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Cardiff Physical Activity and Sport Strategy 2022–2027

#movemorecardiff

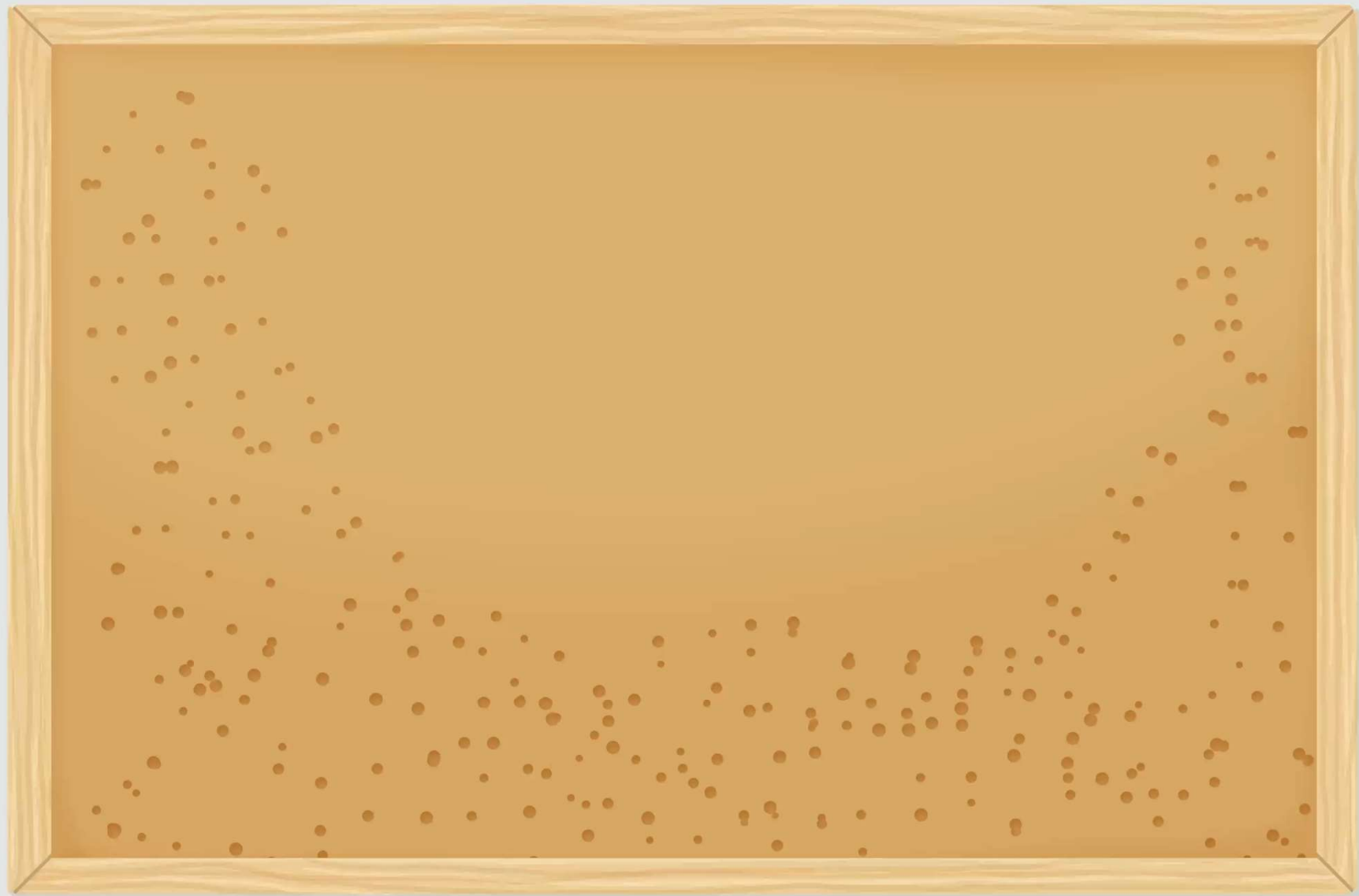




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Our approach







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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**

