



Good Food and Movement: Implementation Plan for Cardiff and the Vale of Glamorgan (2026-2028)

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



Introduction

Building on the 2024-2026 Implementation Plan for Good Food and Movement, this plan describes where we will focus our collective efforts over the next two years (2026-2028). It is based on the Good Food and Movement Framework (2024-2030), and its four key themes: Healthy Environment, Healthy Settings, Healthy People and Leadership and Enabling Change.

Our shared vision is: **‘Together we will create environments, settings and opportunities that enable good food and movement for everyone in Cardiff and the Vale of Glamorgan’.**

There is shared ownership for Good Food and Movement, with many teams, organisations, strategies and plans driving action towards our shared goals, such as, our Food Partnerships, Cardiff Council’s Food Strategy, Vale Food Strategy, Move More Cardiff Physical Activity and Sport Strategy, Vale of Glamorgan Leisure Strategy, and many more.

The actions 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 ongoing refresh of our Implementation Plan every two years.

Our focus for 2026-2028

Healthy Environment

Our goal: To create an environment that enables, support 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	Scope resource for dedicated hybrid public health and planning posts to drive forward identified high impact areas that will further embed Good Food and Movement into the design of our places, spaces and buildings	- High impact areas agreed - Hybrid posts secured and filled - High impact areas progressed - Opportunities to embed Good Food and Movement into the design of our places, spaces and buildings maximised	Cardiff Council Planning Department, Vale of Glamorgan Council Planning Department with Cardiff and Vale Public Health Team
2		Reduce unhealthy food and drink advertising	Embed Local Authority Advertising and Sponsorship policies and evaluate their impact Explore and progress opportunities for leveraging further local change Continue to share local learning and advocate for action at a national level	- Local Authority Advertising and Sponsorship policies embedded and underpinning contractual arrangements - Impact of policy change in relation to advertising exposure evaluated - Opportunities to leverage further local change explored and progressed - Local learning shared with other areas - Opportunities to advocate for national change that will reduce unhealthy food and drink advertising progressed	Cardiff Council, Vale of Glamorgan Council, Cardiff and Vale Public Health Team

	System priority	The change we are trying to influence	What we will do	What success will look like	Who will lead
3	Design/ redesign of community places, spaces and buildings that enable movement and good food	Maximise community assets	Work with community and key partners to shape and deliver lottery-funded programme of cooking and nutrition and invest in more community kitchen spaces in the Vale of Glamorgan	- Community kitchen spaces invested in - Community kitchens utilised by local groups, working in-line with the best practice guidelines set out in the <i>Food Vale Shared Community Kitchens: Practice Guide and Community Toolkit</i> - Food Vale lottery-funded programme of cooking and nutrition education delivered across the Vale of Glamorgan	Food Vale Partnership, Cardiff and Vale UHB, Public Health Dietetic Team
4		Maximise community assets (including schools, leisure centres, pitches, parks, changing rooms and community centres)	Establish a taskforce to ensure the facilities audit underpins decision-making around facility development/upgrading and future planning in Cardiff Shape plans for facilities and infrastructure in the Vale of Glamorgan that support communities to be active	Cardiff: - Taskforce established - Decisions around facilities scoped (<i>which organisations make decisions, how and for what purpose</i>) - Facilities audit recommendations considered and progressed - How the facilities audit is kept 'live' and/or expanded considered Vale of Glamorgan: - Facilities audit complete and analysed - Facilities audit recommendations considered and progressed - Mechanisms needed to ensure that the facilities audit underpins decision making around facility development/upgrading in the Vale of Glamorgan considered - Opportunities to advocate for the importance of facilities in supporting communities to be active progressed - How the facilities audit is kept 'live' and/or expanded considered	Cardiff Council with Move More Partnership Group Vale of Glamorgan Council Parks, Leisure and Lifelong Learning and Skills Directorates

	System priority	The change we are trying to influence	What we will do	What success will look like	Who will lead
5	Integrated active travel infrastructure and accessible and reliable public transport	Increase availability, quality and use of healthy travel (walking, wheeling, cycling, public transport)	Continue to work together to design high quality active travel and public transport schemes	- Active travel schemes developed with impacts on inequalities and health considered - Opportunities to increase the availability, quality and use of healthy travel maximised - Active travel options in Cardiff for home to school transport more frequently used	Cardiff and Vale of Glamorgan Councils' Transport Teams, Cardiff and Vale Public Health Team and Transport Operators
6	Accessible, inclusive and safe public spaces for movement, play and food growing	Improve access to good food	Increase local food production in Cardiff and the Vale of Glamorgan through: - Identifying suitable land and opportunities for community and commercial food growing in Cardiff - Building on findings from the Vale Community Growing Report (2025) addressing barriers and needs identified	Cardiff: - Cardiff Council Community Growing pilot project complete and evaluated - Refreshed Allotment Strategy developed - Community Growing Plan in place, including wider inclusion of potential growing sites across Cardiff with Allotment Strategy and provision considered - Options explored and solutions progressed to make Edible Cardiff offering sustainable in the long term Vale of Glamorgan: - More people supported to participate in local community growing spaces - Local commercial horticultural businesses secure current viability and connected with local communities - Volume of vegetables produced through horticultural (food growing) projects increased	Cardiff Council (via Food Strategy) and Food Cardiff Partnership Food Vale Partnership

