



Framework for Cardiff and the Vale of Glamorgan (2024-2030)

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



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Working together to enable good food and movement for all in Cardiff and the Vale of Glamorgan.

Everyone has a role to play; people, communities and organisations from every sector, all working towards our common goal; to enable good food and movement for all.

This Framework has been shaped by a wide range of ideas, perspectives and voices from across Cardiff and the Vale of Glamorgan. It describes our approach, where we will prioritise our collective efforts, and how we will work together to create change over the next six years.



Good Food

When we talk about 'Good Food', we mean, food that is nourishing, healthy and culturally appropriate



Movement

When we talk about 'Movement' we mean, all kinds of movement such as; physical activity, taking the stairs, sport, play, housework, or active travel. Movement can be incidental or planned, from short bouts to longer duration



Us

When we talk about 'us' we mean, local partners that make up our system across, public, private and voluntary sectors as well as our communities

01. Our approach

What surrounds us, shapes us. Over time, our society has been designed to limit movement (through technology, labour saving gadgets, car use and sedentary workplaces) and provide us with an abundance of food that isn't nutritious (through marketing, pricing, formulation and access).

There is **no single solution for increasing good food and movement or reducing inequalities**, and no one organisation can do it alone. We need to work together to influence the factors that shape people's lives.

Improving the health of our population require whole system approaches. This means identifying the key levers and action across all layers of the system. It also means balancing a longer-term view, and looking beyond 'interventions and services' at an individual level, to also driving and influencing change across our environment, within our settings, across policies and at a cultural level.

The model on page five helps guide us through the multiple layers that make up our system and influence our lives.

Our approach will create change across all the layers of the system. To maximise our collective efforts for our shared goal, we will share responsibility and not rely solely on one sector or organisation.



Whole System Approach

Cultural norms and ideologies

Language, myths, assumptions, mind set, beliefs

Policy

International and national guidance, laws, policies, rules, regulations

Physical environment

Built environment, natural environment, green and blue spaces, transport networks, neighbourhoods