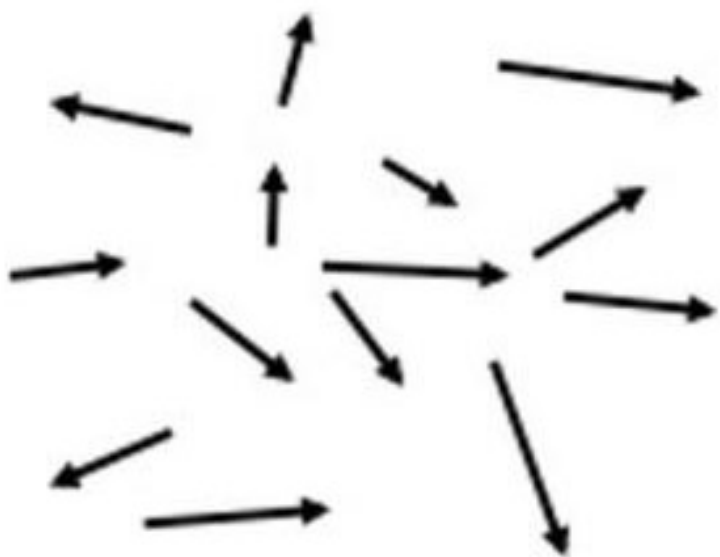


No single part operates the system **alone**

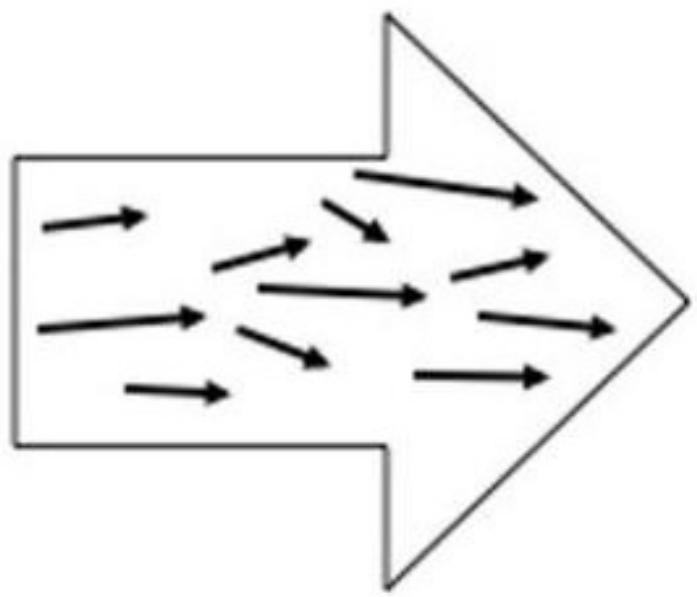


The bicycle can only be ridden when **all parts work together**

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

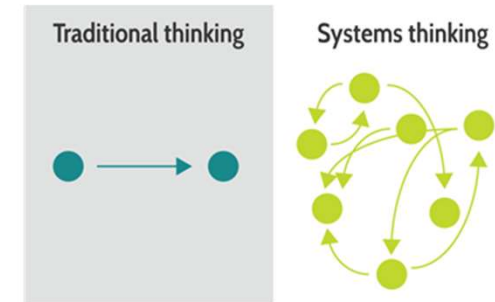


TO

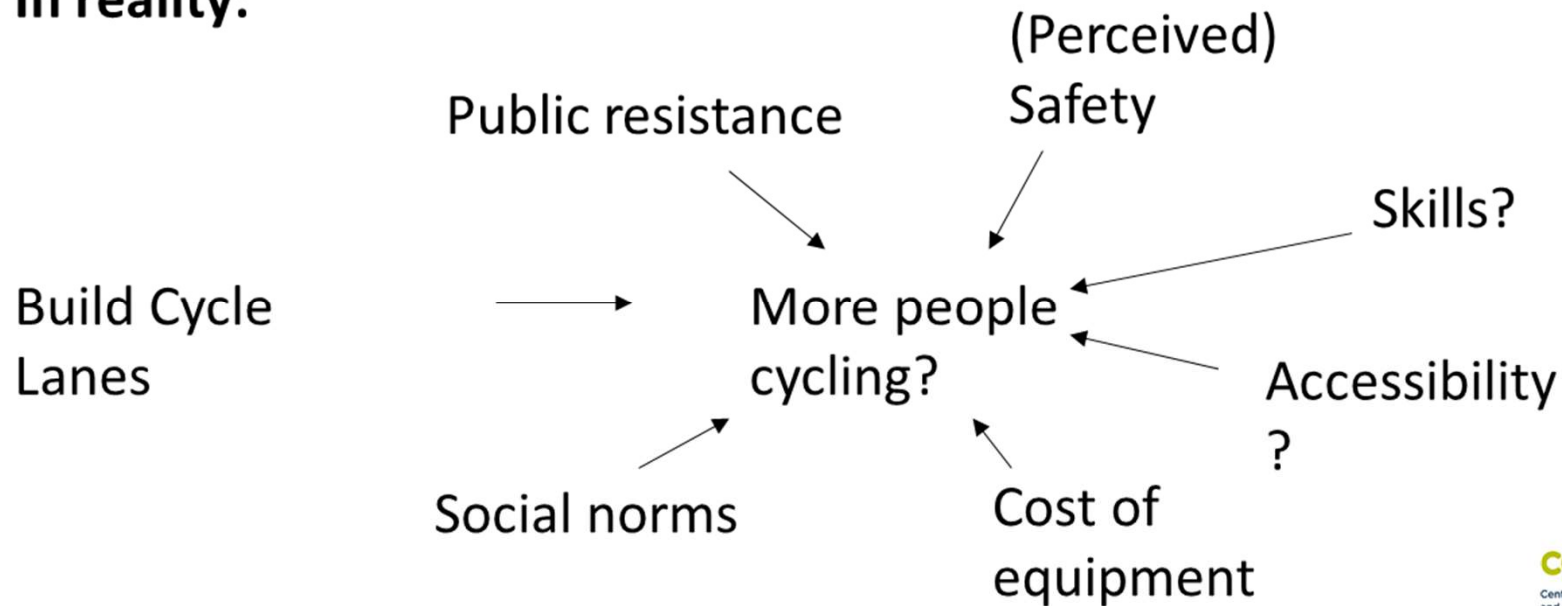


Simple:

Build Cycle Lanes → More people cycling



In reality:





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Governance



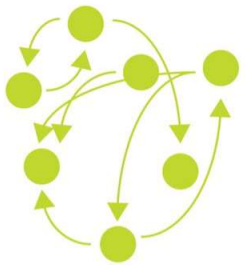
Framed within Move More Eat Well but distinct Physical Activity and Sport Strategy reporting into the PSB



Research, Insights and Evaluation Framework



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



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

Leadership Group: identify levers, illuminators and blockers; share and amplify learning; create and strengthen leadership



A small group to look over the monthly spreadsheet to 'sense-make' - where to share and spread/grow, what needs unblocking



Progress, reflections, and learning completed live (and minimum of monthly) by key partners (what, so what, now what)

