



# CHANGING THE GAME

## OSS NATIONAL SUMMIT

Monday 25 and Tuesday 26 November 2019  
Tynecastle Stadium, Edinburgh

HEALTH

WELL  
BEING

SPORT

EDUCATION

CLUBS

## THE POWER OF SPORT

The OSS works with and supports key stakeholders across Scotland to use sport to improve health and wellbeing in all communities. Three conference supporters tell us why this event matters to them.

*“Everyone should... feel the positive effects from taking part in sport and physical activity.”*

Everyone in Scotland should have the opportunity to feel the positive effects from taking part in sport and physical activity. Sport not only helps us lead healthier lifestyles, but can also make an important contribution to addressing challenges across Scottish society, such as loneliness and isolation.

I am pleased to be involved in the Observatory for Sport's National Summit, and welcome its focus on learning from best practice here and across Europe to encourage as many people as possible to take part in sport and physical activity.

**Jeane Freeman**  
Cabinet Secretary for Health and Sport

*“It embodies what is important to us...”*

Heart of Midlothian FC and myself personally are delighted to host the first OSS National Sport Summit at Tynecastle because it embodies what is important to us as a community football club.

I have met with the OSS founder Charlie Raeburn and Director David Ferguson, and their vision for bringing high quality research and evidence to the sport and activity landscape across Scotland, in the way that other European countries have been doing for years, is very impressive. There is no doubt that across Scotland we need help to understand the barriers to sport and regular activity, and more importantly we need to work closely with the Scottish Government, **sportscotland**, local authorities, trusts, health bodies, education and our wider communities if we are going to seriously tackle the health and wellbeing problems that we have in this country.

This Sport Summit is about much more than sport - it is about the health and wellbeing of our people. We will play our part and look forward to welcoming people from across Scotland and wider Europe to our stadium for the first Summit, and I would urge all with an interest in community sport, recreation and health and wellbeing to join us.

**Ann Budge**  
Owner of Heart of Midlothian FC

*“...support people to overcome barriers to taking part...”*

We recently published new UK Chief Medical Officers' Physical Activity Guidelines, which set out the enormous benefits of active lifestyles for both our physical and mental health. I look forward to speaking about these at the Summit and to hearing about the valuable work across Scotland and elsewhere to support people to overcome barriers to taking part in sport and physical activity.

**Dr Catherine Calderwood**  
Scotland's Chief Medical Officer

# CHANGING THE GAME

## OSS NATIONAL SUMMIT



**The Observatory for Sport in Scotland's first annual conference will engage stakeholders from across government, health, education, criminal justice, business, third sector, sport and recreation in shaping more effective practice to use sport as a tool to improve the long-term physical and mental health and wellbeing of the Scottish population.**

The event is the result of a wide range of research among stakeholders across Scotland, and has three core objectives:

1. To bring together in one room stakeholders from national to community level, policy-makers and practitioners, public and private, and outside typical sport forums to discuss and debate key issues affecting community activity, recreation, health and wellbeing;
2. To provide a platform for sharing scientific research, analysis and good practice from across Scotland and around the world, and identifying key knowledge gaps; and
3. To move sport activity in its widest sense into strategic discussions around policy areas that will help stakeholders to fix broken models of local provision and deliver sustainable activity with long-term benefits to the health and wellbeing of Scotland's population.

This event is designed to help everyone involved at the cross-section of sport, leisure and health in Scotland to get on the same page and focus on key priorities in tackling challenges, stakeholder

roles and where research and insights are required to effect significant impact in 2020-25.

The programme will seek to carry delegates from inspiring and motivational opening day speeches, theme discussions and sharing of research and good practice into a second day of strategic focus, where delegates start to shape culture-changing policy across Scotland that supports a range of stakeholders and interventions to increase sport activity and create positive, long-term impact on the health and wellbeing of Scotland's population.



08.30-10.00

**Registration, refreshments and networking**

10.00

**Welcome to the Observatory for Sport in Scotland National Summit**

Welcome by Ann Budge, Chair, Heart of Midlothian FC – The Value of Sport to Communities

Keynote Address: Dr Catherine Calderwood, Chief Medical Officer – Changing Scotland's Health

10.30-10.45

**How do we 'Change the Game' in Scotland? A research-based approach**

David Ferguson, Executive Director, Observatory for Sport in Scotland

What is the current state of community sport participation and recreation in Scotland? Who knows? The sporting landscape is diverse and consists of enthusiastic stakeholders who can and do contribute to improving community sport, health and wellbeing in Scotland. OSS is on a journey to create a common understanding of the issues through scientific research and inspire new cohesive, impactful and sustainable action across Scottish society.

