



MIDLOTHIAN
PHYSICAL ACTIVITY
SPORT AND
HEALTH STRATEGY
2018 – 2023



Midlothian



Derek Milligan
Council Leader

Foreword

As Leader of the Council I am very pleased to introduce this refreshed Physical Activity and Sport and Health Strategy for Midlothian. It is well documented that being more physically active can improve health and well-being and reduce the risk of illnesses such as coronary heart disease, strokes and diabetes. Midlothian Council recognises that being physically active is good for us irrespective of our age and this strategy has been developed to encourage the residents of Midlothian to become more active with a view to improving their health.

The refreshed strategy has been developed in consultation with key stake holders including members of the public, schools and community groups and service users. We are happy to report that the majority (86%) of people involved in our surveys and workshops supported the proposed goals and priority actions that provide the framework.

In recent years the advancement in technology has reduced the need to be physically active. Nowadays we sit back in our armchairs and shop on line. Even our

TV viewing has changed and now we fast forward through the adverts where before we would have used this time to do some chores or make a cup of tea.

This strategy is about finding new ways to encourage more people to be more active residents. To achieve this we need to ensure that everyone in Midlothian understands that physical activity doesn't need to be strenuous or competitive. While this level of activity is fine for some for others it can be quite simple every day activities like gardening or housework or taking a daily walk, and the clear message we need to get across is everyone needs to be active, their way, every day.

These are however challenging times and as we plan and respond to economic pressures facing Councils we will need to find creative ways to increase participation in physical activity in Midlothian. Our aspiration is to build on the many successes since the last strategy was launched in 2009 and make sure that over the next five years we encourage everyone in our communities to take up the physical activity banner and together create a fitter healthier Midlothian.

Derek Milligan, Council Leader

Contents

- 1 Introduction
- 1.1 Our vision and goals
- 2 Why we need a strategy
- 3 What we mean by physical activity
- 3.1 Why being physically active is important
- 4 Our achievement since the last strategy
- 5 Links to National and local policies and plans
- 6 Developing the new strategy
- 6.1 Wider consultation exercise
- 6.2 Priority actions from our consultations
- 7 Action planning, monitoring and reporting



1 Introduction

The Midlothian Physical Activity, Sport and Health Strategy 2018-2023 is about encouraging everyone in Midlothian to be more active whether it is through work, play, sport, travel or leisure. The strategy will provide direction for the councils approach to raising awareness of the benefits of physical activity and encouraging the people of Midlothian to be more active.

On the outskirts of Edinburgh Midlothian is a great place to be active and play sport. Residents have easy access to parks and open spaces including the beautiful Vogrie and Dalkeith Country Parks, the Pentland and Moorfoot Hills and large expanses of thriving woodland. According to the Scottish Household Survey (SHS 2015) 95 per cent of households in Midlothian have access to green space within a five to ten minute walking distance of their home and yet only 44 per cent of respondents reported using it every day or several times a week.

In addition to great outdoor spaces Midlothian has a number of quality leisure facilities, including the year round artificial ski slopes at Midlothian Snowsports Centre. We also have an extensive voluntary sports club sector and high quality physical activity programmes such as Ageing Well, Midlothian Active Choices, Active Schools and Sports Development providing a wide range of opportunities for people of all ages to be physically active.

The availability of these natural and built resources will be a crucial part of the journey to encourage residents of Midlothian to sit less and move more and increasing the usage of our green space will be a priority.

“Walking the dog with your family keeps everyone fit”

1.1 OUR VISION AND GOALS

Our role is to raise awareness of the enormous health benefits that taking part in physical activity and sport can offer individuals, families and communities and our vision is quite simply to get more people more active more often in Midlothian.

Physical Activity, Sport & Health – A Way of Life in Midlothian by 2023

In order to achieve this we will need to further develop the strong partnership working that already exists. We will also continue to engage with external agencies and interested community groups and individuals. By working together we will achieve the following strategic goals:

- 1. Work with schools and community groups to develop and support opportunities for lifelong participation in physical activity and sport for all.**
- 2. Increase the number of people of all ages participating in active travel, active recreation and sport.**
- 3. Develop facilities and the built and natural environment to encourage increased participation in physical activities.**
- 4. Grow and develop the physical activity and sport workforce.**
- 5. Raise the profile and public awareness of the importance of physical activity and opportunities to participate.**
- 6. Work with internal and external partners to increase participation in physical activity and sport.**

2 Why we need a strategy

While statistics suggest that the overall general health of people in Midlothian is good (Profile of Midlothian 2016) the percentage of Midlothian's population with Long Term Health Conditions is slightly higher than the Scottish average.

