Introduction

In response to the National Assembly for Wales Audit Committee’s report on Increasing Physical Activity in Wales, the Chief Medical Officer was nominated to be the lead official co-ordinating cross departmental work on physical activity and the development of a physical activity action plan. Working with relevant departments across the Welsh Government and key external stakeholders, officials developed the plan. In January 2010 the then Minister for Heritage launched the Creating an Active Wales Physical Activity Action Plan, which is central to the Programme for Government’s ambition of preventing poor health and reducing health inequalities. It recognises that physical activity and sport are beneficial to health and that a partnership across the Welsh Government, Local Authorities, NHS, Third Sector and our communities is essential if we are to gain the benefits of an active and healthy Wales.

Targets

Creating an Active Wales (CAW) has two high level targets. The focus of the targets is to persuade everybody to do ‘one day more’.

1. Adults – shift the average point of activity from 2.4 days to 3.4 days by 2020.

2. Children – shift the average point of activity for 11 to 16 year olds from 3.9 days to 4.9 days by 2020.

Strategic Aims

The plan has four strategic aims alongside 7 underpinning themes to support delivery. The four aims are:

- Active environments – to develop and maintain a physical environment that makes it easier and safer for people to choose to be more physically active.

- Active children and young people – to support children and young people to live active lives, and become active adults.

- Active adults – to encourage more adults to be more active, more often throughout life.
• Sport for All – to increase participation in sport, by all sectors of the population.

The underpinning themes are:

• National leadership;
• Local delivery;
• Communication;
• Workforce development;
• Inequalities;
• Wider partnerships; and
• Developing the evidence base.

Progress

This Year 3 report highlights some of the progress made in delivering key actions between January 2012 and January 2013. It builds on activity reported in the Year 1 and year 2 reports. A large number of actions from CAW have been completed; however physical activity levels have remained relatively constant. For example, Information from the 2009/10 Health Behaviour in School-aged Children (HBSC) survey in Wales shows that among 11 to 16 year-olds, just over a third (35%) of girls and half of boys (53%) report moderate or vigorous physical activity for at least 60 minutes a day on five or more days a week. These percentages decline by age group with this decline being particularly noticeable among girls. In school year 7, 42% of girls report being this active but by school year 11, this figure has dropped to 28%.
Wales is similar to the HBSC average across all the participating countries in all three age groups surveyed.

In addition, data from the 2011 Welsh Health Survey shows that 66 per cent of adults reported doing at least 30 minutes of at least moderate intensity physical activity, on at least 1 day in the previous week. This has remained relatively static over a period of six years. The data also indicates that only 29 per cent undertake sufficient physical activity to benefit their health as measured by 30 minutes of moderate intensity physical activity on 5 or more days of the week. At the other end of the scale 34 per cent are classed as inactive - not achieving 30 minutes on any day of the week.

**Way Forward**

CAW includes a commitment on partnership working with key stakeholders to develop and implement CAW across Wales. It also has an underpinning theme of developing the evidence base.

A greater understanding of the differences and similarities between demographic groups and sub-groups of the population in combination with geographical differences and similarities is needed to effectively target interventions, programmes and policies.

Work has been undertaken on the integration of the outcomes of CAW and the Chief Medical Officer guidelines released applying the Results Based Accountability methodology. The resulting report cards are set at population level giving stakeholders the opportunity to fit in their specific performance measures. Sample population report cards detailing further actions that are to be taken forward by the Welsh Government, building on those in CAW are at Annex 1.

Key stakeholders, including Local Authorities, will be invited to complete similar report cards detailing the actions that their organisations can take to contribute to achieving the ambitious targets.
Chapter 1

Progress on Underpinning Themes

1.1 National leadership

1.1.1 The Physical Activity Ministerial Advisory Group (PAMAG), has been suspended and the Physical Activity Executive Group (PAEG) has been established in its place to provide leadership at a Ministerial level to investigate how physical activity can be further mainstreamed within different portfolio’s.

1.1.2 Communities First (CF) re-launched as the Community Focused Tackling Poverty Programme which supports actions to address the long-term causes and effects of poverty in the most deprived areas in Wales.

1.1.3 SkillsActive worked in partnership with Skills for Health on a project that led to the production of a workforce development plan to underpin the delivery of key government strategies including ‘Climbing Higher’ and ‘Food and Fitness’.

1.1.4 The Welsh Government will introduce the Active Travel Bill into the Assembly in February 2013 which will make provision for local authorities to map out existing active travel routes and related facilities and to develop integrated network maps of the new and improved active travel routes and related facilities needed to create an integrated network. It is planned that the Active Travel Bill will place a duty on local authorities and the Welsh Ministers (as highways authorities) to consider how new road schemes could enhance provision for walkers and cyclists at design stage.

