

Agenda Item	12.
Report No	CPB 08/16

Active Highland Strategy

The Highland CPP Board is asked to:

- Endorse the Active Highland strategy (Appendix 1)
- Commit to implementation of the Active Highland strategy as appropriate, subject to findings of Equality Impact Assessment.

1. Introduction

This Report presents the final draft of Active Highland – a refreshed framework of outcomes and commitments around promoting opportunities for physical activity and sport for our population. It replaces Highland Council's Physical Activity and Sport Strategy.

2. Background

2.1 The expiry of Highland Council's Physical Activity and Sport Strategy has provided the impetus to create a new outcomes framework for development and delivery of inclusive, appropriate, physical activity and sporting opportunities for all

2.2 Based closely on the national Active Scotland outcomes framework, it brings all aspects of physical activity and sport together, in a strategy developed by a broad range of Community Planning Partners and other key stakeholders from the voluntary and statutory sectors.

3. Progress

3.1 Development of this strategy has been undertaken by the Active Highland strategy development group. The final draft of the strategy is attached in Appendix 1. The six key outcomes will form the basis of planning for implementation through the Community Planning Partnership.

3.2 The strategy has a strong focus on reducing inequalities and improving wellbeing. It is underpinned by capacity building at all levels for individuals and communities, and encourages progression, skills improvement and achievement in chosen physical activity or sport.

3.3 The role of the natural and built environment and of established and new facilities forms a core part of the strategy. This includes making the best use of the natural assets of the Highlands and ensuring access for all; utilising our planning processes, regulations and guidelines to create built environments that encourage physical activity, improve health and increase connectivity.

3.4 The draft strategy has undergone a period of consultation. A particular emphasis of the consultation was to request views and suggestions to help shape the priority areas for development, and also to suggest the most appropriate key performance indicators for the various outcomes. All comments from the consultation have been integrated into the final draft presented here.

4. Next steps

The Active Highland Strategy Development Group will:

- Develop our approach to implementing the strategy.
- Explore the role of Locality Partnerships in taking this strategy forward
- Develop our approach to reporting and performance

5. Recommendations:

The Community Planning Partnership Board is asked to:

- Endorse the Active Highland strategy.
- Commit to implementation of the Active Highland strategy as appropriate, subject to findings of Equality Impact Assessment.

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Date: 22 June 2016

Active Highland Strategy

Introduction

This Report presents a brief overview of the development and direction of Active Highland – a refreshed framework of outcomes and commitments for promoting opportunities around physical activity and sport in our population. It replaces Highland Council’s Physical Activity and Sport Strategy, and is brought together by a broad range of Community Planning Partners and other key stakeholders from the voluntary and statutory sectors. The framework is based on the Scottish Government’s Active Scotland outcomes, with closely considered adaptations from our local perspective.

With an overarching focus towards reducing inequalities, the agreed framework brings a strong emphasis on improving health and well being, is underpinned by capacity building at all levels for individuals and communities, and encourages progression, skills improvement and achievement in chosen activity or sport.

The role of the natural and built environment, and of established and new facilities, is critical to the success of this strategy. This involves making the best use of the natural assets of the Highlands and ensuring access for all; utilising our planning processes, regulations and guidelines to create built environments that improve health and increase connectivity; and maintaining existing and new facilities to a standard that inspires uptake and ownership among users.

The Active Highland strategy development group (Appendix 1) has developed each of the six priority outcomes to capture: the evidence base; existing and planned activity; gaps; opportunities; and how the outcomes contribute to the Highland Community Planning Partnership priority themes (Appendix 3). These outcomes will form the basis of planning for implementation through the Community Planning Partnership. Whilst different partners are taking the lead in developing and implementing different aspects of the strategy, its success relies on all partners fulfilling a commitment to their part in each of the outcomes.



