

Active People Active Communities



Conference Report - Brunton Theatre - Sept 2005

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Foreword

The Active People / Active Communities Conference was the result of a successful application by East Lothian Council to the Health Improvement Learning Zone project. This project is managed by CoSLA and funded by the Scottish Executive. Its aims are

- the encouragement of communication and joint working between councils and their partners and
- the sharing of good practice.

The conference was attended by a very wide range of people, some of whom had travelled a long way, and we appreciated the different perspectives this brought to the day. The Steering Group set up to organise the day was in itself an excellent example of joint working. Three local inter-agency working groups, i.e. the Physical Activity Group, the Paths Steering Group and the Sports & Education Advisory Group were represented on the Steering Group and were all very involved in planning and facilitating workshops.

I hope every one who attended agrees it was indeed a successful opportunity to share good practice and will want to want to join me in thanking again the presenters, the workshop facilitators, the stallholders at the market place and all those who worked behind the scenes to organise the event.

Ann McCarthy
East Lothian Councillor

Active People Active Communities Conference

Held at the Brunton Theatre, Musselburgh, September 2006

The conference steering group brought together a range of East Lothian agencies involved in partnerships for promoting physical activity. The National Physical activity Strategy 'Lets make Scotland more active', is the strategic lead that all the partnerships had in common. The conference aimed to look at what this strategy means for local partnerships and the communities they serve.

The conference asked presenters and participants to explore the vision presented in 'Lets make Scotland more Active' by asking the following questions

- ✓ What would be different about our communities in 2022?
- ✓ What would services be doing differently in 2022?
- ✓ What will individuals be doing differently in 2022?

The conference objectives

- raise awareness of the range of services and supports for health promoting physical activity
- raise awareness of good practise
- raise awareness of the importance of partnership working
- provide a networking & learning opportunity for people involved in the promotion of physical activity

National Physical Activity Targets

Children (0 -16 years)

National Target

In total, 80% of all children aged 16 and under will meet the minimum recommended levels of physical activity by 2022 (Scottish Exec, 2003).

Minimum Recommended

All children up to the age of 16 will be active for an hour per day, most days of the week. This physical activity should include physical education, play, sports, exercise, dance, outdoor activities, active travel and support to be active in their daily tasks at home, at school and in the community (Scottish Exec,2003).

Adults (>16 years)

National Target

In total, 50%of all adults will meet the minimum recommended level of physical activity by 2022 (Scottish Exec, 2003).

Minimum Recommended for a Health Benefit

Adults should accumulate (build up) at least 30 minutes of moderate activity on most days of the week (Scottish Exec, 2003).

Conference Programme

- 9.30am** Welcome from Ann McCarthy (East Lothian Councillor)
- 9.35am** Keynote Speakers - Helen Cogan, Health Scotland
‘What would be different about a physically active Scotland’?
- Alison McCallum, Lothian NHS - **International perspectives**
- 10.15am** Coffee
- 10.45am** **Workshops**
It is the year 2022 - 50% of all adults over 16 and 80% of all children aged 16 and under meet the minimum recommended levels for physical activity.
What is different about your community in 2022, and what were the three most important methods that helped you achieve the targets?
- Workshop 1- Promoting Inclusive Physical Activity
Workshop 2 -Physical Activity & the Environment
Workshop 3 -Promoting Physical Activity to school aged children
Workshop 4 -Promoting Physical Activity in the workplace
Workshop 5- Planning for Active Communities
- 12.15 – 1.30pm** - **Lunch & Market Place**
- 1.pm –1.30pm** – **Walk with the Provost**
- 1.45pm – 2.15pm** – **Building bridges – How do we get our communities involved?**
Phil Mackie - Lothian NHS (Chairperson)
Paul White - Scottish Council for Voluntary Organisations
Simon Barnett - Living Streets
- 2.15pm – 3.15pm** - **Workshops**
Workshop 1 - Involving teenagers & young people
Workshop 2 - Involving Volunteers
Workshop 3 - Maintaining an active 3rd Age population
Workshop 4 - Involving People with disabilities
Workshop 5 - Involving Parents & Children
- 3.15 pm– 3.30pm** - Coffee
- 3.30pm** - **Celebrating Success**
- 4pm** **Close**

