

Agenda Item	10.
Report No	CPB 11/17

## Active Highland Strategy – Community Engagement

### Report by Cathy Steer, Chair of the Health Inequalities and Physical Activity Theme Group

**The Board is asked to:**

Note feedback from the community engagement work

## 1. Introduction

1.1 Following approval of the Active Highland strategy, the CPP Board asked the Active Highland group to engage with communities to help develop priorities for action. A community engagement plan was approved at the CPP Board meeting on 15 March 2017, and engagement work took place between March and May 2017.

1.2 The aim was to engage communities in Highland to shape the delivery of the Active Highland Framework, including development of a set of priorities or 'game changers' for all partners to take forward that will contribute to achieving the Active Highland outcomes.

The objectives were to:

- raise awareness of the strategy with stakeholders
- identify and agree priorities for action
- inform decision making to support priorities
- develop ways of working to implement the strategy

## 2. Community Engagement

2.1 A number of events and meetings were organised with a range of stakeholders to ask about development of priority actions to implement the Active Highland strategy. A session on Active Highland was included in the recent Highland Third sector road shows that consulted communities on the priorities for the Highland Outcome Improvement Plan and a session on Active Highland was part of the Highland Third Sector Interface conference. An online survey was also developed and circulated across the partnership. The survey was promoted to individuals and groups through existing partner networks.

## 3. Feedback

3.1 A total of 170 individual and group responses were received from the online survey and the various events that took place between March and May. Several events or meetings are planned throughout June and the survey will remain open to help

build a bank of community opinion while developing our approach to implementation.

3.2 The feedback to date endorsed the emerging priorities (Appendix 1) and provided some additional priorities/approaches for consideration which are focussed around seven main themes:

- Facilities development, including paths and play facilities
- Targeted approaches, especially for families and hard to reach groups like disabled people, older people etc
- Schools, particularly in relation to consistent roll out of existing initiatives
- Partnership initiatives e.g. linking Primary Care and volunteers/community groups
- Understanding and breaking down barriers e.g. issues in relation to rurality and cost
- Communication including signposting and awareness raising and consistent messages
- Use of the natural environment

Some more general comments were received including the use of language and work will be undertaken to review the language used in relation to describing the priorities for action. Some organisations and community groups did tell us how they could support implementation of the priorities and it will be important to ensure that we consider this when develop our approach to implementation.

## 4 **Next Steps**

4.1 There are some additional opportunities for engagement that the Active Highland group are keen to pursue and have decided to keep the online survey open and promote it to a range of groups over the next few weeks. There are also a number of engagement events with particular groups that have been arranged in late June/early July.

4.2 The feedback from the engagement exercise will now be used to finalise the priority themes and translate these into partnership action.

**Report author:** Cathy Steer, Chair of Health Inequalities and Physical Activity Theme Group on behalf of the Active Highland Group

### **Emerging priorities for implementation of the Active Highland strategy**

The following priorities have emerged from initial consultation with CPP partners:

- Develop physical literacy through Leadership programmes for young people and parent information sessions
- Recruit more volunteers to deliver after schools physical activity programmes
- Build capacity for physical education by embedding the Connections Physical Education Resource Pack into routine practice for early years practitioners, pupil support assistants, P1 – P3 Teachers, Active Schools staff
- Increase the number of sports tutors able to deliver a range of sports courses in Highland
- Increase capacity and opportunities for developing local sports clubs and activities through provision of generic CPD courses
- Develop a performance development programme aimed at up skilling the coaching workforce in Highland
- Develop active travel initiatives across Highland
- Maximise promotion and use of Scotland's natural environment as an important asset for improving health through development of 'Our Natural Health Service', Greenspace projects and green gym initiatives
- Develop volunteer led walk/health walk initiatives in Highland through increased numbers of supported volunteers and development and promotion of networks of paths
- Develop capacity and opportunities for exercise programmes that develop and maintain strength and balance in older people

### Revised priorities for implementation of the Active Highland strategy

The following priorities have emerged from initial consultation with CPP partners and from feedback obtained through community consultation:

- Develop a partnership approach to play and physical activity that directly targets N3-P7 pupils to embed Health and Wellbeing at the earliest stage.
- Develop travel initiatives that promote physical activity.
- Develop capacity and opportunities for exercise programmes that develop and maintain strength and balance in older people.
- Support partners to expand weekly health walks and exercise programmes in key target areas and communities.
- Maximise promotion and use of Scotland's natural environment for improving health through development of 'Our Natural Health Service', Greenspace projects, green gym initiatives and the promotion of community path networks.
- Empower the young people of the Highland's by growing leadership training and opportunities within the medium of sport and physical activity.
- Develop a locally based tutor workforce that supports an increase in the development of quality opportunities whilst increasing capacity in clubs to deliver a range of sports and activities throughout our Highland Communities
- Develop a performance development programme aimed at up skilling the coaching workforce in Highland