Key areas to develop for strategy as a whole

- Strengthen the awareness of the importance of regular physical activity and the impact it can have across sectors.
- Seek to maximise health and inclusion through access to opportunities at all levels
- Highlight and facilitate role of all professional contact staff and volunteers (NHS, Highland Council, Third Sector, High Life Highland, private partners) to engage in conversations about physical activity and support people to become more active, and signpost to opportunities as appropriate.

Potential broad solutions

- Utilise CPP and strategy development group to ensure strong links to associated strategies and action plans - see Appendix 2. This strategy will assist in delivery of those other local and national strategies, and support previously identified outcomes across the partnership.
- Nurture community capacity and strong volunteering culture in Highland. Particular emphasis on supporting greatest gain for disadvantaged or least skilled.
- Continued commitment from all CPP partners to ensure successful implementation of the strategy.

Our strengths

We have a strong foundation of experience, talent and expertise in Highland. We also have a track record of collaboration and commitment within communities and among professional agencies. The combination of these, along with an outstanding natural environment, will allow us to implement this Active Highland strategy and deliver tangible outcomes for our population.



OUTCOME 1: We encourage and enable the inactive to be more active

Context and evidence to support outcome



To increase population levels of physical activity, action is required on multiple fronts in key settings including schools, transport and the environment, health care, the workplace and communities. The development of national and international recommendations (regarding minimum levels and the relevance of 10 minute “chunks” of activity)¹ shows that the greatest proportionate health gains come with moving from no activity to some activity, and then continue to increase up to and beyond the recommended levels.²

In addition, evidence suggests including a social element is important for inactive groups – for example, the potential for social interaction was found to be the main motivator for older people to engage in walking interventions.³

Similarly, a focus on fun and non-competitive provision is cited as important in studies of increasing activity in disabled groups and women and teenage girls.⁴

Key Performance Indicators

This outcome is about reducing inactivity in Scotland. There is no universal agreement about what constitutes low levels of activity for adults or children. The recommended level of activity among adults is currently defined in this framework as at least 30 minutes moderate to vigorous physical activity per day. Globally, in 2013, the WHO developed a new voluntary target for member states to reduce physical inactivity by 10% by 2025.



Suggested indicators		
% of active adults	% of active children	Numbers taking part in health walks

Development and solutions



Key areas to develop

Creation of societal norms of inclusion and participation; and removal of barriers to participation – cultural, environmental, social, personal (ability and confidence), economic

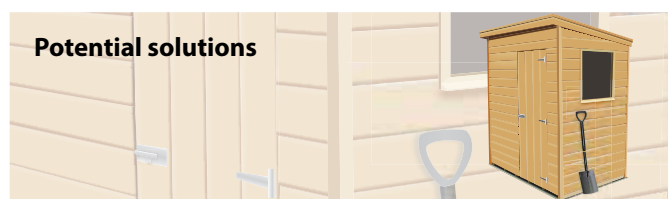
Communication of opportunities – ensuring everybody knows about appropriate local choices and how to access them

Support for appropriate form and pace of transition from inactivity to some / light activity

Reducing/mitigating sedentary behaviours – at home and workplaces

Development of condition-related prevention and rehab programmes (singly or combined as appropriate); e.g. cardiac, cancer, falls prevention

Continue to broaden network of key partners, including housing associations, care providers, youth / older people / long-term conditions forums, etc



Potential solutions

National Walking Strategy Action Plan; increasing access to volunteer-led health walks

Natural Health Service – increased participation in outdoor activities, especially within communities and close to people's homes

Use of technology to maximise participation

Additional support for traditional non-users of facilities – expansion of 'Knowing Me Knowing You' programme through High Life Highland; potential for Community Sports Hubs to address perception of role and broaden involvement of non-sports clubs

Promotion of peer-led opportunities – dance, walking and sports

Setting-based programmes to include all – e.g. active play in early learning and childcare settings, daily mile in primary schools, workplace walking