In the SHS 2015 84 per cent of adults resident in Midlothian reported participation in sport and exercise activities (including walking for at least 30 minutes) in the previous four weeks which is slightly better than the national average of 80 per cent. When walking was excluded participation in Midlothian was the same as the national average (52 per cent). The results of this survey indicate that physical activity levels for adults in Midlothian are on a par with Scotland as a whole.

Since there is no evidence that Midlothian residents are significantly more active than the people in Scotland as a whole we can assume the finding of the Scottish Health Survey 2015 (SHeS 2015) which reported that just under two-thirds (63%) of adults in Scotland met the U.K. Chief Medical Officers (CMOs) recommended Moderate to Vigorous Physical Activity (MVPA) guidelines is applicable in Midlothian.

The health and economic benefits of increasing physical activity levels of older people is compelling. There is strong evidence that people who are active have a lower risk of heart disease, stroke, type 2 diabetes, some cancers, depression and dementia.



“Dancing is fun and great for all ages”

Scottish Government figures predict a population increase in Midlothian of 17.6 percent between 2012 and 2037, the highest percentage increase in the country. As the population of Scotland rises older age groups are projected to increase and in Midlothian the population aged 65 and over is projected to increase by 64 per cent between 2014 and 2039. Without intervention this will result in a large increase in the number of people experiencing one or more long term conditions. Research shows that it is never too late to reap the health benefits of an active lifestyle therefore it is important to convince older adults of the need to be physically active and provide them with the opportunities to achieve the CMOs activity guidelines of 150 minutes of moderate activity every week.

In 2015 the SHeS also reported that the number of adults meeting the MVPA guidelines has a direct impact on children's activity levels. This is in itself an important statistic however the research also revealed that it has direct impact on children's activity levels. The survey reported that the proportion of children meeting the guidelines was significantly higher if their mother was active at the recommended level. Although men were significantly more likely to meet the guidelines on physical activity than women, men's activity levels did not impact on the activity levels of children. The same survey reported the proportion of Scottish children aged 2-15 meeting the recommended 60 minutes per day of moderate physical activity including school-based activity was just under three-quarters (73%) and again this is likely to be similar in Midlothian.

More recently in a 38 nation study of physical activity levels among children, the **Active Healthy Kids Report Card 2016**, Scotland was



“Have a go on the swings”

described as having one of the best environments and infrastructure for outdoor play and was ranked second highest for policies to encourage increased activity levels. However the same study placed Scottish children last with 5 other nations for physical activity and exercise and joint last for sedentary behaviour and screen time. Participating nations were assessed on 9 indicators: overall physical activity; organised sport participation; active play; active transportation; sedentary behaviours; family and peers; school; community and the built environment and government strategies and investment. The study identified that a wide range of sedentary alternatives and a lack of freedom to play were major barriers to increasing the activity levels of Scotland’s children and that children’s inactivity may also be linked to a rise in ownership of mobile devices such as iPads. Research indicates that inactive children are likely to become inactive adults therefore we must continue to focus on encouraging physical activity from a young age to improve lifelong participation from childhood to old age.

The findings of the SHS and the SHeS suggest that one in three adults and one in four children are inactive making the need to increase the levels of physical activity of both adults and children in Midlothian a priority for the Council and its partners. We are aware that there are many groups of people who for cultural, personal, practical, geographical or economic reasons are least likely to participate in physical activities and sport. As we develop the annual action plans to deliver the strategy we will ensure that we continue to identify and remove barriers to participation and increase opportunities to help these groups engage in activity.



