



symud mwy  
**Caerdydd**  
move more  
**Cardiff**



# Implementation Plan

Year 1 2022 – 2023

# Move More Cardiff

## Year 1 Implementation plan 2022-2023

### Creating Active Systems – GOVERNANCE AND POLICY ENABLERS

We want to 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 continue to 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.

#### What we'll do

1. Provide leadership and direction by uniting our sectors to commit to driving system level change
2. Be advocates within our organisations and ensure physical activity and sport is considered within our policy decisions
3. Support and enable our systems to make change, committing resource where appropriate to do so
4. Develop a communications plan that enables the strategy to remain visible
5. Be accountable for our decisions, and ensure we are insight led on key decisions and evaluating the impact to learn and continuously improve.

## Creating Active Environments – SPACES AND PLACES

We will create and maintain built and natural environments which provide opportunities and experiences for local people to be active.

### What we'll do

1. Undertake a city-wide audit of community and private facilities that can be utilised for physical activity, to inform future planning and developments of facilities.
2. Pilot a place-based approach in Llanrumney & Riverside to understand the most important issues and opportunities around being active, and work collaboratively to increase physical activity levels This will be Include activities like: contributing to the development of 21st Century Schools, Social prescribing, and considering the physical environment, active travel infrastructure, community sports clubs and voluntary workforce)
3. Audit baseline status against the recommended actions within the Creating Healthier Spaces and Places for our Present and Future Generations document <http://www.wales.nhs.uk/sitesplus/documents/888/Creating%20healthier%20places%20spaces.pdf>

### How we'll do it

1. Undertake a scoping exercise to confirm requirements of the audit and process to collate information. Develop a generic template to share with partners to complete. Identify what existing audits have been completed, and use them to feed in.
2. Pilot place based approach in 2 communities (Llanrumney & Riverside) Scoping and engagement (community & stakeholder) exercise.
3. Engage with a wide range of partners to contribute to the completion of the Creating Healthier Spaces and Places audit, and identify gaps and areas for focus in Year 2 Implementation Plan.

## Creating Active People – PROGRAMMES AND OPPORTUNITIES

We will create and promote opportunities across a range of settings to help people of all ages and abilities 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.

### What we'll do

1. Pilot a place-based approach in Llanrumney and Riverside to understand the most important issues and opportunities around being active, and work collaboratively to increase activity levels (This will include things such as: Building community cohesion, ensuring integration and participation through events and celebrations, and targeting the least active)
2. Strengthen referrals to physical activity opportunities from primary care and justice system
3. Expand the number and range of NHS rehabilitation and treatment services using community venues, to increase accessibility for patients and sustain their physical activity levels post discharge.

### How we'll do it

1. Coordinate an audit with stakeholders of all opportunities that are currently on offer in pilot communities and linked to the facility / spaces audit. Scoping of existing data across stakeholders to inform provision. Community engagement to understand needs, motivations and barriers.
2. Undertake a scoping exercise to understand existing referral pathways within the city and understand what's available, what's accessible and what is a bespoke activity. Develop our knowledge and understanding of the referral pathways and share learning and experiences across sectors.
3. Listen to our communities to understand how the current services are working. Sharing the learning to define what role partners can play in the pathway. Consider the motivation and patient journey to ensure services are accessible quickly and affordable following primary care consultations. Scope to broaden the services to children and young people.

## Creating Active Societies - SOCIAL NORMS AND ATTITUDES

We will 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.

### What we'll do

1. Introduce a Sport & Physical Activity Events Levy, and use the revenue to administer improvement grants aimed at increasing physical activity levels
2. Support workplaces to design physical activity into the working day
3. Pilot a place-based approach in Llanrumney & Riverside to understand the most important issues and opportunities around being active, and work collaboratively to increase activity levels in specified groups. This will include focusing on our volunteer workforce and local community ambassadors.

### How we'll do it

1. Set up a small task and finish group to progress levy. Use the Make your Move Campaign to broaden the reach and visibility of our messaging. Link to existing communications teams to support opportunities to maximise communication channels and targeted advertising.
2. Collaborate with Move More Eat Well and Public Services Board (PSB) partners who are developing their approaches to embed physical activity into their workplaces. Share learning with other workplaces beyond the PSB.
3. Undertake workforce audits across the communities. Review existing volunteer databases and local volunteers listed. Be targeted on the approach to the Young Ambassadors programme within the pilot communities.
4. Give community ambassadors a voice and allow them to thrive when promoting the messages around being physically active. Using our talented athletes and relatable ambassadors to amplify the importance of being active.
5. Scope national, regional and local campaigns and awareness days linked to physical activity and sport and compile a calendar of events that Cardiff will collectively support and promote.

## Research, Insight & Evaluation

We will provide inter/multidisciplinary support for our Action Groups (Active Systems, Active Environments, Active Societies, Active People) that is both research 'for' policy and action and research 'of' policy and action at a system, organisational, city and community level that helps realise and develop the Move More Physical Activity and Sport Strategy for Cardiff.

### What we'll do

1. Build strong coordination of the research and development function to include briefings on new and emerging physical activity and wellbeing policy ideas
2. Support with data collection, monitoring and evaluation methods to inform measures within the strategy
3. Develop a community engagement schedule to ensure that the voices of the communities we are trying to reach are heard

### How we'll do it

1. 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.
2. Collate and analyse all relevant physical activity data available and identify and seek to fill gaps. Support the development of a monitoring and evaluation framework for the Strategy.
3. Support with bid writing when seeking additional resource and funding.



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