Strength and Balance exercises included more widely

Alternative intensity activities such as Walking Football, Boccia, etc

Outreach programmes such as Street Soccer, youth work, etc

Infrastructure, facilities and education to support dog walking

OUTCOME 2: We encourage and enable the active to stay active throughout life

Context and evidence to support outcome



An increase in physical fitness will reduce the risk of premature death, and a decrease in physical fitness will increase the risk. The effect appears to be graded, such that even small improvements in physical fitness are associated with a significant reduction in risk. There is evidence of the effectiveness of regular physical activity in the primary and secondary prevention of several chronic diseases, as well as premature death.⁷

There are several known 'drop-off points' for physical activity (particularly transitions from primary to secondary school, and retirement). We also know that physical activity levels generally decrease with age.⁸

Key Performance Indicators

We know that the amount of physical activity we do varies greatly across the lifecourse.

This outcome is about sustaining physical activity habits through key transitions in life and encouraging those who do some physical activity to do some more activity, more often.



Suggested indicators			
% who participate frequently in sport & walking	% of older people who participate in sport & walking	Reduced 'drop-off' of activity levels at key transitions (e.g. Secondary School)	% of adults who walked/ cycled for transport (at least once per week)

Development and solutions



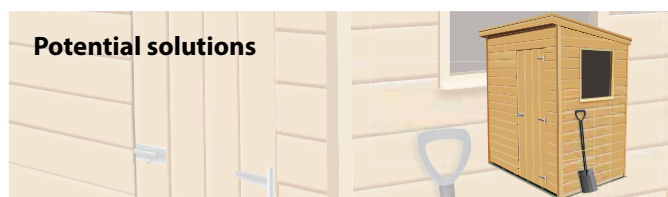
Key areas to develop

Communication of opportunities – ensuring everybody knows about appropriate local choices and how to access them

Opportunities for family participation

Reducing/mitigating sedentary behaviours – at home and workplaces

Maximise active travel opportunities for everyday journeys



Potential solutions

National Walking Strategy Action Plan; increasing access to volunteer-led health walks

Natural Health Service – increased participation in outdoor activities, especially within communities and close to people's homes

Use of technology to maximise participation

Additional support for traditional non-users of facilities – expansion of 'Knowing Me Knowing You' programme through High Life Highland; potential for Community Sports Hubs to address perception of role and broaden reach to non-users; wide variety within leisure centre programming

Buggy walks; promotion of parallel activities for families; supporting volunteering opportunities

Workplace activity initiatives

Links to HITRANS Regional Active Travel Strategy

Strength and Balance exercises included more widely

Alternative intensity activities such as swimming, Walking Football, Boccia, etc

Infrastructure, facilities and education to support dog walking

OUTCOME 3: We develop physical and mental confidence and competence, and personal well-being, from the earliest age and throughout the life course

Context and evidence to support outcome



Physical health is inter-linked with mental health and well-being⁹
 Physical activity is linked with cognition¹⁰. From earliest age physical development goes hand in hand with mental development and well-being¹¹ – “Healthy kids learn better”
 Throughout the early years and beyond, Active Play is a key vehicle to develop the child’s physical, emotional and social development¹². Physical competence and perceptions of physical competence are linked to self esteem¹³. This is extremely variable across our population, and efforts to reduce inequalities and stigma that may affect participation and development should be maximized.

Key Performance Indicators

We want our children and young people to experience the joy of movement and develop positive attitudes to active living. This outcome is about ensuring all Scotland’s children and young people develop the physical confidence and competence required for a foundation of lifelong participation in physical activity and sport. It is also focused on maintaining confidence and participation throughout life transitions.



Suggested indicators			
% of schools achieving target for quality PE provision (Primary/Secondary)	% of children engaged in active play	% of children who get to school by active travel	% of older people who participate in sport and walking

Development and solutions



Key areas to develop
 Develop and maximise opportunities for active play and free-play in communities and home settings, in line with Highland Play Strategy

Consistency of universal programming in early years and childhood

Physical competency not assessed within School reports

Mental health and wellbeing enhanced through physical activity, especially in quality greenspace

Highlight importance of continued participation in physical activity in preventing risk of falls



Potential solutions
 Support actions identified within Highland Council Play Improvement Plan

