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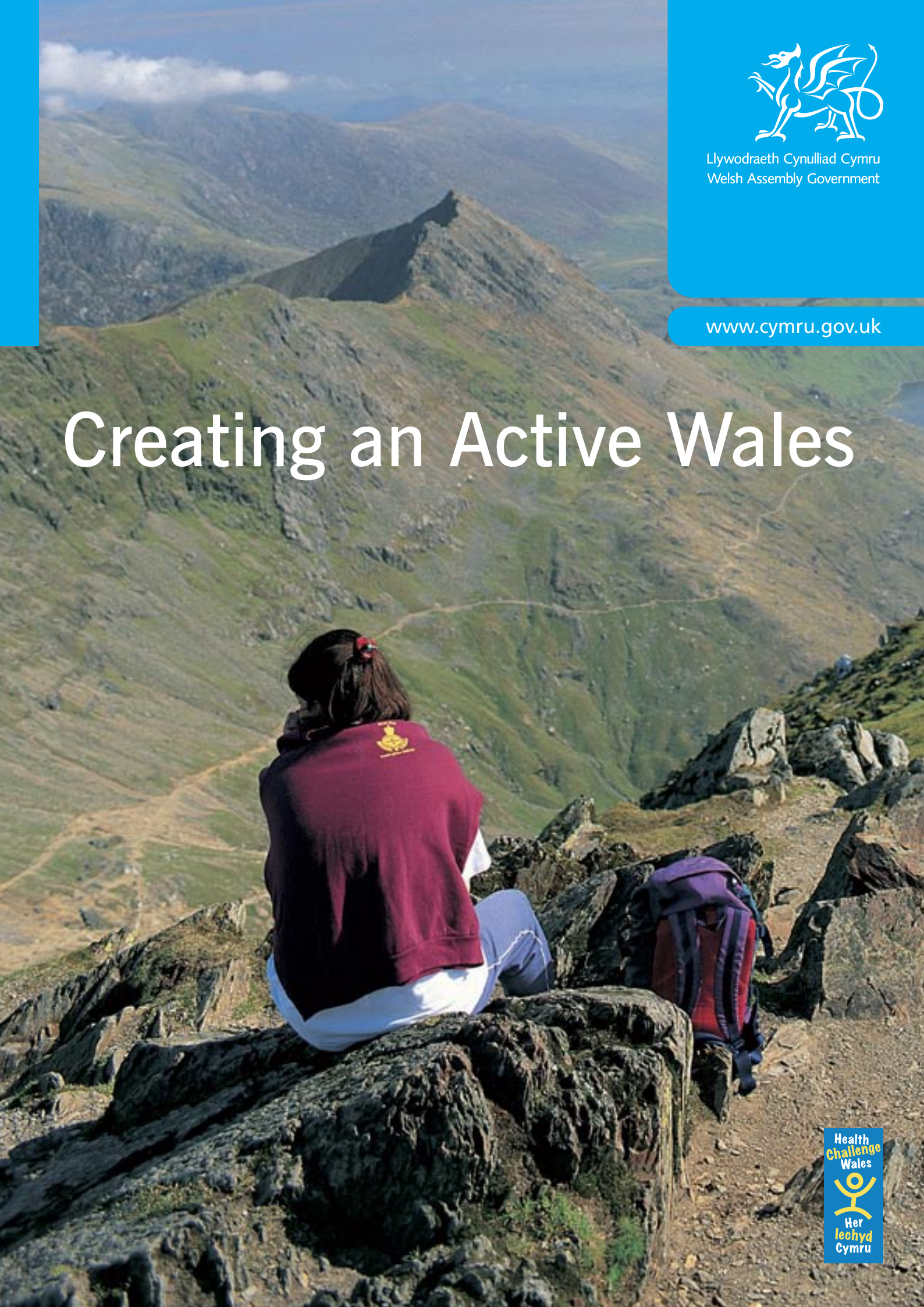
Creating an Active Wales



Health Challenge Wales
Her Iechyd Cymru

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Foreword

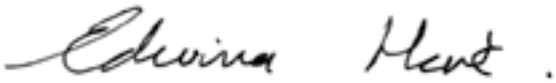
Creating an Active Wales is central to our One Wales ambition for a healthier future for all. It recognises that physical activity and sport are beneficial to health and that a partnership across the Welsh Assembly Government, Local Authorities, the NHS, the Third Sector and our communities is essential if we are to gain the benefits of an active and healthy Wales.

The actions in this plan seek to further support people who are already physically active and provide encouragement for those who are not. In recognising the diversity of modern Wales the plan also seeks to create and sustain an approach that is inclusive for all parts of our community in finding different routes to being active.

Creating an Active Wales has been developed to facilitate and support actions in the public, private and third sectors. We wish to build on existing good practice by providing leadership, learning and sharing lessons and, where necessary, realigning resources to maximise the impact for our communities. We will be taking a critical look at how we can make the best use of what we have and get value for money for the Welsh pound.

At the heart of our plan is making activity a natural part of people's lives. This means developing a built environment that supports, rather than inhibits, activity, and providing access to the natural resource of our green spaces. As well as contributing to improving people's health, the plan will complement other strategies and initiatives, in particular supporting the Welsh Assembly's One Wales: One Planet vision of a sustainable Wales.

We are grateful to all of those who have contributed to the development of the plan and are looking forward to working with you all towards the common goal of creating an active and healthy Wales.



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The Vision

The Vision

Climbing Higher 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." 2005

We envisage a Wales where:

- Everybody benefits from the feel good factor of being physically active;
- Physical activity opportunities are accessible to all;
- Being active is the norm;
- Activity is at the centre of the school ethos and physical literacy is as important as numeracy and language;
- All children play frequently outdoors in safe environments;
- The majority of children and adults regularly use leisure facilities and sports clubs;
- People use their local environment for active recreation;
- Active travel is the first choice for short distances for both children and adults;
- Individuals are never too old to be active.

This will contribute to our long-term ambition to create an active, healthy and inclusive Wales.

Introduction

Introduction

Background

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 2007/08 and 2008/09. The Food and Fitness - Promoting Healthy Eating and Physical Activity for Children and Young People in Wales Implementation Plan, the Play Policy Implementation Plan and the Walking and Cycling Action Plan 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. A national Exercise Referral Scheme has been established and is subject to a randomised control trial. Alongside these national programmes, a wide range of initiatives is being led by the Sports Council for Wales, local government, governing bodies of sport, environmental organisations and Third Sector partners, all making a valuable contribution to this agenda.

In October 2008 internal Welsh Assembly Government and external stakeholder groups were established to develop a physical activity action plan for Wales. The Chief Medical Officer for Wales, who leads on the wider Public Health Strategic Framework, Our Healthy Future, led the development of this physical activity action plan. A consultation was held on the draft action plan between May and August 2009.

Responses were received from a wide range of organisations including the Sports Council for Wales, Third Sector organisations, academics, public health professionals, physical activity practitioners, the fitness industry and sports governing bodies.

Most people agreed with the strategic aims and underpinning themes and were keen to contribute to, or become involved in the proposed actions. It was clear from the volume and detail of the responses received that there is a real commitment to driving this agenda forward. These comments have been taken on board in producing this final version of the action plan.

