



# **move more CARDIFF**

**Physical Activity and Sport Strategy  
(2022–2027)**

# Move More Cardiff Physical Activity and Sport Strategy

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Throughout this document we will use words like **physical activity**, **being active**, or **moving more**. We will use those words to refer to all kinds of movement such as: DIY, taking the stairs, sport, play, housework, or healthy travel. It could be incidental or planned, from short bouts to longer duration.



When we talk about the **physical activity system**, we are referring to a range of factors that influence physical activity, things such as: the environment; social influences; communities; cultural aspects; policy; and many individual and people factors such as family and friends, workplaces, and personal attitudes and beliefs.

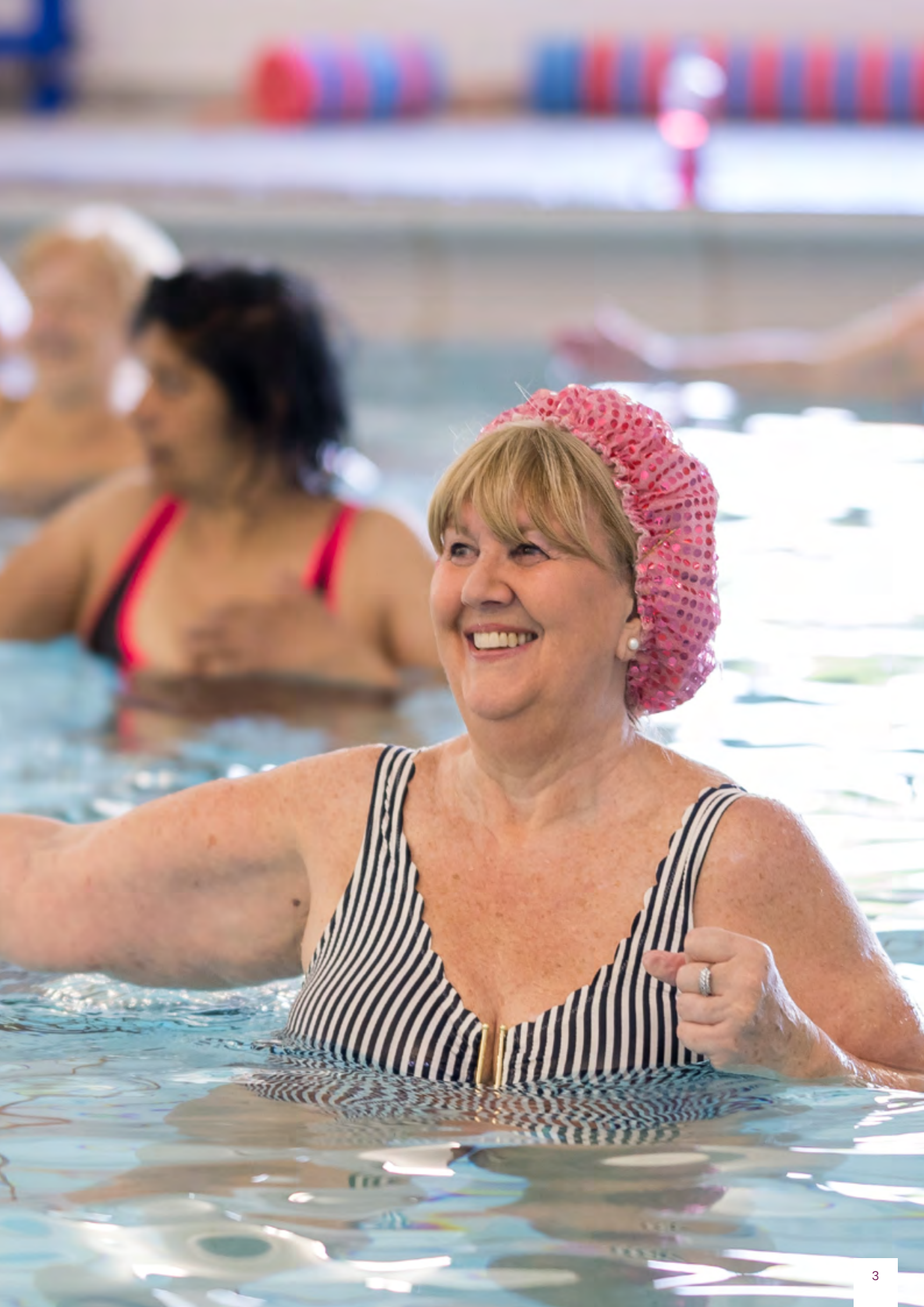


**Inequalities** in health are gaps in health status between different groups; for example those who live in different areas, or of different ethnicity or socioeconomic status. Such differences can be caused by a variety of factors, not all of which are possible to change (e.g. inherited characteristics or areas where people live). However, **health inequity** is a difference in health that is unnecessary, avoidable, unfair or unjust. We can do something about these differences so this is a term that we will use throughout this document and focus our action<sup>1</sup>.



When referring to **communities**, we mean groups of people who are connected by where they live, their interests, situation, or similar issues affecting their physical activity and wellbeing.