Promoting Physical Activity in East Lothian

The Vision for East Lothian in 2022

By the year 2022 every present day primary school pupil will still be participating in physical activity on a regular basis and they will also be encouraging their own families (children, parents and grand parents) to lead more active lifestyles - aided by the fact that there is a healthy living centre in every community. These will be a focal point for a wide range of activities, sport, art and leisure based, for all ages. Sports clubs will be family oriented and will provide opportunities for every member of the family to participate either competitively or on a recreational basis.

In 2020 the people of East Lothian will see activity as part of every day life, environments will be designed to help people make active choices, at work, school and in the community. The economic benefits of promoting physical activity will have been demonstrated through savings in healthcare costs and health professionals will be actively promoting physical activity and valuing its contribution to health improvement. Sustainable structures and programmes will be in place with a skilled workforce across Scotland delivering on a physical activity agenda embedded across all agencies. Scotland will be walking the talk!

Eamon John
Healthy Living
Service

Gary Smith -
CHANGES
Community
Health Project

Helen Bruce -
Chairperson of East
Lothian Physical
Activity Group

Caroline Sharp - Lothian
NHS Health Promotion
Specialist (physical
activity)

An East Lothian where families are having a healthy breakfast together in the morning before the children either walk or cycle to school, where children spend the day in school that includes daily physical education / physical activity and a comprehensive range of physical activities on offer during the extended curriculum. Children walk or cycle home through safe, open, clean and well-lit spaces.

An East Lothian where communities have grown and are involved in providing a range of physical activities and sporting provision from young to old.

Weekends involve families spending time together walking, cycling, swimming and making use of the first class provision of facilities and open spaces that are on offer across East Lothian.

An East Lothian where its residents, young and old are fully aware of the significant benefits of physical activity and have the self motivation to take the appropriate action to include it in their daily lifestyles.

In 2022 the vision would include the promotion and adequate resourcing of the use of volunteers in the promotion and facilitation of physical activities. Also that volunteers will be well supported and valued and their contribution recognised fully.

By 2022 the well documented link between physical activity and positive mental health and well being will be accepted and recognised. There will be a multitude of varying projects and opportunities for people to get involved in physical activities in safe and supported ways.

Physical Activity & the Environment

Presenter: Simon Bradstreet, Living Streets Chairperson: Maree Johnston, Service Manger, East Lothian Council

“The VA VA VOOM of walking needs to be brought back”

In 2022 the difference for communities will be?

1. More unstructured, informal play space
2. Safety perceptions will be much improved
3. Local space will be seen as owned by local people
4. Local community projects will be routinely supported (environmental, gardening, play areas, festivals etc)
5. Local people will be more involved at all sorts of levels with their local communities (from minimal to maximal)

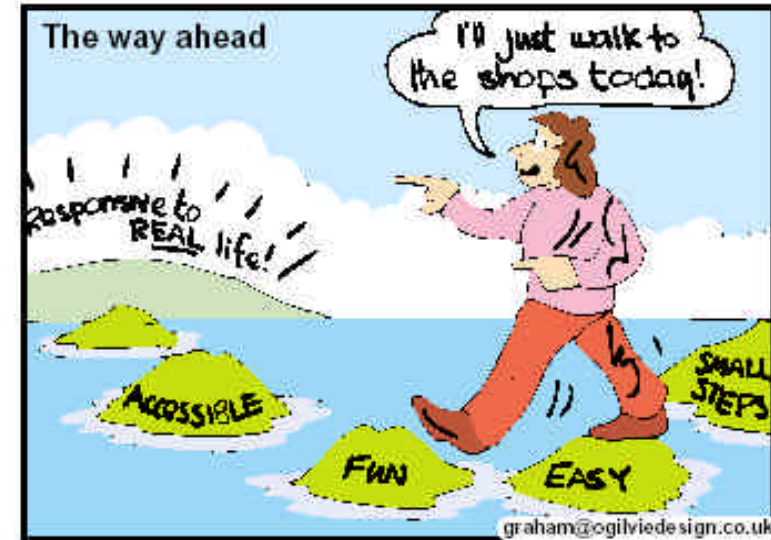
In 2022 the difference for services will be?

