



ACTIVE HEBRIDES STRATEGY

2019 - 2030

The background of the cover is a collage of three photographs. The top-left photo shows a group of people walking away from the camera on a paved path lined with lush green trees. The top-right photo shows a man in a blue shirt and sunglasses paddling a red kayak on a body of water. The bottom photo is a close-up of a child wearing green goggles, splashing in the water.

Working together to make the Outer Hebrides
a more active place





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Thanks

Special thanks to NHS Highland for enabling certain information to be adapted from their Highland Activity Strategy.

Photographs

Photographs by kind permission of NHS Western Isles, Comhairle nan Eilean Siar, Scottish Natural Heritage, Stornoway Running & Athletics Club, Lewis & Harris Youth Club Association and The Sharon Mackinnon School of Highland Dancing.

Foreword

Over the last twenty years there has been a step change in physical activity in the Outer Hebrides, for example over £15m has been invested in facilities from the Butt of Lewis to Barra. The aim of this document is to create a framework that will continue this progress over the next decade.

In addition to the physical infrastructure, a number of programmes and partnerships have added vital components to current physical activity levels. These include the Active Schools initiative, a national award winning cardiac rehabilitation network and a wide range of activities delivered by NHS Western Isles' Health Promotion Department, Comhairle nan Eilean Siar's Sport and Health section and the voluntary sector. We must now build on these foundations to confront the well documented health challenges caused by physical inactivity.

We are fortunate that the Outer Hebrides provides a natural outdoor playground with expansive areas of green and open space. As well as attracting visitors, the quality of life which these open spaces offer also brings benefits to the physical, mental and social health of the people of the Outer Hebrides.

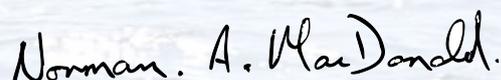
Local authorities have a statutory duty of community planning under the Community Empowerment (Scotland) Act 2015. Community planning brings together the public sector, voluntary sector partners and the community to agree priorities on the planning and provision of services. This will ensure the most effective delivery of services and increase the benefits to the community.

The vision of the Outer Hebrides Community Planning Partnership (OHCPP) is to promote and realise the full potential of the Outer Hebrides as a prosperous, well-educated and healthy community enjoying a good quality of life and fully realising the benefits of our natural environment and cultural values.

Our priorities are:

1. The Outer Hebrides retains and attracts people to ensure a sustainable population.
2. The Outer Hebrides has sustainable economic growth and all our people have access to appropriate employment opportunities.
3. The Outer Hebrides offers attractive opportunities that improve the quality of life, wellbeing and health for all our people.

Through this strategy we aim to take advantage of these opportunities to improve quality of life, wellbeing and health for all of our people from the youngest to the oldest and to combat social isolation.



Norman A MacDonald
Chair of Outer Hebrides Community Planning Partnership

Outer Hebrides Community Planning Partnership (OHCPP)



OHCPP Vision

Our vision is to promote and realise the full potential of the Outer Hebrides as a prosperous, well-educated and healthy community enjoying a good quality of life, fully realising the benefits of our natural environment and cultural values

Quality of Life Aim

The islands offer attractive opportunities that improve the quality of life, wellbeing and health for all our people

Community Activity Outcomes

Increased levels of Physical Activity and Mental Wellbeing for children and young people		Increase the number of people making use of our outdoor assets through protection and development of natural capital			
Primary Driver All children and young people have the opportunities to access play and recreational activities and facilities within their communities		Primary Drivers The Outer Hebrides provides a quality natural space where our people can experience, enjoy and value opportunities for sport, leisure and recreational activities			
Increase support for families in poorer socio economic situations and provide equitable access for more remote or disadvantaged children	Increase people's daily uptake of physical activity, where possible close to where people live, work and go to school Use therapeutic exercise programmes as a treatment intervention for care and supported self-management	Increase opportunities and educate about the importance of play / physical activity for the emotional, social, cognitive, and physical development of children as well as a preventative measure against overweight	Promote ways of using the outdoors and contact with nature to foster better health Develop and maintain the infrastructure of paths and cycle routes	Increase opportunities for communities to develop, improve and use spaces within their environment	Provide opportunities for children and young people to engage in sporting, cultural, work related, and social activities

Active Hebrides Outcomes

We encourage and enable the inactive to become 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
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Introduction

I am pleased to present the first Active Hebrides Strategy which provides a framework for physical activity and sport in our islands. It is aligned closely with the Active Scotland Delivery Plan, presenting a wide range of actions across multiple sectors encouraging physical activity and reducing inactivity. By embracing different approaches to physical activity including walking, cycling, active recreation, sport and play, it seeks to achieve the 'whole system' approach which the World Health Organisation believe is necessary to enable change. Through the Global Action Plan on Physical Activity 'More Active People for a Healthier World' the World Health Organisation sets out a target of achieving a 15% relative reduction in the global prevalence of physical inactivity in adults and in adolescents by 2030. We endorse this aspiration and we have integrated this target into our strategy.

