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PAPURAU ATODOL

Pwyllgor	PWYLLGOR CRAFFU'R ECONOMI A DIWYLLIANT
Dyddiad ac amser y cyfarfod	DYDD MAWRTH, 25 EBRILL 2023, 4.30 PM
Lleoliad	YB 4, NEUADD Y SIR, CYFARFOD AML-LEOLIAD
Aelodaeth	Cynghorydd Wong (Cadeirydd) YCynghorwyr Berman, Brown-Reckless, Cunnah, Henshaw, Jenkins, Lloyd Jones, Naughton a/ac Thomson

Y papurau canlynol wedi'i farcio ' i ddilyn' ar yr agenda a ddsbarthwyd yn flaenorol

- 4 Strategaeth Gweithgarwch Corfforol a Chwaraeon - diweddariad ar gynnydd o ran gweithredu***(Tudalennau 3 - 34)*
Adolygiad Polisi

Atodiad C – i ddilyn
- 5 Monitro Contract GLL***(Tudalennau 35 - 60)*
Adolygu Polisi / Monitro Contract

Atodiad A – i ddilyn

Davina Fiore

Cyfarwyddwr Llywodraethu a Gwasanaethau Cyfreithiol

Dyddiadd: Dydd Mercher, 19 Ebrill 2023

Cyswllt: Andrea Redmond, 02920 872434, a.redmond@caerdydd.gov.uk

Mae'r dudalen hon yn wag yn fwriadol



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Tudalen 3

Cardiff Physical Activity and Sport Strategy 2022–2027

#movemorecardiff





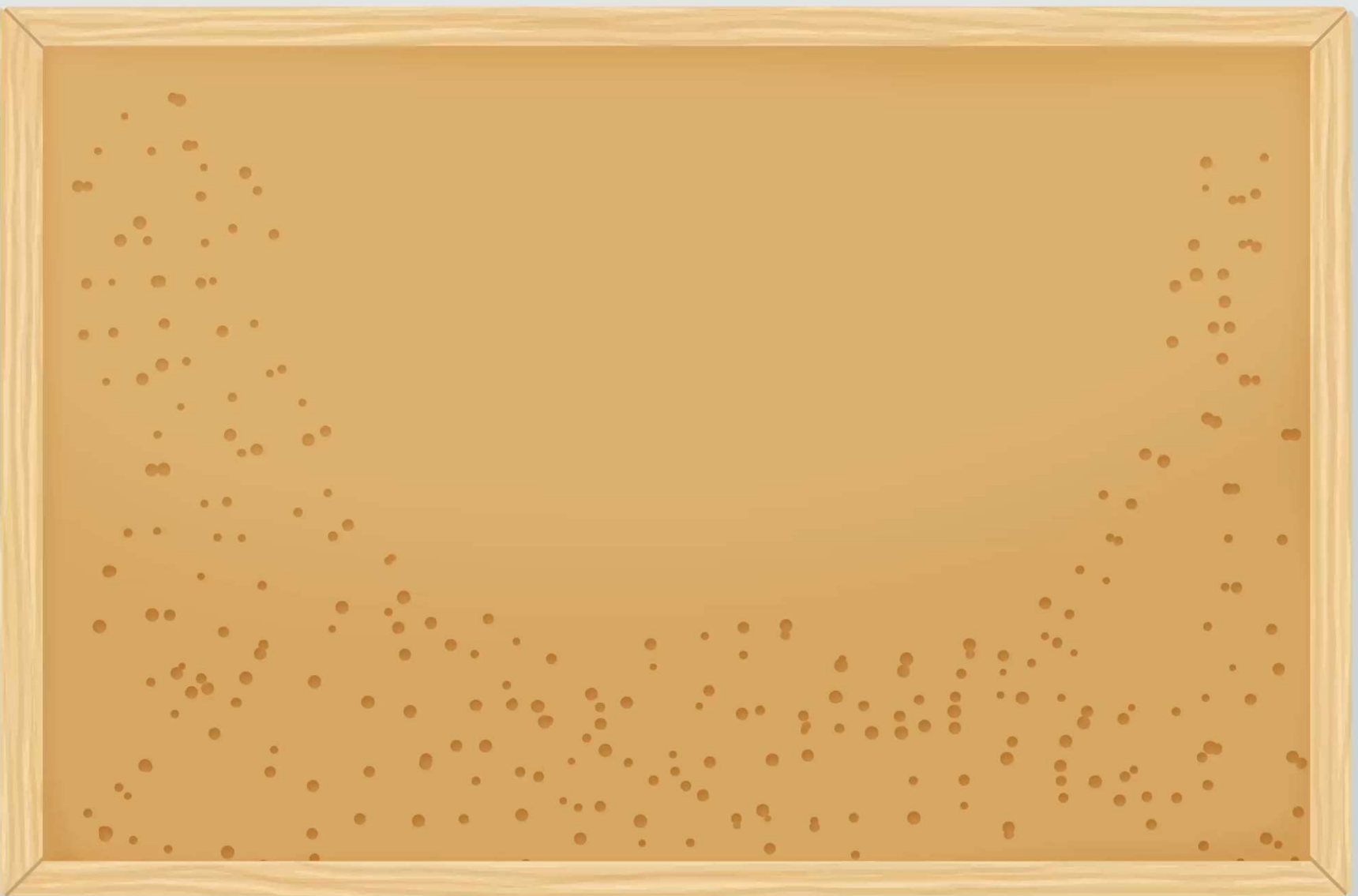
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Our approach

Tudalen 4



Tudalen 5





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Tudalen 6



- Our Areas for action
- How we will work
- Mission
- Vision

A 'WHOLE SYSTEMS' APPROACH TO PHYSICAL ACTIVITY



Understanding systems



A bicycle is a system made up of **many separate parts**



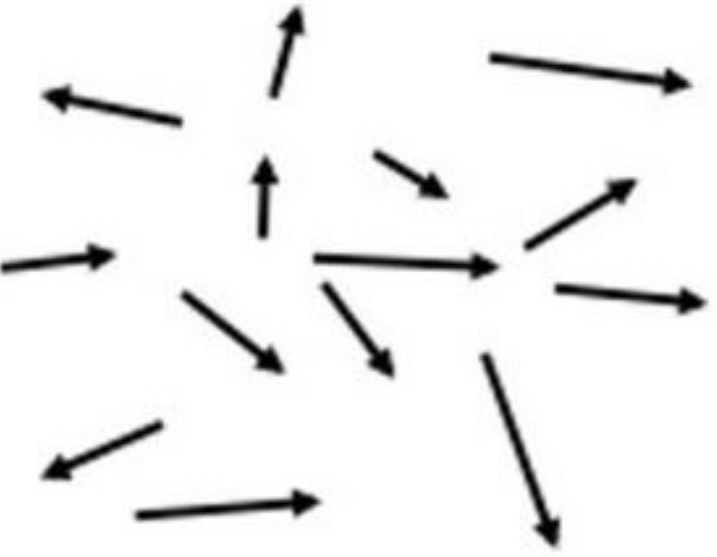
No single part operates the system **alone**



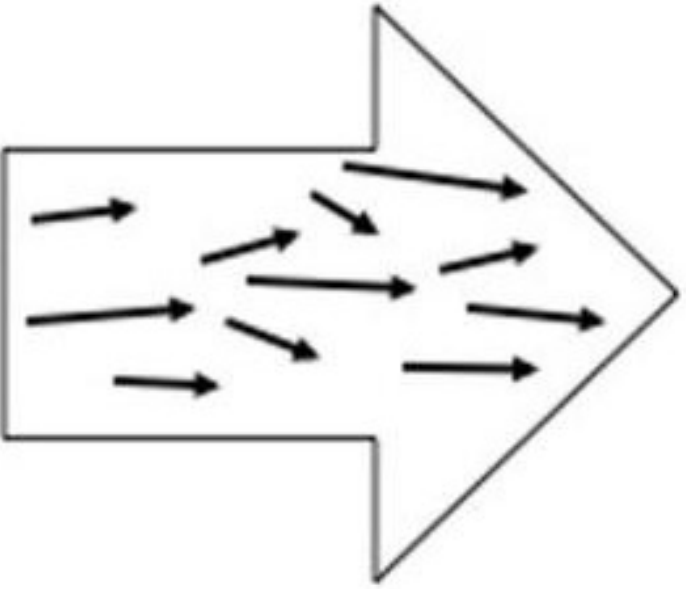
The bicycle can only be ridden when **all parts work together**

The function of the system is different from **the sum of the parts**

Tudalen 9

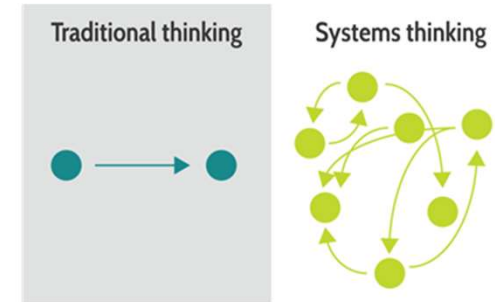


TO

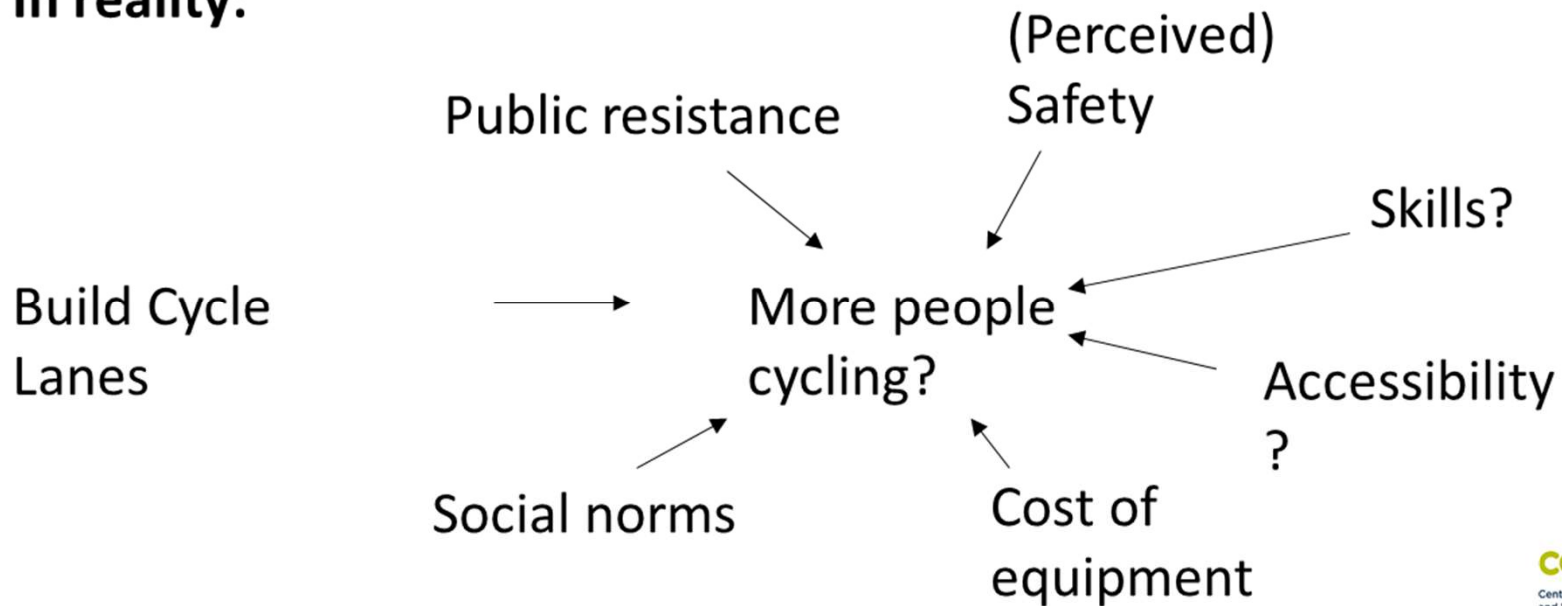


Simple:

Build Cycle Lanes → More people cycling



In reality:



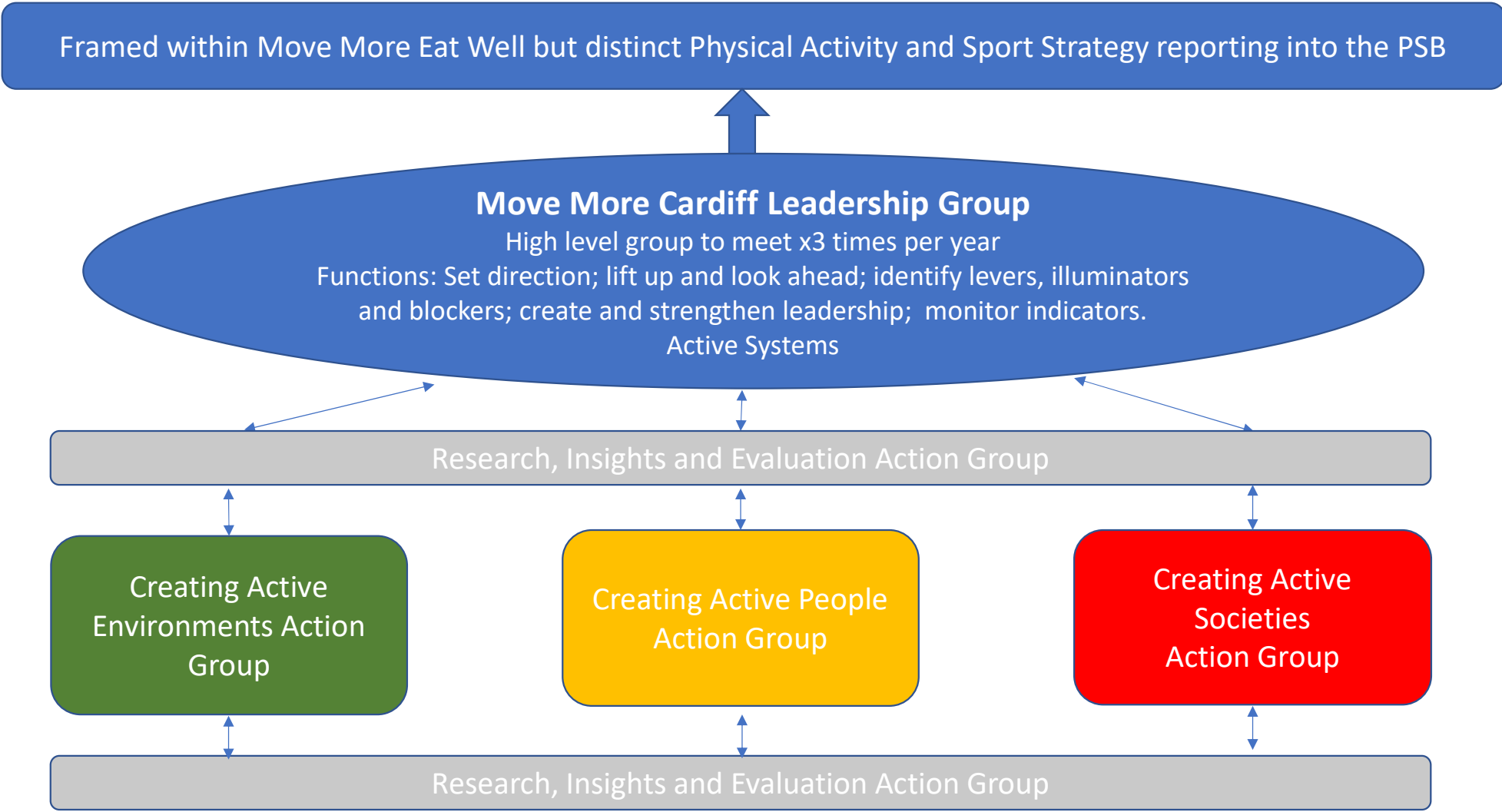


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Governance

Tudalen 11



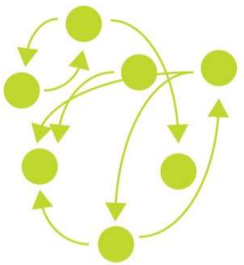


Research, Insights and Evaluation Framework



High level indicators- track progress at a Cardiff wide level, and at community

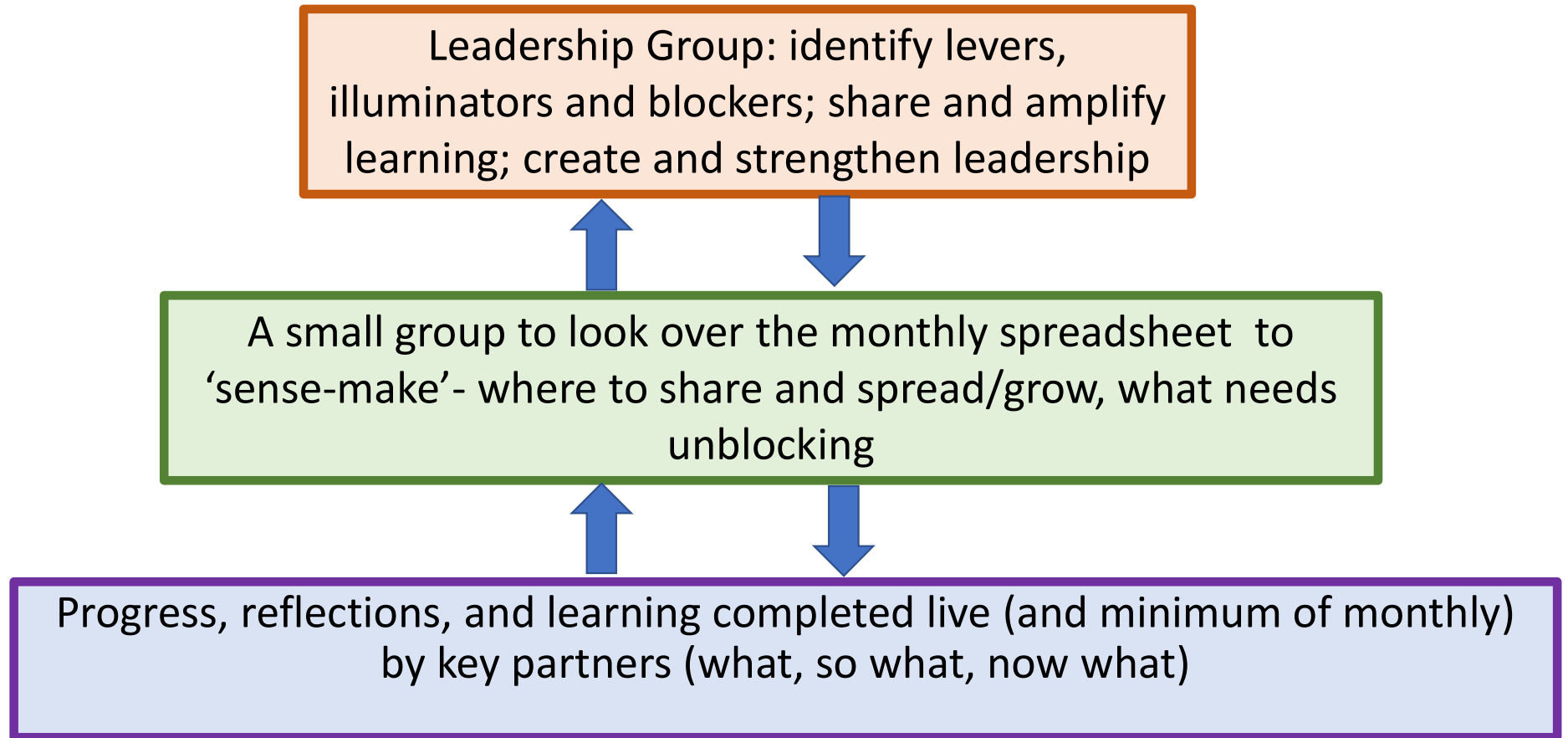
Tudalen 13



Ripple Effect Mapping – a qualitative method which will help us to understand the impact of our systems change efforts



Progress and learning template- not just describing the what, but also learning from the HOW



Year 1 progress and learning

Tudalen 15



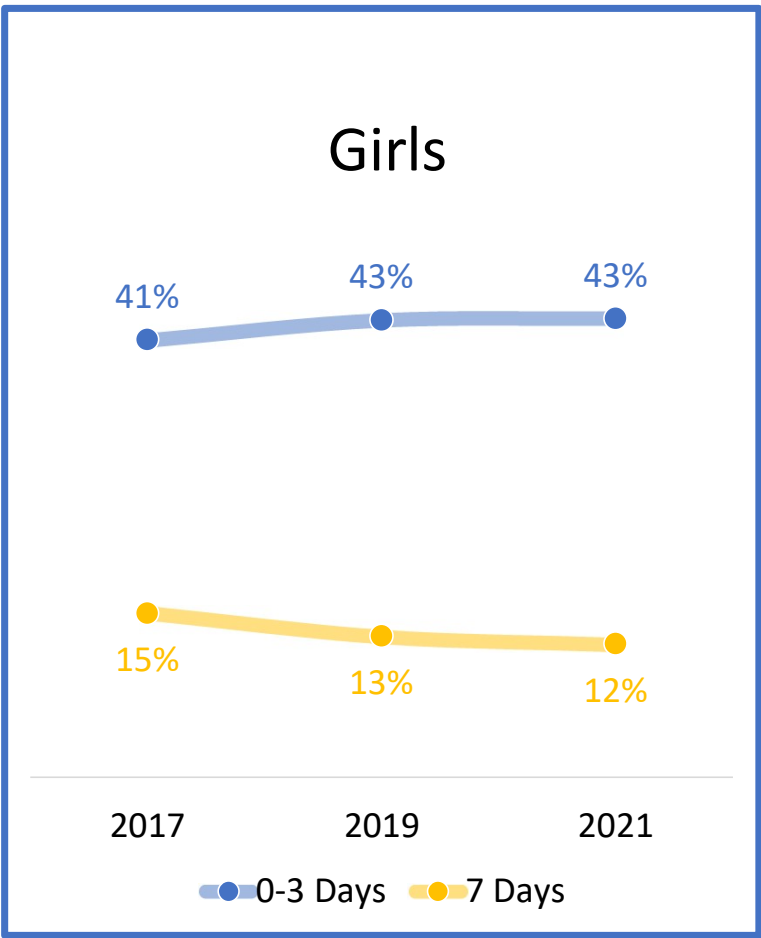
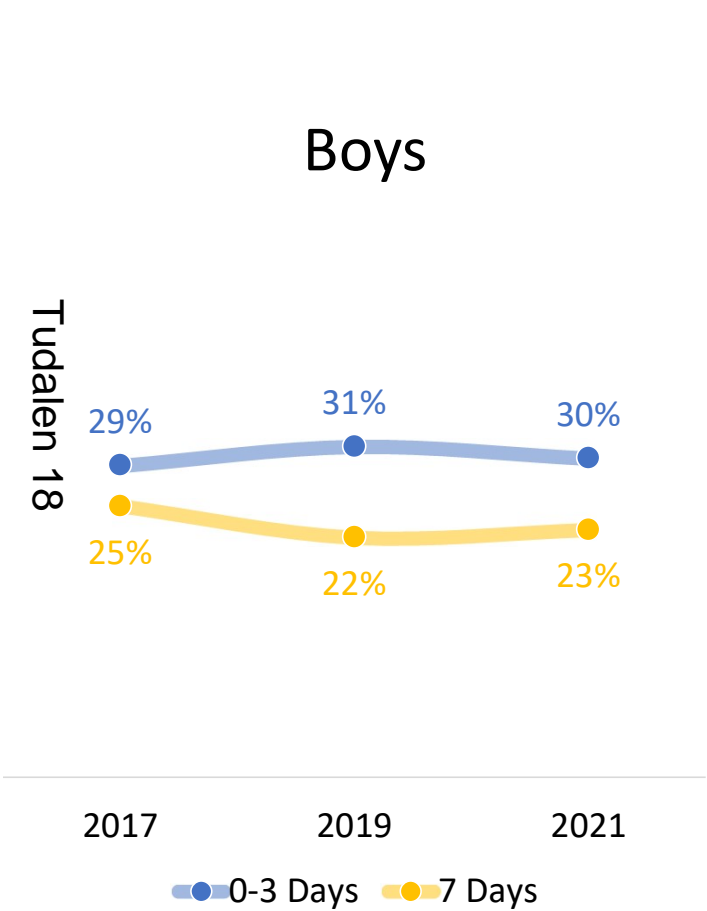
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Action number	Strategy Focus Area	RAG Apr 23 Red = not complete Amber = in progress and will be complete by end Year 1, Green = complete
Creating Active Environments		
1	City-wide audit of community and private facilities that can be use for physical activity, to inform future planning and developments of facilities	Green
2	Audit baseline status against the recommended actions within the Creating Healthier Spaces and Places or our Present and Future Generations document	Amber
Creating Active Societies		
3	Introduce a Sport and Physical Activity Events Grassroots fund, and use the revenue to administer improvement grants aimed at increasing physical activity levels	Amber
4	Support workplaces to design physical activity back into the working day	Amber
5	Communications- linking Making Your Move (MYM) campaign to existing comms teams to support opportunities to maximise communication channels and targeted advertising	Green
6	Scoping of any campaigns running linked to physical activity and sport	Amber
Creating Active People		
7	Strengthen referrals to physical activity opportunities from primary care/justice system	Amber
8	Expand the number and range of NHS rehab and treatment services using community venues, to increase accessibility for patients and sustain their physical activity levels post discharge	Green
Place-based pilots- Llanrumney and Riverside		
9	Develop a road map for the approach	Green
10	Develop area profiles for each community	Green
11	Understand the most important issues and opportunities around being active from local stakeholders	Green
12	Understand the most important issues and opportunities around being active from the community	Amber
13	Co-productively develop and agree local action	Red

Research, Insights and Evaluation		
14	Build strong co-ordination of the research and development function to include briefings on new and emerging physical activity and wellbeing policy ideas	
15	Support with data collection, monitoring and evaluation methods to inform measures within the strategy	
16	Audit public policies to maximise the extent to which they are physical activity-friendly, and identify those which may counter the vision of the Strategy	
17	Collate and analyse all relevant physical activity data available and identify and seek to fill gaps	
18	Develop a community engagement schedule to ensure that the voices of the communities we are trying to reach are heard	
19	Support with bid writing when seeking additional resource and funding	
Creating Active Systems		
20	Provide leadership and direction by uniting our sectors to commit to driving system level change	
21	Be advocates within our organisations and ensure physical activity and sport is considered within our policy decisions	
22	Support and enable our systems to make change, committing resource where appropriate to do so	
23	Develop a Communications Plan that enables the Strategy to remain visible	
24	Be accountable for our decisions, and ensure we are insight led on key decisions and evaluating the impact to learn and continuously improve	

