Our Vision:

“By 2020... Cardiff will be a world class European capital city with an exceptional quality of life at the heart of a thriving city region”

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Cardiff recognises that many partners contribute positively towards the 7 outcomes, but it would not be possible to acknowledge the many contributing agencies here. The list of partners within the strategy is not intended as a definitive list of organisations that positively contributed to the development of the strategy, but a list of the statutory partners that must be involved in the development of the Community Strategy; the Health, Social Care and Well Being Strategy; the Children and Young People’s Plan; and the Community Safety Strategic Assessment, along with some of the other organisations who have played a prominent role in the process.
Introduction

Cardiff has been transformed over recent years and has been reinvented as a modern capital city for Wales. Moreover, the city has punched above its weight by building an international reputation on the back of its waterside destination, cultural facilities and renowned sporting events. We can all feel proud of these achievements as they have not only driven economic prosperity in the city, but they’ve helped to redefine Cardiff on the world stage. The city, however, is not exclusively defined by these achievements. It is the pride and passion of local communities that characterise Cardiff. We are a diverse and open city with a long-standing history of social justice within welcoming communities. The growth of Welsh language and culture and the increased number of young people wanting to speak one of Europe’s oldest languages is a welcome development. As city partners, we want to build on this success as we look to the future.

From a city development perspective, there is no denying that over the last 20 years Cardiff has made great strides forward, but with changing economic circumstances, evolving community needs and the challenge of reducing inequality we must re-establish our priorities for shaping the next decade of success. This strategy will help deliver the next chapter for Cardiff and achieve the outcomes necessary to make Cardiff one of the best places to live, work and visit in Europe. To do this, we must focus on what matters for Cardiff and its communities and work together to deliver our collective vision:

"By 2020... Cardiff will be a world class European capital city with an exceptional quality of life and at the heart of a thriving city region"
What matters . . . One Vision, 7 Outcomes

To achieve our vision we have embraced a different approach that focuses on improving outcomes for citizens, as opposed to focusing on the process of delivery. In the current climate of financial uncertainty, the question of how the city can get the best value for our people is at the heart of what we will do.

Key organisations must work together across organisational boundaries to share resources and deliver what matters most to people in the city. Consequently, this strategy, for the first time, brings together the components of the Proud Capital Community Strategy; the Health, Social Care and Well Being Strategy; the Children and Young People’s Plan; and the Community Safety Action Plan. By also including our other community planning priorities, such as our economic and environmental agenda, this strategy will outline our collective contributions towards delivering our 7 citizen outcomes.

Our Outcomes

- People in Cardiff are healthy;
- People in Cardiff have a clean, attractive and sustainable environment;
- People in Cardiff are safe and feel safe;
- Cardiff has a thriving and prosperous economy;
- People in Cardiff achieve their full potential;
- Cardiff is a great place to live, work and play;
- Cardiff is a fair, just and inclusive society.

Uniquely, all partners invested in the success of the city have agreed to work towards this set of shared outcomes, which will deliver the things that citizens and communities desire most. These are long term aspirations that set out our intentions for the next 10 years. Whilst our outcomes are ambitious, no one can argue that working towards making everyone in the city healthy, safe and prosperous is not a necessary endeavour. By working to achieve these 7 outcomes we will also be realising our overall vision for the city.

What matters . . . Working together

Achieving our outcomes is not the responsibility of any individual organisation. In fact, it simply would not be possible for one organisation to achieve any of these outcomes alone. Whilst all individual service providers work to manage and deliver the best services they can, they also recognise that the big and complex problems, such as tackling the many forms of inequality, can only be solved by working together. This represents an acknowledgement that each organisation is only one of many partners, but together we can address what really matters in the city.

Working together does not just mean working with other organisations; it means working with individuals and communities, sharing responsibility and sharing success. We will move towards a new emphasis on individual and social responsibility and will be guided by the principles of fairness and sustainability. The challenges we face, such as achieving preventative healthcare, the delivery of affordable housing, reducing carbon emissions and caring for elderly people will only be met if we can successfully work together to release the potential of our communities. Our services will therefore be underpinned by an emphasis on building citizen resources, utilising their strengths and developing their capabilities and resilience.
More than ever before there is an acceptance that local areas are best placed to respond to local need. Whilst this will continue to require a strong partnership with the Welsh Assembly and the UK government, it also demands that local organisations and communities with first hand understanding of issues are empowered to respond to issues within their neighbourhoods. Localising responsibility will allow the more effective delivery of both local and national priorities.

Within Cardiff the neighbourhood management model provides a coherent structure for allowing organisations to work together within local areas. Multi-agency teams based in six localities across Cardiff share local intelligence to solve problems for their particular neighbourhood. This means that a range of expertise from across the public and voluntary sectors is brought to bear on the issues that really matter to communities. The initiative has increased partners’ awareness and understanding of their respective roles and activities, leading to more collaborative and responsive working. It has also redefined the conventional way of working by concentrating on bringing decision-making and resources closer to communities, through a model tailored specifically to Cardiff. Already the model has been very successful, delivering tangible improvements in each neighbourhood and has helped us to target our resources where they are needed most.

Thinking in such a ‘joined-up’ way, cutting across the traditional lines of responsibility for service funding and provision, has also encouraged a more preventative approach. It has clearly demonstrated how early intervention in one area can pre-empt the development of more serious problems down the line, reinforcing the fact that only by acting collectively now can we prevent and overcome problems in the future. Continuing in this way will enable us to tackle some of the most pressing challenges, but it could also yield significant savings in the longer term.
Much of Cardiff’s success can be attributed to an ability to respond to changing economic realities. With a commercial history rooted in the industrial revolution, this ability to adapt to new social and economic circumstances has characterised Cardiff and has been a key strength of the city over the years. During the 1900s, with Wales recognised as the ‘engine room of the world’, Cardiff became the world’s largest coal exporting port. As demand for coal declined however, the city embraced steelmaking and heavy industry as an alternative, but was hit particularly hard by the deindustrialisation of the 1970s.

Change was imperative by the 1980s, so city partners responded with an ambitious programme of investment, which sought to remodel the built environment and generate economic growth. The transformation of Cardiff Bay and the city centre represent two pillars of the regeneration. This physical reinvention of the city led to the redefinition of Cardiff as a place that people want to visit and do business. The creation of a waterfront destination, sporting and cultural venues of international renown and a highly competitive retail centre have drawn visitors and created major employment opportunities.

This transformation cemented the restructuring of the city’s economy, marking a move away from an industrial-based economy towards a knowledge-based economy. New economic growth has been founded on significant expansion in knowledge-intensive employment and genuine sector specialisms in creative industries, media, bioscience, professional and business services. However, Cardiff has, in the same way as every city in the UK, more recently felt the effects of the global economic downturn. This new financial climate has brought our priorities into sharp focus and highlighted the need to ascertain what really matters, now and in the future. The effects of uncertainty, lack of consumer confidence and limited credit have affected the entire economy, but through a range of measures partners in Cardiff have sought to minimise the impact for residents and businesses. Looking to the future, this strategy will set out how the city will respond to the new economic realities within the short and medium term in order to position Cardiff as a 21st century city with the business infrastructure, human capital and community support needed to be successful.

From an economic perspective, Cardiff is now one of the most competitive cities in the UK. The competitiveness of cities is about the capacity of residents to capture income as much as the capacity of firms to create it. In this sense the competitiveness of Cardiff is important as it reflects not only the city’s ability to create wealth, but also its ability to redistribute wealth. Greater output, strong employment prospects and a more skilled workforce must all feature prominently if we are to achieve a better standard of living for all.

