

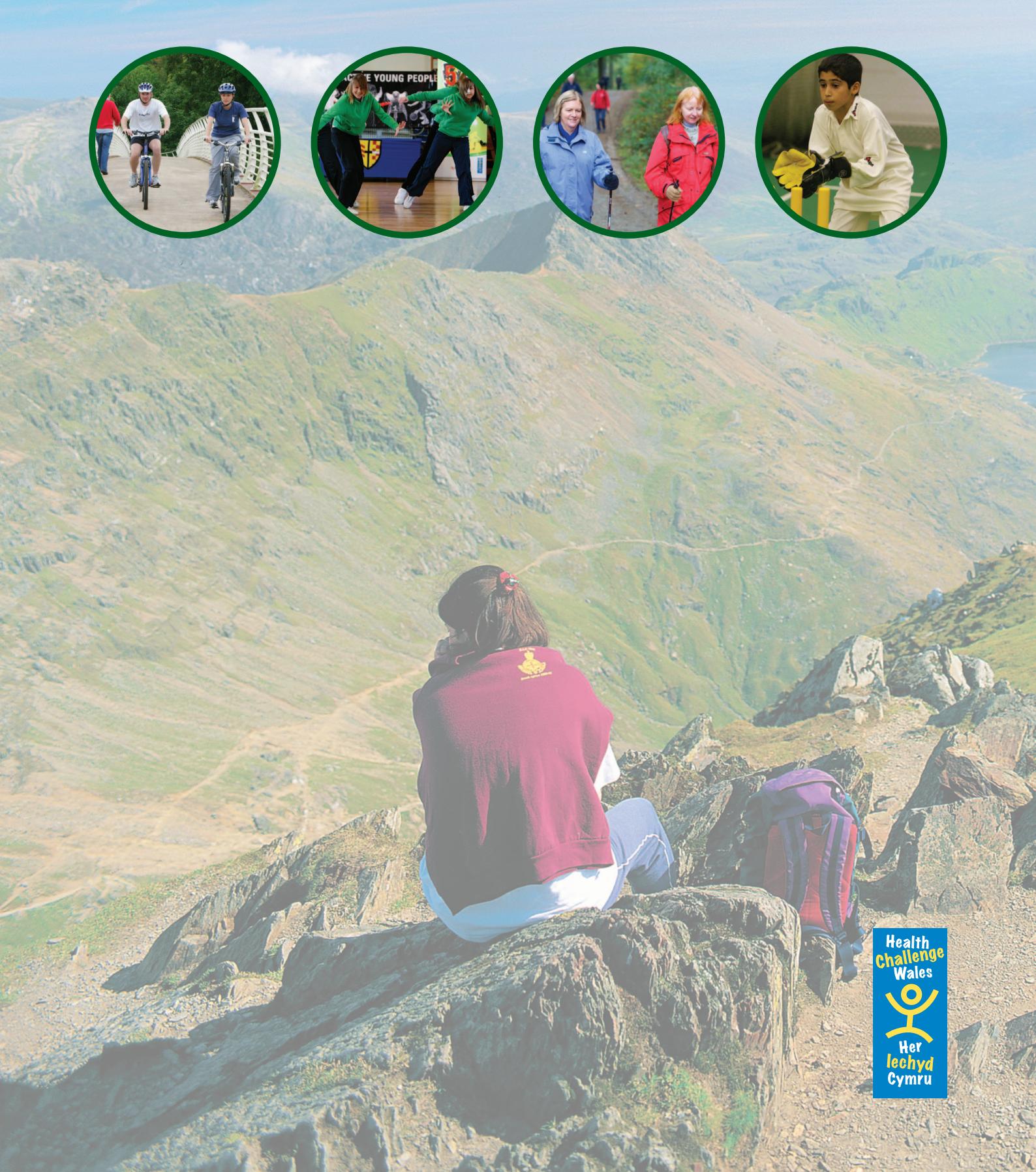
Climbing Higher: Creating an Active Wales

A 5 Year Strategic Action Plan

Consultation Document



Llywodraeth Cynulliad Cymru
Welsh Assembly Government



Minister's Foreword

The Welsh Assembly Government is fully committed to increasing levels of physical activity and creating an environment that supports and provides opportunities for everyone in our society to access safe and healthy activities. One Wales recognises that physical activity and sport is beneficial to health. It commits us to supporting greater participation in cycling and walking so that these activities are seen as a normal part of daily life and encouraging people of all backgrounds to enjoy the natural environment. We want to support the diverse population, which makes up the people of Wales, to be physically active taking into account social deprivation, gender and race.

Climbing Higher, launched in January 2005, set out a long term strategic vision to place sport and physical activity at the heart of Welsh life and a focus of Government policy. Since then a number of significant steps have been taken. Climbing Higher Next Steps, July 2006, outlined plans for investing an additional £7.8m during 2007/8 and 2008/9. The Food and Fitness – Promoting Healthy Eating and Physical Activity for Children and Young People in Wales implementation plan; the Play Policy and the Walking and Cycling plans have been launched and are making a major contribution to this agenda. The Free Swimming programme has been rolled out across Wales and the 5x60 secondary school programme has been introduced in secondary schools. A national Exercise Referral Scheme has been established and is subject to a randomised control trial. The Lets Walk Cymru programme is providing support for health related walking projects in Wales. Alongside these national programmes, a wide range of initiatives are being led by the Sports Council for Wales, local government, governing bodies of sport and Third Sector partners, all making a valuable contribution to this agenda.

In order to support people in Wales to be more physically active we need to find even more effective ways for different organisations across the public, private and Third Sector to work together. The Welsh Assembly Government has to provide still greater leadership and co-ordination of the many programmes that are already being delivered across Wales by a wide range of partners. This will maximise the benefits and ensure better value for money for the 'Welsh pound'. The Chief Medical Officer for Wales, who leads on the wider Public Health Strategic Framework an across Government approach to improving the health of people in Wales, has led the development of this physical activity action plan.

'Creating an Active Wales' focuses on ensuring that we all build physical activity into our daily routines. It recognises the importance of having a built environment that supports people to walk and cycle and having access to the Welsh countryside which provides a fantastic natural resource. The plan acknowledges the need to provide support for people to become more physically active through targeted programmes that support behavioural change. Sport too plays a role in getting people active and is included in this plan in the context of sport for all. The future shape of our programme for elite sportsmen and women is, however, being considered separately.

The actions will be backed up with robust performance and evaluation mechanisms to ensure all partners are working in unison towards the common goal of creating an active and healthy Wales.

A handwritten signature in black ink, appearing to read "Alun Ffred Jones".

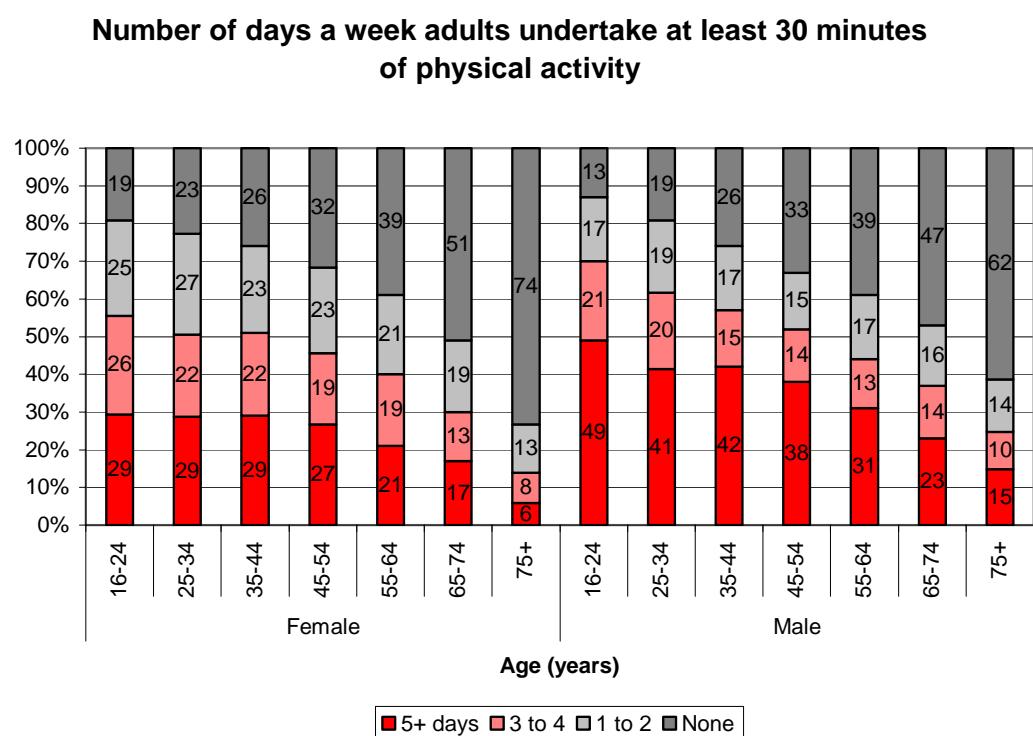
Alun Ffred Jones AM
Minister for Heritage

