

IMPROVING  
SCOTLAND'S  
HEALTH



# A More Active Scotland:

**Scotland's Physical Activity Delivery Plan**



Scottish Government  
Riaghaltas na h-Alba  
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# Ministerial Foreword

Being physically active is one of the very best things we can do for our physical and mental health. It helps to prevent heart disease, strokes, diabetes, and a number of cancers; it plays an important part in helping us maintain a healthy weight; and reduces the risk of developing depression.

We know that there are many ways we can be active, such as: walking or cycling for pleasure or commuting; taking part in a sport; playing active games; gardening; or through exercise in a gym or leisure centre. But it is important that we make being active easy, accessible and part of our normal routine.



Physical activity and sport have a transformative effect on communities, by providing opportunities for people to connect with their neighbourhoods and come together in shared activities which inspire and motivate. Sport and physical activity are a powerful means of addressing isolation, building community cohesion, and developing confidence. We want to build on the success we have already achieved on our approach to get Scotland active, recognising the important role that clubs and communities play in transforming the lives of all of our citizens.

I have seen for myself the impact of locally delivered activity and recognise that the demands of our lifestyles sometime conspire to encourage us to be sedentary. I therefore want us to ensure that everyone, no matter what their background or ability, has the same opportunities to experience the pleasure and benefits of regular physical activity.

The World Health Organization has shown important leadership on this issue in its Global Action Plan on Physical Activity, '*More Active People for a Healthier World*', published on 4<sup>th</sup> June 2018. This sets out a target of achieving a 15% relative reduction in the global prevalence of physical inactivity in adults and in adolescents by 2030.

**That is a challenging but vital aim, and I want Scotland to play its part by striving to reduce levels of physical inactivity in Scotland in line with that global goal.**

I firmly believe that Scotland is ideally placed to be at the forefront of this global effort. We have long recognised the merit of using sport and physical activity to engage with groups and individuals to improve health, prevent ill health and address a range of other priorities such as increasing educational attainment, reducing crime, increasing employability and reducing homelessness. We were one of the first countries to develop and publish a strategy to improve physical activity and have embedded this across Government. Being active is now explicitly part of our National Outcomes, highlighting the importance we place on this issue.

It also reflects our new higher-level approach to Public Health, as set out in the joint public health priorities developed by the Scottish Government and COSLA. Physical activity, in conjunction with diet and healthy weight, forms one of those priorities. This Delivery Plan is one of five linked public health strategies and delivery plans being published in 2018, and taken together create a healthy environment whilst encouraging people to make good choices about their health, their life and their communities.

But our strengths extend well beyond that Government commitment. We have a truly exceptional outdoor environment, and world-leading access legislation that ensures everyone is able to enjoy its many benefits. We have a wide range of world-class sporting facilities that are open and accessible to communities and high performance athletes alike, and we continue to invest in activity and infrastructure to address inequalities.

We know what works and we are committed to ensuring we tap into the huge number of highly motivated and skilled people that enable and support people to be more active, more often. I am hugely appreciative of this as it is a true asset and one Scotland should rightly be immensely proud of. They include a mixture of volunteers and professionals throughout Scotland's health and social care system and in Local Authorities; staff in schools, care homes, and leisure facilities; community groups and sports clubs; and those involved in developing cycling and walking networks. This fantastic resource creates opportunities for people to get active and stay active.

This is a bold plan that commits us to systematically work across boundaries to do all we can to ensure everyone can benefit from being physically active. Whilst I recognise that we have much to celebrate, I believe this plan will build on our successes and I am delighted that the World Health Organization has recognised our commitment to this important issue. I am pleased that Scotland is ahead of many in developing such a plan, but am determined that the health and wellbeing of our population improves by getting Scots more active, more often.

A handwritten signature in black ink that reads "Joe FitzPatrick". The signature is fluid and cursive, with a long horizontal stroke at the end.

Joe FitzPatrick MSP  
Minister for Public Health, Sport & Wellbeing

# Foreword from Fiona Bull, World Health Organization



Regular physical activity is proven to help prevent and treat non-communicable diseases (NCDs) such as heart disease, stroke, diabetes and breast and colon cancer. It also helps prevent hypertension, overweight and obesity and can improve mental health, quality of life and well-being. Yet, much of the world is becoming less active.

The World Health Organization published 'More Active People for a Healthier World', the new Global Action Plan on Physical Activity 2018-2030 in June 2018, to guide and support countries scale up policy actions to promote physical activity. It sets out four objectives and recommends 20 policy actions that are applicable to all countries, and address the cultural, environmental and individual determinants of inactivity.

I am delighted that Scotland is one of the forerunner countries to respond to this challenge by setting out its own plans to address these objectives. Crucially, the Active Scotland Delivery Plan presents a wide-ranging set of concrete actions across multiple sectors to encourage physical activity and reduce inactivity. It embraces many different approaches to physical activity – including walking, cycling, active recreation, sport, and play – and seeks to achieve the 'whole-of-system' approach WHO believes is necessary, working across, for example, the transport, education, health, and planning sectors.

The whole-of-community 'systems-based' approach is a key feature of the WHO Global Action Plan on Physical Activity and is reflected in the Active Scotland Delivery Plan. Effective implementation will require bold leadership combined with cross-government and multi-sectoral partnerships at all levels to achieve a coordinated response. I welcome Scotland's ambition to deliver a cross-government response, and commitment to partnership working as the way to achieve meaningful change in practice.

Sharing Scotland's experience of developing and implementing the actions in the Active Scotland Delivery Plan is important and I know will be valued by WHO and its Member States. Stronger international collaboration is needed if we are to achieve the WHO global target of a 15% relative reduction in the global prevalence of physical inactivity in adults and in adolescents by 2030.

I look forward to seeing Scotland progress in this important area and working with you to support and encourage people in Scotland to be more active, more often.

Dr Fiona Bull,  
Programme Manager  
Prevention of Noncommunicable Disease  
World Health Organization  
Geneva, Switzerland

# Introduction

Physical activity and sport are a powerful force in transforming lives. There is clear and growing evidence of the health, economic and social benefits physical activity and sport can bring. Physical activity and sport improve the health of the heart, skeletal muscles, bones and blood, the immune system and nervous system; and enable people to live longer, healthier lives. Being active improves psychological wellbeing, boosts self-esteem, plays an important role in maintaining a healthy weight and improves mood and sleep quality. The early years is a vitally important period to intervene to improve outcomes for children. There is strong evidence that intervention in this period, including through play, improves health and cognitive development.

Physical activity and sport can also play a major role in improving outcomes and tackling inequalities across many different aspects of our lives and society. Positive changes being achieved through physical activity and sport initiatives in Scotland include improving mental health, supporting weight management initiatives, overcoming loneliness and isolation; reducing reoffending; promoting sustainable forms of transport; and enabling people to connect with the natural environment.