In the 2010 UK Competitiveness Index, Cardiff was one of only four of the larger cities achieving a level of competitiveness above the UK average, placing it just behind Manchester. The high level of competitiveness displayed by Cardiff is even more impressive when contrasted with the low level of competitiveness of Wales as a whole, which is consistently ranked as one of the poorest performing regions in the UK. This once again emphasises the important role that Cardiff has to play as wealth generator. In fact, the wealth produced by the city-region accounts for more than one fifth of Wales’ total economic output, measured as Gross Value Added (GVA).
### Extended Core City UK Competitiveness Index, 2010 and 1997 (UK Average = 100)

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>2010</th>
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<tbody>
<tr>
<td>1</td>
<td>Edinburgh</td>
<td>114.3</td>
<td>111.4</td>
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<tr>
<td>2</td>
<td>Bristol</td>
<td>107.5</td>
<td>108.3</td>
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<td>3</td>
<td>Manchester</td>
<td>100.4</td>
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<td>5</td>
<td>Glasgow City</td>
<td>97.4</td>
<td>93.8</td>
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<td>6</td>
<td>Leeds</td>
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<td>7</td>
<td>Newcastle upon Tyne</td>
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<td>8</td>
<td>Nottingham</td>
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<td>9</td>
<td>Sheffield</td>
<td>91.7</td>
<td>90.6</td>
<td>10</td>
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<tr>
<td>10</td>
<td>Birmingham</td>
<td>90.6</td>
<td>94.1</td>
<td>7</td>
</tr>
<tr>
<td>11</td>
<td>Liverpool</td>
<td>87.1</td>
<td>83.8</td>
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In terms of the components of developing a competitive economy, Cardiff performs particularly well with regards to high-level skills, with a greater proportion of its workforce qualified to NVQ level 4 or higher (degree level or equivalent) than any of the English Core Cities. Only Edinburgh has a higher proportion of the working age population with NVQ level 4 or higher.

| Working age population with NVQ Level 4+ and with no qualifications - Jan 2009-Dec 2009 |
|-----------------------------------------------|-----------------------------------------------|
| % with NVQ4+ - aged | % with no qualifications - aged |
| Edinburgh, City of | 44.3 | 8.1 |
| Cardiff | 38.4 | 12.8 |
| Bristol, City of | 35.1 | 10.3 |
| Glasgow City | 32.3 | 19.8 |
| Sheffield | 31.3 | 11.0 |
| Leeds | 30.9 | 11.4 |
| Manchester | 29.9 | 16.4 |
| Southampton | 29.9 | 9.8 |
| United Kingdom | 29.8 | 12.6 |
| Newcastle upon Tyne | 29.3 | 14.4 |
| Newport | 27.5 | 14.7 |
| Wales | 27.3 | 14.8 |
| Portsmouth | 27.1 | 12.6 |
| Liverpool | 26.7 | 20.1 |
| Derby | 26.3 | 18.3 |
| Swansea | 26.0 | 16.1 |
| Birmingham | 24.6 | 20.6 |
| Nottingham | 23.0 | 15.8 |

Source: Annual Population Survey

However, in terms of the number of people with no qualifications, Cardiff is less successful and there is clearly room for improvement, although we still fare better than most of the Core Cities.
Whilst unemployment in Cardiff is around the national averages for both Wales and the UK, employment rates in Cardiff generally exceed that of most of the major UK cities – and of the Core Cities, only Bristol has lower levels of unemployment.

Unemployment rate - aged 16-64 (2009)

when compared internationally, economic output per head for Cardiff is above the European average, and is bigger than the equivalent figure for cities such as Seville, Manchester and Birmingham. However, Cardiff is still some way behind the more competitive cities in Europe, such as Helsinki, Copenhagen and Munich.

This level of competitiveness shows how Cardiff has transformed itself into vibrant and varied business location, making a successful transition from its post-industrial era by creating the conditions for new economic growth. In order to maintain and improve the city’s competitive position we must continue on this journey towards more knowledge-based employment by creating a thriving business environment that appeals to international, listed companies.
What Matters ... Shaping success

There is a long history of inter-dependency between Cardiff and the wider region and this collaboration built the first round of success. But, in post-industrial South Wales, Cardiff recognises its role and responsibility as the linchpin of a new regional economy. More than 71,000 people currently come to Cardiff to work everyday but live in the wider city-region.

This is crucial, as throughout Europe cities are now viewed as the key drivers of economic growth, creating prosperity far beyond their city-boundaries. Clearly, much of Cardiff’s contemporary story has been characterised by economic progress and this, along with a shared past, has shaped the city’s relationship with its region. It is important however for Cardiff to be recognised as the economic driver of the South Wales regional economy as well as the regional leader in the provision of specialist services in both the public and private sectors. The design of policy and allocation of resources to reflect this is therefore of great importance.

As a capital city, Cardiff also has a pivotal role to play in connecting Wales to the world. Cardiff has risen to international prominence through the talent and ideas of its people and the experience of coming here to be part of major sporting and cultural events. This increased international profile has helped to put Wales, as well as the city itself, on the map.

One of the factors that truly distinguish Cardiff on the world stage is its status as a bilingual city with a distinct culture and heritage. As many successful European capitals have developed a global reputation based on their inherent characteristics, Cardiff will continue to harness its distinctiveness in order to augment its competitive position. In this way Cardiff can continue be an ambassador for Welsh culture, promoting Wales to a global audience, becoming an internationally recognised city and helping Wales to be an internationally recognised country.

In addition to building our international prominence on the back of our defining attributes, we must also recognise that Cardiff is already a cosmopolitan and diverse city. Cardiff is proud to be recognised as one of the UK’s first multicultural cities and people from across the globe come to live and study here. The city has over 6,000 international students who will be vital in shaping a more prosperous Cardiff. In this way Cardiff can genuinely be described as an ‘open city’- open to trade, investment, companies, events, people and ideas.

What Matters ... Achieving a balance

The changes and achievements that have characterised Cardiff’s journey mean we now have a city recognised for its ‘liveability’. For example, our new developments combined with well-preserved parks and open space and long-standing multicultural communities make it a cosmopolitan city with recognisable neighbourhoods. For this reason, questions about the future of the city often focus on striking a balance. Regeneration and development in Cardiff must be shaped around achieving a desirable size and scale for the city, because small can be beautiful but big can also be better. In Cardiff, our intention has been, and will continue to be, growing those elements that will improve overall prosperity whilst preserving what makes the city unique.

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### Big is better
- Excellent infrastructure and international airport
- First class public transport
- HQ facilities
- Thriving city centre district
- World class arts, culture sporting events
- Appreciation of environmental limits
- Buoyant tourist industry
- Inward migration for jobs
- Multi-cultured and diverse

### Small is beautiful
- Recognisable neighbourhoods
- Familiar faces
- Ease of movement
- Friendly and welcoming
- Strong sense of tradition
- Immediacy and access to leisure, sporting and cultural opportunities
- Respect for the environment
- Distinctive personality
- Flourishing music and arts
- Sense of community
- A strong and growing Welsh language heritage
A coordinated approach to the development and use of land in Cardiff is therefore key if we are to safeguard the environment and create a city that is reflective of our aspirations. In line with this, the Local Development Plan will set out the detail of development across the city, identifying where new housing, community facilities and employment should be provided, explaining future transport policies and also explaining how Cardiff’s natural and built environment will be protected.