1.1.5 The Year 3 updates build on progress made in years 1 and 2:

- Development of infrastructure and facilities plans was taken forward as part of the Simpson Compact;
- Big Lottery awarded grants to several Child’s Play Infrastructure Projects; and.
- The Sustainable Travel Centre programme resulted in new investment in walking and cycling infrastructure in Cardiff, Bangor, Aberystwyth, Haverfordwest and Carmarthen.

1.2 Local delivery

1.2.1 CAW Local Action Plans which support the implementation of the national plan have been received from 18 Local Authorities. The Welsh Government has produced feedback to each Authority which should help them finalise their plans.

1.3 Communications

1.3.1 The Joint Chief Medical Officer’s report was published, outlining the new evidence based recommendations on physical activity.
1.3.2 The Change4Life programme, launched in spring 2010, is being actively promoted and supported through partners in the field. This programme is supporting behavioural change in key target groups using social marketing techniques. To date over 54,000 families and adults have signed up to Change4Life Wales. In addition, 600 plus local Change4Life supporters, such as health professionals and childcare providers, help promote and spread the message of the campaign within their communities.

1.3.3 Games4life was launched on the 2nd July 2012 taking inspiration from the Olympics; Paralympics; and other major sporting events. As part of our legacy work, Games4Life was launched to promote fun and simple games designed to help children achieve a target of 60 active minutes a day and adults 150 active minutes a week. Individuals and families in Wales who register are sent personalised plans to help them achieve their daily or weekly exercise goals. A total of 8,767 people in Wales registered for Games4Life and received a personalised action plan. The Welsh Government via Sport Wales are working closely with key stakeholders including, sports clubs, local authorities and governing bodies of sport to ensure that we build upon the momentum gained following such an inspirational Olympic and Paralympic Games in 2012. Sport Wales report that there has been an increase in club membership is some sports such as women’s gymnastics. We want our legacy to be long lasting and sustainable so that it helps to transform future generations to become hooked on sport and it plays a part of their everyday lives.

1.3.4 Transport has commissioned a large scale social marketing programme of Personalised Travel Planning linked to the Welsh Sustainable Travel Centre regions. This project will continue in Cardiff and surrounding areas for another year with rolled out to Caerphilly and Pontypridd.

1.3.5 Ongoing stakeholder communication and engagement occurs through e-bulletins; quarterly newsletters; annual stakeholder conference (held by Sport Wales); and continued development of websites such as PlanetHealthCymru, which are also used to share intelligence and expertise between organisations.

1.3.6 Public Health Wales are continuing to develop and provide training on “Engaging hard to reach groups”, “Monitoring & Evaluation” and “Brief Interventions” which help to engage and support those working and volunteering in the field of promoting physical activity messages.

1.3.7 In order to maximise social marketing and promotional opportunities of the 2012 Olympics, Disability Sport Wales had clear legacy objectives from Paralympics 2012.

1.3.8 ‘Insport’ is Disability Sport Wales’ response to the Sector’s need to take a more inclusive approach to sport delivery. Covering ‘insport Club’, ‘insport Development’ and ‘insport National Governing Body of Sport’, the programme aims to support sector and community club partners by up-skilling them on their knowledge of disability sport through training, mentoring and self assessment. The national programme is supported by Sport Wales and is being launched in 2012. Targets have been set to measure progress up to 2015.

1.3.9 Public Health Wales facilitated several events for Change4Life champions during 2012.

1.3.10 The Welsh Government’s Transport and Health Departments fund the popular Bike It programme which aims to encourage children to cycle to school. The
Welsh Government’s Transport Department has commissioned a large scale social marketing programme of Personalised Travel Planning linked to some of the Sustainable Travel Centres.

1.4 Inequalities

1.4.1 A new monitoring framework from Communities First, based on Results Based Accountability, will demonstrate the contribution made by the programme to three key outcomes of Prosperous Communities, Learning Communities and Healthier Communities. Through these outcomes it is ensured that building healthier communities is a critical focus of Communities First Clusters. In particular Clusters are required to demonstrate that they are addressing barriers to participate and encouraging ‘hard to reach’ groups to engage in Communities First projects.

1.4.2 Public Health Wales established targeted 4 monthly research seminars linked to CAW to capture collective intelligence and promote collaborative research opportunities.

