

ACTIVE SHETLAND STRATEGY



2018 - 2023

FOREWORD

'If a medication existed which had a similar effect to physical activity, it would be regarded as a 'wonder drug' or a 'miracle cure'.

Chief Medical Officer, England 2010

Our quality of life in Shetland is regarded as among the best in the United Kingdom. Lots of things add together to make for a good quality of life, and for us, our wonderful outdoor environment is certainly a major factor.

Physical activity, whatever form it takes – from light leisure activity, to active travel, to community sport, to representative sport at Shetland level and beyond - is massively important for a great number of reasons.

The evidence

Physical activity is an important tool for improving mental health and wellbeing, developing strong communities, increasing participation amongst disadvantaged and hard to reach groups, increasing attainment in schools, providing diversionary activities for people with chaotic lifestyles, promoting sustainable forms of transport, increasing volunteering and stimulating the local economy and tourist industry.

To make the most of these potential benefits it is important to have a strategy to help Shetland to be more active, and to give those involved in physical activity and sport the opportunity to meet their potential, excel and be involved to whatever level they can.

The biggest gain we can make is to help the least active to get more active, to give the couch potatoes amongst us a helping hand to start moving, to get us all on the path to health, wellbeing and productivity. That way we will see benefits at a personal level, and for the whole community of Shetland.

Being active is everyone's business – me, you, our families, neighbours and friends. The challenge is how we can help ourselves and other people we care about to get active – whether that's through our jobs, volunteering with a formal sports club for football or netball, or an informal group for walking or jogging, taking up golf or swimming, dancing or 'keep fit', or taking a few more steps ourselves with the dog, the neighbour, the kids.

Shetland's Partnership Plan 2018 – 2028

Vision: ***“Shetland is a place where everyone is able to thrive; living well in strong, resilient communities; and where people and communities are able to help plan and deliver solutions to future challenges”***

The Community Empowerment Act 2015 Act requires each Community Planning Partnership to produce and publish a Local Outcomes Improvement Plan (LOIP). The LOIP is a high level action plan agreed between agencies and their communities and provides a unifying document based on agreed local priorities. The LOIP seeks to ensure community planning partners are delivering impact for communities, developing new and improved methods of delivering services and making sure the right people are working together under strong governance and accountability.

The key focus of the plan is to reduce inequality of outcome in Shetland, and moderate demand for future crisis services. Physical activity and sport can play a vital role in this: see page 5 for more detail.

The Active Shetland Strategy 2018-2023 contributes to the following Shetland Partnership Plan priorities:

People

Individuals and families can thrive and reach their full potential

Participation

People can participate and influence decisions on services and use of resources

Place

Shetland is an attractive place to live, work, study and invest

Money

All households can afford to have a good standard of living



Participation



People



Place



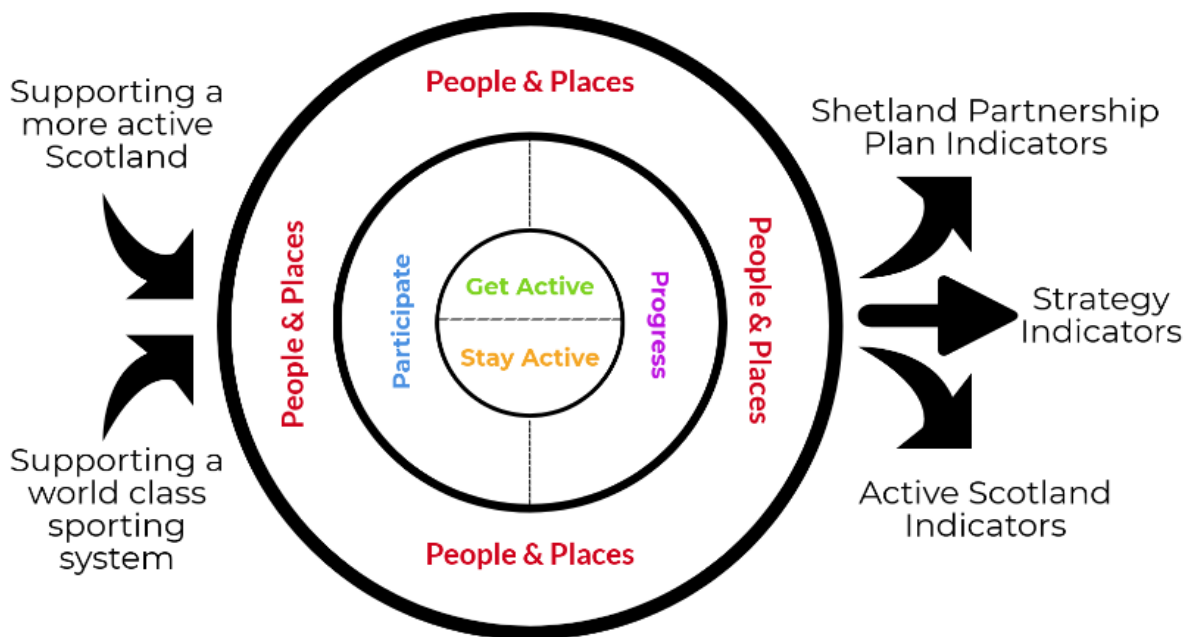
Money

Vision:
We aim to make Shetland the most Active Community in Scotland

We want people to be active from an early age and remain active throughout their lifetime. People will be active in a number of different ways and we recognise the power of community and culture in shaping people’s lifestyles – seeing others be active, hearing about sporting success, and seeing activity and sporting events happening locally all have an influence on people’s behaviour.

To achieve such wide reaching benefit and change requires more than a single approach, we must work effectively together as professionals and as communities to meet these challenging targets. Working to help people be more active, providing leisure, activity and sporting facilities and opportunities is not new, but we must be rigorous in monitoring our work to ensure our strategic approach is working, and that we are making progress in the right areas.

With this in mind, the strategy incorporates Active Scotland Indicators, Shetland Partnership Plan Indicators and Shetland physical activity and sport indicators as determined by the Active Shetland Strategic Group.



To make long-lasting changes that work for Shetland we must be aware of the wider needs of our communities, tackle inequalities and build community capacity. We must not lose sight of the bigger picture, recognising the massive impact physical activity and sport can have on raising attainment and improving wider academic achievement, population productivity, employability and the attractiveness of Shetland as a place to live, work and visit.

Our “People & Places” are integral to this strategy. In a time of limited resources we must work ever more closely together to maximise resources and efficiencies AND capitalise on the existing built and natural physical activity and sport environments.

Foundations of the Strategy

Tackling Inequalities

We must increase people's understanding of the inequality challenge in Shetland and work together to target resources. We will use good quality data to identify those most in need, and work to address their needs first. This will shift resources towards prevention of poorer outcomes.

Community wellbeing and resilience

Physical activity and sport can be a means to develop wider social outcomes in communities. We will harness the power of physical activity and sport to enhance education, develop employability skills, improve resilience in communities and offer alternatives to crime and anti-social behaviour.

Early intervention and Prevention

We will identify negative trends and problems before they become deep rooted. We will achieve this by working collaboratively with communities to help them find solutions to their own challenges, investing in community leaders and delivering bespoke services based on community needs.

Attainment and Achievement

We will demonstrate the role physical activity and sport can play in raising attainment and wider academic achievement. We will work to ensure that everyone can fulfil their potential and achieve their aspirations in being physically active.

Priorities for Action

Get Active

Increase physical activity levels in Shetland, particularly supporting the least active to get active.

Stay Active

Make physical activity and sport part of the daily lives of everyone who lives in Shetland.

Participate

Support children and young people to develop physical competence and confidence from the earliest age and encourage lifelong involvement. Support people who find it difficult to be physically active or access sport to overcome these challenges.

Progress

Improve opportunities for anyone to progress and achieve in physical activity and sport, meeting their potential and overcoming any barriers to progress.

Places

Provide the people of Shetland with the best facilities and infrastructure possible to let them lead active lives.