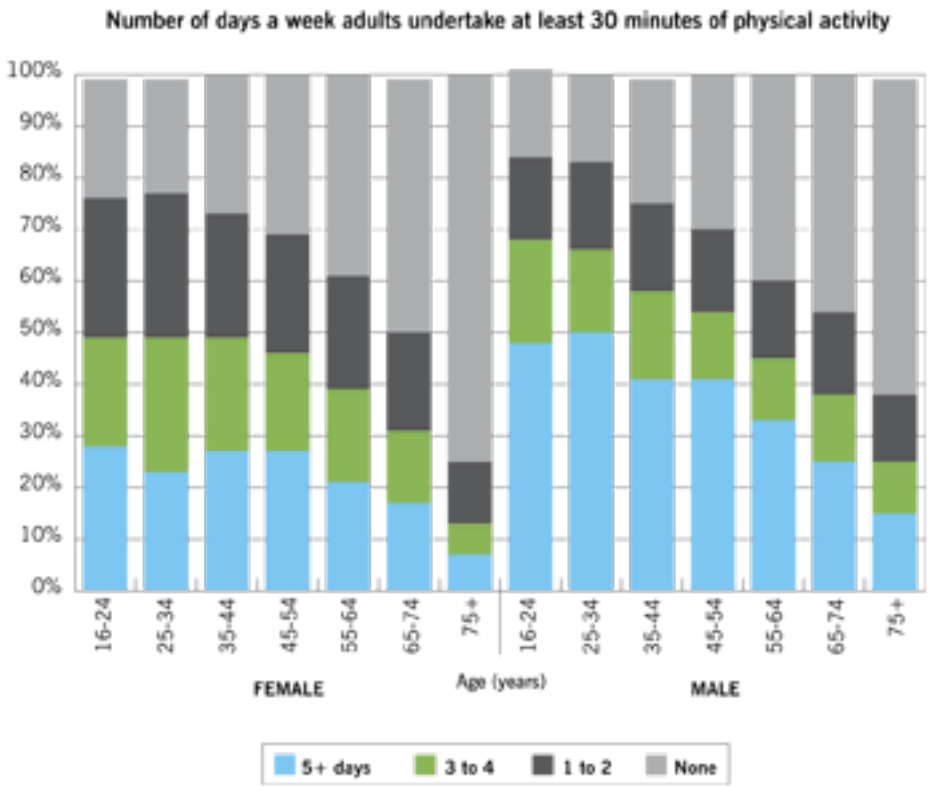
The plan acknowledges the need to enable people to become more physically active through creating an appropriate environment supported by targeted programmes that create behavioural change. Sport too plays a role in getting people active and is included in this plan in the context of sport for all. The future shape of our programme for elite sportsmen and women is, however, being considered separately.

The plan has been through the One Wales Policy Gateway and full Equality Impact Assessment and no adverse impacts have been identified.

Where are we now?

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 about £650 million per year.

The latest data from the Welsh Health Survey (2008) indicates that about 30% of adults undertake sufficient physical activity to benefit their health (the current recommendation is 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 2008*

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, with men 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 a week. We also know that 10% of children aged 7 to 11 and 14% of those aged 11 to 16 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 show that more than half of men (62%) and women (53%) 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.

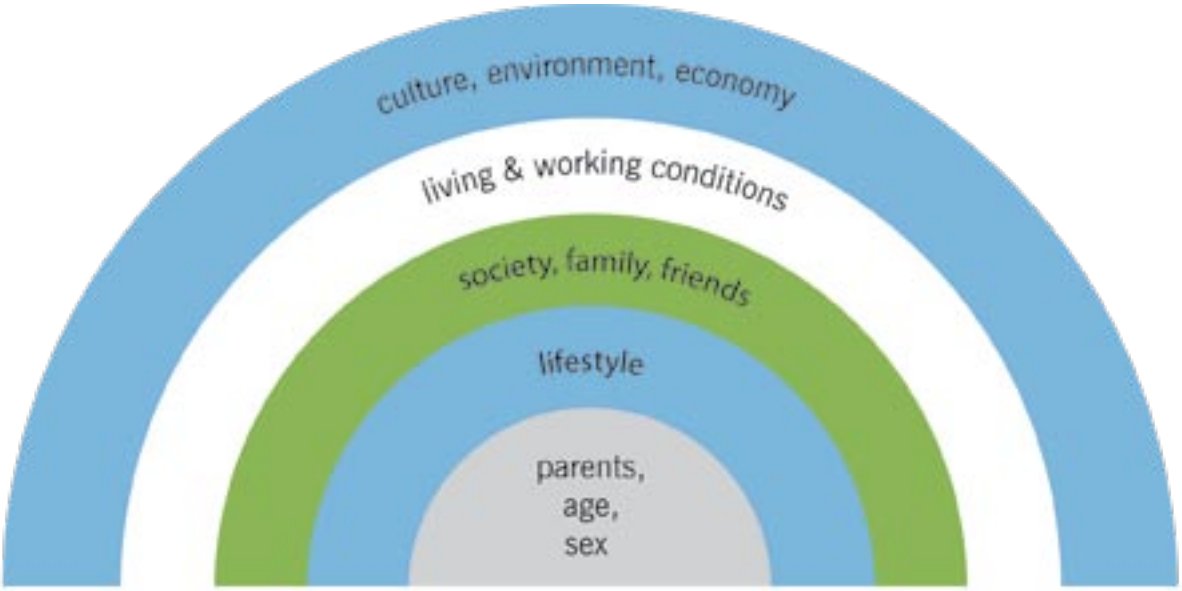
What are we going to do?

The focus of this plan is to encourage increased levels of physical activity so as to deliver improvements in health and well-being. Evidence indicates that significant health benefits are achieved through moderate increases in physical activity for the least active people. A key aim for us moving forward will be to focus on encouraging and supporting 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, an important consideration in the current economic climate. They also make an important contribution to helping people to reduce their carbon footprint and contribute to achieving the Assembly Government's target for a 3% reduction in greenhouse gas emissions by 2011.

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

Physical Activity Spectrum

It is also recognised that for changes in behaviour to be supported, action must occur at a variety of levels and in different settings, addressing the broader determinants of physical activity, 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 priority within Our Healthy Future, the Public Health Strategic Framework;
- link where appropriate to partnership strategic plans, particularly Community Strategies, Health Social Care and Wellbeing Strategies and Children and Young People's Plans;
- contribute to addressing the increase in obesity in combination with those actions to improve 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;
- contribute to achieving our greenhouse gas emission targets as set out in the Climate Change Strategy;
- 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 the Welsh Assembly Government's Communities First Programme; 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 access physical activity opportunities and develop physical literacy, ensuring the best start in life;
- ensure that processes and guidance developed as part of the implementation of this action plan address inequities;
- place a strong emphasis on value for money by ensuring arrangements for monitoring progress and evaluating outcomes are in place;
- provide opportunities for people to connect with the environment and to value public space and the natural environment.

Aims and Targets

Aims and targets

To contribute to the vision, and to prevent people's sedentary behaviour affecting their health and well-being, we aim to shift activity levels across the whole population to increase the average number of days that people in Wales are active.

Targets

'Creating an Active Wales' will have two measurable high level targets. The focus of the targets will be to get everybody to do 'one day more'. This will have a greater impact on the whole population than the original Climbing Higher target of one percentage point year on year increase of 5 x 30 or 5 x 60, for adults and children respectively. The one day more target can only be achieved by increasing the activity levels of people who do little or no exercise as well as of those already doing 3 or 4 days a week.

Adults

1. Shift the average point of activity from 2.4 to 3.4 by 2020.

Children

2. Shift the average point of activity for 11 to 16 year olds from 3.9 to 4.9 by 2020.

The targets will be measured through the Welsh Health Survey and Health Behaviour in School-aged Children Study. In addition to monitoring these overall targets we will also track the following key indicators to ensure participation rates are increasing across the whole population.

