



**ramblers scotland**  
at the heart of walking

**ACHIEVING A LASTING PHYSICAL ACTIVITY  
LEGACY FROM THE GLASGOW 2014  
COMMONWEALTH GAMES**

July 2009

**Walk the Path to 2014**

**A PLAN FOR WALKING**

**Ramblers Scotland  
Kingfisher House  
Auld Mart Business Park  
Milnathort  
Kinross  
KY13 9DA**

**Tel: 01577 861 222  
Fax: 01577 861 333**

## **EXECUTIVE SUMMARY**

The aim of this plan, produced by Ramblers Scotland, is to substantially increase the numbers of people walking in Scotland. It is part of wider proposals to use the stimulus of the 2014 Commonwealth Games in Glasgow to increase physical activity levels across the Scottish population as a whole. Increased walking activity is one of the best and easiest ways of getting fit.

The first part of the plan focuses on the development of a promotional infrastructure for walking, involving support and expansion of existing work to promote walking, as well as work on new programmes. The second part examines the need to develop much better path networks in and around most communities in Scotland, both for walking and other non motorised activities such as cycling. The proposals target the inactive majority of the Scottish population and include engagement with communities suffering from serious social and physical deprivation, as well as young people. Extensive partnership between organisations will be crucial to successful delivery.

First Minister Alex Salmond has described the coming of the Commonwealth Games to Scotland as 'a moment of inspiration.' The ideas put forward in this plan aim to capture the inspiration of 2014 and the preceding London Olympic Games in 2012. The result should be a legacy that delivers a fit and active Scotland with huge environmental, social and economic benefits. At the heart of this aim is the simple need for lots more people to walk a little bit more.

## **ABSTRACT**

The 2014 Commonwealth Games have been awarded to Glasgow at a time when Scotland is facing a number of important health issues. Using the Games as a 'catalyst' to secure a Scotland-wide health legacy is therefore particularly relevant.

The Ramblers Scotland plan to develop walking aims to use the 2014 Commonwealth Games in Glasgow and the preceding London Olympics in 2012 to substantially raise the physical activity levels of the Scottish population and consequently to contribute to the achievement of a health legacy and many other benefits for Scotland. Four key objectives have been identified at this stage in the development of the plan, as follows.

The first objective is to review the experiences of other countries hosting major sporting events, notably Olympic and Commonwealth Games and the consequences for physical activity amongst the population as a whole. This review concludes that the achievement of a long term and sustainable legacy from such events has proved difficult to attain. In general, physical activity levels have not increased. 2014 therefore represents a tremendous opportunity for Glasgow and also a considerable challenge.

Examination of literature detailing the experiences of countries with high levels of commitment to physical activity, notably the Scandinavian countries, demonstrates a number of approaches to increasing physical activity to contribute to improved health. Further approaches are also found in the Scottish Physical Activity Strategy of 2003. Many of these approaches have been incorporated into this walking plan for 2014, including the emphasis on the well recognised message that adults should undertake 30 minutes of physical activity per day, 5 days per week, for good health.

The second objective aims to develop a promotional infrastructure for physical activity that targets the inactive majority of the Scottish population, including engagement with communities suffering from serious social or physical deprivation, as well as schools. The plan recommends expansion and support for existing promoting walking projects, as well as the development of a range of promotional programmes. Extensive involvement of volunteers and showcasing Glasgow as a 'UK City of Walking' is recommended.

The main aim of the third objective is the development and improvement of Scotland's path network as an essential framework to facilitate and encourage walking, cycling and other outdoor physical activities. Much better path networks are a key requirement for recreation and active travel use, as well as providing the foundation for much of our tourism. Good access to Scotland's cultural and natural heritage is dependent in many situations on good path networks, associated with helpful signage and information. Every opportunity should be

taken to promote walking and path network development as we advance towards 2014.

Finally, the fourth objective is to monitor and evaluate existing and new programmes of work associated with walking to ensure high quality and effectiveness. These 2014 walking proposals attempt to address all of the Scottish Government's strategic objectives and should form a lynchpin of the plans for a sustainable health legacy from 2014.

Walking must be central to any plans to promote physical activity in the lead up to, and beyond, 2014. Walking is free, simple and requires no specialised equipment or major facilities, making it accessible to almost everyone. It has huge potential in encouraging those who are today living in disadvantaged circumstances to significantly improve their lifestyles and aspirations. This plan to promote walking, and the supporting path network, should enable the 2014 Commonwealth Games, along with the 2012 Olympic Games, to inspire individuals and communities throughout Scotland to help make us one of the fittest nations in the world.

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## **Part 1: INTRODUCTION**

Arguably the most successful Scottish team in the history of the Commonwealth Games travelled home from Melbourne in 2006 with 29 medals, eleven of them gold. In 2008, Scotland's success in the Beijing Olympics was epitomised in the triple gold medal winning exploits of cyclist Chris Hoy. These stories are the Games of the newspaper headlines. They are exciting and inspiring, and the principal reason why such immense enthusiasm surrounds Glasgow's success in winning the 2014 Commonwealth Games for Scotland.

The Commonwealth Games are the third largest international sporting event in the world after the Olympic Games and the FIFA World Cup<sup>1</sup> and undoubtedly represent a unique and significant opportunity for Scotland. Scotland's First Minister Alex Salmond has stated:

We will make these Games the greatest sporting event our country has ever seen. They will be our chance to show the whole world the very best of Scotland. To inspire people to take up a sport or embrace a healthier lifestyle and a chance for our athletes to compete for Scotland on Scottish soil.<sup>2</sup>

This plan is principally concerned with the statement that the Games have the potential to inspire people to embrace a healthier lifestyle.

Inspiring people, however, is only the beginning of what Scotland hopes can be the legacy of the Commonwealth Games. The Scottish Government's *Interim Games Legacy Plan for Scotland*, published in December 2008, states that 'there needs to be more than just two weeks of sport'<sup>3</sup> for the Games to be classed as successful. The Games, alongside the London 2012 Olympics, represent an unparalleled opportunity to improve the health of the population in a long term and sustainable way. The International Olympic Committee requires host countries to commit to promoting physical activity to their public, but evidence shows that achieving long term benefit has proved to be a very difficult task for previous countries hosting major sporting events. We have the chance now to seize upon the melting pot of inspiration and enthusiasm currently surrounding the Games in Scotland following the Olympic success in Beijing and do what no

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<sup>1</sup> Van Der Westhuizen, Janis, 2004, *Marketing Malaysia as a model Muslim state: the significance of the 16<sup>th</sup> Commonwealth Games*, in *Third World Quarterly*, Vol. 25, No. 7, pp. 1277-1291.

<sup>2</sup> Salmond, Alex, 2007, *Message from First Minister*, available from <http://www.glasgow2014.com/Media-Centre/News-releases/messagefromfirstminister.htm>.

<sup>3</sup> Scottish Government, 2008, *Interim Games Legacy Plan for Scotland*, Scottish Government 2008.

other country has done before – use the Games to give our country a lasting health legacy.

Scotland has won the right to host the Commonwealth Games at a time when the country is facing a number of important health issues. Scotland's heart disease death rate is the second highest in Western Europe, while the country's death rate from cancer is the highest in Western Europe. Cases of Type 2 diabetes are rising and adults in Scotland are significantly more likely to suffer from mental health problems than adults in England.<sup>4</sup> Further, obesity levels in Scotland are the second highest in the developed world, after the USA (BBC News 2007). Alongside these figures lies the fact that only 38% of the Scottish population reaches the recommended minimum levels of physical activity for good health – 30 minutes per day, five days per week.<sup>5</sup> Physical activity is scientifically proven to benefit all of the health issues listed above<sup>6</sup> and a 2007 report for the RSPB into the value of the natural environment goes into considerable detail about the benefits of spending time in the outdoors on physical and mental health.<sup>7</sup> Promotion of physical activity is therefore fundamental to achieving a health legacy for Scotland.

Low impact physical activity, principally walking and cycling, must be central to any plans to promote physical activity in the lead up to, and beyond, 2014. Evidence states that 'The promotion of walking as a form of exercise holds considerable potential, both in terms of health benefits and its wide appeal to inactive groups'<sup>8</sup> and the Scottish Physical Activity Strategy calls it 'the closest activity to perfect exercise'.<sup>9</sup> Walking can also act as an entry point to other forms of physical activity and sport.<sup>10</sup> The national Sports Strategy, *Reaching Higher* has two outcomes – increasing participation in sport and improving performance<sup>11</sup> – and it is essential that more inactive people are drawn into walking for these outcomes to be achieved.

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<sup>4</sup> Scottish Government, 2003, *Scottish Health Survey*, available from <http://www.scotland.gov.uk/Publications/2005/11/25145024/50251>.

<sup>5</sup> Ibid

<sup>6</sup> Physical Activity Task Force, 2003, *Let's Make Scotland More Active: A Strategy for Physical Activity*, Healthy Living, Edinburgh.

<sup>7</sup> Bird, Dr. William, 2007, *Natural Thinking: Investigating the Links between the Natural Environment, Biodiversity and Mental Health*, Royal Society for the Protection of Birds.

<sup>8</sup> Wimbush, Erica, MacGregor, Andrew and Fraser, Elizabeth, 1998, *Impacts of a National Mass Media Campaign on Walking in Scotland*, in Health Promotion International, Vol. 13, No. 1

<sup>9</sup> Physical Activity Task Force, 2003.

<sup>10</sup> Tsouros, Agis D. and Efstathiou, Panos A., 2004, *Mass Gatherings and Public Health: The Experience of the Athens 2004 Olympics*, Ministry of Health and Social Solidarity (Greece) and World Health Organisation

<sup>11</sup> Scottish Government, 2008, *Interim Games Legacy Plan*.

Development of a plan to promote walking will need to address the barriers, real or perceived, that mean not enough people walk at present. Scottish Natural Heritage figures show the three main reasons for people not currently visiting the outdoors are that people are too busy, suffer from poor health, or feel old age to be a problem.<sup>12</sup> Promoting walking plans for 2014 need to show that walking takes little time and does not require youth or athleticism for participation. Walking also has tremendous capacity to address the problems of health inequalities in Scotland. Recent World Health Organisation research shows that someone born in the Glasgow district of Calton has a life expectancy of only 54, while someone born in nearby Lenzie can expect to live to 82 (World Health Organisation 2008).<sup>13</sup> Walking is accessible to almost everyone, including those from deprived areas.

A plan to promote walking in the run up to 2014 is crucial to securing a health legacy from the Commonwealth Games and the type of behavioural change advocated will go hand in hand with the Scottish Government's other strategic objectives. The plan will benefit from the enthusiasm that will be generated from the London Olympics in 2012. Increased walking and physical activity will help address other fundamental challenges such as reducing carbon emissions and strengthening communities.

The ideas proposed in this plan link closely with the initiatives outlined in the Scottish Government's Games Legacy Plan for Scotland to be published in summer 2009. Proposals such as the CommonHEALTH programme, designed to engage and galvanise people in Scotland to develop long term goals aimed at challenging themselves to achieve something new, as well as the Community Sports Hubs initiative, intended to increase local community access to facilities, maximise the use of facilities, and increase the number of volunteers in Scotland, have strong potential to incorporate walking at their heart. The same potential exists in the Department of Culture, Media and Sport's Legacy Plan for the London 2012 Olympics, *Before, During and After: Making the Most of the London 2012 Games*, which has a goal of seeing two million people more active by 2012 by means of focused investment. Walking will be fundamental to a Games health legacy and will also be intricately linked to securing other prominent aspects of the 2014 legacy.