Introduction

Where are we now?

It is recognised that we need to do more if we are going to gain the many health benefits from a physically active society. Regular physical activity has many benefits to health, including mental health and well being. People who are physically active have up to a 50% reduced risk of developing the major chronic diseases such as coronary heart disease, stroke, diabetes and some cancers and a 20-30% reduced risk of premature death. It has been estimated that the cost of physical inactivity to Wales is around £650 million per year.

The latest data from the Welsh Health Survey (2007) indicates that around 30 per cent of adults meet the current recommendations to benefit their health (30 minutes of moderate intensity physical activity on 5 or more days of the week). At the other end of the scale 34% are classed as sedentary (not achieving 30 minutes on any day of the week).



Base: Adults aged 16+

Source: Welsh Health Survey 2007

The proportion of adults meeting the recommended guidelines decreases with age and the proportion that are sedentary increases with age. The figure above illustrates the relationship between gender, age and physical activity. Men are more likely than women to meet the recommendations.

Only 44% of children aged 7 to 11 and 35% of those aged 11 to 16 achieve the recommended guidelines of 60 minutes of moderate intensity physical activity on 5 days of the week. We also know that 10% and 14% respectively are classed as

sedentary, that is as they are not physically active for 60 minutes on any day of the week. Overall boys are more active across all ages than girls.

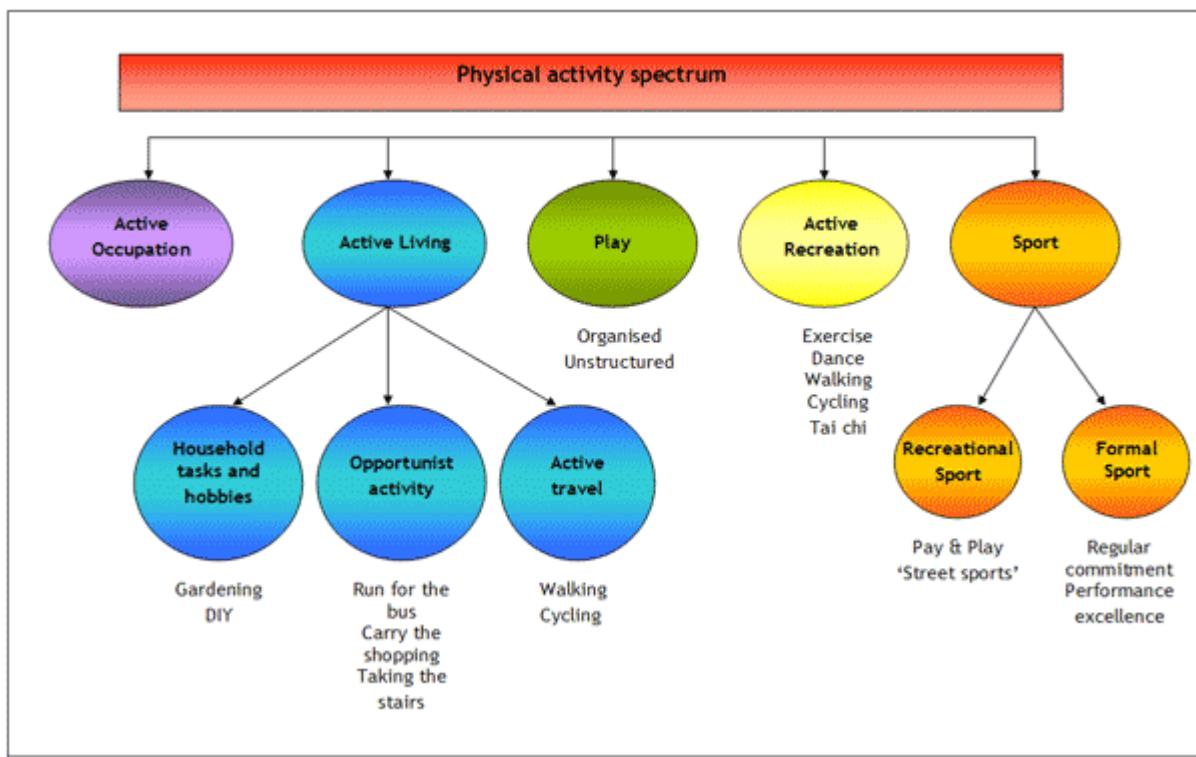
Low levels of physical activity in Wales along with unhealthy eating patterns are leading to increases in the prevalence of obesity. The most recent data from the Welsh Health Survey shows that over half of men (61%) and women (51%) are classified as overweight or obese. In 2006 the Health Behaviour in School-aged Children Study found that Wales had among the highest levels of overweight and obesity among the participating European and North American countries at 21% and 18% for 15-year-old boys and girls, respectively.

What are we going to do?

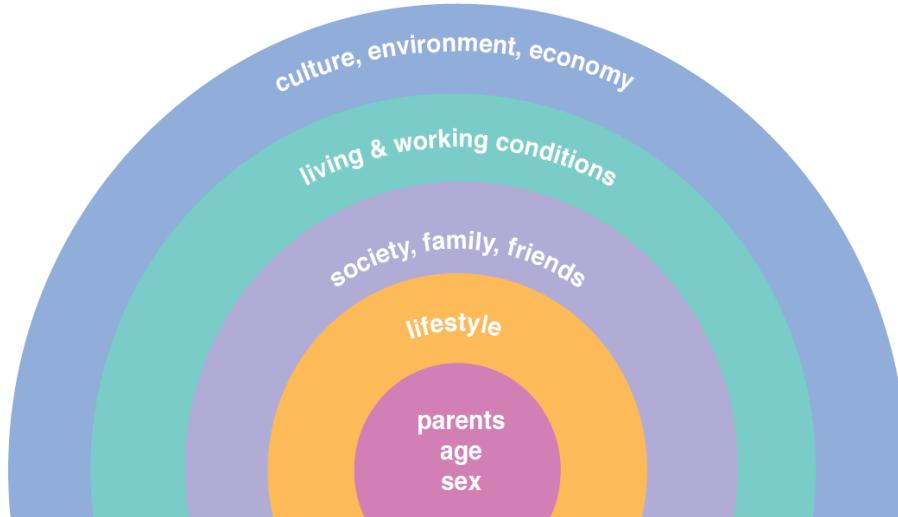
The Welsh Assembly Government is committed to increasing levels of physical activity and creating an environment that supports and provides opportunities for safe healthy activities. Building on Climbing Higher, this 5 Year Strategic Action Plan 'Creating an Active Wales' has been developed by a cross departmental group within the Welsh Assembly Government, advised by a broad range of key stakeholders.