1.4.3 Disability Sport Wales has introduced a Disability inclusion Training course (UKDIT) to support the professional development and up-skilling/learning of sports professionals, coaches and volunteers. In 2011/12 forty eight courses were held across Wales with approximately 1,000 candidates receiving inclusion training. The training modules cover: Sports Development professionals, Leisure Service Providers (e.g. leisure centres) and coaches and volunteers. In partnership with the other Home Countries, the British Paralympic Association and Sainsbury’s as sponsors, Disability Sport Wales is now introducing the ‘Sainsbury’s Active kids for All’ DIT course to support teachers and non teaching support staff to deliver physical education in a more inclusive manner. The scheme went ‘live’ in January 2013.

1.4.4 Disability Sport Wales has introduced a new incremental programme ‘insport Development’ to support local authority partners to achieve a more inclusive approach to the delivery of sport and physical activity programmes. The programme supports Local Authorities through four levels – ribbon through to gold. The programme connects with facility providers; 7 Local Authorities (LA’s) have achieved the ribbon level and are now working towards their bronze award. A further 6 will be considered at the ribbon panel in July 2013 with the remaining LA’s scheduled to attend their ribbon panel in September.

1.4.5 The Year 3 updates build on progress made in years 1 and 2:
   - Nine Welsh sports organisations achieved the NSPCC’s child protection standards.
   - A substantial award was provided to drive the ‘Insport’ programme over three years.
   - Recommendations of an independent review of community based physical activity opportunities for disabled people were being implemented by the Federation of Disability Sport Wales.
   - Countryside Council for Wales undertook comprehensive analysis to segment the population based on differences in physically active participation in outdoor recreation. This identified the barriers faced by the lowest participation groups.
• Projects focusing on ethnic minority communities have been successful and investment to date can be seen to have made a significant difference in many communities.
• The personalised travel planning programme addressed transport barriers by providing tailored information for accessing services by sustainable travel modes.

1.5 Workforce development

1.5.1 SkillsActive worked in partnership with Skills for Health on a project that has led to the production of a workforce development plan to underpin the delivery of key government strategies including ‘Climbing Higher’, and ‘Food and Fitness’. Working closely with Public Health Wales, SkillsActive and Skills for Health appointed Wavehill Consulting to lead the research process which included surveys; focus group sessions; and individual face-to-face interviews with key stakeholders. Ownership of the workforce development plan now sits with Public Health Wales, thus outstanding actions related to available financial resources that are currently on hold have been passed to Public Health Workforce Development Team for future consideration.

1.5.2 SkillsActive continues to deliver its Wales Action Plan which provides the basis for Skills Active’s work programme.

1.5.3 SkillsActive has concluded second phase ‘Active Analyser’ pilots with local authorities in North Wales. Active Analyser is an online training needs analysis tool incorporating sector approved job role profiles based upon National Occupational Standards (NOS). SkillsActive Wales worked in partnership with local authorities Denbighshire, Gwynedd and Conwy as well as Carmarthenshire County Council on the pilot, which focussed on leisure facilities. The organisations on the pilot produced Training Needs Analysis (TNA) reports and identified a range of skills gaps and shortages. SkillsActive now explore the possibility of developing Active Analyser through a range of funding opportunities.

1.5.4 SkillsActive participates in regular meetings with the Welsh Government Department for Education and Skills (DfES) as part of delivering its Wales Action Plan which provides the basis for SkillsActive’s work programme and identifies key strategic and operational priorities through to October 2013. This strategic plan draws upon the deliverables previously articulated through the former Sector Skills Agreement and has been formally signed off by Welsh Government and key stakeholders following a consultation process.

1.5.5 Public Health Wales established and are delivering a Good Practice Scheme which provides support for practitioners and shares learning through a Good Practice database. Three evidence briefings have been delivered to date.

1.5.6 A capacity building project with the Cyclists Touring Club (CTC) was established in 2008 to increase the number of qualified cycle instructors in Wales. The project ended in March 2012 but it resulted in a significant increase in the availability of cycle training.

1.5.7 Sport Wales are working with governing bodies to embed workforce development into their strategic plans to ensure they have the skills to deliver the ‘vision for sport'; develop stronger leadership skills across the sector; and ensure a culture of effective performance management is established.

1.5.8 The Year 3 updates build on progress made in years 1 and 2:
SkillsActive finalised a Sector Skills Assessment for Wales which describes the current and future skills priorities.

As part of the PE and School Sport (PESS) project, Sport Wales developed training and resources to support practitioners in settings and schools in the delivery of Physical Development and Creative Movement in the Foundation Phase.

Sport Wales’ Coaching Strategy continued to encourage more young people to become involved in coaching through mechanisms such as their ‘Behind Every Star’ campaign.

