

Report to The Vale of Glamorgan Council Community Liaison Committee 22.01.2026

Agenda Item 6.

Vale Council Public Services Board Meeting 2.12.2025

Prepared by Cllr Phil, Summers Town and community Council Representative

I attended the meeting of the Vale Public Service Board on the 2nd December 2025.

The agenda included:

1. **The Family Compass Service** - A briefing from Jo Aspinall, Operational Manager – Early Help and Prevention, Vale of Glamorgan Council. The aim of this new service is to create, with partners, a simple effective ‘single entry point’ for children and their families to access and receive services that are responsive to need at the right time. The service seeks to provide an integrated front door across early help and statutory children’s services, integrating the Family Information Service, Family First advice line, prevention work, and the intake team. The approach is aimed at providing the right support at the right time, reducing escalation when referrals did not land in the right space.

A short presentation is attached for reference and the web site can be found at:

<https://valefamilycompass.co.uk/>

2. **Director of Public Health Annual Report** - Claire Beynon, Director of Public Health Cardiff and Vale UHB introduced the annual Director of Public Health Report and explained that its purpose is to shine a light on significant public health issues. She noted that last year’s report focused on children’s health from birth to five years, while this year’s report addresses obesity and diabetes and their impact on society.

A short presentation and a copy of The Report are attached for reference.

3. **Good Food and Movement** – Suzanne Wood, Cardiff and Vale UHB Local Public Health Team SW explained that the Good Food and Movement Framework provides a whole systems approach to healthy weight.

A summary of the year-two plan and achievements for the first six months was circulated and is attached for reference.

4. **PSB 6 Month Update Report** – Lloyd Fisher, Corporate Policy and Insight Manager, Vale of Glamorgan Council LF introduced the six-monthly update report. These are available on the Vale website [Our Progress](#)

5. **Welsh Index of Multiple Deprivation (WIMD)** – Lloyd Fisher presented the Data from the Welsh Index of Multiple Deprivation 2025, recently published by Welsh Government in November 2025.

LF explained that WIMD is the official measure of relative deprivation for small areas in Wales, ranking Lower Super Output Areas (LSOAs) from most to least deprived based on eight weighted domains:

income (22%), employment (22%), health (15%), education (14%), access to services (10%), housing (9%), community safety (5%), and physical environment (5%).

It was noted that the Vale now has 82 LSOAs, up from 79 in 2019 due to population growth. There rankings range from 32 (most deprived) to 1,910 (least deprived).

Seven LSOAs in Barry are now in the top 10% most deprived areas in Wales, compared to three in 2019.

Three LSOAs—St Bride's Major, Peterson super-Ely, and St Andrews Major—are ranked in the top 10% most deprived in Wales for access to services.

It was highlighted that this demonstrates that whilst Barry contains the highest concentrations of deprivation in the VoGC area, rural areas also experience specific challenges, particularly around access to services and this needed to be address alongside urban deprivation. The VoGC Leader acknowledged public transport is a key issue in rural areas and the Council uses survey data to lobby for improvements. She assured partners that this remains a priority and offered to share relevant data.

6. Your Place – Helen Moses, Operational Manager Corporate Strategy and Insight, Vale of Glamorgan Council HM provided an update on the work within three priority areas which were ranked in the top 10% most deprived in WIMD 2019 - Gibbonsdown 2, Court 3, and Buttrills 2 [all in Barry] these remain priorities in the PSB Well-being Plan.

It was noted that it would now be necessary to expand the scope of work to include not just these 3 areas but all seven LSOAs now identified as being in the worst 10% in WIMD 2025

7. Barry Town Centre Update – Rob Thomas, Chief Executive Officer, Vale of Glamorgan Council RT provided an update on regeneration plans for Barry Town Centre, focusing on Holton Road, which lies within WIMD priority area. RT explained the aim is to revitalise Holton Road as a key service centre for residents with limited transport access, while supporting local businesses. Plans include working with the Barry Partnership to co-design the future use of the building, with ideas such as a market-style space for independent traders. The building's upper floor offers opportunities for community use. RT also outlined two further projects:

- Filco Store (Thompson Street): Discussions are ongoing with Health Board and Regional Partnership Board colleagues to repurpose the site for integrated services.
- Western Gateway (Gladstone Road): Plans for a new scheme combining affordable housing and an integrated facility for health and Council services, funded by the Council and Welsh Government.

Full minutes will be available on the Vale web site [PSB Meetings](#)

**CWMPAWD
TEULU BRO**

DOD O HYD I ATEBION GYDA'N GILYDD



**VALE FAMILY
COMPASS**
FINDING SOLUTIONS TOGETHER

**Creating an Integrated Front Door across
Early Help and Statutory Children's Services**



THE BACKSTORY

- A wish alongside partners to create an effective way for children and families to access and receive services, that is responsive to need.
- Started with a conversation with internal and external partners to agree what was working well and what could be enhanced.
- Agreed development of an Integrated Front Door (IFD) across Early Help and Statutory Children's Services, that integrates access to our Family Information Service, our Families First Advice Line and our Intake Team.
- Project group established to develop Family Vale Compass.

DRIVERS FOR CHANGE

- Opportunity to streamline entry points, addressing levels of duplication of effort and creating a single front door.
- Supporting the effectiveness of children and families receiving the ‘right support at the right time’.
- Developing our partnership, ensuring we have a shared understanding of the contributions we are all able to make, internally to Social Services and with our partners.
- Focussing our work effectively in and with communities.

WHAT IT MEANS FOR US AND FOR OUR FAMILIES

- Children and families receiving the right information, support and help at the right time, reducing escalation to higher levels of involvement, and re-referrals where support hasn't been effective.
- Using resources more efficiently and supporting more joined up working between teams.
- Reducing duplication and streamlining our processes.
- Focusing on our individual and collective expertise to the benefit of families and ourselves.

ENHANCING OUR RESPONSE

- A single entry point to receive and direct enquiries quickly and effectively.
- An internal triage system that supports responses at the lowest level possible, at the same time as responding to higher level concerns efficiently and as need dictates.
- A focus on supporting the ease of contact from and between partners, promoting a meaningful and collaborative response.

OUR WEBSITE



The screenshot shows the Vale Family Compass website homepage. At the top left is the Welsh logo 'CWMPAWD TEULU BRO' with the tagline 'DOD O HYD I ATEBION GYDA'N GILYDD'. Next to it is the English logo 'VALE FAMILY COMPASS' with the tagline 'FINDING SOLUTIONS TOGETHER'. To the right are links for 'REPORT A CONCERN' and 'Cymraeg', and the Vale of Glamorgan logo, which features a stylized wave and the text 'VALE of GLAMORGAN' and 'BRO MORGANNWG'. A search bar is positioned below these links. The top navigation bar includes 'Information', 'Advice and Support', and 'Protection' dropdown menus. The main content area features a large photograph of a coastal town and beach. Below the photo is a bold statement: 'The Vale Family Compass provides advice, support and assistance to children and young people, parents, carers, and families throughout the Vale of Glamorgan.' At the bottom, there are three smaller images: one of children playing, one of a family in a living room, and one of a person's arm. A 'Cookie Settings' button is located in the bottom right corner of the image area.

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REPORT A CONCERN | Cymraeg

VALE of GLAMORGAN
BRO MORGANNWG

Information ▾ Advice and Support ▾ Protection ▾

The Vale Family Compass provides advice, support and assistance to children and young people, parents, carers, and families throughout the Vale of Glamorgan.

Cookie Settings

SUMMARY OF KEY COMPONENTS

- A website that is easy to navigate, supports self help, pools resources and allows families to access the right support at the right time.
- Uses design and technology to effectively enhance the look and feel of our communication.
- A single phone number and a central mailbox with a new email address
familycompass@valeofglamorgan.gov.uk
- Alignment to the new national referral form.



THRESHOLD GUIDANCE

- Coordinated launch of our Threshold Guidance for use by all professionals working with children, young people and families to provide Early Help and Targeted Support.
- Subject to extensive consultation across the partnership.
- Central in enhancing our shared understanding of thresholds for intervention and our collective roles in supporting children and families.
- Developed with the intention of being easy to read to and navigate, promoting understanding and accessibility.

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VALE OF GLAMORGAN COUNCIL



Threshold Guidance for Support for Children, Young People and their Families/Carers in the Vale of Glamorgan

Guidance for all professionals who work with Children, Young People and Families in the Vale of Glamorgan to provide Early Help and Targeted Support





Introduction

This guidance aims to support professional assessment with regard to the provision of support for children, young people and families within the Vale of Glamorgan. This guidance covers unborn babies, children and young people aged 0 - 18 years and should be used alongside statutory guidance for each agency. Its aim is to assist practitioners in identifying a child's level of need and indicate what the most appropriate referral pathway is to assess and meet those needs.

It is important that all agencies understand the needs of each individual child or young person within their own context and realise that each situation is unique and specific to that child. This document should assist professional judgements in determining the next actions in meeting those needs and to help everyone to:

- Understand the child/young person in the context of their family and wider community.
- Develop ideas and solutions in partnership with children, young people and their families/carers, so that the right support is provided at the right time by the right people to prevent the need for further escalation.
- Empower families/carers to make decisions and changes to their own lives.

This guidance must always be read in conjunction with the [Wales Safeguarding Procedures and Social Services and Wellbeing \(Wales\) Act 2014](#) and associated [regulations](#) and [codes of practice](#).