People

Develop the volunteer and professional education pathway that is essential to continue to develop and enhance quality physical activity and sporting opportunities in Shetland.

Keys to Success

Collaboration and Partnership

We will need to work together ever more closely and share expertise, information and resources to deliver the best services to Shetland's communities. The partners are committed to these principles and hold them as essential cornerstones of how we will deliver the strategy.

Building Collaboration

We will build strong partnerships by linking physical activity and sport outcomes to organisational goals. We will achieve this by developing clear roles and remits, a shared understanding of organisational needs and demonstrating passion and commitment to the strategy and each other.

Organising Resources

We will do this by bringing the right people together to share knowledge and expertise and deliver shared outcomes. We will streamline digital and physical communication and make sure we reach those who need it most.

Understanding, Using and Sharing Data

We will put data at the centre of everything we do. This will enable us to identify needs and gaps, recognise trends and produce robust and reliable data which tells the story of people's engagement with physical activity and sport in Shetland. We will use this information to ensure decision makers can see the benefits of being active and engaged in sport.

Get Active

To increase physical activity levels in Shetland, particularly supporting the least active to get active.

We know that many people in Shetland are active but we also know that we have high levels of inactivity. This inactivity contributes to adult and childhood obesity and other preventable diseases such as Type II Diabetes. The risk of being inactive is not evenly spread across all groups in the population. The groups who are more at risk of being physically inactive are those with a disability and/or long-standing poor health; older age groups; women and teenagers.

Evidence around why people are inactive points to a range of factors at individual, social and environmental levels. Some reasons are common across different inactive groups: lack of confidence, time or interest; transport; cost of some leisure activities; lack of suitable activities.

Active Scotland Outcome	We encourage and enable the inactive to be more active
World Class Sporting System	We want to increase participation through improving physical activity and sport to ensure that we are providing equal opportunities and an inclusive programme in the aim of building a world class sporting system in Scotland
Shetland's Partnership Plan	People Individuals and families can thrive and reach their full potential Place Shetland is an attractive place to live, work, study and invest

Commitments:

We Will:

- Make physical activity interventions and conversations throughout health and social care the norm, in order to increase the number of people being supported to become active
- Ensure that increasing physical activity is a priority in partner strategies and development plans, reflecting the great benefits to be gained
- Utilise data and research across services, to ensure that there is a consistent and coordinated approach to tackling inactivity
- Develop targeted programmes of support and engagement for recognised inactive groups and people who are socially or economically isolated
- Co-ordinate and deliver public education, including media campaigns that raise awareness of the benefits of increased physical activity and living a healthy, active lifestyle

Stay Active

Make physical activity and sport part of the daily lives of everyone who lives in Shetland.

We know that the amount of physical activity we do varies greatly across our life course. This outcome is about sustaining physical activity habits through key transitions in life and encouraging those who do some physical activity to do more activity, more often. We need to focus on people moving through transitions such as changes in employment status, education to work or work to retirement, where people live, family relationships, physical health status and social networks, as we know these changes can make people more vulnerable and it is common for physical activity to decrease.

Active Scotland Outcome	We encourage and enable the inactive to be more active
World Class Sporting System	We want to ensure that a clear pathway exists from schools to communities in the provision of sporting opportunities to ensure that people continue to participate in sport at whatever level and are part of a world class sporting system in Scotland
Shetland's Partnership Plan	People Individuals and families can thrive and reach their full potential Place Shetland is an attractive place to live, work, study and invest

Commitments:

We Will:

- Support families in becoming physically active and maintaining physical activity throughout their lives
- Implement guidelines for obesity management in children, including appropriate physical activity interventions
- Ensure every child receives at least 2 hours (Primary) or 2 periods (Secondary) of quality P.E. per week
- Encourage and support every school in Shetland to self evaluate and implement a plan to increase physical activity opportunities and improve their provision of PE & Sport
- Support every child to be able to swim by the time they leave primary school.
- Develop programmes which reduce the fall in participation at key transition points throughout an individual's life
- Investigate the barriers to participation such as cost and transport and develop solutions to maintain participation
- Maintain the range of sports and physical activity opportunities across Shetland
- Support public participation events which encourage people to get back in to sport or to get active
- Ensure that physical activity and sport is included in the development of locality planning in Shetland, building on the work of Community Sport Hubs and Health Improvement links with communities
- Target programmes that promote active living for older people, including falls prevention programmes, in order to maintain activity and independence

Participation:

Support children and young people to develop physical competence and confidence from the earliest age and encourage lifelong involvement. Support people who find it difficult to be physically active or access sport to overcome these challenges.