1.6 Partnerships

1.6.1 Partnerships which support the delivery of the action plan continue to be developed via the Physical Activity and Nutrition Network (PANNW); and the Wales Outdoor Health Forum.

1.6.2 The Federation of Disability Sport Wales has established a range of partnerships with the commercial sector over the past 12 months.

1.6.3 The Change4Life Programme continues to provide a portal through which partnerships are formed.

1.6.4 The Minister for Housing, Regeneration and Heritage has bi-annual meetings with the voluntary sector.

1.6.5 Joint planning is being promoted through the implementation of the Local Creating an Active Wales Action plans which strengthens existing Local Authority Partnership (LAPA) agreements.

1.7 Developing the evidence base

1.7.1 Public Health Wales established four monthly themed research seminars to ensure effective research, monitoring and evaluation is undertaken in support of the plan and to maximise the learning from research conducted in Wales.

1.7.2 Public Health Wales are using www.planethealthcymru.org to disseminate evidence and learning, whilst also supporting the Outdoor Health Forum chaired by CCW. Review of data sources report published by Public Health Wales Observatory in 2011

1.7.3 The Year 3 updates build on progress made in years 1 and 2:

- Evaluations were disseminated via the PlanetHealthCymru and PANNW websites and with partners via the new Welsh Outdoor Health Forum.

- Information sharing events were held in December 2011 to disseminate findings of BIG’s Mentro Allan Programme which has now closed. Sustrans produced good practice guidelines and case studies from its community active travel projects.

- A data sources review was conducted and published by Public Health Wales Observatory. Information regarding the appropriate tools to evaluate projects is available through the PANNW Network websites and via training events.
Chapter 2

Progress on Active Environment

The overall aim of this strategic theme is to support the development of and access to well designed and maintained built environments and natural environments across both urban and rural communities.

2.1 Ensuring a built environment encourages physical activity

2.1.1 Substantial investment has been made in walking and cycling by the Regional Transport Consortia.

2.1.2 In addition to the positive national planning policy framework contained within Planning Policy Wales and the associated Technical Advice Note 16, Sport, Recreation and Open Space, Planet Health Cymru encourages the use of tools such as the Health Impact Assessment. It continues to provide a one stop shop for information on health related issues, including guidance and examples of best practice.

2.1.3 Countryside Council for Wales has advocated the use of Health Impact Assessments and implementation of its toolkit, providing Accessible Natural Greenspace in Towns and Cities.

2.2 Developing an infrastructure to support active commuting

2.2.1 Regional Transport Consortia were encouraged to develop performance indicators for walking and cycling. They monitored schemes and detailed key achievements through annual progress reports.

2.2.2 The Travel Plan Co-ordinators across the 4 Regional Transport Consortia used established fora, Smart Travel champion training and a wide range of opportunities to encourage more active and sustainable travel.

2.2.3 Learning, best practice and case studies to encourage walking and cycling continue to be promoted through resources, events, websites and the Good Practice Scheme by Public Health Wales.

2.2.4 The Active Travel (Wales) Bill aims to increase infrastructure provision for active commuting and other forms of walking and cycling. The Active Travel (Wales) Bill has started Stage 2 of scrutiny, and amendments will be considered in July 2013. It's due to be voted on by the Assembly in October 2013, and Royal Assent is anticipated before the end of 2013.

2.3 Increasing availability and access to green space, waterways and countryside

2.3.1 The Coastal Access Improvement Programme is the mechanism for delivering the Wales Coast Path. The 870-mile continuous path around the country, available for walkers throughout and cyclists and horse riders where practicable, officially opened on 5th May 2012 and provides a significant
recreation asset for Wales. A programme of marketing work is underway to increase awareness of the path. There were an estimated 2.89m visits to the Wales Coast Path between October 2011 and September 2012.

2.3.2 The Communities First reinvention into their Community Focused Tackling Poverty Programme has resulted in the setting up of Communities First cluster projects including food co-ops, healthy eating groups, community gardens and allotments, walking clubs and exercise groups.

2.3.3 The Welsh Government has continued to invest in the Safe Routes in Communities programme, investing £5m in 2012/13.

2.3.4 The Year 3 updates build on progress made in years 1 and 2:

- By the end of 2010/11, the implementation of Rights of Way Improvement Plans funding will have contributed to improving over 3000km of rights of way (approx 10% of the entire network)
- Countryside Council for Wales continued to prioritise improved access to greenspace via their grants programme. This programme, plus the Rights of Way Improvement Plans and Coastal Access Improvement Programme, supports and encourages volunteering opportunities associated with walking and cycling.
- A 3 year Big Lottery grant was awarded to Sustrans to develop volunteering opportunities linked to the National Cycle Network.
- The Welsh Government provided £5m of funding in 2011/12 for the ‘Safe Route to Communities’ scheme. A further £5m was allocated to projects in 2012/13. The monitoring of implemented schemes is ongoing.
Chapter 3

Progress on Active Children and Young People

The focus of this strategic theme is to encourage children and young people up to the age of 25 to take enough physical activity to benefit their health and well-being over their life span.