The UK's Chief Medical Officers have produced joint guidance on the volume, duration, frequency and type of physical activity required across the lifecourse to achieve general health benefits in their 'Start Active, Stay Active' report. It updates existing guidelines for children, young people and adults.

We have adopted the standards within the guidance and have utilised the definition of physical activity by the World Health Organisation and UK Chief Medical Officers, which includes any bodily movement produced by skeletal muscles that requires energy expenditure. It thus includes activities such as everyday walking or cycling to get from A to B, active play, work related activity, active recreation such as working out in a gym, dancing, gardening or playing active games, as well as organised and competitive sport and many other activities.

Strong, visible leadership and commitment of partners and agencies is needed to prioritise the promotion of physical activity, ensuring that the Outer Hebrides becomes a place where everyone is active every day. To support this involvement and to oversee the strategy, a strategic partnership has been established and will include senior representation from NHS Western Isles, Comhairle nan Eilean Siar, Scottish Natural Heritage, Community Land Scotland, **sportscotland**, Lewis and Harris Youth Clubs Association and other third sector stakeholders. Partners will take a co-ordinated approach in developing and implementing action plans for each of the outcomes. These action plans will be renewed on an annual basis.

The overarching aim of this work is to reduce inequalities. In physical activity terms, this not only means increasing accessible opportunities, but also using physical activity and sport to promote and nurture a culture of inclusion and participation.

The Physical Activity Quality of Life group will report on the framework and outcomes as a priority theme to the Outer Hebrides Community Planning Partnership.

Colin Gilmour
Head of Health Improvement
NHS Western Isles

To ensure this is kept relevant and up to date, this strategy will be renewed in January 2021.



National Outcomes

National outcomes have been adopted by Active Hebrides.

Vision: A More Active Hebrides

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 really doesn't matter how people get active, it just matters that they do.

Being physically active contributes to our personal, community and national wellbeing. Our vision is for the people of the Outer Hebrides to be more active, more often.

Active Hebrides Outcomes

We encourage and enable the inactive to be more active

We encourage and enable the active to stay active throughout life

We improve our active infrastructure - people and places

We develop physical confidence and competence from the earliest age

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

We improve opportunities to participate, progress and achieve in sport

“

Physical inactivity results in around 2,500 premature deaths in Scotland each year (7 a day), costs the NHS around £91 million annually and is the second biggest cause of mortality (joint with smoking, behind blood pressure).

Scottish Government 2014

”



Outcome 1

We encourage and enable the inactive to be more active

Context and Evidence

To increase population levels of physical activity, action is required on multiple fronts in key settings including schools, transport, environment, health care, the workplace and communities.

The development of national and international recommendations (regarding minimum levels and the relevance of 10 minute “chunks” of activity) show that the greatest proportionate of health gains come with moving from no activity to some activity, then continue to increase up to and beyond the recommended levels.

In addition, evidence suggests the inclusion of a social element is important for inactive groups - for example, the potential for social interaction was found to be the main motivator for older people to engage in walking interventions.

Inequalities Focus

Targeting the most rural and supporting transitions from inactive to active through a range of services.

Key Performance Indicators

This outcome is about reducing inactivity in the Outer Hebrides. A first step towards achieving this can be supporting people to walk more. In

the ‘Start Active Stay Active’ report, inactivity is defined as less than 30 minutes physical activity per day for adults and less than 60 minutes physical activity per day for children and young people (aged 2-15).