10.45-11.15

**Walking and Talking Networking Break**

11.15-12.15

**Panel discussion and Q&A with audience. To be broadcast live online with Summit partner Actify**

**How do we 'Change the Game' in Scotland?**

Research tells us that Scotland has broadly seen very little change – up or down – in physical activity levels among adults in the past decade, but a deeper dive into the statistics reveal Scotland is becoming a 'Divided Nation' of people who are taking part in more activity more often and a growing size of the population taking part in less, with physical activity and participation levels in teenage children continuing to decline. So how can Scotland effect a culture change and use sport in its widest sense as a tool to improve the physical and mental health and wellbeing of the population? Six leaders from six organisations offer views and ideas.

Stewart Harris (CEO, Sportscotland)

Billy Garrett (Director, Sport & Events, Glasgow Life)

Rhys McCole (Young Scot)

Andre de Jeu (Director, Association of Dutch Municipalities on Sport Policy)

Carl McCartney (Customer Experience Director, Les Mills International)

Chester King (CEO, British Esports Association)

12.15-13.30

**Networking Lunch**

Sponsored by Les Mills



13.30-14.45

## Identifying Scotland's Challenges

### Theme 1:

#### THE DIVIDED NATION:

How do we reach inactive and excluded people and change lives through sport?

Chair: Alison Walker  
(Broadcaster and Scottish Women in Sport board member)

#### A Divided Nation - the research

Nick Rowe, OSS Research Lead

#### Social Inequality in Scottish Sport

Professor Tess Kay, University of Stirling

#### The Future of Social Prescribing

Flora Jackson, NHS Health Scotland

#### How sport can help mental health in all ages

Robert Nesbitt, SAMH

### Theme 2:

#### THE FUTURE OF COMMUNITY SPORT:

Creating new strategies, partnerships and sustainable environments for all to access sport activity.

Chair: Robin Strang  
(Former CEO, West Lothian Leisure, and Chair, Community Leisure Scotland)

#### Public spending on community sport and leisure in Scotland – what are the trends?

Brian McLaren, EKOS

#### Fixing the broken model of publicly subsidised facilities and services

Billy Garrett, Glasgow Life

#### How the Netherlands used sport to improve health and wellbeing

Andre de Jeu, Association of Dutch Municipalities on Sport Policy

### Theme 3:

#### STRENGTHENING SCOTLAND'S WORKFORCE & ECONOMY:

How can the workplace become an arena for promoting sport activity to develop a more resilient and productive population?

Chair: Professor Richard Davison  
(University of the West of Scotland)

#### Sport in education – shaping a healthier workforce

Professor Craig Mahoney,  
Principal, University of the West of Scotland

#### Creating an active workplace – what does it take?

Dr Andrew Brinkley,  
Loughborough University

#### A stronger sporting workforce – new skills required by volunteers and staff in the future sport sector

Ben Gittus, European Observatoire of Sport and Employment

14.45-15.15

Networking Break



15.15-16.45

## Innovative Practice and Solutions

### Theme 1:

Chair: Alison Walker

#### Reaching the excluded through sport

Heart of Midlothian FC & SFA

#### A sporting society for older people

Brian Sloan, Age Scotland  
Kirstine Langagergaard, Senior Sport in Denmark

#### Esports: Gaming to improve mental health

Chester King, British Esports Association

#### Born to Move: Nurturing a lifelong love of physical activity

Justine Williams, Les Mills

### Theme 2:

Chair: Robin Strang

#### The keys to welcoming, vibrant and viable community spaces

Svend Elkjaer,  
Sports Marketing Network UK

#### When Community Asset Transfer succeeds

Wilma Barlow & Corra Foundation

#### A new model for community sport facilities

Douglas Samuel, CEO Spartans  
Community Football Academy

#### Motivating 21st Century People

Ian McGregor, Les Mills

### Theme 3:

Chair: Professor Richard Davison

#### Supporting Scotland's oil and gas industry

Keith Gerrard, Sport Aberdeen

#### The keys to a healthier workforce

Lynne Galloway,  
Award Manager, Healthy Working Lives

#### Gamification of sport – exciting innovation or road to ruin?

Arno Hermans, SportExperience

#### Groupness - building communities through exercise

Richie Allan, Les Mills

16.45-18.00

## Free time – Networking & Activity. **Activity Zone: Test the Trends**

See new sports up close, hear first-hand the reasons for their growth, and give them a try (changing facilities available inside stadium)

**Pickleball** – This fast-growing sport is actually 50 years old and was named after a dog! Is it the new family sport?

**Teqball** – The game with the curved table can be played anytime and anywhere, indoor and outdoor, and is proving a hit with all ages.

**Les Mills Body Balance** – The world's largest provider of team-based fitness programmes reveals its route to inactive people

**Table Tennis** – The old favourite is taking sport into shopping centres, care homes and police stations as it engages new audiences.

