including Black and Minority Ethnic groups, Women, People with disabilities and low socio-economic groups.

The relationship between the strategic objectives and proposed interventions is demonstrated in the final table at the back of the document.

4.3 KEY PRINCIPLES

This strategy is committed to developing a partnership culture to support evidence-based practice to promote physical activity levels within Glasgow. This recognises both the need to tailor action to meet the diverse needs of Glasgow's communities and the need to create innovative solutions to meet the extensive physical activity challenge in and around the city. Whilst recognising the needs of the population at large the strategy will prioritise communities who are least active.



All action proposed in the strategy

- has a clear rationale
- is relevant to the circumstances in Glasgow
- is considered achievable in practice and operationally deliverable
- can be undertaken within existing resources (or has the potential for partners to allocate new funding)
- contributes to the strategic outcomes of this strategy
- and is evidence-based

A detailed analysis of evidence and local circumstances are presented in the evidence tables for each lifestage. These are available as Appendix 1.

NEW OPPORTUNITIES PE AND SPORT PROGRAMME (NOPES)



The NOPES programme is investing £6.5 million of funding in Glasgow over a 3-year period. The programme started in June 2003 and will run until July 2006. The programme is jointly run by Glasgow City Council, Education Cultural and Leisure Services and involves many partner agencies. The main aim of the programme is to increase opportunities for children and young people to participate in structured & unstructured sport, play, dance, outdoor activities and physical recreation.

NOPES has two strands. The first is called the "out of school hours programme" and the second is called "active steps". The out of school hours programme incorporates breakfast, after school and evening activity clubs and runs 6 days a week. The "active steps" programme is targeted at young people who are at risk of offending and offers a great variety of diversionary activities including opportunities to skateboard, climb, sail and participate in a wide variety of sport. Both programmes offer young people the chance to gain certificated qualifications and enhance their life skills.



5 KEY RECOMMENDATIONS FOR CONSIDERATION



This section outlines the high-level recommendations that have been prioritised for action requiring support from community planning partners.

The recommendations have been prioritised on the basis of:

- the potential to impact across the population and
- the added value to be gained from partnership working

The recommendations relate to a number of key programmes through which collective effort and resources should be channelled.

Community Planning Partners are asked to consider:

1. High-level recommendations that support **all ages** to be more active and require to be collectively undertaken by Community Planning Partners
2. Recommendations that are focused to **specific life stage** groups and will require leadership from key Community Planning Partners. These are detailed in Appendix 1.

Life stage	Programmes
All ages	Active communities, active promotion, active families, active travelling, active environments and regeneration, active employers, active research, evaluation and monitoring
Early years	Active nurseries, active play, active families
Children & young people	Active schools, active fun & social opportunities, active referral
Adults of working age	Active lives, active rehabilitation, active workplaces
Adults in later life	Active programmes, active homes

5.1 To undertake the role of **active employers** by supporting staff to increase physical activity levels within the working environment, through active travel policies, tailored interventions and establishing physical activity networks.

Key Drivers	Examples of Action
Community planning partners' 'own' role as employers Scotland's Health At Work Healthy Working Lives Workforce Development	<ul style="list-style-type: none"> • Physical activity policies • Social support networks and Group activities • Corporate gym memberships / discounts • Walk into Workout • Staff training • Cycle mileage and Car sharing • Shower / changing facilities

Key delivery partners include: public and private sector employers including G.C.C. and Greater Glasgow NHS Board.

5.2 To create **active communities** across Glasgow, where all citizens can participate in physical activity within their local community.

Key Drivers	Examples of Action
Local community planning / Social Inclusion Partnerships Community Action Teams Community Health Partnerships Community Safety Forums Glasgow Council for Voluntary Services Park Development Programme Community Health Projects Area Service Teams National Walking Strategy The City plan The Glasgow Cycle network	<ul style="list-style-type: none"> • Well-lit, attractive & safe walkways • Safe & stimulating play facilities • Safe pedestrian road crossings and traffic management devices • Walking & cycling pathways • Safe, quality indoor & outdoor facilities • Healthy Living Centres • Improved access for vulnerable groups through target group and outreach programmes • Community facilities and groups • Community forums, citizen panels etc • Community funding sources

Key delivery partners include: Local Housing Associations, community councils, Cultural and Leisure Services, Community Health Projects, Glasgow Council for the Voluntary Sector and Healthy Living Centres.