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<sup>12</sup> Scottish Natural Heritage, 2005, *Scottish Recreation Survey*, available from [http://www.snh.org.uk/publications/on-line/comm-reports/srs\\_10.asp](http://www.snh.org.uk/publications/on-line/comm-reports/srs_10.asp).

<sup>13</sup> World Health Organisation, 2008, *Closing the Gap in a Generation – How?*, available from [http://www.who.int/social\\_determinants/final\\_report/closethegap\\_how/en/](http://www.who.int/social_determinants/final_report/closethegap_how/en/).

## **Part 2: SUMMARY OF RECOMMENDATIONS**

Ramblers Scotland has developed a plan to promote walking in the build up to, and beyond, the Commonwealth Games in 2014. This plan has the potential to inspire inactive people to take up physical activity in the build up to the Games, which will include the London 2012 Olympics, as well as to provide an infrastructure for interest in physical activity to continue after the Games. The plan also has the capacity to contribute to the fulfilment of the Scottish Government's other Strategic Objectives.

### **2.1: Aim**

The aim of the plan is:

To use the 2014 Commonwealth Games in Glasgow to substantially raise the physical activity levels of the Scottish population and consequently to contribute to the achievement of a health legacy for Scotland.

### **2.2: Objectives**

Four strategic objectives have been identified at this stage in the development of the plan:

- To evaluate literature examining the experiences of other countries hosting major sporting events, notably Olympic and Commonwealth Games, as well as the experience of countries with high levels of commitment to physical activity and to identify gaps that Scotland can fill to achieve a health legacy in 2014.
- To develop the promotional infrastructure for physical activity to target the inactive majority of the Scottish population and engage with communities suffering from serious social or physical deprivation, as well as schools.
- To improve and maintain Scotland's path network to encourage recreational physical activity and active travel, and consequently create a valuable resource for tourism.
- To monitor and evaluate existing and new programmes of work to ensure high quality and effectiveness.

The plan will analyse each of these objectives in turn before examining how increasing physical activity levels and improving the health of the Scottish population supports the Scottish Government's Strategic Objectives for the period 2007 to 2011. Identification of future requirements needing attention for fulfilment of these objectives forms part of the conclusion of the plan.

### **2.3: Background to Ramblers Scotland**

Ramblers Scotland is part of Britain's biggest walking charity, the Ramblers, and is the main representative body for walkers in Scotland, promoting walking and its health benefits since 1935. Rambling federations from Glasgow and Edinburgh were key members of the five main walking federations in Britain which came together in 1935 to form the Ramblers' Association. Using the 2014 opportunity to provide for a massive boost in walking activity in Scotland builds on the important role of Glasgow over 70 years ago in the very foundations of the Ramblers.

The overall aim of Ramblers Scotland today is to encourage walking and public understanding of the outdoors by:

- Promoting walking for health and pleasure
- Developing path networks
- Securing access for walkers
- Protecting the outdoor environment<sup>14</sup>

Ramblers Scotland is a voluntary organisation, with charitable status, built upon a strong network of 58 local groups throughout Scotland.

Walking for health has been a primary concern for some years, making Ramblers Scotland well placed to develop a plan for providing Scotland with a walking legacy for Scotland from the Glasgow 2014 Games. The plan has evolved from the Ramblers Scotland 'Get Fit for Tomorrow' project, launched in 2006 to assist the Glasgow 2014 Bid Team in their efforts to incorporate the idea of a physical activity legacy in the Bid. For the plan to be truly effective, it will need to be carried out through extensive partnerships between national and local organisations. With the right support, walking can be the lynchpin in Scotland's Games health legacy.

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<sup>14</sup> Ramblers Scotland, 2008, Home Page, available from [www.ramblers.org.uk/scotland](http://www.ramblers.org.uk/scotland).

## **Part 3: LITERATURE REVIEW**

**To evaluate literature examining the experiences of other countries hosting major sporting events, notably Olympic and Commonwealth Games, as well as the experience of countries with high levels of commitment to physical activity, and to identify gaps that Scotland can fill to achieve a health legacy for 2014.**

### **3.1 Introduction**

The first part of this literature review looks at publications about the experiences of other countries with experience of hosting major sporting events, notably Olympic and Commonwealth Games, and whether they have achieved any kind of health legacy. The second examines the experiences of countries with a high level of commitment to physical activity, including the Scottish Physical Activity Strategy, and how Scotland can incorporate such commitment into achievement of a health legacy from the Games.

### **3.2 Experiences of Countries Hosting Major Sporting Events, notably Olympic and Commonwealth Games**

Scotland's Commonwealth Games Bid for Glasgow 2014 states that

'2014 will be used to continue to implement strategies to increase participation in sport by the general community and especially among young people. Such strategies, including those on health and the effects of physical activity have already identified targets up until 2020; the publicity and profile of the Games will contribute to their implementation.'<sup>15</sup>

Coalter begins his article *London 2012: a Sustainable Sporting Legacy?* with the claim from the London 2012 Olympic Bid that a successful bid would mean 'grassroots participation would be boosted. An already sports-mad nation would get fitter and healthier.' Hosting a major international sporting event is seen to be a huge opportunity to increase national physical activity levels. However, evidence from recent host countries of Olympic and Commonwealth Games demonstrates that achieving such an increase is not an automatic result of hosting these events.

A 2001 literature review commissioned by UK Sport ahead of the 2002 Manchester Commonwealth Games examined studies of the impact of major sporting events and found that such studies focused overwhelmingly on the economic impact of events. Very little material had been written on the impact of major events on sports development.<sup>16</sup> A brief examination of studies on the

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<sup>15</sup> Glasgow City Council, 2007, *Up and Running: Scotland's Commonwealth Games Bid – Glasgow 2014*, Glasgow City Council, Glasgow

<sup>16</sup> Brown and Massey, 2001.

Sydney Olympic Games and other Olympic and Commonwealth Games since the UK Sport review shows that economic impact remains the central focus of such research. As well as scantily detailing sports development, studies have given little reference to the impact of major events on health development. Appendix One shows detailed information on publications about specific experiences of countries hosting previous Olympic and Commonwealth Games.

### **3.3 Experiences of Countries with a High Level of Commitment to Physical Activity**

The World Health Organisation's Global Strategy on Diet, Physical Activity and Health states that government health strategies 'should be geared to changing social norms and improving community understanding and acceptance of the need to integrate physical activity into everyday life.'<sup>17</sup> Events can be used to inspire initial participation in physical activity, but achievement of a legacy means that initial participation must be sustained and integrated into daily life.

Approaches to public health and physical activity in World Health Organisation countries in Europe are documented in the World Health Organisation report entitled *Nutrition, Physical Activity and Prevention of Obesity: Recent Policy Developments in the WHO European region*. The paper was prepared for the WHO European Ministerial Conference on Counteracting Obesity in Istanbul in November 2006. It opens by noting that most WHO countries in Europe have nutrition action plans or public health strategies dealing with obesity risk factors, but only a few deal with physical activity, notably the Scandinavian countries Norway, Sweden, Denmark and Iceland, as well as a few significant others, including Austria, Switzerland and the Netherlands.<sup>18</sup> The Scottish approach to physical activity is also mentioned as establishing essential partnerships between local government, community and voluntary sectors.<sup>19</sup>

Focus on physical activity in government public health strategies has taken a number of forms. However, promotion of the message that adults should undertake 30 minutes of physical activity, 5 days per week is widely accepted. This message is well recognised as the best way to promote physical activity to the inactive majority of the population and forms the basis of the Scottish Physical Activity Strategy. This document, published in 2003, recently underwent its five year review, the findings of which appeared in February 2009 and recommended no major changes. It aims to increase and maintain the proportion of physically active people in Scotland through developing high quality physical

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<sup>17</sup> World Health Organisation, 2004, *Global Strategy on Diet, Physical Activity and Health*, World Health Organisation

<sup>18</sup> World Health Organisation, 2006, *Nutrition, Physical Activity and Prevention of Obesity: Recent Policy Developments in the WHO European region*, World Health Organisation Regional Office for Europe, Denmark

<sup>19</sup> Ibid

environments for activity, providing advice to relevant staff and raising awareness and developing knowledge and understanding about the benefits of physical activity. Ongoing research and evaluation are prioritised to ensure the effectiveness of physical activity programmes.<sup>20</sup>

The new action plan to improve diet, increase physical activity and tackle obesity in Scotland from 2008 to 2011, *Healthy Eating, Active Living*, adheres to the objectives and targets contained in the Scottish Physical Activity Strategy. The 2014 walking plans will support the Scottish Physical Activity Strategy and incorporate these objectives. Appendix Two details a number of initiatives to promote physical activity taking place in other European countries.

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<sup>20</sup> Physical Activity Task Force 2003.

## **Part 4: DEVELOPING THE PROMOTIONAL INFRASTRUCTURE**

**To develop the promotional infrastructure for physical activity to target the inactive majority of the Scottish population and engage with communities suffering from serious social or physical deprivation, as well as schools.**

### **4.1 Introduction**

This section of the plan outlines the promotional activity required to increase the physical activity levels of the two thirds of the Scottish population not currently reaching the minimum levels for good health. First Minister Alex Salmond stated this year that ‘the Games have the potential to inspire long term change in Scotland...not just for the people of Glasgow – for everyone living, working and visiting Scotland.’ The nature of walking means that the ideas can be carried out on a national level, from Shetland to Stranraer. Addressing these plans would take a fundamental step towards achieving a lasting health legacy for the whole of Scotland from London 2012 and the 2014 Games.

The literature review highlights the well accepted message that 30 minutes of physical activity per day, 5 days per week (60 minutes per day for children), are required for good health. Strong evidence also suggests that the greatest health benefits happen when the least active people become moderately active.<sup>21</sup> The options proposed here are therefore aimed towards those members of the population not currently completing the minimum recommended physical activity levels of 30 minutes per day, 5 days per week. Health inequalities between wealthy and deprived areas remain a significant challenge in Scotland –The proposals therefore engage significantly with communities suffering from social and physical deprivation.

One idea to fund sections of these proposals is the formation of a Commonwealth Paths ‘Challenge’ Fund. Local businesses and organisations could sponsor small scale community initiatives to promote walking or local paths. Larger organisations such as the Scottish Government, Scottish Natural Heritage, Historic Scotland, Sport Scotland, Cycling Scotland, CTC Scotland and local authorities, could provide match funding for local businesses. Such a fund could be managed by a partnership of organisations including Ramblers Scotland.