1. More parks and play areas will be created & maintained
2. The environment will be cleaner and well-maintained by both the local authority and local people
3. Communities, organisations and individuals will all work much more closely together.
4. There will be more green/open space
5. There will be integrated leadership
6. There will be area based services
7. Local people and communities will be more engaged and involved.

8. Plans/policies will all be health impact screened to maximise health benefits.
9. Remove obstacle to local amenities
10. There will be much better public transport access
11. John Muir awards
12. Better information

In 2022 the difference for individuals will be?

1. Children will be fitter
2. People will feel safer
3. Greater personal responsibility for environment and actions
4. Higher levels of engagement/involvement for individuals
5. Greater use of the local environment will be supported and encouraged



Physical Activity & the workplace

Presenter: Dr Michelle Dowling, South Lanarkshire Council, Peter King Lanarkshire NHS

Chairperson: Wendy McNeish, East Lothian Council

'We need to sell it to them'

In 2022 we will be helping employers to facilitate more active environments by: -

- Planning buildings for physical activity with incentives for active buildings/workplace
- Better facilities in workplaces
- More guidance for employers & selling it to them
- Rewards
- Prioritising & rewarding 'Active Commuting'
- Link to business performance
- Strengthen business case
- Semi covered walkways
- Green areas
- Funding issues
- Tax system can hinder i.e. should encourage pool cars
- Highlight existing schemes



Promoting Socially Inclusive Physical Activity

Presenter: Norman Hampshire, East Lothian Councillor. Chairperson: Helen Bruce, Healthy Living Service, ELC & Caroline Sharp, Lothian NHS

'Be involved'

In 2002 individuals will: -

- 1) Take responsibility for own health
- 2) Have a better work / life balance
- 3) Be involved in their local community, and have a greater sense of ownership of community issues
- 4) Be using public transport / active travel more frequently

In 2022 services will: -

- 1) Recognise coaching as a profession, and remove inconsistencies in qualifications. Part-time and volunteer coaches will remain an important resource.
- 2) Work more closely together. eg Primary health care services will be closely involved & linked

with local physical activity resources.

- 3) Have a more appropriate funding infrastructure so that there is less reliance on short term funding.
- 4) Have better measures of cost effectiveness available and widely recognised
- 5) Provide a transport infrastructure which will support participation rather provide a barrier to participation

In 2022 communities will: -

- 1) Make better use of non car transport options
- 2) Give better recognition & support to volunteers

- 3) Have access to more paid coaches / instructors
- 4) Have a greater involvement / ownership of physical activity projects
- 5) Involve a broader range of people in the community in physical activity projects, recognising that this involvement has to be fostered from an earlier age
- 6) Have facilities located physically close to them, accessible to all
- 7) Have access to specialist expertise to encourage all groups to participate
- 8) Have access to a range of affordable activities



Planning for Active Communities

Presenter: Linda McCartan, East Ayrshire Council

Chairperson: Sharan Virdee, Policy Officer East Lothian Council

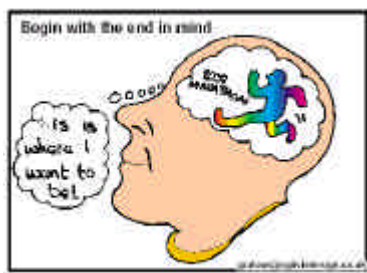
'Keep it Local - Make it Safe'

In 2022 Communities: -

- 1) Will be safe and attractive as the necessary basis of active travel and recreation
- 2) Will be inclusive in their approach to planning for physical activity
- 3) Will plan for physical activity to be available and accessible and not see it only as an individual lifestyle issue.
- 4) Will support the change of transport infrastructure to promote a range of active travel choices
- 5) Will provide clear leadership & communication for physical activity promotion in the community
- 6) Will provide long term funding and long term partnership to promote physical activity in the community