3.1 Access to quality play

3.1.1 Work was undertaken during 2011 to develop draft regulations and statutory guidance for the duty on Local Authorities to assess the sufficiency of play opportunities for children in their areas. Ability, language, race and gender must be taken into account in the play sufficiency assessment. The consultation on the draft documents was open from 2 April to 25 June 2012 and included an assessment of opportunities for outdoor active play.

3.1.2 The Childcare and Play Policy Team are continuing to investigate further age-appropriate areas for play. This is being taken forward through section 11 of the Children and Families (Wales) Measure on Play Opportunities. The associated regulations include assessment by local authorities of the availability of open space for play opportunities for children in different age groups.

3.1.3 The Year 3 updates build on progress made in years 1 and 2:

- The Foundation Phase curriculum provides opportunities through play for children to experience the outdoor learning environment and to become active learners. Since September 2011 all 3 to 7-year-olds are able to access the Foundation Phase. Estyn confirmed that the use of outdoor environments significantly helped children with their learning skills.
- Work was undertaken to develop the 0-3 Progress and Development Framework, called Taith Plentyn; a child’s journey.
- Active play evidence, resources and case studies to inform staff in early years and childcare settings are promoted through the PANNW website and newsletters.
- Round two of the Big Lottery’s Child’s Play programme started in 2010. Infrastructure project grants were available in round one and play project grants in rounds one and two.

3.2 Creating active families

3.2.1 Grants awarded through the Big Lottery ‘Way of Life’ programme aimed at promoting healthy eating and physical activity among children and their families ended. The final evaluation report was published in 2012.

3.2.2 The Year 3 update builds on progress made in years 1 and 2.

3.2.3 Sport Wales developed ‘Play to Learn’; a web resource to encourage play in schools and within the family environment.
3.3 Whole-school approaches

3.3.1 The Welsh Government’s Transport Department has funded Sustrans to deliver a pilot project in Cardiff engaging schools in travel planning activities. The project commenced in summer 2012 and will run for 2 years. Local authorities are providing cycle and road safety training with funding provided by the Welsh Government.

3.3.2 PESS complements the 5 x 60 extra curricular programme delivered by Sport Wales. Sport Wales also have a Young Ambassadors scheme in place using young people as role models to inspire and promote engagement in sport and their schools.

3.3.3 “Gemau Cymru” is a multi sport event for young athletes of Wales, organised by the Urdd; and supported by nine national Sporting Governing Bodies. This year it will be held on the weekend of 5 – 7 July (2013) in various locations across Cardiff.

3.3.4 The Schools and Physical Activity Task and Finish Group was established with Baroness Tanni Grey-Thompson as the Chair, the group have been looking at how best to develop the role of schools in increasing levels of physical activity amongst children and young people. The group will be producing a report, due to be published in June 2013.

3.3.5 The Year 3 updates build on progress made in years 1 and 2:

- In 2011-12, with £2.5m of Welsh Government funding, Sport Wales continued to take forward the PESS work programme.
- All young people in secondary schools can now access accredited sports leadership training. 5X60 and Dragon Sport continue to provide opportunities for children in secondary and primary school, respectively.
- The roll-out of the ‘Young Ambassadors’ movement in Wales continues. There are around 130 Gold Ambassadors in place and 750 Addistars (silver Ambassadors) – acting as role models and using the power of the London 2012 Games to inspire and promote engagement in sport in their schools and local communities.
- Cycle Training Cymru’s Bike Club project established many excellent extra curricular opportunities for cycling.
- Sustrans, through its ‘Bike It’ project, is actively supporting 70 schools to promote cycling and triple its baseline levels.
- 235 schools have achieved the Active Marc Cymru Quality Award.
- Consortia and Local Authorities are working with schools to develop School Travel Champions and encourage Safe Routes in Communities.
- The Welsh Network of Healthy School Schemes expanded to cover pre-school settings.

3.4 Interventions

3.4.1 The MEND programme has continued to be successful in supporting children and their families to eat healthier and be more active as part of their daily routine. It has also had a positive impact on the self esteem of the children.
3.4.2 The free swimming initiative for the under 16’s continues to be delivered, with the provision extended to weekends for young people.