The goal is to achieve genuinely sustainable neighbourhoods by improving facilities for existing communities and ensuring similar high quality provision within any area of growth. The hallmarks of success will be safe environments, where local people have a sense of pride and responsibility and are encouraged to lead healthy lifestyles. A sustainable neighbourhood will feature good quality pedestrian and bicycle access to a full range of local facilities, green space and employment opportunities, supported by excellent public transport links. This will be underpinned by a low-carbon approach that will reduce the burden on the environment by ensuring that energy is used efficiently, natural wildlife is enhanced and our environmental limits are observed.

What Matters... Sharing prosperity

Although Cardiff can be described as a ‘quality of life’ capital, the benefits of this are not spread equally across the city. There are marked disparities in affluence between the north and south of Cardiff, with the majority of deprivation falling in the south. This forms a pattern which has come to be described as the ‘southern arc’ of deprivation, with Wales’ most and least well-off wards located either side of this divide. Statistics relating to deprivation and well being in Cardiff therefore paint a geographically divergent picture.

A sophisticated analysis of deprivation in Cardiff recognises that there are pockets of both affluence and deprivation outside of this general pattern. However, references in this strategy that refer to the southern arc are broadly representative of inequality in the city. This is not to ignore the fact that pockets of inequality exists within even the most affluent areas and that certain socio-economic groups are more vulnerable to deprivation, but recognising the broad pattern of deprivation can help us to understand the causes and associated effects that characterise the city.

This pattern of deprivation has been in existence for some time, but unfortunately shows no signs of disappearing in the immediate future. In fact, Cardiff’s share of the number of people living in Wales’ most deprived communities rose from 17.7% in 2005 to 18.4% in 2008. The causes and consequences of deprivation are complex, long-term and entrenched and the reduction of inequality is a central concern of this strategy.

The 2008 Welsh Index of Multiple Deprivations Overall Domain Ranks in Cardiff

Crucially, deprivation across a range of indicators follows the same pattern; income, unemployment, education, health, housing and crime all form a clear north/south divide and more in-depth analysis reveals that low income is the key determinant of almost every other form of deprivation. This is certainly noticeable in Cardiff since the most income deprived areas also suffer from the most pronounced social problems, such as poor
health, child poverty and some aspects of community safety. As a consequence income deprivation must be recognised as a key concern, to which other solutions are anchored. We need to address deprivation in its entirety, recognising income as the central component, if we are to find sustainable long-term solutions to persistent problems.

One of the most startling statistics in Cardiff is the gap in life expectancy between the most and least affluent wards. In Radyr, our most affluent ward which is located in the north of the city, life expectancy is 83.5 years. In Butetown, Cardiff’s most deprived ward, which is located in the south of the city, life expectancy is 71.9 years. This leaves a gap of 11.6 years. This is a stark statistic that represents significant inequality, but it is not the only one. Premature mortality from circulatory disease is seven times more likely in wards in the south of Cardiff whilst the rate of mortality from respiratory disease is seven times higher in Splott than in parts of Llanishen. This shows how acutely health outcomes can vary depending on where we live.

Many forms of crime are concentrated in certain geographical ‘hotspots’ that, once again, fall in the southern arc. Burglary from dwellings, theft of motor vehicles, drug offences and violence against the person are all higher in the more economically deprived areas. It can therefore be said that the more disadvantaged communities are more likely to suffer the effects of crime.

In addition, our research shows that certain populations are more likely to suffer the consequences of deprivation across these indicators because they are more likely to live in the southern arc. This is true of British Minority Ethnic (BME) populations and the Gypsy and Traveller community.

The range disparities in wealth and prosperity have emerged over time and the nature of the problem is not only geographical but cyclical. Some areas of Cardiff are seeing recurrent worklessness and more and more children are growing up in poverty. Over 17% of children in Cardiff are estimated to be living in relative poverty, which encompasses economic and material
disadvantage and has a significantly impact on their life chances, thereby compounding the cycle of poverty.

The 2008 Welsh Index of Multiple Deprivation Education Domain Ranks in Cardiff

The gap in educational attainment is equally stark and this represents a significant problem, both immediately and for the future. **If the gap in educational attainment is not addressed then young people from the more deprived wards could be consigned to a future with fewer opportunities and greater challenges.** As city partners it is imperative that we break the cycle of deprivation in order to secure a fairer future for everyone.

The variation in outcomes and opportunities across Cardiff shows that partners must address different issues in different parts of the city. Organisations must be agile enough to target intervention and geographically tailor responses to meet local need. Addressing inequality is dependent on partners being able to direct resources to the people and areas who need it most. Only by focusing our efforts on the areas of distinct disadvantage can we break the pattern that has come to characterise need in the city.

What Matters... Children and Young People

Children and young people make up almost 40% of the population of Cardiff and the number of children aged 0 to 24 has risen over the past 10 years. Building a brighter future for all children and young people and ensuring that they are able to take advantage of the opportunities that exist is a fundamental ambition of this strategy.

Cardiff is already a good place for many of its children and young people to grow up in, with the advantages that a capital city can bring such as an extensive range of leisure, sporting and cultural opportunities, many good schools, high-quality health services and well-regarded youth support services.

However, as already described, the inequality evident in Cardiff can have a profound effect on the lives of children and young people—now and in the future. Our aim is to support **all** children and young people across the city. It is important to recognise that children and young people who are disadvantaged, whether through disability, poverty, family circumstances, illness, neglect or abuse, will require particular help if we are to improve their prospects. This strategy represents partners’ commitment to ensuring these children and young people receive the support they need.

Furthermore, the rights of children and young people and their position in Welsh society has recently been strengthened by an new Assembly Measure, that places a duty on Welsh Ministers to have due regard to the United Nations Convention on the Rights of the Child (UNCRC). This strategy makes strong reference to the ‘Children and Young People: Rights to Action (2004)’, which set out seven Core Aims for children and young people in Wales based on the United Nations Convention on the Rights of
the Child. These aims feature both implicitly and explicitly in the strategy and supporting delivery plans.

... Addressing child poverty

As has already been described, children and young people in Cardiff can have very different experiences growing up, depending on which parts of the city they live. A proportion of Cardiff’s children and young people grow up in poverty and tackling it is a high priority for partners. Addressing poverty is important not only because of the devastating impact on the lives of individual children and young people but also because of the wider impact on communities.

Poverty affects all aspects of a child’s life and can range from economic and material disadvantage, through to social constraint and exclusion. It can also lead to difficult personal issues associated with shame, stigma and the fear of difference. The associated effects of poverty are profound and far-reaching. Children aged up to 14 from unskilled families are five times more likely to die in an accident than children from professional families, and are 15 times more likely to die in a fire at home. Poverty also has a clear and direct impact on children’s development. Before reaching his or her second birthday, a child from a poorer family is already more likely to show a lower level of attainment than a child from a wealthier family, and is more likely to leave school at 16 with fewer qualifications.

The damage this does to individuals is immediately obvious, but it also has wider repercussions for communities, leading to generationally entrenched, geographically recurrent poverty that reinforces the gap between the wealthiest and the poorest in our society.

It is imperative that we break the cycle of poverty. Poverty in childhood increases the risk of poverty in adulthood. Adult poverty is associated with poverty in old age, and poverty in one generation of a family increases the chances of poverty in the next generation. Examples of inequality in Cardiff, such as the disparities in life expectancy between different areas, can therefore be successfully tackled by addressing child poverty and its causes directly.

