



Glasgow 2014 – Delivering a
Lasting Legacy for Scotland:
Analysis of Consultation
Responses

**GLASGOW 2014 – DELIVERING A
LASTING LEGACY FOR SCOTLAND:
ANALYSIS OF CONSULTATION RESPONSES**

**Hexagon Research and Consulting
in association with Adrian Colwell Associates**

Scottish Government Social Research
2008

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GLASGOW 2014 – DELIVERING A LASTING LEGACY FOR SCOTLAND: ANALYSIS OF CONSULTATION RESPONSES

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EXECUTIVE SUMMARY

Background and Introduction

1. The Scottish Government is committed to ensuring that the whole of Scotland enjoys a clear, positive, and lasting legacy from the Glasgow 2014 Commonwealth Games. It issued a consultation paper in February 2008 seeking views on proposed actions designed to harness the power of the Glasgow 2014 Commonwealth Games to help the Scottish Government to achieve its five strategic objectives - to make Scotland *Wealthier and Fairer; Smarter; Healthier, Safer and Stronger; and Greener*.

2. The consultation paper – *Glasgow 2014: Delivering A Lasting Legacy for Scotland*¹ – was structured around the Scottish Government’s five Strategic Objectives and 15 National Outcomes. Under each outcome it outlined possible high-level actions and suggested proposals for how these could be achieved. It sought respondents’ views on four questions:

- *Are the benefits you would like from the 2014 Commonwealth Games covered in this paper?*
- *Is there anything else we should be doing?*
- *How can we, individually or collectively, best achieve these aims?*
- *Do you have any other comments to offer on what should feature in the final games benefits and Legacy Plan?*

3. The results of the consultation exercise along with feedback from other elements of the consultation exercise – 16 public meetings and a survey undertaken by Young Scot – will be used to inform a detailed Legacy Plan which will be published in the Summer of 2009.

4. Chapter 1 of this report provides the background to the consultation and outlines the methodology adopted to analyse the consultation responses. Chapter 2 provides an analysis of respondents including a breakdown of respondents by geography, type of organisation and sectoral interest. An overview of responses and key findings is provided in Chapter 3. Chapters 4 – 8 provide a summary and detailed review of comments made by respondents on the actions proposed in the consultation paper to achieve the National Outcomes under each of the five Strategic Objectives. Chapter 9 provides conclusions drawn from the analysis of responses.

5. A total of 169 written responses were received to the consultation paper. Just over half of the respondents (53%) were Scottish organisations (national agencies, national voluntary organisations, business organisations and sports governing bodies). Just over one in ten respondents (12%) were Glasgow-based organisations or individuals living in Glasgow. Just under a third (30%) of respondents were local organisations (e.g. local authorities, local voluntary

¹ Scottish Government (2008) Glasgow 2014 – Delivering A Lasting Legacy for Scotland, Edinburgh: Scottish Government; <http://www.scotland.gov.uk/Publications/2008/02/14115955/0>

organisations and health bodies) or individuals from the rest of Scotland (i.e. not Glasgow). The remaining 4% of respondents were from outside of Scotland or did not provide their address.

6. Respondents have been classified according to type of organisation and their sector or main area of interest. A breakdown of how respondents have been classified is provided in Appendix 1. The analysis of respondents by sector or main interest of the respondent shows that sport, local government and health interests were the most heavily represented with respectively 18%, 12% and 10% of respondents.

Key Findings

7. Respondents expressed a high level of support for the consultation paper. They particularly welcomed the early opportunity to comment on the developing Legacy Plan, the general approach taken and specific actions proposed in the paper.

8. A majority of respondents agreed that the consultation paper identified the potential benefits in terms of lasting legacy from the Games. Many respondents made suggestions as to the opportunities that need to be taken up in order to achieve the desired outcomes from the Games. These included:

- increasing physical activity amongst children and young people and the general population;
- increasing physical literacy amongst school children;
- developing and implementing a Volunteering Strategy;
- developing the tourism infrastructure and promoting Scotland as a visitor destination; and,
- developing the 'greener' agenda.

9. However, a significant minority of respondents expressed some concern that the consultation paper only covered their specific interests in part, or did not cover all the benefits they would like from the Games. Respondents identified three key gaps or missed opportunities:

- the sporting legacy was undervalued;
- tackling health inequalities was not specifically mentioned as a key objective of the 'Healthier' part of the legacy; and,
- the 'Greener' part of the consultation paper could have contained more detail.

10. The analysis of responses identified three key contradictions or areas of disagreement in the views of respondents:

- the consultation paper was aspirational and challenging because it covered the whole range of Scottish Government objectives and the alternative view that it was too general and not focused enough;
- a strongly expressed view that the consultation paper undervalued and downplayed the sporting legacy and the alternative view that the Legacy Plan should look beyond sport to areas such as health improvement, the green agenda and employment and training; and,
- differences in opinions about targeting volunteering opportunities at long-term unemployed and hard-to-reach groups in the East End of Glasgow or ensuring that volunteering opportunities are open to people across Scotland.

Wealthier and Fairer

11. Respondents generally were satisfied that the consultation paper identified the benefits they would wish to see from the Games in relation to the Wealthier and Fairer objective. They welcomed the proposals made in this section of the consultation paper and provided comments on how the legacy benefits could be developed further in four areas:

- procurement;
- promoting Scotland;
- tourism – infrastructure and promotion; and,
- employment and training (and the link to volunteering).

Procurement

12. Respondents agreed that procurement opportunities for Scottish business could be one of the main potential benefits of the Games and that support should be given to small and medium-sized enterprises (SMEs) across Scotland to bid for contracts. Several respondents suggested that the Legacy Plan should highlight the potential of social enterprises and ensure that they are included in any measures to support business to bid for contracts.

Promoting Scotland

13. Respondents from all sectors supported the proposal that the Games could be used as a catalyst to bring other major events to Scotland and that Scottish business should be supported to understand the demands of, and maximise the potential benefits from, the major events market. They commented favourably on the proposal to use the Games to showcase different aspects of Scotland's economy and cultural life and proposed ways in which this could be developed beyond the areas highlighted in the consultation paper, including design and creative industries.

14. Local authorities and several Universities suggested that visiting teams should use venues and facilities across Scotland as their training bases to spread the benefits and experience gained from the Games and promote all of Scotland.

15. Several business organisations emphasised that while the Games will offer inward investment opportunities there is scope also to focus the Legacy Plan on trade opportunities with other Commonwealth countries. They highlighted the potential to develop Business Clubs and Networks to promote business opportunities in Scotland.

Tourism

16. The tourism potential of the Games was acknowledged by many respondents, most of whom mentioned the need to encourage visitors to the Games to travel outside Glasgow. Local authorities and several national bodies suggested that financial support needs to be provided to deliver improvements in tourism infrastructure across Scotland.

17. Respondents supported the proposal to extend the use of national entitlement cards and integrated ticketing (venues and transport) and suggested ways in which this proposal could be developed.

Employment and Training

18. Several respondents with an interest in regeneration and skills development commented on the potential to use 'social clauses' to target training and job opportunities at local people in the East End of Glasgow.

19. Respondents linked the issue of employability to the proposal to develop accredited volunteering, especially for young people. There was strong support from Glasgow-based organisations and some national organisations for the proposal to target training and volunteering opportunities at long-term unemployed and hard-to-reach groups in Glasgow. However, there was also a strongly held view from local authorities and other national organisations that training and volunteering opportunities should be open to people from across Scotland.

20. Respondents from the business sector highlighted the need to plan ahead to ensure necessary construction skills are available. Some respondents suggested other skills should also be included in a Games training strategy.

Smarter

21. Responses to this section of the consultation paper mainly focused on the three main proposals made in relation to achieving the 'Smarter' objective:

- developing volunteering;
- increasing children and young people's participation in civic life and expanding their influence on local and national decision making; and,
- capturing the enthusiasm of children and young people for the Games.

Volunteering

22. There was a high level of support for the proposal to adopt a system of accreditation for volunteers. It was pointed out that there are programmes and

an awards network already supporting volunteering in Scotland. Several national agencies and voluntary organisations suggested ways in which they could support the implementation of a Volunteer Programme.

23. Respondents supported the proposals to target disadvantaged groups in the East End of Glasgow and highlighted ways in which they should be developed. However, sports groups, local authorities and other organisations suggested that the volunteering strategy should focus on people who are already involved in sports, students and/ or older interested people from across Scotland.

Children and young people's participation in civic life

24. The proposal to use the Games as a means of encouraging children and young people to participate in civic life and expand their influence in decision making was welcomed by respondents. Several organisations suggested ways in which children and young people are being encouraged to participate in civic life as examples of how this proposal could be taken forward.

25. Youth organisations supported the proposal to explore opportunities to extend the use of the Young Scot Entitlement Card as a means of providing a direct and lasting benefit to young people.

Capturing the enthusiasm of children and young people for the Games

26. A small number of respondents expressed the view that the Legacy Plan should include specific reference to supporting the development of active play, adventure playgrounds and adventure activities.

27. Several respondents, including Learning and Teaching Scotland (LTS) and local authorities highlighted the potential to use the Games as a focus for international education through developing curriculum ideas and teaching materials. Also they welcomed and supported the idea of developing cultural and educational links between Scottish local authorities, schools and other Commonwealth countries.

Healthier

28. This section of the consultation paper generated a substantial amount of comments around two key issues – the health legacy and the sporting legacy.

Health legacy

29. Comments on the health legacy concentrated on three issues:

- tackling health inequalities;
- promoting physical activity and healthy lifestyles; and,
- sports injuries.

Tackling health inequalities

30. Respondents welcomed the emphasis on using the Games as a vehicle for stimulating increased physical activity, healthy eating and other vehicles for improving health. They welcomed the eight actions put forward to meet the 'Healthier' objective including proposals to improve physical activity levels, wellbeing through volunteering, access to healthy food and a non-alcohol related night-time culture.

31. However, several health organisations expressed concern that the consultation paper did not show a direct link to health inequalities. For example, NHS Health Scotland made the point that a generalised whole population approach to the Legacy Plan could widen health inequalities by providing greater opportunities for highly-motivated individuals who are in least need of additional support. Therefore, it advocated a more focused approach in three key areas: physical activity, healthy eating and volunteering.

Promoting physical activity and healthy lifestyles

32. The emphasis on promoting physical activity and healthy lifestyles was strongly supported by respondents. For example, local authorities and NHS bodies highlighted the importance of encouraging young people to participate in healthy exercise in schools and the opportunities relating to healthy weight/obesity reduction. Several respondents emphasised that ill-health prevention should be promoted through encouraging healthy life-style choices and working with Health Promoting Schools and Active Schools Co-ordinators.

33. There was general support for the proposal to use athletes as positive role models. However, several respondents pointed out that there is little evidence that this is an effective way in which to promote physical activity and healthy lifestyles amongst key target groups.

34. 'Special interest' groups pressed the case for the Legacy Plan to address their particular area of interest. For example, the Scottish Association for Mental Health promoted the use of social marketing campaigns to address mental health problems. ASH Scotland proposed that the Games should be declared 'smoke-free' in order to tackle ill-health caused by smoking.

Increase awareness of, and reduce the incidence of, sports injuries

35. Several respondents suggested that any strategy to increase levels of physical activity and participation in sport should be accompanied by greater support for, and investment in, sports injuries surveillance and prevention strategies, as well as training for sports medicine advisors and practitioners.

Sporting legacy

36. Whilst there was strong support for the proposals relating to developing the sporting legacy respondents raised two key criticisms. Firstly, many organisations from the sports sector and others with an interest in sport, suggested that the Legacy Plan needs to be more specific about how the Games will contribute to achieving the objectives set out in *Reaching Higher*, the national sports strategy for Scotland.

37. Secondly, national sports governing bodies, and representative organisations, including **sportscotland** and Commonwealth Games Scotland expressed concern that the consultation paper did not give enough priority to sporting legacy and contained few sporting targets and outcomes. The Scottish Sports Association consulted its members and found agreement about three key areas that need addressing:

- physical education and sport in schools – improving the physical literacy of school children;
- facility access and provision – in particular improving the provision and access to quality sporting facilities in schools; and,
- volunteering and coaching – increasing and sustaining sport’s volunteer workforce.

38. Local government respondents also raised the issue of funding and several made the point that the Legacy Plan should be more specific about what funding will be made available for local authorities and partners to support the Games and local initiatives.

Safer and Stronger

39. The responses to the Safer and Stronger section of the consultation paper concentrated on three issues:

- physical regeneration;
- improving opportunities for offenders; and,
- community engagement.

Physical regeneration

40. Although respondents commented on economic regeneration under the Wealthier and Fairer Objective, relatively few respondents commented specifically on how the Games can deliver physical, social and environmental regeneration of deprived parts of Glasgow.

41. Several respondents, expressed concern that the physical legacy of the Games (in terms of changes to the environment and infrastructure) “*is either missing or is underplayed*” and suggested that the Legacy Plan should include explicit reference to environmental improvement.

Improving opportunities for offenders

42. Relatively few respondents commented on the consultation paper’s proposals to provide employment and training opportunities for offenders and those at risk of offending. Whilst organisations such as APEX Scotland, the Wise Group and the BIG Lottery Fund offered their expertise in this area, Victim Support Scotland expressed some concerns.

Community engagement

43. Several respondents supported the proposal to apply 'secure by design' principles to the Athletes' Village and other public buildings. They made the point that active engagement of communities generally, and young people in particular, can make an important contribution to tackling anti-social behaviour.

44. Respondents welcomed the suggestion that local communities should be consulted in relation to safety and security aspects of the design of the Athletes' Village. The Scottish Federation of Housing Associations suggested that consultation should go further with local residents being involved in the planning and designing, ownership and management of the new accommodation.

Greener

45. Although most respondents supported the proposals aimed at achieving the 'Greener' objective several suggested that the consultation paper should have had greater emphasis on the 'green' agenda, including 'green transport' such as walking and cycling. There was strong support for the proposals to use the Games as an 'environmental exemplar' and as an 'exemplar of sustainable transport'.

Environmental Exemplar

46. Comments in relation to the Games being an 'environmental exemplar' focused on four issues:

- energy and climate change mitigation;
- design for sustainability;
- planning for green Infrastructure; and,
- environmental procurement.

Energy and climate change mitigation

47. Respondents supported the proposal to use the Games as an 'environmental exemplar' especially in relation to being a carbon neutral Games. Several respondents welcomed the proposal to establish a carbon off-setting fund to support climate change adaptation in Commonwealth countries. However, some suggested that this commitment should be additional to domestic efforts and should be a 'last resort'.

Design for sustainability

48. Several respondents highlighted the potential of the Games to demonstrate the best of environmentally sustainable design in relation to energy efficient buildings, renewable energy technologies, sustainable building materials and landscaping. Various organisations highlighted areas of particular expertise or experience that they or their sector could bring to assist in fulfilling this objective.

Planning for green infrastructure

49 Environmental groups expressed the view that the Games could be used to demonstrate that integrated approaches to the planning and delivery of

buildings, public open spaces, greenspace and path networks can create attractive and sustainable places that will encourage physical activity and active travel. Planning the Athletes' Village and other infrastructure required for the Games provides an opportunity to incorporate green infrastructure and support for the 'green network'.

Environmental procurement

50. Several respondents suggested that procurement for the Games should be based on sustainable development principles. Also they highlighted issues such as the importance of minimising waste and maximising recycling and running a campaign for a cleaner, litter-free Scotland.

Exemplar of Sustainable Transport

51. Respondents, including those from the transport sector, were generally supportive of the proposals to use the Games as an 'exemplar of sustainable transport'. They focused on four issues:

- developing and fully pursuing the concept of 'active travel' in the development of transport infrastructure;
- support for integrated ticketing, extending the issue of entitlement cards and a one-stop-shop travel information service, using the existing Traveline Scotland service;
- investigating the potential of Quality Partnership and Punctuality Improvement Partnerships between local authorities and bus operators; and,
- developing the road and public transport infrastructure in and around the Games venues.

52. Several transport operators expressed the view that the transport stakeholder consultation should be widened to ensure that all parts of the transport sector are fully consulted and involved in devising and delivering a Games Transport Plan.

Conclusion

53. Respondents suggested a wide range of requirements that they would like to see put in place. Mainly, these related to what respondents would like to see from the Scottish Government – principally a commitment to provide funding and resources. However, many respondents also identified specific action that they themselves or other agencies or organisations could/ should take to contribute towards achieving the legacy aims.

54. The consultation exercise showed that there is a high level of support for the 2014 Commonwealth Games and ensuring that it leaves a lasting legacy across Scotland. This commitment and enthusiasm to deliver a successful Games and lasting legacy has to be nurtured through the Scottish Government, Games Organising Company and Legacy Board following an inclusive, partnership approach to developing and implementing the Legacy Plan.

1. INTRODUCTION

Background to the Consultation

1.1 The Scottish Government is committed to ensuring that the whole of Scotland enjoys a clear, positive, and lasting legacy from the Glasgow 2014 Commonwealth Games. The commitment to working to deliver a lasting legacy from the Games was fundamental to the decision to bid for the Games. Shortly after the Games were awarded to Glasgow on 7th November 2007, the First Minister made a commitment to launch a public consultation on how to deliver a legacy from the Games within 100 days.

1.2 The consultation – *Glasgow 2014: Delivering A Lasting Legacy for Scotland* – was launched on 15 February 2008. It invited respondents to consider a range of proposed actions designed to harness the power of the Glasgow 2014 Commonwealth Games (and, to a lesser extent, the London 2012 Olympic and Paralympic Games) to help the Scottish Government to achieve each of its five strategic objectives - to make Scotland *Wealthier and Fairer; Smarter; Healthier, Safer and Stronger; and Greener*.