Organisations and Institutions

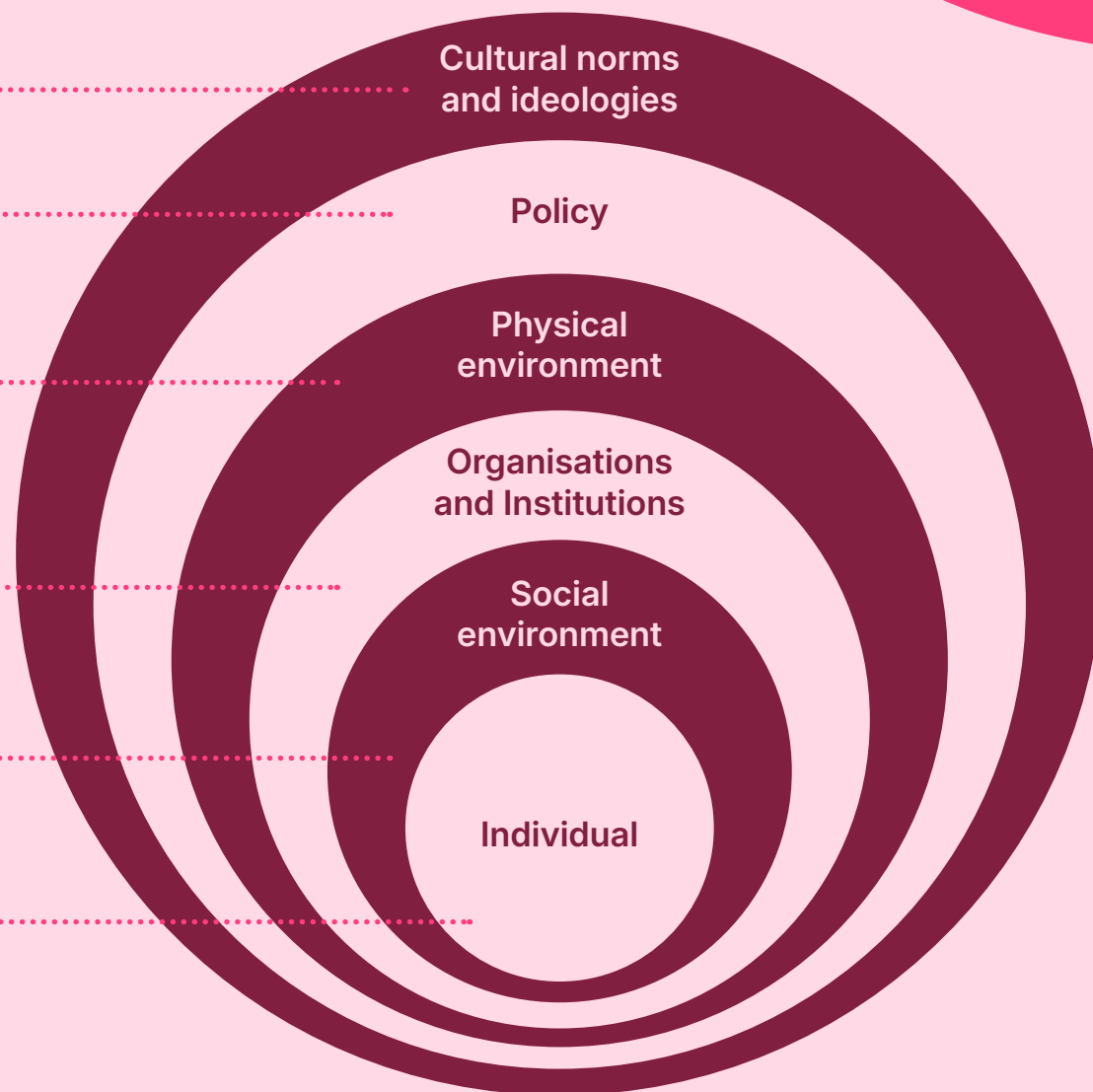
Schools, health care, businesses, faith organisations, charities, clubs

Social environment

Individual relationships, families, support groups, social networks

Individual

Individual capabilities, motivations, opportunities, knowledge, needs, behaviours, physical and mental health and wellbeing



02. Where we have come from

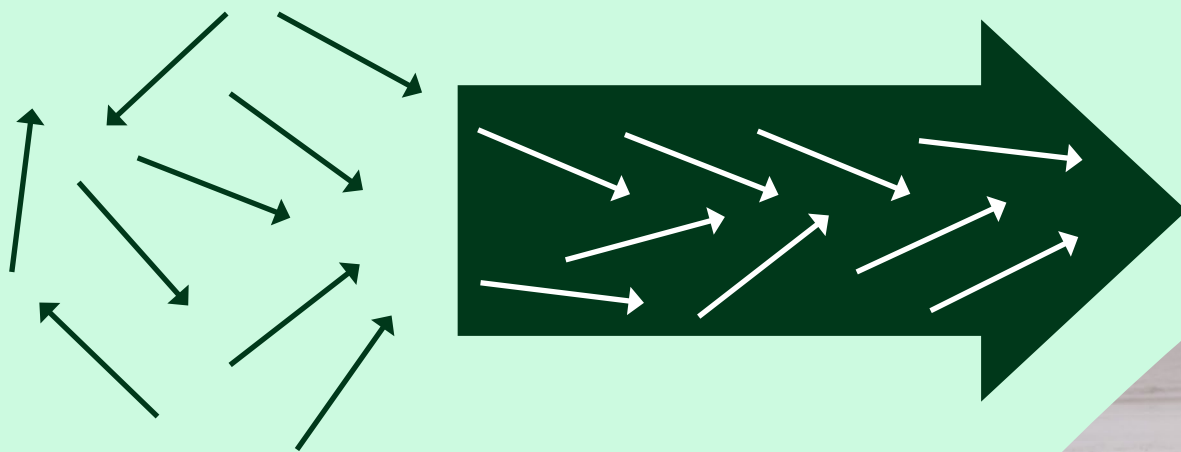
This Framework is a revision of our Move More, Eat Well Plan (2020-2023) and builds on the previous work of many organisations to drive action in our communities, schools, workplaces and the environment.