In 2022 Services: -

- 1) Will be planned for with local involvement & be local in scale
- 2) All services will recognise that physical activity is their business not just the specialist services
- 3) Will be integrated across provider boundaries
- 4) Will not plan for physical activity on the basis of short term funds and will work in partnership with other providers
- 5) Will be able to access support and training for physical activity promotion to develop organisational capacity
- 6) Will involve people from birth to death in an active lifestyle
- 7) Will be available at appropriate times and be affordable
- 8) Will make appropriate use of freelance skills & recognise the role played by coaches & instructors (paid or voluntary).
- 9) Will ensure that transport is factored into to any decision about the provision of services
- 10) Will recognise the importance of childcare in the provision of services to young families
- 11) Will provide for a range of activities and not just focus on team and sports based activity
- 12) Will consult people on what they need
- 13) Will have an appropriate framework for evaluation and QA e
- 14) Health & Social services will have clear referral pathways into physical activity projects / opportunities



Promoting Physical Activity to School Aged Children

Presenter: Benny Lawrie, Health Promoting Schools Unit

Chairperson Beth Macleod, Active Schools Manager, East Lothian Council

'60 minutes a-day helps you work rest & play'

In 2022 schools: -

- 1) Will be offering 30 mins of physical activity within the school day
- 2) Will have an increased capacity to offer a wide range of activities.
- 3) Will be operating within a consistent & long term funding environment for physical activity
- 4) Will have a longer school day
- 5) Will be involved in partnerships for promoting physical activity
- 6) Will have clear arrangement for inter-agency working

In 2022 school aged children: -

- 1) Will be walking and cycling to school on safe routes
- 2) Will have opportunity to partake in 30 minutes of physical activity as part of the school day
- 3) Will be involved in more active learning. e.g. number gym or aerobic French
- 4) Will be consulted on what kind of physical; activity they want to participate in

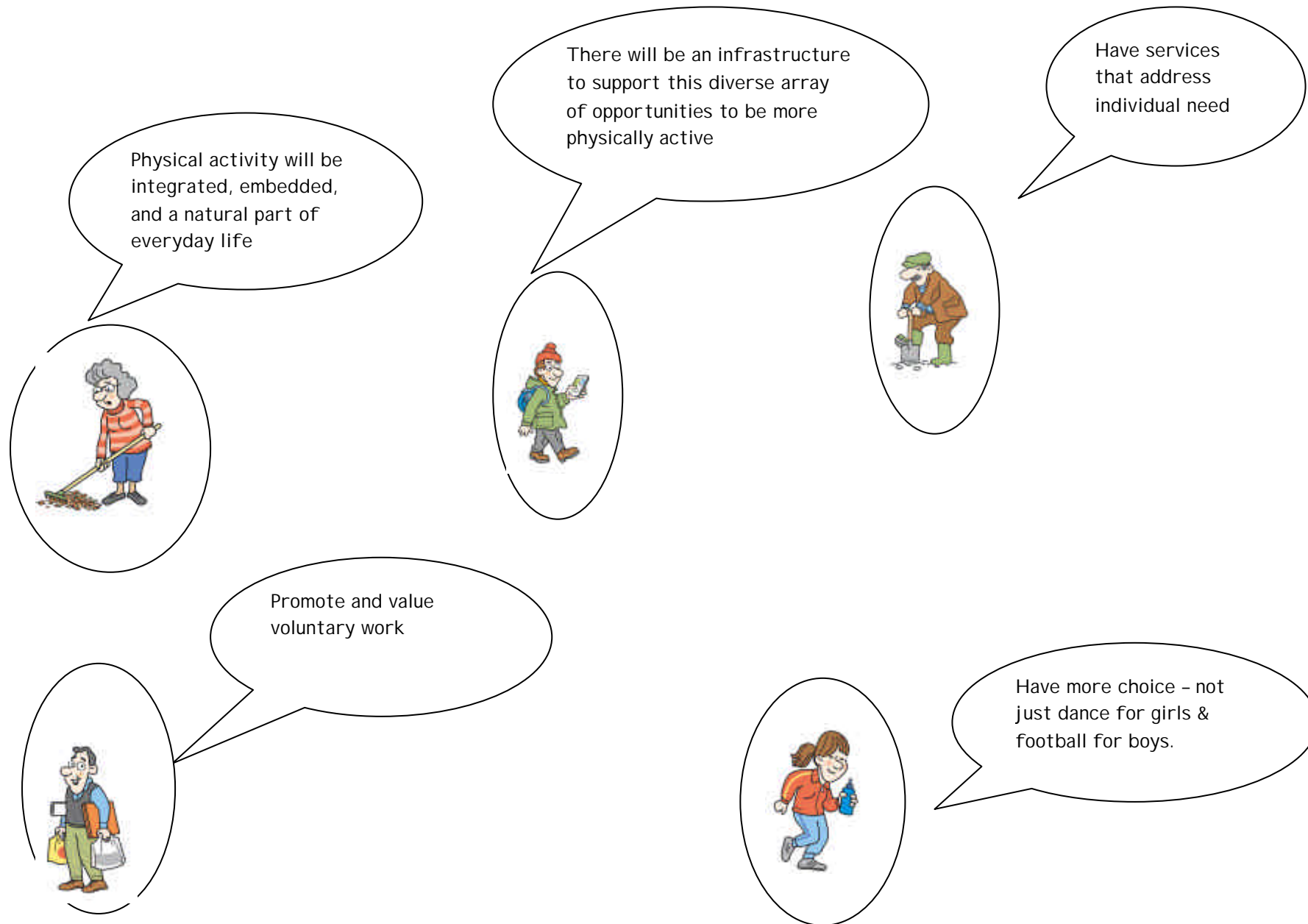
- 5) Will have access to safe and interesting active play areas