5.3 To undertake the promotion of **active travelling** through the development of integrated green transport plans, investment in infrastructure and environments and healthy transport information.

Key Drivers	Examples of Action
Integrated transport policy Access & walking strategy Public transport infrastructure Green travel plans Glasgow cycling network	<ul style="list-style-type: none"> • Local transport plans • Community transport initiatives • Integrated transport information • Safer and active routes to schools, workplaces & community facilities • Safer walking and cycling paths • Bus corridors • Park & ride facilities • Cycle storage • Twenty's Plenty zones

Key delivery partners include: Scottish Passenger Transport, G.C.C Development and Regeneration Services, Land Services, Sustrans, Paths to Health and public and private sector employers.

5.4 To undertake the development of **active environments** through prioritising physical activity in our urban planning, continuing our preservation of green spaces, and delivering the **active regeneration** of our city.

Key Drivers	Examples of Action
Community Planning Partnership Local Agenda 21 The City Plan Open Space Strategy Community Safety Partnership Neighbourhood Renewal programme Local Housing Association strategies Strategic land release Greening programmes	<ul style="list-style-type: none"> • Application of Residential Green Space Standards • Quality play spaces, open spaces, green spaces • Home Zones and Twenty's plenty • Park development projects • Canal / Clydeside redevelopment • Community gardens maintenance • Improved recreational amenities • Street lighting, signage and street furniture • Community allotments

Key delivery partners include: G.C.C's Development and Regeneration Services, Land Services and environmental health services, Glasgow Housing Association, Local Housing Associations, development agencies and the private sector.

5.5 To undertake the development of **active schools** within the context of integrated community schools, learning clusters, community clubs and education policy.

Key Drivers	Examples of Action
<ul style="list-style-type: none"> • Community and school links • Youth diversionary programmes • NOF PE and Sport programme • Active Schools co-ordinator programme • Learning communities • Green travel planning • Pre-12 Strategy-stage 1 (Primary Pilot Action plan) 	<ul style="list-style-type: none"> • Safe & Active Routes to School • Community use of school sport facilities • PE curriculum • Class Moves • Obesity prevention initiatives • Out of school clubs • Playground games & markings • Community Clubs

Key delivery partners include: G.C.C's Education Services, Cultural and Leisure Services and Land Services, Greater Glasgow NHS Board, private and voluntary sectors organisations and Public Private Investment (PPI).

5.6 To undertake **active research, evaluation and monitoring** of practice and services within Glasgow to ensure effective evidence based practice is delivered.

Key Drivers	Examples of Action
Community Planning Partnership Flagship projects Establish a Physical activity research forum University post / undergraduate research programmes Centre for Population Health	<ul style="list-style-type: none"> • In-depth evaluation of projects from strategy • Student projects • Evaluation funding in service developments and good practice monitoring • Population monitoring • Service reviews • Community consultations • Baseline data collection & follow-up analysis • Disseminating and publishing good practice

Key delivery partners include: Scottish Physical Activity Research Collaborative Centre, Universities, Glasgow's Centre for Population Health, G.C.C and Greater Glasgow NHS Board.

6 IMPLEMENTATION



A number of key steps are required to implement the recommendations and actions proposed within the strategy.

6.1 IMPLEMENTATION PLANS

Following the consultation period the strategy document will be finalised. Detailed implementation plans will then be developed identifying delivery frameworks, lead responsibilities, timescales and key success measures. It is essential that these implementation plans are fully incorporated into the strategic planning of lead agencies and monitored accordingly.

6.2 PHYSICAL ACTIVITY FORUM ROLE

The Physical Activity Forum has been instrumental in developing this strategy and leading the way for partnership working on physical activity in Glasgow. A review process, instigated by the Physical Activity Forum in 2002 highlighted the need for an increasingly strategic focus to further physical activity within the city. The review proposed that a change of emphasis and working was required within the Forum if Glasgow is to deliver on the national physical activity strategy.