3.4.3 Other interventions have continued to be delivered as reported above: Dragon Sport, 5X60, PESS and Welsh Network of Healthy School Schemes.
Chapter 4

Progress on Active Adults

The focus of this strategic theme is to encourage adults to take enough physical activity to benefit their health and well-being.

4.1 Outdoor/walking and cycling

4.1.1 The established Outdoor Health Forum will be reviewing the appropriate group membership (The Environment Agency, Countryside Council for Wales and the Forestry commission were all represented on the original group) and will be refreshing the Terms of Reference to reflect changes in priorities for relevant organisations.

4.2 Interventions

4.2.1 The National Exercise Referral Scheme has continued to provide opportunities for people at risk from; and with chronic disease across Wales.

4.2.2 Public Health Wales continue to maintain training provision in respect of ‘Engaging Hard to Reach Groups’.

4.2.3 The Countryside Council for Wales is delivering the ‘Come Outside’ Project aimed at promoting outdoor recreation.

4.2.4 Public Health Wales are awaiting to hear back from Department of Health with regards to ethical approval of the chronic disease risk assessment tool (PAR-Q+) in order to begin piloting.

4.3 Priority groups

4.3.1 Age Cymru continue to deliver new opportunities for older people including Nordic Walking and a new Low Impact Functional Training (LIFT) resource. In addition to a number of training courses held in both disciplines, over 1800 LIFT experiences took place during the year and over 4000 Nordic walking experiences.

4.3.2 LHB’s, working jointly with Local Authorities and other key stakeholders have lead the implementation of the action to address the gaps identified by local mapping against the All Wales Obesity Pathway.

4.3.3 Sport Wales are conducting a major media campaign to target regions of Wales that do not currently apply for community grants which aim to encourage behavioural change and remove barriers among sedentary groups.

4.3.4 Sport Policy continues to support free swimming for older people.

4.4 Workplace

4.4.1 Adult focussed Change4Life programme launched through the workplace.
4.4.2 Physical activity modules are included in both the Corporate Health Standard and Small Workplace Health Awards. All employer engagement events provide advice and support on sustainable travel in partnership with Sustrans Cymru. 33 Public Sector organisations have achieved the Silver Corporate Health Standard and above, which includes the development and implementation of Green Travel Plans.

4.4.3 Part of the Personalised Travel Planning Project is focussed on workplaces and Sustrans have been awarded funding to deliver a workplace travel planning project in Cardiff running from August 2010 for 3 years.

4.4.4 The Transport Consortia are working with a wide range of public, private and third sector organisations to encourage and facilitate more active travel to work.

4.4.5 The Year 3 updates build on progress made in years 1 and 2:

- The NHS Sustainable Travel Planning project ended in October 2011. An evaluation showed a significant increase in active travel to work modes at some hospital sites. The lessons learned from the programme are being included in the work of the Transport Consortia Travel Plan Co-ordinators.

- In October 2011, Sport Wales published the evaluation report of its Active Workplace Challenge Grants which ceased in 2008-9.
Chapter 5

Progress on Sport for All

The overall aim of this strategic aim is to develop opportunities to increase the number of people playing sport and the frequency and standard at which they play it.

5.1 Support Participation (also see active children and young people's sections).

5.1.1 Sport Wales’ Community Sport Strategy, launched in April 2012, will focus partners on getting every child hooked on sport for life. The Strategy is being supported by an extra £9 million of National Lottery funding, bringing Sport Wales’ annual investment in community sport to around £32 million a year.

5.1.2 National Governing Bodies are working to create products that support and develop strong enterprising clubs, i.e. adapted shortened versions of certain sports that will offer mass participation.

5.1.3 Existing programmes such as Dragon Sport, 5x60 and PESS have proved effective at increasing participation levels through curricular and extra curricular activities in primary and secondary schools.

5.1.4 Supporting Third Sector and Communities First Partnerships, Sport Wales are working via SPORTED and Streetgames with an emphasis on delivering physical activity opportunities in the upper valley areas.

5.1.5 Sport Wales introduced the Young Ambassadors scheme as part of the London 2012 Games. The Young Ambassadors have gained a great deal of success in inspiring key partners and stakeholders to help deliver sporting opportunities. There are now around 1800 Young Ambassadors across Wales and they are helping to ensure that the legacy of the major sporting events brings sustained increases in sport participation.

