



County Hall
Cardiff
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Caerdydd
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SUPPLEMENTARY PAPERS

Committee	ECONOMY & CULTURE SCRUTINY COMMITTEE
Date and Time of Meeting	TUESDAY, 25 APRIL 2023, 4.30 PM
Venue	CR 4, COUNTY HALL - MULTI LOCATION MEETING
Membership	Councillor Wong (Chair) Councillors Berman, Brown-Reckless, Cunnah, Henshaw, Jenkins, Lloyd Jones, Naughton and Thomson

The following papers were marked 'to follow' on the agenda circulated previously

- 4 **Physical Activity and Sport Strategy - Implementation Progress Update**(Pages 3 - 34)
Policy Review

Appendix C – to follow
- 5 **GLL Contract Monitoring**(Pages 35 - 60)
Policy Review/Contract Monitoring

Appendix A – to follow

Davina Fiore

Director Governance & Legal Services

Date: Wednesday, 19 April 2023

Contact: Andrea Redmond, 02920 872434, a.redmond@cardiff.gov.uk

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Page 3

Cardiff Physical Activity and Sport Strategy 2022–2027

#movemorecardiff



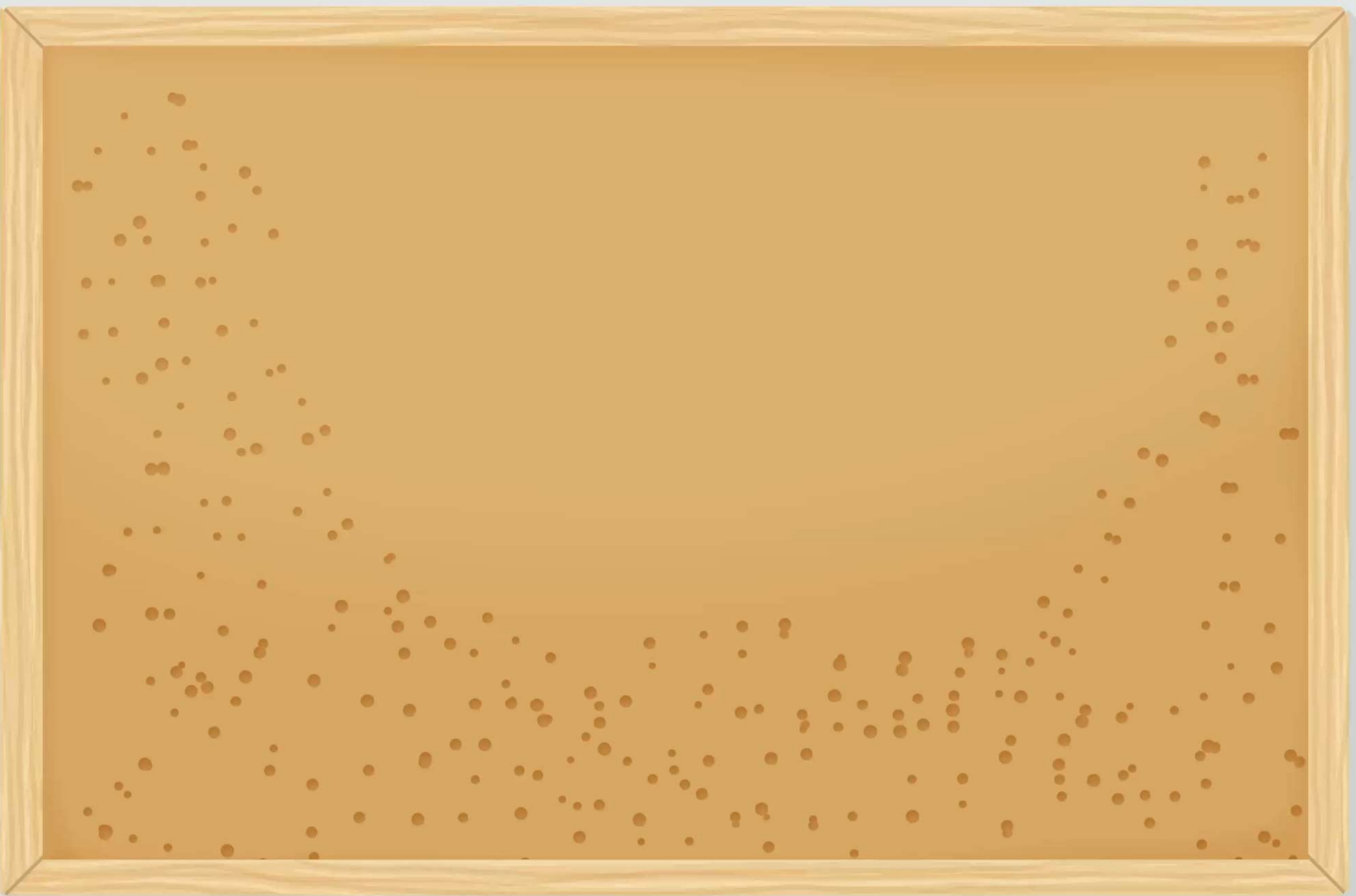


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Our approach

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- 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**

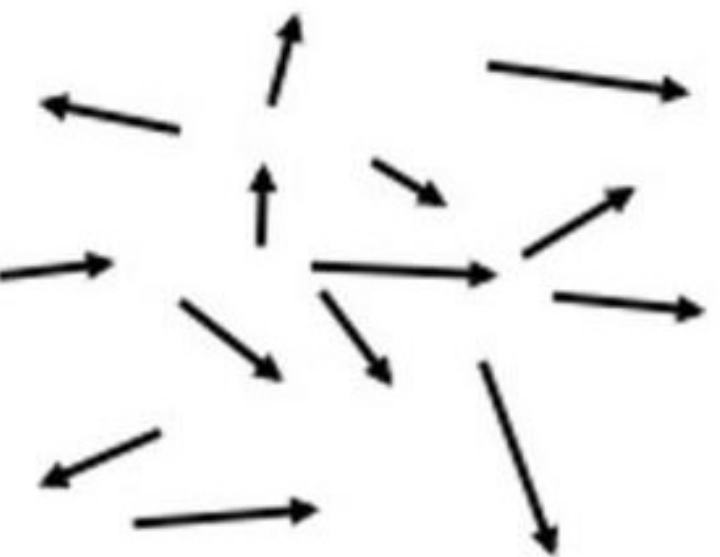


No single part operates the system **alone**

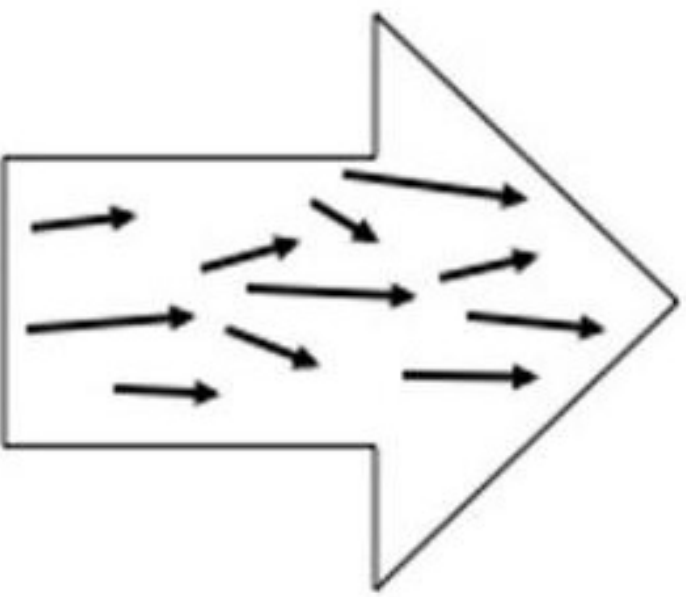


The bicycle can only be ridden when **all parts work together**

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

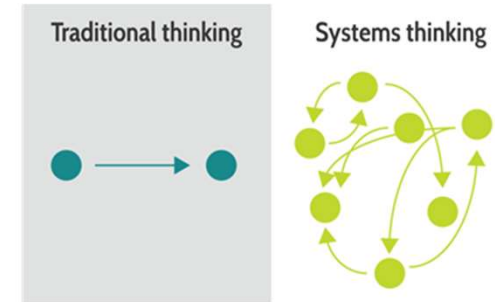


TO

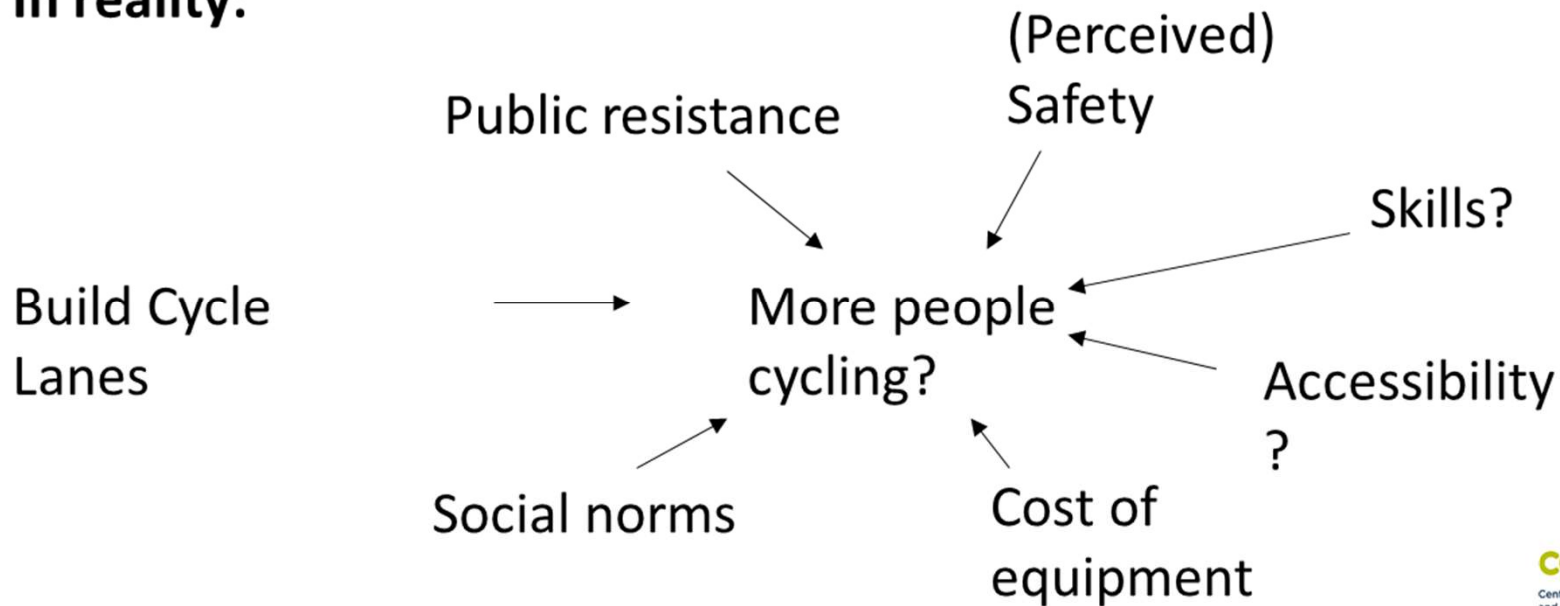


Simple:

Build Cycle Lanes → More people cycling



In reality:



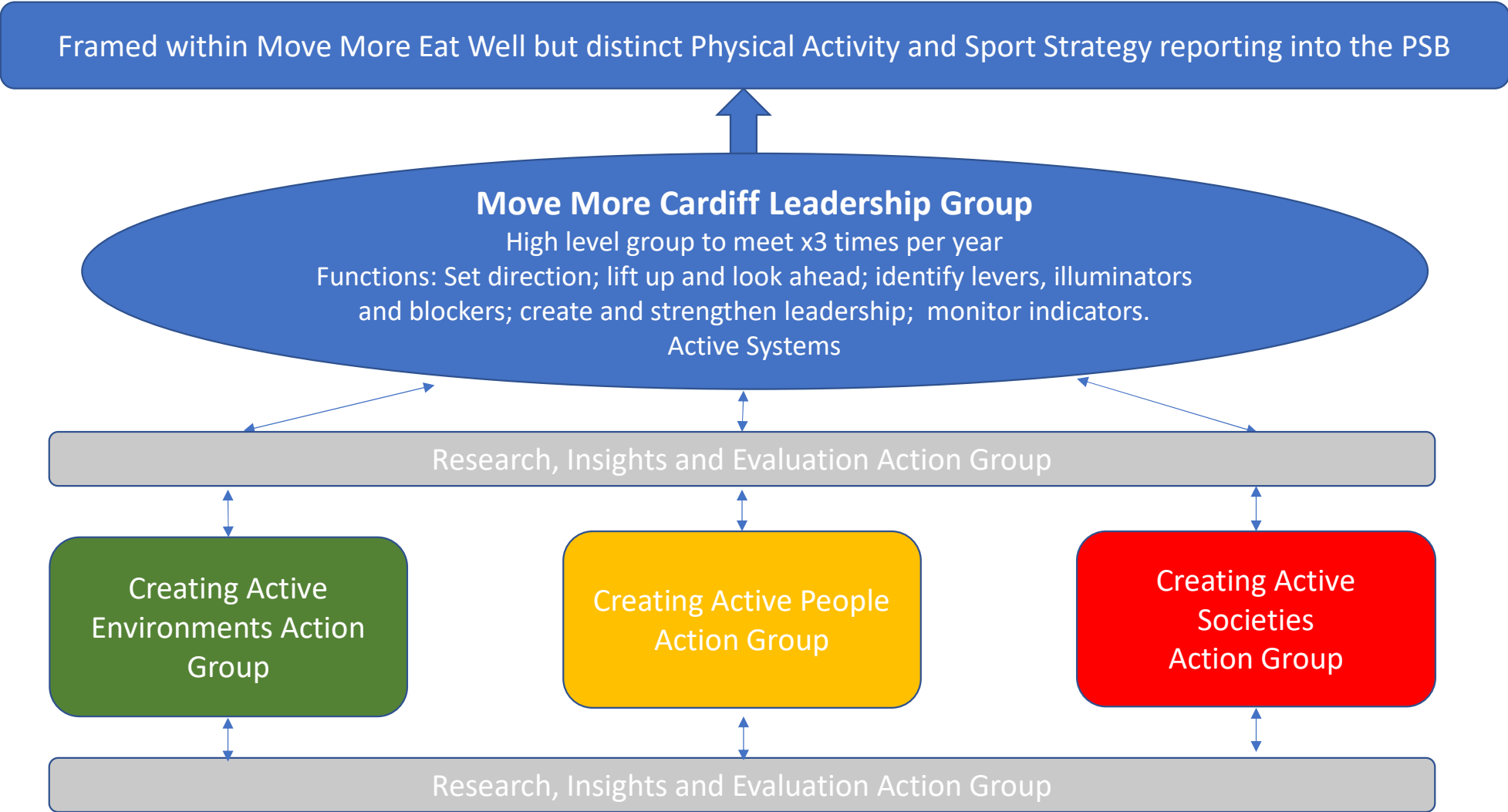


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Governance

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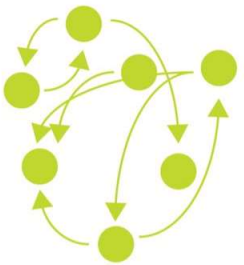


Research, Insights and Evaluation Framework



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

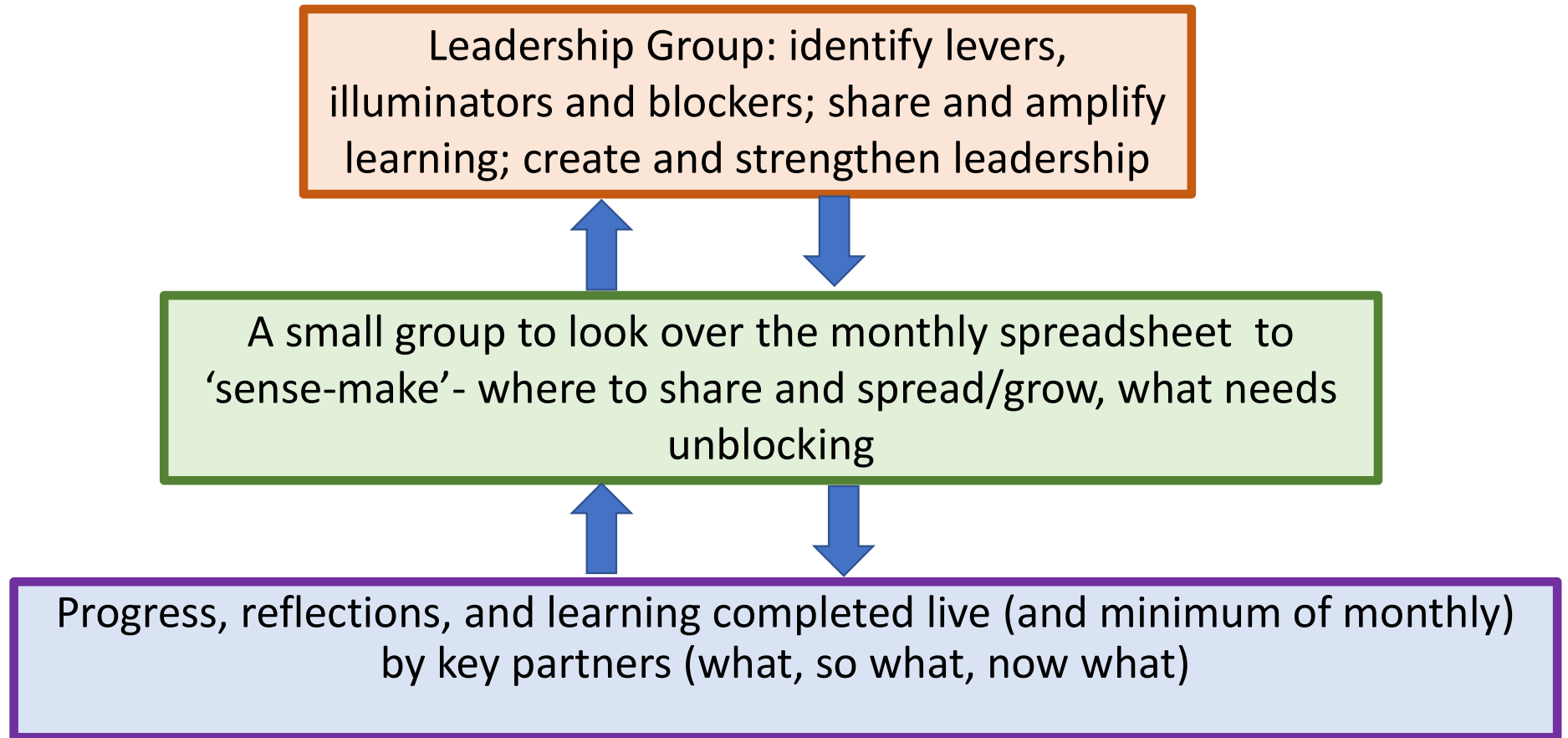
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Ripple Effect Mapping – a qualitative method which will help us to understand the impact of our systems change efforts



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



Year 1 progress and learning

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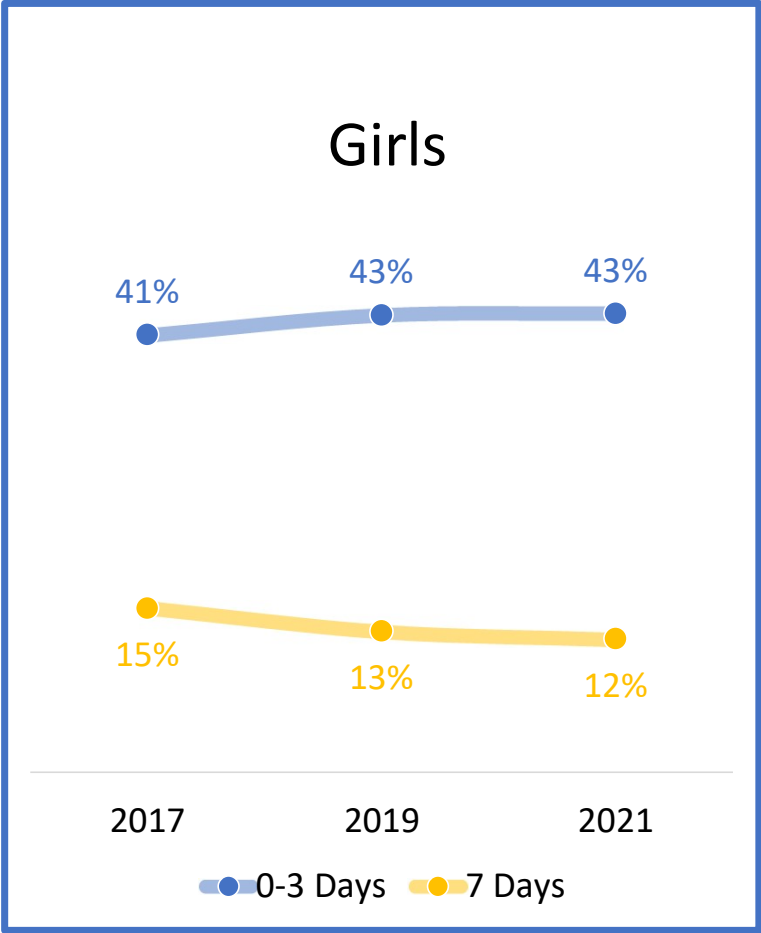
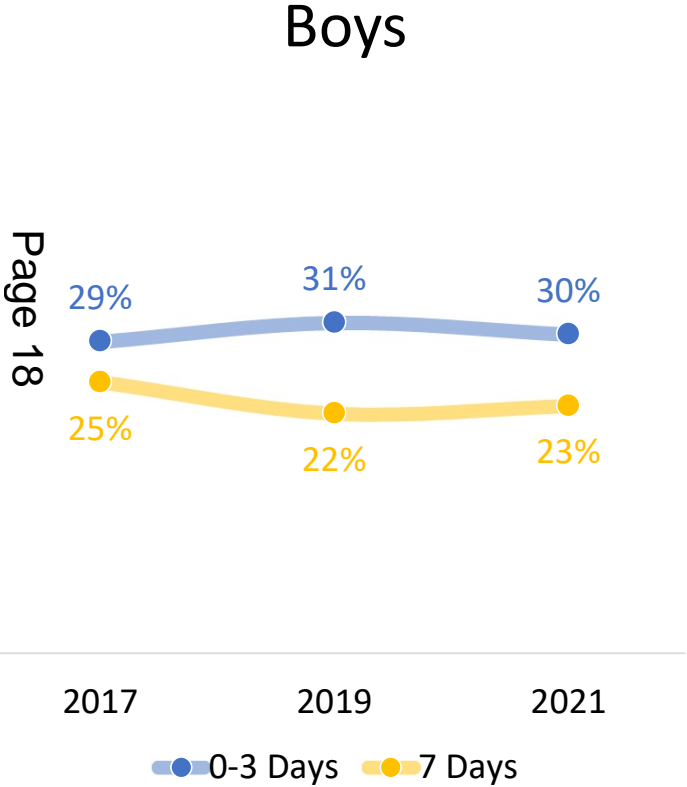
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Action number	Strategy Focus Area	RAG Apr 23 Red = not complete Amber = in progress and will be complete by end Year 1, Green = complete
Creating Active Environments		
1	City-wide audit of community and private facilities that can be use for physical 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	

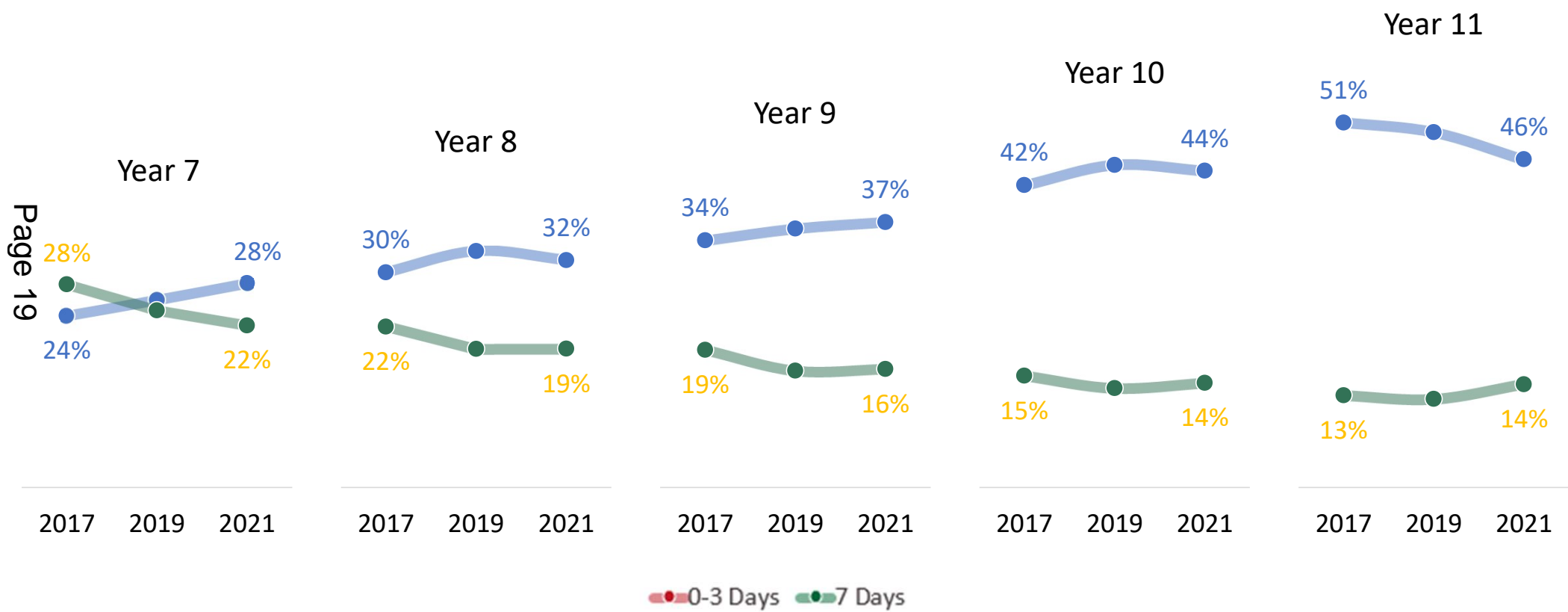
Activity trends: 11-16 year olds in Cardiff: by gender