The Forum will be required to oversee the implementation of the strategy. This will involve coordinating resources and monitoring progress annually on the implementation of the strategy on an inter agency basis. This will require increased commitment and support from key partner agencies and wider representation from local communities and the voluntary sector.

6.3 ACCOUNTABILITY AND DRIVE TO DELIVER

The strategy is proposed as a Community Planning Partnership strategy. On formal adoption the Healthy City Partnership will champion the strategy through a refocused and *fit for purpose* Physical Activity Forum with responsibility to co-ordinate and monitor the implementation of the strategy.

Partner agencies are therefore asked to consider their membership and representation on the Physical Activity Forum.

JOGGING NETWORK

Over 1400 women per week pound the streets as part of the Jogging Network and twice-yearly new beginners Jogging Courses operate from 12 of Glasgow's sports centres. Encouraged and motivated by trained Jogging Leaders, this programme caters for those who have never jogged in their life before, right through to committed individuals who want to train for the 10K and Half Marathon. A new initiative is being developed to offer a similar Jogging Programme for men.



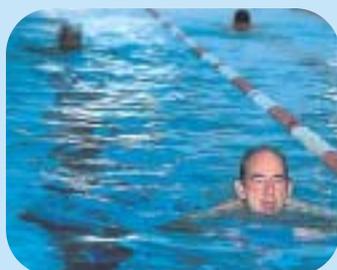
COMMON WHEEL PROJECT



Common Wheel is a charity tackling the problems of mental health through therapeutic activity such as bicycle maintenance, recycling, cycling and creative woodworking. Common Wheel helps people damaged by isolation and exclusion to recover confidence by engaging in meaningful work. This award winning project involves mental health service users who repair and adapt old bikes for low cost re-sale in the community. The project also helps disabled individuals to experience cycling in a safe environment with a range of tricycles and tandems especially designed for use with disabilities. The project has a workshop in Maryhill and Drumchapel and have plans for other locations in Glasgow.

KOOL KIDS PROJECT

The Project in Greater Pollok aims to increase access to physical activity and healthy choices amongst primary children through curriculum-based health activities focusing on hygiene, smoking, nutrition and self-esteem. The partnership project involving Cultural and Leisure Services, Education Services, Greater Glasgow NHS Board's Health Promotion department and the Social Inclusion Partnership Board has been extended to all 18 primary schools in the Greater Pollok area with plans to expand it further across the City.



FREE SWIM INITIATIVE

In promoting health, social inclusion and community safety, Glasgow's free swimming initiative for children and young people aged 5–18 years and all Glasgow's residents aged 60 years+ offers these groups unlimited free access in all Glasgow City Council's swimming pools facilities.

7 MEASURING PROGRESS



A framework for measuring the impact of this strategy is proposed that assesses outcomes on three levels:

7.1 POPULATION IMPACT

Progress in increasing activity levels at a population level will be measured primarily through the results of the national Scottish Health Survey supplemented by the Greater Glasgow Health and Well-being survey and other relevant information. This information will be used to assess whether we are achieving our intermediate targets of 5% and 8% (male & female) increase in physical activity by 2009. In addition local data will enrich our understanding of the physical activity levels of specific groups within the Glasgow population (e.g. Sports and Recreation's management information system, Twenty- 07 study*, School health surveys etc). The evidence relating physical activity levels with specific health and social outcomes outlined previously is widely accepted and will not be monitored within this strategy.

7.2 MONITORING, IMPLEMENTATION AND DELIVERY

The implementation of the strategy and the 'success factors' required to deliver increased physical activity levels require to be identified to ensure the strategy is being successfully implemented on an inter-agency basis. The impact of the strategy will be considered in relation to indicators for quality partnership working, strategic involvement, policy commitment, funding allocation and the delivery of action.



*West of Scotland Twenty-07 Study - a longitudinal study on the social patterning of health in three cohorts aged 15, 35, and 55 conducted by the MRC Social and Public Health Sciences Unit at Glasgow University.

