

**MOVE MORE CARDIFF - PHYSICAL ACTIVITY AND SPORT STRATEGY 2022-
2027: IMPLEMENTATION UPDATE**

Purpose of the Report

1. To provide Members with an update on the progress being made on the implementation of the '*Move More Cardiff - Physical Activity and Sport Strategy 2022-2027*'.

Background

2. At their meeting on 20 January 2022, the Cabinet considered a report seeking approval to adopt the draft Physical Activity and Sport Strategy 2022-2027¹. The report spelt out that, despite concerted efforts by key stakeholders, there was 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.
3. The report highlighted that strong relationships between the Council, major clubs, community clubs, higher and further education, BAME leaders, public health, private sector providers and the voluntary sector had resulted in a variety of targeted action plans and programmes, including to address participation rates, anti-social behaviour, and community cohesion. In addition, the report set out how Cardiff has used Sport to drive tourism and regeneration, through major events and developments.
4. Given that this work had not managed to tackle the growing problem of obesity, inactivity and sedentary lifestyles, the report to Cabinet stated that a whole

¹ [Cabinet 20 Jan 2022 Physical Activity Strat.pdf \(moderngov.co.uk\)](#)

system approach with Cardiff and Vale University Health Board and key stakeholders was required.

5. Sport Cardiff² led the whole system approach work, 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.
6. This work was used to develop the '*Move More Cardiff - Physical Activity and Sport Strategy 2022-2027*', including ensuring the Strategy's vision and key areas for development and collaboration aligned with the World Health Organisation's Global Action Plan for Physical Activity (GAPPA)³.

Physical Activity and Sport Strategy 2022-2027

7. On 20 January 2022, the Cabinet approved adoption of the Physical Activity and Sport Strategy 2022-2027. This set out the vision, aim, key objectives and key action areas for the Council and partners to work towards, as follows:

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*

² [SPORT CARDIFF](#)

³ [Action plan \(who.int\)](#)

8. The Strategy identified a series of system levers required to ensure achievement of the vision, aim and key objectives, as follows:

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.*

9. Attached at **Appendix A** is the Physical Activity and Sport Strategy. This consists of 5 pages, as follows:

- a. Overview
- b. Active Systems (Blue)
- c. Active Environment (Green)
- d. Active Societies (Red)
- e. Active People (Orange).

10. The overview page starts with the vision, aim and objectives, provides examples of indicators, and emphasises the whole system approach, listing the key areas for action and the system levers. The following four pages reiterate the vision, aim and objectives and system leverage points and then provide examples of actions specific to that key area of action.

11. The Strategy provides 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 levels⁴*
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.*

12. Attached at **Appendix B** are two slides from a presentation to the Economy and Culture Scrutiny Committee in January 2022, which set out:

⁴ 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

- a. Year 1 Implementation Plan
- b. Governance arrangements.

13. In terms of governance, there are groups for each Key Action Area, which report to a Move More Cardiff Leadership Group, which reports to Cardiff's Partnership Board⁵. The latter has a Move More Executive Leadership Board through which external stakeholders are encouraged to adopt the Strategy. The structure allows for input and feedback between all participants.

Local Well-Being Plan 2023-2028

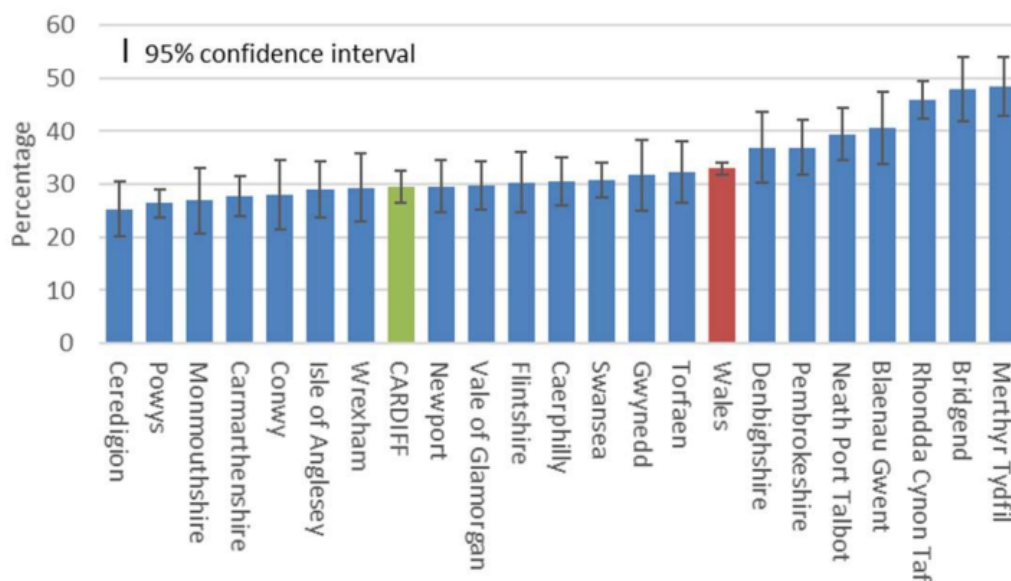
14. The Cardiff Partnership Board is required by law to publish a Local Well-Being Plan; the latest version of this is the Cardiff Local Well-Being Plan 2023-28, which includes the following that are relevant to this scrutiny:

- a. Increase the percentage of children and young people with a healthy weight and increase physical activity levels by delivering the Move More, Eat Well Strategy 2020-2023
- b. Increase the percentage of people with a healthy weight and increase physical activity levels, particularly in the more deprived communities, through the delivery of the Move More, Eat Well Strategy 2020-2023
- c. Percentage of students (aged 11-13) who are physically active for more than 60 minutes, less than 3 days a week by family affluence score
- d. Percentage of children cycling/ walking to school
- e. Percentage of adults active for less than 30 minutes in a week by deprivation
- f. Percentage of adults reporting being a healthy weight by deprivation.

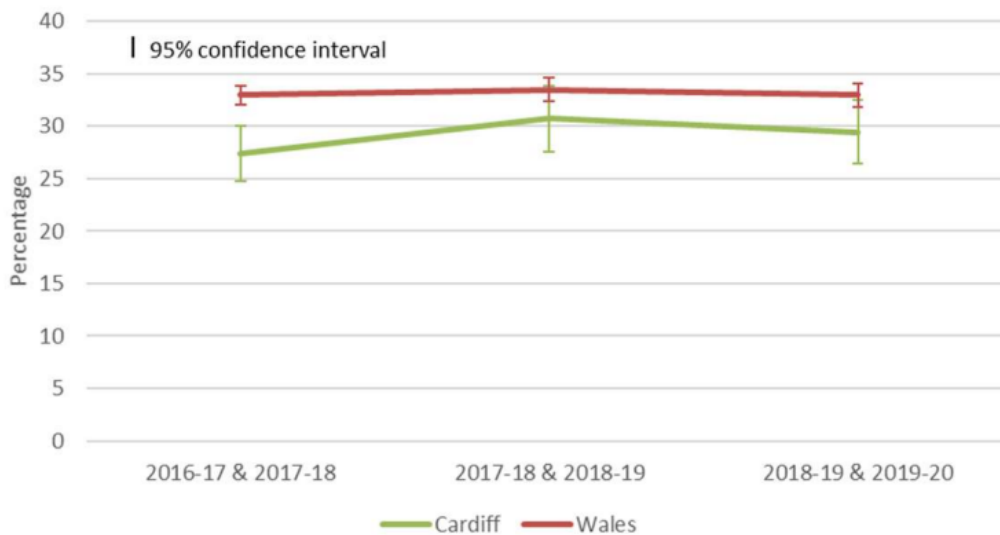
15. The Cardiff Local Well-Being Plan 2023-2028 was informed by a Cardiff Local Well-being Assessment 2022, available [here](#), which includes the latest data available for the following indicators:

⁵ [About us - Cardiff Partnership : Cardiff Partnership](#)

