



Good Food and Movement: Implementation Plan for Cardiff and the Vale of Glamorgan (2024-2026)

**Shaping the
places where we
live, work and play.**



Introduction

This implementation plan describes where we will focus our collective efforts over the next two years. It is based on the Good Food and Movement Framework, and its four key themes: Healthy Environment, Healthy Settings, Healthy People and Leadership and Enabling Change.

We know this is a big agenda, and there are lots of other plans and valuable projects also contributing to our vision: **'Together we will create environments, settings and opportunities that enable good food and movement for everyone in Cardiff and the Vale of Glamorgan'.**

We don't want this Implementation Plan to just be a description of all the great work that is already contributing, such as work that is being driven through: our Food Partnerships, Cardiff Council's Food Strategy, the Vale Food Strategy, Cardiff Physical Activity and Sport Strategy, Vale of Glamorgan Leisure Strategy, and many more. However, where there is overlap and alignment between these and the areas of the system that we have prioritised for Good Food and Movement, actions have been included.

Therefore, the actions we have included in this Implementation Plan are:

- Actions that align to the areas of the system we have identified as needing to see change
- Aligned to the areas of the system where we can have the biggest impact
- Actions that we have committed to working on together; maximising our efforts
- Actions that will support and enable system change

Finally, through a variety of methods and approaches, we aim to notice, monitor, evaluate and understand the change we are driving and the impact we are having. This shared learning, will enable us to be dynamic and flexible. We will adapt our action where necessary as part of ongoing review, as well as through the refresh of our Implementation plan every two years.

Our focus for 2024-2026

Healthy Environment

Our goal: To create an environment that enables, supports and promotes opportunities for good food, and builds movement back into daily life

System priority	The change we are trying to influence	What we will do	What success will look like	Who will lead
1	Policy and legislation to support and enable movement, active travel and good food	Embed good food and movement into the design of our places, spaces and buildings	Ensure all Local Development Plans (LDP) and strategic policies where relevant focus on good food, movement/sport and play.	<ul style="list-style-type: none"> Policies identified Evidence collated Policies strengthened and new policies developed Supplementary Planning Guidance for Play developed and adopted (Cardiff) Placemaking plans developed for all 4 towns in the Vale of Glamorgan (Vale)
2		Reduce unhealthy food and drink advertising	Develop and implement Healthier Advertising policies to restrict High Fat Sugar Salt advertising across owned/managed sites and assets; gaining insight from communities, young people and wider stakeholders to inform policy change.	<ul style="list-style-type: none"> Healthier advertising policies developed and underpinning contractual arrangements Learning from PHIRST evaluation shared, shaping policy
3		Maximise community assets	Explore potential for developing community and commercial shared-use kitchens in identified locations across the Vale of Glamorgan.	<ul style="list-style-type: none"> Community Commercial shared-use Kitchen Feasibility Study undertaken Recommendations informing next steps

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4	Design/redesign of community places, spaces and buildings that enable movement and good food	<p>Maximise community assets (including schools, leisure centres, pitches, parks, changing rooms and community centres)</p>	<p>Develop a strategic approach to facilities and infrastructure in Cardiff which enable communities to be active.</p> <p>Shape plans for facilities and infrastructure in the Vale of Glamorgan that support communities to be active.</p>	<p>Cardiff: Move More Partnership Group</p> <p>Vale of Glamorgan: Leisure and Parks Team</p>
5	Integrated active travel infrastructure and accessible and reliable public transport	<p>Increase availability, quality and use of healthy travel (walking, wheeling, cycling, public transport)</p>	<p>Work together to design high quality active travel and public transport schemes.</p> <p>Align commute patterns with active travel strategies and routes.</p>	<p>Cardiff and Vale of Glamorgan Transport teams Cardiff and Vale Public Health Team and Transport Operators</p>

System priority	The change we are trying to influence	What we will do	What success will look like	Who will lead	
6	Accessible, inclusive and safe public spaces for movement, play and food growing	Improve access to good food	<p>Increase local food production through identifying suitable land and opportunities for community and commercial food growing.</p>	<p>Vale of Glamorgan:</p> <ul style="list-style-type: none"> • Mapping community spaces for food growing and identification of barriers to participation complete • Needs for additional community growing spaces assessed • Volume of veg produced through horticultural (food growing) projects increased <p>Cardiff:</p> <ul style="list-style-type: none"> • Community growing considered as part of the Strategic Estates city wide capital receipts programme • Successful pilot project completed • Community growing plan in place • Edible Cardiff next phase (2025-2028) funded and delivered 	
7	Accessible, inclusive and safe public spaces for movement, play and food growing	<p>Inclusive and safe parks and open spaces which enable people to be active</p>	<p>Work together in Cardiff to redesign parks and open spaces to ensure gender equity.</p> <p>Work together in the Vale of Glamorgan to raise awareness and address inclusion around the use of parks and open spaces.</p>	<p>Cardiff:</p> <ul style="list-style-type: none"> • Undertake research to understand what good looks like for gender equity in parks and open spaces • Co-design parks and open spaces with young people <p>Vale of Glamorgan:</p> <ul style="list-style-type: none"> • Cross sector collaboration around safe spaces and parks with a focus on women and girls • Design and re-design of parks and open spaces influenced 	<p>Cardiff: Cardiff Child Friendly Cities with Parks team, Met Sport and Cardiff and Vale Public Health Team</p> <p>Vale of Glamorgan: Leisure and Parks department with Vale Healthy Living Team, Safer Vale, and Regeneration team</p>