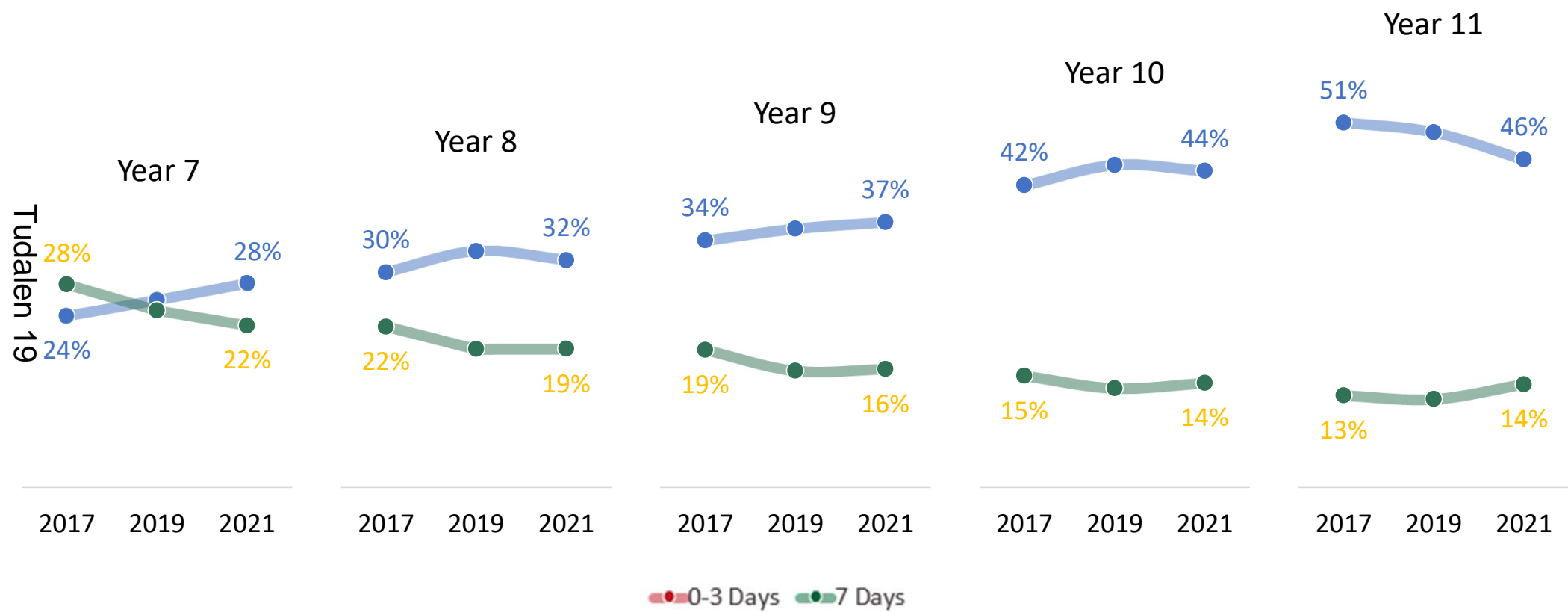
Activity trends: 11-16 year olds in Cardiff: by gender



Activity levels have worsened slightly more for girls than boys – widening the inequality between boys and girls which was already considerable...

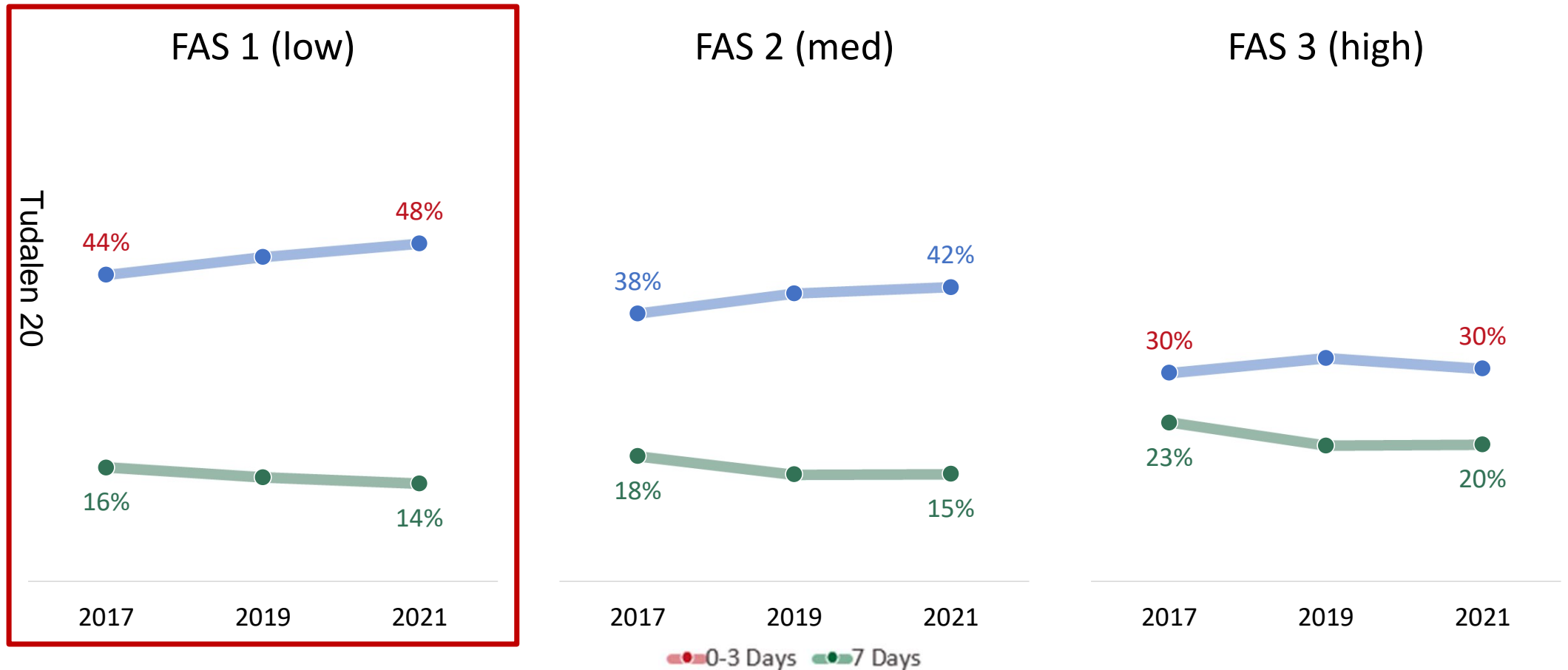
Source: School Health Research Network, Student Health and Wellbeing Survey 2017 -2021

Activity trends: by year group - Concerns across age groups but also a little hope...



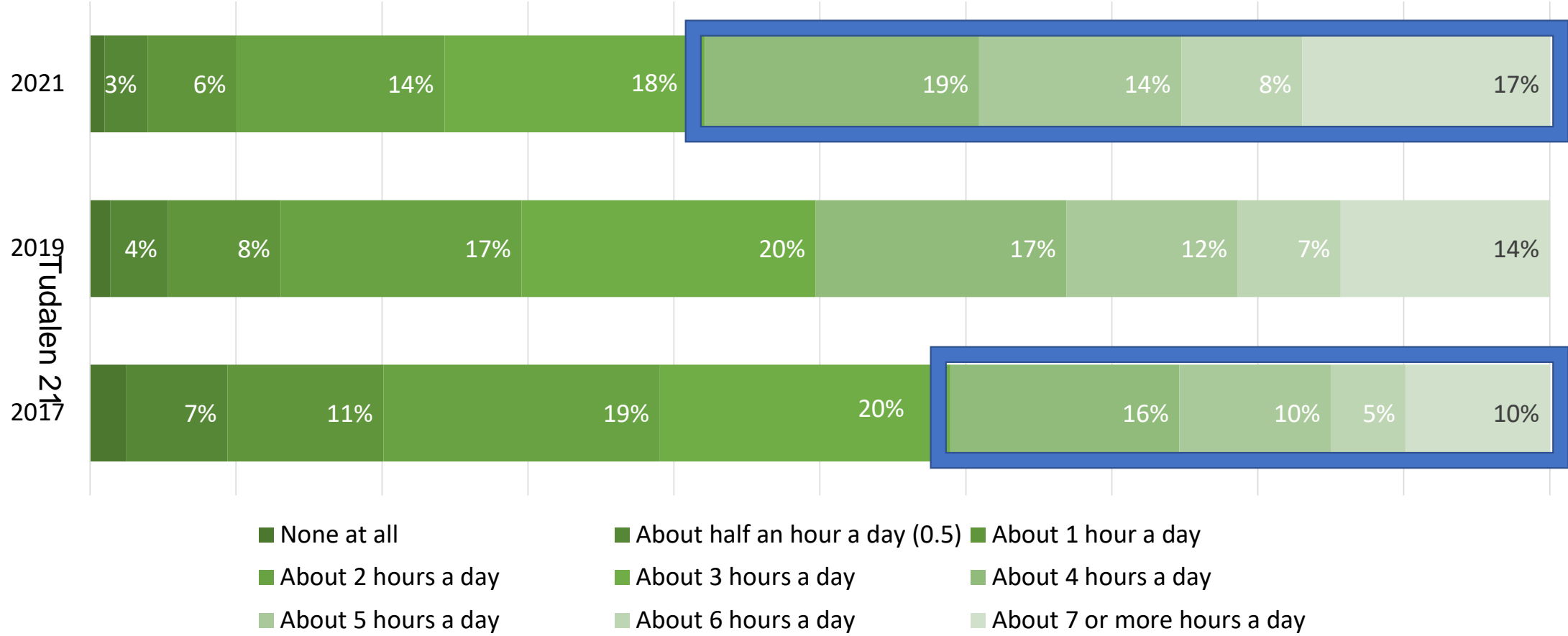
Source: School Health Research Network, Student Health and Wellbeing Survey 2017 -2021

Activity trends: by Family Affluence Score (FAS) – Activity levels have worsened across FAS but particularly for low FAS children



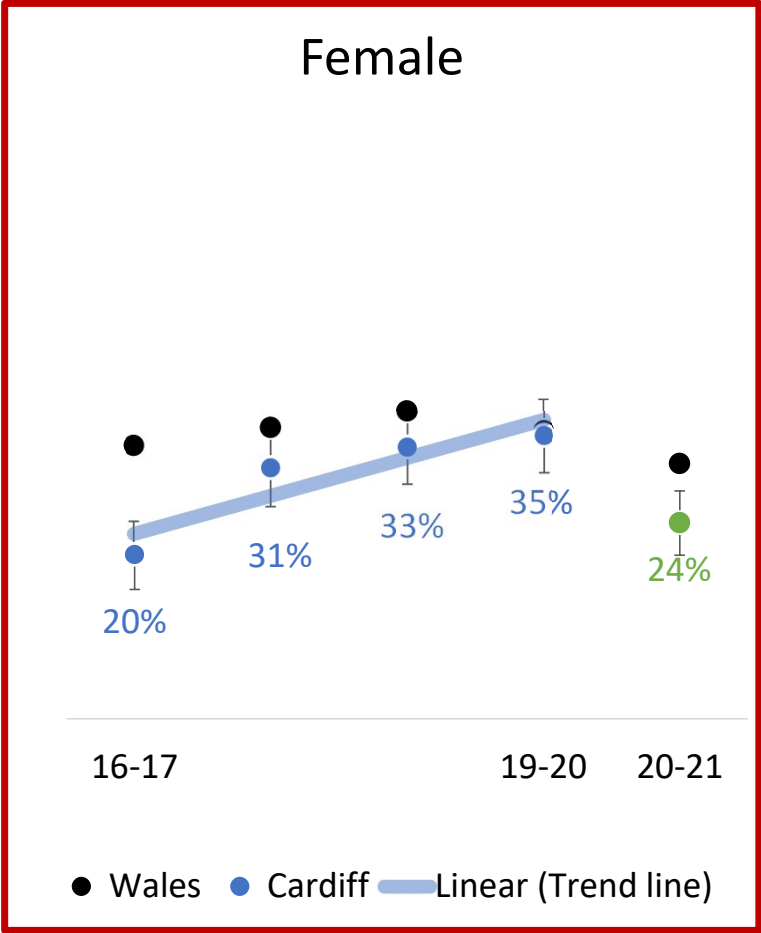
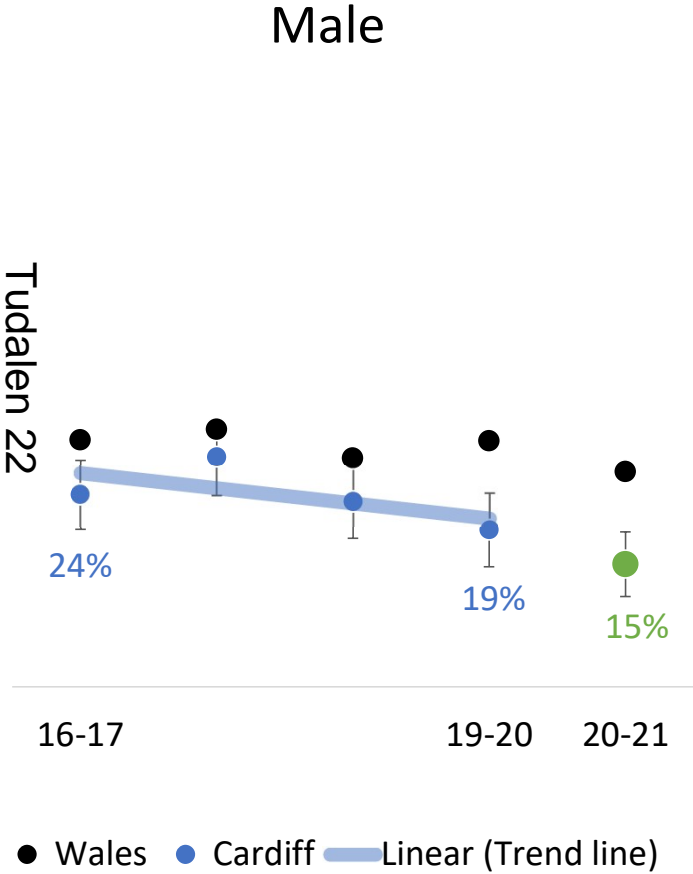
Source: School Health Research Network, Student Health and Wellbeing Survey 2017 -2021