In 2022 school communities: -

- 1) Will be fully engaged in school life and opportunities for physical activity will link across school and community
- 2) Will be actively consulted by schools
- 3) Will be tolerant of young people playing actively even if its noisy
- 4) Will not restrict choice of play by being overly protective



Building Bridges - How do we get our Communities Involved?



Workshop Feedback

Involving Parents & Children

Presenter: Irene Miller [Play@Home](#)

Chairperson: Ginnie Moreton, Health Promotion Specialist

In 2022 parents & children will: -

- Have more choice – not just dance for girls & football for boys.
- Be involved at school in supporting physical activity?
- Physically active parents make physically active young people
- Need for accessible, free (or low cost) activities for all Streets are safer and perception will be that they are safer.
- Olympics and other elite sports will encourage all to be active
- Pre-school – school – etc. (foundation PA courses)
- More volunteer engagement, embedded into the curriculum
- Need for effective, small (less-bureaucratic) safety net
- Need for incentives for kids to participate?
- Communication will be excellent with young people and parents
- High levels of physical activity will be an integrated part of everyday life

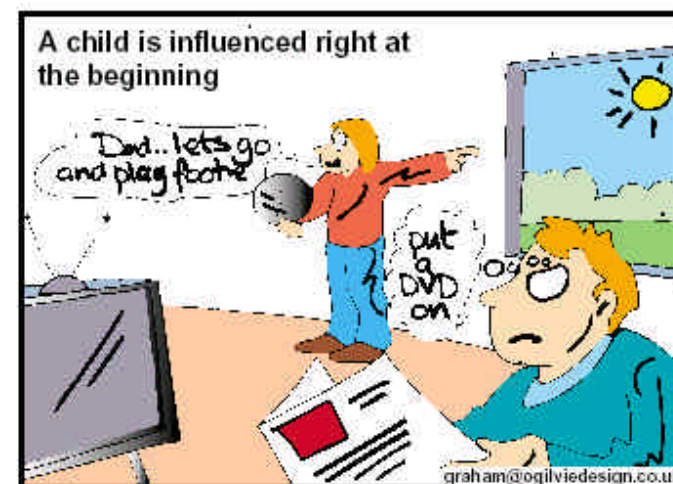
Involving Teenagers & Young people

Presenter: Fiona Bradley, Dialogue Youth National officer

Chairperson: Caroline Davis, Dialogue Youth East Lothian

In 2022 young people will: -

- Have access to more events that promote intergenerational work
- Services to young people will have a coordinated approach
- Services will be inclusive
- Be consulted in a variety of ways e.g. - peer education, text online discussion
- Take account of the influences in young peoples lives when designing services e.g. parents
- Take account of the barriers that prevent young people participating e.g. transport