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<sup>21</sup> Physical Activity Task Force 2003

## **4.2 Expanding Existing Promoting Walking Activity**

### **4.2.1 Organisations carrying out Promoting Walking work**

Promoting physical activity, particularly walking, is carried out by a number of organisations in Scotland. Ramblers Scotland supports 58 local walking groups, carrying out an extensive range of walking programmes. Walking for health has been a primary concern of Ramblers Scotland for some years, working as a founding partner in the 'Bums Off Seats' project in Fife, which encourages participation in health walks of between half a mile and two miles in length. More recently, Ramblers Scotland has been working closely with the Paths for All Partnership and their Paths to Health programme to set up walking groups for people new to walking, as well as supporting existing walking groups in diversification of their walks programmes. Ramblers Scotland has been heavily involved in setting up new walking groups across the country, including the Isle of Bute walking group and Forth Valley Family Walking, and also worked as partners with Forth Valley Street Sport, a programme to provide sport, education and health activities for marginalised sections of society in the Forth Valley.

In 2008, Ramblers Scotland launched the 'Walk Forward' project in partnership with the Paths to Health initiative, designed to support fitter walkers on health walk projects to continue to walk in a sustainable way, either independently or in groups.

The Paths to Health initiative has also established an extensive network of local health walk groups, beginning with the Bums Off Seats partnership in Fife. Paths to Health is part of the Paths for All Partnership and delivers on the setting up of walking groups for short health walks.<sup>22</sup> The Initiative's work concentrates on areas of social and physical deprivation in Scotland, key target areas for work to increase physical activity before and after 2014.

Other significant organisations currently carrying out work to promote walking and other forms of physical activity in Scotland include Sustrans Scotland and the Forestry Commission. Visit Scotland assesses accommodation providers on an annual basis to ensure their provision of facilities specific for walkers under the 'Walkers Welcome Scheme.' Promoting walking initiatives also operate through a wide array of community groups, including but not limited to, healthy living centres such as the East End Healthy Living Centre in Glasgow, mental health groups, school walking clubs, and mothers and toddlers groups. Support for all of these groups and initiatives will ensure their continued commitment to promoting walking ahead of, and beyond, 2014.

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<sup>22</sup> Paths to Health, 2008, *About Us*, available from <http://www.pathsforall.org.uk/pathstohealth/>

UK wide schemes promoting walking include 'Walkers are Welcome', a project which gives 'Walkers are Welcome' status to communities with something special to offer walkers. The scheme is led by communities – towns and villages must reach six essential criteria to achieve 'Walkers are Welcome' status. Being granted this status helps strengthen a community's reputation as a place for visitors to come to enjoy the outdoors and helps ensure that footpaths and facilities for walkers are maintained in good condition.<sup>23</sup>

Promotional work supporting the 2014 walking plans must find ways to reach further into communities, particularly those suffering from physical and social deprivation. Schools are a particularly important vehicle for reaching into communities. Ensuring physical activity is embedded in school life, as well as school walking clubs, sports groups and the Scout and Guide Associations will encourage good habits in children at a young age and it will be important to work closely with Young Scot, the national youth information and citizenships charity, to establish the best ways of getting physical activity messages across to young people. Further research needs to be carried out on ways to reach young people of secondary school age, particularly teenage girls.

Workplaces, doctors' surgeries, community centres and shops will also be important vehicles into communities. Existing initiatives in these areas, such as GPs' increasing prescription of physical activity to patients with obesity and mental health problems, should be encouraged and expanded.

*Healthy Eating, Active Living* details Scottish Government plans to support a number of physical activity initiatives, including Active Schools, Dance in Schools, Keep Well, Active for Later Life, Greenspace Scotland, Paths to Health, Green Gym and the Healthyliving Award. A variety of organisations run these initiatives and continued support for them before and after 2014 is welcomed.

#### **4.2.2 Sustainable Transport Communities**

In March 2008, the Scottish Government and the Convention of Scottish Local Authorities revealed their plan to make £15 million available over the next three years to help create a series of 'sustainable travel demonstration communities' across the country. Such communities will showcase the best methods available to encourage residents to use more environmentally friendly forms of transport. Similar schemes in England have already proved to be successful – in Darlington, a 14 per cent increase in public transport trips was recorded as well as a 29 per cent increase in walking and a 79 per cent increase in cycling.<sup>24</sup>

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<sup>23</sup> Walkers Are Welcome, 2008, Home Page, available from <http://www.walkersarewelcome.org.uk/>

<sup>24</sup> European Urban Knowledge Network, 2008, *Scottish Government calls for Sustainable Transport Communities*.

In August 2008, these towns were announced as being Barrhead, Kirkwall, Dumfries, Dundee, Kirkintilloch/Lenzie, Larbert/Stenhousemuir and Glasgow East End. Initiatives to be piloted include self service bike rental schemes, targeted transport advice to commuters and individual travel planning.<sup>25</sup>

2014 walking initiatives in pilot demonstration towns would support already planned activities such as Individual Travel Marketing, which provides tailored travel information based on the needs of the household, as well as organised cycling and walking trips, and infrastructure changes – to include improved conditions for walking and more cycle lanes.<sup>26</sup>

### **4.3 New Promotional Initiatives for 2014**

Although it is very important to add value to existing projects that promote walking and physical activity in the build up to 2014, the coming of the Commonwealth Games to Glasgow, preceded by the London 2012 Olympics, provides Scotland with additional opportunity to introduce new promotional initiatives supporting existing projects and taking their work further. Such initiatives should enable people to prepare for charitable walks and other physical activity events, and to get involved in pledging to do more physical activity as part of the CommonHEALTH programme.

#### **4.3.1 Online walking database**

An online system would be developed on a walking website whereby people and organisations could sign up for walking and physical activity. People could sign up to complete 30 minutes of physical activity, 5 days per week, by 2014, in the same way as people signed up to 'Back the Bid.' The same website would also have access to information on how to get involved with walking initiatives in local communities, including deprived areas, and offer a sign up facility for major public events involving physical activity. Such a website could operate as part of the already functioning 'Active Scotland' website, run by NHS Health Scotland.

#### **4.3.2 Introductory Do-It-Yourself schemes**

An introductory access scheme could be established for people wanting to improve their health but not sure where to start. The Ramblers in England is currently running the 'Get Walking, Keep Walking' project in five cities, after successfully piloting the project in two cities. It is funded by the Big Lottery and the Ramblers Holidays Charitable Trust and aims to help people, especially those in deprived areas of big cities, to improve their health by walking regularly in their local areas. The project targets inactive people who would not previously have considered walking as a leisure activity. Those who sign up receive a

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<sup>25</sup> Scottish Government, August 2008, *Funding to encourage green travel*, available from <http://www.scotland.gov.uk/News/Releases/2008/08/13115854>.

<sup>26</sup> European Urban Knowledge Network 2008.

'Welcome to Walking' session and an initial series of easy led walks. Participants then embark on a Do-It-Yourself 12 week walking plan. Following this 12 week period, people receive information and advice from local Walking Ambassadors on continuing their physical activity participation.

A project based on this model could operate in a minimum of four Scottish cities and be rolled out in Glasgow, Edinburgh, Aberdeen and Dundee, targeting deprived areas and potentially expanding into other major towns and cities. Welcome sessions could be held to introduce people to walking and initial led walks carried out on local paths. A Do-It-Yourself plan could be developed to help people build up to walking for 30 minutes a day, 5 days a week over a specified number of weeks, with information and advice available on continuing with walking after the end of the introductory period. This would encourage people to leave the bus one stop earlier, or park the car a little bit further away, integrating walking into everyday life.

Introductory schemes, themed under the title 'Walk the Path to 2014' could be made available to community groups, particularly in physically and socially deprived urban areas. Customised programmes could be developed for mental health and wellbeing groups and also workplaces. Potential organisations to work with include the Blood Pressure Association and the British Heart Foundation. Programmes could also be available online for those living in rural areas or wishing to complete the DIY plan independently.

Such schemes should be supported by a programme based on 'Walk Forward', encouraging people easily completing the 30/5 target to take the next steps towards walking independently or participating in further physical activity. The potential to create links between low level physical activity and higher level walking, such as mountaineering and Nordic walking and competitive race walking.

Part of such an initiative could involve encouraging inactive young people to get involved in physical activity. Ramblers Scotland and the Mountaineering Scotland are currently scoping the possibility of starting a project that links with children's centres and clubs to run a healthy walking programme of short led walks for families and develops hill walking and climbing groups for young people, with trained walk leaders and instructors.

### **4.3.3 Active Travel Initiatives**

Active travel initiatives could be developed for those not currently doing the recommended levels of physical activity for good health. In a 2008 speech, Alan Johnson, Secretary of State for Health stated: 'If every employee were to walk, cycle or jog at least part of their journey to work each day, we would increase the number of adults doing enough regular exercise from a desultory three out of ten

to seven out of ten.<sup>27</sup> Active travel is highlighted as the best way to help people incorporate physical activity into everyday life and evidence from Sustrans shows the benefits to children's health of walking and cycling to school.

The Travel Action Group at Dalgety Bay Primary School initiated a walking club in autumn 2008, which encourages children to walk to school through giving them the opportunity to obtain Bronze, Silver and Gold levels of accomplishment. A walking club is being developed after walking was identified as the most immediate change that the school could make to improve the 'school run.' As part of the club, children receive star shaped badges in Bronze, Silver or Gold colours, to wear on their school uniform when they reach these levels. A 'park and stride' scheme is included, which encourages parents to park further from the school and walk from a more distant car park or a friend's house.<sup>28</sup> Children's active travel initiatives could be based on this idea, with badges given out to reflect progress made.

#### **4.3.4 Awards**

An award system would be developed whereby participants in 2014 walking schemes would be rewarded for their efforts with certificates at the Commonwealth Games opening ceremony in Celtic Park or a similar event. Awards should have an emphasis on participation, not competition, and should include rewards for employers encouraging active travel and significant work by volunteers.

Separate award systems would be created for children, to be used in schools, as one award ceremony for long term efforts is likely to be less appealing to the very young. The different targets developed for children would take this into account and give awards on an annual or biannual basis, using medals and stickers, such as those planned at Dalgety Bay Primary School. The Dalgety Bay walking club will also award prizes for 'Walking Personality of the Year' to pupils who have walked the most to and from school, made the biggest changes to their journeys or been involved in organising walking club events.<sup>29</sup> Children's Commonwealth awards could perhaps be modelled on this scheme.

#### **4.3.5 Social Marketing Toolkit**

Social marketing is defined as the selling of attitudes, ideas and behaviours<sup>30</sup> and the development of a social marketing toolkit for use by any group or organisation involved in promoting walking should form an important stage of

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<sup>27</sup> Sustrans, 2008, *Active Travel and Healthy Workplaces*, Sustrans, Bristol

<sup>28</sup> Dalgety Bay Primary School 2008

<sup>29</sup> Ibid

<sup>30</sup> Weinrich, Nedra Kline, 2006, *What is Social Marketing?*, available from <http://www.social-marketing.com/Whatis.html>

work to promote walking ahead of 2014. Promotional techniques are the most visible aspects of social marketing and therefore very important to its success.<sup>31</sup>

A basic marketing toolkit to promote walking in the lead up to the Games should include templates for marketing planning and branding, as well as promotional materials such as posters, leaflets, campaigns and advertisements. Mass media material could incorporate television and radio promotional items, as well as newspaper and magazine articles.