## What is physical activity?

In this document we use the definition of physical activity by the World Health Organization 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.

## How much physical activity is enough?

Physical activity does not need to be strenuous to have significant effects on physical and mental health. In 2011, guidelines were issued by the four Chief Medical Officers (CMOs) of England, Scotland, Wales and Northern Ireland. These drew on global evidence for the health benefits people can achieve by taking regular physical activity throughout their lives.

<https://www.gov.uk/government/publications/start-active-stay-active-infographics-on-physical-activity>

These guidelines are currently under review and an updated version is expected to be published in early 2019.

## How active are people in Scotland?

Progress towards our vision of a Scotland where people in Scotland are more active, more often is measured through a set of indicators reported on our Active Scotland Outcomes Framework website.<sup>1</sup> This provides us with a clear understanding of where we are making progress and where we need to focus our attention. Following an expert review, a more detailed set of indicators will be published later in 2018 when the latest survey data becomes available, to build on our approach and to ensure that future activity is guided by clear evidence.

In terms of overall measures, the most recent survey data show that:

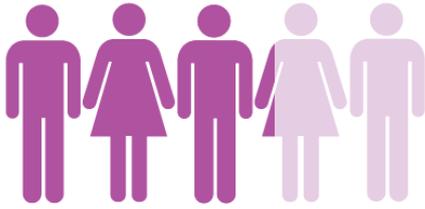
- In recent years, people have become more active, with participation rising to 75 per cent in 2011 and again to 79 per cent in 2016. Participation in all physical activity and sport had remained relatively constant between 2007 and 2010 at around 72 per cent. This increase is in part driven by the growing popularity of recreational walking, with walking participation having risen from 57% in 2011 to 67% in 2016. (Scottish Household Survey 2016)
- 64% of adults met the Chief Medical Officers' guidelines for moderate or vigorous physical activity, a similar level to that seen since 2012 (62-64%) (Scottish Health Survey 2016).
- 76% of children meet the average daily guidelines on physical activity, an increase from 71% in 2008 (Scottish Health Survey 2016).

We therefore know that the majority of the population meets the Chief Medical Officers' guidelines, but we want to go further.

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<sup>1</sup> <http://www.gov.scot/About/Performance/scotPerforms/partnerstories/Outcomes-Framework/Dashboard>

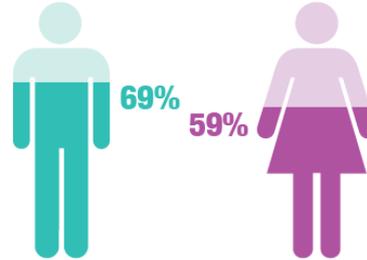
# PHYSICAL ACTIVITY



## Two thirds of adults

(64%) met the guidelines for Moderate or Vigorous Physical Activity in 2016, a similar level to that seen since 2012 (62-64%).

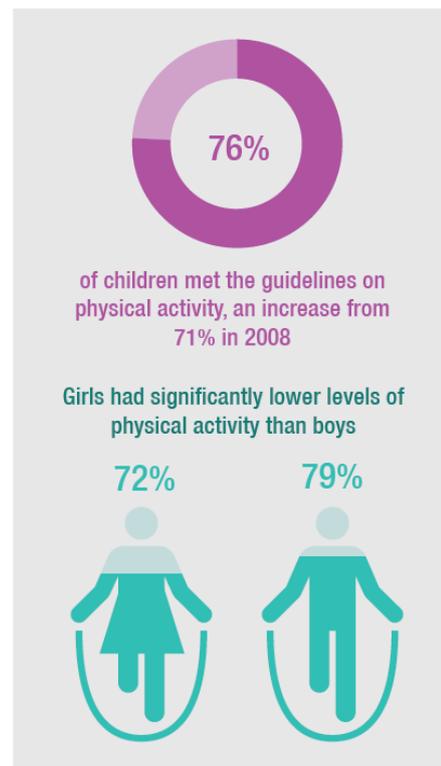
- Younger age groups continued to be more likely than older age groups to meet the MVPA guidelines (75-76% of those aged 16-44, compared to 30% of those aged 75 and over).



Men continue to be more likely than women to meet the MVPA guidelines



- Younger children were more likely than older children to meet the physical activity guidelines, (82% of 5-7 year-olds doing so, compared with 61% of those aged 13-15, school-based activity included).
- In 2016, 68% of children had participated in sport and exercise in the week prior to the interview, this has been relatively stable since 2010 but fluctuated in previous survey years with the highest level seen in 2009 (73%).



Source: Scottish Health Survey 2016

# Our Vision and Principles

## Vision

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

## Principles

This Delivery Plan is informed by cross-cutting guiding principles, which align with the agenda set out in the WHO Global Action Plan on Physical Activity and with the United Nations Sustainable Development Goals. They are consistent with the Scottish Government's Programme for Scotland 2017-18, to make Scotland an inclusive, fair, prosperous, innovative country, which is ready and willing to embrace the future.

These principles bring together international thinking on what is required to realise the major contributions physical activity and sport can make to transforming people's lives. Embedding the principles in the work we and our partners do is fundamental to ensuring that our efforts make a real contribution to changing the world for the better.

### **Human Rights-based approach**

As part of our inclusive approach, the actions in this plan incorporate a commitment to engaging and empowering individuals and communities to actively participate in the development of solutions as part of a rights-based approach. The Scottish Government has committed to supporting the United National Convention on the Rights of the Child, which acknowledges the importance of play as a right of every child.

### **Equity across the Life Course**

We will seek to provide opportunities for all people at all ages and abilities to participate in physical activity with a priority towards addressing disparities and reducing inequalities.

### **Evidence based practice**

Our actions will be based upon a robust evidence base as well as practice-based evidence from active evaluation and with demonstrated effectiveness in a variety of contexts.

### **Reducing Inequality**

Our actions will focus on the need to reduce inequality in the opportunities to participate in physical activity and will seek to allocate resources towards the actions needed to engage the least active and those who face the greatest barriers to participation.

### **Empowerment**

We will work to empower everyone in society to participate in the development of policies and interventions that affect them in order to remove barriers and to provide inspiration and motivation to participate in physical activity.

### **Joined-up policy**

We will seek to enhance policy coherence across sectors to ensure that policies across different areas are developed in a way which encourages physical activity.

### **Multi-sectoral partnerships**

We will foster collaboration across and between stakeholders to ensure a comprehensive and integrated approach guided by a shared vision of the value of a more active Scotland.