# Who we are:

This strategy has been developed together with a wide range of partners, led by Cardiff Metropolitan University, Cardiff Council, and Cardiff and Vale University Health Board. When we refer to 'we' throughout the document, we mean the small group of people working directly on the strategy, as well those who have contributed to its development and all who will work to deliver it. For more information about the process we went through and how this strategy was developed please visit the website:

[www.makeyourmove.org.uk/movemorecardiff](http://www.makeyourmove.org.uk/movemorecardiff)

## Huw Thomas

*Leader of Cardiff Council*

"Cardiff is a proud sporting and active city. We have a bedrock of sports clubs that connect our communities, beautiful parks and outdoor spaces where you will regularly see people being active and incredible facilities that have hosted prestigious major sporting events.

We know that Covid-19 has brought significant hardship on people and communities, particularly the poorest and most vulnerable in society. We are beginning to tackle the challenges the pandemic has presented but have a long way to go, we have an opportunity now to deliver on our long- standing ambitions but to also re-think Cardiff's future as a resilient, inclusive and innovative city.

Everyone's lives are influenced by hundreds of factors, and full of things that influence our choice from family and friends, workplaces, community groups, political decisions, our culture and much much more. We need to develop the shared understanding and make a step-change across all of our services to know how our decisions affect our citizens and their ability to be active.

Being active is part of the solution to many of the challenges we face. Making it easier for people in Cardiff to move more will improve health at scale, bring communities closer together, support the economy and reduce our impact on the environment.

Through the development of this new strategy, we have united the system and brought partners together with ambition, vision, courage and determination to make Cardiff the best city in the UK to be physically active."





## Fiona Kinghorn

*Fiona Kinghorn Executive Director of Public Health,  
Cardiff and Vale University Health Board*

*"We all benefit from being active, whatever our age. It can be fun, sociable and a reason for meeting up with family and friends. It helps us to feel good and lifts our mood; can relieve stress; helps us to maintain a healthy weight and is good for our physical health. This is backed up by a range of scientific evidence. And it doesn't have to cost anything.*

*I enjoy spending my free time walking with family and friends in the beautiful countryside that we are so lucky to have on our doorstep. It makes me feel connected to nature, and it boosts my energy.*

*The last two years have been like no other, with Covid-19 having such a big impact on us all. The collective action that we all witnessed in so many places, and at so many levels, is a strong positive that we can draw from our experience of the pandemic. There has been a spirit of togetherness, and people have innovated and rapidly adapted. Strong partnerships formed between the NHS, local authorities, other public sector organisations, and third sector; all pulling together in the same direction to support our population. There are also many stories of individuals, groups and businesses who performed countless acts of kindness to care for those around them.*



*It is this shared leadership and togetherness that we want to continue to build upon with our Physical Activity and Sport Strategy. We are all committed to working through recovery together in partnership, and recognising that physical activity is part of the answer to many of the problems that we face in building back stronger and fairer. We know that there is no single solution to increasing activity levels, and that we all have a valuable contribution to make. I want to thank you all for joining us in this journey, and I am excited to see what we can achieve together."*



## **Ben O'Connell**

*Director of Sport, Cardiff Metropolitan University*

*"At Cardiff Metropolitan University we passionately believe that physical activity and sport has the power to change lives. It has played an instrumental role in the proud history and tradition of sporting excellence at our institution and we are pleased to partner with others who share our values.*

*We are excited to be playing a key role in supporting and developing the very first strategy for Physical Activity and Sport across Cardiff. The sector leading and unique partnership between the University and Cardiff City Council has gone from strength to strength since it was first established in 2014. We consider ourselves to be leading the way across the UK in demonstrating how a University can deliver effective community based sport, physical activity and health programmes. These activities and interventions not only deliver value and impact for the people of Cardiff but also enhance the experience, learning and research opportunities for our*

*students and academic colleagues, creating a rich array of positive benefits.*

*The systems-based approach which has been the framework underpinning the creation of this strategy, aims to bring partners together to identify levers of change that tackle our deepest problems, as opposed to focussing on isolated issues. This represents a new and exciting way of working, further embedding the University throughout the City and re-affirms our commitment to developing our partnerships with other key stakeholders in the years to come.*

*Through this strategy, we pledge our support to helping Cardiff become the best City in the UK to be physically active and look forward to both strengthening existing and developing new programmes in support of this goal."*





# 1.0 Welcome and introduction

Welcome to our five-year Move More Cardiff Physical Activity and Sport Strategy which describes how we will work to achieve our vision that Cardiff is the best city in the UK to be physically active, and renowned as one of the most physically active cities internationally, from walking, cycling and activities in daily life through playing and competing in sport.

Cardiff has a vibrant physical activity and sport scene. We have beautiful parks, playing fields, woodlands, wetlands, and allotments, as well as an abundance of blue spaces including rivers, lakes, canals and the barrage. We have a wealth of opportunities in sport, leisure and play across a range of community organisations, clubs, facilities and educational settings. Cardiff has a rich sporting heritage, and we have world class facilities on our doorstep such as: Cardiff International White Water Centre, Wales Ice Arena, World class Stadia, House of Sport, Cardiff International Outdoor and Indoor Athletics tracks, National Indoor Cricket Centre, Sport Wales National Centre, Climbing Centres and Tennis Centres. As the capital city, we are also a hub for hosting a wide range of major sporting events such as UEFA Champions League Final, Rugby World Cup, Cricket World Cup, Ashes Test, World Championship Heavyweight Boxing to name a few.

Everyone in Cardiff should have the same opportunities to feel the benefits of being active. However, we know that this is not the case, and being active is easier for some than others. We need to make sure that the most support and energy is given to those who need it the most, and that the opportunities are tailored to communities and groups that we want to support further.