Time sitting: 11 to 16 years olds – Sitting for 4 or more hours a day has increased considerably



Source: School Health Research Network, Student Health and Wellbeing Survey 2017 -2021

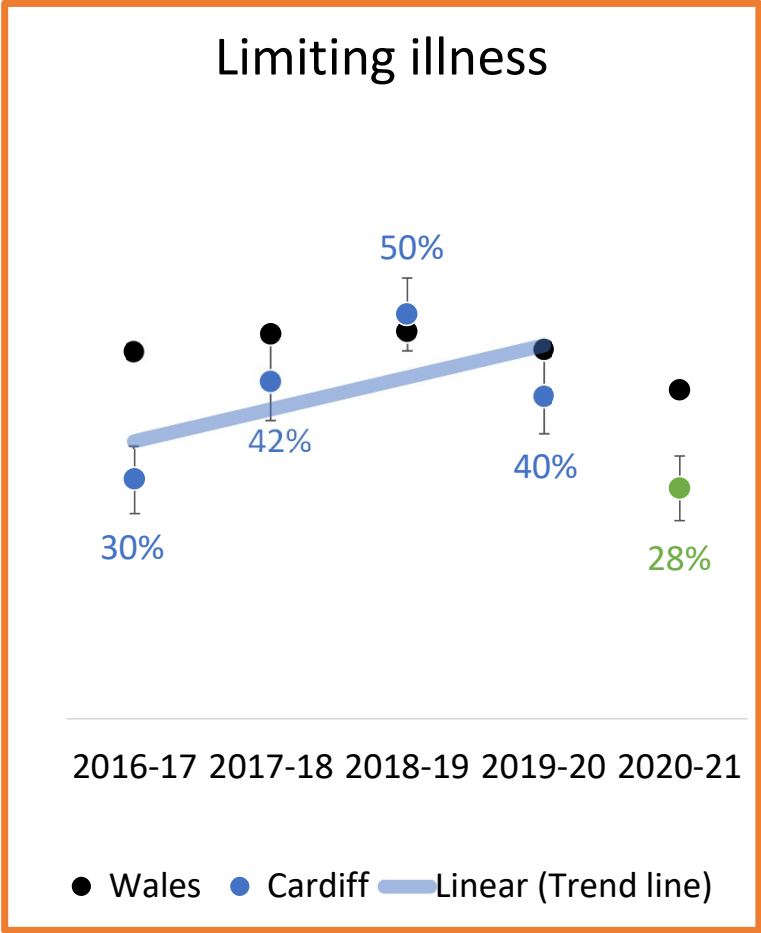
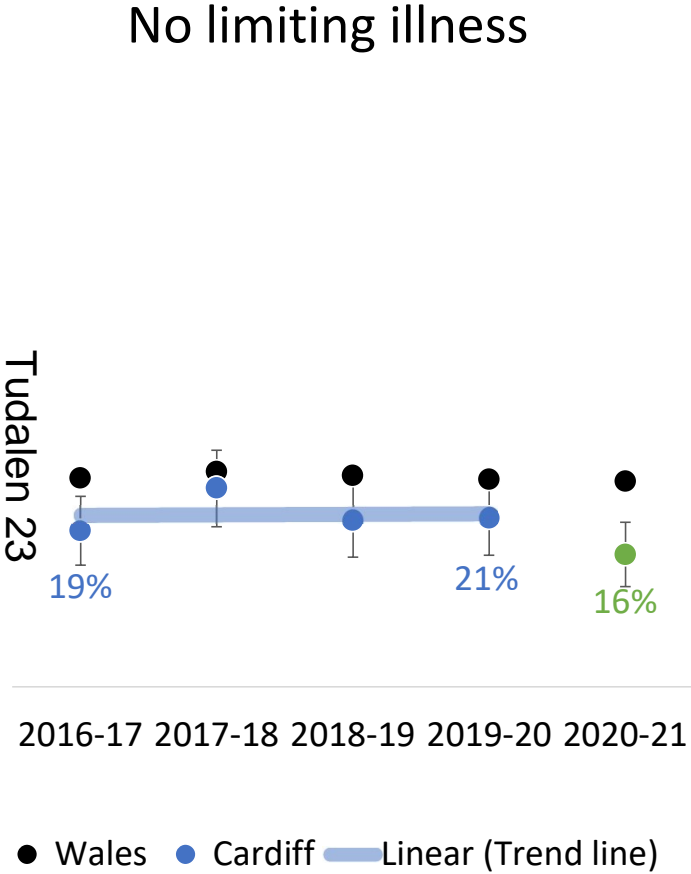
Physical inactivity rates by gender- adults



- Women are more likely to be experiencing inactivity than men
- The inequality between the two groups seems to be getting worse

Source: National Survey for Wales 2016-17 to 2020-21

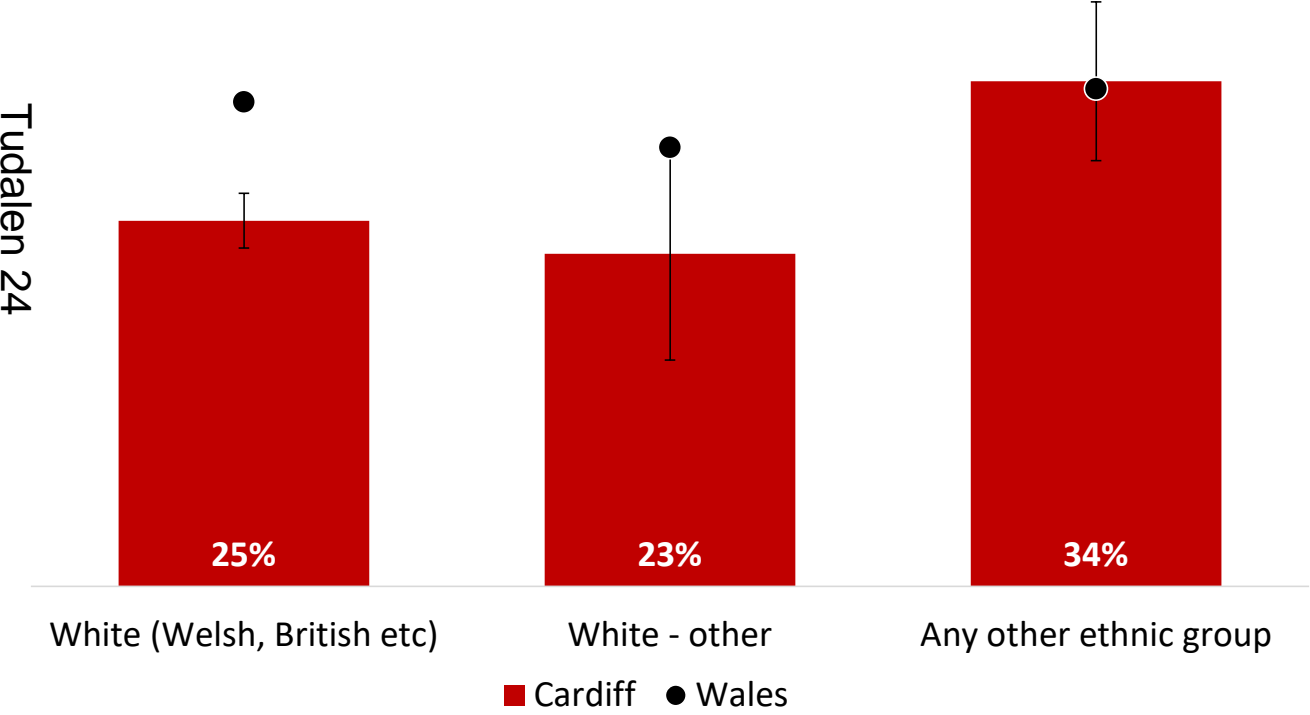
Physical inactivity rates by limiting illness



- Those with a limiting illness or disability much more likely to be experiencing inactivity
- The inequality may be getting worse

Source: National Survey for Wales 2016-17 to 2020-21

Physical inactivity rates by ethnicity

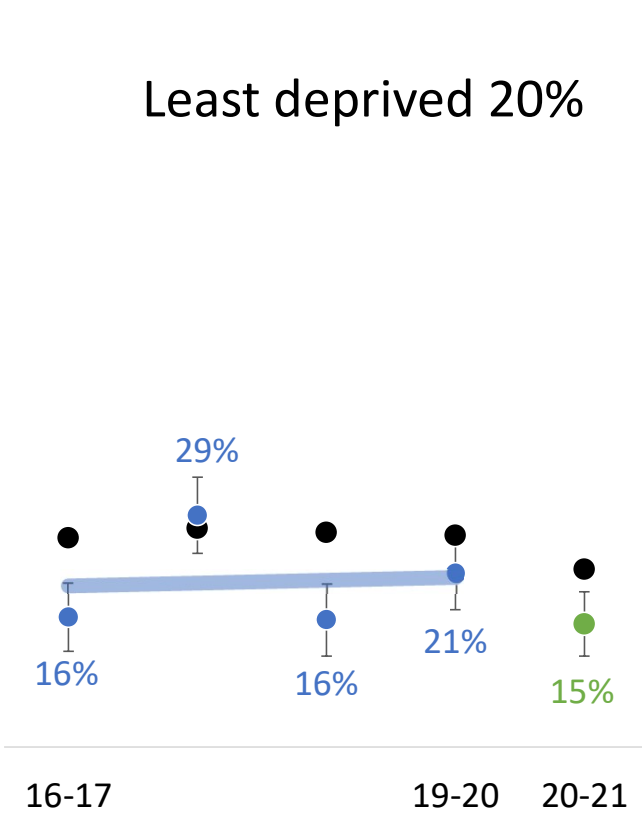
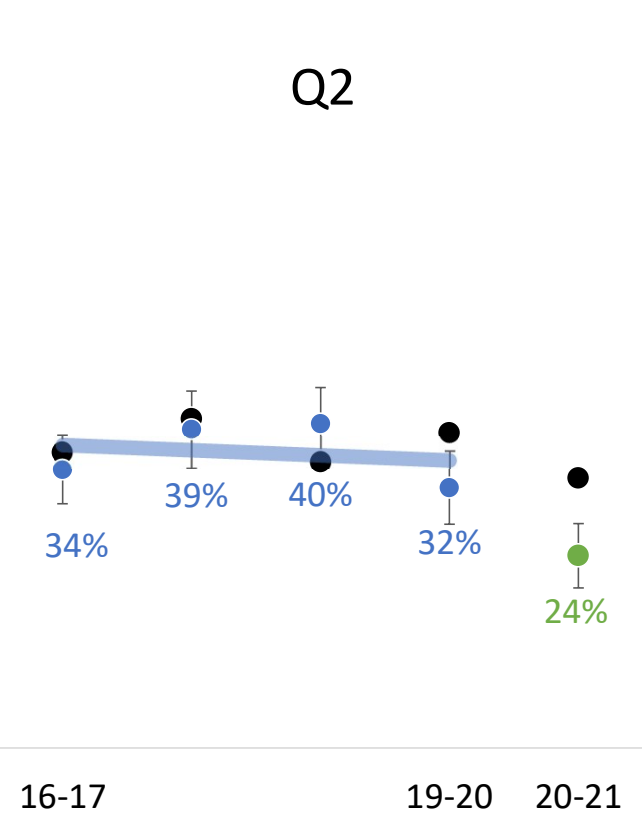
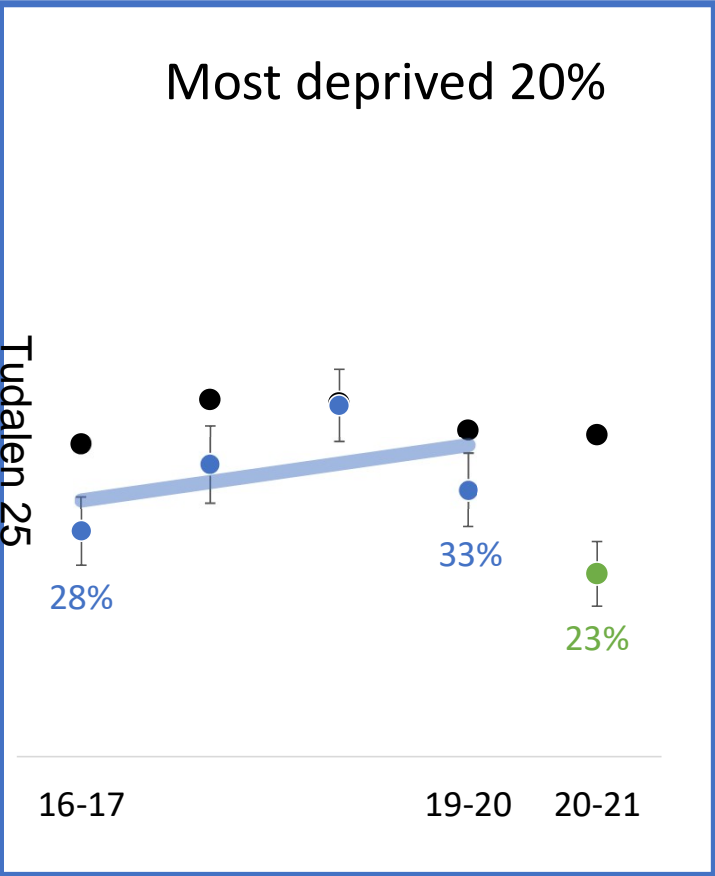