Suggested indicators

- increase in number of children participating in organised activities
- increase in frequency in active participation (sport and walking) within the past 4 weeks
- % of children and adults being active from household survey and active schools data

Examples of physical activity



Key areas to develop

- create more opportunities for people to participate in sport within schools, communities and within the more remote areas
- communities are made aware of the opportunities and significant benefits of sport and physical activity
- increase facilitated physical activity and recreation activity for targeted communities and support groups ensuring inclusion of all levels of mobility
- groups are encouraged to be inclusive of all abilities
- develop and enhance volunteer structures
- increase frequency of active participation (sport and walking) by all
- workplace initiatives
- increase use of media
- increase use of condition-related prevention and rehab programmes
- increase number of adults meeting the recommended physical activity guidelines
- provide accurate information through campaigns that are accessible, understandable to all, minimising unintended negative consequences for people or the environment
- joint working between Comhairle nan Eilean Siar and NHS Western Isles aimed at inactive groups
- increase opportunities for active play, physical education in schools, active schools, workplaces including those with learning and physical disabilities.

Potential solutions

- Active Schools is delivered for children and young people to participate in sports and activity.
- Person centred physical activity and sport interventions are delivered.
- Walking programmes e.g. Walk on Hebrides, the Daily Mile, Buggy Walks, Step Count challenges, Nordic Walking, Cancer Friendly and Intergenerational Walks.
- Prevention, rehab and condition-specific programmes e.g. Move More referrals.
- Membership of sports facilities e.g. Slàinte Mhath scheme.
- Provision of infrastructure, facilities and education e.g. tele-health, green spaces.
- Settings-based programmes e.g. early learning and childcare, schools, workplace, residential homes.
- Activ8 Programme - managed by Active Schools along with input from Allied Health Professionals, Action for Children and Social Work.
- Opportunities for Active Travel.
- Strength and balance exercises more widely distributed.
- Outreach work e.g. baby massage, youth work, older people, community hubs.
- Work with stakeholders e.g. community landowners, third sector, NHS Western Isles, Comhairle nan Eilean Siar.
- Increase capacity for sports halls lets during peak times.
- Schools working with community and health partners to establish new programmes and clubs, particularly in rural areas.
- Schools to continue to deliver two hours per week of high-quality physical education for all learners and, through tracking, target additional activities to those least active and remove known barriers to participation.



Outcome 2

We encourage and enable the active to stay active throughout life

Context and Evidence

An increase in physical activity will reduce the risk of premature death, can help prevent and treat more than 20 chronic diseases and can improve your mental health and wellbeing.

Regular exercise is an important part of a healthy lifestyle. People who lead an active life live longer and are less likely to develop serious conditions such as heart disease, Type 2 diabetes and depression.

Physical activity can ease the symptoms of certain long term health conditions such as rheumatoid arthritis and chronic obstructive pulmonary disorder.

There is convincing evidence that being physically active protects against becoming overweight or obese which are risk factors for a number of cancers and that physical activity has been found to help with side effects of cancer treatment.

A quarter of the inactive adults in Scotland are aged over 75 and 42% of the inactive group are retired. Those with a long term limiting illness or disability make up 62% of the inactive group.

In 2016 the Scottish Health Survey found that

nationally, 44% of adults in Scotland participated in some form of sport and exercise within four weeks of being surveyed, however the Outer Hebrides had a significantly lower rate of 33%.

Inequalities Focus

Throughout life we will ensure that the different ages and stages are considered.

Key Performance Indicators

We know that the amount of physical activity we do varies greatly across the lifecourse. This outcome is about sustaining physical activity habits through key transitions in life and encouraging those who do some physical activity to do some more activity, more often.

Suggested indicators

- % of people following the recommended daily guidelines
- % of people frequently participating in sport and walking
- % of workplaces participating in physical activity programmes
- % of children sustaining physical activity levels across transition points (e.g. P7-S1; S3-S4; School to post-school)

Key areas to develop

- clubs provide accessible, inclusive and sustainable opportunities
- increase use of outdoor amenities, clubs and facilities
- athletes representing the island at regional or national level, or achieving professional contracts in sports
- opportunities for family participation
- increase opportunities for active travel
- communication of opportunities
- promotion of the natural environment as an accessible health-promoting resource
- reduce sedentary behaviours both at home and work
- promote pathways for signposting.