These principles reflect the Scottish Government's emphasis on the importance of empowering communities. When communities feel empowered, evidence shows that this leads to increased confidence and skills, more people volunteering, greater satisfaction with quality of life in the neighbourhood, and greater engagement in local democracy.

Access to opportunities to experience the many benefits of physical activity and sport is a right we want everyone to have. Achieving our vision of a Scotland where people are more active, more often is therefore both an outcome of following these principles, and a means of advancing the principles in their own right.

# The Active Scotland Outcomes Framework

## Vision: A More Active Scotland

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

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

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

## National Outcomes

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

## Active Scotland Outcomes

We encourage and enable the inactive to be more active	We encourage and enable the active to stay active throughout life	We develop physical confidence and competence from the earliest age
We improve our active infrastructure - people and places	We support wellbeing and resilience in communities through physical activity and sport	We improve opportunities to participate, progress and achieve in sport

**Equality - Our commitment to equality underpins everything we do**

The Active Scotland Outcomes Framework sets out the shared vision and goals which have shaped the approach the Scottish Government and a wide range of partner organisations have taken to supporting and enabling people in Scotland to be more physically active. This has enabled us to build a cross-government commitment to the importance of physical activity and sport in achieving a wide range of outcomes, gaining international recognition for this integrated and ambitious approach.

We are determined to go further and achieve more, both by continuing to drive efforts across government and our public sector partners to develop co-ordinated and innovative approaches, and by enabling and facilitating the wide range of others – third sector organisations, communities, individuals – who play crucial roles in making the practical changes that the above set of outcomes describes.

Our work to date in developing and working to implement the Active Scotland Outcomes Framework means that Scotland is particularly well-placed to meet the challenges set out in the World Health Organization’s Global Action Plan on Physical Activity<sup>2</sup>. This Delivery Plan sets out how the actions to achieve our shared outcomes align with the objectives set out in the WHO Global Action Plan.

Our outcomes approach and the range of specific actions set out in this Delivery Plan draw on the growing body of international evidence on what works in practice to get people active. This tells us that there is no single solution to increasing physical activity, but multiple concurrent approaches are needed. As summarised in ‘Investments that Work for Physical Activity’<sup>3</sup>, a complementary document to the Toronto Charter for Physical Activity, the types of approaches which the evidence suggests work in practice involve integrated working across multiple systems and settings: education, transport, planning, healthcare, communications, communities, and sport. This is the basis for the partnership approach we are taking in Scotland, and the range of actions set out in the Delivery Plan across and between these different systems.

It is also clear that strong and visible leadership and commitment are needed to prioritise the promotion of physical activity and secure the active engagement of multiple sectors at all levels. Individuals can provide leadership by acting as exemplars, actively championing the recommended policy actions and change required.

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<sup>2</sup> <http://www.who.int/ncds/prevention/physical-activity/global-action-plan-2018-2030/en/>

<sup>3</sup> <http://www.globalpa.org.uk/pdf/investments-work.pdf>

## **Outcome 1: We encourage and enable the inactive to be more active**

Alongside the many benefits of physical activity for both physical and mental health, physical inactivity has serious consequences for individual health and wellbeing and on the development of children, resulting in significant costs to society and to the NHS. With a range of factors contributing to more sedentary lifestyles, and with particular challenges in supporting people living with other health problems to be more active, co-ordinated action focussed on encouraging and enabling the inactive to be more active is more important than ever.

It is important to recognise the extent of the challenge physical inactivity poses on a global scale, and why this is a priority for the World Health Organization and others. There are no easy answers or quick fixes, and the consensus is that a wide range of actions involving multiple partners is essential to achieving results on the scale required.

The Scottish Government and a wide range of partners have focussed efforts on identifying those at most risk of becoming physically inactive, and providing targeted support to enable those groups to overcome the barriers to taking part in physical activity and sport, and develop the necessary underpinning skills.

We are therefore seeking to create a culture in which physical activity is the norm, which we are working to achieve through a focus on increasing opportunities for active play, PE in schools and Active Schools. This also means using the power of sport to inspire and motivate, through initiatives like Football Fans in Training<sup>4</sup>, as well as supporting those who work with people facing particular challenges in being active, such as older people living within care settings. More widely, all partners will work to increase knowledge and awareness of the benefits of sport and physical activity.

### **Key Achievements**

- The Scottish Government's 'Programme for Government 2017-18'<sup>5</sup> contained a commitment that Scotland become the first 'Daily Mile Nation'. Over 800 primary schools regularly take part in the Daily Mile, with a growing number of secondary schools, further and higher education institutions signing up. Public sector organisations as well as private sector businesses are also rolling out their programmes amongst their staff.
- We published a National Walking Strategy<sup>6</sup> in 2014 and the National Walking Strategy Action Plan<sup>7</sup> in 2016. Both aim to create a culture of walking, develop better walking environments and support easy, convenient independent mobility

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<sup>4</sup> <http://spfltrust.org.uk/projects/football-fans-in-training/>

<sup>5</sup> <http://www.gov.scot/Publications/2017/09/8468>

<sup>6</sup> <http://www.gov.scot/Resource/0045/00452622.pdf>

<sup>7</sup> <http://www.stepchangescot.scot/action-plan.html>

for everyone. This work is managed and promoted by Paths for All on behalf of the Scottish Government. **Walking participation has risen from 57 % in 2011 to 67% in 2016.**

- We have established the Women and Girls in Sport Advisory Board to drive female sports participation.
- We have put in place record investment in Active Travel, doubling funding to £80 million in 2018-19.

## **Our Actions**

1. We will encourage and support access to enjoyable, free, accessible and social physical activity and sport by:
  - Ensuring that Scotland becomes the first 'Daily Mile Nation', with roll out to nurseries, schools, colleges, universities and workplaces across the country (Active Scotland);
  - Supporting Paths for All to deliver our National Walking Strategy Action Plan, which champions walking and highlights its benefits as well as coordinating action across organisations, sectors and disciplines to ensure that activities are complementary and mutually supportive (Active Scotland).
2. We will promote and increase understanding of the many ways everyone can participate in sport and physical activity through a range of communication activity including:
  - Facilitating the work of the Women and Girls in Sport Advisory Board in its endeavour to challenge and recommend what more Scotland can do to provide the culture change necessary for women and girls to have opportunities and feel empowered to be physically active and stay physically active throughout life (Active Scotland);
  - Driving forward with the Women and Girls in Sport Advisory Board the importance of the visibility of role models from different walks of life, from local to performance internationally, for women and girls at every stage of life no matter their aspirations (Active Scotland);
  - Raising awareness of the importance of physical activity in delaying the onset of frailty through our 'Take the Balance Challenge' and the '400 yard challenge' campaigns (Scottish Government Allied Health Professional Unit);
  - Providing more people from under-represented groups with opportunities to enjoy the outdoors and reap the physical and mental health benefits of physical exercise and contact with nature, through co-ordinated efforts involving those with a role in promoting outdoor activities or who own or manage land (Scottish Natural Heritage);

