

My Ref: T: Scrutiny/Correspondence/Cllr NH

Date: 20 January 2022

Councillor Peter Bradbury
Cabinet Member – Culture & Leisure
Cardiff Council
County Hall
Cardiff
CF10 4UW



County Hall
Cardiff,
CF10 4UW
Tel: (029) 2087 2087

Neuadd y Sir
Caerdydd,
CF10 4UW
Ffôn: (029) 2087 2088

Dear Councillor Bradbury,

Physical Activity & Sport Strategy

Members of the Economy & Culture Scrutiny Committee have asked me to pass on their thanks to you, Steve Morris, Laura Williams, and Lauren Idowu for attending Committee for pre-decision scrutiny of the report to Cabinet titled '*Physical Activity and Sport Strategy*'. Members have asked that I pass on the following comments and observations from their discussion at the Way Forward.

Members are impressed by the scale of the work to date to prepare the systems map that shows the breadth of work across Cardiff and the Vale and the linkages between factors. The results are a credit to all parties and the Strategy provides a good foundation to build from. Members note officers' points that this work will take time and that communication is key, to ensure knowledge of ongoing work and resources is shared and that silo working is avoided. Members are particularly pleased to see Public Health involved so strongly in the work to develop and implement the Strategy and note that the Cardiff and Vale University Health Board are partners in this process also; the role of physical activity and sport in preventing illness and promoting wellbeing are well-documented and it is good to see health bodies embedded in the work to deliver these.

In terms of the governance, Members note the role of the Leadership Group, reporting to the Public Service Board, and drawing in key partners across the public sector. Members further note the Action Groups will report to the Leadership Group and include a Research, Insight and Evaluation Group to enable partners to learn what works well and adjust accordingly, and to provide positive feedback loops.

Regarding implementation, Members note the need to undertake further mapping and auditing to list community-based physical activity and sports clubs, to enable linkages to be made and resources to be focused accordingly. Members made the point that ward councillors are a valuable source of information and are pleased that this point was acknowledged in the meeting and that ward councillors will be invited to contribute to the mapping.

Members were interested to hear that barriers identified by community-level work will be highlighted to the Leadership Group so that members of this group can ensure appropriate action is taken to remove these barriers. This is promising but, as was raised at the meeting, there is a need for resource to fix some of these barriers, particularly if the Strategy is successful and physical activity and sports participation rates increase. Members note that it is hoped to increase resource by identifying new sources and by utilising an Events levy. Currently, however, there is no additional resource to implement the Strategy, which emphasises the need for enhanced partnership work to maximise the value and reach of existing funding.

Members note the points you made at the meeting regarding needing to ensure the Strategy leads to action that improves participation rates, particularly amongst girls and women and people from BAME communities. Members were interested to see the Year One plan and note that work is ongoing to develop the plan for Years Two-Five. In Year One, Members note the intention to pilot a place-based approach in one or two deprived communities and that discussions are on-going to select these communities, with these currently focusing on linking to the new community schools, either Eastern, Western or the planned schools in Fairwater or Cathays.

Members touched on how this Strategy approach fits with the proposed approach from Sport Wales for Regional Sport Partnerships. Members note your response that this Strategy covers Cardiff and the Vale, aligns with Health bodies footprints, covers a population of 450,000 people, 13% of the Welsh population, and includes some of the most difficult challenges for increasing engagement and participation and that therefore, if the Strategy can work here, it will provide valuable lessons for elsewhere in Wales. Later in our meeting, Committee endorsed our Inquiry report 'Community Sport in Cardiff', which recommends remaining with the existing Joint Venture or, if

this proves not feasible, to engage with Sport Wales and partners to reduce the proposed Central South footprint to either Cardiff or Cardiff and the Vale. These recommendations accord with the Physical Activity and Sport Strategy.

Once again, thank you to everyone for attending our committee and we wish you every success in implementing the Strategy. I am sure that a future Committee will wish to monitor progress in this area, given its central importance to health and wellbeing.

Yours sincerely,



COUNCILLOR NIGEL HOWELLS
CHAIR, ECONOMY & CULTURE SCRUTINY COMMITTEE

cc Members of the Economy & Culture Scrutiny Committee
Cllr Robson – Group Leader
Cllr Taylor – Group Leader
Cllr K Parry – Group Leader
David Hugh Thomas – Chair, Governance & Audit Committee
Neil Hanratty Steve Morris
Laura Williams – Cardiff Metropolitan University, Sport Cardiff
Lauren Idowu – Cardiff & Vale Public Health Board
Clair James Cabinet Support Office
Chris Pyke Tim Gordon Jeremy Rhys