

**Report To:** Policy and Resources Committee

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**Report By:** Head of Planning, Health Improvement  
and Commissioning  
Inverclyde CHCP

**Report No:** CHCP 28 2011 HW

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**Subject:** Health Impact Assessment – Gourock Highland Games

## 1.0 PURPOSE OF THE REPORT

- 1.1 The purpose of this report is to provide Committee with details of the headline results from the Health Impact Assessment of the Gourock Highland Games.

## 2.0 SUMMARY

- 2.1 The Health Impact Assessment (HIA) was carried out between November 2010 and January 2011 and is the first of its kind to be completed within Inverclyde.
- 2.2 HIA provides agencies, communities and individuals with the necessary tools to consider health and wellbeing as part of the structured planning process.
- 2.3 241 individuals took part in the HIA including local residents, local traders and school children.

A questionnaire was designed to capture the views of the above, with specific focus groups utilised to gather the thoughts of children from St Ninian's Primary School (primary 6 and 7).

The questionnaire was available in electronic and paper formats. Presentations were made to a number of local groups including community councils, community groups and voluntary organisations.

- 2.4 The findings from the HIA were independently analysed using a variety of methods. Following this, recommendations were formed both for the organisers of the Gourock Highland Games and Inverclyde Council, CHCP and partners agencies.

## 3.0 RECOMMENDATIONS

- 3.1 It is recommended that Committee:
- a. Note the content of this report.
  - b. Agree that the SOA Outcome Delivery Groups and Inverclyde Council address the key issues raised in the survey:
    - ◇ Inverclyde Council should look to encourage smoke free environments particularly those where a high incidence of young people and families are present.
    - ◇ Licensed bars and areas where alcohol is available should be positioned away from children and related family areas at relevant Council events. Alcohol sponsorship should be limited to reflect the above with the eventual eradication of such product marketing.
    - ◇ Public transport providers should be involved in the planning of events to encourage greater use and reduction in event traffic.
    - ◇ The catering tender process should be used to encourage vendors to offer at least 50% of the menu reflecting the requirements in line with the Healthy Living Award criteria.
    - ◇ Health related information and events should be incorporated and included within events.
    - ◇ Local businesses should be encouraged to tender for this event with guidance offered to such enterprises regarding the healthy catering requirements noted above.

**Helen Watson**

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Inverclyde CHCP**

## 4.0 BACKGROUND

- 4.1 The Gourock Highland Games is a one day event and is Inverclyde's premier annual entertainment attraction. The Games provide an excellent opportunity to showcase Inverclyde to both locals and tourists alike, with some coming from as far away as Europe and America.

The Games annually attract in the region of 4 - 7,000 people. Extensive advertising takes place both locally and across the west of Scotland.

- 4.2 Health Impact Assessment (HIA) is an anticipatory means of assessing the health impacts of policies, plans and projects in diverse economic sectors using quantitative, qualitative and participatory techniques.

HIA helps decision-makers make choices about alternatives and improvements in a proactive setting to prevent disease/injury and to actively promote health.

HIA is based on four values that link HIA to the policy environment in which it is being undertaken.

- **Democracy** – allowing people to participate in the development and implementation of policies, programmes, projects or events that may impact on their lives.
- **Equity** – HIA assesses the distribution of impacts from a proposal on the whole population, with a particular reference to how the proposal will affect vulnerable people (in terms of age, gender, ethnic background and socio-economic status).
- **Sustainable development** – that both short and long term impacts are considered, along with the obvious and less obvious impacts.
- **Ethical use of evidence** – the best available quantitative and qualitative evidence must be identified and used in the assessment. A wide variety of evidence should be collected using the best possible methods.

The purpose of this Health Impact Assessment is to improve the Gourock Highland Games in a positive way by focusing on the health and wellbeing needs of those who will attend, those who will compete and finally those who live close to the event.

This HIA analysis will form part of the ongoing health improvement power devolved to Inverclyde Council. Therefore the local authority is likely to be open to recommendations which:

- ◇ **Enhance the event in a positive way**
- ◇ **Limit negative health impacts of the event**
- ◇ **Reduce health inequalities through conducting a rigorous assessment**
- ◇ **Extend experience of using HIA**

- 4.3 A questionnaire was designed by the HIA Steering Group in consultation with wider partners to capture the public's response to a range of issues.