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

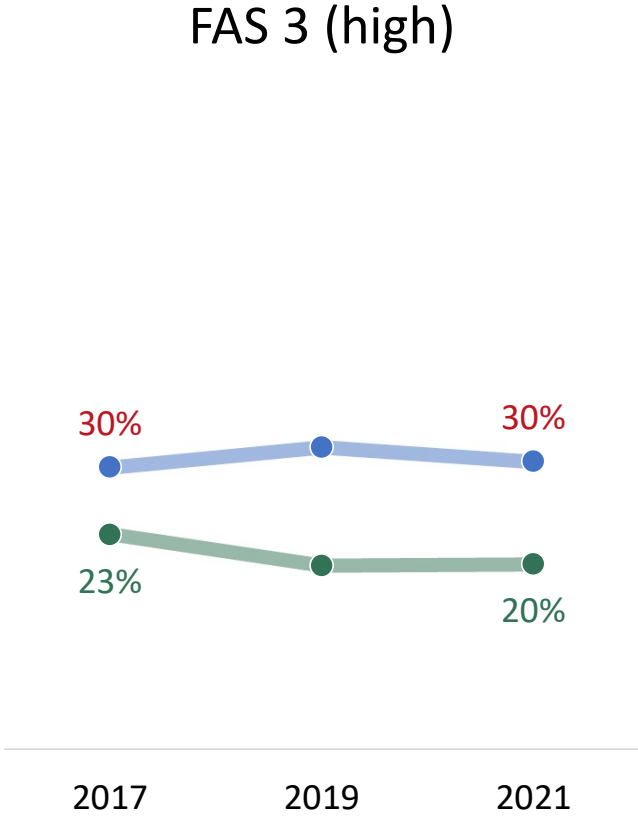
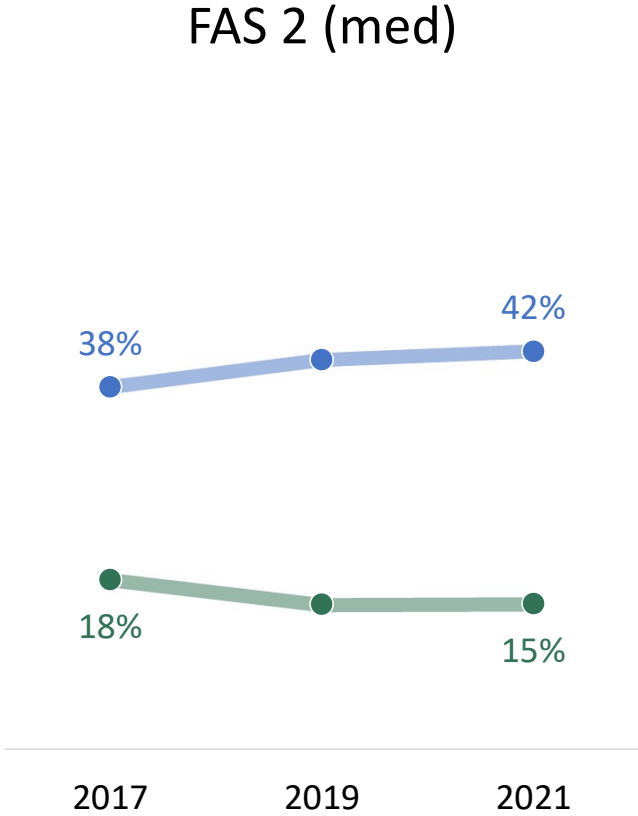
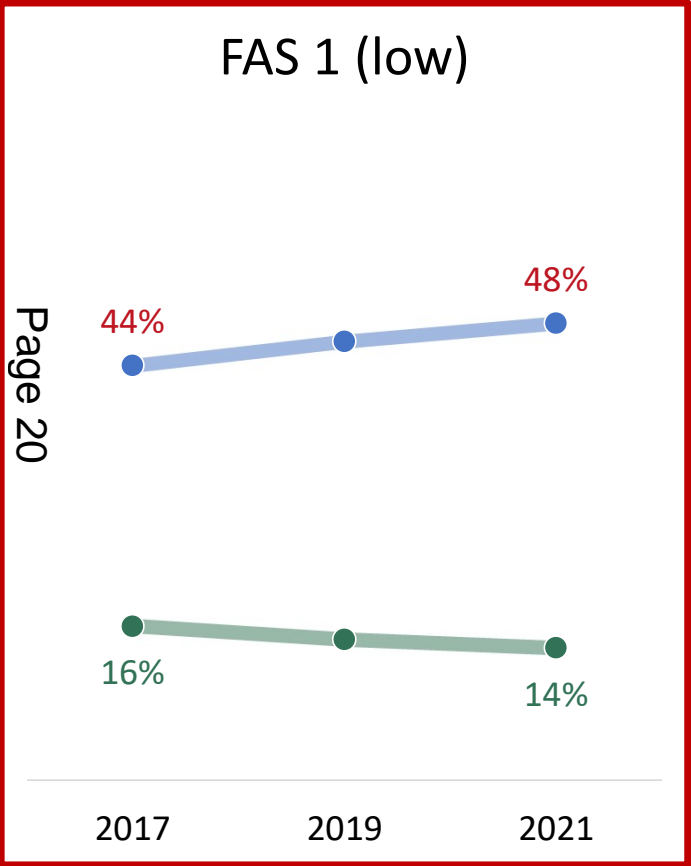
Source: School Health Research Network, Student Health and Wellbeing Survey 2017 -2021

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

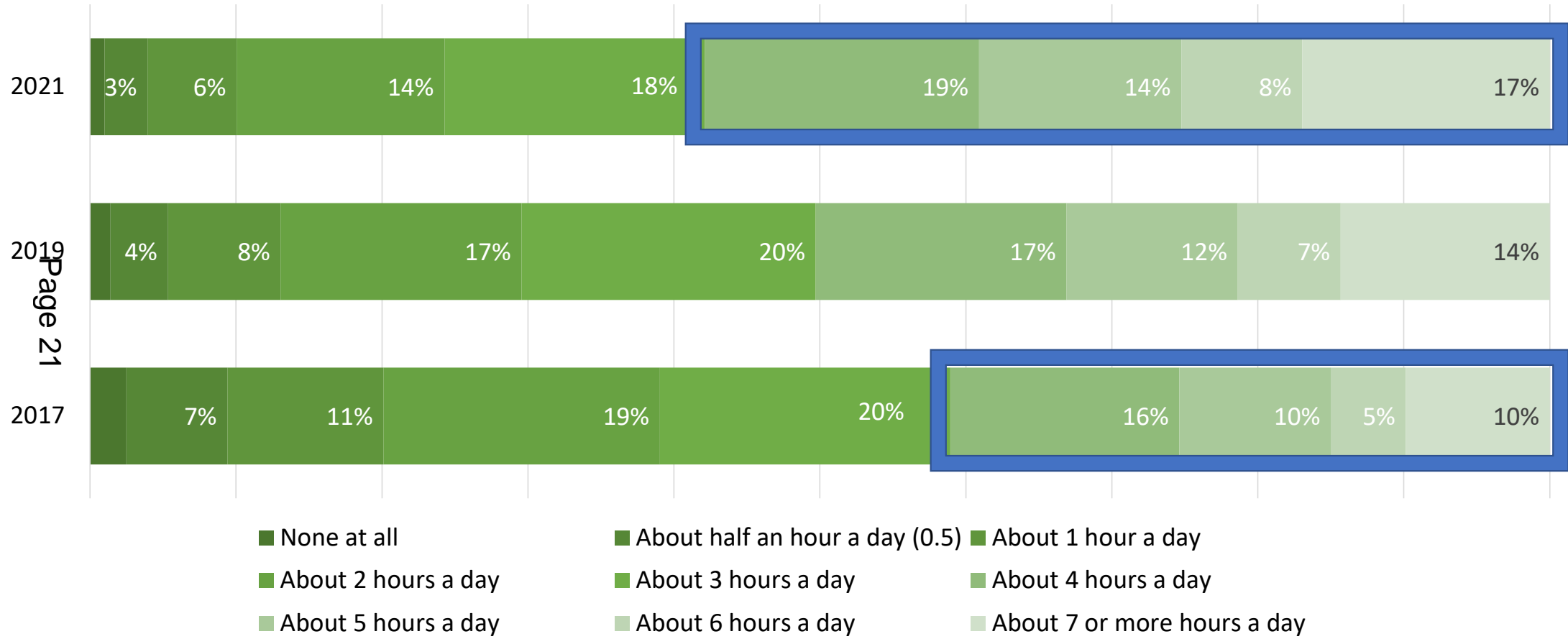
Activity trends: by Family Affluence Score (FAS) – Activity levels have worsened across FAS but particularly for low FAS children



● 0-3 Days ● 7 Days

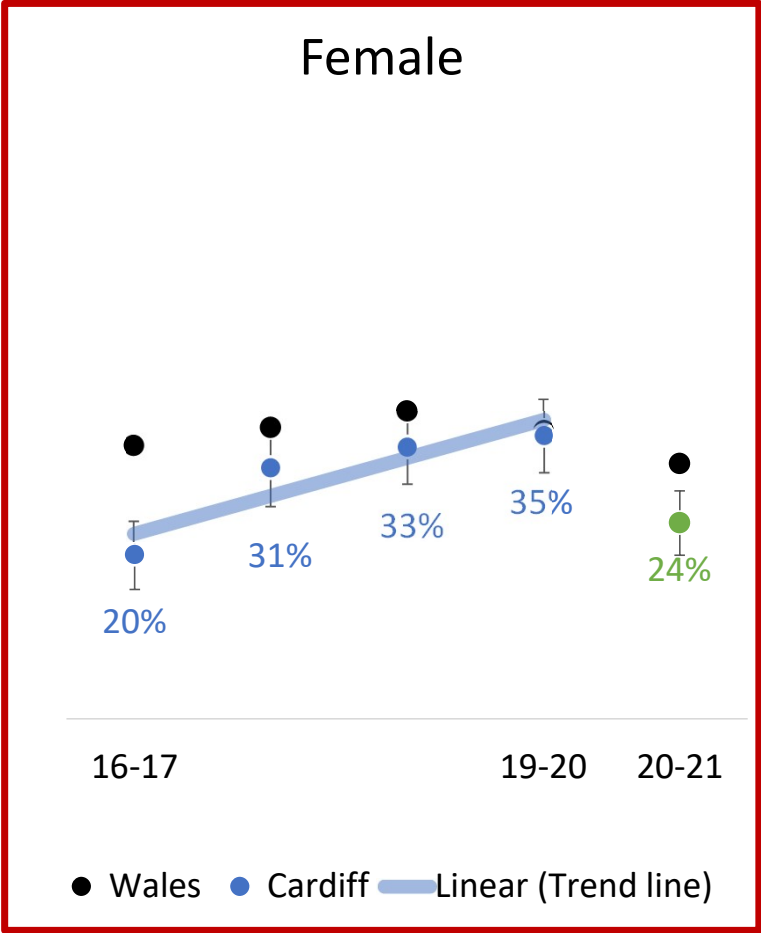
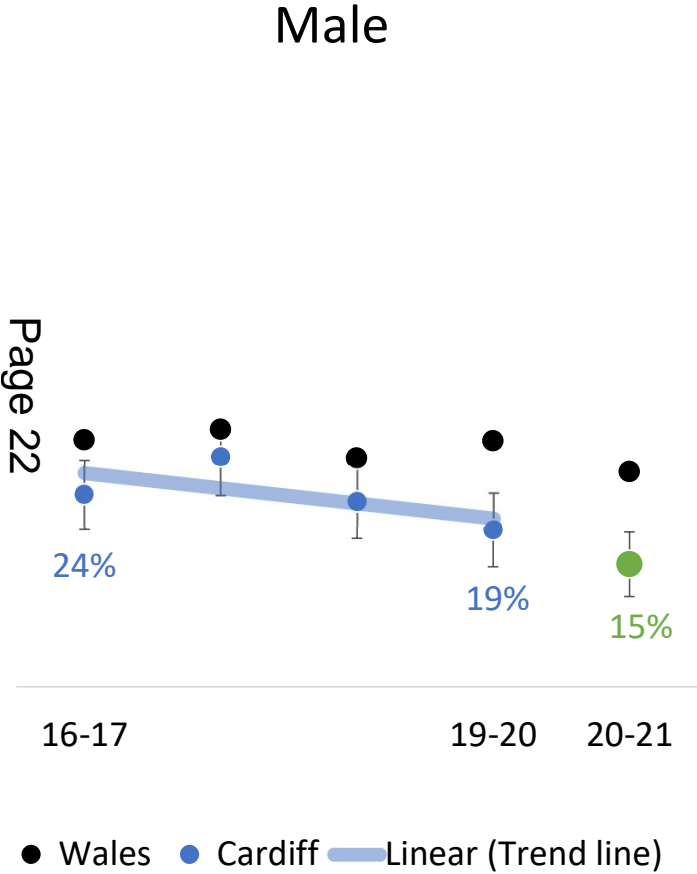
Source: School Health Research Network, Student Health and Wellbeing Survey 2017 -2021