1.3 The responses to the consultation will be considered as an outline plan of action is developed and published towards the end of 2008. Work on implementing the plan to deliver a legacy from the Games will be taken forward by a wide range of stakeholders participating in the Scottish Legacy Board, and its various subject-specific sub-groups.² The final plan will be published in the summer of 2009.

1.4 Staging a major sporting event can present a large number of opportunities both locally and nationally. The premise behind the Legacy Plan is that these opportunities should not be squandered and that early and effective planning can help to ensure that the 2014 can have a positive and lasting effect.

1.5 As the foreword to the consultation paper states:

‘We owe it to ourselves to deliver a real, positive and lasting legacy from the Games. We saw the potential of the Games to inspire change in our society, to improve people’s health and to give our children greater chances in life. This consultation paper is about securing that legacy, it sets out our initial thoughts on where we might turn that potential into reality.’³

The Consultation Process

1.6 The Scottish Government’s thinking is that the Glasgow 2014 Commonwealth Games Legacy Plan will fit broadly into its own five Strategic

² <http://www.scotland.gov.uk/Topics/ArtsCultureSport/Sport/MajorEvents/Glasgow-2014>

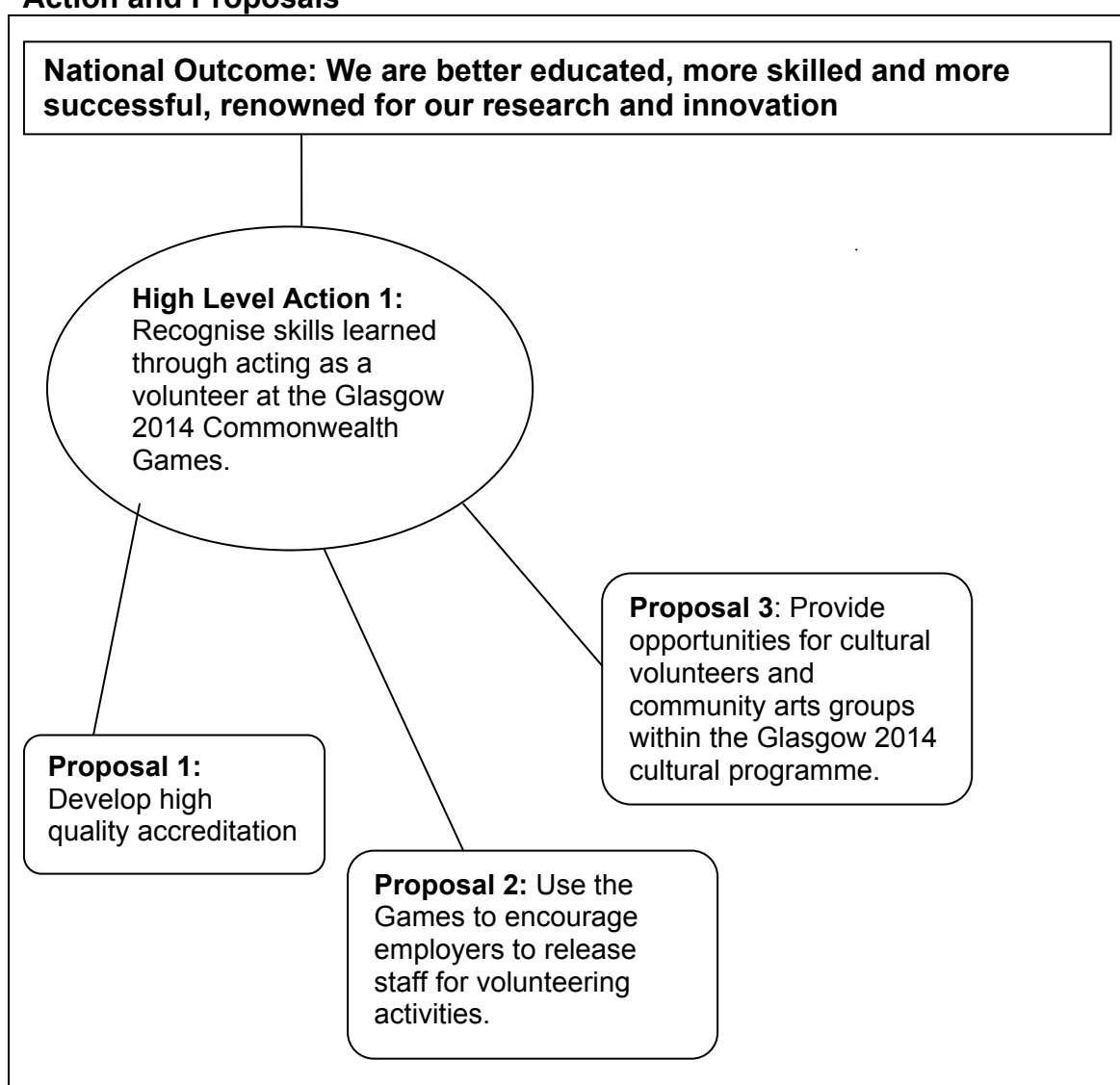
³ Scottish Government (2008) *Glasgow 2014 – Delivering A Lasting Legacy for Scotland*, Edinburgh: Scottish Government; Foreword
<http://www.scotland.gov.uk/Publications/2008/02/14115955/0>

Objectives which reach across all areas of government – *Wealthier and Fairer; Smarter; Healthier, Safer and Stronger; and Greener* – and that it can help to meet the 15 National Outcomes that it has established.

1.7 The consultation paper was structured around the five Strategic Objectives and the National Outcomes. Under each Outcome the consultation paper outlined high level actions (under the heading, ‘What could we do?’) and proposals for how these could be done (‘How could we do it?’).

1.8 The diagram below illustrates the link between National Outcome, High Level Action and Proposal using an actual example from the ‘Smarter’ Objective section of the consultation paper.

Diagram 1: Illustration of link between National Outcome, High Level Action and Proposals



1.9 The consultation paper also identified possible outcomes that might result from implementing the high level actions and proposals. For example, one of the indicators/ outcomes for the action and proposal illustrated above is: “*More people come to Scotland to live, work and study.*”

1.10 The consultation paper identified a total of 23 possible high level actions and outlined 76 proposals.

1.11 The consultation paper sought respondents' views on four specific questions:

- *Are the benefits you would like from the 2014 Commonwealth Games covered in this paper?*
- *Is there anything else we should be doing?*
- *How can we, individually or collectively, best achieve these aims?*
- *Do you have any other comments to offer on what should feature in the final games benefits and Legacy Plan?*

1.12 The Scottish Government's aim was for the consultation paper to encourage a wide and inclusive discussion of the methods by which it should seek to secure the benefits and lasting legacy from the games and how progress towards achieving its aims can be measured.

1.13 The consultation paper was issued to over 1,000 organisations and individuals across Scotland and the UK, including representatives of a broad range of organisations and sectors of civic society. It was also available on the Scottish Government website.

1.14 As well as inviting people to submit written responses to the consultation paper the Scottish Government also organised 16 public events across Scotland between the 27th May and 3rd September. The meetings were advertised through a mixture of national and local press coverage and direct communication with local MSPs, local authorities, community councils, sports clubs, educational institutions, business groups, community and other groups. Around 450 people attended the 16 public events.

1.15 The written consultation and public events were complemented by an investigation undertaken by Young Scot into what lasting legacy young people want from the 2014 Games.

1.16 The results of the consultation exercise and feedback from the public meetings and Young Scot survey will be used to inform a detailed Legacy Plan which will be published in the summer of 2009.

Methodology

1.17 The Scottish Government commissioned Hexagon Research and Consulting and Adrian Colwell Associates to analyse and summarise the views obtained from the '*Glasgow 2014 – Delivering a Lasting Legacy for Scotland*' consultation paper.

1.18 The first stage of the analysis of responses was to devise a typology of respondents in order to provide a breakdown of respondents according to

significant features such as geography, type of organisation and sectoral interest. This would allow responses to be analysed on a segmented basis according to the characteristics of individual respondents. The analysis of respondents was also used to identify 'missing voices' – groups or sectors that are under-represented amongst respondents (see Chapter 2).

1.19 The consultation responses provided a substantial amount of detailed comments, views and suggestions around the five Strategic Objectives and the detailed proposals made in the consultation paper.

1.20 In analysing responses to consultation exercises it is important to adopt a systematic and consistent approach to allow responses to be analysed in various ways, including by theme, question and respondent group. Normally this would be done through using a coding framework which would allow quantitative analysis to be carried out of the results of each question in a consultation paper. This would be supplemented by a qualitative analysis of views and opinions provided by respondents to the key themes and detailed proposals in the consultation.

1.21 This consultation paper contained only four set questions (see 1.11). These are open ended questions that can be interpreted in different ways. This meant that it was not possible to provide a quantitative analysis of responses. For example, some respondents answered 'Yes' to Q.1 (*'Are the benefits you would like to see from the Games covered in this Paper?'*) but then proceeded to provide substantial responses to Q.2 (*'Is there anything else we should be doing?'*) including details of issues they feel have not been covered adequately in the consultation paper. Few respondents made the distinction between 'benefits they would like from the Games' (outcomes) and action that needs to be taken to achieve desired legacy outcomes.

1.22 Few respondents made the distinction between supporting and expanding on points made in the consultation paper and offering new and additional suggestions or ideas. Many respondents provided 'free flowing' responses that do not distinguish between what should be done (Q.2) and how aims can be achieved (Q.3: *'How can we individually or collectively, best achieve these aims?'*).

1.23 Therefore this report does not provide a quantitative analysis of responses but has been based almost entirely on a qualitative analysis. This analysis aimed to summarise general themes and issues and highlight areas of agreement, as well as to reflect diversity of opinion. It took account of the full range of views presented in responses. Responses from organisations in key sectors were analysed together in order to provide an overview of views and comments from a sectoral interest. Responses to the proposals made in the consultation paper were then brought together under the same headings as were used in the consultation paper.

1.24 The project team adopted a rigorous approach to the qualitative analysis to ensure that it was conducted in a consistent and structured manner. No differential weighting was given to responses, and all responses were read and

considered. Comments and points from individuals were considered alongside the views of organisations. Where the views of a particular organisation were considered to be particularly relevant to a question or issue in the consultation paper this has been highlighted in this report. In undertaking the qualitative analysis we also identified whether the consultation responses raised any equality issues (based on the six strand classification of age, disability, gender, race, sexual orientation, religion/ belief) that would need to be highlighted in the report.

This Report

1.25 Chapter 2 of this report provides an analysis of respondents including a breakdown of respondents by geography, type of organisation and sectoral interest.

1.26 An overview of responses and key findings is provided in Chapter 3.

1.27 Chapters 4 – 8 provide a summary and detailed review of comments made by respondents on the actions proposed in the consultation paper to achieve the National Outcomes within each of the five Strategic Objectives.

1.28 Chapter 9 provides conclusions drawn from the analysis of responses.

2. ANALYSIS OF CONSULTATION RESPONDENTS

Key Points Summary

- A total of 169 written responses were received to the consultation paper. Just over half of these respondents were Scottish (national) organisations.
- The Local government, sports and health were the most heavily represented sectoral interests amongst respondents.
- There were a small number of respondents representing equalities groups.

Introduction

2.1 This chapter provides an analysis of the consultation respondents.

Analysis of Respondents

2.2 A total of 169 written responses were received to the consultation paper. This total includes 18 individuals and 151 organisations. Four respondents asked for their response to remain anonymous. Although these responses were considered in the analysis of responses that is presented in this report they have not been published by the Scottish Government. The published responses are available on the Scottish Government website: <http://www.scotland.gov.uk/Publications/2008/09/04104236/0>

Respondents by geography

2.3 Just over half of the respondents (53%) were Scottish organisations (e.g. national agencies, national voluntary organisations, business organisations and sports governing bodies). Just over one in ten respondents (12%) were Glasgow-based organisations or individuals living in Glasgow. Just under a third (30%) of respondents were local organisations (e.g. local authorities, local voluntary organisations and health bodies) or individuals from the rest of Scotland (i.e. not Glasgow). Four (2%) respondents were UK organisations or individuals living in England and four did not provide their address.

Table 1: Respondents by Geography (base – 169)

	Number of respondents	% of respondents
Scottish (national) organisations	90	53%
Local organisations/ individuals from the outside Glasgow	50	30%
Glasgow-based organisations/ individuals	21	12%
Individuals from England or UK organisations	4	2%
No address provided	4	2%
Total	169	n/a

Respondents by type of organisation

2.4 A breakdown of how respondents have been classified according to type of organisation to show the range of respondents according to sector and whether they are national or local bodies is provided in Appendix 1. Classifying respondents by type of organisation shows:

- one in five respondents (21%) were national voluntary organisations, including charities;
- just under half of local authorities (15) responded to the consultation. In addition, the Convention of Scottish Local Authorities (COSLA), three professional associations (VOCAL – the Voice of Chief Officers in Cultural, Community and Leisure Services in Scotland; ACPOS – The Association of Chief Police Officers in Scotland; and, CFOA – the Chief Fire Officers Association) and seven other local government bodies responded. A councillor and a political group from Glasgow City Council also responded. In total, 28 local government bodies responded to the consultation, representing 16.5% of all respondents;
- sports organisations were the next most represented group amongst respondents with a total of 23 organisations (14%) – 16 governing bodies of sport, four national bodies and three local clubs; and,
- just over 10% of respondents (18) were individuals who generally focused on a single issue.

Respondents by sector/ main interest

2.5 The analysis of respondents by sector or main interest of the respondent shows that sport, local government and health were the sectors most represented in responses with respectively 18%, 12% and 10% of respondents. Further/ higher education and the environment were also relatively well represented, each with 6% of respondents (see Table 2).

Respondents by equalities group

2.6 Only ten organisations representing equalities groups responded to the consultation. These were:

- four organisations representing young people (Youth Sport Trust; Youthlink Scotland; Child Protection in Sports; and Youth Scotland)
- three organisations representing people with disabilities (Scottish Disability Sport; Scottish Disability Equality Forum; and, an anonymous respondent)
- two organisations representing black and minority ethnic groups (Scottish Refugee Council and Glasgow Anti-Racist Alliance)
- one women's organisation (anonymous).

Table 2: Respondents by sector/ interest (base = 169)

Sector/ Interest	Number of respondents	% of all respondents
Sport	31	18%
Local Government	20	12%
Health	17	10%
Environment / Renewable energy	10	6%
Higher/ Further Education	10	6%
Culture / Arts / Heritage	9	5%
Transport	8	Under 5%
Community/ Voluntary	7	Under 5%
Economy / Business	7	Under 5%
Leisure/ Tourism	6	Under 5%
Children / Young people	6	Under 5%
Crime / Safety	5	Under 5%
Housing / Regeneration	4	Under 5%
Scottish Parliament/ MSPs	4	Under 5%
Equalities	4	Under 5%
Training	3	Under 5%
Others, including individuals	18	10%
Total	169	100%

3. OVERVIEW OF CONSULTATION RESPONSES

Key Points Summary

- Most respondents welcomed the aspirational and challenging nature of the consultation paper. However, several respondents questioned the approach taken and stressed that the Legacy Plan needs to be realistic and contain achievable objectives.
- Whilst most respondents agreed that the consultation paper identified the potential benefits they would like to see from the Games, many suggested additional benefits and opportunities that could be developed.
- Respondents suggested three key areas were possibly under valued or under played in the consultation paper: sporting legacy; tackling health inequalities; and, the 'greener' agenda.

Introduction

3.1 This chapter provides an overview of the findings from the analysis of responses to the consultation paper starting with respondents' views on the benefits they would like from the Games and whether/ how they are covered in the consultation paper. The responses to the four questions and general comments on the consultation paper have been analysed together in Chapters 4 – 8 under the five Strategic Objectives.

3.2 The discussions that took place at the 16 public meetings about the Legacy Plan covered the same issues and points that were raised in the consultation paper. There was a lot of synergy and no substantive difference in opinion between the views expressed by people who attended the public meetings and the written responses to the consultation paper.

Overview of Consultation Responses

Aspirational and Challenging

3.3 Most respondents were generally very supportive of the consultation paper and expressed a high level of support for the general approach taken and specific actions proposed to deliver a lasting legacy. The early opportunity to comment on the developing Legacy Plan was particularly welcomed. Almost all respondents made positive suggestions for how the Legacy Plan could be developed and/ or achieved.

3.4 The aspirational and challenging nature of the consultation paper was noted and indeed welcomed by many respondents. However, several respondents expressed concern at the approach taken in the consultation paper. For example:

- The Scottish Parliament Health and Sport Committee had some sympathy with the view that it may be unrealistic to expect the Games to achieve all that the consultation paper sets out for it.

- Event Scotland stated: *“there is a danger of expecting the Commonwealth Games 2014 and Olympic Games 2012 to deliver too much.”*
- VOCAL (The Voice of Chief Officers in Cultural, Community and Leisure Services in Scotland) argued that there is a risk of over-selling what the Games can deliver, and that although the paper shows what the Games could achieve as part of a wider strategy, *“the particular contribution the Games could achieve is not specified.”*
- Commonwealth Games Scotland stated: *“At present it appears from the consultation document that the Games may be seen to deliver all things to all people. Some tighter outcomes with associated resources are needed or the Games risks unfairly being labelled as the cause if all legacies as described are not delivered.”*

3.5 These and other respondents stressed that the Legacy Plan needs to be realistic and be founded on achievable objectives and outcomes that can be linked to the Games and related activity.