System priority	The change we are trying to influence	What we will do	What success will look like	Who will lead
8 Accessible, inclusive and safe public spaces for movement, play and food growing /Food environment that enables good food for all	Improve outdoor public spaces for play and access to good food in Butetown, Grangetown and Riverside	Collaborate with communities and partners, to identify and improve; public spaces for play, and access to affordable healthy food for families with young children as part of the PIPPYN pilot.	<ul style="list-style-type: none"> • Shared understanding of the local <ul style="list-style-type: none"> • Play spaces • Food environment • Challenges and enablers • Improving access to healthy food • Improving opportunities to play 	Cardiff and Vale Public Health Team with Public Health Dietetic Team and PIPPYN Reference Group
9 Food environment that supports and enables good food for all	Improve availability of good food	Improve the availability of healthy and sustainable food on offer across managed sites for staff and visitors.	<p>Cardiff:</p> <ul style="list-style-type: none"> • Current food on offer through Cardiff Council managed sites reviewed through a healthy, low carbon food lens • Opportunities for Council Catering functions to improve/ exceed current standards by increasing healthy options whilst also reducing carbon explored <p>UHB:</p> <ul style="list-style-type: none"> • Progress against the implementation of the Healthy Eating Standards for C&V UHB restaurant and retail outlets • Improved access to healthy food and drink options at UHB sites for staff, patients and visitors 	Cardiff Council (via the Food Strategy) Cardiff and Vale UHB

Healthy Settings

Our goal: To shape our schools, workplaces and community settings creating opportunities that enable, support and promote good food and movement

System priority	The change we are trying to influence	What we will do	What success will look like	Who will lead	
10	Policies, structures and incentives in our settings to enable movement and good food	<p>Maximise the potential of the school day to enable children and young people to be active, play sport, and access, experience and learn about good food.</p>	<ul style="list-style-type: none"> Bring partners together from across the system that do or could play a role in supporting and enabling schools to achieve the revised Welsh Network of Health and Wellbeing Promoting Schools (WNHWPS) minimum standards that relate to food and physical activity to embed the whole school approaches to physical activity and food. 	<ul style="list-style-type: none"> Shared understanding of: <ul style="list-style-type: none"> WNHWPS minimum standards The role of current and wider stakeholders Challenges and enablers Opportunities across the system to support and enable schools Learning and best practice shared and celebrated across the region Opportunities to embed the whole school approach to food progressed Opportunities to embed the (whole school approach to physical activity) progressed 	Cardiff and Vale Public Health Team with Cardiff and the Vale of Glamorgan WNHWPS teams, Cardiff Met Sport, Vale Healthy Living Team, Education teams, School Catering teams, Public Health Dietetic Team, Food Vale Partnership, Food Cardiff Partnership
11		<p>Develop a shared understanding of the factors affecting the timing of the secondary school day including lunchbreaks and the impact on opportunities for good food, movement, play and sport.</p>	<ul style="list-style-type: none"> Learning shared around the: <ul style="list-style-type: none"> Factors affecting the timing of the secondary school day Impact on opportunities for good food and movement Challenges and enablers Ways to maximise the opportunities for good food and movement throughout the school day identified and progressed 	Cardiff and Vale Public Health Team with Cardiff and the Vale of Glamorgan WNHWPS teams, Cardiff Met Sport, Vale Healthy Living Team, School Catering Teams, Education teams, Public Health Dietetics	

