

# **Better Health, Better Care : A Discussion Document**

## **Response from Culture and Sport Glasgow**

### **Introduction**

Culture and Sport Glasgow has a key role in ensuring that Glasgow's Citizens have the right to a general sense of health and well being through participation in cultural, sporting and social activities. Along with key partners Culture and Sport Glasgow is committed to a shared vision of promoting participation in cultural, sporting and active recreation as one means of improving the health and well being of Glasgow's citizens, particularly the most inactive. As such Culture and Sport Glasgow considers it is both important and relevant that we respond as part of the national discussion about the priorities for health and well-being in Scotland and the development of the Scottish Government's final action plan for health and well being.

Culture and Sport Glasgow is a company limited by guarantee with charitable status which is wholly owned by Glasgow City Council. Culture and Sport Glasgow was established on 1 April 2007 to manage and deliver culture, sport and outdoor recreation for Glasgow City Council.

Culture and Sport Glasgow's vision for improving services is underpinned by the five Community Planning themes for the City: health, learning, working, safe and vibrant. This will ensure that the services delivered by Culture and Sport Glasgow are aligned to the same priorities as key partners in the City. Culture and Sport Glasgow's vision is also linked to the priorities of Glasgow's Cultural Strategy which provides the strategic direction for delivering cultural and sports services. The Cultural Strategy supports Glasgow's five Community Planning themes and in particular recognises the contribution of culture and sport to Glasgow's social and economic regeneration.

### **1. General Comments**

Culture and Sport Glasgow welcomes this national discussion and the opportunity it offers to discuss the priorities for health and well-being in Scotland. Culture and Sport Glasgow also welcomes and recognises the Scottish Government's stated commitment to helping people sustain and improve their health especially those in disadvantaged communities. We also broadly support the recognition in the document of the need for a co-ordinated, partnership approach in addressing health and well-being.

### **2. The Challenge for Health and Well-being**

The recognition that health is a cross-cutting issue and the need to work in partnership and share responsibility for addressing health inequalities is important. This approach and the shared responsibility needs to be reflected at both national and local level if it is to be fully inclusive and effective in addressing health inequalities.

Culture and Sport Glasgow welcomes and supports the proposal to expand the health and well-being portfolio and the inclusion of sport as one of the key determinants of health. There is significant evidence that culture and sport make a positive contribution to social renewal and address broader social policy issues and priorities such as health and well-being. Also, there is evidence that cultural and sporting activity (including physical activity) can lead to improved physical and mental health, e.g. reduced stress levels, and reduction in anxiety and blood pressure, and people with active lifestyles have lower risks of coronary, cardiovascular and respiratory disease than those who have inactive lifestyles. As such, it is recommended that cultural activity and physical

activity should also be included along with sport as a key determinant of health and well-being.

Culture and Sport Glasgow supports and agrees that there is a need to focus on tackling health inequalities as well as encouraging everyone to take responsibility for their own health and well-being. A major challenge for Glasgow is the need to address the widening health inequalities between the city's most and least deprived communities. This is particularly critical during early years and Culture and Sport Glasgow supports the recognition of the need for early intervention and prevention in giving children the best possible start in life.

### **3. Taking Responsibility**

Culture and Sport Glasgow welcomes the Scottish Government's commitment to supporting and encouraging people to take greater responsibility for their own health and well-being. There is a key role for local authorities and other public sector service providers such as Culture and Sport Glasgow in tackling health inequalities and health issues and in supporting people to make choices that are good for their health through the provision of accessible and affordable services. This should be formally recognised in the Scottish Government's final action plan for health and well-being.

For example, the variety and diversity of services provided by Culture and Sport Glasgow enables the Company to provide for a range of priority groups within the social inclusion agenda at a local level and play a key role in improving the health and well-being of these groups.

The discussion document states that it will "support and encourage people to take more responsibility for their health and well-being through healthy weight management, stopping smoking and more sensible drinking". However, it is also important that there is encouragement and support for everyone adopting healthy and active lifestyles. This includes increasing participation in cultural, sporting and physical recreational activity. This also needs to be formally recognised in the Scottish Government's final action plan for health and well-being.