The toolkit would be targeted towards groups in areas of social and physical deprivation and would include a website where people could access a database of walking routes. Research has shown that the most common source of information about recreational walking, as well as for booking recreational activities, is the Internet.<sup>32</sup> Links to the central website should be contained in the websites of relevant partner organisations and also on the 'Walk Scotland' website, which is an independent website for walkers giving information on walks and walking related news.

Booklets containing details on walking routes and initiatives could also be developed and made available in post offices, libraries, community centres, local shops and Tourist Information Centres, including those in deprived areas. Local information sources such as Tourist Information Centres have been identified as very important for accessing information about walking.<sup>33</sup> A booklet entitled 'NZ's Walkways' in New Zealand contains details of all 125 national walking routes, but is only available in book shops.<sup>34</sup> Making the Scottish booklet available as part of a marketing toolkit, as well as in post offices, libraries, community centres, local shops and Tourist Information Centres, would give it increased accessibility.

The booklets would need to be developed and a system for their distribution put into place. It is possible that the booklets could be produced at local authority level alongside path development activity. The plan also recommends distribution to Tourist Information Centres. This would involve Visit Scotland, which operates a structure in the country based around six regions and has a network of over 100 Tourist Information Centres.<sup>35</sup>

Information about direct, personalised marketing, including evaluation, would also form part of the toolkit.

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<sup>31</sup> Ibid

<sup>32</sup> Scottish Natural Heritage, Scottish Enterprise, Visit Scotland and Forestry Commission Scotland, 2005, *The Walker's View of Walking in Scotland: Summary of Research into the Scottish Holiday Experience for Walkers*, available from [http://www.visitscotland.org/walking\\_summary.pdf](http://www.visitscotland.org/walking_summary.pdf)

<sup>33</sup> Ibid

<sup>34</sup> New Zealand Department of Conservation, 2003, *New Zealand's Walkways System*, available from <http://www.doc.govt.nz/templates/MultipageDocumentPage.aspx?id=40280>

<sup>35</sup> Scot Exchange, 2008, *About Us*, available from [http://www.scotexchange.net/about\\_us/tourism\\_information\\_centres.htm](http://www.scotexchange.net/about_us/tourism_information_centres.htm)

One of the best known television commercials to promote walking in recent times was the Health Education Board for Scotland (HEBS) advertisement launched as part of a Scotland-wide campaign to promote walking in 1995. The commercial featured Gavin Hastings, the recently retired captain of the Scottish rugby team, who delivered the message of walking 30 minutes per day, 5 days per week for good health.<sup>36</sup> This made use of Hastings as a role model. Use of role models is a popular form of social marketing and could be incorporated into the marketing toolkit.

However, inclusion of role models in the toolkit should be treated with care. The Scottish Government consultation paper on delivering a lasting legacy from the Glasgow 2014 Games suggests using athletes as positive role models<sup>37</sup>, but Coalter (2004) suggests that sporting role models can actually put off unfit people from participating in physical activity and that it is important that role models are relevant and acceptable figures. Significantly, although the advert featuring Hastings raised awareness of the benefits of walking, it did not result in an increase in numbers of people walking, perhaps indicating that people did not see him as a relevant role model.<sup>38</sup> Role models included in the toolkit could include 'local champions' – role models who have made a significant impact in their local communities. This would increase the relevance of the toolkit in areas of social and physical deprivation.

The input of all groups and organisations promoting walking for health, notably the Paths to Health initiative and Ramblers Scotland, will be crucial to successful development of this toolkit.

#### **4.3.6 Schools initiatives**

Specific projects to promote walking in schools should be developed. These projects should form part of an overall programme to encourage young people to live healthier lives. Programmes and projects promoting physical activity should be available on a website specifically designed for young people and should integrate closely with the work being carried out as part of the new Curriculum for Excellence and by the Active Schools Network, as well as the recommendations in the British Heart Foundation Active School packs.

Programmes could include work by the Scottish Real World Learning Partnership, which addresses barriers to outdoor learning in schools by providing direction and financial support for outdoor learning, as well as equipping teachers with knowledge and skills, including risk management, ensuring the creation of quality outdoor spaces in schools and working in partnership with existing

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<sup>36</sup> Wimbush et al 1998.

<sup>37</sup> Scottish Government 2008

<sup>38</sup> Wimbush et al 1998

providers to deliver a Curriculum for Excellence outdoors.<sup>39</sup> Work could also be carried out with the Edinburgh International Climbing Arena at Ratho and the Department of Education to encourage schools to involve every child in outdoor activity as part of the curriculum. New programmes could learn from the Norwegian education system, which includes nursery classrooms deep in the forest where children learn about the great outdoors.<sup>40</sup>

One such project already operating in Scotland is the Secret Garden Outdoor Nursery in the Howe of Fife, a community led programme offering a full time outdoor preschool care service.<sup>41</sup>

A programme based upon the Irish 'Girls Outside' project should also be developed. 'Girls Outside' was a pilot project delivered in County Sligo from June 2007 to May 2008 by a partnership of organisations including the Mountaineering Council of Ireland and Sligo Sport. It aimed to increase the numbers of young women participating in walking and climbing as activities contributing to a healthy and active lifestyle. All girls were encouraged to participate in a range of diverse and fun activities regardless of their previous experience or fitness levels. The project targeted schools and community groups and consulted girls on the activities they would like to see included in the programme.<sup>42</sup> A similar programme in Scotland could offer project activities such as nature or forest walks, hill walks, rock climbing, orienteering and a trip to an outdoor centre such as the Edinburgh International Climbing Arena at Ratho. Such a programme could become a participation project of 'Girls on the Move', run by Youth Scotland to increase the physical activity levels of young girls.

It would be important to provide continuity from such a project, enabling girls to continue their interest in physical activity and the outdoors. Such continuity could be provided by an organisation such as Aviemore based White Mountain Dreams, which runs a project called 'Wild Walks' to encourage women taking little or no exercise to meet and walk together one day a week.<sup>43</sup>

#### **4.3.7 Further Research**

It is clear from this brief assessment that extensive partnership will be required to carry out effective promoting walking work for 2014. To ensure that the correct tools are applied by the various organisations involved, considerable further research is required. The plan targets those not currently reaching the recommended minimum physical activity levels for good health, but a number of significant groups exist within this target area, including both men and women,

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<sup>39</sup> Real World Learning Partnership, 2008, Home Page, available from <http://www.realworldlearning-scotland.org.uk/index.asp?pageid=79340>

<sup>40</sup> Scottish Government 2008.

<sup>41</sup> Secret Garden Outdoor Nursery, 2008, Home Page, available from <http://www.secretgardenoutdoor-nursery.co.uk/>

<sup>42</sup> Mountaineering Council of Ireland, 2008, *Girls Outside Project Report*.

<sup>43</sup> White Mountain Dreams, 2008, Wild Walks leaflet, Glenmore Lodge, Aviemore.

those in deprived communities, and teenage girls. Careful market segmentation is essential here to ensure that promotional techniques are applied to the people to whom they will elicit the best response.

For example, Coalter (2004) has shown that males are more likely to relate to sporting role models than women and research by the Alberta Centre for Active Living (2005) has found that young people are more interested in role models than older people, with older people responding better to adverts. These are just two examples of different people reacting to promotional techniques in different ways. Market research needs to use a mixture of quantitative and qualitative techniques to establish which groups will respond best to which promotional methods.

Market research, potentially using members of local Ramblers groups and Paths to Health walking groups, should be helpful in establishing different ways to promote the Commonwealth walking plans to men, women and older people. Advice can also be sought from a marketing advisory company, such as the Leith agency 'Leithal Thinking', which has provided help to Scottish Environment LINK in the past. However, further research, perhaps to be undertaken by the Scottish Government using the results of consultation surveys already carried out by Young Scot, needs to establish the best ways to promote the 2014 walking plans to young people. Such research could be a part of a wider market research project to find out the best ways to promote healthy living to young people.

#### **4.4 The Role of Glasgow**

Glasgow will be the host city for the 2014 Games and is also a 2012 Olympic City, playing host to football events. Showcasing the 2014 walking plans here will be very important to the success of the proposals.

It is recommended that Glasgow become a 'UK City of Walking' ahead of 2012 and 2014 in the same way as Bristol has recently become the country's first 'cycling city.' A government funded scheme in Bristol will provide new cycling lanes, better facilities and more training for children. 11 other towns and cities in England will also receive funding to improve cycling infrastructure.<sup>44</sup> Making Glasgow into a 'walking city' should provide inspiration for people to use a new path infrastructure and sign up for participation in physical activity.

Close work with Glasgow City Council will be fundamental to achieving the 2014 walking plans for Glasgow. Glasgow City Council and partners including the Glasgow Centre for Population Health and NHS Greater Glasgow and Clyde undertook an initial Health Impact Assessment of the Games, with a scoping exercise held in late August 2008 to begin to define the exact elements of the

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<sup>44</sup> BBC News, 2008, *Bristol named first cycling city*, available from <http://news.bbc.co.uk/1/hi/england/bristol/7462791.stm>

Games to be subject to appraisal. Ramblers Scotland attended this assessment, alongside a number of other local organisations.

Particularly in the East End of Glasgow and other areas of deprivation, it will be essential to work with local organisations to establish the best ways to promote walking. Such organisations include Glasgow Community and Safety Services, a new organisation aiming to promote community safety in the city, and the East End Healthy Living Centre, a community led partnership intended to help people in the East End of Glasgow improve their physical, mental and social wellbeing.

#### **4.5 Volunteering**

Recognition of the skills learned through acting as a volunteer is a key aspect to the Games legacy plans<sup>45</sup>, and it is expected that volunteers will play a crucial role in helping to develop and maintain 2014 walking plans. Appendix Four shows a table of volunteering organisations in Scotland and areas of work in which volunteers can be involved.

The Volunteer Centre Network in Scotland is made up of 32 volunteer centres working out of 60 offices.<sup>46</sup> Each centre is a locally managed independent voluntary organisation, and it will be essential to talk to these organisations to communicate clearly the specific roles that the 2014 walking plans propose for volunteers. Work with the Association of Scottish Community Councils (ASCC), Voluntary Health Scotland and the environment conservation volunteering charity BTCV will also be important.

Numerous organisations with more specific goals also regularly recruit volunteers. Both Sustrans and the Paths for All Partnership use volunteers to carry out important work, while Historic Scotland and the National Trust for Scotland both work with volunteers. Volunteers from all of these organisations will be essential to promoting walking for 2014.

Volunteers are the backbone of the Ramblers and are also integral to the many groups, clubs and organisations through which it will be necessary to carry out promotional work to support the 2014 walking plans. Particularly important will be to involve volunteers from minority groups in deprived areas. The Black Environment Network (BEN) offers training on the process of engaging community groups and, while their focus is on ethnic groups, the same principles apply to any minority social group.<sup>47</sup> Approaches should also be made to local role models, or 'champions', to help liaise with community groups.

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<sup>45</sup> Scottish Government 2008.

