Introduction

This Cardiff and Vale Physical Action Plan specifies the key partnership actions required to support the population to ‘stand more and be more active, more often’. It highlights and focuses on the high impact changes identified in the Transforming Health Improvement in Wales Programme (available at http://www.wales.nhs.uk/sitesplus/888/page/77318) and on the added value of working together; it does not include the wealth of actions delivered by partner organisations as part of their individual organisational business plans.

In general, physical activity rates are lowest and sedentary behaviour rates highest in our most deprived communities. Our priority will be to develop and deliver actions that support these communities to be more active, contributing to reducing inequalities in health. This Plan will adopt a proportionate universalism approach across the health inequalities gradient explicitly focusing within areas of greatest need.

The Plan takes forward the direction and actions of the previous Cardiff Physical Activity Strategy and Plan and the Vale of Glamorgan Food and Physical Activity Strategy and Plan and forms part of the health and well-being actions of the

- Cardiff Partnership ‘What Matters’ Strategy (2010-2020)
- Vale of Glamorgan Community Strategy (2011-2021)
- Cardiff & Vale University Health Board ‘Shaping Our Future Well-Being’ Strategy (2014-2024)
- Strategic Framework for Working with the Third Sector. August 2013

Progress, including successes and barriers to action, will be reported quarterly to the Cardiff and Vale Health and Well-Being Board, a sub group of the Joint Local Service Board. Results based accountability methodology will be adopted to measure progress.
### Active Children and Young People
Increase in intensity and duration of physical activity among children aged 3 to 18 years

<table>
<thead>
<tr>
<th>Evidence based intervention</th>
<th>Aim</th>
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</thead>
<tbody>
<tr>
<td>Multi-component interventions in pre-school setting (green)¹</td>
<td>Pre-school settings to provide physical activity opportunities</td>
<td>Communities First areas</td>
<td>Achievement of the ‘Physical Activity and Active Health’ module of the HaSPSS</td>
<td>Pre-School Scheme</td>
<td>• % of schools in Communities First areas undertaking the module</td>
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<tr>
<td>Multi-component school based programmes to increase physical activity (green)¹</td>
<td>Schools to focus on physical activity targets within the Healthy Schools Programme, including policies and practices to support active lifestyles</td>
<td>Communities First areas</td>
<td>Establish number of schools within Network in Communities First areas - prioritising physical activity - implementing their school travel plan Establish partnership actions between Healthy Schools Network, schools Regional Sports Boards and other partners in Communities First areas, including • The development, dissemination and monitoring of a physical activity offer. This may include guidelines on physical activity (eg protection of PE times) and sedentary behaviour, criteria</td>
<td>Public Health /Healthy Schools</td>
<td>• % of schools in Communities First areas prioritising physical activity and implementing the school travel plan • Development of the offer • Availability of baseline data on existing resources and activities • % of schools in Communities First areas using the offer</td>
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¹ Actions considered to have sufficiently robust evidence base for implementation
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| Enhanced physical education lessons (green)¹ | Schools to offer all pupils 120 mins of PE each week and additional opportunities to be active | Communities First areas | Schools in Communities First areas to protect and promote time for physical activity through:  
- Implementation of physical activity numeracy and literacy schemes  
- Providing sufficient time length of lunch break  
- Provision of at least 120 mins of PE each week within the curriculum  
- Provision of a range of | Communities First /Public Health /Healthy Schools/NRW | • Number of schemes implemented  
• ? re length of lunchtime break  
• Number of schools meeting target of 120 mins per week  
• ? measure re activities provided for girls, those with disabilities, etc  
• ? participation measures |
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<td></td>
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<td>activities (including outdoor education) for all needs</td>
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| Education Services of Cardiff & Vale Councils Welsh Government | To advocate for delivery of an overarching education policy that supports physical activity including  
• Providing sufficient time length of lunch break  
• Provision of at least 120 mins of PE each week within the curriculum | Public Health /Healthy Schools | • | Identification of policies influenced  
• Implementation of revised policies |
| Active travel to school (amber) | All pupils and staff to use active travel modes to schools | Communities First areas | Establish number of schools in Communities First areas with active travel initiatives in place  
Establish partnership actions with schools in Communities First areas to develop and implement active travel initiatives including  
• Bike it  
• Smarter Journeys Toolkit  
• Cycle training  
• Walking Buses | Public Health /Healthy Schools | Active Travel Partnership | • | number of schools with active travel initiatives in place  
• number of schools and initiatives |

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2 Development actions which would require varying degrees of research and evaluation
### Active Adults Action Plan
Increase in duration and intensity of physical activity among adults (working age and older adults)