The focus of this plan will be to increase levels of physical activity so as to deliver improvements in health and well being. Evidence indicates that the most significant health benefits from increasing levels of physical activity are achieved through moderate increases in physical activity for inactive people. A key aim for us moving forward will be to focus on encouraging and supporting the least active people in Wales to build some activity into their everyday lives. Many of these opportunities, such as walking and cycling, are free or low cost to access which is an important consideration in the current economic climate.

The actions in this plan will provide a menu of opportunities, recognising that activity can be accumulated through a variety of ways. This will be achieved by working to ensure that the environment supports people to be active as part of their daily life and by proving opportunities directly for people to participate in play and recreational activities, such as dance, or sport. The broad range of activities that can contribute to this agenda are illustrated through the physical activity spectrum below.



It is also recognised that for changes in behaviour to be supported, action must occur at a variety of levels and in different settings, as described in the diagram below.



Factors influencing health and well-being – adapted from Dahlgren G and Whitehead M (1991)

Creating an Active Wales will:

- Support the delivery of several One Wales commitments.
- Provide the delivery mechanism for the physical activity ambition within Our Healthy Future, the Public Health Strategic Framework.

- Take into account issues of age, disability, gender, transgender, race, religion/belief and sexual orientation in development and delivery.
- Work to address the increase in obesity in combination with those actions to improve levels of healthy eating within the Quality Food for all in Wales Strategic Action plan.
- Directly support our vision of a sustainable Wales, set out in the new Sustainable Development Scheme, One Wales; One Planet, by contributing to people's well being which will be one of the headline indicators of sustainable development.
- Link directly with the outcomes being sought under the Walking and Cycling Action Plan, the Play Implementation Plan and Woodlands for Wales.
- Make an important contribution to achieving the objectives of Communities First; to improve the living conditions and prospects for people in the most disadvantaged communities across Wales.
- Support the Assembly Government's key priority of reducing child poverty in Wales by ensuring that all children and young people, including those most disadvantaged, are able to support a secure future.
- Clarify roles and delivery mechanisms at national and local authority level and will set out clear actions to achieve targets.
- Ensure that processes and guidance developed as part of the implementation of this action plan address inequalities.
- Place a strong emphasis on value for money by ensuring arrangements for monitoring progress and evaluating outcomes are in place.
- Recognise that the next five years will be difficult in relation to government and public sector expenditure against the background of the current economic climate.

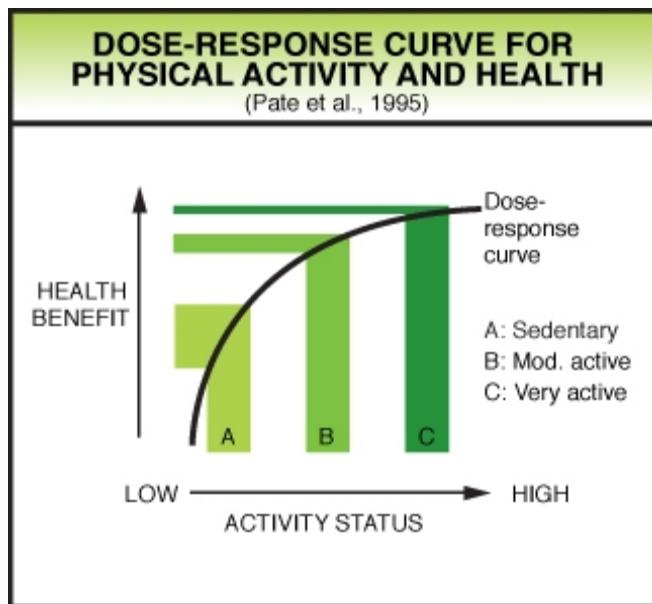
Vision

“An active healthy and inclusive Wales, where sport, physical activity and active recreation provide a common platform for participation, fun and achievement, which binds communities and the nation and where the outstanding environment of Wales is used sustainably to enhance confidence in ourselves.”

Climbing Higher 2005

Aims and Targets

To contribute to the Climbing Higher vision over the next five years, the overall aim will be to encourage people to be more physically active, effectively moving people up the dose response curve for physical activity. The dose response curve illustrates the health benefit gained from various levels of activity.



A particular emphasis will be placed on:

- Increasing physical activity in the sedentary population.
- Supporting children's lifelong participation.
- Targeting drop off in physical activity levels.

Targets

'Creating an Active Wales' will have two measurable high level targets based on targets from Climbing Higher.

Targets

Adults

1. Increase the percentage of adults who meet the physical activity recommendations (30 minutes of moderate intensity on at least 5 days a week) by 5 percentage points over 5 years.

Children

2. Increase the percentage of children who meet the physical activity recommendations (60 minutes of moderate intensity physical activity on at least 5 days of the week) by 5 percentage points over 5 years.

The targets will be measured through the Welsh Health Survey and Sports Council's Children's Participation surveys. Survey data will also be used to monitor whether actions are having an impact on key priorities, in particular the least active such as women and older people. A framework of performance indicators will be developed with partners to ensure that all organisations are working towards achieving the priorities set out in the plan.

Strategic Aims

Analysis of the evidence has identified that to successfully deliver on the ambition and targets action needs to focus on the following four strategic aims:

Strategic Aims

Active Environments – To develop a physical environment that makes it easier 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 delivery of these strategic aims will be delivered through the actions in this plan and the three other major Welsh Assembly Government plans that contribute to this agenda: The Food and Fitness – Promoting Healthy Eating and Physical Activity for Children and Young People in Wales implementation plan; the Play Policy and the Walking and Cycling plans. Therefore it is recommended that this plan is read alongside these other strategic documents.

Underpinning Themes

'Creating an Active Wales' is underpinned by six themes. These have been identified through feed back from internal and external partners and through recommendations from the National Assembly for Wales Audit Committee as being key issues that need to be addressed in the plan.

Underpinning Themes

- 1. National leadership**
- 2. Local delivery**
- 3. Communication**
- 4. Workforce development**
- 5. Wider partnerships**
- 6. Developing the evidence base**

1. National leadership

The Minister for Heritage will Chair a Physical Activity Strategy Board with responsibility for overseeing the implementation of the Plan and for reviewing and advising on key issues. The Board's membership will reflect the cross cutting nature of the Welsh Assembly Government's approach to promoting Physical Activity. It will be supported by an officials group, chaired by the Chief Medical Officer. Its initial programme will be aimed at ensuring that we are joining up effectively across the Assembly Government and achieving maximum impact from our investment in this area. Key priorities for action will include:

Key programmes - The Board will strategically review key national programmes examining evaluation outcomes and exploring the scope for more effective targeting of programmes to address the key priorities in this plan.

Funding – The Board will review the current approach to funding.

Infrastructure - It is clear that tough decisions will need to be made in the current economic climate to ensure that maximum use is made of not just traditional sport and leisure buildings but also schools, health and community buildings, outdoor facilities, green spaces and the countryside.

Social marketing –The Board will consider how to utilise social marketing techniques and local Health Challenge responses to communicate key physical activity messages to the public.

2. Local delivery

To ensure effective co-ordination of delivery at the local level, the Health Social Care and Well Being Partnerships will be recognised as the lead, working with Children and Young Peoples Partnerships, Local Service Boards, Local Authorities, Local Health Boards, the Unified Public Health Organisation, Communities First and Third Sector partnerships.

The Local Authority Partnership Agreements (LAPAs) have begun the process of developing plans for co-ordinated action on increasing physical activity at local level. For the future it is important that all LAPAs address the broader physical activity agenda and support the implementation of this plan whilst addressing local needs. They will need to engage all partners including all relevant local authority departments such as planning and transport, Local Health Boards, the new Unified Public Health Organisation, Communities First and Third Sector organisations. LAPAs will be agreed through Health Social Care and Well Being Partnerships and submitted to the Welsh Assembly Government for agreement. Sports Council Wales will have a key role in supporting this process, particularly in providing the local partners with the evidence to inform plans and for monitoring and evaluating their implementation.