- Develop the concept of Our Natural Health Service to promote common messages on the benefits of physical activity in the outdoors (Scottish Natural Heritage);
  - Ensuring that the promotion of the benefits of physical activity and sport is a feature of appropriate future Scottish Government marketing strategies (Active Scotland).
3. We will increase active travel and recreational walking and cycling by:
- Using our Smarter Choices Smarter Places initiative and our other behaviour change programmes (Energy Saving Trust, Cycling Scotland, Sustrans, Cycling UK) to encourage less use of cars and more journeys by foot and pedal cycle, including those as a multi modal public transport journey. This will include programmes to enable older people to enjoy travelling more actively (Transport Scotland);
  - Increasing our investment in active travel infrastructure to £80 million in 2018-19 to make our towns and cities friendlier and safer spaces for pedestrians and cyclists (Transport Scotland);
  - Expanding the Health Walks programme, delivered by Paths for All, to increase effectiveness and provide targeted support to those who need additional help to become active, including those with long term conditions such as cancer and dementia (Active Scotland);
  - Encouraging social prescribing initiatives which refer patients from the NHS to community-based interventions to support increased physical activity and healthy weight in line with the ambitions of Realistic Medicine (Active Scotland and NHS Scotland).
4. We will address barriers faced by those groups at risk of inactivity by:
- Engaging with girls and young women to encourage leadership and participation in sport and physical activity through our Active Girls programme including addressing issues around body image and confidence (sportscotland);
  - Engaging with children and young people who face barriers to participation to support their inclusion in activity through our Active Schools programme<sup>8</sup> (sportscotland);
  - Encouraging and supporting clubs and communities to engage people who are at risk of inactivity through Community Sport Hubs, Sports Governing Bodies, Regional Development Posts and Direct Club Investment (sportscotland);

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<sup>8</sup> <https://sportscotland.org.uk/schools/active-schools/>

- Supporting opportunities for sporting participation and physical activity for people with learning disabilities and autism, through the Keys to Life strategy and the Scottish Strategy for Autism (Learning Disabilities team, Scottish Government).
5. We will continue to support the delivery and development of healthy living interventions as a treatment through the NHS and the third sector, such as the innovative Football Fans in Training programme<sup>9</sup> which supports football fans to lose weight, have a healthier lifestyle, and get fitter (Active Scotland).

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<sup>9</sup> <http://spfltrust.org.uk/projects/football-fans-in-training/>

## **Outcome 2: We encourage and enable the active to stay active throughout life**

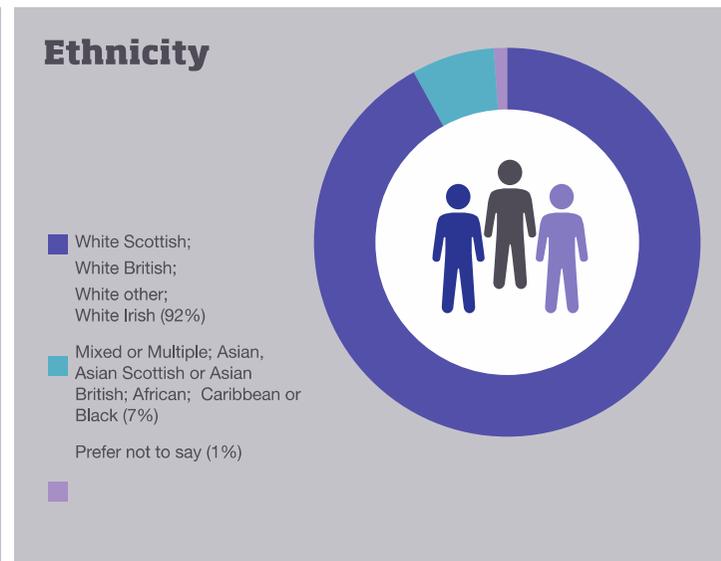
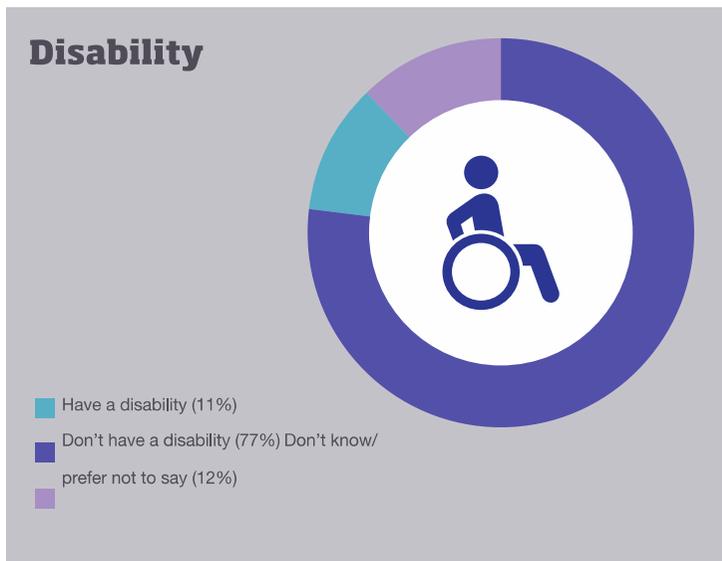
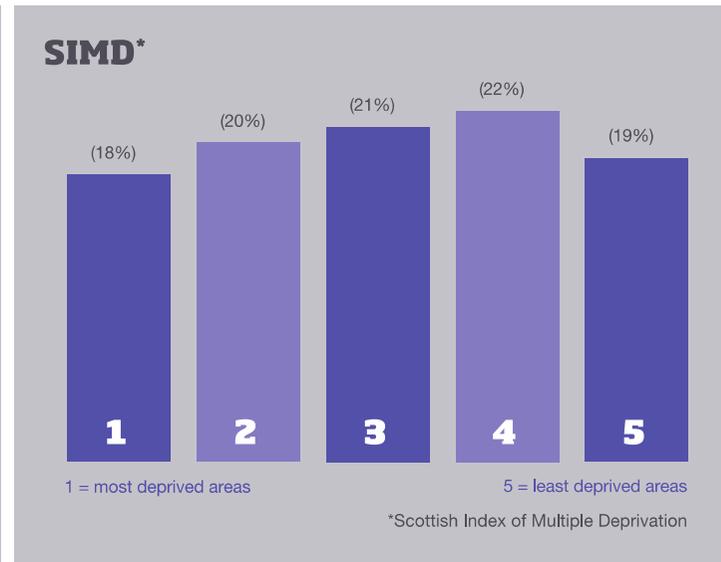
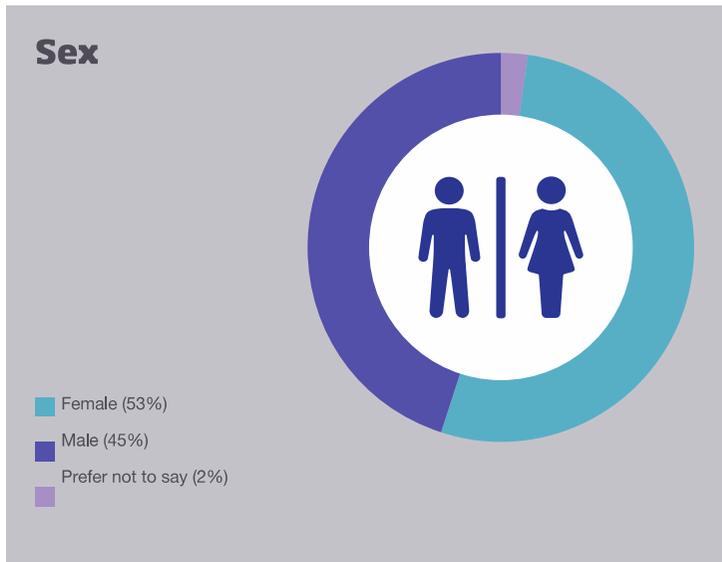
We know from the evidence that the amount and type of physical activity we do can vary significantly throughout the courses of our lives. Establishing healthy patterns of behaviour early in life and developing basic movement skills is associated with subsequent physical activity levels. Sustaining physical activity habits through key transitions in life, as well as developing new activities and interests in line with our changing circumstances, can help us to remain active as we move through different life stages.