This strategy, the first of its kind for Cardiff, will outline how we will be doing things differently to improve the health and wellbeing of our community through physical activity and sport. It provides a framework for collective action that looks to create a generational shift in attitudes, access and levels of activity across the city. We will create the conditions for change by adapting our leadership styles, resources, ways of working, and changing how we work with and guided by our communities.

The process of developing this strategy has shown what passion, enthusiasm and drive already exists to create change, do things differently, and work together to improve the health and wellbeing of our communities.





## 2.0 Why moving matters

There is overwhelming evidence that moving our bodies however we do it, from active travel, play, community clubs, gardening, or competitive sport, improves our lives both individually and collectively.

When we are young, regular physical activity can help our bodies develop properly, strengthening the heart, bones, muscle and brain development. As adults, being regularly active can help prevent and treat many diseases such as heart disease, stroke, diabetes and breast and colon cancer, as well as hypertension and obesity. As we age, being active can contribute to healthy ageing and delay cognitive decline<sup>2</sup>.

The life-changing benefits of being active reach far beyond the health benefits alone. Movement, sport and physical activity are scientifically proven to make us feel good<sup>3</sup>, and can increase self-esteem and confidence, reduce anxiety, social isolation, and result in greater levels of happiness and life-satisfaction. These can improve mental wellbeing and improve our quality of life<sup>4</sup>.

**“If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat.”<sup>2</sup>**

### Ilona Carati

*Living Streets Coordinator and Walk Leader*

*“Being active to me means including some form of activity as part of my daily life. I’m fortunate enough to lead group walks as part of my job. But even on days I’m working from home I need to go for a walk at lunchtime or after work to help my wellbeing on all fronts, be it concentration, mood or sleeping.*

*As a Living Streets Coordinator for the HAF funded Walking Friends Wales project, I have experienced the benefits people get from being active.*

*Participants on our weekly group walks tell me that knowing they will be walking with others boosts their confidence and motivates them to get out. As well as getting more active, they frequently make friends with others in the group and look forward to seeing them each week. In the words of one of the walkers: “I’m 83 years old, and these walks are what makes me happy and keeps me going”.*





Physical activity and sport can also bring people together to enjoy shared activities, and contribute to building strong cohesive communities. Sport has the power to provide a universal framework for learning values such as fairness, team building, equality, discipline, inclusion, perseverance and respect. Physical activity can help contribute to environmental sustainability, and can also support the economy to grow.

**Moving matters now more than ever.** Even before the COVID-19 pandemic, changes to modern life means that we are now less active than our parents, grandparents and generations before them. Technology and advances in travel mean that we now walk or cycle less, use the car more for short trips and are less likely to be in a physically active job. At home, there is a gadget for most things, and many aspects of life are designed to keep us sitting still<sup>3</sup>. These changes to the way that we live are resulting in reduced activity levels in our population, and nearly a third of us (29%) in Cardiff are doing less than 30 minutes of activity each week<sup>5</sup>.

The COVID-19 pandemic had a negative impact on the nation's physical activity levels. Changes to the way many of us work and disruptions to our daily routines and hobbies are likely to have contributed to a further reduction in activity levels (light, moderate and vigorous activity), and an increase in sedentary behaviour in our children, young people and adults<sup>6</sup>.

**Moving matters to us all – it is everybody's business. It has far reaching benefits to individuals, their communities, the environment and the economy.**



### Funmi Oduwaiye

Cardiff Met Coach

*"Sport can have the smallest effect of just bringing excitement to someone's life to completely changing it or turning it around for the better. I am very proud to say that both those aspects have made it into my sporting experience and a whole lot more. What interests me the most is how it can impact so much behind the scenes – friendships, physical and mental health and even social well-being in keeping kids engaged in the right activities and therefore not the wrong ones. Sport is important as it puts you in a state of mental readiness and therefore can be a form of stress relief, it keeps your body in check and comes with health benefits and also brings communities together for one common goal. It is an essential part of life for everyone."*

## Benefits of being active:



### Health

- Chronic disease prevention
- Reduced severity and progression of chronic condition
- Increased immunity
- Healthy growth in children
- Healthy ageing and delayed cognitive decline
- Reduced falls in older adults
- Contributes to a healthy weight
- Improved sleep

### Environmental

- Cleaner air and reduced carbon emissions
- Safer roads and reduced congestion

### Economic

- Reduced health and social care costs (inactivity cost the NHS in Wales £35 million in 2015)
- Every £1 spent on community sport and physical activity generates nearly £4 for the economy and society
- Increased productivity in the workplace
- Sport is a key driver of tourism

### Social

- Increased self-esteem and confidence, and reduced anxiety
- Improved levels of mental wellbeing and quality of life
- Increased academic performance in children
- Values such as fairness, team building, equality, discipline, inclusion, perseverance and respect learnt
- Reduced social isolation
- Independence maintained
- Connected communities and enhanced cohesion
- Improved job opportunities



Sadly, we know **large disparities exist for health outcomes and living conditions across Cardiff**. Someone living in the least disadvantaged part of the city can expect to live in good health for up to 23 years longer than someone living in most disadvantaged parts<sup>10</sup>.

There are also clear patterns in the characteristics of people who face the greatest barriers to being active.