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12 Policies, structures and incentives in our settings to enable movement and good food	Maximise the potential of the school day to enable children and young people to be active, play sport, and access, experience and learn about good food.	Monitor the uptake of the Universal Primary Free School Meals (UPFSM) and continue to work with schools to increase the numbers of children benefiting from free school meals in all our primary schools.	Children in all primary schools continue to have the opportunity of a free school meal every day	Vale of Glamorgan: Big Fresh with Vale of Glamorgan Learning and Skills Directorate Cardiff: Education Catering working in conjunction with schools
13	Knowledge, skills and confidence of the workforce to; teach, embed, signpost and role model	Maximise the potential of early years settings to enable young children to be physically active and access good food.	<ul style="list-style-type: none"> Develop a shared understanding of the resources and training available to early years settings around play, physical literacy and food working together to reduce duplication and support early years practitioners. 	<ul style="list-style-type: none"> Understanding of: <ul style="list-style-type: none"> Training opportunities Resources Role of current and wider stakeholders Identified gaps Learning shared Workforce enabled and supported
14	Policies, structures and incentives in our settings to enable movement and good food	Build movement back into the working day.	<ul style="list-style-type: none"> Develop policy guidance to support organisations to increase movement, physical activity, and reduce sedentary behaviour in the workplace. 	<ul style="list-style-type: none"> Changes to organisational policies to enable and support movement Organisational commitment to 'Active Soles' Learning and best practice shared and celebrated across the region

Healthy People

Our goal: To enable accessible and affordable opportunities for good food and movement that are equitable and inclusive for everyone throughout their lives

System priority	The change we are trying to influence	What we will do	What success will look like	Who will lead
15	Accessible and affordable; activities, programmes and services that support and enable movement and good food Improve access to good food.	Work through the Vale Food Insecurity Working Group and Cardiff Food Poverty Working Group to improve food access and tackle the root causes of poverty in Cardiff and the Vale.	Vale of Glamorgan: <ul style="list-style-type: none"> • Connecting stakeholders working on food insecurity • Scope the opportunity for co-operative buying models for existing food support projects Cardiff: <ul style="list-style-type: none"> • Connecting stakeholders working on food insecurity • Levels of food insecurity as reported in Ask Cardiff start to reduce 	Vale of Glamorgan: Food Vale Partnership Cardiff: Food Cardiff Partnership
16		Enable access to healthy food through targeted promotion of food related benefits, (e.g. Healthy Start) and training for professionals and volunteers working with families most in need.	<ul style="list-style-type: none"> • More Frontline staff/ organisations accessing the Food Benefits Resource and training. • Improved knowledge and confidence amongst frontline staff in sharing with families 	Cardiff and Vale Public Health Team with Public Health Dietetics

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17	Accessible and affordable; activities, programmes and services that support and enable movement and good food	Maximise the opportunities for healthy conversations	Explore the opportunities and challenges to enable the early years workforce to; have 'healthy conversations' with families, provide support and signpost.	<ul style="list-style-type: none"> Challenges and enablers identified Opportunities across the system to address them progressed Families supported and connected to local opportunities 	Cardiff and Vale Public Health Team with the early years workforce, Public Health Dietetic Team, Met Sport, Vale Healthy Living Team, C3SC and GVS
18		People better connected to accessible and affordable physical activity opportunities	Create a central resource hub with details of all physical activity and sport opportunities to connect people to them.	<ul style="list-style-type: none"> Activity Finder developed using open data Activity providers on board and sharing their data Activity finder widely promoted and being used Gaps identified and opportunities to address these explored 	Move More Partnership group and Vale Healthy Living Team
19	Knowledge, skills and confidence of workforce and volunteers to; share, support, signposting and role model	Maximise the opportunities for healthy conversations	Connect social prescribing partners, link workers and healthcare professionals with information and training about the importance of being active and reducing sedentary time.	<ul style="list-style-type: none"> Engagement with social prescribers, link workers and healthcare professionals Training developed using insight on barriers and facilitators Training delivered and embedded 	Move More Partnership Group, Vale Healthy Living Team, Cardiff and Vale Public Health Team, with RICC HUB, Primary Care Clusters, social prescribing providers, C3SC and GVS

System priority	The change we are trying to influence	What we will do	What success will look like	Who will lead	
20	Knowledge, skills, and confidence of our communities	Increase support for families in need	Increase engagement with families with young children particularly in disadvantaged areas to; gain insight, build knowledge, skills and confidence around good food, movement and play as well as connect families to further avenues of support.	<ul style="list-style-type: none"> Families engaged and supported Families signposted to other avenues of support 	Public Health Dietetic Team, Cardiff Met Sport and Vale Healthy Living Team
21	Social norms, culture and community values	Shift social norms to be active	<p>Undertake insight work to develop public campaigns on:</p> <ul style="list-style-type: none"> Movement for adolescent girls The importance of outdoor play Sustainable travel 	<ul style="list-style-type: none"> Insight obtained High quality, impactful messaging developed Campaigns developed and disseminated 	Cardiff and Vale Public Health Team with Move More Partnership Group, Vale Healthy Living Team, Play Wales, Play teams Behavioural Insight Unit and Transport for Wales, Vale of Glamorgan Transport team, Cardiff Transport team
22	Social norms, culture and community values	Reduce barriers to breastfeeding	Conduct focused research with parents to gain insight into the barriers and enablers to breastfeeding	<ul style="list-style-type: none"> Research undertaken Recommendations implemented 	CAWR (Centre for Activity and Wellbeing Research), Cardiff and Vale Public Health Team with UHB Infant Feeding Team