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| **Point of choice prompts (green)** | To develop and promote relevant resources | UHB Cardiff Council Vale of Glamorgan Council C3SC GVS | Maximise use of ‘Use the Stairs’ posters across partner agencies  
Access or develop route maps of short walks from public sector buildings (including GP surgeries) | Cardiff Council, Vale of Glamorgan Council /Public Health | - | • No of organisations using prompts  
• No of route maps developed |
| **Multi-component workplace interventions including active travel to work (green)** | Workplaces to focus on increasing physical activity participation within HR sickness absence & wellbeing policies and practices to | UHB Cardiff Council Vale of Glamorgan Council C3SC GVS | Promote engagement with and actions across  
- Employers Network  
- Work Boost Wales  
- Corporate Health Standard  
Establish partnership actions including  
• Display of ‘Use the Stairs’ posters  
• Implement the Sustainable Travel Plans (UHB)  
• Support for active travel (cycle storage, cycle training, walking and cycle routes /maps, mileage rates for cyclists, shower provision)  
• Promote and participate in the following campaigns  
  - Walking Month /May  
  - On Your Feet /April  
  - Cycle to Work Week  
  - Welsh Pedometer Challenge | Public Health / Employers Network  
Cardiff Council, Vale of Glamorgan Council /Public Health | - | • No of employers engaged in network focusing on physical activity and sedentary behaviour  
• No of organisations displaying the poster  
• Implementation of plans  
• No of events /displays |
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<td>Social support and group interventions (green)&lt;sup&gt;1&lt;/sup&gt;</td>
<td>Develop support networks and group interventions to increase participation in physical activity</td>
<td>Communities First areas</td>
<td>Establish physical activity partnership actions within:- - Neighbourhood Partnership Team Plans - Communities First Plans - Regional Sports Boards - GP Cluster Plans</td>
<td>Public Health</td>
<td>• No of actions within plans</td>
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<td>Technological/remote interventions (green)&lt;sup&gt;1&lt;/sup&gt;</td>
<td>Develop a sustained presence on social media</td>
<td>UHB Cardiff Council Vale of Glamorgan Council</td>
<td>Develop /access relevant tools (apps, etc) and promote on partner websites - Develop and deliver a communication action plan that uses social media tools to raise</td>
<td>Public Health</td>
<td>• No of tools</td>
<td>• Report on analytics</td>
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<td>C3SC GVS</td>
<td>Support primary care staff in Communities First areas to promote physical activity opportunities with patients</td>
<td>Awareness of campaigns (Walking Month /May, On Your Feet /April, Cycle to Work Week, Welsh Pedometer Challenge, Walk for Health)</td>
<td>Advocate and support the inclusion of actions within GP Cluster and Practice Plans Update, disseminate and monitor the physical activity factsheet Access or develop and disseminate route maps of short walks from GP surgeries Implement and monitor pilot project in SW (Use of TV screens, training of staff, use of Vision template) Develop, disseminate and monitor a physical activity offer Facilitate training, including - Establish and deliver a primary care /physical activity education event - Deliver MECC training to primary care staff - Deliver OTAGO training</td>
<td>Public Health /Communities First Public Health /Parks /Transport Public Health /Communities First /GPs Public Health NERS</td>
<td>• No of actions within plans • Use of route maps • No of screens in use • No of posters accepted through the quality assurance process • Nos of staff trained • No of training sessions &amp; participants • No of referrals from Communities First areas</td>
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### Active Environments
The built and natural environment promotes physical activity

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| Environment                 | The built and natural environment promotes physical activity | | Implement action plan addressing gaps identified in audit against PH8 NICE Guidance, including:- • Influence planning policies to include reference to undertaking health impact assessments of large housing, retail and transport developments • Prepare and agree the implementation of a Healthy Planning Checklist (Cardiff) and the Sustainable Development Checklist (Vale) for all large planning applications • Discuss with developers the feasibility of undertaking health impact assessments (HIA) of large housing developments and of large regeneration plans • Following adoption of the Cardiff Local Development Plan, monitor policies KP14 Healthy Living and C7 Health via the LDP Annual Monitoring Report Develop and implement a project proposal focusing on access to parks | Public Health | | • No of actions implemented  
  • No of gaps addressed  
  • Nos. of checklists completed  
  • No of HIAs undertaken  
  Project proposal developed |

Cardiff & Vale Physical Activity Action Plan 2015 – 2018 (Draft)
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<td>Investigate the development of a policy to set out the use of shared paths/routes by cyclists and walkers</td>
<td>Public Health /Parks (Cardiff)</td>
<td>Policy developed</td>
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<td>Support the Living Streets bid through the contribution of public health data and information</td>
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