Potential solutions

- Support provided to develop effective pathways from schools into local clubs.
- Partnership working to ensure local sports clubs are safe, well organised and a welcoming environment.
- Walking programmes e.g. Walk on Hebrides, the Daily Mile, Buggy Walks, Step Count challenges, Nordic Walking, Cancer Friendly and Intergenerational Walks.
- Settings-based programmes e.g. schools, workplace, residential homes.
- Strength and balance exercises included more widely.
- Use of technology to maximise participation.
- Support for elite athletes.
- Prevention, rehab and condition-specific programmes e.g. Move More referrals.
- Programmes for individuals with learning or physical disabilities i.e. Activ8, PHAB club and S'math Sin club.
- Natural Health Service e.g. paths, natural places, green spaces, green prescriptions, Hebridean Way, Harris Mountain Festival.
- Health Behaviour Change training.
- Health Programme, i.e. Health Promoting Health Service.
- Cycle Scheme, annual modified bike event.
- Development and promotion of more intergenerational physical activities, e.g. Big Fit Walk.
- Opportunities for Active Travel.



Physical activity benefits for adults and older adults

-  **BENEFITS HEALTH**
-  **IMPROVES SLEEP**
-  **MAINTAINS HEALTHY WEIGHT**
-  **MANAGES STRESS**
-  **IMPROVES QUALITY OF LIFE**

REDUCES YOUR CHANCE OF

Type II Diabetes	-40%
Cardiovascular Disease	-35%
Falls, Depression and Dementia	-30%
Joint and Back Pain	-25%
Cancers (Colon and Breast)	-20%

What should you do?

For a healthy heart and mind

To keep your muscles, bones and joints strong

To reduce your chance of falls



VIGOROUS

MODERATE



MINUTES PER WEEK

75 OR 150

VIGOROUS INTENSITY
(BREATHING FAST
DIFFICULTY TALKING)

MODERATE INTENSITY
(INCREASED BREATHING
ABLE TO TALK)

OR A COMBINATION OF BOTH

BREAK UP SITTING TIME

2 DAYS PER WEEK

Something is better than nothing.
Start small and build up gradually:
 just 10 minutes at a time provides benefit.
MAKE A START TODAY: it's never too late!





Outcome 3

We develop physical confidence and competence from the earliest age

Context and Evidence

The early years are one of the critical time periods in the establishment of sedentary and physical activity behaviours.

Evidence suggests that physical activity, especially in the form of play, during the first five years of life is a basic and essential dimension which must be fostered, encouraged and provided.

In children those with higher socioeconomic status are more likely to participate in sport, while those from more deprived areas were found to be more likely to walk to school and little difference was found in meeting physical activity guidelines. However, the trend for a widening gap in inequality of sports participation is of particular concern.

Children develop both fine and gross motor skills, therefore having a clear understanding of what physical development is can actually help practitioners plan activities that can help develop both these attributes. It is the practitioner's responsibility to help young children to develop confidence in physical activity and build their self-esteem.

Inequalities Focus

Activities are inclusive for all. Rural and socially isolated areas are considered when developing or implementing activities.

Key Performance Indicators

We want our children and young people to experience the joy of movement and develop positive attitudes to active living.

Ensuring all children and young people in the Outer Hebrides develop the physical confidence and competence required for a foundation of lifelong participation in physical activity and sport.

Suggested indicators

- number of children and young people being provided with two hrs / two periods of quality physical education each week
- % of children taking part in organised activities in schools and within their communities e.g. play@home, Motiv8 and Active Schools and Activ8 data
- number of children and young people frequently participating in sport and walking
- % of children achieving physical development milestones by the end of their pre-school year

Key areas to develop

- work with early years providers to develop physical activity from an early age
- increase number of children participating in organised activities
- number of young people provided with two hours / two periods of quality physical education
- develop and maximise opportunities for active play in communities and home settings
- mental health and wellbeing enhanced through physical activity
- programmes for those with learning/physical disabilities and integration into mainstream activities, where appropriate
- highlight importance of being active and remaining active
- increase the range and breadth of organised physical activity in rural areas
- active promotion and communication with parents, childminders and nurseries about positive impacts of physical activity



Potential solutions

- Development of resources for sport and physical activity that support family learning and play.
- Active Schools and Activ8 programme.
- Promote holiday clubs for physical activity, i.e. Motiv8
- Settings-based programmes e.g. nurseries, schools, sports centres, workplace, i.e. Active Schools, Healthy Working Lives.
- Parenting programmes e.g. play@home.
- Outreach work e.g. John Muir Trust, Duke of Edinburgh Award.
- Natural Health Service using the natural environment as a setting for active outdoor play e.g. paths, green spaces, polytunnels, polycrubs.
- Intergenerational activities.
- Programmes for individuals with learning or physical disabilities i.e. Activ8, PHAB club and S'math Sin club.
- Establishment of a 'SportsBug' initiative, similar to the existing 'Bookbug' along with physical activity bags.