<sup>46</sup> Volunteer Centre Network, 2008, *Scotland's Gateway to Volunteering*, available from <http://www.volunteerscotland.org.uk/aboutUs.aspx>

<sup>47</sup> Black Environment Network, 2008, Home Page, available from <http://www.ben-network.org.uk/index.htm>

Besides path development and promotional activities, numerous volunteer opportunities will emerge for people with specialist skills, including design, IT, tourism and medicine. Part of the challenge of volunteer recruitment for 2014 related projects is to offer recognition for the skills developed in the form of qualifications. Perhaps a volunteer qualification system could be developed based on the Games legacy strategic objectives for the lead up to the Games. Volunteers working towards health legacy projects could receive a graded health qualification dependent upon the nature of their activities. As such an initiative would encompass all the strategic objectives, the Scottish Government would be best positioned to achieve this.

## **Part 5: DEVELOPING THE PATH NETWORK**

**To improve and maintain Scotland's path network to encourage recreational physical activity and active travel, and create a valuable resource for tourism.**

### **5.1 2014 Walking and Cycling Routes**

Following his triple gold medal winning triumph in the Beijing Olympics, cyclist Chris Hoy stated:

I want to make it safer for kids to ride bikes, for anyone to ride bikes; to have meaningful bike paths, not just a couple of painted lines on the side of the road in which you still get huge, big gutters and cars parked on the pavement.<sup>48</sup>

Hoy recognises the fundamental importance of physical infrastructure to encouraging mass participation in sport and physical activity. For walking and cycling, this means 'meaningful' paths, an idea supported by Riddoch (2008). One key idea is the development of a network of 2014 walking and cycling routes in and around cities, towns and villages in Scotland, graded at Bronze, Silver and Gold level. Partners in such a project could include Sustrans, Cycling Scotland and Sport Scotland.

The number of routes to be created is open to debate but should include iconic figures. The number 305 is possible because it incorporates the 30/5 message of 30 minutes physical activity per day, 5 days per week. A possibility could be that 30 routes could be created each year for 5 years, up to 2014. The Bronze, Silver and Gold marked routes would capture the inspiration of the Games by using medal colours to grade the routes. A high percentage of routes would be allocated to areas of social and physical deprivation. Route development is recommended in two stages.

#### **5.1.1 Basic Routes**

The 2007 Route User Monitoring Report for the National Cycle Network, produced by Sustrans, states that 78% of users say that the presence of the National Cycle Network in their communities has helped them to increase their physical activity levels.<sup>49</sup> Many people do not carry out enough physical activity for the simple reason that they do not know where to go to walk or cycle, and this statistic shows that the presence of marked routes can be a major impetus to helping them forward. The report also states that the network is heavily used for

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<sup>48</sup> Whittle, Jeremy, 2008, *In Dream Land*, available from [http://www.sundayherald.com/sport/nationalsport/display.var.2432250.0.in\\_dream\\_land.php](http://www.sundayherald.com/sport/nationalsport/display.var.2432250.0.in_dream_land.php)

<sup>49</sup> Sustrans, 2007, *The National Cycle Network Route User Monitoring Report*, Sustrans

very short journeys.<sup>50</sup> The presence of short marked walking and cycling routes in a community would arguably encourage many more people to participate in physical activity.

The 2014 routes could take a variety of different forms. Basic routes could start from walking 'hubs' close to city, town and village centres or close to places easily accessible by public transport – 'hubs' could include post offices, community centres, shops, schools, hotels and tourist information centres. Basic signage should indicate the length of the route, including distance **and** time. Distance information can sometimes be off putting for people who have previously been inactive. Time information can make routes seem more achievable. Basic routes should be easy and relatively flat, with time being the differentiating factor between each grade.

Bronze routes could be of 15 minutes walking duration, with Silver routes of 30 minutes duration and Gold routes of one hour duration. These times would make it easy to fit completion of one or two routes into daily life and are sufficiently short to appear achievable to previously inactive people.

Basic routes should be functional, recreational or, if possible, both. Functional aspects of routes could include passing, or starting and finishing at, major workplaces or other community centres, such as town halls, leisure centres or schools. Recreational aspects could include passing, or starting and finishing at, local tourist attractions or festival grounds. The 2007 Sustrans report on usage of the National Cycle Network states that network routes offer people active travel and are also destinations in their own right.<sup>51</sup> Sustrans have also been piloting 'Links to Schools' routes, as at East Linton Primary School in East Lothian, which have greatly increased the number of children and adults walking and cycling.<sup>52</sup> These initiatives all demonstrate that great potential exists to vary the nature of short 2014 walking routes.

### **5.1.2 Walk Homecoming 2009**

This potential is now beginning to be explored in Ramblers Scotland's 'Walk Homecoming 2009' project, launched in March 2009 to encourage local people and those returning from abroad to walk their roots.

The key outcomes of 'Walk Homecoming' are:

- An improved level of awareness and use of walking routes in and around Scottish communities.
- An increased number of local people and those returning from abroad actively involved in walking in their communities.

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<sup>50</sup> Ibid

<sup>51</sup> Ibid

<sup>52</sup> Ibid

For 2009 Ramblers Scotland are developing “medal” walking routes, to suit all levels of fitness, identified as bronze, silver and gold routes in all parts of Scotland. On average the walking time for each of these routes is 15 minutes for bronze, 30 for silver and 1 hour for gold. Routes start from “walking hubs” such as post offices and community centres, schools and hospitals, hotels and hostels, cafes and shops, farms and distilleries, bus and railway stations. Every city, town and village can establish any number of walking hubs, all with their bronze, silver and gold routes for exploring the local heritage.

The onus for developing the routes lies with local communities. An extensive mailing took place at the beginning of December, offering community groups, employers, walking groups and tourist businesses the opportunity to express interest in the project.

Following the project launch on 4<sup>th</sup> March 2009 at Perth Concert Hall, interested parties were asked to propose any number of ‘walking hubs’ and to identify three routes (graded at bronze, silver and gold level) starting and finishing from each ‘hub.’ Ramblers Scotland are now, in conjunction with Local Authorities, producing maps showing detailed descriptions of routes to be displayed within community ‘walking hubs.’ Information about organisations involved in the project and their associated walking hubs will be accessible online at the Ramblers Scotland website and the Active Scotland website, run by NHS Health Scotland.

Initially, 1000 maps will be designed and printed for each ‘walking hub.’ A monitoring and evaluation framework for the project was developed during March and a mixed method evaluation approach will be adopted for the project, using quantitative and qualitative techniques. The sample population will comprise users of selected ‘walking hubs’ and baseline data will be established via a mixture of interviews and baseline questionnaires, with monitoring data gathered from further interviews and follow up questionnaires. Data analysis will then be carried out to establish the success of the project.

Potential future developments for the project include enabling users to download routes and information about interesting features of routes onto their own mobile phones and I-pods, as well as work on a route development pack to assist groups and individuals.

### **5.1.3 Extended Routes**

A similar network of paths to that envisaged as part of the 2014 walking plan exists in New Zealand. Over 125 walkways totalling over 1200 kilometres span New Zealand, many within easy reach of urban areas and therefore accessible to most of the population. The walkways network is maintained by the Government’s Department of Conservation, but many community groups and councils have developed other walkways. Routes that are part of the national

system are identified by stylised 'W' signs, often coloured orange and white.<sup>53</sup> Similar route networks exist in Tasmania, where there are over 960 walking tracks on Crown land.<sup>54</sup> While in New Zealand and Australia, relatively little land is public land available for access<sup>55</sup>, Scotland has some of the best access rights to land and water in the world. The 2014 walking routes plan offers Scotland the opportunity use the Scottish access law and traditions to take such a network even further and create one of the best walking infrastructures worldwide.

Extending the routes system into a linked up network would be possible by developing circular paths around communities which would be graded at Silver level. Paths linking to the Silver circular routes from within communities could be graded at Bronze levels, while paths making external links between different Silver circular routes could be graded at Gold level.

Within Scotland, the community owned Isle of Gigha has a path network offering 12 designated off-road walks, many starting and finishing near the centre of the island and varying in length from half a mile to three miles. The paths cover a range of terrain and several can be linked together. They are maintained by the Gigha Path Network group.<sup>56</sup> Encouraging community responsibility for local paths will be important to establishing pride in a Scotland-wide network.

#### **5.1.4 2014 Walking and Cycling Route Networks in Glasgow**

Glasgow's status as the Games host city and a 2012 Olympic City makes it important to showcase Glasgow as an example for the rest of Scotland. Walking routes within Glasgow could connect Commonwealth venues with major tourist attractions, and link together into a 'Tour of Glasgow.' However, regeneration of deprived communities in Glasgow, particularly the East End of the city, is a fundamental part of the Games legacy plans, and routes should also link these communities to Games venues and other community centres, with a high percentage of routes allocated to this area.

A similar system could be implemented in Edinburgh, a former Commonwealth Games host city. Connections could also be made between former Games venues and tourist attractions, particularly venues being used in the 2014 Games, such as the Commonwealth Pool. A 'Tour of Edinburgh' could be created, using these routes, as it is hoped that the flow of Games related visitors will not stop in Glasgow.

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<sup>53</sup> New Zealand Department of Conservation 2003.

<sup>54</sup> Tourism Tasmania, Parks and Wildlife Service, Forestry Tasmania, 1997, *Tasmanian Walking Tracks Strategy and Marketing Plan*.

<sup>55</sup> Ibid

<sup>56</sup> Gigha Heritage Trust, 2008, Home Page, available from <http://www.gigha.org.uk/walking/index.php>

#### 5.1.4 Linking the Walking and Cycling Route Network to Culture and Heritage

Research shows that one of the best aspects to walking in Scotland is that walking lets people experience Scottish culture and history.<sup>57</sup> Linking the 2014 routes network to Scottish culture and history could be achieved by timing the development of 2014 routes so that routes located in areas where events are being held are completed on time for those events. These routes would also be themed to correspond with the events.

Close work with Scotways' Heritage Paths project, launched in 2007, would be very useful as part of such an initiative. This project is designed to identify and research heritage paths and record them in a national database containing information about their history and heritage value as well as path surveys and maps. Volunteers are encouraged to become involved in researching and surveying the routes to learn about their local and national heritage. Information about the routes will be provided on the Internet as well as in leaflets and a book, while maps and signposts will encourage use of the routes.<sup>58</sup>

Scotland is internationally known as the 'home of golf' and significant golf events are relatively common<sup>59</sup>, with the Scottish Open held every year at Loch Lomond and the Open Championship coming to Scotland at least twice before 2014 (Turnberry in 2009 and St. Andrews in 2010). 2014 walking routes in these areas could promote the idea that walking can help people learn about part of Scotland's heritage.

Alex Salmond has given his support to Lanarkshire's plan to host the 2011 International Children's Games, dubbed the 'mini Olympics' (Watt 2008).<sup>60</sup> 2014 walking routes with a local cultural theme could be developed in the Lanarkshire area incorporating venues for the Children's Games.

