

GOGLEDD CYMRU

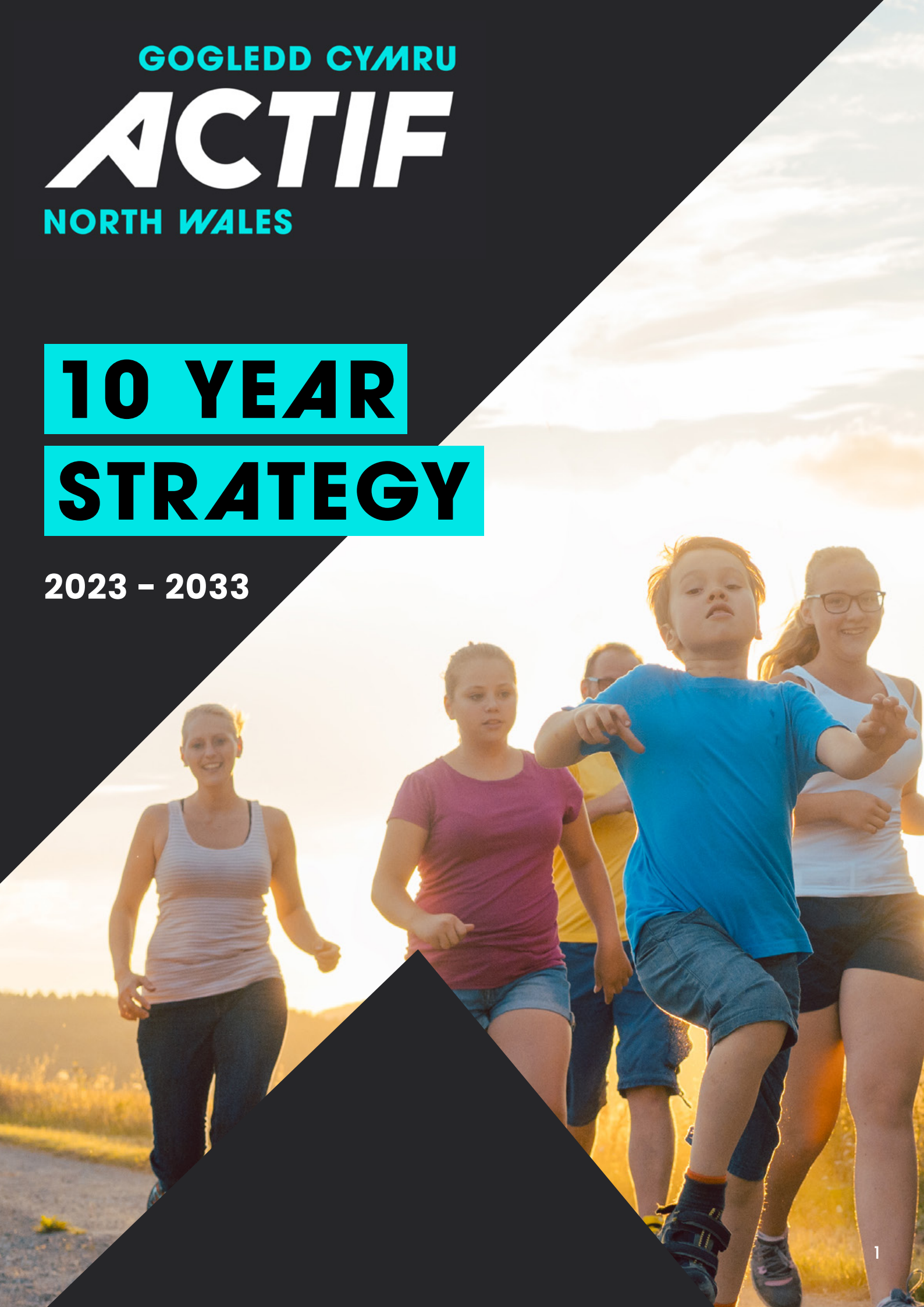
# ACTIF

NORTH WALES

**10 YEAR**

**STRATEGY**

2023 – 2033



# INTRODUCTION

The health and social benefits of being more active are wide reaching. Physical activity and sport have the power to bring people together to have fun, helping to develop the confidence and skills of individuals and communities, whilst also reducing loneliness and anti-social behaviour.