Child poverty is a major issue in Cardiff because of the numbers of children who are affected. Though the city appears to be relatively wealthy, a closer analysis reveals Cardiff has more than its expected share of children living in the most deprived families: more than a quarter (26.1%) of the city’s 0 – 15 year olds live in the 10% most deprived communities in Wales.

The strategic priorities for addressing child poverty set out in What Matters incorporate the three objectives of the Child Poverty Strategy for Wales:

1. To reduce the number of families living in workless households
2. To improve the skills of parents/carers and young people living in low-income households so they can secure well-paid employment
3. To reduce inequalities that exist in health, education and economic outcomes of children and families by improving the outcomes of the poorest.

The causes and effects of child poverty can only be addressed if an extensive range of partners play their part. Child poverty cannot be addressed solely by those services designed for children and young people: everyone has a contribution to make.

Some partners have a statutory duty to work together to do this. The actions in the delivery plans will help these bodies address their child poverty duty and tackle income, access and service poverty from a children and young people perspective. However, by developing an integrated partnership strategy a broader range of partners’ expertise and resources will be brought to bear, thereby increasing the impact of our activities.

Vital elements of this work sit across all seven outcomes, reflecting the pervasive nature of poverty. However, it is recognised that creating a thriving and prosperous economy is one of the most important areas and will help to develop a long-term solution to poverty in Cardiff.
Partners will drive the agenda forward through the Action on Child Poverty Project. This specifically focuses on the financial, health and education aspects of poverty as they directly impact on children and young people. Responsibility for overseeing and monitoring the impact of the actions will be taken by the most senior local partners, guaranteeing a continued focus on child poverty at the highest level.

What Matters… Older people

The demographics of society are changing. An increasing number of people are reaching an advanced age and in better health than ever before. Moreover, scientific research disproves many of the stereotypes relating to the inevitable and irreversible decline with age. As a result, partners recognise the age spectrum relating to ‘older’ has grown and is growing and older people’s situations, preferences and needs are remarkably diverse.

In addition to recognising the diversity of older people, partners also appreciate that opportunities must be provided for willing and capable older persons to participate in and contribute to a range of activities and society in general. As people stay fitter and healthier for longer it is conceivable that they will want to live more active lives for longer, engaging with and influencing the world around them. Providers are committed to offering older people opportunities to participate in a range of activities so that they can fulfill their potential throughout their lives as well as ensuring they have a voice and can influence decision-making.

However, though we hope that the majority can enjoy a long and healthy life, increasing age may mean an increase in health problems, particularly chronic conditions and dementia. This could place greater pressure on health and social care services and may necessitate new approaches to managing and minimising the impact of these illnesses.

Changes to the age make-up of society will also impact on families. As longevity increases, relatives may be required to take on more caring responsibilities and for longer. Providers will therefore need to consider the wider strain on individuals and families and offer specific support for those providing care.

The strategic commitments and corresponding high level actions within this strategy have been developed with regard to the United Nations Principles for Older Persons. These can be grouped under five themes: independence, participation, care, self-fulfillment and dignity. These values underpin partners’ commitment to meeting older people’s needs.

What Matters… Anticipating future needs

Partners have undertaken a comprehensive assessment of current need in city that leads us to our immediate priorities, but, if we are to respond effectively to the needs of our communities over the next ten years, we must start acting now. This has involved looking at long-term trends and asking “What impact will they have on Cardiff?”

To answer these questions, Cardiff has worked with Trajectory, who are experts in developing future scenarios, to describe possible futures for the city based on existing trends. Trajectory use a scenario-based methodology that lets organisations imagine and manage the future more effectively. The process highlights drivers of change and associated uncertainties facing organisations to explore how various scenarios might play out in the future.

This work has helped to shape the city’s long-term priorities and encouraged partners to adopt a more preventative approach. The choices we make now will have serious implications for the future and as such it is essential that we consider anticipated trends in the ‘here and now’ in order to affect a broader change.
The table overleaf plots the findings of the joint needs assessment undertaken in Cardiff against projected future trends. Whilst there are several powerful trends at work, we have chosen a few to illustrate what is happening across the UK and across the rest of the world and how they could impact on Cardiff. That is to say, the challenges we will face in ten years may be different to those we face now and we must design our services to respond to those challenges as they arise.
Cardiff Today - Current Needs Assessment

- The city's population has grown considerably in recent years, and there were over 35,000 more people living in Cardiff in 2009 than in 1995. This growth is expected to continue as current Welsh Assembly Government’s 2008-based sub-national projection suggests a potential 26% increase in Cardiff’s population in the period 2010-2026.

- Cardiff’s share of the number of people living in Wales’ most deprived communities rose from 17.7% in 2005 to 18.4% in 2008.

- Life expectancy in Cardiff is the same as the all-Wales average. However, this only tells a small part of the story – the difference in life expectancy between the Radyr and Butetown wards in Cardiff is 11.6 years.

- Overall, general health in Cardiff is a little better than the all-Wales average. 26% of adults in Cardiff reported having a limiting long-term illness in 2008/09, compared to a Welsh average of 27%. Though this is lower than the Welsh average, the figure is still high.

- 55% of people in Cardiff are overweight or obese, only 25% of adults meet the physical activity guidelines and only 40% eat fruit & vegetables 5 times daily.

- Damaging behaviour is also prevalent in Cardiff, with 24% adults smoking, and 46% drinking alcohol above recommended guidelines. As noted above, the health of Cardiff residents also varies significantly according to geography; mortality rates from cancer for example are considerably higher in the southern arc of the city.

- Cardiff is the main driver of the South Wales economy, and employs more than 200,000 people, around 40% of whom live outside the city’s boundaries.

- Cardiff has more of its population holding NVQ Level 4 qualification or higher than any of the English core cities.

- However, the city still lags behind many other UK cities in terms of Gross Value Added (GVA) per capita and earnings.

- Unemployment has doubled over the past two years – and there are also twice as many people aged 18-24 claiming unemployment benefit in Cardiff as than in 2008. There are significant disparities in terms of economic participation across Cardiff.

- The number of young people who are not in education, employment or training (NEET) at year 11 was 8.9% in 2009, which was the 2nd highest proportion in Wales.

- Recorded crime against students in Cardiff has fallen by almost two-thirds between 2003 and 2009 – and Cardiff is now one if the safest cities in the UK for students.

Cardiff Tomorrow? Future Global Trends

- Rise in proportion of UK population aged 85 and over: The number of people aged 85 and over in the UK reached 1.3 million in mid-2008 and accounted for 2% of the population compared with 1% in 1971.

- Trend towards smaller household sizes continues: The average household size in the UK in Quarter 2 of 2009 was 2.4 people per household compared with 2.9 people per household in 1971 (3.1 people per household in 1961).

- Households continue to spend more on services than goods: In 2008, the proportion of UK household spending on services was just over half (52%) of total domestic household expenditure, an increase from around a third (35%) in 1970.

- Fewer than half of primary school children walk to school: The proportion of children aged 5 to 10 walking to school in the UK fell from 62% in 1989–91 to 48% in 2008.

- Public finances around the world are under pressure as a result of global recession. Countries such as Ireland and Greece have captured the headlines, but all developed economies face tough choices. The WAG Budget for 2011-12 will fall by £860m and will be £1.8bn lower by 2014-15.

