

## Cardiff Physical Activity and Sport Strategy 2022-2027

### Move More Cardiff

#### Background:

1. Recommendations from a recent Wales Audit Office review of leisure provision in the city identified a demand and need for a strategy to unite the physical activity and sport community to drive the ambitions of the city. The Cardiff Well-Being Plan 2018 -2023 includes a commitment to *'Work to support delivery of Cardiff's Sport and Physical Activity Strategy to increase participation of current and future generations in sport and physical activities, particularly in our city's most deprived communities'* (Well-being Objective 5).
2. Prior to the Covid-19 pandemic, less than 60% (56%) of adults in Cardiff met the recommended physical activity guidelines of 150 minutes of moderate to vigorous activity in a week, and almost a third of people (31%) were active for less than 30 minutes a week (National Survey for Wales, 2017-18 and 2018-19). Nationally, it is well documented that people living in the most deprived fifth are less likely to report meeting the physical activity guidelines (44% meeting the guidelines) than those in the least deprived (60.7%).
3. Covid-19 has had a high impact on all of our lives and, and the daily routines and opportunities to be active. Sport Wales commissioned two surveys (May and October 2020) to get an insight into the nation's activity habits and behaviours during the pandemic. The data showed that adults from higher socio-economic backgrounds are more likely to say that they are now doing more activity (34% more, 27% less), while those from lower socio-economic backgrounds are more likely to report doing less (25% more, 29% less). The ongoing effects of the pandemic has widened inequalities.
4. Cardiff Council, Cardiff and Vale University Health Board and Cardiff Metropolitan University are engaging with partners and stakeholders to collaboratively develop an inspiring and sustainable Cardiff Physical Activity and Sport Strategy. We are taking a whole-systems approach, aligning to the five ways of working of the Wellbeing of Future Generations Act.

#### Systems Approach:

5. While many projects or interventions can be effective in increasing physical activity among small, motivated groups of people, we have generally not made an impact at a population level. There is therefore increasing attention being paid among physical activity academics, practitioners and sport organisations to a *whole system approach* to complex public health problems. This includes consideration of the indirect as well as direct impacts of interventions, the contexts within which they take place, the relations between the multiple factors at play, and the ways in which systems adapt in response to changes. This type of approach has been recommended by the World Health Organization (WHO) in its Global Action Plan on Physical Activity (GAPPA) (2018-2030).

6. The WHO's GAPPa approach to consultation and system mapping has been used as the basis for the Strategy development. This included:
  - A survey of stakeholders. 139 professionals with an interest in physical activity across Cardiff responded, quantifying the main challenges and opportunities.
  - Four online consultation workshops with range of 40 key stakeholders including many departments across Cardiff Council and Cardiff & Vale UHB, SWP Crime Commissioner's office, NRW, GLL, Sport Wales, Street Games, National Governing Bodies, Education, FE and HE, third sector organisations. These workshops considered a draft system map showing the main influences on physical activity across Cardiff, with a focus on each of the GAPPa's main themes (active environments; active people; active societies, active systems).
  - A consultation workshop with stakeholders on the initial draft strategy was produced based on these mapping sessions.