Shaped by a wide range of ideas, perspectives and voices from across the system, this new Framework outlines: our shared aspirations; our common purpose; and develops our shared understanding of where in the system, and how, we need to shift change.

As previously with Move More, Eat Well, this Framework is aligned locally to the strategic priorities of Cardiff Public Services Board, Vale of Glamorgan

Public Services Board and the Regional Partnership Board as well as nationally to Welsh Government's Healthy Weight: Healthy Wales Strategy.

This framework continues to align to the delivery of local plans and programmes of work such as: Food Vale, Food Cardiff, Move More Cardiff Physical Activity and Sport Strategy, Cardiff Food Strategy, Vale Food Strategy and the Healthy Travel Charter. Clear alignment will increase our collective reach and opportunities to enable and embed change across the system.



03. Why good food and movement matters

Good food and movement are essential to everyone's health and wellbeing. However, unfairness exists across our communities with the opportunities for good food and movement being limited for some; this can have both health and social consequences.

Everyone should be able to eat healthily every day, no matter who they are, what they do or where they live. Everyone should have access to affordable good food. Good food that is nutritious is important for both our physical and mental health, it can help prevent diseases, help us to maintain health, feel good and have energy.

We are designed to move, but with modern society organised to keep us sitting still, we are currently not moving enough. Moving our bodies, however we do it; through active travel, play, walking, gardening or sport can help our bodies to develop, strengthen our heart, bones and muscles as well as help to prevent diseases.

Enabling good food that is nutritious, and building movement into daily life are also fundamental in helping us achieve and maintain a healthy weight; reducing our risk of developing a wide range of diseases, improving our emotional health and wellbeing, our quality of sleep and reducing the risk of musculoskeletal problems.

Shaping the places we live, work and play to enable good food and movement will yield benefits far beyond health including, a more health promoting and vibrant environment, strengthened support for local businesses, improved employability and productivity.



04. Our vision and goals



05. Our Framework

Our Good Food and Movement Framework (2024-2030) sets out where, in Cardiff and the Vale of Glamorgan we will prioritise our collective efforts and how we will work together to shift change; in the environment, across our settings and in our communities.

Together we have developed our shared understanding of the factors that affect good food and movement and the connections between these factors.

From this shared understanding, and aligned to our themes; **Healthy Environment**, **Healthy Settings**, and **Healthy People**, systems maps have been created that have helped us to identify the areas of the system where we need to shift change.

The areas form our system priorities and are reflective of the layers of the system. They will inform and guide where we focus our collective action. Achieving the change, we want to see will take time, and our actions will seek to maximise and leverage opportunities from across the system.



06. Enabling change

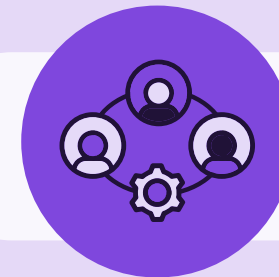
We recognise that both **how we work**, and **where we place our collective efforts** are key to enabling change across the system.

We will commit to enabling change through focusing on:

- **Leadership and creating an enabling policy approach through:** distributed leadership; using data, evidence and learning to inform our collective decision making; aligning our agendas for the long term; strengthening our use of existing policy and legislation levers; creating policies where we have identified gaps; considering and managing the unintended consequences of policy change; and influencing change across the wider system.
- **Building capacity in the system through:** growing system leaders; enhancing the capacity and capability of communities, volunteers and the workforce in order to strengthen existing assets; join up services and opportunities; connecting people; and working towards developing sustainable approaches to funding and resource.
- **Targeting support to the needs of people and communities through:** connecting with, listening to, and involving communities in decision making; ensuring a diverse range of voices are heard; understanding and influencing culture, social norms and developing role models; sharing information; and ensuring a focus on inequalities.

