

**Move More Cardiff – Physical
Activity & Sport Strategy
(2022-2027)**

Cardiff Council Economy and Culture
Scrutiny Committee

19th January 2022

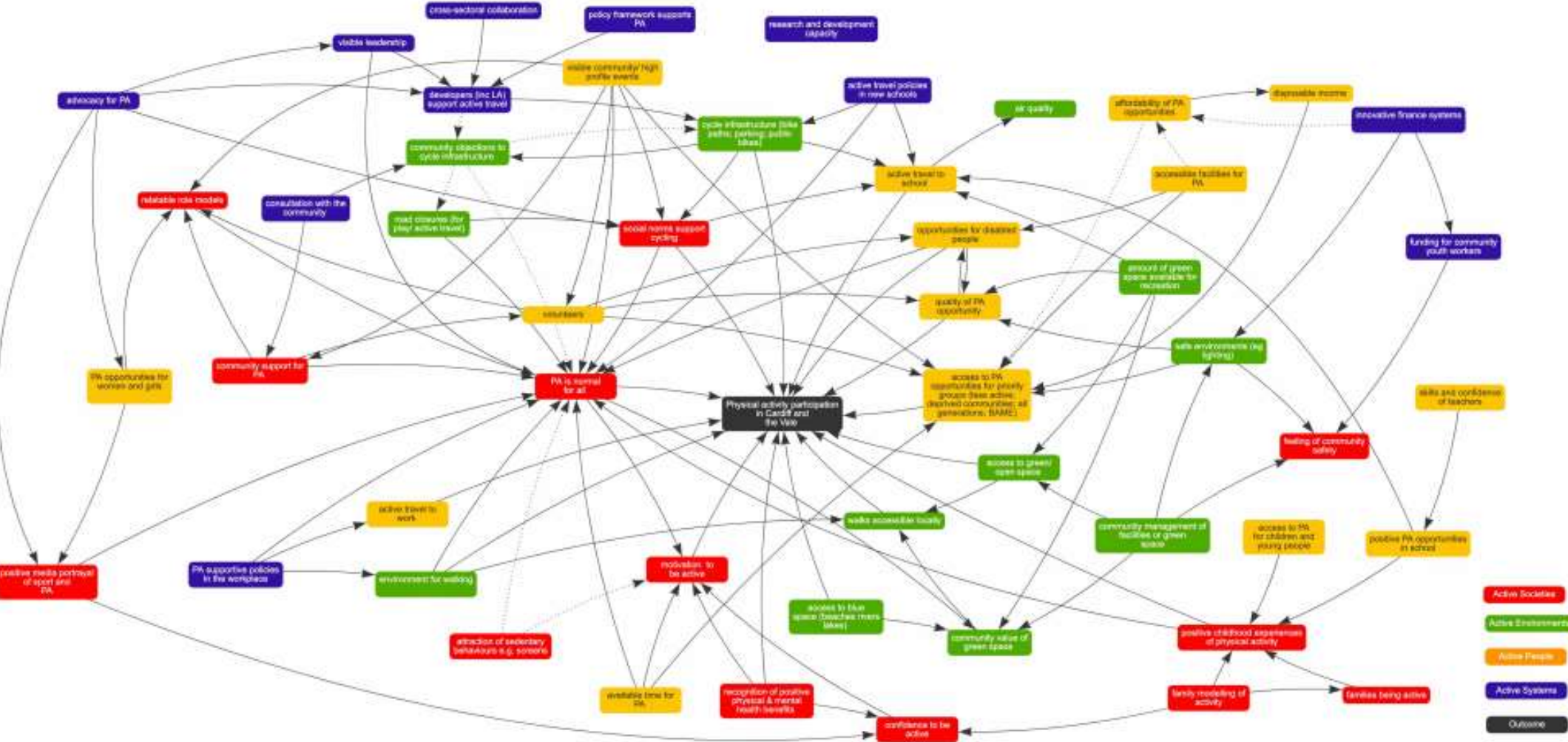
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A 'WHOLE SYSTEMS' APPROACH TO PHYSICAL ACTIVITY



Final system map: influences on physical activity in Cardiff and the Vale. Output from 4 workshops.



