



# 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, seek 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 Sport:**

Sport is acknowledged to be a major provider of activity opportunities for a large proportion of the population. But there are still a large number of people who do not take part in Sport for a variety of reasons.

**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 playing but are not necessarily interested in competitions.

It is also important not to lose sight of the role that **competition** plays in encouraging many people to become and stay active. Competition also contributes to improved **performance**. This has a particular relevance with the forthcoming 2012 Olympics in London and the 2014 Commonwealth Games in Glasgow.

To achieve these objectives sports men and women need the opportunity to develop their organisation and to further the progression of their sport.

## **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 29<sup>th</sup> 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

**Active**  
**Shetland**

Name of organisation .....

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

**(1) How many members does your organisation currently have? .....**

**(2) Is your organisation actively seeking to increase its membership?**

**Yes  No**

**If yes go to question 2a and 2b. If no go to question 3.**

**(2a) How are you trying to recruit these new members?**

**(2b) If relevant, what difficulties do you face in recruiting new members?**

**(3) Please use the space below to explain why you are not actively seeking to increase your membership.**

**(4) What types of members does your organisation cater for? (Please tick all that apply)**

- People who want to play for fun only**
- People who want to compete on a social basis**
- People who want to compete seriously**
- All of the above**

**(5) What arrangements, if any are made for those seeking to play for fun only?**

**(6) If relevant, why does your organisation not cater for people seeking to play for fun only?**

**(7) If relevant, what are the barriers to your members achieving higher levels of performance?**

**8) If relevant, how would your organisation wish to address the barriers identified above to develop your organisation and your sport?**

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

Please return responses on before **Monday 29<sup>th</sup> 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](mailto:philip.ashley.smith@Shetland.gov.uk)