The Right Help at the Right Time

ACUTE NEEDS

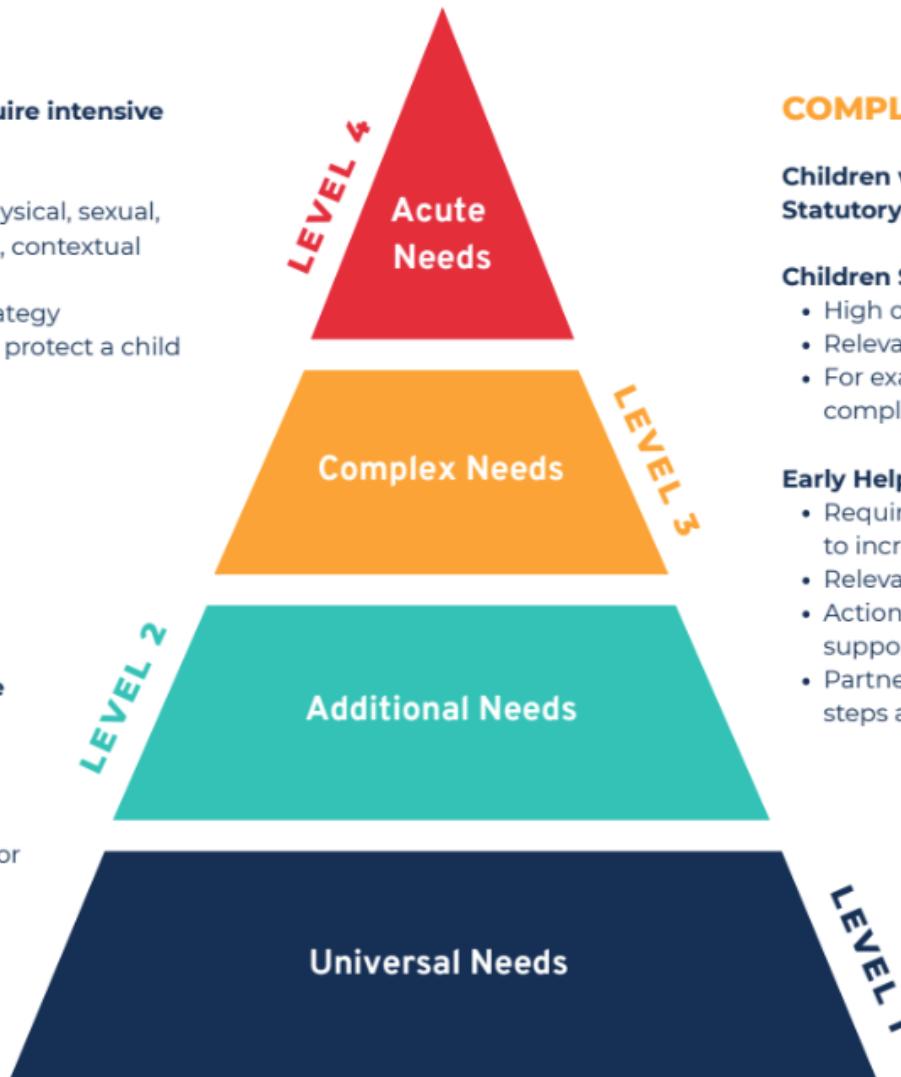
Children who are in need of protection and require intensive support

- Children at risk of significant harm (abuse – physical, sexual, emotional/psychological, financial and neglect, contextual risk, FGM etc)
- Relevant teams are informed immediately. Strategy discussion considered and immediate steps to protect a child where warranted.

ADDITIONAL NEEDS

Children and families who need help to improve their outcomes

- In need of help and support
- Relevant teams informed as soon as possible.
- Agency support taken by Early Help/Universal or Targeted Services
- Partnership are notified of the recommended next steps and agreement sought.



COMPLEX NEEDS

Children who meet the threshold for Early Help or Statutory Assessment Children's Services

Children Services

- High or Complex Risk
- Relevant teams are informed as soon as possible.
- For example, edge of care, contextual risk, children with complex disabilities, emotional well-being concerns.

Early Help

- Requires action to prevent a situation which may lead to increased vulnerability and risk.
- Relevant teams are informed as soon as possible.
- Action is taken by Early Help Services, or partnership support.
- Partnership are notified of the recommended next steps and agreement sought.

UNIVERSAL NEEDS

Children whose needs are met by universal services or a simple single-agency response

- Support needs that can be met by Universal Services or a single, targeted service.
- Signposting information provided and contact closed.

NEXT STEPS

- Follow up communications with internal and external partners.
- Launched 3rd November
- Receiving feedback to support effective review of the new arrangements.



Any questions?



Bwrdd Iechyd Prifysgol Caerdydd a'r Fro
Tim Iechyd Cyhoeddus
Cardiff and Vale University Health Board
Public Health Team

What Surrounds us, Shapes us: A Whole System Approach to Preventing Obesity and Type Diabetes

Director of Public Health Report 2025

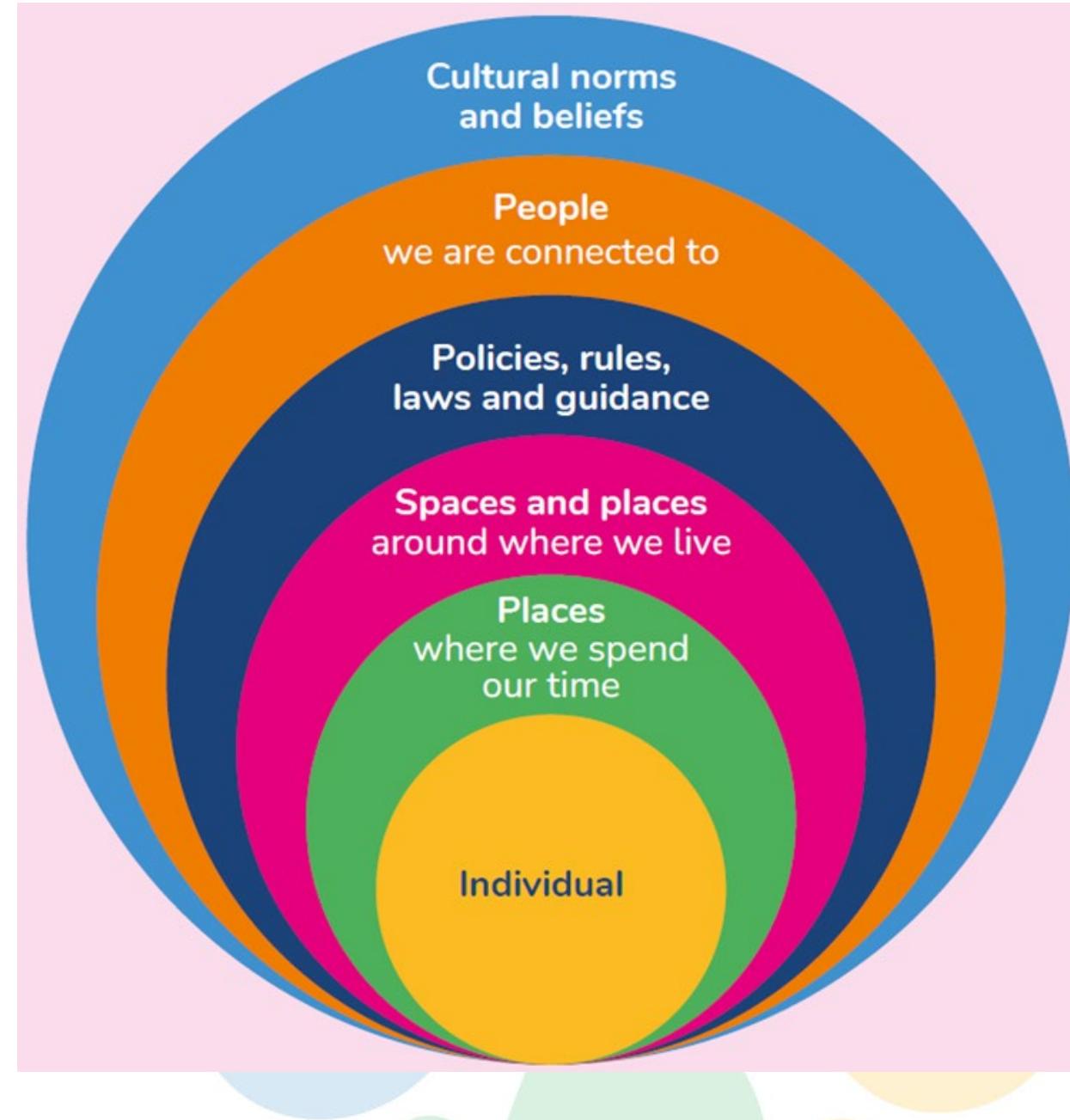
**Dr Claire Beynon
Executive Director of Public Health**





Introduction

- Director of Public Health Report 2025 – independent and objective review by the Executive Director of Public Health
- This year's report looks at the prevention of both obesity and type 2 diabetes
- It looks at what influences how we live and how the world has changed over time
- It is a complex issue that needs an evidence-based solution
- It outlines what we are already doing to combat this
- Finally, there are three calls to action that we can all work on together





What surrounds us, shapes us: what has changed over time?

- Places where we spend our time, such as schools and workplaces has evolved
- Places and spaces where we live, such as roads, transportation and food environment have changed hugely
- Policies, rules, laws and guidance have had some positive influence; however, keeping pace with societal changes and industry lobbying is a challenge
- Cultural norms and beliefs about how we usually behave has changed over time, and shapes how we live





The data story

- 1 in 10 children starting school in Cardiff and Vale of Glamorgan are obese
- Children and young people living with obesity are 5 times more likely to be living with obesity as adults
- Obesity leads to many health problems, including type 2 diabetes and cardiovascular disease and this can affect life expectancy and healthy life expectancy
- 1 in 15 people aged 17 and over in Cardiff and Vale of Glamorgan are already diagnosed with type 2 diabetes – this is set to increase to 1 in 11 adults (in Wales) by 2035.
- Importantly this is preventable