Benefits and opportunities

3.6 A majority of respondents agreed that the consultation paper identified the potential benefits in terms of leaving a lasting legacy from the Games. A large number of suggestions were made as to the most important benefits and the opportunities that need to be taken up in order to achieve the desired outcomes.

3.7 The following are examples of the benefits and opportunities that respondents identified as needing to be developed or prioritised in the Legacy Plan:

- increasing physical activity amongst children and young people and the general population;
- increasing physical literacy amongst school children;
- developing and implementing a Volunteering Strategy;
- developing the tourism infrastructure and promoting Scotland as a visitor destination;
- ensuring that small and medium size businesses, from across Scotland benefit from procurement opportunities;
- providing employment and training opportunities;
- showcasing the best of Scotland across the whole spectrum of areas covered by the Legacy Plan;
- realising the full potential to regenerate the East End of Glasgow;
- promoting healthy lifestyles;
- involving communities in the planning of the Games and developing the Legacy Plan; and,

- developing the ‘greener’ agenda in a wide range of ways including designing for sustainability, planning and green infrastructure, including Green Networks, environmental procurement, promoting waste reduction and recycling, climate change mitigation and sustainable transport.

3.8 Most respondents agreed that the consultation paper outlined the benefits they would like to see from the Games. However, over a quarter of respondents expressed some concern that the consultation paper only covered their specific interests in part, or did not cover all the benefits they would like from the Games.

3.9 Respondents identified three key gaps or missed opportunities:

- the sporting legacy was undervalued;
- tackling health inequalities was not specifically mentioned as a key objective of the ‘Healthier’ part of the legacy; and,
- the ‘Greener’ part of the consultation paper should have contained more detail.

Sporting legacy

3.10 A key concern expressed by the sports sector, and other organisations, including local authorities, was that by taking the holistic approach across the five Strategic Objectives the consultation paper has undervalued the potential sporting legacy from the Games. For example, **sportscotland** expressed disappointment that:

“under the national outcomes comparatively little reference to sporting legacy and few sporting targets and outcomes in the consultation document. Given the potential impact of the Games we would welcome an increased focus on sport.”

3.11 The criticism about the lack of priority or emphasis given to the sporting legacy could be one of perception since the consultation paper did include specific reference to using ‘*the 2014 and 2012 Games to help drive forward the two outcomes of the national sports strategy, Reaching Higher: increasing participation in sport and improving performance*’. However, this is one of over 20 high level actions in the consultation paper. There was clearly a strongly held view amongst a significant number of respondents that the Legacy Plan should give a higher level of priority and prominence to achieving a sporting legacy from the Games. The issues raised by the sports sector in relation to their concerns are detailed in Chapter 6 (see also Appendix 3).

Tackling health inequalities

3.12 Respondents expressed strong support for the emphasis given to using the Games to increase physical activity and promote healthy lifestyles, and made some detailed suggestions for how this could be achieved. However,

NHS Health Scotland and other health sector organisations suggested that the consultation paper did not specifically identify how the Legacy Plan will tackle health inequalities. For example, the Directors of Public Health expressed concern at the:

“lack of any mention of how the games could contribute to reducing health inequalities or reaching vulnerable groups. More thought needs to be given to this.”

The ‘Greener’ legacy

3.13 Another aspect of the consultation paper that respondents from various sectors suggested could have been given more prominence was in relation to delivery of the ‘Greener’ objective. Most respondents who commented on the ‘Greener’ objective supported the broad thrust of what was proposed in the consultation paper. However, there was a strong view from a significant section of respondents (including national agencies and environmental organisations) that the consultation paper should have included more detail as to how the ‘Greener’ agenda is to be achieved. They identified different aspects of the ‘Greener’ agenda that should be developed further in the Legacy Plan including:

“We have concerns that in the legacy document the physical legacy of the Games (in terms of changes to the environment and infrastructure of the city of Glasgow and of other areas directly affected by the Games) is either missing or is underplayed.” (greenspace scotland)

“We suggest that stronger links are made with delivering the Scottish Government ‘Greener’ objective. We suggest that stronger links are made between the Games and the delivery of preventative (as well as curative) healthcare.” (Forestry Commission)

“A more strategic approach is needed when considering the role the environment has in encouraging people to be more active” and “There is very little mention of active travel across any of the population settings (schools, workplace and communities).” (NHS Ayrshire and Arran)

“The importance of active travel in delivering the Strategic Objectives is not reflected .. A strong distinct legacy for active travel is missing.” (Paths for All Partnership)

Other ‘missed’ opportunities

3.14 There was a wide range of other issues raised by respondents who stated that the consultation paper did not fully cover all the benefits they would like from the Games including:

- *“In terms of tourism, more could be made of the potential benefits in developing lasting tourism infrastructure, e.g. in projects such as the SECC arena and the development of new hotels.”* (Scottish Enterprise)

- *“The paper has not addressed the issue of safe sport and injury prevention.”* (Centre for International Public Health Policy, Edinburgh University)
- *“The ‘healthier’ section of the document must include specific targets relating to the promotion of mental health and the prevention of mental health problems.”* (Scottish Association of Mental Health)
- *“Partly Yes but partly No in a whole number of areas of race equality which need clarification.”* (Glasgow Anti Racist Alliance)
- *“The Gaelic language could be more clearly highlighted in the Games Legacy Plan.”* (Bord na Gaildhig)
- *“There is little mention of the economic benefits derived from tourism and the key role that visitor attractions play in this sector.”* (Glasgow Leading Attractions)
- *“A lasting legacy would be to ensure that the West Highland Lines had new and suitable trains in service ready for the 2014 Games ... This would use the Games as a focus for increasing tourism capacity in Scotland.”* (Friends of the West Highland lines)
- *“Overall there is not as much reference to long terms benefits to children and young people as there needs to be. This applies across each of the National Outcomes.”* (Play Scotland)
- *“It is SCVO’s firm belief that an effective legacy for 2014 should be community-based and third sector organised.”* (Scottish Council for Voluntary Organisations)

3.15 Several individuals who responded to the consultation paper also highlighted issues as missing or not covered adequately, including:

- sports injuries;
- providing trams and extending Glasgow Underground;
- facilities to support the sport of shooting and facilities for older and disabled people;
- not enough emphasis on promoting the role of exercise; and,
- introducing Commonwealth Games Sports into Primary and Secondary schools.

Conclusion

3.16 This chapter has provided an overview of the findings from the analysis of responses to the consultation paper. Most respondents welcomed the consultation paper and the general approach it suggested should be taken to developing the Legacy Plan to deliver a lasting legacy from the 2014 Commonwealth Games across Scotland.

3.17 The consultation paper’s approach and proposals were recognised as being ‘aspirational and challenging’ and were generally welcomed by

respondents. Respondents welcomed the fact that it dealt with a wide range of potential benefits and opportunities, although many respondents suggested general or specific areas or issues that they would like to see given more or higher prominence in the Legacy Plan.

4. WEALTHIER AND FAIRER

Key Points Summary

- Respondents were generally satisfied that the consultation paper identified the benefits they would wish to see from the Games in relation to achieving the Wealthier and Fairer objective. They welcomed the proposals made in the consultation paper and focused on providing suggestions for how the legacy benefits could be developed further in four areas:

Procurement – ensuring that small and medium-sized businesses and social enterprises are made aware of, and benefit from, procurement opportunities

Promoting Scotland – using the Games as a catalyst to bring other major events to Scotland; promote both inward investment and trade opportunities with other Commonwealth countries; and showcase Scotland's economy and cultural life

Tourism – encouraging visitors to the Games to visit other parts of Scotland and recognising the need to invest in developing tourism infrastructure

Employment and training – using 'social clauses' to provide training and job opportunities to target groups; recognising the employability aspects of an accredited volunteer scheme; and, meeting skills gaps in sectors such as construction.

- One substantive issue identified as not having been covered in the consultation document was low pay and it was suggested that the Games should be a 'Living Wage Games' ensuring that both the Games Organising Company, and its contractors, pay employees a rate above that required to move people out of poverty.

Introduction

4.1 This chapter considers the comments on the 'Wealthier and Fairer' section of the consultation paper, which detailed proposals that are intended to address the Scottish Government's commitment "*to enabling businesses and people to increase their wealth and more people to share fairly in that wealth.*"⁴

4.2 The consultation paper identified four National Outcomes that are relevant to the 'Wealthier and Fairer' objective:

- We realise our full economic potential with more and better employment opportunities for our people.
- We live in a Scotland that is the most attractive place for doing business in Europe.
- We take pride in a strong, fair and inclusive national identity.
- We have tackled the significant inequalities in Scottish Society.

⁴ Scottish Government (2008) Glasgow 2014 – Delivering A Lasting Legacy for Scotland, Edinburgh: Scottish Government; P.13 - 21
<http://www.scotland.gov.uk/Publications/2008/02/14115955/0>

National Outcome: We realise our full economic potential with more and better employment opportunities for our people

4.3 The consultation paper identified four high level actions that might contribute to achieving this National Outcome.:

High Level Action 1:

Increase the capacity of businesses and social enterprises in Scotland to tender for public sector contracts.

High Level Action 2:

Improve Scotland and Scottish businesses' ability to compete in the global major events market.

High Level Action 3:

Use the Games to showcase Scottish products and services.

High Level Action 4:

Position Scotland as an attractive place to visit.

High Level Action 1: Increase the capacity of businesses and social enterprises in Scotland to tender for public sector contracts

4.4 The consultation paper suggested three ways in which this could be achieved:

Proposal 1: Working within European laws, use the Games and Games-related procurement as a focus for building on existing work to encourage more small and medium-sized businesses to bid for public sector contracts.

Proposal 2: Work with the Games Organising Company, Scottish Enterprise / HIE to ensure that Scottish businesses are aware of all opportunities as they arise and encourage a range of supplier development activities and meet the buyer events.

Proposal 3: Use Scottish procurement guidelines to make it easier for Scottish businesses to become suppliers to public sector organisations, with a particular focus on the food and drink, tourism, leisure and construction industries.

Proposal 1: Encourage small and medium sized businesses to bid for contracts

4.5 Respondents agreed with the proposal that the Games should be used to support Scottish business, in particular, small and medium-sized enterprises (SMEs) to bid for contracts. For example, the Scottish Council for Development and Industry highlighted that in pursuing sustainable economic growth, the Games' procurement opportunities offer a focus to encourage more SMEs to bid for public sector contracts, and to achieve greater success in contract-bidding generally.

“The scale of the Games offers scope to address Scottish success in large-scale procurement, to build greater capacity and capability amongst Scottish SMEs in securing business, to encourage successful approaches to building consortia of interests, and to leave a legacy of

greater business competitiveness in bidding for significant contracts at home and internationally.”

4.6 Several local authorities mentioned procurement opportunities as one of the potential benefits of the Games. For example, East Renfrewshire Council argued for capacity building and transparency around procurement processes and for large contracts to have clauses to encourage use of local subcontractors to encourage sustainable practises.

4.7 Several respondents suggested that the Legacy Plan should highlight the potential of social enterprises. Amongst these, the Wise Group noted that the consultation document mentions opening up opportunities related to the Games to Scottish businesses through activities such as supplier development activities and meet the buyer events but made no reference to social enterprise.

4.8 The Scottish Social Enterprise Coalition argued that collaboration between the private sector and local social enterprises would generate significant multiple benefits, including knowledge transfer and increased financial and management capacity.

4.9 The Glasgow Anti-Racist Alliance pointed out that many SMEs are owned by people from Black and Minority Ethnic communities and therefore supporting this sector could contribute towards meeting Glasgow Works' Black and Minority Ethnic employment rate targets. It suggested that support for SMEs and social enterprises could be achieved through ring-fencing at least 30% of contracts for this sector.

4.10 BT's response focused on the opportunity that the 2014 Games provide *“to equip Glasgow with the telecommunications infrastructure and equipment that will provide the platform for the long term growth of business and a stronger community.”* It proposed that the Scottish Government should consider transferring some of the technology to community use so that it can be used to develop skills, learning and employment opportunities as well as improving economic chances.

Proposal 2: Ensure Scottish businesses are aware of opportunities

4.11 Both Scottish Enterprise and Highlands and Islands Enterprise (HIE) agreed with the proposal that the Legacy Plan should ensure that SMEs across Scotland are aware of, and able to bid for, Games related contracts, in order to help build their long term capacity and competitiveness.

4.12 The Federation of Small Businesses also highlighted a potential role for Business Gateway. It proposed the exploration of specific advice or guidance to help small businesses take advantage of the increased trade anticipated through investment in the quality of shops, restaurants, B&Bs and small hotels. The Federation stated that it will work to encourage small businesses to take part in the procurement process for Games contracts.

“However, the process must remain accessible to small businesses to ensure businesses across Scotland can benefit. It is also vital that the Business Gateway uses its skills and experience to help new and

existing businesses develop skills in the field of bidding for public procurement contracts. These new skills will help businesses in the period after the games with a knowledge and understanding of the process.”

Proposal 3: Make it easier for Scottish businesses to become suppliers with a particular focus on the food and drink, tourism, leisure and construction industries

4.13 This proposal was generally supported by respondents several of whom suggested that other sectors should also be included in the range of sectors that might benefit from becoming suppliers to the Games. For example, Architecture and Design Scotland highlighted opportunities for the design sector and noted that there is a wide range of design opportunities, which should be being considered as part of plans for the Games. It proposed that a considered approach to realising such opportunities would be the most likely to have a significant cumulative impact; offering ways of encouraging more SMEs to bid for public sector contacts. It stated: *“Design opportunities of all kinds should be taken up, including art and sculpture, to provide opportunities for emerging designers and artists; and designers should be selected according to ability and quality, together with other criteria appropriate to the scale and complexity of the project.”*

4.14 Scottish Enterprise referred to the need to explore the scope for Scotland/Scottish companies to demonstrate technological or service innovation in the context of the Games.

4.15 Oxfam raised the issue of including ethical and fair considerations as far as possible in contracts for supplies for the Games.

High Level Action 2: Improve Scotland and Scottish businesses' ability to compete in the global major events market

4.16 The consultation paper identified three proposals relating to this action:

Proposal 4: Work with Scottish Enterprise and HIE to help Scottish businesses understand the demands of the major events market.

Proposal 5: As part of the Scottish Government's major events strategy, work with Event Scotland to make relevant links to the Ryder Cup. We will also work to secure other sporting and cultural events in the run-up to and on the back of the Games, and build Scotland's reputation as a major events destination.

Proposal 6: Work with the Games Organising Company to encourage visiting teams to use various Scottish bases, including rural bases, as pre-Games training venues.

Proposals 4 & 5: Help Scottish businesses to understand the demands of the major events market and build Scotland's reputation as a major events destination

4.17 There was general support for bringing major events to Scotland but few specific comments on how or what support Scottish businesses require in order

to understand the demands of, and maximise benefits from, the major events market.

4.18 There was general support for bringing major sporting and cultural events to Scotland and several respondents linked this to the development of tourism across Scotland.

4.19 Scottish Enterprise and the Institute of Directors noted that the promotion of Scotland for other major events leads to a growing capacity of Scotland, institutionally and in terms of infrastructure to bid for, and host, major events. They both urged that the commercial opportunities emerging from the Commonwealth Games are secured in tandem with the Ryder Cup and other flagship events.

Proposal 6: Encourage visiting teams to use various Scottish bases as pre-Games training venues

4.20 This proposal was commented on favourably by respondents, particularly local authorities, several of which emphasised the need to ensure that all of Scotland should benefit from the opportunity of hosting visiting teams. Several local authorities and Universities made specific suggestions about sporting, training and other facilities that might be suitable for use by visiting teams.

4.21 Scottish Natural Heritage specifically supported the proposal to use locations in rural areas as pre-Games training bases as this would generate economic gain and create a wider legacy.

High Level Action 3: Use the Games to showcase Scottish products and services

4.22 The consultation paper put forward three proposals relating to this action:

Proposal 7: Explore the possibilities of working within European laws and Scottish procurement guidelines to ensure that as many Scottish products and services are used in the Games as possible, for example, Scottish fresh food for spectators.

Proposal 8: Work with the Games Organising Company to explore the possibility of developing a scheme which will allow Scottish businesses who supply goods and services to the Games to a high standard to advertise this fact, without breaching brand protection rules.

Proposal 9: Use the Glasgow 2014 Commonwealth Games to showcase our festivals, artists and creative industries, such as computer games and music.

Proposals 7 & 8: Within European laws ensure that Scottish businesses are used to supply products and services to the Games

4.23 Respondents from all sectors expressed support for this proposal and welcomed the idea of promoting Scottish products and services throughout the Games. For example, the Scottish Council for Development and Industry stated: *“Scotland has world-leading products to showcase, for example in the food and drink sector and should be incorporated into the implementation of the*

Scottish Government's strategy: 'Choosing the Right Ingredients: The Future for Food in Scotland'.

4.24 Several respondents, in particular environmental organisations, linked this proposal to the 'greener' objective by suggesting extending the procurement strategy to encompass 'environment procurement' in relation to energy suppliers, recycled products etc.

4.25 The Forestry Commission suggested that there is potential to encourage use of Scottish produced timber in Games infrastructure provision, particularly buildings and this will contribute to enabling businesses in Scotland, including SMEs, to bid for public sector contracts.

4.26 Scottish Enterprise also argued that tourism promotion should look beyond the Games to:

"promoting local, authentic, Scottish food and drink; the promotion of local food, linking to nutrition and healthier and more active lifestyles; and, sustainable tourism, e.g. encouraging people to use accommodation providers who are certified to the Green Tourism Business Scheme and support Climate Change Scotland (carbon balancing scheme investing in Scottish projects)."

