

2014 Commonwealth Games Health Impact Assessment Report

Planning for Legacy



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Contents

Executive Summary	4
1. Background and Objectives	8
2. Building a Sustainable Legacy for Glasgow 2014	10
2.1 What is Legacy?	10
2.2 Health and Wellbeing Legacy Impacts: Aspirations, Challenges and Opportunities	11
3. Health and Wellbeing – What matters?	14
3.1 Glasgow City: Community and Health Profile	15
4. Health Impact Assessment: Promoting Healthy Decision-making	18
4.1 The Definition of Health and Wellbeing	18
4.2 Health Impact Assessment	18
4.3 Health Impact Assessment: The Process	18
5. The 2014 Commonwealth Games Health Impact Assessment: Approach and Methodology	22
5.1 Organisational Structure	22
5.2 Screening Stage	22
5.3 Scoping	22
5.4 Community Engagement	23
5.5 Literature Review	26
5.6 Appraisal	26
5.7 Reporting	27
5.8 Monitoring and Evaluation	27
6. The 2014 Commonwealth Games Health Impact Assessment: Appraisal and Recommendations	30
6.1 2014 Infrastructure (Facilities)	31
6.2 2014 Infrastructure (Transport)	35
6.3 Civic Pride	42
6.4 Health and Wellbeing (Individual Behaviour Change)	45
6.5 Image of Glasgow	52
6.6 Housing and Public Space	54
6.7 2014 Participation: Cultural and Sporting Events	59
6.8 Economy/Employment	64
6.9 Volunteering	68
6.10 Community Safety, Antisocial Behaviour and Crime	70
6.11 Community Engagement	74
6.12 Sports Development Legacy	75
6.13 Environment, Sustainable Development and Carbon Footprint	78
7. Monitoring and Evaluation	83
8. Conclusions and Summary of Recommendations	86
9. References	87

Executive summary

This report has been produced by Glasgow City Council working in partnership with NHS Greater Glasgow and Clyde, the Medical Research Council at the University of Glasgow and Glasgow Centre for Population Health. It describes the process and the findings of a health impact assessment (HIA) of the Glasgow 2014 Commonwealth Games. It presents recommendations for partners to consider and implement. The recommendations aim to ensure that the health and wellbeing of Glasgow's people can be improved through the Games.

Health is defined by the World Health Organisation as “a state of complete physical, mental and social wellbeing and not merely the absence of disease or ill health”. HIA reflects this so-called social model of health. It acknowledges that a range of socio-economic factors (such as access to housing, employment and transport) determines the health and wellbeing of a population and that the greatest scope for improving the public's health lies outside the control of the NHS.

An HIA provides a set of tools for looking at how a project or plan affects health. It is recognised by the World Health Organisation as a robust and effective way of helping agencies and communities to think about health. This HIA has allowed partners to identify how the Commonwealth Games might have potential positive and negative impacts on health. Recommendations have then been developed so that:

- > the positive impacts can be maximised
- > the negative ones can be minimised or mitigated

Whilst an HIA is concerned with the health of the whole community, it is very much focused on identifying potentially differential impacts across the members of that community. We already know that there are inequalities in Glasgow between different members of the community, based on race, gender, disability, sexuality and economic status. These can have a significant effect on people's health. This HIA has therefore sought to incorporate a strong equalities perspective and to make recommendations which:

- > ensure that inequalities do not widen as a result of the Games
- > propose actions which are sensitive to the different needs of Glasgow's people

The HIA process has been guided by a multi-agency steering group. Information was gathered through a number of different methods:

- > A Scoping Event held in August 2008 attended by 120 delegates which identified potential impacts and provided an opportunity to involve key decision makers.
- > Engagement with Glasgow's communities, working to the National Standards of Community Engagement, allowing people to share their views through the Glasgow Household Survey, a questionnaire and interactive workshops.
- > A review of the evidence on the impact of previous major sporting events.

The potential positive or negative health impacts identified are outlined under 13 key themes. Of these 13 themes, the five which represent the top priorities for Glasgow's people (highlighted in bold below) include 2014 infrastructure facilities, civic pride, image of Glasgow, housing and public space and economy/employment. They are the ones where Glaswegians particularly want to see action from the city's agencies so that the Games can deliver on their hopes.

The 13 key emerging themes from the HIA are:

- > **2014 Infrastructure (Facilities)**
- > 2014 Infrastructure (Transport)
- > **Civic Pride**
- > Health and Wellbeing (individual behaviour change)
- > **Image of Glasgow**
- > **Housing and Public Space**
- > 2014 Participation: Cultural and Sporting Events
- > **Economy/Employment**
- > Volunteering
- > Community Safety, Antisocial Behaviour and Crime
- > Community Engagement
- > Sports Development Legacy
- > Environment, Sustainable Development and Carbon Footprint

For each of the potential impacts, recommendations are then proposed. Practical suggestions are presented on how partners might best work to get positive impacts and to prevent negative ones. For completeness, all of the recommendations that have arisen from the health impact assessment (HIA) process have been included. However, it is recognised that for many of the recommendations, work is already being undertaken or is planned. For other areas, existing action will be further enhanced by these recommendations or entirely new actions are proposed. In this light, the HIA recommendations which follow represent a comprehensive, best practice checklist of actions for consideration. Importantly, tackling inequalities and continued community engagement represent key crosscutting themes which have been addressed explicitly in the full recommendations.

A summary of the recommendations is below:

- > **2014 Infrastructure (Facilities):** New facilities should be accessible to local people and meet their needs in years to come.
- > **2014 Infrastructure (Transport):** Organisers should minimise any possible disruption in the run up to, and during, the Games. The Games should be used as an opportunity to develop accessible and user-friendly transport services and improved transport infrastructure, as well as better signage and an improved integrated ticketing system.
- > **Civic Pride:** A variety of opportunities for wider community involvement should be provided, allowing local people to promote Glasgow's reputation as a friendly city. Commemorative events should be held to celebrate the city's achievements after the Games.
- > **Health and Wellbeing (individual behaviour change):** The Games should be used to increase opportunities for and promotion of healthy eating, smoke-free environments and physical activity (including more opportunities for safer active travel).
- > **Image of Glasgow:** Particular efforts should be made to improve the perception of Glasgow in the run up to and beyond the Games in order to boost both tourism and new business investment. A long term strategy for showcasing local products and businesses should be developed.

Executive summary

- > **Housing and Public Space:** Public space should be designed so that it promotes physical activity and social interaction. People directly affected by the construction of the 2014 village should be involved in the planning process. Housing design should be safe and environmentally-friendly and any disruption during the construction phase of the village should be kept to a minimum.
- > **2014 Participation:** Cultural and Sporting Events: Local people should be involved in the planning and design of events. The opportunities should be varied, accessible and appeal to as wide an audience as possible. A brand logo should be provided for community use to allow for community-led events and initiatives.
- > **Economy/Employment:** Support should be provided for local people to help them access any jobs and training opportunities associated with the Games. Smaller businesses should be supported in bidding for 2014-related work. Clear information should be available to communities on the budget implications of hosting the Games and any impact on services should be minimised.
- > **Volunteering:** Support should be provided for local people to help them access volunteering opportunities and these should in turn be linked to employability programmes. Volunteers should receive out-of-pocket expenses and training, as appropriate.
- > **Community Safety, Antisocial Behaviour and Crime:** The Games should be used as an opportunity to prevent alcohol related problems through licensing and enforcement. The Games also presents a vital opportunity to tackle racism and territorialism through improved cultural awareness. Detailed plans should be developed to minimise the impact of crowds as well as opportunistic crime.
- > **Community Engagement:** A comprehensive community engagement strategy, in line with the National Standards of Community Engagement, should be developed, implemented and independently evaluated.
- > **Sports Development Legacy:** The Games should be used as a key opportunity to increase participation in sports at a grassroots level through increased coaching, improved facilities and supporting the transition from school to club level.
- > **Environment, Sustainable Development and Carbon Footprint:** The local sustainability agenda should be embedded into all Games related projects (including sustainable purchasing). The Games should be used to showcase environmentally-friendly practice through all of its developments such as working towards a low carbon community within the Games village by improving recycling facilities (amongst other measures).

In addition to the recommendations, it is suggested that there should be monitoring and evaluation as follows:

- > An evaluation of the HIA process to capture the learning from the experience of carrying out a large scale HIA. This will include the learning from the community engagement exercise.
- > An HIA outcome evaluation, which assesses the extent to which the HIA recommendations are reflected in the legacy plans.
- > A Games outcome evaluation, which would assess the long term impacts of Glasgow hosting the Commonwealth Games.

This HIA report is offered especially as a resource for those who are involved in planning and delivering a sustainable legacy for Glasgow from the Games. The evidence from previous major sporting events suggests that this is going to be a challenge. But the views of Glasgow's people also show a way for the city to become a leader for legacy. The report concludes on a positive note: Glaswegians are Glasgow's best asset and it is with them that the opportunities for a successful Games in terms of health and wellbeing has the best chance of success.

1 Background and Objectives

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The City of Glasgow will host the 2014 Commonwealth Games.

On 9 November 2007 the Commonwealth Games Federation voted in Sri Lanka for the 2014 host city. The Glasgow bid team competed successfully against the Nigerian capital Abuja for the right to host the games.

On announcement day, thousands watched television screens in anticipation as the decision was revealed. Motorists sounded their horns in support and celebration. The leader of Glasgow City Council, Steven Purcell, who was in Sri Lanka to hear the final decision said,

“We've struck gold for Glasgow but the hard work starts from here. This is not about politicians taking glory, or about the sporting world coming to Glasgow on its own. It's about making sure there is a lasting legacy. A legacy for the people of the east end of the city who will benefit from first class housing, retail and leisure developments in a city that's been crying out for that kind of change.”

Steven Purcell, Leader, Glasgow City Council

Councillor Purcell's comments reflect a growing consciousness that a mega sporting event can have many impacts on a host city, its community and its environment. Glasgow City Council has looked to capitalise on these opportunities by working with local partners. A health impact assessment (HIA) has been used to develop proposals for a health and wellbeing legacy.

The partners are:

- > NHS Greater Glasgow & Clyde
- > Glasgow Centre for Population Health
- > Medical Research Council at the University of Glasgow

HIA is a systematic approach to identifying the differential health and wellbeing impacts of proposed plans and projects. It takes place within a democratic, equitable, sustainable and ethical use of an evidence framework. The goal is that positive impacts are maximised and negative impacts minimised within affected, or potentially affected, populations. HIA uses a range of qualitative and quantitative evidence, including public and other stakeholders' perceptions and experience. It aims to influence policy and decision-making by:

- > Providing a rigorous analysis of potential impacts
- > Developing options for enhancing positive impacts
- > Mitigating negative ones
- > Reducing any health inequalities that might arise from a proposed policy, plan, programme or project.

The health impact assessment of the 2014 Commonwealth Games aims to inform the development of the local 2014 legacy strategy, thereby ensuring that the potential positive health and wellbeing impacts of the 2014 Games are fully optimised.

2 Building a Sustainable Legacy for Glasgow 2014

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2.1 What is Legacy?

Glasgow's 2014 legacy planning team faces the major challenge at the heart of every mega sporting event: namely, how to work towards the legacy aspirations of the 2014 bid in the face of increasing pressures to deliver a spectacular event.

Legacy can be described as a set of positive outcomes that arise for a host city from hosting a major event. Planning for legacy requires a vision of what the city aims to achieve and an action plan which describes how opportunities are going to be leveraged to meet those aims. In essence, legacy looks to:

- > optimise sustainable benefits generated by a mega sporting event
- > deliver these benefits before, during and long after the event for all stakeholders and communities

Much of the literature considers impacts that are 'hard' or more tangible from those that are 'soft' or less tangible. 'Hard' benefits include the impact on the labour market, housing market, business and infrastructure investment. 'Soft' benefits include enhanced image, civic pride, community engagement in local decision-making and sports participation. Importantly, both hard and soft legacy impacts can contribute to improved health and well-being.

Despite the multitude of potential impacts, there is unfortunately an 'absence of evidence' for most of the desired impacts. There is also a particular lack of evidence for attributing any impacts to the event itself rather than other trends. In this regard, despite a wealth of information on previous mega sporting events, robust academic research around the legacy of such games is surprisingly rare. The most pertinent reasons for the lack of high quality research on the legacy of such events are a lack of adequate comparison groups and a lack of funding to capture long term impacts.

Despite these limitations, coherent themes do emerge which can inform decision-makers about the legacy impacts seen in host cities in the past. They include:

- > sports development impacts
- > health and wellbeing impacts
- > economic impacts
- > socio-cultural impacts (eg inclusion, community cohesion, training and skills)
- > infrastructural impacts (eg new sports facilities, housing and transport)
- > the tourism/image impacts on a host city as well as
- > impacts on safety and security.

2.2 Health and Wellbeing Legacy Impacts: aspirations, challenges and opportunities

A sports development legacy is for many the most obvious positive outcome of a mega sporting event. But a major challenge for Glasgow is to ensure that the wider impacts of the 2014 Games on health and mental wellbeing are identified and enhanced.

It is notable that the London 2012 impact assessment found that intangible benefits such as uniting people, the 'feel good factor', enhanced national pride and motivating children to be more active have the greatest appeal to local people.¹

The health and wellbeing legacy aspirations of the Glasgow 2014 Commonwealth Games bid are admirable. The Candidate City File states the following;²

This investment will...contribute to the key objectives of improving the health of our population particularly around physical activity and the prevention of obesity. These in turn will contribute also to overall levels of confidence, wellbeing and mental health...

Glasgow CWG Candidate City File

However, health and wellbeing benefits as a result of the Commonwealth Games are not a given. No previous host nation has demonstrated a sustainable positive health impact as a result of a major sporting event.

There are also major public health challenges ahead which might affect the city's chances of achieving a health and wellbeing legacy as a result of 2014. In terms of the public's motivation to get more physically active, a recent YouGov Poll (2007) in the UK found that 62% of UK residents would not be motivated to do more exercise "even if their life depended on it". Projections have shown that one in three (or 13 million) English adults will be obese by the time of the London 2012 Olympics. Indeed, plans for the London Olympics recognise that people are increasing in size. Jeff Burke, a project consultant for the London 2012 Aquatic Centre, stated, "Most seats are 46cm to 47cm wide, but people are getting bigger. Most temporary seats in future will be 50cm wide." In Scotland, obesity levels are the second highest in the developed world. Evidence from the Olympic Games in Sydney, Australia demonstrated that obesity levels continued to increase both before and after the Olympics – suggesting that people watched elite athletes from their sofas, but were not motivated to take up more exercise or to eat more healthy food.

Within Glasgow itself, there is no doubt that overall people are now living longer. However, the city continues to demonstrate major disparities in health. To highlight these stark inequalities, men born in the affluent suburbs of Bearsden or Clarkston can expect to live to over 80 - whereas a journey just 10 miles to the eastern side of the City (where much of the 2014 Games activity will happen) finds male life expectancy plunging by approximately two decades.



3 Health and Wellbeing - What matters

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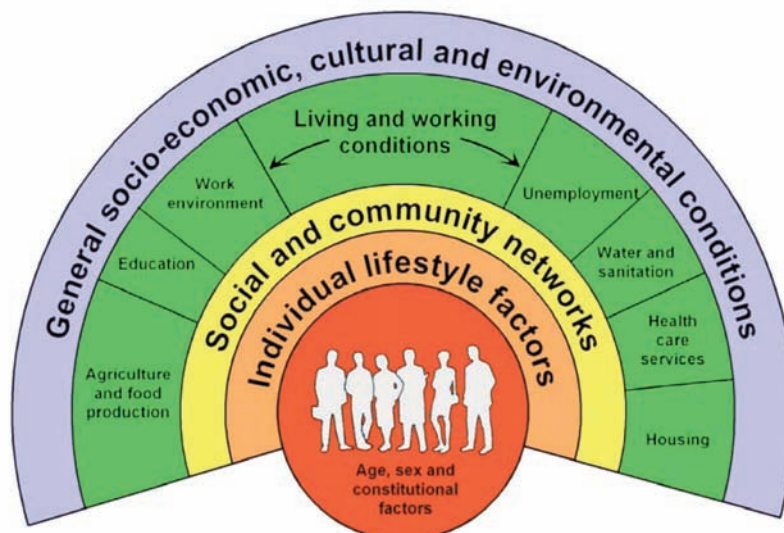
What causes such inequalities in our society? Whilst poor health and illness can have genetic links and others the result of individual life style choices, the evidence shows that some social groups tend to have much higher rates of illness, disease and death than others. It is now widely accepted that a range of socio-economic factors determines the health of a population and that the greatest scope for improving the public's health lies outside the control of the NHS.

These determinants include transport, housing, employment, the environment, education, cultural and leisure activities. Importantly, determinants can affect each other. For example, the quality and suitability of housing may be influenced by employment status, which in turn is affected by education and access to transport. Loneliness, social isolation, and fear of crime are affected by the design and quality of the built environment, mobility, and income. Income, education, and social networks are linked to levels of exercise, adequacy of diet and vulnerability to substance abuse. These are called the social determinants of health. The understanding of how health can be improved or damaged by such factors is called the social model of health. The recommendations in this HIA are informed by this model. Therefore, the 'health' in 'health impact assessment' does not just refer to physical health but also to mental health and social well-being. A diagrammatic representation of the social model of health can be seen in Figure 1.

A change to the socio-economic structure of a locality on the scale of the Commonwealth Games, and its legacy, is bound to influence the factors listed above. It follows that these in turn are likely to influence health. However, lessons from previous international sporting events indicate that holding the event is not sufficient to ensure improved health. It is critical therefore that a legacy plan is developed early on in the planning process for 2014, which reflects the needs of local communities, aims to reduce inequalities, sets specific goals and has buy-in from key stakeholders. Legacy must be fully integrated, and given equal weighting, through all stages of planning for the delivery of the Games.

Health Impact Assessment tools offer a way of helping all policy makers contribute to improving the health of the population and reducing health inequalities. They are a key way of equipping people both inside and outside the health service with the means of assessing the health impacts of their decisions. This work on the Commonwealth Games has been undertaken as part of a broader Council commitment to use HIA tools in developing its policies and plans.

Figure 1 – HIA reflects a social model of health, which is represented in the diagram below.³ It is now widely accepted that a range of socio-economic factors determines the health and wellbeing of a population and that the greatest scope for improving the public's health lies outside the control of the NHS.