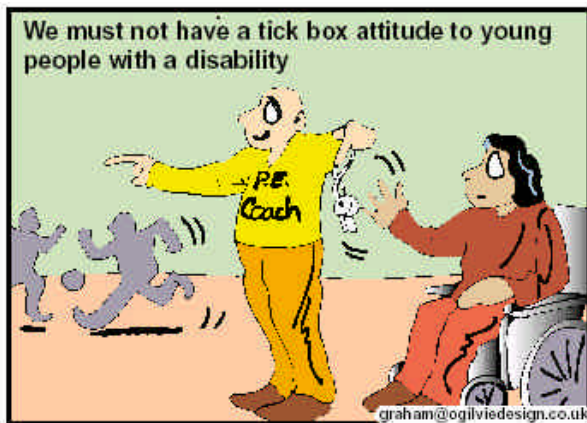
Involving People with Disabilities

Presenter: Gavin Macleod, Scottish Disability Sport

Chairperson: Steven Duff, Healthy Living Service, ELC

In 2022: -

- More children & young people will be engaged in appropriate physical activities
- Services will be providing more suitable facilities, and adopting a more socially inclusive approach.
- All facilities will be accessible, and staff at facilities will have positive attitude to disability issues
- The voluntary sector will be larger and stronger, and volunteers will have access to appropriate training to meet the needs of young people with disabilities, and be better informed about disability issues



Involving Volunteers

Presenter: Gary Smith, CHANGES Community Health Project

Chairperson: Jim Gillone, Volunteer Development East Lothian

In 2022 communities will:

- Promote and value voluntary work

In 2022 services will:

- Value volunteers and voluntary work
- Provide adequate funding support for voluntary work.

In 2022 individuals:

- Be motivated and supported to volunteer for physical activity projects within their local community



Maintaining an Active 3rd Age population

Presenters: Professor Archie Young & Susan Dinan, Edinburgh University

Chairperson; Wendy Alexander

In 2022 individuals will: -

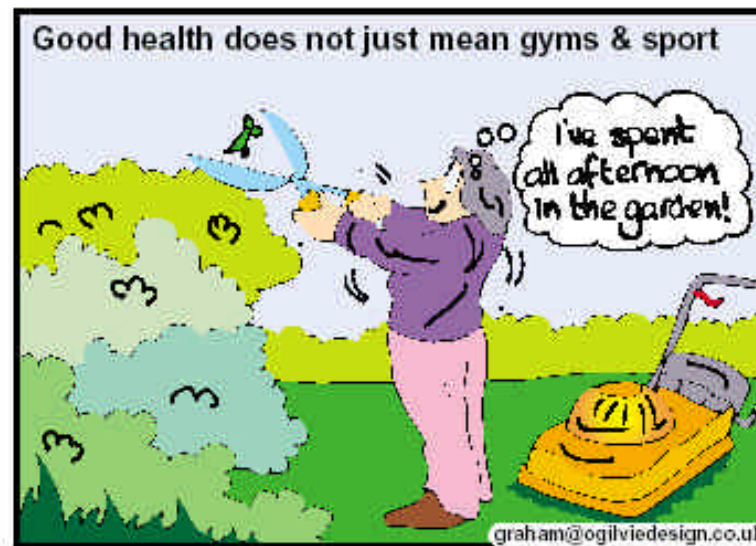
- The Older individual should expect to be and have the confidence to be more active
- Be encouraged and supported to remain active as long as possible
- Be supported / enabled to make informed choice about physical activity

In 2022 the Community will: -

- Provide accessible, affordable and safe opportunities for physical activity
- Will be supportive and motivate older people to remain physically active

In 2022 service will: -

- Be varied
- Have staff with appropriate training and attitudes to support and motivate older people



Conclusion

Meeting the targets set by the National Physical Activity Strategy – ‘Lets make Scotland More Active’ by 2022, presents the whole community with a significant challenge. Partnership across organisational boundaries will be a key factor in achieving a physically active Scotland.