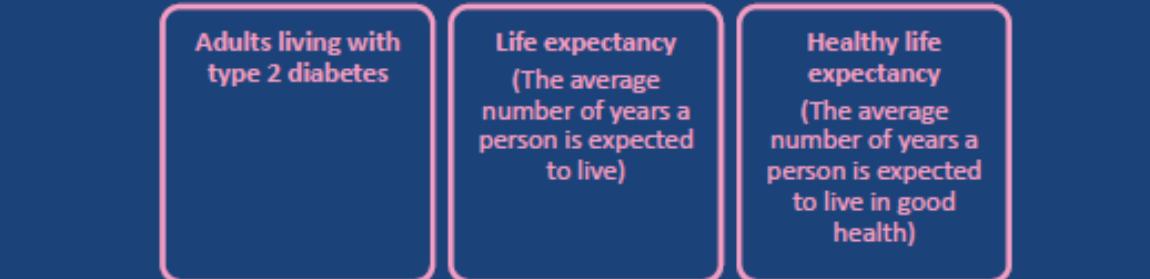
INFLUENCES



SHAPES



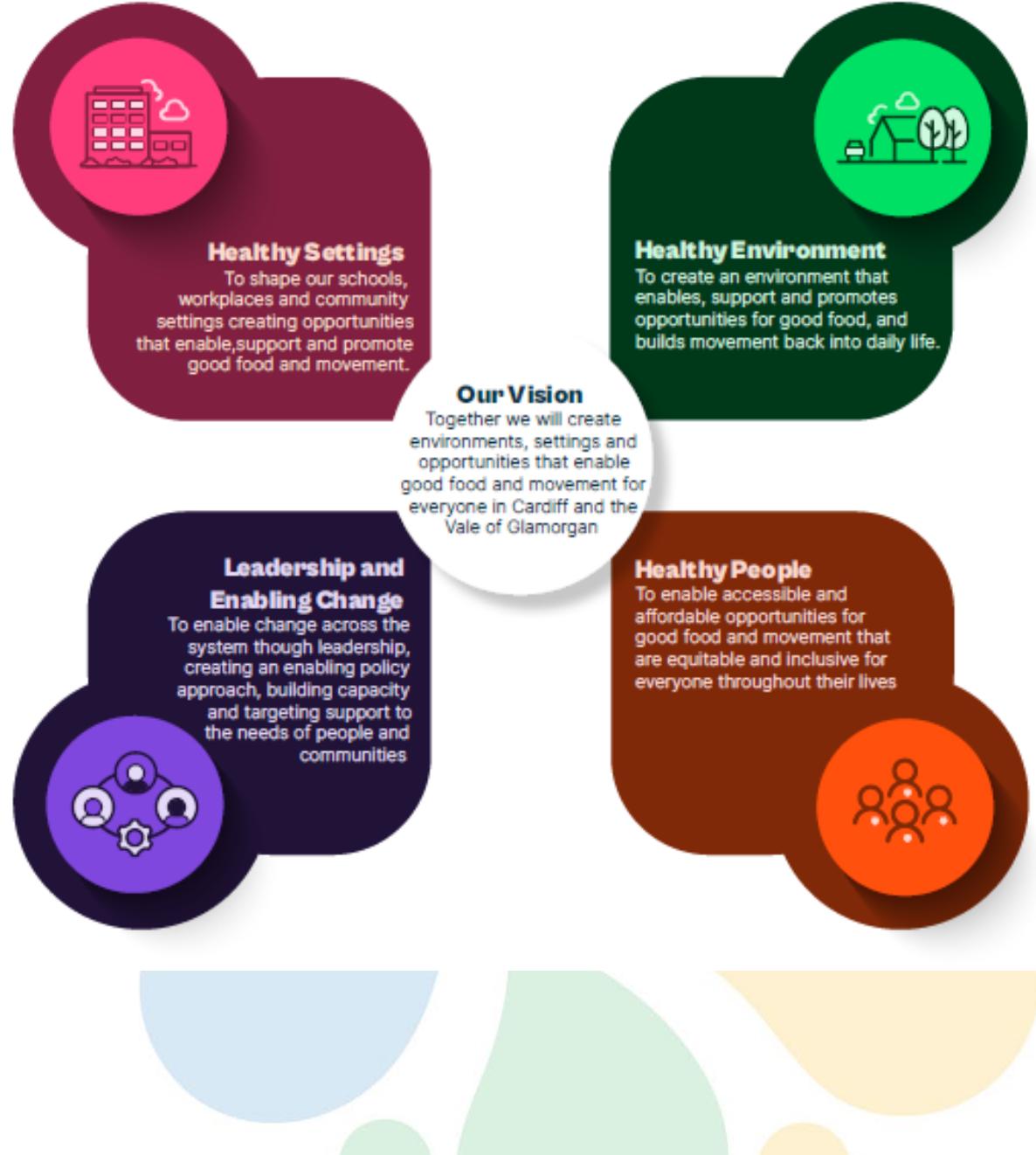
CONTRIBUTING TO





What are we doing already?

- Healthier advertising and sponsorship policies developed by Vale of Glamorgan Council and Cardiff Council
- Significant progress in transforming active travel infrastructure
- Active soles campaign implemented across Cardiff and Vale UHB, Cardiff Council, Vale of Glamorgan Council and Cardiff Metropolitan University
- Food Cardiff have rolled out the Planet Card, supporting low-income families to access healthy food
- Food Vale have developed the Llantwit Major Food Access Partnership Project, tackling food insecurity in the area





Three calls to Action:

Call to action: Create supportive spaces and places

- 1 Plan, design, build and enhance the spaces and places around where we live with a focus on movement and to ensure access to healthy affordable food
- 2 Design, build and operate the places where we spend our time to support and enable good food and movement
- 3 Use our strong local voice to influence and advocate for wider policy change



Call to action: Put communities at the heart

- 1 Come together and build a picture of community health development; what is going well and where, to identify what more we can do together to support and enable good food and movement



Call to action: Make Prevention the Focus

- 1 Public sector budgets need to prioritise and refocus spend towards the earliest stage prevention of obesity and type 2 diabetes
- 2 Put the prevention of obesity and type 2 diabetes at the centre of all our decision-making



What Surrounds us, Shapes us: A Whole System Approach to Preventing Obesity and Type 2 Diabetes





Acknowledgements

With thanks to Cardiff and Vale Public Health Team and all those who contributed to writing, editing and producing this report including Suzanne Wood, Michael Allum, Rebecca Stewart, Lauren Idowu, Alex Wood and Helen Griffith.

Thanks also to all our colleagues who contributed their time and expertise to having conversations with us, providing case studies and photos, to Miacis Media for the design work and to Matthew Horwood for photos.

I'd like to also acknowledge everyone who is already contributing and committed to working towards the vision for Good Food and Movement.

Together, change is possible.



Foreword

In Cardiff and the Vale of Glamorgan, more people are living with obesity and type 2 diabetes. As Executive Director of Public Health for Cardiff and Vale University Health Board, I have chosen to focus my second report on obesity and type 2 diabetes; two closely linked health conditions that are both largely preventable.

What surrounds us, shapes us. It is easy to think that what we eat and how we move is entirely personal choice however we are constantly being influenced by what is around us. It is these wide range of influences that make preventing obesity and type 2 diabetes a complex challenge. To address the broader influences, we must shift from traditional approaches which have focused on individual behaviours, to a whole system approach so that we zoom out to look at the big picture and tackle the full range of influences, for lasting change rather than short-term fixes.



We are already taking a whole system approach in Cardiff and the Vale of Glamorgan through our Good Food and Movement Framework (2024-2030) and making some great progress. However, we need to do more, we need to go further and act faster.

My report makes three calls to action that I believe will accelerate our collaborative effort towards Good Food and Movement and create change so that together we can have the population level impact that is needed to reduce the number of people living with obesity and type 2 diabetes in Cardiff and the Vale of Glamorgan.

I am committed to taking a collaborative, whole system approach and I look forward to discussing how we can all play our part in driving forward my calls to action.

Claire Beynon
Executive Director of Public Health
Cardiff and Vale University Health Board



Contents

| | |
|--|----|
| Introduction | 05 |
| 1. What influences how we live? | 06 |
| 2. How has the world changed? | 08 |
| 3. What are the consequences? | 11 |
| 3.1 Living with obesity | 11 |
| 3.2 Living with type 2 diabetes | 13 |
| 3.3 How are obesity and type 2 diabetes connected? | 13 |
| 3.4 The data story | 13 |
| 4. What are we already doing about this? | 18 |
| 4.1 A complex challenge: why we need a different approach | 18 |
| 4.2 Good Food and Movement Framework (2024-2030) and Implementation Plan | 19 |
| 4.3 Progress so far | 21 |
| 5. What more can we do? | 26 |
| 5.1 Call to action 1: Make prevention the focus. | 27 |
| 5.2 Call to action 2: Create supportive spaces and places. | 30 |
| 5.3 Call to action 3: Put communities at the heart. | 31 |
| 6. What will be the impact? | 32 |
| 7. Conclusion | 36 |
| 8. References | 37 |
| Appendix 1 | 41 |





Introduction

My Director of Public Health report this year brings together obesity and type 2 diabetes as health conditions that are both highly preventable.

In Cardiff and the Vale of Glamorgan, more people are living with obesity and type 2 diabetes. This means that more people are living in poor health, needing long term treatment and care. As preventable health conditions, we can, and we must work together and work differently to prevent obesity and type 2 diabetes.

This report sets out what influences how we live, how society has changed and what impact this has had on obesity and type 2 diabetes. It also shares what we are currently doing together to prevent these health conditions through the Good Food and Movement Framework (2024-2030) which aims to enable good food and movement for everyone in Cardiff and the Vale of Glamorgan. By 'Good Food' we mean, food that is nourishing, healthy and culturally appropriate and by 'Movement' we mean, all kinds of movement such as physical activity, taking the stairs, sport, play, housework, or active travel.

I make three calls to action which will accelerate our collaborative efforts. These will create the change needed to have population level impact and reduce the number of people living with obesity and type 2 diabetes.