Source: Dahlgren and Whitehead, 1991

3.1 Glasgow City: Community and Health Profile

Glasgow is the largest of Scotland's cities, with a population of 584,240 in 2008.⁴ Of the total 2008 population, approximately 16.5% are children, 67% are of working age and 16.4% are of pensionable age. Of the 392,028 of working age, 51% are male and 49% are female. In 2005, approximately 25% of the population were income deprived.⁴ People from minority ethnic groups accounted for over 5.5% of the City's population in 2001, with substantial Pakistani, Indian, Chinese, African and Caribbean communities and an increasing number of people from Eastern Europe.⁵

While Glasgow's poor health position relative to other parts of Scotland and the UK is well known, there have been notable successes in health. Infant mortality has reduced dramatically over the last 30 years and overall mortality, and that related to specific chronic diseases (heart disease, stroke and cancer), has fallen. Smoking levels, while still high, have dropped in recent years and, through the impact of legislation and smoking cessation initiatives, may fall further.⁶

However, the issue for Glasgow is that greater reductions in mortality have been achieved elsewhere and so Glasgow's health has become relatively worse in comparison to the rest of Scotland and other UK cities. Estimates of life expectancy suggest that Glaswegians not only live shorter lives, but also succumb to disease and illness earlier in life.⁶

Inequalities in health within the city are also stark. For example, while a boy born today in the city might live to 70, this estimate alters dramatically depending on socio-economic circumstances. A boy born in an affluent area is likely to live 14 years longer than one born in a deprived area.⁶

Trends in health behaviours will have an impact on future disease and mortality levels. While **smoking** levels have reduced, levels are still high. In 2005, 39% of Glasgow residents reported smoking at least some days. Rates are significantly higher in deprived areas (47%) as compared to elsewhere (32%).⁷ **Obesity** levels have risen to the extent that in Greater Glasgow a fifth of males and almost a quarter of females are now estimated to be obese, with well over half classified as overweight. Self-reported **physical activity** levels are more promising. The recommended levels of physical activity are at least 30 minutes of moderate activity five or more times per week and/or at least 20 minutes of vigorous activity three or more times per week. Over half (56%) of Glasgow residents report taking the recommended amount of moderate activity and 31% say they take the recommended level of vigorous activity.⁷

Another major concern relates to **alcohol**. There are estimated to be more than 13,500 'problem alcohol users' resident within Glasgow City. Since the beginning of the 1990s, there has been a striking increase in numbers of alcohol related deaths and hospitalisations across Scotland and this increase has been particularly pronounced in Glasgow. Approximately 300 Glaswegians die of alcohol related causes each year. The impact of illicit **drugs** is a major issue in the city. Glaswegians made up over a quarter of all Scots dying from drug related causes in the eleven year period, 1996-2006. It is estimated that at least 11,000 problem drug users live in Glasgow.⁶

NHS Greater Glasgow and Clyde conducts regular Health and Well-being Studies that monitor a variety of self-reported health measures and include several indicators that reflect **mental well-being**. In Glasgow in 2005, 83% rated their general mental or emotional well-being positively (78% in deprived areas compared to 86% in more affluent areas). Eighty-two percent rated their quality of life positively (79% in deprived areas compared to 86% in more affluent areas). A similar percentage (85%) rated their happiness positively, but the range between positive responses in deprived areas (79%) and more affluent areas (91%) was greater.⁷

3 Health and Wellbeing - What matters

In addition, the GHQ-12 scale, a validated method of measuring general psychosocial well-being was used in this questionnaire. In 2005, 13% of Glasgow residents had poor mental health, with those living in the deprived areas more likely to have poor mental health (16% and 10% respectively).⁷

The impact of living **environments** is important for people's health and wellbeing. Despite improvements in overall house conditions and dramatic decreases in levels of overcrowding, **housing**-related problems persist for considerable numbers of residents. When we look at **transport** trends, car ownership and road traffic usage both continue to rise in the city, which will have negative implications for and is a concern in terms of sustainability and health improvement. Glasgow has a **greenspace** network which accounts for 20% of its total area, but it is not equally distributed across the city. Inequalities also exist in terms of the quality of, and access to, greenspace for the city.⁶

Finally, children are the future of any city. Thus, the relatively high number of children being brought up in potentially problematic environments (eg as children of substance misusers, in care, in workless households) is a concern, as are the worrying levels of childhood obesity, poor dental health and potentially harmful behaviours (smoking, drinking, drug taking).⁶

In summary, while trends in some of Glasgow's health problems are moving in a positive direction, other new issues have emerged, particularly in relation to alcohol, drugs and weight gain. Glasgow has high levels of deprivation concentrated in pockets across the city and this strongly influences Glasgow's continued poor health.

The health of **Glasgow's economy** is vital to the health of Glasgow. Efforts to raise income levels among those on the lowest incomes, to reduce the city's 'workless' population and to improve skills and education levels would be protective for health, and help prevent further widening of health inequalities. The effect of the 'credit crunch' on Glasgow's economy and in turn on health in the city is a key issue that needs to be monitored and understood.

4 Promoting Healthy Decision-making

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4.1 The definition of health and wellbeing

Health is defined by the World Health Organisation as, “a state of complete physical, mental and social wellbeing and not merely the absence of disease or ill health”. This suggests that:

- > Health is a positive resource to which all agencies, communities and individuals can contribute
- > People’s sense of wellbeing can be poor even where there is no identifiable disease.

4.2 Health Impact Assessment

Health impact assessment (HIA) is a process through which the potential impacts of a policy, plan or initiative on health and wellbeing are identified, including the differential impacts on sub-groups of the population. The assessment seeks to influence decision-makers so that adjustments to the policy, plan or initiative can be made.

HIA seeks to improve partnership working through its multi-agency approach. It also prioritises public participation throughout the process in order to reflect the hopes and concerns of citizens. HIA therefore encompasses a variety of expertise, including that of the community.

In particular, HIA emphasises the need for:

- > Local government to take a long term perspective when developing proposals
- > Disadvantaged and marginalised groups to be prioritised
- > Full participation of those likely to be affected by the policy, programme or project
- > Empowerment of communities
- > Sustainable development
- > Fairness and equity for all
- > Services that better meet the needs of local people
- > Evidence-based decision-making.

4.3 Health Impact Assessment: the process

The steps involved in a Health impact assessment (HIA) are outlined below:

Stage 1: Screening - is the stage when an HIA is considered as the most suitable method to ensure health and equity issues are addressed appropriately in a given plan, policy or project. It is not possible to perform an HIA on every policy proposal. A screening process is therefore important to ensure that available resources are brought to bear on the proposals that are most likely to have significant impacts and where there is potential to influence the decision-making process.

Stage 2: Scoping - is when plans are made on how to undertake the HIA. This will include the scale of the HIA, consideration of the range of stakeholders that need to be involved and the resources available.

Stage 3: Appraisal - is when a range of evidence is identified and considered about what the likely impacts on health may be, including research evidence, qualitative evidence from stakeholders and the views of the local community.

Stage 4: Stakeholder Involvement - One of the core values of the health impact assessment process is democracy, recognising people's right to participate in open and transparent decision-making processes. This stage involves engaging in a meaningful way with stakeholders and the local community. Stakeholder involvement can crosscut both the Scoping and Appraisal stages.

Stage 5: Reporting stage - is when specific recommendations are formulated and prioritised for decision-makers based on best available evidence. There needs to be continued work with decision-makers after the HIA is completed so that:

- > the value of evidence based recommendations is reinforced
- > the implementation of recommendations which they agree to adopt within the proposal is supported.

Stage 6: The final stage comprises ongoing Evaluation to assess whether HIA recommendations were adopted and to look at ways of monitoring long term health and equity outcomes.



5 Approach and Methodology

5 Approach and Methodology

5.1 Organisational Structure

A steering group for the 2014 Health Impact Assessment (HIA) was formed in January 2008, which consisted of representatives from:

- > NHS Greater Glasgow and Clyde
- > Glasgow Centre for Population Health
- > Glasgow City Council Corporate Policy
- > Glasgow City Council Development and Regeneration Services
- > Culture & Sport Glasgow
- > Community Health and Care Partnerships
- > Glasgow Community Planning
- > The Medical Research Council Social and Public Health Sciences Unit located at the University of Glasgow.

Representatives had a variety of backgrounds, including public health, equalities, sustainability, regeneration, sport, community development, and research.

Two smaller subgroups were subsequently formed: one to develop the scoping phase and one to take forward the community engagement and appraisal elements of the assessment.

5.2 Screening Stage

The HIA steering group considered the Glasgow 2014 Candidate City File and agreed that a comprehensive health impact assessment should be undertaken on the Glasgow 2014 Commonwealth Games.

It was agreed at the screening stage that the geographical limits for the HIA would be the population of the City of Glasgow. An early discussion took place on the potential for combining the HIA with equalities and sustainability impact assessments. It was felt that it would not be possible to develop such an integrated assessment tool at this stage, but that the steering group would aim to ensure that strong equality and sustainability perspectives were incorporated in the HIA.

Subsequently, Glasgow City Council agreed to commit itself formally to an HIA of the Commonwealth Games in its Council Plan for 2008 to 2011.

For more information on the Screening Stage please refer to the following document:

- > Scoping Initial Review Paper⁸

5.3 Scoping

A brief review of the evaluations of previous mega sporting events provided the basis for an initial scoping paper on the potential positive and negative health impacts of the Games. The steering group took a decision to hold an interactive one-day event with key stakeholders from a variety of sectors, representing local and national organisations.

There were two purposes of the scoping event. First, it was to consider all the potential health impacts of the Games, the size of the impact, the groups most likely to be affected and the potential for influencing decisions pertaining to the impact. This was in order to prioritise the issues for further assessment. It was also for the purpose of listening to the priorities, concerns and timelines of decision-makers with regard to the Games so that the findings of the assessment could be produced in a timely and accessible fashion.

The scoping event was held on August 2008 in Celtic Park – the site of the opening ceremony and adjacent to the site of the Games village, National Indoor Sports Arena and the Velodrome. It attracted 120 delegates.

The event included a series of interactive workshops, facilitated by members of the Scottish HIA Network. Speakers at the event included consultants who were commissioned to evaluate the legacy planning of the Manchester 2002 Commonwealth Games. It was encouraging to note that Glasgow's early approach to legacy planning was identified by Manchester as a critical success factor in working towards a sustainable legacy for a host city.

The key areas of potential impact identified from the scoping event included:

- > employment and employability
- > the effect on Glasgow's image
- > regeneration
- > civic pride/feel good factor
- > health and wellbeing
- > infrastructure development
- > the environment as well as
- > a number of crosscutting themes such as community engagement, tackling inequalities and community cohesion.

These key areas of impact, along with the crosscutting themes, were used to develop questions for public consultation and to inform direct discussions with people in local communities.

For more information on the Scoping Stage in addition to the event report,⁸ the following documents can be obtained on request from Dr Susie Palmer (Glasgow City Council Chief Executive's Office).

- > Scoping Tool
- > Scoping Event Facilitators Training Kit
- > Event Programme
- > Scoping Event Presentations
- > Scoping Event Report

5.4 Community Engagement

The stakeholder involvement stage of the health impact assessment (HIA) involved a process of community engagement. It consisted of four parts:

- > presentations to existing community groups
- > the 'Have Your Say' questionnaire⁹
- > the interactive workshops and feedback sessions¹⁰
- > the Glasgow household survey¹¹

5 Approach and Methodology

In contrast to the scoping stage of the HIA, which targeted decision-makers and service providers, this stakeholder stage was deliberately orientated towards the general public.

The purpose of this work was to give people opportunities to consider:

- > whether they agreed with the potential impacts identified during the scoping event
- > any other potential health and wellbeing impacts of the Games
- > how any potential negative impacts could be mitigated and any positive impacts enhanced.

The National Standards for Community Engagement were adopted as the quality standard for this process.¹² These standards are nationally recognised in Scotland and are measurable performance statements which can be used by everyone involved in community engagement to improve the quality and process of the engagement. They set out key principles, behaviours and practical measures that underpin effective engagement.

A tool called VOiCE was used to guide and record the process. Work was undertaken as a group to analyse and plan the community engagement work using this system. VOiCE stands for Visioning Outcomes in Community Engagement. It is a planning and recording tool designed to assist individuals and organisations to design and deliver effective community engagement. VOiCE has been developed using funding from the Scottish Government.

Furthermore, the community engagement aspect of the Commonwealth Games HIA was invited to be one of six national VOiCE 'development sites'. This had the benefit of additional support from SCDC (Scottish Community Development Centre), which gave an extra dimension to the process evaluation and allowed an exploration of the extent to which the process outcomes contributed to health improvement outcomes.

In preparation for this stage of the HIA, two interactive training events were held in October 2008 with representatives of organisations currently involved in community engagement in Glasgow. This included training in the National Standards for Community Engagement and in Participatory. Background and Objectives 5. The 2014 Commonwealth Games Health Impact Assessment: Approach and Methodology

Appraisal methods. This delivered an in-depth and autonomous engagement with community groups which provided rich data for the HIA to consider.

Engaging with Existing Structures

Efforts were made to establish the best way to utilise existing community engagement structures as part of the HIA process. This involved close working with Local Community Planning Partnerships. The Engagement Network Coordinators based within Glasgow's Community Planning Partnerships (CPP) assisted in the mapping of previous community engagement activity in each CPP area. In addition, community engagement activity at a local level was coordinated through Community Engagement Coordinating Groups. Presentations were also made to all 13 Community Reference Groups across the city to raise awareness of the work. These are panels of local residents from each of the ten Local Community Planning Partnership areas. They aim to be representative bodies which reflect the geographical and population mix within areas and the equalities aspects of community engagement.

Glasgow Household Survey¹¹

The HIA appraisal subgroup developed specific 2014 legacy questions for the Glasgow Household Survey to feed into this stage. The Household Survey is conducted twice a year by an independent company on behalf of Glasgow City Council. It involves a representative sample of residents who are interviewed in their homes on issues about the city. These questions were included in the autumn 2008 survey of 1,200 residents across the city.

The survey showed that residents believed the Games would have a positive impact on them, their families, their local area, and Glasgow as a whole. Perhaps surprisingly, those living closest to the planned Commonwealth Games Village were less likely to believe there will be a positive impact on themselves and their families. For Glasgow to benefit as much as possible from the Games the priorities, according to residents, should be to improve the image of Glasgow, and provide access to employment opportunities associated with the Games.

‘Have Your Say’ Workshops¹⁰

Subsequently, a series of ‘Have Your Say’ workshops were organised in communities across the city. Eighteen events (with a total of 42 discussion groups) were held in total and attended by over 350 community members. This included workshops with targeted youth groups and equality groups. The key areas of potential impacts identified from the workshops included employment and employability, public transport, crime and security, and improved facilities for physical activity. Comparable with the scoping workshops, the emerging crosscutting themes included community engagement, tackling inequalities, social inclusion, and community cohesion.

‘Have Your Say’ Questionnaire⁹

The ‘Have You Say’ questionnaire was specifically developed for the HIA and based on the themes which emerged from the HIA scoping phase. The electronic version of a ‘Have You Say’ questionnaire was posted on the Glasgow City Council website in October 2008. The consultation end date was 30 December 2008. There were a total of 1,640 responses. 17,000 paper copies of the questionnaire were distributed via GP and dentist surgeries, Local Housing Organisations, Culture and Sport Glasgow community venues, libraries, sport and leisure centres and museums, and City Council premises. A total of 274 hard copies of the questionnaire were returned via the freepost address.

The ‘Have You Say’ questionnaire indicated that boosting civic pride and the cultural programmes attached to the Games were particularly important to respondents. Many thought that promoting a feel good factor would be the strongest legacy of the Commonwealth Games. Another key issue that arose regarding people’s thoughts about the lasting impact of the Commonwealth Games included accessibility and suitability of new and improved sporting facilities for the local community. People felt that in order for the Games to have a lasting legacy, the local community would need to be actively engaged throughout the planning and delivery of the Games. Seventy five percent of those answering the questionnaire seemed keen to get involved in some capacity.

Community Engagement Feedback Events¹⁰

The National Standards for Community Engagement give clear guidance about how information should be fed back to the wider community and the agencies affected. Therefore, following the stakeholder involvement phase, events were held in each of Glasgow’s five strategic planning areas in March 2009 in order to provide feedback to local communities and stakeholders on the findings of this stage, and to verify that the issues identified were appropriate. The Council’s Executive Member for Commonwealth Games Delivery also spoke at these events, along with the then recently-appointed Legacy Manager. This gave communities an assurance that this work was already being taken into account in the city’s legacy planning process.

A comprehensive appraisal of the collated evidence is given in Section 6.

For more information on the Community Engagement Stage the following documents can be obtained from Jo Winterbottom, Glasgow City Council Chief Executive’s Office:

- > Community Engagement Planning Reports
- > Community Engagement Pledge forms/Resource Planning Documentation

5 Approach and Methodology

- > Powerpoint Presentations to Community Reference Groups
- > Community Engagement Workshop Methodology
- > Powerpoint Presentations – 2014 HIA Feedback Events
- > Health Impact Assessment Community Engagement Process Evaluation

5.5 Literature Review

The Medical Research Council Social and Public Health Sciences Unit undertook a systematic review of the literature relating to the impact of previous major sporting events. An interim report of this was made available to the HIA steering group in January 2009.¹³ The final version will be published later this year. The review looked at published materials on the impact of major sports events on the health and key socio-economic determinants of health (local economy, employment, housing, lifestyle, food, culture, social networks, culture, health services etc.). The review assessed the extent of these impacts on the local host population.

The review included all major international multi-sport events located in a single city between January 1978 and January 2008, such as the Olympic Games, Commonwealth Games, and Asian Games. Single sport events such as the football 'World Cup' were not included. Over 16,000 journal articles were initially considered and then the scope of the review was narrowed down to include only those which offered a reasonable level of evidence.

The key findings of this review are that:

- > The quality of evidence for any impacts is relatively low
- > There is not much evidence of positive, sustainable impacts achieved by previous host cities
- > Legacy needs to be planned carefully and measured – it will not just happen as a result of hosting a big event.

In addition, a review of the 'grey literature' was undertaken, including non-published material available through alternative channels. This ensured that the HIA appraisal considered the impact of proposals that have affected the same communities. Documents were largely identified through discussion with local people through the Community Engagement Coordinating Groups and the Community Reference Groups. These included previous studies on health related issues and previous community engagement activity on related issues. Taking into account information that is already available and relevant to the focus of engagement ensured that the process meets the Planning standard from the National Standards of Community Engagement.

The literature reviews were used in the appraisal stage and to shape the HIA recommendations.