We want our children and young people to experience the joy of movement and develop positive attitudes to active living and sport. We want to ensure all Shetland's children and young people develop the physical confidence and competence required as a foundation for lifelong participation in physical activity and sport.

We want our children to move from school to community sport and benefit from the social, emotional and physical benefits of sports clubs who need to be well organised, connected and high profile in their local community. They should have high quality people supporting the club and be operating out of quality facilities.

School and community sport should be equal and inclusive for everyone. Likewise, we want adults to participate in sport for longer and to continue an involvement in sport as volunteers who feel valued for their contribution.

Active Scotland Outcome	We develop physical confidence and competence from the earliest age
World Class Sporting System	We want to encourage and enable participation in sport within the each environment of the world class sporting system in Scotland
Shetland's Partnership Plan	People Individuals and families can thrive and reach their full potential Place Shetland is an attractive place to live, work, study and invest

Commitments:

We Will:

- Ensure that children have access to more and higher quality physical activity and sport opportunities in and out of school wherever they live in Shetland
- Encourage children and adults to connect with their natural environment and provide opportunities to participate in outdoor activity
- Develop programmes aimed at developing the physical literacy of young children
- Support clubs to increase the number of children, young people and adults who are active members
- Assist clubs to be well organised, connected, promoted, inclusive, and sustainable and provide safe and welcoming environments for people to participate
- Develop physical activity pathways in Shetland for people with a physical, sensory or learning disability
- Ensure that those who face multiple barriers, discrimination or inequalities are supported to participate in physical activity and sport

Progression:

Improve opportunities for anyone to progress and achieve in sport, to meet their potential and overcome any barriers to progress.

This objective is about developing and supporting a world class sporting system at all levels, motivating more organisations and individuals to get involved, and enabling the broadest range possible of people to participate, progress and achieve in sport.

Active Scotland Outcome	We improve opportunities to participate, progress and achieve in sport
World Class Sporting System	We want to ensure that people within the sporting system are able to progress to a level that is solely determined by their ability
Shetland's Partnership Plan	People Individuals and families can thrive and reach their full potential Participation People can participate and influence decisions on services and use of resources Place Shetland is an attractive place to live, work, study and invest

Commitments:

We Will:

- Link school and community sport opportunities to provide better connections between young people progressing from school participation to club participation
- Ensure that there are opportunities, training and support for athletes, coaches and officials to allow them to reach their full potential at local, national and international competition
- Provide support to clubs and associations to host on Island competitions and events
- In partnership with Shetland Island Games Association, support a bid to host the International Island Games in 2027 or as soon as possible thereafter.

Places (Active Infrastructure)

Provide the people of Shetland with the best facilities and infrastructure possible to let them lead active lives.

Over the lifetime of this strategy there may be changes to the type of and access to facilities in Shetland and the ways that these facilities are funded. Local and national research shows that people feel that facilities are well used, respected and valued by the community, however they are not being used to their maximum potential and more work needs to be done to address facility gaps.

Shetland has an abundance of natural active spaces and there are exciting opportunities ahead if we can work collaboratively with partners to promote existing areas and engineer new spaces to facilitate more active travel opportunities, encouraging walking and cycling to be part of people's daily lives. Maximising the use of the built and natural environments in Shetland and smarter use of facilities underpin the four priority areas within the strategy.

