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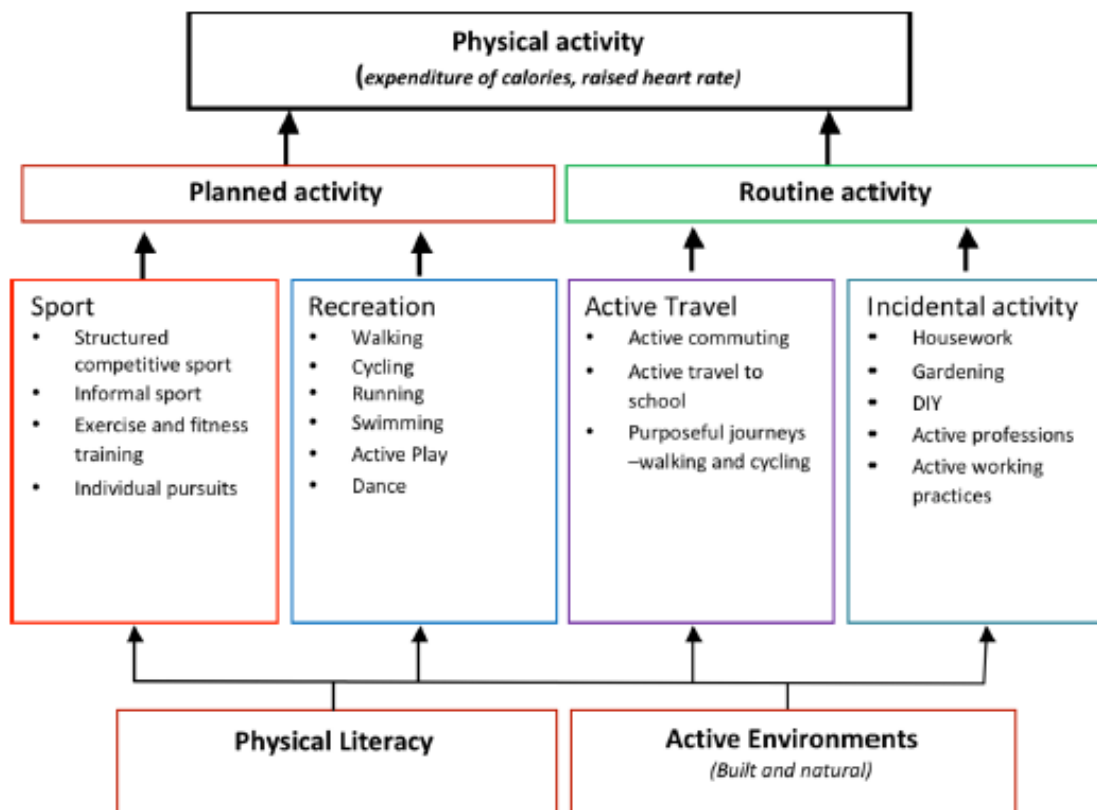
20th September 2018

CCBC SPORT AND ACTIVE RECREATION STRATEGY 2019-2029

Thank you for the opportunity to comment on this Strategy. It is pleasing to see the link made between sport and active recreation with health and wellbeing, and we fully agree with the vision to encourage healthy lifestyles and support residents to be more active, more often.

Sport and active recreation are parts of a system which together will increase physical activity. The Getting Wales Moving strategy helpfully illustrates the core components, which also includes active travel and activity as part of daily life.

Figure 1 – Core Components of an Active Wales



We feel that the Strategy could be strengthened if there was explicit reference to a systems approach, in particular to the following:

1) The physical environment needs to facilitate physical activity and active travel.

- Planners need to be engaged to ensure the planning and design of spaces is conducive. This is particularly important in areas where people live as travel and distance are some of the barriers people have mentioned in the recent Large Scale Change social insight work. Easier access to doorstep activities as proposed in the Strategy is welcomed.
- The Strategy mentions the outdoors, but the link between outdoor green spaces and physical and mental health could be made more explicit.
- Maximising the use of school facilities comes across clearly in the Strategy, but there could be greater recognition of the wide range of community assets that could be made more accessible.

2) Ensuring physical literacy in preschool and school settings, so that future generations have the skills and are confident and motivated to sustain activity, and also participation in sport, as adults.

- Best use should be made of the curriculum to maximise support for physical literacy. This includes encouraging schools and pre-school settings to maintain Welsh Government recommendations for activity levels.
- All schools and pre-school settings should be engaged with the Healthy Schools Programme.
- The Daily Mile although having good reach across the county, it should be embedded in all schools.

3) Promoting and increasing awareness of opportunities for physical activity and active travel. This is particularly important if some assets (leisure centres) will be no longer accessible. In the social insight, people highlighted that they lacked knowledge of what is local physical activity opportunities are available, so are probably not making best use of them. As cost was also cited as a barrier, free or low-cost opportunities should be highlighted.

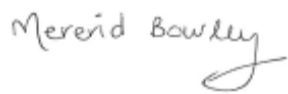
4) Promoting active workplaces which enable and encourage people to be active as a routine part of working life. As well as schools and communities, Public Health Wales's 'Making a Difference' report states that workplaces are an important setting.

In order to be effective, many of the solutions in the Strategy require community development approaches, such as that facilitated by the Large Scale Change programme. Although the Strategy states that its implementation requires more detailed communications and consultation, the Strategy would be strengthened if it acknowledged the need for community development and the contribution required from communities in order to achieve change.

In the current financial environment, we can appreciate the challenges faced by the Council, and the need to take more innovative approaches and respond appropriately to change. As stated in the Strategy although sport and active recreation is not a statutory requirement, they link to corporate priorities and are fundamental to achieving all the goals of the Wellbeing of Future Generations Act. As well as undertaking an Equalities Impact Assessment, it is thus also important to weigh up the direct financial savings of the proposed changes against the costs across the whole system.

I hope you find these comments helpful.

Yours sincerely,

A handwritten signature in cursive script that reads "Mererid Bowley".

Mererid Bowley
Deputy Director of Public Health