- We know that if you're living in a more disadvantaged area, you're less likely to meet the physical activity guidelines than those living in more affluent areas<sup>10</sup>.
- People living with a disability or a long-term health condition are twice as likely to be physically inactive than those without a disability or health condition<sup>11</sup>.
- Women are less active than men, and this gender gap starts with girls being less active from a very young age<sup>11</sup>. Pregnant women are also less active.
- People from Asian and black backgrounds are more likely to experience inactivity<sup>11</sup>.

We will ensure that reducing inequities is at the heart of everything we do, and that the importance of being active and the benefits it brings, forms a key part of regaining our health as we recover from the COVID-19 pandemic.

## Jo Coates-McGrath

*Disability and Inclusive Sports Coordinator, Sport Cardiff*

*"It is well documented that participating in sport and/or physical activity has a wide range of health benefits and social benefits. Research shows that disabled people are twice as likely to be physically inactive as non-disabled people, and also more likely to be experiencing loneliness than their non-disabled peers.*

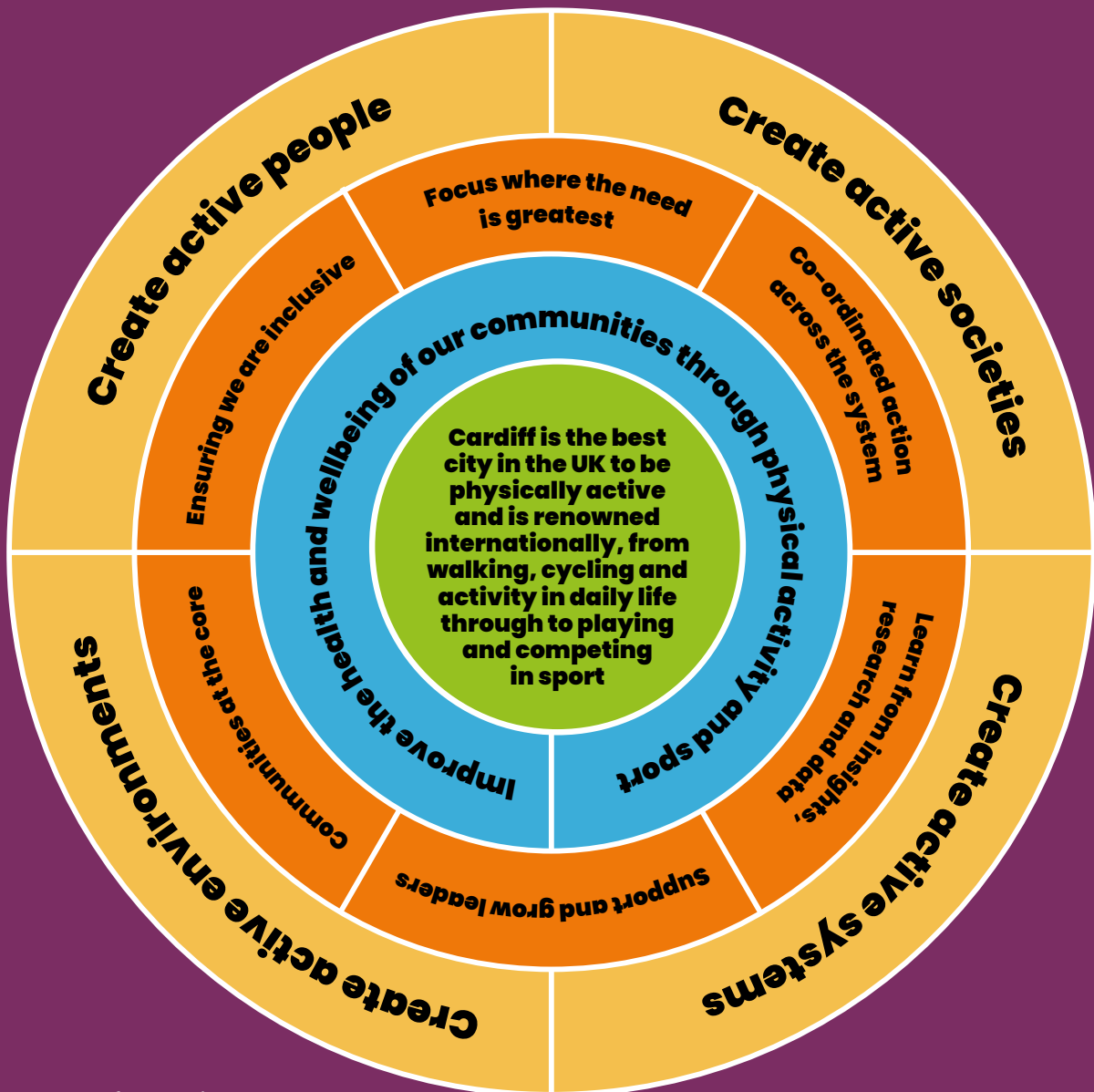
*Despite a good range of disability specific and inclusive physical opportunities being on offer in Cardiff, there is still work to be done. There are some fantastic clubs and sessions taking place weekly across the City but we still have a long way to go to ensure disabled people have the same number of opportunities to choose from as non-disabled people and to provide disabled people with the confidence and motivation to access the opportunities available to them."*







# 3.0 What we'll do and how we'll work



- Our Areas for action
- How we will work
- Mission
- Vision

Our aspiration is that *Cardiff is the best city in the UK to be physically active, and renowned as one of the most physically active cities internationally, from walking, cycling and activity in daily life through to sport.*

Our mission is to improve the health and wellbeing of our communities through physical activity and sport.