Universal delivery across Highland of play@home, Smart Start (Early years health and wellbeing programme) and High 5 (primary schools health and wellbeing programme)

Stronger links from curriculum time activity to local community opportunities

Natural Health Service – increased participation in outdoor activities, especially within communities and close to people’s homes

Specific additional strength and balance exercises included in Health Walks as standard

Continued roll out and expansion of Branching Out, Green gyms

Setting-based programmes to include all – e.g. active play in early learning and childcare settings, daily mile in primary schools, stronger links for physical awareness/ understanding/activity within PE teaching; workplace walking

Active Schools local and holiday programming

OUTCOME 4: We maintain and improve our active infrastructure – people and places, including the natural environment

Context and evidence to support outcome



There is an ever increasing body of research demonstrating the health benefits of “Green Exercise” including: outdoor therapy, nature and conservation projects, formal and informal outdoor physical activities, etc (e.g. The Horticultural Therapist). The unique appeal of the Highland region also provides opportunities for both residents and visitors to improve health from outdoor recreation activities (visitor expenditure for Scotland estimated at £2.6 billion in 2012)¹⁴.

The Highland area covers a third of the Scottish landmass. It has an outstanding natural environment. Whilst some physical activity opportunities include a specific environmental development component, the natural environment is a key setting for many programmes and activities.

Over the past 10 years the region has experienced population growth at more than double the rate for Scotland as a whole. The region has structural challenges to overcome; but also immense potential with new economic and environmental opportunities to embrace.

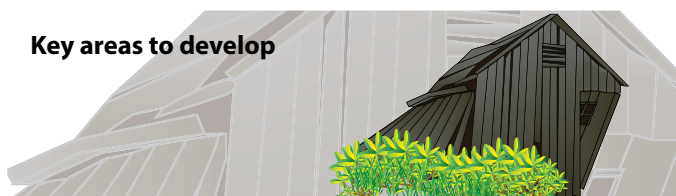
Key Performance Indicators

This outcome is about improving the infrastructure in Highland that enables physical activity, i.e. the sports and exercise infrastructure and the built environment through, for example, better cycling and walking infrastructure, and wider planning policy. Critically, it is also about enhancing the people side of Highland’s active infrastructure, the parents, volunteers, teachers, coaches and leaders who play a vital role.



Suggested indicators			
% satisfied with leisure facilities	% with quality greenspace access within 5 minutes walking distance of home	Numbers engaged in active volunteering (active recreation and sports), including formal training and progression routes, and leadership programmes	Maintenance, improvement and usage of core paths

Development and solutions



Key areas to develop

Access to a range of opportunities and quality facilities across the region

Access to and use of local/urban greenspace as well as wider/traditional natural environment

Community involvement in development and management of facilities

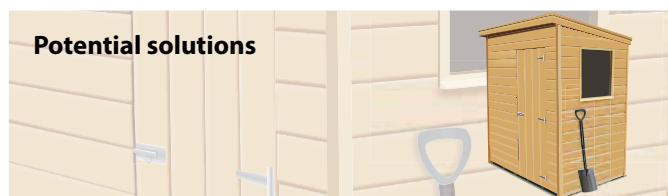
Active travel infrastructure and promotion of everyday journeys to include active travel elements

Planning developments are considerate of creating environments that encourage physical activity

Improvement of path networks, including core paths, multi-use paths and community involvement

Promotion of national facilities (e.g. mountain biking, skiing) to local users

Support and development of volunteer workforce



Potential solutions

Natural Health Service – increased participation in outdoor activities, especially within communities and close to people’s homes

Review potential for better use of school / community space, including community access to school estate

Transport schemes / active travel investment / links to national funding opportunities / links to HITRANS Regional Active Travel Strategy

Address long-term needs of pitch sports through appropriate installation of modern synthetic pitch surfaces and floodlighting

Strategic planning for capital investment

Support to community groups to improve their local paths and walking environments

OUTCOME 5: We support well-being and resilience in communities through physical activity and sport

Context and evidence to support outcome



Mind and Mental Health Foundation report includes the Five Ways to Wellbeing – point 2 is Be Active . The definition is suitably inclusive – “Go for a walk or run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good. Most importantly, discover a physical activity you enjoy and that suits your level of mobility and fitness”¹⁵.