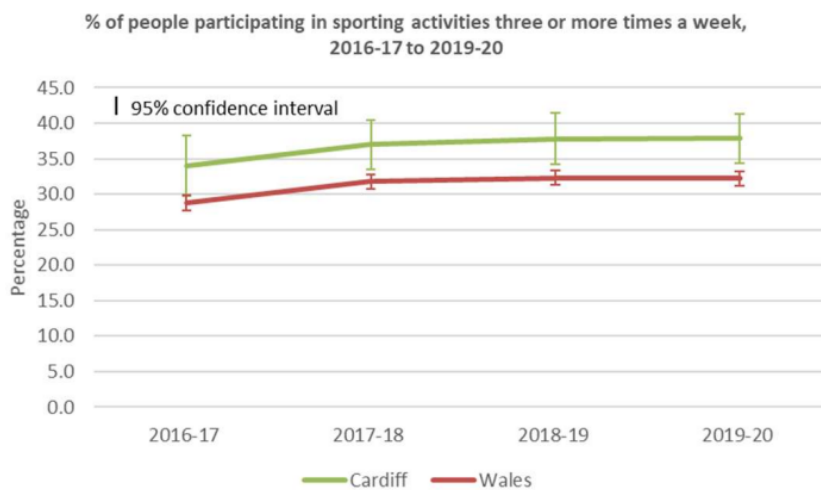
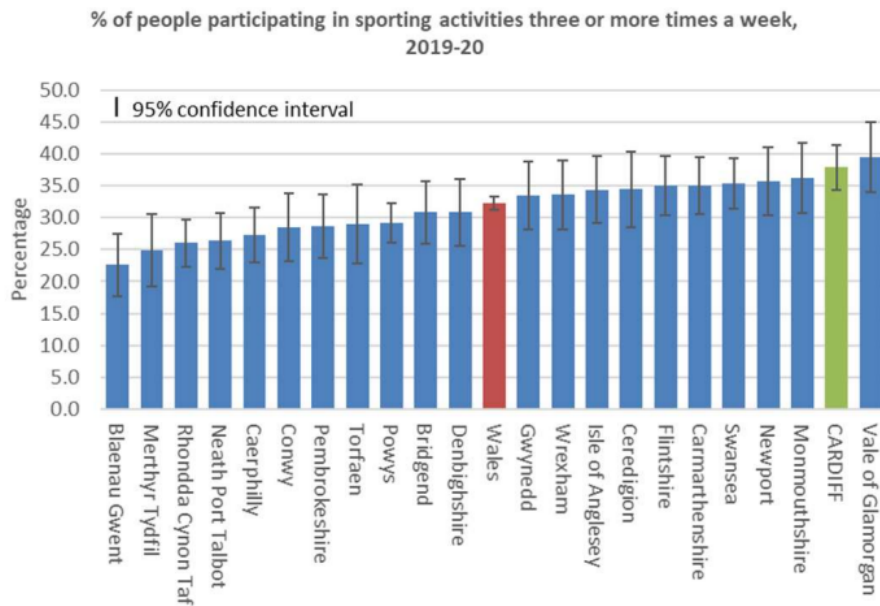
Percentage of Adults that did less than 30 minutes of Moderate Physical Activity the Previous Week (or equivalent amount of vigorous activity), 2018-19 & 2019-20 (Age-Standardised)



Percentage of Adults that did less than 30 minutes of Moderate Physical Activity the Previous Week (or equivalent amount of vigorous activity), 2016-17 & 2017-18 to 2018-19 & 2019-20 (Age-Standardised)

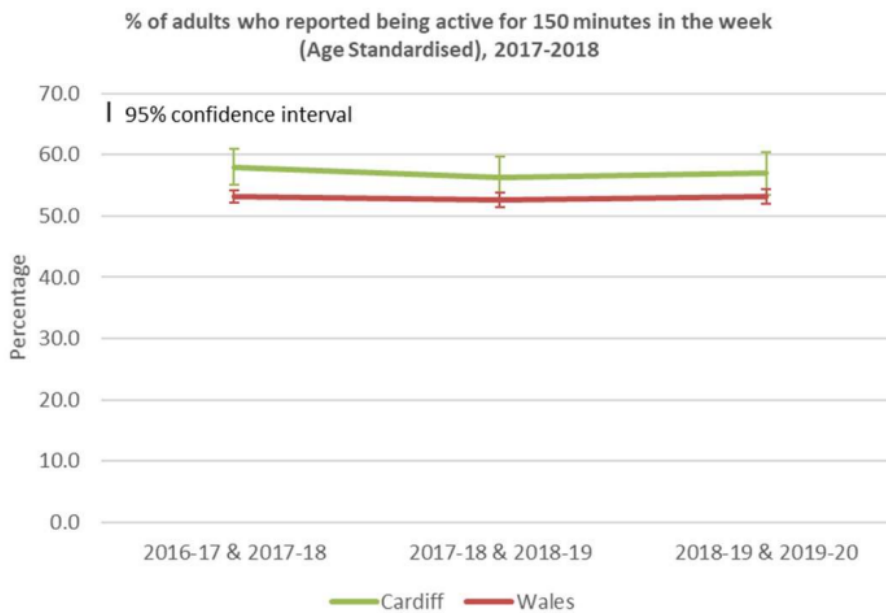
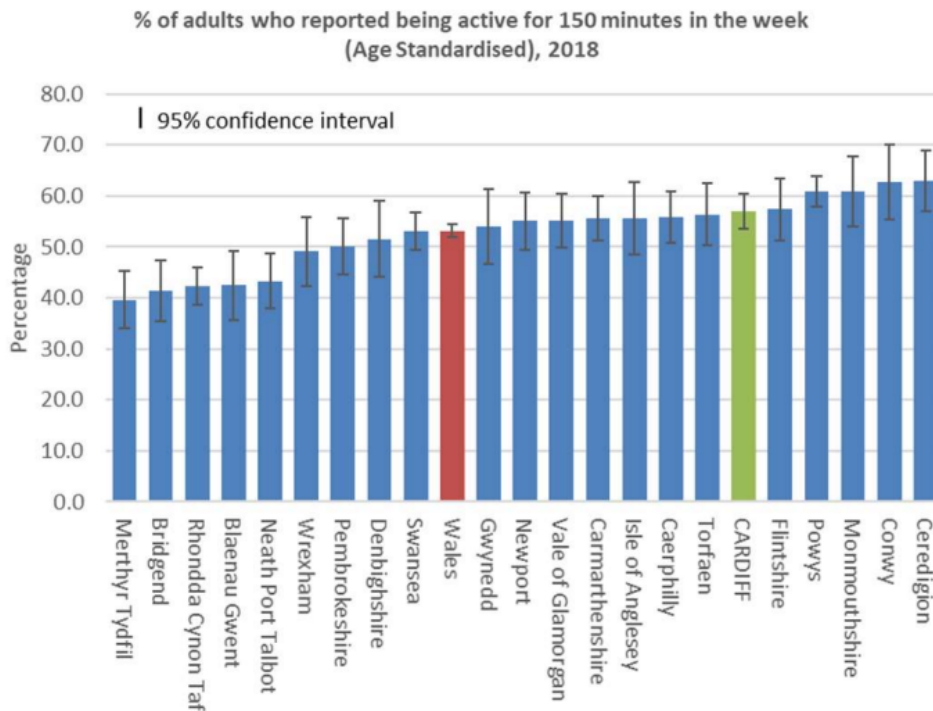