The rationale for such a questionnaire included identifying ways in which to improve future events at the Gourock Highland Games (GHG) and to ensure that the GHG event contributes to the health and wellbeing of the community and those visiting the event.

In summary, the questionnaire was split into 6 sections:

1. **Visitor Profile**
2. **Transport**
3. **The Venue**
4. **Health and Wellbeing**
5. **Entertainment**
6. **Residents**

Approximately **300** paper questionnaires were distributed by Your Voice across the range of groups and networks listed below. A representative **30%** responded from these groups as **91** individuals completed the questionnaire.

- Gourock Community Council
- Cardwell Bay and Greenock West Community Council
- Clune Park Regeneration Task Group
- Positive Health Woman's group
- Positive Health Men's group
- 'The Debaters'
- Positive Health for Young and Old
- Obsessive Compulsive Disorder Support group
- Bipolar Support group
- Parkinson's Support group
- Breast Feeding Support group
- Inverclyde Elderly Forum
- Asthmatic Caring group
- Individuals from the Your Voice network
- Groups from Community Learning and Development network

**98** online questionnaires were completed on the Inverclyde Council website and the staff intranet (ICON). In addition the link to the questionnaire was distributed through various email distribution lists. The response rate therefore is difficult to measure as access to this medium is unquantifiable.

**52** young people participated in 2 focus groups involving 2 groups of local school pupils from primary 6 and 7 at St Ninians Gourock.

Focus group 1	24 young people took part
Focus group 2	28 young people took part

In total **241** individuals responded to this study offering a wide range of valuable feedback and suggestions to the range of questions presented in the questionnaire.

Feedback received therefore informed the recommendations which are presented in this document.

It should be noted that during the data collection stage (November 2010 – January 2011) bad weather impeded efforts to collect responses due to a number of groups and respective meetings being cancelled.

## **5.0 SUMMARY OF KEY FINDINGS**

5.1 The summary findings below takes account of the aggregate analysis of responses regardless of methodology used to obtain the feedback.

- ✓ The majority of respondents who provided a postcode were in the Gourock area, and **7%** were from outwith Inverclyde.
- ✓ The majority (**60%**) of respondents were female.
- ✓ The age range (excluding the young people under 20 years old in the focus groups) were evenly spread at **21%** across those aged 31-60 increasing to **25%** in the over 60 age group.
- ✓ Almost half of all respondents live within a half mile radius of Gourock Park.
- ✓ The majority of respondents had previously attended the GHG. Approximately **83%** on more than one occasion.

- ✓ The overall view of the event was rated as 'good or very good' (**68%**).
- ✓ The majority of respondents (**77%**) think that the event **does** impact on how Inverclyde is viewed by those not from the area.
- ✓ Only **10%** of respondents said they would use public transport to get to the event, the majority opting to take the car or walk.
- ✓ However, **46%** indicated that they would consider using public transport in the future.
- ✓ **23%** indicated that it would be difficult or very difficult to get to the games using public transport.
- ✓ A significant **64%** thought that the current venue at Gourock Park is good or very good, however **42%** thought another location may be better or more appealing, the majority of whom (**90%**) proposed the Battery Park as an alternative location.
- ✓ Road Safety around the surrounding areas of the venue for cyclists and pedestrians was deemed to be 'unsafe' or 'very unsafe' by **33%** of respondents.
- ✓ Costs of entry for **50%** viewed the prices set to be 'just right' although **42%** said they were 'expensive or very expensive'.
- ✓ **Eighty six percent** of respondents under 20 years old feel the event should be 'smoke free' which compares with **46%** of adults over 20 years old.
- ✓ **Sixty two percent** of respondents under 20 years old feel that alcohol should not be available at the event, which compares with **38%** of adults over 20 years old.
- ✓ However, **68%** of young people under 20 years old, and **56%** of adults think if alcohol is available that it should be located in an area away from children.
- ✓ **Sixty three percent** of respondents think there should be healthy food options available.
- ✓ A significant **91%** indicated that they would like to see more active types of entertainment available in the form of come and try sports at the GHG.
- ✓ **Eighty four percent** think GHG is a good event for the whole family.
- ✓ There is not enough entertainment for children and in particular young adults according to the results of this study.
- ✓ The public wish more health information and activities to be introduced at the event in the future.
- ✓ The majority of respondents indicated that the use of local businesses and getting best value for money are amongst the most important issues when awarding business contracts to companies for the event.
- ✓ Of those who live within the immediate area of GHG, **37%** say they experience a low or medium noise impact.
- ✓ **Forty three percent** notice an increase in litter after the event.
- ✓ **Seventy one percent** of respondents say they would come along to next year's event in 2011.

