

Meeting of:	Live Well Scrutiny Committee
Date of Meeting:	Tuesday, 17 March 2026
Relevant Scrutiny Committee:	No Relevant Scrutiny Committee
Report Title:	Task & Finish Outcome Report: Leisure Services
Purpose of Report:	To present the findings and subsequent recommendations compiled by the Live Well Scrutiny Committee Task & Finish Working Group; to seek the Live Well Scrutiny Committee's approval for referral of the report to Cabinet.
Report Owner:	Live Well Task & Finish Working Group.
Responsible Officer:	Amy Rudman, Principal Democratic and Scrutiny Services Officer.
Elected Member and Officer Consultation:	<p>Elected Members of the Task & Finish Working Group: W.A Hennessy (Chair), N.C. Thomas (Vice), A.M. Collins, B. Loveluck-Edwards, G. Bruce, and S. Hanks.</p> <p>Councillor Gwyn John – Cabinet Member for Leisure, Sport, and Wellbeing.</p> <p>Dave Knevett - Operational Manager: Healthy Living and Performance.</p> <p>Karen Davies - Principal Healthy Living Officer.</p> <p>Tom Geere - Healthy Living Officer (Sport & Physical Activity).</p> <p>Rachel Shepherd - Senior Healthy Living Officer (Sports).</p> <p>Rob Jones - Operational Manager: Corporate Communications.</p> <p>Hannah Rapa - Public Participation and Campaign Delivery Lead.</p> <p>Tony Curliss – Operational Manager: Customer Relations.</p> <p>James Webber - Recycling and Infrastructure Manager.</p> <p>Gemma Jones - Operational Manager: Accountancy.</p> <p>Jessica Player - Regional Project Manager - Dewis Cymru.</p>
Policy Framework:	This Report is a matter for Executive decision by Cabinet.

Executive Summary:

Since the 27th of May 2025 Live Well Scrutiny Committee meeting, the established Task & Finish Working Group have met on several occasions to explore barriers to participation for Women in physical activity, especially within the 18 – 50 age category, to help mitigate inactivity, sedentary lifestyles, and poor health. As well as looking at informal organised physical activity, to increase social participation to reduce feelings of anxiety and loneliness.

Therefore, the report presented to the Committee provides a timeline of events, context and research reasoning for the following recommendations that the Working Group are now resolved to present to Cabinet for consideration:

What and How?	Why?
Primary Recommendations	
<p>1 A digital accessibility and referral review is undertaken for the Council’s already existing Sports Club webpage. See Paragraph 2.17.</p> <p>Through cross team collaboration; the Council’s Sport and Dewis Cymru Teams.</p>	<p>To allow for a more interactive navigation process for the reader that is compliant with current digital accessibility requirements.</p> <p>More comprehensive information being available for the reader via the Dewis Cymru search portal, introducing search criteria by gender, competitive/non-competitive (social) activities, locality and distance.</p> <p>Increased visual emphasis placed on the current disclaimer available that <i>“The Sports Development Team has not vetted any of the organisations and it is your [the reader’s] responsibility to ensure that the activity delivered is appropriate”</i> as is also the case on the Dewis Cymru directory.</p>
<p>2 The current working processes to collate and publish information received within each aforementioned team be merged. See Paragraph 2.18.</p> <p>Through a cross team review exercise.</p>	<p>Use limited staff resources in the most effective way and mitigate duplicated efforts.</p> <p>Provide robust information to the public in the most time efficient way.</p> <p>Adopt more robust and regular checking of published information through the updating cycle already established within the Dewis Cymru directory.</p> <p>Future proof working processes to meet the joint statement issued in November 2025 from Welsh Government, Wales Council for Voluntary Action, Welsh Local Government Association, NHS Wales and Data Cymru for a single directory of services across Wales.</p>

3	<p>A promotional exercise be undertaken in partnership with the Council's Communication Team, once the review of the Sports Club Webpage has been completed, via the following means:</p> <ul style="list-style-type: none"> a) Email post to the Council's Registered Consultation Group, b) Press release via the Council's Latest News section of the Council's Website, c) Social Media post via the Council's Facebook Channel, d) A copy of this report and subsequent minutes from both the Live Well Scrutiny Committee and Cabinet be forwarded to Glamorgan Voluntary Services for information and passing on to Community Volunteers. <p>See Paragraph 2.19.</p>	<p>To promote the valuable information available to the public following the aforementioned collaboration and review works.</p> <p>To support an increase in levels of participation in physical activity across the Vale of Glamorgan area.</p>
Secondary Recommendations		
4	<p>That the commentary set out in paragraph 2.21 be referred to the relevant Lead Democratic & Scrutiny Services Officer for inclusion within the next round of Scrutiny Forward Work Programme reports (May 2026 cycle).</p>	<p>To ensure that the suggested topics are directed to the scrutiny committee whose remit is best aligned to their subject matter.</p>
5	<p>That the topics set out in paragraph 2.22 be referred to the Live Well Scrutiny Committee for discussion as potential Task & Finish topics in the future.</p>	<p>To support the planning process for future Task & Finish Work undertaken by the Committee.</p>

Recommendation

1. T H A T the report and recommendations contained therein be referred to Cabinet for consideration and that a formal response be requested including agreed next steps.

Reason for Recommendation

1. To present the findings and subsequent recommendations compiled by the Live Well Scrutiny Committee Task & Finish Working Group, and subsequently agreed by the Live Well Scrutiny Committee, for approval.