1. What influences how we live?

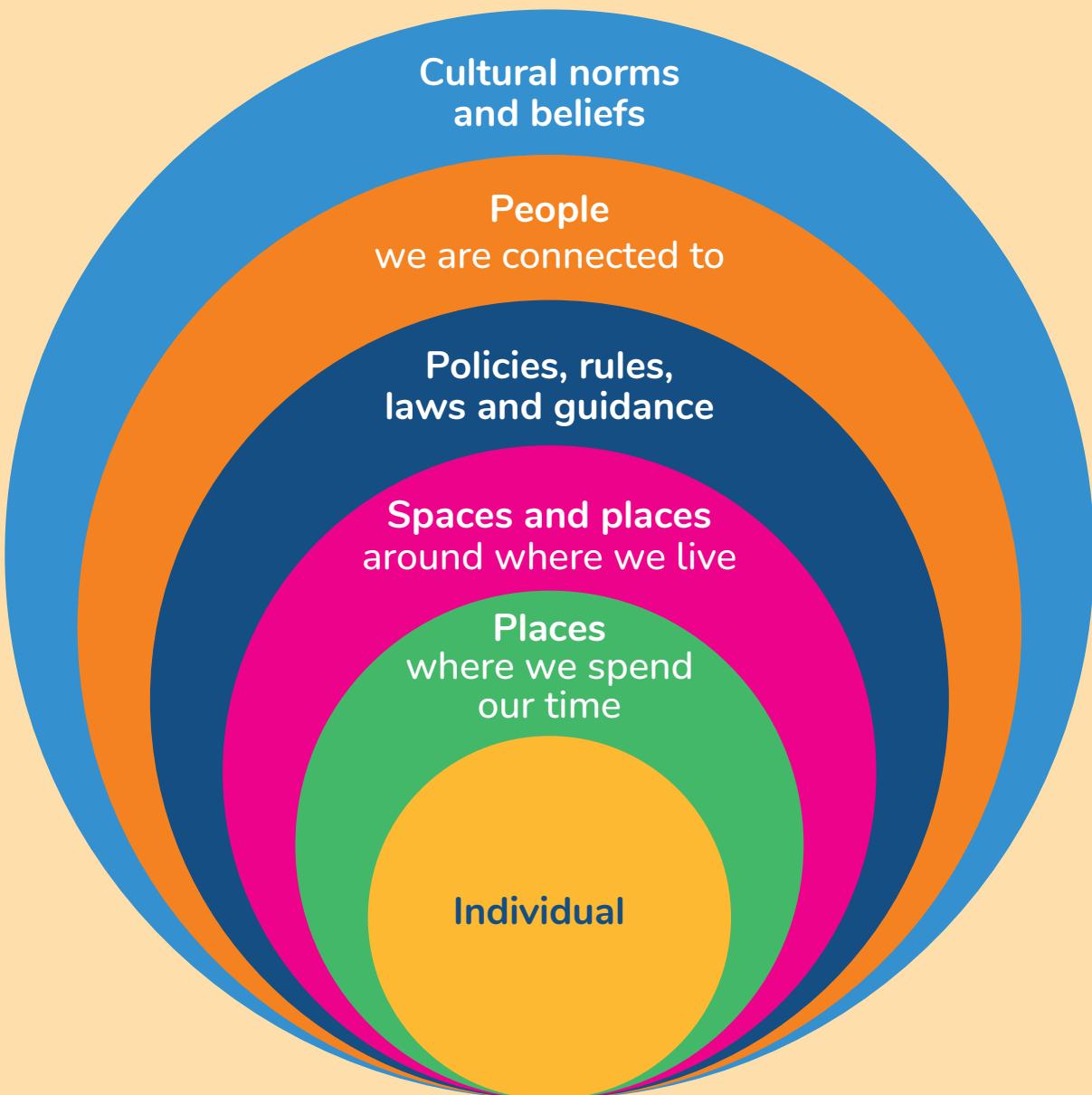
What surrounds us, shapes us. It is easy to think that what we eat and how we move is entirely personal choice however we are constantly being influenced by what is around us.¹

We can think about all these different influences as layers² around us that continuously interact and affect how we live, including the food we eat and how we move. The layers are described below.

- The **places where we spend our time**. These influence how we access and experience food and movement through how they are designed, built and how they operate. Places could include our schools, workplaces, hospitals, health centres, sports clubs, community centres as well as places of worship.
- Around the places where we spend our time are the **spaces and places around where we live** like our neighbourhoods, high streets, parks, fields, sports pitches, playgrounds, roads, and public transport routes. These affect how we access food and experience movement through how they are designed.
- Next are the **policies, rules, laws and guidance** that shape our places and spaces. These affect what food is available, affordable and promoted, as well as what opportunities to move are made possible.
- Then we have, the **people we are connected to like family, friends, colleagues and neighbours**. They affect how we think, feel and act about food and movement. Our connections to other social support networks, either in person or virtually are often around common interests or at life stages and these can also shape what we think, feel and how we act.
- **Cultural norms and beliefs** are the shared ideas and unwritten rules that shape how people live, what they value, how they think and what they prioritise.
- Finally, a **person's own knowledge, attitudes and behaviours towards food and movement** includes things like what they know about healthy food and movement, their belief in their own abilities, their preferences and relationship with food and movement, the resources available to them, as well as how motivated and confident they are. A person's knowledge, attitudes and behaviours are shaped by their life experience, and through the influences described above that continuously interact around them. These influences can act to support and positively reinforce health behaviours around good food and movement; they can also hinder.



Figure 1: Layers of influence



2. How has the world changed?

In recent generations, the way we live has changed. Figure 2 shows how some of the influences that surround us have changed over time.

Figure 2: Influences over time



The places where we spend our time, such as schools and workplaces, have evolved.

- Adjustments to the school day has seen lunchbreaks become shorter and afternoon breaks nearly disappearing in many schools; meaning less time for play and movement.³
- There has been a small but gradual decline in time allocated for Physical Education in both primary and secondary schools.⁴
- How we get to school has changed; in the 1970's, most children in the UK (63%) walked to school, but by 2023 this had dropped to less than half (44%).⁵
- Manual jobs have declined, and office-based working has risen dramatically.⁶
- Office workers now spend most of the working day (82%) sitting down.⁷

The places and spaces around where we live, such as our roads and transport, and the make-up of our food environment have seen major changes.

- Until the 1950s, most people got around on foot or by public transport. Since then, car ownership has risen rapidly, and we have seen a huge increase in car use (27% of journeys were made by car in 1952 compared to 83% in 2016).⁸
- Our road network is often designed for cars, rather than pedestrians or cyclists.⁹
- Accessing food is easier than ever before through the rise in online home delivery services, smaller convenience stores, and a rapid increase in fast-food outlets. This has altered how we buy food and what we eat.¹⁰ Many convenience stores rely on sales of less healthy products¹¹ and take-away food is often high in fat, sugar and salt.¹²

The policies, rules, laws and guidance that shape our places and spaces have led to positive change, but keeping pace with changes in society is a challenge

- We have strong laws in Wales which support and improve health and wellbeing such as the Well-being of Future Generations Act,¹³ and the Active Travel Act.¹⁴
- UK-wide laws are also driving positive change, such as the advertising watershed. This will ban TV adverts for unhealthy food and drink before 9pm, ban online paid adverts altogether and will come into effect in 2026.¹⁵
- However, laws and guidance can face challenges such as heavy lobbying from industry leading to delays and/or modifications and putting the laws into practice at a local level can be limited by capacity, short term funding and lack of enforcement.¹⁶





Cultural norms and beliefs about how people usually behave change over time and shape how we live.

- The rise in families where both parents work¹⁷ has reduced time for cooking, making convenient solutions like ready meals and takeaways often a necessity rather than an option.¹⁸
- The introduction of freezers and microwaves has contributed to the rise of ready meals, and reliance on these instead of home cooked meals. Ready meals are often high in salt, high fat, and low in fibre.¹⁹
- Three quarters of parents agree that society is less accepting of children playing outside than it was when they were growing up, with confidence, perception of safety and traffic, recognised as key factors.²⁰
- Evolution of social media, online gaming and use of smart phones has changed how we interact with huge impacts on sedentary and sitting time for children, young people and adults.²¹



3. What are the consequences?

The changes described have shaped the way we all live, and this is affecting our health.

3.1 Living with obesity

Every year, the Child Measurement Programme for Wales measures the height and weight of children in Reception class (aged 4–5). It's a simple check that helps us see how young children are growing.

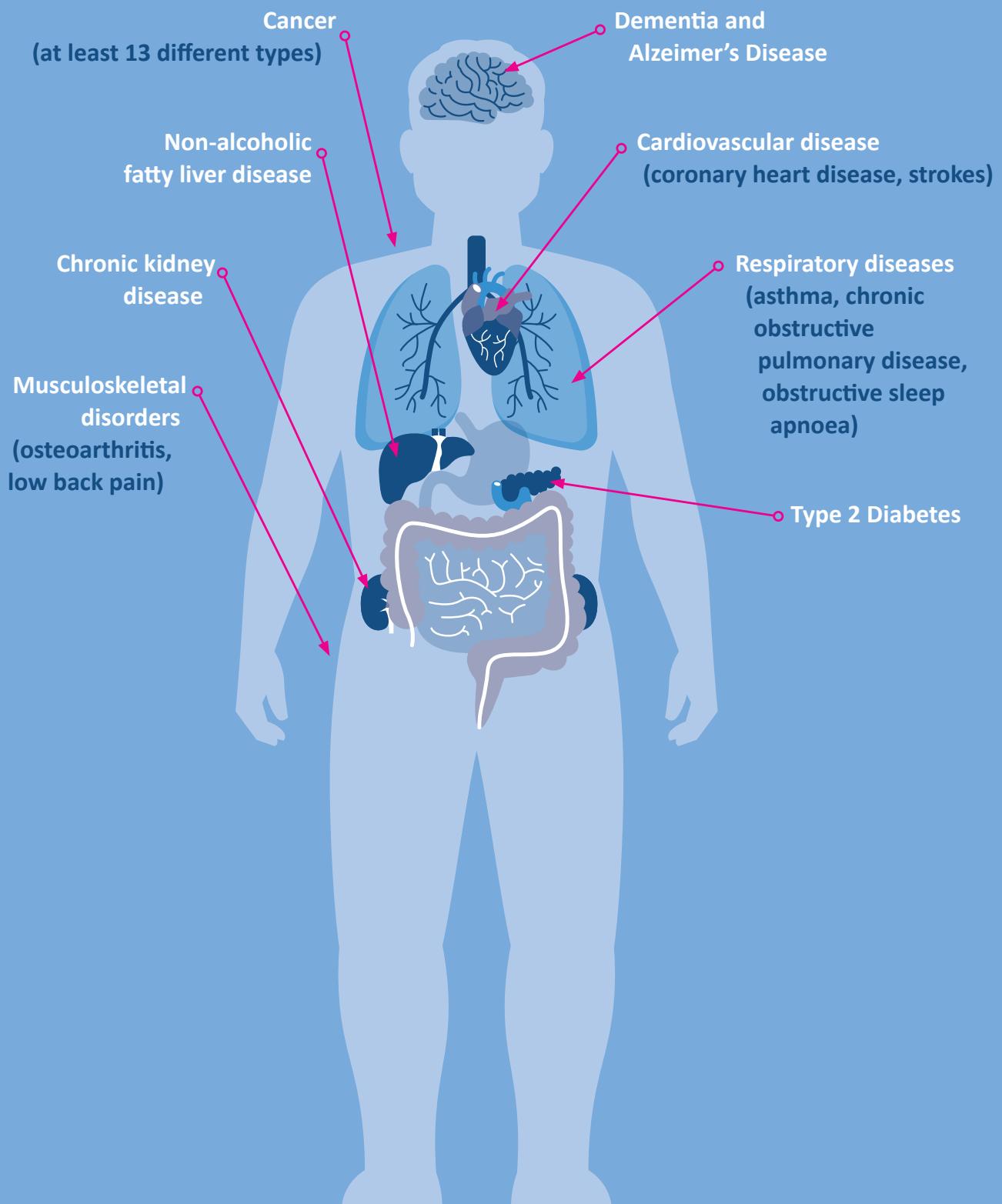
The most recent results for Cardiff and the Vale of Glamorgan found that 1 in 10 children aged 4–5 years old are already living with obesity when they start primary school²². There are also more young children living in our most disadvantaged communities living with obesity.