7.3 FLAGSHIP PROJECT EVALUATION

It is recognised that substantial activity to promote physical activity is already happening within the city, much of which is innovative and exciting practice. The strategy aims to ensure this practice is supported through research and evaluation in order that effective interventions secure appropriate funding and Glasgow contributes to the evidence base for physical activity. Key projects will be identified on an annual basis for in depth evaluation and analysis.

7.4 PHYSICAL ACTIVITY RESEARCH FORUM

It is proposed that a Physical Activity Research Forum be established within the city with strong links being made with the newly established Centre for Population Health and the National Physical Activity Advisory Group. The Forum will effectively bring together research advisors, university departments and other key stakeholders many of whom already undertake research and monitoring in this field. It is envisaged the research forum will be a formalised structure within the Physical Activity Forum.

The initial remit of the Physical Activity Research Forum will include:

- identifying and accessing funding for research
- monitoring and interpreting data on physical activity levels within the population
- evaluating the activities and practice within the strategy
- evaluating the impact of the strategy in supporting effective practice and promoting partnership working

WALKING AND CYCLING

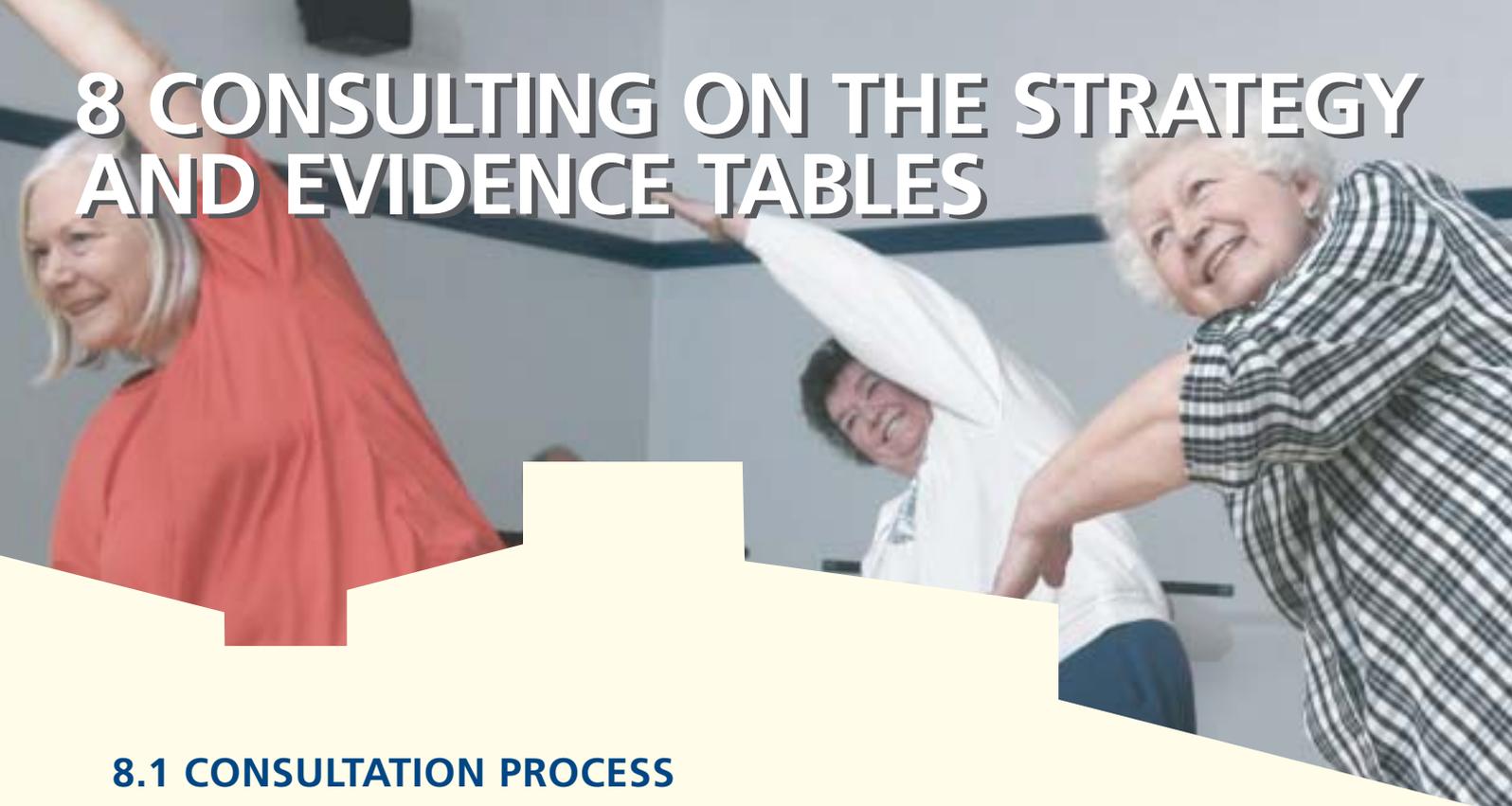
A key policy of the City's Local Transport Strategy is to increase the proportion of trips made by cycling and walking. The implementation of a citywide cycle network is progressing and when completed the network will provide routes to places of work, education and other facilities throughout Glasgow.