Active Scotland Outcome	We will improve our Active Infrastructure – People & Places
World Class Sporting System	We see People & Places as key enablers in the aim of building a world class sporting system in Scotland
Shetland's Partnership Plan	<p>People Individuals and families can thrive and reach their full potential</p> <p>Participation People can participate and influence decisions on services and use of resources</p> <p>Place Shetland is an attractive place to live, work, study and invest</p>

Commitments:

We Will:

- Ensure that our built spaces such as leisure centres, games halls, golf courses, parks, play areas and multi-courts are maintained and continue to be safe, attractive places to visit, play sport and be active
- Improve outdoor access by promoting the development of paths and outdoor amenity areas /greenspace
- Engage with decision makers including community councils to prioritise active living/active travel through the design of roads, footpaths and transport policies that promote walking, cycling and public transport

People (Workforce Development)

Develop the volunteer and professional education pathway that is essential to continue to develop and enhance quality physical activity and sporting opportunities in Shetland.

Much of Shetland’s strength is in the people who live and work here and make up our communities. Workforce Development is about harnessing this to drive our strategy forward. Developing people is central to our success. This includes teachers, coaches, volunteers, professional staff, referees, umpires and officials. Our workforce also includes young people and wider health professionals. Managing and developing our people resource from the public, private and third sectors will create the platform for developing a more active population where physical activity and sport are central to our community, culture and identity.

Active Scotland Outcome	We will improve our Active Infrastructure – People & Places
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Commitments:

We Will:

- Ensure that our volunteer and paid workforces in Shetland are trained, knowledgeable and confident in:
 - understanding the importance of physical activity
 - supporting people who are currently inactive in becoming active
 - supporting people to maintain and increase physical activity levels
- Ensure that our clubs have the appropriate number of coaches, officials and volunteers with the correct skills
- Support coaches and volunteers to develop and ensure they are valued and recognised for their contribution
- Create opportunities for young people to be actively involved as leaders and decision makers in local and national sport
- Develop links with Further Education around the opportunity to progress learning in sport and exercise beyond the school environment in Shetland

Delivering the Strategy

The Active Shetland Strategic Partnership will provide overall strategic direction and report to the Shetland Partnership Board on an annual basis. Short or longer term operational groups will be established as necessary to deliver elements of the strategy. An Active Shetland Forum will be established to enable all interested partners and stakeholders to engage with the process of implementing the strategy.

Active Shetland Indicators

Active Shetland	Sub Heading	Data Source	Shetland
Active Infrastructure	Walking as recreational activity	Scottish Household Survey (legacy indicator)	https://www2.gov.scot/Topics/Statistics/16002/LATables2017/Shetland2017 Walking in Shetland (at least 30 Minutes) - 76% National: 70%
Active Infrastructure	Active travel to school	Sustrans – Hands Up Survey	https://www.sustrans.org.uk/scotland/schools/hands-scotland Active Travel to School in Shetland (Walk/Cycle/Scooter/Skate/Park & Stride) – 21.8% National: 48.8%
Active Infrastructure	Accessibility to the Outdoors	Scottish Household Survey	https://www2.gov.scot/Topics/Statistics/16002/LATables2017/Shetland2017 Frequency of visits to Outdoors in Shetland (One or more times a week) – 62% National: 52%
Workforce Development	Volunteering in Sport & Exercise	Scottish Household Survey	https://www2.gov.scot/Topics/Statistics/16002/LATables2017/Shetland2017 Percentage providing unpaid help to groups/organisations involved with sport & Exercise in Shetland – 23% National: 17%
Workforce Development	Volunteering in Active Schools	Active Schools Monitoring	Shetland Islands Council – Sport & Leisure Number of Volunteer Deliverers within Active Schools in Shetland - 226 Nationally: 20,018 1.13% contribution from 0.4% of the population
Get Active	Distinct Participants (Children)	Active Schools Monitoring	Shetland Islands Council – Sport & Leisure Number of children taking part in Active Schools Activity in Shetland – 57% National: 45%