Ensuring the availability of a wide range of opportunities to take part in regular physical activity as part of our daily lives – in our places of study and work, as well as following retirement – is key to helping all of us to find ways to remain active which are best suited to our needs, interests and environment as these evolve throughout the course of our lives.

### **Key Achievements**

- Between 2015 and 2019 we will have invested £50 million in Active Schools. The number of participants has risen from 270,691 in academic year 2013/14 to 293,878 in academic year 2016/17 – a rise of 8.6% in 3 years. Recent research highlighted that Active Schools participants spent an average of almost 2 hours a week on activities, and 94% said they were more motivated to be more active in the future. We are encouraging people from deprived areas to engage with sport through the programme in support of our ambitions to raise attainment.
- This investment is succeeding in addressing inequalities, as female participation is higher than male, and there is almost equal participation across Scottish Index of Multiple Deprivation areas:

# Active Schools participant profile



- We have invested nearly £1 million in 2017-18 to support older adults in care to become active through the Care About Physical Activity programme. Initial evaluation indicates significant impact in improving independence and mental health as well as improving balance and grip strength.
- Scotland's inaugural Women and Girls in Sport Week was held from 1-8 October 2017 to raise awareness of sport and physical activity among women and girls and the barriers to participation, and to highlight Scottish Government action to support increased participation, help women and girls to overcome barriers, and wider ambition for change.

## **Our Actions**

1. We will encourage more pupils to take part in activity, and to be able to continue their activity in local clubs by:
  - Providing more and higher quality opportunities to participate in sport in schools, before school, during lunchtime, and after school (sportscotland);
  - Supporting and developing effective pathways between schools and clubs to improve the transition of pupils from schools to clubs (sportscotland).
2. We will encourage and support clubs and communities to retain participants through community sport hubs, Sports Governing Body regional development posts, and Direct Club Investment (sportscotland).
3. We will drive forward our commitment to become the first Daily Mile Nation in the world, with Scotland's nurseries, schools, colleges, universities and public and private sector undertaking and reaping the health benefits from 15 mins of daily exercise through walking, running or jogging (Active Scotland).
4. We will work to ensure everyone has access to opportunities to be active, regardless of their race or ethnicity, their disability, their gender or sexual orientation, their age or religion by:
  - Working with equalities organisations to encourage the removal of barriers to participation in sport and physical activity for all under-represented groups (Active Scotland);
  - Supporting the Cycling Without Age project to expand across Scotland (Active Scotland);
  - Working in partnership with sports bodies to encourage participation in sport for older adults, e.g. through walking sports such as walking football, walking netball, etc. (Active Scotland);
  - Expanding the Care About Physical Activity programme to support the improvement of levels of physical activity and reduction of sedentary behaviour in the care and care at home sector (Care Inspectorate).

5. We will support the promotion of physical activity in workplaces by:
- Embedding the Exemplar Physical Activity Employer programme within the Healthy Working Lives Award (NHS Health Scotland);
  - Supporting Cycle-friendly Employer and other active travel promotion programmes (Transport Scotland).

## Outcome 3: We develop physical confidence and competence from the earliest age

We want all of Scotland's children and young people to have the opportunity to experience the joys of movement, and the social, emotional and physical wellbeing that comes through play and with leading an active lifestyle. This approach enhances learning, creates happy memories, and forms good habits which can last throughout life if supported.

We recognise the important role of parents and carers as facilitators of children's active play from the very start of their child's life, helping the development of basic movement skills and fostering positive attitudes towards physical activity.

We aim to ensure that Scotland's children and young people develop the physical confidence and competence required for a foundation of lifelong participation in physical activity and sport. This means providing a range of opportunities to explore different kinds of play and physical activity and sport; encouragement in developing skills in a safe and supportive environment; and help in overcoming barriers to participation. It also means supporting teachers and others in key roles working with children and young people to raise awareness of the benefits of physical activity, and increase their confidence in integrating physical activity into their work.

### Key Achievements

- Recognising the importance of physical activity for children, we have invested £11.6 million between 2012 and 2016 in supporting schools to meet our P.E. commitment of two hours (primary pupils) and two periods (secondary pupils S1 – S4) per week. **As a result, the percentage of schools meeting this commitment has risen from 10% in 2004/5 to 99% in 2018.**
- We have established a Sporting Equality Fund of £300,000 which aims to increase the number of women and girls who participate in sport in Scotland using insight and evidence around what works.

### Our Actions

1. We will continue to develop and disseminate the Play@home programme throughout Scotland as a means of promoting positive parenting, child development and physical literacy from birth (NHS Health Scotland).
2. We will ensure that outdoor learning is a focus for our pledge to increase the provision of free early learning and childcare provision to 1140 hours per year by 2020 (Active Scotland).