Guidance on the production of the next generation of LAPAs will be developed by the Welsh Assembly Government in consultation with partners including the Third Sector.

3. Communications

This plan will pull together those working in a range of sectors at various levels and in a variety of environments to achieve the common goal of increasing levels of physical activity. Effective, regular two way communication will be essential to creating this co-ordinated approach at national, local and community level. The priorities will be to ensure that all stakeholders have a clear understanding of the plan and their role in its delivery and that professionals and volunteers deliver consistent and accurate information on physical activity to the public. The Physical Activity Strategy Board will decide how social marketing techniques and local Health Challenge responses can be utilised to encourage behavioural change.

4. Workforce Development

One of the keys to the success of delivering the plan will be to ensure that there is a highly trained workforce, both paid and voluntary, to deliver opportunities for and provide advice support and encouragement to people to be more active. It is clear from the evidence that there is a need to integrate behavioural change theories and tools into existing training. The Coaching Plan has started to make inroads into developing more and higher quality coaches, but the approach to workforce development needs to be broadened to include the wider potential physical activity workforce.

Through the Wales Centre for Health, and in partnership with Skills for Health, SkillsActive has already started to identify the skills of the workforce to support the delivery of Climbing Higher. This work will lead to the production of a workforce development plan that will be used to prioritise where investment will make the greatest impact

5. Partnerships

To deliver the ambitious targets set for this plan it will be important to broaden the existing partnership base. Additional partners could include organisations such as medical charities, women's organisations, dance providers, developers and architects.

This collaborative approach is in line with the ethos behind the Welsh Assembly Government's Making the Connections programme which emphasizes that joint working is vital to deliver public services of top quality.

6. Developing the evidence base

Research, evaluation and monitoring of programmes against targets are essential to ensure the effectiveness of this action plan. The evidence gained from these processes will inform future policy development, enable investment to be maximised and ensure continuous improvement.

The current evidence base is patchy and mainly reviews work done in countries very different from Wales. Work will be undertaken to encourage Welsh universities to engage in this agenda through PHIRN / DECIPHer / WORD and to ensure all partners engaged in research and evaluation on physical activity work collaboratively. Evidence and research outcomes will be disseminated to all partners through the Physical Activity Network.

A greater understanding of the differences and similarities between demographic groups and diverse sub-groups of the population is needed to effectively target interventions, programmes and policies. This will include groups of people with a disability, older adults, ethnic minorities and people in deprived communities. Work will be undertaken to strengthen our understanding of participation rates in target populations, to assist in future programme delivery and bring about the desired behaviour change.

Active Environment

Strategic Aim

To develop a physical environment that makes it easier for people to choose to be more physically active.

Walking, cycling and active play form an important role in accumulating physical activity time as part of everyday living. As there is a clear link between the design of the environment and participation in these activities, it is important that the Welsh environment supports individuals to undertake regular physical activity as part of everyday life. These key actions complement activity planned under the Welsh Assembly Government's Walking and Cycling Action Plan published in February 2009. Our overall aim here is to support the development and access to well designed and maintained built and natural environments across both urban and rural communities. There needs to be a focus on ensuring appropriately designed and maintained play areas, safe and attractive streets, pedestrian links and cycle paths and ensuring access to green space such as parks and allotments.

Evidence indicates that the following factors are believed to contribute to an environment that will encourage people to be more active:

- Proximity of local services to people.
- Streets designed to encourage physical activity.
- Attractive environments which are perceived to be safe.
- Traffic reduction and calming measures.
- Well designed walking and cycling routes.
- Cycle facilities such as racks, showers and lockers.
- Accessibility and design / position of stairwells.
- Access to well designed and maintained green spaces such as parks.
- Access to a variety of environments for play.

Priorities

- Ensuring that the natural and built environment encourages people to be active, ensuring any redevelopments or new builds are accessible, safe and designed to make physical activity an attractive option.
- Developing an infrastructure to support travel by healthier and more sustainable modes, such as walking, cycling and public transport.
- Increasing availability and access to high quality local green space, waterways and countryside.

Action	Lead	Partners	Date
Built environment encourages physical activity			
Ensure that Planning Policy Wales, supported by Technical Advice Notes takes account of the physical activity agenda, including giving due prominence to the role of walking and cycling.	ESH-Planning	DPHHP/LAs	2009-2014
Provide a web based toolkit to signpost Planners, Planning Committee Members, Developers and Transport Planners to best practice, guidance and information on how they can contribute to physical activity agenda.	DPHHP	ESH-Planning/ UPHO/Sustrans	2009-2010
Encourage Local Planning Authorities to use tools such as Open Space Assessment, Health Impact Assessment, and other toolkits when preparing Local development Plans.	ESH-Planning /DPHHP	VRP/Third Sector /UPHO	2009-2014
Encourage new regeneration and housing projects to consider physical activity impact in their design.	DESH	DPHHP/DE&T/DH-CWLS/VRP/UPHO	2009-2014
Active commuting			
Encourage evidence based actions to increase walking and cycling opportunities in Regional Transport Plans.	DE&T	Transport Consortia/ VRP	2009-2014
Use the Physical Activity Network and events to disseminate learning and best practice in encouraging walking and cycling from projects such as DIY streets, Connect 2, Sustainable Towns and Healthy Cities.	ESH-NAMU/ DPHHP/ DE&TPA	Transport Consortia/VRP/ Sustrans/ Ramblers	2009-2014
Access to green space and countryside			
Ensure implementation of Rights of Way Improvement Plans under the CROW Act and the Coastal Access Improvement Programme, increase opportunities for both walking and cycling that are marketed to the public.	ESH-NAMU	CCW/LAs/LAF/ Ramblers	2009-2014

Active Children and Young People

Strategic Aim

To support children and young people to live active lives, and become active adults

The focus of this section is to encourage children and young people up to the age of 25 to take enough physical activity to benefit their health. Physical activity is vital for healthy growth and development of children. It will build on the actions being delivered through the Food and Fitness – Promoting Healthy Eating and Physical Activity for Children and Young People in Wales 5 Year Implementation Plan that was launched in May 2006.

The Children and Young People Partnerships in each Local Authority co-ordinate work on physical activity for children and young people at local level and will feed directly into the development of the enhanced Local Area Physical Activity Agreements. All work in schools will be aligned to the School Effectiveness Framework's principles and outcomes. A proposed Children and Families (Wales) Measure was introduced in early March. It includes provision to require local authorities to carry-out play sufficiency assessments and, based on those assessments, to secure sufficient opportunities for children and young people to play in their area. The proposed Measure is currently in progress through the Assembly.

Evidence indicates that the following types of intervention can increase physical activity levels in children:

- Play, including regular independent outdoor play.
- Family focussed or peer support based activity.
- Providing fun and social opportunities.
- Well delivered and appropriately designed PE, making it more attractive to young girls by addressing issues such as dress and activity options.
- Broad variety of developmental and age appropriate physical activity opportunities designed in partnership with children and young people
- Active travel.
- School based activities, including those outside Physical Education.

Priorities

- Ensuring that there is access to opportunities for quality play.
- Creating opportunities for families to undertake physical activity together, particularly low income families.
- Developing whole school approaches that engage the wider community.
- Ensuring interventions are designed in consultation with children and young people to meet their needs and prioritise the development of physical literacy and participation in physical activity by the least active.
- Increasing physical activity in post 16 educational settings.