	System priority	The change we are trying to influence	What we will do	What success will look like	Who will lead
7	Policy and legislation to support and enable play	Protect and promote children's play	Develop and embed a 'vision for play' in Cardiff to ensure every child has time, space and permission to play, every day, and where play is valued by all as essential to healthy childhood and community life Develop a Play Strategy for the Vale of Glamorgan to provide a shared vision for play, focused on what shapes children and young people's everyday play (playgrounds, parks, streets, routes, settings such as schools, community spaces, housing, planning, active travel and play provision)	Cardiff: • 'Vision for Play' adopted through Cabinet approval • Communication Plan developed and implemented • Shared responsibility for play across council departments strengthened • 'Play Policy' embedded in Replacement Local Development Plan • Continuous progress made against Play Sufficiency Action Plan Vale of Glamorgan: • Mechanism agreed to develop Play Strategy with finalised strategy approved by Vale of Glamorgan Council Senior Leadership Team	Cardiff Council's Child Friendly Cardiff Team and Children's Play Services Vale of Glamorgan Council Parks and Leisure
8	Accessible, inclusive and safe public spaces for movement, play and food growing	Inclusive and safe parks and open spaces which enable people to be active	Develop a Playground Strategy for Cardiff so that all playgrounds are engaging, inclusive, high quality and connected, enabling movement for children, young people and families	Cardiff: • Playground Strategy co developed with stakeholders, approved by Cabinet and progressed • Recommendations from the Play Sufficiency Assessment and 'HerParks Research' adopted and considered within the Playground Strategy	Cardiff Council Parks Services

	System priority	The change we are trying to influence	What we will do	What success will look like	Who will lead
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	Cardiff: • Current food on offer through Cardiff Council managed sites reviewed through a healthy, low carbon food lens • Food on offer though Cardiff Council managed sites mapped (<i>e.g. schools, County Hall Canteen, Castle Café, Community Hubs, Day Centres etc.</i>) • Catering menus baselined for health and carbon impact • Agreed target and road map set of how to reduce foods high in Carbon, and High Fat Sugar Salt (HFSS) in menus • Opportunities to influence the refresh of the Caerphilly Procurement Framework for Food scoped and progressed Cardiff and Vale UHB: • Compliance against the Cardiff and Vale UHB Healthy Eating in Hospital Restaurant and Retail Outlets Policy achieved • Availability of healthy food and drink at UHB sites for staff, patients and visitors continues to improve	Cardiff Council (via The Food Strategy) Cardiff and Vale UHB Healthy Eating in Hospital Restaurant and Retail Outlet Steering Group

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	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	Better understand drivers, priorities, pressures and needs from school perspectives (<i>headteachers, staff, pupils, governors, parents and wider school community</i>) Understand the strategic drivers that affect good food and movement in schools and work together to influence or align them to drive change Drive stronger coordination and alignment between the teams and organisations that play a role in supporting and enabling schools to embed whole school approaches to physical activity and food, to maximise collective efforts	Shared understanding of: • How a whole school approach is implemented in practice • How key decisions relating to good food and movement are made and enacted • Facility and infrastructure considerations • Range of providers offering services/ information to schools • Challengers and enablers for change • Strategic points of influence identified and understood • Relevant teams and organisations engaged and driving change • Opportunities to influence or align progressed • Opportunities to align funding and resource in support of shared goals for good food and movement explored and progressed • A more co-ordinated approach between teams and organisations • Shared narrative that describes what we are doing and why developed • Shared understanding and use of available data to inform what we do and how we do it	Good Food and Movement Schools Working Group with schools Good Food and Movement Schools Group with Education teams Good Food and Movement Schools Group