'Get Walking Day' is a Ramblers initiative held annually on 30<sup>th</sup> May. The date (30/5) was chosen to emphasise the message of 30 minutes per day, 5 days per week as the physical activity target for good health. It is intended to promote the health benefits of walking and could also be used to raise the profile of the 2014

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<sup>57</sup> Visit Scotland, 2008, *Research and Statistics: Walking*, available from [http://www.visitscotland.org/research\\_and\\_statistics/leisure\\_visitors/tourist\\_activities/outdoor\\_activities/walking.htm](http://www.visitscotland.org/research_and_statistics/leisure_visitors/tourist_activities/outdoor_activities/walking.htm)

<sup>58</sup> Scotways, 2008, *National Catalogue of Rights of Way (CROW)*, available from <http://www.scotways.com/about/index.php?id=51>

<sup>59</sup> Visit Scotland, 2008, *Research and Statistics: Golf*, available from [http://www.visitscotland.org/research\\_and\\_statistics/leisure\\_visitors/tourist\\_activities/outdoor\\_activities/golf-main.htm](http://www.visitscotland.org/research_and_statistics/leisure_visitors/tourist_activities/outdoor_activities/golf-main.htm)

<sup>60</sup> Watt, Chris, 2008, *Salmond backs bid to bring Children's Games to Scotland*, The Herald, available from [http://www.theherald.co.uk/news/news/display.var.2378754.0.Salmond\\_backs\\_bid\\_to\\_bring\\_Childrens\\_Games\\_to\\_Scotland.php](http://www.theherald.co.uk/news/news/display.var.2378754.0.Salmond_backs_bid_to_bring_Childrens_Games_to_Scotland.php)

walking routes. This year, the event was marked in Scotland with the launch, by Dennis Canavan, convenor of Ramblers Scotland, of Dalgety Bay Library as a community walking hub, as part of the 'Walk Homecoming 2009' project. In Dundee, Shona Robison MSP, Minister for Public Health and Sport, attended a special themed Get Walking Day walk led by Dundee Ramblers group. 'Get Walking Day' could become a major part of the drive to encourage people to participate in walking and physical activity. 'Medal Miles', with awards at the end, could be held on specific routes, some with cultural or historical significance, in major towns and cities to encourage people to take the first steps towards using the walking and cycling routes.

The idea of using smaller events, such as book festivals and music festivals, can also be used to promote 2014 walking routes. Small events such as these take place regularly throughout Scotland. Information about local 2014 walking routes could be handed out at events to encourage people to begin working towards the minimum recommended physical activity guidelines while learning about aspects of local culture and heritage.

## **5.2 Developing and Maintaining the Network**

Evidence shows that many people who would readily participate in walking and other low impact physical activity such as cycling do not do so because they do not know where to go.<sup>61</sup> For the 2014 walking and cycling routes to be developed successfully, a good path infrastructure is therefore required.

This plan advocates the use of existing paths in local areas where possible, with the construction of new paths carried out where required. Existing paths will require maintenance, signposting and way-marking. Signposting will include information at the start of the paths on distance and time to complete the routes. Consistent way-marking will be required, as recommended by the Paths for All Partnership<sup>62</sup>, to reassure people that they are on the right track.

Following the Land Reform (Scotland) Act 2003, all local authorities and national park authorities in Scotland are now working to identify networks of core paths, which should be sufficient for the purpose of giving the public reasonable access throughout their area.<sup>63</sup> Core Paths networks can include both existing paths and waterways and proposed new paths. Implementation of Core Paths Plans will require work to be done to construct and improve some paths to make them more user friendly.<sup>64</sup>

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<sup>61</sup> Scottish Natural Heritage 2005.

<sup>62</sup> Paths for All Partnership, 2008, *About Us*, available from <http://www.pathsforall.org.uk/about/index.asp>

<sup>63</sup> Scottish Government, 2004, *Part 1 Land Reform (Scotland) Act 2003: Draft Guidance for Local Authorities and National Park Authorities*, available from <http://www.scotland.gov.uk/Publications/2004/02/18883/32959>

<sup>64</sup> Ibid

Some information for the Core Paths Plans has come from Scotways. With Scottish Natural Heritage and local authorities, Scotways has formed a catalogue of all known rights of way in Scotland, consisting of a computer database (not online) with information about each route (CROW – Catalogue of Rights of Way) and digital maps.<sup>65</sup> It is envisaged that development of Commonwealth walking routes will heavily involve local authorities and national park authorities in Scotland.

However, a number of other organisations have significant interest in paths in Scottish communities. The Paths for All Partnership facilitates the development of paths for recreation, health and wellbeing and is made up of 20 partner organisations, including Ramblers Scotland.<sup>66</sup> The Forestry Commission in Scotland is also involved with developing paths. Sustrans is the UK's leading sustainable transport charity and is responsible for the National Cycle Network, over 10,000 miles of paths and lanes for use by walkers and cyclists.<sup>67</sup> Sustrans will potentially be highly significant in the development of extended routes around and between communities. Coordination with these three major organisations will be essential when developing 2014 walking and cycling routes.

Scotland has numerous historical properties with estates endowed with excellent paths. Some of these are independently operated, but a high number are run by the National Trust for Scotland (NTS) and Historic Scotland, and this plan recommends working closely with both of these organisations to examine the possibility of developing 2014 walking and cycling routes on their paths. Scotland's national tourism organisation, Visit Scotland, should also form a fundamental part of plans to use the routes to help people explore Scottish culture and heritage. Culture and heritage should include former industrial areas of towns and cities now in need of regeneration, helping local communities to engage with the heritage of their areas.

Fields in Trust, formerly the Playing Fields Association, carries out fundamental work to protect local playing fields and outdoor facilities, including walking and cycling paths. Partnership work with Fields in Trust will ensure that newly developed paths will be maintained and protected for the future.

Coordination with environmental organisations is crucial to ensure that the 2014 walking and cycling routes are developed in a sustainable and environmentally sensitive way. Advice from local authorities and national park authorities is important here, as is work with Scottish Natural Heritage (SNH) and with the member organisations of Scottish Environment LINK. Ramblers Scotland is a member of LINK, the forum for Scotland's voluntary environment organisations.

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<sup>65</sup> Scotways 2008.

<sup>66</sup> Paths for All Partnership 2008.

<sup>67</sup> Sustrans 2008

All relevant environmental bodies need to be consulted about the 2014 walking plans.

Finally, coordination between organisations working to secure access to the Scottish countryside is very important. Securing access for walkers is one of the key aims of Ramblers Scotland, but other groups involved in this area include ScotWays.

## **7.1 Summary**

Improving and maintaining Scotland's path network to encourage physical activity and active travel could involve a network of short walking and cycling paths and extended routes, graded at Bronze, Silver and Gold level and based around walking 'hubs'. These paths could be linked to culture and heritage to provide a valuable resource for communities and tourism.

Arguably the most fundamental ingredient in the success of the 2014 walking plans will be extensive and working partnerships between groups and organisations at both national and local level in Scotland. This will enable responsibilities to be handled appropriately. Appendix Three shows a table of groups and organisations in Scotland and areas where they can be involved in the 2014 walking plans, although further research should involve discussion with representatives from these groups to decide where specific responsibilities might lie.

## **Part 6: Monitoring and Evaluation**

**To monitor and evaluate existing and new programmes of work to ensure high quality and effectiveness.**

The Scottish Physical Activity Strategy states:

Many initiatives fail to be effective because they do not have clear goals, do not collect information that provides good quality indicators of progress, and fail to establish whether and how they achieved their outcomes.<sup>68</sup>

Work programmes connected to promoting walking for 2014 should therefore include research and evaluation plans and monitoring systems, and monitoring and evaluation guides and templates should be included in a social marketing toolkit.

The National Physical Activity Research and Evaluation group (NPARE) was formed in August 2008 at the request of the Scottish Government to pull together those organisations in Scotland, including Ramblers Scotland, involved in the promotion or provision of physical activity opportunities for the Scottish population. The group aims to identify and commission areas of research which all organisations have a vested interest in, as well as pool funding. The Scottish Physical Activity Research Collaboration (SPARColl), based at the University of Strathclyde, takes part in NPARE meetings in an advisory capacity and focuses on walking. SPARColl already carries out a number of monitoring and evaluation programmes.<sup>69</sup> The involvement of NPARE and SPARColl will be important in identifying monitoring and evaluation programmes for new physical activity projects.

Mentro Allan is a Welsh project designed to raise physical activity amongst the 'hard to reach' sedentary population in Wales by encouraging people to participate in activities in their natural environment.<sup>70</sup> The key performance indicators used by the project include a registration form measuring baseline physical activity levels, as well as an activity register showing participation levels. Qualitative evaluation techniques are also used, including informal discussions with participants, reflective diaries and evaluation seminars with project staff.<sup>71</sup> Promoting walking projects developed ahead of 2014 could benefit from using performance indicators such as these.

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<sup>68</sup> Physical Activity Task Force 2003.

<sup>69</sup> SPARColl, 2008, Home Page, available from <http://www.sparcoll.org.uk/>

<sup>70</sup> Caldwell, Neil, 2008, *Mentro Allan*, Cardiff.

<sup>71</sup> Ibid

## **Part 7: SUPPORTING THE GOVERNMENT'S STRATEGIC OBJECTIVES**

### **7.1 Introduction**

The 2014 walking plans are principally intended to contribute to a health legacy from the 2014 Games by raising levels of physical activity in Scotland, making use of the inspiration surrounding the London Olympics in 2012. However, the plans will also support the other strategic objectives set by the Scottish Government and their local implementation in the form of Local Authorities' Single Outcome Agreements.

### **7.2 Wealthier and Fairer**

The development of a significant walking infrastructure in Scotland will have a positive economic impact. The maintenance and development of the 2014 walking and cycling routes will sustain and create jobs across the country in areas including conservation and tourism. This will be particularly important in deprived communities such as the East End of Glasgow. Research by Scottish Natural Heritage has shown that participation in hiking and walking in Scotland supports about 9400 full time jobs.<sup>72</sup> Jobs will also be sustained and created through other promoting walking projects.

The plans will also generate increased tourism revenue. Visit Scotland research has shown walking to be one of the most popular activities for visitors from both the UK and overseas taking a holiday or short break in Scotland, with almost 5 million trips made by UK tourists in Scotland in 2006 involving some walking.<sup>73</sup> Further, research in 2005 conducted by a partnership including Visit Scotland found that around three quarters of walkers interviewed were also doing other activities as part of their trip, with visiting castles and places of interest the most popular other activity.<sup>74</sup> The 2014 walking and cycling routes will therefore appeal greatly to tourists – they will provide a marked walking and cycling infrastructure and many will be found at castles and other local places of interest, helping people explore Scottish culture and heritage.

The 2014 walking plans will therefore contribute in two significant ways to making Scotland wealthier and fairer as a consequence of the 2014 Games.

### **7.3 Healthier**

Increasing levels of walking in Scotland will improve Scotland's physical and mental health. Physical activity is scientifically proven to reduce rates of heart

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<sup>72</sup> Scottish Natural Heritage 2004.

<sup>73</sup> Visit Scotland, 2008, *Research and Statistics: Walking*, available from [http://www.visitscotland.org/research\\_and\\_statistics/leisure\\_visitors/tourist\\_activities/outdoor\\_activities/walking.htm](http://www.visitscotland.org/research_and_statistics/leisure_visitors/tourist_activities/outdoor_activities/walking.htm)

<sup>74</sup> Scottish Natural Heritage et al 2005.

disease, cancer, Type 2 diabetes and mental health conditions.<sup>75</sup> Further, Bird (2007) produces strong evidence to link spending time outdoors, in close contact with nature, with improved mental health.