3. We will develop the physical confidence and competence of children and young people by:
  - Co-ordinating and promoting good practice on physical activity and outdoor play, to ensure that communities have places and spaces where children can play safely outside (Directorate for Children and Families, Scottish Government);
  - Continuing to invest in supporting schools to meet our P.E. commitment of two hours or periods per week (Education Scotland);
  - Working in partnership with local authorities to support the Physical Education, Physical Activity and Sport agenda as part of the Curriculum for Excellence (sportscotland);
  - Co-ordinating activity around Active Girls Day and Scottish Women and Girls in Sport Week to encourage participation (Active Scotland);
  - Promoting the health and wellbeing and the achievement/attainment benefits of Physical Activity and Sport, by supporting teachers to understand the benefits of physical activity and signpost them to sharing good practices across schools in receipt of the Pupil Equity Fund, as part of the equity agenda (Education Scotland);
  - Increasing female participation in physical activity through the projects funded under the Sporting Equality Fund (Active Scotland);
  - Continuing to support active travel programmes in schools, such as Cycle-friendly Schools, WoW via Living Streets, I Bike, Bikeability and Play on Pedals for early years (Transport Scotland).
4. We will support coaches, deliverers and volunteers working with young people to gain skills in developing physical literacy through multi-skills training (sportscotland).
5. We will give young people a stronger voice in sport and physical activity policy-making and in co-designing improvements to programmes which affect their lives. In doing so, and by changing perceptions and negative stereotypes of young people held by some in society, and changing the country's relationship with our young people, we aim to create a lasting legacy beyond 2018 Year of Young People (Scottish Government).

## **Outcome 4: We improve our active infrastructure – people and places**

The physical environment is an important factor in encouraging and enabling us to live active lifestyles. The availability and accessibility of sport and exercise facilities, our transport infrastructure, and our built and natural environments all have a significant bearing on how readily we can take part in physical activity and sport, and the regular choices we make about how we move through our surroundings. We therefore seek to ensure that our environments support outdoor play, walking, cycling and other forms of active travel, and provide inspiring and safe opportunities for people to participate in physical activity and sport.

People are a vital part of the infrastructure which supports others to become more active. For example, professionals throughout Scotland's health and social care system, coaches and volunteers who enable and encourage Scotland's people to get involved in physical activity and sport at all levels; staff in care homes, leisure facilities, and many other settings who support people to be more physically active – all of these roles are central to achieving the ambition of making people in Scotland more active, more often. Ensuring they have the skills, support and resources to enable them to carry out their essential work effectively is an important aspect of the actions under this outcome.

### **Key Achievements**

- In 2017/18, Sustrans Scotland allocated £15.5 million of Scottish Government funding for walking and cycling infrastructure and place-making projects. These range from short path links to schools and shops to exemplar segregated paths and innovative urban design initiatives which connect people with places of work and play, enabling easy access and creating better public spaces to regenerate communities.
- National networks established of Scotland's long distance routes, such as the Caledonia Way, National Route 78 of the National Cycle Network, which runs from Campbeltown to Inverness – following Kintyre and the Great Glen for over 237 miles, together with core paths close to communities, providing opportunities for walking, cycling and horse-riding across Scotland.
- Established world leading statutory public rights of access to land for recreational and other purposes as part of the Land Reform Act (2003).
- 275km of routes promoted for mountain biking and £2.5m invested in new trails through the work of the Developing Mountain Biking in Scotland consortium to support communities, tourism organisations, local authorities and businesses in developing mountain biking opportunities across Scotland.
- Working closely with Sports Governing Bodies (SGBs), sportscotland has supported coach education and development opportunities, with more than 3,300 people receiving offers of financial support to complete UK Coaching Certificate

(UKCC) qualifications across 26 sports. This is the largest investment in coach education grants made in any year, with almost 12,000 coaches accessing a range of learning and development opportunities.

- Since 2007, sportscotland has invested £168 million to help local authorities, sports governing bodies and other organisations to deliver new and upgraded sporting facilities.
- 79% of primary and 98% of secondary school sports facilities are available to the local community.
- CashBack has invested over £11.3 million in state of the art football and rugby 3G all-weather pitches, floodlighting and changing facilities in communities across the country.

## **Our Actions**

1. We will build an Active Nation, boosting investment in walking and cycling and putting active travel at the heart of our transport planning by:
  - Appointing an Active Nation Commissioner to ensure delivery of world-class active travel infrastructure across Scotland (Transport Scotland);
  - Making our towns and cities friendlier and safer spaces for pedestrians and cyclists, by increasing investment that supports active travel from £40 million to £80 million per year from 2018-19 (Transport Scotland);
  - Building upon existing planning policies that support active travel and promote sustainable patterns of transport as part of a transition to a low carbon economy through the review of Scottish Planning Policy (Scottish Government Planning);
  - Delivering projects which help older people benefit from our network of walking and cycling routes (Transport Scotland);
  - Continuing our investment for walkers, cyclists and equestrians on the A9 corridor, including 35 km of new cycle track to connect the A9 route with the wider National Cycle Network (Transport Scotland);
  - Increasing funding for the Community Links Programme<sup>10</sup> to £45 million for 2018/19, to fund innovative infrastructure projects together with a range of urban and community regeneration projects (Transport Scotland).

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<sup>10</sup> <https://www.sustrans.org.uk/scotland/community-links>

2. We will ensure that Scotland's natural environment provides opportunities for increased levels of physical activity for everyone by:
  - Using the European Regional Development Fund Green Infrastructure Fund to improve Scotland's urban environment by increasing and enhancing greenspace in our towns and cities, especially close to areas of multiple deprivation (Scottish Natural Heritage);
  - Working with Central Scotland Green Network Trust, Forestry Commission Scotland and others to help create, attractive, safe, and well-maintained greenspace and woodlands within easy walking distance of every home in Central Scotland through the Central Scotland Green Network (Scottish Natural Heritage);
  - Growing Scotland's network of paths, trails and canal towpaths from 6,000 to 8,000 kilometres by 2035 through the National Walking and Cycling Network (Scottish Natural Heritage).
3. We will ensure that health and social care professionals have the resources and opportunities to get people more active by:
  - Encouraging and assisting the work of NHS Education for Scotland to integrate learning around physical activity into undergraduate and continuing professional development curricula for health professionals (NHS Health Scotland);
  - Providing a package of Practitioner Resources to support local Health Boards in delivery of the National Physical Activity Pathway (NHS Health Scotland);
  - Using 'Green Health Partnerships' to make the links between the health sector and the environment sector so as to increase awareness amongst health professionals of the opportunities to promote physical activity in the outdoors (Scottish Natural Heritage);
  - Building on the work of NHS Greater Glasgow and Clyde and NHS Tayside, we will roll out Daily Mile initiatives across other NHS Boards and Integrated Authorities (Active Scotland);
  - Raising awareness amongst health and social care professionals of recommended levels of physical activity for particular groups by ensuring that the Chief Medical Officer physical activity guidelines are communicated widely through all appropriate channels (Active Scotland).
4. We will ensure that the people who enable and encourage Scotland's people to get involved in physical activity and sport at all levels have the necessary skills, support and resources by:
  - Continuing to invest in partners to support a network of posts, such as Active Schools Co-ordinators, Regional Governing Body roles, etc, to develop sport and support coaches and volunteers across Scotland (sportscotland);