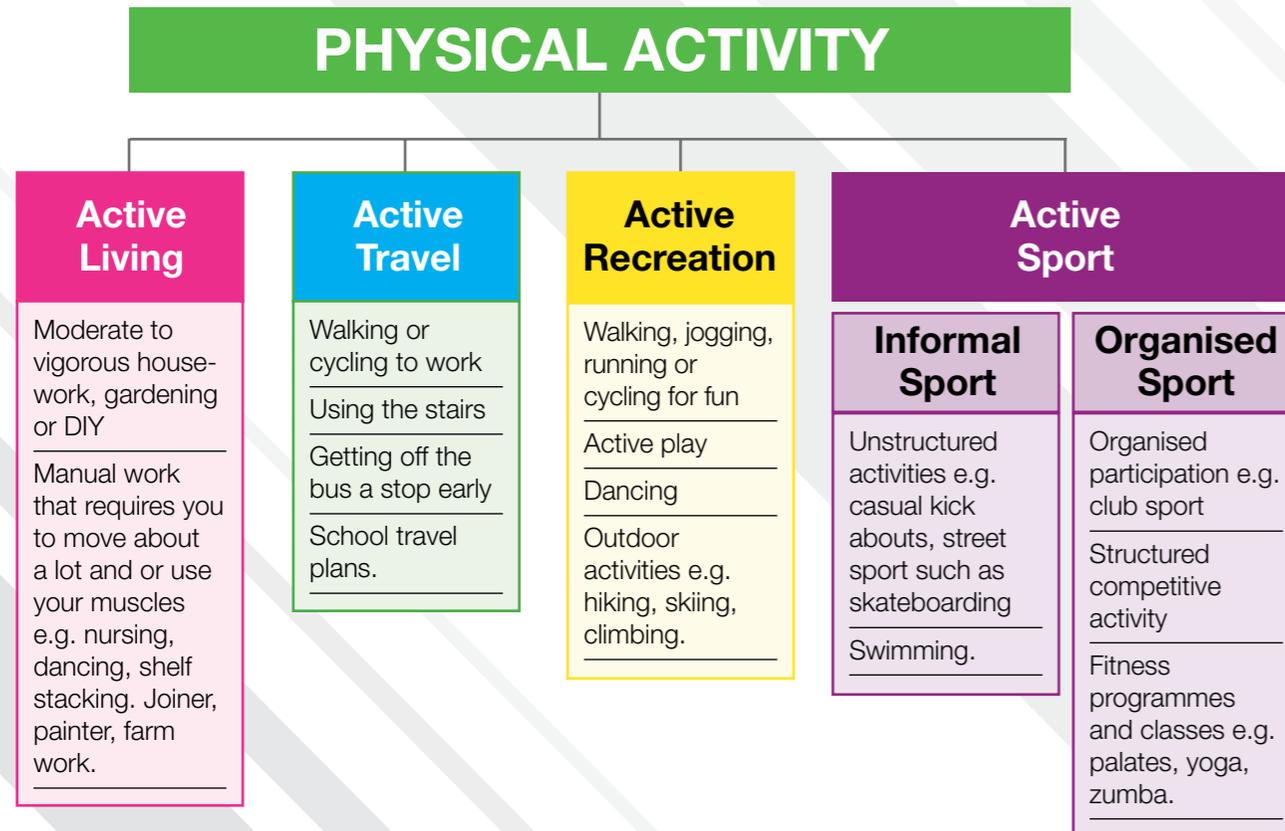
The council is the single largest provider of sports facilities and services in Midlothian. Our leisure centres, swimming pools, pitches, parks, active travel, active living, active schools and sports development activities are at the very heart of Midlothian’s sport and physical activity opportunities. Since the last strategy **One Team One Vision: A strategy for Sport, Physical Activity and Physical Education** was launched in 2009 we have developed close partnership working with NHS Lothian, sportsotland, many Scottish Governing Bodies of sport and local schools and clubs. In order to achieve our vision of a more active and healthy Midlothian it will be essential for us to further strengthen and develop partnership working to maximise resources and ensure the greatest impact on our residents

3 What we mean by physical activity.

Physical activity is broad ranging and can often be confusing however it simply means any movement of the body that works your muscles and uses energy. For health benefits physical activity should be moderate or vigorous but this need not mean taking part in organised fitness classes or competitive sport.

In terms of what type of activity 'counts' we need to ensure that Midlothian residents be aware that significant

health benefits can be gained by regular, moderate and recreational levels of activity. They need to understand that physical activity need not be strenuous and that it can be as simple as walking the dog. Some examples of the types of activities we could be doing are detailed in the table below:



“Try using the stairs more often”



Being more active means different things to different people. Some examples of the **Active Midlothian** we wanted to see when we launched our previous strategy, remain valid now and include:

- Preschool children learning the basics of physical activity and staying involved throughout their lives
- School children having a wide range of exciting indoor and outdoor curricular and extracurricular activities to choose from
- Families regularly accessing parks and the countryside to walk, cycle or try new activities
- People deciding to walk or cycle to work and school rather than take the car
- Employers encouraging physical activity in the workplace
- Patients being encouraged and supported to take exercise to improve their health and well being rather than being prescribed medication
- Older adults and the frail elderly having access to exercise
- Well organised sports clubs at the heart of our communities
- Support and encouragement for talented athletes

Physical activity for pregnant women

When it comes to how much time we need to spend being physically active the **UK CMOs Physical Activity guidelines:**

Start Active, Stay Active published in 2011 suggests the following:

Helps to control weight gain

Helps reduce high blood pressure problems

Helps to prevent diabetes of pregnancy

Improves fitness

Improves sleep

Improves mood

Not active?
Start gradually

Already active?
Keep going

Throughout pregnancy aim for at least 150 minutes of moderate intensity activity every week

Do muscle strengthening activities twice a week

Every activity counts, in bouts of at least 10 minutes

No evidence of harm

Listen to your body and adapt

Don't bump the bump

UK Chief Medical Officers Recommendations 2017: Physical Activity in Pregnancy. bit.ly/startactiveinfo

Early years – under 5 years

Children capable of walking unaided should be physically active daily for at least 180 minutes (3 hours), spread throughout the day.