Glasgow has adopted a health improvement approach which aims to find ways to prevent ill health, promote good health and promote better health. A key plank of achieving this in Glasgow has been the development of a multi-agency approach at both a strategic and operational level in delivering health improvements. For example, at the strategic level a range of public sector agencies were responsible for developing Glasgow's Physical Activity Strategy; also a Health Improvement Strategic Planning Group has been established involving key agencies from the public and voluntary sectors which is responsible for addressing Glasgow's health improvement agenda through the development of a cross-cutting approach.

At an operational level a multi-agency approach has been taken in the development of the Kool Project involving Culture and Sport Glasgow, Education Services, and Greater Glasgow and Clyde NHS, which aims to increase access to physical activity and health choices amongst primary school children through curriculum based health activities. Also the Glasgow City Health Walks Project was established to promote independent and led walking as part of the City's commitment to getting more people, more active more often. The project is managed by a multi-agency steering group involving Culture and Sport Glasgow, Land and Environmental Services, Paths to Health, Greater Glasgow and Clyde NHS Board, and local community representatives.

The National Physical Activity Strategy recognises the importance of regular physical activity as being vital for health growth, particularly amongst children and young people.

Being active from an early age can reduce the risk factors for heart and circulatory diseases. However, the Scottish Health Survey highlighted the high level of inactivity among children and young people. For example, it found that 1 in 3 primary school-aged girls and 1 in 4 primary school-aged boys do not achieve the minimum levels of physical activity. The gap between the sexes is greatest during adolescence and this accelerated decline in participation during the teenage years continues into adulthood and later life. The lower levels of activity also puts these groups of children and young people at a higher risk of diseases associated with inactivity earlier in their adult life.

Physical activity and active play is a key component for preventing poor health and obesity. As such, Culture and Sport Glasgow fully supports the need to encourage increased participation in sport and physical activity as it has important consequences for life-long participation, and is committed to a vision of promoting sport and active recreation as one means of improving the health and well-being of Glasgow's citizens, particularly the most inactive.

Culture and Sport Glasgow is committed to improving the health and well-being of the city's population. For example, in Glasgow community clubs were established in response to reports that obesity levels among children in Scotland were rising, due to a high level of inactivity and poor diet. Based within the city's secondary schools, community clubs are multi sport clubs that deliver a comprehensive programme of activities in the evenings, at weekends and during holiday periods. The community clubs target children and young people between the age of 5 and 16 years, and attract in excess of 2,000 attendances each week. Culture and Sport Glasgow run the Community Clubs jointly with voluntary groups, and with other key partners including Education Services, Strathclyde Police, Strathclyde Fire Brigade, Glasgow Council for Voluntary Services, and the Sports Council for Glasgow.

Culture and Sport Glasgow delivers a city-wide gymnastics programme which provides opportunities for pre-school and school aged children and young people to take part in a generic programme which aims to encourage regular physical activity and develop the fundamental skills for continued participation in sport and physical activity. Over 1,200 children participate in the programme each week.

Culture and Sport Glasgow also delivers a learn to swim programme for children aged 5–14 years to ensure that inability to swim is not a barrier to participation. 3,500 children participate in the programme each week. Also, in conjunction with Education Services, Culture and Sport Glasgow provides a free learn to swim programme for schools, with the focus on children in Primary 5. Over 3,000 children participate in the programme each year.

Glasgow is also promoting and improving health and well-being through the Active Schools programme which aims to give school-aged children the tools, motivation and opportunities to be more active throughout their school years and into adulthood. Glasgow's Active Schools Programme aims to increase physical activity levels among children and young people, increase levels of sports participation, and increase the numbers of young people acting as sports leaders, coaches and volunteers both in school and within the community. To date Glasgow's Active Schools programme has focused its developments around the school day in a number of National Priority areas. These include: recruitment and training of volunteers, coaches, teachers and pupils; raising awareness of the benefits of an active lifestyle; and increasing participation through Safe Travel to School, playground games and school sports events. The project has also focused on increasing participation in physical activity amongst black and minority ethnic communities, Special Educational Needs schools, and girls. The programme is supported through a network of Active Schools Coordinators who also provide opportunities for increased participation in physical activity and sport through

school holiday programmes. However to date, links with local sports clubs and communities have been limited and key priorities for the project in the future are to increase participation in physical activity and sport for school-aged children, and in doing so to facilitate the development of links from school sports clubs to after school clubs and local community sports clubs.