- The lasting effects of the recession could result in a sizeable number of young people with limited qualifications and job experience, thereby having a disproportionate and long-term impact on several cohorts of young people.

- Demographic Change (the numbers and characteristics of people living in an area) is probably the key driver of demand for public services. Rising longevity places pressure on the middle generations as they care for grandparents and children simultaneously.

- Nationally, self-reported mental health problems have increased significantly in the last two decades and are set to continue to rise. This is likely to be a major force of public sector policy.

- There are over 700,000 people in the UK currently suffering with dementia (and this figure is set to rise). As life expectancy increases and the elderly population grows this will be a significant issue for service providers.

- The threat of pandemics has always been present, but their incidence and consequences may increase in future because we live in an increasingly inter-connected world.
What Matters... Your views

In addition to the research and analysis that was carried out to inform the development of the strategy, partners also have a responsibility to seek the views of local people. Ultimately, this document is about the critical issues for the city and people and as a result it is essential that residents are part of the process. In order to find out what matters to the people of Cardiff, partners have carried out extensive consultation, through a variety of mediums. We are also aware that consultations occur regularly on a range of issues and this can often mean that people are forced to repeat their views in different fora. As part of our ongoing efforts to streamline our processes and become more efficient, we have also incorporated feedback from other consultations. The consultation and engagement programme has included:

- ‘Your City, Your Future’ Consultation on the vision and priorities of *What Matters* & the Local Development Plan (the document that will set out policies and proposals for the future development and use of land in Cardiff up to 2021)
- On-line survey on *What Matters* priorities
- Stakeholder responses to *What Matters*
- The Cardiff Conversation – *What Matters* to business event
- 11 Neighbourhood engagement events across the city
- Cardiff Council Joint Scrutiny Panel Task & Finish Group

Full details of the consultation and engagement process, as well as the associated reports, are available on www.cardiffproudcapital.co.uk.

What Matters... Equality, respect and sustainability

Equality, respect and sustainability are centre points of our approach. Sustainable Development is a guiding principle for all of the partners’ activities as we work towards providing a world class quality of life city within environmental limits. We therefore do not consider sustainable development to be an issue on its own, but a cross-cutting theme which demands that all activities are considered in this context.

We also see the promotion and celebration of diversity, the use of the Welsh language and a commitment to the elimination of discrimination as important messages which are central to Cardiff and its identity both locally and internationally. We are mindful of our responsibility to comply with a growing range of equality legislation and duties and intend to go further by providing a range of services tailored to meet the needs of all sections of Cardiff’s diverse population.

What Matters... Making it happen

In order to understand how partners intend to maximise their efforts and how our new approach marks a significant departure from previous strategies, it is crucial to understand the outcomes approach. Partners have aligned all activities around 7 citizen outcomes. Whilst we have all resolved to take forward activities under the 7 outcomes, it is clear that some activities will positively contribute to more than one of these outcomes. For instance removing graffiti will not only help create a “clean, attractive and sustainable environment”, but it will also help ensure that people in Cardiff “are safe and feel safe”. In this way it is clear that our activities will impact on more than one outcome, but they will fall under the outcome to which they make the most immediate impact. In recognition however of the wider impact that some of our action will have, we have prepared a series of bar charts which graphically illustrates how our priorities and actions will impact some of the different outcomes.
To support this, partners have adopted an integrated performance management framework, based around outcomes. ‘Results Based Accountability’ will provide an opportunity to measure performance across the whole system, focusing on impact rather than output. More information can be found at www.cardiffproudcapital.co.uk.
The second part of this strategy focuses on the 7 outcomes and provides detail of what we as partners will do to achieve them. It will include a more detailed consideration of the prevailing issues to provide a sound rationale for how we have decided to distribute our resources.

However, the detail of how this will be achieved is captured in a separate delivery plan. There will be a distinct delivery plan for each strategic outcome, detailing the actions that will be undertaken to achieve that outcome. Each of the plans will contain actions from an extensive range of organisations allowing us to see, for the first time, a full picture of where our resources are being targeted and how these activities work together to affect broader change. Although actions will sit in their respective delivery plans, the purpose of the outcomes approach is to recognise the overlapping nature of partners’ actions and for this reason there will be an accompanying chart that illustrates the positive contributions that actions can make to multiple outcomes.

The delivery plans will also clearly show who is responsible for each action, when it will be delivered and which partners will support the delivery. All partners acknowledge the importance of having an effective and robust monitoring system in place and progress will be reviewed continually by those responsible with updates reported periodically to senior partnership representatives. This ongoing process of review and refinement will ensure that we are focusing our attention on the right priorities, helping us to be more efficient and effective.

A Technical Context document also sits between the strategy and delivery plan providing details of partnership arrangements and statutory requirements demanded in the delivery of a Community Strategy, Children and Young People’s Plan, Health Social Care and Well Being Strategy and Community Safety Action Plan. It will include an explanation of:

- New approach to partnership working in Cardiff.
- Results Based Accountability approach taken to develop the What Matters Strategy.
- Evidence based approach to identifying need.


The following diagram illustrates how each document relates to each other, taking us from the strategic to the operational delivery levels:

The What Matters Delivery Framework- from strategic vision to operational delivery

To view the Technical Context Document or Delivery Plan, please visit www.cardiffproudcapital.co.uk
The World Health Organisation defines health as ‘a state of complete physical, mental and social well being and not merely the absence of disease or infirmity’. Everybody has a right to be as healthy as possible, with respect to all of these. Service providers have to work together to address the components of good health and ensure that everybody is as healthy as they can be.

There are a range of determinants of good health, which have complex and varied impacts on the individual. These include socio-economic, environmental and lifestyle factors. Identifying a dominant determinant can be difficult and the range of factors could perhaps be more accurately viewed as a complex system that contributes to or detracts from the health and well being of an individual. This reinforces the need to take a broad view of health, taking seemingly indirect issues into account.

As one of the wider determinants of health, lifestyle and the choices we make can have a major impact. In order to improve general health there are a range of modifiable lifestyle factors that must be addressed, specifically tobacco, food and fitness and alcohol. Helping people to make positive choices with respect to these factors can improve well being in the short term, but also has the potential to reduce the incidence of serious illness and chronic conditions in later life.

Socio-economic factors such as income, housing and access to health services, also have a major influence on health. In Cardiff, this is evidenced by significant disparities that follow the same geographical pattern as other forms of deprivation. Breaking this disadvantage and ensuring fairer health outcomes for people in Cardiff is a priority for partners. This strategy sets out how partners will work together to tackle the causes of ill-health and improve the health of everyone, whilst also specifically targeting resources to those in the greatest need. These efforts will be underpinned by an emphasis on recognising the personal responsibility and partners will work with individuals to build their resilience, helping them to improve and manage their own health and well being.

“Being healthy is being able to do what you want to do with your day. As you get older you may not be able to do it so quickly, you may not be able to do as much, but it’s important we can at least carry on thinking and engaging the mind.”

Professor Julie Williams, Department of Psychology and Neurobiology, Cardiff University
People in Cardiff could be described as being healthier than ever before; levels of good **general health** are high, average life expectancy is up and mortality rates have continued to fall.

- In the 2001 Census 69% of Cardiff residents reported they were in ‘Good General Health’.
- In 2008/09 the rate of Cardiff residents suffering from a Limiting Long Term Illness was 26%, compared with an all Wales average of 27%.
- Between 1998 and 2008 the mortality rate in Cardiff (deaths per 10,000 of the population) fell by 12% to 617.1. However, over the same period the Welsh figure fell by 17.5% and is now lower than the Cardiff figure at 614.8.