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

Aim for at least

across everyday

PLAYGROUND

JUMP

CLIMB

MESSY PLAY

THROW/CATCH

SKIP

OBJECT PLAY

DANCE

GAMES

PLAY

TUMMY TIME

SWIM

WALK

SCOOT

BIKE

Move more. Sit less. Play together

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

Children and young people aged 5-18

Should engage in moderate to vigorous activity for at least 60 minutes and up to several hours every day.

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

BUILDS CONFIDENCE & SOCIAL SKILLS	MAINTAINS HEALTHY WEIGHT
DEVELOPS CO-ORDINATION	STRENGTHENS MUSCLES & BONES
IMPROVES CONCENTRATION & LEARNING	IMPROVES SLEEP
IMPROVES HEALTH & FITNESS	MAKES YOU FEEL GOOD

Be physically active

Spread activity throughout the day

Aim for at least **60 minutes everyday**

All activities should make you breathe faster & feel warmer

PLAY	RUN/WALK	BIKE	ACTIVE TRAVEL
SWIM	SKATE	SPORT	PE
SKIP	CLIMB	WORKOUT	DANCE

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

Sit less LOUNGING

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

Adults aged 19-64

Should engage in 150 minutes moderate activity or 75 minutes vigorous activity each week (accumulated in bouts of at least 10 minutes).

Adults aged 65 and over

In addition to the guidance for adults, older adults are advised that any amount of physical activity is better than none.

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
Be Active	Sit Less	Build Strength
Improve Balance		
<p>VIGOROUS</p> RUN SPORT STAIRS SWIM	<p>MODERATE</p> WALK CYCLE SWIM	TV SOFA COMPUTER GYM YOGA CARRY BAGS TAI CHI BOWLS
<p>MINUTES PER WEEK</p> <p>75 OR 150</p> <p>VIGOROUS INTENSITY (BREATHING FAST, DIFFICULTY TALKING)</p> <p>MODERATE INTENSITY (INCREASED BREATHING, ABLE TO TALK)</p> <p>OR A COMBINATION OF BOTH</p>	<p>BREAK UP SITTING TIME</p>	<p>2 DAYS PER WEEK</p>
<p>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!</p>		

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



3.1 Why being physically active is important.

An active lifestyle can help us improve and maintain good physical health and well being. We know that regular physical activity plays an important part in maintaining a healthy weight, lowering the risk of lifestyle related conditions such as diabetes and heart disease. There is also significant evidence to prove that being more active can help in the prevention of depression and stress related illnesses stimulating positive mental health. Taking part in physical activities and sport also provides opportunities for social interaction and can be a fun and healthy way for people to spend their leisure time.

For adults there is evidence to show that achieving the CMO's physical activity recommendations can also:

- contribute to a longer life
- increase well-being
- reduce symptoms of depression
- reduce rates of smoking and substance misuse
- improve the ability to function better at work and home
- improve mental well-being, self-esteem and confidence
- improve educational attainment
- contribute to building strong, vibrant and cohesive communities
- promote pride, respect and appreciation for the natural environment
- promote leadership and personal development
- build social capital by promoting volunteering opportunities

“Getting out and about is great for all ages”

For children taking part in sports and physical activities at an early age teaches them basic movement skills such as running, jumping, throwing and catch and this can have a positive impact on a child's physical development. In addition children will develop important life skills such as problem solving, communication, teamwork, fair play and honesty. Participation in sport and organised physical activity from an early age can instil active living habits that will endure for life and achieving the CMOs guidelines can also:

- build stronger bones, muscles and joints
- help maintain a healthy weight
- boost confidence and self-esteem
- build relationships and social skills
- improve the quantity and quality of sleep
- reduce risk of heart disease, stroke, cancer and diabetes in later life

Currently around one in three of Midlothian's population is inactive (SHS 2015). Across Scotland reasons given for inactivity include lack of free time, financial constraints and child care responsibilities. Importantly however people are confused about what actually constitutes physical activity and exactly how often they need to be doing it. Working in partnership our aim is to improve public education and awareness of the health benefits of an active lifestyle, reduce inequality in terms of access to physical activity opportunities and to ensure that no matter where people live, people in all communities in Midlothian will chose an active lifestyle, experience better health and live longer.





