

Cyflwynwyd yr ymateb i ymgynghoriad y [Pwyllgor Iechyd a Gofal Cymdeithasol](#) ar [Atal iechyd gwael - gordewdra](#)

This response was submitted to the [Health and Social Care Committee](#) consultation on [Prevention of ill health - obesity](#)

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HSCS Committee Consultation – Sport Wales Response

**Senedd Health and Social
Care Committee inquiry.**

**Prevention of ill health:
Obesity**

1. Sport Wales Response to the Health and Social Care Committee's inquiry into health inequalities: obesity

Sport Wales is the national organisation responsible for developing and promoting sport and physical activity in Wales at both community and elite levels. We are financed by annual funding from the Welsh Government and from the National Lottery. We are the main adviser on sporting matters to the Welsh Government and are responsible for distributing Government and National Lottery funding to sport in Wales.

Sport Wales is one of the smallest public bodies in Wales and our budget is comprised of running costs, grant funding for National Governing Bodies, national partners and local authorities to deliver sport, but also community sport – investing and growing local opportunities for clubs and societies to serve the needs of their local communities.

We are one of the 44 public bodies in Wales which are subject to the Wellbeing of Future Generations (Wales) Act; we meet our duties under the Welsh Language Standards and care deeply about our place in Welsh society and culture. We work closely with the Older People's and Children's Commissioners and filter all our work through the lens of equality, diversity and inclusion.

We strive to be the best we can be and give the best we can offer to all people along the sporting pathway, from children starting out, to medal-winning athletes, to a diverse career path in the sporting sector, to older people staying fit, healthy and independent.

Overview

1. Sport Wales welcomes the opportunity to respond to the Health and Social Care Committee's inquiry into **'health inequalities: obesity'**.
2. Sport Wales believes that sports and physical activity can play a key role in widely supporting people with long term, physical and mental health problems and always value the opportunity to be able to reinforce this message
3. **The Vision for Sport in Wales** is the platform for cross-sector engagement in sport and physical activity, and seeks to transform Wales into an active nation, where everyone can have a lifelong enjoyment of sport and physical activity. The Vision was co-produced with a wide range of stakeholders to represent the voice of the people of Wales. Together with the sport sector and Government is our collective vehicle for transforming Wales into a truly active nation; and we consider the impact that sport can have on supporting physical and mental health as a key part of this. We would be happy to discuss **'The Vision for Sport in Wales'** with the Committee and the role it has to play in supporting the health and wellbeing of the people of Wales.

4. Sport and physical activity undoubtedly have a significant role to play in supporting people's physical and mental wellbeing and we would like to see this recognised across obesity policy and the services which are made available to those living with overweight or obesity.

What would Sport Wales like to see happen as a result of this inquiry?

5. Sport Wales would like to see the Welsh Government support the development of a national approach to physical activity as a key plank to tackle obesity. We believe that collaboration and cross departmental work is key to making this plan a success.
6. Sport Wales would like the committee to highlight the crucial role that sport, and physical activity has to play in supporting the health and wellbeing of the people of Wales – and support the Welsh Government in action on their position that '[Sport can be the nation's most effective preventative health tool](#)'.¹
7. Sport Wales would like to see programmes which aims to tackle the impact of obesity on younger people such as the Daily Active (more information found later in the response) given priority by the Welsh Government.
8. Sport Wales wants Welsh Government to identify the importance of sport and physical activity across government departments when considering sport's benefit to the economy in drafting future budgets.

Focus of our response:

9. Although some of our response will undoubtedly overlap several areas of the committee's inquiry, we will aim to focus on four key areas of the terms of reference where we believe sport and physical activity can best support people who are affected by this inquiry.

In line with the terms of reference we will focus our response on the following key areas:

- Prevention and early intervention
- Gaps and areas for improvement in existing policy
- Impact of social and commercial determinants on obesity
- The relationship between obesity and mental health

During this response we will also highlight key insight that shows the importance of sports and physical activity on tackling health inequalities including obesity, and which we hope will be of interest to the committee.

We will also highlight our recent '[Social return on investment](#)' which showcases the unique benefit sports can and is having on the population of Wales.

¹ Whilst this statement was first used in the Welsh Government's 2022-23 budget, they have repeated it in the following two year's narratives.

We will also identify some case studies from Sport Wales' project work which we believe can play a key part in supporting people affected by this inquiry and are happy to discuss the progress of these in greater detail.