Institute for Volunteering Research literature review investigates social capital and volunteering and there is considerable evidence that volunteering can bring various benefits¹⁶. Highland Third Sector Interface Census shows over 250 Voluntary Sector Organisations providing “sport”¹⁷.

Physical activity, sport and play provide many routes for volunteer participation – including health walk leader, Active Schools, local clubs, Young Leaders programme, etc. Paths for All has commissioned three Social Return on Investment (SROI) studies in Glasgow, Stirling and the Scottish Borders, which show that for every £1 invested in Health Walks between £8 and £9 worth of social benefits were generated for society¹⁸. Step It Up Highland case studies regularly demonstrate greater sense of community, reduced isolation and improved social networks as a result of participation in health walks.

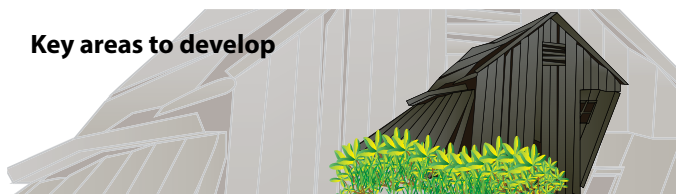
Key Performance Indicators

This outcome is about the development of communities through play, physical activity and sport; rather than developing these things in communities. Physical activity, and sport, is often seen as an end in itself, but can also be a means to develop wider social outcomes in communities, for example using sport to address education, employment and crime related issues.



Suggested indicators		
% who perceive their community as safe for play	% who perceive their community as safe for walking	Numbers engaged in active volunteering (active recreation and sports)

Development and solutions



Key areas to develop

Focus of resource and support towards communities most in need

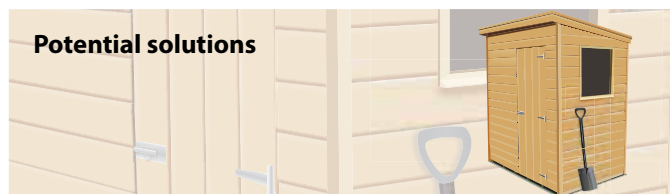
Encouraging volunteering, with particular attention to succession planning

Supporting access to entry level activities

Infrastructure / opportunity / club development in areas of deprivation

Maximise opportunities for play in communities

Ensure physical activity and sport included in Local Development Strategies



Potential solutions

Community Development to include physical activity as themes – e.g. women’s cycling and personal confidence projects (currently provided by Velocity), enhanced role for Community Sports Hubs to extend their reach and support local answers to local needs

Further development of access level community based programming, including Step It Up Highland ‘Step Out’ programme of short walks, walking football, buggy walks, ‘Knowing Me, Knowing You’ supported leisure access scheme through High Life Highland

Link to community organisations e.g. Men’s Sheds; also greater physical activity development emphasis through networks of Highland Third Sector Interface

Opportunities presented through Community Empowerment Act to support communities to become more involved in local facilities and services

The role of Direct Club Investment bids for clubs to support community empowerment

OUTCOME 6: We improve opportunities to participate, progress and achieve in sport

Context and evidence to support outcome



Sport may be associated with improved psychosocial health in addition to improvements attributable to participation in physical activity. Specifically, club-based or team-based sport seems to be associated with improved health outcomes compared to individual activities, due to the social nature of the participation. Notwithstanding this, individuals who prefer to participate in sport by themselves can still derive mental health benefits which can enhance the development of true-self-awareness and personal growth which is essential for social health¹⁹.

Sport continues to have a significant impact on the Scottish economy. Sport related industries increased their contribution to the value of the Scottish economy, increasing from 1.9% to 2.0% from 2010 to 2012. This equates to an increase in gross value added from £1.9 billion in 2010 to £2.1 billion in 2012. Employment in sport and associated industries are estimated to account for 52,300 full time equivalent jobs in Scotland which is 2.5% of total employment in 2012²⁰.