Our diverse communities are more likely to experience being inactive

Source: National Survey for Wales 2016-17 to 2019-20 combined

Physical inactivity rates by WIMD quintile

Our **more deprived** communities experience **higher levels of inactivity**



● Wales ● Cardiff — Linear (Trend line)

Source: National Survey for Wales 2016-17 to 2020-21



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Place-based Approach

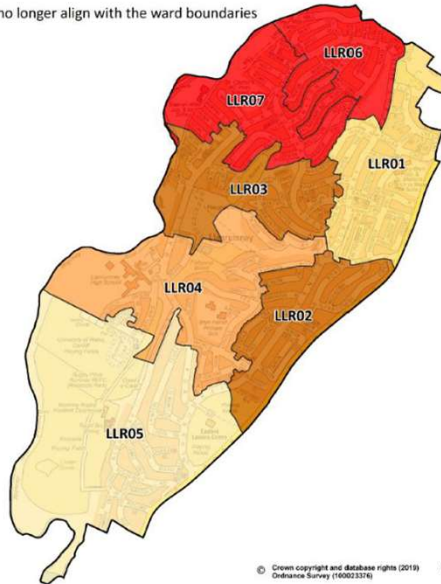
Tudalen 26



Llanrumney & Riverside

2019 Welsh Index of Multiple Deprivation Overall Ranks: Llanrumney

NB. Due to ward boundary changes, LSOAs may no longer align with the ward boundaries



Welsh Lower Super Output Area Rank

1 to 191 [Most Deprived 10%]
192 to 382 [10-20% Most Deprived]
383 to 573 [20-30% Most Deprived]
574 to 955 [30-50% Most Deprived]
956 to 1,909 [50% Least Deprived]

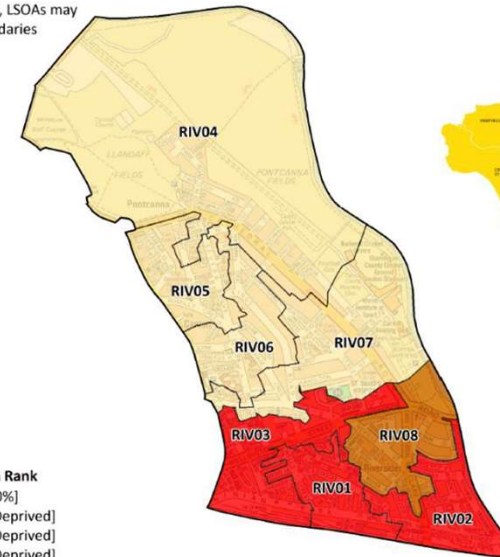


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Ordnance Survey (160023376)

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Cardiff County Council: SCAR209 2019
Produced by Cardiff Research Centre

2019 Welsh Index of Multiple Deprivation Overall Ranks: Riverside

NB. Due to ward boundary changes, LSOAs may no longer align with the ward boundaries



Welsh Lower Super Output Area Rank

1 to 191 [Most Deprived 10%]
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383 to 573 [20-30% Most Deprived]
574 to 955 [30-50% Most Deprived]
956 to 1,909 [50% Least Deprived]



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Ordnance Survey (160023376)

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Cardiff County Council: ECAR209 2019
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Why a place-based approach?

- Help to activate change across the system to support communities to live healthier and more active and lives
- Targeted strategies which are tailored and co-produced with communities and partners are more effective at overcoming barriers
- Learning from the experiences of Sport England's Place-Based pilots
- There is no standard blue print as each community is unique, but common themes can be drawn upon

Tudalen 28

People and Places - The story of doing it differently



People
and
Places
The story of doing it differently

Move More Riverside - Place-Based Approach



Planning

Implementation

Review

Launch of Move More Cardiff strategy



Tudalen 29

Relationship Building
Mobilise action



Recruit Physical Activity & Inclusion Officers



Establish and grow local partnership network



Research and Insights gathering



Facilitate community engagement



Co-productively develop and agree local action



Establish monitoring and reporting framework



Implement and deliver action across system



Communication and engagement



Evaluation and monitoring reporting



Quality Improvement



Reporting to Leadership Team



Roll out approach in other local areas



Moving towards improving the health and wellbeing of Riverside through physical activity and sport

● Research, monitoring and evaluation

● Community Engagement

● Project governance and workforce

● Communication and awareness raising

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Coming Up



Active Soles

Tudalen 31

Enclothed Cognition

The theory of 'enclothed cognition' recognised how clothes systematically influence wearers' mental processes (Adam and Galinsky, 2012).

The theory argues that symbolic meanings and experiences are associated with particular items of clothing.

A scientist feels more 'like' a scientist with their lab coat on, a doctor more of a 'doctor' with their stethoscope and so on.

The idea is 'you are what you wear' - so when we wear trainers, we are more likely to choose to be active and lean towards fitness.

greater manchester moving acti X | twitter active soles gm moving X | GM Moving on Twitter: "The Ma... X | LGMNW Active Sales Evid

9509950464

← Tweet

GM Moving @GmMoving

The Mayor of Greater Manchester says, "It's okay to wear your trainers to work." 🗨️

Spread the word!

#ActiveSoles #GMMoving

11:39 am · 3 Feb 2023 · 46.4K Views

30 Retweets 6 Quotes 155 Likes 2 Bookmarks

ALT

Dan Bruce @dannyster · 3 Feb
We're only one or two years away from flip flops... I can tell... and I'm excited!

320

Don't miss what's happening
People on Twitter are the first to know.

Log in

Systems tr... | Helen Griffi... | Inbox - La... | Performan... | Inbox - La... | Move Mor... | Scrutiny C... | Progress

Year 1 Celebration Event

- Monday 3rd July (morning)
- Principality Stadium
- Celebrate Year 1 and plan for Year 2.

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- What does moving mean to you?
- What does a healthy place mean in your constituency?
- What opportunities do you see in your role?
- What is possible here?
- How can you be a part of this?



Get in Touch

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(Assistant Director Sport, Physical Activity & Health, Cardiff Metropolitan University)

Tudalen 34

Lauren Idowu: lauren.idowu@wales.nhs.uk

(Principal Health Promotion Specialist, Cardiff and Vale University Health Board)

Email: movemorecardiff@cardiffmet.ac.uk

Website: [Move More Cardiff – Make Your Move | Gwyneud Eich Symudiad](#)

Economy & Culture Scrutiny Committee

Tudalen 35

Jason Curtis Head of Service
Joanne Smith Partnership Manager

25 April 2023

GLL



Eitem Agenda 5

Updating Our Values

Tudalen 36





Partner of Choice



Tudalen 37



Customers and Communities at our Heart



**GIL SPORT
FOUNDATION**
SUPPORT DEVELOPACHIEVE



KEY FOCUS GROUPS

- Women & Girls
- Ethnic minority provision
- LGBT
- Children
- Young offenders
- Health
- Refugees
- Disability groups

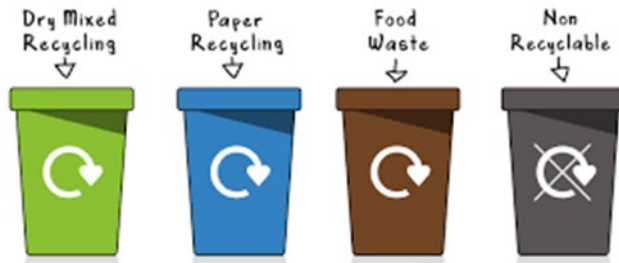


Respecting the Planet

Tudalen 39



Downloaded from
Dreamstime.com





Tackling Health Equalities



Tudalen 40



More than a job



Pool Plant Operator



18-month development programme to make our skills and knowledge better for everyone

GLL



Better Way of Doing Business



Tudalen 42





Membership Numbers

Centre	Dec-22	Mar-23	Heads Movement Dec - March	% Movement
Eastern Leisure Centre	1,184	1,311	113	9.54%
Fairwater Leisure Centre	1,040	1,085	32	3.08%
Llanishen Leisure Centre	1,730	1,822	74	4.28%
Maindy Centre	1,640	1,836	161	9.82%
Penylan Library & Community Centre	298	319	18	6.04%
STAR Hub	562	599	36	6.41%
Western Leisure Centre	981	1,178	177	18.04%
Total	7,435	8,150	611	18.04%

Tudalen 43

Centre	Mar-19	2023 v 2019	2023 v 2019 %
Eastern Leisure Centre	1289	22	102%
Fairwater Leisure Centre	1340	-255	81%
Llanishen Leisure Centre	2677	-855	68%
Maindy Centre	2946	-1,110	62%
Penylan Library & Community Centre	401	-82	80%
STAR Hub	570	29	105%
Western Leisure Centre	1287	-109	92%
Total	10,510	-2,360	78%