However, there are specific and persistent health problems that are symptomatic of contemporary lifestyles: obesity, diabetes and coronary heart disease, among others, present immediate challenges for the health of the population. Whilst there are many determinants of health, including education, access to services and employment, a more preventative approach to health would yield significant benefits. More than ever before services are tackling the consequences of damaging behaviour in the form of substance misuse, poor diet, lack of exercise and smoking. This means there are major public health issues for city partners to tackle, both in terms of prevention and early intervention and reactive services. In 2008/09:

- **55%** of people in Cardiff were overweight or obese. Although the Welsh average is 57%, the Cardiff figure can still be considered very high. Obesity decreases life expectancy by up to nine years and causes insulin insensitivity, which is an important risk factor in chronic diseases such as diabetes, heart disease, hypertension and stroke.
- **Only 25%** of adults met the physical activity guidelines, compared to a Welsh average of 29%. Lack of physical activity is a risk factor for chronic disease and mental ill health.
- **40%** of adults ate fruit & vegetables 5 times daily, which puts Cardiff third highest when compared to other areas in Wales, although still poor. Diet has been shown to be a key risk factor in the development of a number of cancers including stomach, bowel and breast. Poor diet can contribute to being overweight and obese.

- **24%** adults in Cardiff were smokers, equal to the Welsh average.
- **46%** of adults reported drinking alcohol above recommended guidelines ‘on at least one day in the past week’, which was just over the Welsh average of 45%. The figure for binge drinking was 28%, equal to the Welsh average. Although Cardiff performs below or equal to the Welsh average, the figure is still unacceptable.
- The number of people being treated for diabetes was **7%**. This is higher than the Welsh average of 6%.

Declining **mental health** has become one of the key health issues in the city. Services are seeing an increase in issues reported such as depression and anxiety, with mental health accounting for the greatest proportion of incapacity benefit claims in Cardiff. As people live longer there is an increase in the number of people living with dementia, changing the demands on service providers and highlighting a need to ensure that new delivery models will be able to respond to future pressure. In 2008/09:

- **10%** of people in Cardiff were being treated for mental illness, equal to the Welsh average.
- The number of mental health admissions to the then Cardiff and Vale NHS Trust equated to **16.2%** of the Welsh total.

**Children and young people** have specific health needs and the issues that affect them may vary, in type or severity, from the adult population. Understanding the specific issues that affect the health of children and young people is therefore crucial so that providers can formulate responses to help them stay healthy and equip them to manage their health throughout their lives.

- In Wales more boys (18%) aged 13 years report that they are overweight or obese according to body mass index (BMI) than girls (17%).
- The proportion for both girls and boys in Wales who are overweight or obese exceeds the equivalent figures for Scotland and England.
- In Wales more boys (62%) aged 13 years report at least two hours of vigorous activity per week, than girls (44%).
• The proportion of girls reporting at least two hours of vigorous activity per week in Wales is below the equivalent figures for both Scotland and England.

• In Wales 11% of young people aged 15 years are regular cannabis users. This exceeds the figures for both England and Scotland.
• 18% of girls aged 15 smoke everyday and 8% of boys.
• 42% of boys aged 15 drink alcohol once a week and 38% of girls.

• In 2007 Cardiff had a conception rate for females of 49.5 per 1,000 females aged 15 to 17. This was the fifth highest rate in Wales and was above the national average of 44.9.

• The rate of 15-19 year olds being diagnosed with uncomplicated Chlamydia has increased from 118.9 per 100,000 people in 1994 to 640.1 in 2008, at a much quicker rate than total population.

Child poverty has direct consequences for the health of children and young people and the impact of poverty on health often continues throughout life, well into late adulthood. Maternal and child health are intimately linked and effective ante-natal and maternity services can support development in the early years. This has wider implications too; children who are healthy in the early years are more likely to achieve better outcomes at school, develop positive attitudes towards healthy eating and lifestyle choices and experience less physical ill health as they develop. Therefore, addressing the consequences of poverty on health in infancy and throughout childhood can have a major impact on health, well-being and achievement throughout people’s lives.

• For the three-year period of 2006 to 2008, 7.35% of live births in Cardiff had a low birth weight (i.e. below 2.5kg). This was the 8th highest percentage in Wales. Low birth weight is linked to infant mortality and increases the risk of illness into adult life. It can be a result of poor maternal health, including some modifiable lifestyle factors.
• The percentage of low birth weight babies is also generally higher in the southern arc.
• For the period of 2006 to 2008 Cardiff’s infant mortality rate was 4.2 per 1,000 live births. This was the sixth lowest in Wales.
• For the period of 2006 to 2008, Cardiff had the third highest rate (71.09% of live births) of breastfeeding at birth in Wales and was significantly above the national average of 55.94%.

• The immunisation uptake rate for MMR (primary vaccination by age 2) in Cardiff was 87.06% in 2008/09. This was the 8th lowest rate in Wales.

In Cardiff, health issues are starkly characterised by geographical variation. Health problems are more concentrated in Cardiff’s most deprived wards in the ‘southern arc’ of the city. This level of disparity is unacceptable and closing the gap in health inequalities is a primary objective for city partners.

• Average life expectancy is rising much faster in affluent areas and stagnating in less prosperous ones. There is a difference of 11.6 years between the most and least affluent wards (as estimated from 1999-2003).
Mortality from cancers is higher in the southern arc of the city.

47% of Wales’ non-white population live in Cardiff and the majority live in the southern arc. Therefore, the non-white population in Cardiff are more likely to suffer from poor health and the consequences of it.

In 2009, Cardiff was awarded ‘Healthy City’ status from the World Health Organisation in recognition of partners’ commitment to improve health. City partners will address health inequalities and urban poverty, the needs of vulnerable groups and the social, economic and environmental determinants of health as part of the programme. Partners will formulate coordinated responses that recognise the complex and interdependent nature of the determinants of health and well being.

This strategy represents Cardiff’s contribution to ‘Our Healthy Future’, Wales’ strategic framework for public health. Our Healthy Future sets out ten priorities for improving the health of the nation. The overall aim is to make people healthier for longer, with a particular emphasis on removing the inequities that exist between social groups. This strategy and the supporting delivery plans outline how partners will address these ten priorities.

What Matters… Cardiff 2020?

As outlined previously, income can be cited as a key determinant of other forms of deprivation and in tough economic times there is potential that more people may struggle financially, which could in turn impact on their health. Moreover, providers’ ability to address the issues could be compromised as resources are set to diminish. Future forecasts suggest that, despite health budgets being largely protected at the national level from the worst of the public spending cuts, fiscal pressures will still have an impact on the provision of health services. In real terms, it is projected that year-on-year savings will need to be made.

Future trends indicate that the city could see a major problem in the general health and lifestyle of its citizens. The anticipated rise in damaging consumption of food, alcohol and substances could place a huge burden on public services for years to come. The city could also face a real challenge in encouraging its citizens to adopt healthier lifestyles, making it more difficult to ease the pressure on health provision. Looking ahead to 2020 future projections show that:

- Obesity is forecast to continue to rise.
- The numbers of smokers and heavy drinkers in the city could increase.
- With diminished budgets public health campaigns may be reduced.
- The effects of unhealthy lifestyles on health would be long-term, leading to increased morbidity across the population, but especially concentrated in poorer areas.
• The expected rise in people living with dementia will place pressure on services, and the possibility of less disposable income and rising domestic costs could make it harder for families to support relatives needing care.
• Despite public health challenges life expectancy is expected to increase slightly overall, though the gap between best and worst is likely to widen.
• However, morbidity is also expected to increase with people spending a greater proportion of time suffering from ill health at the end of their lives.