The discussion paper proposes that the refurbishment of schools provides opportunities for community use of sporting facilities in schools. Glasgow City Council is developing opportunities, particularly through the City's Pre-12 Strategy for new and refurbished primary schools, to collocate different community services together in order to widen access to community, cultural and sporting activities. This is providing opportunities for the collocation of leisure, cultural, health and learning services, with primary schools as a hub. Glasgow, through its Sports Pitch Strategy, is also developing a hierarchy of pitches across the city which will enable reasonable access for all Glasgow's residents. The City Council's review of its secondary and primary schools has provided opportunities to improve outdoor pitch facilities across the city for use by both schools and the Community.

For example, as part of the City's Pre-12 Strategy the proposed new Milton Community Campus in North Glasgow will provide a new Primary School incorporating an integrated library for school and community use, and a community centre to replace the existing facilities which are near the end of their useful life, along with new football pitches for school and community use. The Campus will provide a community focus for the delivery of culture and sports services in the area.

The development of the Glasgow Kidz and Young Scot Card (a smart card for young people) enables the provision of free discounted and targeted services for young people, including free swimming; concessions of 10% off "pay as you go" leisure activities, gym membership, and holiday programme activities; and rewards for healthy eating at Fuel Zones in schools.

With key partners in the health sector, Culture and Sport Glasgow have developed initiatives such as Healthy Reading which provides self help material for those with mild to moderate mental health issues. Due to the positive uptake of this project Glasgow libraries are now developing the model to support people in adopting a more positive lifestyle. This project reinforces the role that libraries play in their local community. Viewed as accessible, non-threatening buildings, public libraries provide a space where individuals can take responsibility for their own health.

#### **4. Tackling Health Inequalities**

This is a key challenge for Glasgow. The Let Glasgow Flourish Report (2006) suggested that inequalities in health in the city are widening. The recognition of a need to work in partnership and share responsibility in addressing health is important. Also, the need to work together in an organised, inclusive and strategic manner is fundamental in addressing the inequalities in health.

An example of good practice which demonstrates the positive partnerships between leisure and health sectors in Glasgow is the Live Active: Exercise Referral Scheme. This is a major partnership between Culture and Sport Glasgow and Greater Glasgow and Clyde NHS which aims to support those least active to become more active in order to improve health. The scheme encourages GPs to refer appropriate patients to their local health and fitness officer who identifies a locally available exercise programme. The health benefits of sport and physical activity are seen in the success of this programme. To date 12,000 patients have been referred onto the scheme and it now attracts around 4,000 new first-time referrals each year. The scheme plays a key role in

reducing the health inequalities gap through getting the least active, least healthy, and poorest in Glasgow more active. A recent evaluation highlighted that it is targeting individuals who are inactive, are from the most deprived areas of the City, and have health conditions that may benefit from increased activity. Also 87% of participants indicated that their physical activity levels had increased, and two-thirds felt the scheme had impacted positively on their physical and mental health.

Another positive example which demonstrates effective partnership working is the Silver Deal Active Programme. Culture and Sport Glasgow in partnership with Glasgow Housing Association (GHA) and local Health Partnerships runs one of the largest "Get Active" community programmes aimed at frail and sedentary older adults (aged 60 years plus) whose inactive lifestyles are reducing their independence, mobility and social confidence and impacting negatively on their health. The programme consists of weekly chair based exercise sessions and arts activities complemented three times per year by social outings. As well as improving their physical health, the programme's key aim is to develop confidence in older adults and to build up their social networks. This partnership approach has enabled the achievement of a number of objectives: it has provided opportunities for frail and sedentary tenants to become more physically active in a friendly and sociable setting; and it has enabled the GHA to tackle neighbourhood renewal more holistically by ensuring that their tenants are supported into healthier lifestyles and in doing so improving their quality of life.

Encourage is another partnership initiative supported by Strathclyde University Senior Studies Institute, Culture and Sport Glasgow, and various arts organisations, which is aimed at getting older people more active, improving health and well-being, and increasing social interaction. Established in 2002, Encourage facilitates access to and involvement with the arts in Glasgow amongst residents over the age of 50 by offering affordable access to a wide range of quality performances, exhibitions and related workshops. It also provides participants with an opportunity to make social contact, thereby addressing isolation amongst older people, a major issue putting them at risk of depression and ill-health. Approximately 2,500 people participate annually in the programme, and feedback from participants is extremely positive. The contribution of participation in the arts to improving health and well-being is acknowledged by the Community Health and Care Partnerships (CHCPs) in Glasgow.