Proposal 9: Showcase our festivals, artists and creative industries, such as computer games and music

4.27 Several respondents supported this proposal, although the Scottish Arts Council suggested that: *"For this to be effective the cultural programme needs to be well resourced and built in to an early stage of the planning."*

4.28 Architecture and Design Scotland noted that the proposals to encourage local design talent will be most welcome and could generate a significant impact across the creative industries for the future by demonstrating to clients, public and private, how to brief for and commission design successfully.

4.29 Scottish Natural Heritage (SNH) and the Royal Society for the Protection of Birds suggested that the Games also provide an opportunity to showcase natural heritage. SNH suggested that in using the Games to promote Scotland for international tourism and stimulate increased capacity, the opportunity should be taken to highlight Scotland's world-class landscapes as the setting for a vast range of sports and outdoor recreation. It pointed out that:

"In planning the Games' cultural programme, there is an opportunity to expand this to showcase Scotland's natural heritage, its landscapes, wildlife and urban greenspace, which, alongside the arts and creative industries, contribute hugely to our quality of life, attractiveness to visitors and inward investment, and the strength of Scotland's economy."

High Level Action 4: Position Scotland as an attractive place to visit

4.30 Respondents to the consultation paper were asked to comment on six proposals that could contribute to achieving this action:

Proposal 10: *Work with Skills Development Scotland to promote tourism and hospitality as positive career choices.*

Proposal 11: *Use the Games as a focus for increasing tourism capacity in Scotland.*

Proposal 12: *Use related events - for example the Delhi 2010 Commonwealth Games - to promote Scotland as an attractive place to visit.*

Proposal 13: *Examine ways, such as using national entitlement cards, or other appropriate technology, to extend integrated ticketing and transport strategies used as part of the Commonwealth Games.*

Proposal 14: *Improved online or telephone information for visitors to Scotland on access to services, potentially using the new One Scotland portal to provide accessible, tailored information for visitors.*

Proposal 15: *Work to make the Glasgow 2014 Commonwealth Games cultural programme a celebration of the best that Scotland has to offer in the arts and creative industries, recognising that this is key to the quality of life for which Scotland is famous, and the opportunities it offers to its visitors.*

Proposal 10: Promote tourism and hospitality as positive career choices

4.31 Several respondents suggested that opportunities for growth and development of the local infrastructure of tourism, including workforce development, should be part of the legacy planning for the Games. For example, Renfrewshire Council argued for tourism and hospitality to be promoted as positive career choices in schools and within further education. It stated that it aims to continue to strengthen its partnership with Reid Kerr College to further develop vocational opportunities for young people and to strengthen transition arrangements and attainment pathways from school to college, supported by Careers Scotland.

Proposals 11 & 12: Use the Games and related events as a focus for increasing tourism capacity in Scotland and promoting Scotland as an attractive place to visit

4.32 The tourism potential of the Games was acknowledged by many respondents, most of whom mentioned the need to encourage visitors to the Games to travel outside Glasgow.

4.33 Local authorities and several national bodies (for example, Highlands and Islands Enterprise) argued for support for improvements in tourism infrastructure across Scotland if the potential for the Games as a focus for increasing tourism capacity in Scotland is to be fulfilled.

4.34 Visit Scotland pointed out that Glasgow already has a tourism strategy through to 2016 with a target of increasing sustainable tourism related jobs in the City from 28,000 to 40,000. It highlighted potential benefits from the Games in relation to increased visitor numbers from other Commonwealth countries and business tourism.

4.35 The Scottish Council for Development and Industry and the Institute of Directors observed that to meet the ambition of growing tourism revenues by 50% by 2015 the visitor experience in integrated approaches to transport infrastructure, ticketing systems, retail environments etc will be paramount. They made the point that it should not be forgotten that improved experiences in these elements will also provide a successful legacy for the Scottish consumer, leading to higher local spend and higher economic value as a result.

Proposal 13: Extend integrated ticketing and transport strategies used as part of the Commonwealth Games

4.36 Respondents, including local authorities, commented favourably on the proposal to use entitlement cards to extend integrated ticketing. TRANSform Scotland argued for a multi-modal smartcard to be introduced before the Games. The SNP Group on Glasgow City Council commented that entitlement cards and integrated transport systems should not be delayed until 2014.

“We believe that the Commonwealth Games should be used as a means to put pressure on public transport providers and Regional Transport Partnerships to bring in a system of integrated ticketing a minimum of two years prior to the Commonwealth Games. The benefits of this would be significant not just for visiting tourists but for local residents and commuters.”

4.37 The National Trust for Scotland suggested that in legacy terms the proposals for ticketing and transport must be extended beyond the Games and be applicable elsewhere other than Games venues. It commented that:

“Including cultural sites and venues in the planning of any such schemes could help to broaden their appeal and leave a more widespread legacy in terms of sustainable tourism. The Trust is looking at how to encourage use of sustainable transport options to its properties, but in isolation this is difficult to tackle.”

4.38 Youth Scotland and YouthLink Scotland both supported extending the use of the Young Scot entitlement card when developing Games related discounts and travel schemes but that these should be continued after the Games.

4.39 However, several transport sector organisations expressed some caution about the scope for extending integrated ticketing. For example, the Confederation of Public Transport (CPT) and Stagecoach East highlighted that the Competition Commission and the Office of Fair Trading could be a barrier to this aim. Therefore, they stated they would welcome any move by the Scottish Government to open dialogue with the Competition Commission to have the restrictions which prevent public transport operators from providing a more integrated service reviewed.

4.40 The Confederation also made the point that integrated transport ticketing and information should be inclusive of active travel modes. They suggested that Integrated transport information should consider connectivity between modes

and personal journey plans, that provide information on active travel mode options as well as public transport, should be issued with every spectator ticket.

Proposal 14: Improved online or telephone information for visitors to Scotland on access to services

4.41 Several transport sector respondents expressed some caution about this proposal. For example, the Confederation of Public Transport pointed out that Traveline Scotland already provides an existing website and call centre facility for all Scottish public transport information. It suggested that this existing facility should be used for collating Games-specific routes alongside existing services to provide up to date, accurate, impartial and understandable information on all public transport services within Scotland. *“Not involving Traveline Scotland would mean having to reinvent the wheel to a certain extent.”*

Proposal 15: Work to make the Games cultural programme a celebration of the best that Scotland has to offer in the arts and creative industries

4.42 The Scottish Arts Council noted that creative industries (including design, performing arts, literature, music, architecture, etc.) play a key role in contributing to the economy. *“At present 60,000 people are employed in Scotland’s creative economy, benefiting every part of life and generating £4 billion every year for the economy.”* It suggested that the Games present an opportunity for this important sector to be developed.

4.43 Local authorities suggested that all parts of Scotland should support and benefit from the cultural programme and several highlighted the potential of using international twinning links to strengthen cultural and educational links.

National Outcome: We live in a Scotland that is the most attractive place for doing business in Europe

4.44 One high level action was identified in the consultation paper as contributing to this National Outcome.

High Level Action 5: Further develop Scotland's image as a prime location for inward investment, especially in those industries with sustainable high growth potential

4.45 The consultation paper put forward one proposal relating to this action:

Proposal 16: Work with Scottish Enterprise and HIE, through Scottish Development International, to promote Scottish expertise and its reputation for excellence, and to market Scotland as a dynamic place to locate international businesses

4.46 Scottish Enterprise and the Institute of Directors both emphasised that while the Games will offer inward investment opportunities they also give numerous opportunities to promote further trade between Scotland and Commonwealth countries particularly to the large growing economies such as India. They suggested that Scottish Development International and partners should consider these opportunities in their future plans.

4.47 The Institute of Directors and the Scottish Council for Development and Industry urged that outward and inward business delegations should be fully co-ordinated and a programme of opportunities supported.

National Outcome: We take pride in a strong, fair and inclusive national identity

4.48 The consultation paper identified one high level action under this National Outcome.

High Level Action 6: Position Scotland as an attractive place to work and study

4.49 The consultation paper put forward four proposals under this action:

Proposal 17: Use the Games to help market the Fresh Talent Initiative abroad.

Proposal 18: Use the Games to energise and engage the Scottish diaspora including Global Friends of Scotland and Global Scots, and to raise the profile of the Year of Homecoming in 2009.

Proposal 19: Use the Games to showcase Scotland on a world stage, improve our reputation and strengthen the Scotland brand.

Proposal 20: Use the Games as an opportunity to express the rich cultural life of Scotland.

Proposals 17 – 20

4.50 Respondents from the business sector, local authorities and Universities supported these proposals.

4.51 Several respondents suggested that Scotland's Colleges, Universities and research centres should have access to support in promoting their strengths and resources outwith Scotland.

4.52 Scottish Enterprise, Visit Scotland and business sector organisations highlighted the potential to develop Business Clubs and Networks to promote business opportunities in Scotland. For example, the Federation of Small Businesses stated it would support moves to create a "Business Club" that was sustainable over the longer term and which created opportunities at major sporting and cultural events held in Scotland for the business community to network and develop links which will benefit the Scottish economy.

4.53 The Institute of Directors noted the experience of previous host cities, such as Melbourne and Manchester, in facilitating Business Networks around the Games, in order to address issues of business competitiveness and capability. *"This would tie in very well to existing networks like the Globalscot initiative and should be exploited to increase the international links for Scottish companies to expand their exports and global networks."*

4.54 There was support for the proposals to use the Games to showcase Scotland and Scottish products. Several organisations also pointed to the

potential of showcasing Scotland's artistic, cultural and creative industries talents.

National Outcome: We have tackled the significant inequalities in Scottish society

4.55 The consultation paper suggested one high level action to help achieve this outcome.

High Level Action 7: Reduce economic inactivity caused by under-employment of the workforce in Glasgow

4.56 Four proposals were put forward in the consultation paper to support this action:

Proposal 21: Work with the Games Organising Company to ensure targeted recruitment, training clauses and appropriate support for the local population are included and implemented in works and services contracts for the Glasgow 2014 Commonwealth Games, in light of new Scottish Government procurement guidance.

Proposal 22: Support Games-related contracts by lining up the supply side of skills, training and health interventions, using the infrastructure under Glasgow Works, the employability consortium in Glasgow, in line with the Scottish Government's employability strategies Workforce Plus and More Choices, More Chances.

Proposal 23: Work with Scottish Enterprise / HIE and Sector Skills Councils to use the Games as a focus to develop industry's capacity to predict and articulate what skills are needed, and the college and higher education sectors' capacity to deliver them.

Proposal 24: Support and encourage employment and training opportunities for all, through initiatives such as the Construction Skills Action Plan and National Training Programmes, for example the NCH Youth Build project.

Proposals 21 & 22: Ensure targeted recruitment, training clauses and support for the local population are included and implemented in works and services contracts and use the existing infrastructure to line up the supply side of skills, training and health interventions

4.57 Respondents with an interest in regeneration and skills development commented on the potential to use 'social clauses' to support training and job opportunities for local people in the East End of Glasgow.

4.58 The Wise Group pointed out that 'social clauses' "is an area of procurement still open to varying interpretation and often not used as imaginatively as it could be." It noted that the use of social clauses would encourage contractors and delivery bodies to maximise training and employment opportunities for local people by providing targeted training staff to promote greater awareness of social enterprise. It also suggested that:

"If the Commonwealth Games uses social clauses creatively it would create a benchmark for how future significant procurement exercises are

conducted, forming a lasting and significant legacy for the social enterprise and third sectors and for ensuring maximum value from public spending.”

4.59 The Wise Group also suggested that the Games should address the issue of low pay by being declared a ‘Living Wage Games’. This would have the aim of ensuring that both the Games Organising Company, and its contractors, pay employees a rate above that required to move people out of poverty.

4.60 The SNP Group on Glasgow City Council proposed that a local weighting system should be used to allow priority access for jobs and training. They suggested that local businesses and organisations should be approached for involvement in an apprenticeship scheme.

4.61 Several respondents also linked employability to the proposal to develop accredited volunteering. For example, the Scottish Council for Development and Industry suggested:

“Volunteering may be an excellent means of encouraging people outwith formal education, employment and training to identify a suitable opportunity for personal development. This would offer a stepping-stone to valuable employability skills.”

4.62 Glasgow-based organisations and some national organisations supported the proposal that the Games Organising Company should target recruitment and training for the ‘local population’. However, several local authorities and other respondents highlighted the need to ensure that businesses across Scotland have opportunities to win contracts. For example, Jo Swinson MP (East Dunbartonshire) noted that it would be appropriate to target measures to reduce unemployment not just at Glasgow residents but also those who travel in from surrounding areas to work in the city.

4.63 The Glasgow Anti-Racist Alliance expressed the view that the objective of tackling significant inequalities in Scottish society is the most important objective for black and minority ethnic communities. It suggested that this should mean that measures are taken to ensure that these groups also benefit from economic and social benefits arising from the Games.

Proposal 23: Use the Games as a focus to develop industry's capacity to predict and articulate what skills are needed

4.64 Business and training sector organisations highlighted the need to plan ahead to ensure necessary construction skills are available. For example, ConstructionSkills suggested that in the run-up to the Games, ensuring a skilled local workforce will encourage businesses to set up and expand in order to deliver the significant infrastructure needed to deliver the Games in Glasgow.

“Investment in construction industry skills immediately will also provide the Implementation Committee with the confidence that projects will be delivered on time, on budget and to a high standard, hopefully using as much local expertise and materials as possible.”

In order to achieve this, work must begin now to ensure that apprentices in Scotland will be in place in the next 2 to 3 years in order to deliver the infrastructure required by the Games and, therefore, a positive and lasting legacy.”

4.65 ConstructionSkills pointed out that according to current figures, around 5,000 construction apprentices will be required each year up to 2014. It has made some headway into that number, with around 2,650 apprenticeships being provided every year, but it stated: *“The Scottish Government needs to consider urgently ways in which it can increase this number in the future so as to ensure there are sufficient trained apprenticeships in place.”*

4.66 There were few specific comments on the capacity of the further and higher education sectors’ to deliver the skill and training required. Bob Doris MSP (Glasgow List member) suggested that a scoping exercise might be necessary to see how Glasgow’s community based colleges can help deliver the increased apprenticeship places to meet training needs.

4.67 Several higher and further education institutions highlighted that they are well positioned to provide support in skills development in a number of key areas including creative industries, construction and related skills and hospitality.

Proposal 24: Support and encourage employment and training opportunities for all, through existing initiatives and programmes

4.68 Several respondents highlighted the potential of the Games to provide training and employment opportunities for young people. For example, YouthScotland stated that:

“The Legacy Plan should provide an opportunity to ensure that the Commonwealth Legacy develops opportunities for young people across the spectrum but particularly for those young people not in education, employment or training. A number of youth organisations have accredited learning programmes aimed at all young people but which have particular merit for those young people not in education, employment and training.”

4.69 The Scottish Council for Voluntary Organisations argued that skills and training more generally are an appropriate theme for the Legacy Plan, with the possibility of providing routes through participation in, and leadership of, community activities to greater confidence and employability. *“Engaging young people effectively in planning for a significant legacy will be essential and examination of models such as the Big Lottery fund’s young peoples’ panels is recommended.”*

4.70 The Paths for All Partnership highlighted the potential to develop skills in other sectors such as path construction and traditional crafts through volunteering opportunities and apprenticeships.

4.71 The National Trust for Scotland suggested that the intention for the Games to help improve the standard and depth of skills in the Scottish workforce could:

“translate into helping to resolve the built heritage crisis that is looming. This is due to the lack of traditional craft building skills available to properly maintain our existing building stock.”

Conclusion

4.72 This chapter considered the comments on the ‘Wealthier and Fairer’ section of the consultation paper and highlighted a high level of support for the various proposals put forward in the paper to achieve a lasting legacy that would contribute to achieving the National Outcomes under this objective.

4.73 Respondents welcomed and made positive suggestions regarding taking forward four key proposals to create a lasting legacy in relation to developing the ‘Wealthier and Fairer’ agenda: procurement; promoting Scotland; tourism; and, employment and training.

5. SMARTER

Key Points Summary

- There was a high level of support for the proposal to introduce some form of accreditation scheme for volunteers or to utilise an existing programme for supporting volunteering.
- Several national agencies and voluntary organisations suggested ways in which they could support the implementation of a Volunteer Programme.
- There was divergence in views between respondents who favoured targeting volunteering opportunities on hard-to-reach groups and long-term unemployed people in Glasgow and those who emphasised that the volunteering strategy should target people who are already involved in sports, students and older people from across Scotland.
- The proposal to use the Games as a means to encourage children and young people to participate in civic life and expand their influence in decision making was welcomed by respondents.
- Respondents supported the proposals to use the Games as the basis for developing the curriculum and teaching resources. However, several respondents suggested that the Legacy Plan should also include specific reference to supporting children's play, in particular active play.

Introduction

5.1 This chapter considers respondents' comments on the objectives contained under the 'Smarter' section of the consultation paper which aims to fulfil the Scottish Government's commitment to *"expanding opportunities for people in Scotland to succeed from nurture through to lifelong learning, ensuring higher and more widely hared achievements."*⁵

5.2 Two National Outcomes were identified in the consultation paper under the 'Smarter' agenda:

- We are better educated, more skilled and more successful, renowned for our research and innovation.
- Our young people are successful learners, confident individuals, effective contributors and responsible citizens.

5.3 The comments on the National Outcomes and actions outlined in this section of the consultation centred on the three main actions the consultation paper proposed to achieve these two outcomes:

- developing volunteering;

⁵ Scottish Government (2008) Glasgow 2014 – Delivering A Lasting Legacy for Scotland, Edinburgh: Scottish Government; P.23 - 29
<http://www.scotland.gov.uk/Publications/2008/02/14115955/0>

- increasing children and young people's participation in civic life and expand their influence on local and national decision making; and,
- capturing the enthusiasm of children and young people for the Games.