Declining mental health has been a growing problem in recent years and is set to continue to be a challenge in the future:

• Mental health referrals and diagnoses of depression and anxiety are expected to peak in the first half of the decade, as the stresses of economic pressures at home and job insecurity at work take their toll.
• Mental health problems are expected to remain the chief cause of incapacity benefit claims in Cardiff, even after the city emerges from austerity.
• The rise in dementia associated with an ageing population would also feature much more prominently in future and is likely to put pressure on service providers.

Health inequalities are also forecast to diverge even further if current trends continue:

• The continuation of unhealthy lifestyles could compound and exacerbate the disparity in health between the wealthiest and the poorest parts of the city.
• Although overall life expectancy is expected to rise there could be a continued divergence between the most and least affluent wards.

Partners then came together to decide on the top three priorities for people in Cardiff to be healthy.

Individual organisations and partnerships will continue to address the range of issues that prevent people in Cardiff from being healthy, but the priorities below represent the three main issues for the city that we will address collectively.

For people in Cardiff to be healthy our priorities are to ensure that:

| Health inequalities are reduced and the differentials in life expectancy across the city are addressed |
| Healthy lifestyles are promoted and ill health prevented |
| Our service delivery to vulnerable adults and children is effective |

What Matters… What are we going to do?

The information in this chapter presents a comprehensive picture of where we are now and where Cardiff could be in 2020. This informed the discussions of individual partnerships and helped them to determine what issues matter most.
### Contribution to Outcome

#### Priority

<table>
<thead>
<tr>
<th>Priority</th>
<th>In order to deliver the outcome for Cardiff we will:</th>
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</thead>
</table>
| Health inequalities are reduced and the differentials in life expectancy across the city are addressed | Reduce health inequalities amongst families and children living in poverty  
Improve the health of local people through the implementation of the Cardiff Healthy Cities Programme  
Improve the targeting of resources at those in greatest need  
Reduce the % of low birth weight babies |
| Healthy lifestyles are promoted and ill health prevented | Reduce the number of people smoking  
Increase levels of physical activity  
Increase the number of people who achieve and maintain a healthy weight  
Increase healthy eating  
Reduce the numbers of children with dental caries  
Reduce the levels of substance misuse  
Reduce the incidence and impact of chronic conditions  
Improve adult sexual health  
Improve the uptake of MMR, Teenage Booster and HPV immunisations  
Improve the uptake of immunisations and health screening amongst the adult population  
Improve the emotional and mental health of adults and children  
Increase the promotion of workplace health  
Reduce the rate of teenage conceptions |
| Our service delivery to vulnerable adults and children is effective | Increase local capacity to meet the long-term care needs of citizens  
Increase integration, quality and sustainability of overlapping services provided by NHS, local authority and the third sector  
Improve the delivery of safe, appropriate quality care that is provided at the right time and in the right place |

*Further information on detailed actions will feature in the ‘What Matters’ Delivery Plan, available at www.cardiffproudcapital.co.uk*

<table>
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<tr>
<th>To be delivered by...</th>
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- People in Cardiff are healthy delivery plan
What Matters... How will we know if this is working?

We will measure our progress against the headline indicators identified below – as we attempt to ’turn the curve’ and improve Cardiff’s performance.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Trends: Turning the curve</th>
</tr>
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<tbody>
<tr>
<td>Life expectancy (gender, UA Cardiff, year. Males= Red, Females= Blue, 3year rolling rate) Health Statistics and Analysis Unit, Welsh Assembly Government.</td>
<td>![Life Expectancy Graph]</td>
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<td>Overweight and Obese Data for Cardiff 2004-2008 (Welsh Health Survey).</td>
<td>![Overweight Graph]</td>
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<tr>
<td>Adults who reported currently being treated for a mental illness (Welsh Health Survey). This indicator is under consideration, given issues relating to data.</td>
<td>![Mental Health Graph]</td>
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</table>

- Welsh Health Survey- Adults who reported having a limiting long-term illness. This indicator is under consideration.

- % of Babies Born with Low Birth Weight (under 2500g).

- Welsh Health Survey- % of People who Smoke.

Indicators being developed:
- Substance Misuse
- Unscheduled Hospital Admissions.
There is a growing recognition that the successful cities of the future will be those that achieve growth without limiting the social and environmental quality of the area. We must therefore commit ourselves, as individuals, businesses and organisations alike, to minimising the wasteful consumption of valuable resources such as energy, water and food whilst at the same time reducing harmful outputs such as carbon, pollution and waste. Building a successful and sustainable city is also contingent on developing an effective transport system that makes use of the full range of public transport choices, making Cardiff a sustainable city for business and pleasure. More than 10% of the population of Wales live in Cardiff which means that, although there is increased impetus to develop sustainable living, there is a huge opportunity to shift attitudes and behaviours.

Maintaining a clean, attractive and sustainable environment is vital because evidence shows that the natural environment has a pivotal role to play in relation to health and well being. Not only does it provide our basic requirements for life, in terms of clean air, pure water and healthy soil, it also provides opportunities for people to be physically active outdoors. In addition, the attractiveness of our environment can improve our mental and emotional well being and develop a sense of pride and belonging.

A sustainable city will seek to maintain itself with minimal reliance on depleting resources whilst embracing **renewable sources of energy**.

- At present the Cardiff citizen has an 'unsustainable' ecological footprint of 5.59 global hectares (gha) which is a measure of the consumption of resources for an area. This means that if everyone on earth lived the same lifestyles as people in Cardiff then we would need nearly three planets' worth of resources to meet our needs.
- Addressing this will demand the efficient use of land, a new approach to waste and recycling and better integrated transport across the region.
Already, Cardiff has taken decisive action by developing the Cardiff Carbon Lite Action Plan and becoming a signatory city of the European Union Covenant of Mayors in order to manage city-wide carbon emissions to below UK targets whilst identifying and adapting to the local impacts of global climate change.

Cardiff is working to reduce carbon emissions and, by setting ambitious targets, is beginning to see success. Cardiff has committed to reduce carbon emissions by 20% by 2020 but as signatory of the Covenant of Mayors, has formally committed to strive go beyond that target.

- Cardiff has experienced the greatest percentage reduction of the UK core cities in per capita carbon emissions since 2005.
- However, the overall per capita tonnage remains equal to the UK average.

<table>
<thead>
<tr>
<th>LA Name</th>
<th>Per Capita Emissions (t)</th>
<th>% reduction since 2005</th>
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<tbody>
<tr>
<td>Cardiff</td>
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<td>3.4</td>
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<td>UK</td>
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- By some distance, it is the industrial and commercial sectors in Cardiff that produce the most carbon emissions, at 42.2%.
- Emissions from road transport are higher in Cardiff at 29.4% compared with a UK core city average of 26%.
- The emissions levels show how vital it is that partners continue the progress that has already been made, particularly with current trends projecting an 11-18% increase in road traffic over the next decade.

Waste is another significant pressure that must also be addressed if Cardiff is to maintain its reputation as a clean, attractive and sustainable city.