Sport Wales insight:

10. Sport Wales' data relates to the provision, access and enjoyment of sport and physical activity of people of all ages in all areas of Wales. We believe our research and insight can support the committee by developing its understanding of the benefits of engaging in sport and physical activity across the broad spectrum of physical and mental health.
11. Results from the [National Survey for Wales](#) show that those who participate in sport and physical activity three or more times a week are more likely to have more healthy lifestyle behaviours. 39% of people said that they participated in sport three or more times per week. This is a Future Generations Indicator and the percentage has slightly improved in 2022-23 but there has been little change for a number of years now, including pre-covid results.

Historic data from the National Survey for Wales in relation to the association with obesity and lower levels of participation in sport (and vice versa) found that those who were frequently active through sporting activities were much less likely to be obese (or morbidly obese) compared to those who were not frequently active.

In addition, adults who were classified as overweight or obese were also less likely to participate in sport three or more times a week than those that measured a healthy weight ([National Survey for Wales](#)).

In the [National Survey for Wales](#) (2022-2023) only 37% of adults in Wales were a healthy weight (based on BMI).

12. Sport Wales also teams up with Savanta to get an insight into the nation's activity habits and behaviours. Put in place to track activity levels during the Coronavirus pandemic, the '[Wales Activity Tracker](#)' has continued regularly to check activity levels in Wales.
13. The surveys, which are now run quarterly, provide a snapshot on physical activity and sport, as well as the attitude of people in Wales towards exercise. The data has been weighted to be demographically representative of Welsh adults 16+ by gender, age and the estimated households with children under 16.

The Spring 2024 wave of the 'Wales Activity Tracker' was held over the final weekend of April and marks the twelfth wave of the survey since it started in May 2020.

During this wave we have seen the lowest levels of **inactivity** which have been observed since this question was first introduced (in Wave 5, February 2022), with just one in ten adults (10%) saying that they have done 'no regular physical activity in the last three months'.

We also introduced a new question around **weight management**. Just over two in five (42%) adults said they were motivated to take part in sport or physical activity to manage their weight. Women (48%), older adults (35-54 =44%, 55+ =44%), and adults from 'white' ethnic groups (43%) were more likely (than their counterparts) to say that 'managing weight' was a motive for taking part.

Further analysis on the data exploring differences between demographic groups reveals other useful insights. Those living in the least deprived areas of Wales reported being significantly less likely to **worry about leaving their home** to take part in physical activity than those from mid-deprivation and the most deprived area (15% vs 25% vs 24%). Furthermore, the proportion of women who say that they find exercise **enjoyable & satisfying** (48%) has decreased from the same time last year (55%).

So what does this mean?

- It is encouraging to see a decline in rates of inactivity across adults in Wales since February 2022, particular given the greatest health benefits are to be accrued by those individuals who shift from doing nothing, to doing something. While it is not possible to ascertain what has driven this change from the tracker alone, it is possible that campaigns and programmes to promote movement and activity amongst the least active in Wales are bearing fruit. The tracker will continue to monitor this trend.
- Weight management was a significant motivation for taking part in sport/physical activity, with 42% of adults reporting this motive. Sports offers looking to engage older adults and women, may benefit most from designing offers around this benefit/communicating this benefit within their marketing content given these groups are most likely to resonate with this motive.
- The proportion of women who said that they 'enjoy exercise' has decreased over the past twelve months (by 7 percentage points). It is not clear what the reasons are for this change, however the tracker will continue to monitor this trend closely to ascertain whether this is a fluctuation or indeed a downward trend.
- Adults in more deprived areas of Wales are more worried about leaving their homes to be physical active, than those in less deprived areas. This could be a result of lower rates of physical literacy or enjoyment of activity in these populations, or due to environmental factors (such as higher crime rates, less walkable neighbourhoods) that make feeling safe in these areas less likely. Further research would help to shed light on this, however interventions looking to increase physical activity levels in these areas of Wales should be mindful of addressing this factor.

We would welcome further discussion with the committee into the future as to what information they might find useful in future surveys, as there are always opportunities to input into which questions are asked.

14. The impact of the cost-of-living increase has also been well documented on people's ability to participate in sport. Recent data from the [Wales Activity Tracker](#) suggests that this has a bigger impact on people with longstanding health and mental health difficulties.

