

**PHYSICAL ACTIVITY AND SPORT STRATEGY 2022-2027: PRE-DECISION
SCRUTINY**

Purpose of the Report

1. To provide background information to Members to aid their scrutiny of the draft report to Cabinet titled '*Physical Activity and Sport Strategy*', attached at **Appendix A**, which is due to be considered by Cabinet at their meeting on 20 January 2022.

Scope of Scrutiny

2. At their meeting on 20 January 2022, the Cabinet will consider a report that seeks approval for adoption of the proposed Physical Activity and Sport Strategy 2022-2027 and seeks endorsement of the proposed governance arrangements and monitoring process through the Public Service Board.
3. During this scrutiny, Members can explore:
 - i. The proposed Physical Activity and Sport Strategy
 - ii. The proposed governance approach, including the Leadership Team, reporting, and monitoring systems
 - iii. The proposed implementation processes
 - iv. Whether there are any financial implications for the Council
 - v. Whether there are any risks to the Council
 - vi. The timeline and next steps
 - vii. The recommendations to Cabinet.
4. The draft report to Cabinet entitled '*Physical Activity and Sport Strategy*' is attached at **Appendix A** and has **three** appendices

- **Appendix 1** – GAPPA – Global Action Plan for Physical Activity, World Health Organisation (WHO)
- **Appendix 2** – Physical Activity and Sport Strategy
- **Appendix 3** – Leadership Group Terms of Reference

Overview of Cabinet Report

5. **Points 3-20** of the report to Cabinet set out the existing physical activity and sport provision landscape in Cardiff, including:
- i. The 2012 Olympic and Paralympic legacy was built on via the 2014 European Capital for Sport and Cardiff successfully hosting major international sporting events, such as UEFA Champions League Finals, Heineken Cup and Volvo Ocean Race.
 - ii. There are over 400 sports clubs in Cardiff, run and supported by volunteers
 - iii. Cardiff's premier sports clubs, namely Cardiff City Football Club, Cardiff Devils Ice Hockey, Glamorgan Cricket Club and Cardiff Blues Rugby, provide first class facilities, inspire new generations, attract investment, and promote Cardiff. They also undertake extensive community sports schemes.
 - iv. Improved facilities have been provided - including the new Ice Arena, new 3G pitches, improved Leisure Centres, sports facilities at Eastern High School and Cardiff West High School, and elite training facilities at university sites
 - v. New academy facilities are being developed - including Pentwyn Rugby Academy and community centre, Llanrumney Football and Sports Academy, and Ice Arena
 - vi. Other facilities are in the pipeline - including more at the International Sports Village (velodrome, off road bike and quad track, closed circuit bike and scooter track and indoor centre for Extreme Sport), via the 21st Century Schools' delivery programme, International BMX track at Llanrumney, and destination Skate Parks and Multi Use Sports facilities in Parks
 - vii. To secure investment, asset transfer has taken place of some facilities. There is an emerging Playing Pitch strategy, to empower investment into other existing facilities, due for consideration by Cabinet in spring/ summer 2022

- viii. Schools promote physical activity and health – and the 21st Century Schools improvement programme will strengthen this.
 - ix. The GP referral scheme links surgeries with their local leisure centres
 - x. There is a growing competitive market for private gym and leisure facilities.
6. Underpinning the above are strong relationships between the Council, major clubs, community clubs, higher and further education, BAME leaders, public health, private sector providers and the voluntary sector. The report to Cabinet states that, through these partnerships, there are a variety of targeted action plans and programmes, including to address participation rates, anti-social behaviour, and community cohesion. In addition, Cardiff has used Sport to drive tourism and regeneration, through major events and developments.
7. Despite the work above, there is a growing problem of obesity, inactivity, and sedentary lifestyles in Cardiff, with the life expectancy of citizens in the southern arc on average 18 years less than those who live in the north of Cardiff. The report to Cabinet states that there is a need to develop a whole system approach with Cardiff and Vale University Health Board and key stakeholders to address these issues.