Group	Data monitored
Gender	Male and female participation rates
Age	Participation rates of children aged 7-11 Adults aged 55+
Socio-economic classification	Managerial and professional, routine and manual, never worked and long-term unemployed
Other equality groups	Current national surveys do not give us detail on participation in many groups and we will be looking at identifying other data sources to track progress

The Welsh Assembly Government will be working with its partners to identify any gaps in data and/or other existing sources that can assist in evaluating progress being made to address the key priorities listed within this plan. For example the Sport and Physical Activity National Forum has been developing a suite of indicators to monitor and support local provision and planning of services and programmes. Similarly data on walking and cycling rates are being tracked as part of the implementation of the Walking and Cycling Action Plan.

Strategic aims

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

Strategic aims

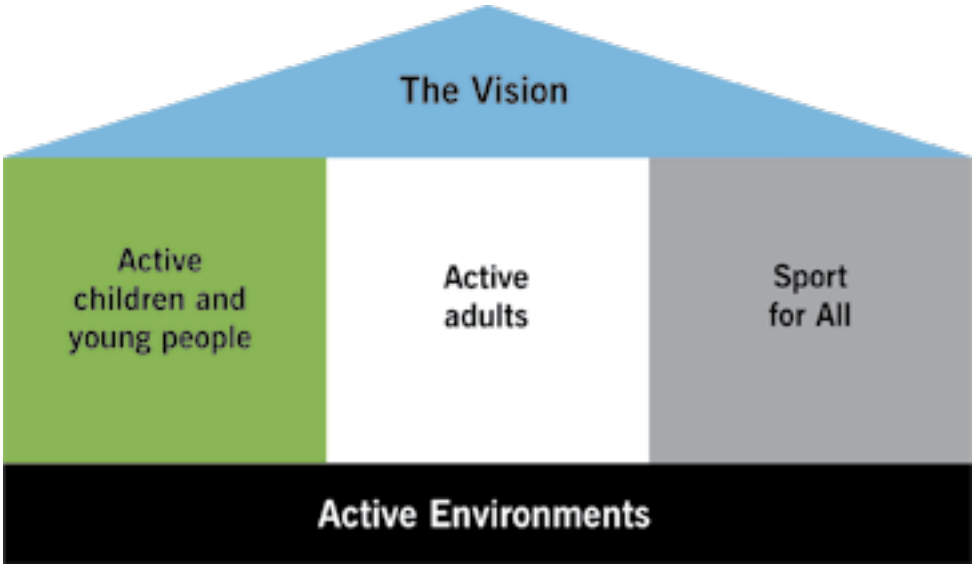
Active environments - to develop and maintain a physical environment that makes it easier and safer for people to choose to be more physically active.

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 following diagram illustrates how the four strategic aims fit together to support the delivery of the vision.



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 Implementation Plan and the Walking and Cycling Action Plan. Therefore, it is recommended that this plan is read alongside these other strategic documents.

Underpinning Themes

Underpinning themes

Some key underpinning themes need to be addressed if the strategic aims are to be delivered. The themes have been identified through feed back from internal and external partners, consultation feedback and through recommendations from the National Assembly for Wales Audit Committee.

Underpinning themes

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

1. National leadership

The Minister for Heritage will chair a multi agency Physical Activity Ministerial Advisory Group (PAMAG) with responsibility for overseeing the implementation of the plan and for reviewing and advising on key issues. The purpose and membership of the group can be found in annex 3. It will be supported by a cross departmental Welsh Assembly Government senior officials group, chaired by the Chief Medical Officer, which will ensure a joined-up approach to action on the physical activity agenda (terms of reference in Annex 4).

The initial programme for PAMAG will cover the following priorities:

Key programmes - The PAMAG 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 - It is recognised that the next five years will be difficult with pressures on personal, government and other public sector expenditure. The PAMAG will review the current approach to funding with the aim of joining up funding streams across the Welsh Assembly Government more effectively and ensuring more long-term sustainability for evidence-based activities.

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

Social marketing - The PAMAG will consider how to maximise the impact of the Change4Life campaign in Wales, a social marketing programme, originally developed by the Department of Health to increase levels of physical activity and promote healthy eating, in order to tackle obesity.

2. Local delivery

To ensure effective co-ordination of delivery at the local level, the Health Social Care and Well Being Partnerships will be given the leadership role, working with Children and Young Peoples Partnerships, Local Service Boards, Local Authorities, Local Health Boards, Public Health Wales, Communities First and Third Sector partnerships to enable the relevant priorities, actions and measures to be included in the appropriate strategic plans.

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 we build on this excellent start and ensure that all plans move towards addressing the broader determinants of physical activity, and support the implementation of this plan through a single local platform for physical activity planning. They will need to engage and take advice from all partners through local strategic partnerships and all relevant local authority departments such as leisure, planning and transport, Local Health Boards, Public Health Wales, Communities First Partnerships, Environment and Third and Private Sector organisations.

These new Local Creating an Active Wales Action Plans will be agreed through Health, Social Care and Well Being Partnerships and submitted to the Welsh Assembly Government for agreement. The Sports Council for 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 new Local Creating an Active Wales Action Plans will be developed by the Welsh Assembly Government in consultation with partners including the Sports Council for Wales, Local Authorities and 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 a co-ordinated approach at national, local and community levels that reflects best practice.

A communications plan will be developed to show how we will ensure that all stakeholders have a clear understanding of their role in the delivery of Creating an Active Wales. This will include actions to maximise the impact of the Change4Life campaign in Wales, by providing the Welsh context to inspire and motivate, and by connecting the target audience with the local resources that can help them change their behaviour. Change4Life will be positioned as a sub-brand of Health Challenge Wales for addressing physical activity and healthy eating.

Resources will be developed to support professionals and volunteers to deliver consistent and accurate information to the public on how to be more physically active and access local services.

4. Workforce development

One of the keys to the successful delivery of the plan will be to ensure that there is an appropriately 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 deliverers and other professionals and volunteers who can influence the physical activity agenda. Further work is also needed to ensure that the workforce has the skills to deliver opportunities for the most sedentary and key equality groups.

In partnership with Skills for Health, SkillsActive has identified the necessary workforce skills to support the delivery of Climbing Higher. This work will lead to the production of a physical activity workforce development plan that will be used to prioritise where investment will make the greatest impact.

5. Inequities

It is recognised that some population groups face different barriers to accessing opportunities to be physically active. As a result these populations are often the most sedentary. This plan seeks to ensure that issues of age, disability, gender, transgender, race, religion/belief, language of choice, sexual orientation and for specific groups such as Gypsies and Travellers are considered in the development and delivery of its actions.

Implicit in the delivery of the actions is that no group is disadvantaged and that targeted interventions may be required to ensure this is the case. It is important that providers of services make sure opportunities are accessible and take into account the needs of participants, access, programming, transport, language, religious requirements and childcare issues.

6. Partnerships

Successful partnerships are the key to achieving the collaboration necessary to improve population outcomes, without which the aims and visions of Creating an Active Wales will not be achieved. Central to this requirement is engagement, particularly with Health, Social Care and Wellbeing Partnerships and Children and Young People's Partnerships, that includes representatives from public, private and the third sectors,

In addition, to deliver the targets set for this plan, it will be important to broaden and strengthen the existing partnership base, to ensure a wide range of opportunities are delivered. Additional partners could include organisations such as medical charities, women's organisations, dance providers, environmental organisations, developers and architects.