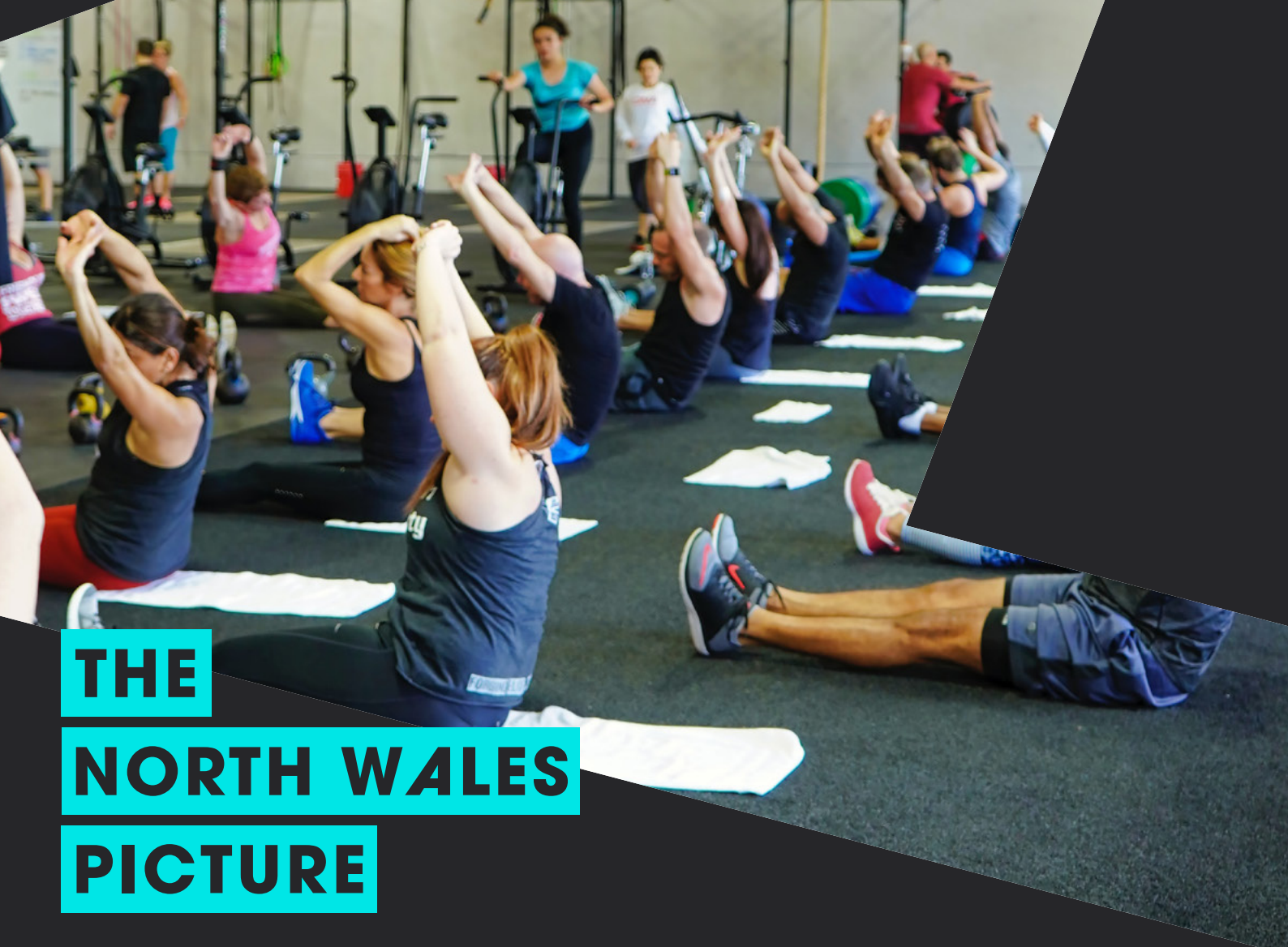
And in championing moving more, it is important that we raise awareness of the significant mental, as well as physical benefits which can often be overlooked.