The conference demonstrated that there is a great deal of good and imaginative work taking place and that there are good examples of partnership working between organisations. However, the conference speakers and workshop identified challenges that we must all rise to if we are to meet the targets.

- Engaging with communities in planning and delivering services to improve physical activity – good examples exist, but is there a consistent and sustainable approach?
- Ensuring that social inclusion is addressed in the planning and delivery of services for promoting physical activity
- Engaging with mainstream services and organisation to ensure that they are promoting a physically active culture
- Capacity of the voluntary sector, where will investment and support come from to meet increased demands
- Ensuring good communication and networking across services and agencies

The Conference Steering Group were:

Helen Bruce	Principal Officer, Healthy Living Service	Ginnie Moreton	Senior Health Promotion Specialist
Wendy Alexander	Ageing Well East Lothian	Anne Adams	Paths to Health Co-ordinator
Eamon John	Manager of Healthy Living Service	John Boyce	Public Health Practitioner
Beth Macleod	Active Schools Manager	Bill Bradford	ELVON
Steven Duff	Senior Sports Development Officer	Neil Rankin	Conservative Councillor
Neil Clark	Countryside Officer	Anne McCarthy	Labour Councillor
Caroline Sharp	Health Promotion Specialist physical activity	Steven Wray	Health Improvement Officer

Registered Participants

Sheree	Benassi	Active Schools Co-ordinator (Primary), Boghall Primary School	Meg	Marshall	Edenhall Hospital
Donna	Imrie	Active Schools Co-ordinator, Govan High School	Nicky	Laing	Edinburgh Community Food Initiative
Caroline	Kaye	Active Schools Co-ordinator (Primary), ELC	Gill	Jackson	Edinburgh Leisure
Karen	Matheson	Active Schools Co-ordinator, ELC	Valerie	Irving	Education Officer, ELC
Lesley	Nicholson	Active Schools Co-ordinator, ELC	Maureen	Jobson	Education Officer, ELC
John	Gillespie	Active Schools Manager (Secondary), Greenhall Community Education Centre	Yasmin	Bushby	Fly Right Dance Company
Andy	Garnett	ASC, Muirfield Primary School	Gary	MacDonald	Fly Right Dance Company
Stephen	Gammack	ASC, Seaview Primary School	Susan	MacDonald	Fly Right Dance Comp any
Jim	Boyle	Assistant Director, Bridges Project	Suzanne	Lowden	Health & Social Policy Analyst, City Of Edinburgh Council
David	Northcott	Board Representative on the Dunbar Community Development Company Board.	Nicola	Barclay	Health and Physical Activity Co-ordinator, Wester Hailes Health Agency
Gillian	Dailly	Bridges Project	Mags	McCarthy	Health Development Officer, Govan High School
Heather	Cameron	Changes	Suzanne	Whiteford	Health Promotion (Physical Activity), Greater Glasgow NHS Board
Pat	McKinnon	Changes	Scott	Hemphill	Health Promotion Officer, Lanarkshire NHS
Dave	Goodwin	City Connexions	Andrea	McMahon	Health Promotion Officer, Lanarkshire NHS
David	McCready	Circuit Health & Fitness Club, Grangemouth Sports Complex	Sally	Beautyman	Health Promotion Officer, LGBT Centre for Health & Wellbeing
Diann	Govenlock	Community Development Officer, ELC	Joanne	Balmer	Health Promotion Officer, NHS Ayrshire & Arran
Lori	Tragheim	Community Development Officer, ELC	Angela	Smith	Health Visitor, Dunblane Health Centre
Elizabeth	White	Community Development Officer, ELC	Andrea	Kidd	Health Visitor, Baronscourt Surgery
Heather	Preston	Community Dietician, SE Edinburgh	David	Thomson	Integrated Community Schools Manager
Allan	Blair	Community Health & Fitness Officer, Midlothian Council	Wesley	Bradd	John Muir Award, East Lothian
Pat	Haikney	Co-ordinator, North Edinburgh HLC	Sandy	Cook	Living Streets Scotland Co-ordinator
Pat	O'Donnell	Councillor, ELC	Jackie	Meekison	Lothian & Borders Fire Rescue Service
Vicky	Hughes	Countryside Ranger, ELC	Gordon	Kemp	Lothian Health Promotion Service
Leigh	Shearer	Countryside Ranger, ELC	Irene	Renwick	Meadow Park,
Sue	Oliver	Creative Dance Teacher	Sarah	Aitken	Midlothian Healthy Living Partnership Project
Dawn	Hartley	Dance Artist, East Lothian Council's Arts Service	Dorothea	Reilly	North Berwick Day Centre
Suzanne	Laing	Disability Sport Coordinator, ELC	Jane	Hamilton	North Berwick High School
Jon	Delaney	East & Mid Lothian Physiotherapy for Mental Health	Alan	McDonald	North Berwick High School
Fiona	Harfield	East Lothian Hockey Development Officer, ELC	Fiona	MacKay	Nurse
			Takemi	Sugiyama	OPENspace Research Centre