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

7. Developing the evidence base

Research, evaluation and monitoring of programmes against targets is 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. It is vital that the academic sector in Wales help us increase our understanding of the effectiveness of approaches, and that all partners engage in research work collaboratively. The Welsh Assembly Government will engage with universities through the Public Health Improvement Research Network, the Centre for Development and Evaluation of Complex Interventions for Public Health Improvement, the National Institute for Social Care and Health Research, and the Wales Virtual Institute of Sport Health and Exercise Sciences. Evidence and research outcomes will be disseminated to all partners through the Physical Activity Network. A number of other partners, for example, Public Health Wales and Countryside Council for Wales also undertake research which will contribute to this agenda.

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 disabled people, 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 targeting of funding to bring about the desired behaviour change.

Actions to support the underpinning themes

National leadership

Action	Lead	Partners	Date
Set up the Physical Activity Ministerial Advisory Group and the cross departmental Welsh Assembly Government senior officials group to oversee the implementation of the Action Plan.	DPHHP	All WAG Departments/ Key Stakeholders	2009
Welsh Assembly Government, Welsh Local Government Association, Sports Council Wales and Big Lottery to support Local Authorities to develop infrastructure and facilities plans that share best practice across Spatial Plan Areas and builds on programmes such as 21st Century Schools.	DH-CWLS	DPHHP/ WLGA/SJ&LG/ SCW/ Big Lottery	2010-2012
Encourage all new regeneration or capital investment schemes to consider how they could contribute to the physical activity agenda.	DH-CWLS/ DPHHP	SJ&LG	2010-2015
Work with Welsh Assembly Government departments and UK Government to explore fiscal or legislative policies which could be used to increase access and reduce cost of physical activity.	DPHHP/ DH-CWLS		2010-2015
Publish a document outlining roles and responsibilities of key delivery partners and relevant Welsh Assembly Government departments in the delivery of this Action Plan.	DPHHP	All partners	2010
Establish clear agreements with key delivery organisations to capture outcomes.	DPHHP/ DH-CWLS	Key delivery partners	2010

Local delivery

Action	Lead	Partners	Date
Produce guidance for the development of Local Creating an Active Wales Action Plans to support the implementation of the plan.	DH-CWLS/ DPHHP	SCW/WLGA/ PHW/ Third Sector/ LAs	2010

Action	Lead	Partners	Date
Establish mechanism for Local Health Social Care and Well-being partnerships to be lead partner within each local authority area for the development of Local Creating an Active Wales Action Plans, and to link effectively with local strategic partnerships as needed.	DPHHP	DH-CWLS/ WLGA/SCW/ NPHS HSCWB partnerships	2010

Communications

Action	Lead	Partners	Date
Support behaviour change of key target groups using social marketing techniques, based on current evidence through the Change4Life programme.	COMMS	DH-CWLS/ DPHHP/SCW/ PHW	2010-2015
Develop a programme of ongoing 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/ all partner organisations	2010-2015
Develop resources and training to engage and support those working and volunteering in the field to act as the 'sales force' for a consistent physical activity message to the public 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	2010-2012
Work in collaboration with other administrations and British Heart Foundation to review national recommendations on physical activity.	DPHHP	BHF/DH/ Scotland/NI	2009-2010
Maximise the social marketing and promotional opportunities of the 2012 Olympics and the Ryder Cup as part of a co-ordinated legacy plan to positively influence people, particularly children and young people, to be active.	DH-MEU/ COMMS		2009-2012

Inequities

Action	Lead	Partners	Date
Ensure that professionals and volunteers receive appropriate inclusion training as identified through local needs/impact assessments.	SCW	FDSW/LAs	2010-2015
Work with Local Authorities and other partners to increase accessibility to facilities and services by addressing barriers that may dissuade participation by all groups.	SCW	LAs/Third Sector	2010-2015
Identify opportunities for research to widen knowledge of current participation levels and barriers that prevent participation in physical activity by all groups.	DPHHP	SCW/PHW/ CCW/FCW	2010-2015
Develop guidance on implications of the Equality Bill for key delivery agencies for physical activity.	WLGA	SCW/LAs/ PHW/EHRC	2010
Work with National Governing Bodies to support them in achieving the Equality Standard for Sport.	SCW	NGBs	2010-2015
Encourage providers of physical activity opportunities to consult equality groups to ensure services meet their needs.	DPHHP	SCW/LAs/ NGBs/ Third Sector	2010-2015
Conduct an independent review of community based physical activity opportunities for disabled people and where appropriate implement recommendations.	SCW/FDSW	LAs/ Third Sector/ LAs	2010-2013
Pilot package aimed at creating cultural change in key agencies who deliver opportunities for disabled people.	SCW	FDSW	2011-2012
Use findings from the Dance and Disability In Wales Study to increase access to dance provision for and by disabled people and identify progression routes.	ACW	LAs/Third Sector	2010
Use the evidence from the Sports Council for Wales' pilot community regeneration projects to help inform policy and practice in targeting black and ethnic minority groups.	SCW	BME Groups/ Third Sector/ Communities First Partnerships/ LAs	2010-2015

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, taking into account other key workforce strategies, including the Sports Council for Wales' People Development Action Plan.	DPHHP/ DECELLS PHW	SkillsActive/ Skills for Health/SCW/ ACW/ Employers/ CISPA Training providers	2009-2015
Work in partnership with Local Authorities, Third Sector organisations and other agencies to develop a foundation phase national training pack to support local practitioner training programmes.	SCW	DCELLS/ LAs/ Third Sector	2009-2012
Work with partners to ensure that the workforce is well trained and has the necessary skills in place to ensure more people become more active, more often.	SCW	Skills Active/ LAs /NGB's/ Training providers	2010-2015
Share and develop best practice including assessing training needs and providing training solutions.	SkillsActive/ REPS	SCW	2010-2015

Action	Lead	Partners	Date
Review current training for staff delivering key programmes to ensure all have a good understanding in behavioural change theory and current evidence on physical activity.	DPHHP/ SCW	LAs/PHW	2010
Support the implementation of the Coaching Plan, examining opportunities for enabling an increased number of volunteers to access introductory coaching courses, particularly in disadvantaged areas.	DH-CWLS	SCW/NGBs/ LAs	2010-2011
Deliver a series of evidence briefings for key target groups to encourage best practice through the Physical Activity Network.	PHW	All	2010-2015
Develop and implement an action plan for safe volunteer recruitment, retention and training.	SCW	WSA/WCVA/ Third Sector/ LAs/PHW/ NSPCC	2010-2015
Support the development and implementation of the National Framework for Dance in Education to increase and improve the number and quality of dance workers.	DH-CWLS	ACW/CDW	
Support improved availability and delivery of the National Standard for cycle training for children and adults.	DESH	DPHHP/DH-CWLS/DCELLS/ SCW	2009-2011

Partnerships

Action	Lead	Partners	Date
Establish partnerships with new partners to support the delivery of the action plan.	DPHHP/ DH-CWLS	SJ&LG/ Third Sector/ LAs	2009-2015
By joint planning through the new Local Creating an Active Wales Action Plans, enhance the capability of existing partnerships to deliver this agenda.	DPHHP/ DH-CWLS	All	2009-2015