Obesity in early childhood often continues into later childhood²³, through adolescence and into adult life, and children and young people living with obesity are five times more likely to be living with obesity when they become adults²⁴.

More than 1 in 5 adults (21%) in Cardiff and the Vale of Glamorgan are living with obesity²⁵. People living with obesity are more likely to develop a range of medical conditions and illnesses as shown in Figure 3²⁶. These include type 2 diabetes, as well stroke, cancer, dementia, and heart disease. These conditions can shorten lives. Across Cardiff and the Vale of Glamorgan we are also seeing more adults living with obesity in our most disadvantaged communities.



Figure 3: How living with obesity affects the body



3.2 Living with type 2 diabetes

Wales has more than 200,000 people (8% of adults) living with the condition²⁷. Type 2 diabetes is a serious condition that can affect your heart, kidneys, eyes and nerves.

Many people are also living with pre-diabetes meaning their blood sugar levels are high but not yet in the diabetes range. It is estimated that 65,500 people are living with undiagnosed type 2 diabetes in Wales²⁸. Young adults are more likely to be living with undiagnosed type 2 diabetes, and type 2 diabetes in younger people often develops faster and causes problems earlier²⁹.

Adults from Black and Asian ethnic backgrounds³⁰ are also more likely than twice as likely to be living with pre-diabetes or undiagnosed type 2 diabetes compared to adults from White, Mixed and Other ethnic backgrounds. People who don't know they have diabetes miss out on treatment and support and are at a much higher risk of health problems that could have been prevented.

3.3 How are obesity and type 2 diabetes connected?

Obesity and type 2 diabetes are closely linked. When someone is living with obesity, it can change how the body uses insulin. Insulin is a hormone that helps move sugar (glucose) from the bloodstream into cells, where it is used for energy. Living with obesity, especially when fat is stored around the abdomen can lead to insulin resistance. This means that although the body still produces insulin, it's doesn't work as well, and sugar starts building up in the bloodstream instead of being used for energy. Over time, this can lead to type 2 diabetes³¹.

3.4 The data story

Figure 4 presents key local and national data which shows the link between some of the influences around us, that shapes what we eat and how we move and contribute to obesity and type 2 diabetes. It also shines a light on some of the unfair differences that we are seeing across our communities in Cardiff and the Vale of Glamorgan.



Figure 4: The data story

INFLUENCES

Access to green spaces Access to facilities to be active Food and drink advertising Fast food outlet density Cost of food Food security

SHAPES

How we move

The food that we eat

CONTRIBUTING TO

Reception aged children living with overweight and obesity

Children aged 4-5 years

Adults living with overweight or obesity

Adults aged 16+ years

Adults living with type 2 diabetes

Life expectancy

The average number of years a person is expected to live

Healthy life expectancy

The average number of years a person is expected to live in good health



INFLUENCES

Access and use of green space

Green spaces include parks, gardens, playground, fields, sports pitches, community gardens and nature reserves

Young children living in the **most disadvantaged communities** across Cardiff and the Vale of Glamorgan have **less access to green spaces** where they can play.³²

People living in the **most disadvantaged communities** of Cardiff are almost **twice as likely** as people living in least disadvantaged communities to report that they **do not regularly spend time in nature/green spaces**.³³

Access to facilities to be active

Facilities can include for example, sports halls, swimming pools, leisure centres

The **closer** adults **live to sports facilities**, the **more active** they are.³⁴

Food and drink advertising

Including bus stops and billboards

An average of **1 in 4 adverts on display*** across Council assets were for foods and drinks **high in fat, sugar and or salt**.³⁵

*Mapped across 4 time points between Nov 2022 – July 2024

Fast food outlet density

Food outlets that serve energy dense savoury food eaten outside of the home

There are almost **twice the number of fast-food outlets** in our **most disadvantaged communities** compared to our least disadvantaged communities.³⁶

Cost of food

What people pay for their food

Prices of food and non-alcoholic beverages rose around 25% between January 2022 and January 2024.³⁷

Around **33% of adults** in the Vale of Glamorgan say that **high food prices** are the **main difficulty in getting food**, followed by how far they must travel to buy it.³⁸

Food Security

People have enough safe and healthy food to meet their dietary needs and keep them healthy

Around **10%** of households in Cardiff have **worries about food security**, have skipped or reduced meals or sought external help.³⁹

People living in the **most disadvantaged communities** of Cardiff are more likely to report **not being able to afford food**.⁴⁰



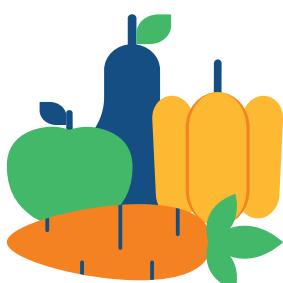


SHAPES

The food that we eat

Around **61%** of adults living in Cardiff and the Vale of Glamorgan report that they did **not eat** the recommended **five portions of fruit or vegetables** on the previous day.⁴¹

45% of young people in Cardiff and the Vale of Glamorgan report **eating under one portion of fruit or vegetables a day**.⁴²



How we move

33% of adults living in Cardiff and the Vale of Glamorgan report they **did not meet** the recommended guidelines of **150 minutes of physical activity** in the previous week.⁴³

80% of young people **aren't meeting recommended guidelines** of **60 minutes of physical activity every day**.⁴⁴

In a **class of 30 young people** in Cardiff and the Vale of Glamorgan, **nearly 5 (15%) now sit for 7 or more hours on a weekday**—up from 3 (10%) in 2017.⁴⁵



CONTRIBUTING TO

Reception aged children living with overweight and obesity

Children aged 4-5 years

Around **25%** of reception aged children are **living with overweight or obesity**.⁴⁶

Almost **three times the number** of reception aged children are **living with obesity** in our **most disadvantaged communities (14.5%)** compared to our least disadvantaged communities (**5.4%**).⁴⁷

Adults living with overweight or obesity

16+ years

58% of adults in Cardiff and the Vale of Glamorgan are **living with overweight or obesity**.⁴⁸

21% of adults in Cardiff and the Vale of Glamorgan are **living with obesity**.⁴⁹

Adults living with type 2 diabetes

1 in 15 people aged 17 and over living in Cardiff and the Vale of Glamorgan have already been **diagnosed with type 2 diabetes**.⁵⁰

Type 2 diabetes is a growing problem. If current trends continue, around **1 in 11 adults** in Wales could be **living with diabetes by 2035**.⁵¹

Life expectancy

The average number of years a person is expected to live

There are **major differences in life expectancy** between our **most disadvantaged** and **least disadvantaged communities** across Cardiff and the Vale of Glamorgan. For **men**, life expectancy is **9.6 years shorter**, and for **women** life expectancy is **7.6 years shorter**.⁵²

Healthy life expectancy

The average number of years a person is expected to live in good health

People living in our **most disadvantaged communities** can expect to have between **14 -18 fewer years of healthy life** than people living in our least disadvantaged communities.⁵³





4. What are we already doing about this?

4.1 A complex challenge: why we need a different approach

As described, we are constantly being influenced by what surrounds us. These wide range of influences make preventing obesity and type 2 diabetes a complex challenge and our approach must reflect this. It requires a shift from traditional approaches which have focused on individual behaviours, to approaches that recognise and address the broader influences that shape the food we eat and how we move.

We know that whilst behaviour change interventions are important in supporting some individuals, they have limited reach. Focusing on these alone to prevent obesity and type 2 diabetes leaves the wider influences around people unchanged. Unless these broader influences are addressed, they will continue to impact on health behaviours. We also know weight-loss medicines can help some people reduce health risks, but they are not a population-level solution because the wider causes of obesity remain⁵⁴. Ultimately, behaviour change interventions, and medication alone won't lead to population-level impact and may increase inequalities.



A whole-system approach is required, so that we zoom out to look at the big picture and tackle the full range of influences, for lasting change rather than short-term fixes.

A whole system approach means:

- **Big picture thinking:** so that we consider all the influences, how they affect each other, who has a role to play and what they can do.
- **Common purpose:** so that we all pull in the same direction towards our shared goals.
- **Collaboration:** so that we create solutions together and connect people so that ideas and resource can be shared.
- **Shared leadership:** so that we spread leadership across communities, teams and organisations to enable everyone to play their role and take action to make change.
- **Flexibility:** so that we embed a culture of learning, sharing and reflection to enable us to adapt what we do and how we do it.

4.2 Good Food and Movement Framework (2024-2030) and Implementation Plan

We are already taking a whole system approach in Cardiff and the Vale of Glamorgan through our Good Food and Movement Framework (2024-2030)⁵⁵. Shaped by a wide range of ideas, perspectives and voices, it describes our shared vision, approach, where we prioritise our collective efforts, and how we work together to create change over the six-year period.

The Framework brings together a number of partnership groups, strategies and programmes of work focused on key areas such as sport, physical activity, movement, and good food to progress action against four key themes; Healthy Environment, Healthy Settings, Healthy People, and Leadership and Enabling Change.



Figure 5: Good Food and Movement Framework (2024-2030) Vision and Goals



Two-year Implementation Plans outline the actions we will take together, with different teams, and organisations working collaboratively to change the influences that affect how we live. Our local work also aligns to Welsh Government's Healthy Weight: Healthy Wales Strategy⁵⁶, their 10-year plan to prevent and reduce obesity.



4.3 Progress so far

We are already making a lot of great progress. Figure 5 highlights a few examples from across the themes: Healthy Environment, Healthy Settings and Healthy People. We are also making progress in the Leadership and Enabling Change theme including strengthening strategic leadership, developing an evaluation framework and delivering training.