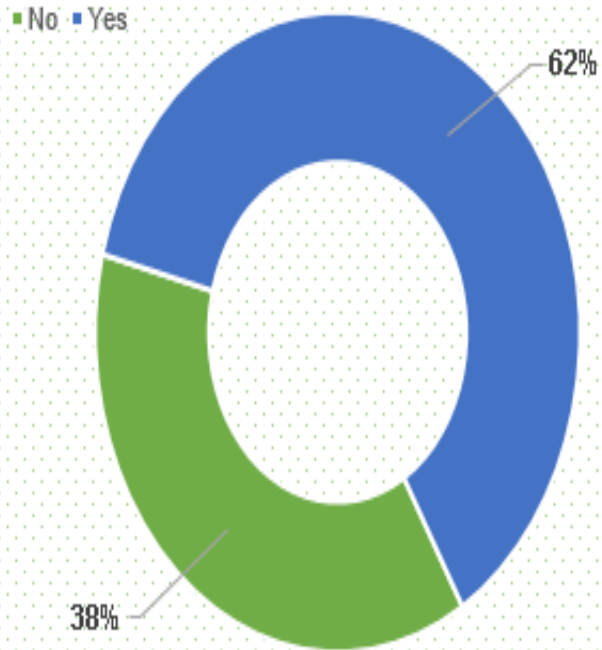
Membership Breakdown

Tudalen 44

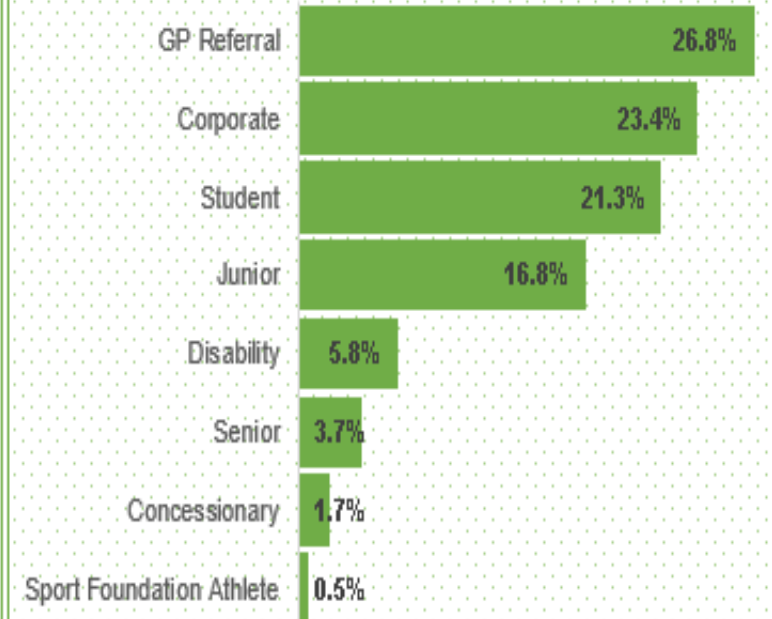
% By Billing Method



% of Active Discounted Members



% Discount Breakdown By Eligibility Type

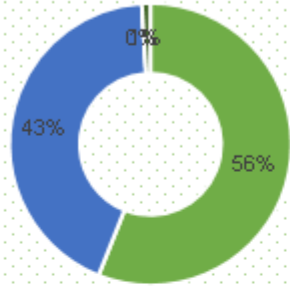


Membership Breakdown

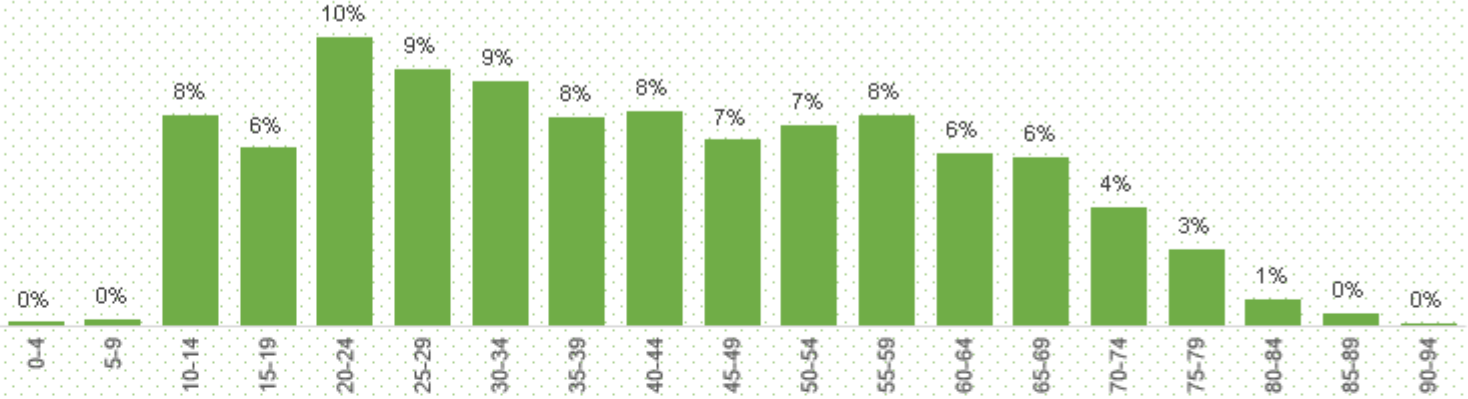
Tudalen 45

Gender

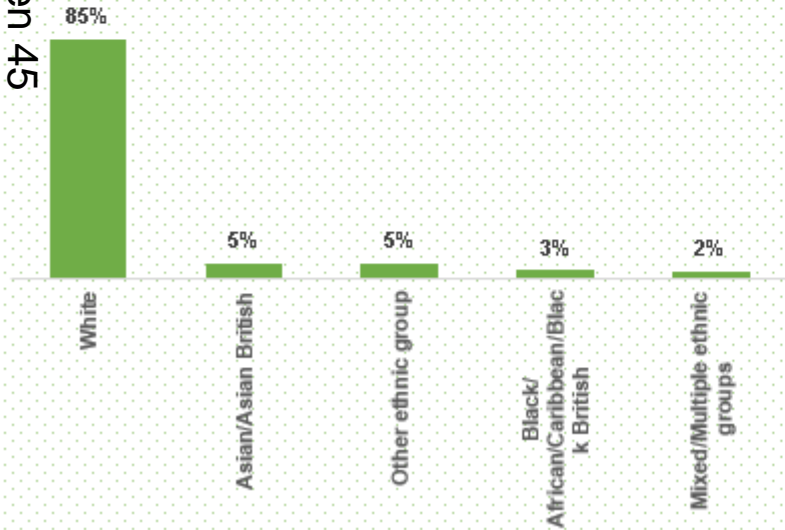
Female Male Non Binary Prefer Not Say



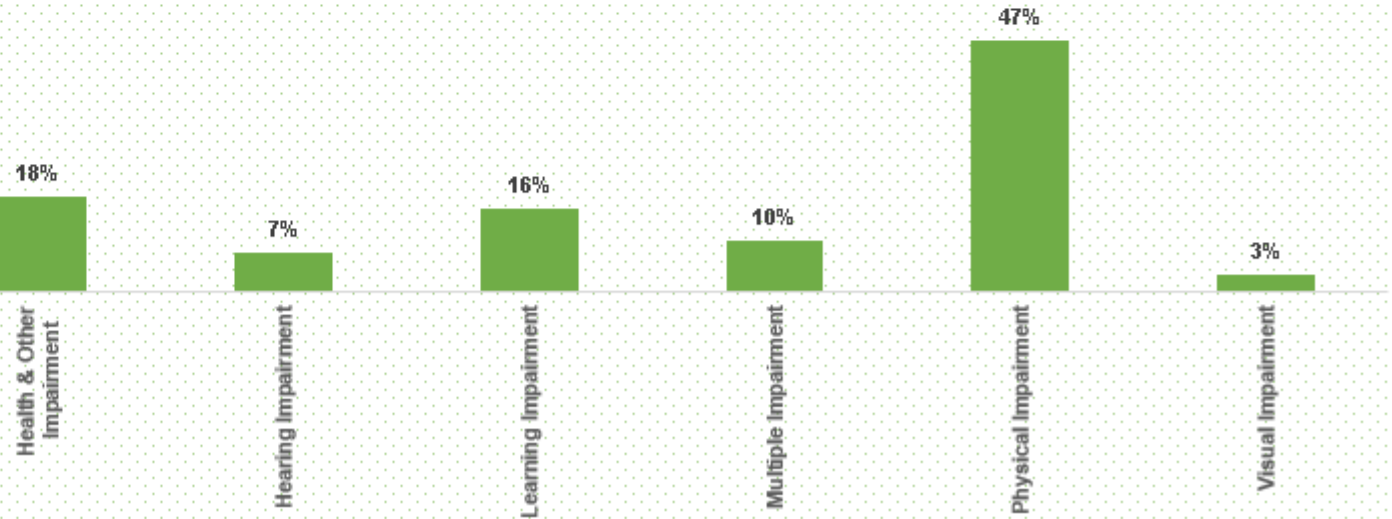
Age Groups



Ethnicity



Disability



Swim School Numbers

Centre	March 2019 Heads	March 2022 Heads	March 2023 Heads
Eastern Leisure Centre	418	1,091	1082
Fairwater Leisure Centre	481	540	505
Llanishen Leisure Centre	997	1,101	1271
Maindy Leisure Centre	660	635	704
Pentwyn	880	0	0
Star Hub	285	381	413
Western Leisure Centre	666	541	588
Cardiff	4387	4,289	4563

Tudalen 46

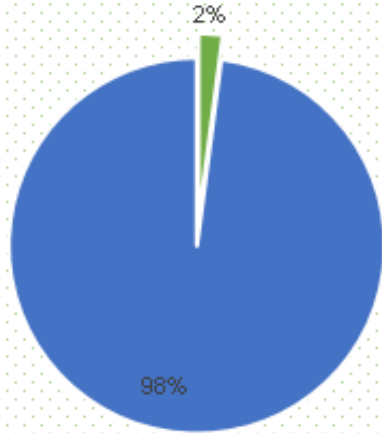
Centre	2023 v 2019	2023 v 2019 %
Eastern Leisure Centre	664	259%
Fairwater Leisure Centre	24	105%
Llanishen Leisure Centre	274	127%
Maindy Leisure Centre	44	107%
Pentwyn	-880	0%
Star Hub	128	145%
Western Leisure Centre	-78	88%
Cardiff	176	104%



Lesson and Course Breakdown

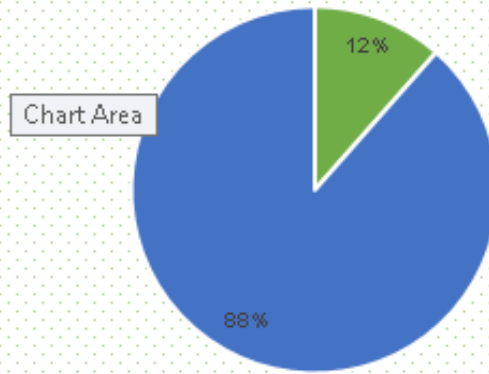
Adult v Junior %

Adult Junior



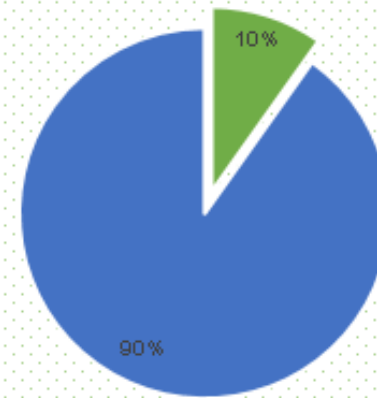
% of Concessionary Members

Concessionary Standard

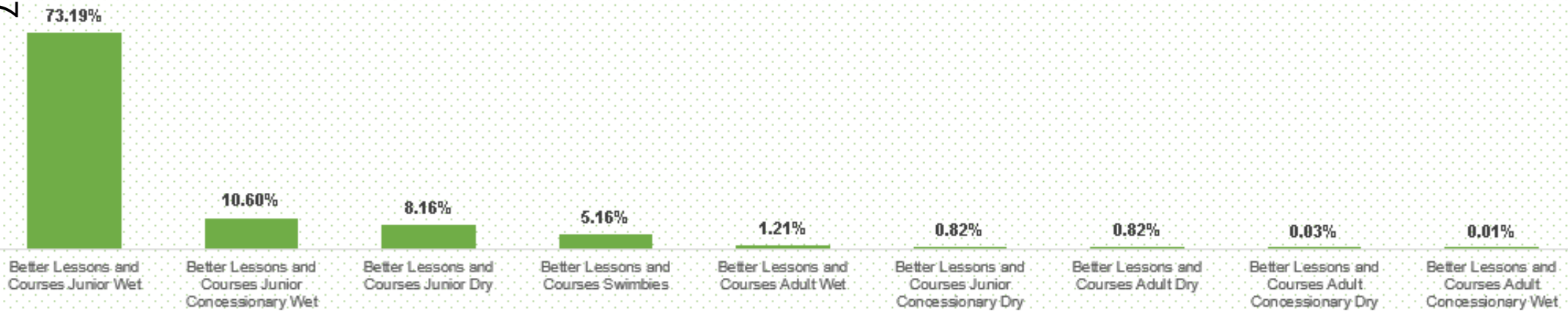


Wet v Dry %

Dry Wet



% of Members by Membership Type



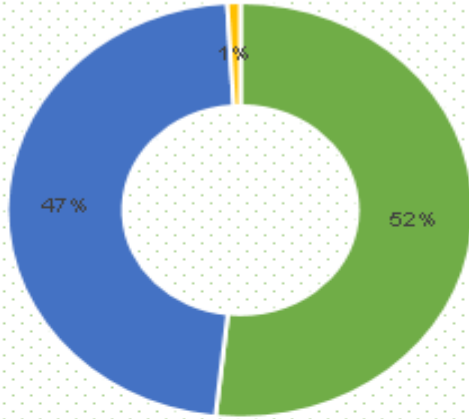
Tudalen 47

Lesson and Course Breakdown

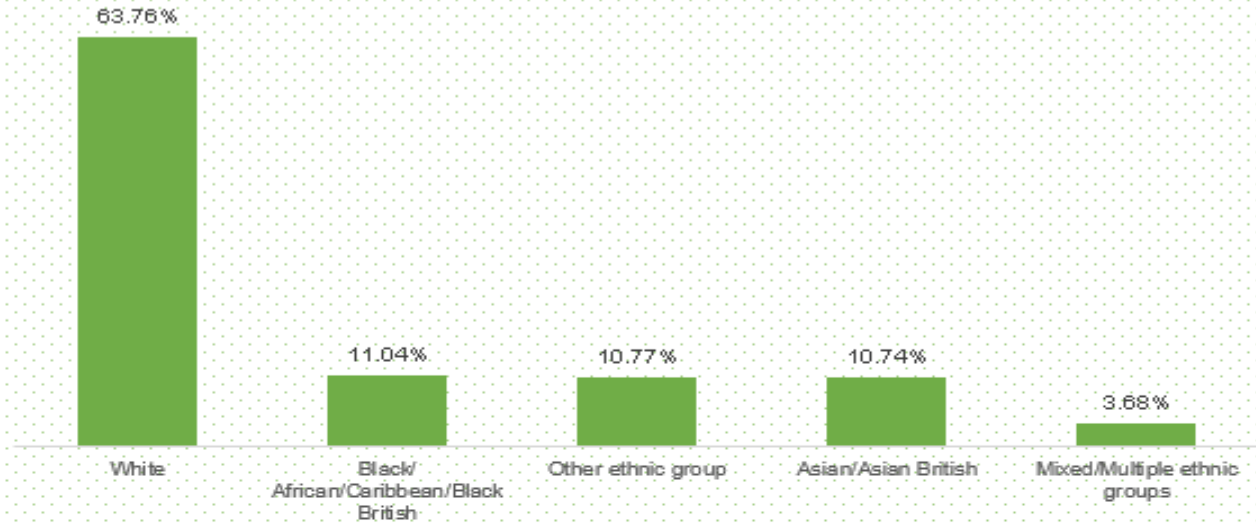
Tudalen 48

Gender

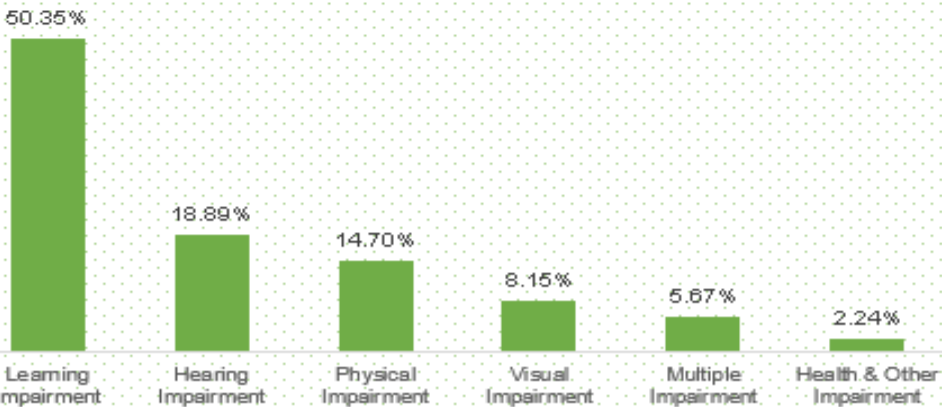
Female Male Prefer Not Say



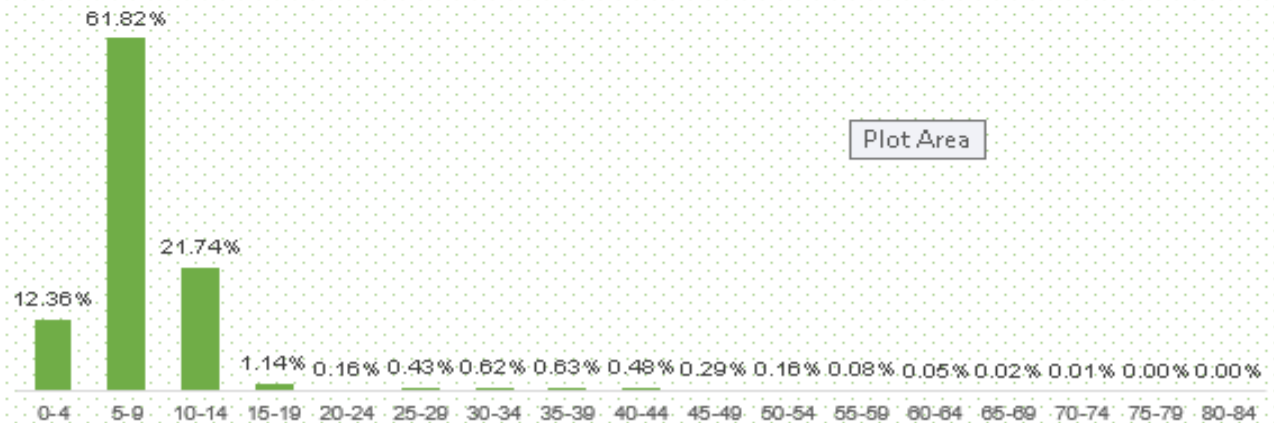
Ethnicity Category



% Disability Breakdown



Age Group





Usage

	2019/20	2020/21	2021/22	2022/23
Eastern	161,176	9,815	156,352	202,285
Fairwater	151,075	11,718	118,397	144,268
Llanishen	338,940	14,146	264,083	308,063
Maindy	235,225	20,105	197,584	235,741
Pentwyn	187,549	6,045	22,678	30,271
Penylan	41,441	664	24,448	35,497
Star	73,041	5,402	66,922	72,171
Western	169,303	4,404	109,048	156,005
Total	1,357,750	72,299	959,512	1,184,302