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



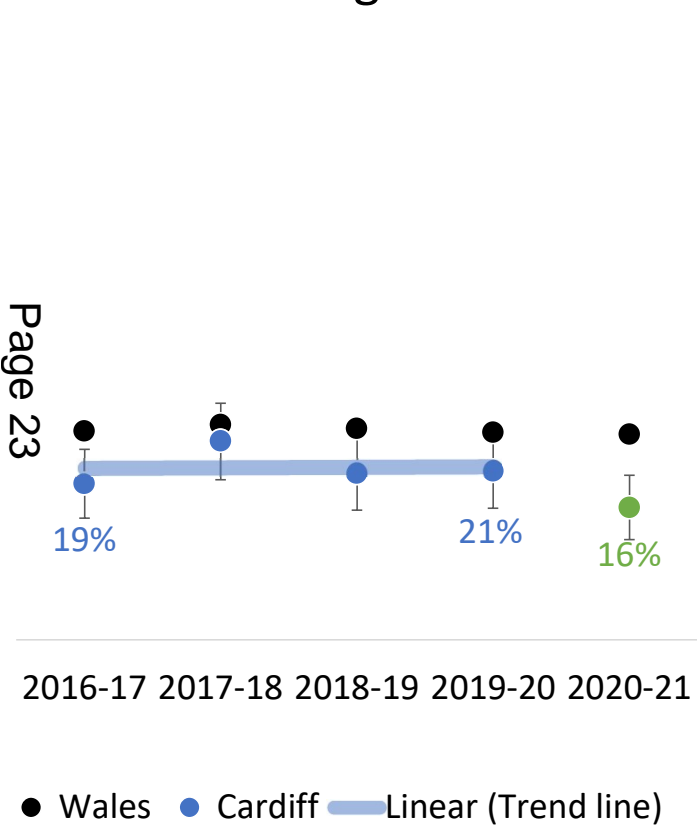
- Women are more likely to be experiencing inactivity than men
- The inequality between the two groups seems to be getting worse

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

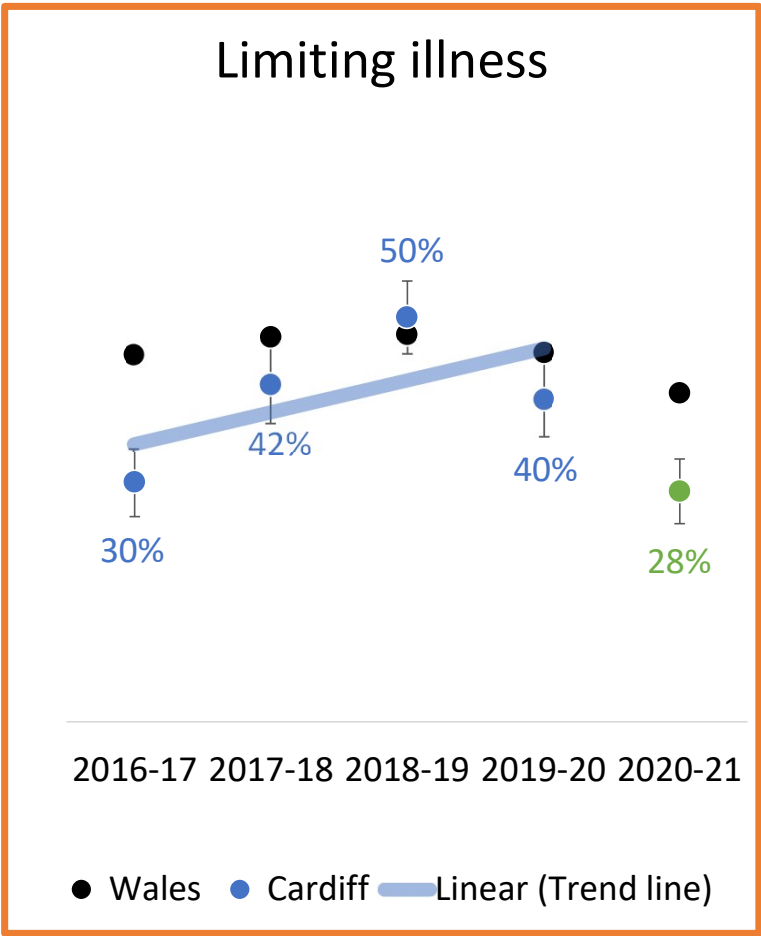
Physical inactivity rates by limiting illness

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No limiting illness



Limiting illness

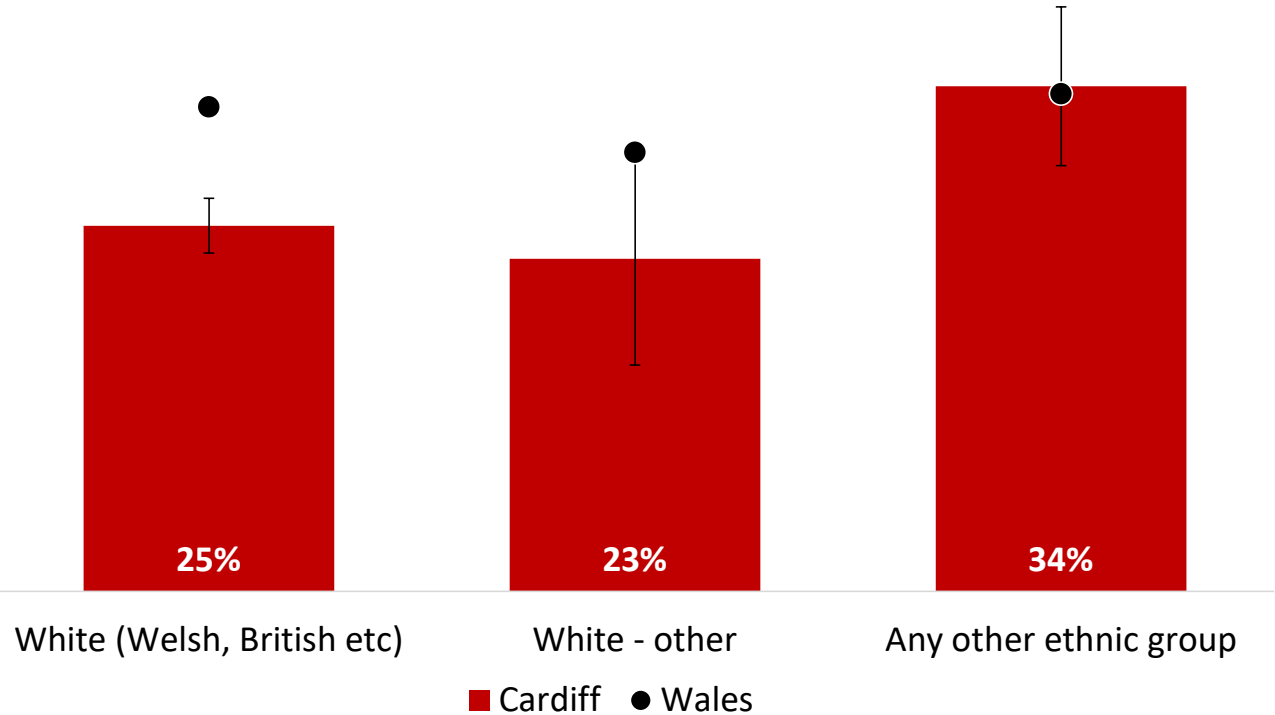


- Those with a limiting illness or disability much more likely to be experiencing inactivity
- The inequality may be getting worse

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

Physical inactivity rates by ethnicity

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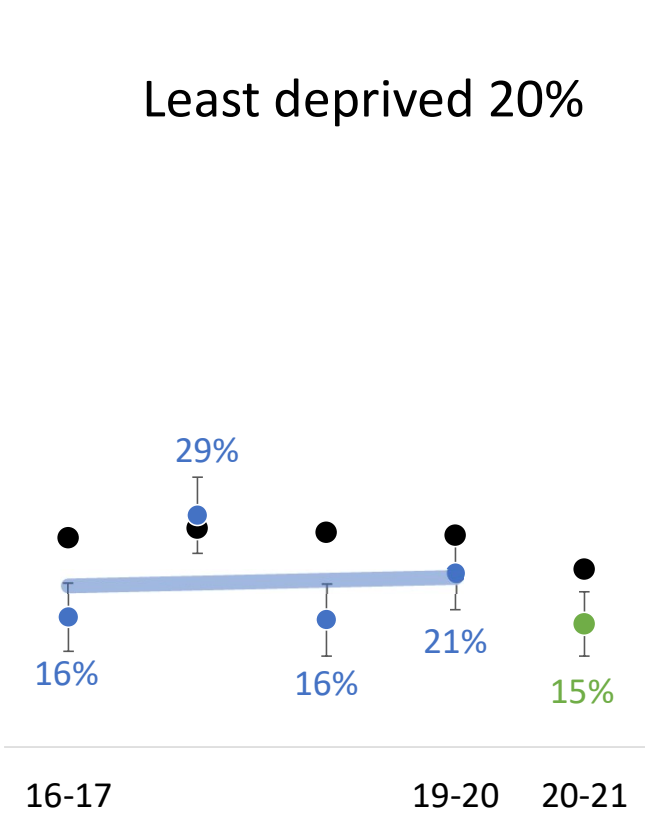
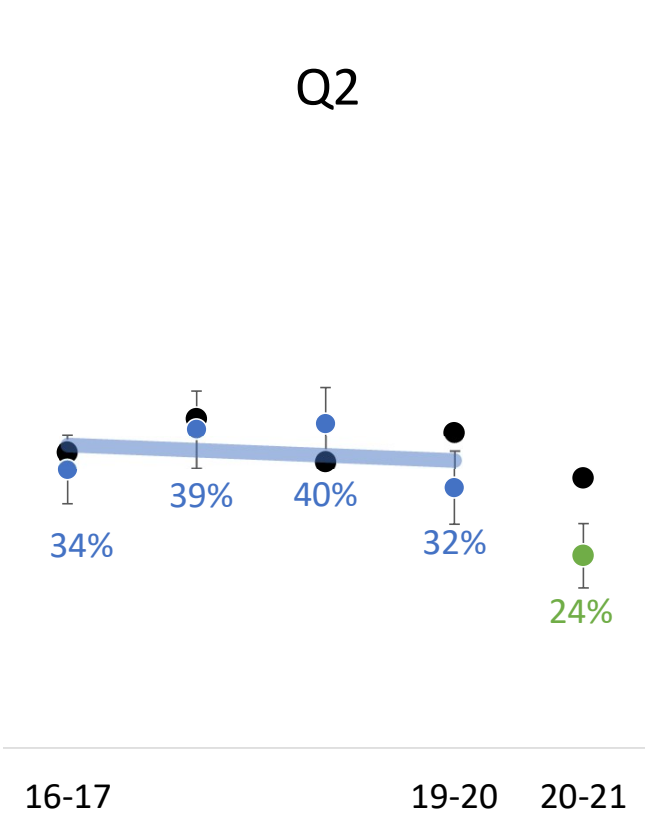
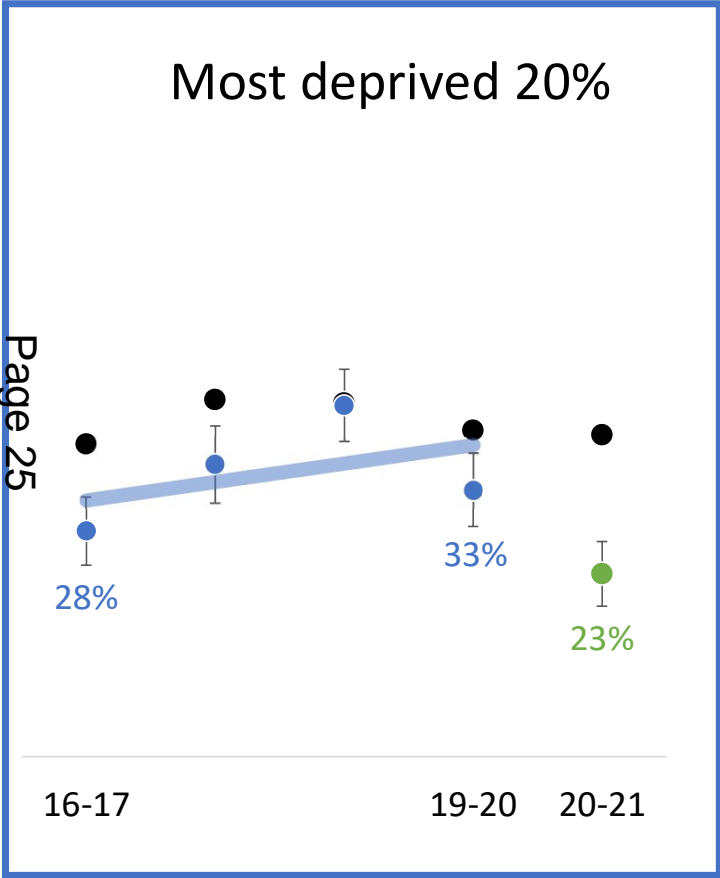