Evidence also states that 'The promotion of walking as a form of exercise holds considerable potential, both in terms of health benefits and its wide appeal to inactive groups'<sup>76</sup> and the Scottish Physical Activity Strategy calls it 'the closest activity to perfect exercise.' Walking is accessible to almost everyone, including those from deprived areas. It fully supports the Scottish Physical Activity Strategy and is one of the best ways to help achieve a Scotland-wide health legacy from 2014.

#### **7.4 Smarter**

The 2014 walking plans will heavily involve volunteers and develop their skills, experience and confidence in a variety of areas. Ideally, volunteers participating in the 2014 walking project would be working towards Health Legacy qualifications recognised by employers.

Evidence has also shown that increased levels of physical activity improve performance and productivity at school and at work. Bird (2007) details psychological analysis carried out on young adults that asked them to complete proof reading assessments before and after spending time participating in physical activity outdoors. Results showed that participation in physical activity in an outdoor environment improved performances in the assessments. Sustrans (2008) also point to evidence showing that healthier employees benefit their employers through reduced absenteeism, lower turnover rates, lower health care costs and improved productivity and employee morale.

Two significant strands of the 2014 walking plans will thus support the objective of a Smarter Scotland as a result of the Glasgow Games.

#### **7.5 Safer and Stronger**

The 2014 walking proposals will help to improve quality of life in Scottish communities by increasing opportunities to walk in and around where people live. Bird (2007) highlights evidence showing that natural vegetation and maintained pathways in inner city areas are associated with reduced crime and violence and helping those in poverty cope with life. His report states that areas showing signs of surveillance and maintenance can deter criminal activity.

Evidence also exists to show that involvement in physical activity, particularly amongst young people, reduces criminal activity. In 2003, a UK government initiative founded 37 sports projects with the aim of encouraging young people

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<sup>75</sup> Scottish Government 2003.

<sup>76</sup> Wimbush et al 1998.

away from drugs and crime, and the chief executive of the independent charity 'Action on Addiction' supported the initiative on the grounds that 'Research has shown that regular participation in sport is highly effective in preventing addiction or helping people overcome it.'<sup>77</sup>

Communities will be safer and stronger because of an improved urban environment and increasing numbers of people involved in physical activity.

## **7.6 Greener**

As already stated, the 2014 walking and cycling routes will be fundamental in improving the environment in urban community settings. However, encouragement of active travel, such as walking and cycling, is also crucially important in reducing carbon emissions from cars.<sup>78</sup>

The 2014 walking plans will encourage active travel by providing an extended infrastructure for walking and cycling. Promotional activities encouraging people to use this infrastructure, including plans to make Glasgow into a UK City of Walking, with other towns becoming sustainable transport towns, will also play a crucial role in increasing active travel and making Scotland a Greener place in the lead up to, and beyond, 2014.

## **7.7 Sport**

Although sport is not a specific Government strategic objective for the 2014 legacy, it is central to the imagery of the Commonwealth Games and it is intricately linked to a health legacy. Tsouros and Efstathiou (2004), in their report on the public health legacy of the Athens Olympics, supported the theory that participation in walking and low impact physical activity can act as a stepping stone into more strenuous forms of sport for many people. If the first step into physical activity is a small one, it follows that people are more likely to continue participating in physical activity and progress into other forms.

## **7.8 Summary**

This brief examination of the Scottish Government's Strategic Objectives alongside the 2014 walking plans has shown that, although the plans are a fundamental aspect to delivering a health legacy from the Games, they will also be significant in achieving a much wider legacy.

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<sup>77</sup> BBC Sport, 2003, *Kids get Sporting Lift*, available from [http://news.bbc.co.uk/sport1/hi/front\\_page/2959864.stm](http://news.bbc.co.uk/sport1/hi/front_page/2959864.stm)

<sup>78</sup> BBC News, 2007, *Londoners encouraged to walk more*, available from <http://news.bbc.co.uk/1/hi/england/london/6582597.stm>

## **Part 8: CONCLUSION**

### **8.1 Future requirements**

This plan extensively details proposals to promote walking and low impact physical activity in Scotland in the lead up to, and beyond, the 2014 Commonwealth Games in Glasgow, using the inspiration created by the London Olympics in 2012. Implementation of this plan requires three principal steps to be taken. These steps comprise extensive market research, the formation of an advisory group to discuss the achievement of a walking and cycling legacy from 2014 and establishment of financial resources available for this implementation. Each of these areas will now be briefly outlined.

#### **8.1.1 Research**

Further research is required in a number of areas to apply final definition to the 2014 walking plans. The parameters of the 2014 walking and cycling routes need to be established. In addition, research needs to be carried out on the best social marketing techniques to be applied to different market segments.

Research in these areas should involve both qualitative and quantitative techniques and incorporate exploratory interviews and focus groups, using the advisory group to be discussed shortly, followed by questionnaires. In-depth interviews should also be used to obtain separate, qualitative results on environmental sustainability requirements and access issues likely to affect the plans.

Extensive discussions also need to take place between potential partners in the 2014 walking proposals. These organisations should include the groups mentioned in this plan. Discussions should incorporate the role that these organisations could play in the plans and potential resources available for them to take on that role.

Finally, methods of monitoring and evaluating the success of the plans need to be established and put into place.

#### **8.1.2 Establishment of Financial Resources Available**

A crucial part of future research needs to examine potential financial resources available for the fulfilment of the 2014 walking proposals. Discussions need to take place with potential funding partners, including representatives from the Big Lottery Fund, the Heritage Lottery Fund, SNH, the Scottish Government and a number of charitable trusts, as well as private sector funders. These discussions should include the potential of setting up a 2014 Physical Activity Fund, or 2014 Health Fund, perhaps to be known as a 2014 Paths 'Challenge' Fund, which could offer match funding for proposals in these areas. Establishment of

available financial resources will be a fundamental part of establishing the parameters of the plans.

### **8.1.3 Potential for Expansion of Plans**

A major area for future research involves the potential for the 2014 walking plans to be extended into other areas of the 2014 health legacy. The idea of a 2014 grading system, with Bronze, Silver and Gold levels, could be applied to other fundamental areas for achieving a successful health legacy from 2014, including healthy eating and sport.

### **8.1.4 Formation of Advisory Group**

This plan recommends the formation of an advisory group to discuss ways to achieve a walking and cycling legacy from 2014. The group will be chaired by Ramblers Scotland convener Dennis Canavan and will comprise key figures from sport, media, health and public and private funding sectors.

## **8.2 Conclusion**

The 2014 Commonwealth Games have been awarded to Glasgow at a time when Scotland is facing a number of important health issues. Using the Games and the preceding London Olympics in 2012 as catalysts to secure a Scotland-wide health legacy is therefore particularly relevant.

The Ramblers Scotland plan to develop walking aims to use the 2014 Commonwealth Games in Glasgow to substantially raise the physical activity levels of the Scottish population and consequently to contribute to the achievement of a health legacy for Scotland. The plan engages with communities suffering from social and physical deprivation, as well as schools. Four key objectives have been identified at this stage in the development of the plan and will now be summarised.

The first objective is to review literature examining the experiences of other countries hosting major sporting events, notably Olympic and Commonwealth Games. This review highlights that the achievement of a long term and sustainable legacy from such events has proved difficult to attain. Where a country has achieved a legacy from an event, it has tended to be economic or involved sporting infrastructure. Achievement of a health legacy from an Olympic or Commonwealth Games has never truly been fulfilled. 2014 therefore represents a tremendous opportunity for Glasgow, but also a considerable challenge.

Examination of literature detailing the experiences of countries with high levels of commitment to physical activity, notably the Scandinavian countries, demonstrates a number of approaches to increasing physical activity to contribute to improved health. Further approaches are also found in the Scottish Physical Activity Strategy of 2003. Many of these approaches have been incorporated into the 2014 walking plans, notably the emphasis on the well recognised message that adults should undertake 30 minutes of physical activity per day, 5 days per week, for good health.

The second objective aims to develop a promotional infrastructure for physical activity that targets the inactive majority of the Scottish population and engages with communities suffering from serious social or physical deprivation, as well as schools. The plan recommends expansion and support for existing promoting walking projects, as well as the development of a range of promotional programmes and extensive market research. Extensive use of volunteers and showcasing Glasgow as a 'UK City of Walking' is recommended.

One key option to address the third objective of improving and maintaining Scotland's path network for encouragement of physical activity and active travel, as well as creation of a valuable resource for tourism, is the development of a Scotland-wide 2014 walking and cycling routes network offering short and

extended paths graded on a Bronze, Silver and Gold scale. The walking and cycling network would also be used to promote Scotland's culture and fulfil tourists' expectations of Scotland's beautiful outdoors. The new routes would feature in major events taking place in Scotland before 2014, including Homecoming Scotland in 2009, timed to coincide with the 250<sup>th</sup> anniversary of Robert Burns. Routes could be themed to provide information about these events. A high percentage of routes would be allocated to areas of social and physical deprivation. This idea is now being piloted as part of the 'Walk Homecoming 2009' project.

Finally, the fourth objective is to monitor and evaluate existing and new programmes of work to ensure high quality and effectiveness. The 2014 walking proposals address all the Scottish Government's strategic objectives and will form a lynchpin of the plans for a sustainable health legacy from 2014. Low impact physical activity, particularly walking, must be central to any plans to promote physical activity in the lead up to, and beyond, 2014. Walking is free, simple and requires no special equipment or facilities, making it accessible to almost everyone, including those from deprived areas, and can also act as an entry point to other forms of physical activity and sport. The Ramblers Scotland plan to promote walking will use the Games, and the preceding 2012 Olympics, to inspire interest in physical activity and create an infrastructure to allow this interest to continue far beyond 2014.

## **Part 9: Appendices**

### **Appendix One**

#### **Literature on the experiences of other countries hosting major sporting events, notably Olympic and Commonwealth Games**

##### **Sydney 2000 Olympic Games**

The official report on the Sydney Olympic Games in 2000 focuses largely on an economic legacy for Australian business after the Games and comments upon the growth of tourism and related industries as a result of the Games.<sup>79</sup> Other reports also have a strong economic focus. Little has been written on any efforts to achieve a wider health legacy.

Although this statement does recognise the need to improve sporting facilities and general urban infrastructure, no specific mention is made here of a health legacy.

The report focuses largely on an economic legacy for Australian business after the Games and comments upon the growth of tourism and related industries such as exhibitions and conference venues as a result of the Games. Notably, one of the major external reports, carried out by Pricewaterhouse Coopers, on the legacy of the Sydney Games is entitled *Business and Economic Benefits of the Sydney 2000 Games* and also focuses on improvements for business after the Games. However, no mention is made in either report about any efforts to achieve a wider health legacy. Although the report touches briefly on the upgrading of street lighting and the widening of urban footpaths, no links are made to connect these to improved physical activity. No real move seems to have been made to link the Games economic and sporting legacy to a wider health legacy targeting the inactive.

In support of this conclusion, Coalter (2004) states that seven Olympic sports experienced a small increase in participation in the year following the 2000 Olympics, while nine sports declined, with the pattern for non Olympic sports broadly similar. Veal (2003) suggests that this may be due to a 'couch potato' syndrome' whereby watching sport on television partially causes a decline in physical activity. Based on this evidence, the 2000 Olympic Games seem to have had no improving effect on participation in physical activity.