5.2 Strengthen the sporting infrastructure

5.2.1 Sport Wales continues to work with National Governing Bodies and Local Authorities to look at broadening use of club facilities. They are also working to widen sporting opportunities in the community.
**Outcome:**
Children of pre-school age participate in physical activity to gain health benefits

**Population:**
All children in Wales under 5 years old

**What does this look like?**
- Some physical activity is better than none, and more physical activity provides greater health benefits.
- Are active daily:
  - those capable of walking minimum 180 minutes spread throughout the day every day
  - those not yet capable of walking encouraged to be physically active through floor-and water based activities in safe environments.
- Minimum time spent being sedentary for extended periods

**Population Indicators** - all for under 5’s population –
- % of the population capable of walking achieving a minimum 180 minutes of activity every day. [Data development agenda]
- % of the population participating in informal recreational activity, e.g. active play; everyday activity, structured activity. [Data development agenda]

**Baseline:**
The example visualises findings from most western countries using objective measures. Exact values were
- 20-30 min/d in Moderate-Vigorous Physical Activity.
- Light intensity PA typically 100-110 min/d
- Sedentary behaviour 10-11h/d
- TV approx. 120-180 min/d

(Tony Okely, 2009, his review formed the basis of the data. It has not been published (yet) as a stand alone systematic review, but his review forms the basis of the Australian National Government Physical Activity Recommendations for Early Years, publication details: Commonwealth of Australia Department of Health and Ageing 2010. Move and Play Every Day: National Physical Activity Recommendations for children 0-5

![Typical levels of physical activity & sedentary behaviour in pre-school children](chart.png)
| **Story Behind the Baseline:** | This is the first time specific guidance for this age group has been issued. It appears to be an emerging research field. Data available for baselines is very limited.

Reviews of existing evidence suggest that most data is observational, mostly in pre-school children, no clear evidence on intensity for benefit. It has been suggested that physical activity is “better for body fatness, cardiovascular risk factors, bone health, movement skills, social and emotional development, and later physical activity. (Okely et al 2009; Reilly et al 2010) |
|---|---|
| **Partners who can help us:** | • Local Authorities  
• Public Health Wales  
• NHS: Midwives, Health visitors, GPs  
• Schools, Healthy schools coordinators  
• Play Wales  
• Early years including Foundation Phase providers  
• Flying start  
• Inspectorates: ESTYN & CSSIW  
• WG - Active Wales, Physical Activity ministerial advisory group, Communities First  
• Outdoor recreation providers - National Parks etc |
| **Action plan:** | Creating and Active Wales strategic action plan  
Start Active, Stay Active  
Role out Healthy and Sustainable Pre-School Scheme  
The Children and Families (Wales) Measure 2010 (Play Sufficiency Assessment) Regulations 2012-07-10  
Flying Start |
Outcome: Children and Young People participate in physical activity to gain health benefits

Population: All children and young people in Wales between 5-18 years old

What does this look like?
- Are active daily; moderate to vigorous, minimum 60 minutes up to several hours every day
- Participate in vigorous intensity physical activity to improve muscle and bone strength at least 3 days per week
- Minimum time spent sitting for extended periods

Population indicators - all for 5 – 18 population –
- % of the population achieving a minimum 60 minutes of moderate to vigorous activity every day. [Welsh Health Survey, data captured for age 5-15 (not 5-18)]
- % of the population participating in active recreation. [Data Development Agenda]
- % of the population participating in active travel (walking & cycling). [Sustrans, Bike It, 2010, the data used is programme data not population data]
- % of the population participating in formal sport.[Sport Wales, School Sport Survey and Active Young People’s Survey (School Sport Survey is the new name for the Active Young People’s Survey), 2009 & 2010]
- % of the population participating in informal recreational activity, e.g. active play. [data development agenda]
- % of time spent inactive [currently checking HSBC adolescent data for sedentary behaviour & physical activity]

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School children’s participation in extracurricular sport in the previous year (source Sport Wales Active Young People Survey and School Sport Survey)

Bike It - Impact on the proportion of regular cyclists/car users (source Sustrans, Bike It project review 2010)
Children physically active for at least 1 hour every day in past week (%) (source Welsh Health Survey)

% of children aged 5-15

Story Behind the Baseline:
- Drop off rate in teenagers – gender split.
- Regular participation in sport (at least 3 times a week) among primary and secondary school children is relatively low, at 28% and 26%, respectively (Sport Wales, School Sport Survey, 2011)
- Around a third of children were classified as overweight or obese, including around a fifth of children classified as obese. (Welsh Health Survey 2010)
- Around half of children were reported as undertaking physical activity for at least an hour on five or more days of the previous week.
- Impact of parental attitudes on participation in activity and sedentary behaviour - fears for safety of children.
- Environment not always conducive to participation and enjoyment.
- Experience children have in PE has to be a good one. PE lessons are first to be sacrificed. Lunch and play time sacrificed as seen as least important part of day. Academic research and evidence to support importance of play required.