1. Background

- 1.1 On the 27th of May 2025, the Live Well Scrutiny Committee agreed the agenda items, topics, Task and Finish review investigations, co-opted membership, and delivery methods that the Committee would consider for the 2025/26 Municipal year, as part of its Annual Forward Work Programme. The Principal Democratic and Scrutiny Services Officer invited suggestions from the Committee in relation to Task and Finish topics and advised that a subsequent scoping exercise report would be presented to the Committee at its July meeting for further consideration.
- 1.2 On the 8th of July 2025, the Principal Democratic and Scrutiny Services Officer presented a report to the Committee which sought the Committee's approval of a single Task and Finish Topic suggestion and to confirm the size and membership of the Task and Finish Working Group. The Committee subsequently recommended:

(1) T H A T the commencement of the Task and Finish Review, as follows, be agreed:

Equal Opportunities and Accessibility in the Sports and Leisure Sector for Underrepresented Groups.

Including a focus on disabled persons and female service user participation levels to help mitigate inactivity and poor health in both young and mature service users. As well as looking at both informal and organised sport to help reduce sedentary lifestyles and increase social participation, that in turn can reduce feelings of anxiety and loneliness.

(2) T H A T the size, composition and membership of the Task and Finish Review Group be as follows:

1. Councillor Collins - Plaid Cymru
2. Councillor Hanks - Llantwit First Independents
3. Councillor Bruce - Welsh Conservative
4. Councillor Hennessy - Welsh Conservative
5. Councillor Loveluck-Edwards - Welsh Labour

6. Councillor N. Thomas - Welsh Labour

Reasons for recommendations

- (1) Having regard to the contents of the report to agree the Task and Finish Review Group topic for the Live Well Scrutiny Committee.
- (2) To proceed with next steps for the agreed Task and Finish Review.

- 1.3** The first meeting of the Working Group was held on Wednesday the 24th of September 2025, at which time Councillors Hennessy and N. Thomas were appointed as Chair and Vice-Chair, respectively.
- 1.4** The Working Group met a further 9 times and were supported by a variety of Council Officers and Members of the Public to support with the formation of this report. Please see the Project Timetable (**Appendix A**) for further details.
- 1.5** The Working Group operated a dedicated Microsoft Teams Chat Channel through-out the process to share comments, access sources of information and confirm meeting arrangements. Key Council Officers were also included within the Chat Channel.
- 1.6** Through reports presented to the Live Well Scrutiny Committee, members of the Task & Finish Working Group were already well informed on the successful contract operated in partnership with Legacy Leisure over the four Leisure Centres in operation across the Vale of Glamorgan area. Therefore, the Group were resolved to focus on physical activity taking place outside of Leisure Centre provision and this report reflects this.

2. Key Issues for Consideration

- 2.1** The Group acknowledged that the originally proposed review topic was quite broad and therefore, the Group needed to explore the variety of services already offered by the Council's Leisure Services in order to identify its priority objective moving forward. At the first meeting of the Group, Officers were asked to present on the originally proposed review topic; on services and initiatives already being provided by the Council. The Officers present gave very comprehensive presentations on their specialisms of work and answered many questions posed by the Group which made for a very interesting discussion. After which, the Group agreed to gather their thoughts on two topics of priority as follows:
 - 1) Barriers to participation for Women and Girls, and
 - 2) Mental Health benefits of Play Activity for children.
- 2.2** The Group were very impressed with the amount of initiatives already taking place to encourage participation in physical activities for both young and mature service users, and, as such, had little to suggest on already established processes but expressed an interest in how the Council engaged with individuals that were not associated with activity via an established school or council organized group,

as well as how engagement with women and girls was taking place across all Council service areas. The Group were mindful to narrow down to a priority objective for the T&F project and suggested that the proposed review topic being amended to:

“Barriers to participation for Women in physical activity, especially within the 18 – 50 age category, to help mitigate inactivity, sedentary lifestyles, and poor health. As well as looking at informal organised physical activity, to increase social participation to reduce feelings of anxiety and loneliness.”

2.3 As such, Officers were asked to provide presentations to the group specific to barriers to participation for women and girls as known to the Council via its current services and collected data. And each Elected Member of the Group agreed to interview an individual who belongs within the demographic that had been identified, i.e. 18 – 50 Female, on barrier themes, in order to feedback to the Group at the next meeting. As an additional data point, the female Elected Members of the Group were invited to attend the 4th of November female only Young Ambassador Network meeting to discuss barriers for participation for the ambassadors, their female peers and family members. The Group also invited members of the public known to them in their ward communities to a group meeting in order to share their thoughts and experiences in relation to barriers to participation in physical activity.

2.4 The Working Group also undertook its research using a variety of informative resources as follows:

- Working Group Discussions supported by Council Officers (primarily Leisure Services) who would instinctively consider learning from other Local Authorities and organisations when considering their own work. The Council is part of the Central South Area Partnership which consists of 5 Local Authorities (Bridgend/Cardiff/RCT/Merthyr/Vale) and this partnership includes sharing of information / good practice. Officers also attend Sport Wales organised networking meetings and receive Sporting Insights snapshots which highlight learning and good practice around a range of subjects.
- YouTube Video: Young Ambassador Hooked Boxing Programme Promotion
- Vale of Glamorgan 2022 School Sports Survey.
- Legacy Leisure: Vale of Glamorgan Healthy Communities Summer 2025 Newsletter.
- Data Hub: Parkwood Leisure Social Value Calculator Report.
- Vale of Glamorgan: Cabinet Report – Sports Development Regionalisation.
- Vale Healthy Living Team: Vale Play Team Annual Review Report 2023 – 24.
- Vale of Glamorgan: Active Adults Survey Data Analysis 2025.
- Press Release: Welsh Athletics ‘Own the Night’ campaign.
- Vale of Glamorgan: Young Ambassadors Network Meeting 4th November 2025.
- Vale of Glamorgan: Presentation Slides from Senior Healthy Living Officer (Sports) – Barriers to Girls Participation in physical activity.
- Vale of Glamorgan: Presentation Slides from Healthy Living Officer (Sport & Physical Activity) – Active Adults Survey Results.
- Sport England: UK Health & Fitness Market Report 2025.