Terms of reference:

Prevention and lifestyle

- *Action to improve prevention and early intervention*

Sport Wales recognises the importance of improving prevention and early intervention to stop people's health and wellbeing deteriorating. The Vision for Sport seeks to transform Wales into an active nation where everyone can have a lifelong enjoyment of Sport. Sport and physical activity have an important role in supporting the health and wellbeing of a population, and if placed centrally to preventative health measures, can be a conduit to longevity and overall wellbeing.

One significant change that Sport Wales has introduced over the last five years is our new investment strategy. Funding decisions for data driven partners are now taken based on participation and demand for sports, heavily weighted towards the views of children and young people. Furthermore, the data used also utilises demographic data for young people on disability, deprivation, race and gender to prioritise the financial allocation. We also have also implemented similar changes to funding for National Partners for whom we can't as easily measure data outcomes, and regional funding, funding regional Sport Partnerships instead of individual sports development teams.

We have taken a Future Generations approach of investing in early childhood experiences as the evidence shows that creating sustainable, lifelong sporting habits is a key driver in the preventative health agenda. Whilst sporting opportunities as a treatment for ill-health can be incredibly effective, utilising social prescribing and health funding for health prevention will maximise impact at a much higher rate.

We contributed to the Welsh Government's social prescribing framework consultation, and we look forward to seeing how the new framework is implemented. We have been clear that would like to see sport and physical activity placed at the heart of a preventative framework which supports people to live full and healthy lives.

Critically, we would like to understand how our partners can be supported to deliver interventions that will help people who are referred to them. It needs to be recognised that many sports, clubs and community settings are the places where these interventions will most likely be delivered.

This means that the codes of practice and the link up to primary care must be innovative to ensure that these volunteers have the support and guidance to in turn support those referred through their journey.

This could be a barrier to successful social prescribing, and it is one we would like to see efforts to overcome.

We wish people to be empowered to access and use sport for their wellbeing. As noted in this inquiry's terms of reference there is an unwanted stigma attached to the subject matter. In this light it is important to note that social prescribing will only work if there are welcoming, inclusive environments for people to go and also the right supportive environment especially if people have never exercised and think it's not for them.

As part of the Welsh Government's interventions through the Healthy Weight, Healthy Wales action plans we have been pleased to work with our partners to deliver programmes which are case study evidence of good social prescribing.

Programmes such as, **Daily Active'**, The '**Children and Families Programme'** and the **60+ active leisure scheme (ALS)** are all programmes which have clear opportunities to support social prescribing. More details on some of these programmes can be found further on in this response.

Gaps and areas for improvement in existing policy:

We believe that there is an opportunity for Sport and physical activity to be more effectively championed across Government and would advocate that more needs to be done to ensure sport is integrated effectively into Programme for Government.

We want to ensure that learning and insight from Sport Wales programmes are integrated into the Programme for Government and throughout the Sport Sector as a whole.

As noted earlier in this response, we see clear opportunities for sport to support the health inequalities agenda, including tackling obesity. Sport Wales would like to encourage the Welsh Government to support the development of a national approach to physical activity as a key plank to tackle obesity. We believe that collaboration and cross departmental work is key to making this plan a success and would welcome further discussions on this matter.

Impact of social and commercial determinants on obesity

Our surveys consistently show that there is a gap between the haves and have nots when it comes to physical activity and exercise. Ultimately, we know that taking part in sport and physical activity leads to better health outcomes and at Sport Wales one of our key aims is that every person in Wales can access sport and physical activity, and that we look to identify barriers and supports the sport sector to eliminate them.

We also recognise that children, young people and their families living in poverty experience disadvantage in many ways. For them poverty is not just about not having enough money or clothes; access to play and leisure, regular balanced meals, access to services and support are all areas where they face potential disadvantage. These are just the manifestations of poverty. However, the outcomes of these issues are that child poverty limits aspiration, curtails life experience, impacts health and results in fewer opportunities for the future.

Children growing up in poverty experience worse health outcomes, educational attainment and economic prospects than their more affluent peers. We also know that they are less likely to participate in sporting activities. Addressing poverty and inequality among children and young people is crucial not only to their own opportunity to make the most of their lives but to what they are able to contribute to wider society as adults.