Action	Lead	Partners	Date
Access to quality play			
Provide opportunities for children to experience the outdoor learning environment and to become active learners through the play-based Foundation Phase curriculum.	DCELLS - QCLI	LAs/Schools/ Third Sector	2009-2014
Develop a programme for staff working in early years settings incorporating physical activity through active play and healthy eating.	DPHHP	Early Years Sector	2009-2011
Opportunities are created for every child and young person to engage in age appropriate play.	DCELLS	CYPs/LAs	2009-2014
Local authorities should plan with their partners to provide or secure play opportunities for children and young people.	DCELLS	CYPs/LAs	2009-2014
Ensure play is inclusive of all children; none should be excluded for reasons of ability, language, race or gender.	DCELLS	CYPs/LAs	2009-2014
Ensure adequate access for children and young people to play opportunities through local assessments of provision and need.	DCELLS	CYPs/LAs	2009-2014
Creating active families			
Local authorities to provide opportunities for families to be active together.	DH-CWLS	LAs	2009-2014
Whole school approaches			
Work with secondary schools to ensure that curricular and extra curricular provisions are aligned to provide opportunities for frequent and regular physical activity to improve health, skill development, fitness and well being.	DHCWLS/ DCELLS	SCW/AfPE/ Estyn/ADEW/ LAs/Schools	2009-2014
Develop a model and supporting guidance to enable schools in both rural and urban communities to put into practice a whole school approach to physical activity.	DPHHP/ DH-CWLS/ DCELLS	DCELLS/SCW/ AfPE/LAs/UPHO/ WNHSS/Schools/Young People	2009-2011
All schools to develop active travel plans, including providing appropriate cycling and road safety training for children and young people.	DPHHP/DE&T	DHCWLS/ESH- NAMU/LAs/ Sustrans/ CTC/WNHSS/ Young People	2009-2014

Action	Lead	Partners	Date
Work with the private, Communities First and Third Sector to create increased links between schools and their communities.	SCW/LA's	DH-CWLS/LAs DCELLS/SJ&LG/Youth Services	2011-2014
Interventions			
Ensure children and young people are engaged in the development of interventions targeting this key group	DPHHP/DH-CWLS/ DECELLS/SCW	Children and Young People	2009-2014
Sports Council for Wales to prioritise action to increase participation in physical activity of teenage girls.	SCW	DH-CWLS/ DPHHP/YST/ Dance Wales/ Teenage Girls	2009-2014
Continue to support local authorities to provide a coordinated programme of Free Swimming for the 16 and under age group and developing links to other physical activity interventions and extend to provide weekend opportunities.	DH-CWLS	SCW/WLGA/ LA's/Swim Wales	2009-2011
Pilot the MEND childhood obesity referral programme.	DPHHP	MEND/LAs/NHS	2009-2011
Develop an integrated approach to youth services physical activity provision in local communities where young people can have a role in managing and leading their own activities.	DH-CWLS	SCW/Youth Services/Urdd/ DCELLS/LAs/ Young People	2010-2014
Encourage and enable young people, as part of the Assembly Government's GwirVol initiative, to engage in volunteering to help with physical activity projects.	SJ&LG	DH-CWLS/ DPHHP/SCW	2009-2014
Increasing Post 16 opportunities			
Build on the Caerphilly Healthy Colleges pilot to develop a 'healthy campus' model for use by further and higher education institutions in order to provide increased physical activity opportunities in the post 16 sector.	DPHHP/ DH-CWLS	DCELLS/FE/HE Healthy Schools Co-ordinators/ FFORWM/ HEFCW/BUCS/ /Third Sector/Young People	2009-2011

Active Adults

Strategic Aim

To encourage more adults to be more active, more often, throughout life

The focus of this section is to encourage adults to take enough physical activity to benefit their health. The benefits of physical activity are of particular importance to older people and therefore it is important that adults are encouraged to be active throughout life. The workplace is seen as a key setting as 1.3 million people spend 60% of their waking time in work. There is evidence that interventions delivered in the workplace can increase activity levels and have a positive impact on absenteeism and productivity. Outdoor physical activity opportunities are also seen as important as it has additional benefits to mental health.

Evidence suggests that successful interventions can be delivered through community or workplace settings and the following elements can contribute to their success:

- Multi level - individual, community and environmental.
- Individualised advice or counselling based on theories of behavioural change supported with written materials.
- Employ strategies to increase self efficacy/belief, motivation and reduce barriers to participation e.g. childcare and cost.
- Tailored to suit individual activity preferences such as wider recreational opportunities e.g. dance, skipping.
- Provide either supervised activities or advice and support to enable people to be active without supervision.
- Promote moderate intensity activity.
- Be tailored to meet individual needs and allow for regular contact with an exercise specialist.
- Provide social support and change behaviour through building, strengthening and maintaining social networks.

Priorities

- Activities which encourage regular lifestyle and outdoor physical activity such as walking and cycling particularly in areas where environmental improvements are being made.
- Developing community based targeted interventions that encourage behaviour change in the most sedentary and remove barriers to participation.
- Workplace interventions including active travel initiatives.
- Developing opportunities for women and older people and those experiencing social and economic disadvantage.

Action	Lead	Partners	Date
Outdoor/walking and cycling			
Develop an outdoor activity forum linked to the physical activity network to co-ordinate opportunities for outdoor recreation and green exercise and share best practice.	DH-CWLS/ DPHHP/	Visit Wales/Upho/ SCW/FC/RTP/ CCW/Third Sector	2010-2014
Building on the best practice developed as part of the North Wales Outdoor Partnership, identify the opportunities for a similar partnership project in South Wales, building in evaluation to maximise learning.	DH-CWLS	SCW	2010-2014
Interventions			
Continue to support the National Exercise Referral Scheme and expand the scheme to support level 4 conditions.	DPHHP	WLGA/LAs/LHBs/Upho	2009-2012
Sports Council for Wales to work with Third Sector organisations and Communities First to engage local communities and to identify and train local champions to inspire people in hard to reach groups and communities.	SCW	Third Sector/ Upho /Communities First	2009-2010
Sports Council for Wales to work with partner organisations such as the Women's Sports Foundation to ensure best practice in creating opportunities for physical activity for women particularly in disadvantaged areas are put into current practice.	SCW	WSF/Communities First	2010-2014
Through primary care pilot linkage of risk assessment tool with targeted physical activity interventions to ensure the referral of patients at risk of chronic diseases to appropriate opportunities including the national exercise referral scheme.	DPHHP	LAs/LHB/Upho	2009-2011
Support the delivery of the Arts Council for Wales dance strategy and encourage more participation in dance.	DH-CWLS	ACW/SCW	2009-2012
Work with BIG Lottery Fund to develop its strategic investments for older people if agreed in its framework for 2009 onwards.	DH-CWLS	BIG	2009-2011
Priority groups			
Continue to support Free Swimming for older people.	DH-CWLS	SCW/LAs	2009-2011
Continue to support the Age Concern physical activity officer to	DPHHP/Age	ACW	2009-2011

Action	Lead	Partners	Date
increase the number of opportunities for older people to participate in appropriate physical activity.	Concern		
Utilise findings from Dance and Disability In Wales Study to increase access to dance provision for and by disabled people and identify progression routes.	ACW		
Ensure that community grants are targeted at encouraging behavioural change and removing barriers amongst sedentary groups.	SCW	Community Groups	2009-2011
Workplace			
Link workplace grant programme to Small Workplace Health Award, Corporate Health Standard and Work boost Wales and evaluate the effectiveness of the investment.	DPHHP	SCW/NPHS	2009-2014
Ensure physical activity and sport is a beneficiary of the volunteering element within the Real Help for Communities programme.	SJ&LG	DCELLS/DPHHP /DH-CWLS	2010-2014

Sport for All

Strategic Aim

To increase participation in sport, by all sectors of the population

The focus of this section is to develop opportunities to increase the number of people playing sport and the frequency and standard at which they play it. Whilst sport can help support wider social and economic agendas, the primary focus of this plan will be to utilise sport as a means of increasing physical activity levels for health benefits.

The evidence suggests the following elements should form part of sporting interventions to increase participation:

- Sport for children and young people needs to include a diverse range of affordable competitive and non-competitive opportunities that cater for children and young people of all abilities and fitness levels. There should be an emphasis on fun and enjoying the social aspects of participating, especially for activities targeting girls.
- There should be available for adults a range of affordable sporting opportunities that can fit conveniently into their everyday life and cater for varying levels of skill and physical ability. Action should be taken to reduce some of the barriers that prevent participation; e.g. child care, cost, lack of self efficacy/belief, social support; and to enable participation in sport into later years, eg. adapted versions as physical ability declines with age.