4 Our achievements since the last strategy

In 2009 our vision was about creating a culture of activity where physical activity is the norm rather than the exception. In reviewing the strategy we can identify a number of successes detailed below:

Leisure Services

- Developed a dedicated website www.activemidlothian providing information on programmes and places people can be active.
- Launched the Active Golden Years Membership for 65+
- Added looked after children to the Leisure Access concession scheme.
- Delivered the new Lasswade High School Centre with an accessible state of the art fitness facility and gymnastics centre of excellence.
- The new Newbattle High School Centre is currently under development and will provide similar facilities to those at Lasswade HSC.
- Introduced Tubing and Zorbing to the Midlothian Snowsports Centre.
- New and additional artificial pitches installed at Beeslack and Lasswade in 2016.
- Introduced free swims for pupils during school holidays.
- Delivered the new Loanhead / Paradykes campus which brings together a leisure centre, primary school, community library and medical centre.

Healthy Living Team

- Launched an exercise referral scheme Midlothian Active Choices (M.A.C.) in 2009 that has grown to see on average 850 referrals per annum.
- Introduced a programme of graded M.A.C. classes tailored to the inactive.
- Expanded the Ageing Well program – currently 10 graded walks and 60 classes per week.
- Recruited and trained ageing well volunteers – currently 46.
- Delivered Get Going a children and young person weight management programme.
- Delivered Counterweight an adult weight management programme.
- Introduced and supported physical activity and sport programme for disabled adults and young people

Active Schools

- Recruit and work with almost 200 Active Schools volunteers per annum.
- Coordinated and delivered 5,500 extracurricular activity sessions in the 2015/16 academic year.
 - Developed 64 school club links.
 - Offer an annual primary school programme of inter school competition/ events in 9 sports and a secondary school programme of 7 sports events.
- Work with school staff to give primary and secondary school pupils access to national programmes and initiatives for example:

First Clubgolf – Fit for Girls – Y Dance – Play United

Sports Development

- Provided opportunities for over 400 coaches and volunteers to gain new or additional skills and qualifications.
- Developed and supported four Community Sport Hubs in Penicuik, Lasswade, Newbattle and Danderhall.
- Recognised the valuable contributions of those who take part, volunteer, officiate or coach at an annual sports awards ceremony.
 - Provided grants for talented sports performers and coaches.
 - Developed and supported opportunities for disability sport participation in partnership with Lothian Disability Sport and Scottish Disability Sport
 - Deliver a curricular programme of sports coaching in schools providing blocks of quality coaching in:

Gymnastics – P1/2

Athletics – P3

Swimming – P4

Skiing and Golf – P5 & P6

Rugby P1- S6

Football festivals P3-P7

5 Links to National and local policies and plans.

The development of this strategy has been guided by, and has clear links to the Scottish Governments vision of a More Active Scotland. The Active Scotland Outcomes Framework (2014-2018) describes Scotland's ambitions for a healthier more active nation through increased participation in sport and physical activity. The framework aims to build a legacy from the Glasgow Commonwealth Games 2014.

The Active Scotland outcomes are realised by a number of other national plans and strategies including:

- Play Strategy for Scotland 2013
- Reaching Higher: Building on the Success of Sport 21, the national strategy for sport
- Curriculum for Excellence (CfE) - Health and Wellbeing strand



“Get them active at an early age”

Our strategy is also influenced and guided by the **Toronto Charter for Physical Activity: A Global Call for Action** which was launched in 2010. The Toronto Charter was a call to all countries to acknowledge that inactivity was a global epidemic and to urge them to make physical activity a priority. The Charter identifies seven ‘best investments’ for increasing activity levels within a population and we were guided by these in setting our goals and priorities.

More locally there are a variety of partnerships, strategies and annual service plans that contribute to improving physical activity levels in Midlothian including:

- Single Midlothian Plan 2016-2019
- Sport and Leisure Business Plan 2018
- Sports Development Active Living and Active Schools Plans
- Midlothian Open Space Strategy 2013
- Midlothian Play Strategy 2017 – 2019
- Midlothian Travel Plan 2017 – 2021
- The Joint Strategy for Older People in Midlothian 2016-2019
- Property and Facilities Management Service Plan 2018 – 2019
- Midlothian Local Development Plan 2017





**“Gardening is good
for your mind
and body”**

Links to the Single Midlothian Plan

The Single Midlothian Plan sets out the outcomes and priorities that will be delivered for the communities of Midlothian via the Community Planning Partnership.

In Midlothian there are five community planning themes:

- Adult Health and Care
- Getting it Right for Every Midlothian Child
- Community Safety
- Improving Opportunities Midlothian
- Sustainable Growth Midlothian.

The physical activity indicator under the Improving Opportunities Midlothian theme and it is to decrease the percentage of people who never or rarely engages in physical activity. This indicator is based on the number of inactive people as reported in the annual Citizens Panel.