- Vale of Glamorgan: Exercise Referral Scheme Annual Report 2023-24.
- Database of activities and maps: collaborative work between Vale of Glamorgan Council and Cardiff & Vale Public Health Team.
- Vale of Glamorgan: Sports Club Database.
- Vale of Glamorgan: Sports Club Webpage – Club Directory Request Form.
- YouTube Video: Barry Leisure Centre Fly Through.
- YouTube Video: Cowbridge Leisure Centre Fly Thorough.
- Legacy Leisure Performance Monitoring Report Year 12 and 13.
- YouTube Video: Llantwit Major Leisure Centre.
- YouTube Video: Penarth Leisure Centre.
- Dewis Cymru: Health and Wellbeing Directory Overview Document and Leaflet.
- Verbal Representations from Members of the Public: T. Randall of Emporium Health & Fitness Club, D. Mason and H. Richards of Rhoose Bowls Club.
- Written Representations from Members of the Public: H. Gaffney of a Vale Community Running Club.
- 1-2-1 Interviews conducted by Working Group Members.
- Joint Statement towards a single Directory of Services for Wales
- Memorandum of Understanding (MoU): For the Development of a Single Directory of Services (DoS) for Wales.
- Vale Sport & Physical Activity Overview Report 2024-25.
- Vale of Glamorgan 60+ Active Leisure Scheme Annual Report 2024-25.

- 2.5** The Group were mindful of the fact that the data already held by the Council was not exclusively targeted to individuals within the 18 -50 age bracket and categorised as either under 18 or 18+ data. There was significant data available for both categories based on current initiatives run by the Council however, as such, the majority of data held in the 18+ category related to older age brackets i.e. 50+. Therefore, the Council already held some data that could be used as a resource for the Working Group to identify common themes for barriers to participation for women and girls in the 18 – 50 age bracket.
- 2.6** The Group acknowledged that the Council had already taken significant steps to increase physical activity for individuals under 18 and over 50, through various initiatives working with a range of partners including schools, community clubs, Vale 50+ forum e.g. Golden Pass, however, the Council’s funding remit was aimed at under 18 and 60+ hence why Officers were required to focus on these age groups in the first instance. Therefore, the Group remained resolved to focus on the 18 – 50 demographic.
- 2.7** Through its research, the Group concluded that supporting women in the 18 – 50 age bracket was an investment in health, the economy, and community resilience. The benefits extend to families, workplaces, and the wider community and that accessible, affordable, and inclusive provision built healthier communities. Further details on the Working Groups’ key findings are summarised below:

- 2.8 Why Women Take Part in Exercise:**
Physical activity supports women’s long-term physical and mental health,
Helps manage stress, energy levels, and lifestyle changes such as peri/menopause,
Builds social connection, reduces isolation, and strengthens community belonging,
Group activities provide motivation, accountability, and confidence,
Enables healthier ageing and reduces risk of chronic disease,
Supports family stability, resilience, and overall wellbeing,
Contributes to wider social and economic benefits, including reduced long term pressure on public health services, and
Encourages positive role modelling for children and helps build active, resilient communities.
- 2.9 Key Barriers to Participation in Physical Activity for Women:**
Caring responsibilities and competing demands across work, home, and family,
Limited time and scheduling challenges,
Financial pressures, including session, equipment, and childcare costs,
Activities perceived as inaccessible, unrealistic, or a “luxury,”
Confidence issues when returning to exercise,
Limited women friendly or beginner friendly options,
Some women are not aware of available facilities, and
Some women are put off by having to prepare any required equipment.
- 2.10 Recommended Support Measures:**
Reduced cost or subsidised sessions,
Flexible, accessible session times,
Shorter adult class times, ideally held at the same venue and time as children’s activities,
Onsite childcare or childcare partnerships,
Family friendly and smaller group size women only provision,
Beginner friendly pathways and confidence-building support,
Activities held in social spaces to avoid home-based workouts that will often be interrupted,
A mix of digital and non-digital run activities to cater for different levels of digital literacy skills,
Transport support where needed, and
Community grants for women led activity groups.
- 2.11** Through the approaches, resources and summary findings set out above, the group established four common barriers for participation for women as follows:
1) Time,
2) Cost,
3) Motivation, and
4) Knowledge.
A key finding of the Working Group was that, while time, cost, and motivation all present practical challenges for women, the most significant and surmountable

barrier was a lack of clear, accessible knowledge about what opportunities actually exist and that this was usually the first hurdle to participating. Unlike financial or caring pressures—which require structural or personal circumstances to change—improving knowledge was immediately actionable and significantly within the Council’s control.