Get Active	Frequency of active participation (sport & walking)	Scottish Household Survey	https://www2.gov.scot/Topics/Statistics/16002/LATables2017/Shetland2017 Participation in Shetland within the past 4 weeks – 84% National: 81%
Get Active	Children Weight	NHS Shetland	http://www.isdscotland.org/Health-Topics/Child-Health/Publications/data-tables2017.asp (Primary 1 Statistics for BMI: Epidemiological Categories -Table B1) Number of Overweight/Obese Children in Shetland - Primary 1 – 26.1% in 2016/17 National: 22.9% in 2016/17
Stay Active	Active recreation in older people (sport & walking)	Scottish Household Survey	https://www2.gov.scot/Topics/Statistics/16002/LATables2017/Shetland2017 Participation by adults 60+ in Shetland - 74% National: 67%
Stay Active	Attendance at leisure facilities	Shetland Recreational Trust	Shetland Recreational Trust Attendance Numbers in 2017-18 – 773,629
Stay Active	PE provision	Healthy Living Survey	https://www.gov.scot/publications/summary-statistics-attainment-leaver-destinations-healthy-living-8-2018-edition/pages/7/ 2 Hours of PE in Primary Schools – 100% 2 Periods of PE in Secondary Schools – 86% National: 99% Primary, 94% Secondary
Participation	Sports participation (sport only, no walking)	Scottish Household Survey	https://www2.gov.scot/Topics/Statistics/16002/LATables2017/Shetland2017 Percentage of adults participating in sport (excludes walking) in Shetland – 52% National: 53%
Participation	Active School Participation	Active Schools Monitoring	Shetland Islands Council – Sport & Leisure Number of Active Schools participant sessions in Shetland – 48,157 participant sessions Nationally: 7.25 Million participant sessions 0.67% contribution from 0.4% of the population
Participation	Club Membership	Shetland Islands Council	Shetland Islands Council Membership Numbers of Sports Clubs in Shetland 2017/18 - 1400
Progression	Team Scotland performance	Commonwealth Games records (legacy indicator)	https://www.teamscotland.scot/gold-coast-2018-facts/ Number of Team Scotland Commonwealth Games Members born or living in Shetland in Commonwealth Games – Gold Coast 2018 - 0
Progression	Team Shetland	Island Games Records	http://islandgames2017results.com/medal.aspx Number of medals won by Team Shetland at the International Island Games - 14 (4 Gold, 5 Silver, 5 Silver)

Active Scotland Outcomes Framework

Vision: A More Active Scotland

Physical activity is about getting people moving. Daily walking, playing in a park, going to a gym, training with a team or aspiring to win a gold medal- it doesn't really matter how people get active, it just matters that we do.

Being physically active contributes to our personal, community and national wellbeing.

Our vision is of a Scotland where more people are more active, more often.

National Outcomes

Business	Employment	Research and Innovation	Young People	Early Years	Healthier	Inequalities Tackled	Life Chances
Safe from Crime	Sustainable Places	Resilient Communities	Environment Valued	National Identity	Impact on Environment	Older People Supported	Public Services

Active Scotland Outcomes

We encourage and enable the inactive to be more active

We encourage and enable the active to stay active throughout life

We develop physical confidence and competence from the earliest age

We improve our active infrastructure – people and places

We support wellbeing and resilience in communities through physical activity and sport

We improve opportunities to participate, progress and achieve in sport

Equality – Our commitment to equality underpins everything we do

This Framework describes Scotland's ambitions for physical activity and sport. Active Scotland Outcomes contribute to the delivery of National Outcomes and ultimately to the Scottish Government's overarching purpose of creating a more successful country, with opportunities for all to flourish. The framework has been developed collectively with partners through the National Strategic Group for Sport and Physical Activity (NSG), chaired by the Cabinet Secretary for Health, Wellbeing and Sport.

While **sportscotland**'s focus is on the development of sport, the national agency work alongside those who have a greater focus on other types of physical activity to ensure people in Scotland find it easy to lead an active life. In particular they recognise that people have sporting lives, throughout which they may stay involved in or dip in and out of sport and sports, whether they participate recreationally or competitively, volunteer or spectate. They want to ensure everyone in Scotland has positive experiences at all stages of their sporting lives, whether they are being introduced to sport for the first time, developing, progressing, or achieving success.