Developing the evidence base

Action	Lead	Partners	Date
Establish a Research and Evaluation Sub Group to determine the priorities and establish protocols, and to develop and deliver a work plan to ensure effective research, monitoring and evaluation is undertaken in support of the plan.	DPHHP	DH-CWLS/ SCW/PHW/ WISHES/ DECIPHer/ CCW/ Sustrans	2009-2015
Commission an evaluation of the impact of the action plan to inform future development and investment.	DPHHP	DH-CWLS/ SCW/PHW	2010-2015
Work with DECIPHer WISHES and all partners engaged in the research and evaluation agenda to identify possible research areas and to maximise the learning from research conducted in Wales.	DPHHP/ DH-CWLS	DECIPHer/ WISHES/ PHW/SCW	2010-2015
Identify a programme of evaluation for core programmes to ensure they are delivering on the key strategic aims.	DPHHP/ DH-CWLS	SCW	2010-2015
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/PHW/ Third Sector/ LAs/CCW	2010-2015
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/ PHW	2010

Active Environment

Active environment

Strategic aim

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

Walking, cycling and active play form an important role in enabling people to meet their recommended levels of physical activity 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 physical environment in Wales 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 of and access to well designed and maintained built environments and natural environments across both urban and rural communities. There needs to be a specific 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, playing fields, woodlands, allotments and waterways.

The provision of a network of well designed facilities for leisure and recreation is likely to be a challenge in the current economic climate. New and innovative solutions will need to be found, such as shared club facilities and opening up of school sites, following reviews of local facility provision. This will form a key action for the Ministerial Advisory Group.

Evidence indicates that the following factors 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, user friendly walking and cycling routes, which also consider the needs of disabled people;

- 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 physically 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, access and use of high quality local green space, waterways and countryside.

Built environment encourages physical activity

Action	Lead	Partners	Date
Ensure that Planning Policy Wales, supported by Technical Advice Notes, provide guidance on the development of infrastructure that encourages physical activity and gives due prominence to walking and cycling, as outlined in the recently reviewed TAN 16.	ESH-Planning	DPHHP/LAs/SCW	2010-2015
Provide a web-based toolkit to signpost architects, planners, planning committee members, developers and transport planners to best practice, guidance and assessment tools which demonstrate how they can contribute to physical activity agenda.	DPHHP	ESH-Planning/PHW/Sustrans	2010-2015
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/LAs /PHW/CCW	2010-2015
Develop long-term facilities plans taking into account community priorities.	LAs	SCW/Third Sector	2010-2015
Encourage new regeneration and housing projects to consider physical activity impact in their design.	DESH	DPHHP/DE&T/DH-CWLS/VRP/PHW	2010-2015

Active commuting

Action	Lead	Partners	Date
Encourage evidence-based actions to increase walking and cycling opportunities in Regional Transport Plans and develop performance indicators for walking and cycling to be monitored as part of the delivery of these plans.	DE&T	Transport Consortia/VRP	2010-2015
Disseminate learning and best practice in encouraging walking and cycling from projects such as DIY streets, Connect 2, Sustainable Towns and Healthy Cities, through the Physical Activity Network and other opportunities.	ESH-NAMU/ESH-CCWD/ESH-W&LLEQ DPHHP/DE&TPA	Transport Consortia/VRP/Sustrans/Ramblers	2010-2015

Access to green space and countryside

Action	Lead	Partners	Date
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 which are marketed to the public.	ESH-NAMU	CCW/LAs/LAF/ Ramblers	2010-2015
Improve access to woodlands and green space especially those near disadvantaged communities.	FCW/CCW	National Trust	
Encourage and provide volunteering opportunities for people to maintain and improve access to cycling and walking routes and to participate in gardening/ conservation opportunities for example allotments, community gardens, Green and Blue gyms.	DPHHP	Third Sector/ LAs/CCW	2010-2015

Action	Lead	Partners	Date
Encourage Local Authorities to use local development plans and development management decisions to protect green space/playing fields to provide a framework for well located sport, recreation and leisure facilities and, where appropriate, to use planning conditions and agreements to provide, safeguard and enhance open spaces, sport and recreation facilities.	ESH-Planning	LAs	2010-2015
Continue support for the Safe Routes in Communities scheme and evaluate impact to inform future practice.	DE&T	LAs	2010-2011

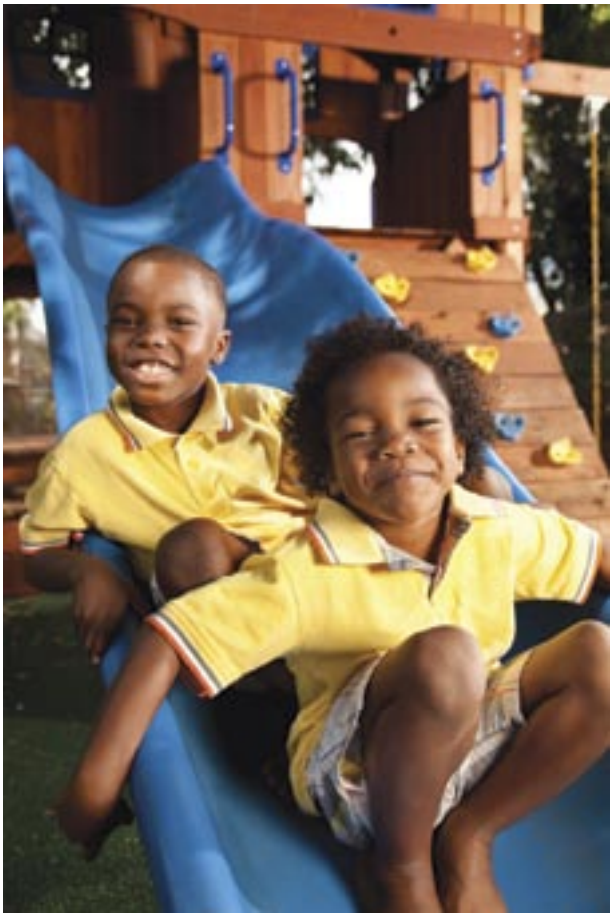
Active Children and Young People

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 and well-being over their life span. Physical activity is vital for healthy growth and development of children. The provision of high quality physical education and the effective delivery of physical literacy is essential for them to have the skills and confidence for lifelong participation in sport and physical recreation.



The Children and Young People Partnerships are responsible for co-operative action to improve outcomes in each Local Authority area. This includes strategic planning through Children and Young People's Plans (CYP Plans) to integrate action to increase physical activity of children and young people at local level. The Local Creating an Active Wales Action Plans will inform and reflect the relevant strategic priorities from their local CYP Plans.

All work in schools will be aligned to the School Effectiveness Framework's principles and outcomes, and the 21st Century Schools programme, the strategic approach to capital investment in schools. The Children and Families (Wales) Measure was introduced in March 2009 and includes provision to require Local Authorities to carry out play sufficiency assessments in accordance with regulations and guidance. Based on those assessments, Local Authorities are required to secure sufficient opportunities in their area for children to play so far as is reasonably practicable.

This section 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.

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 Physical Education;
- 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 high quality play that is physically active.
- Creating opportunities for families to undertake physical activity together, particularly low income families.
- Developing whole school cluster approaches that engage the wider community.
- Ensuring interventions are enjoyable and designed in consultation with children and young people to meet their needs.
- Prioritise interventions that encourage the development of physical literacy and participation in physical activity by the least active.
- Increasing physical activity in post-16 educational setting.