Programmes such as Midnight (football) Leagues are useful in diverting young people away from crime and anti-social behaviour and contribute to Community Safety in Midlothian.

Physical activity and sport programmes are available from pre-school to S6 in schools, leisure centres and community clubs. Participating in physical and sporting activities from a young age significantly contributes to children’s health, encourages a pattern of lifelong participation and benefits and ensures that we Get it Right for Every Midlothian Child.



Participation in PE in schools combined with sports development and active schools programmes contribute to Improved Opportunities for Midlothian children and young people. The programmes are proven to raise educational attainment (The Potential of Sport- SportsScotland) and can contribute to their learning and understanding of physical health. Pupils can gain leadership and coaching qualifications, go on to study at college or university and pursue a career in the leisure industry or simply find fulfilment volunteering in the community. Programmes such as Ageing Well, Midlothian Active Choices and our multi sport programmes for adults with a disability contribute to improving the health of adults as well as offering opportunities to socialise.

Physical activity and sport related employment and income generation make a significant contribution to Sustainable Growth in Midlothian as well as building social capital through volunteer development.



6 Developing the Strategy

Initial strategy discussions, held over the course of January to October 2015, were attended by senior managers representing Education, Social Services, Transportation, Land Services and NHS Lothian. These visioning workshops supported by sportscotland helped clarify the council's strategic vision and goals for an active Midlothian. Following this in 2016 a further series of internal consultations were held with key members of staff to identify the current and future opportunities and challenges we would face in achieving our vision of a fitter, healthier more active population and the priorities to achieve the strategic goals were as follows:

GOAL 1 Work with schools and community groups to develop and support opportunities for lifelong participation in physical activity and sport for all.

PRIORITIES

- 1.1 Provide Opportunities for the early years (3-8 years old) to be physically active.
- 1.2 Support a Whole-of-School approach to the provision of structured and unstructured access to physical activities before during and after school.
- 1.3 Develop an integrated approach across PE, school sport and sport in the wider community.
- 1.4 Work with partners to develop community wide physical activity programmes
- 1.5 Ensure physical activity and sports clubs are supported in their planning, education and development.
- 1.6 Support Midlothian's Play Strategy goals

GOAL 2 Increase the number of people of all ages participating in active transport, active recreation and sport.

PRIORITIES

- 2.1 Provide opportunities for people of all ages to be physically active.
- 2.2 Increase participation amongst under-represented groups including young women, people with a disability, adults in later life and the socio-economic disadvantaged.
- 2.3 Working in partnership with NHS Lothian continue to develop programmes targeting older adults, people with long term conditions (LTC) and adults and children with weight management problems.
- 2.4 Reduce inequality by removing barriers to participation for the target groups identified in this strategy.
- 2.5 Encourage sustainable active travel.
- 2.6 Support and promote health and well being in the workplace.

GOAL

3

Develop facilities and the built and natural environment to encourage increased participation in physical activities. Make the best of urban design

PRIORITIES

- 3.1 Provide a network of sustainable facilities (including pitches) across Midlothian.
- 3.2 Regularly review customer satisfaction with quality of facilities, services, pricing and programming.
- 3.3 Manage parks and open spaces to encourage physical activity, sport and outdoor learning.
- 3.4 Encourage outdoor play by maintaining and developing existing outdoor play provision.
- 3.5 Increase opportunities for walking, cycling and horse-riding.

GOAL

4

Grow and develop the physical activity and sport workforce.

PRIORITIES

- 4.1 Support coach development and education.
- 4.2 Contribute to the employability of senior pupils.
- 4.3 Support the growth of volunteers and coaches in partnership with Midlothian Volunteering.
- 4.4 Recognise, promote and reward the contributions of the coaches and volunteers within the physical activity and sport sector.



GOAL

5

Raise the profile and public awareness of the importance of physical activity and opportunities to participate.

PRIORITIES

- 5.1 Develop appropriate and consistent public information campaigns about the health benefits of physical activity.
- 5.2 Develop shared training and resources for NHS and Council staff involved in delivering physical activity advice and awareness raising campaigns.
- 5.3 Promote physical activity and sport as a fun and not necessarily competitive pastime.
- 5.4 Raise awareness of the wide range of physical activity and sporting opportunities available in Midlothian.
- 5.5 Raise the benefits of physical activity and funding opportunities with partners.

GOAL

6

Work with internal and external partners to increase participation in physical activity and sport.

PRIORITIES

- 6.1 Work with partners to provide a range of activities designed to promote and encourage sport for all.
- 6.2 Develop partnership working with neighbouring local authority providers to share best practice.
- 6.3 Develop and sustain partnerships with Sports Governing Bodies (SGBs) to establish pathways to support talented athletes.
- 6.4 Implement information systems to monitor and evidence performance, inform decision making, and prioritise resources.