# How we will work:

## Communities at the core

When referring to communities, we don't just mean our neighbours. We mean groups of people who are connected, whether it's by where they live, their interests, situation, or similar issues affecting their physical activity and wellbeing.

Communities are unique, and so are the things that shape and influence them. Change that emerges from within a community is powerful, and most able to address the needs of that community. We will actively engage and listen to our communities, develop a shared understanding of how the system is operating for them, and co-produce opportunities for change.

### Mark Frost

*Development & Community Manager Glamorgan Cricket and Cricket Wales*

*"I have seen for many years how cricket offers the opportunity for physical activity in so many ways. We have found with the impact of our entry level programmes of All Stars Cricket (5-8s) and Dynamos Cricket (8-11s) that this invasion of small people to so many cricket clubs across Wales, has been so much more than just more kids at their clubs, it has brought mum and dad and grandparents and as a consequence has placed the cricket club more at the heart of the community. These sessions often on a Friday night have been fun social occasions and one where many women have caught the bug of playing softball cricket. Dynamos and All-stars has brought so many girls into cricket, and we hope that this will normalise the offer and expectations for children.*

*Finally, my own best hour of the week is volunteering on the Friday nights, offering fun and enjoyment for young people, which is hugely rewarding personally, great fun, very social and without me knowing means I get a lot of physical activity done without really thinking about it! So, my main message would be get involved in volunteering in sport as you'll end up happier and will move around quite a bit without planning to!"*

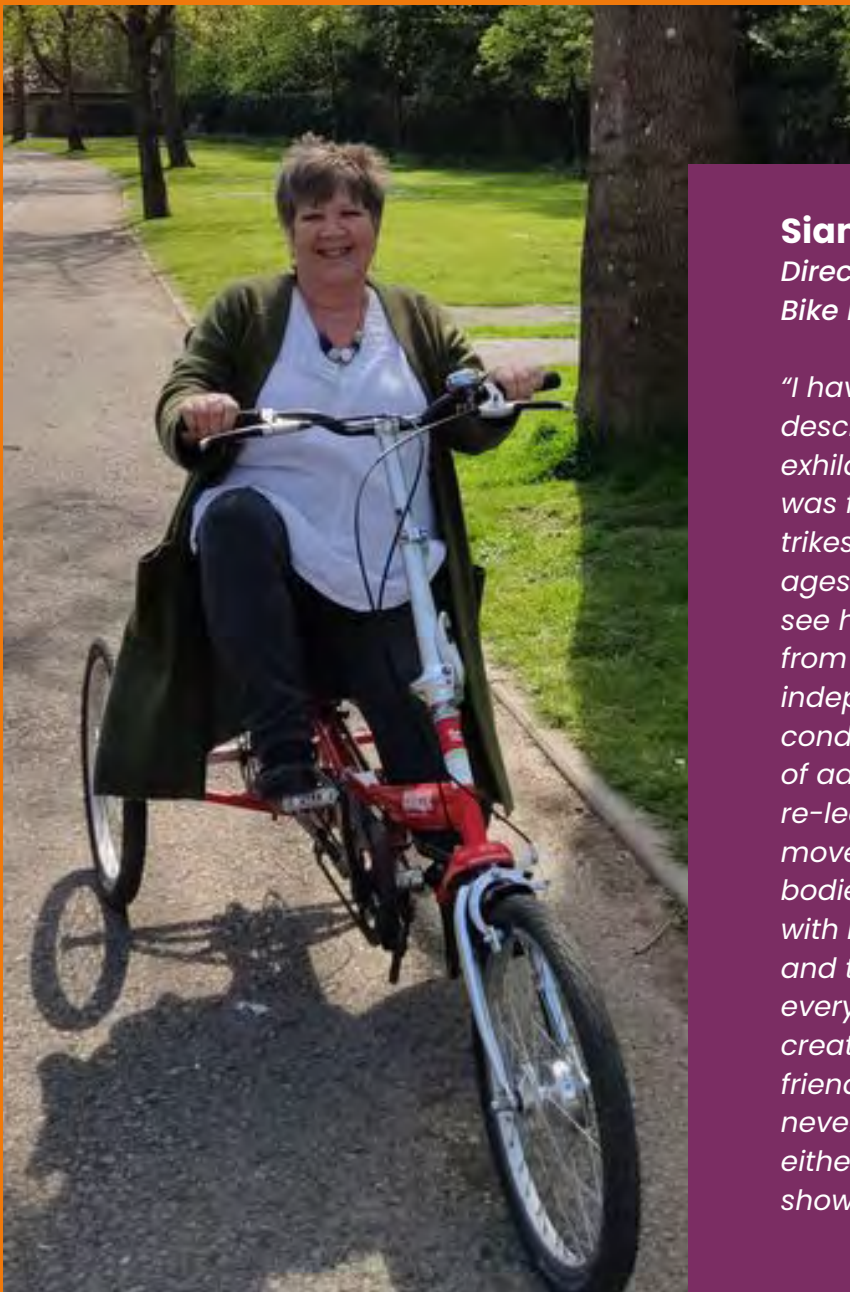




## Focus where the need is greatest

In general, the more time spent being physically active, the greater the health benefits. However, supporting the least active (those who are active for less than 30 minutes per week) has significantly greater benefits to health and wellbeing than encouraging those who are already active to do a little more <sup>2</sup>.