Physical Activity and Sport Strategy for Cardiff (2022-2027)

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

AIM: Improve the health and wellbeing of our communities through physical activity and sport

Objectives	1. Change social norms around physical activity	2. Reduce sedentary lifestyles	3. Increase participation in regular physical activity and sport	4. Reduce inequalities
Examples of indicators	% of population who agree that 'physical activity is a normal part of everyday life in Cardiff'	% of the population active for less than 30 minutes per week	% of the population active at recommended levels. For adults at least 150 minutes (2 1/2 hours) of moderate intensity activity or 75 minutes of vigorous intensity activity per week. For children moderate-to-vigorous intensity physical activity for an average of at least 60 minutes per day across the week.	Difference in the % sedentary and active between population sub-groups according to gender; socio-economic status; disability/long-term health conditions and Black Asian and Minority Ethnic communities.

What we will do
 Take a **whole system approach** across Cardiff. This means bringing together a wide **range of partners**, taking **coordinated action** across four key areas; and focusing on **system levers** (where a small shift can create large changes).



Year 1 Implementation Plan

Action	What we'll do - Year 1
Active Environments	
<p>Cardiff's built and natural environment supports and enables our population to be physically active. We value, invest in and promote our green and blue spaces, ensuring equitable access to all, and that communities are connected to the space around them. We support and prioritise healthy travel (walking, cycling, other forms of mobility involving the use of wheels including wheelchairs, scooters and skates, and the use of public transport) including discouraging the use of the car for short journeys. Collectively we actively look for policies and environmental 'nudges' that can encourage physical activity in everyday life."</p>	<p>Undertake an audit of community and private facilities that can be utilised for physical activity, to inform future planning and developments of facilities.</p> <p>Pilot a place based approach in 1-2 of our deprived communities to understand the most important issues and opportunities around being active, and work collaboratively to increase physical activity levels. (21st Century Schools, Social prescribing, physical environment, active travel infrastructure, community sports clubs and voluntary workforce)</p> <p>Audit baseline status against the recommended actions within the Creating Healthier Spaces and Places for our Present and Future Generations document http://www.wales.nhs.uk/sitesplus/documents/888/Creating%20healthier%20places%20spaces.pdf</p>
Active People	
<p>People in Cardiff have access to and are supported to make use of a wide range of inclusive physical activity opportunities, whatever their background or location. Opportunities and programmes are low cost or free to allow universal access. Community events and activities bring people together to enjoy being active and support each other. People enjoy working and learning in places that support them to be active everyday."</p>	<p>Pilot a place based approach in 1-2 of our deprived communities to understand the most important issues and opportunities around being active, and work collaboratively to increase activity levels. (Build community cohesion, integration and participation through events and celebrations, targeting least active)</p> <p>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.</p>
Active Societies	
<p>It is normal to be regularly physically active in Cardiff – everybody is doing it! There is an activity 'buzz' in the city as people find different ways to enjoy physical activity together. We build communities around physical activity and sport and support each other, in 'real life' and online. Through communications and social media we regularly promote the value of physical activity for health, environmental and community benefits."</p>	<p>Introduce a Sport & Physical Activity Events Levy, and use the revenue to administer improvement grants aimed at increasing physical activity levels</p> <p>Support workplaces to design physical activity back into the working day</p> <p>Strengthen referrals to physical activity opportunities from primary care / justice system</p> <p>Pilot a place based approach in 1-2 of our deprived communities to understand the most important issues and opportunities around being active, and work collaboratively to increase activity levels. (Focusing on our volunteer workforce and local community ambassadors)</p>

Framed within Move More Eat Well but distinct Physical Activity and Sport Strategy reporting into the PSB

Move More Cardiff Leadership Group

High level group to meet x3 times per year
Functions: Set direction; lift up and look ahead; identify levers, illuminators and blockers; create and strengthen leadership; monitor indicators.
Active Systems

Active Environments
Action Group

Active People Action
Group

Active Societies Action
Group

Research, Insights and
Evaluation Action
Group