“Find your inner Chi”

6.1 Wider consultation exercise

Having identified our strategic goals and priorities the next stage in the development of this strategy was a wider ranging public and partner consultation exercise. Details of this consultation events and timeline are detailed in the table below.

Consultation timeline	Event	Outcome
October 2015	Senior Service Managers	Vision and Strategic Goals Identified
October 2016	Key Staff Sport & Leisure	Priorities to achieve vision and goals identified
February 2017	Online Survey + Hard copy survey targeting the general public, partner agencies, community groups and target groups	Vision, goals and priorities supported. Issues and suggested actions recorded.
February 2017	Functional Fitness Testing Event + 1-2-1 interviews	Issues and suggested priority actions recorded
May 2017	4 interactive workshops across the authority for service managers, partner agencies and the general public	Issues and suggested priority actions recorded
June 2017	Final opportunity for internal and external partners to comment electronically.	Issues and suggested priority actions recorded

A total of 479 people took part in the second phase of the consultation. 60 people attended the Functional Fitness Testing event and took part in the 1-2-1 interview sessions. The proposed goals and priorities were supported by 86% of respondents although some were concerned about the chances of delivering in these austere times.

In addition to gauging support for our goals and priorities this was an opportunity for our public and our partners to suggest priority actions and issues. There were 58 suggested actions from survey respondents and participants at the functional fitness events in February 2017.

The third phase of the consultation process was a series of interactive workshops targeting internal and external partners, community groups and the general public. Sixty four people attended the workshops and 19 individuals responded electronically. In total almost 150 suggested actions issues were recorded from this final phase.





“Try something different and challenging”

6.2 Priority Actions from our consultations

The most common suggested actions are detailed in the table below and the full list can be seen at:

<https://www.activemidlothian.org.uk/news/midlothian-physical-activity-sport-and-health-strategy-984>

GOAL 1 Work with schools and community groups to develop and support opportunities for lifelong participation in physical activity and sport for all.

PRIORITIES

- 1.1 Need more walking buses and park and walk zones to increase active travel to school.
- 1.2 School playground facilities should be available to use out with school hours.
- 1.3 Direct all schools to take part in programmes like wake up and shake up and the daily mile – movement breaks should be a part of every school’s curriculum.

GOAL 2 Increase the number of people of all ages participating in active travel, active recreation and sport.

PRIORITIES

- 2.1 Dedicated cycle/walking routes from local settlements to play areas, town centres and places of interest.
- 2.2 Employ/ train more specialist instructors/ community volunteers to support people with health or weight management problems.
- 2.3 Sport and physical activity programmes need to be affordable for all.



GOAL

3

Develop facilities and the built and natural environment to encourage increased participation in physical activities.

PRIORITIES

- 3.1 House builder contributions should accommodate play areas and outdoor fitness trails.
- 3.2 Provide more opportunities to recreate in the countryside through more outdoor / walking festivals and events.
- 3.3 Promote and raise awareness of the 'core paths' network and ensure all paths are surfaced for multi use.

GOAL

5

Raise the profile and public awareness of the importance of physical activity and opportunities to participate.

PRIORITIES

- 5.1 Have regular campaigns to spread the message to 'sit less- move more'.
- 5.2 Encourage community champions / physical activity role models – GPs could lead health walks.
- 5.3 Better advertising needed – have a notice board in libraries, use local radio, social media and promote the active Midlothian website more.

GOAL

4

Grow and develop the physical activity and sport workforce.

PRIORITIES

- 4.1 Promote training and volunteering opportunities via the sport hubs and Active Midlothian website.
- 4.2 Provide physical activity and sport leadership training for school pupils.
- 4.3 Develop and recruit more ageing well volunteers to help older people get active.



GOAL

6

Work with internal and external partners to increase participation in physical activity and sport.

PRIORITIES

- 6.1 Work with health visitors and midwives to raise the profile of physical activity to young families.
- 6.2 Help residential and care homes offer a physical activity programme for residents.
- 6.3 Work with all community groups to spread the get active message.



***“Reach for
new heights
in fitness”***



7 Implementation of the strategy

There are already a number of service plans, physical activity programmes and projects that contribute to the physical activity agenda and have existing Performance Indicators (PI's). An Action Plan has been developed by the Council's Healthy Living Team (sport and leisure facility management; sports development; healthy living and active schools) to deliver a series of targeted outcomes that will achieve the strategic goals and priorities. It is envisaged that this will be further developed into a joint working plan to include partner's physical activity PIs and actions when the strategy implementation group is formed. In addition to delivering their own specific physical activity, sport and health key performance indicators (KPI's) all partners will strive over the next five years to deliver the actions identified during the consultation process. Given the current and projected economic climate that the council faces our ambitions and actions over the next five years require be realistic.