- 2.12** The Group identified that women were often unaware of available activities, unsure where to look for trustworthy information, or discouraged by fragmented and inconsistent sources of guidance, creating a gap between provision and participation. Women were also often looking for information for not just themselves but other family members at the same time, across different age brackets and gender. This insight aligned with the Working Group’s observation that ideas linked to the “knowledge” barrier were the most feasible, proportionate, and closely connected to existing council processes, making improved information access the most impactful and realistic area for focused intervention.
- 2.13** By the 7th of January 2026 Group Meeting, Group Members had compiled a list of ideas to present to Council Officers for analysis/comment. Please see **Appendix B** for details. The Group wished to establish the feasibility of the ideas in order to help narrow down and formulate recommendations to Cabinet. Each of the ideas sat under one of the four identified barriers to participation and, through discussion, it was identified that ideas based on the ‘knowledge’ barrier seemed to be more surmountable and warranted further discussion based on existing council processes.
- 2.14** In particular, the idea of undertaking a *‘mapping exercise to create a central index of privately run social sports clubs available outside of leisure centre provision that would be available and promoted via council resources.’*

Officers provided advice to the Working Group in relation to:

- a) exercising caution to avoid creating a process that promoted commercial competition,
- b) distinguishing between community and commercial activities, and
- c) highlighting the differences between sport, leisure and session activities.

As such, the Group agreed that its intention was to create an index of non-leisure centre offered provision that directed service users to physical activities within their local communities, tailored by demographic criteria, that focused on social value and smaller size classes and held in community based venues such as Community Centres, Village Halls, and Church Halls. However, the Group acknowledge that some community sports clubs use leisure centres as their base to deliver their provision e.g. badminton. These are not leisure centre run provision but based within a leisure centre and therefore would be included within the suggested index.

Therefore, the Working Group was resolved to move forward with the idea of

undertaking a 'mapping exercise to create a central index of community run physical activity clubs and or sessions available outside of leisure centre provision that would be available and promoted via council resources.'

- 2.15** The Working Group identified that the Council's Sports Team, already keep a data base of physical activity clubs and/or sessions within the Vale of Glamorgan area that is used to populate a Sports Club webpage on the Council's Website: [Sports Clubs](#). The webpage invites individuals that are running a sports or physical activity opportunity to register to have their details included within the page, advice on funding opportunities to assist with developing activities, advice on setting up a club or want to further develop an existing club, and advice to service users on vetting organisations before engaging.
- 2.16** The Working Group also identified that the Council is already invested in maintaining and publishing information via [Dewis Cymru](#), within the Social Services Directorate, via the Social Care Information Team "Dewis Cymru Team." Dewis Cymru is Wales' national Health & wellbeing directory. Used by all 22 Local Authorities— Dewis Cymru is a free website designed to help people find local and national services, activities and support related to health, social care, and general wellbeing.

However, the two resources referenced in paragraphs 2.9 and 2.10 above are not currently connected but include much of the same information.

- 2.17** The formatting of information currently available within the Sports Club page is lengthy and static, and the information set out is limited compared to the amount of information available to Officers via the sports team data base and/or available via Dewis Cymru. Therefore, the Working Group would **recommend that a digital accessibility and referral review is undertaken for the already existing Sports Club webpage** allowing for:
- a)** a more interactive navigation process for the reader that is compliant with current digital accessibility requirements,
 - b)** more comprehensive information being available for the reader via the Dewis Cymru search portal, introducing search criteria by gender, competitive/non-competitive (social) activities, locality and distance, and
 - c)** increased visual emphasis placed on the current disclaimer available that "*The Sports Development Team has not vetted any of the organisations and it is your [the reader's] responsibility to ensure that the activity delivered is appropriate*" as is also the case on the Dewis Cymru directory.
- 2.18** Individuals are currently required to contact both the Council's Sport and Dewis Cymru Teams separately to advertise any physical activities they may be providing in the Vale of Glamorgan Area. Therefore, the Working Group would **recommend that the current working processes to collate and publish information within each team be merged** to:
- a)** use limited staff resources in the most effective way and mitigate duplicated efforts,

b) provide robust information to the public in the most time efficient way,
c) adopt more robust and regular checking of published information through the updating cycle already established within the Dewis Cymru directory, and
d) future proof working processes to meet the joint statement issued in November 2025 from Welsh Government, Wales Council for Voluntary Action, Welsh Local Government Association, NHS Wales and Data Cymru for a single directory of services across Wales.

2.19 The Working Group recognised that information holds value only when people can access it. Therefore, would **recommend that a promotional exercise be undertaken in partnership with the Council’s Communication Team, once the review of the Sports Club Webpage has been completed**, via the following means:

a) Email post to the Council’s Registered Consultation Group,
b) Press release via the Council’s Latest News section of the Council’s Website,
c) Social Media post via the Council’s Facebook Channel,
d) A copy of this report and subsequent minutes from both the Live Well Scrutiny Committee and Cabinet be forwarded to Glamorgan Voluntary Services for information and passing on to Community Volunteers.

2.20 The Working Group recognises that the primary recommendations outlined above will require further feasibility assessment and resource discussions with relevant Council Teams beyond Leisure Services, and that implementation will need to follow a sequential approach. The Group also acknowledges that the benefits of these recommendations will extend to individuals beyond the female 18–50 demographic.