5.6 Appraisal

During the appraisal stage the evidence for the potential positive, negative and differential impacts was collated and analysed.

The findings from this appraisal stage are summarised in the next section, along with a set of recommendations on the actions that could be taken by decision-makers to maximise positive impacts or minimise negative impacts of the 2014 Commonwealth Games.

The aim has been to state recommendations within each theme which are evidence-informed and achievable. For the purposes of completeness all the recommendations that have arisen from the health impact assessment (HIA) process have been included, so that links between them can be seen. The shape of most of these recommendations is likely to be familiar to the reader from other policy debates (on areas like public transport or healthy eating, for instance). Indeed, for many of them work is already being undertaken or is planned. In other areas, existing work might be further

enhanced by these recommendations or something new entirely is being proposed.

The bid document demonstrates a clear commitment to linking Games-related activities to existing plans, so that synergy is achieved with current initiatives. This was identified as a critical success factor in the Manchester Commonwealth Games.¹⁴ In this light, the HIA has sought to make recommendations that use the Games as a catalyst for existing health improvement policies such as those directed at reducing alcohol-related harm and tobacco control.

During the appraisal stage several themes emerged that applied across the identified impacts. These included community involvement in decision-making, the impact on inequalities and the need to measure impacts as part of an evaluation framework.

Where possible, recommendations have been made that are specific and measurable. In some cases it has only been possible to make general recommendations because some plans are still being formulated. Further discussion will be required to determine where specific responsibilities lie for some of the recommendations and what would be useful indicators of progress. If implemented, the HIA recommendations can generate impacts that are more likely to contribute to positive health change for Glaswegians. Given that the biggest challenge Glasgow faces is its lagging health status and widening inequalities, the implementation of these recommendations should be prioritised.

5.7 Reporting

On completion of the final report, a summary will be made available in public venues, on the internet and also circulated to Community Reference Groups. In addition, the full report will be presented to the Council's 2014 team for consideration in the development of the Glasgow 2014 Legacy Plan. The document will also be presented to those responsible for the national 2014 legacy.

5.8 Monitoring and Evaluation

Following the World Health Organisation guidelines on performing an HIA, there are three elements of evaluation that should be carried out:⁶

- > a process evaluation relating to the conduct of the HIA
- > an HIA outcome evaluation looking at the way in which the HIA was used by decision-makers
- > a Games outcome evaluation.

The first two of these will be conducted by the HIA steering group in the coming months. An evaluation of the outcomes of the Games themselves is currently outside the scope of this group, but is required to validate the recommendations made here. This is discussed further in section 7.



6 Appraisal and Recommendations

6 Appraisal and Recommendations

Thirteen key themes (summarised in Figure 2) were identified during the HIA process. Each represents a wide range of health determinants vital for health and wellbeing. The reader should note that the themes are not listed in any particular order.

Each section below describes the health impact assessment findings by theme. Each section is structured as follows:

- > A summary of plans linked to the 2014 Games
- > Potential health impacts and
- > A set of evidence-based recommendations, with referenced sources of evidence

Naturally, there are significant linkages between the 13 themes and their associated recommendations. Cross-references have therefore been made, where appropriate.

Figure 2: Key Themes: The 13 themes that arose during the appraisal phase of the Glasgow 2014 HIA represent a wide range of health determinants vital for health and wellbeing.

Theme	2014 Commonwealth Games HIA: Key Themes
1	2014 Infrastructure (Facilities)
2	2014 Infrastructure (Transport)
3	Civic Pride
4	Health and Wellbeing (Individual Behaviour Change)
5	Image of Glasgow
6	Housing and Public Space
7	2014 Participation: Cultural and Sporting Events
8	Economy/Employment
9	Volunteering
10	Community Safety, Antisocial Behaviour and Crime
11	Community Engagement
12	Sports Development Legacy
13	Environment, Sustainable Development and Carbon Footprint

The recommendations will work towards mitigating the potential negative impacts and enhancing the potential positive impacts of hosting the 2014 Games. Maximising the positive health impacts of hosting the Games could ultimately contribute to the following long term health outcomes, including:

- > reduced admissions and premature mortality from cancer, circulatory and respiratory disease
- > improved psychological well-being
- > improved social networks and coping skills
- > improved life expectancies and
- > reduced health inequalities.

For the purposes of completeness, all of the recommendations that have arisen from the health impact assessment (HIA) process have been included in the sections below.

However, it is recognised that, for many of the recommendations, work is already being undertaken or is planned. Such work is being driven by other policies and strategies within the city, such as Glasgow's Tourism Strategy to 2016. For other areas, existing actions will be further enhanced by these recommendations or entirely new actions are proposed. In consideration of the above, **the HIA recommendations which follow represent a comprehensive, best practice checklist of actions for consideration.**

6.1 2014 Infrastructure (Facilities)

2014 Infrastructure (Facilities): Plans

The 2014 Games will bring with it plans to refurbish existing sports facilities within the city, including a temporary athletics track with seating at Hampden Park Stadium, an upgrade to Kelvingrove Bowls Complex and a second swimming pool at Tollcross leisure centre. New facilities comprise the SECC arena, an indoor arena/velodrome and a mountain bike trail. The bid states that Glasgow's overriding objective for planning around the facilities developments "is to reflect current and future demand" in order to ensure that long term future use of the facilities is ensured.

2014 Infrastructure (Facilities): Health and Wellbeing Impacts

Improving leisure services and facilities as a result of Glasgow hosting the 2014 Games was identified as a priority legacy benefit for the city. Undoubtedly, the planned improvements will help the city to attract more national and international sports events. Indeed, Glasgow's Strategic Major Events Forum is already working to secure a programme of events to maximise the use of facilities. Importantly, these plans will leave a legacy of upgraded and new facilities available for local people as well as elite and non-elite athletes.

Sports Facilities are affordable with equitable access for all

Equitable access to affordable sports facilities (and in particular, for disabled people and young people) was an emerging top legacy priority from the grey literature review.¹⁵⁻¹⁸ It was also a high priority for the Have Your Say workshops and the Have Your Say Questionnaire returns,⁹ where 95% of people felt that access to affordable sports facilities was either very important or fairly important.

Further analysis of the Have You Say Questionnaires showed that women (74%) were more likely than men (66%) to say it was very important. Younger age groups (aged 25-44) were most likely to say it was very important. Moreover, when asked an open-ended question about what one action should be taken by organisers to ensure a lasting benefit for the people of Glasgow, 25% of people who completed the Have You Say questionnaire said something relating to the suitability of and equitable access to 2014 sporting facilities for local communities. This was the most popular answer. Major barriers to equitable access to existing facilities were identified as cost, physical access (relating to disabled people) and transport to facilities.⁹

6 Appraisal and Recommendations

Facilities are sustainable and meet the needs of local people

As well as issues of access, local people felt that future use and therefore the long term sustainability of facilities would be achieved by maximising the use of facilities and developing mixed leisure facilities and services that reflected local need.^{8 9 15 17 19}

More Demand for Facilities


Manchester has struggled to deal with high demand for both elite and non-elite use of its world class velodrome – built for the Manchester 2002 Commonwealth Games. It is essential that Glasgow prepares for success in ensuring that any increased demand for sports facility use across the city is met.¹⁴







Facilities have healthy environments

Given that improved access to affordable healthy food also emerged as a very important issue for local people (with 96% of those who completed the Have Your Say questionnaire regarding this as very important or fairly important for improving health), access to affordable, healthy food within the new sporting facilities must be a key consideration for 2014's legacy.⁹

2014 Infrastructure (Facilities): Recommendations


 = Potential Positive Health Impacts  = Potential Negative Health Impacts

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
<p> Sports facilities are not accessible to all because of physical access, transport, or cost barriers</p>	<p>Ensure that the costs of participation in sport and physical activity, limited access via public transport and opening hours of facilities do not widen health inequalities by benefiting/attracting certain groups by:</p> <ol style="list-style-type: none"> 1. Using control measures from statutory Equality Impact Assessments (EqIA's) to mitigate widening health inequalities through access issues. 2. Investing in more promotion/awareness-raising of price concessionary discounts for new and existing facilities, as well as the availability of free or low cost transport to enable access to facilities for socially excluded groups (eg older people, people with physical and/or learning disabilities, carers). 3. Promote the disabledgo website, which gives comprehensive information on accessible venues and associated issues. 	<p>Culture & Sport Glasgow Community Transport Glasgow Strathclyde Passenger Transport NHS Greater Glasgow and Clyde Community Health and Care Partnerships Glasgow City Council - Development and Regeneration Services Glasgow 2014 Ltd (media campaign)</p>
	<ol style="list-style-type: none"> 4. Carry out full disability access audits on upgraded facilities in conjunction with the appropriate equality organisations, especially the Glasgow Access Panel. 	<p>Glasgow City Council - Development and Regeneration Services Culture & Sport Glasgow Glasgow Access Panel, other equality organisations</p>
	<ol style="list-style-type: none"> 5. Ensure inclusive design is a priority in building contracts, with consideration of key issues such as acoustics, comfort, ventilation, visitor orientation, door width, toilets and reception desk height. 6. Use the Commission for Architecture and the Built Environment (CABE) guidance on well-designed buildings, places and spaces. 7. Ensure contractual clauses around inclusive design are managed and monitored. 	<p>Glasgow 2014 Ltd Glasgow City Council - Development and Regeneration Services and Land and Environmental Services Culture & Sport Glasgow Glasgow Access Panel, other equality organisations</p>

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
<p> New facilities are not sustainable in the longer term</p>	<p>8. Ensure buildings are designed for mixed use.</p> <p>9. Develop, implement and monitor strategies which help to maximise the use of the facilities (eg an events strategy).</p>	<p>Glasgow City Council - Development and Regeneration Services and Land and Environmental Services</p> <p>Building Contractors</p> <p>Culture & Sport Glasgow</p> <p>Glasgow City Marketing Bureau</p> <p>EventScotland</p> <p>Chamber of Commerce</p> <p>Scottish Enterprise</p>
<p> Facilities do not meet the needs of local people</p> <p> Communities are involved in decision-making around new and upgraded facilities, ensuring that local needs are met.</p>	<p>10. Ensure facilities enable a range of activities that meet the current and long term needs of local people (eg grassroots sports development, socialising, physical activity, children's activities).</p> <p>11. Ensure that every facility has a mechanism in place for communities to be involved in decision-making in line with the National Standards for Community Engagement.</p>	<p>Culture & Sport Glasgow</p> <p>Sport and Physical activity Forums</p> <p>Community Planning Partnerships</p> <p>Glasgow City Council - 2014 Team</p>
<p> More demand for facilities encourages increased physical activity</p>	<p>12. Learning from Manchester 2002 issues over community use of the velodrome, ensure that non-elite demand for access is monitored and met.</p>	<p>Culture & Sport Glasgow</p>
<p> Increased demand for facilities and activities are not met, leading to disappointment and eventual apathy</p>	<p>13. Enhance school estate accessibility, including fair pricing, for sports and leisure activities (eg open school estates to clubs and communities)</p>	<p>Culture & Sport Glasgow</p> <p>Glasgow City Council - Education Services</p> <p>Glasgow Community Planning Partnership (GCPP)</p> <p>Scottish Government</p>
<p> Sport facilities promote healthy food choices</p>	<p>14. Approach and encourage stadia, leisure centre and 2014 venue directors in Glasgow to promote healthy food and drink options in line with established nutritional standards eg the European Healthy Stadia Movement, Scottish Healthy Living Award scheme.</p>	<p>Glasgow City Council - 2014 Team</p> <p>Cordia LLP</p> <p>Culture & Sport Glasgow</p> <p>Glasgow Centre for Population Health (GCPH),</p> <p>Glasgow Stadia Managers</p> <p>Healthy Working Lives</p> <p>Healthy Living Award</p>

2014 Infrastructure (Facilities): Recommendations

 = Potential Positive Health Impacts  = Potential Negative Health Impacts

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
<p> Sports facilities are not accessible to all because of physical access, transport, or cost barriers</p>	<p>Ensure that the costs of participation in sport and physical activity, limited access via public transport and opening hours of facilities do not widen health inequalities by benefiting/attracting certain groups by:</p> <ol style="list-style-type: none"> 1. Using control measures from statutory Equality Impact Assessments (EqIA's) to mitigate widening health inequalities through access issues. 2. Investing in more promotion/awareness-raising of price concessionary discounts for new and existing facilities, as well as the availability of free or low cost transport to enable access to facilities for socially excluded groups (eg older people, people with physical and/or learning disabilities, carers). 3. Promote the disabledgo website, which gives comprehensive information on accessible venues and associated issues. 	<p>Culture & Sport Glasgow Community Transport Glasgow Strathclyde Passenger Transport NHS Greater Glasgow and Clyde Community Health and Care Partnerships Glasgow City Council - Development and Regeneration Services Glasgow 2014 Ltd (media campaign)</p>
	<ol style="list-style-type: none"> 4. Carry out full disability access audits on upgraded facilities in conjunction with the appropriate equality organisations, especially the Glasgow Access Panel. 	<p>Glasgow City Council - Development and Regeneration Services Culture & Sport Glasgow Glasgow Access Panel, other equality organisations</p>
	<ol style="list-style-type: none"> 5. Ensure inclusive design is a priority in building contracts, with consideration of key issues such as acoustics, comfort, ventilation, visitor orientation, door width, toilets and reception desk height. 6. Use the Commission for Architecture and the Built Environment (CABE) guidance on well-designed buildings, places and spaces. 7. Ensure contractual clauses around inclusive design are managed and monitored. 	<p>Glasgow 2014 Ltd Glasgow City Council - Development and Regeneration Services and Land and Environmental Services Culture & Sport Glasgow Glasgow Access Panel, other equality organisations</p>

2014 Infrastructure (Transport): Health and Wellbeing Impacts

Improving Transport Infrastructure: Access, Pollution and Safety

The opportunity to use the 2014 Commonwealth Games to create sustainable improvements in Glasgow's transport infrastructure emerged in the grey literature, systematic review and from the HIA stakeholder consultation phase as an important issue for local people.^{8-10 19 20}

Whilst the Glasgow Household Survey found that local people wanted to see improved late night public transport into and out of Glasgow City Centre, improved transport infrastructure specifically as a result of hosting the 2014 Games was not seen as a priority.¹¹

A total of 86% of people who returned the Have Your Say questionnaires felt that the impact of improved transport systems on them would be strongly positive or positive. Furthermore, the issue of improving access by better connecting the east end of Glasgow to the rest of the city emerged as a crucial legacy benefit of the planned investment in transport.^{8 15 20}

Other potential health impacts of the planned transport infrastructure included the potential division of communities (or 'community severance') as a result of construction, impacts on air and noise pollution, and road safety fears.^{7 20-26}

Safer Routes for Active Travel

Improved opportunities for active travel was a key legacy priority for local people.^{8-10, 16, 19, 20}

A total of 96% of people who returned the Have Your Say questionnaire felt that safer routes for walking, cycling and running were very important or fairly important for improving health. Perhaps unsurprisingly, younger people (aged 25-44) were most likely to say that active travel routes were very important for health.⁹





Increased Traffic during the Games






Local people raised concerns about increased traffic causing disruption during the event.^{8 9}






From the Have You Say questionnaires, 75% of people said that they were very concerned or fairly concerned about increased traffic as a result of the Commonwealth Games. Parking problems during the Games was highlighted as the key concern in terms of disruption caused during the event. Interestingly, women, people with a disability, and black and minority ethnic (BME) respondents were most likely to say they were very concerned or fairly concerned about parking. Around 30% were either very concerned or fairly concerned about the noise pollution that would result from the construction work linked to the Games.





2014 Infrastructure (Transport): Recommendations

 = Potential Positive Health Impacts  = Potential Negative Health Impacts








POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
NEW TRANSPORT INFRASTRUCTURE		
 Noise pollution during construction period (or as a result of new roads) leading to stress/annoyance	<ol style="list-style-type: none"> 1. Ensure that the strict noise conditions, set out within planning applications by Land and Environmental Services are monitored and managed. 2. To combat noise pollution, limit noise at source by avoiding construction noise during anti-social hours, particularly in residential areas.²¹ 3. Limit noise pollution from vehicles by: <ul style="list-style-type: none"> > Quiet road surfaces > Speed limits/cameras > Traffic Calming > Tree Planting²¹ 	Glasgow City Council - Land and Environmental Services and Development and Regeneration Services
 Possible severance of communities by introduction of new roads potentially leads to decrease in community cohesion and increased use of cars	<ol style="list-style-type: none"> 4. Mitigate community severance by improving routes for active travel including: central reservations and footbridges, cycle lanes, clear signing of alternative routes for walkers/cyclists which include distance/estimated times²² 	Glasgow City Council - Land and Environmental Services and Development and Regeneration Services
 Improved access (eg employment, shops, recreation, social support, health services, green space)		
TRAFFIC MANAGEMENT		
 Road safety fears <ul style="list-style-type: none"> > before Games (during construction) > during Games (increased traffic) after Games (as a result of new roads) 	<ol style="list-style-type: none"> 5. Improve road safety and limit road injuries through: <ul style="list-style-type: none"> > Speed limit reductions > Good public lighting > Introduction of roundabouts²¹ 	Glasgow 2014 Ltd Building Contractors Glasgow City Council - Land and Environmental Services and Development and Regeneration Services

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
TRAFFIC MANAGEMENT		
<p> Road safety fears > before Games (during construction) > during Games (increased traffic) after Games (as a result of new roads)</p>	<p>5. Improve road safety and limit road injuries through: > Speed limit reductions > Good public lighting > Introduction of roundabouts²¹</p>	<p>Glasgow 2014 Ltd Building Contractors Glasgow City Council - Land and Environmental Services and Development and Regeneration Services</p>
<p> Shortage of parking spaces (eg during construction or Games)</p>	<p>6. Consider 'alternate plates' days; a very efficient method used in other mega events that prohibits vehicles with odd registration number plates to circulate on some days, and even ones on other days.²³⁻³⁰</p>	<p>Glasgow 2014 Ltd Glasgow City Council - Land and Environmental Services and Development and Regeneration Services Strathclyde Passenger Transport</p>
<p> Reduced commuting by car (if parking is an issue during the Games)</p>		<p>Glasgow 2014 Ltd</p>
<p> Traffic congestion causing stress to local people, spectators, athletes</p>	<p>7. Ensure public information campaigns in the run up to (and during) the Games provide advice on parking restrictions/diversions as well as signposting to information hubs on Games transport, promoting active travel, disabled access, public transport, park and ride facilities etc.²³⁻³⁰</p>	<p>Glasgow 2014 Ltd Glasgow City Council - Land and Environmental Services and Development and Regeneration Services Strathclyde Passenger Transport Community Transport Glasgow Glasgow City Marketing Bureau</p>
<p> Increased air pollution during Games leading to increased mortality and increased hospital admissions due to respiratory and cardiovascular disease</p>	<p>8. Ensure continued monitoring of air pollution within the designated Low Emission Zones for 2014 and in other high risk areas (eg around construction sites and in areas with heavy traffic).</p>	<p>Glasgow City Council - Land and Environmental Services</p>