Priorities

- Sustain support in sport throughout life and take action to combat the reduction in participation in secondary school children and adults.
- Strengthen the sporting infrastructure to enable clubs to attract and retain members, provide high quality coaching, develop the skills and activity levels of their members and support talent development.
- Maximise the legacy opportunities of the London 2012 Olympic and Paralympic Games and other major events to increase participation in sport.

Actions	Lead	Partners	Date
Support participation			
Sports Council to work with local authorities and national governing bodies to develop sports that offer mass participation, lifelong opportunities or cater for unmet demand (including adapting for people with varying skill and physical abilities).	SCW	LAs/NGBs	2009-2014
Sports Council and local authorities to build upon existing programmes to ensure participation levels are increased and maintained throughout secondary school.	SCW	LAs	2009-2014
Local authorities to provide further opportunities for families to play sport (together or in parallel sessions) through pay and play and regular structured activities.	LAs	SCW/NGBs	2009-2014
Strengthen infrastructure			
National Governing Bodies to continue working with sports clubs to strengthen club management, increase and develop volunteers, support school-club links and maximise local opportunities for people of all ages to regularly play sport and increase their skill level.	NGBs	SCW/LAs	2009-2014
Local Authorities to work with sport clubs to provide a wider range of physical activity opportunities.	LAs	SCW/NGBs	2009-2014
Sports Council and local authorities to support further private sector and Third Sector involvement in community sporting provision by working with existing suppliers to widen sporting opportunities.	SCW/LAs	Private Sector/ Third Sector	2009-2014
Major Events			
The development of a major events strategy for Wales, that will seek to use major sporting events, the London 2012 Olympic and Paralympic Games, to encourage a sustainable increase in participation in physical activity.	DH-MEU	DCELLS/ SCW/NGBs/ LAs	2009-2010

Actions to Support the Underpinning Themes

National Leadership

Action	Lead	Partners	Date
Set up a Physical Activity Strategy Board.	DPHHP	DH-CWLS/ Key Stakeholders including Third Sector	2009
Welsh Assembly Government to work with Welsh Local Government Association, Sports Council Wales and Big Lottery to develop a infrastructure strategy that looks at planning, financing and developing and share best practice across Spatial Plan Areas.	DH-CWLS	DPHHP,WLGA/ SCW/Big Lottery	2009-2011
Ensure all new regeneration or capital investment considers how they could contribute to the physical activity agenda.	DH-CWLS/ DPHHP	SJ&LG	2009-2014
Sports Council Wales to work with National Governing Bodies and Local Authorities to look at broadening use of club facilities.	SCW/NGBs	LAs	2009-2014
Strategic review of key physical activity programmes and funding, including Third Sector funding.	DH-CWLS/ DPHHP	SCW/ UPHO	2009-2011
Work with WAG departments and UK Government to explore fiscal or legislative policies which could be used to increase access and reduce cost to physical activity.	DPHHP/DH - CWLS		2009-2014

Local Delivery

Action	Lead	Partners	Date
Produce guidance for the development of LAPAs to support the implementation of the plan.	DH-CWLS/ DPHHP	SCW/WLGA/UPHO /Third Sector	2009
Establish Local Health Social Care and Well Being partnerships as lead partnerships within each local authority area for the development of LAPAs. All plans will be subject to approval from the Welsh Assembly Government.	DPHHP	DH-CWLS/ WLGA/SCW/NPHS HSCWB partnerships	2009

Communications

Action	Lead	Partners	Date
Support behaviour change of key target groups utilising social marketing techniques, based on current evidence	COMMS	DH-CWLS/ DPHHP/SCW	2009-2014
Develop a programme of on-going stakeholder communication and engagement to ensure support in the delivery of the plan from key partners and deliverers.	COMMS / DPHHP / DH- CWLS	All WAG departments	2009
Develop better mechanisms to engage and support those working and volunteering in the field and acting as the 'sales force' for the physical activity message to ensure that the public receive consistent advice on the recommended levels of physical activity.	DPHHP/ COMMS	All	2009-2010
Develop ways of sharing intelligence and expertise between communications teams working in this area in the wider public sector.	COMMS	All	2009-2011
Work in collaboration with other administrations and BHF to develop national recommendations on physical activity	DPHHP	BHF/DH/Scotland/NI	2009-2010
Maximise the social marketing and promotional opportunities of the 2012 Olympics as part of a coordinated legacy plan to positively influence children and young people to be active.	DH-MEU/ COMMS		2009-2012

Workforce Development

Action	Lead	Partners	Date
Develop and implement a workforce development plan based on the research being conducted by Skills Active and Skills for Health through the Wales Centre for Health.	DPHHP/ UPHO	SkillsActive/ Skills for Health/ACW/ Employers/ Training providers	2009-2014
SkillsActive and the Register of Exercise professionals to share and develop best practice.	SkillsActive/ REPS	SCW	2009-2014
Review current training for staff delivering key programmes to ensure all have a good understanding of behavioural change theory and current evidence on physical activity.	DPHHP/ SCW	LAs/UPHO	2010
Support the implementation of the Coaching Plan, examining opportunities for enabling a substantially increased number of volunteers to access introductory coaching courses, particularly in disadvantaged areas.	DH-CWLS	SCW/NGBs/ LAs	2009 - 2011
Through the Physical Activity Network deliver a series of evidence briefings to encourage best practice.	UPHO	All	2009-2014
Continue to support and develop the skills of teachers to ensure children and young people receive an appropriate and high quality PE experience.	DCELLS	SCW/Las/ CDW	2009-2014
Pilot package aimed at creating cultural change in key agencies who deliver opportunities for people with disabilities.	DH-CWLS	FDSW/SCW	2011-2012
Sports Council for Wales to develop and implement an action plan for volunteer recruitment, retention and training.	SCW	WSA/WCVA/ Third Sector/ UPHO	2010-2014
Support the development and implementation of the national framework for Dance to increase and improve the number and quality of dance workers.	DH-CWLS	ACW/ CDW	

Partnerships

Action	Lead	Partners	Date
Establish partnerships with other partners to support the delivery of the action plan.	DPHHP/DH-CWLS	SJ&LG/Third Sector	2009
Enhance capability of existing partnerships to deliver this agenda	DPHHP/DH-CWLS	All	2009-2-14

Developing the Evidence Base

Action	Lead	Partners	Date
Establish a Research and Evaluation Sub Group to determine the priorities and establish protocols, to ensure effective research, monitoring and evaluation is undertaken in support of the plan.	DPHHP	DH-CWLS/SCW/NPHS/WISHES/DECIPHer	2009-2014
Commission an evaluation of the impact of the action plan to inform future development and investment.	DPHHP	DH-CWLS/SCW/UPHO	2009-2013
Build on Sports Council for Wales and local authorities benchmarking work to agree performance indicators for key partners.	DH-CWLS/DPHHP	SCW/LAs/Third Sector	2009-2010
Work with DECIPHer WISHES and all partners engaged in the research an evaluation agenda to identify possible research areas and to maximise the learning from research conducted in Wales.	DPHHP/DH-CWLS	DECIPHer/WISHES/UPHO/SCW	2009-2014
Identify a programme of evaluation for core programmes to ensure they are delivering on the key strategic aims.	DPHHP/DH-CWLS	SCW	2009-2014
Build the evidence base and apply the learning from the Lets Walk Cymru, Mentro Allan, Green Gym and other outdoor initiatives and active travel programmes to develop best practice guidance.	DPHHP	SCW/NPHS/Third Sector	2009-2011
Agree a common data set for all grant aided projects and provide guidance on appropriate tools that can be used to evaluate projects.	DPHHP/DH-CWLS/SCW	WCfH/NPHS	2009

Acronym glossary

Welsh Assembly Departments:

COMMS: Communications Directorate
DCELLS: Department for Children, Education, Lifelong Learning & Skills
DCELLS – CYPS: Children & Young People's Strategy
DCELLS – QCLI: Qualifications, Curriculum, Learning, Improvement
DE&T: Department of the Economy and Transport
DH: Department of Rural Affairs & Heritage
DH-CWLS: Department of Heritage – Culture, Welsh Language and Sport
DPHHP: Department for Public Health and Health Professions
DESH: Department for Environment, Sustainability & Housing
ESH-NAMU: Environment, Sustainability & Housing - Nature Access & Marine Unit
SJ&LG: Social Justice & Local Government
WORD: Welsh Office for Research & Development

Other acronyms:

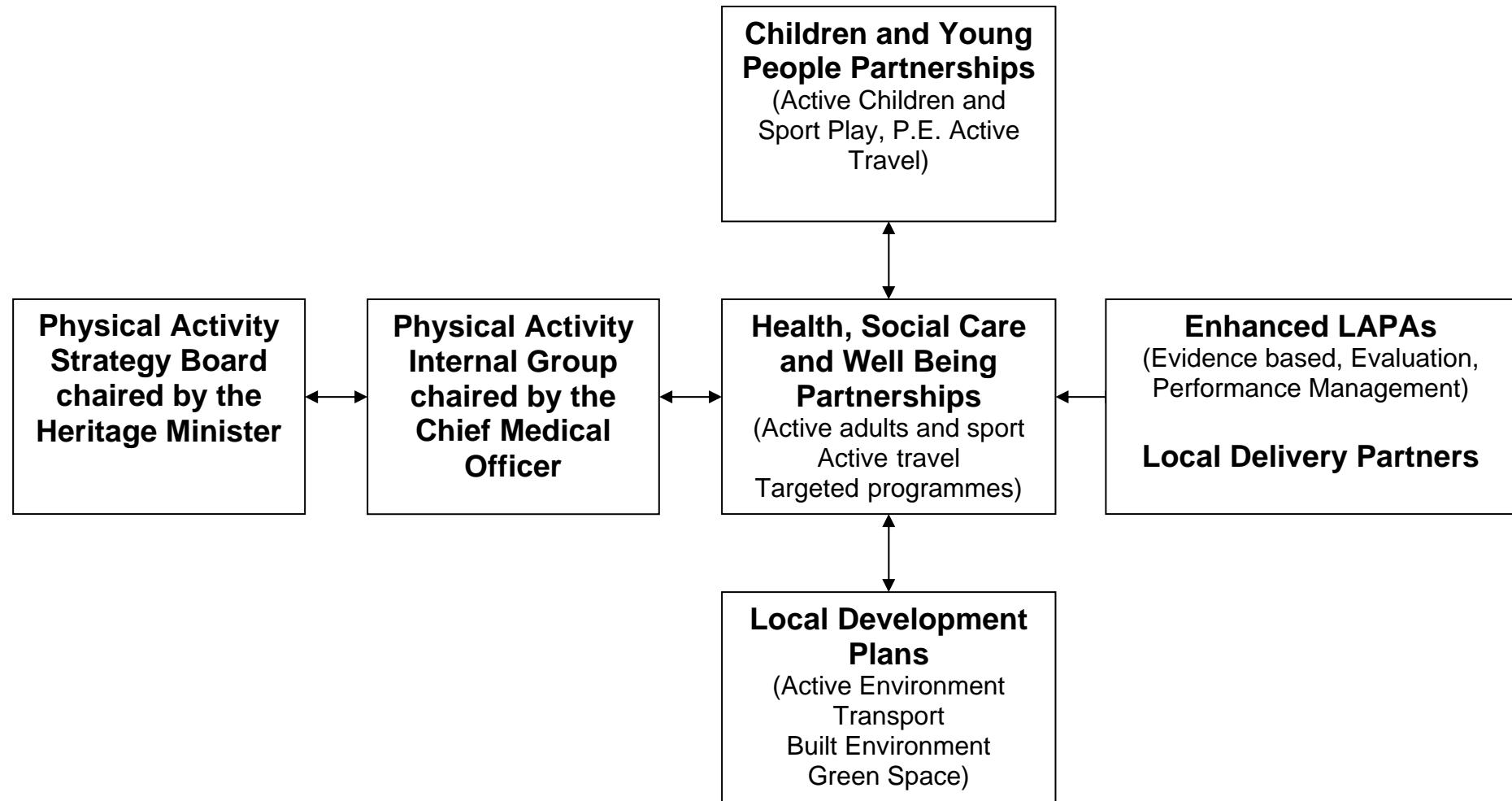
ACW: Arts Council for Wales
ADEW: Association of Directors of Education in Wales
afPE: Association for Physical Education
BIG: Big Lottery Fund
BUCS: British Universities & Colleges Sport
CCW: Countryside Council for Wales
CDW: Community Dance Wales
CTC: Cyclists' Touring Club – UK National Cyclists' Organisation
CYPs: Children & Young People's Partnerships
DECIPHer: The Centre for Development and Evaluation of Complex Interventions for Public Health Improvement
DWP: Department for Work & Pensions
Estyn: Her Majesty's Inspectorate for Education and Training in Wales
FC: Forestry Commission
FDSW: Federation of Disability Sport Wales
FE: Further Education
FFORWM: National organisation representing the 23 FE colleges and two FE institutions in Wales
HE: Higher Education
HEFCW: Higher Education Funding Council for Wales
HSCWB: Health, Social Care and Wellbeing
LA: Local Authority
LAF: Local Access Forum
LAPA: Local Authority Partnership Agreement
LDP: Local Development Plan
LHB: Local Health Board
MEND: Mind, Exercise, Nutrition...Do it!
NGB: National Governing Bodies
NI: Northern Ireland
NPHS: National Public Health Service
PHIRN: Public Health Improvement Research Network

REP: Register of Exercise Professionals
SCW: Sports Council for Wales
SSC: Sector Skills Council
UPHO: United Public Health Organisation
VRP: Valleys Regional Partnership
WCfH: Wales Centre for Health
WCVA: Wales Council for Voluntary Action
WISHES: Wales Virtual Institute of Sport Health and Exercise Sciences
WLGA: Welsh Local Government Association
WSA: Welsh Sports Association
WSF: Women's Sports Foundation
WSP: Wales Spatial Plan
YST: Youth Sport Trust

The Third Dimension - A Strategic Action Plan for the Voluntary Sector Scheme describes the Third Sector as comprising a range of institutional forms, including registered and unregistered charities, companies limited by guarantee (that may also be registered charities), Community Interest Companies, Industrial and Provident Societies and unincorporated associations. Each organisation has its own aims, distinctive culture, set of values and way of doing things. There are small community and self-help groups, more formally structured voluntary organisations, social and community enterprises, housing associations, faith-based organisations, and mutuals or co-operatives.