Participation in sport has remained fairly static over the last decade²¹. Therefore the improvement of opportunities to participate, progress and achieve remains a priority. Local and national monitoring provides good evidence of participation levels, and supports planning for this outcome.

Key Performance Indicators

This outcome is about developing and supporting a world class sporting system at all levels, motivating more organisations and individuals to get involved and enabling the broadest range possible of people to participate, progress and achieve in sport.



Suggested indicators		
Membership levels of adults and children in clubs	Numbers of coaches supported by UKCC and local (including High Life Highland) programmes	Number of athletes achieving success on the world stage who are born or living in Highland

Development and solutions



Key areas to develop

- Disability programmes
- Physical competency not assessed in school reports
- Enhance performance development programme - low numbers of performance coaches
- Improved links: across all sports in Highland; between clubs and Active Schools; between school, after-school and club participation
- Inclusive access to outdoor sports
- Support the development of low impact sports



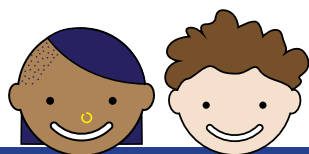
Potential solutions

- Expansion of role of Community Sports Hubs
- Developing further volunteering opportunities that link directly with sport clubs, including secondary school and Active Schools support
- As facilities are developed, ensure foundations for the development of performance athletes are in place
- Pathway development and improving links across settings and sports
- Use school sports awards and competitions to support performance pathways
- Planned approach to outdoor sport
- Highland Disability Sport

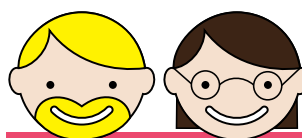
Existing Programmes & Activities



Early Years



Children & young people



Adults



Older Adults

key	Early years	Children & young people	Adults	Older Adults	
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Settings-based activity	Early years	Children & young people	Adults	Older Adults
Smart Start (Health and Wellbeing)				
High 5 (Health and Wellbeing)				
2 hours quality PE for every child				
Outdoor activity programming – including skiing, climbing, canoeing, sailing, maintain biking, horse-riding, etc)				
School Sport competition				
Active Schools Activity Programme (inc. wide variety of options)				
Leisure facilities (High Life Highland plus other providers)				
Legacy 2014 – Dance Activity				
Cycle 2 Work				
Cycle Friendly Employer status				
Healthy Working Lives				
Walk at Work Programme				
Step Count Challenge				
Residential Care activity programmes				
Health Promoting Health Service				
Facilitated Parent and baby / toddler groups				

Social Support and associated skills linked activities	Early years	Children & young people	Adults	Older Adults
Ceilidh nights, dance groups, etc				
Variety of intergenerational activities for older and younger people including Knit & Natter and digital techno sessions				
Engagement with Museums programme with Highland mental health groups				
Bookbug programme throughout libraries and community venues in Highland				
Books on prescription programme in Libraries – self help supported by GP referral				
Work placements and volunteering opportunities including (DoE) for young people				
Saltire Awards				

Walking initiatives	Early years	Children & young people	Adults	Older Adults
Active Travel Programmes				
Walk to school campaigns				
Mile a Day in Primary Schools				
Buggy Walks				
Community Walking Groups				
Step it up Highland				
Cairngorms Walking to Health				
Walking Football				
Legacy 2014 – Health Walks				
General implementation of National Walking Strategy				
'Wellbeing walks' (Scottish Waterways Trust)				

Targeted programmes	Early years	Children & young people	Adults	Older Adults
Play @ home				
Implementation of Play Highland Strategy				
Private early years activity groups, e.g. baby yoga, tumble tots				
Greater participation in secondary school years by promotion of participative sport and dance – priority towards girls				
Highland Disability Sport				
Active Travel				
Knowing me, Knowing You				
You Time				
Strength & Balance Classes				
Dementia Friendly Walking Groups				
OTAGO falls prevention classes (including tele-link dementia friendly OTAGO)				
Legacy 2014 bid – increase health walks and dance activity				
Physical Activity support for cardiac rehab, cancer and other specific conditions				
Primary care signposting pilot				
HLH Leadership Programme (12-25)				
Duke of Edinburgh programme				