2.21 During the course of its discussions, the Working Group found that it often touched upon important topics that would be beneficial to share with one of the Council’s other Scrutiny Committees, as suggestions for future Task & Finish work. This was due to the fact that Group members felt that the topics sat more appropriately under the remit of other committees. As such, the Working Group would **recommend that the following commentary be referred to the relevant Lead Democratic & Scrutiny Services Officer for inclusion within the next round of Scrutiny Forward Work Programme reports** (May 2026 cycle), where future Task & Finish topics are expected to be considered by each of the Scrutiny Committees:

1) To be shared with the Start Well Scrutiny Committee, LA School Governors and Director of learning & Skills: Starting up initiatives within each of the four Vale of Glamorgan Town Councils that allow young people themselves to enact change at a community level. As per what is already in place within Penarth Town Council and considered against efforts already underway within the Council’s Youth Services, Youth Council, and Young Ambassadors Project. As young people themselves are the best group to enact real and long-lasting change for their future.

2) To be shared with the Start Well Scrutiny Committee, LA School Governors, and Director of learning & Skills: Ways to extend both the female sport offer and quality of sport resources available to girls in schools across the Vale of Glamorgan to tackle the decrease in the number of teenage girls taking part in sports activities at secondary school level. Please see supporting note at Appendix C. The Live Well Working Group would strongly recommend that this suggestion is prioritised.

3) To be shared with the Start Well Scrutiny Committee, LA School Governors, and Director of learning & Skills: Why some schools are pushing for 'active' style uniforms. Does it encourage children to be more active, are they more comfortable and make life easier for children with special educational needs and disabilities (please see news article in background papers).

2.22 The Working Group would also recommend that the following topics be referred to the Live Well Scrutiny Committee for discussion as potential Task & Finish topics in the future:

1) Mental Health benefits of Play Activity for children.

2) Barriers to participation for people with a physical or learning disability.

3) Cardiff Met and Public Health Wales: Social Prescribing for Physical Activity (SPfPA) Network/Activity Finder.

Council officers are currently investigating involvement in a multi-partner AI powered Activity Finder as a collaboration with Cardiff Met Sport and Cardiff & Vale Public Health team. This could eventually mean a link to the Activity Finder on the Council's website. The Activity Finder would filter based on geographical area, gender, age, activity and would negate the need for the Council to have lots of information on its webpage(s). The project is still subject to financial considerations and will be considered by the Central South Area Partnership, where potential collaborative projects are being considered for future funding support.

4) Improving access to Kit and Equipment to increase Participation.

A lack of kit and equipment is a significant barrier to participation and would be beneficial to consider in the context of the circular economy and the Council's Project Zero objectives. (please see example news article in background papers).

3. How do proposals evidence the Five Ways of Working and contribute to our Well-being Objectives?

3.1 The Task and Finish Working Group activities form a key part of the Live Well Scrutiny Committee meeting its terms of reference and remit, which is aligned to the Council's Corporate Plan – Vale 2030, which in turn, is aligned to the Wellbeing Goals for Wales.

- 3.2** The efforts of the Task and Finish Working Group contribute towards achieving the following Council Wellbeing Objectives and Commitments:
WBO1: Creating great places to live, work and visit:
Commitment 7) Make sure there are affordable and accessible ways for people to participate in leisure, play, sport, cultural and heritage activities.
WBO4: Supporting and protecting those who need us:
Commitment 2) Work with individuals and their families focussing on their abilities, strengths, and local community connections, enabling people to live as independently as possible.

4. Climate Change and Nature Implications

- 4.1** None as a direct result of this report.

5. Resources and Legal Considerations

Financial

- 5.1** None as a direct result of this report.
It is expected that any agreed actions would be achieved through existing team budgets.
- 5.2** The social value that sport and leisure provision provides to the Vale of Glamorgan area is vast, saving on impacts to the local health board, lowering crime figures, and increasing the well-being of the Vale of Glamorgan population.

Employment

- 5.3** None as a direct result of this report.
It is expected that any agreed actions would be achieved through existing staff resources.

Legal (Including Equalities)

- 5.4** None as a direct result of this report.

6. Background Papers

[Committee Report: Forward Work Programme Schedule 2025/26 – 27th May 2025.](#)

[Committee Minutes: Forward Work Programme Schedule 2025/26 – 27th May 2025.](#)

[Committee Report: Task and Finish Review Activity – 8th July 2025.](#)

[Committee **Minutes**: Task and Finish Review Activity – 8th July 2025 \(Working Group Appointment and Topic Agreement\).](#)

[Committee **Report**: Leisure Management Contract – Year 13 Performance Report – 13th January 2026.](#)

[Committee **Minutes**: Leisure Management Contract – Year 13 Performance Report – 13th January 2026.](#)

[Vale of Glamorgan Council: Current Sports Clubs **Webpage**.](#)

[Vale of Glamorgan Public Service Board – Age friendly Vale Strategy and Action Plan **Website**.](#)

[Vale of Glamorgan 50+ Forum **Press Release**.](#)

[Vale of Glamorgan 50+ Forum **Website**.](#)

[Vale of Glamorgan Council Golden Pass Scheme **Webpage**.](#)

[Dewis Cymru: Wales' National Wellbeing Information Directory Website.](#)

[BBC News Article: Are ties and blazers on the way out? Why some schools are pushing for 'active' uniforms.](#)