National Outcome: We are better educated, more skilled and more successful, renowned for our research and innovation

5.4 The consultation paper put forward two high level actions to meet this National Outcome:

High Level Action 8:

Recognise skills learned through acting as a volunteer at the Glasgow 2014 Commonwealth Games.

High Level Action 9:

Promote Scotland's skills at, and through, international competitions.

High Level Action 8: Recognise skills learned through acting as a volunteer at the Glasgow 2014 Commonwealth Games

5.5 The consultation paper identified five proposals that could support this action:

Proposal 25: *Work with the Games Organising Company, the Scottish Qualifications Authority and the Scottish Credit and Qualifications Framework partnership to develop a high quality accreditation. This will be available to those who might find it useful and will meet the SCQF aims of recognition, progression and parity of esteem.*

Proposal 26: *Use the Games to encourage employers to release staff for volunteering activities.*

Proposal 27: *Provide opportunities for cultural volunteers and community arts groups within the Glasgow 2014 cultural programme.*

Proposal 28: *Use Games volunteering opportunities to encourage hard-to-reach and long-term unemployed groups into organised social activity.*

Proposal 29: *Ensure that all social groups, for example, young people, older people, people with disabilities and people from ethnic minorities, are able to benefit from the experience of volunteering.*

Proposal 25: Develop high quality accreditation for volunteers

5.6 Several respondents commented on the 'employability' potential of the Games and linked this to the proposal to develop a volunteer accreditation scheme. For example, the Scottish Council for Development and Industry noted that the Games will be a prime opportunity to engage young people in the challenging areas of employability and economic inactivity through volunteering.

"Volunteering will be integral to the success of the Games. In particular, volunteering may be an excellent means of encouraging people out with formal education, employment and training to identify a suitable

opportunity for personal development. This would offer a stepping-stone to valuable employability skills.”

5.7 Volunteer Development Scotland pointed out that most people who volunteer in major sporting events are not motivated by obtaining accreditation and learning. It suggested that:

“Accreditation needs to be targeted at specific groups, namely those who face the most significant barriers to and are currently under-represented in volunteering and who would benefit the most in terms of enhanced skills, inclusion, confidence and employability. Potential volunteers will not be a homogenous group and any recruitment, selection and accreditation process will have to reflect this.”

5.8 It recommended that an accreditation scheme should be accompanied by ‘*participation in and graduation from a Pre-Volunteering Programme*’ and pointed out the development of a new formal accreditation scheme would require major resources. It suggested that existing accreditation such as the Youth Achievement Award could be used as an alternative to developing a new scheme.

5.9 Youth Scotland and YouthLink Scotland highlighted that youth organisations are already involved in supporting volunteering and the Awards Network in Scotland, and suggested that the Legacy Board should engage with this group.

5.10 Whilst welcoming the proposals to develop opportunities for volunteering Scottish Natural Heritage expressed the view that:

“The draft plan does not provide sufficient surety that there will be a long term legacy. In developing the detailed action plan, SNH recommends that a broader range of organisations which operate volunteering programmes (including within the environmental sector, e.g. National Trust for Scotland) are identified, and that means are explored by which to secure opportunities and onward commitment beyond the Games.”

Proposal 26: Encourage employers to release staff for volunteering activities

5.11 The National Trust for Scotland was one of the few respondents to comment specifically on this proposal. It suggested that: “*there may be great scope in encouraging employers to release staff for volunteering activities if companies that haven’t previously undertaken this are involved.*” However, it went on to state that: “*There would be concern if the involvement of this type of volunteering in the Games resulted in a general diversion of this type of volunteering projects in 2014.*”

Proposal 27: Provide opportunities for cultural volunteers and community arts groups within the Glasgow 2014 cultural programme

5.12 There were no specific suggestions made on how opportunities could be created for cultural volunteers and community arts groups, although Stirling University suggested that:

“students from disciplines including film, media and journalism; languages; information technology; marketing and tourism, as well as those studying sport; are ideally placed to act as specialist or technical volunteers in addition to more general volunteering activities.”

Proposal 28: Use Games volunteering opportunities to encourage hard-to-reach and long-term unemployed groups into organised social activity

5.13 Respondents from various sectors supported this proposal and suggested ways in which it could be achieved. For example, the Scottish Parliament’s Health and Sports Committee highlighted that there is a propensity for volunteers to be drawn from among already active sporting participants. Therefore it suggested that:

“consideration be given to developing and funding a volunteering programme that seeks to maximise the involvement of those who would otherwise not be inclined to participate, including women in the west of Scotland, thereby enhancing the prospects for a positive legacy from the Glasgow games.”

Proposal 29: Ensure that all social groups are able to benefit from the experience of volunteering

5.14 This proposal was supported by respondents from various sectors. For example, YouthLink Scotland suggested childcare for volunteers should be considered to ensure the widest range of people is able to volunteer.

5.15 The Convention of Scottish Local Authorities highlighted the opportunity to develop volunteering and suggested an emphasis on young people.

“There is an opportunity to support the development of a far wider and stronger volunteer workforce. Priority requires to be given to increasing the number of core volunteers for the day to day delivery of sport across Scotland, particularly in its clubs. An emphasis on young people as part of this would give an enduring legacy as well as contributing to citizenship.”

5.16 The Scottish Refugee Council highlighted the potential benefits of volunteering to refugees and asylum seekers and suggested that these groups should be *“included within the volunteer development programme for the Games.”*

High Level Action 9: Promote Scotland's skills at, and through, international competitions

5.17 The consultation paper outlined one proposal under this high level action.

Proposal 30: Increase the number of Scottish competitors participating in WorldSkills competitions (2011, 2013 and 2015) and use the Glasgow 2014 Commonwealth Games to raise the profile of skills competitions and showcase Scotland's skills

5.18 There were no substantive comments from respondents on this proposal.

National Outcome: Our young people are successful learners, confident individuals, effective contributors and responsible citizens

5.19 The consultation paper put forward three high level actions to achieve this national outcome:

High Level Action 10:

Increase children and young people's participation in civic life and expand their influence on local and national decision making.

High Level Action 11:

Capture the enthusiasm of children and young people for the Games, adding to the pride they already have in Scotland, its place in the world and its inclusive approach to people from other nations.

High Level Action 12:

Maximise opportunities arising from the games to share learning opportunities and good practice with international partners.

High Level Action 10: Increase children and young people's participation in civic life and expand their influence on local and national decision making

5.20 The consultation paper identified four proposals that might contribute to meeting this aim.

Proposal 31: Use this consultation to kick-start a legacy of Commonwealth Games linked participation by young people as part of our wider commitment to the UN Convention on the Rights of the Child agenda.

Proposal 32: We will work with youth organisations such as Young Scot, local Dialogue Youth Units, the Scottish Youth Parliament and Youth Scotland to discuss what the legacy means for young people across Scotland.

Proposal 33: We also intend to use this consultation to engage and inspire young people from minority groups and young people who are less likely to participate or who have specific needs. Young asylum seekers, young people from ethnic minorities, young people with a disability, young offenders, young people in rural communities and young Lesbian, Gay, Bisexual and Transgender people will be among those we consult directly.

Proposal 34: Explore opportunities to expand and promote services for young people, for example, through the Young Scot Entitlement Card and its international partners.

Proposals 31 – 34

5.21 YouthLink Scotland and Youth Scotland emphasised that young people and youth organisations should be involved in the development and planning of the Games and its related sporting and cultural programmes.

5.22 These and other respondents welcomed the commitment to engage with and consult young people. The Scottish Council for Voluntary Organisations and the BIG Lottery Fund suggested that the experience of involving young

people in all aspects of the Young People's Fund could be a good model to consider.

5.23 YouthLink Scotland and Youth Scotland supported the proposal to expand the use of the Young Scot Entitlement Card and suggested that making best use of the Card when developing Games related discounts and travel should be continued after the Games.

High Level Action 11: Capture the enthusiasm of children and young people for the Games, adding to the pride they already have in Scotland, its place in the world and its inclusive approach to people from other nations.

5.24 The consultation paper put forward three proposals relating to this action.

Proposal 35: Use the Glasgow 2014 and London 2012 Games as a focus for international education. Learning and Teaching Scotland will feature the Games in developing resources and teaching materials, building on strategies used by other Games, such as the Melbourne 2006 Commonwealth Games. The roll-out of the Glow network in schools will offer additional ways for schools to make links and share projects.

Proposal 36: We will promote the use of schemes such as the Scottish Continuing International Professional Development Programme to encourage stronger links. We will also encourage links between young people in Scotland and their peers in other Commonwealth countries. Active relationships can be built which become stronger as we approach the Games and continue long afterwards.

Proposal 37: The Games will also provide an ideal opportunity to support the implementation of Curriculum for Excellence. The Games can provide a focus for interdisciplinary work across the curriculum, bringing together aspects such as the promotion of language learning, social studies, citizenship, as well as a strong focus on aspects of health and wellbeing, and physical activity.

Proposals 35 - 37

5.25 Learning and Teaching Scotland highlighted aspects of the Curriculum for Excellence that could be developed and suggested the Games could provide the context for making connections across the curriculum and in planning a series of sporting and cultural events and activities. It supported the proposal to develop resources and teaching materials, and rolling out the Glow network to explore Scotland's place in the world and showcase Scottish culture.

5.26 VOCAL (Voice of Chief Offices of Cultural, Community and Leisure Services in Scotland) suggested strengthening cultural and educational links between Scottish local authorities and Commonwealth countries through a range of initiatives including:

- twinning arrangements;
- activities associated with the Queen's Baton Relay;

- encouraging training camps around Scotland in the weeks prior to the Games;
- cultural scholarships to help artists and musicians from across the Commonwealth to travel to Scotland to contribute to the Cultural Programme leading up to and during the Games;
- developing partnerships between Scotland's national arts, music and dance companies and members of Scottish communities with connections to the nations and territories of the Commonwealth; and,
- ensuring the resources are available to deliver the Cultural and Educational Programme which would develop links between young people and the six regions of the Commonwealth.

5.27 Learning and Teaching Scotland and several local authorities highlighted the potential to develop the school curriculum through the Commonwealth theme and through developing links with other Commonwealth countries. Oxfam suggested that the Commonwealth principles and values (democracy, respect for human rights, the rule of law, peace, justice, cooperation and sustainable development) could be examined from a Scottish perspective.

High Level Action 12: Maximise opportunities arising from the Games to share learning opportunities and good practice with international partners

5.28 The consultation paper outlined one proposal relating to this action.

Proposal 38: Encourage the development of Commonwealth partnerships in community-based learning, youthwork and community development.

5.29 Although a small number of respondents made a few general comments about developing links with Commonwealth countries to share skills and experience there were no substantive comments specifically on this proposal.

Conclusion

5.30 This chapter considered respondents' comments on the objectives contained under the 'Smarter' section of the consultation paper which aimed to deliver a Games lasting legacy in relation to meeting two National Outcomes relating to achieving a 'Smarter' Scotland.

5.31 The comments on the National Outcomes and actions outlined in this section of the consultation centred around three key actions that recognised as being vital to creating a Games lasting legacy in this area:

- developing volunteering;
- increasing children and young people's participation in civic life and expanding their influence on local and national decision making; and,
- capturing the enthusiasm of children and young people for the Games.

6. HEALTHIER

Key Points Summary

- Respondents welcomed the emphasis on using the Games as a vehicle for stimulating increased physical activity, healthy eating and other vehicles for improving health.
- However, several respondents, including NHS Health Scotland raised a concern that the consultation paper did not show a direct link to health inequalities and advocated a more focused approach.
- The consultation paper's emphasis on promoting physical activity and healthy lifestyles was strongly supported by many respondents and several 'special interest' groups pressed the case for the Legacy Plan to address their particular area of interest.
- Several respondents highlighted the potential to use the Games to increase awareness of, and reduce the incidence of, sport injuries.
- Sports governing bodies argued strongly that the Legacy Plan needs to be more specific about how the Games will contribute to achieving the objectives set out in *Reaching Higher*, the national sports strategy for Scotland.
- They were concerned that the consultation paper did not give enough priority to the sporting legacy. They argued that it should have included specific outcomes and targets in relation to improving access to physical education and sport in schools; improving the provision and access to quality sporting facilities; and, increasing and sustaining sports volunteering and coaching. .

Introduction

6.1 This chapter considers respondents' views and comments on the "Healthier" Strategic Objective under which "*The Scottish Government is committed to helping people to sustain and improve their health, especially in disadvantaged communities, ensuring better, local and faster access to health care.*"⁶

6.2 This section of the consultation paper addressed with only one National Outcome:

- We live longer, healthier lives.

6.3 Two high level actions were identified under this National Outcome.

High Level Action 13:

Make Scotland a healthier place to live.

⁶ Scottish Government (2008) Glasgow 2014 – Delivering A Lasting Legacy for Scotland, Edinburgh: Scottish Government; P.31 - 37
<http://www.scotland.gov.uk/Publications/2008/02/14115955/0>

High Level Action 14:

Use the 2014 and 2012 Games to help drive forward the two outcomes of the national sports strategy, Reaching Higher: increasing participation in sport and improving performance.

National Outcome: We live longer, healthier lives

High Level Action 13: Make Scotland a healthier place to live

6.3 The consultation paper identified eight proposals that might contribute to meeting this high level action:

Proposal 39: Use the Games as a catalyst to encourage people to be more physically active. We will build on existing and planned social marketing campaigns encouraging people to be more physically active.

Proposal 40: Where possible, use athletes as positive role models.

Proposal 41: Develop the concept of healthy living communities along the lines of French model EPODE, highlighted in the Foresight UK report Tackling Obesities - Future Choices 2007, and explore potential linkages to sustainable transport demonstration towns.

Proposal 42: Highlight self-esteem associated with being a volunteer to help promote positive mental health.

Proposal 43: Work with the Games Organising Company to explore the possibility of training the 15,000 volunteers in Cardio-Pulmonary Resuscitation.

Proposal 44: Use the Games as a focus to strengthen non alcohol-related night-time economy by encouraging coffee shops and other non-licensed premises to stay open longer and provide an alternative to consuming alcohol.

Proposal 45: Contract for supplies of healthy food only for Games venues and use the Games to encourage local authorities and venue owners to make this change sustainable.

Proposal 46: Adjust NHS workforce plans to accommodate new sports medicine advisors and practitioners.

Proposal 39: Encourage people to be more physically active

6.4 Respondents recognised that encouraging people to be more physically active could, and should, be one of the main legacies from the Games and supported the promotion of physical activity and healthy lifestyles as a key focus of the Games. However several respondents, including NHS Health Scotland raised a concern that the consultation paper did not show a direct link to health inequalities. They advocated that the Legacy Plan should adopt a more focused approach to tackling improving improvement, otherwise it could lead to increasing rather than reducing health inequalities (see para 3.12 above).

6.5 NHS Lanarkshire made the point that physical activity needs to be encouraged and that the Games could act as a means of promoting health issues (e.g. promoting healthy eating and addressing the alcohol culture).

6.6 NHS Ayrshire and Arran highlighted several areas in which the 'Healthier' objective could be addressed through healthy lifestyle issues. For example:

- more financial support to help raise awareness of the benefits of physical activity;
- ensuring that the importance of sport is not promoted at the expense of other forms of activity especially since vulnerable groups are more likely to benefit from increased physical activity;
- supporting the implementation of the (Schools) Health Promotion and Nutrition (Scotland) Act; and,
- continued support for Health Promoting Schools framework.

6.7 Several local authorities and NHS bodies highlighted the importance of encouraging young people to participate in healthy exercise in schools and the opportunities relating to healthy weight/ obesity reduction. They also emphasised that ill-health prevention should be promoted through encouraging healthy life-style choices and working with Health Promoting Schools and Active Schools Co-ordinators.

6.8 The Scottish Parliament Health and Sport Committee suggested that any strategy to promote physical activity should take account of the need to develop a *“market-orientated approach, with different messages for different sectors of the community”*. It should be based on regional targets rather than national ones and take account of the differential participation rates between men and women. Also, it should recognise the importance of distinguishing between physical activity and physical recreation; between physical recreation and sport; and, between sport and elite sport.

Proposal 40: Use athletes as positive role models

6.9 Several respondents supported the proposal that athletes could be used as role models to encourage people to participate in sport and physical activity. Scottish Disability Sport pointed out that it has a significant number of successful sports people with a disability who could become involved to inspire and support a new generation of participants. It also suggested that media support is key to the success of such initiatives

6.10 However, several respondents were sceptical of the value of sports role models to improve health and suggested that greater clarity and thought needs to be given to how athletes can be used as role models. For example, NHS Health Scotland pointed out that: *“The evidence that exists points to family role models being the critical component of an active life and a healthy weight, and therefore a focus on family activity may be more relevant.”*

Proposal 41: Develop the concept of healthy living communities along the lines of French model EPODE

6.11 greenspace scotland noted that the Chief Medical Officer for Scotland has clearly identified the negative health impacts of degraded environments and other research shows the health benefits to be gained from quality, inclusive and usable environments. It stated:

“It is disappointing, therefore, that the legacy document focuses its health outcomes on individual behaviours relating to lifestyles, food and physical exercise to the exclusion of any reference to improving urban areas for those who live and work in them. While the EPODE model for health promoting communities is interesting, we would have expected to see some reference to the much wider concepts being developed by the Glasgow Centre for Population Health and included within the East End Local Development Strategy.”