The Kelvin Cycleway is one of the latest additions to the network. Constructed as an alternative to the more congested adjacent roads, it provides a convenient off-road route into Glasgow City Centre. The route runs from the north west of the City into the Charing Cross business district of the City Centre. The Kelvin Cycleway links to the rest of the City Centre via the National Cycle route 7 adjacent to the River Clyde.

The former un-surfaced path has been extensively upgraded to accommodate walkers and cyclists. Utilising the River Kelvin Walkway and Kelvingrove Park pathway networks, the cycleway provides city dwellers with access to an urban greenbelt environment. The route also incorporates Scotland's first Velo-bridge, the Ha'penny Bridge that spans the River Kelvin at Kirklee.



8 CONSULTING ON THE STRATEGY AND EVIDENCE TABLES



8.1 CONSULTATION PROCESS

This strategy document is now being made available for consultation in 2 parallel stages. Initially with community planning partners to determine individual agency and inter-agency support and commitment for the strategy. The process will utilise the community planning structures already in place, specifically the Policy and Resources- Community Safety and Health Committee and the Health Forum. Partners are asked to outline further work being undertaken that will contribute to the Physical Activity effort and in particular they are asked to detail how their agency will rise to the challenge outlined in the strategy and identify necessary actions.

The second stage will be to gain wider community, voluntary sector and specific target group support. Specific events and presentations will be organised to support this stage of the consultation.

8.2 EVIDENCE TABLES

Preparatory work for the strategy has included mapping existing activity, reviewing the evidence base for each life stage and drawing conclusions on best practice in Glasgow. The life stage evidence tables in Appendix 1 seek to place evidence-based action within the context of current activity in Glasgow.

From this basis and reflecting on the strategic objectives, a series of 'key programmes of activity' have been identified as high-level recommendations for action to community planning partners.

The consultation process seeks to support key stakeholders in utilising this information and to consider their response within the context of the available evidence.

8.3 TIMESCALE FOR CONSULTATION

The consultation process will be concluded by Friday 29th April 2005 with a consultation response report being prepared for consideration by the Health and Community Safety Committee / Health Improvement Forum in February. Details on how to respond are printed on the reverse of this document.

All references and source material are detailed in Appendix 3.



HOMEZONES

Reclaiming residential streets for people.

A home zone is a street or a set of streets designed primarily to meet the interests of pedestrians and cyclists rather than motorists, opening up the streets for social use. It's a street where children can play safely out of doors; where cars travel at 10 miles an hour or less; where people can cycle, chat, walk- or just sit and watch the world go by. There might be trees and bushes, seats, benches play equipment, and the residents of the street really feel the street belongs to them and not speeding cars, which pass through.

The Glasgow Housing Association (GHA) has plans to create more attractive new neighborhoods and Homezones.

Homezones principles may play a part in GHA's meeting obligations as a housing developer, under RES 3 of the City Plan to provide space for play within those developments.