- Further development of the Daily Mile initiative to refresh and sustain practice.
- Develop organised active playtime resources that equip staff to increase participation in physical activity during school breaks.
- Increase the use of new technologies to improve relevance and engagement in physical activity for young people e.g. fitness apps, movement trackers, etc.
- Further develop sports leadership programmes for middle and senior pupils to help them support and mentor younger pupils.
- Promote water sports.

Physical activity for early years (birth – 5 years)

Active children are healthy, happy,
school ready and sleep better



BUILDS
RELATIONSHIPS
& SOCIAL SKILLS



MAINTAINS
HEALTH &
WEIGHT



CONTRIBUTES TO
BRAIN DEVELOPMENT
& LEARNING



IMPROVES
SLEEP

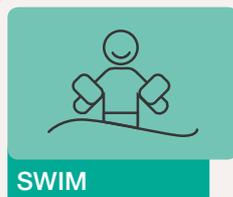
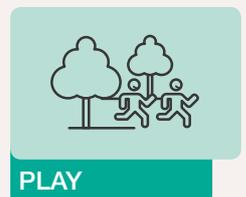
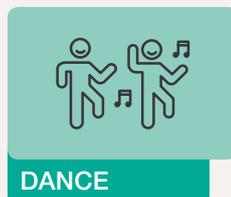


DEVELOPS
MUSCLES
& BONES



ENCOURAGES
MOVEMENT
& CO-ORDINATION

Every movement counts



Move more. Sit less. Play together

UK Chief Medical Officers' Guidelines 2011 **Start Active, Stay Active:** www.bit.ly/startactive

Physical activity for children and young people (5 – 18 Years)



BUILDS
CONFIDENCE &
SOCIAL SKILLS



MAINTAINS
HEALTHY
WEIGHT



DEVELOPS
CO-ORDINATION



STRENGTHENS
MUSCLES
& BONES



IMPROVES
SLEEP



IMPROVES
CONCENTRATION
& LEARNING



IMPROVES
HEALTH
& FITNESS

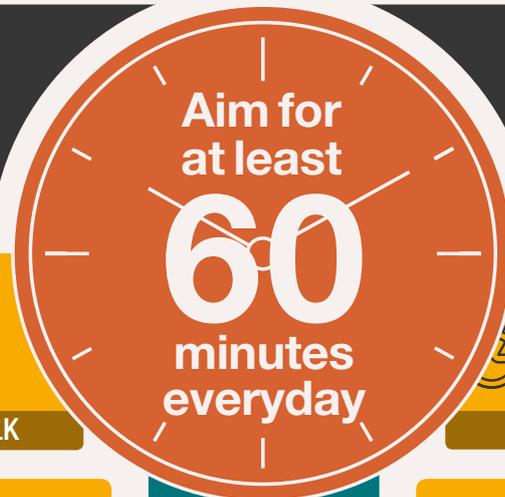


MAKES
YOU FEEL
GOOD

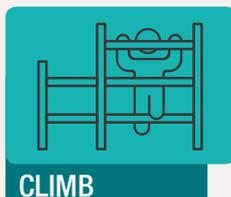
Be physically active

Spread activity
throughout
the day

All activities
should make you
breathe faster
& feel warmer



Include muscle
and bone
strengthening
activities
**3 TIMES
PER
WEEK**



Sit less



Move more

Find ways to help all children and young people accumulate
at least 60 minutes of physical activity everyday

UK Chief Medical Officers' Guidelines 2011 **Start Active, Stay Active: www.bit.ly/startactive**



Outcome 4

We improve our active infrastructure - people and places

Context and Evidence

It is vital that a programme of continuous improvement is in place to ensure that our buildings, facilities and equipment continue to be safe, sustainable and offer appropriate activities for our community. It is important that the wider school estate is used to maximise opportunities for physical activity.

The Outer Hebrides is ideal for many outdoor activities including walking, climbing, cycling, surfing and kayaking. There is a significant evidence base for the range of individual and wider social health and wellbeing benefits that can be achieved through outdoor activity and contact with nature. Key benefits include: better physical and mental wellbeing and guarding against future illness; therapeutic and restorative qualities which enhance recovery; reduced social isolation and greater community cohesion, and opportunities to establish lifelong healthy behaviours.