Healthy Environment

- Healthier Advertising and Sponsorship policies developed by the Vale of Glamorgan Council and Cardiff Council that will restrict high fat, salt and sugar food and drink advertising across their owned/managed assets.
- Growing number of Public Sector organisations signed up to the Healthy Travel Charter.
- Significant progress in transforming active travel infrastructure across Cardiff and the Vale of Glamorgan.
- Health and wellbeing embedded into Cardiff and the Vale of Glamorgan Replacement Local Development Plans.
- Audit of all the facilities that enable people to be active in Cardiff complete and the Vale of Glamorgan audit underway.
- Increased focus on inclusive play equipment through changes to the Vale of Glamorgan Council's Fixed Play Areas inspection process.
- Pilot project progressed with parcels of land identified and being used by community groups for food growing as part of the development of a community growing plan for Cardiff.
- Community food growing projects in the Vale of Glamorgan mapped and key barriers to participation and access explored.



Spotlight on Inclusive Parks and Planning Cardiff Council/ Child Friendly Cardiff



Cardiff is embedding a child-rights approach to planning inclusive parks, playgrounds and community spaces.

Cross sector collaboration between planning, parks, health, housing, youth services, and academia has been critical to this work. Progress includes:

- HerParks research at Cardiff University explored how teenage girls and young women experience local parks and play areas, finding that many feel excluded by design, safety concerns and lack of voice.
- Cardiff Council collaborated with AtkinsRealis to test a new framework for child-centred design, identifying improvements to independent routes, visibility, playful features and safe routes of movement.
- The inclusion of a dedicated Play Policy and Supplementary Planning Guidance (SPG) in the Replacement Local Development Plan 2021-2036 seeks to embed and enhance inclusive play opportunities and greenspace access across the city.

By designing and building public spaces that are genuinely inclusive, welcoming, and designed with children's voices at the heart, we can create healthier spaces that children and teenage girls feel safe and empowered to use. This will make a meaningful difference in how children grow, move and thrive.



Healthy Settings

- Brought a wide range of partners together to consider the influences, how they affect each other, who has a role to play and what they can do in supporting schools to embed whole school approaches to food and physical activity.
- Early Years partners explored what influences how these settings access, use, and embed food and movement training and resources, and how they create opportunities for 'healthy conversations' with families.



Spotlight on Active Soles

Active Soles aims to change the culture of workplaces by giving employees permission to wear comfortable shoes. What we wear changes the way we think and behave. Wearing comfortable shoes at work makes it easier to build movement into the day, such as taking extra steps, taking the stairs instead of the lift, standing at desks instead of sitting, or walking meetings.



Cardiff and Vale University Health Board, Cardiff Metropolitan University, Cardiff Council, and Vale of Glamorgan Council have all adopted Active Soles, and the feedback has been overwhelmingly positive. Senior leaders are role-modelling active soles, and colleagues are swapping traditional footwear for more active alternatives. There have been reports of improvements in physical health, mental health too, as well as boosts to team morale and productivity.

Ruth Jordan, Assistant Director for Improvement, Implementation and Spread at Cardiff and Vale University Health Board, said wearing trainers to work has made a "massive difference" to her wellbeing. "I'm a physiotherapist by background, so I was used to being on my feet all day, everyday walking thousands of steps. Then I got another job which meant I was desk-bound," she explained. "I felt grumpy, lethargic and put on too much weight. It was terrible. But being given permission to wear trainers to work has made such a difference to getting up and about – and my step count has gone up no end." Ruth said seeing senior leaders also wearing comfortable shoes around the office has given others the confidence to do the same. "We're now having walking meetings, and a lot of our one-to-ones are on the go. It's actually improved the working environment."

Active Soles continues to grow and expand, with more organisations joining in. Visit the website to find out more: <https://makeyourmove.org.uk/activesoles>





Healthy People

- Food-related benefits training package updated, improving the links to community food initiatives like Food Pantries and providing resources, posters, and videos to share with communities.
- Activity finder being developed to support communities to access local physical activity opportunities in Cardiff.
- Families living in more disadvantaged communities supported and connected to local opportunities for play, physical activity, nutrition and food activities.
- Research undertaken with parents to better understand barriers and enablers to breastfeeding to influence policy development.
- Roll out of the Planet Card by Food Cardiff Partnership which aims to support low-income households to access healthy food.



Spotlight on Food Vale Partnership work through the Llantwit Major Food Access Partnership Project

Food Vale is the local food partnership for the Vale of Glamorgan and is driving Good Food and Movement action. Over recent years, in response to increasing levels of deprivation caused by the cost of living crisis there has been a groundswell of community-led projects. These seek to improve access to affordable food by providing no or low-cost food, often redirecting surplus food from supermarkets.



Whilst this is often deemed as a win-win in terms of reducing food poverty and preventing food waste, there can also be distinct risks⁵⁷. By simply providing free or low-cost food to the individual, we risk failing to address the root causes of household food insecurity.

To address this, Food Vale has been working with partners to improving access to food in the Vale of Glamorgan, using the 'Food Ladders Toolkit'⁵⁸ to understand some of the root or 'systemic' causes of food insecurity and identify resources and opportunities to reduce vulnerability and improve community resilience.

This was first trialled in the award-winning, Llantwit Major Food Access Partnership Project. So far this has seen; two food pantries being supported in the rural Western Vale, the establishment of a community drop-in hub to provide face-to-face community support around food-adjacent issues, investment in local community growing spaces and practical cooking and nutrition skill building opportunities. Importantly, community engagement has been an integral part of this work, ensuring that it is being led by those with lived experience.

Funding secured from both Welsh Government and The National Lottery Community Fund, will see a roll-out of this approach across the whole of the Vale of Glamorgan from 2026.

To find out more visit: <https://foodvale.org/llantwit/>





5. What more can we do?

As described, we are already making some great progress towards preventing obesity and type 2 diabetes. However, we need to go further and act faster to reduce the number of people living with and experiencing the consequences of obesity and type 2 diabetes.

This report is my call to action. I have identified three key areas that if we all commit to doing well, will move us forward and accelerate our efforts. These are:



1.
Make prevention the focus



2.
Create supportive spaces and places



3.
Put communities at the heart



5.1 Call to action 1: Make prevention the focus.



Why this call to action?

We can't treat our way out of the current situation. With over a quarter of reception aged children and over half of adults living with overweight and obesity in Cardiff and the Vale of Glamorgan the only real solution is prevention to keep people healthy and well and stop the development of these preventable health conditions.

Public sector organisations have a duty to focus efforts and resource on prevention as a core goal of the Wellbeing of Future Generations Act⁵⁹ with the principle of 'acting to prevent problems occurring or getting worse as well'.

Obesity and type 2 diabetes are both mainly preventable. Currently our resources and budgets are directed towards treatment and managing the complications of these conditions. This reactive approach is unsustainable. There needs to be a shift in resource and budget to ensure we can make prevention the focus, enabling our whole system approach to progress at the pace and scale needed to have population level impact.

What do we mean by prevention?

Prevention can often mean different things to different people⁶⁰. Broadly, prevention is any action that keeps people healthy and prevents or avoids the risk of ill health or death. Prevention can be grouped by the stage at which action is taken, as well as focus on whole populations or particularly high-risk groups/individuals.



Figure 6: Types of prevention

| TYPE | DEFINITION | EXAMPLE |
|----------------------------------|--|--|
| Earliest stage prevention | Acting early to stop the influences that lead to obesity and type 2 diabetes from occurring | <ul style="list-style-type: none"> Designing our places and spaces so that they support and enable access to good food and movement Restricting food and drink advertising Protecting and building new green spaces and places to play, be active, take part in sport |
| Primary prevention | Acting to reduce or manage the known harmful influences that are leading to obesity and type 2 diabetes | <ul style="list-style-type: none"> School programmes that actively support healthy eating and active lifestyles Community initiatives supporting active lifestyles and healthy eating |
| Secondary prevention | Acting to detect and manage obesity and type 2 diabetes early to stop them getting worse | <ul style="list-style-type: none"> Diabetes risk assessment in primary care Community weight management programmes |
| Tertiary prevention | Acting after obesity and type 2 diabetes have developed helping people to live well with their health condition preventing complications and improving quality of life | <ul style="list-style-type: none"> Specialist weight management services Diabetic Eye Screening Diabetes annual check ups |





What we need to do

As an underpinning call to action, we need to make earliest stage prevention the focus by:

- Building more capacity for our whole-system approach for Good Food and Movement so that we can take stronger action at pace, scale and at the 'earliest stage' to stop the influences that lead to obesity and type 2 diabetes from occurring. This will require public sector organisations to prioritise prevention and refocus spend.
- Putting earliest stage prevention of obesity and type 2 diabetes at the centre of all our decision-making, as part of our duty to prevent problems rather than react to them. By doing this, we can activate every opportunity available to us to change the influences.

Call to action: Make Prevention the Focus

1

Public sector budgets need to prioritise and refocus spend towards to the earliest stage prevention of obesity and type 2 diabetes

2

Put the prevention of obesity and type 2 diabetes at the centre of all our decision-making



5.2 Call to action 2: Create supportive spaces and places.



Why this call to action and what do we need to do?

We know what surrounds us shapes us. The spaces and places where we live, work, learn and play make all the difference. We are already making progress towards creating supportive spaces and places but need to go further:

- Plan, design, build and enhance the spaces and places around where we live (e.g. our neighbourhoods, high streets, parks, playgrounds, roads, and public transport routes) so that movement is designed into everyday life and access to healthy food is easy and affordable.
- Design, build and operate the places where we spend our time (e.g. our schools, workplaces, hospitals, community centres) to support and enable good food and movement.

Some of this we can continue to progress locally as there are lots of opportunities. For example, through; the Replacement Local Development Plans (RLDPs) for Cardiff and the Vale of Glamorgan alongside Supplementary Planning Guidance (SPG) development, regeneration and placemaking, and through the roll out of the new Curriculum for Wales⁶¹ and School Improvement.

To enable us to take local action, we may also need wider policy change at a national level (e.g. changing the use class of hot food takeaways through national Planning Policy Wales). Working together, we can identify where wider policy change is needed and use our strong local voice to advocate for national change.