Issues identified in the Cabinet Report

- 8. Points 20-24** of the report to Cabinet set out several issues, including:
- i. Current provision is fragmented – there needs to be a clear and deliverable strategy, with measurable outcomes, to avoid duplication, maximise resources and make a step change in the growing number of inactive and unhealthy people in Cardiff
 - ii. Lack of cohesive, joint strategy – impacts on ability to focus campaigns and resources
 - iii. Audit Wales Review of Leisure Services (2020) – recommended completion of Leisure Strategy
 - iv. Physical Activity and Sport is a discretionary service – limited opportunity re long term funding to sustain long term behavioural change

- v. Difficulties securing support from larger Health budgets – difficulties articulating and evidencing benefits to health re intervention and preventative investment

9. **Points 25 – 34** of the report to Cabinet set out:

- i. the approach taken to developing the Physical Activity and Sport Strategy 2022-2027 – Sport Cardiff led the process, establishing a strategy development group with Cardiff Council, Cardiff Metropolitan University, Cardiff and Vale University Health Board, and Public Health Wales; the latter funded consultancy work to develop the strategy, using a systems-thinking approach. Virtual workshops were held to create a systems map.
- ii. the Strategy's vision and key areas for development and collaboration – aligns with WHO's Global Action Plan for Physical Activity – see points 16-19 below for further information
- iii. proposed governance arrangements, including reporting arrangements – draft Strategy presented to Public Service Board in August 2021, which agreed to create an Executive Leadership Board – details attached at **Appendix 3** – through which external stakeholders will be encouraged to adopt the strategy; Council service areas will adopt the strategy, with applicable themes included in Directorate Delivery Plans, reported quarterly through corporate performance reporting process.

10. **Points 35 – 38** of the report to Cabinet set out key delivery considerations, including:

- i. Targeting resources – to underrepresented groups particularly in southern arc of Cardiff, with action plans to tackle barriers for people who are homeless, in lower socio-economic areas, in BAME groups, women and girls, and/ or who have disabilities.
- ii. Capturing and building upon positive pandemic trends – such as accessing public open spaces by walking, jogging, and cycling
- iii. Addressing negative behavioural changes and habit – such as youth annoyance and violent behaviour amongst young people.
- iv. Aligning delivery to Public Health Board areas – this could provide the opportunity to challenge Sport Wales's proposed Sport Regional Partnership

footprint, by aligning public health, sport and physical activity across Cardiff and Vale region¹

- v. Adopting the Physical Activity and Sport Strategy – fulfils Audit Wales recommendation for the Council to produce a Leisure Strategy.

11. Financial Implications are at **points 41-42** and state that additional financial implications are not identified in the report to Cabinet and any increased funding requirement resulting from the Strategy will need to be met within existing revenue and capital resources or through additional external funding.

12. Legal Implications are at **points 43 – 51** and highlight:

- i. The Leadership Group is not a separate decision-making body but a forum to promote the strategy
- ii. Specific advice should be obtained on actions arising from the Leadership Group to ensure the Council complies with any legal or procedural requirements
- iii. Cabinet must have regard to the Council's duties under the Equality Act 2010, including the Socio- Economic Duty, Welsh Language (Wales) Measure 2011, Welsh Language Standards, and the Well-Being of Future Generations (Wales) Act 2015, including the sustainable development principle.
- iv. An Equalities Impact Assessment should be considered, and due regard should be given to its outcomes
- v. Cabinet must be satisfied the proposal is within the Policy and Budget Framework.

13. Point 52 states there are no specific property implications in the Physical Activity and Sport Strategy.

14. Point 53 states that there are no HR implications arising from the recommendations in the report to Cabinet.

¹ At this meeting, Committee will be considering a draft Community Sport in Cardiff Inquiry report, which scrutinises the proposed Sport Regional Partnership for Cardiff.

Proposed Recommendations to Cabinet

15. The report to Cabinet contains the following recommendations:

- i.* Note the use of the Sport and Leisure Sector as a key driver for the city's regeneration, tourism, reputation, and ability to engage with a range of partners to tackle issues and improve the lives of citizens.
- ii.* Endorse the governance arrangements and monitoring through the Public Service Board as set out in Appendix 3
- iii.* Adopt the strategy as set out in Appendix 2 and its four key objectives
 1. *Change Social Norms around Physical Activity*
 2. *Reduce sedentary lifestyles*
 3. *Increase participation in regular physical activity and sport*
 4. *Reduce inequalities.*

Proposed Physical Activity and Sport Strategy

16. The proposed Physical Activity and Sport Strategy is at **Appendix 2** and consists of five slides: an overview slide and one slide for each of the Strategy's key action areas.