6.12 Several respondents (including health organisations, environmental groups and transport organisations) commented on the potential of the Games Legacy Plan to support active travel (walking and cycling) as a contribution to improving health.

Proposal 42: Highlight self-esteem associated with being a volunteer to help promote positive mental health

6.13 The positive effect of volunteering on people’s mental health and well-being was commented on by several respondents. For example, NHS Health Scotland pointed out that volunteering can be of particular benefit to those who are most at risk of social isolation and therefore suggested that the Games strategy should focus volunteer recruitment on young people and older adults.

6.14 However, the Scottish Association for Mental Health (SAMH) suggested that engagement on mental health needs to go further than the link to self-esteem through volunteering. It noted that:

“The current document only mentions mental health once in the point relating to the gains in self-esteem associated with being a volunteer. We welcome this but we believe that the engagement needs to go much further.”

6.15 SAMH identified specific areas in which benefits for people with mental health problems could be highlighted more clearly through specific targets being set in the outcomes under the Healthier objective:

- the promotion of mental health and the prevention of mental health problems through supporting social marketing campaigns such as ‘**see me**’ and ‘**respectme**’;
- the support and inclusion of people with a mental health problem;
- the promotion of mental health and wellbeing for athletes; and,
- increased awareness of mental health amongst the Scottish population.

Proposal 43: Explore the possibility of training 15,000 volunteers in Cardio-Pulmonary Resuscitation

6.16 The British Heart Foundation welcomed this proposal and highlighted that it has extensive experience both through the Headstart UK initiative and in supporting Liverpool’s Capital of Culture celebrations that could be useful in

planning and supporting the volunteer training programme and achieving this target.

Proposal 44: Strengthen non alcohol-related night-time economy

6.17 Several respondents including youth organisations and NHS bodies supported the proposal to support the non-alcohol related night-time economy.

6.18 Alcohol Focus Scotland's response highlighted the issue of alcohol misuse in and made four recommendations around:

- employability programmes for those who have overcome an alcohol problem;
- alcohol education and awareness needs being included in the role modeling healthy lifestyle;
- non-alcohol related alternatives being offered as venues for socialising; and,
- ensuring that alcohol related offending and the anti-social behaviour of drunk people is included in the Safer and Stronger section of the Legacy Plan.

6.19 The Association of Chief Police Officers in Scotland also made the link between the night-time economy and anti-social behaviour. It pointed out that the night-time economy and the potential increase in the number of premises providing an alternative to the consumption of alcohol may be of concern. It suggested that this should be considered both in terms of the licensing legislation and the impact it may have on the number of revellers who remain within Glasgow city centre in the early hours of the morning.

Proposal 45: Contract for supplies of healthy food only for Games venues and encourage local authorities and venue owners to make this change sustainable

6.20 The supply of healthy food at Games venues and making this sustainable beyond 2014 was generally supported by respondents although there were few specific comments on how this could/ should be achieved.

6.21 The British Dental Association response dealt with the issue of promoting healthier diets as a means of reducing tooth decay; highlighting the need to promote non-fizzy drinks and sponsors promoting positive health messages.

6.22 Whilst smoking was not specifically mentioned in the consultation paper, ASH Scotland's response highlighted the opportunity afforded by the Games to take positive steps to tackle the health impacts caused by smoking. It called for a range of steps to be taken based around "*The Glasgow 2014 Commonwealth Games being declared smoke-free.*"

Proposal 46: Adjust NHS workforce plans to accommodate new sports medicine advisors and practitioners

6.23 NHS Health Scotland suggested that the development of training to support an increase in sports medicine advisors and practitioners should

include an awareness of the need to provide training in the promotion of physical activity. This could be done through developing the use of the national occupational standards for the promotion of physical activity in wider workforce development.

6.24 Several respondents emphasised the need to develop support in the area of dealing with sports injuries. They suggested that this needs investment in developing capacity in the area of Sport and Exercise Medicine in Universities.

6.25 The Centre for International Public Health, at the University of Edinburgh emphasised the need to ensure that any strategy to increase sports participation should be accompanied by sports injuries surveillance and prevention strategies.

High Level Action 14: Use the 2014 and 2012 Games to help drive forward the two outcomes of the national sports strategy, Reaching Higher: increasing participation in sport and improving performance

6.26 The consultation paper included eight proposals to support this action:

Proposal 47: *Provide leadership and support to our partners in Scottish sport.*

Proposal 48: *Invest Government resources in line with the priorities of increasing participation and improving performance.*

Proposal 49: *Engage local authorities and sports governing bodies to take a more strategic approach to improving and expanding the sporting infrastructure to ensure we are in a state of readiness to respond to an increased interest in sports participation.*

Proposal 50: *Initiate and develop programmes and ways of working to support the development of the sporting infrastructure.*

Proposal 51: *Encourage Scottish Sports Governing Bodies to develop plans, against which **sportscotland** can invest, which will deliver the priorities set out in "Reaching Higher".*

Proposal 52: *Identify a clear pathway from grass-roots to elite performance in those Commonwealth and Olympic sports that can deliver the Government's performance objectives.*

Proposal 53: *Improve and expand the support service delivery structure of the Scottish Institute of Sport and Area Institutes of Sport. Enabling individual athletes and Scottish Governing Bodies to increase the number of individual athletes and teams to reach qualification standards, achieve personal bests/ranking and win medals on the international sporting stage.*

Proposal 54: *To sustain and increase the number of medals and medallists on the world stage in Commonwealth and Olympic sports.*

Proposals 47 – 54

6.27 The responses to these proposals relating to taking forward the sporting legacy have been analysed together as respondents that commented on this

section of the consultation paper tended to comment on the issue in general rather than on specific proposals.

6.28 There was a high level of consensus amongst sports organisations and other organisations with an interest in promoting sport that the consultation paper did not give sufficient prominence to the Games' potential sporting legacy. Many organisations from the sports sector (and others with an interest in sport, such as VOCAL (Voice of Chief Officers in Cultural and Leisure Services in Scotland) suggested that the Legacy Plan needs to be more specific about how the Games will contribute to achieving the objectives set out in *Reaching Higher*, the national sports strategy for Scotland.

6.29 **sportscotland's** response was critical of the consultation paper in not specifically addressing the Games' potential to deliver sporting legacy.

“sportscotland is disappointed to see under the national outcomes comparatively little reference to sporting legacy and few sporting targets and outcomes in the consultation document. Given the potential impact of the Games we would welcome an increased focus on sport.”

6.30 **sportscotland** acknowledged that the consultation paper recognises the significance of *Reaching Higher* but the issue is “*how to utilise the unique presence of the Commonwealth Games being in Scotland to add value and stimulus to ongoing areas of work.*” It suggested that there are two distinct features in achieving a sporting legacy from the games:

“Achieving the results regarding high performance sport will require long-term planning and consistently increased investment in the performance structures of governing bodies.

“Achieving an increase in sports participation, particularly amongst under-represented groups requires separate and further sustained increased investment in the recreation and participation parts of the sporting pathways.”

6.31 The response submitted by the Scottish Sports Association was based on the outcome of a series of consultation events held with its members, and was endorsed by all members (53 full members and 17 associate members). It reported that it found:

“Remarkable consistency about the key areas that need addressing:

- *physical education and sport in schools – increased physical literacy of children;*
- *facility access and provision; and,*
- *volunteering and coaching.”*

6.32 The Scottish Sports Association response made detailed proposals on these three key issues and argued for continued investment in the sporting infrastructure. (See Appendix 3)

6.33 Fifteen sports governing bodies submitted responses based on the Scottish Sports Association response but also highlighted issues of specific importance to their sport and either identified actions required of the Scottish Government or action they themselves are or should be undertaking.

6.34 **sportscotland's** response acknowledged that sport governing bodies have a key role to play through the existing structures and the development of sporting pathways and that local authorities have a vital role to play, particularly in supporting community and school-aged sport. However, it stated that:

“The responsibility for achieving a legacy has been quite rightly positioned as the role of the Scottish Government, which will require strong leadership for success. A vital role for the government will be drawing together cohesively all its portfolios to ensure they successfully contribute to economic and social, as well as sports, legacies.”

6.35 Commonwealth Games Scotland suggested that for there to be a successful legacy from the Games both for sport and the wider community there needs to be early resolution of four key issues: funding; monitoring; timeframes; and, delivery. In referring to the need to address the *Reaching Higher* priorities it suggested that the capacity building required to make the Games successful needs to focus on the issues raised by **sportscotland** and the Scottish Sports Association.

6.36 Local government respondents also raised the issue of funding and made the point that the Legacy Plan should be more specific about what funding will be made available for local authorities and partners to support the Games and local initiatives. For example, VOCAL (Voice of Chief Officers in Cultural and Leisure Services in Scotland) stated:

“We appreciate the funding commitment made by the Scottish government to the Games themselves but the legacy for the rest of Scotland will only be secured through an effective and properly resourced strategy to achieve the sort of key outcomes outlined above”.

6.37 The Convention of Scottish Local Authorities (COSLA) agreed with the proposals made in the consultation paper. However, it emphasised that the:

“Delivery of benefits related to increased participation in sport and the development of excellence in Commonwealth Games sports will be dependent on significant investment in improvements to sports facilities and increased support for talent identification and development. This increased investment is required immediately to deliver benefits for 2014. As such the consultation document should be more specific about what funding will be made available.”

6.38 COSLA suggested that local authorities will require financial support from the Scottish Government to support the Games and local initiatives, to invest in the school estate and ensure comprehensive community access to both of these, and wider community sports provision. Also it suggested that each Commonwealth sport should have a specific 2014 Development Strategy that

explains how new participants will be encouraged to enter the sport and how the development pathways will be strengthened.

6.39 Active Aberdeen suggested that the consultation paper could have had more emphasis on developing sporting and activity legacy from the Games across Scotland and that it should have greater emphasis on the pathway to excellence, with more effort required on the middle areas between the elite and grassroots participation.

6.40 Several University sports bodies including Scottish University Sport and Robert Gordon University Sport also focused primarily on sports legacy issues highlighted above. In particular, they highlighted the role that they play in supporting elite athletes' programmes. However, they argued that this might require additional funding; e.g. a Scottish bursary scheme.

Conclusion

6.41 This chapter considered respondents' views and comments on the "Healthier" Strategic Objective which specifically addressed the health and sporting legacy of the Games. It highlighted concerns regarding the consultation paper's lack of direct mention of tackling health inequalities and criticism from the sports sector that the sporting legacy may have been underplayed.

7. SAFER AND STRONGER

Key Points Summary

- Relatively few respondents commented specifically on how the Games can help to deliver physical, social and environmental regeneration of deprived parts of Glasgow
- A few respondents suggested that the need for social rented housing and the potential to involve local communities in planning regeneration should be addressed in the Legacy Plan.
- Several respondents from the transport sector commented on the need to ensure wide representation on the group that is developing the Transport Plan. They argued that regionally important transport infrastructure should be put in place to provide long-lasting benefits to the Strathclyde Area and not just the East End of Glasgow.
- A small number of respondents commented on the consultation paper's proposals to provide employment and training opportunities for offenders and those at risk of offending, and having community sentences in the local area for those convicted of minor offences.
- Several respondents supported the proposal to apply 'secure by design' principles to the Athletes' Village and other public buildings and also made the point that active engagement of communities generally, and young people in particular, can make an important contribution to tackling anti-social behaviour.

Introduction

7.1 This chapter reviews the comments on the proposals contained in the 'Safer and Stronger' section of the consultation paper which dealt with the Strategic Objective: "*The Scottish Government is committed to helping local communities to flourish, becoming stronger, safer places to live, offering improved opportunities and a better quality of life.*"⁷.

7.2 This section of the consultation paper covered four National Outcomes:

- We live in well-designed, sustainable places where we are able to access the amenities and services we need.
- We have tackled the significant inequalities in Scottish society.
- We have strong, resilient and supportive communities where people take responsibilities for their own actions and how they affect others.
- We live our lives safe from crime, disorder and danger.

⁷ Scottish Government (2008) Glasgow 2014 – Delivering A Lasting Legacy for Scotland, Edinburgh: Scottish Government; P.39 - 45
<http://www.scotland.gov.uk/Publications/2008/02/14115955/0>

National Outcome: We live in well-designed, sustainable places where we are able to access the amenities and services we need

7.4 One high level action was put forward in the consultation paper under this National Outcome.

High Level Action 15: Physical, economic, social and environmental regeneration of deprived parts of Glasgow

7.5 The consultation identified two proposals that might contribute to this action:

Proposal 55: Construction of Athletes' Village in Dalmarnock and the new National Indoor Sports Arena and velodrome, which will form a mixed community in the heart of the Clyde Gateway.

Proposal 56: Work with the Clyde Gateway Urban Regeneration Company (URC) to ensure that key Games projects are developed in line with regeneration plans for the East End and the wider Clyde Gateway area.

Proposal 55: Construction of Athletes' Village, which will form a mixed community in the heart of the Clyde Gateway

7.6 Scottish Natural Heritage suggested that the Games could be used to showcase Scotland's commitment to the highest quality of environmental design by incorporating the highest environmental standards, community participation and integration of greenspace and biodiversity into regeneration programmes.

7.7 Link Housing argued that there will be a particular challenge arising from the requirement to build for the needs of the Games themselves but for these dwellings to be 'convertible' for use as ordinary houses in the long term. It highlighted that the overprovision of 2/3 apartments at the Clyde Waterfront and the apparent dearth of large family houses must be reflected on and urged that:

"The 'tenure-blind' mix of housing for sale and rent must offer sufficient affordable options for current and future populations with a range of incomes. Some 300 dwellings are to be available for social rent and we would argue that this level of provision must not be compromised as planning and development proceeds. A tendency to gentrification has to be avoided."

7.8 The Glasgow Anti-Racist Alliance made similar points in relation to ensuring that the need for new social rented housing is addressed in the provision of new housing planned for the Games.

7.9 The Scottish Federation of Housing Associations stated that while it was pleased with the intention to involve local communities in the design of the Athletes' Village in relation to safety and security:

"We firmly believe that the existing local communities, via their housing associations, should be directly involved in the planning, design, construction and ultimately, the ownership and management of this accommodation. We further believe that the vast majority of the

properties should remain in community ownership as affordable rented housing association stock, while the rest should be of mixed tenure, mainly low cost home ownership and shared equity or Homestake, but again, delivered via housing associations.”

7.10 The Scottish Arts Council and several other respondents highlighted the potential of the cultural sector and public art to contribute to regeneration. *“Regeneration is not just physical but must be seen in social and economic terms also with the arts and culture playing an important role.”* It argued that public art can play a valuable role in creating a sense of place and promoting community engagement in new developments and arts activities can enliven and enhance public space, encouraging a sense of ownership.

Proposal 56: Ensure that key Games projects are developed in line with regeneration plans for the East End and the wider Clyde Gateway area

7.11 South Lanarkshire Council suggested that there should be a requirement for the Clyde Gateway Urban Regeneration Company and the Commonwealth Games Board to work very closely together to take forward issues in relation to infrastructure development, employability, training initiatives and community engagement.

“These initiatives cannot afford to cut across each other or duplicate activity with regard to these areas of work. The work of the Clyde Gateway URC, if successful, will be an important factor in securing the legacy that the Games seeks to achieve.”

7.12 greenspace scotland proposed that the areas of Glasgow (and elsewhere) which are to support events, training camps etc. all need to be focused for improvement in the urban environment:

“This will in turn increase the likelihood of sustainable places and communities developing. With this in mind, the legacy document’s focus on physical regeneration of the Clyde Gateway seems to be far too narrow.”

National Outcome: We have tackled the significant inequalities in Scottish society

7.13 The consultation paper put forward the same high level action to achieve this National Outcome as for the previous National Outcome.

High Level Action 15: Physical, economic, social and environmental regeneration of deprived parts of Glasgow

7.14 Two proposals were suggested in the consultation paper to support this action.

Proposal 57: Use the Games as a focal point for the Fairer Scotland Fund, a new £435m catalyst fund over 2008/09-2010/11, to be deployed by Community Planning Partnerships, to tackle poverty and deprivation and to help more people overcome barriers.

Proposal 58: *Work with the Games Organising Company to implement the Games Transport Plan, which uses improved transport links to excluded communities around the Games site, such as the extension of the M74 and construction of the East End Renewal Route.*

Proposal 57: Use the Games as a focal point for the Fairer Scotland Fund to tackle poverty and deprivation and to help people overcome barriers

7.15 Few respondents commented specifically on this proposal although Strathclyde Partnership for Transport suggested that:

“it would be helpful if some of the Fund could be ring-fenced to ensure a fair allocation to support thematic aspects of the Games (e.g. transport) and/or geographically (e.g. the west of Scotland). There is a relatively short timescales until the Games in 2014 to ensure the development and delivery of key transport elements. We would ask for early clarification on the eligibility criteria and mechanisms for bidding to the Fairer Scotland Fund for Games related transport projects.”

7.16 Renfrewshire Council pointed out that most of the Fairer Scotland Fund has been deployed for the next three years but that it will consider using the remaining allocation to support the Games, for example, by matching training and employment programmes in construction. It also suggested that the Scottish Government should continue to make targeted funding available (e.g. the Proceeds of Crime and Cashback to Communities).

7.17 Several respondents suggested that Community Planning Partnerships across Scotland should be involved in planning for the Games and its lasting legacy.

Proposal 58: Implement the Games Transport Plan, which uses improved transport links to excluded communities around the Games site

7.18 Several respondents from the transport sector commented on the need to ensure wide representation on the group that is developing the Transport Plan. For example, Stagecoach argued that both they and Scottish Citylink should be involved in this process: *“as we are experienced and respected transport providers, with additional experience in providing transport for major events.”*

7.19 Strathclyde Partnership for Transport suggested that given the importance of transport for the Games, they and other Regional Transport Partnerships and affected local authorities should be acknowledged as stakeholders in the Transport Plan for the Games.