Year 1 progress and learning



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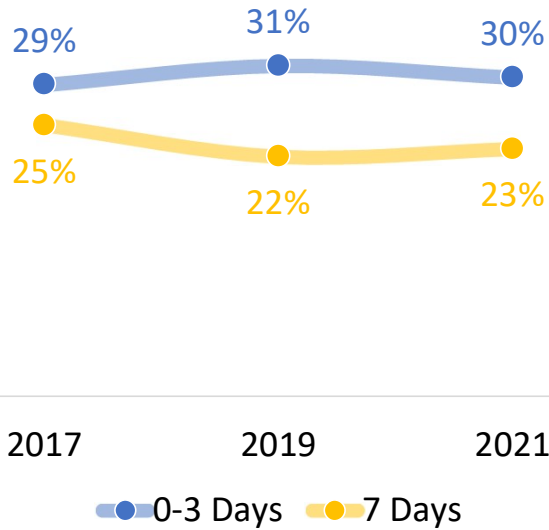


Action number	Strategy Focus Area	RAG Apr 23 Red = not complete Amber = in progress and will be complete by end Year 1, Green = complete
Creating Active Environments		
1	City-wide audit of community and private facilities that can be used for physical activity, to inform future planning and developments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

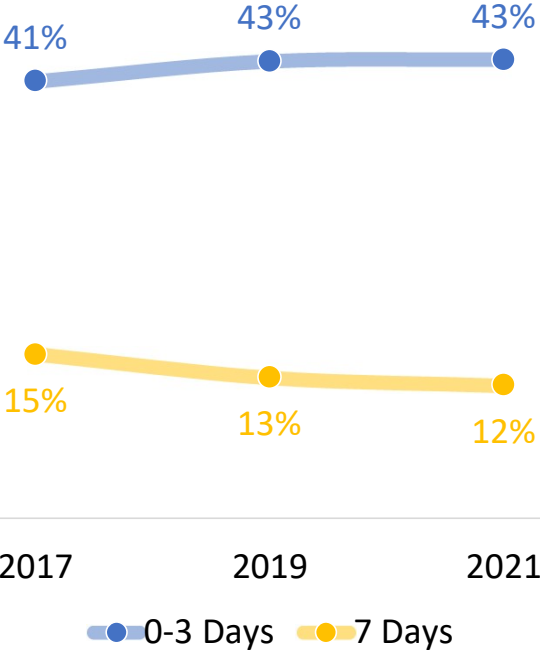
Research, Insights and Evaluation		
14	Build strong co-ordination of the research and development function to include briefings on new and emerging physical activity and wellbeing policy ideas	
15	Support with data collection, monitoring and evaluation methods to inform measures within the strategy	
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