In line with Welsh Government's refreshed Child Poverty strategy, we are in the process of formulating our new response to child poverty which will aim to further develop our work in ensuring that every young person in Wales has the opportunity to participate in sport and physical activity, no matter their economic background.

As noted, we believe that sport needs to be recognised for the crucial role it can play across policy areas, and that sport needs to become a regular part of the conversation in delivering health outcomes. Whilst these arguments are recognised across Government, sport still represents such a small amount of Government's budget. If collaboration and outcomes using sport were agreed, we might see a much greater return on investment in the wellbeing of people in Wales.

In terms of socioeconomic challenges, the cost-of-living crisis and growing inequalities, Sport Wales has adapted investment streams to focus on these areas, for example the [Energy Saving Grant](#) which offered sport clubs in Wales a unique opportunity to make energy saving improvements whilst also helping to tackle the climate and nature emergencies. [The Be Active Wales fund](#) promotes equality, sustainability and innovation in sport and in addition, our [Crowdfunder](#) stream that has targeted work in terms of tackling growing inequalities with 50% of a project able to be matched funded if they are based in one of the most deprived areas of Wales, as identified by the Welsh Index of Multiple Deprivation (WIMD) data.

Ultimately, we want more people to participate in sport and physical activity – whilst indicators have shown that people who participate in sport more than 3 times a week is currently reported at 39% that still leaves a large number of people who are not participating regularly.

Relationship between obesity and mental health:

Sport Wales' insight consistently shows that if you're not physically active you're more likely to experience poor mental health. Figures also show that not taking part in sport or physical activity can have a negative effect on obesity levels.

The latest National Survey for Wales findings for 2022-23, found [“better mental wellbeing” among those who participated in sport at least three times a week](#), of which 39% of people participated in this regular activity. In fact, since 2016-17, the adult survey has shown that the population's general health (self-reported) has decreased over time and that the number of people “reporting a mental health condition as a long-term illness” has increased from 10% in 2021-22 to 12% in 2022-23. More specifically, the average wellbeing score in Wales has decreased from 50.9 in 2016-17 to 48.2 in 2022-23, suggesting a decrease in mental wellbeing.

As part of Sport Wales' quarterly [Wales Activity Tracker](#), we have continued to collate attitudes and behaviours towards sport and physical activity on a range of topics,

including mental and physical health. The [latest survey from January 2024](#) found just over half (54%) of respondents agree that they exercise to help manage their mental health and a similar number (53%) exercise to help manage their physical health. This insight demonstrates that a number [a significant section of the population](#) of people across Wales have first-hand experience of the positive impact sport and physical activity can have on their wellbeing and they continue to participate in exercise because of this.

Sport Wales agrees that there is a need for the mental health legislation to be updated to reflect society and its needs. Sport Wales is an advocate for encouraging more conversations and proactive work around mental health within the sports sector, to help further reduce the stigma around mental health in Wales and are happy to see the topic clearly referenced in the terms of reference of this inquiry.

We believe in a person-centred, holistic approach when it comes to individuals' wellbeing, establishing parity between the treatment of physical and mental health, both of which sport and physical activity can positively influence.

As noted in our response to the current Welsh Government consultation on their Mental Health Strategy, we are already working internally and externally with partners to change the way people think about mental health across the inclusive sport system, embracing a non-medicalised relational approach. This type of approach to understanding mental health means we want to consider the context, environment and relationships within a person's life, and how these might be influencing their wellbeing

Historically, the general understanding of mental health has focused on putting people's symptoms of distress into diagnostic categories, rather than considering why someone might be experiencing distress in the first place. The current medicalised model does not offer parity between physical and mental health support. In order to understand an individuals' mental health and wellbeing, we should be asking "what has, or hasn't, happened to you?" as opposed to "what is wrong with you?". When we do this, we start to think differently about the ways in which we can support mental health and we start to see that peoples' symptoms of distress are a completely understandable response within the context of what they have experienced. [LINK TO OBESITY/INEQUALITIES](#)

As mentioned previously, we echo the view of the Welsh Government that "sport can be the nation's most effective preventative health tool" as first emphasised in the [Welsh Government's Draft Budget 2022-23](#) on page 85. However, as outlined in the document, "greater cross-sector prioritisation is needed to create the long-term sustainable shifts in participation". The former point was also acknowledged in ['Levelling the playing field: A report on participation in sport and physical activity in disadvantaged areas'](#) by the Culture, Communications, Welsh Language, Sport, and International Relations Committee.