Summary of Life-stage programmes by strategic objective

Life-stage and key programmes for action	Develop healthy policy	Create a healthy environment	Increase level of people's skills	Redesign services	Work in partnership with communities	Regeneration and social inclusion
All Ages						
ACTIVE PROMOTION						
<ul style="list-style-type: none"> Promote physical activity opportunities (local information, signage, accessibility in buildings, family activity, community-wide campaigns) 	✓	✓		✓	✓	✓
ACTIVE ENVIRONMENTS AND REGENERATION						
<ul style="list-style-type: none"> Urban planning to support physical activity (Home zones, cycling routes in developments & regeneration, green space planning, Twenty's Plenty) 	✓	✓		✓	✓	✓
ACTIVE COMMUNITIES						
<ul style="list-style-type: none"> Community planning for Local PA strategies (consultation in service design, local management schemes, campaigns to support sedentary and socially excluded groups) Enhanced access to places for physical activity (Community based services in schools & Healthy Living Centres, events in parks, Equalities & outreach programmes) 		✓	✓		✓	
ACTIVE FAMILIES						
<ul style="list-style-type: none"> Maximise opportunities for safe and active living (allotment facilities, walking and cycling pathways, open spaces & play facilities) 	✓	✓		✓	✓	✓
ACTIVE TRAVELLING						
<ul style="list-style-type: none"> Transportation policy to support physical activity (Glasgow Access and Walking strategy actions, active commuting, community transport initiatives, localised and integrated transport information) 	✓	✓		✓		✓
Early Years						
ACTIVE NURSERIES						
<ul style="list-style-type: none"> Development of Nursery based Physical Education policy (Dedicated PE time) 	✓	✓	✓	✓		
ACTIVE FAMILIES						
<ul style="list-style-type: none"> Family based interventions to support physical activity ('play@home') 		✓			✓	✓
ACTIVE PLAY						
<ul style="list-style-type: none"> Delivery of a quality children's play service with a focus on socially excluded pre-five children Provision of safe, attractive and challenging network of outdoor play facilities for pre-fives (community play facilities) Provision of safe, attractive and challenging services & programmes for pre-fives (Cheeky Chimps, Jumping Jacks, Pre-five holiday programme) 		✓	✓	✓		
School aged children and young people (including 'teenage' transitions)						
ACTIVE SCHOOLS						
<ul style="list-style-type: none"> Increase PA in curriculum School based 'active school' interventions, (Safe and active routes, Out of school clubs, Playground games, Class moves) 	✓	✓	✓	✓		

<p>ACTIVE FUN & SOCIAL OPPORTUNITIES</p> <ul style="list-style-type: none"> • School and community linked interventions (Free swimming and swimming lessons, Sports clubs, holiday programme, play service, outdoor play) • Community based interventions increase the range of physical activity opportunities (Holiday programme, open access to school facilities, Young Scot/Kids card programmes, play programme) • Co-ordinate activity through local facility teams and Healthy Living Centres (Sports clubs & voluntary sector) • Planning for important play space (Home zones, multi games areas, Safe play areas, Glasgow Housing Association development of neighbourhoods) 	✓	✓	✓	✓	✓
<p>ACTIVE REFERRAL</p> <ul style="list-style-type: none"> • Primary care based interventions with School Health Service (e.g. Exercise referral for YP, obesity prevention programmes) 		✓		✓	
<p>Adults</p>					
<p>ACTIVE LIVING</p> <ul style="list-style-type: none"> • Health behaviour change programmes (Exercise Referral Scheme, consultations in gyms, Health at Work-health checks) • Social support interventions in the community (Healthy Walks, Local Exercise Referral networks, active workplace groups) • Establish “point of decision prompts” in all public buildings (stairwalking campaigns) • Promotion of active travel (Transportation policy, Glasgow Access and Walking strategy, bus use, walking and cycling interventions) 	✓	✓	✓	✓	✓
<p>ACTIVE REHABILITATION</p> <ul style="list-style-type: none"> • Therapeutic Exercise services (Cardiac rehab, Ozone, Slimming it up, Falls prevention) • Live Active: exercise referral 		✓	✓	✓	
<p>ACTIVE WORKPLACES AND ACTIVE EMPLOYERS</p> <ul style="list-style-type: none"> • Continue to develop Scotland’s Health At Work programme (“Walk into Workout”, health behaviour change programmes, social support networks) 	✓	✓	✓	✓	✓
<p>Older People</p>					
<p>ACTIVE PROGRAMMES</p> <ul style="list-style-type: none"> • Provide Community programmes with interventions that are designed with and are for adults aged 50+ (Exercise Referral Scheme, Active Living, Health walks) • Combine physical activity with broader lifestyle & community issues. (Healthy Living Centres, Silver Deal, community learning) • Social support programmes to support physical activity levels. (buddy schemes, ‘Ageing Well’, tea dances) 	✓	✓	✓	✓	✓
<p>ACTIVE HOMES</p> <ul style="list-style-type: none"> • Ensure home-visiting programmes promote active living in own homes (‘Taking positive steps to avoid slips trips and falls’, home based exercise programmes Health visiting support, home safety assessments) • Provide physical activity and active living opportunities in residential care homes in line with the Care Home Standards 2002 (active daily routines, staff training, chair aerobic, Tai-Chi programmes) 	✓	✓	✓	✓	✓