Source: National Survey for Wales



Source: Welsh Government

16. These show that, whilst Cardiff is in the top quartile for levels of physical activity in Wales, 29% of adults in Cardiff are active for less than 30 minutes a week. In addition, Cardiff has the second highest proportion of people participating in sporting activities three times a week (37.8%).



17. The above show that, whilst Cardiff is above Wales average in the number of people reporting being active for 150 minutes per week (56.9%), this means that 4 in 10 people in Cardiff are not active for 150 minutes per week.

Audit Wales

18. In October 2022, Audit Wales published their Leisure Services Follow-Up Review, which included the following recommendations relevant to this scrutiny:

R2 Delivery and monitoring of the Physical Activity and Sport strategy

• Recognising the whole organisation approach needed to help deliver the strategy, the Council should ensure relevant future Directorate Delivery Plans incorporate key actions and measures. These should be monitored as part of the Council's routine performance management arrangements.

R4 Equalities Impact Assessment

The Council needs to comply with their Equality and Inclusion Strategy 2020- 24 by completing an Equality Impact Assessment for the Physical Activity and Sport Strategy. This will ensure the Council:

- demonstrates due regard for the provisions of the Public Sector Equality Duty;*
- identifies possible negative impacts of decisions on individuals and groups with protected characteristics and plans mitigating action accordingly; and*
- identifies additional opportunities to advance equality within policies, strategies, and services.*

Progress – April 2023

19. A presentation setting out progress in implementing the Strategy will be circulated to Committee Members prior to the meeting, as **Appendix C**.

Previous Scrutiny

20. Since 2014, this Committee has undertaken regular scrutiny of the Joint Venture between Cardiff Council and Cardiff Metropolitan University to deliver sports services in the city, with Sport Cardiff staff transferring from Cardiff Council to Cardiff Metropolitan University. This has included scrutiny of the Local Sports Plan, the impact of Sport Cardiff, the work to increase meaningful engagement, boosting grassroots community sport, increasing participation, strengthening partnership working, and work to mitigate the impact of reduced funding.

21. 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.
22. In December 2021, Members scrutinised progress in implementing the improvement proposals made by Audit Wales in their Review of Leisure Services (2020) report.
23. In January 2022, Members undertook pre-decision scrutiny of the report to Cabinet on approving the Physical Activity and Sport Strategy 2022-2027. The resultant Chair's letter is attached at **Appendix D**. Members also approved their Inquiry report on Community Sport in Cardiff, which examines Sport Wales's proposals for a Central South Sport Regional Partnership.
24. At this meeting, in addition to this item, Members will scrutinise a progress report on the implementation of agreed recommendations resulting from the Community Sport in Cardiff Inquiry and a report scrutinising GLL's performance. Members are advised to read these reports alongside this report.

Way Forward

25. Councillor Jennifer Burke (Cabinet Member – Culture, Parks and Events) will be invited to make a statement. Neil Hanratty (Director of Economic Development), Steve Morris (Operational Manager – Sport, Leisure and Development), Ben O'Connell (Director, Cardiff Metropolitan University), 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 setting out progress in implementing the Strategy. The whole panel will be available to answer Members' questions.

Legal 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 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

27. 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) Report and comments, observations or recommendations to the Cabinet, and
- iii) Consider the way forward for any future scrutiny of the issues discussed.

DAVINA FIORE

Director of Governance & Legal Services

19 April 2023