7.20 Several respondents highlighted the need to develop bus, underground, rail and tram connections as well as walking and cycling paths. The low level of car ownership in the East End of Glasgow was mentioned as a reason for further investment in improving public transport.

7.21 The Association of Chief Police Officers in Scotland suggested that with developments, such as the M74 and the East End Regeneration Route, *“every effort is made to engage with those members of the community who have a*

perceived grievance with these developments in order to minimise the potential disruption they may cause.”

National Outcome: We have strong, resilient and supportive communities where people take responsibilities for their own actions and how they affect others

7.22 The consultation paper proposed two high level actions to meet this outcome:

High Level Action 16:

Increase levels of confidence / reassurance in communities – reduce levels of antisocial behaviour.

High Level Action 17:

Improve opportunities for offenders or those at risk of offending to acquire skills or diversions away from crime.

High Level Action 16: Increase levels of confidence / reassurance in communities - reduce levels of antisocial behaviour

7.23 One proposal was put forward in the consultation paper to meet this aim.

Proposal 59: Increased positive opportunities for young people for example through Proceeds of Crime Act (Cashback)

7.24 Commenting on this proposal the Association of Chief Police Officers in Scotland highlighted the need to positively engage with young people and local communities to reduce crime. It suggested that:

“The police should continue to play an active role in working with young people within our communities and participation in sport can be particularly positive in their development and engagement within the wider community network. An example of this is Operation Reclaim, which has operated successfully in the north of Glasgow and has used sport to engage young people from all parts of the community.”

High Level Action 17: Improve opportunities for offenders or those at risk of offending to acquire skills or diversions away from crime

7.25 The consultation included two proposals to meet this high level action.

Proposal 60: *Before, during and after the Games, work with employers/contractors to secure employment and training opportunities for offenders and those at risk of offending.*

Proposal 61: *Those convicted of minor offences in or around Games facilities to serve community sentences in same areas, where appropriate receiving proper supervision, and being subject to effective risk assessment and monitoring.*

Proposals 60 & 61

7.26 Several respondents – the BIG Lottery Fund, Wise Group and APEX Scotland – suggested ways in which they could support these proposals. For

example, APEX Scotland suggested that: *“there are real opportunities here to involve offenders and young people in contributing to the community in a constructive way and developing skills that will provide a route out of offending for them.”*

7.27 However, Victim Support Scotland expressed some reservations about the proposal regarding community sentences. It stated:

“Victim Support Scotland accepts the principle of using community sentences per se, but the safety and security of the public, including the victim, must be the priority when choosing a suitable disposal. Victim Support Scotland would like to see more detailed information regarding how the community sentences will be composed to protect the safety of the victim, participants, spectators and community as a whole, while ensuring that the offender receives a meaningful community disposal.”

7.28 Although the Association of Chief Police Officers in Scotland did not comment on these proposals it did make the point that: *“The avoidance of employment of individuals with unacceptable previous convictions at games related venues will be dependent on a robust vetting, validation and accreditation process.”*

National Outcome: We live our lives safe from crime, disorder and danger

7.29 Four high level actions were put forward in the consultation paper to address this National Outcome:

High Level Action 18:

Our police service gains more experience of preparing for, and policing, major events.

High Level Action 19:

Our fire service gains more experience of preparing for major events.

High level Action 20:

Reduce levels of violence.

High Level Action 21:

Ensure design of facilities, especially the Athletes' Village, assists with limiting opportunities for offending behaviour and reduces chances of victimisation.

High Level Action 18: Our police service gains more experience of preparing for, and policing, major events

7.30 Two proposals were identified in the consultation paper under this action:

Proposal 62: *Use the Glasgow 2014 Commonwealth Games to further develop the skills of our police service.*

Proposal 63: *Build links and share learning and experience of managing major events, with other Commonwealth countries.*

Proposals 62 & 63

7.31 In supporting these proposals the Association of Chief Police Officers in Scotland suggested that it is important for the police to have a clear succession plan to ensure the knowledge and skills gained from hosting an event of this scale is captured.

High Level Action 19: Our fire service gains more experience of preparing for major events

7.32 The consultation paper outlined two proposals to contribute to this action.

Proposal 64: *Use the Glasgow 2014 Commonwealth Games to further develop the skills of our fire service.*

Proposal 65: *Build links and share learning and experience of managing major events, with other Commonwealth countries.*

Proposals 64 & 65

7.33 The Chief Fire Officers Association Scotland agreed that the Games could be used to further develop the skills of the fire and rescue service but made the point that: *“It is vital, not only in respect of Glasgow 2014, but for Scotland’s future resilience needs that long term resource support is in place from national government to enable the Fire and Rescue Service to deliver an effective response to future planned and unplanned major events in Scotland.”*

High Level Action 20: Reduce levels of crime

7.34 One proposal was put forward in the consultation paper to contribute to this action.

Proposal 66: Use the Glasgow 2014 Commonwealth Games as a focus for work with the police national Violence Reduction Unit to address alcohol fuelled violence, knife crime and gang activity.

7.35 The Association of Chief Police Officers in Scotland suggested that there is an opportunity within the Secondary Prevention strand of the Violence Reduction Unit’s strategy to use the Games as a catalyst to divert those at risk of violent behaviour and becoming a victim from this outcome.

“Whilst the Glasgow 2014 Games in themselves will not reduce violent crime, members suggest that through a partnership approach, the Games along with ongoing initiatives may lead to a change in behaviour that may have an impact on the levels of violence. However, in terms of sustainability, it will be the Violence Reduction Unit’s 10 year strategy that will bring about the required change.”

7.36 The Association agreed that: *“it can be anticipated that the 2014 Commonwealth Games will provide an opportunity to influence the behaviour of communities and have a positive impact on the levels of crime in Scotland, particularly in areas of multiple deprivation.”*

7.37 However, it urged some caution about expecting the Games to deliver too much:

“It is not advisable to state that those residents living within accommodation formerly used as the athletes village will experience lower crime and victimisation rates compared with national averages. Living circumstances are subject of a range of variables and are not within the scope of the legacy paper accordingly, such comment should be avoided.”

High Level Action 21: Ensure design of facilities, especially the Athletes' Village, assists with limiting opportunities for offending behaviour and reduces chances of victimisation

7.38 The consultation paper put forward two proposals under this action.

Proposal 67: *Apply 'secure by design' principles to accommodation and public buildings/arenas to reduce opportunities for offending behaviour.*

Proposal 68: *Engage local communities in the design of the Athletes' Village to build in innovative responses to safety and security.*

Proposals 67 & 68

7.39 Several respondents highlighted the need to use 'secure by design' principles to design out crime. For example, the Paths for All Partnership argued for ensuring the design of facilities, especially the Athletes' Village, assists with limiting opportunities for offending behaviour and reduces chances of victimisation. It suggested that 'secured by design' should be applied to the planning and development of walking and cycling routes around the Village.

7.40 The Association of Chief Police Officers in Scotland highlighted the need to engage with and involve local communities in the design of facilities. It suggested that: *“It is essential that the police and other agencies work together to influence the behaviour of those persons who give cause for concern.”* Further, it made the point that: *“The local black and minority ethnic community should be fully engaged with all aspects of the games, ensuring community cohesion and reducing the potential radicalisation of vulnerable persons within the community.”*

7.41 Glasgow Community and Safety Services highlighted that it is vital that full recognition is made of the value and benefit of community regeneration linked to the Games on people's lives, and the way that they feel and contribute to increasing feelings of personal and community safety. Also it suggested that active engagement and involvement can help to portray positive images of young people who want to be seen and treated fairly by adults, thereby contributing to tackling anti-social behaviour.

“The Games Legacy provides us with a perfect opportunity to engage the views of young people in shaping services and facilities.

“It is vital that we work effectively to construct credible and accessible mechanisms for young people's involvement in consultations. For example, we have to ensure that the dialogue is clear and meaningful to

young people; literature must be jargon-free and circulated to youth agencies, schools, and community groups and via detached and outreach work.”

Conclusion

7.42 This chapter considered the National Outcomes and proposals which aimed to create a Games lasting legacy in relation to the safer and Stronger Strategic Objective.

7.44 It highlighted that there was a large degree of support for the proposals but that some respondents felt that the consultation paper could have had greater emphasis on physical regeneration.

8. GREENER

Key Points Summary

- There was strong support for developing the proposals to use the Games as an ‘environmental exemplar’ and as an ‘exemplar of sustainable transport’.
- Comments in relation to environmental issues focused on supporting and developing the proposals relating to: energy and climate change mitigation; design for sustainability; planning and green infrastructure, including Green Networks; and environmental procurement.
- Respondents were generally supportive of the proposals to use the Games as an ‘exemplar of sustainable transport’. Four key issues were raised in these responses:
 - developing and fully pursuing the concept of ‘active travel’ in the development of transport infrastructure, including ensuring that paths, walkways and cycle routes are built into plans for the Athletes’ Village and the Games venues;
 - support for integrated ticketing, extending the issue of entitlement cards and a one stop shop travel information service, with the caveat that there is no need to ‘re-invent the wheel’ because the existing Traveline Scotland service provides the basis of a one-stop-shop for travel information;
 - investigating the potential of Quality Partnership and Punctuality Improvement Partnerships between local authorities and bus operators; and,
 - developing the road and public transport infrastructure in and around the Games venues and beyond.

Introduction

8.1 This chapter reviews the responses principally from environmental organisations, businesses and transport sector organisations to the proposals made in the ‘Greener’ section of the consultation paper dealing with the Strategic Objective: *“The Scottish Government is committed to improving Scotland’s natural and built environment and the sustainable use and enjoyment of it”*⁸

8.2 The consultation paper identified two National Outcomes as contributing to the ‘Greener’ Strategic Objective:

- We live in well-designed, sustainable places where we are able to access the amenities and services we need.
- We reduce the local and global environmental impact of our consumption and production.

⁸ Scottish Government (2008) Glasgow 2014 – Delivering A Lasting Legacy for Scotland, Edinburgh: Scottish Government; P.47 - 51
<http://www.scotland.gov.uk/Publications/2008/02/14115955/0>

National Outcome: We live in well-designed, sustainable places where we are able to access the amenities and services we need

National Outcome: We reduce the local and global environmental impact of our consumption and production

8.3 The consultation paper took these two National Outcomes together and proposed two high level actions to meet them:

High Level Action 22:

Use the Games as an environmental exemplar.

High Level action 23:

Use the Game as an exemplar of sustainable transport.

High Level Action 22: Use the Games as an environmental exemplar

8.4 Four proposals were put forward in the consultation paper under this action:

Proposal 69: *The Glasgow 2014 Environmental Forum will continue to offer advice on a wide range of environmental issues.*

Proposal 70: *The Athletes' Village and new venues will set exacting standards, for example, for carbon emissions, waste and sustainable food.*

Proposal 71: *The Athletes' Village will act as an exemplar of good design.*

Proposal 72: *The provision of a fund, by the Scottish Government, to Commonwealth countries for off-setting carbon emissions generated by the Games. This will be targeted at climate change adaptation and mitigation in Commonwealth countries.*

Proposal 69: The Glasgow 2014 Environmental Forum will continue to offer advice on a wide range of environmental issues

8.5 The Royal Society for the Protection of Birds Scotland, which is a member of the Environmental Forum, welcomed the opportunity provided to respond to plans and provide feedback. It pointed out that it would like to become more involved with the delivery of some of the ideas suggested in the consultation paper where environmental enhancement will be the outcome.

Proposal 70: The Athletes' Village and new venues will set exacting standards, for example, for carbon emissions, waste and sustainable food

8.6 There was general support from respondents to the proposal to set exacting sustainability standards for the Athletes' Village and new Games venues. Several respondents suggested ways in which this aspiration could be taken forward.

8.7 The Forestry Commission argued that the use of biomass using woodfuel (especially woodchip) for Combined Heat and Power could enable the Games to act as an environmental exemplar.

"The use of woodfuel as a renewable energy will offset the need for the use of fossil fuels accordingly reduce carbon emissions, reducing the

carbon footprint of the Games and contributing to Scotland's climate change objectives."

8.8 Several respondents emphasised the potential to develop green networks around the Games venues. For example, Clyde Valley Green Network Partnership noted that one of the key legacies for the city region should be a physical contribution to the delivery of the Green Network, particularly between the Games venues and the Athlete's village. It suggested *"This delivery of the Green Network would contribute to a legacy of healthy living opportunities for the residents and visitors to the East End and also help to reduce impacts on the environment."* It recommended that the design of the Athletes' Village should:

- include low carbon specifications;
- incorporate principles based on climate change adaptation strategy recommendations;
- encourage the future residents of the village to use the Green Network to walk and cycle; and,
- link the village into the wider Green Network.

8.9 Several respondents, including the Scottish Federation of Housing Associations the Forestry Commission, and the National Trust for Scotland argued that the Games should demonstrate the best of intelligent environmentally sustainable design. For example, the Wise Group suggested that as a minimum this should involve the consideration of aspects such as:

- *"Energy Efficient Building;*
- *Grouped building forms;*
- *Landscaping or planting design that optimises screening and improves individual building's thermal performance;*
- *Renewable energy technologies;*
- *Sustainable urban drainage systems including rainwater and wastewater collection and recycling;*
- *Significant use of building materials that are sustainable or recycled."*

8.10 The Wise Group and other respondents also highlighted the potential to promote environmental procurement (e.g. using Scottish timber, recycled products and green energy sources). The Scottish Environmental Protection Agency argued that consideration should be given as to how the contracts should be given to support as much local input as possible; reducing the number of 'material miles' and addressing the whole life costs of those materials.

"It should not be considered sufficient to have 'zero carbon' emissions from the running of the Games by, for example, purchasing green tariff electricity; there needs to be robust evidence of energy minimisation both during the construction phase and in use."

Proposal 71: The Athletes' Village will act as an exemplar of good design

8.11 Several respondents commented favourably on the proposal to use the Athletes' Village and new Game as an exemplar of good design. For example, the Scottish Federation of Housing Associations highlighted the potential to use the experience that Registered Social Landlords have developed in sustainable and good design.

8.12 The Scottish Allotments and Gardens Society suggested that a consultation on the design of the village should: *“provide an example of how new build and the surrounding cultivated areas and greenspace can be designed to help people adapt to climate change but still have a good quality of life.”* Further, it suggested that the Legacy Plan has to:

“engage the planners, developers, biodiversity specialists, horticulturalists and amateur gardeners in a collaborative exercise to draw up guidelines for the site with the ongoing use after the Games are finished. Ensure the designs and implementation are disseminated at all stages as part of an on-going dialogue on development and regeneration for sustainability and adaptation to climate change.”

8.13 ConstructionSkills noted that it is now widely accepted that the construction industry has a central role in delivering development which is sustainable. It highlighted that it is planning how to provide the construction industry with the knowledge and skills it needs to build sustainably.

8.14 The Scottish Environmental Protection Agency suggested that the Games provide the opportunity to develop and showcase Scotland's environment and its expertise in environmental construction and sustainable design, in particular:

“the athletes' village and any other new buildings should be designed and constructed to a recognised high environmental standard, for example, by obtaining a Building Research Establishment Environmental Assessment Method (BREEAM) 'excellent' rating. .. This is an opportunity to demonstrate, enhance and up-skill Scottish construction expertise, reduce material miles and showcase Scottish sustainable design.”

8.15 Stirling University and Glasgow Metropolitan College highlighted that they have academics specialising in the built environment and sustainable design and are actively involved in supporting projects in these areas. The latter suggested that there could be lessons learnt and shared from the development of the £300m New Glasgow Campus.

Proposal 72: The provision of a fund, by the Scottish Government, to Commonwealth countries for off-setting carbon emissions generated by the Games

8.16 The Wise Group argued that the commitment to offsetting carbon emissions is a positive message but it should be a 'last resort'.

“It is more important to minimise emissions and other negative environmental factors as far as is possible and only then should offsetting be applied. Whilst the extensive travel involved in the Games themselves is unavoidable there are ways of seeking to reduce the need to travel prior to this, for meetings or discussions with partners.”

8.17 This point was also made by other respondents including Scottish Natural Heritage, Scottish Environmental Protection Agency and the National Trust for Scotland, which highlighted that: *“London 2012 has instigated a Sustainability Plan and a similar approach that takes account of the Games’ environmental footprint should be considered.”*

High Level Action 23: Use the Games as an exemplar of sustainable transport

8.18 Four proposals were put forward in the consultation paper under this action:

Proposal 73: Work to ensure timely delivery of transport infrastructure schemes.

Proposal 74: Work with the Games Organising Company to implement the Games Transport Delivery Plan which encompasses features such as no private car-parking at venues and provision for all spectators to travel to events by public transport.

Proposal 75: Use the Glasgow 2014 Commonwealth Games as a focus for greater integration of transport ticketing and information.

Proposal 76: Use the Glasgow 2014 Commonwealth Games to showcase the National Cycle Network and its completion in the West of Scotland as a part of sustainable tourism, and work with bus operators and local authorities to improve public transport facilities for cycle tourists.

Proposal 73: Ensure timely delivery of transport infrastructure schemes

8.19 Several respondents argued that regionally important transport infrastructure that supports the Games should be put in place to provide long-lasting benefits to the Strathclyde Area. East Renfrewshire Council also argued that all key arterial routes and corridors leading into the city should be developed, by encouraging new park and ride facilities and hotel provision. It also suggested linking up the core path plans at a more regional or sub-regional level to allow sustainable transportation throughout the games and as a lasting legacy.