<https://www.bglife.co.uk/community-kit-room>

Live Well Task & Finish Working Group Project Timetable

Meeting 1	Date:	Wednesday 24th September 2025 at 6pm. In-person Meeting.
	Objective(s):	Initial meeting to: <ul style="list-style-type: none"> • Elect Chair, • Consider the scope, practices and options of the Task and Finish Group, • Consider background to relevant and current leisure services already available under relevant Council Policies and Strategies.
	Notes:	<p>The Group revisited the original discussion topic put forward by Councillor Lovelock-Edwards (as set put on the agenda front sheet), and agreed by the Live Well Committee at its 8th of July meeting, the Chair invited each of the Officers present to update the Working Group on services and initiatives already being provided to the Council on the same themes, in the hope that discussion may help to narrow down a key theme of interest for the Group.</p> <p>Officers present gave very comprehensive presentations on their specialisms of work and answered many questions posed by the Group which made for a very interesting discussion.</p> <p>Group Members acknowledged the difficulty in pinpointing one particular topic to take forward as all topics mentioned during discussion were valid and worthwhile however, it was suggested that two topics in particular be prioritized at the next meeting:</p> <ol style="list-style-type: none"> 1) Barriers to participation for Women and Girls, and 2) Mental Health benefits of Play Activity for children.
Meeting 2	Date:	Wednesday 8th October 2025 at 6pm. In-person Meeting.
	Objective(s):	Continue discussion on key topics of interest to narrow down to a chosen topic for the T&F project.
	Notes:	The Group expressed an interest in how the Council engaged with individuals that were not associated with activity via an established school or council organized group as well as how engagement with women and girls was taking place across all Council service areas.

Democratic Officer: Amy Rudman, Principal Democratic & Scrutiny Services Officer.

		<p>suggested that 'Barriers to participation for Women and Girls in sport activity, especially within the 18 – 60 age category' be taken forward for discussion to the next meeting.</p> <p>Officers asked to prepare presentation on the barriers to participation for women and girls as well as approach the Young Ambassadors Group.</p>
Meeting 3	Date:	Tuesday 21st October 2025 at 6pm. Hybrid Meeting.
	Objective(s):	Continue discussion on barriers to participation to narrow down to a chosen topic for the T&F project.
	Notes:	<p>Officer presentations on the barriers to participation for women and girls deferred to next meeting, it was felt that a presentation was still prudent to finalize the topic at hand and would be extremely useful to help direct future work/approaches for the Group.</p> <p>Group explored possible witnesses and methods for engagement.</p>
Meeting 4	Date:	Tuesday 4th November 2025 at 5:30pm. Hybrid Meeting.
	Objective(s):	Consider presentations from Leisure Services Officers on Barriers to Participation.
	Notes:	<p>Common barriers for participation across all age groups identified: 1) Time, 2) Cost, 3) Motivation, and 4) Knowledge.</p> <p>The Group acknowledged that the Council had already taken significant steps to increase physical activity for individuals under 18 and over 50, through schools and the 50+ forum, however, there were less obvious efforts in relation to reaching the 18-50 age category. Therefore, the Group agreed to focus on the 18 – 50 demographics at its next meeting.</p> <p>The group also identified recommendations that they felt would be helpful to pass to other Scrutiny Committees.</p> <p>Female Working Group Members fed back to the whole group on the outcomes/their findings from the Young Ambassador Meeting.</p> <p>Group Members to begin public interviews for chosen demographic based on identified barriers.</p>

Democratic Officer: Amy Rudman, Principal Democratic & Scrutiny Services Officer.

Meeting 5	Date:	Tuesday 18th November 2025 at 5:30pm. Remote Meeting.
	Objective(s):	Consider outcomes of public interviews and finalise amended project brief.
	Notes:	Project Brief confirmed as: "Barriers to participation for Women in physical activity, especially within the 18 – 50 age category, to help mitigate inactivity, sedentary lifestyles and poor health. As well as looking at informal organized physical activity, to increase social participation to reduce feelings of anxiety and loneliness." Feedback on public interviews deferred to next meeting. Group Members tasked with presenting possible ideas for discussion to help with formulating recommendations to Cabinet.
Meeting 6	Date:	Wednesday 7th January 2026 at 6pm. Hybrid Meeting.
	Objective(s):	Consider outcomes of public interviews and discuss suggested recommendation ideas with relevant service area officers.
	Notes:	Group discussed each of the 7 proposed ideas in turn and welcomed advice and commentary from the Officers present. Following discussion, the Group agreed that the ideas based on the 'knowledge' barrier seemed to be more surmountable and warranted further discussion based on existing council processes. In particular the idea based on a mapping index of community based physical activities. Cabinet Member invited to next meeting.
Meeting 7	Date:	Tuesday 20th January 2026 at 6pm. Remote Meeting.
	Objective(s):	Formulate recommendation(s) based on agreed idea being put forward and consider witnesses to be called to future meeting.
	Notes:	Recommendations discussed and agreed to continue discussion at next meeting. All Group Members asked to invite relevant members of the public from

Democratic Officer: Amy Rudman, Principal Democratic & Scrutiny Services Officer.

		individual wards to comment on identified barriers and primary recommendation idea.
Meeting 8	Date:	Tuesday 3rd February 2026 at 6pm. In-Person Meeting.
	Objective(s):	Hear from both the Cabinet Member and Members of the Public on the work of the group thus far under the identified barriers to participation, demographic and index idea. Consider reporting timeline.
	Notes:	Comments of meeting summarised and shared with all group members. Members of the public thanked for their contributions. Agreed for report drafting to commence in order to meet March Scrutiny Cycle.
Meeting 9	Date:	Friday 13th February 2026 at 11am. Remote Meeting.
	Objective(s):	To discuss current index information available via existing Council resources and practicalities behind the suggested recommendations.
	Notes:	Report drafting commenced. Research collated by Chair of the Working Group. Discussions held with relevant council teams who manage webpages and directories currently available to the public.
Meeting 10	Date:	Tuesday 24th February 2026 at 6pm. Hybrid Meeting.
	Objective(s):	Consider initial draft of report to be presented to Scrutiny Committee and agree recommendations.
	Notes:	Notes taken away by DSSO for including within draft. Draft report circulated as OneDrive Document to all working group members and relevant officers for final comment. Final version of report to be agreed by Chair and Vice-Chair of the Group w/c 2 nd March.