7.1 Reporting Structure

The previous strategy was regularly monitored and reviewed by the Midlothian Physical Activity and Health Alliance (MPAHA). The role of the MPAHA was to bring together all organisations and council service areas with a link to the delivery of the wider physical activity agenda to work in partnership to increase physical activity levels and contribute to the health and well being of our communities in Midlothian.

For this new physical activity, sport and health strategy to have any impact it is imperative that robust and transparent reporting arrangements are put into place to achieve the best possible outcomes for increasing physical activity in Midlothian.

Following approval by the Corporate Management Team and Cabinet the MPAHA will be reconvened to implement and monitor this strategy. The MPAHA will have representation from all relevant council services and partners including the voluntary sector and meet regularly, a minimum of three times per annum to share information, plan promotional events and encourage joint working and resource sharing. Recommended Membership is detailed in diagram 1. The MPAHA will also report progress to the IOM through the JHIP on an annual basis.

The strategy outcomes will be reported annually on the Active Midlothian website.

Recommended MPAHA membership. Diagram 1

Midlothian Physical Activity and Health Alliance	
Healthy Living Manager	Senior Health Promotion Specialist, NHS Lothian
Ageing Well	Health & Social Care Partnership
Midlothian Active Choices	Youth Group e.g. Y2K
Active Schools	Early Years / out of school care
Sports Development ./ Health	P.E. Specialist Primary and Secondary
Disability Sport	Midlothian Ranger Service
Active Travel Officer	Equalities Officer
Communications Officer	Voluntary Sector

Reference materials include:

- Let's Make Scotland More Active, Scottish Executive, February 2003
- Reaching Higher, the National Strategy for Sport, Scottish Executive, 2007
- Five Year Review of Let's make Scotland more Active, NHS Health Scotland, 2009
- A More Active Scotland – Building a Legacy From the Commonwealth Games, 2014
- Scottish Health Survey, Scottish Government 2015
- Scottish Household Survey, Scottish Government 2015
- Start Active, Stay Active: A report on physical activity for health from the four home countries 'Chief Medical Officers, 2011
- Active Healthy Kids Scotland Report Card 2016
- Midlothian Single Plan 2016-2019
- Sport & Leisure Business Plan 2017
- Active Schools & Sports Development Plans 2016-2017
- Active Living Plans (M.A.C & Ageing Well) Plans 2016-17
- Midlothian Open Space Strategy 2013
- Midlothian Play Strategy 2016 -2021
- Midlothian Travel Plan 2017 - 2021
- The Joint Strategy for Older People in Midlothian 2016-2019

MIDLOTHIAN
PHYSICAL ACTIVITY
SPORT AND
HEALTH STRATEGY
2018 – 2023

COMMUNICATING CLEARLY

We are happy to translate on request and provide information and publications in other formats, including Braille, tape or large print.

如有需要我們樂意提供翻譯本，和其他版本的資訊與刊物，包括盲人點字、錄音帶或大字體。

Zapewnimy tłumaczenie na żądanie oraz dostarczymy informacje i publikacje w innych formatach, w tym Braillem, na kasecie magnetofonowej lub dużym drukiem.

ਅਸੀਂ ਮੰਗ ਕਰਨ ਤੇ ਖੁਸ਼ੀ ਨਾਲ ਅਨੁਵਾਦ ਅਤੇ ਜਾਣਕਾਰੀ ਤੇ ਹੋਰ ਰੂਪਾਂ ਵਿੱਚ ਪ੍ਰਕਾਸ਼ਨ ਪ੍ਰਦਾਨ ਕਰਾਂਗੇ, ਜਿਨ੍ਹਾਂ ਵਿੱਚ ਬਰੇਲ, ਟੇਪ ਜਾਂ ਵੱਡੀ ਛਪਾਈ ਸ਼ਾਮਲ ਹਨ।

Körler için kabartma yazılar, kaset ve büyük nüshalar da dahil olmak üzere, istenilen bilgileri sağlamak ve tercüme etmekten memnuniyet duyarız.

اگر آپ چاہیں تو ہم خوشی سے آپ کو ترجمہ فراہم کر سکتے ہیں اور معلومات اور دستاویزات دیگر شکلوں میں مثلاً بریل (تایپا افراد کے لیے) بھجوائے ہوئے حروف کی کھائی) میں، نیپ پر یا بڑے حروف کی کھائی میں فراہم کر سکتے ہیں۔

Contact 0131 270 7500 or email: enquiries@midlothian.gov.uk

Midlothian