Boys



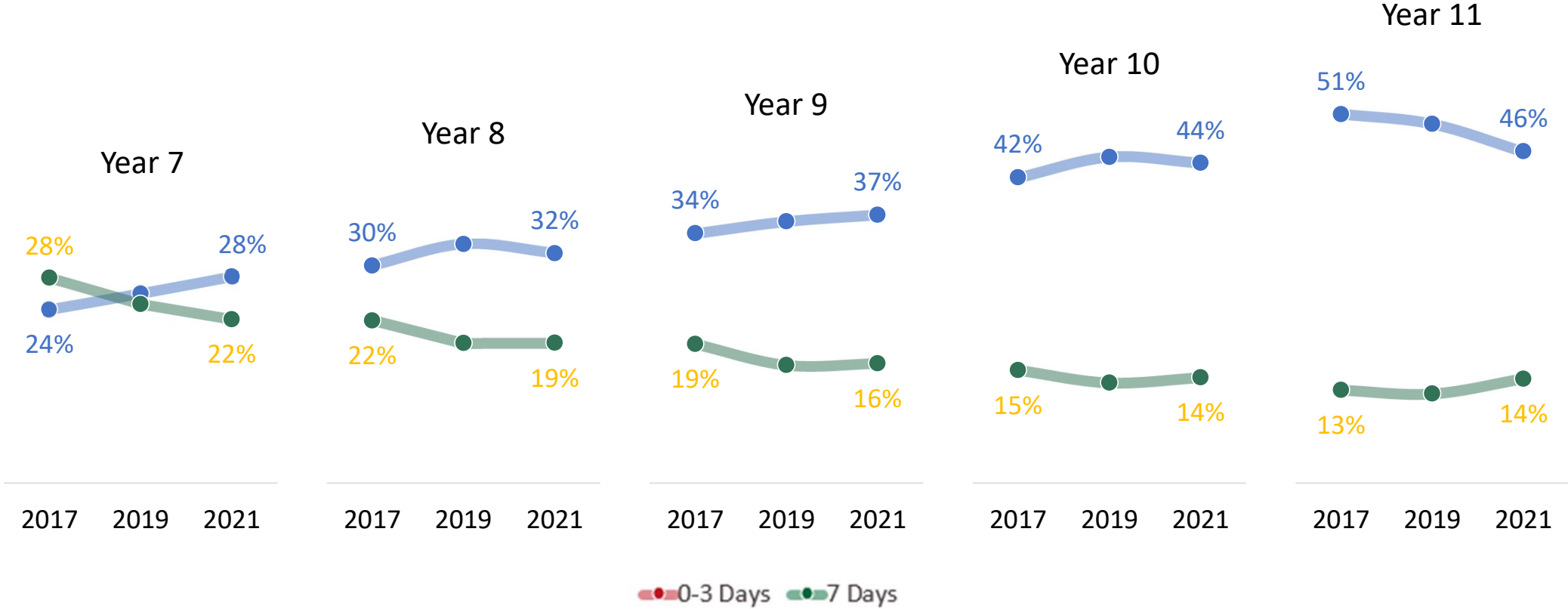
Girls



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

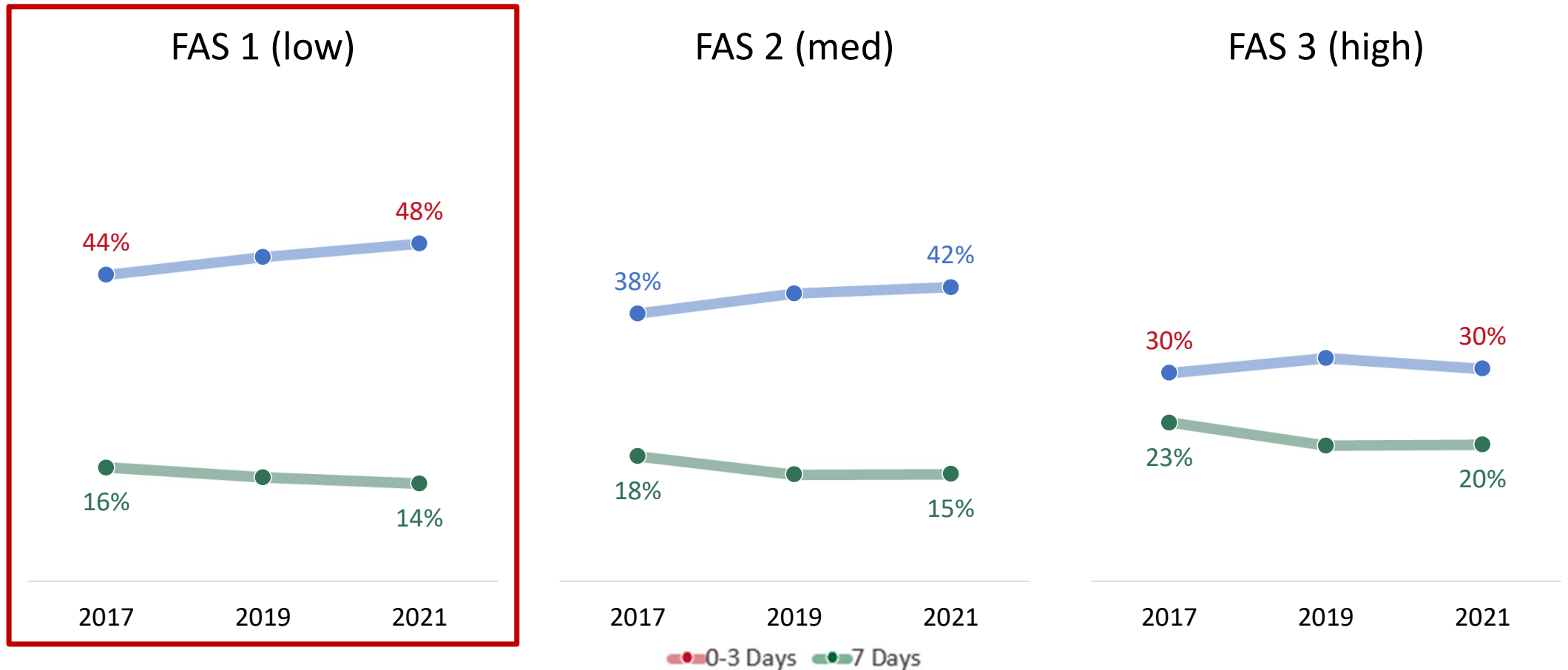
Source: School Health Research Network, Student Health and Wellbeing Survey 2017 -2021

Activity trends: by year group - Concerns across age groups but also a little hope...



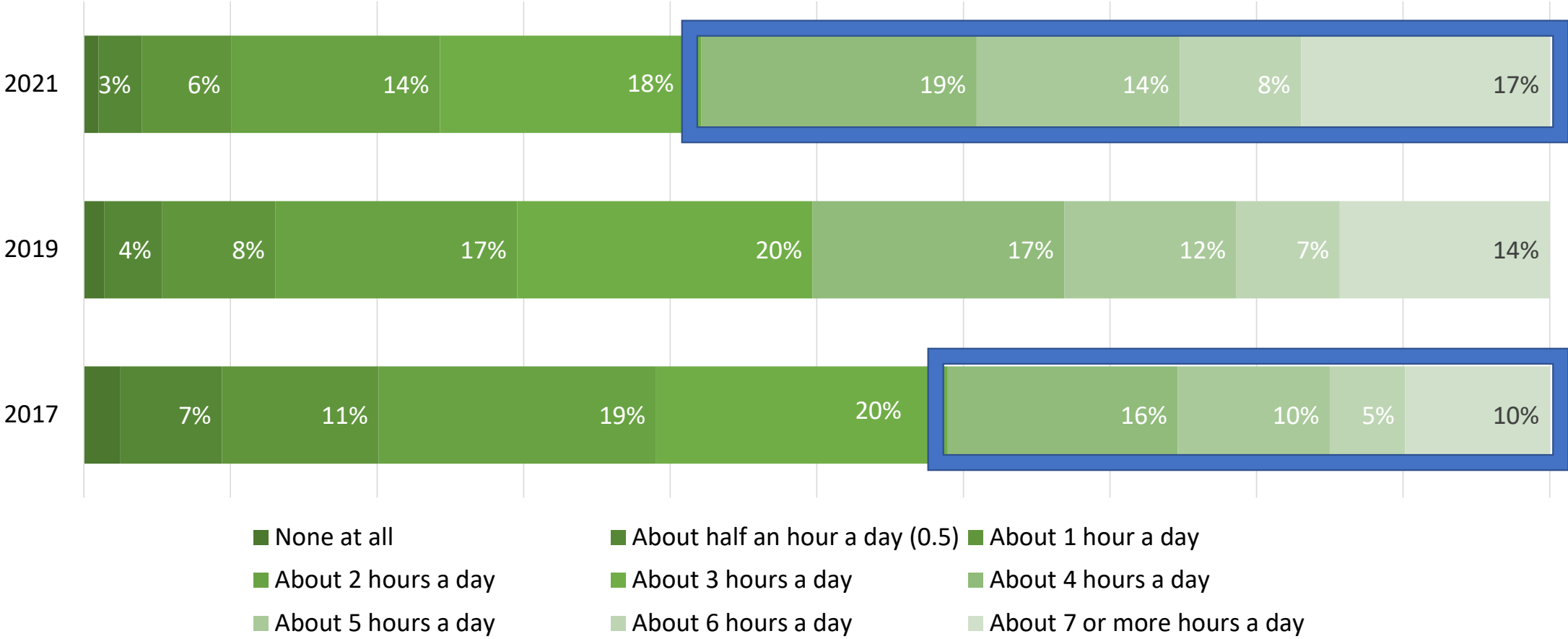
Source: School Health Research Network, Student Health and Wellbeing Survey 2017 -2021