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
PUBLIC TRANSPORT - BEFORE AND AFTER THE EVENT		
<p> Current lack of signage within the city and information on travelling by bus, rail</p>	<p>9. Invest in signage and information for public transport.</p>	<p>Glasgow City Council - Land and Environmental Services and Development and Regeneration Service</p> <p>Strathclyde Passenger Transport</p>
<p> Lack of public transport connectivity to Games venues</p>	<p>10. Introduce a plan (before the event) to improve Glasgow's integrated public transport ticketing system.</p>	<p>Glasgow City Council - Land and Environmental Services and Development and Regeneration Service</p> <p>Strathclyde Passenger Transport</p>
<p> Provision of unreliable transport which is not accessible to certain groups eg disabled people</p> <p> Improved access to 2014 events through Games Transport Management Strategy</p> <p>transport.</p>	<p>11. Ensure public transport during the Games is accessible to all groups, especially disabled people, the visually impaired, older people, people with language barriers, buggies/ pram-pushers.</p> <p>12. Implement annual trials of the 2014 Transport Strategy in the years before the Games to ensure the strategy works and to encourage permanent population shifts to</p>	<p>Glasgow City Council - Land and Environmental Services and Development and Regeneration Service</p> <p>Community Transport Glasgow</p> <p>Glasgow 2014 Ltd sustainable and active</p> <p>Scottish Government</p> <p>Strathclyde Passenger Transport</p> <p>Glasgow Access Panel and other equality organisations</p>
<p> Improved public transport services through staff training</p>	<p>13. Widen 2014 training, in the run up to the event, to all public transport workers (including taxi drivers) ensuring there is learning built in around cultural sensitivity, different equality groups and general customer service – ensuring this continues after the games.</p>	<p>Glasgow City Council - Land and Environmental Services and Development and Regeneration Services</p> <p>Glasgow 2014 Ltd</p> <p>Scottish Government</p> <p>Strathclyde Passenger Transport</p>

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
PUBLIC TRANSPORT - AFTER THE EVENT		
<p> New demand for public transport as a result of the Games</p>	<p>14. Ensure there is long term reliable, accessible, safe and low cost public transport (including entitlement cards) beyond the life of the Games.</p>	<p>Glasgow City Council – Land and Environmental Services and Development and Regeneration Services and 2014 Team</p> <p>Strathclyde Passenger Transport</p> <p>Community Transport Glasgow</p>
<p> Public transport is not accessible to certain groups (eg disabled people)</p>	<p>See recommendation 10</p>	<p>Glasgow City Council – Land and Environmental Services and Development and Regeneration Services and 2014 Team</p> <p>Strathclyde Passenger Transport</p> <p>Glasgow Access Panel and other equality groups</p> <p>Community Transport Glasgow</p>
<p> Public perception is that public transport is not safe</p>	<p>15. Introduce local targets for the perception of safety and security on public transport.</p>	<p>Glasgow City Council – Chief Executive’s Office, Land and Environmental Services and Development and Regeneration Services and 2014 Team</p> <p>Strathclyde Passenger Transport</p> <p>First Bus</p>
<p> Lack of public transport connectivity after the event</p>	<p>See recommendation 9 above.</p>	<p>Glasgow City Council – Land and Environmental Services and Development and Regeneration Services and 2014 Team</p> <p>Strathclyde Passenger Transport</p>

 = Potential Positive Health Impacts  = Potential Negative Health Impacts

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
OPPORTUNITIES FOR ACTIVE TRAVEL (DURING AND AFTER THE EVENT)		
<p> People have crime/safety fears on active routes from Village/Venues to City Centre</p> <p> Change in road injuries</p>	<p>16. Reducing perceived fear of crime/safety fears along active routes through:</p> <ul style="list-style-type: none"> > improved lighting > encouraging increased use of public spaces > visible policing > clearing any broken glass from routes.²¹ 	<p>Glasgow City Council – Chief Executive’s Office, Land and Environmental Services and Development and Regeneration Services and 2014 Team</p> <p>Strathclyde Passenger Transport</p> <p>Strathclyde Police</p>
<p> Increased physical activity levels through increased active travel</p> <p> Enhanced social solidarity through active travel</p> <p> Image/perception of sustainable transport improved across the whole city, leading to a continued shift towards sustainable modes of transport</p>	<p>17. Create an environment which supports physical activity through active travel including:</p> <ul style="list-style-type: none"> > maintenance and cleaning of paths > bicycle lock-up facilities in public areas > a cycle path design which separates pedestrians from vehicles to encourage use²¹ <p>18. Develop incentives and reward schemes for active travel.</p> <p>19. Develop signage for walking routes that indicates distances and times to key venues/ locations (See recommendation 8 on signage for public transport. See recommendation 3 on mitigating community severance).²¹</p> <p>20. Trial active travel initiatives in disadvantaged areas as part of the City’s plans to work towards a modal shift in transport choices (eg cycle hire scheme).²¹</p> <p>21. Promote and develop targets for green travel planning across the city, using the new facilities as exemplars (private and public sector).</p>	<p>Glasgow City Council – Chief Executive’s Office, Land and Environmental Services and Development and Regeneration Services, and 2014 Team</p> <p>Health at Work.</p> <p>Strathclyde Passenger Transport</p> <p>Chamber of Commerce and Scottish Enterprise (workforce health - private sector)</p> <p>Healthy Working Lives</p>
<p> The incentive for non-active transport is created by new road construction</p>	<p>22. The Games village design should use ‘Home Zones’ so that the use of the car is not privileged. This approach should also be considered for future regeneration initiatives.²¹</p>	<p>Glasgow City Council – Development and Regeneration Services</p> <p>Glasgow 2014 Ltd</p> <p>Building contractors</p>
<p> Reduced air pollution through increased active travel</p>	<p>See recommendation 7.</p>	

6 Appraisal and Recommendations

- > M74 Motorway Completion – providing a key link to the wider motorway network
- > East End Regeneration Route – delivering increased accessibility between the East End of Glasgow and the strategic road network
- > Glasgow International Airport Rail Link – providing a direct rail link from the airport to Glasgow City Centre with a journey time of 16 minutes and a service every 15 minutes.
- > Edinburgh Airport Rail Link – connecting the airport to Scotland’s national rail network
- > Public Transport Infrastructure Improvements – future Quality Bus Corridors will be adapted to form the core Games Route Network and will link the Village with each of the Games venues and the main hotel areas.
- > River Clyde Pontoons – providing access to the river.
- > Transport Scotland is intending further to improve accessibility at rail stations through their ‘Access for All’ strategy.

6.3 Civic Pride

Civic Pride: Plans

The candidate city file makes several references to the intangible or ‘soft’ legacy benefits of hosting the 2014 Games, including ‘increased pride’ and ‘renewed confidence’.

“For the local community, increased pride in their city, renewed confidence, a chance to show their world-famous hospitality, an ability to be part of a major initiative”.

Candidate City File, 2007

Interestingly, the intangible legacy benefits with the broadest appeal for Londoners in relation to the 2012 Olympics include the uniting of people, the creation of a ‘feel good factor’, enhanced national pride, as well as motivating and inspiring children.³¹

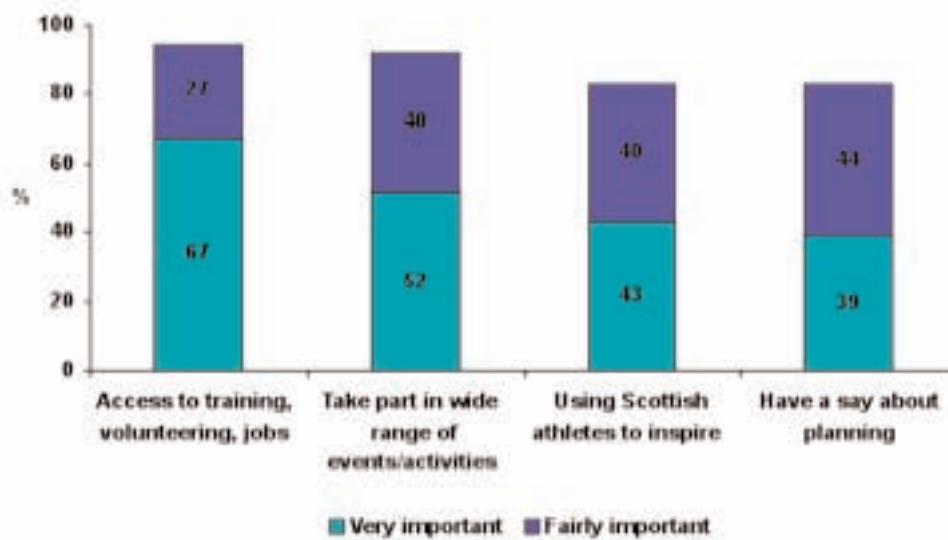
Civic Pride: Health and Wellbeing Impacts

Boosting Civic Pride leading to an enhanced sense of wellbeing

From the Glasgow Household Survey responses and, even more significantly, in the Have Your Say questionnaire, Glasgow residents felt that using the 2014 Games to boost civic pride would be a top legacy benefit for the city. In the Have Your Say questionnaire, when asked an open ended question about what the biggest impact of the Commonwealth Games would be on them personally, 18% of those who responded with an answer other than ‘don’t know’ thought it would be related to the legacy around civic pride. This was the joint most popular answer (together with a cultural legacy).


Figure 3 below shows that access to training, jobs and volunteering and being able to take part in 2014 events and activities were the top legacy impacts that people felt would boost civic pride. The next to most popular responses were using Scottish athletes to inspire people and ensuring local people are involved in the planning processes around the Games.

Figure 3 - Positive responses to questions about 'feel good factor'
 (From Have Your Say questionnaire, Q7. It is hoped that hosting the Games will lead to a "feel good factor" within the city. How important or unimportant are the following in trying to achieve this?)⁹



6 Appraisal and Recommendations

 = Potential Positive Health Impacts  = Potential Negative Health Impacts

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
	<p>Also refer to recommendations in: Image (Section 6.5) Housing and Public Space (Section 6.6) 2014 Participation: Cultural and Sporting Events (Section 6.7) Economy/Employment (Section 6.8) Volunteering (Section 6.9) Community Safety, Antisocial Behaviour and Crime (Litter, Dog Fouling and Graffiti) (Section 6.10) Community Engagement (Section 6.11) Sports Development (Section 6.12) Environment, Sustainable Development and Carbon Footprint (Section 6.13)</p>	
<p> Boosting civic pride</p>	<ol style="list-style-type: none"> 1. Ensure that all programmes of activity related to the Games enable people to harness, promote and develop pride in their community.^{9 32} 2. Ensure there is adequate community involvement during the planning of, and directly in, 2014 related activities which will elicit a sense of civic pride (eg participation in volunteering, athletics, cultural events, jobs).^{9 33} 3. The primary marketing message of the Games should be the 'friendliness' of Glasgow's communities, rather than measuring success by the acquisition of gold medals alone.⁹ 4. Harness the pride Glaswegians have in their city by publishing a strategy outlining opportunities for all Glaswegians to participate in an ambassadorial role which takes advantage of the rich multicultural resources within the city in addition to more formal volunteering opportunities.⁹ 5. Learn lessons from Barcelona in keeping the feel good factor/civic pride ongoing through a commemorative Games event after the games which allows people to get involved at a local level, perhaps a carnival.³⁴ 	<p>Culture & Sport Glasgow</p> <p>Glasgow City Council - 2014 Team</p> <p>Glasgow 2014 Ltd (media strategy)</p> <p>Glasgow City Marketing Bureau</p> <p>Glasgow Community Planning Partnership</p>

6.4 Health and Wellbeing (individual behaviour change)

Health and Wellbeing (Individual Behaviour Change): Plans

The reader should bear in mind that all 13 themes in this HIA will contribute to health and wellbeing. This particular theme relates mainly to methods of enhancing individual behaviour change which will lead to improved health and mental wellbeing outcomes.

Although no specific actions are given around how Glasgow will achieve a health and well-being legacy, Glasgow's Candidate City File does make several references to using the 2014 Games to improve physical health and mental well-being.

“....The Games will be a central player in....community development as seen in improved and new facilities for.....health and physical activity programmes....”

“....This investment will enhance the Games and will contribute to the key objectives of improving the health of our population particularly around physical activity, smoking control and the prevention of obesity. These in turn will contribute also to overall levels of confidence, wellbeing and mental health....”

“....There are other benefits which will accrue from the Games, especially for people in Glasgow and Scotland. These include.....opportunities to promote active participation in sport and physical activity leading to more healthy lifestyles.....”

There is also a range of other local strategies, initiatives, projects and proposals which will inform and support Glasgow's action on working towards a health and wellbeing legacy as a result of the 2014 Games. These plans include but are not limited to:

- > NHS Greater Glasgow and Clyde, Director of Public Health Report, 2007
- > NHS Greater Glasgow and Clyde, Physical Activity Strategy, Lets Make Glasgow More Active, 2007
- > Active Glasgow including Active Schools, Active Equalities, Active Facilities
- > School Travel Planning (Safer Routes to School)
- > Curriculum for Excellence
- > CHCP local development plans
- > Glasgow Tobacco Strategy
- > Glasgow City Joint Alcohol Policy Statement
- > Forthcoming Obesity Strategy NHSGG&C
- > Forthcoming Glasgow City Council Healthy Weight Action Plan
- > Forthcoming Culture and Sport Strategy (revision)
- > Forthcoming Glasgow Play Strategy

The implementation of these strategies and plans should be used as a vehicle to address health improvement and inequalities across the entire city in the run up to the Games. They should specifically include actions to harness the Games' potential for motivating people and state what improvements are expected in the run-up to and after the Games.

6 Appraisal and Recommendations

Health and Wellbeing (Individual Behaviour Change): Impacts

Encouraging Healthier Lifestyles: Increased Physical Activity and Sport (informal participation) The key emerging issues in relation to increasing physical activity and participation in (informal) sport centred around the accessibility and suitability of new sports facilities for the local community, access to more affordable exercise classes, the need for more awareness-raising around physical activity and sport and, crucially, tackling health inequalities by targeting initiatives at harder to reach groups.^{8 9 13 15 35-37}

Encouraging Healthier Lifestyles: Improved Access to Healthy Food and Food Literacy Improving access to healthy, affordable food was a key emerging theme both in the National 2014 Legacy Consultation responses and this health impact assessment.^{8 9 35}

A total of 96% of those who completed the Have Your Say questionnaire said that access to healthy affordable food was very important or fairly important for improving health. This was the most popular response (see Figure 4). Women (82%) were significantly more likely than men (69%) to say that access to healthy food was very important for improved health.

Encouraging Healthier Lifestyles: Tobacco and Alcohol Consumption

Several previous consultations have identified that alcohol and drugs remain key concerns for Glasgow's communities in terms of poor health, crime and anti-social behaviour.^{36 38}

These previous consultations highlighted a lack of awareness around alcohol-related support services. There is potential for the Games to be used in a positive way to challenge Scotland's drinking culture by demonstrating that enjoyment of a sporting event is not reliant on excessive alcohol consumption. In the same way, it is possible that the games could be used as a hook to motivate individuals to consider and perhaps moderate their drinking behaviour whilst under the scrutiny of the world's media.

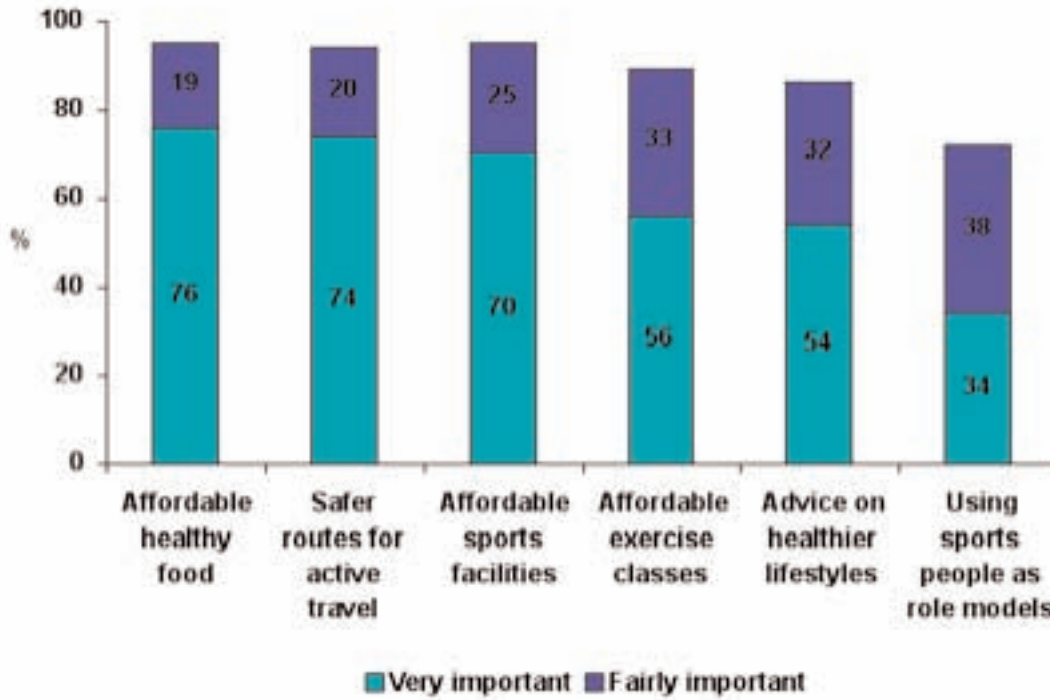
The Have Your Say questionnaire found that 86% of respondents felt that advice on healthier lifestyles (eg nutritional advice, stop smoking services, low risk drinking) was very important or fairly important for improving health.

Encouraging Healthier Lifestyles: Marketing and Promotions

The influence of alcohol sponsorship contributes to shaping young people's perceptions of alcohol and drinking norms. In a move towards current thinking at an EU level, the Scottish Government has recently published alcohol sponsorship guidelines. Distillers, brewers, and alcohol retailers in Scotland have agreed to ensure that alcohol brands are not used to sponsor teams, brands, celebrities or events with particular appeal to under 18s, nor sponsor individuals under 18.