- Supporting and celebrating the contribution of volunteers to sport in Scotland (Scottish Sports Association and sportscotland);
  - Encouraging and supporting partners, clubs and communities to grow and develop coaches and deliverers working in schools and clubs (sportscotland);
  - Providing a range of leadership opportunities for young people, including the Young People's Sports Panel and Young Ambassadors (sportscotland);
  - Enhancing leadership and diversity of leadership/boards via the On Board for Sport programme (Scottish Sports Association);
  - Developing and implementing a clear, strategic approach to leadership development for professional staff working in Scotland's sporting system, proactively encouraging diversity in the workforce for sport (sportscotland);
  - Shaping and sharing best practice amongst Sports Governing Bodies, building on their positive and innovative work (sportscotland).
5. We will ensure that our sports facilities support and encourage people to participate by:
- Investing in the development of new facilities and upgrading or extending existing facilities (sportscotland);
  - Delivering regional sports centres around the country with a mixture of facilities for both community and performance use (sportscotland);
  - Investing in facilities to support major sporting events (sportscotland);
  - Requiring applicants to the Sports Facilities Fund to demonstrate that they have involved their community in the decision making stages of their proposals (sportscotland);
  - Prioritising investment from the Sport Facilities Fund into projects that provide opportunities for people to get involved in sport and physical activity, who share protected characteristics that are under-represented in sport, or are located in or serve the most deprived areas of Scotland (sportscotland);
  - Developing facilities design guidance that supports clubs, community groups and others to design and deliver inclusive sports facilities (sportscotland);
  - Protecting and improving the quality and capacity of playing fields and pitches as part of the statutory planning process (sportscotland);
  - Building partnerships to increase the extent to which leisure and school sports infrastructure is affordable, available and open (Active Scotland).

## **Outcome 5: We support wellbeing and resilience in communities through physical activity and sport**

Sport and physical activity are 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.

### **Key Achievements**

- Sports clubs play a valuable role in providing a wide range of opportunities for participation in communities, with Scotland currently having around 13,000 clubs with 900,000 members.
- Scotland now has a total of 192 Community Sports Hubs across the country, which bring together sport clubs and others in the community to develop and grow the number of opportunities for sports and physical activities, and we are on target to achieving 200 by 2020.
- Sportscotland continues to focus more in areas of deprivation, working with eight hubs in the 5% most deprived areas, looking to create more opportunities and explore barriers to participation.
- We have rolled out the Place Standard tool across Scotland to structure conversations about place. As of November 2017, the Place Standard is being delivered across 24 Local Authorities and in both national parks.

### **Our Actions**

1. We will provide leadership and funding for the Changing Lives Through Sport and Physical Activity programme<sup>11</sup>, working collaboratively with partners including the Scottish Government, sportscotland, Spirit of 2012 and The Robertson Trust (sportscotland).
2. We will support the development of community sport hubs within the most deprived areas of Scotland offering a range of opportunities for people to take part in sport (sportscotland).

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<sup>11</sup> <https://sportscotland.org.uk/clubs/changing-lives-through-sport-and-physical-activity/>

3. We will support and promote the design of places and spaces to encourage and facilitate physical activity through approaches to neighbourhood design, opportunities for active travel, and use of the Place Standard (Scottish Government Planning).
4. We will promote a supportive approach to physical activity, play and sport in public spaces, and encourage removal of signs which discourage this, e.g. 'no ball games' signs (Active Scotland).

## **Outcome 6: We improve opportunities to participate, progress and achieve in sport**

We want Scotland to have a sporting system which works at all levels – performance and grassroots – to motivate more organisations and individuals to get involved in sport and live active lifestyles. The whole country benefits from and enjoys the success of our top sportspeople, and we want to ensure that they are supported to deliver their achievements. We must also ensure that as many people as possible have opportunities to take part in sport, sharing in the health and well-being benefits this brings.

A vital part of this is building and maintaining a system which enables the broadest range possible of people to participate, progress and achieve in sport. This means identifying and addressing barriers which prevent people from various groups in accessing opportunities to take part in sport and physical activity.

### **Key Achievements**

- Scotland and the sportscotland institute of sport made a significant contribution to Team GB and Paralympics GB finishing second in both medal tables at the Rio Olympic and Paralympic Games. We achieved a series of best-ever results for an away Games.
- Scotland achieved its best ever overseas Commonwealth Games winning 44 medals at the 2018 Gold Coast Games. The Commonwealth Games Scotland athletes continue to work closely with young people and schools across Scotland to inspire the next generation.
- Scotland has some fantastic world class facilities such as Oriam, the National Sports Performance Centre, the Sir Chris Hoy Velodrome and the Emirates Arena in Glasgow, Aberdeen Sports Village, the Royal Commonwealth Pool in Edinburgh as well as many quality local and community facilities. A total of £11 million has been invested in the UK's first ever Para Sport Centre at Inverclyde, and provides a fully-inclusive facility for disability sport performance and community users.
- Through direct club investment (DCI), sportscotland supported sports clubs to hire paid professional staff in both coaching and administration posts, and forge stronger connections and better relationships with local schools. During 2016-17 sportscotland approved awards totalling £139,954 for seven clubs. This investment has leveraged an additional £239,126 from the clubs and local partners.