Given our focus on sport and physical activity, and the benefits of sport on mental health, Sport Wales has a vested interest in helping to establish parity between physical and mental health, which we believe will inevitably help to reduce the stigma around mental health in Wales.

Case studies of interest to this inquiry:

We have given some more information on projects below that we believe could be of interest to the committee. This includes more detail on our SROI and some brief analysis of projects that we believe have clear potential to link into social prescribing initiatives and could play a nationwide role in prevention and early intervention.

Social Return on investment (SROI):

Sport Wales's [latest Social Return on Investment \(SROI\) Study of Sport in Wales](#) has put an updated monetary value on the benefits that sport brings to Wales as a whole. It has found that **for every £1 invested in sport here in Wales, there is a £4.44 return**. Furthermore, the study highlights that sport contributes a staggering **£5.89bn in social value** to Wales.

This return comes through in a range of areas including health, subjective wellbeing, social capital and volunteering. For example, the estimated benefit on health is £621m, which includes the prevention of Type 2 diabetes and depression, as well as £2.06bn on subject wellbeing which covers increased life satisfaction for both participants and volunteers.

A more detailed breakdown can be viewed in the infographic below:



Daily Active

- The Daily Active approach aims to be a core component of the Welsh Network for Healthy School Schemes.
- It will be one of a series of thematic frameworks agreed across organisations working to support schools.

- It will work seamlessly with the World Health Organization's Health Promoting Schools approach and enable schools to deep dive into areas they have identified as priorities based on the needs of their school.

The Daily Active is an opportunity to impact on all children as part of a potential large-scale public health intervention which we believe will support long-term healthy behaviours and ensure that children view physical activity as the norm in their day. We would encourage this inquiry to support our ambition to see a step change in activity levels for school aged children and that long term funding is committed to Daily Active to realise this ambition.

Public Health Wales' data released this year, [Report on the 2022 School Environment Questionnaire for the Welsh Network of Healthy School Schemes](#) shows that when asked to list the four biggest barriers to learning progression as the result of the pandemic, schools most commonly reported challenges with pupils' mental health (80%) – Sport Wales believes that programmes such as Daily Active can play a crucial role in improving young people's physical and mental health.

We hope that the approach of the Daily Active will ensure children experience improved physical and mental health, confidence, educational outcomes and social skills. We want children and their families to understand the importance of, and find enjoyment in, sport and physical activity thanks to the sporting opportunities available to them. The Children's Commissioner for Wales called for this intervention to be 'commenced without delay' in her [2022-23 Annual Report](#).

Children and Families Programme (Collaborative sports opportunities with National Governing Bodies (NGBs) aimed at families with children)

Summary and Policy Context

The Welsh Government's [Healthy Weight, Healthy Wales strategy](#) seeks to prevent and reduce obesity in Wales by driving forward four key themes by 2030: Leadership and Enabling Change, Healthy Environments, Healthy Settings & Healthy People. The strategy recognises the contribution sport has to play to this aim and seeks to ensure sport and recreation opportunities are more accessible. Current [Chief Medical Officer \(CMO\) guidelines](#) recommend that children aged between 5 to 18 years should engage in moderate-to-vigorous intensity physical activity for an average of at least 60 minutes per day across the week. This can include physical education, active travel, after-school activities, play and sport. Adults (aged 19 to 64 years) should aim to be physically active every day and accumulate at least 150 minutes of moderate intensity activity or 75 minutes of vigorous intensity activity.

What we know from research

It is well known that physical activity levels influence weight and health outcomes. However, physical inactivity and rising obesity levels are an ongoing problem in the UK. In Wales, the 2018 Child Measurement Programme run by Public Health Wales reported that one in four children are overweight or obese.

The CMO highlights evidence that suggests physical activity levels track from childhood into adulthood. By ensuring children are as active as possible, this has a positive knock-on effect for the health and wellbeing of the future population!

Indeed, the importance of the family in promoting and achieving healthy and active children, as well as providing familial socialisation has been widely reported. The 'Children and families pre programme insight' undertaken by UK RCS (*RCS: Research, consultancy & strategy for public services*) notes that children's physical activity levels are heavily influenced by their parents, particularly younger children who tend to spend more time with their parents. Researchers also found that increases in joint parent-child physical activity may also be an effective method for increasing activity levels of both parents and children.