##### **Manchester 2002 Commonwealth Games**

Health and low impact physical activity featured far more strongly in legacy plans for the Manchester Commonwealth Games in 2002. A programme called North

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<sup>79</sup> Sydney Organising Committee, 2001, *After the Games: Legacies and Opportunities*, available from <http://www.gamesinfo.com.au/postgames/en/pg000415.htm>

West Healthier Communities was set up to support community health projects and partnerships, as well as to establish important links between sport and health. Further, the 'Passport' scheme offered a region-wide out of hours activity programme, including sport and physical activity, designed to engage socially excluded young people in the North West.<sup>80</sup> Authorities in Vancouver, host city for the 2010 Winter Olympics in British Columbia, Canada, are in the process of developing a similar legacy programme called the Active Communities initiative, aimed at promoting healthy lifestyles and environments.<sup>81</sup>

The Manchester legacy programmes also included a number of schemes specifically linked to the brand of the Commonwealth Games, including pre and post Games volunteer programmes. These targeted 15000 volunteers, with at least 1000 of these intended to come from disadvantaged communities, and led to the formation of a new volunteer programme after the Games, called 'Manchester Event Volunteers.' Sporting facilities were also very important to the Manchester legacy, with the National Squash Centre in particular hailed as encouraging many people into the sport.<sup>82</sup> However, although these programmes specifically tied to the Games were highly successful, the most positive legacies stated to have emerged from the Games were economic – 'there is now the capacity, expertise and confidence in the Northwest to host a range of events.'<sup>83</sup> Little evidence exists for the emergence of a health legacy reaching out to inactive members of the population.

Coalter (2004) has pointed to the fact that UK Sport commissioned research into the Manchester Games shows that, although respondents 'felt' the Games to have had a positive effect, no recorded impact exists to show improved participation in physical activity or an actual health legacy.

### **Athens 2004 Olympic Games**

The report into the experience of Athens in improving public health for the 2004 Olympic Games focuses mostly on the event itself and not on creation of a health legacy. However, it does offer some information on attempts to do so, following the lack of impact on long term health of the Sydney Games in 2000. The report points to the Salt Lake City Winter Olympics in 2002 as being the first Games to sponsor a community health initiative. This was called 'A Healthier You 2002' and involved the installation of 30 permanent walking routes around Utah. Gold Medal Mile events were held over these routes and route information cards were

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<sup>80</sup> Manchester City Council, 2002, *Commonwealth Games Legacy Programmes*, available from [http://www.manchester.gov.uk/site/scripts/documents\\_info.php?categoryID=200087&documentID=510&pageNumber=2](http://www.manchester.gov.uk/site/scripts/documents_info.php?categoryID=200087&documentID=510&pageNumber=2)

<sup>81</sup> Goldstream Gazette, *Walking Toward Fitness*, available from [http://www.bclocalnews.com/vancouver\\_island\\_south/goldstreamgazette/lifestyles/29639664.html](http://www.bclocalnews.com/vancouver_island_south/goldstreamgazette/lifestyles/29639664.html)

<sup>82</sup> Owen, Stephen, BBC Sport, 2007, *Squash Builds Manchester Legacy*, available from [http://news.bbc.co.uk/sport1/hi/other\\_sports/squash/6335747.stm](http://news.bbc.co.uk/sport1/hi/other_sports/squash/6335747.stm)

<sup>83</sup> NWDA, 2004, *Commonwealth Games Benefits Study*, Faber Maunsell, Robert Tym & Partners, Warrington

developed and distributed.<sup>84</sup> Although the Gold Medal Mile events did use the branding of the Games, the routes themselves did not, and their impact has therefore been reduced.

The Athens report also recognises the importance of using the Games to improve physical activity and healthy living, stating that the Olympics have ‘a unique potential, which is not limited to the duration of the Games, to promote healthy eating and physically active lifestyles’ and pointing to sport as an entry point for promoting physical activity and active living, including healthy eating.

Plans existed to create a ‘Healthy Olympics’ website and use a variety of media, including leaflets, newspaper articles, posters, television and radio to promote healthy living. An eight kilometre ‘Tour of Athens’ was planned to encourage people to walk around the city. However, the report also states that ‘the potential of the Olympics for health promotion was not fully exploited’ in Athens and ‘the reality (of hosting the Games)...made health promotion a lesser priority’, with the consequence that none of these plans were actually carried out.

### **Melbourne 2006 Commonwealth Games**

Projects and activities undertaken by the City of Melbourne in support of the 2006 Commonwealth Games were underpinned by seven key Games ‘legacy themes’ identified by Melbourne City Council. Again, these largely focused on the running of the Games themselves, with little emphasis on the aftermath.

Some initiatives did attempt to encourage physical activity. The Victorian Health Promotion Foundation (VicHealth) ran a 10000 Steps Walking Challenge, which invited spectators to walk between Games venues, registering their steps online. Incentives included an ‘I’m a millionaire T-shirt’ for a million steps and a hat for two million. Participants were also eligible to win prizes, including a Qantas holiday. Although the scheme made successful use of rewards and incentives, the purchase of a pedometer was required and focus was largely on promoting walking during the Games, with little thought of a physical activity legacy. Further, the 10000 steps message suggests a target that is very difficult to attain. Referring to time (as in the 30 minutes per day, five days per week message) makes walking seem less formidable to begin.

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<sup>84</sup> Tsouros and Efstathiou 2004.

## **Appendix Two**

### **Literature on Experiences of Countries with a High Level of Commitment to Physical Activity**

The need to involve workplaces in physical activity policies, by encouraging active travel, such as walking and cycling, has been recognised by a number of governments. Norway's Working Environment Act obliges employers to consider physical activity as part of their responsibility and puts much focus on walking and cycling as means of transport.<sup>85</sup> Iceland's 'National Health Plan 2001-2010' includes the promotion of 'Biking to Work' events involving teams from workplaces, while Sweden and Austria have introduced competitive initiatives within companies to promote cycling to and from the workplace, and a number of countries have carried out work on constructing safe walking and cycling paths in urban areas.<sup>86</sup> Promoting new physical activity plans to the workplace is thus a fundamentally important method of reaching large segments of the population.

Health professionals are also widely recognised as having a significant influence on large numbers of inactive people. Norway has carried out training for health professionals to improve their knowledge of physical activity as preventative medicine.<sup>87</sup> Meanwhile, the 2003 Swedish Public Health policy, which devolved powers to local councils, included the need for encouragement of GPs to give exercise on prescription, as well as home visits by nurses to address patients' lifestyles.<sup>88</sup> National health services are therefore crucial in encouraging long term participation in physical activity.

Schools are recognised as fundamental in encouraging physical activity among children, with the WHO report (2006) stating 'schools are the settings where most interventions take place. Norway is one of the few countries besides Scotland to promote physical activity in schools, running a project on physical activity and healthy meals, which aims to advise local school authorities on models of good practice and key success factors.<sup>89</sup> New physical activity plans should include more extensive promotion to schools.

A number of other initiatives have also taken place to promote physical activity in Europe. Switzerland has organised physical activity mass events, encouraging people to participate in physical activity on specific days.<sup>90</sup> Meanwhile, Sweden, whose access laws provided the model for Scotland's 2003 Land Reform

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<sup>85</sup> World Health Organisation, 2006, *Nutrition, Physical Activity and Prevention of Obesity: Recent Policy Developments in the WHO European region*, World Health Organisation Regional Office for Europe, Denmark

<sup>86</sup> Ibid

<sup>87</sup> Ibid

<sup>88</sup> Triggler, Nick, BBC News 2005, *Keeping Healthy, the Swedish Way*, available from <http://news.bbc.co.uk/1/hi/health/4461098.stm>

<sup>89</sup> World Health Organisation 2006.

<sup>90</sup> Ibid

legislation, places much emphasis on promoting physical activity in the outdoors.<sup>91</sup>

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<sup>91</sup> Swedish Government, 2004, *Access to Open Spaces and Possibilities for Outdoor Activities*, available from <http://www.sweden.gov.se/sb/d/2981/a/17536>

### **Appendix Three**

#### **Table of Potential Partners to be involved in 2014 Walking Plans**

<b>Area of Involvement</b>	<b>Organisations</b>
Development of Path Infrastructure	<ul style="list-style-type: none"> <li>• Local Authorities</li> <li>• National Park Authorities</li> <li>• Historic Scotland</li> <li>• National Trust for Scotland</li> <li>• Sustrans</li> <li>• Paths for All Partnership</li> <li>• Forestry Commission</li> <li>• Scotways</li> <li>• Cycling Scotland</li> <li>• CTC Scotland</li> <li>• Sport Scotland</li> <li>• Environmental organisations</li> <li>• Access organisations</li> </ul>
Development of social marketing toolkit	<ul style="list-style-type: none"> <li>• NHS Health Scotland</li> <li>• Commonwealth Games Organising Committee</li> <li>• Paths to Health initiative</li> <li>• Ramblers Scotland</li> <li>• Visit Scotland</li> <li>• Young Scot</li> <li>• Sport Scotland</li> <li>• Local authorities</li> <li>• National Park authorities</li> </ul>
Promoting Walking	<ul style="list-style-type: none"> <li>• Ramblers Scotland</li> <li>• Paths to Health initiative</li> <li>• Sustrans Scotland</li> <li>• Forestry Commission</li> <li>• Paths for All Partnership</li> <li>• Living Streets</li> <li>• Local community groups</li> </ul>
Advice on environmental issues	<ul style="list-style-type: none"> <li>• Members of Scottish Environment LINK</li> </ul>
Coordination on access issues	<ul style="list-style-type: none"> <li>• Ramblers Scotland</li> <li>• ScotWays</li> <li>• Local Access Forums</li> </ul>
Development of Glasgow plans (this list provides a small sample)	<ul style="list-style-type: none"> <li>• Glasgow City Council</li> <li>• Glasgow Community and Safety Services</li> <li>• East End Healthy Living Centre</li> </ul>

## **Appendix Four**

### **Table of Volunteering Organisations and Potential Activities**

<b>Volunteering Activities</b>	<b>Organisations</b>
Development of path infrastructure	<ul style="list-style-type: none"><li>• Sustrans</li><li>• Paths for All Partnership</li><li>• Historic Scotland</li><li>• National Trust for Scotland</li><li>• Volunteer Centre Network</li><li>• BTCV</li><li>• Local groups and clubs</li><li>• Community Councils</li></ul>
IT and Technological work	<ul style="list-style-type: none"><li>• Volunteer Centre Network</li><li>• Community Councils</li></ul>
Promotional activity	<ul style="list-style-type: none"><li>• Volunteer Centre Network</li><li>• Local groups and clubs</li><li>• Community councils</li><li>• Voluntary Health Scotland</li></ul>
Development of Glasgow paths	<ul style="list-style-type: none"><li>• Sustrans</li><li>• Paths for All Partnership</li><li>• Volunteer Centre Network</li><li>• Local groups and clubs</li><li>• Community councils</li></ul>

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**Contact:**

**Alison Turnbull  
Promoting Walking Coordinator**

**01577 867746**

**[alison.turnbull@ramblers.org.uk](mailto:alison.turnbull@ramblers.org.uk)**