However, despite these benefits, in North Wales the figures continue to show us that fewer people than ever before, and particularly children and young people take part in regular activity.

Actif North Wales aims to work with a wide range of partners and with communities to understand the root cause of this across the region and to encourage everyone to start moving more in a way that works for them.

Our ten-year strategy sets out our vision, mission and priorities for achieving a more active North Wales.





# THE NORTH WALES PICTURE

The North Wales region spans the six local authority areas of Wrexham, Flintshire, Denbighshire, Conwy, Gwynedd and Anglesey and has a population of 687,000 people, of which 147,500 are aged 0-19 years <sup>(1)</sup>.

Some facts about North Wales:

- The North Wales counties of Gwynedd and Anglesey are home to the highest percentage of Welsh speakers (64.4% in Gwynedd and 55.8% in Anglesey).
- The region claims significant natural assets, home to Eryri National Park and three areas of outstanding natural beauty as well as 90 miles of coastal paths, fantastic beaches, lakes, forests, parks and mountains.
- But, poverty and deprivation rates in Wales have been increasing – one in four people are now living in relative poverty compared to one in five in the UK.
- One in three children and young people are living in poverty and are more likely to live in relative income poverty than the population overall.
- People living in the most deprived communities in North Wales experience a stark life expectancy disparity of seven years.



## WHO WE ARE

Actif North Wales is the first regional physical activity and sports partnership to go live in Wales. We are made up of a wide range of organisations that have joined together to work differently to achieve a shared purpose of more active communities in North Wales.

### OUR VISION

**EVERYONE IN NORTH WALES BEING  
MORE ACTIVE, LEADING HEALTHIER  
AND HAPPIER LIVES**

**EVERYONE IN NORTH WALES HAS ACCESS  
TO SAFE SPACES AND PLACES AND DIVERSE  
OPPORTUNITIES TO BE ACTIVE EVERY DAY**

### OUR MISSION

**OUR INTENT IS TO:**

**1**

**PUT NORTH WALES FIRST**

Connect with communities, listen, understand what's needed and stay focused on improving people's health and wellbeing.

**2**

**ACHIEVE MORE TOGETHER**

Develop a positive team spirit across the region to collaborate and share knowledge, resulting in a sustainable and significant regional impact.

**3**

**BE BOLD**

Be ambitious, deliver positive change and learn from our actions.