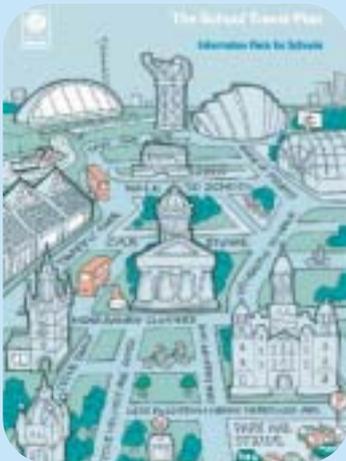
GLASGOW'S WEEK OF DANCE

Kick started in September 2002 the week of dance is now an established annual event. The aim of the week is to raise people's awareness about dance and to highlight that dance is fun and an enjoyable way to keep fit and active. The week helps local people across Glasgow to access dance and movement activities and introduces new people of all ages and abilities to a wide variety of dance taster sessions including Scottish dancing, hip hop, street dance, Indian dance, funk, salsa, flamenco, Chinese dance, creative movement and many others.

The week is sponsored by Greater Glasgow NHS Board's Health Promotion department and is supported by Glasgow's community health projects and the Dance House.



SCHOOL TRAVEL PLANS & SUSTAINABLE TRAVEL



Glasgow City Council is committed to increasing the use of sustainable travel for school journeys in order to reduce unnecessary car use and improve levels of physical activity and have appointed a team of School Travel Plan Co-ordinators to support this work.

The team who are based in Glasgow City Council, Land Services liaise between local authority departments and actively support and advise school communities as they develop simple and practical ideas that will help reduce congestion around their own schools and also encourage pupils, parents and staff alike to opt for more active forms of travel.

SKATEBOARD PARKS

Out-with the provision of formal traditional play areas, there is a need to provide suitable youth facilities in parks. The provision of facilities for skateboarding, BMX bikes and in-line skating have been provided by Glasgow City Council Land Services in response to local demand. There are facilities at Queens Park Recreation Ground, Barrachnie Park, Orchard Park, Darnley, Nethercraigs and the latest skateboard park in the City at Kelvingrove Park.



GLASGOW MOUNTAIN BIKE CIRCUIT, POLLOK COUNTRY PARK

The new Glasgow Mountain Bike Circuit in Pollok Country Park gives a real mountain biking experience within Glasgow. Opened in September 2004, it offers 3 joined circuits for riders of different skill levels. The circuits range from a gentle ride in the woods to a taste of the terrain that could be met in the mountains.

RESPOND ONLINE

A consultation response form has been designed to help you feed back your views on The Physical Activity Strategy and its future implementation. You can respond electronically by using an online response form available at:

www.glasgow.gov.uk/healthycities

or send a written response to the address below.

For further information, please contact:

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Dalian House
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GLASGOW
G3 8YY

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The consultation period will close on Friday 29th April 2005

All the comments and reviews received by 29th April will be considered and used to develop the final strategy document to be published in Summer 2005.

All Appendices are available in PDF format from:

www.glasgow.gov.uk/healthycities