The environment and open space of the Outer Hebrides provides opportunities to increase levels of physical activity for all of our population. We therefore wish to increase the number of people making use of our outdoor assets and achieve health and wellbeing through increased environmental sustainability protection and development of natural capital.

Inequalities Focus

Rurality and transport are considered when

developing active infrastructure to ensure accessibility to all. It will be vital to utilise the expanding broadband infrastructure to use digital technology to increase physical activity opportunities.

Key Performance Indicators

This outcome is about improving the infrastructure in the Outer Hebrides that enables physical activity. This includes the sports and exercise infrastructure and the built and natural environment. Critically, it is also about enhancing our active infrastructure, parents, volunteers, teachers, coaches and leaders who play a vital role in enabling more people to be more active, more often.

Suggested indicators

- numbers of way-marked paths installed from schools for the Daily Mile and number of 10,000 step paths installed
- % increase in number of paths trails/ promotion of trails
- funding for investment in infrastructure
- increase in facilitated physical activity and recreational activities for targeted communities and support groups
- frequency of visits to the outdoors (one or more times a week)
- % making use of natural assets and local resources
- % making use of active travel opportunities

Key areas to develop

- sport and leisure facilities that are safe, sustainable, well maintained and meet the needs in relation to sport and physical activity demands
- access to and use of the school estate for sport and physical activity
- creation of more natural play resources in school grounds that engage and foster creativity
- improving paths and safe routes to school in targeted communities to increase ability to walk or cycle to school
- grow and support a network of people to deliver opportunities within schools, clubs and the community
- use of digital infrastructure to expand physical activity levels targeted especially at older people
- increase the usage and length of cycle path networks
- extend and promote knowledge of paths, natural assets and local resources
- increase the use of media and publicity relating to benefits of physical activity or natural environment
- frequency of visits to the outdoors (one or more times a week)
- increase in facilitated physical activity and recreational activities for targeted communities and support groups

Potential solutions

- Provision of way-marked measured routes for the Daily Mile for every school (with measurements of distance to show progress).
- Provision of way-marked 10,000 step paths with signage to show distance covered for significant population centre (with measurements of distance to show progress).
- Natural Health Service - using the natural environment as a setting for outdoor activity e.g. paths, green spaces, polytunnels, polycrubs, crofting, peat cutting, green prescription.
- Active travel opportunities e.g. 'Cycle to Work' scheme.
- Support to local groups to improve paths and walking environment, i.e. walking groups, walking football.
- Walking programmes e.g. Walk on Hebrides, the Daily Mile, Buggy Walks, Step Count challenges.
- Increase the usage and length of cycle path networks
- Extend and promote knowledge of paths network
- Increase the use of media and publicity relating to benefits of physical activity or natural environment
- Use of digital technology to promote physical activity and reduce isolation.
- Increase in facilitated physical activity and recreational activities for targeted communities and support groups
- Promote natural assets and local resources
- Fishing/boating/surfing/kayaking – access to the coast.
- Capital investment in the development and maintenance of sport and leisure facilities.
- A partnership approach to promote opportunities for sustainable and responsible use of our natural resources for sport and physical activity.
- Recruit, retain and develop a network of volunteers to deliver sport and physical activity in communities.
- Young people as leaders in sport and physical activity are developed and mentored.
- Well trained coaches and officials are developed to ensure high quality delivery.
- Development of an Outer Hebrides tutor workforce to provide localised support for the development of coaches and young people.



Outcome 5

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

Context and Evidence

Physical activity is a powerful force for positive change in communities, empowering people to improve their own and others' lives and bringing people together through sharing the enjoyment of being active.

The 'Sport for Change' agenda uses physical activity and sport intentionally to bring about positive benefits for individuals and communities, to address specific needs.

We will pursue asset-based approaches which empower communities to identify their own goals and meet their own needs through physical activity and sport.

Drawing on assets such as the strengths and knowledge of those who are active within their local communities is crucial to delivering success, supporting them to make positive changes in the lives of those around them.

Inequalities Focus

Focusing on hard to reach communities and supporting physical activity in these communities.

Key Performance Indicators

This outcome is about the development of communities through sport and physical activity, rather than developing sport in communities.

Sport and physical activity can be a means to develop wider social outcomes in communities, for example education, employment and crime related outcomes - lowering/reducing crime related outcomes.