Tudalen 49

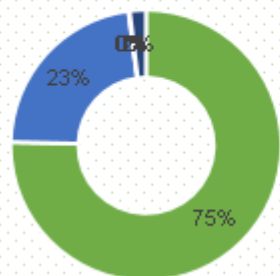
	2023 % of 2022	2023 % of 2019
	129%	126%
	122%	95%
	117%	91%
	119%	100%
	133%	16%
	145%	86%
	108%	99%
	143%	92%
	123%	87%

Annual User Survey 2022

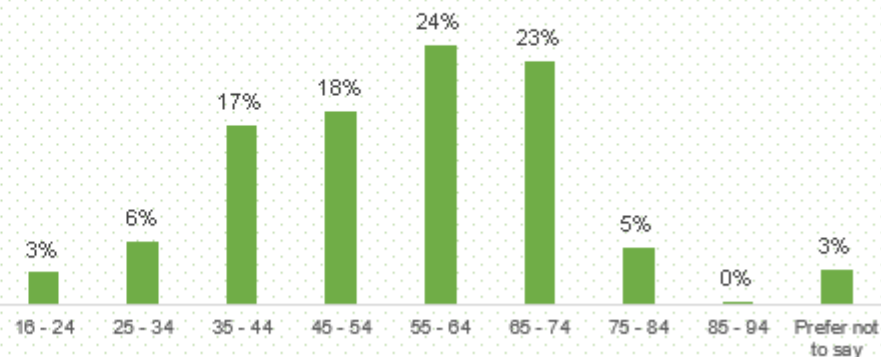
Tudalen 50

What is your gender / how do you identify?

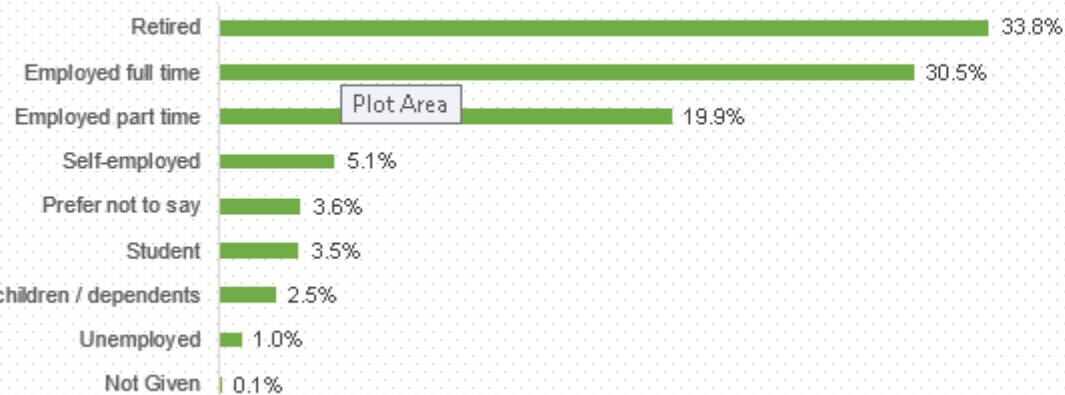
Female Male Non Binary Not Given Prefer not to say



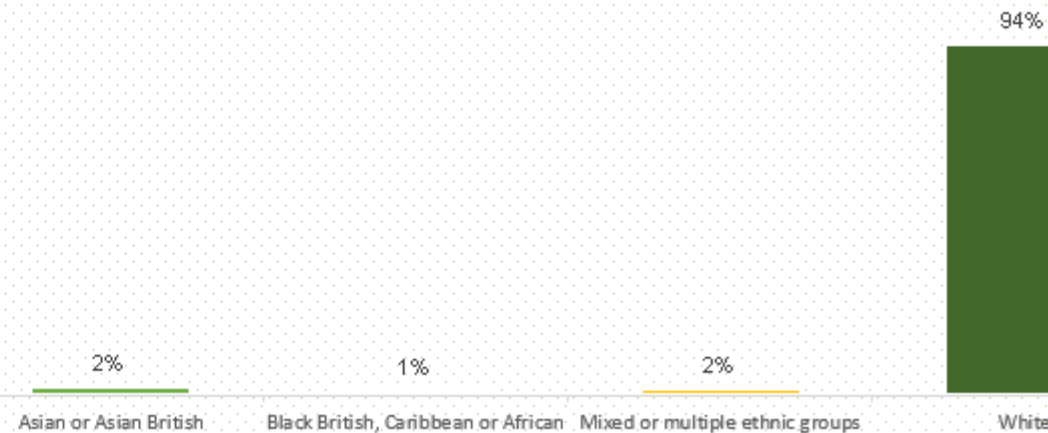
What is your age group?



Which best describes your current employment status?



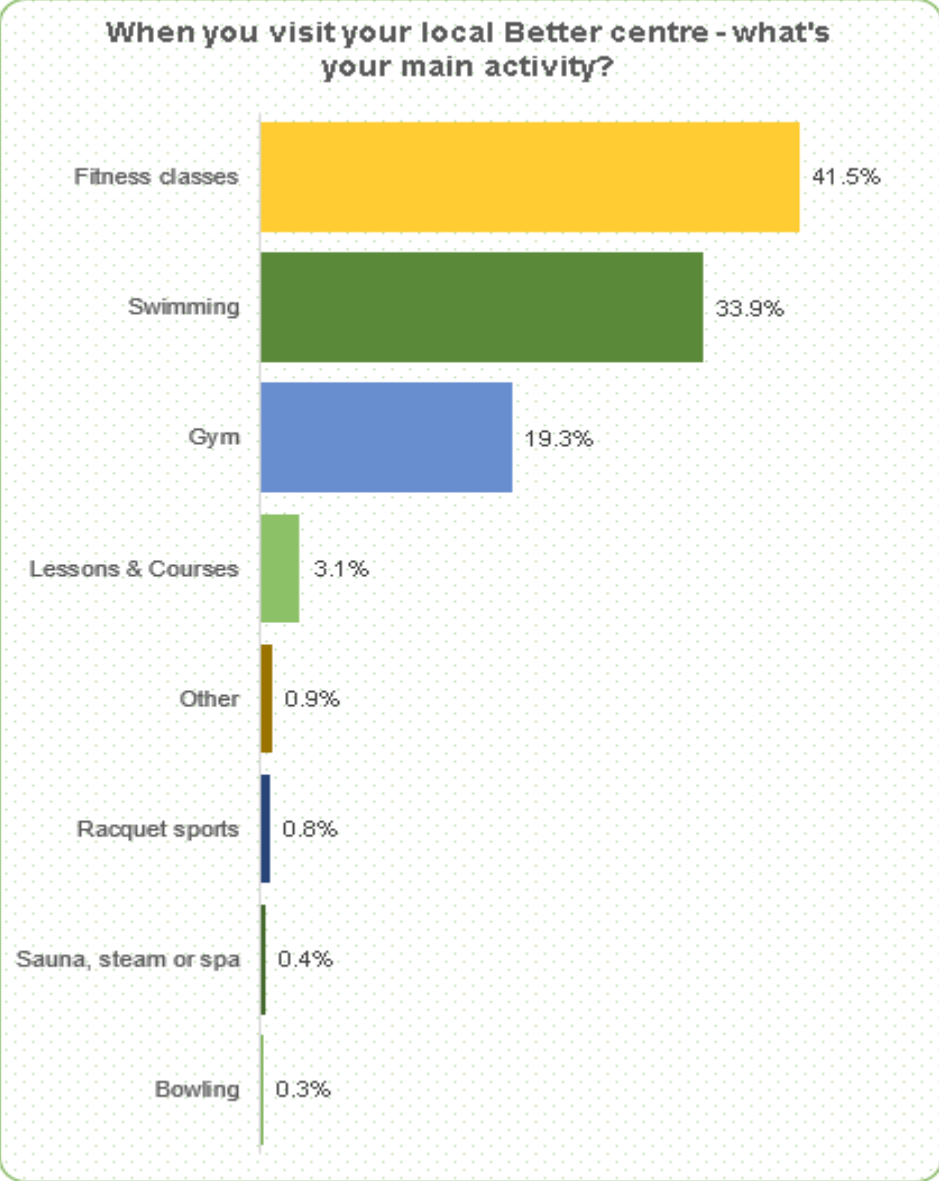
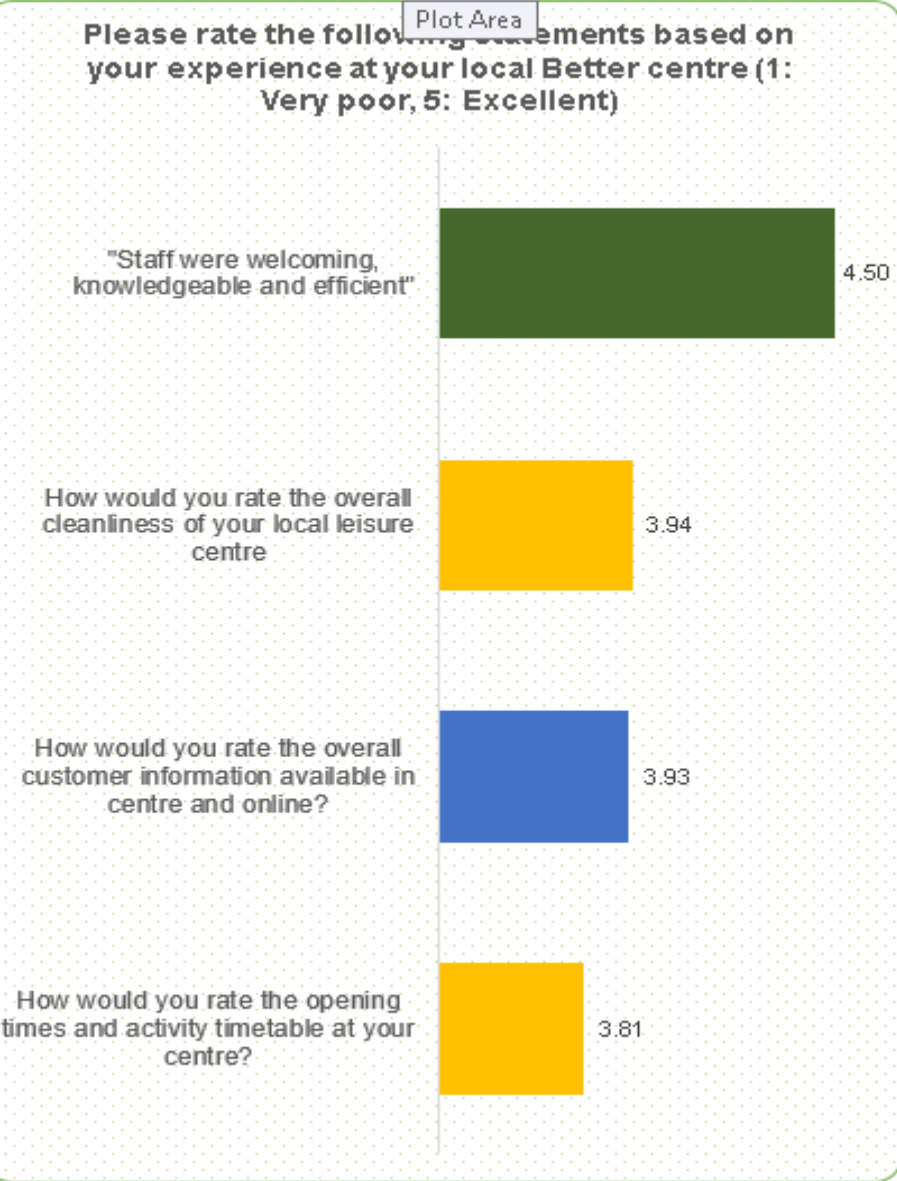
What is or how do you describe your ethnic origin?