Our diverse communities are more likely to experience being inactive

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

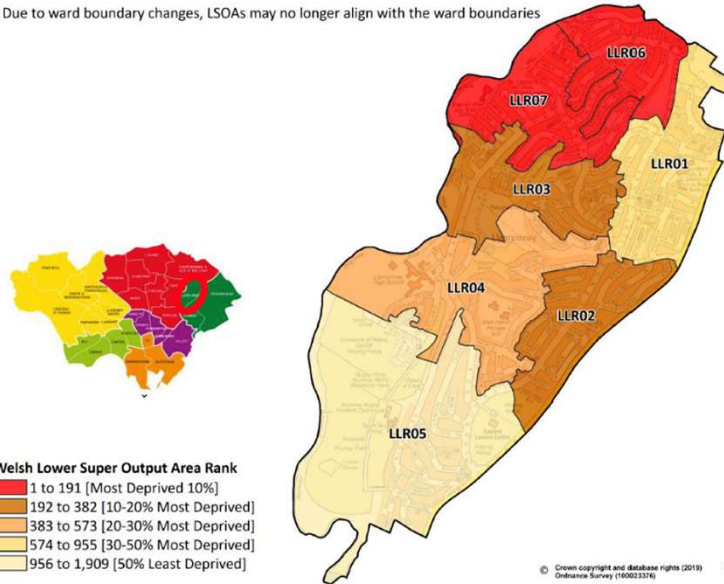
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Llanrumney & Riverside

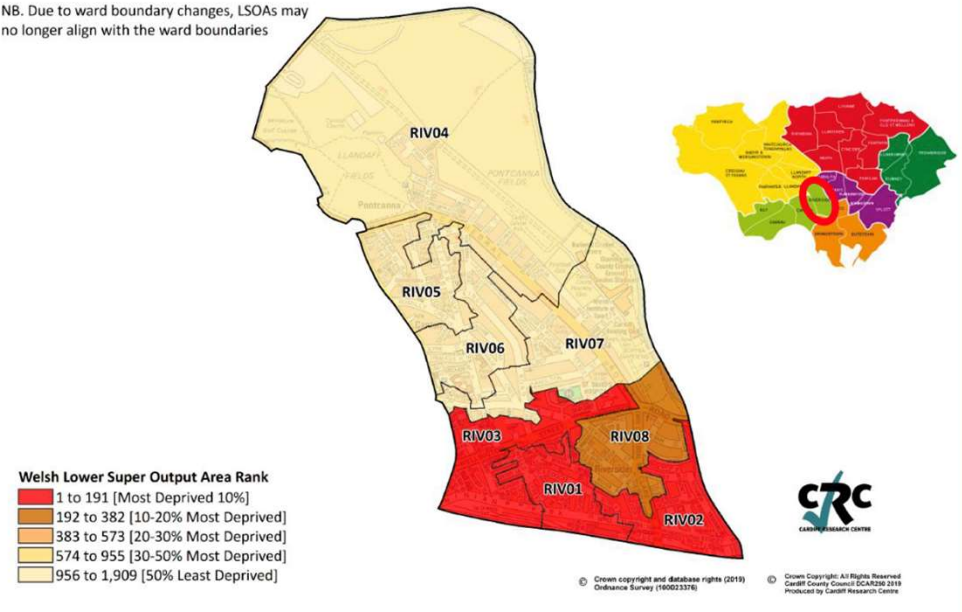
2019 Welsh Index of Multiple Deprivation Overall Ranks: Llanrumney

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



2019 Welsh Index of Multiple Deprivation Overall Ranks: Riverside

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



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

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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



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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

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 | Q | twitter active soles gm moving - X | GM Moving on Twitter: "The Ma... X | LGMNW Active Soles 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

ALT

11:39 am · 3 Feb 2023 · 46.4K Views

30 Retweets 6 Quotes 155 Likes 2 Bookmarks

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.

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

Laura Williams: lwilliams@cardiffmet.ac.uk

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

Page 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

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Jason Curtis Head of Service
Joanne Smith Partnership Manager

25 April 2023

GLL



Agenda Item 5

Updating Our Values

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Partner of Choice



Customers and Communities at our Heart



GLL SPORT
FOUNDATION
SUPPORT DEVELOPACHIEVE

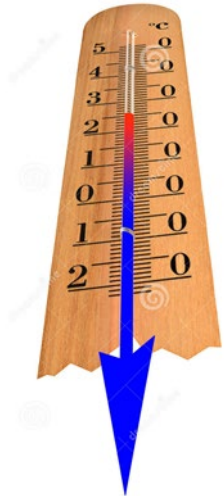


KEY FOCUS GROUPS

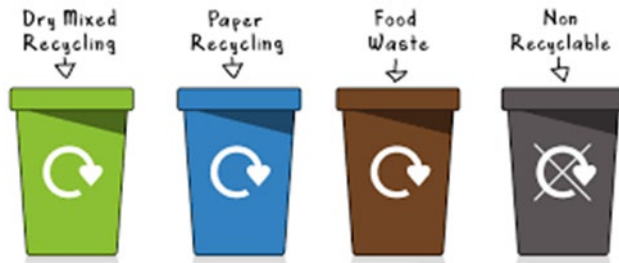
- Women & Girls
- Ethnic minority provision
- LGBT
- Children
- Young offenders
- Health
- Refugees
- Disability groups



Respecting the Planet



Downloaded from
Dreamstime.com





Tackling Health Equalities



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More than a job



Pool Plant Operator



100
1922 - 2022

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

GLL



Better Way of Doing Business



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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%

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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%



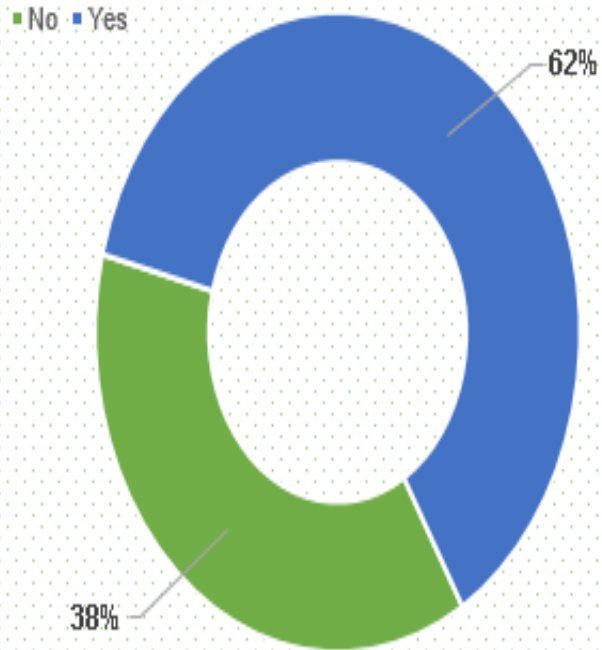
Membership Breakdown

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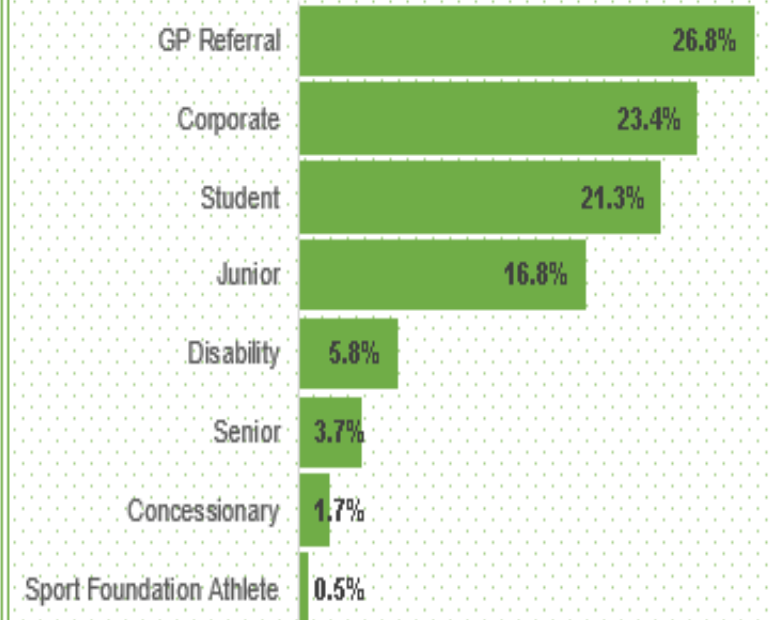
% By Billing Method



% of Active Discounted Members



% Discount Breakdown By Eligibility Type

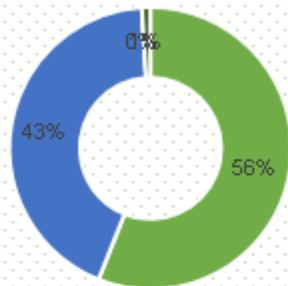


Membership Breakdown

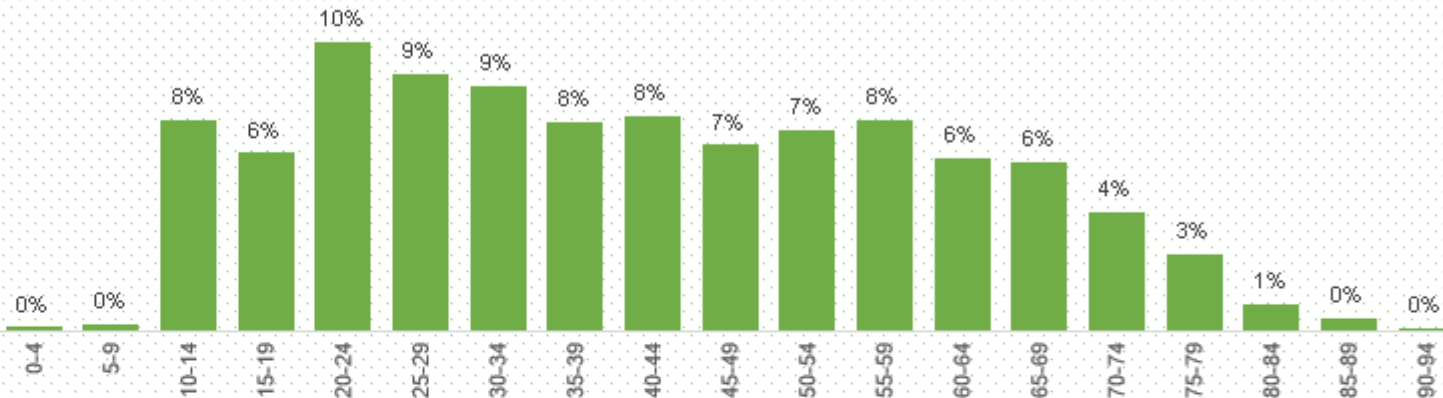
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Gender