Access to quality play

Action	Lead	Partners	Date
Provide opportunities for children to experience the outdoor learning environment and to become active learners through the play-based Foundation Phase curriculum.	DCELLS	LAs/ Schools/ Third Sector	2009-2012
Develop resources for staff working in early years and childcare settings incorporating physical activity through active play and engaging parents.	DPHHP	Early Years Sector	2010-2012
Promote opportunities for children and young people to engage in age appropriate play, including play that does not require ready-made facilities and equipment.	DCELLS	CYPs/LAs	2010-2015
Ensure play is inclusive of all children; none should be excluded for reasons of ability, language, race or gender.	DCELLS	CYPs/LAs	2010-2015
Secure sufficient play opportunities for children and young people through local assessments of provision and need.	DCELLS	CYPs/LAs	2010-2015
Develop guidance on standards and provision of play opportunities.	DCELLS	CYPs, National Play Organisations	2010-2015
Implement BIG's Child Play Programme.	BIG	Play Wales/ LAs/DCELLS	2010-2015

Creating active families

Action	Lead	Partners	Date
Encourage all partners to provide opportunities for families to be active together, ensuring that best practice is shared.	SCW	LAs/ Third Sector	2010-2015
Ensure lessons learnt from Way of Life Programme are considered in the development of future national and local initiatives.	BIG/DPHHP		2012-2015

Whole-school approaches

Action	Lead	Partners	Date
Work with Local Authorities to ensure that curricular and extra curricular provisions in secondary schools are aligned to provide opportunities for frequent and regular physical activity to improve skill development, fitness, health and well-being.	DHCWLS/ DCELLS	SCW/AfPE/ Estyn/ADEW/ LAs/Schools	2010-2015
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, linking with the wider community such as sports clubs and youth groups.	DPHHP/ DH-CWLS/	DCELLS/SCW/ AfPE/LAs/PHW/ WNHSS/ Schools/Young People/NGBs	2010-2012
Promote increased use of school facilities during evenings, weekends and holidays.	DCELLS/ DH-CWLS	LAs/Schools	2010-2015
All schools to develop active travel plans, including providing appropriate cycling and road safety training for children and young people.	DPHHP/ DE&T	DCELLS/ DHCWLS/ESH-NAMU/LAs/ Sustrans/ CTC/WNHSS/ Young People	2010-2015

Action	Lead	Partners	Date
Work with the private, community (particularly Communities First Partnerships) and Third Sectors to create increased links between schools and their communities.	SCW/LA's	DH-CWLS/LAs DCELLS/SJ&LG/ Youth Services	2011-2014
Continue to support existing curricular and extra curricular programmes such as PESS, Dragon Sport and 5x60, targeting the least active where appropriate.	DCELLS/ DHCWLS/ SCW	LAs/Schools	2010-2015

Interventions

Action	Lead	Partners	Date
Ensure children and young people are engaged in the development of interventions targeting this key group.	DPHHP/ DH-CWLS/ DECELLS/ SCW	CYPs/Children and Young People	2010-2015
Prioritise action to increase participation in physical activity of teenage girls.	SCW	DH-CWLS/ DPHHP/YST/ Dance Wales/ Teenage Girls	2010-2015

Action	Lead	Partners	Date
Continue to support Local Authorities to provide a co-ordinated 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/ LAs/ Swim Wales	2010-2011
Pilot the MEND childhood obesity referral programme.	DPHHP	MEND/ LAs/NHS	2010-2011
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.	DCELLS	SCW/Youth Services/ Urdd/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	2010-2015
Develop and issue guidance on vetting and barring scheme in relation to sport and leisure.	DHSS-CHSSD	DH-CWLS/ DPHHP/ SCW/ LAs/NGB's/ Third Sector/ NSPCC	2009-2010

Increasing post-16 opportunities

Action	Lead	Partners	Date
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/ LAs/ Young People	2010-2015
Review programmes to support young people not in education, employment or training to be more physically active and disseminate best practice.	DCELLS	Careers Wales/ Work based learning providers/LAs	2009-2010

Active Adults

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 and well-being. Many initiatives aimed at increasing physical activity uptake are essentially about helping people change behaviour. If population physical activity change is to be achieved then current and future activities should take behaviour change theories into account.

The adult population of Wales is not a homogenous group; sporting and non-sporting behaviours are various and complex, and invariably alter over a person's lifetime. In order for us to have an impact on the activity levels of adults, we need to segment the adult population into distinct groups that share similar characteristics. The Sports Council for Wales has already developed and is working with a segmentation tool that allows us to better understand the behaviours of the adult population and target resources more effectively. The assemcly Government believe this is an important step in the right direction and would be keen to see this used and for practice to be shared.

The benefits of physical activity are of particular importance for older people and therefore it is important that resources are balanced to provide specific initiatives to support adults to be more physically active as they get older.

In relation to the general adult population 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. Opportunities for outdoor physical activity are also seen as important as they have additional benefits to mental health.

There are advantages of linking the recreation agenda with the wider economic agenda. It is therefore appropriate to link planning for leisure with activity tourism, for example, and to develop approaches that ensure that local people are able to benefit from facilities and activities which visitors come to enjoy. Both visitors and locals have similar needs in terms of information and thought should be given to both groups when developing new infrastructure. In addition, employment and enterprise opportunities can arise for those engaging in recreational activities (for example in the growing outdoor activity sector) in the longer term.

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 for example childcare and cost;
- tailored to suit individual activity preferences such as wider recreational opportunities for example dance;
- 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

- Initiatives which aim to increase regular lifestyle and outdoor physical activity such as walking and cycling, conservation and gardening and other forms of green exercise, in particular in areas where physical environmental improvements are being made.
- Developing community-based targeted interventions that encourage behaviour change and remove barriers to participation.
- Whole workplace approaches including active travel initiatives.
- Developing opportunities for women and older people and those experiencing social and economic disadvantage.

Outdoor/walking and cycling

Action	Lead	Partners	Date
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/ PHW/SCW/ FCW/RTP/ CCW/Third Sector/LAs	2010-2015
Explore the opportunities for a partnership project in South Wales, building on the best practice developed as part of the North Wales Outdoor Partnership.	DH-CWLS	SCW/DPHHP	2010-2015

Interventions

Action	Lead	Partners	Date
Continue to support the National Exercise Referral Scheme and expand the scheme to develop wider physical activity opportunities, particularly targeting the economically inactive and providing support for people with chronic disease.	DPHHP	WLGA/LAs/ LHBs/PHW	2010-2012
Support GPs and other health professionals to advise, encourage and support patients to increase their physical activity levels.	NHS	GPs/Health Professionals	2010-2015
Work with Third Sector organisations and Communities First Partnerships to engage local communities and to identify and train a wide range of local champions to inspire people in hard-to-reach groups and communities.	SCW	Third Sector/ LAs/PHW/ Communities First Partnerships	2010-2011
Work with partner organisations such as the Women's Sports and Fitness Foundation and NFWI Cymru to ensure best practice in creating opportunities for physical activity for women, particularly in disadvantaged areas, are put into practice.	SCW	WSFF/ Communities First Partnerships	2010-2015
Pilot chronic disease risk assessment tool with targeted physical activity interventions to ensure the referral of patients to appropriate opportunities including the National Exercise Referral Scheme.	DPHHP	LAs/LHB/PHW	2010-2011