**Issues:**

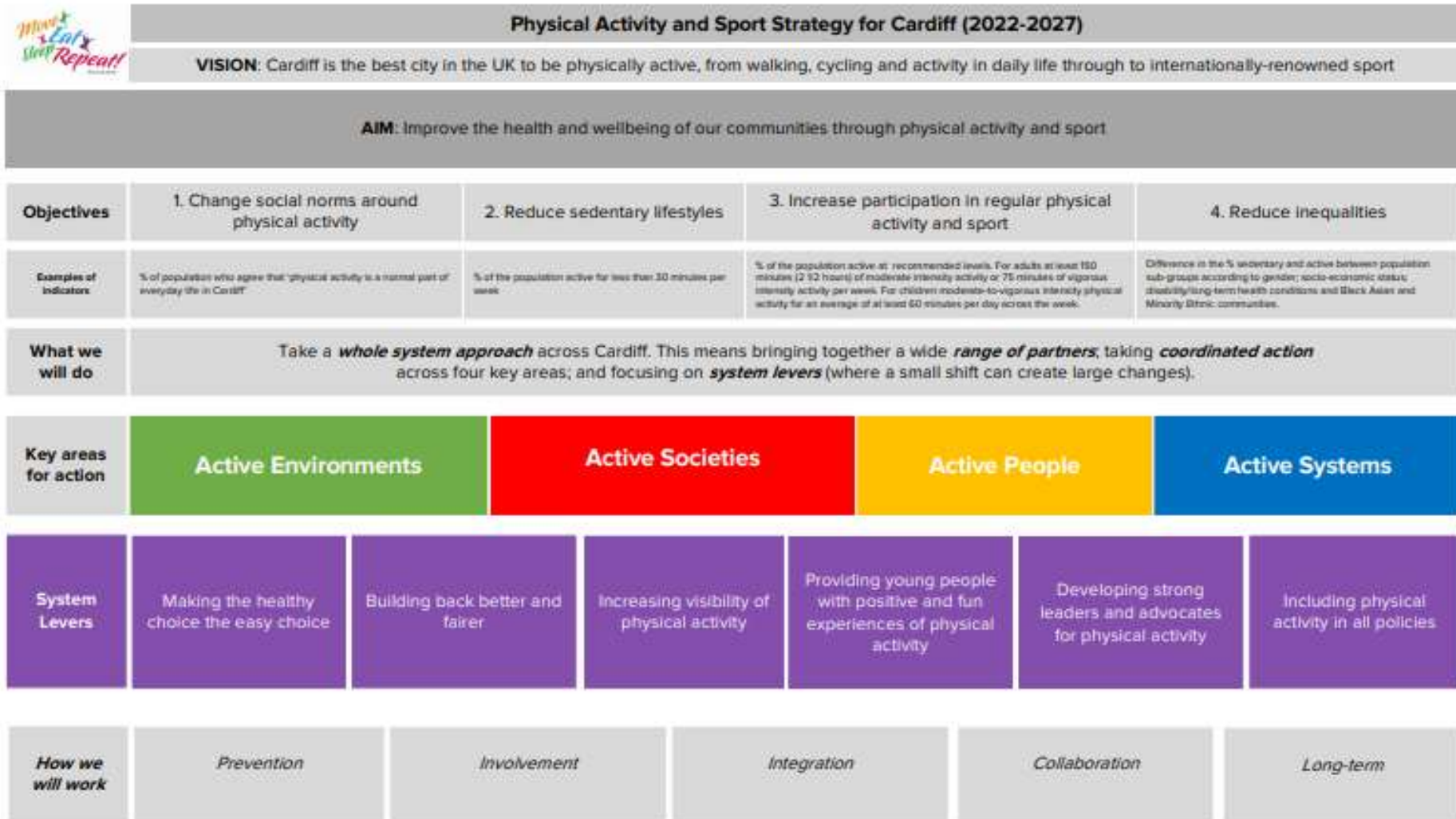
7. Physical activity is everybody's business. We need to create a movement, get everyone on board, and cast our net wide, across our complex physical activity system. Senior leadership across the whole system is needed to drive the Strategy and create the desired change.
8. Governance structures will be required to support the progress and demonstrate accountability.
9. Creating long term shift in a complex system requires sustained commitment to explore connections, create energy and generate action and change across the system. Resource will be required to do this during the 5 year Strategy. Resource support will also be required for marketing, communications and governance.

**Recommendations:**

Cardiff PSB is asked to:

- Agree the draft Strategy themes and approach (Appendix 1), timeline and launch date (Appendix 2)
- Discuss and agree governance arrangements
- Provide leadership to the successful delivery of this strategy including staff involvement and collection of measures.

## Appendix 1: Strategy overview and themes



## Appendix 2: Timeline to launch of Strategy

| July 2021  | August 2021  | September 2021  | October 2021   | November 2021   | December 2021   | January 2022  |
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| <ul style="list-style-type: none"><li>• Present draft strategy slides to PSB</li></ul> | <ul style="list-style-type: none"><li>• Confirm dates for Exec Group and Action Group meetings</li><li>• Confirm <u>ToR</u> for each group</li></ul> | <ul style="list-style-type: none"><li>• First series of meetings</li><li>• Confirm implementation plans</li></ul> | <ul style="list-style-type: none"><li>• Present to Council Cabinet</li><li>• Present to C &amp; V Executive Management Group</li></ul> | <ul style="list-style-type: none"><li>• Final Sign off from PSB</li><li>• Confirm marketing and communications plan</li></ul> | <ul style="list-style-type: none"><li>• Final preparations</li><li>• 2<sup>nd</sup> meeting of Exec group and Action Groups</li></ul> | <ul style="list-style-type: none"><li>• Official launch of Strategy</li></ul> |