There are clear patterns in the characteristics of people who experience inequities which prevent them from being active. In Cardiff we will focus on communities that experience the greatest disadvantage, and the groups of people who face the greatest barriers to increasing participation including: our most disadvantaged communities; people living with a disability or long-term health conditions; women and girls; pregnant women; and people from Asian and black backgrounds. We will make sure that the approaches we develop to enable physical activity and sport in Cardiff are proportionately allocated according to the level of need.



### Sian Donovan

*Director of Pedal Power Cycling Centre & Bike Hire*

*"I have heard cycling with Pedal Power described as fabulous, exciting, calming, exhilarating, but mostly I have heard "that was fun!" Our wide variety of bikes and trikes ensure that everyone can cycle, all ages and all abilities, and it is inspiring to see how this activity supports recovery from illness and injury, enables continued independence for those with chronic conditions or opens up a whole new world of adventures for those just learning or re-learning how to cycle. We all need to move more for the health not only of our bodies but also our minds, reconnecting with nature by spending time outdoors and the Strategy, by encouraging everyone to get more active, will also create opportunities for making new friends and counter social isolation. It's never too late to start being more active either as our recent 60+ cyclists have shown, including myself!"*

## Co-ordinated action across the system

Creating a shift in Cardiff's physical activity levels is a big challenge. Physical activity is a complex behaviour that is influenced by hundreds of different factors such as: environmental; social; communities; cultural; policy; and many individual factors such as family and friends, workplaces, and personal attitudes and beliefs.

There is no magic bullet, and no single agency or organisation that can increase physical activity levels alone. Instead, we need to work together collaboratively across all parts of the physical activity system to reshape and re-align it, to make moving more an easy option for everyone. This may mean changes to the environment, culture, leadership, policy, and local action. We will move away from trying to tackle single issues, and instead will seek to consider the issue in its entirety and as part of the whole system.

Everyone has a part to play, and everyone's contribution, no matter how big or small, will work towards the bigger, complex and ever-changing system. This strategy gives us our shared purpose and direction, so that we can all work towards the same goals and really make an impact.

### Suzanne Rankin

*Chief Executive of Cardiff and Vale University Health Board*

*"Our mission at Cardiff and Vale University Health Board is 'Caring for People, Keeping People Well'. Being active is one of the key foundations for keeping us well, and we know that regular activity reduces our risk of illness- from heart disease, stroke, colon and breast cancer to obesity and osteoporosis, among other conditions. The benefits of being active also provide huge value to our healthcare systems, as well as the wider society and economy.*

*As a Health Board, we recognise that we have an important contribution to make in helping to achieve the strategy's aim of improving the health and wellbeing of our communities through physical activity and sport. The strategy provides a way of working together widely and collaboratively and co-ordinating our efforts so that we have a greater impact. We are happy to play our part."*



## Support and grow leaders

There are many different types of leaders, from groups and individuals who are leading communities, to high level decision makers. We believe that to transform a system, it is important to support, encourage and grow all types of leaders within it, and give power to local people, workplaces, groups and clubs. Different leaders all have different parts to play, driving change and influencing different parts of the system.



### Ethan Benningwood

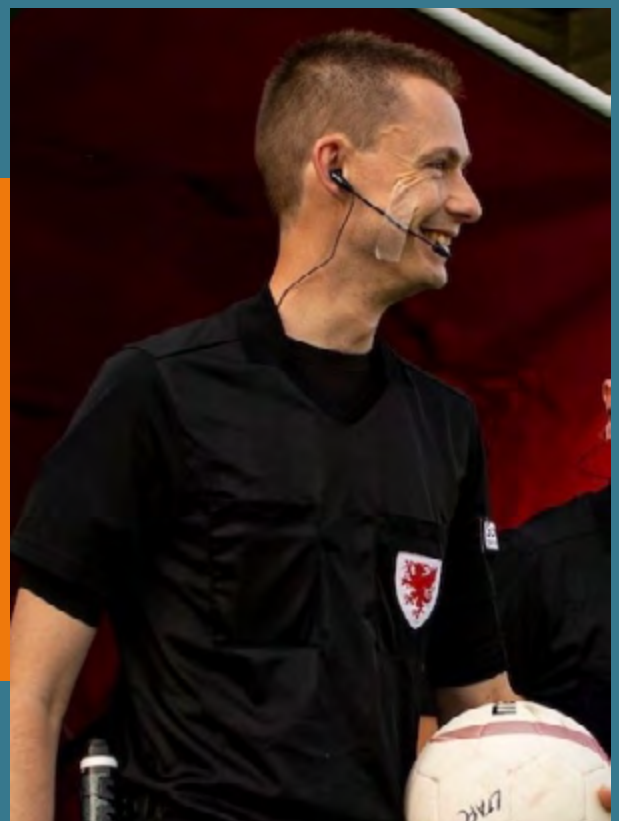
*Young Ambassador, age 13*

*"I love the thrill of playing basketball and the fast pace of the game. It challenges me physically and mentally and makes me happy. Participating as part of a team has developed my confidence and provided me with new friends outside of my school mates. I've been a Young Ambassador for sport and physical activity at my school and enjoy helping others to feel the benefits of being active. As a young volunteer coach at my basketball club I enjoy helping the children and making them feel welcomed at the sessions. It's great to be seen as a role model to them and help them develop their skills, whilst also learning more about the game to help me with my own playing."*