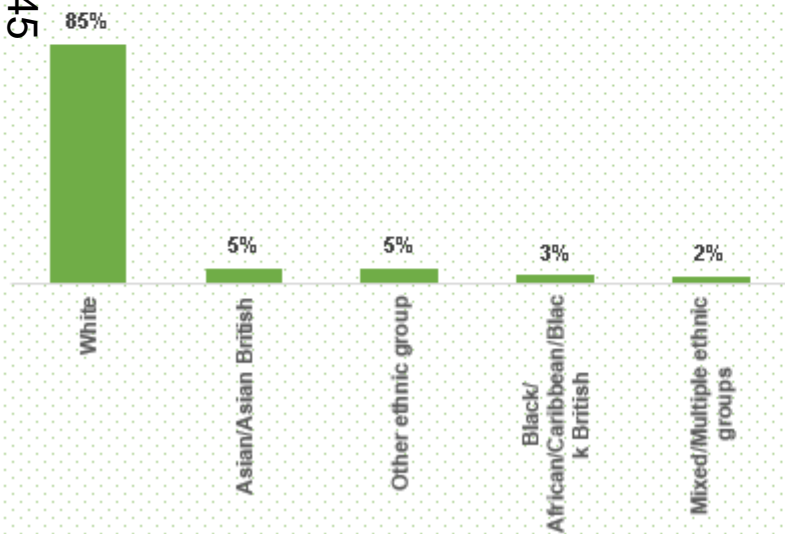
Female Male Non Binary Prefer Not Say



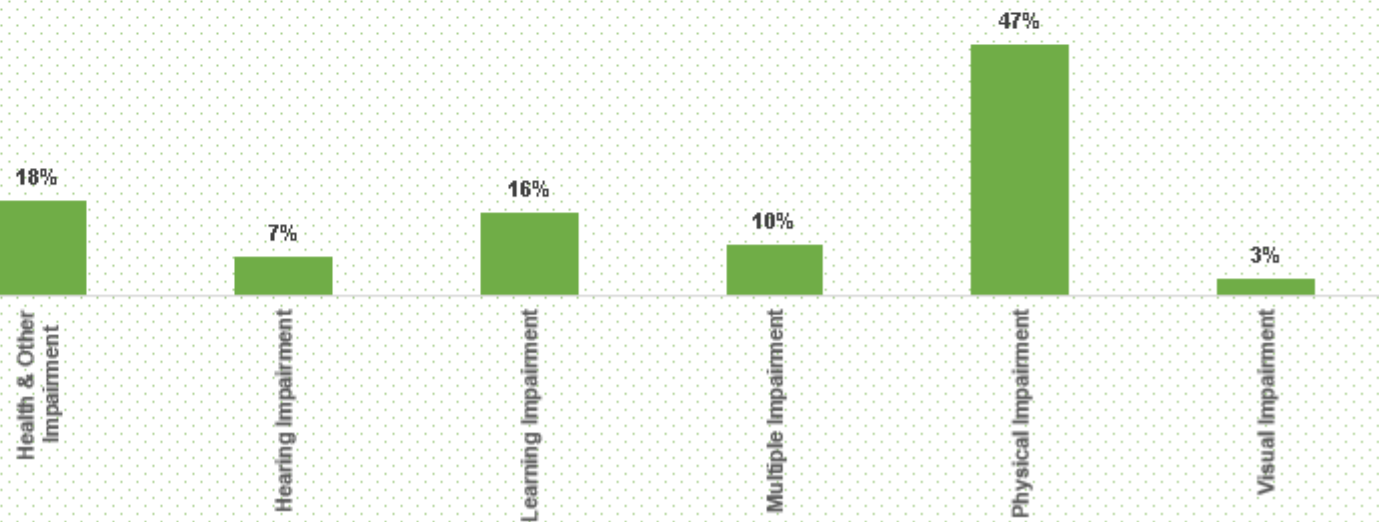
Age Groups



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

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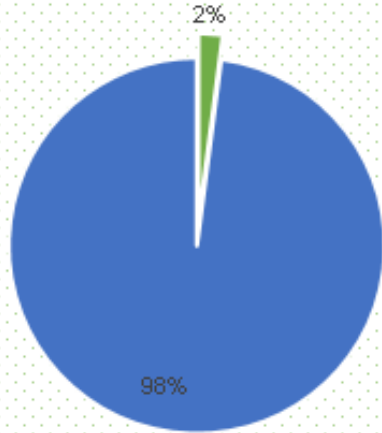
Centre	2023 v 2019	2023 v 2019 %
Eastern Leisure Centre	664	259%
Fairwater Leisure Centre	24	105%
Llanishen Leisure Centre	274	127%
Maindy Leisure Centre	44	107%
Pentwyn	-880	0%
Star Hub	128	145%
Western Leisure Centre	-78	88%
Cardiff	176	104%



Lesson and Course Breakdown

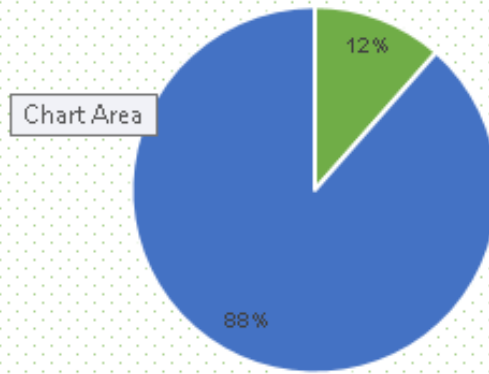
Adult v Junior %

■ Adult ■ Junior



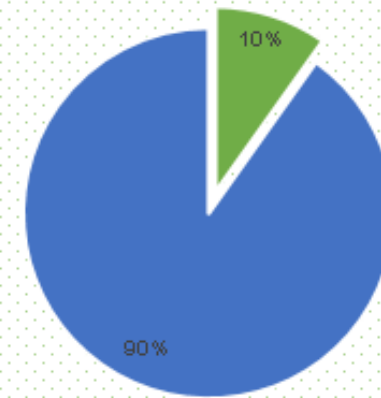
% of Concessionary Members

■ Concessionary ■ Standard

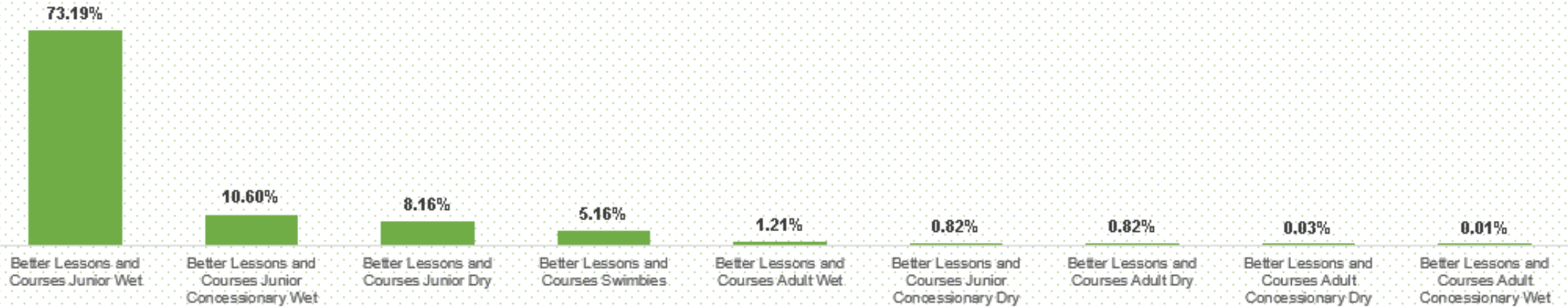


Wet v Dry %

■ Dry ■ Wet

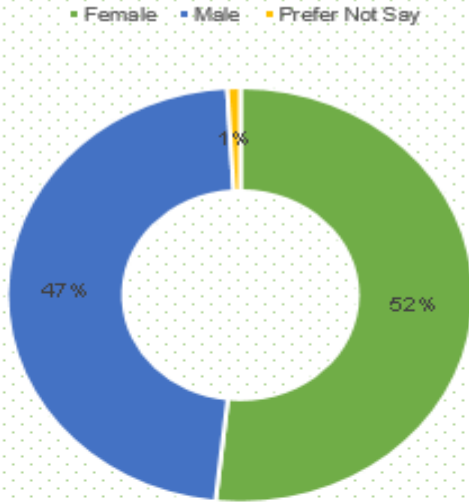


% of Members by Membership Type

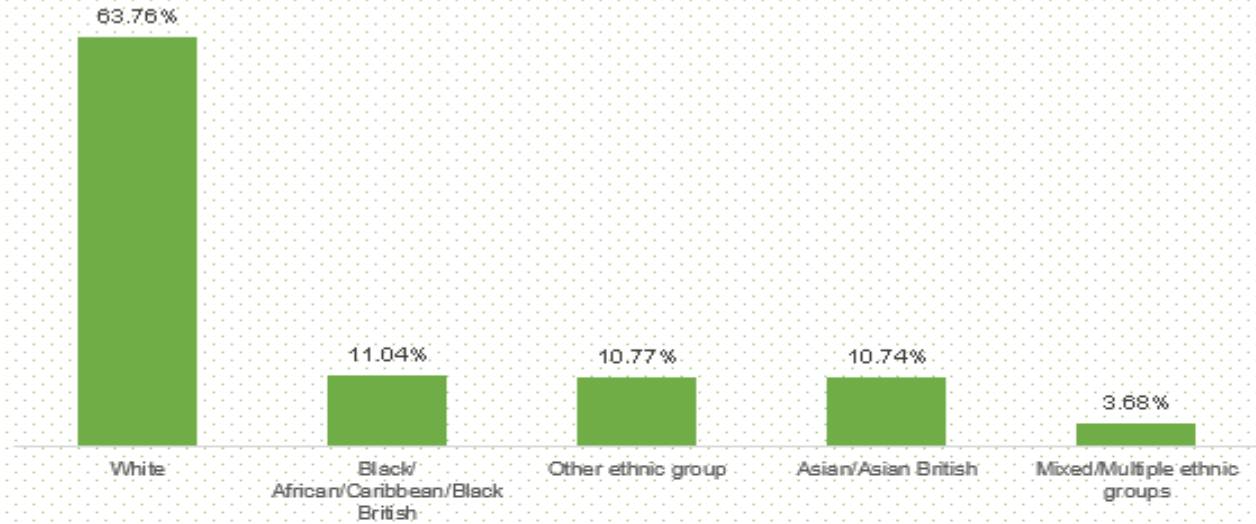


Lesson and Course Breakdown

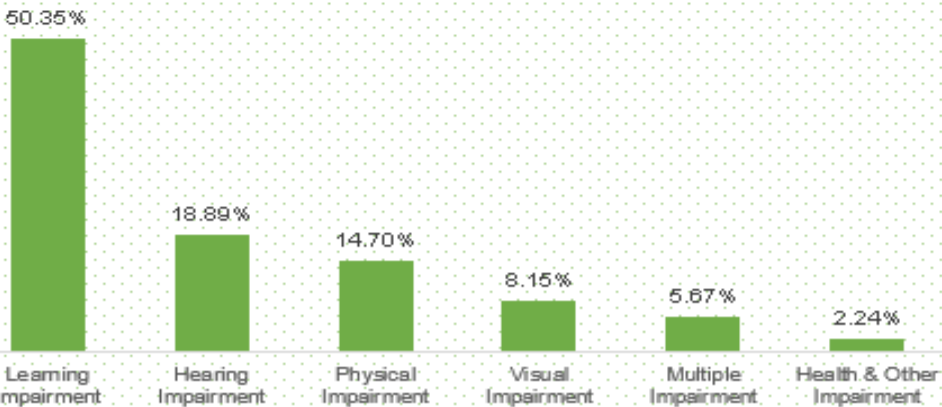
Gender



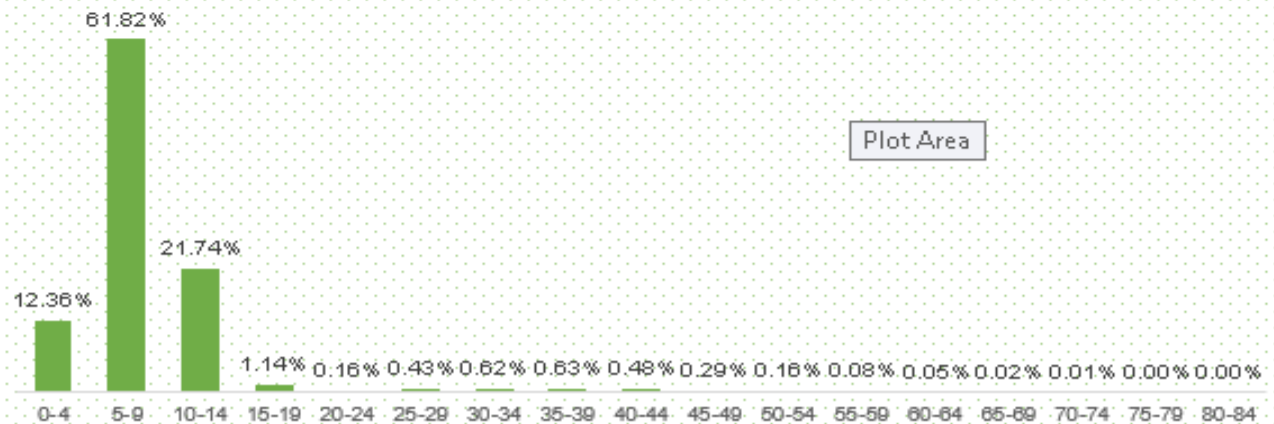
Ethnicity Category



% Disability Breakdown



Age Group





Usage

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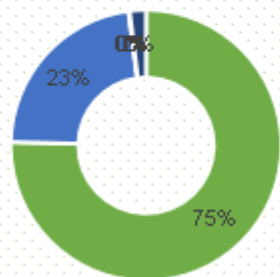
	2019/20	2020/21	2021/22	2022/23
Eastern	161,176	9,815	156,352	202,285
Fairwater	151,075	11,718	118,397	144,268
Llanishen	338,940	14,146	264,083	308,063
Maindy	235,225	20,105	197,584	235,741
Pentwyn	187,549	6,045	22,678	30,271
Penylan	41,441	664	24,448	35,497
Star	73,041	5,402	66,922	72,171
Western	169,303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