Building on the success of the Encourage Project, a pathfinder project was established in 2006 as part of the Scottish Government Programme which is supporting 13 innovative projects across Scotland that are helping to find ways of overcoming some of the barriers to participation. It aims to widen access to the arts for the most disadvantaged older people (including those disadvantaged by geography, disability or economic circumstances) by addressing identified barriers to participation which prevent older people from engaging with the arts and assessing the impact of culture in contributing to well-being and tackling issues such as social isolation. The pathfinder will direct resources towards the most disadvantaged older people in the city through a multi-agency cultural planning approach.

In partnership with Council Services, e.g. Land and Environmental Services and Development and Regeneration Services, Culture and Sport Glasgow also support city-wide programmes for walking, cycling and jogging, especially amongst older adults and the most disadvantaged and excluded communities.

Also, health related projects are supported through Adult Literacy and Numeracy funding, for example, provision for people recovering from substance misuse within Phoenix House, and the appointment of an Adult Literacy and Numeracy Development Worker within Greater Glasgow and Clyde NHS, to promote and establish links and referral networks to implement the "Learning on Prescription" initiative.

The Voluntary Sector is a source of experience, energy and talent, and voluntary groups are well placed and innovated to help ensure the broadest possible access to cultural and sporting activity in Glasgow. The Voluntary Sector in Glasgow is a key partner and has an important role in supporting the development and provision of culture and sport in the city. For example, in Glasgow the provision of sport relies significantly on the voluntary sports sector, and the provision of arts depends on strong partnerships with the voluntary arts sector. In recognition of this critical role, Glasgow City Council provides grant support to voluntary sector organisations e.g. the East End Healthy Living Centre to deliver services in sport, recreation and arts. Culture and Sport Glasgow evaluates and advises on grant applications and monitors the outcomes of grant awards on behalf of Glasgow City Council. This has not been addressed in the Discussion Document and is an area which should be recognised in the Scottish Government's final action plan for health and well-being.

For example, involvement in volunteering has a positive impact on the mental health and well-being of individuals. Volunteers can also contribute to the City's health objectives by helping to develop a capacity building approach for vulnerable groups through links to wider initiatives, and supporting key health themes such as healthy living, smoking cessation, physical activity and stress reduction. This includes assisting with hospital-based projects such as the hospital radio service and community-based activities such as the Glasgow Breastfeeding Initiative.

In recognising the critical role of volunteers and the need for better coordination, support, training and investment in the volunteer network, Glasgow has developed a framework for volunteering in the City and to maximise volunteers' roles in supporting cultural and sporting activity in Glasgow, including major events such as the 2014 Commonwealth Games.

## **5. Conclusions and Recommendations**

In conclusion, it is important that health is recognised as a cross-cutting issue which can only be effectively addressed through working in partnership and sharing responsibility for addressing health inequalities. It is also important to recognise that such partnerships can and do involve a wide range of service providers and agencies responsible for culture and sport, housing, education and learning, as well as those with a direct responsibility for health.

Glasgow recognises the important role of culture, sport and physical activity in meeting its key objectives of achieving social and economic regeneration and in targeting the key challenges of addressing health inequalities and improving the health and well-being of its citizens.

In ensuring that Glasgow continues to address the health inequalities and promotes health and well-being through active and healthy lifestyles, Culture and Sport Glasgow makes the following recommendations:

- Glasgow is developing opportunities, through the City's Pre-12 Strategy for new and refurbished primary schools, for wider community access to community, cultural and sporting facilities and activities. This approach of focussing cultural and sporting facilities around schools is a model which should be highlighted and which Culture and Sport Glasgow is recommending as an example of best practice.
- In supporting and encouraging people to take greater responsibility for their own health and well-being, there should be continued support at both national and

local level for the development and implementation of key initiatives, such as the Active Schools programme and School Sports Coordinator posts which encourage children to be more active throughout their school years and into adulthood.

- In addressing health inequalities and improving health and well-being, it is recommended that a partnership approach involving a wide range of service providers and agencies in the public and voluntary sectors is actively encouraged and facilitated at both national and local level.
- In taking a cross-cutting approach to health and well-being, the impact of cultural, sporting and physical recreational activity should be recognised as making a key contribution to health and well being.