The study also showed that it is paramount that parent's physical activity levels are increased as this will in turn influence a child's activity levels. Equally, studies have concluded that replacing the time that parents and children spend together in sedentary pursuits with joint physical activity could have clear health benefits.

Overall, we know that:

1. Physical activity levels have an effect on weight and health outcomes.
2. Many children in Wales aren't active enough, particularly those from low socio-economic backgrounds.
3. The physical activity rates of parents have an effect on the physical activity rates of their children.

Considering the policy context and research presented above we are undertaking this intervention for two reasons consistent with our desired outcomes:

Sport Wales will support families with children in Wales to be more active and therefore lead healthier lives. We will also build the knowledge base from which to learn and improve and advocate for the power of sport and physical activity.

There would be a need for these programmes to be led by local need and being bespoke to their audiences in order to maximise the potential they can bring to changing behaviours.

Potential Outcomes

- We want to see families with children in Wales being more active and therefore leading healthier lives.
- We want to see families accessing collaborative sport opportunities involving National Governing Bodies.
- Sport Wales also sees opportunities emerging from the programme which include gaining a stronger knowledge base from which to learn and improve and having a stronger knowledge base to advocate for the power of sport.

Sport Partnerships

Regional Sport Partnerships are aiming to be a game changer for future generations, transforming the way community sport is created, delivered, led and funded. This is because we are encouraging sectors to collaborate on delivering sport and physical activity across a region.

These regions match the Well-being of Future Generations Act Regional Partnership Board areas and therefore the agencies which work together should already be able to liaise and ensure that the benefits of sport are seen across the area. In North Wales, where Actif North Wales is already in operation, we can see that universities, local authorities, housing associations and the health board are committed to working together to deliver a healthier, happier North Wales.

The partnerships are designed to overcome ongoing and stubborn inequalities in participation in sport and physical activity.

We would like to see any future work programmes that tackle health inequalities acknowledge and work with the local sport partnership to ensure partners work cohesively and effectively on delivering meaningful interventions for preventative and long-term health outcomes.

Final Overview:

We welcome the committee's inquiry on '*health inequalities: obesity*' and hope we can further support the committee as the inquiry develops by sharing any additional data or insight which could improve their understanding of how sport and physical activity can impact people and communities in Wales. We are also more than happy to provide oral evidence if required on the impact of sports and physical activity on the preventative health agenda.

We note how it is highly likely that people classed as obese would likely have lower rates of participation in sport than those not but believe sport and physical activity could have an important role to play in supporting people to live well, prevent further deterioration and take some pressure off NHS and care services.

In fact, we believe that investing in physical activity as a preventative approach is the only thing which is likely to have a major impact on the health service which is at breaking point.

As noted in the '[Exercise: The Mircale Cure](#)' report by the academy of medical royal colleges:

"There is mounting evidence that physical inactivity is a major causative physical link between social inequality and poor health. There is also evidence that tackling physical inactivity should be a major focus to improve health across different groups (APCOPA, 2014). There is no other viable intervention which has the potential to improve health in the UK on such a scale."

We are working across the sector to address inequalities in sport and physical activity in line with the Vision for Sport in Wales, as well as increasing the amount of data and insight we hold in relation to mental health, poverty and deprivation to ensure we are constantly learning and improving.

Sport Wales's key aspirations for sport used as social prescribing are:

- Sport is seen as a key part of any healthcare and preventative journey. Investing in sport for prevention can in many instances mean social prescribing as a cure for ill-health is no longer needed.
- Our partners are not overwhelmed by requests to take on people on social prescribing programmes, unless adequately funded to support them as additional opportunities.
- That partners, volunteers and staff are upskilled and supported to support people who are referred.

We would also like to see the mental health delivery plan updated and sport included, as well as the social prescribing framework's workplan to heavily involve sport.

We understand the provision of sporting activities and opportunities, and our commitment to creating cohesive, safe communities where people can meet and exercise with others will be crucial, in our view, to address physical and mental health inequalities and access sport sustainably in the long term.

Sport must make up a part of a collaborative policy response to the challenge of improving people's physical and mental health in Wales. Such a response should be informed by insight and research relating to lived experiences, encourage preventative measures, encapsulate need, care and support for individuals and communities, and include the ambitious aim to provide all people with the tools they need to prevent and recover from periods of ill health in a sustainable manner over the long term.