Call to action: Create supportive spaces and places



1

Plan, design, build and enhance the spaces and places around where we live with a focus on movement and to ensure access to healthy affordable food

2

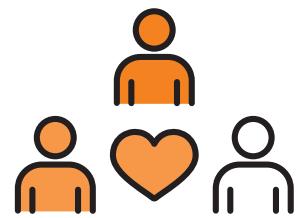
Design, build and operate the places where we spend our time to support and enable good food and movement

3

Use our strong local voice to influence and advocate for wider policy change



5.3 Call to action 3: Put communities at the heart.



Why this call to action and what do we need to do?

As already described, there are unfair differences across our communities. We know that people living in our most disadvantaged areas don't always have access to the same opportunities for good food and movement.

Many community groups, third sector and public sector organisations are already doing fantastic work using a range of approaches and working with many communities across Cardiff and the Vale of Glamorgan to create change. This brings diversity, creativity and strong local connections.

To build on this we need to:

- Continue to focus our collective community health development resource and efforts in the communities that need it most.
- Work with our communities to develop solutions together that reflect communities' unique needs, priorities and ideas.
- Consider how we co-ordinate our efforts so that we all pull in the same direction towards our shared goals.

By coming together to share our learning, develop a picture of what is going well and where, we can agree what more we need to do together.

Call to action: Put communities at the heart

1

Come together and build a picture of community health development; what is going well and where, to identify what more we can do together to support and enable good food and movement





6. What will be the impact?

If we respond to my calls to action, we will build the capacity that we need to accelerate action at pace and scale and stop the influences that lead to obesity and type 2 diabetes.

The impact of this is described in Figure 7.



Figure 7: Examples of how creating change will lead to impact



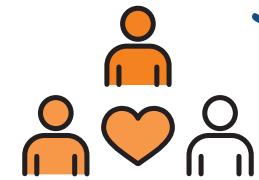
Create supportive spaces and places





Create supportive spaces and places





Put communities at the heart





7. Conclusion

My report has shared what influences how we live, how society has changed and what impact this has had on obesity and type 2 diabetes in Cardiff and the Vale of Glamorgan. The wide range of influences described make preventing obesity and type 2 diabetes a complex challenge and our approach must reflect this. We need to shift from traditional approaches which have focused on individual behaviours to approaches that recognise and address the broader influences that shape the food we eat and how we move.

We are already making some great progress. However, we need to go further and act faster if we are to reduce the number of people living with and experiencing the consequences of these health conditions.

My calls to action will accelerate our collaborative effort and create change so that together we can have the population level impact that is needed to reduce the number of people living with obesity and type 2 diabetes in Cardiff and the Vale of Glamorgan.

Change is possible. Together we can prevent obesity and type 2 diabetes.



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Appendix 1

DPH Report 2024: Prioritising the Early Years – Investing for the Future

Progress update

Following publication of the 2024 DPH Report 'Prioritising the Early Years – Investing for the Future', much progress has been made in addressing the recommendations contained in the report.

A launch event was held in April 2025, which brought together colleagues from across the early years space, to share the findings and add their expertise and knowledge in taking the recommendations forward together. Speakers on the day included colleagues from Play Wales, Cardiff and Vale UHB and its Youth Board, Vale of Glamorgan Council, Cardiff Council and the Royal College of Paediatrics and Child Health.

Following on from this success, Claire Beynon will lead the Starting Well Partnership which will have a distinct focus on the early years.



Director of Public Health Report **Prioritising the Early Years – Investing for the Future**



Notable successes to date include:

● Completion of an early years Health Needs Assessment

Key findings include –

- School readiness: data last published in 2019 suggested significant inequalities between social and gender groups. The population group with the highest percentage of children assessed as ready for school were boys of White British ethnicity. The population group with the lowest percentage of children assessed as ready for school in this period were girls from traveller backgrounds.
- Childcare Supply: Childcare place provision in Cardiff in 2023-24 was 189.07 per 1000 children. Provision in the Vale of Glamorgan in 2023-24 was 254.53 per 1000 children.
- Health Visiting: 60220 children did not receive their health visiting appointments during the 2020-2023 (including COVID-19 pandemic) period. 43895 children in Cardiff and 16325 in the Vale of Glamorgan did not receive their full health visiting appointments during the COVID pandemic period 2020-2023. There have been improvements in more recent data with the service.

● An updated Childhood Immunisations Strategy, which will include a detailed delivery plan focussing on key areas:

- Improving access
- Communications and engagement
- Data and intelligence
- Measles Prevention
- The strategy is supported through a series of annual delivery plans.

● Further breastfeeding research undertaken and completed to help understand the barriers and facilitators to improving breastfeeding rates across Cardiff and the Vale

A number of recommendations were made from this research which are being advanced through the Infant Feeding Strategic Group within the Health Board.

BARRIERS

- Inadequate Support
- Challenges establishing or maintaining breastfeeding
- Shared care of baby
- Lack of knowledge / expectations
- Emotionally challenging



FACILITATORS

- Knowledge of benefits
- Bonding
- Health/immunity
- Nutrition
- Previous experience
- Convenience
- External support
- Attitudes





- Comprehensive mapping of the key early years actions identified in 'Good Food and Movement' is underway. Partners from across the early years workforce have been invited to workshops and meetings to input their knowledge and expertise. This will develop into several actions around how early years settings can support babies and young children through healthy eating and keeping active.



Contact us:

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Cardiff and Vale University Health Board
Public Health Team



Good Food and Movement Progress: Vale of Glamorgan (April 2025-September 2025)

This document outlines progress for Vale of Glamorgan against the actions in the Good Food and Movement Implementation Plan (2024-2026). It brings together progress made between April 2025 - September 2025 by the many partners driving action.

| Healthy Environment: Our goal: To create an environment that enables, supports and promotes opportunities for good food, and builds movement back into daily life | | | |
|--|---|---|------------|
| What we will do | Lead | Progress | RAG Status |
| 1. Ensure all Local Development Plans (LDPs) and strategic policies where relevant focus on good food, movement / sport and play | Cardiff and Vale Public Health Team/Vale of Glamorgan Planning Department | <p>Ongoing collaboration between Cardiff and Vale UHB and Vale of Glamorgan Council, to embed health and wellbeing into the Vale of Glamorgan Council's Replacement Local Development Plan.</p> <p>Well-attended HIA workshop on Replacement Local Development Plan (RLDP) policies.</p> <p>Vale of Glamorgan is progressing development of Hot Food Takeaway Guidance.</p> | Green |
| 2. Develop and implement Healthier advertising policy | Vale of Glamorgan Council | Advertising and sponsorship policy updated to include High Fat Sugar Salt (HFSS) restrictions, across Council estate and online platforms. Approved by | Green |

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| <p>to restrict High Fat, Sugar and Salt (HFSS) advertising across owned and managed sites and assets; gaining insight from communities, young people and wider stakeholders to inform policy change</p> | | <p>Cabinet September 2025.</p> <p>New advertising contract tendered with HFSS restrictions, coming into force in October 2025.</p> | |
| <p>3. Explore potential for developing community and commercial shared used kitchens in identified locations across the Vale of Glamorgan</p> | <p>Food Vale Partnership</p> | <p>Community Kitchen Toolkit signed off, translated, and designed for launch.</p> <p>Small grants scheme developed with GVS to help groups set up kitchens, access training, and get support from SRS.</p> | <p>Green</p> |
| <p>4. Shape plans for facilities and infrastructure in the Vale of Glamorgan that support communities to be active</p> | <p>Vale of Glamorgan Leisure and Parks Team</p> | <p>Facility audit commenced in the Vale of Glamorgan.</p> <p>New gym opened in unused Barry Leisure Centre space, attracting strong membership. Exploring options to introduce strength gyms at other sites.</p> | <p>Green</p> |
| <p>5. Work together to design high quality active travel and public transport schemes.</p> <p>Align commute patterns with active strategies and routes</p> | <p>Vale of Glamorgan Transport Team with Cardiff and Vale Public Health Team</p> | <p>Maintained full bus network and secured funding to expand Services 305, 321, and 7.</p> <p>Reinstated G1 community transport for rural areas post-pandemic.</p> <p>Installed real-time info displays at key stops; more upgrades planned via LTF and S106.</p> <p>Active Travel schemes funded in Penarth and rural zones; regional Charter work ongoing.</p> | <p>Green</p> |

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| <p>6. Increase local food production through identifying suitable land and opportunities for community and commercial food growing</p> | <p>Vale of Glamorgan Food Vale Partnership</p> | <p>Commissioned Social Farms & Gardens to map community growing spaces across the Vale.</p> <p>Surveys completed by 17 Town Councils and 9 growing groups.</p> <p>Insights gathered through site visits and a community workshop.</p> <p>Digital map and report published online to support future planning.</p> <p>Presented findings to Project Zero Board; follow-up meeting scheduled to explore next steps.</p> | <p>Green</p> |
| <p>7. Work together in the Vale of Glamorgan to raise awareness and address inclusion around the use of parks and open spaces</p> | <p>Vale of Glamorgan Leisure and Parks</p> | <p>Focus shifted to disability inclusion based on Play Sufficiency Assessment findings.</p> <p>Installed 50 communication boards in parks and leisure centres for non-verbal users.</p> <p>Inclusive play assessments added to annual inspections via external contractor.</p> <p>Plans underway to map inclusive equipment and promote accessible play spaces.</p> | <p>Amber</p> |
| <p>8. Collaborate with communities and partners, to identify and improve public spaces for play, and access to affordable healthy food for families as part of the PIPYN project</p> | <p>Cardiff and Vale Public Health Team with Public Health Dietetic Team</p> | <p>Although PIPYN is not active in the Vale, progress made through Play Sufficiency work.</p> <p>Assessment completed with multi-partner input; Action Plan launched.</p> <p>Play Capital Funding secured to upgrade priority sites.</p> <p>Inclusive equipment mapping and play value assessments embedded in inspection contracts.</p> <p>Community engagement survey promoted to Town Councils to identify local needs.</p> | <p>Amber</p> |

|  | <p><u>Healthy Settings:</u> Our goal: To shape our schools, workplaces and community settings creating opportunities that enable, support and promote good food and movement</p> | | |
|---|---|---|------------|
| What we will do | Lead | Progress | RAG Status |
| 10. Bring partners together from across the system that do or could play a role in enabling whole school approaches to physical activity and food through supporting and enabling schools to achieve the revised Welsh Network of Health and Wellbeing Promoting Schools (WNHGPS) minimum standards | Cardiff and Vale Public Health Team with Vale of Glamorgan Healthy Schools teams | <p>Regionally, a working group mapped system actors and held workshops to build shared understanding of the role of wider stakeholders in supporting schools to embed whole school approaches to food and physical activity and connections</p> <p>Local growers engaged to deliver food growing sessions in schools, linking to healthy and sustainable food messages.</p> | Green |
| 11. Develop a shared understanding of the factors affecting the timing of the secondary school day and impact on opportunities for good food, movement, play and sport | Cardiff and Vale Public Health Team | <p>Completed a literature review and desktop analysis of start times, breaks, and lunch periods across secondary schools in Cardiff and the Vale of Glamorgan.</p> <p>Continued building relationships with partners and stakeholders to inform the next phase of insight gathering.</p> | Amber |
| 12. Monitor the uptake of the Universal Primary Free School Meals (UPFSM) and | Big Fresh with Vale of Glamorgan Learning and Skills | <p>Meal uptake is tracked using the Cypad system.</p> <p>Schools with lower uptake are contacted to explore reasons, including dietary restrictions.</p> | Green |