By putting into practice clear statements about alcohol sponsorship, the Commonwealth Games provides an opportunity to reduce young people's exposure to messages that normalise the use of alcohol and other unhealthy consumables.

Figure 4 - Have Your Say Questionnaire: Responses to how the Commonwealth Games could help to promote better physical health.⁹







Health and Wellbeing (Individual Behaviour Change): Recommendations




 = Potential Positive Health Impacts  = Potential Negative Health Impacts

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
<p>ENCOURAGING HEALTHIER LIFESTYLES: INCREASED PHYSICAL ACTIVITY (NON-SPORT) AMONGST THE LOCAL POPULATION (SEE INFRASTRUCTURE (FACILITIES))</p>	<p>Also refer to recommendations in: Infrastructure (Facilities) (Section 6.1) Housing and Public Space (Section 6.6) Environment, Sustainable Development and Carbon Footprint (Section 6.13)</p>	
<p> Glasgow 2014 may only inspire those people already actively participating in physical activity to do more, thereby widening health inequalities</p>	<p>Prevent a potential widening of health inequalities and address barriers to undertaking physical activity (including physical access, income, transport, cultural barriers and social exclusion) by:</p>	
<p> Increased physical activity within general population (non-sport) leading to</p>	<p>1. Encouraging behaviour change by promoting the idea of personal best – which is a way in which individuals and families challenge themselves to do their best in an activity.³⁵</p>	<p>Culture & Sport Glasgow Sport and Physical Activity Forums</p>
<p> Increased self-confidence, self-esteem and self-worth</p>	<p>2. Continuing to review the Culture and Sport Glasgow pricing strategies along with community transport initiatives to enable and encourage more socially excluded groups to access physical activity opportunities in the city.^{8-10 16 36 39}</p>	<p>Glasgow City Council - Education Services, Land and Environmental Services, Development and Regeneration Services, Social Work Services, Health at Work</p>
<p> Improved social networks through increased participation in physical activity</p>	<p>Also refer to recommendation in Section 6.1 Infrastructure (Facilities) on improving the promotion of concessionary discounts and community transport initiatives.</p>	<p>NHS Greater Glasgow and Clyde</p>
	<p>3. Targeting physical activity initiatives, such as Paths to Health, to specific groups (eg minority ethnic groups, low income, social care clients, young people, older people, people with learning disabilities, women, disabled people). Develop defined targets and indicators to measure performance.^{8-10 16 36 39}</p>	<p>Community Transport Glasgow Glasgow Community Planning Partnerships Glasgow Health and Care Partnerships</p>

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
	<p>4. Create healthy environments that are conducive to undertaking physical activity. Use existing public spaces to promote physical activity and maintain them, including the removal of ‘no ball games’ signs. Link to Pitches strategy, Core Paths Plan and Open Space Strategy.³⁴</p>	<p>Glasgow City Council - Education Services, Land and Environmental Services, Development and Regeneration Services</p> <p>Culture & Sport Glasgow Glasgow Community Planning Partnerships</p>
	<p>5. Promote sustainable health improving messages relating to physical activity through the publicity surrounding the Games eg around active travel, walking.³⁴</p>	<p>Glasgow 2014 Ltd (media campaign)</p> <p>Glasgow City Council Press Office Culture and Sport Glasgow NHS Greater Glasgow and Clyde Community Health and Care Partnerships</p>
	<p>6. Use 2014 as a catalyst to drive forward health improvement programmes – establish long term management and support strategies.³⁴</p>	

ENCOURAGING HEALTHIER LIFESTYLES: INCREASED PARTICIPATION IN SPORT (INFORMAL PARTICIPATION) AMONGST THE LOCAL POPULATION

	<p>Also refer to recommendations in: Sports Development (6.12)</p>	
<p> Glasgow 2014 may only inspire those people already actively participating in sport to do more, thereby widening health inequalities</p>	<p>Prevent a potential widening of health inequalities and address barriers to sports participation by:</p> <p>7. Ensuring there is better awareness of opportunities for participation (with a focus on harder to reach groups). This should include promotion of the NHS Health Scotland website which details the availability of local sports and physical activity initiatives.⁹</p>	<p>Culture & Sport Glasgow</p> <p>Sport and Physical Activity Forums</p> <p>NHS Health Scotland</p>
<p> Increase in informal sports participation leading to:</p>	<p>8. Using existing card schemes to advertise opportunities for sport and physical activity (and to assist with evaluation of uptake).³⁴</p>	<p>Young Scot/Kidz Card</p> <p>Glasgow City Council – 2014 Team</p>
<p> Improved social networks through increased participation in physical activity and</p>	<p>9. Ensuring that any social marketing commissioned for the Games counters widening inequalities in participation.³⁹</p>	<p>Scottish Government</p> <p>NHS Greater Glasgow and Clyde</p>
<p> Increased self-confidence, self-esteem and self-worth</p>	<p>10. Using the Games to develop innovative sports participation initiatives (based on local needs and wants) that avoid the pitfalls of decreasing participation and widening inequalities. These might include both Commonwealth and non-Commonwealth sports (such as basketball), as appropriate for different groups.⁹</p>	<p>Glasgow Community Planning Partnerships</p> <p>Community Health and Care Partnerships</p>





POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
ENCOURAGING HEALTHIER LIFESTYLES: INCREASED PARTICIPATION IN SPORT (INFORMAL PARTICIPATION) AMONGST THE LOCAL POPULATION		
 NHS may be unable to cope with increases in sport-related injuries through increased participation in sport	11. Ensure NHS service planning takes into account trends in physical activity levels eg provision of physiotherapy services meet projected demand.	
ENCOURAGING HEALTHIER LIFESTYLES: IMPROVED ACCESS TO AFFORDABLE, HEALTHY FOOD		
	Also refer to recommendations in: Economy/Employment on third sector procurement opportunities (Section 6.8) Infrastructure (Facilities) on access to healthy food in 2014-related facilities (Section 6.1)	
 Increased access to healthy food  Increased motivation/interest in healthier living including learning around food and nutrition	12. Make the new Glasgow City Council Environmental Business Award (which will encourage commercial premises to become more environmentally sustainable and provide healthier food choices) a mandatory element of the annual application process for street traders. Ensure only award holders can access the 2014 village site and venues. ^{8 9 35}	Glasgow City Council - Chief Executive's Office, Land and Environmental Services
	13. Use the Games as a driver to provide more support for parents and carers beyond the school gate on matters related to food and nutrition (eg healthy snacks, healthy packed lunches). ^{8 9 35}	Glasgow City Council - Education Services Cordia LLP
	14. Use 2014 as a target date to roll out Cordia LLP's Healthy Life Style Brand Cafés (already in Bellahouston and Tollcross) to all public buildings, including leisure centres, park cafeterias, 2014-related facilities, community facilities, museums etc. ^{8 9 35} Link to Healthy Working Lives/ Healthy Living Award.	Cordia LLP Culture and Sport Glasgow Healthy Working Lives Healthy Living Award
	15. Implement healthy vending policies across the NHS and GCC. ^{8 9 35}	Culture and Sport Glasgow Cordia LLP NHS Greater Glasgow and Clyde
	16. Ensure access to healthy food is considered in the council's planning procedures. ^{8 9 35}	Glasgow City Council - Development and Regeneration Services
	17. Glasgow City Council should link with the Scottish Government on a review of civic government licensing to tackle the significantly high densities of unhealthy fast food outlets (including street trader vans and fixed stances) near schools and throughout deprived areas generally. ^{8 9 35}	Glasgow City Council - Chief Executive's Office, Development and Regeneration Services

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
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ENCOURAGING HEALTHIER LIFESTYLES: IMPROVED ACCESS TO AFFORDABLE, HEALTHY FOOD

	<p>18. Encourage the third sector to bid for 2014 contracts relating to food provision (eg community food initiatives and the procurement of food for 2014).³⁴</p>	<p>Glasgow City Council – Corporate Procurement, Development and Regeneration Services</p> <p>Glasgow 2014 Ltd</p>
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ENCOURAGING HEALTHIER LIFESTYLES: TOBACCO AND ALCOHOL CONSUMPTION

<p> People use the Games as an excuse to drink alcohol leading to possible violence/crowd disturbance/other crime.</p> <p> People experiencing problems with alcohol and drugs know how to and be able to access assistance (before, during and after the Games)</p> <p> Reduced visibility, promotion and availability of tobacco products to young people</p> <p> People are protected from second-hand smoke</p>	<p>19. Glasgow uses 2014 to work towards a cultural norm of family friendly sporting fixtures and events, without drinking alcohol.³⁴</p> <p>20. Carry out a review of the literature focussing on the use of alcohol at sporting events and public information campaigns that encourage people to behave, using civic pride as a motivating factor.³⁸</p> <p>21. Ensure that the implementation of Glasgow’s Joint Alcohol Policy Statement and Alcohol and Drug Prevention and Education Model are tailored to take account of potential changes in service demand as a result of the Games.³⁴</p> <p>22. Carry out a review to identify any Games venues where: smoking is permitted on the grounds; and where tobacco and related products are sold. Begin negotiations to ensure that grounds are free from second-hand smoke and any tobacco related products are phased out before 2014, respectively.³⁴</p>	<p>Member Officer Working Group on Alcohol and Drugs</p> <p>Culture & Sport Glasgow</p> <p>Glasgow City Alcohol and Drugs Partnership</p> <p>Glasgow City Council - Corporate Policy</p> <p>2014 new and existing venue managers</p>
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ENCOURAGING HEALTHIER LIFESTYLES: MARKETING AND PROMOTIONS

<p> Marketing of unhealthy products as part of sponsorship of Games</p>	<p>23. Sponsorship linked to the Games should be associated with healthy, fair-trade and sustainable products or at least carry health promotion messages.³⁴</p>	<p>Glasgow 2014 Ltd</p> <p>Scottish Government</p> <p>Glasgow 2014 Team</p>
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6 Appraisal and Recommendations

6.5 Image of Glasgow

Image of Glasgow: Plans

The 2014 Commonwealth Games will bring the opportunity for Glasgow to strengthen its position on the world stage. As an event that is watched by hundreds of millions of people around the world, the Games provide an unprecedented level of exposure for the city and Scotland as a whole.

The Glasgow 2014 candidate city file makes several references to Glasgow's reputation as 'the Friendly City' as well as a successful 'events city' with a strong reputation for staging established cultural and sporting events. Glasgow is also described as a 'vibrant city' with 'excellent shopping' and an 'international centre for design and the creative industries'. Moreover, a key legacy aspiration is that the city's strong cultural heritage is protected and enhanced before, during and after the 2014 Commonwealth Games.

Glasgow's Tourism Action Plan states that Glasgow City Marketing Bureau (GCMB) and partners have plans to maximise the image and brand opportunities arising from the 2014 Games in a bid to boost tourism. A pre- and post-2014 communications strategy and a media strategy will be developed as well as measurement systems to evaluate the impact attributable to hosting the Games.

Image of Glasgow: Health and Wellbeing Impacts





Promoting Glasgow's Image

Using Glasgow 2014 to promote Glasgow's identity and improve the city's image emerged as a key legacy priority in the grey literature as well as the HIA.^{8 10 11 16 35 40} From the Glasgow Household Survey, 'improving the image of Glasgow' was regarded as a top priority for the city in relation to the potential legacy benefits of Glasgow 2014.

The Have Your Say questionnaires found that people felt it more important to promote a positive image of Glasgow (95%) rather than the East End (83%) in order to increase tourism and provide positive images of the city. White Scottish respondents and those more likely to volunteer were most likely to say that promoting positive images of Glasgow was very important. People without a disability were more likely to say that promoting Glasgow's image was very important compared to those who considered themselves to have a disability.⁹

The idea of using the Games to promote friendliness between communities came out strongly in the interactive workshops. A large number of participants were keen that Glasgow should move away from its mean city image towards having a reputation for being friendly, vibrant, healthy, safe and green. Concerns were raised that visitors may get a negative impression of the city due to its appearance and the behaviour of its citizens (see also section on community safety and crime). Potential was identified for Glasgow to be put firmly 'on the world map', but for the right reasons.¹⁰

 = Potential Positive Health Impacts  = Potential Negative Health Impacts

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
PROMOTING GLASGOW'S IMAGE		
	Also refer to recommendations in Civic Pride (Section 6.2) Economy/Employment (Section 6.8)	
<p> Improved image of Glasgow/Scotland leading to increased tourism and associated employment and economic growth</p>	<p>1. Use Glasgow's Tourism Action Plan to achieve targeted changes in perception of the city, through the development of a pre and post 2014 communications strategy and robust measurement systems to evaluate the attributable impact of the Games.</p>	<p>Chamber of Commerce Glasgow City Marketing Bureau Scottish Enterprise</p>
<p> Promotion of local businesses or products in Glasgow/ Scotland leading to increased exports and associated economic growth</p>	<p>2. Glasgow City Council should enhance its Clean Glasgow campaign in the run up to (and after) the Games with a robust evaluation system to assess progress on the actual and perceived impact on Glaswegians and tourists.³⁴</p>	<p>EventScotland Glasgow City Council – Land and Environmental Services, Development and Regeneration Services</p>
<p> Glasgow receives negative publicity in the press (eg violence, theft, alcohol and other health problems, racism, poverty, issues over budget)</p>	<p>3. Showcasing opportunities should part of a process of long-run business network development.^{41 42}</p>	<p>Culture & Sport Glasgow</p>
<p> Branding of the city to the media and visitors leads to a boost in civic pride</p>	<p>4. Glasgow 2014 Ltd's Media Plan and Glasgow's Tourism Communications Strategy must include risk management strategies to identify potential risks which may affect the city's image and reputation. These assessments should include appropriate management actions and controls to mitigate the risks.³⁴</p> <p>5. A branding of the city that maximises the potential positive impact on civic pride and well-being should be promoted, such as 'the friendly city' or Glasgow's heritage. Avoid branding the city only in terms of consumerism, but focus on its cultural and community assets.³⁴</p>	

6 Appraisal and Recommendations

6.6 Housing and Public Space: Plans

Housing and Public Space: Plans

For the purposes of this section 'housing and public space' will be taken to refer to housing-led area improvement and therefore specifically to the planned Commonwealth Games village and any related public space improvements.

Dalmarnock, in the east end of Glasgow, will be the site of the Athletes Village for the 2014 Commonwealth Games. In 2003, the Scottish Index of Multiple Deprivation ranked Dalmarnock in the top 5% of deprived areas in the country. Nearly 1,000 housing units have been demolished since that time and, ironically, such clearance has led to an improvement in its SIMD ranking for 2006.

Lack of sustainable investment in the area has resulted in the remaining population still being amongst the most socially and economically excluded in the city of Glasgow. The Games regeneration proposals will enable great change and visible improvements in the area.

The East End is already going through a process of change with many development projects either underway or planned, most of which have been developed since the establishment of the Clyde Gateway Urban Regeneration Company.

The Candidate city file states that the "design of the Village will be an exemplar of urban regeneration....and built to the highest environmental standards". After the Games are over, the Village will be fully developed as a new housing neighbourhood for the East End of Glasgow. Amongst other things developers will aim to:

- > Maximise the relationship between the site and the River Clyde
- > Provide a high proportion of well-planned green space, amenity land and water features within the site
- > Adopt design standards compatible with a low carbon development
- > Ensure low housing densities to ensure greater confidence about onward sales of the property
- > Create a vibrant new community.
- > Provide a mix of private and social housing to meet the needs of the community in the East End of Glasgow.
- > Accommodate up to 1,500 residential units, of which 1,200 will be sold on the private market and 300 managed by providers of social rented housing.
- > Conform to the Scottish Housing for Varying Needs Standard, which complies with international accessibility standards. 'Barrier free' is defined as housing and its environment which is designed to allow for the needs of almost everyone.

Refer to Section 6.13 for more detail on issues relating to the environment and sustainable development, including low emission zones, sustainable construction and waste management.

Housing and Public Space: Health and Wellbeing Impacts

The development of the village as a key legacy area was highlighted in the grey literature^{15 16 18 20 35} as well as the 2014 health impact assessment (HIA) scoping phase⁸ and the 'Have Your Say' workshops.¹⁰

Construction of the village was not regarded as such a prominent legacy issue in the Glasgow Household Survey or the Have Your Say questionnaires, where 30% thought that the impact of the Commonwealth Games Village on them would be strongly positive or positive.

Perhaps unsurprisingly those living in the East End were most likely to say the legacy of the village would be strongly positive (20% for those in the East End, 10% for respondents from elsewhere).

Creation of Vibrant Community: Inclusion, Reduced Fear of Crime, Sense of Belonging, Community Involvement

Potential positive impacts of the housing and area improvement included impacts around a reduced sense of isolation, reduced fear of crime, increased sense of belonging and feelings of safety, increased involvement in community affairs, greater recognition of neighbours and improved view of the area as a place to live.

Change in Housing Stock: House Price/Rent Increases, Displacement, Community Division, Disruption and Uncertainty

Negative impacts of housing and area improvement included potential increased housing costs, displacement of original residents, social exclusion and community division for those in neighbouring areas not benefiting from the improvements, disruption, uncertainty and lack of control around moving home – leaving residents feeling disempowered.