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

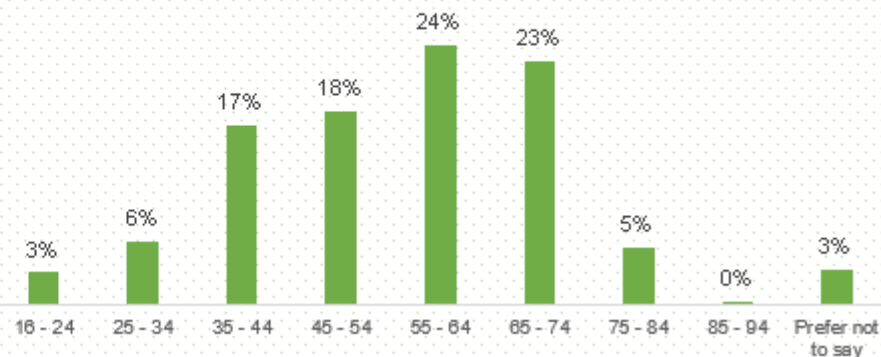
Annual User Survey 2022

What is your gender / how do you identify?

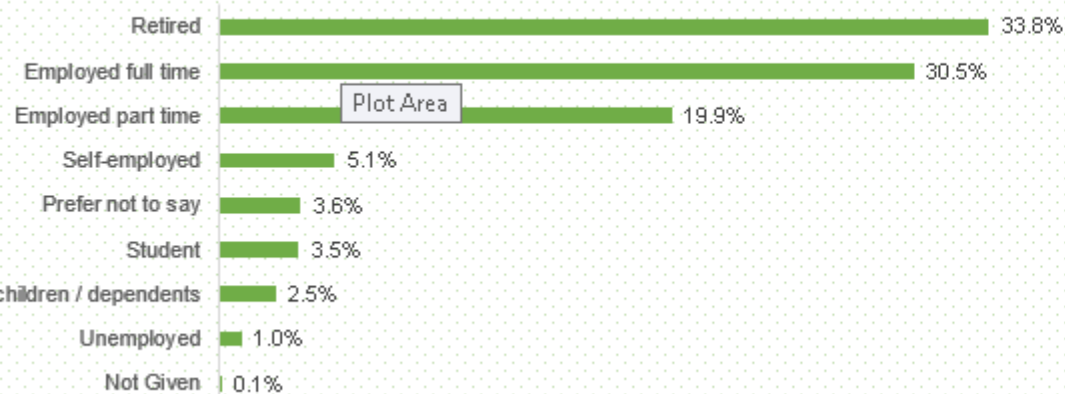
Female Male Non Binary Not Given Prefer not to say



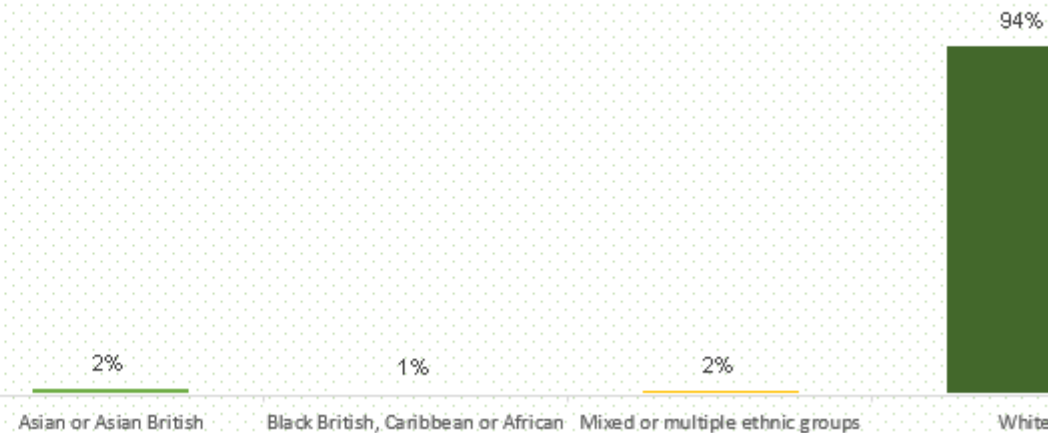
What is your age group?



Which best describes your current employment status?



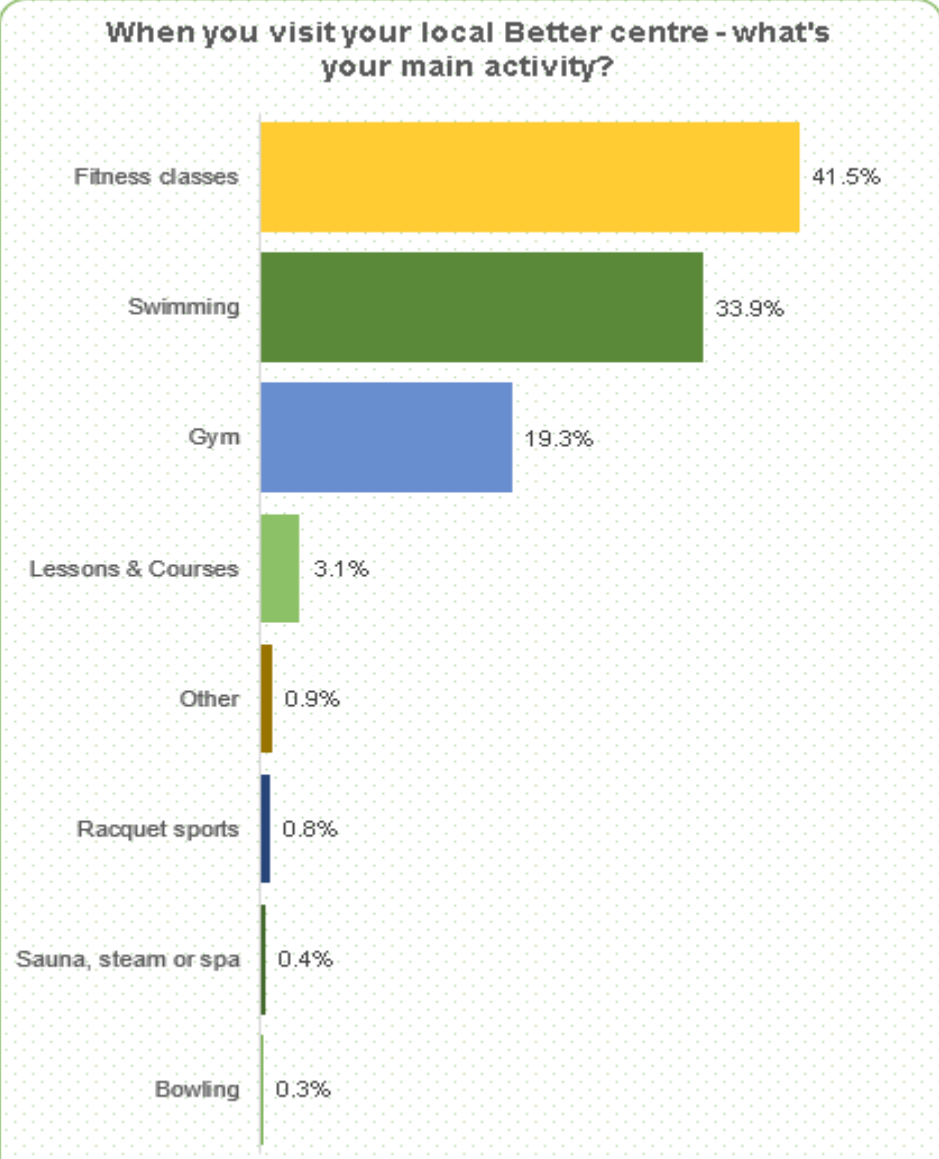
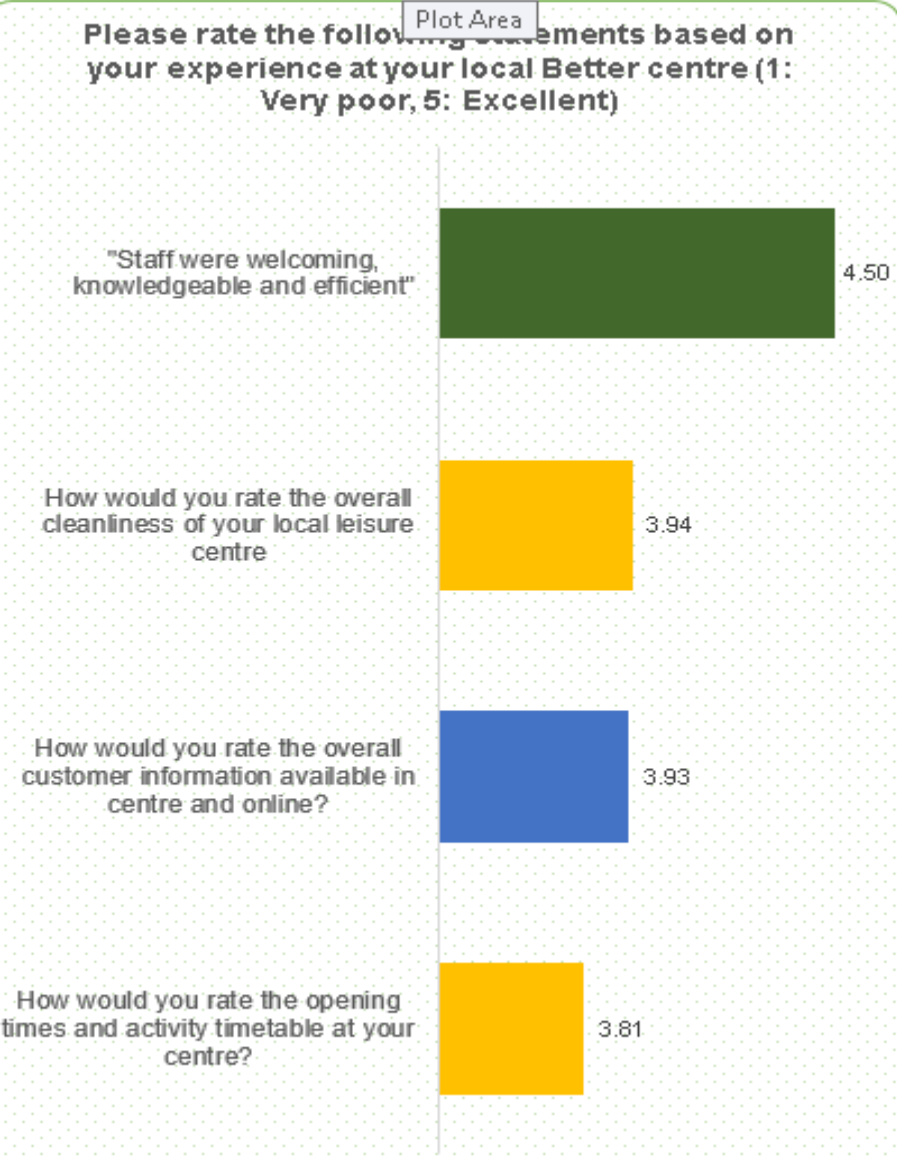
What is or how do you describe your ethnic origin?