### Kim Fisher

*Headteacher of Windsor Clive Primary School, Cardiff*

*"Physical activity is a huge part of the Health and Wellbeing Area of Learning and Experience in the new curriculum. Increasing children's participation in sports should be a priority in all schools and this also has a positive impact on young people's mental health."*





## Continuous learning

This is the first Physical Activity and Sport Strategy for Cardiff, and marks a new way of doing things for us all. It will be important to learn and understand what works and what doesn't, and fully explore what factors contribute and how. We will do this together, collaboratively. We commit to continuous reflection of our own journey and how improvements can be made, as well as learning from best practice elsewhere within the UK and internationally. We will adopt a learning mindset within every aspect and layer of the strategy, from community groups and volunteers, to facilities, venues, large organisations, and the Strategy Leadership Group.

We will build up a shared understanding of the factors and connections which influence physical activity in Cardiff, consider how those factors influence each other, where things need to change to make moving more an easy option, and apply this to decision-making. Systems are dynamic, so there will be a need to continuously adapt and respond to new changes, remaining flexible and going where the energy and opportunities are.

## Ensuring that we are inclusive

*The benefits of being active should be accessible and experienced equally by everyone, regardless of age, gender, ethnicity, religious beliefs, nationality, disability or income. We will actively seek those with lived experiences to become part of the conversation so that we learn from our diversity and differences and ensure that the decisions made have been fully considered for all.*

### James

*Community Member and Make Your Move Champion*

*"Hi my name is James I am 31 from Cardiff. I enjoy going to my local swimming class and meeting other disabled people and having fun in the pool. I think it's important to move because it keeps you healthy and strong. I make my move by doing exercises at home with my mum. Whenever I get the chance to move I feel happy in myself afterwards. I find my mental health much better after I have done my exercises. Even though it tires me out after my exercises, I feel proud of myself. My advice to someone who is starting off, just go out there and do it. Just by moving a little bit every day I found that has helped me reach my goals. happy and keeps me going".*





## Sian Rees

*Criminal Justice, South Wales Police and Crime and Commissioner Officer*

*"Over recent years through a number of different initiatives that have been delivered in partnership, such as Step Into Sport, we have been able to clearly observe the influence and positive power that sport can have on young lives. We must not miss the chance to seize these opportunities as they are fundamental to us creating safe, confident, resilient communities together. I am confident that as we increase the opportunities for all young people to participate in sport, we will provide environments through which they are all able to learn, develop and achieve for a brighter future."*

## Our Areas for Action:

*Based on the World Health Organisation's Global Action Plan for Physical Activity<sup>4</sup>, we have identified four action areas for our Move More Cardiff Strategy. Our annual Implementation plan details the actions we will deliver each year.*

### **Creating Active Environments**

The environment is everything that surrounds us and includes both the built and natural environment. Built environment is the human-made spaces in which we live, work, play, travel, recreate and participate in sport, on a day-to-day basis. It is everything from our homes, workplace buildings, sport facilities, parks, community centres, schools, streets, cycle routes, to shops. The natural environment includes green and blue spaces, beaches, and natural habitats.

The environment around us can have a positive or negative impact on whether, how, when and where we move. There are lots of ways to modify the environment to make it easy and attractive for people to be active. For example, improving walking and cycling networks, strengthening road safety, improving access to public open spaces, and designing communities that are connected to the space around them<sup>12</sup>. Improving equitable access to public and green open spaces, recreational spaces and sports amenities (from participation through to high performance) can also improve activity levels. It is important to promote these places and spaces widely so that all ages and abilities can access and enjoy them.

We want to make sure that in Cardiff we create and maintain built and natural environments which provide opportunities and experiences for local people to be active.

## Creating Active Societies

Our day-to-day behaviour is influenced strongly by what we understand to be the social norm; our beliefs about what others are doing. The instinct to follow social norms can have a powerful effect on our actions and behaviours, such as physical activity levels.

We want to create a shift in our communities in Cardiff so that they feel it is the norm to be regularly physically active, and there is an activity 'buzz' in the city as people find different ways to enjoy being active. There are many things we can do as part of this strategy to help this happen. Social marketing campaigns, mass participation events in public spaces, and promoting the benefits of being physically active can all help to create this shift in norms and change our attitudes and behaviours to create active societies.

### Rachel Lee

GP Partner at Woodlands Medical Centre, Ely

*"Being active is a vital part of my life, it helps me cope with the daily stresses of work and home in a healthy way. It definitely makes me feel better physically, but also helps me feel better emotionally.*

*I am lucky in my work as a GP to be able to advocate about being active and then see the benefits this can have for people with both mental and physical illnesses, for some people it can be very beneficial and have a much larger impact than medication.*

*The collaboration within the Physical Activity Strategy is a fantastic opportunity, I'm hoping this will cause a positive transformation in our community and change our overall attitude towards being active and the huge benefits this can bring."*





## Creating Active People

Creating and promoting opportunities across a range of settings can help people of all ages and abilities to engage in regular physical activity as individuals, families and communities. Settings which can support participation in physical activity range from parks and other natural environments to private and public workplaces, community centres, recreation and sports facilities and faith-based centres. For children and young people, educational settings are key to establishing a life-long enjoyment of and participation of physical activity, and a whole-school approach includes active recreation, sports and play.

