

# 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).



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## Active Systems

*“There is a strong leadership for physical activity across Cardiff. Partners understand the physical activity system, and their part in it. We make sure all new public policies emphasise the opportunities to be active. There is a strong research and development function so we can learn what works and improve.”*

Examples of actions	<ul style="list-style-type: none"> <li>Coordinate action on physical activity at the highest possible level</li> <li>Ensure funding and investment for physical activity across the system</li> <li>Build strong coordination of the research and development function</li> </ul>	<ul style="list-style-type: none"> <li>Ensure progress on the strategy is being monitored and evaluated</li> <li>Audit public policies to maximise the extent to which they are physical activity-friendly</li> <li>Identify public policies which may counteract our vision in this Strategy.</li> </ul>
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System Levers	Making the healthy choice the easy choice	Building back better and fairer	Increasing visibility of physical activity	Providing young people with positive and fun experiences of physical activity	Developing strong leaders and advocates for physical activity	Including physical activity in all policies
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Examples of leverage points in action	Creating healthy supportive environments for physical activity makes it easier to be active and <b>increases</b> footfall which <b>builds</b> feelings of community safety, which in turn <b>helps</b> people to be active in their communities and <b>improves</b> social norms around physical activity.	Building on increased interest in physical activity following COVID-19 and <b>providing</b> positive opportunities helps <b>develop</b> community spirit and <b>builds</b> acceptance of physical activity as ‘the new normal’.	Staging public sport or activity events in parks and green spaces <b>increases</b> visibility of physical activity as normal behaviour and <b>improves</b> perceptions of the park which in turn <b>inspires</b> people to be active	Emphasising enjoyable fun physical activity opportunities for young people <b>builds</b> skills and confidence, <b>creates</b> habits for life, and <b>improves</b> family enjoyment of activity	Public leaders and politicians showing visible support and advocacy for physical activity <b>improves</b> public perception and <b>supports</b> creation of healthy public policies	Ensuring physical activity is part of all public policies <b>supports</b> actions to create active environment, societies and people, which <b>changes</b> social norms and <b>increases</b> demand for new healthy policies
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## Active Environments

*“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.”*

Examples of actions	<ul style="list-style-type: none"> <li>Celebrating and increasing use of our great green and blue spaces, with a focus on increasing equitable access</li> <li>Public events in parks and green space including sports and non-sports events</li> <li>Improving walking infrastructure including lighting to increasing feelings of community safety</li> <li>Campaigns and promotions to change social norms around cycling (and walking)</li> <li>Audit and investment in facilities – building what is right for the community</li> </ul>	<ul style="list-style-type: none"> <li>Building and maintaining active travel networks – especially bike lanes and school travel</li> <li>Implementing city-wide speed limits</li> <li>Considering other ways to restrict motor vehicle access</li> <li>Leading by example: publicity of politicians cycling to work</li> <li>Ensure environment and transport policies support physical activity</li> </ul>
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## Active Societies

*“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.”*

Examples of actions	<ul style="list-style-type: none"> <li>• Communications – including social media – to build positive image of physical activity</li> <li>• Universal messages to encourage all people to be more active, alongside targeting of the least active</li> <li>• Promote the simple messages</li> <li>• Encouraging conversations about physical activity in primary care</li> <li>• Sports clubs for all ages and abilities – making physical activity the norm</li> </ul>	<ul style="list-style-type: none"> <li>• Appoint a physical activity or active living ‘Ambassador’ to show leadership</li> <li>• Creating a network of organisations to lead and advocate for physical activity</li> <li>• Developing a network of volunteers to support active events</li> <li>• Building community support for activity (and reducing resistance)</li> </ul>
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## Active People

*“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.”*

Examples of actions	<ul style="list-style-type: none"> <li>Develop physical activity programmes that appeal to the widest range of people</li> <li>Ensure provision is focused on key communities e.g. deprived communities; BAME</li> <li>Aim to make programmes accessible and inclusive</li> <li>Expand and join up social prescribing physical activity opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Build community cohesion, integration and participation through events and celebrations</li> <li>Policies (education; workplace) include and prioritise physical activity</li> <li>Promote opportunities for families to be active together</li> </ul>
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