Annual User Survey 2022

Tudalen 51



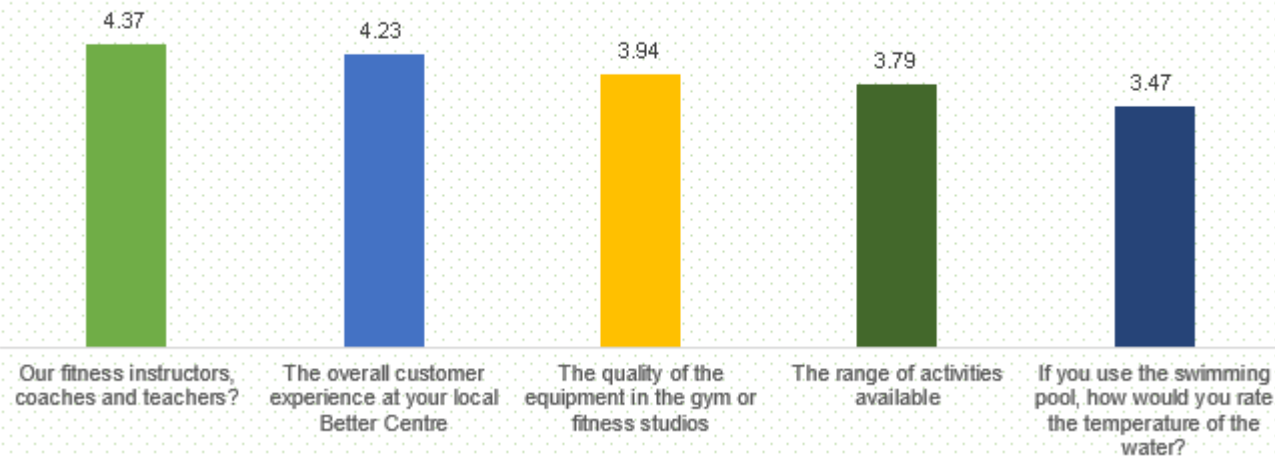
Annual User Survey 2022

Tudalen 52

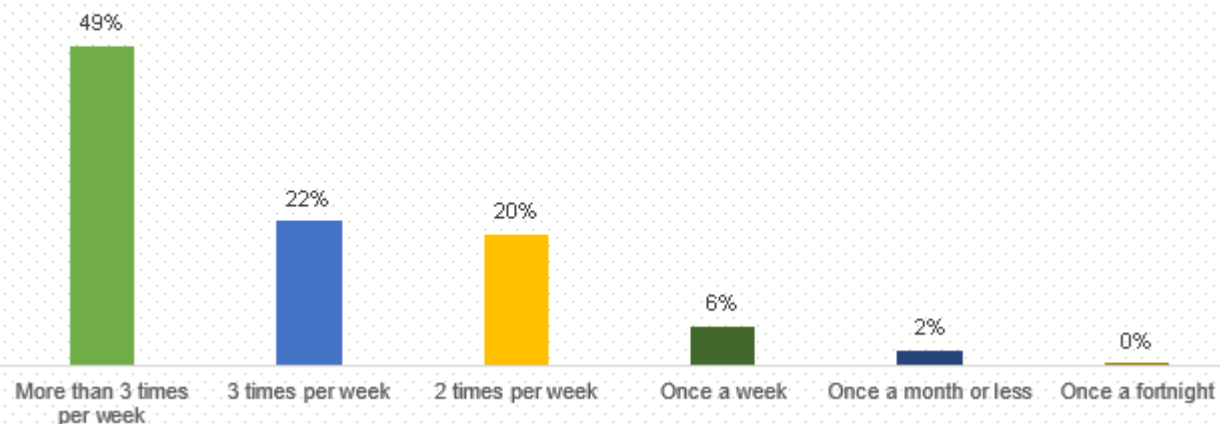
What's the best thing about your visit?



On considering what we offer at your local Better centre - please rate the following statements(1: Very poor, 5: Excellent)



How often would you say you take part in more than 30 minutes of exercise?





Income

	Total	2019	2022	2023		% v 2019	% v 2022
	Main	£1,190,836	£1,385,250	£1,583,400		133%	114%
	Junior	£1,438,404	£1,845,260	£2,286,846		159%	124%
	Health and Fitness	£3,017,664	£2,498,293	£2,686,305		89%	108%

Tudatopn 53



Utility Costs

Overall our utility costs went up a massive 72% on electricity and 164% on gas between 2019 and 2022. This meant the leisure centre's utility costs increased by a massive £564k in 2022 and we are expecting them to rise again in 2023 by a further £214k.

Tudalen 54

Cardiff	2019	2022	Variance £	Variance %
Electricity (30001)	£317,771	£547,575	£229,804	72%
Gas (30002)	£204,031	£538,731	£334,700	164%
Cardiff	2022	2023	Variance £	Variance %
Electricity (30001)	£547,575	£697,282	£149,707	27%
Gas (30002)	£538,731	£603,768	£65,037	12%

Mitigations

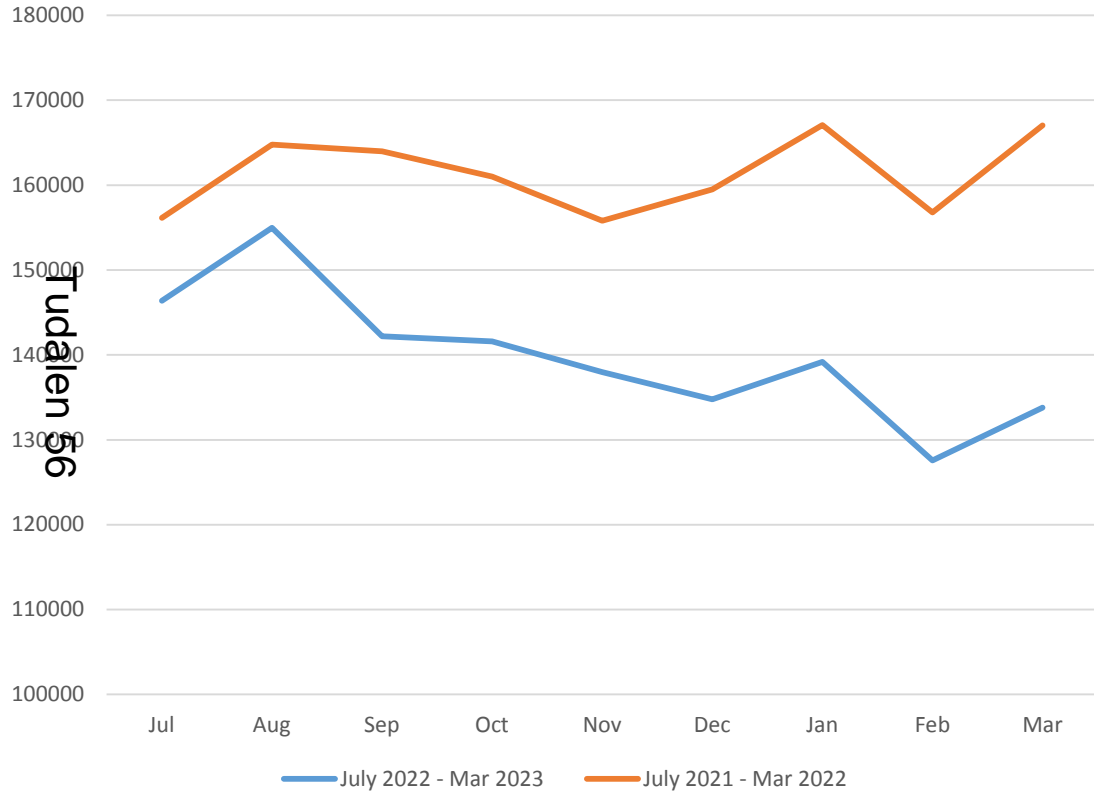
The actions taken so far to mitigate

- Main swimming pools and teaching pools temperatures have been lowered by 1c
- Poolside air temperature has been lowered by 2c
- Use of air conditioning has been scaled back significantly
- We are now using energy efficient light bulbs throughout the leisure centre
- We are using pool covers to retain the heat within the pools
- Swimming pool programmes and building opening hours have been reduced
- Energy Audits regularly completed to review consumption

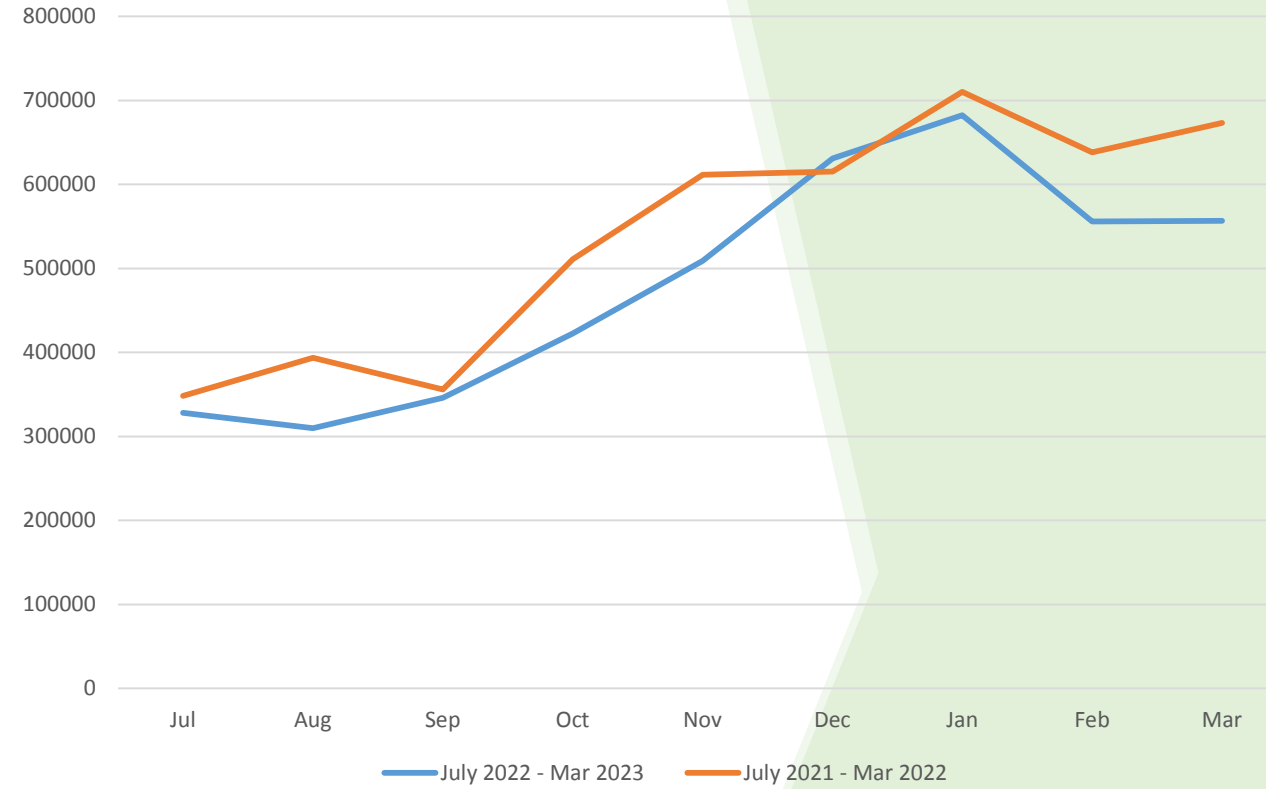


Consumption

ELECTRIC CONSUMPTION



GAS CONSUMPTION



GLL So Far

	2017/2018	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25
Total Income	6,007,338	5,941,584	6,258,764	904,241	4,627,485	5,992,561	£6,428,572	£6,920,172
Total Expenditure	7,790,485	7,839,247	7,495,267	4,748,271	6,079,481	6,895,451	£6,945,451	£6,635,451
Cost of Service	(3,798,788)	(3,014,266)	(2,752,588)	(86,202)	(231,393)	(1,438,868)	(982,729)	(181,129)

Tudaten 57

Leisure Costing Circa 4M pre GLL

Cost of Service moved forward by 2.4m

No Management fee so no cost to the council

Pandemic and Energy Costs have severely affected progress to a £0 cost of service

- Next couple of years key to creating a sustainable leisure model for the long term.

Future Finances

Tudalen 58

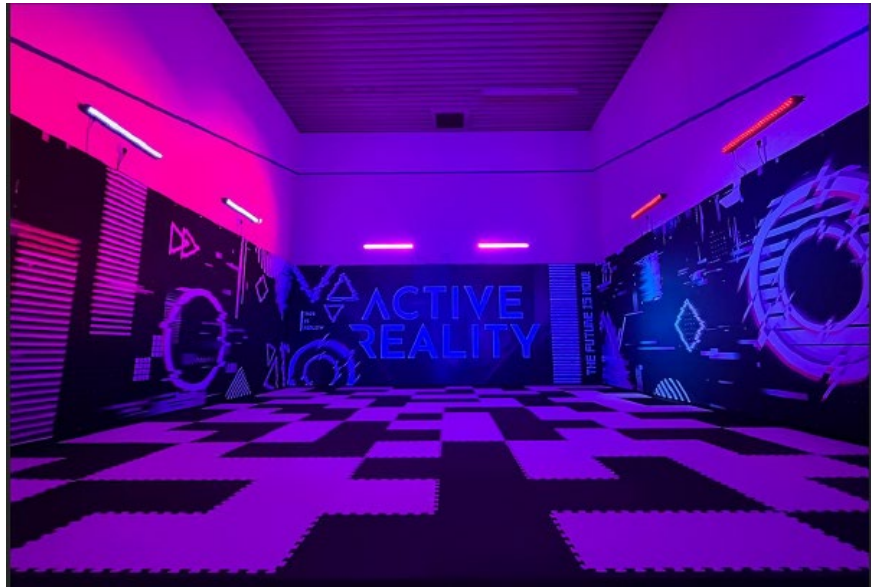
Items to reduce deficit	Full Year Benefit	Monthly Benefit
Play Product	£72,000	£6,000
Indoor Golf Product	£200,000	£16,667
Active Reality	£18,000	£1,500
4% HF Growth	£96,000	£8,000
8% SS Growth	£105,600	£8,800
Solar Works	£180,000	£15,000
Utility Rate Drop (10%)	£130,000	£10,833
Total	£801,600	£66,800

Future Options

Capital Investment into underused areas to generate commercial products to support the standard leisure offer.



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GLL



Indoor Modular Golf - Example Visual

QUESTIONS ?