## 6.0 RECOMMENDATIONS

6.1 The following recommendations represent a comprehensive, best practice analysis for consideration. Tackling health inequalities and offering young people the best start in life are key policy drivers of the Inverclyde Alliance and therefore these recommendations have been shaped to develop such corporate responsibility.

Furthermore they will work towards mitigating the potential negative impacts while enhancing the potential positive impacts of future Gourock Highland Games and beyond. Therefore it has been necessary to split the recommendations into two distinct categories.

The first lists those for organisers of the Gourock Highland Games to indicate event management considerations. The second notes recommendations for Inverclyde Council, CHCP and partner agencies with a view to long term protection and improvement of public health.

### 6.2 Recommendations for Organisers of Gourock Highland Games:

- ◇ More activities, aimed at children and young people, should be introduced to encourage this group to be physically active. This includes non mainstream come and try sports.
- ◇ Entertainment offered to children and young people should be increased and improved to reflect the family nature of the event.
- ◇ Every effort should be made to improve access in and around the event including covering of path surfaces, wheelchair access and steepness of slopes within the site.
- ◇ The road safety element of the Gourock Highland Games should be developed to encourage more people to walk and cycle to the event.

### 6.3 Recommendations for Inverclyde Council, CHCP and Partner Agencies:

- ◇ Inverclyde Council should look to encourage smoke free environments given the family nature of this event and high incidence of individuals responding favourably to such a position. This may include an initial pilot of areas where young people are likely to be present in large numbers.
- ◇ Inverclyde Council should protect and improve public health, with particular emphasis around children and young people, by placing licensed bars and areas where alcohol is available away from children and related family areas. Alcohol sponsorship should be limited to reflect the above with the eventual eradication of such product marketing.
- ◇ The public transport infrastructure should be developed on the day of the games and other relevant events to encourage more individual's to use public transport, reducing traffic in and around the event.
- ◇ The catering tender process should be used to encourage vendors to offer healthy catering with at least 50% of the menu meeting these requirements in line with the Healthy Living Award criteria.
- ◇ Health related information and events should be incorporated and included within the Games and related events to raise awareness of local priorities.
- ◇ Local businesses should be encouraged to tender for this event and others with guidance offered to such enterprises regarding the healthy catering requirements noted above.

## 7.0 CONCLUSIONS

- 7.1 The recommendations reflect the complex nature of the social model of health and recognise the need to protect the most vulnerable in society from negative health impacts. It is beyond the scope of this document to include health and wellbeing related statistics associated with the Inverclyde area; however they have been taken into consideration when reflecting upon relevant recommendations.

The Single Outcome Agreement priority areas associated with providing young people the Best Start in Life, developing a positive culture change with regard to alcohol, and improving the health of local people all contributed to the shaping and development of the above recommendations.

Additional insight was provided by local initiatives focused towards development of the Green Charter and environment, social and economic regeneration and finally community engagement.

A key aim of this HIA was to develop the technique as a sound practice platform. With this in mind a number of factors were noted by the steering group which should be taken into consideration when applying future HIA's.

Firstly only one statistical package should be applied to collect and present the data. This would therefore aid the interpretation and presentation of future reports.

Second this HIA was focused on gaining information from individuals living in and around Gourock. It may have been better to cast this engagement equally across Inverclyde to gain a more representative sample across the Council area.

Finally future HIAs may be linked to other impact assessments in order to reduce staff time and therefore costs as well as enhance the findings of future assessments. An obvious link would be to attempt to merge equality impact assessments with HIA.

## 8.0 IMPLICATIONS

### 8.1 Finance

No financial implications when completing the HIA however possible implications of recommendations which are unquantifiable at this stage.

### 8.2 Personnel

None

### 8.3 Legal

None

### 8.4 Equality and Diversity

HIA links to equality and diversity with future emphasis on merging potential impact assessments to include health, equality and diversity.