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23	Social norms, culture and community values	<p>Strengthen community assets in our communities of greatest need</p>	<p>Take a place-based approach with a focus on identified communities and community led action through;</p> <p>Cardiff and the Vale of Glamorgan:</p> <ul style="list-style-type: none"> • Building understanding of local community assets in relation to food/nutrition/food growing and movement/sport/play through Shared Prosperity Funded projects • Identifying, supporting and growing community leaders <p>Cardiff:</p> <ul style="list-style-type: none"> • Connecting partners that have a community engagement/development role to share learning and approaches • Targeting support/resources/officer time to help community assets to strengthen and grow <p>Vale of Glamorgan:</p> <ul style="list-style-type: none"> • The 'Your Place' project targeting most disadvantaged areas 	<ul style="list-style-type: none"> • Community insight gained, ensuring diversity of voices • Shared understanding of community assets • Improved community engagement • Improved connections between community groups and local projects • Strengthened assets increasing community reach • Community leaders identified and supported • Shared learning opportunities facilitated 	C3SC, GVS, Cardiff Council, Vale of Glamorgan Council; (Strategy and Insight Team and Creative Communities), Vale Healthy Living Team, Cardiff Met Sport, Food Vale Partnership, 'Your Place' Steering Group

Leadership and Enabling Change

Our goal: To enable change across the system through leadership, creating an enabling policy approach, building capacity and targeting support to the needs of people and communities

System priority	The change we are trying to influence	What we will do	What success will look like	Who will lead
24	Leadership and creating an enabling policy approach	Enable strategic leadership	Strengthen governance to improve system connectedness; unblocking and enabling change.	<ul style="list-style-type: none"> • Governance reviewed and strengthened • Progress, learning and success widely shared and celebrated • System change enabled through identifying and resolving blockers
25		Shared ownership	Embed Good Food and Movement actions into corporate plans.	<ul style="list-style-type: none"> • Actions embedded into planning frameworks, corporate plans and workplans • Ownership shared and actions progressed
26		Good Food and Movement in all policies	Align Good Food and Movement to other strategic plans, policies and programmes of work.	<ul style="list-style-type: none"> • Review of local strategic plans and policies undertaken • Opportunities to maximise leverage for change through policy alignment identified and progressed

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27	Building capacity in the system	Embed ways of working	Develop and deliver a programme of systems leadership training across the partner network.	<ul style="list-style-type: none"> Engagement from across the system in learning opportunities Increased knowledge and confidence around systems thinking Increased connectivity across the system and shared learning ensuring a diversity of voices Distributed leadership 	Cardiff and Vale Public Health Team with Good Food and Movement Implementation Group (Cardiff and Vale)
28		Create the right messaging	Develop, share and use consistent language for communicating and describing Good Food and Movement.	<ul style="list-style-type: none"> Training on framing and language delivered Guidance document developed Case studies and stories developed and adopted 	Cardiff and Vale Public Health Team with Good Food and Movement Implementation Group (Cardiff and Vale)
29		Making the most of current and future resource	Explore opportunities to develop sustainable approaches to existing funding alongside seeking additional funding opportunities that will enable system change.	<ul style="list-style-type: none"> Opportunities to redesign grant funding across sectors explored Resource pooled across sectors to share and reduce duplication New funding sources pursued 	Leadership and Enabling Change Group (Cardiff) Good Food and Movement Implementation Group (Cardiff and Vale)

System priority	The change we are trying to influence	What we will do	What success will look like	Who will lead	
30	Targeting support to the needs of people and communities	Data informed decision making	Develop shared understanding and narrative on data, insight and impact.	<ul style="list-style-type: none"> • Existing data and insight collated; informing direction • How the system is changing and the impact on Good Food and Movement captured and shared 	Cardiff and Vale Public Health Team with Good Food and Movement Implementation Group (Cardiff and Vale) Leadership and Enabling Change Group (Cardiff)
31	Influence and advocate for wider system change	Influence beyond Cardiff and the Vale of Glamorgan	Proactively seek opportunities to influence and advocate for wider system change in support of local action.	<ul style="list-style-type: none"> • Policy and legislation influenced 	Leadership and Enabling Change Group (Cardiff) Good Food and Movement Implementation Group (Cardiff and Vale)



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