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



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

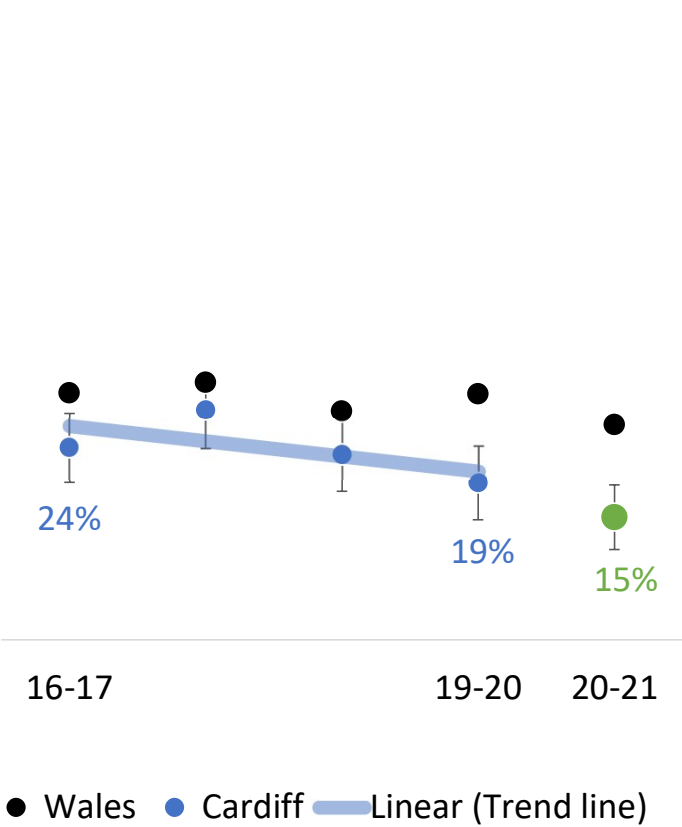
Time sitting: 11 to 16 years olds – Sitting for 4 or more hours a day has increased considerably



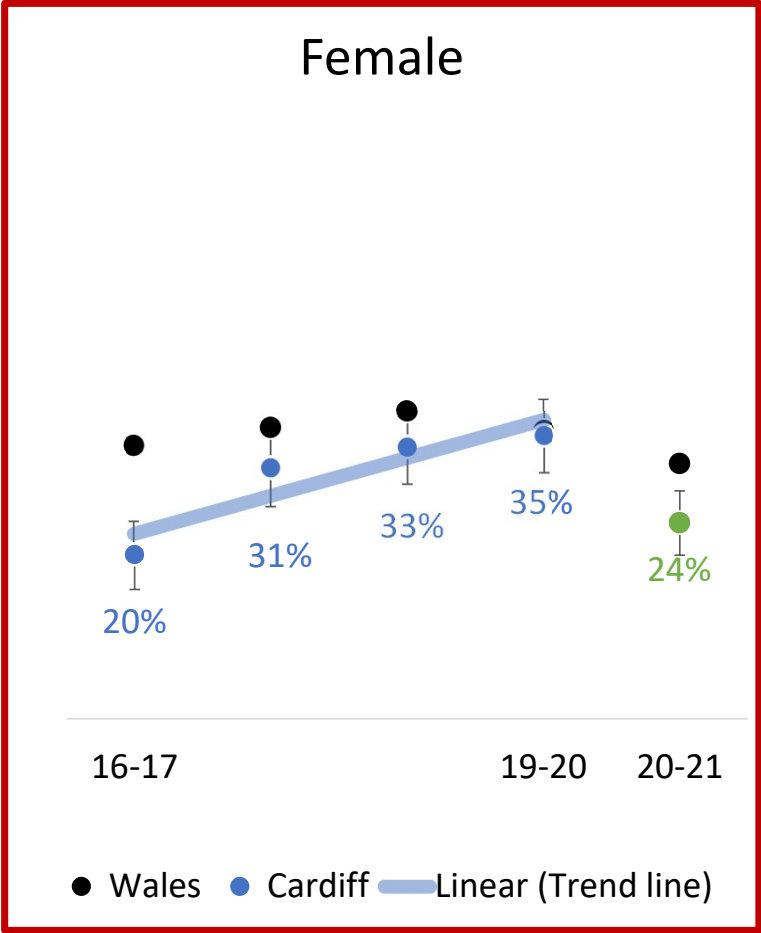
Source: School Health Research Network, Student Health and Wellbeing Survey 2017 -2021