	System priority	The change we are trying to influence	What we will do	What success will look like	Who will lead
11	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	Continue to 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	Learning shared around the: • 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	Good Food and Movement Schools Group with schools
12			Develop a 3-year Catering Strategy for education services across Cardiff schools and education settings	Cardiff • Menus across all delivery sites fully compliant with new <i>Healthy Eating in Schools regulations 2025</i> • Uptake of school meals, particularly in disadvantaged communities improved • Opportunities to enhance food literacy in collaboration with schools, Education Catering and Cardiff and Vale UHB optimised • School participation in Food and Fun increased	Cardiff Council Education Catering with schools
			Better understand the barriers to developing positive relationships with food, and work with schools in the Vale of Glamorgan to create environments and approaches that support healthy, enjoyable and inclusive food experiences for pupils	Vale of Glamorgan: • Shared understanding of the factors influencing pupils' relationships with food • Opportunities to review and develop menu design explored and progressed • School council groups engaged to inform approaches and decision making • Taster sessions used to increase familiarity, confidence and engagement with food provision	Vale of Glamorgan Big Fresh with Vale of Glamorgan Council's Learning and Skills Directorate

	System priority	The change we are trying to influence	What we will do	What success will look like	Who will lead
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	Understand the strategic drivers that affect play, physical literacy and good food within early years provision, working together to influence and/or align them to drive change	• Strategic points of influence identified and understood • Shared narrative that describes what we will do and why developed • Relevant teams and organisations engaged and driving change • Opportunities to influence or align progressed	Cardiff and Vale Public Health Team with Cardiff Met Sport, Vale Healthy Living Team (physical activity, sport and play), Cardiff and Vale Public Health Dietetic Team, Council Child Care teams, Healthy and Sustainable Pre School teams
14	Policies, structures and incentives in our settings to enable movement and good food	Build movement back into the working day	Understand and progress opportunities to embed movement, physical activity, and reduce sedentary time during the working day	• Existing support, insight and local context scoped • Opportunities identified (public, private and third sector) and progressed	Cardiff and Vale Public Health Team with Workforce and OD teams

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	Improve access to good food and work to tackle root causes of food poverty through: - Food Cardiff Network - Vale Food Forward Group	Cardiff: - Stakeholders working on food insecurity better connected - Root causes of poverty tackled through at least one solution in collaboration with Cardiff Council - Collaborative action plan developed with Cardiff Community Food Collective, to support longevity of community projects Vale of Glamorgan: - Stakeholders working on food insecurity better connected - Root causes of poverty tackled through collaborative solutions including exploring a cash-first approach to food insecurity - Community food projects working collaboratively to source better food and support longevity	Food Cardiff Partnership Food Vale Partnership

	System priority	The change we are trying to influence	What we will do	What success will look like	Who will lead
16	Accessible and affordable; activities, programmes and services that support and enable movement and good food	Maximise the role of sports clubs and physical activity providers to meet local needs	Work together with National Governing Bodies and professional clubs to develop a shared strategic plan for Cardiff Work together with National Governing Bodies, local sports clubs, physical activity providers and non-sport community groups to provide opportunities that meet the needs of communities in the Vale of Glamorgan	Cardiff: • Strategic plan co-developed with National Governing Bodies and professional clubs • Clubs and membership mapped to better understand the local landscape • Data dashboard developed to inform decision-making and growth • Profile and impact of professional clubs in Cardiff maximised inspiring communities, and unlocking additional resource • The role that high profile sporting ambassadors can play scoped Vale of Glamorgan: • Shared understanding of local landscape and insight developed and used to inform and shape provision of opportunities • Providers (NGB's, local sports clubs, physical activity providers and non-sport community groups) committed to a joint approach to developing opportunities, including pooling resources, knowledge, expertise and avoiding duplication • Non-sport community groups empowered to deliver and/or host physical activity opportunities	Move More Partnership Group Vale Healthy Living Team (physical activity, sport and play)

	System priority	The change we are trying to influence	What we will do	What success will look like	Who will lead
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 healthcare workers to have 'healthy conversations' with families, provide support and signpost	• Current training/resources and healthy conversation opportunities mapped • Challenges and enablers identified, understood and opportunities to address progressed • Opportunities to have healthy conversations strengthened	Cardiff and Vale Public Health Team with the early year's Healthcare workforce, Cardiff and Vale Public Health Dietetic Team, Met Sport, Vale Healthy Living Team (physical activity, sport and play)
18		People better connected to accessible and affordable physical activity opportunities	Work together to embed the Activity Finder across services, communities and as part of healthy conversations in Cardiff so it becomes the primary tool for connecting people to local physical activity opportunities Explore mechanisms to better connect residents and practitioners to appropriate local physical activity opportunities in the Vale of Glamorgan	Cardiff: • Providers actively engaged • Activity finder widely promoted and used by providers, connectors, and the public • Accurate and up-to-date picture of local opportunities provided. • Gaps in provision identified and future planning informed • Opportunities to align regionally/ nationally explored Vale of Glamorgan: • A range of mechanisms explored and the appropriate one progressed and promoted • Accurate and up-to-date picture of local opportunities available to access by residents and professionals	Move More Partnership Group Vale of Glamorgan: Healthy Living Team (physical activity, sport and play) with service leads, providers and connectors