Existing Programmes & Activities (continued)

Environmental				
Greenspace development – community woods, SSSIs*, coastal environments, etc.	Orange	Blue	Pink	Green
Branching Out – mental health support			Pink	
Green Gyms			Pink	Green
Community Growing spaces			Pink	Green
Core paths development		Blue	Pink	Green
National Path Grading System for Scotland			Pink	Green
Community Street Audits			Pink	Green
Adopt a path schemes			Pink	Green
NHS Greenspace development	Orange	Blue	Pink	Green
John Muir Awards			Pink	Green

*Sites of Specific Scientific Interest

Sport / Activity clubs				
Development of Community Sport Hubs		Blue	Pink	Green
Range of Activity sessions provided by Leisure facilities	Orange	Blue	Pink	Green
Volunteers	Orange	Blue	Pink	Green
High Life Highland Leadership Programme (12-25)		Blue		
Jog Scotland groups			Pink	Green
Sport specific regional development groups		Blue	Pink	Green

Appendices and references

Appendix 1: Membership of Active Highland Strategy Development Group

NHS Highland

The Highland Council

High Life Highland

sportscotland

Scottish Natural Heritage

Highland Third Sector Interface

University of the Highlands and Islands

Paths for All

Scottish Disability Sport

Cairngorms National Park Authority

Appendix 2: Connecting strategies National

Natural Health Service

Active Scotland Outcomes Framework

National Walking Strategy

Cycling Action Plan for Scotland

Community Empowerment Act

Curriculum for Excellence

Health Promoting Health Service

Local

For Highland's Children 4

Play Highland

Outdoor Learning Strategy

NHS Highland Healthy Weight Strategy

Facilities Strategy

Active Cairngorms Strategy

HITRANS Regional Active Travel Strategy

Appendix 3: Contribution to Highland CPP priority themes

Early Years	Giving our children the best start in life; quality physical education from earliest age.
Older People	Maintaining independent living, reablement, and participation in physical activity and sport through all stages of life Volunteering opportunities. Access to facilities and greenspace improves health outcomes in later life and promotes independent living
Employment	Reduce sickness absence Offering supported, high quality volunteering opportunities that enable individuals to become equipped to enter or re-enter the workplace; e.g. volunteer coach training gives greater skills and can lead to employment. More jobs in the leisure / outdoor sector, and also Physical Education / Active Schools.
Environment	Improving environmental infrastructure and access. Increasing environmental/conservation activities e.g. green gyms Reducing carbon emissions by encouraging cycling/active travel Making the connection between people and the environment and encouraging enjoyment. Quality of local environments is further improved through strengthening community capacity and connectedness and developing stronger sense of ownership.
Economic development	Developing leisure/outdoors opportunities Increasing tourism through activity opportunities Infrastructure improvements provide a key component of economic development Realising the contribution of volunteering to local economies Staging of world class sporting events boosts local economies
Health inequalities	Ensuring opportunities are available in locations and ways which are likely to reduce inequalities in access and make physical activity and sports opportunities available to all Targeting areas of deprivation; build community capacity Providing specialist outreach and targeted services for particularly high risk individuals. Providing and developing resources to support self help initiatives in the community Nurturing strong and visible volunteering cultures to support community involvement
Safer Highland	Developing diversionary activities / things to do for young people. Facilitating stronger community cohesion Continuing to develop safer routes to schools
Community Learning and Development	Encouraging community aspirations and developing community capacity, skills and resilience. Providing informal learning opportunities in community settings, promoting community cohesion and a sense of belonging Encouraging better use of built infrastructure by communities, and encouraging sense of ownership and responsibility for upkeep.

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