17. The overview slide shows the draft vision, aims, objectives, key action areas and system levers:

draft vision for the Strategy

"Cardiff to be the best city in the UK to be physically active, from walking, cycling and activity in daily life through to internationally renowned sport"

Aim of the Strategy

'Improve the Health and Wellbeing of our communities through physical activity and sport'

Key Objectives

1. *Change Social Norms around Physical Activity*
2. *Reduce sedentary lifestyles*
3. *Increase participation in regular physical activity and sport*
4. *Reduce inequalities*

Key Action Areas

1. *Active Environments*
2. *Active Societies*
3. *Active People*
4. *Active Systems*

System Levers

1. *Making the healthy choice the easy choice*
2. *Building back better and fairer*
3. *Increasing visibility of physical activity*
4. *Providing young people with positive and fun experiences of physical activity*
5. *Developing strong leaders and advocates for physical activity*
6. *Including physical activity in all policies.*

18. The overview slide also contains the following examples of indicators:

1. % of population who agree that 'physical activity is a normal part of everyday life in Cardiff'
2. % of population active for less than 30 minutes per week
3. % of population active at recommended levels²
4. Difference in % sedentary and active between population subgroups, according to gender, socio-economic status, disability/ long term health conditions, and Black, Asian and Minority Ethnic Communities.

19. The following four slides show example actions and example leverage points for each of the four key action areas.

Previous Scrutiny

20. **Since 2017**, this Committee has undertaken regular scrutiny of the partnership between the Council and GLL, regarding the delivery of contract for leisure services at Better Leisure Centres in Cardiff. This has included requesting details of the GLL User Survey and Usage profiles broken down by age, disability, ethnicity, and gender, which were supplied. In **January 2019**, Members were pleased to note progress made in improving participation and usage rates, increased customer satisfaction and progress in delivering capital programme improvements.

21. In **November 2020**, this Committee considered the impact of the coronavirus pandemic on leisure services in Cardiff and carried out pre-decision scrutiny of a report to Cabinet on the contract with GLL. In the resulting Chair's letters Members recognised the impact of the coronavirus pandemic on GLL and the

² Adults – at least 150 minutes moderate intensity or 75 minutes vigorous intensity per week. Children – moderate-to-vigorous intensity physical activity average of at least 60 minutes per day across the week

whole of the leisure sector and reiterated their support for leisure and sport activities.

22. In **March 2021**, Members undertook pre-decision scrutiny of a report to Cabinet that sought Cabinet approval, in principle, to vary the Leisure Services contract with GLL, in respect of Pentwyn Leisure Centre and removal of the Velodrome facility from Maindy Leisure Centre. The report also highlighted changes to service specifications from April 2021 and changes to capital programme.

23. At this committee meeting, Members will consider a draft Inquiry report on Community Sport in Cardiff, which examines Sport Wales's proposals for a Central South Sport Regional Partnership. Members are advised to read this report alongside this item, to understand the changing landscape for community sport in Cardiff.

Way Forward

24. Councillor Peter Bradbury (Cabinet Member – Culture and Leisure) will be invited to make a statement. Neil Hanratty (Director of Economic Development), Steve Morris (Operational Manager – Sport, Leisure and Development), Laura Williams (Assistant Director – Sport, Physical Activity & Health, Cardiff Metropolitan University) and Lauren Idowu (Cardiff and Vale Public Health Team) have been invited to attend to give a presentation. The whole panel will be available to answer Members' questions.

Legal Implications

25. The Scrutiny Committee is empowered to enquire, consider, review, and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters, there are no direct legal implications. However, legal implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any legal implications arising from those recommendations. All decisions taken by or on behalf of the Council must (a) be within the legal powers of the Council; (b) comply with any procedural requirement imposed by law; (c) be within the powers of the body or person

exercising powers on behalf of the Council; (d) be undertaken in accordance with the procedural requirements imposed by the Council e.g. Scrutiny Procedure Rules; (e) be fully and properly informed; (f) be properly motivated; (g) be taken having regard to the Council's fiduciary duty to its taxpayers; and (h) be reasonable and proper in all the circumstances.

Financial Implications

26. The Scrutiny Committee is empowered to enquire, consider, review, and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters, there are no direct financial implications at this stage in relation to any of the work programme. However, financial implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any financial implications arising from those recommendations.

RECOMMENDATION

The Committee is recommended to:

- i) Consider the information in this report, its appendices and the information presented at the meeting
- ii) Determine whether they would like to make any comments, observations, or recommendations to the Cabinet on this matter in time for its meeting on 20 January 2022, and
- iii) Decide the way forward for any future scrutiny of the issues discussed.

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13 January 2022