Janet	Marr	OT Dept, Herdmanflat Hospital	Andrew	Smyth	Sports Development Officer, West Lothian Council
Fiona	Birrell	OT Dept, Roodlands Day Hospital	Bill	Axon	Sports Plus, ELC
David	Maiden	PE & Youth Sport Manager, Fife Council	Jill	Bueckarot	St. Marys RC Primary
Jackie	Wood	Pennypit Community Complex	Katriona	Dove	Stepping Out
Pamela	McCaig	Physical Activities Co-ordinator, Parkgrove Medical Centre	Nicky	Fox	Stepping Out
Kevin	Ratray	Physical Activities Development Officer, Olympia Leisure Centre	Laurel	Bailey	Swim Easy Ltd
Elaine	Spalding	Physical Activities Development Officer, Olympia Leisure Centre	Gail	Smith	Swim Easy Ltd
Fiona	Dale	Physical Activity Co-ordinator, Health Promotion Fife	Jim	Gillone	Volunteer Development East Lothian
Libby	Porteous	Physiotherapy Dept., Dunbar Health Centre	Margaret Ann		
Alastair	Seagroatt	Prestonpans Education Centre			
Simon	May	Principle Teacher of Physical Education, Dunbar Grammar School			
Lindy	Cameron	Promotions & Development Officer, South Lanarkshire "Walk a Little, Live a Lot"			
Leslie	Marr	Public Health Practitioner, Midlothian Community Health Partnership	Ann	Fleming Thomson	Volleyball Development Officer, ELC WRVS - East Lothian Good Neighbours
Cath	Coombs	Quality Leisure Management Ltd, Active Programme Coordinator (Scotland)	Scott	Allan	
Lorraine	Dick	Recreation Partnership Manager, East Ayrshire Council	Liz	Beckley	
Lesley	Berry	Roodlands Hospital	Margaret	Beveridge	
Pamela	McKinlay	Roots & Fruits	Margaret	Cowden	
Janice	MacLeod	School Health Nurse, Edenhall Hospital	Nicola	Kennedy	
Kate	Triscott	School Health Nurse, Edenhall Hospital	Margaret	Kennedy	
Iain	Reid	School Travel Co-ordinator, ELC	Marlene	Love	
Kate	Marshall	SDO Community Health	Eileen	Milroy	
Rodger	Powell	Senior Countryside Ranger, ELC	Morag	Phillips	
Anita	Moreton	Senior Health Promotion Officer, Forth Valley NHS Board	George	Playfair	
Ailis	Brosnan	Senior Health Promotion Specialist	Aileen	Playfair	
Paula	Dawson	Senior OT, Edenhall Hospital	Alex	Richards	
Peter D.	Inglis	Signposts	Mhairi	Tufail	
Jan	Copelton	Smoking Cessation Officer, ELC	Allan	Warnock	
Perrotine	Orr	Sports Development, Edinburgh Leisure	Keith	Younger	