**Esport Zone** – What are the trends for gaming now and in the future, and why are they addictive?

**VX** – This gender-neutral sport has swept the UK's schools and universities and is proving popular in prisons and health care.

**Golf for All** – The Golf Trust showcases new forms of the sport aimed at the older generation and people with autism.

18.15-19.15

**Sport Summit Day One Review – Community Sport Plenary**

Feedback from the three chairs on the theme discussions will allow all delegates to hear about the day's parallel sessions and offer those unable to attend the first day – including representatives from community and school sport – the opportunity to join the evening activity and catch up.

19.00-19.45

**Networking Drinks Reception**

Sponsored by the Observatory for Sport in Scotland

19.45-22.30

**Summit Dinner (informal networking event)**

**Guest speaker: GB Paralympian Martin Perry**

Born in Paisley, the youngest of four boys, Martin had a condition known as Congenital Limb Loss and Deformity. This resulted in Martin being born with no hands and only one leg. Sport gave the Scot scope to develop as a person and he is currently aiming to represent Great Britain at the Tokyo Paralympics in 2020.

**The Story of Street Soccer Scotland and the lives it has changed**

Street Soccer Scotland welcome people from a variety of socially disadvantaged backgrounds including Homelessness, Mental Health, Addiction and Long Term Unemployed with no upper age limit. At the OSS Dinner, we will hear from their players and their inspiring stories.



©Street Soccer Scotland

08.00-08.45

### City Run

RunninCity offers delegates a 5km guided run or walk (for all abilities) around Edinburgh's historic city centre, starting and finishing at the conference hotel, Point A Haymarket, Morrison Street.

09.00-09.30

### Day Two: Registration and Networking

09.30-10.15

### Identifying the Policy Priorities to Improving a Nation's Health and Wellbeing through Sport

**Welcome Address** – Charlie Raeburn, Chairman, Observatory for Sport in Scotland

**How the Netherlands changed its sporting approach** – Andre de Jeu, Director, Association of Dutch Municipalities on Sport Policy

**Denmark's route to sustainable community sport** – Henrik Brandt, former Director IDAN

**How to shape new policy in Scotland** – Jim Hume, Convener of National Rural Mental Health Forum and former MSP

10.15-11.30

### Shaping new strategy and policy – Roundtable Sessions

These sessions will feature contributors from across national and local government, **sportscotland**, trusts, sport, academia and the third sector, and invite delegates to identify the routes to more effective public policy in community sport, health and wellbeing.

**Policy 1: How does Scotland develop a strategic vision and framework to best develop community sport for all?**

Chair: Dr Caspian Richards,  
Head of Strategy, Scottish Government  
Active Scotland Division

**Policy 2: Where should public policy in Scotland be focused and resources prioritised to address inequalities in sport participation?**

Chair: Jim Hume,  
Convener of National Rural Mental  
Health Forum and former MSP

**Policy 3: Where should public policy in sport focus attention in the ageing population to best meet the needs of older people?**

Chair: Brian Sloan,  
Age Scotland CEO

11.30-12.00

### Networking Break

12.00-13.15

**Policy 4: What issues in children's and youth sport should public policy address to design the right interventions?**

Chair: Ruth Davidson,  
MSP Scottish Conservative Party

**Policy 5: What gaps exist in Scotland's research evidence, and how do we build research capacity to support evidence-based policy and practice?**

Chair: Nick Rowe,  
OSS Research Lead

**Policy 6: What potential exists for the traditional voluntary sport sector to work in partnership with the commercial sector and entrepreneurs to mutual benefit?**

Chair: Svend Elkjaer,  
Sports Marketing Network



13.15-14.15

**Networking Lunch**

Sponsored by Les Mills

14.15-15.30

**Concluding Plenary**

**Closing Keynote Address**

Richard Foggo (Director of Population Health, Scottish Government)  
Health and Sport working in Partnership

**Panel discussion**

Summit leaders dissect the key strategic priorities for stakeholders in 2020-21 and take part in an audience Q&A.

**Next steps**

OSS researchers outline plans to fill key knowledge gaps with new research in 2020 to strengthen Scottish stakeholders' strategic priorities.

15.30-16.00

**OSS staff, board members and researchers will be available for discussion**

For all Summit content, please visit

**[www.oss.scot](http://www.oss.scot)**

Tweet **#SportSummit19**



## Many thanks to our supporters



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To discover more about working in partnership with OSS,  
please contact

**David Ferguson**  
**Executive Director**  
**T: 07730 303477**  
**E: david@oss.scot**

**The Observatory for Sport in Scotland**  
**Office: 5 Drumsheugh Gardens, Edinburgh**  
**www.oss.scot**  
**Twitter: @obssportscot**

**Charity no: SCO46823**