Suggested indicators

- number of clubs/associations/groups that are members of a Community Sport Hub
- Community Sports Hubs data
- track number of community physical activity groups and/or number of people employed/ volunteer/participation
- % of people able to access sports facilities in their own community.



Key areas to develop

- growth in participation through the development of Community Sport Hubs
- Hubs/Sports Councils/Community Forums to ensure that local needs are understood and addressed
- increase facilitated physical activity and recreational activities for targeted communities and support groups ensuring inclusion of all levels of mobility
- promote natural assets and local resources
- increase use of outdoor amenities, clubs and pitches
- develop and enhance volunteer structures
- nurture links with community trusts
- reduce sedentary behaviours at home and work
- enhance infrastructure/facilities available in rural areas
- establish partnership with CnES Community Learning and Development (CLD) and schools to support and coordinate community activities

Potential solutions

- Develop and promote Community Sport Hubs to include a range of partners that benefit from physical activity in the community.
- Develop and enhance sporting structures.
- Natural Health Service using horticulture as a form of physical exercise for all abilities e.g. paths, green prescription, green spaces, community gardens and growing spaces.
- Promote community events e.g. Community Games, Santa Run, Cancer Challenges Run and Island half-marathon circuit.
- Walking programmes e.g. Walk on Hebrides, the Daily Mile, Buggy Walks, Step Count challenges, Nordic Walking, Cancer Friendly and Intergenerational Walks.
- Outreach work e.g. John Muir Trust, Duke of Edinburgh award.
- Support to local groups to improve paths and walking environment .
- Strength and balance exercises included more widely.
- Increase use of digital technologies to deliver activity programmes in rural communities.





Outcome 6

We improve opportunities to participate, progress and achieve in sport

Context and Evidence

Substantial investments has been made in schools, sports pitches, indoor facilities and outdoor facilities over the past 20 years. This has created more opportunities for people of all ages to participate in a wide range of activities.

The national Active Schools programme has successfully increased opportunities for young people to try a wide range of extra-curricular sports and activities. The Community Sports Hub programme also supports the development of community sports clubs.

Global evidence highlights that taking part in regular physical activity throughout our life can reduce the risk of many chronic conditions. There is also good evidence that sport, particularly high intensity or weight bearing sports have further positive impacts on bone mineral density and muscle mass. The added benefits relating to social contact and team sports include lower frequency of mental ill health, eating and dietary problems and reduced total health risk behaviours.

Membership of the International Island Games Association is another positive driver for young people taking part in sport. We are committed to supporting talented athletes through the Western Isles Island Games Association (WIIGA) and the sportscotland supported Performance Development Programme.

Inequalities Focus

Rural locations and limited access to expertise and facilities will present additional barriers. Increasing the number of inclusive activities. Encouraging and supporting the upskilling of staff, coaches and volunteers.

Key Performance Indicators

This outcome 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.

Suggested indicators

- Active Schools, Community Sports Hubs and Activ8 data
- % of children participating in organised activities
- athletes from the Outer Hebrides competing at the Commonwealth Games
- number of medals won by Team Western Isles at the biennial International Island Games
- % of workplaces participating in programmes
- % participating in sports competitions
- number of children participating in local, regional and national physical activity competitions

Key areas to develop

- partnerships that provide support and opportunities for our most talented athletes
- maintain financial support for the Lewis & Harris and Uist & Barra Sports Councils to help reduce barriers for clubs and individuals competing in mainland events, including performance level athletes
- promotion of Island Games athletes as role models in the Outer Hebrides
- athletes from the Outer Hebrides competing at regional and national level e.g. International Island Games and Commonwealth Games
- athletes from the Outer Hebrides achieving professional contracts in sport
- increase support/resources to allow school aged children, individually and in teams, to participate and compete in local, regional and national events
- increase and develop the number of qualified sports coaches for schools, clubs and communities
- develop a programme of school sport competition
- increase use of outdoor amenities, clubs and facilities

- supporting families and communities to be physically active
- increase facilitated physical activity and recreational activities for supported groups and individuals, ensuring inclusion for all levels of mobility and ability
- support and promote improved mental health and wellbeing through participation and involvement in sport
- engagement with communities when delivering and raising the profile of physical activity opportunities



