



Proposed “Active Lives” Strategy for *Shetland* (Physical Activity, Sport and Facilities) 2009 to 2014

Introduction:

Sport, leisure and physical activities play a significant role in the lives of many people in Shetland. This assertion is supported by the extensive coverage of sport and leisure activities in the local media every week, and by the high levels of activity seen throughout the Islands.

In Shetland we are fortunate that over the last two decades there has been a significant financial investment in sport and recreational facilities, to cater for the needs of our community.

The creation of an “Active Lives” strategy and the actions that will follow, seeks to build on this legacy in order to create a healthier and more active population for the future, where everyone has the opportunity to reach their full potential.

Background:

In 2003 the Scottish Executive published a strategic document, “Let’s Make Scotland More Active”, which presented a case that in Scotland, we are sitting on a health “time bomb” of cardiovascular disease, cancer and obesity. This was a wake up call to all sections of the Scottish community to work on improving the quality and quantity of activity for everybody. Six years on there have been a number of national initiatives (eg Active Schools, Play at Home) and a number of Shetland activities (eg the NatWest Island Games in Shetland in 2005, Midnight Football, Inter-County Competitions, Cycle Sportifs etc) which have contributed to encouraging activity. But there is still more to do if we are to achieve the national target of all adults doing at least 30 minutes and children doing one hour, of moderate activity on at least five days per week.

This paper is an invitation to your organisation to contribute to the discussion and to join the partnership devising a way forward for Shetland over the next few years.

The contribution of Activity:

People who are physically active are more likely to be **mentally fitter** and **more positive** members of the community, they may live longer, more productive and better quality lives. But there are still a large number of people who are not active enough to maintain good health. A concerted community effort is needed to help provide some of the solutions. **Increased participation** is a desirable objective for the whole Shetland population. This particularly applies to young people, both those in school and also those leaving education and entering work. It also has particular relevance for those adults who may enjoy be active but who are currently inactive.

What is Activity? It includes:

Walking, taking the dog out, gardening, taking the children/grandchildren to the playpark and playing with them there, Cycling, taking part in a sport or game for fun, playing sports competitively, dance, yoga, hill walking, water sports (including sailing), visiting the gym. The important thing to remember is that it should be frequent and for a reasonable time (30 minutes, 5 days per week for an adult).

Your contribution:

Please consider and submit answers to the questions on the next page.

If you would like a member of the strategy group to attend a meeting with your organisation, to discuss the questionnaire, then please contact Sport and Leisure Services on 01595744006.

This piece of work is hugely important for the future of Shetland so please complete the questionnaire and help to shape a healthier, and more active future for Shetland.

As well as this means of consultation it is also possible for you to comment as an individual, or attend a public meeting that will be happening during June 2009. For more information on consultation opportunities please see the Council Website or contact the Sport and Leisure Service 01595 744006. All responses need to be returned by Monday 29th June 2009.

Members of the Strategy Group:

Cllr Rick Nickerson

Hazel Sutherland (Chair)- Executive Director Department of Education and Social Care, S.I.C.

Maggie Dunne – Environmental Services Manager, S.I.C.

Neil Watt – Sport and Leisure Services Manager, S.I.C.

James Cuthbert – Quality Improvement Officer , Education Service, S.I.C

Bob Kerr – Sports Development Officer, S.I.C.

Philip Ashley-Smith – Active Schools Manager, S.I.C

James Johnston – General Manager Shetland Recreational Trust

Diane Leyland – Health and Fitness Manager, Shetland Recreational Trust

Elsbeth Clarke – Health Improvement Advisor, NHS Shetland

The logo for 'Active Shetland' features the word 'Active' in a light blue, sans-serif font, positioned above the word 'Shetland' in a larger, bold, orange sans-serif font.

Document for “Other” organisations (not Sports Clubs)

What organisation do you represent?

PLEASE CONSIDER AND ANSWER THE FOLLOWING QUESTIONS THINKING OF YOUR ORGANISATION:

1. How are you involved in the promotion of physical activity?

2. What obstacles if any, do you experience in promoting more physical activity?

3. If relevant, please suggest how these obstacles should be overcome?

4. What ideas would you suggest to encourage inactive people to become more active?

Please use space overleaf to make additional contributions to this debate.

Please return responses on before Monday 29th of June 2009 to the address below.

Shetland Islands Council
Sport and Leisure Service,
Hayfield House
Hayfield Lane
Lerwick
ZE1 0QD
01595 744006
email responses to
philip.ashley.smith@Shetland.gov.uk