Action	Lead	Partners	Date
Support the delivery of the Arts Council for Wales dance strategy and encourage more participation in dance.	DH-CWLS	ACW/SCW	2010-2012
Ensure local responses to the Strategy for Older People in Wales 2008-13 include physical activity as a key action area.	DPHHP/ DHSS	HSCWB Partnerships	2010-2013
Engage with Health Social Care and Well Being partnerships and Third Sector organisations to update the Healthy Ageing Action Plan and ensure that this update includes physical activity as a key action area.	DPHHP	HSCWB Partnerships/ Third Sector/ LAs	2010-2011
Work with BIG Lottery Fund to develop its strategic investments for older people.	DH-CWLS	BIG	2010-2012

Priority groups

Action	Lead	Partners	Date
Continue to support Free Swimming for older people.	DH-CWLS	SCW/LAs	2010-2011
Increase the number of opportunities for older people to participate in appropriate peer-led physical activity for example Move More Often, Low Impact Functional Training.	DPHHP/ Age Concern and Help the Aged	ACW	2010-2011
Ensure that community grants are targeted at encouraging behavioural change and removing barriers among sedentary groups.	SCW	Community Groups	2010-2011
Develop a national obesity pathway that enables local areas to map local provision and identify gaps.	DPHHP	Dieticians/ PHW	2009-2010

Workplace

Action	Lead	Partners	Date
Link the Sports Council for Wales grant programmes to the Small Workplace Health Award, Corporate Health Standard and Workboost Wales and evaluate the effectiveness of the investment.	DPHHP/ SCW	PHW	2010-2015
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	2010-2015
Ensure key messages include those around the benefits of having a physically active workforce, as part of an employer engagement initiative.	DPHHP	PHW/ Workplaces	2010-2011
Work with public sector organisations to implement active travel plans.	DE&T	Regional Plan Co-ordinators/ LAs/LHB's	2010-2015
Pilot the installation of outdoor gyms on 2 hospital sites.	DHSS	LHB	2010

Sport for All

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. Whille sport can help support wider social and economic agendas, the primary focus of this plan will be to use Sport for All as a means of increasing population physical activity levels for health benefits.

The actions in this section have a direct link to the Performance and Excellence Review that has been completed. The Welsh Assembly Government and the Sports Council for Wales are working to develop an Action Plan for implementation from April 2010. The Performance and Excellence Plan will show the links to Creating an Active Wales.

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 diverse 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; for example child care, cost, lack of self efficacy/belief, social support; and to enable participation in sport into later years, for example adapted versions as physical ability declines with age.

Priorities

- Support sustained participation 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 a wider range of members especially in areas where physical activity levels are low.
- Ensure clubs, provide high quality coaching, develop the skills and activity levels of their members and support talent development and provide a range of competitive and non-competitive opportunities for participation.
- Maximise the legacy opportunities of the London 2012 Olympic and Paralympic Games, Ryder Cup and other major events to increase participation in sport.

Support participation

Action	Lead	Partners	Date
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 skills and physical abilities).	SCW	LAs/NGBs	2009-2014
Build upon existing programmes to ensure participation levels are increased and maintained throughout secondary school.	SCW/LAs	DCELLS/ DPHHP/	2009-2014
Provide further opportunities for families to play sport (together or in parallel sessions) through pay and play and regular structured activities that support intergenerational activities.	LAs	SCW/NGBs	2009-2014
Support Third Sector and Communities First Partnerships to deliver physical activity opportunities by broadening their existing programmes of work, with a particular focus on people who would not normally participate in sport.	SCW	Third Sector/ Communities First	2010-2015

Strengthen infrastructure

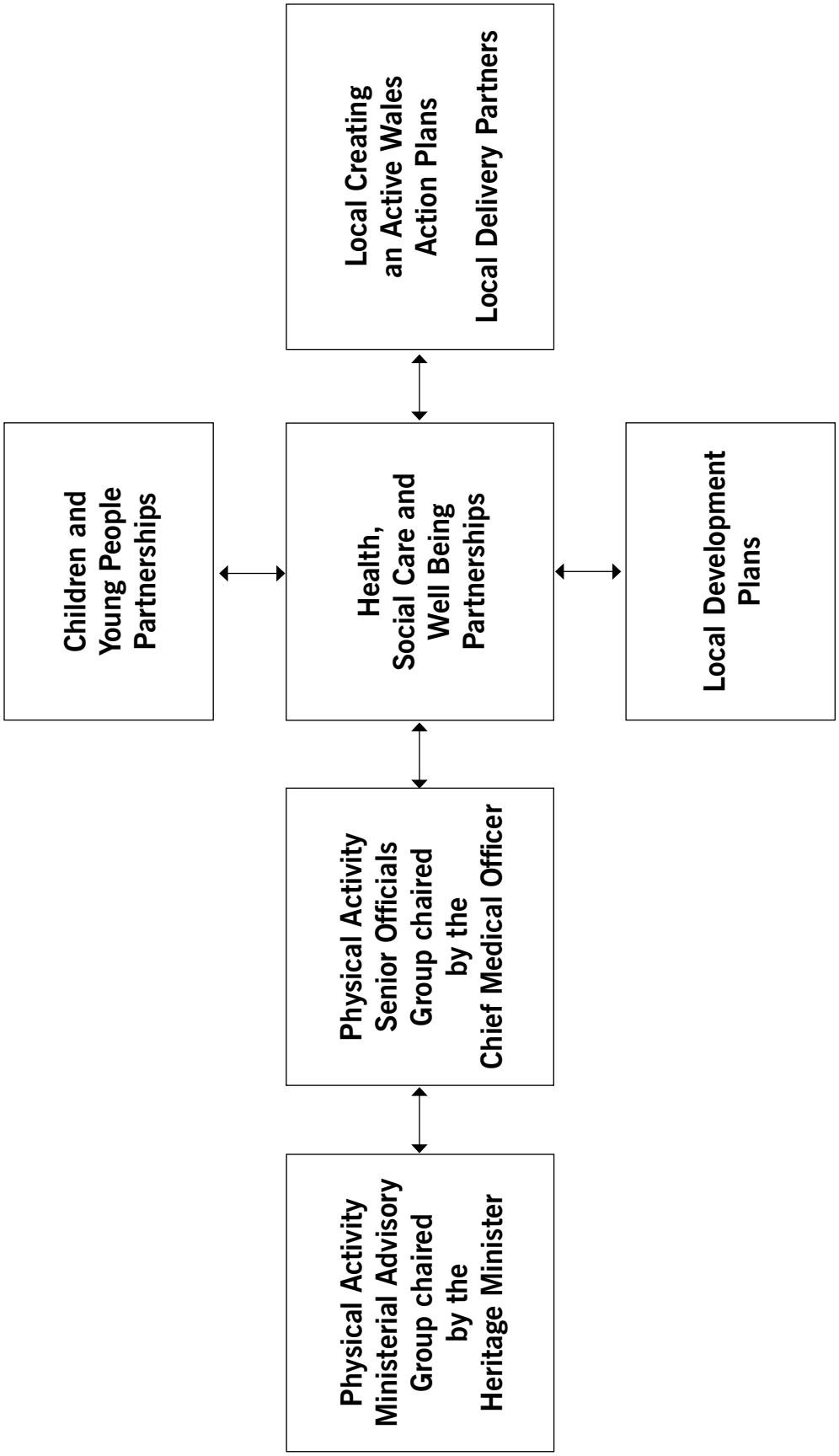
Action	Lead	Partners	Date
Continue working with sports clubs to strengthen club management, increase and develop volunteers, support school-club links and maximise local opportunities for people of all ages and abilities to regularly play sport and increase their skill level.	NGBs	SCW/LAs	2009-2014
Work with National Governing Bodies and Local Authorities to look at broadening use of club facilities.	SCW	NGBs/LAs	2009-2014
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/ LAs	2009-2014

Major Events

Action	Lead	Partners	Date
Develop a major events strategy for Wales that will seek to use major sporting events, such as 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

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 *Encouraging sport and physical activity*, 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.
Designed for Life	This action plan will deliver the strategic aims in Designed for Life of promoting healthy communities and empowering individuals to take responsibility for their own health. The action listed for exercise referral will support some of those listed in Designed for Life around development of chronic disease pathways and delivery of services for people at risk of fall, stroke patients, people with CHD, people with mental health problems. The workplace activity will support the action listed on the Corporate Health Standard.
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.