# DELIVERING OUR PRIORITIES FRAMEWORK FOR ACTION

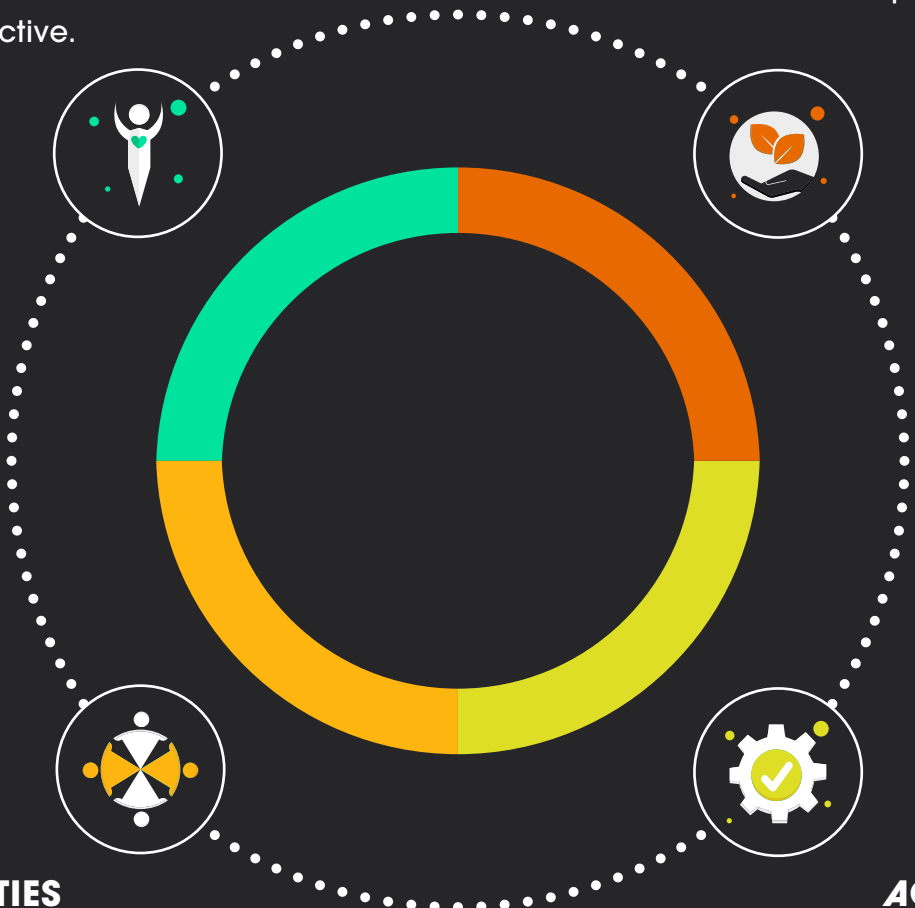
Our Framework for Action is based on the World Health Organisation Global Action Plan and its four strategic objectives <sup>(2)</sup>:

### ACTIVE PEOPLE

Create and promote opportunities for everyone to be active.

### ACTIVE ENVIRONMENTS

Make the best use of local places and spaces to be active.



### ACTIVE SOCIETIES

Sustain, maintain and grow by listening to, supporting and working with communities to make 'being active' the norm.

### ACTIVE SYSTEMS

Work together with partners from across a wide range of sectors to join up our work.

## OUR APPROACH

A golden thread that runs through this is our commitment to providing encouragement and information for everyone about the wide-reaching benefits of physical activity, sport and moving more. We will focus on promoting equity and diversity and targeting our limited resources to support those most in need across North Wales.