Physical inactivity rates by gender- adults

Male



Female

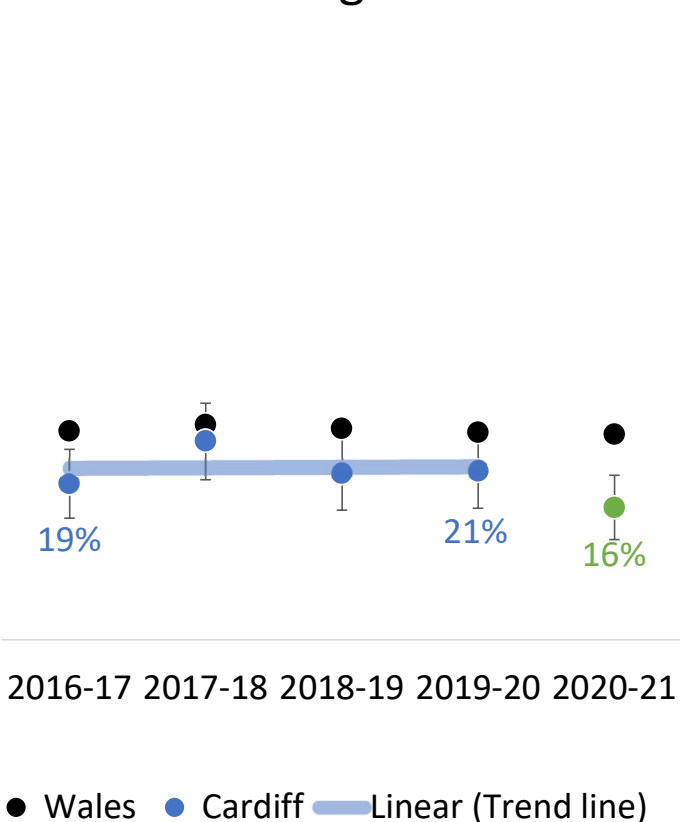


- Women are more likely to be experiencing inactivity than men
- The inequality between the two groups seems to be getting worse

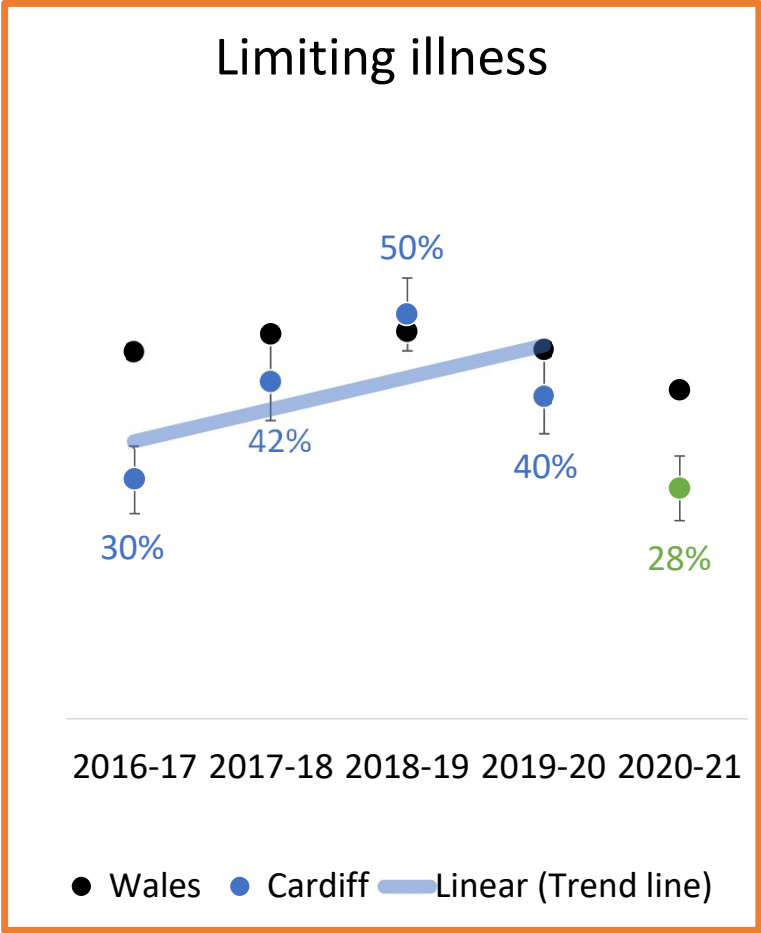
Source: National Survey for Wales 2016-17 to 2020-21