Document	Comment
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 *Woodland for People* 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.
The Wales Transport Strategy	One of the key outcomes of the Wales Transport Strategy is to encourage healthy lifestyles, through increasing the use of healthier and more sustainable modes of travel. A number of the actions in this plan will contribute directly to increasing the walking and cycling indicators listed in the strategy.
People Places, Futures - the Wales 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 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.
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 - "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.

Document	Comment
Environment Strategy for Wales and 2nd 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 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.
Climate Change Strategy	This physical activity action plan promotes increased walking and cycling which will contribute to reducing Wales's greenhouse gas emissions and meet the *One Wales* annual 3% emission reduction target.
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 arts festival aims to impact on the health of older people.
Third Dimension a Strategic Action Plan for the Voluntary Sector	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: • by valuing and promoting voluntary action; • by strengthening and empowering communities. 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, 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. 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.

Document	Comment
National Service Frameworks	The physical activity actions listed in this plan will contribute to a number of those listed in the NSFs, in particular those relating to the promotion of health and well-being.
The Strategy for Older People in Wales	The physical activity action plan contains a number of actions that aim to increase the physical activity levels of older people. Programmes such as Free Swimming, will help contribute to improving the health and well-being of older people as laid out in the well-being and independence theme of the older people strategy.
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.

Annex 3

Purpose and Membership of the Physical Activity Ministerial Advisory Group

Purpose

The Physical Activity Ministerial Advisory Group (PAMAG) will provide independent, expert advice to the Minister for Heritage ("the Minister"), to help ensure the effective implementation of Climbing Higher - Creating an Active Wales (the plan).

The PAMAG's role will be, in broad terms, to advise the Minister on:

- Monitoring the delivery of the plan;
- Key issues relating to the future implementation of the plan.

To do this the PAMAG will seek to:

- review research and evaluation on effectiveness of actions and programmes identified in the plan, advising on their future implementation;
- identify opportunities for links between policy areas and existing strategies relating to physical activity;
- advise on areas for action to improve physical activity levels across Wales;
- consider targets and performance indicators to support the implementation of the plan;
- advise on the development of a research and evaluation plan to support the monitoring, implementation and future development of the plan;
- consult with organisations engaging with the physical activity agenda in Wales;
- review funding mechanisms for physical activity and advise on future mechanisms.
- to develop and implement a co-ordinated communications strategy, including a social marketing campaign, across the Welsh Assembly Government and external stakeholders to raise levels of physical activity.

Membership

The PAMAG will be chaired by the Minister, with the Chief Medical Officer as Deputy Chair. The PAMAG will be served by a secretariat provided by officials of the Assembly Government; the secretariat does not form part of the PAMAG.

Members will include representatives from:

Association of Directors of Education in Wales

Chief Officers of Recreation and Leisure

Countryside Council for Wales

Design Commission Wales

Funky Dragon

Play Wales

Public Health Wales

Sports Council Wales

Sustrans

Travel Consortium

Welsh Council for Voluntary Action

Welsh Local Government Association

Other organisations will be invited as necessary

The Chair

Role

The Chair will ensure that the PAMAG undertakes activities in relation to the purpose set out above.

Members

Role

Members of the PAMAG will be expected to:

- offer their views and those of their representative organisations on issues relating to the role of the PAMAG falling within their remit;
- contribute to discussion on issues requested by the Minister, or agreed with the Minister, in relation to the purpose set out above.

Process and Period of Appointment

Members will be nominated by their representative organisations based on their ability to represent that organisation's viewpoint, and the relevance of their expertise.

Membership will last for the life of the PAMAG. Members will not be remunerated.

Annex 4

Terms of Reference for the Cross Departmental Senior Management Group on Physical Activity

Terms of Reference

Aim

- To oversee the delivery of policy across government to increase levels of physical activity in Wales.

Objectives

- To identify opportunities to join up and align policy areas and existing strategies relating to physical activity.
- To identify areas for specific action to improve physical activity levels across Wales in line with the action plan and to meet identified gaps in local and national provision.
- To advise on the development of a research and evaluation plan to support the monitoring, implementation and future development of programmes to increase physical activity levels.
- To raise all Ministers' awareness of the physical activity agenda and how it relates to their portfolios.
- To make recommendations to, and to consider recommendations from, the Physical Activity Strategy Board.
- To develop and implement a co-ordinated communications strategy, including a social marketing campaign, across the Welsh Assembly Government and external stakeholders to raise levels of physical activity.

Process

- Each group member to send an informed senior colleague if they are unable to attend a meeting.
- Meetings to be held on a quarterly basis 3 to 4 weeks prior to the Physical Activity Strategy Board.

Key Reference Materials

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Acronym Glossary

Welsh Assembly Departments:

COMMS: Communications Directorate

DCELLS: Department for Children, Education, Lifelong Learning & Skills

DCELLS - CYPSD: Children & Young People's Strategy Division

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-CCWD: Environment, Sustainability & Housing - Climate Change and Water Division

ESH-NAMU: Environment, Sustainability & Housing - Nature Access & Marine Unit

ESH-W&LEQ: Environment, Sustainability & Housing - Waste and Local Environment Quality

SJ&LG: Social Justice & Local Government

WORD: Wales Office for Research & Development

Other acronyms:

ACW: Arts Council for Wales

ADEW: Association of Directors of Education in Wales

AfPE: Association for Physical Education

BHF: British Heart Foundation

BIG: Big Lottery Fund

BME: Black and Minority Ethnic Groups

BUCS: British Universities & Colleges Sport

CCW: Countryside Council for Wales

CDW: Community Dance Wales

CTC: Cyclists' Touring Club - UK National Cyclists' Organisation

CYP Partnerships: Children & Young People's Partnerships

CYP Plans: Children & Young People's Plans

DECIPHer: The Centre for Development and Evaluation of Complex Interventions for Public Health Improvement

DWP: Department for Work & Pensions

EHRC: Equality and Human Rights Commission

Estyn: Her Majesty's Inspectorate for Education and Training in Wales

FCW: Forestry Commission Wales

FDSW: Federation of Disability Sport Wales

FE: Further Education

FFORWM: National organisation representing the 23 FE colleges and two FE institutions in Wales

FIA: Fitness Industry Association

FIT Cymru: Fields in Trust Cymru

GP: General Practitioner

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!

NFWI: National Federation of Women's Institutes

NGB: National Governing Bodies

NI: Northern Ireland

NISCHR: National Institute for Social Care and Health Research

NPHS: National Public Health Service

NSPCC: National Society for the Prevention of Cruelty to Children

PHIRN: Public Health Improvement Research Network

PHW: Public Health Wales

REP: Register of Exercise Professionals

SCW: Sports Council Wales

SSC: Sector Skills Council

PHW: Public Health Wales

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

WNHSS: Welsh Network of Healthy Schools Scheme

WSA: Welsh Sports Association

WSFF: Women's Sport and Fitness 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.

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