Health and Public Space: Recommendations



= Potential Positive Health Impacts



= Potential Negative Health Impacts





POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
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NEIGHBOURHOOD SATISFACTION

	Also refer to recommendations in: Infrastructure (Transport) for actions relating to noise pollution, disruption, community severance (Section 6.2)	
<p> Creation of vibrant community - improved aesthetics, increased population and facilities and improved public realm</p> <p> Improved perceptions of safety, greater community involvement and more area satisfaction</p> <p> Improved urban design encourages safer routes for travel and opportunities for physical activity and play as well as accessing healthy food</p>	<p>1. Publish a plan for the provision of the social infrastructure necessary for a vibrant community – 2014-related regeneration needs to adhere to principles and guidelines in East End Local Development Strategy.²⁰</p> <p>2. Promote innovative urban planning, integrating skateboarding parks, outdoor play and sports areas within residential areas, with a focus on safe and secure environments that encourage both physical activity and social interaction.²⁰</p> <p>3. Use existing public spaces to promote physical activity and maintain it. Remove 'no ball games' signs.^{20 34}</p>	<p>Glasgow City Council - Development and Regeneration Services and Land and Environmental Services</p> <p>Glasgow 2014 Ltd</p> <p>Building Contractors URC for Clyde Gateway</p>


HOUSING COSTS

<p> Mix of private and social housing – legacy</p> <p> Potential rise in house prices or rents which may affect ability to buy adequate diet, create benefit trap limiting employment opportunities</p>	<p>4. Consider the proportion of socially rented and private housing, ensure the quality of housing is the same, and create integrated, mixed income communities.³⁴</p> <p>5. Engage with local communities on what the new development means for them, seek to allay any concerns, and build in positive suggestions.</p>	<p>Glasgow City Council - Development and Regeneration Services</p>
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POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
DISEMPOWERED COMMUNITIES		
<p> Lack of community involvement in housing decision-making</p> <p> The displacement of original residents and demographic change leading to 'gentrification'</p>	<p>6. Engage with local communities around the design of the village to the National Standards of Community Engagement and in-doing-so allow the community to provide input into the design and re-development of their neighbourhoods.^{12 34}</p> <p>7. Publish agendas, minutes and documents relating to the design, commissioning and planning of the village and other Games related infrastructure, whenever possible (but with consideration of commercially sensitive issues).³⁴</p>	<p>Glasgow City Council – Development and Regeneration Services</p> <p>Glasgow City Council – Land and Environmental Services</p> <p>Glasgow 2014 Ltd</p> <p>Building Contractors</p> <p>Glasgow Access Panel, other equality organisations</p> <p>URC for Clyde Gateway</p> <p>Glasgow Community Planning Partnership</p>
UNINTENTIONAL INJURIES		
<p> Houses are designed to prevent injury</p>	<p>8. Ensure health and safety standards are at a premium to limit future unintentional injuries from eg falls and fires, with a focus on children and older people. Effective prevention measures include:</p> <ul style="list-style-type: none"> > individually tailored safety devices (eg smoke alarms, CO alarms and sprinklers) > hazard removal > tailored exercise programmes for older people. <p>Educational outreach and home visits (eg Fire Service) are essential if prevention programmes are to result in injury reduction.³⁴</p>	<p>Glasgow City Council – Development and Regeneration Services and Land and Environmental Services</p> <p>Strathclyde Fire and Rescue</p> <p>Strathclyde Police</p> <p>Glasgow 2014 Ltd</p> <p>Building Contractors</p> <p>URC for Clyde Gateway</p> <p>NHS Greater Glasgow and Clyde</p>
SUSTAINABILITY OF HOUSING STOCK		
<p> Housing stock is not sustainable in the longer term</p>	<p>9. Build 'green' housing: Ensure highest environmental standards for the village (eg minimize heat loss, improved protection from the cold [particularly for older people], affordable domestic heating, and energy efficiency measures).³⁴</p> <p>Refer to recommendations in Environment, Sustainable Development and Carbon Footprint (Section 6.13)</p>	<p>Glasgow City Council – Development and Regeneration Services</p> <p>Glasgow 2014 Ltd</p> <p>Building Contractors</p> <p>URC for Clyde Gateway</p>

Health and Public Space: Recommendations

 = Potential Positive Health Impacts  = Potential Negative Health Impacts

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
COMMUNITY SEVERANCE		
 Social exclusion and community severance (for those in neighbouring areas not benefiting from the improvements)	Refer to recommendations in Infrastructure (Transport) for actions relating to noise pollution, disruption, community severance (Section 6.2)	
DISRUPTION		
Disruption caused by construction	10. For recommendations on tackling disruption caused by construction (including parking and noise pollution) and community severance , see section 6.2, Recommendations ^{1 2 3 5 6}	Glasgow City Council – Development and Regeneration Services and Land and Environmental Services Glasgow 2014 Ltd Building Contractors URC for Clyde Gateway

6 Appraisal and Recommendations

6.7 2014 Participation: Cultural and Sporting Events

2014 Participation: Cultural and Sporting Events: Plans

Glasgow's Candidate City File states that the 2014 Cultural Programme will be developed in stages, using Commonwealth Cultural Partnerships and Commonwealth exchanges. The Programme will start in 2010 immediately after the Games in Delhi. Both the activities and the scale will increase towards the Games in 2014, when the main programme will take place during the Games themselves. This evolution of the programme will ensure a cultural legacy which progressively grows while developing associated networks. The latter will ensure continuity beyond the Games period.

Glasgow's aims to involve the whole community in the Cultural Programme and the core of the Programme will be delivered by existing cultural organisations, led by a team within the Organising Committee. The same team will also lead in the commissioning of innovative and exciting works, which will appear in the public realm and at the live sites of the Games, whether in the form of performances or as physical artefacts.

In addition to the above, Glasgow's Strategic Major Events Forum will build on the 2014 Cultural Programme and further develop Glasgow's international profile through existing cultural products, along with a programme of cultural events within the city for long term benefit in the run up to and beyond the Games.

Ticketing

The main principles for the ticketing strategy are:

- > To maximise attendance and try to ensure 'full stadia'
- > To make tickets accessible to as many different people as possible
- > To ensure a fair and equitable distribution of tickets
- > To be innovative in respect of attracting specific markets, such as young people and family groups
- > To include access to public transport as part of all ticket sales
- > To meet the financial objectives of the Games
- > A projected income of £18.704 million.

The Games Fest Area

A unique element of this programme will be the 'Games Fest', a mass entertainment space that will be based on the principle of the 'Fan Fests' pioneered at other major sports events. This will encompass a dedicated public area where the local community and visitors who have not managed to get tickets for the main arenas can, nevertheless, watch the events live.

Learning About Scotland and other Commonwealth Countries

The cultural programme for the Games will provide an opportunity for the visiting Commonwealth, as well as TV viewers, to learn more about Glasgow and Scotland as a whole. A distinct education programme will ensure that people in Scotland enjoy a positive and constructive image of the Commonwealth and its citizens, with a special focus upon action within schools. The city will use Glasgow's existing Children and Young People's engagement model to involve and consult on the development of the Games so that they are attractive to children and young people. Working with organisations in the field of informal learning, young volunteers will be given the opportunity to gain qualifications associated with their voluntary role.

6 Appraisal and Recommendations

2014 Participation: Cultural and Sporting Events - Health and Wellbeing Impacts

A cultural legacy as a result of Glasgow 2014 emerged as a key theme in the grey literature as well as the Have Your Say workshops.^{10 16 35 38 40} In the Have Your Say questionnaire, when asked an open ended question about what the biggest impact of the Commonwealth Games would be on them personally, 18% of those who responded with an answer other than don't know thought it would be related to the cultural legacy. This was the joint most popular answer (together with civic pride).

2014 Participation: Cultural and Sporting Events - Engagement, Inclusion, Access and Affordability

The key emerging issues in relation to achieving a cultural legacy from the 2014 Games centred on eliciting pride and empowerment by ensuring that local people can access tickets, making concerted efforts to involve harder to reach groups, mass participation events and allowing local people (particularly young people) to help design the 2014-related activities so that they resonate with them and grab their interest. Using 2014 cultural and sporting activities as diversionary activities to help combat crime, territorialism and anti-social behaviour was also highlighted as a key legacy impact.

The HIA found that the key learning and education opportunities of most interest to local people and their families included learning about Commonwealth countries and cultures, learning related to health and lifestyle, and learning about sport (eg coaching).^{9 11 35}

“If you want to improve social inclusion, work with those people who are already doing it, don't try to reinvent the wheel”

Adam Brown, Substance Consultant for Manchester 2002 Evaluation




2014 Participation: Cultural and Sporting Events: Recommendations

 = Potential Positive Health Impacts  = Potential Negative Health Impacts

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
	<p>Also refer to recommendations in:</p> <ul style="list-style-type: none"> Infrastructure (Facilities) for action around physical access and fair pricing (Section 6.1) Infrastructure (Transport) for action relating to noise pollution, disruption, community severance (Section 6.2) Health and Wellbeing for action around the creation of a specific 2014 logo for community use, tackling barriers to participation and access and provision of healthy, affordable food (Section 6.4) Sports Development and Community Safety, Antisocial Behaviour and Crime for action on using sport as diversionary activity (Sections 6.10 and 6.12) 	

2014 Participation: Cultural and Sporting Events: Recommendations

 = Potential Positive Health Impacts  = Potential Negative Health Impacts


POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
CULTURAL AND SPORTING EVENTS: ENGAGEMENT, INCLUSION, INVOLVEMENT		
<p> Enhanced sense of pride in and empowerment of ethnic minority communities and other marginalized groups through key involvement in the cultural programme</p>	<p>1. Ensure activities are high quality, achieve outcomes and are attractive to all children and young people by engaging with them in designing the 2014 cultural programme, and by providing intergenerational opportunities where possible/ appropriate.³⁴</p>	<p>Glasgow 2014 Ltd</p> <p>Contractor commissioned by Glasgow 2014 Ltd to develop and deliver Volunteering Programme</p>
<p> Under-representation of certain groups (eg disabled people) in the cultural programme</p>	<p>2. As well as young people, target 2014 related cultural programmes and sporting events to people from more excluded communities: unemployed, disabled, BME, women, older people (and those unlikely to volunteer).³⁴</p>	<p>Contractor commissioned by Glasgow 2014 Ltd to develop and deliver Cultural Programme</p>
<p> Lack of time, money, lack of information, understanding and perception that cultural/ arts activity is not for them or feeling these activities are irrelevant to their daily lives</p>	<p>3. Link in with key community leaders on the development of key cultural and sporting initiatives.³⁴</p> <p>4. The Glasgow 2014 brand protection will prevent some community groups from using the logo. Create an alternative logo for community use.³⁴</p>	<p>Glasgow City Council - 2014 Team, Land and Environmental Services, Development and Regeneration Services, Education Services</p> <p>Culture & Sport Glasgow</p>
	<p>5. Link Games to mass participation activities that encourage all communities to participate (eg street parties; local festivals; race for life; refugee week; intergenerational activities).³⁴</p>	<p>Glasgow City Marketing Bureau</p> <p>Glasgow's Strategic Major Events Forum</p> <p>EventScotland</p> <p>Chamber of Commerce</p> <p>Local Community Leaders/ Groups</p> <p>Community Health and Care Partnerships (CHCPs)</p>

2014 Participation: Cultural and Sporting Events: Recommendations


 = Potential Positive Health Impacts  = Potential Negative Health Impacts

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
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CULTURAL AND SPORTING EVENTS: DIVERSIONARY ACTIVITY

<p> Tackling crime and anti-social behaviour using 2014-related activities as diversionary activities</p>	<p>6. Use the Games to increase diversionary activity for children and young people within the city.³⁴</p>	<p>Contractor commissioned by Glasgow 2014 Ltd to develop and deliver Volunteering Programme</p> <p>Local Community Leaders/ Groups</p> <p>Culture & Sport Glasgow</p> <p>Community Health and Care Partnerships (CHCPs)</p> <p>Community Justice Authority</p> <p>Strathclyde Police</p> <p>Glasgow Community Safety Services (GCSS)</p> <p>Glasgow City Council - Social Work Services (SWS)</p>
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CULTURAL AND SPORTING EVENTS: EDUCATION OPPORTUNITIES

<p> Young people and children learn about commonwealth cultures, which may lead to increased attainment and acceptance of difference cultures</p>	<p>7. Use 2014 as a target for children to acquire a new appreciation of commonwealth cultures (eg learning a simple hello in various languages to welcome visitors to the city).³⁴</p> <p>8. Encourage volunteering at cultural events and sporting events through innovative initiatives that 'grab' young people and use established networks such as Millennium Volunteers to attract young people to volunteering opportunities.</p>	<p>Glasgow 2014 Ltd</p> <p>Contractor commissioned by Glasgow 2014 Ltd to develop and deliver Volunteering Programme</p> <p>Culture & Sport Glasgow</p> <p>Glasgow Young Scot/ Kidz Card</p> <p>Glasgow City Council – 2014 Team, Education Services, Social Work Services</p>
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 = Potential Positive Health Impacts  = Potential Negative Health Impacts

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
CULTURAL AND SPORTING EVENTS: ACCESS, AFFORDABILITY		
<p> Local people can't access tickets</p> <p> The overall ticketing strategy is designed to ensure that the Games are inclusive</p> <p> Excluded groups may be priced out of attending or they can't attend because they require a carer who has to pay to enter</p> <p> Ticket sellers may not allocate suitable seats to disabled people</p>	<p>9. Promote outdoor events (eg in public areas to maximize the ability of everyone to see them).³⁴</p> <p>10. Consider developing 'Games fest' areas across the city rather than only in a city centre locations.³⁴</p> <p>11. Ensure the Games fest area/s (and other outdoor venues) are accessible to wheelchair users and consider others with mobility problems.³⁴</p> <p>12. Ensure ticketing strategy is fair, accessible and affordable to local people including:</p> <ul style="list-style-type: none"> > Consideration of the position of excluded groups within the pricing policy. > Multiple methods of obtaining tickets (ie not just on the internet). > Consider free/cheaper seats available to events that have a lower demand. > The position of carers should be taken into account in ticketing policy. <p>> Provide integrated ticketing where possible and 'one stop' information on the main and any associated events.³⁴</p>	<p>Glasgow 2014 Ltd</p> <p>Contractor commissioned by Glasgow 2014 Ltd to develop and deliver Volunteering Programme</p> <p>Glasgow Access Panel and other equality organisations</p> <p>Glasgow Community Planning Partnership</p> <p>Culture & Sport Glasgow</p> <p>Glasgow City Council - 2014 Team, Land and Environmental Services, Development and Regeneration Services</p> <p>Glasgow City Marketing Bureau</p> <p>Glasgow's Strategic Major Events Forum</p> <p>EventScotland</p> <p>Chamber of Commerce</p> <p>Scottish Enterprise</p>
<p> Anti-social behaviour at events</p>	<p>13. Make plans to prevent and manage alcohol-related problems in Games fest areas.³⁴</p>	<p>Glasgow 2014 Ltd</p> <p>Strathclyde Police</p> <p>Glasgow Community Safety Services (GCSS)</p>

6 Appraisal and Recommendations

6.8 Economy/Employment

Economy/Employment: Plans

Revenue support for organising and delivering the Games has been identified and committed. The Scottish Government will provide 80% and Glasgow City Council 20% of the funding for the Games.

The Glasgow 2014 organisers are working towards a positive economic impact as a result of hosting the Games. In addition, it is hoped the Games will leave a legacy of:

- > New skills and other educational benefits
- > More jobs for local people and
- > Opportunities for self-development through volunteering for the Games and future sports events

The Candidate City File states that the Glasgow 2014 Games will also promote short term economic development by increasing tourism, through improved awareness and perceptions of Glasgow as a visitor destination.

The Supplier Development Programme, which will deal with 2014 procurement, will ensure that close links are maintained with businesses throughout the country to ensure that they are aware of opportunities to contribute to (and benefit from) the Games. Since the bid announcement the 2014 Legacy Team has stated its 'Community Benefit' approach to purchasing and procurement.

Glasgow City Council is also developing a sustainable procurement policy which will provide a mandate for local action on the environmental and social impacts of purchased goods and services.

Economy/Employment: Health and Wellbeing Impacts

Access to Jobs and Skills Development

The grey literature and the HIA found that providing sustainable jobs and skills (for the growth job areas) for local people was a top legacy priority as a result of hosting the Games.^{8-11 15 18 35}

From the Have Your Say questionnaires 93% percent of people thought that using businesses that will employ local (Glasgow) people was either very important or fairly important. People living within the East End (compared with those either living in other areas of Glasgow or outside Glasgow) were most likely to say employment of local people was very important. Moreover, 94% percent of respondents thought opportunities to access training, volunteering or jobs were either very important or fairly important for the creation of a feel good factor in the city – again this was felt stronger in the East End of the city.

Potential negative impacts related to the provision of new jobs included low pay, poor working conditions, inequitable access to jobs and opportunities for skills development. Concern was also expressed at whether jobs would be short term and unsustainable, relating to the Games period only.

Changes in Economic Activity

The Games has the potential to impact positively on Glasgow's local economy and the wider Glasgow area through economic investment, a boost to local business and tourism, an injection of new jobs, as well as an enhanced opportunity for Glasgow to secure more major sporting and cultural events.

Business Opportunities

The grey literature and the HIA brought up impacts around procurement processes for the Games.^{8 9 18 35} Issues relating to the use of local businesses, encouraging ethical and sustainable purchasing (including the involvement of third sector and social enterprises) and using social clauses to maximise training and employment opportunities for local people were raised.

Opportunity Costs





A main negative impact voiced around the economic legacy of the 2014 Games was concern over the costs of the Games being passed on to residents (eg through a rise in Council Tax) and there was also concern about funds being diverted from other projects and services.

Increase in Rents/House Prices

Another potential negative impact of the Games is rent increases, particularly around the village site. The possible eviction of tenants who cannot afford higher rents would enable landlords to cash in on Games-related temporary residents willing to pay inflated rents.