Potential solutions

- Work with **sportscotland** and partners to maintain support for the Active Schools and Community Sports Hub programmes through a charter agreement.
- Assist young athletes to compete at the Western Isles Island Games Association (WIIGA) and to aspire to the biennial International Island Games (WIIGA).
- Maintain and enhance support for the development of performance athletes e.g. the Performance Development Programme (PDP) and the Athlete Travel Award Scheme (ATAS) in conjunction with the **sportscotland** Highlands & Islands Institute of Sport.
- Develop and enhance volunteering opportunities for sports clubs, schools and communities so volunteers are confident and skilled to deliver sporting opportunities.
- Programmes for individuals with learning or physical disabilities i.e. Activ8, PHAB club and S'math Sin club and inclusive activities.
- Intra and Inter-school programmes are developed in schools across the Outer Hebrides.
- Support local sports clubs to provide an annual sports festival programme of events.
- Use community engagement and effective communication to increase opportunities to take part in physical activity.
- Create competitions and challenges that can be completed remotely or using technology that avoids travel.
- Support and develop effective pathways which allow young people to reach their full potential.



Existing Programmes & Activities

Settings-based Activity

- Two hours per week of quality physical education for every primary school child.
- Two periods per week of quality physical education for every secondary school child.
- Outdoor activity programming – including climbing, canoeing, sailing, mountain biking, horse-riding, etc).
- School Sport competition.
- Active Schools/Activ8 Activity Programme (including wide variety of options).
- Sport and Health facilities (Slàinte Mhath).
- Cycle scheme.
- Healthy Working Lives.
- Walk on Hebrides.
- Residential care activity programmes.
- Health Promoting Health Service.
- Facilitated parent and baby/toddler groups.
- Football, basketball, club based activities.

Walking Initiatives

- The Daily Mile in schools/workplaces.
- Buggy walks.
- Community walking groups.
- Walking Football.
- Walk on Hebrides.
- Cancer Friendly and Intergenerational walks.

Social Support and Associated Skills

Linked Activities

- Ceilidh nights, dance groups, etc.
- Variety of intergenerational activities for older and younger people.
- Bookbug programme.
- Work placements and volunteering opportunities.

Targeted Programmes

- play@home.
- Walk to School Week.
- Tracking and promoting wider achievement (participation).
- Fit15 (some schools).
- Motiv8.
- S'math Sin club.
- Private early years activity groups.
- Greater participation in secondary school years by promotion of participative sport and dance – priority towards girls.
- Active travel.
- Dementia Friendly walking groups.
- Physical activity support for cardiac rehab, cancer and other long-term conditions e.g. Move More.
- Primary care signposting pilot.
- Duke of Edinburgh Award programme.
- John Muir Trust.
- PHAB group.

Sport/Activity Clubs

- Development of Community Sport Hubs.
- Range of activity sessions provided by Sport and Health facilities (Slàinte Mhath).
- Volunteers.
- Sport specific regional development groups.
- Maintain support for Sports Councils.

Environmental

- Paths, trails and safe routes to school.
- Playground and play activities.
- Green spaces.
- Community growing spaces.
- Polytunnels and polycrubs.



Key	Early Years	Children & Young People	Adults	Older People
Setting Based Activity				
Two hours quality PE				
Outdoor activities				
School sports competitions				
Active schools activity programme				
Leisure facilities				
Cycle 2 work				
Healthy Working Lives				
Walk on Hebrides				
Residential Care activity programmes				
Health Promoting health services				
Facilitated parent and baby/toddler groups				
Walking Initiatives				
The Daily Mile in schools/workplaces/nurseries				
Buggy walks				
Community walking groups				
Walking Football				
Paths for All				
Social Support and Associated Skills Linked Activities				
Ceilidh nights, dance groups etc				
Variety of intergenerational activities for older and younger people				
Bookbug programme				
Work placements and volunteering opportunities				
Targeted Programmes				
Play@Home				
Walk to School Week (including nurseries)				
Fit15				
Pupil Equity Fund				
Motiv8				
Private early years activity group				
Secondary school promotion of participative sport and dance				
Active Travel				
Physical activity support for cardiac rehab, cancer and other long-term conditions e.g. Move More				
Dementia-friendly walking groups				
Primary Care signposting pilot				
Duke of Edinburgh/John Muir Trust				
Sport/Activity Clubs				
Development of Community Sport Hubs				
Range of activity sessions provided by sport and leisure facilities				
Volunteers				
Sport specific regional development groups				
Environmental				
Paths, trails and safe routes to school				
Playground and play activities				
Green Gyms				
Community Growing spaces				
Polytunnels and polycrubs				

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