Aligned to our Framework, implementation plans developed every two-years will identify the collaborative actions that we will take forward to enable and drive change.

We will use data and insight to inform direction, ensure a focus on inequalities, and adopt a continuous learning approach; strengthening our system connections.



07. How we will work

Understanding what makes change happen in complex systems is critical to take us forward together. Our agreed ways of working will guide how we will work together.

With clear synergy to the five Ways of Working of the Well-being of Future Generations (2015) Act, strengthening our ways of working will help us to maximise the enablers for system change.



Involve

Bringing people together, ensuring all voices are heard to; make decisions, shape and progress change.



Collaborate

Working together to achieve and deliver our shared priorities, within and between organisations.



Prioritise collective action

Agreeing and focusing our collective efforts on prioritised systems actions.



Shared language

Developing clear messages and language that everyone can use.



Build Capacity

Using our collective resource to build our system capacity; joining our efforts, sharing our learning and minimising duplication



Commit to long term funding

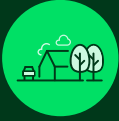



Working differently within the funding structures and systems we have, as well as looking wider for new and different funding sources.



Influence and advocate for wider system change

Celebrating and sharing our; successes, learning and challenges; connecting to opportunities for wider system change

08. Our Framework

Good Food and Movement Framework						
Healthy Environment 		Healthy Settings 		Healthy People 		
To create an environment that enables, support and promotes opportunities for good food, and builds movement back into daily life.		To shape our schools, workplaces and community settings creating opportunities that enable, support and promote good food and movement.		To enable accessible and affordable opportunities for good food and movement that are equitable and inclusive for everyone throughout their lives.		
System Priorities		System Priorities		System Priorities		
Policy and legislation to support and enable movement and good food.		Policies, structures and incentives in our settings to enable movement and good food.		Accessible and affordable; activities, programmes and services that support and enable movement and good food.		
Design/redesign of community places, spaces and buildings that enable movement and good food.		Design of our settings to enable movement and good food.		Knowledge, skills and confidence of workforce and volunteers to; share, support, signposting and role model movement and good food.		
Integrated active travel infrastructure and accessible and reliable public transport.		Movement and good food embedded within school curriculum.		Knowledge, skills and confidence of our communities.		
Accessible, inclusive and safe public spaces for movement, play and food growing.		Knowledge, skills and confidence of the workforce to; teach, embed, signpost and role model.		Social norms, culture and community values.		
Food environment that supports and enables good food for all.		Social norms and culture in settings.				
Leadership and Enabling Change						
		Enabling change across the system through leadership, creating an enabling policy approach, building capacity and targeting support to the needs of people and communities.				
Our Ways of Working						
Involve	Collaborate	Prioritise collective action	Shared language	Build Capacity	Commit to long term funding	Influence and advocate for wider system change

09. Demonstrating progress

We will use a variety of methods and approaches to notice, monitor, evaluate and understand the change we are driving and the impact they are having. Some things can't easily be counted and measured, so using a combination of approaches will help us to ensure that we can measure the progress that we are making against the milestones that we agree.

As indicators of change, we will track national indicators, for example: inactivity levels, fruit and vegetable consumption and healthy weight through data sources such as the Child Measurement Programme and the National Survey for Wales. We will monitor this data at a local level and with a focus on inequalities wherever possible.

Where relevant we will also identify and monitor specific indicators that relate to the actions we take forward through our two-year implementation plans.

The way the system is evolving, working and connecting will also be important indicators of change. We will assess the maturity of our system against key conditions for change (e.g. distributed leadership, system connection and collaboration) helping us to reflect and learn. Through our leadership and enabling change actions, we will continue to build and strengthen our whole system approach.

Through stories and case studies we will celebrate achievements and share learning so that we can grow and spread change.



10. Call to action

Everyone has a role to play, no matter how small to help enable opportunities for good food and movement; creating change in our environment, our schools, workplaces as well as for our communities.

**Together we can
create change.**





**Good Food
& Movement**

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