Physical inactivity rates by limiting illness

No limiting illness



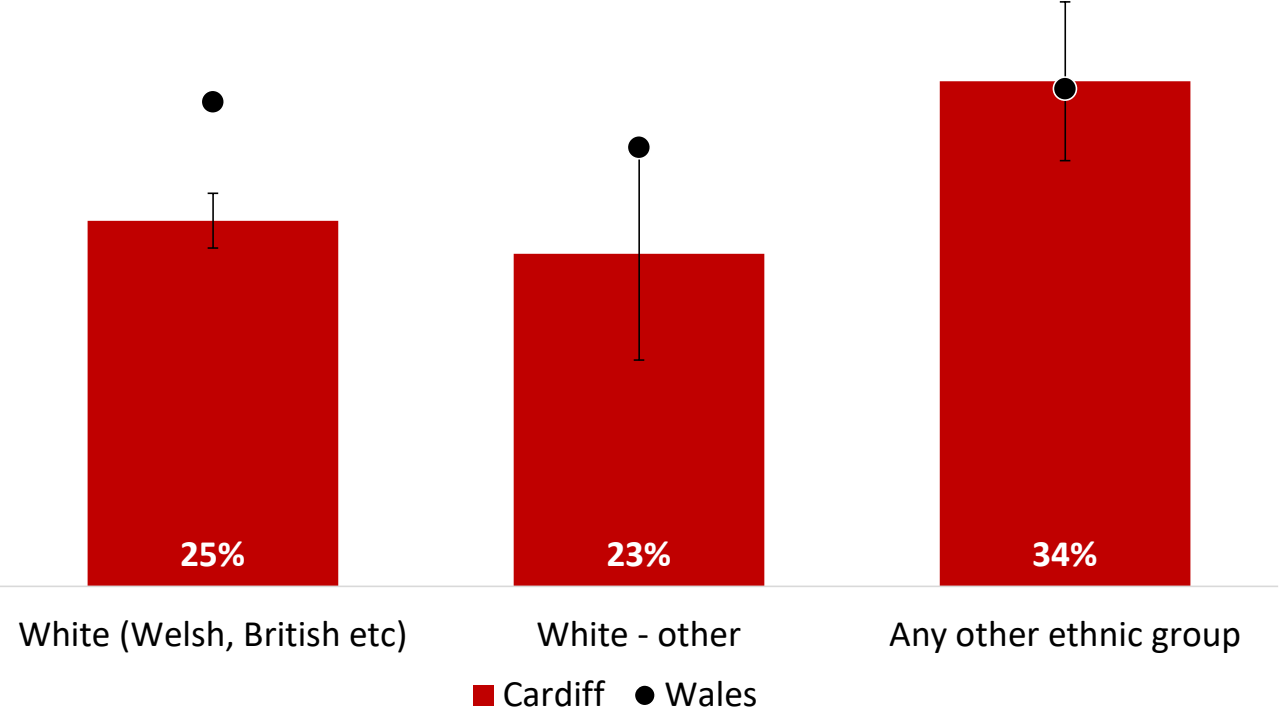
Limiting illness



- 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

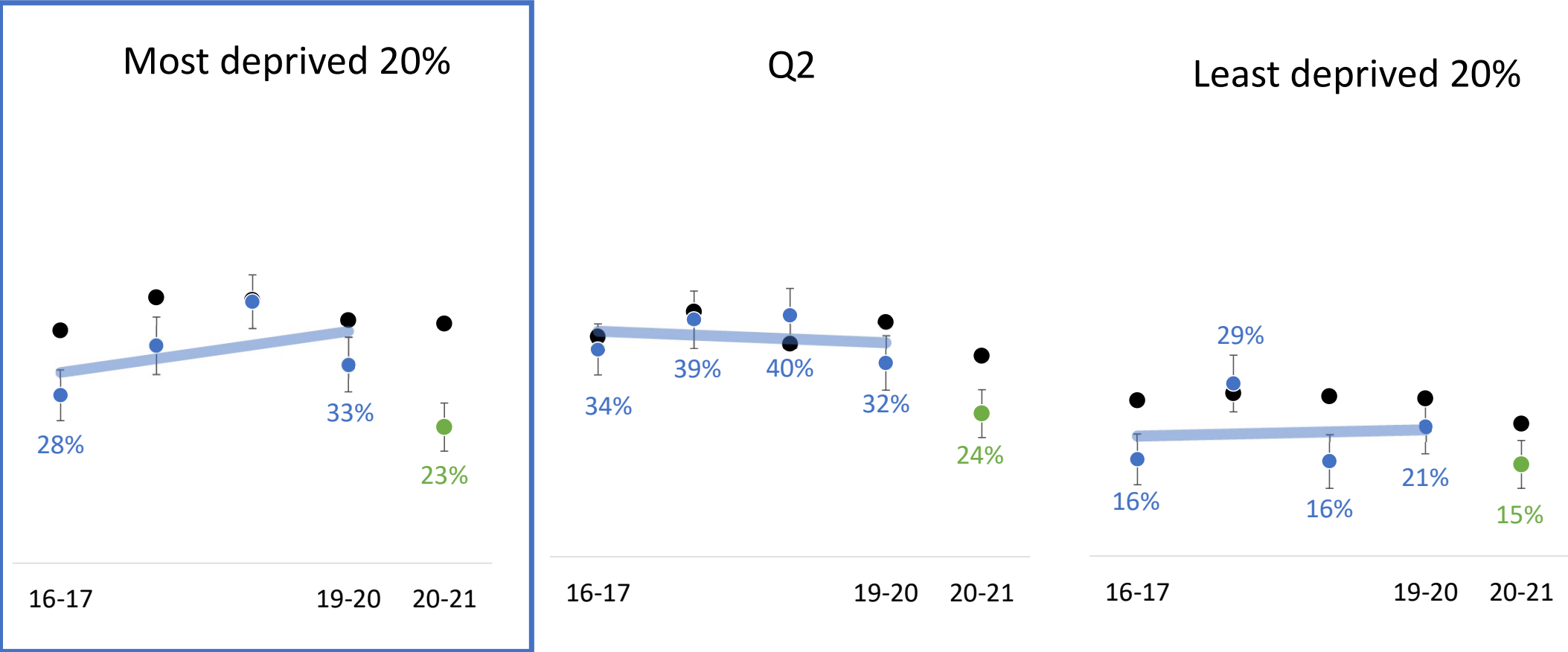


Our diverse communities are more likely to experience being inactive

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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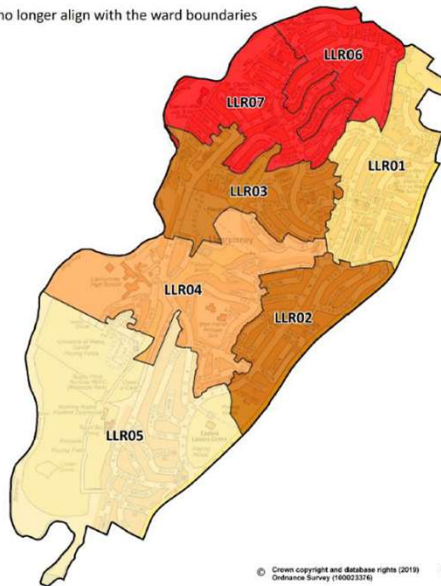
Place-based Approach



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



Welsh Lower Super Output Area Rank

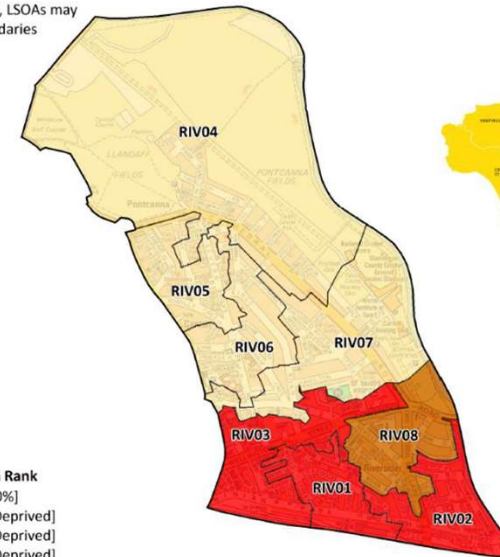
1 to 191 [Most Deprived 10%]
192 to 382 [10-20% Most Deprived]
383 to 573 [20-30% Most Deprived]
574 to 955 [30-50% Most Deprived]
956 to 1,909 [50% Least Deprived]



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2019 Welsh Index of Multiple Deprivation Overall Ranks: Riverside

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