Partners who can help us:
- Local Authorities
- Public Health Wales
- Play Wales
- SUSTRANS
| | • Sport Wales  
| | • CTC  
| | • WG Education & Education Minister, transport  
| | • Governing bodies of sport (clubs)  
| | • Schools & Welsh network of healthy schools teams  
| | • ESTYN  

**Action plan:**
Creating and Active Wales  
Start Active, Stay Active  
Schools and Physical Activity Task and Finish Group  
MEND  
Change4Life
Outcome:
Adults participate in physical activity to gain health benefits

Population:
All people in Wales between 19 - 64 years old

What does this look like?
- Are active daily; at least 2 & 1/2 hours per week
- Or alternatively 75 minutes of vigorous intensity activity per week
- Participate in physical activity to improve muscle strength at least 2 days per week
- Minimum time spent sitting for extended periods
- Some physical activity is better than none, and more physical activity provides greater health benefits.

Population Indicators - all for 19-64 population –
- % of the population achieving 150 minutes (2&1/2 hrs) of moderate activity per week. [Welsh Health Survey captures number of days with at least 30 minutes of at least moderate activity in past week]
- % of the population achieving 75 minutes of vigorous activity per week. [Data development agenda.]
- % of the population participating in active recreation.[ Active Adults Survey, Sport Wales,’ % of adults participated in any sport or physical activity in the 4 weeks prior to interview’]
- % of the population participating in active travel (walking & cycling). [Walking and Cycling Action Plan updates]
- % of the population participating in formal sport. [Active Adults Survey, Sport Wales ‘any sports club participation, including 16-18 and 18-64 age groups, Active Adults Survey.]
- % of adults participating in activity to improve muscle & bone strength at least 3 days per week. [Data development agenda]
% of adults active for 5 or more days in past week (at least 30 minutes activity on at least 5 days in past week, Welsh Health Survey)

% of people walking to work (source Walking and Cycling Plan update)

% of people cycling to work (source Walking and Cycling Action Plan update)

Story Behind the Baseline:

- Static trends for adults achieving the recommended levels of physical activity, no real shift towards increased physical activity and lifestyle changes.
- The key points from the 2010 Welsh Health Survey include: 20%
of adults reported currently being treated for high blood pressure, 14% for a respiratory illness, 13% for arthritis, 10% for a mental illness, 8% for a heart condition, and 6% for diabetes.

- Slight increase in the population participating in active travel (walking & cycling). For many, the barrier to achieving the recommended level of physical activity is the time it requires to incorporate this extra activity into a busy life. The real benefit of enabling active travel is that it allows people to make walking or cycling part of their daily lives by substituting these modes of travel for motorised travel.

- Population participating in formal sport: Club membership decreases with age: 25% of 15-24 year olds are members, compared with 28% of 25-34 year olds and 17% of 35-44 year olds. (Active Adults Survey, Sport Wales, 2008-09)

**Partners who can help us:**
- Local Authorities - planning
- Public Health Wales
- WLGA
- Third sector organisations including Sustrans, Ramblers Cymru, CTC.
- Sport Wales
- Countryside Council Wales
- Employers
- GPs
- Architects, Design Commission Wales
- Communities First
- National Parks, National Trust, YHA, YMCA

**What Works / Action plan:**
- Creating and Active Wales
- Start Active, Stay Active
- National Exercise Referral Scheme
- Let’s Walk Cymru (LWC)
- NHS Active Travel
**Outcome:**
Older adults participate in physical activity to gain health benefits

**Population:**
All people in Wales aged 65 years and over

**What does this look like?**
- Are active daily; at least 2 & 1/2 hours per week
- Participate in activity to improve balance & co-ordination at least 2 days / wk
- Participate in physical activity to improve muscle strength at least 2 days per week
- Minimum time spent sitting for extended periods
- Some physical activity is better than none, and more physical activity provides greater health benefits.

**Population Indicators** - all for 65+ population –
- % of the population achieving 150 minutes (2&1/2 hrs) of moderate activity per week. [Welsh Health Survey captures data number of days with at least 30 minutes of at least moderate activity in past week]
- % of the population participating in active recreation. [Data development agenda]
- % of the population participating in active travel (walking & cycling). [Data development agenda]
- % of the population participating in sport in a formal setting (club setting). [Sport Wales]
- % time spent in sedentary activity. [Data development agenda]

**Story Behind the Baseline:**
- Ageing population
- Focus on independent living, physical activity can positively impact.
- People in care homes, sheltered accommodation - varying needs and abilities
- Different stages within this population groups, decline in participation as people get older
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Annex 1 PAMAG/12/11