## Our Actions

1. We will strengthen the provision of universally accessible active recreation and sports programmes and facilities for people of all ages and abilities by:
  - Supporting the work of the Scottish Association for Mental Health to increase the representation and participation of people with lived experience of mental health problems in physical activity and sport (Active Scotland);
  - Working in partnership with the Scottish FA to promote its new national Para-Football strategy, which will create the first dedicated affiliated national association in world football (Active Scotland).
2. We will ensure that programmes and initiatives, such as Jog Scotland, that can evidence their impact, are supported and championed; and support sharing of best practice to enable others to evidence the impact of their work (Active Scotland).
3. We will improve opportunities to participate in sport by:
  - Supporting clubs and communities to offer a range of opportunities for people to participate through community sport hubs, Sports Governing Body regional development posts, and Direct Club Investment (sportscotland);
  - Supporting Sports Governing Bodies to meet agreed development and growth outcomes (sportscotland);
  - Providing more and higher quality opportunities to participate in sport in schools, before school, during lunchtime, and after school through our Active Schools programme (sportscotland).
4. We will improve opportunities to progress and achieve in sport by:
  - Supporting and developing effective pathways between schools and clubs to improve the transition of pupils from school to club sport (sportscotland);
  - Providing opportunities for more young people to compete in regular school sport competition across a range of sports at their chosen level (sportscotland);
  - Supporting clubs, communities and Sports Governing Bodies that deliver planned opportunities for participants to improve, progress and perform (sportscotland);
  - Agreeing and delivering specialist services to agreed sports for an agreed set of nominated athletes, which meet the objectives identified by sports (sportscotland);

- Providing specialist support services to identified athletes when required to ensure they are selected for Team GB, make the start line healthy and perform (sportscotland);
- Investing in Sports Governing Bodies Performance Programmes and in-house performance programmes to deliver outcomes at the Olympics and Paralympic Games, the Commonwealth Games and other significant international events (sportscotland).

# Leadership and Evidence

Leadership at both local and national level is essential to mobilise resources and implement actions to increase participation. We also need to ensure that we are aware of the latest academic research to inform the direction of policy and that we have robust evidence of impact for surveillance, monitoring and accountability.

## Our Actions

1. To ensure both a clear focus on working in partnership to deliver the actions set out in this plan and a wider strategic approach drawing on the latest evidence and emerging priorities, we will reconstitute the National Strategic Group on Sport and Physical Activity as an Active Scotland Delivery Group and an Active Scotland Development Group to focus on each of these roles respectively (Active Scotland).
2. We will place a greater focus on involving a wider range of organisations and individuals in co-ordinating priorities and actions for physical activity and sport in Scotland. These will include:
  - Exploring opportunities across all Scottish Government Ministerial portfolios to develop joint action which encourages and supports people to be more physically active (Active Scotland);
  - Exploring with Local Authorities, Health Boards and other key partners how we can support the exchange of good practice and shared learning and identify how national actions can be translated into local delivery (Active Scotland);
  - Building on existing events and networks such as the Scottish Physical Activity Research Connections (SPARC) and Physical Activity Health Alliance (PAHA) to bring together researchers, practitioners, delivery partners and policy officials, providing opportunities to assess collective progress and consider emerging evidence (Active Scotland).
3. We will work with those delivering sport and physical activity programmes and initiatives to strengthen the evidence base and case studies which underpin this activity. This will enable us to make a clear and strong case for the benefits of investing in sport and physical activity to deliver a wide range of positive outcomes (Active Scotland).
4. We will explore opportunities to align data collection within the new Health and Wellbeing census being designed as part of the National Improvement Framework and the Excellence agenda (Education Scotland).
5. We will promote awareness and uptake of the updated Chief Medical Officers' Guidelines for Physical Activity (Active Scotland).

# Monitoring and Evaluation

The headline measure of progress is the proportion of the population meeting the recommended level of physical activity. This is a National Indicator and contributes to the Scottish Government National Outcome “We live longer, healthier lives.”

We will also continue to measure our progress through a range of more detailed indicators which support each of the Active Scotland Outcomes. A substantial revision and expansion of these indicators has been approved by the National Strategic Group on Physical Activity and Sport, following a detailed review carried out by its Evidence Sub-group. Data for new indicators within the set will become available from autumn 2018. These will be published on the Scottish Government Active Scotland Outcomes Framework web pages at:

<http://www.gov.scot/About/Performance/scotPerforms/partnerstories/Outcomes-Framework>

The Active Scotland Delivery Group (see Leadership and Evidence above) will use these new indicators to as part of its role to monitor delivery of the actions in this plan and assess overall progress against the outcomes. Each of the actions in the plan identifies an organisation which will take responsibility for reporting on progress to the Delivery Group. The Delivery Group will report to the Minister for Public Health and Sport who will also chair the group. In many cases, delivery will involve a range of activities undertaken by a collection of partners. We expect that the lead organisation will liaise with these partners in delivering and reporting progress on the actions.

The Active Scotland Development Group will provide a challenge function to the Active Scotland Delivery Group by taking an overview of the programme of work as a whole and considering its further development, identifying new approaches or actions for the Delivery Group to consider and advise on development of policy in line with up to date evidence.

We will also support the on-going development and roll-out of a toolkit to assist a wide range of organisations in identifying the outcomes they are seeking to achieve and to monitor progress towards these.

# Alignment with International Best Practice

As part of its mission to reduce physical inactivity worldwide, the World Health Organization published its Global Action Plan on Physical Activity, 'More Active People for a Healthier World', on 4 June 2018.<sup>12</sup> The Global Action Plan was developed through a worldwide consultation process involving governments and key stakeholders across multiple sectors including health, sports, transport, urban design, civil society, academia and the private sector.

The Active Scotland Outcomes Framework and the range of actions addressing them set out in this Delivery Plan are closely aligned to international best practice and in particular the four objectives described in the WHO Global Action Plan. The diagram on the following page illustrates how the Active Scotland Outcomes Framework relates to the set of WHO objectives, which are as follows:

- **CREATE ACTIVE SOCIETIES – Social Norms and Attitudes**  
Create a paradigm shift in all of society by enhancing knowledge and understanding of, and appreciation for, the multiple benefits of regular physical activity, according to ability and at all ages.
- **CREATE ACTIVE ENVIRONMENTS – Spaces and Places**  
Create and maintain environments that promote and safeguard the rights of all people, of all ages, to have equitable access to safe places and spaces, in their cities and communities, in which to engage in regular physical activity, according to ability.
- **CREATE ACTIVE PEOPLE – Programmes and Opportunities**  
Create and promote access to opportunities and programmes, across multiple settings, to help people of all ages and abilities engage in regular physical activity as individuals, families and communities.
- **CREATE ACTIVE SYSTEMS – Governance and Policy Enablers**  
Create and strengthen leadership, governance, multisectoral partnerships, workforce capabilities, advocacy and information systems across sectors to achieve excellence in resource mobilization and implementation of coordinated international, national and subnational action to increase physical activity and reduce sedentary behaviour.

Through the range of detailed actions set out in the WHO Global Action Plan and the structure it offers to support exchange of experience internationally, the Global Action Plan is a valuable resource to support our work to monitor implementation of the range of actions set out in this Active Scotland Delivery Plan. It will also be an important reference in identifying new actions in line with up-to-date evidence and refining our approaches accordingly.

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<sup>12</sup> [www.who.int/lets-be-active/en/](http://www.who.int/lets-be-active/en/)

## Relationship between WHO Global Action Plan and Active Scotland Outcomes Framework





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