There is an opportunity to build on the specially tailored programmes to support healthy ageing for older adults, held in key settings such as community venues, social care settings, and assisted living facilities. Health, community and social care providers should feel confident to assess, advise and recommend local physical activity programmes or classes to Cardiff residents that they are seeing and treating. Where possible rehabilitation and treatment programmes should be designed with patients, and be delivered within the facilities in their communities, such as leisure centres, community rooms, or parks.

Key ingredients for all of these programmes and opportunities across a variety of settings is engaging the communities we are trying to reach and making sure it is co-developed with them, and they have ownership too.



### Emma Cooke

*Head of Physiotherapy Services, Cardiff and Vale University Health Board*

*"Being active gives me a time to think and reflect, it helps me feel good and keeps away my aches and pains. As a family we all enjoy being active together outside. We walk to school, explore Cardiff on our bikes and enjoy walking in parks and green spaces. We spend our holidays on the beach in West Wales paddle boarding and kayaking.*

*Exercise gives you energy, it lifts your mood, boosts your productivity and makes you feel good! Getting started can be the hardest part of your fitness journey. As a physiotherapist I have supported people to set personal goals to achieve what is important to them and we always celebrate successes along the way. Exercising with friends or people with shared experiences helps with motivation, it builds good habits and helps you make the lifestyle changes needed to live well."*

## Creating Active Systems

There is strong leadership for physical activity and sport in Cardiff. Partners understand the physical activity system, and their part in changing and shaping it. Together we will embed physical activity as a central feature in policy and practice across Cardiff (i.e. planning, transport, health and social care, economic development, education, and the environment policy arenas).

Together we will build capacity and advocate for support of the Move More Cardiff Physical Activity and Sport strategy at every opportunity across multiple sectors: policy makers; the media; private sector; city and community leaders, and the wider community.

We have created a strong research and development function so we can monitor our progress and learn what works.

We recognise that it is hard to divide complex systems up neatly, and that as part of a larger system these areas are all interconnected with a lot of activity which will go on across and between them. They will however enable us to focus our efforts and provide us with a flexible guide.

### Rhys Jones

*Head of Service, GLL (Greenwich Leisure Limited)*

*"To me being physically active is a time to focus and get lost on something away from everyday life through exercise. I do it to de-stress, keep my mind clear and focus on a skill or target.*

*In all my years working in the leisure industry, people being physically active with the right guidance, instruction and activity has empowered them to lead healthier more fulfilling lives. The benefits of even small amounts of activity I have seen many examples of improved personal health that has benefitted both personal and professional life.*

*The strategy has brought many people and organisations together with one goal, to improve the health and wellbeing of our communities through physical activity and sport. We have an unbelievable opportunity to address issues in Cardiff with our Environments, our People & our Societies to encourage people to become more active in everyday life. By working in a truly collaborative way across sectors and influencing key decision and policy makers we can address inactivity and inequality to benefit the whole of Cardiff. This strategy gives us the chance to make sure a more active society will bring a happier and healthier society"*





## 4.0 How we'll know if we're successful

With so much activity and change planned across the physical activity system as part of this strategy, it will not be possible to single out interventions and attribute behaviour change to individual projects or interventions. This is because the interventions will be operating within the context of the whole system where there will be change at all levels.

We are avoiding doing interventions in silos and trying to prove their individual effectiveness. Instead, we will be thinking of the whole system, the changes that are happening across it and how they are inter-linked. We want to know what impact it will have overall and whether it translates to the desired shift in activity levels in our communities.

We will need a mixture of stories and data to help us understand how things are changing, and what impact the work we are all doing is having. We also aim to use the research and insights gathered to contribute to the evidence base on systems thinking.

To underpin all of this we have established a Research, Insights and Evaluation Action Group, with experts in the field from Cardiff Metropolitan University, Cardiff University, Cardiff and Vale University Health Board, and Public Health Wales. This group will align with the whole system approach values of the strategy and seek to provide inter/multi-disciplinary support around our Areas for Action- it will provide both research 'for' policy and action- and research 'of' policy and action, to identify and establish a monitoring and evaluation framework for the strategy.





## 5.0 Get Involved

To make this strategy a success, we depend on people and organisations right across Cardiff, big and small, to work together. This is a joint effort and we all have a role to play.

How can you get involved?

- Get in touch- we would love to hear from you
- Join us on social media
- Spark meaningful conversations- you can talk to colleagues or family about physical activity and the strategy, and see what ideas spark
- Share your stories- tell us what you are doing, or what you are involved with
- What does physical activity mean to you? How does it touch your life or your work? How could you join in with what we are trying to do?
- Find your role- whether that is becoming a leader or actor in the system, or getting more active yourself, we can all do something.

Let's make Cardiff the best city in the UK to be physically active, and renowned as one of the most physically active cities internationally, from walking, cycling and activity in daily life through to sport.

**[movemorecardiff@cardiffmet.ac.uk](mailto:movemorecardiff@cardiffmet.ac.uk)**

**[www.makeyourmove.org.uk/movemorecardiff](http://www.makeyourmove.org.uk/movemorecardiff)**

### **Orielle**

*Community Member and Make Your Move Champion*

*"My advice for anyone starting with any sort of activity is just start slow but gradual, be consistent even if you think that it's not enough, it's better than being sat at home on the sofa. Any movement is better than no movement."*



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