Date results reported to originating Scrutiny Committee:	17 th March 2026.
Date results and subsequent recommendations considered by Cabinet:	16 th April 2026.
Date results reported to the Scrutiny Chair & Vice-Chair Group:	16 th June 2026.



LIVE WELL SCRUTINY COMMITTEE

Minutes of a hybrid meeting held on 7th January 2026.

The Committee agenda was circulated in advance via the dedicated Microsoft Teams Chat Channel.

Present: Councillors W.A. Hennessy (Chair), N.C. Thomas (Vice), G. Bruce, S. Hanks, and B. Loveluck-Edwards.

Also Present: A. Rudman (Principal Democratic & Scrutiny Services Officer), Gemma Jones (Operational Manager – Accountancy), Hannah Rapa (Public Participation and Campaign Delivery Lead), James Webber (Recycling and Infrastructure Manager), Karen Davies (Principal Healthy Living Officer), Tom Geere (Healthy Living Officer (Sport & Physical Activity)).

Apologies: Councillor A.M. Collins.

PREVIOUS MINUTES

The draft minutes of the 18th of November meeting were shared via the dedicated Microsoft Teams Chat Channel in advance of the meeting and were agreed as an accurate reflection by the Group.

UPDATE FROM THE PRINCIPAL DEMOCRATIC & SCRUTINY SERVICES OFFICER.

The Officer advised that the draft scoping document and meeting timeline were available via the MS Chat Channel and would continue to be updated by the PDSSO following the meeting based on agreements of the Group.

The Officer reminded Group Members of the ideas previously collated by the Group that were readily available on the Teams Chat Channel. The ideas spanned the four key barriers to participation identified and it was hoped that the ideas would be used to formulate formal recommendations and subsequent report to Full Committee.

DISCUSSION TOPICS

The Officer highlighted the 'original' and 'developed' proposed topic wording, as set out within the agenda front sheet, and as agreed by the Group at the last meeting based on discussions held:

"Barriers to participation for Women in physical activity, especially within the 18 – 50 age category,



to help mitigate inactivity, sedentary lifestyles and poor health. As well as looking at informal organized physical activity, to increase social participation to reduce feelings of anxiety and loneliness.”

SUGGESTIONS FOR RECOMMENDATIONS TO POSE TO SERVICE AREA OFFICERS

The Group discussed each of the proposed ideas in turn and welcomed advice and commentary from the Officers present.

The Group also had regard to comments raised by Dave Knevett within the Teams Chat Channel.

Barrier Theme	Idea	Consultees
(1) Knowledge	<p>Mapping exercise to create a central index of privately run social sports clubs available outside of leisure center provision that would be available and promoted via council resources.</p> <p>Commentary: The Group agreed that care would need to be given to not creating a process that promoted commercial competition.</p> <p>Works already taking place within the Council that could be built upon:</p> <ul style="list-style-type: none"> - Efforts around Tom Geere’s role, <ul style="list-style-type: none"> - Sports Team Data Base, - Mapping System for Warm Space Initiative, - Dewis Directory maintained by Social Services Staff, - Promotional videos to cover a distinct objective, for example videos created for Golden Pass, - Public Health and Vale of Glamorgan Council Team mapping work. <p>An idea linked to idea (7) below: to advertise companies who were requesting donations and shipping the items overseas and/or approach local sports clubs to advertise in their individual newsletters.</p> <p>Councillor Hanks queried if the Golden Pass age limit could be lowered. It was feasible to look in to the suggestion but subject to</p>	<p>Tom Geere Comms Team Dave Knevett</p>



	<p>additional resources being made available. The budget currently available to Tom to support Tom's 60+ work – to support projects that increased participation and access to activity amongst 60+ scheme was approximately £12k but additional funds would be needed for staffing costs.</p> <p>Gemma Jones advised that they would be able to provide financial costings for the current scheme as well as the costs involved in creating a new post.</p>	
(2) Knowledge	<p>Access public spaces/groups where the target age group gather e.g. Bellevue Pavilion to promote opportunities especially for friendship groups.</p> <p>This was an approach that Tom Geere was already taking within his work.</p> <p>Hannah Rapa advised that the use of social media could be beneficial to target specific demographics, such as age specific adverts via Facebook and newspapers.</p> <p>In relation to friendship groups specifically, Karen Davies advised of an already existing social scheme (not run by the Council) called Social Sisters. It is a social group run by local female residents, aimed at female residents.</p>	
(3) Knowledge	<p>To set up a dedicated webpage on the VoG website to promote 'boot exchange' 'sportswear' and gym equipment. And to encourage by promoting of new sporting adventures. See example pics below</p> <p>Hannah Rapa advised that to create a dedicated council webpage would require staff available to manage and maintain the page. This may not be deemed the best use of the council's limited resources when there</p>	