Economy/Employment: Recommendations

 = Potential Positive Health Impacts  = Potential Negative Health Impacts




POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
JOBS AND TRAINING OPPORTUNITIES		
<p> Increased demand for skills and employment opportunities</p> <p> Increased demand for Language skills</p> <p> Access to new job opportunities might not be equitable</p> <p> Jobs are of low quality, short term and poorly paid</p>	<ol style="list-style-type: none"> 1. Ensure local people are fully equipped to access local jobs and training opportunities.^{8 11} 2. Ensure that Games-related jobs include employment clauses such as health and safety measures, preventing the exploitation of seasonal workers, good working conditions and fair pay (following 2012's lead on adopting the London Living Wage).⁸ 3. Create community benefits by implementing a targeted recruitment programme, in conjunction with local employability services, which reflects population diversity and focuses on harder to reach groups.^{8 11} 4. Ensure skills development programmes target jobs growth areas and address identified skills gaps within the city – to ensure long term sustainability of jobs.^{8 11} 5. Encourage successful contractors to provide meaningful work experience and training opportunities, ensuring that such training opportunities are managed and monitored.¹¹ 6. Consider the use of further education establishments and social enterprises to help provide training opportunities eg language skills for seasonal workers and construction work, respectively.³⁵ 	<p>Glasgow City Council - Supplier Development Programme Corporate Procurement Health at Work 2014 Team</p> <p>Glasgow Works and other employability services</p> <p>Glasgow 2014 Ltd</p> <p>Building contractors for 2014</p> <p>Further Education Colleges</p> <p>Local Regeneration Agencies</p>

Economy/Employment: Recommendations

 = Potential Positive Health Impacts  = Potential Negative Health Impacts

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
INCREASED ECONOMIC ACTIVITY (DURING AND AFTER GAMES)		
 Increased local GDP in region (eg through tourism)	Evidence from previous Games suggests that the largest economic benefits arise from increased tourism, specifically international tourism.	Glasgow 2014 Ltd
 Increased economic investment in the region	7. Focus on using the Games as a catalyst to drive forward existing tourism programmes and strategies to ensure the tourism legacy for Glasgow is maximised.	Glasgow City Council - 2014 Team Glasgow City Marketing Bureau
 Possibility of downturn in economic activity immediately post-Games	8. Ensure that the Games maintains momentum by linking it to existing regeneration plans that continue after the event.	Glasgow's Strategic Major Events Forum EventScotland Chamber of Commerce Scottish Enterprise
LOCAL BUSINESSES - GENERAL		
 More successful small- to medium-sized enterprises as result of Games	9. Ensure local small- to medium-sized enterprises , including social enterprises, are fully equipped to bid for 2014-related work. ³⁵	Glasgow City Council - Corporate Procurement Supplier Development Programme 2014 Team
 Opportunities to showcase innovative regional businesses and products	10. Ensure that the commitment in the original bid document; namely that local and national 'sustainable procurement policies' will be adhered to at all times' is upheld, ensuring consideration of sustainability issues such as environmental criteria, encouraging local suppliers, ethical purchasing and waste minimization/recycling are taken into account. ⁸	Glasgow 2014 Ltd Local Regeneration Agencies
 A windfall gain to universities, who will rent out student accommodation during Games	11. Use the Games to encourage workforce health schemes. ⁸	Glasgow City Marketing Bureau Glasgow's Strategic Major Events Forum
 Promotion of Health at Work across public and private sectors		EventScotland Chamber of Commerce Scottish Enterprise

 = Potential Positive Health Impacts  = Potential Negative Health Impacts

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
HOUSING MARKET/RENT INCREASES		
<p>Potential rise in house prices/rent. This could negatively affect lower income families not in social housing.</p>	<p>Refer to Recommendation 4, Housing and Public Space (Section 6. 6).</p>	<p>Glasgow 2014 Ltd Glasgow City Council - Development and Regeneration Services, 2014 Team</p>
OPPORTUNITY COSTS		
<p> Opportunity costs divert money from other services</p> <p> Games budget overruns might negatively effect the local economy</p> <p> Future Council Tax/ inflation rises</p>	<p>12. Plan to minimise any potential disruption to existing services.⁸⁻¹¹</p> <p>13. Consider the health and social impacts of any cost savings as a result of planning around 2014.^{8-10 43}</p> <p>14. Targeted and transparent information for communities on budget implications.^{8-10 33}</p> <p>15. Put stringent project management and risk management procedures in place to ensure the capital budget is adhered to.^{8-10 43}</p> <p>16. Tie the new physical facilities for 2014 into employment, education and health as a means of boosting social and economic regeneration.^{8-10 34}</p>	<p>Glasgow 2014 Ltd Glasgow City Council - 2014 Team, Development and Regeneration Services Glasgow Community Planning Partnership</p>

6 Appraisal and Recommendations

6.9 Volunteering

Volunteering: Plans

15,000 volunteers will be needed to assist with the running of the Games. There will be a variety of opportunities for people to get involved with the Games – in both specialist (eg medical support, timekeeping) and more general volunteer roles (eg directing spectators to their seats and assisting visitors to the city).

Volunteers will be recruited from throughout Scotland, with particular encouragement being given to young people. There will be opportunities for training and qualifications linked to volunteer roles.

Glasgow has a strong culture of volunteering. Glasgow's Strategic Volunteering Framework will enable the voluntary, public and private sectors to unite as partners to promote and develop volunteering in Glasgow. It aims to enhance the quality of the experience for existing volunteers, to ensure volunteering is accessible to all, and to encourage new people to participate and share in the benefits of volunteering. The Framework is critical to developing volunteering in the city, both leading up to and beyond the Commonwealth Games in 2014.

The Framework will include a 'Preparation for Volunteering Programme' – to encourage and support under-represented groups to get involved in volunteering. A partnership agreement (with local employers) will also be developed to encourage employer-supported volunteering.

The contract for managing the volunteering programme for the Commonwealth Games is yet to be awarded.

Volunteering: Health and Wellbeing Impacts

Increased Employability of Volunteers

Increased employability is perceived to be a potential impact of involvement in the volunteering programme.^{9, 11} People's experience of volunteering at previous events is mixed, with some feeling that they have developed skills, networks and knowledge but others feeling under-utilised and that they didn't get the training and appreciation that they hoped for.^{44 45}

Wider Inclusion in Volunteering

People from harder to reach groups, who are most likely to benefit from the experience, are often under represented amongst volunteers. These volunteers are likely to need more training and support to enable them to fulfil the role. Many organisations who already involve volunteers are keen to act as channels for individuals to get involved.⁴⁶ People are motivated to volunteer by:

- > being part of a 'big event' (especially important to young people)
- > personal development (especially important to young people and women)
- > the opportunity to meet new people (especially important to women).

People are less motivated by promises of recognition, getting tickets or reimbursement.⁹



The main barriers to volunteering are lack of time or lack of interest. People tend to be recruited by information received by word of mouth.¹¹

Increased Volunteering in Glasgow (beyond the Games)

Evidence from previous events suggests that volunteers do not necessarily continue volunteering after a big sporting event.^{45 47 48} Volunteering legacy is seen as a low priority by local people. It is suggested that volunteering legacy plans should be firmly linked to the employability agenda.⁴⁶

Volunteering: Recommendations

 = Potential Positive Health Impacts  = Potential Negative Health Impacts

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
<p> Increased employability of volunteers and inclusion in volunteering</p> <p> Increased volunteering in city (not-related to the event)</p>	<ol style="list-style-type: none"> 1. Maximise the employability impact of the volunteering programme by designing and delivering the training for volunteers in partnership with the current providers of employability services.⁹ 2. Ensure that existing skilled and experienced local volunteers are given the opportunity to be involved in the Glasgow 2014 volunteering programme (eg recruit experienced volunteers who can speak Commonwealth country languages).^{9 34} 3. Set up an access course to assist excluded groups to become volunteers (eg ex-offenders).³⁴ 4. Set targets to recruit volunteers from excluded groups.⁴⁸ 5. Encourage volunteering (young people) by learning from successful initiatives such as Millennium Volunteers. 6. Ensure appropriate support for volunteers with additional needs.³⁴ 7. Make equality training available to all volunteers in line with Glasgow's Equal Access Strategy.³⁴ <p>Make resources available to employers and individuals (eg for caring costs) to allow people to volunteer during the Games without personal cost³⁴ by:</p> <ol style="list-style-type: none"> 8. Ensuring out of pocket expenses are covered (eg caring costs, transport) and 9. Working with Glasgow employers to develop employer-supported volunteering. 	

6 Appraisal and Recommendations

6.10 Community Safety, Antisocial Behaviour and Crime

Community Safety, Antisocial Behaviour and Crime: Plans

Glasgow's Candidate City File outlines the plans for counter-terrorism, policing, safety and consequence management during the Games. The security operation will cover all sporting and cultural venues, transport infrastructure and public space. Staff from Police, Fire and Rescue and Ambulance services will be involved. Responsibility for security lies with the Scottish Government.

There are plans for the Clean Glasgow campaign to be continued and expanded in the run up to the Games. This targets problems associated with litter, fly tipping and graffiti and helps communities tackle localised problems.

Community Safety, Antisocial Behaviour and Crime: Health and Wellbeing Impacts

The review of previous consultations shows that there are already high levels of concern amongst the public about community safety, antisocial behaviour and crime.^{11 16 20 36-38 40 49 50}

For many, the Games is seen as an additional challenge where there is potential for these existing problems to get worse. However, for some, the Games is seen as a potential catalyst for change. It was not a priority topic for legacy. However, antisocial behaviour and crime was the second highest concern for people about Glasgow hosting the Games.¹¹

Alcohol Consumption and Antisocial Behaviour

Youth disorder (including street drinking) is one of the most commonly reported community safety concerns by Glasgow residents.^{16 36-38 40 49 50} Children, young people and older people are seen to be most affected.³⁸ There is potential that the Games might lead to an increase in substance misuse, particularly around the closing ceremony.^{8 51} Suggestions for tackling alcohol problems include restrictions on sale and supply, enforcement of existing laws and increased penalties for agent sales.³⁸

However, there is a hope that an increase in sports facilities and other activities might help to get young people off the streets and therefore reduce crime.^{11 15 16 38 40} Intergenerational work has been suggested as another way of addressing this.^{16 40} Territorialism is a problem which often prevents young people taking part in the opportunities available to them.^{10 36-38 50} It has been suggested that the Games offers an opportunity to tackle this by developing community cohesion and by involving young people in the design of activity/cultural programmes.⁸ Concern has been expressed about a potential increase in racist incidents, but it has also been suggested that the Games provide an opportunity for anti-racist work with young people.

Litter, Dog Fouling and Graffiti

Vandalism, graffiti and litter are of major concern to Glasgow's citizens.^{10 36-38 50} Broken glass is a problem on paths and in parks and children's play areas.³⁸ Dog fouling is one of the one of the most commonly reported concerns by Glasgow residents.^{10 49 50} There is support for increased awareness, enforcement and cleansing in the run up to the Games but concern that this will not last or may even have a negative impact beyond the event itself.¹⁰

Crowd Management

Young people in particular expressed a concern and fear of overcrowding during the Games.¹⁰ There is already an underlying sense of fear around the city centre at night.^{11 16} Concerns have also been raised about the provision of adequate public toilet facilities.¹⁰

Policing Challenges

Evidence from a previous event suggests that demand for police services will increase during a major event.⁵² Levels of visible policing are frequently raised as an area of concern by Glasgow residents with the general consensus that there is a need for this to be increased^{10 11 36 38 40 49 50} in ways which do not leave other areas vulnerable during the Games.⁸ There is limited support for



the introduction of new CCTV cameras.^{11 50}

The Scoping event highlighted concerns about potential increases in prostitution and trafficking, terrorism and opportunistic crime such as pick pocketing. This was echoed in some of the workshops, but not as a priority concern.

The workshops highlighted the importance of giving police and stewards adequate training and support to provide friendly and firm assistance to the diverse groups of people who will be present during the Games. In addition, the need for public information boxes/booths has been highlighted.







Community Safety, Antisocial Behaviour and Crime: Recommendations

 = Potential Positive Health Impacts  = Potential Negative Health Impacts








POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
ALCOHOL AND ANTISOCIAL BEHAVIOUR		
 Alcohol will be on sale or supplied in Games venues	<p>1. Support the Licensing Board to develop appropriate policy on granting of occasional licenses in line with the statutory objective to protect and improve public health.³⁴</p> <p>2. Through the Joint Alcohol Policy Statement, support 2014 Commonwealth Games venues and other locations to implement policies and server training to prevent sale or supply of alcohol to drunk people in line with the Licensing (Scotland) Act 2005.³⁴</p>	<p>Glasgow City Licensing Forum</p> <p>Member Officer Working Group on Alcohol and Drugs</p>
 Consumption of alcohol in public places purchased from off sales	<p>3. Ensure public and visitor awareness of local byelaws banning consumption of alcohol in designated public places.³⁴</p> <p>4. Ensure enforcement of local byelaws banning consumption of alcohol in designated public places during Games.³⁴</p> <p>5. Develop strategic approach to tackling underage and agent sales at off sales across the whole city.³⁴</p> <p>6. Ensure that the Joint Alcohol Policy Statement Implementation Plan tackles drinking and antisocial behaviour and initiates culture change in run up to 2014 and beyond and monitors and evaluates progress in relation to this.³⁴</p>	<p>Glasgow 2014 Ltd</p> <p>Strathclyde Police</p> <p>Glasgow Community and Safety Services (GCSS)</p> <p>Member Officer Working Group on Alcohol and Drugs</p>

Community Safety, Antisocial Behaviour and Crime: Recommendations

 = Potential Positive Health Impacts  = Potential Negative Health Impacts

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
<p> Increased number of visitors to the city may lead to increased number of racist incidents or</p> <p> opportunities for tackling racism</p>	<p>7. Extend 2014 cultural programmes in schools to include local communities - enabling communication and learning between Glasgow neighbourhoods and people from Commonwealth countries in the run up to the Games (See 2014 Participation: Cultural and Sporting Events).³⁴</p> <p>8. Raise awareness of reporting procedures for racist incidents amongst visitors and residents (as part of a generic booklet containing safety and other information).³⁴</p>	<p>Contractor commissioned by Glasgow 2014 Ltd to develop and deliver Cultural Programme</p> <p>Glasgow City Council – Education Services</p> <p>Culture & Sport Glasgow</p> <p>Glasgow Community & Safety Services (GCSS)</p> <p>Strathclyde Police</p>
<p>  Impact on youth disorder</p>	<p>9. Develop sports and cultural diversionary activity programmes linked to the Commonwealth Games (see 2014 Participation: Cultural and Sporting Events and Sports Development Legacy).³⁴</p> <p>10. Provide training and employment opportunities linked to 2014 volunteering (see Volunteering).³⁴</p>	<p>Contractor commissioned by Glasgow 2014 Ltd to develop and deliver Cultural Programme</p> <p>Culture & Sport Glasgow</p> <p>Glasgow City Council - 2014 Legacy Team</p> <p>Glasgow 2014 Ltd</p> <p>Regeneration Agencies</p>
<p>  Increased Impact on territorialism</p>	<p>11. Use 2014 cultural and sports development programmes as an opportunity to tackle territorialism in Glasgow by bringing young people from different areas together in positive activities (see 2014 Participation: Cultural and Sporting Events and Sports Development Legacy).³⁴</p>	<p>Contractor commissioned by Glasgow 2014 Ltd to develop and deliver Cultural Programme</p> <p>Culture & Sport Glasgow</p> <p>Glasgow City Council - 2014 Legacy Team</p> <p>Glasgow 2014 Ltd</p> <p>Regeneration Agencies</p>

 = Potential Positive Health Impacts  = Potential Negative Health Impacts

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
LITTER, DOG FOULING AND GRAFFITI		
 Cleaner streets before during and after the Games	12. Continue and expand Clean Glasgow campaign, ensuring this reaches all areas of the city, not just those close to Games venues	Glasgow City Council
CROWD MANAGEMENT		
 People urinating in public	13. Develop and publish a plan to provide toilet facilities to meet increased demand across the city and provide information for the public on the availability of these. ³⁴	Glasgow City Council - Land and Environmental Services
 Transport of crowds to events and dispersal afterwards.	14. Taking account of the learning from previous events and the review and evaluation of Glasgow's Nite Zone initiative, plan for and trial crowd management approaches and publish information for the public on recommended routes and emergency procedures. ³⁴	Glasgow 2014 Ltd
POLICING CHALLENGES		
 Increased demand for police services from a diverse audience with additional and specific needs	15. Plan for an increase in visible police patrols without leaving other areas of the city vulnerable during the Games. ³⁴ 16. Provide information for the public via leaflets and information booths/police boxes. ³⁴ 17. Provide equality and diversity training for police and security staff and volunteers to enable them to address the needs of visitors to the city. ³⁴	Strathclyde Police Glasgow Community and Safety Services (GCSS)
 Pickpockets may use the Games as an opportunity	18. Raise awareness amongst visitors and residents of risk of opportunistic theft (keeping it in perspective as part of a generic booklet containing safety and other information). ³⁴ 19. Plan for adequate policing and CCTV on high footfall areas. ³⁴	Strathclyde Police Glasgow Community and Safety Services (GCSS)
 Increased prostitution and/or trafficking	20. Ensure that adequate plans for 2014 are made, learning from previous events, as part of Glasgow's existing partnership approach to tackling the causes and impact of prostitution and trafficking. ³⁴	Glasgow Community and Safety Services (Trafficking Awareness Raising Alliance)/ Glasgow City Council (Routes Out of Prostitution NHS Greater Glasgow and Clyde (Base 75)
 Increased risk of terrorism	21. Ensure that the plans outlined in the bid document to provide "efficient and discrete" counter terrorism measures are carried out. ³⁴	Glasgow 2014 Ltd

6 Appraisal and Recommendations

6.11 Community Engagement

Community Engagement: Plans

The bid document outlines aims to involve the community by “maintaining direct communication with people and organisations through presentations and discussion at a wide range of events around the country”. There is a commitment to engage “actively and positively with the local community to ensure that they are aware of the opportunities provided by the Games and equipped to access them”.


Community Engagement: Health and Wellbeing Impacts

Seventy eight percent (78%) of people in Glasgow feel that it is important or very important for Glaswegians to have a say about planning for the Games in trying to achieve a feel good factor.⁹ Meaningful community engagement was prioritised in over half of interactive workshops. Young people expressed concern about communications channels rather than community engagement as such.¹⁰ People prefer to be informed through local press, newsletters, magazines, posters and information posted in health centres, housing and other public spaces.^{11 49}

However, community engagement does not always live up to people’s expectations. Some people feel that they are not listened to and awareness within communities of local groups is low.¹¹ Previous consultations include pleas for greater engagement and involvement.^{16 18 35 37} The National Standards on Community Engagement were published to tackle concerns that citizens do not always believe that their views will be taken in to account and this HIA has sought to implement the National Standards in its work with communities.

Community Engagement: Recommendations

 = Potential Positive Health Impacts  = Potential Negative Health Impacts

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
 Communities are engaged and feel involved in development of plans (ensuring that plans are more likely to address needs of citizens)	<ol style="list-style-type: none"> 1. Develop a communications and community engagement strategy for the 2014 Commonwealth Games and related plans in line with the National Standards of Community Engagement and using the VOiCE (Visioning Outcomes in Community Engagement) process to plan and review this activity. Learn from the process evaluation of the 2014 health impact assessment.³⁴ 2. Carry out an independent process evaluation of the 2014 communications and community engagement strategy (referred to above).³⁴ 	Glasgow City Council - 2014 Team Glasgow 2014 Ltd Local agencies involved in community engagement (eg Glasgow Community Planning Partnership)

6.12 Sports Development Legacy

Sports Development Legacy: Plans

The Candidate City File makes reference to the Games tying in with local and national strategies to increase participation and performance in sport, including Scotland's sports strategy Reaching Higher.

A Sports Development Assistance Programme will be implemented and include opportunities for Commonwealth athletes to train in Scotland and for exchanges of expertise in the years leading up to the Games. Furthermore, a Sports Development Assistance Fund will be established for Commonwealth Games athletes, the cost of which has been included in the Organising Committee's budget (£3.7million).