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| continue to work with schools to increase the numbers of children benefiting from free school meals in all our primary schools. | Directorate | Ongoing efforts aim to ensure all pupils can access a free, balanced meal. | |
| 13. Develop a shared understanding of resources and training available to early years settings around play, physical literacy and food, working together to reduce duplication and support early years practitioners | Cardiff and Vale Public Health Team | <p>Following the publication of the 2024 DPH Report, a launch event was held in April with 70 Early Years colleagues to build system-wide connections.</p> <p>Two workshops were delivered—one in July with Vale partners including Flying Start, dietetics, play teams, and council officers, and another in September with Cardiff UHB Clinical Services.</p> <p>New links were made with Early Years Wales, Book Trust Cymru, and Quick Change, with further engagement at the National Play Day event.</p> | Green |
| 14. Develop policy guidance to support organisations to increase movement, physical activity, and reduce sedentary behaviour in the workplace | Cardiff and Vale Public Health Team | Small pockets of good practice progressed (e.g. through Active Soles) Policy guidance development not started. | Red |

|  | <p>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</p> | | |
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| What we will do | Lead | Progress | RAG Status |
| 15. Work through the Vale Food Insecurity Working Group and Cardiff Poverty Working Group to improve food access and tackle the root causes of poverty in Cardiff and the Vale | Food Vale Partnership | <p>Food Vale continues to convene partners through the Food Insecurity Working Group</p> <p>Co-producing a 'Worried About Money' leaflet with the Independent Food Aid Network and local partners</p> <p>Delivered a Get Cooking course in Llantwit Major, with interpreter support for Ukrainian families</p> <p>Participated in Equality, Diversity and Inclusion training to strengthen inclusive food systems work</p> <p>Launched two small grants schemes to support food access and inclusion</p> | Amber |
| 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 | Cardiff and Vale Public Health Team | <p>Migrated Food Benefits webpage to the Cardiff and Vale UHB site and adapted content for public use</p> <p>Created printable QR posters and updated pantry videos</p> <p>Refreshed the training package and began developing a communications plan</p> | Green |
| 17. Explore the opportunities and | Cardiff and Vale Public Health Team | Held two system-mapping workshops with Early Years partners from Cardiff and the Vale | |

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| challenges to enable the early years workforce to have 'healthy conversations' with families, provide support and signpost | | Engaged Cardiff and Vale UHB Clinical Services and regional stakeholders Built links with Early Years Wales, Book Trust Cymru, and immunisation teams | Green |
| 18. Create a central resource hub with details of all physical activity and sport opportunities to connect people to them | Vale Healthy Living Team | No progress: agreement to hold off combining with the Cardiff work until the approach has been tested in Cardiff. Vale Healthy Living Team hold a database of activities and providers which will form the basis of the information to be included into the activity finder when it is progressed. Awaiting testing of the activity finder in Cardiff. | Amber |
| 19. Connect social prescribing partners, link workers and healthcare professionals with information and training about the importance of being active and reducing sedentary time | Vale Healthy Living Team | The Golden Pass programme continues with 38 community-led partners offering tailored activities for people aged 50+. Engagement with health professionals, housing teams, carers, and community groups has expanded. Planning is underway for the Golden Volunteers initiative to train local volunteers. Videos have been created to showcase community providers and raise awareness. Dementia-friendly activities are being developed in partnership with EFRO and Disability Sport Wales. The Health Disability Pathway is active, with referrals from health professionals and signposting to community provision. Energise YOuth continues to support young people aged 11–18 through referrals from services like Vale Youth Service and Social Services. | Green |
| 20. Increase engagement with families with young | Public Health Dietetics | Delivered six afterschool family play sessions at Oakfield Primary, including warm healthy meals and play activities. | Green |

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| <p>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</p> | | <p>Ten parents enrolled in Let's Talk About Play training to support future community-led play.</p> <p>Held one session at St Helens Primary and supported inclusive play at National Play Day.</p> <p>Ran 40 sport and physical activity sessions and 16 family play sessions during summer holidays.</p> <p>Participated in More Than Food sessions alongside food pantries to engage families in physical activity.</p> <p>Expanded equipment loan schemes through libraries and food hubs.</p> <p>Enhanced the Cost of Living webpage with free and low-cost wellbeing resources.</p> <p>Continued NYLO programme with integrated physical activity and nutrition support.</p> | Green |
| <p>21. Undertake insight work to develop public health campaigns on:</p> <ul style="list-style-type: none"> • Movement for adolescent girls • The importance of outdoor play • Sustainable travel | <p>Vale Healthy Living Team/ Cardiff and Vale Public Health Team</p> | <p>Compiled local insight on female participation in physical activity using surveys, ambassador feedback, and consultations.</p> <p>Established a Girls Network in the Vale to give young women a platform to shape future initiatives.</p> <p>Organised a girls-only Youth Takeover event and supported new sessions like volleyball and dodgeball.</p> <p>Developed the Energise YOUTH project, with 50% more female participants than male.</p> <p>Ran Play Have Your Say surveys with 616 children and 88 adults, to gather views on outdoor play.</p> <p>Filmed a play-focused video with Vale Play Team for use at the Play Conference.</p> | Green |

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| | | <p>Delivered risky play training to Early Years settings and rolled out Play Ranger sessions across parks.</p> <p>Planning underway for a Play Conference and broader campaign to promote outdoor play.</p> | |
| 22. Conduct focused research with parents to gain insight into barriers and enablers to breastfeeding | CAWR (Centre for Activity and Wellbeing Research)/ Cardiff and Vale Public Health Team with UHB Infant feeding team | <p>Following the publication of the two phases of research and the launch of the DPH Report, Cardiff and Vale UHB Infant Feeding Strategic Group was established.</p> <p>The Infant Feeding Lead for CVUHB has also suggested presenting the research at the Bright Spots breastfeeding conference in October which we're looking into.</p> <p>Potential to present research at a conference for breastfeeding.</p> | Green |
| 23. Take a place-based approach with a focus on identified communities and community led action through: Cardiff and Vale of Glamorgan: Building understanding of local community assets in relation to food /nutrition/food growing and | Cardiff and Vale Public Health | <p>Workshops on the health domain were completed, generating ideas for local action plans.</p> <p>Engagement with community groups and local organisations has continued across priority areas.</p> <p>Planning is underway for two targeted health events in collaboration with Cardiff and Vale UHB.</p> <p>Supported development of free hospital transport initiatives using QR code systems.</p> <p>Facilitated multi-agency collaboration and improved communication tools.</p> <p>Coordinated neurodiversity support including peer groups and Index Directory enrolment with RPB.</p> | Green |

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| <p>movement/sport/play through Shared Prosperity Funded projects</p> <p>Vale of Glamorgan: The 'Your Place' project targeting the most disadvantaged areas</p> | | <p>Ongoing outreach includes ANCLE Café visits and participation in health fairs.</p> | |
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|  | <p>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</p> | | |
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| What we will do | Lead | Progress | RAG Status |
| 24. Strengthen governance to improve system connectedness, unblocking and enabling change | Vale of Glamorgan Senior Leadership Team | Vale of Glamorgan Senior Leadership Team agreed to be the home for Good Food and Movement in the governance arrangements | Green |
| 25. Embed Good Food and Movement actions into corporate plans | Vale of Glamorgan Senior Leadership Team | Good Food and Movement is cited in the Vale 2030 Corporate Plan | Green |
| 26. Align Good Food and Movement to other strategic plans, policies and programmes of work | Vale of Glamorgan Senior Leadership Team | Opportunities for Good Food and Movement mapped across to Corporate Plan Commitments | Amber |
| 27. Develop and deliver a programme of systems | Cardiff and Vale Public Health Team | Some systems leadership training opportunities delivered | Amber |

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| leadership training across the partner network | | | |
| 28. Develop, share and use consistent language for communicating and describing Good Food and Movement | Cardiff and Vale Public Health Team | <p>Identified funding to develop framing and language for Good Food and Movement</p> <p>Commissioned language and framing experts to deliver:</p> <ul style="list-style-type: none"> - Framing session to Public Health Team - All day workshop with the Good Food and Movement Implementation Group to co-create and agree three key messages - Follow-up online workshop to individually practice telling the key messages and the role we each play <p>Further funding identified to continue this work.</p> <p>Good Food and Movement website in development, using the messages developed together.</p> <p>Case studies/stories describing the work, the difference being made and needs to be shared</p> | Amber |
| 29. Explore opportunities to develop sustainable approaches to existing funding alongside seeking additional funding opportunities that will enable system change | Cardiff and Vale Public Health Team | Sustainable approaches to funding opportunities not yet progressed | Red |
| 30. Develop shared understanding and | Cardiff and Vale Public | Data analysis and key messages developed from National Survey for Wales and School Health Research Network data. Reporting mechanism established to track progress in the | Amber |

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| narrative on data, insight and impact. | Health Team | Implementation Plan. Evaluation framework developed and elements of it progressed e.g. social network analysis and maturity matrix | |
| 31. Proactively seek opportunities to influence and advocate for wider system change in support of local action | Vale of Glamorgan Senior Leadership Team / Cardiff and Vale Public Health Team | Opportunities to influence wider system progressed through for example Healthy Weight; Healthy Wales Delivery Plan development and roll out, Food Sense Wales, Future Generations Office and responses to relevant consultations | Amber |