	<p>were already well established external websites available for selling, reporting lost and found and giving away for free available to the public e.g. Vinted.</p> <p>However, part of the ethos for this idea could be adopted within the mapping idea also considered earlier in the meeting to advertise companies who were requesting donations and shipping the items overseas and/or approach local clubs to advertise in their individual newsletters.</p>	
(4) Motivation	<p>Shared gym pass scheme to be used between couples and/or multiple adults to encourage attendance separately or together to enhance engagement through social motivation.</p> <p>It was agreed that discussions were first required with Dave Knevett on this topic and, in his absence, that the topic be added to the next meeting agenda, as the Group still had interest in some sort of Group Membership.</p> <p>James Webber also confirmed that Legacy Leisure currently only offered a corporate membership.</p>	Dave Knevett Legacy Leisure
(5) Cost	<p>Explore options for recycling sports clothing and equipment alongside the council's recently launched textiles recycling scheme.</p> <p>James Webber advised that it would not be possible to sort through kerb side collections through the current textiles recycling scheme and that there would be significant resource implications for assessing the quality and cleaning of items, however, other avenues were available to explore. For example, Individuals being able to deliver sports equipment and clothing to the Council's Re-Use Shop at the Barry Recycling Centre that could be re-sold. This would be a change to the ENFIS contract which is currently for sports equipment only.</p>	Environment & Housing Directorate Officers



	<p>In response to a question from Cllr Hanks, James confirmed that the re-use shop was open every day except Monday.</p>	
(6) Cost	<p>Surplus sport equipment drive to create a swap shop of items at low or no cost.</p> <p>James Webber advised that the difficulty with this idea was the feasibility of moving items that had been donated to the appropriate place. Who would undertake this? And, How would it be funded? Where would items ultimately end up?</p> <p>On the topic of schools specifically, James and Karen Davies advised that lost property and or surplus equipment would tend to be recycled in-house or privately between schools. There was not currently any coordinated delivery method between schools and the Council's Re-Use shop.</p>	<p>Leisure Centers Charity Shops Ysgol Y Deri Shop Schools</p>
(7) Time	<p>Rotational late night opening across all four Vale leisure centers.</p> <p>It was agreed that discussions were first required with Dave Knevett on this topic and, in his absence, that the topic be added to the next meeting agenda.</p> <p>Karen Davies advised that later opening times was a topic previously explored by the Council as it acknowledged certain benefits, such as advantages for individuals who worked shifts.</p>	<p>Dave Knevett Legacy Leisure</p>

Following discussion, the Group agreed that the ideas based on the 'knowledge' barrier seemed to carry more weight and warranted further discussion based on existing council processes. In particular idea (1).

Ideas (4) and (7) required input from Dave Knevett in the first instance so his input would be welcomed at the next meeting.

Group Members thanked all Officers for their time and contributions at the meeting.



NEXT STEPS

It was agreed that further discussion on both witnesses and methods of engagement would be more appropriate to discuss at the next meeting, when the Group focused on the primary recommendation(s) currently being formulated.

However, Councillor John would be invited to the next meeting to seek their opinion on the primary recommendation(s) of the Group thus far given their cabinet portfolio experience.

Councillor Loveluck-Edwards advised that they had been in contact with community group leaders who would be willing to engage with the group either in person or via written reps. To which, the Group agreed that written reps would be accepted/appropriate.

TIMETABLE OF FUTURE GROUP MEETINGS

The Group agreed that arrangements for the next Working Group meeting should be as follows:

Tuesday 20th January, 6pm start, via Microsoft Teams (as Place Scrutiny is taking place at the same time).

A.O.B

No additional items were raised.

****MEETING OUTCOMES****

ACTION	DELEGATE
Next Meeting arrangements to be actioned for 20 th January, 6pm, on Teams. Relevant Agenda and Previous minutes to be shared in advance.	A.R
Working Group Scoping Document and Meeting Schedule to be updated (if applicable).	A.R



Councillor John to be invited to the next meeting to seek their opinion on the primary recommendation(s) of the Group thus far. Advisory note to be provided to Cllr John for context.	A.R / Chair
Chair to confirm Officers required for next meeting.	Chair
Councillor Loveluck-Edwards to follow up on her enquiries with community group leaders and to let Amy know options for engagement.	B.L-E



**OUTCOMES OF THE YOUNG AMBASSADORS NETWORK MEETING, 4TH
NOVEMBER 2025 AT 4PM.**

Councillors Collins, Hanks and Loveluck-Edwards attended the YAN meeting in the Civic Offices and provided the following points of feedback to the Working Group:

- Common themes that came up over individual conversations:
Self-confidence,
Not wanting to join a competitive sport,
Inequality with boys, and
Attitude of male peers.
- Girls were often subjected to sexist 'ranking' comments from male peers.
Evidence of toxic masculinity alongside activities and male pack mentality.
- Girls felt like they were not judged by the same standards as boys when taking part and that if they made a mistake they would never be allowed to forget it.
- Girls have different physical and emotional development rates.
- Even if activities were organized, there was also the barrier of needing the right kit to take part.
- There was a better sports offer available to boys in school than girls. Even if the girls made the school sports team, the boys would still take priority.
- The facilities available to girls in school were not in as good condition as the facilities available to boys. Girls always come second to the boys.
- Non-formal sport was welcomed and motivation to take part came from their own peer group.
- The YAN was keen to tackle barriers to participating themselves and to look outside the box. Possibly through engagement with local businesses, private clubs, and activities across generations to tackle social isolation.

All Members of the Live Well Working Group were extremely grateful to the Young Ambassadors that took part and passed on their sincere thanks for the welcome and honesty shown at the meeting.