Welsh Lower Super Output Area Rank

1 to 191 [Most Deprived 10%]
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Produced by Cardiff Research Centre

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

People and Places - The story of doing it differently



**People
and
Places**
The story of doing it differently

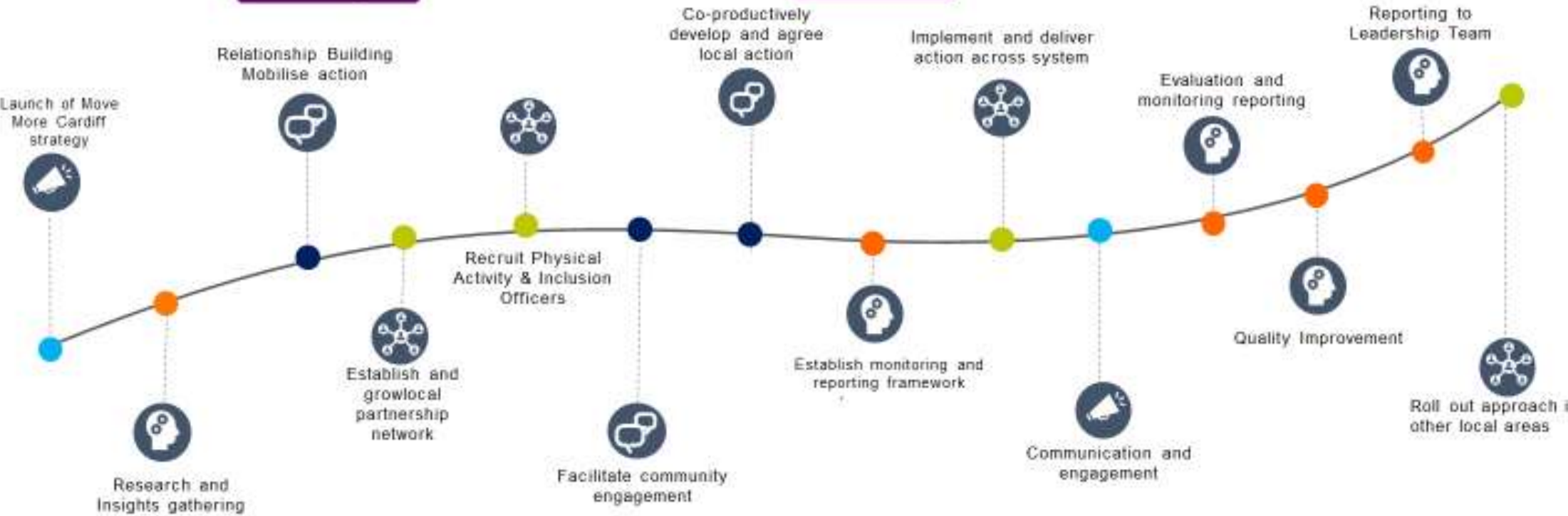
Move More Riverside - Place-Based Approach



Planning

Implementation

Review



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

Greater Manchester Moving **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

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🗨️ ↻️ ❤️ 📌 ⬆️

Dan Bruce @dannyster · 3 Feb
We're only one or two years away from flip flops... I can tell... and I'm excited!

🗨️ ↻️ ❤️ 📊 320 ⬆️

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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

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