8.20 The Federation of Small Businesses suggested that the transport section of the document could be more substantial. While it welcomed the mention of transport and the importance of infrastructure to the games, its response argued that it could be more specific.

“Clearly there will be some projects that will add to the legacy of the Games, such as the completion of the M74 / M8 link road and the Glasgow Airport rail link. The completion of this one project will give a major boost to Scotland’s businesses.”

8.21 Stagecoach East called for the Games Transport Plan to provide an opportunity to build on Glasgow's established strategic motorway and major road network and to increase the number of quality bus corridors in the West of Scotland.

8.22 Sustainable transport initiatives were supported by many transport and business sector respondents. Several of these respondents expressed the view that more emphasis should have been given to active travel initiatives and closer links with transport infrastructure developments.

8.23 greenspace scotland expressed concern that all references to sustainable transport within the document seem to refer to roads infrastructure and to public transport. *“Where are the important references to walking and cycling as sustainable modes of transport (not least since these could bring with them a legacy of attractive functional greenspaces and streets – rather than increased road traffic)?”*

Proposal 74: Implement the Games Transport Delivery Plan which encompasses features such as no private car-parking at venues

8.24 This proposal was supported by respondents alongside comments relating to active travel. However, several respondents, including Strathclyde Partnership for Transport expressed the view that *“greater clarity is needed on funding and the likely contributions from partners and stakeholders.”*

8.25 Strathclyde Partnership for Transport also made the point that the transport budget needs to be increased to deliver this ‘sustainable vision’. Alternatively, it suggested, that major transport projects including the M80 Muirhead Bypass and the new Forth road crossing could be delayed.

8.26 Strathclyde Partnership for Transport highlighted that it could assume specific key responsibilities for delivering the Games Transport Plan specifically in terms of:

- *“the development and delivery of projects, particularly those related to the Subway and the development of strategic Park and Ride sites;*
- *assistance in fleet procurement and management;*
- *ensuring the smooth running of general public transport in the city during the event;*
- *integrated public transport ticketing for the Games, and,*
- *public transport marketing.”*

8.27 Several transport sector organisations, including the Scottish Association of Public Transport suggested that local authorities should be encouraged to investigate Quality Partnerships and Punctuality Improvement Partnerships with bus operators. They suggested these could be used to improve the passenger transport network and infrastructure in advance of the Games and this could lessen the need for major infrastructure investment closer to the Games.

8.28 The Confederation of Public Transport suggested that investment in schemes such as Quality Partnerships can also contribute towards the regeneration of deprived parts of Glasgow.

“Glasgow has the lowest level of car ownership in Scotland. 40% of households do not have access to a car. The completion of the M74 and construction of the East End Renewal Route are worthwhile outcomes of the Glasgow Commonwealth Games. However, grand schemes such as these should be coupled with a review of what infrastructure improvements on a smaller scale can be made that will also improve traffic flow across the city. Bus priority measures, such as greenways and improved car parking management, can be introduced at a relatively low cost but can bring about marked improvements in bus running times as well as reducing congestion and encouraging modal shift.”

8.29 Strathclyde Partnership for Transport highlighted the potential of the rail network to carry crowds to the Games events but suggested that action is required to improve integration between bus and rail travel.

Proposal 75: Greater integration of transport ticketing and information

8.30 As was highlighted in the summary of responses to the ‘Wealthier and Fairer’ objective (see Chapter 4) there was support for the proposal to develop greater integration of transport ticketing and information but several transport sector organisation expressed the view that Traveline Scotland already provides one-stop shop for information so there is no need to ‘re-invent the wheel.’

8.31 Strathclyde Partnership for Transport highlighted that it *“will continue to coordinate transport and improve infrastructure, ticketing and information to achieve our wider vision for transport as set out in the Regional Transport Strategy.”*

8.32 The National Trust for Scotland also welcomed the proposal to use the Games as a focus for greater integration of transport ticketing and information (see para 4.40).

Proposal 76: Showcase the National Cycle Network and work with bus operators and local authorities to improve public transport facilities for cycle tourists

8.33 Respondents from both the transport and environmental sectors supported proposals to develop and showcase core paths, walkways and cycle routes as integral part of the Transport Plan for the Games. For example, The Confederation of Public Transport and Scottish Natural Heritage welcomed the focus on providing opportunities for excluded communities through improved transport links and for showcasing the National Cycle Network.

8.34 The Confederation argued that active travel modes should not be forgotten within plans and projects to develop sustainable transport. *“Walking is the most sustainable form of transport over all other modes, closely followed by cycling. The Games can be used to showcase other Green Networks within the City of Glasgow, including the Core Paths Network.”*

8.35 Scottish Natural Heritage agreed that the Games Transport Plan should ensure that spectators can travel to venues by active travel modes such as walking and cycling, as well as by public transport.

“To maximise the long term legacy of the Games, it should be recognised that the National Cycle Network, and the ability to make multi-modal journeys by putting bikes on buses, trains and subways, have the potential to benefit local communities, as well as tourist visitors, adding to people’s options for recreational and active travel journeys.”

8.36 The Paths for All Partnership suggested taking support for the promotion of active travel further than was proposed in the consultation paper. It highlighted that safe walking and cycling routes to school can be used as part of the Curriculum for Excellence, to demonstrate real-life opportunities for health and well-being and physical activity. It proposed that active travel should be considered in the planning stages of the development of the Athletes’ Village.

“The design of the Village should prioritise walking, cycling and street play ahead of motorised vehicles. Active travel infrastructure and facilities should connect with convenient public transport hubs. There is an opportunity here to operate a Home Zone within the Village, which would restrict the movement of motorised vehicles and encourage people to be physically active within a vibrant community. This could be used as a good practice model for other areas within and outwith Glasgow.”

Conclusion

8.37 This chapter considered the National Outcomes and actions put forward to meet the Scottish Government’s ‘Greener’ Strategic Objective.

8.38 It highlighted the strong support for the proposals to use the Games as an ‘environmental exemplar’ and as an ‘exemplar of sustainable transport’ but that there was some criticism that the paper could have had greater emphasis on delivering the greener objective.

9. CONCLUSIONS

9.1 Most respondents were very supportive of the consultation paper. They particularly welcomed the early opportunity to comment on the developing Legacy Plan and expressed a high level of support for the general approach taken and specific actions proposed in the paper.

9.2 All comments, even those that were critical of certain aspects of the consultation paper were constructive. Many respondents stated that they wished to be involved in the planning and delivery of the Legacy Plan.

Benefits and opportunities

9.3 A majority of respondents agreed that the consultation paper identified the potential benefits in terms of lasting legacy from the Games and made suggestions as to the opportunities that need to be taken up in order to achieve the desired outcomes from the Games.

9.4 However, a significant minority of respondents did express some concern that the consultation paper only covered their specific interests in part or did not cover all the benefits they would like from the Games.

9.5 Three key areas were identified as possible gaps or missed opportunities:

- the sporting legacy was undervalued;
- tackling health inequalities was not specifically mentioned as a key objective of the 'Healthier' part of the legacy; and,
- the 'Greener' part of the consultation paper should have contained more detail.

Contradictions

9.6 As might be expected from a consultation that ranged across the full spectrum of Scottish Government policy with responses from a diverse and wide range of respondents, the responses included sometimes contradictory views and messages. The analysis of responses identified three key areas of disagreement or contradiction in the views of respondents.

9.7 Firstly, there was a contradiction between welcoming the aspirational and challenging nature of the paper because it covers the whole range of Scottish Government objectives and the alternative view that the paper was too general and not focused enough. This view led to the criticisms that the consultation paper did not prioritise what it sought to achieve, that it was trying to do too much and was 'all things to all people', and that it might raise unachievable expectations about the potential of the Games to contribute benefits across all of the Scottish Government's five Strategic Objectives and 15 National Outcomes.

9.8 Some respondents suggested that the Legacy Plan should focus on a smaller number of strategic priorities. It needs to be realistic and be founded on achievable objectives that contain outcomes linked to the Games and related activity. Linked to this issue is whether the focus of the Legacy Plan should be on tackling the fundamental problems faced by disadvantaged communities in Glasgow or whether it can achieve a lasting legacy for Scotland as a whole.

9.9 Secondly, there was a clear difference in opinion in relation to the Games' sporting legacy. There was a strongly expressed view, primarily though not exclusively from sporting organisations, that the consultation paper undervalued and down played the sporting legacy. The alternative view was that the Legacy Plan should look beyond sport because the Games present an opportunity to address all the Scottish Government's objectives, especially in areas such as health improvement, the green agenda and employment and training.

9.10 The third contradiction relates to respondents' differing views on volunteers. Respondents were unanimous in their support for the proposal to ensure that the use of volunteers will leave a legacy in terms of providing positive experiences, training and skills development. However, differing views about objectives and priorities led to differences in opinions about which groups should be targeted for volunteering:

- young, unemployed people and other disadvantaged groups including offenders, in particular from the East End of Glasgow;
- students and older school children from across Scotland;
- grassroots sports people from across Scotland;
- older and retired people; and,
- people who are in work and are allowed time off by their employers.

How to achieve the legacy

9.11 A key aspect of the consultation was to seek views and suggestions from stakeholders as to how the legacy benefits and outcomes can be achieved: *'How can we, individually or collectively, best achieve these aims?'*

9.12 The analysis of responses has identified a wide range of requirements that respondents suggested need to be put in place to maximise the potential benefits of the Games. Whilst these mostly related to what respondents would like to see from the Scottish Government many respondents also identified specific action that they themselves or other agencies or organisations could/ should take to contribute towards achieving the legacy aims.

9.13 The principle request from respondents in all sectors was that the Scottish Government will need to invest in developing key infrastructure in areas such as community sports facilities and transport across Scotland, not just for the Games itself but in order to ensure lasting legacy across all objectives and outcomes. Respondents also suggested that further thought and

direction needs to be given to how related areas such as the cultural programme are to be funded.

9.14 There was general agreement that delivery of the Legacy Plan requires national, regional and local agencies from all sectors – public, private and voluntary – to integrate their strategies, plans and funding priorities over the next six years with the plan. For example, Event Scotland suggested that *“there is a need for an overall Legacy Policy in Scotland which covers the need for public spending across all walks of life to address legacy and also informs and develops everyone’s thinking and approach.”*

9.15 Many respondents commented on planning for the Games rather than specifically on the lasting legacy. This is because there is a close link between ensuring the Games are successful and that they achieve a lasting legacy and in many cases the lasting legacy will flow from measures put in place to deliver the Games. The Legacy Plan needs to be clear between the development of the legacy and the planning for the Games and how the latter will impact on the former. For example, procurement policies which are required to create the venues and purchase the goods and services required for the Games could have a lasting impact on Scottish businesses.

9.16 Several respondents (for example, the Association of Chief Police Officers in Scotland and NHS Health Scotland) raised the need to plan to evaluate the long term impact of the Games and the lasting Legacy Plan.

9.17 Respondents from all sectors stressed their willingness to support the achievement of the Legacy Plan and many made specific suggestions for how they could contribute through their expertise, skills and shared experience. Several local authorities and the Convention of Scottish Local Authorities identified specific ways in which local government could make a positive contribution.

9.18 The key request from respondents was that they should be involved in the planning and implementation of the Legacy Plan, or at least the part of the strategy they have a particular interest in. Also it was suggested that existing partnerships at a local level, in particular Community Planning Partnerships, should be involved in planning and delivering the legacy at the local level.

9.19 The consultation exercise has confirmed that there is a high level of support for the 2014 Commonwealth Games and ensuring that it leaves a lasting legacy across Scotland. This commitment and enthusiasm to deliver a successful Games and lasting legacy has to be nurtured through the Scottish Government, Games Organising Company and Legacy Board following an inclusive, partnership approach to developing and implementing the Legacy Plan.

APPENDIX 1: RESPONDENTS BY TYPE OF ORGANISATION

Type of Organisation	Sub-division	Total
National voluntary/ charity		35
<i>Local Authorities</i>	15	
<i>COSLA and Professional Associations</i>	4	
<i>Councillors</i>	2	
<i>Other local government bodies</i>	7	
Total local government		28
<i>National bodies of sport</i>	4	
<i>Governing sports bodies</i>	16	
<i>Local sports clubs and Football Club</i>	3	
Total sports organisations		23
Individuals		18
Private sector		13
NDPBs/ Government agencies		13
Academic Institutions		12
<i>NHS Boards</i>	4	
<i>Professional Health associations</i>	2	
<i>Local health bodies</i>	1	
<i>National health bodies</i>	1	
Total NHS/ Health		8
Local voluntary / community organisations		7
National forums		4
Scottish Parliament (2 Committees and 2 MSPs)		4
Other		4
Total		169

APPENDIX 2: LOCAL GOVERNMENT CONTRIBUTION TO ACHIEVING THE LASTING LEGACY

The Convention of Scottish Local Authorities suggested that local authorities could be actively engaged in supporting the Games. Several local authority responses provided specific suggestions for how they can be actively involved in supporting the development of the Games' lasting legacy.

For example, West Lothian Council outlined the basis of its strategy for ensuring that the 2014 Games leave a lasting legacy in West Lothian.

- Promoting the games and assisting in the recruitment and training of volunteers
- Adopting a team in the four years prior to the Commonwealth Games. The Council felt that it might be appropriate to consider supporting a national team where there are common strengths and traditions with West Lothian but where there is limited access to resources, for example, bowling.
- The provision of sports facilities for training, particularly for smaller national teams
- Using the games to strengthen local sporting infrastructures
- Identify exemplars of good practice
- Staging complimentary sporting events for sports not included in the Commonwealth Games programme
- Establish a Commonwealth Games working group to formulate and deliver a local action plan
- Mount a local seminar to explore the potential of the games
- Schools who could consider a range of Commonwealth projects ahead of the games. These could include Geography, History, Modern Studies, Modern Languages, Physical Education, Sport and Health related subjects.
- Develop appropriate curriculum support material which would be used in schools to promote the games, increase participation in sport and physical activity and health through the curriculum.

APPENDIX 3: SUMMARY OF THE RESPONSE FROM THE SCOTTISH SPORTS ASSOCIATION AND SPORTS GOVERNING BODIES' RESPONSES

The Scottish Sports Association (SSA) response to the consultation paper was based on the outcome of consultation events held with its members and was endorsed by all SSA members. It formed the basis of responses submitted by 15 sports governing bodies.

The SSA made specific proposals on three key areas that its members felt should be developed further in order to ensure a sporting legacy from the Games:

- Physical education and sport in schools;
- Facility access and provision; and,
- Volunteering and coaching.

Physical education and sport in schools

- To ensure that all children receive a minimum of 2 hours of high quality PE per week throughout primary school to gain the basic physical skills that will give them the confidence to participate in physical activity and sport. This should be supplemented with a range of opportunities for participation in sport at school.
- This must be supported by sufficient high quality PE specialists who can deliver the curriculum in a positive and motivating way in a wide variety of sports. There is an opportunity to further develop the link between the training of education specialists and the governing bodies. Also further use of qualified coaches should be considered in this environment.
- Schools and clubs should work more closely together to provide opportunities for progression and enjoyment. This will require additional support to clubs.
- Interschool sport should be further encouraged and supported.

Facility access and provision

- By July 2014 every school with sports facilities should be open for community club access in the evenings, weekends and during the holiday periods. This would go some way to solving the facility crisis that many local sports clubs currently experience. It is unacceptable that some are not available to the local communities due to restrictive contracts, lack of staff cover or the will to make it happen.
- Local sports clubs that are affiliated to their governing body should have the barriers of affordability and access lifted in recognition their contribution to the community health and inclusion outcomes.
- Specialist sports facilities built for the Games, other international events and trial events should be maintained for those sports after the Games.

- Every opportunity should be made by local planners to secure maximum planning gain (the provision of community facilities) where new building developments are taking place.
- Ensure that Local Authority planners abide by the current planning regulations SPP11 to ensure there is no net loss of sports pitches within Scotland.

Volunteering and coaching

- Funding applications to include realistic costs that will support volunteers.
- Support new approaches to developing young coaches within schools. The governing bodies of sport have a wealth of experience and expertise in source materials for training and development of coaches.
- There must be tangible benefits to gaining coaching qualifications – for example:
 - encouraging more employers to recognise volunteering in sport as a socially beneficial act they might support in some way – e.g. matching time with funding, offering time-off
 - reduced entry to sports facilities for recreation as well as when delivering coaching sessions.

In summary, the SSA response stated: “*A lasting legacy must include:*

- *measures that ensure our children get sufficient PE and opportunities to do sport;*
- *plans to open up schools for community use 7 days a week;*
- *investment to ensure sports centres are welcoming, fit for purpose and offer a diversity of sports;*
- *plans to prevent the loss of any more sports fields (not just pitches);*
- *measures to look after those sports fields we currently have; and*
- *a system of benefits for our volunteers, especially coaches.”*

The SSA also argued for continued investment in the sporting performance structure and that “*the legacy has to be planned for and it has to be paid for.*” However, it also recognised that the SSA and its members have:

“*a significant part to play and need to commit to action within their own organisations. Some of this may be low or no cost options to help build the desired legacy. For example:*

- *identifying economies of scale that we could employ to improve efficiency*
- *encourage cultural change in clubs if necessary*
- *refocus of existing resources*
- *forging more partnerships with other organisations.*

Each sport has been asked to identify a number of possible actions that they can consider within their own sport or in partnership with others.”

ISSN 0950 2254
ISBN 978 0 7559 7336-1
(Web only publication)

www.scotland.gov.uk/socialresearch

RR Donnelley B58662 11-08