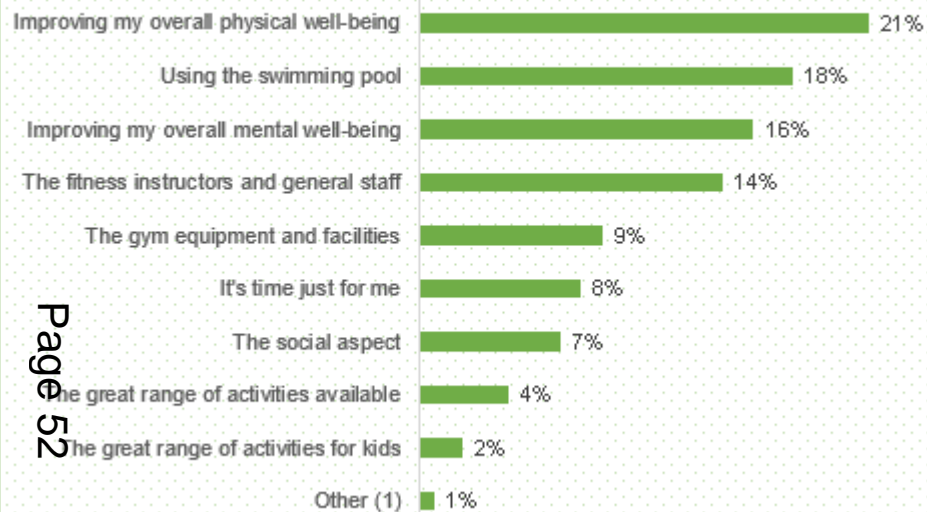
Annual User Survey 2022

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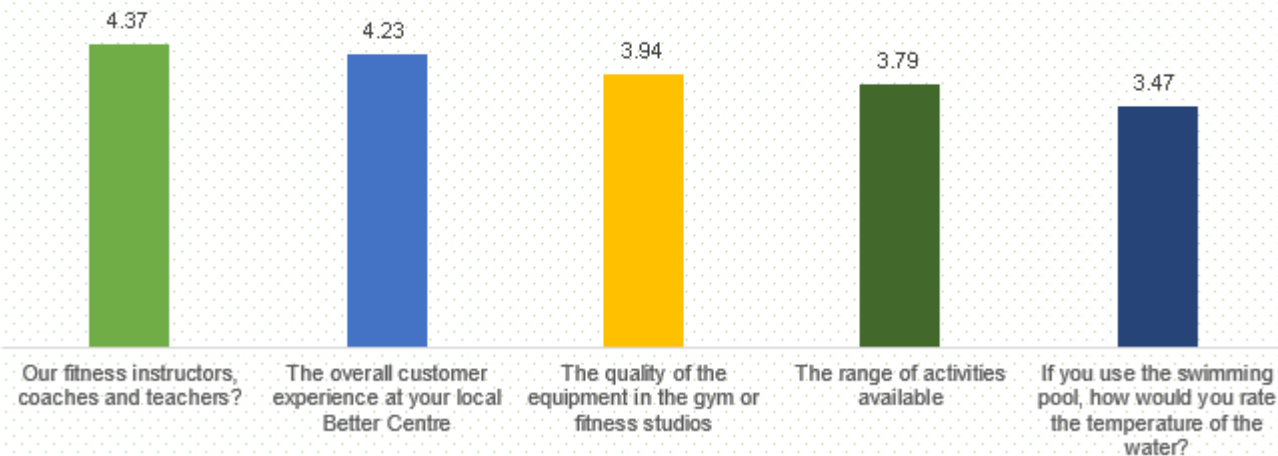


Annual User Survey 2022

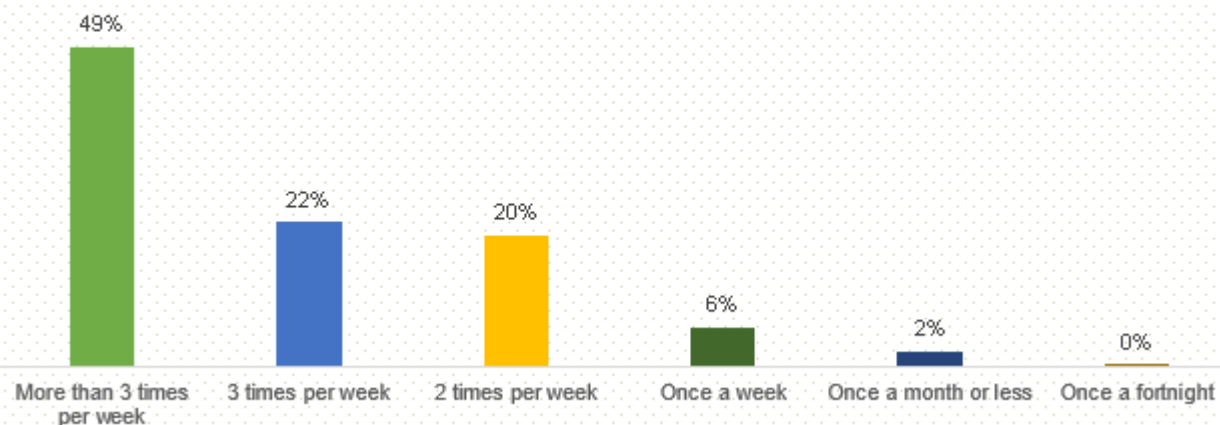
What's the best thing about your visit?



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%
Paget	Health and Fitness	£3,017,664	£2,498,293	£2,686,305		89%	108%



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.

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

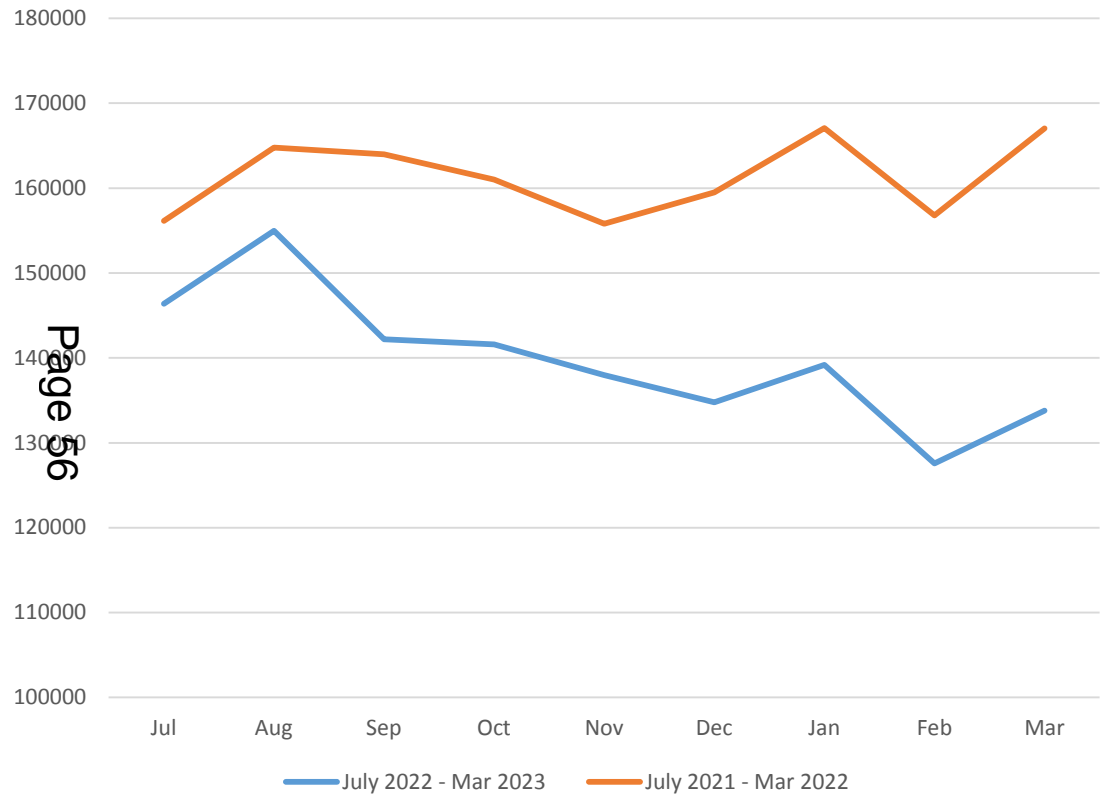
The actions taken so far to mitigate

- 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

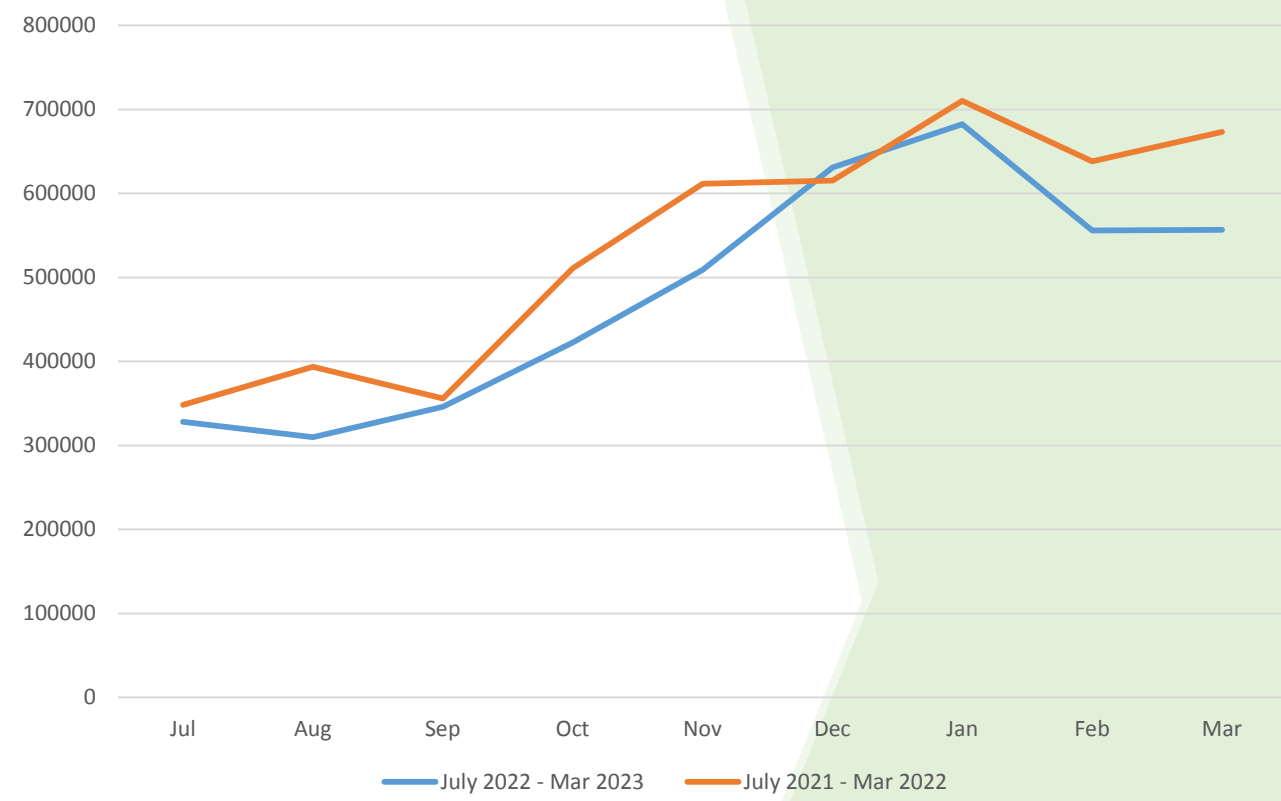


Consumption

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)

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Leisure Costing Circa 4M pre GLL

Cost of Service moved forward by 2.4m

No Management fee so no cost to the council

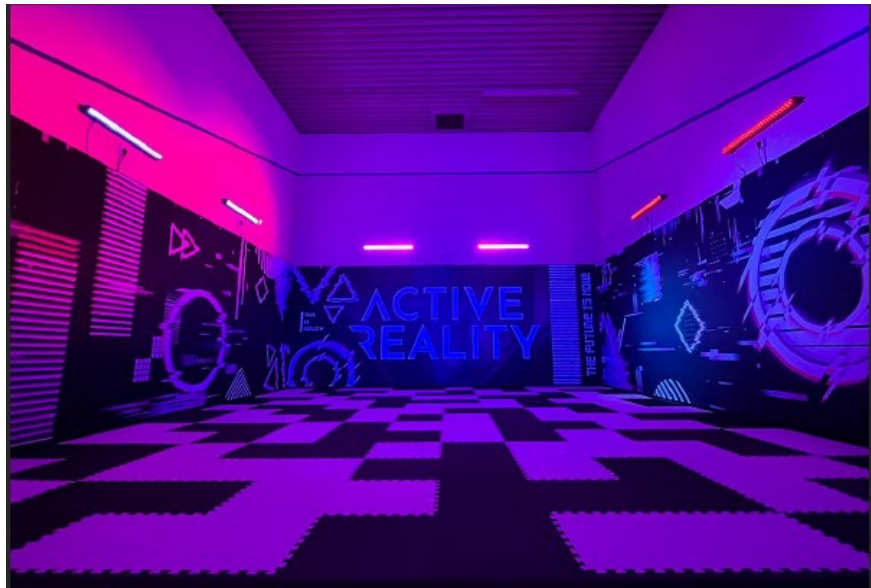
- Pandemic and Energy Costs have severely affected progress to a £0 cost of service
- Next couple of years key to creating a sustainable leisure model for the long term.

Future Finances

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.



GLL

QUESTIONS ?