	System priority	The change we are trying to influence	What we will do	What success will look like	Who will lead
23	Social norms, culture, and community values	Strengthen community assets in our communities of greatest need	Work together to understand community challenges, assets and enablers, co-create solutions and support locally led action	• A more connected and collaborative approach towards shared goals for Good Food and Movement • Insight and learning from communities shaping what we do to address broader influences and how we do it • Clearer routes and mechanisms to unblock community and third sector challenges	C3SC, GVS, and Third Sector groups, Food Vale Partnership, Food Cardiff with Cardiff and Vale Public Health Team
24	Build capacity targeting support to the needs of people and communities	Strengthen community assets in our communities of greatest need	Focus community action towards those who need it most	Community insight gained to: • Ensure diversity of voices • Better understand community assets • Shape and drive community action • Shape and drive action that addresses wider influences • Community leaders identified and supported • Impact of community action understood and used to evolve the work • Learning shared	C3SC, GVS, Cardiff Council, Vale of Glamorgan Council, Vale Healthy Living Team (physical activity sport and play), Cardiff and Vale UHB, Met Sport, Food Vale Partnership, Food Cardiff

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
25	Leadership and creating an enabling policy approach	Good Food and Movement in all policies	Work together to continue to align Good Food and Movement to other strategic plans, policies and programmes of work in support of shared goals	• Opportunities to embed Good Food and Movement into relevant strategic plans, policies and programmes of work proactively identified and progressed • Opportunities to strengthen alignment to Good Food and Movement through the Health Impact Assessment Regulations identified and progressed	Cardiff Good Food and Movement Leadership and Enabling Change Group, Vale Public Services Board
26	Building capacity in the system	Embed ways of working	Continue to build understanding and adoption of systems working	• Package of training and resources developed and shared • Consistent approach to systems working adopted • Capacity for systems working across teams and organisations strengthened	Central South Active Partnership (CSAP), Met Sport and Cardiff and Vale Public Health Team
27		Create the right messaging	Develop and implement a Communication Strategy for Good Food and Movement	• Communication Strategy co-developed • Consistent approach to language and framing for Good Food and Movement adopted • Stories of change developed and widely shared	Cardiff and Vale Public Health Team with 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
28	Building capacity in the system	Making the most of current and future resource	Continue to explore opportunities to protect existing, alongside expanding resource and capacity for Good Food and Movement	- Funding opportunities scoped and progressed - Opportunities for shared resource considered and taken forward	Cardiff Good Food and Movement Leadership and Enabling Change Group, Vale Public Services Board
29	Leadership and creating an enabling policy approach Targeting support to the needs of people and communities	Data, learning and insight informed decision making	Further develop and embed our approach to how we will notice, understand and demonstrate outcomes and impact for Good Food and Movement	- Mechanisms to share data, learning and insight scoped and strengthened - Shared understanding of data and insight developed - Overarching approach to how we will notice, understand and demonstrate outcomes and impact for Good Food and Movement outlined - How the system is changing captured and shared using tools such as Social Network Analysis, Ripple Effect Mapping and stories of change - Opportunities for research and evaluation academic collaboration scoped and progressed	Cardiff and Vale Public Health Team with 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	Strengthen community assets in our communities of greatest need	Explore the potential for developing a more strategic approach to community health development in Cardiff Work together through the Your Place project to address health inequalities in the most deprived areas of the Vale of Glamorgan	Cardiff: - Shared understanding of current approaches to community health development in place - Opportunities to strengthen explored and progressed Vale of Glamorgan: - Shared understanding of data, intelligence, and lived experience developed - Collective ownership across organisations, services, and partnerships strengthened - Gaps and opportunities for doing things differently identified and progressed	C3SC, Cardiff Council, Met Sport with Cardiff and Vale Public Health Team Vale Public Services Board
31	Influence and advocate for wider system change	Influence beyond Cardiff and the Vale of Glamorgan	Continue to proactively seek opportunities to influence and advocate for wider system change in support of local action (<i>e.g. advertising restrictions, Healthy Start eligibility, planning policy, surveillance data, national adoption and scale-up of local work</i>)	- Shared understand of what change we want to advocate for - Routes and opportunities for influence identified and utilised	Cardiff Good Food and Movement Leadership and Enabling Change Group, Vale Public Services Board



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