**Children and young people**  
(5 – 18 years) should aim for

**60 minutes**

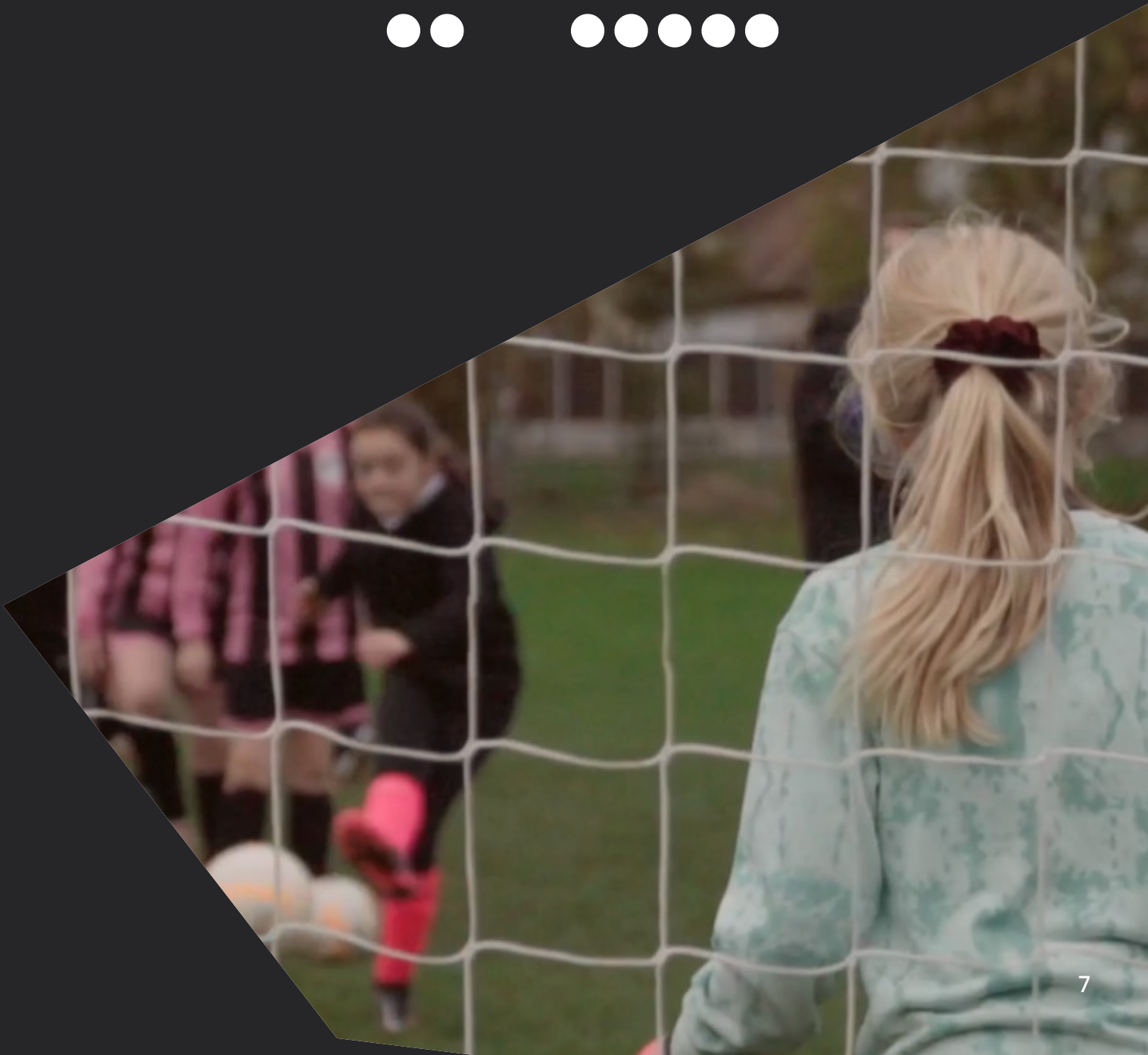
of physical activity  
per day across the week



**Adults and older adults**  
should aim for at least

**150 minutes**

of moderate intensity activity per  
week, or at least 75 minutes of  
vigorous intensity activity per week



# HOW TO GET INVOLVED

We can all play a part in creating a more active North Wales so if you're already doing some work to encourage people to move more or supporting physical activity or sport opportunities, we'd love to hear from you!

Find out more on our website and visit the [\*\*contact us\*\*](#) page to get in touch, and please help us by sharing our strategy through your social media channels and contacts – the more people we can reach and the more we join up and work together, the bigger the impact we can have for the communities of North Wales.







## REFERENCES

- (1) [Population and household estimates, Wales: Census 2021](#)
- (2) [World Health Organisation | Global Action Plan on Physical Activity 2018-2020](#)

## OTHER USEFUL SOURCES

- [Physical activity guidelines: UK Chief Medical Officers' report, 2019](#)
- [Welsh Government Child poverty strategy: 2022 progress report](#)
- [Is Wales Fairer? The state of equality and human rights 2018](#)
  - [Wellbeing of Wales: 2021](#)
- [BCUHB Annual Equality Report 2020-2021](#)
  - [National Survey for Wales](#)
- [Well-being of Future Generations \(Wales\) Act 2015](#)
  - [Vision for Sport in Wales](#)
  - [Healthy Weight Healthy Wales](#)
- [Welsh Index of Multiple Deprivation: 2019](#)
  - [School Sport Survey 2022](#)

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