Annex 1

Diagram to show the delivery process for the action plan



Annex 2

Links to other Welsh Assembly Government strategic documents

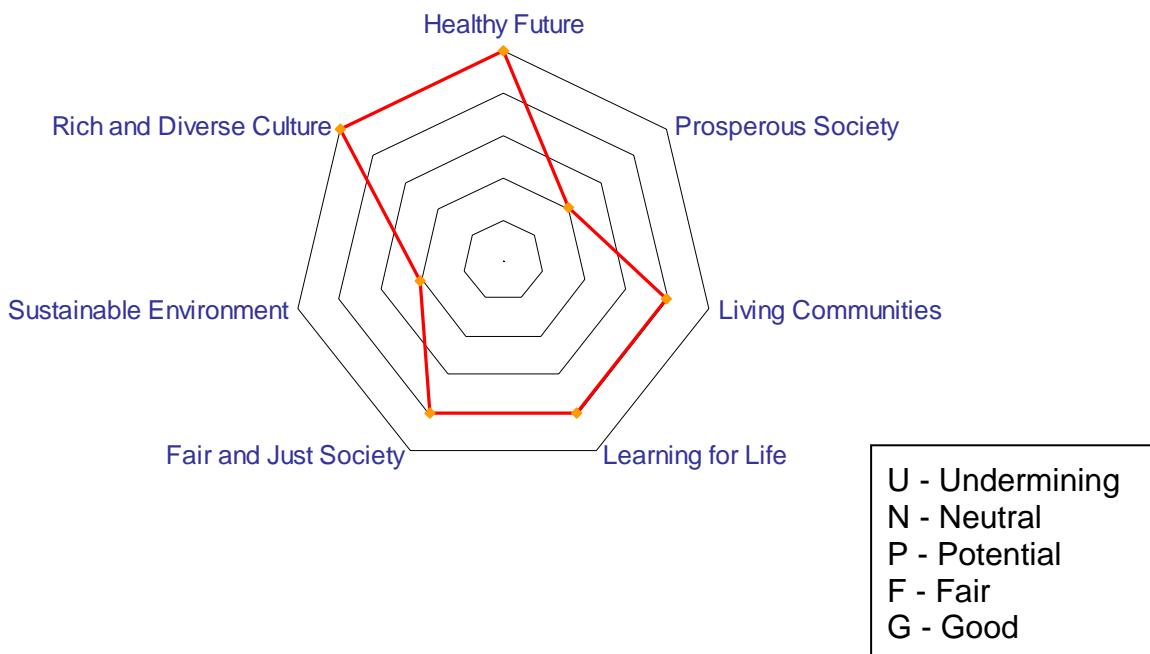
Document	Comment
One Wales	In addition to the actions listed specifically in the section entitled <i>Encouraging sport and physical activity</i> , the physical activity action plan will contribute to the delivery of a number of the other commitments in One Wales. The expanded exercise referral scheme will contribute towards improving the provision for people with long-term conditions; the focus on workforce development will help increase skill levels of the physical activity workforce in Wales; actions supporting active commuting will support the development and promotion of sustainable transport and environments; the actions targeting schools will support the development of school community links, support PE delivery, increase coaching opportunities, and develop opportunities for Saturday and summer school opportunities.
Our Healthy Future, the Public Health Strategic Framework	This plan will be the delivery mechanism for the theme of physical activity within the framework.
Food and Fitness – Promoting Healthy Eating and Physical Activity for Children and Young People in Wales 5 Year Implementation Plan	The actions on physical activity in the Food and Fitness Plan contribute directly to the delivery of the priorities set out in this plan for children and young people and the plans should be read together.
The Walking and Cycling Action plan for Wales and the linked Transport Strategy for Wales	The actions in the Walking and Cycling action plan contribute directly to the delivery of the priorities set out in this action plan. They have not been replicated in this plan and therefore both documents should be read together.
Play Implementation Action plan	A number of the actions listed in this plan will have an impact on active play. A number of the actions in the play plan will also impact on physical activity and the plans should therefore read together.
Woodlands for Wales	The <i>Woodland for People</i> section of this plan makes direct reference to the use and enjoyment of woodland to contribute to healthier lifestyles and woodland based recreation. The actions listed in the plan will make a direct contribution to increasing physical activity levels.

Document	Comment
People Places, Futures- the Wale Spatial Plan	There are a number of opportunities for this plan to link with the objectives identified in the spatial plan documents in particular raising levels of health, supporting volunteering and training, supporting the development of a healthy and active workforce; contributing toward sustainable development through actions to increase walking and cycling. Examples of specific opportunities that have been identified are the review of facilities looking at cross local authority boundaries; and maximising the recreational opportunities that may arise from regeneration projects.
One Wales; One Planet – WAG's Sustainable Development Scheme	This Action Plan directly supports our vision of a sustainable Wales, and contributes to the key outcome in the Scheme of "a nation that values and promotes healthy living and improves the quality of life for all". The actions in this plan will contribute to people's well-being which will be one of our headline indicators of sustainable development. This Action Plan will seek to provide more opportunities for people to walk and cycle, and will also support workforce development and volunteering.
Environment Strategy for Wales and 2 nd Environment Strategy Action Plan 2008 11	The physical activity action plan recognises the importance of the countryside and green space to support the delivery of this agenda. It recognises the additional mental health benefits that being active outdoors has on mental health. The plan supports the outcomes relating to the built environment and access to green space, walkability in urban areas and access to the countryside alongside action to improve and increase outdoor recreational activity. Similarly the achievement of the actions in the Environment Strategy Action Plan 2008-11 will directly support the aims of this Action Plan.
Mental Health Promotion Action Plan for Wales	Physical activity has a positive impact on the mental health and an exercise programme can form part of the treatment of mild anxiety and depression. The actions in this plan will help support the delivery of the mental health action plan and specifically the National Exercise Referral scheme targets people with mild stress depression and anxiety.
Arts in Health and Well-being: an action plan for Wales	The links to this document are through the delivery of dance. In particular the support of the Gwanwyn festival aims to impact on the health of older people.

Document	Comment
Third Dimension a Strategic Action Plan for the Voluntary Sector.	<p>The Assembly Government plans to enable and empower people and communities by supporting the activities of the Third Sector in strategic and complementary ways including:</p> <ul style="list-style-type: none"> • by valuing and promoting voluntary action; • by strengthening and empowering communities; <p>The Physical Activity Plan supports this in a number of ways, joining the actions outlined in the Third Dimension - A Strategic Action Plan for the Voluntary Sector Scheme, by encouraging and enabling individuals, including young people, as part of the Assembly Government's GwirVol initiative, to engage in volunteering to help with physical activity projects.</p> <p>It also strengthens the practical means and mechanisms of public / Third Sector dialogue, including engagement and collaboration at every level, allowing Third Sector organisations to realise their full potential to contribute to a better Wales.</p>
National Service Frameworks	The physical activity actions listed in this plan will contribute to a number of those listed in the NSF's, in particular those relating to the promotion of health and well being.
Quality Food for All in Wales Strategic Action Plan	The physical activity actions in this plan will link with the actions to increase healthy eating in the food action plan to address the increases in obesity in Wales.

One Wales Policy Gateway Tool - Summary sheet

The results below represent the agreed outcomes of the Climbing Higher: Creating an Active Wales' Action Plan being tested against the Assembly Government's Gateway Tool that involved representatives from: Culture, Welsh Language and Sport; Health Improvement; Communities First; Equality; Road Safety; Transport; Planning; Communications; Children, Education and Lifelong Learning. Those representatives agree that this is an accurate overview of their collective comments.



Summary Comments:

(Should summarise the comments of the policy as a whole, reflecting the trade-offs necessary (if any) to meet the aims and objectives of the policy.)

As a public health action plan it will contribute to the aims of A Healthy Future.

The action plan could contribute to A Prosperous Society but it was agreed that this is not an aim of the Physical Activity Action Plan.

Items on the Living Communities agenda will be impacted - it was noted that this area could be developed further and subsequently links to 'back to work' schemes and economically inactive individuals have been strengthened.

Some areas of Learning for Life were relevant to the strategic themes of the action plan - physical activity 'skills' and 'development' can contribute here.

It was noted that there were possibilities to develop the connections to A Fair and Just Society and the action plan could go further in some areas and tie in with the aims of the Child Poverty Strategy. This has been added to the action plan. It was

also felt that more could be done to promote equality, and appropriate lines have been added.

The Sustainable Environment section does not impact heavily on the action plan.

The plan supports the aims of A Rich and Diverse Culture and adds to 'quality of life'.

The policy reflects differences across Wales in the context of the Wales Spatial Plan by:

There are a number of opportunities for this action plan to link with the objectives identified in the Spatial Plan: in particular raising levels of health; supporting volunteering; supporting the development of a healthy and active workforce; and contributing toward sustainable development through actions to increase walking and cycling.

Examples of specific opportunities that have been identified are the review of facilities looking at cross local authority boundaries; and maximising the recreational opportunities that may arise from regeneration projects.