Glasgow has also pledged to maintain strong cultural and sports links with specific Commonwealth nations and territories through sports development and coaching initiatives.

Scotland's sports development workforce will also aim to engender opportunities for the whole community and work to address crosscutting social challenges such as health improvement, increased participation in sport and crime reduction.





Sports Development Legacy: Health and Wellbeing Impacts

Increased Sports Participation

A sports development legacy (in relation to formal or elite sports) did not emerge from the grey literature or the HIA as a major legacy concern for the people of Glasgow. Grass roots sports development, rather than elite sports development, emerged as more important for people. However, some of those questioned did feel that elite sports could be used effectively to target and access harder to reach groups, influence socialisation and inspire people to do more physical activity.^{8 9 16}

Sports Development Legacy: Recommendations

 = Potential Positive Health Impacts  = Potential Negative Health Impacts

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
	<p>Also refer to recommendations in: Infrastructure Facilities Recommendations (Section 6.1) Health and Wellbeing (Section 6.4) -action around increased participation in physical activity/ non-elite sport Sports Development and Community Safety, Antisocial Behaviour and Crime (Sections 6.10 and 6.12) on using sport as diversionary activity</p>	
<p> Increase in sports participation</p>	<p>1. Greater attention to grassroots sports development to achieve health improvement objectives.^{7 33 34 38 52}</p>	<p>Culture & Sport Glasgow Active Schools Sports Governing Bodies Scottish Government</p>
<p> Glasgow 2014 may only inspire those people already actively participating in sport to do more, thereby widening health inequalities</p> <p> Improved social networks through increased participation in sport</p> <p> Increased self-confidence, self-esteem and self-worth</p>	<p>2. Develop outreach work in residential areas and schools to provide sport opportunities in local areas. These initiatives should be put in place well before 2014 to help maximise their impact.³⁴</p> <p>3. Use football/netball/basketball as a hook to get 'harder to reach' people into sport – link to role models (eg the basketball court project in East End of Glasgow was used to help tackle East territorialism).³⁴</p> <p>4. Linking to community development activities, develop more qualified coaches to facilitate sports development, whilst addressing barriers to coaching such as low pay, time consuming recruitment and selection processes, limited awareness of opportunities and practical reasons such as the amount of paperwork.³⁴</p> <p>5. Development of appropriate roles for sports development volunteers, underpinned by clear policies and procedures and a robust risk management approach. Address barriers to volunteering such as low confidence, previous negative experience of volunteering, lack of knowledge around opportunities, child care issues, time-consuming paperwork.³⁴</p>	<p>Culture & Sport Glasgow Glasgow Community and Safety Services (GCSS) Glasgow City Council – Education Services Culture & Sport Glasgow Contractor commissioned by Glasgow 2014 Ltd to develop and deliver Volunteering Programme</p>

 = Potential Positive Health Impacts  = Potential Negative Health Impacts

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
	<p>6. Link 2014 Sports Development targets to existing initiatives in schools such as Active Schools/Class connections programme (transport).³⁴</p> <p>7. Ensure there are the necessary facilities/ equipment and expertise within schools to foster sports development, whilst supporting the transition from school to club environment.³⁴</p>	<p>Glasgow City Council – Education Services, Land and Environmental Services.</p> <p>Active Schools</p> <p>Culture & Sport Glasgow</p> <p>Glasgow City Council – Education Services, Land and Environmental Services</p> <p>Active Schools</p>

6 Appraisal and Recommendations

6.13 Environment, Sustainable Development and Carbon Footprint

Environment, Sustainable Development and Carbon Footprint: Plans

In terms of its environmental legacy, the 2014 Games aim to be an exemplar and promoter of environmental sustainability via the efficient use of natural resources, promotion of low-carbon and other environmentally-preferred technologies. This, it is hoped, will ultimately lead to improved health, an enhanced environment and a better quality of life for all.

Specific environmental measures for the 2014 Games include

- > Low emission zones around 2014 venues, car free venues, high technology vehicles in the Village and the use of renewable energy
- > Use of a sustainable construction policy
- > Designing buildings for low energy use
- > Sensitive building design to minimise future revenue costs and the environmental impact of buildings
- > Use of Eco Homes and Buildings Research Establishment's Environmental Assessment Method (BREEAM) 'excellent' rating as the standards required for the Games Village. [BREEAM is the best practice environmental assessment method for non-domestic buildings. Ecohomes is a version of BREEAM for homes]
- > Evaluation of a 'standard' build compared to an EcoHomes 'excellent' build (ie monitoring of monthly mortgage and energy costs)
- > A Strategic Environmental Assessment (SEA) to be undertaken to assess and minimise environmental impact of the Games (this will include an assessment of the Games' carbon footprint thus allowing mitigation measures to be put in place)
- > Creation of a £100K carbon offset fund by the Scottish Government
- > Making use of existing and upgraded top quality sports facilities
- > Provision of a new urban Village in an inner city location
- > Reclamation and remediation of potentially contaminated, vacant and/or derelict land in the inner city
- > Location of facilities close to public transport links
- > Expansion of the Clean Glasgow campaign – a city-wide campaign that targets problems associated with litter, fly tipping and graffiti and helps communities tackle localised problems
- > Target of at least 80% Games waste being diverted from landfill

The plans for 2014 also include a high proportion of well-planned green space, amenity land and water features within the site including:

- > Network of green spaces within the Village and links to River Clyde corridor and Glasgow Green
- > Enhanced riverside corridor to provide for the requirements of local wildlife
- > Extensive use of existing open spaces
- > Protection and enhancement of biodiversity
- > Sustainable Urban Drainage Systems (SUDS) and associated habitat improvement
- > Improvement to the quality and accessibility of open spaces

- > Commissioning of creative and innovative works, which will appear in the public realm, whether in the form of performances or as physical artefacts.

Environment, Sustainable Development and Carbon Footprint: Health and Wellbeing Impacts

Issues relating to environment and sustainable development emerged as important issues in the Scoping Phase, the National 2014 Legacy Consultation and the Have Your Say questionnaires. In particular, using the Games as an exemplar in terms of sustainable procurement and waste management practices, reducing air pollution (e.g. through more active travel such as walking, cycling) and improving outdoor public spaces were key emerging impacts.^{8 9 16 20 35 36}

Waste, Climate Change and Healthy Living



Glasgow 2014 provides an opportunity to have a positive impact on health and wellbeing through waste minimisation activities, reducing carbon emissions, conserving biodiversity and promoting sustainable procurement practices. The regeneration associated with the Games should also be an exemplar of promoting sustainable urban design that encourages active travel and physical activity.

Pollution and Visual Impacts of Construction





A number of potential negative impacts to the local environment include noise, dust and vibration from the demolition and construction activities that are due to take place. There will also be negative visual impacts due to the construction, such as cranes blocking residential views and unsightly security fences.

Environment, Sustainable Development and Carbon Footprint: Recommendations

 = Potential Positive Health Impacts  = Potential Negative Health Impacts




POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
	<p>Also refer to recommendations in: Infrastructure (Transport) for action relating to air quality and noise pollution from construction (Section 6.2) Housing and Public Space (Section 6.6) Economy/Employment (Section 6.8) Community Engagement (Section 6.11)</p>	
<p> Noise, dust and vibration from the demolition and construction activities</p>	<p>1. All contractors must sign up to, and follow, a Considerate Constructors Scheme to address such issues as noise, dust and vibration.</p>	<p>Glasgow 2014 Ltd</p> <p>Glasgow City Council – Development and Regeneration Services, Land and Environmental Services</p> <p>Culture & Sport Glasgow</p> <p>Building Contractors</p> <p>URC Clyde Gateway</p> <p>GCV Green Network Partnership</p>
<p> Sustainable Urban Drainage Activities within the village and surrounding developments</p>	<p>2. Ensure there is integrated infrastructure mixing canal-type sustainable urban drainage with greenspace and activity networks as outlined in the East End Local Development Strategy.²⁰</p>	<p>Glasgow 2014 Ltd</p> <p>Glasgow City Council – Development and Regeneration Services, Land and Environmental Services</p> <p>GCV Green Network Partnership</p>

 = Potential Positive Health Impacts  = Potential Negative Health Impacts

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
<p> 2014 is an exemplar project to bolster sustainability development practices in the city and tackle climate change</p> <p> 2014 is a green, low carbon Games</p> <p> Energy conservation and renewables promoted across all city venues, hotels, sponsors and suppliers (not just 2014 facilities and the village)</p>	<p>3. The sustainability agenda should be embedded into all Games related project initiatives/activities/cultural programmes and not just related to facilities to ensure a lasting successful legacy.³⁴</p> <p>4. In terms of sustainable procurement, Glasgow should follow London 2012's lead and ensure that tenders are considered against sustainability requirements, such as minimising embodied energy, responsible sourcing and designing out waste, separately from cost to form a 'balanced scorecard'.³⁴</p> <p>5. Raise the standard of procurement generally by using the Games as an exemplar such that in the future procurement is more sustainable, fair-trade, ethical, and local where possible.³⁴</p> <p>6. Make the Games Village a low-waste community so that all bins have a recyclable option.³⁴</p> <p>7. Encourage venues, hotels and sites to recycle the majority of their waste including food, paper, plastics etc during and beyond the Games period. ³⁴</p>	<p>Glasgow 2014 Ltd</p> <p>Glasgow City Council – Development and Regeneration Services, Land and Environmental Services</p> <p>Culture & Sport Glasgow</p> <p>GCV Green Network Partnership</p> <p>Chamber of Commerce</p> <p>Scottish Enterprise</p>
<p> Opportunity for increased consumption of ethical, local, seasonal and organic produce, with reduced amount of air miles and packaging</p>	<p>8. Increase the amount of allotments in Glasgow and encourage local food production by linking the Games into the Market Garden Scheme.³⁴</p>	<p>Glasgow 2014 Ltd</p> <p>Glasgow City Council – Development and Regeneration Services, Land and Environmental Services</p> <p>Culture & Sport Glasgow</p> <p>URC Clyde Gateway</p>

Environment, Sustainable Development and Carbon Footprint: Recommendations

 = Potential Positive Health Impacts  = Potential Negative Health Impacts

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
<p> Improved urban design encourages safer routes for travel and opportunities for physical activity and play as well as accessing healthy food</p> <p> More mixed use, inclusive, safe greenspace within regenerated areas</p>	<p>10. Ensure that the local community is engaged in design of local greenspace.³⁴</p> <p>11. Develop and implement a lighting strategy for greenspace/open space.³⁴</p> <p>12. Reduce safety fears by increasing the presence of park wardens.³⁴</p>	<p>Glasgow Community Planning Partnership</p> <p>Glasgow City Council – Development and Regeneration Services, Land and Environmental Services</p> <p>GCV Green Network Partnership</p>
<p> Improve sustainability at all events run by Glasgow City Council</p>	<p>13. Incorporate BS8901: Sustainability in events into Glasgow City Council policy to ensure all events are achieving a uniformly high standard with regards to sustainability.</p> <p>BS8901 was designed by London 2012 in association with the British Standards Institute.</p>	<p>Glasgow 2014 Ltd</p> <p>Glasgow City Council – Development and Regeneration Services, Land and Environmental Services</p> <p>Culture & Sport Glasgow</p>

7 Monitoring and Evaluation

This health impact assessment (HIA) aims to influence planning and policy-making around the Games so that the positive health impacts will be maximised and negative impacts mitigated and reduced. In line with the World Health Organisation guidelines on performing HIAs, there are three elements of evaluation that should be carried out to complete the assessment.

These are:

- > a process evaluation
- > an HIA outcome evaluation and
- > a Games outcome evaluation.

Monitoring and Evaluation: Plans

Process Evaluation: Reviewing the HIA Process

On completion of the HIA, the Steering Group will review the HIA process in order to learn from the experience. This process evaluation will welcome feedback from stakeholders and decision-makers. Issues already identified for consideration include:

- > The attempts to merge the HIA process with a sustainability impact assessment and an equalities impact assessment
- > The multi-agency input to the HIA
- > The experience of the use of the VOiCE tool as well as the National Standards for Community Engagement
- > Production of recommendations in time to fit with decision-making processes

The learning from this process evaluation will be made publicly available with the aim of supporting and improving the effectiveness of future HIAs in improving the policy-making process. It is intended that this evaluation will occur following publication of this report.

HIA Outcome Evaluation: Influencing 2014 Planning

The purpose of the HIA outcome evaluation is to assess how the recommendations made by the HIA were received, and to what extent they influenced the Glasgow 2014 legacy plans.

Glasgow City Council is expected to bring forward its legacy plans for the Games during the autumn of 2009, in conjunction with the publication of the Scottish Government's legacy plan. It is envisaged that there will be an overarching Glasgow City Legacy Strategy along with a series of associated 2014 legacy action plans. These will contain outcome-focussed activities, each with identified service leads for delivery and associated performance indicators. Whilst the overarching Glasgow City Legacy Strategy might reflect upon the key themes appraised during the HIA process, it is hoped that the HIA recommendations contained in this report will also be used to develop the more detailed legacy action plans.

Importantly, there is some additional preparatory work to do, which is beyond the scope of this HIA, but necessary for the application of the HIA recommendations. As mentioned previously in this report, the HIA recommendations represent a comprehensive, best practice checklist of actions for consideration and will include accomplished/ongoing, partially accomplished or new actions. Therefore it is essential that, in developing Glasgow's legacy plans, key services are directly consulted with to identify activities, included within the HIA recommendations, which are already being actioned and to identify those where there are currently clear gaps. Blending this critical information with the recommendations within this report will help Glasgow create legacy plan for the city that is both strategic and robust.

7 Monitoring and Evaluation

Upon the publication of the Glasgow City Legacy Strategy and its associated action plans, the 2014 HIA Evaluation Sub-group will be tasked with considering a variety of methods that could be adopted for the HIA outcome evaluation. Methods might range from a purely desk-based exercise to a more in-depth qualitative process involving interviews with decision-makers and public servants. For all methods, the HIA evaluation will examine the extent to which the HIA recommendations were adopted within the 2014 legacy plans as well as their subsequent implementation. A decision will be taken shortly on the resources that can be committed to this evaluation.


Games Outcome Evaluation: The Long Term Impacts of Hosting 2014

The Games outcome evaluation will monitor the intended outcomes of the Games. This is not within the scope of this HIA as it stands. However, without an outcome evaluation it will not be possible to measure the accuracy of the predicted impacts or the influence the recommendations had on the outcomes of interest. It is likely that Glasgow City Council, the Scottish Government and a variety of independent academics will evaluate Games outcomes in the future. If this is to be useful to the process of the HIA then planning will be required to ensure that all relevant outcomes are measured, and that co-ordinated efforts are made to identify the independent effect of the Games, as much as possible.

The systematic review illustrated that the evidence base for impacts on host populations arising from events such as the Commonwealth Games is of poor quality. The 2014 Games has the opportunity to demonstrate accurately its impact. To do this, particular attention should be given to the following recommendations as part of the evaluation.

7 Monitoring and Evaluation: Recommendations

 = Potential Positive Health Impacts  = Potential Negative Health Impacts

POTENTIAL HEALTH IMPACTS	PRIORITY RECOMMENDATIONS	WHO
<p> Demonstrating the impact of the 2014 Games on health and wellbeing outcomes</p>	<p>Process Evaluation</p> <p>1. Carry out a process evaluation of the HIA process.</p> <p>HIA Outcome Evaluation: Influencing 2014 Planning</p> <p>2. In developing the 2014 legacy plan, carry out preparatory work with GCC services and partner agencies to identify activities, included the HIA recommendations, which are already being actioned and to identify those activities where there are clear gaps.</p> <p>Games Outcome Evaluation: The Long Term Impacts of Hosting 2014</p> <p>3. Adopt reliable baseline measures to ensure data sets are available pre- and post-Games.</p> <p>4. Consider a cohort study – where the health and wellbeing outcomes of a group within the Glasgow population would be compared to a similar group of people outwith the city (over a defined period of time).</p> <p>5. A theory of change approach specifies how activities are expected to lead to outcomes and impact, and the contextual factors that may influence this. A theory of change should be developed to illustrate the steps between the 2014 Games and the proposed legacy outcomes.</p> <p>6. Commit to an independent evaluation of the Games and its legacy programme, including a commitment to publish the results.</p> <p>7. A government fund should be available in order to develop a co-ordinated programme of research into the long term evaluation of the Games.</p> <p>8. Glasgow 2014 must learn lessons (eg methodology used) from the long term evaluations of other mega events such as Liverpool 08 (City of Culture).</p>	<p>Glasgow City Council - Glasgow 2014 Team</p> <p>Scottish Government</p> <p>Higher Education Establishments</p> <p>Glasgow Centre for Population Health</p> <p>NHS Greater Glasgow and Clyde</p>

8 Conclusions and Summary of Recommendations

This report has described the process and findings of a health impact assessment on Glasgow's 2014 Commonwealth Games. The process is an internationally recognised one championed by the World Health Organisation. This gives a high degree of credibility to the recommendations outlined in this report.

The recommendations themselves have been gathered under 13 key themes. They draw upon the views of organisational stakeholders and Glasgow's communities about likely impacts from the Games. Analysis of the evidence from previous large-scale sporting events has been blended with these views to produce recommendations for action.

This health impact assessment (HIA) therefore presents the strongest available source of guidance for partners to help them to achieve a positive legacy from the 2014 Games.

The five top priority themes which have emerged are:

- > Civic pride
- > Image
- > Economy/Employment
- > Infrastructure (Facilities)
- > Housing and Public Space

These five priorities should form the core of Glasgow's approach to legacy. The evidence from previous events shows that a host city needs to plan carefully for such a legacy and not just assume it will happen as a result of hosting a big event. This should particularly involve:

- > Ensuring that the Games maintains momentum by linking it to existing regeneration plans that continue after the event
- > Using the experience acquired from the Games to promote new ways of working and in particular more enhanced engagement with communities
- > Agreeing indicators of success and checking on whether things happen as planned.

The 2014 Commonwealth Games cannot be expected to solve all of Glasgow's health challenges. This HIA and the evidence for it show that the Games can act as a catalyst to support existing aims around health and that it can help to focus effort and determination on such challenges.

The authors of this HIA report have been struck by the degree of enthusiasm amongst Glasgow's communities for getting involved with the Games. If those who are responsible for planning and delivering the Games stick close to Glasgow's communities and keep listening to them, then there is every chance that Glasgow can be a world leader for legacy.

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