- Since 2005 the Council has seen the overall recycling and composting rate change from 4% to over 40% in 2010. In turn this has seen the waste sent to landfill reduce to less than 60%.

Transport is a crucial issue from an environmental perspective because vehicles release carbon emissions and other pollutants that damage the environment, contribute to global warming and reduce air quality for residents. Therefore, reducing the number of cars on the roads has significant environmental benefits, both locally and globally. High numbers of vehicles on the roads also cause more congestion, longer delays and increased parking problems which make day-to-day life more stressful and limit Cardiff’s economic appeal. As a consequence, providing people with genuine alternatives to car travel is a priority and partners are committed to developing a sustainable transport system, using a variety of options that help people get around the city quickly and easily.

In recognition of this commitment, Cardiff was designated a ‘Sustainable Travel City’, and as such will work to deliver ‘an integrated transport system that offers safe, efficient and sustainable travel for all, and where public transport, walking and cycling provide real and desirable alternatives to car travel’. The Sustainable Travel City programme will focus on three key areas;

- **Widening Travel Choices** – ensuring that a range of practical and attractive travel options are available for most trips and that people know about them;
- **Management of Demand** – introducing a range of measures to reduce the demand for travel overall, and particularly by car, where appropriate;
- **Network Management** – using a range of measures to make best use of the existing network and improve facilities and accessibility for all modes of travel.

Almost half of the people who work in Cardiff live within 5km of the workplace, which represents a real opportunity to develop sustainable travel patterns. In addition to the clear environmental benefits, transport has a day-to-day impact on the way we live our lives and has far-reaching influences on our health and well being. By delivering a successful sustainable travel infrastructure partners will be able to increase access to key services and facilities, build a more attractive business environment and increase levels of physical activity, resulting in healthier lifestyles.
Cardiff is also well-served by **parks, green and open space**, with areas such as Bute Park at the heart of Cardiff recognised for their outstanding beauty.

- Cardiff has over 430 hectares of recreational open space, 3 green river corridors and over 2340 hectares of amenity open space.
- Maintaining these rich assets not only contributes to Cardiff’s attractiveness and biodiversity but provides wider benefits for health and well being.

There is also a wide range of biodiversity within Cardiff, with a number of species and sites designated as internationally, nationally or locally significant. There are a total of;

- 803.31 ha of Special Areas of Conservation (SAC) a total of 2 sites
- 701.5 ha of Special Projection Areas (SPA) a total of 1 site
- 696 ha Ramsar site - Wetland of International Importance
- 1470.4 ha of Sites of Special Scientific Interest (SSSI) a total of 16 sites
- 1596.81 ha of Sites of Importance for Nature Conservation (SINC) a total of 177 sites

Increased risk of flooding is a global problem. As a country with a large coastline Wales will inevitably be affected by rising water levels.

- Cardiff has the highest number of properties at risk from flooding from rivers or the sea in Wales.
- However, many of these are at low risk (less than 1 in 200 chance in any year), mainly because of the flood defence structures in place in Cardiff.
- Although Cardiff is well defended, if these defences were to be overtopped, or poorly maintained, then the consequences could be severe.

The quality and cleanliness of the environment is an important factor in determining how people feel about the place they live. It also assists with attracting people and investment to the city. However, factors such as Cardiff’s capital city status mean that significant numbers of people visit the city centre every day which places huge pressure on Cardiff’s cleansing services.

- Air quality in Cardiff city centre can be considered good, scoring low for ozone and very low for levels of nitrogen dioxide and sulphur dioxide.
- However, Cardiff was ranked as one of the worst performing Welsh local authorities in the 2008/09 Welsh Cleanliness Index, a position which has been improved over the past two years:
  - Cardiff continues to be the worst affected by smoking-related litter.
  - 28% of the streets in Cardiff were affected by discarded fast food.
  - The percentage of Cardiff’s highways deemed to be of a high or acceptable standard of cleanliness has improved to 92% in 2010.

A clean, attractive and sustainable environment has specific implications for **children and young people**. Issues such as young people’s access to green and recreational space and their mode of travel to school have an impact both on their lifestyle and well being. Furthermore, developing the knowledge and behaviours of children and young people will help to make Cardiff a clean, attractive and sustainable environment, both now and in the future. In 2008/09:

- 46.2% of children and young people in Cardiff walked to school.
- 33.3% of children and young people travelled to school by car.
- 15.9% of children travelled to school by bus.
Moreover, Cardiff’s natural assets can offer young people opportunities through green outdoor activities, events and volunteering. By engaging children and young people in environmental activities partners can offer them new experiences that can enhance their employment chances, whilst helping to develop positive attitudes to both their physical environment and broader environmental issues.

These activities can have a particular impact on mitigating some of the effects of child poverty. Helping children and young people from deprived backgrounds to enjoy the city’s natural assets is a positive end in itself, but the additional benefits of health, well being, physical activity, positive behaviours and pride in the local area can have significant short and long term outcomes.

There are geographical differences in the quality of the environment in different parts of the city. However inequalities along the north/south divide do not seem to be evident in relation to the environment. It is important that environmental factors do not follow the same pattern of deprivation because they can affect how people feel about the area they live in and how they treat their physical environment. They can also be a direct and indirect determinant of health and well being.

• Access to recreational space varies significantly in different parts of the city, but there is not necessarily poorer access in the southern arc, with areas such as Butetown and Grangetown enjoying some of the largest areas of green space.
• Almost 70% of Cardiff’s population live within a six minute walk of accessible green space.
• Similarly cleanliness varies slightly between neighbourhoods but this does not follow the north/south pattern.

What Matters... Cardiff 2020?

It is almost universally accepted that energy prices are set to rise and this upward trend will continue for the foreseeable future, with numerous implications. Future projections suggest that:

• Businesses across the world are expected to be affected by rising energy prices, and the costs of mitigating and adapting to climate change.
• Energy prices are also expected to rise for households and families.

• Combating climate change and switching to alternative fuel sources will require investment that both companies and households may be unwilling to make.
• Several major green targets could be missed if concern for the environment falls down the agenda and Wales could fall short of EU 2020 20% renewable energy plan. Investment is likely to be required in order to achieve the 80% reduction in Carbon Emissions by 2050, as stipulated by the 2008 Climate Change Act.
• Methods of renewable energy generation such as solar panels and energy efficiency measures such as insulation will become increasingly cost effective and uptake will then rise as companies and households seek to save money.
• Many people remain reluctant to invest in energy saving measures, but they are set to become increasingly associated with frugality, which is likely to boost take-up.
• The household level take-up is expected to be largely restricted to the middle class population, as less well-off families may lack the means to invest.
• There is, however, potential for some small businesses based in Cardiff to take advantage of micro-generation opportunities.
• The potential of large scale tidal power could remain a longer-term option.
• As prices rise consumers may be less likely to demand the ethical delivery of services.
• Attitudes may shift and become more proactive as the climate change agenda is expanded to encompass the idea of ‘energy security’.

Recycling schemes are set to thrive, as companies and households look to reduce waste.

• Technological advantages should mean that more items can be recycled more efficiently than ever before.
• The continuation of the landfill tax escalator as well as local, community-led initiatives to reduce waste and recycle where possible should ensure that Cardiff remains one of the UK’s leading sustainable cities, even if there are challenges ahead.
The information in this chapter presents a comprehensive picture of where we are now and where Cardiff could be in 2020. This informed the discussions of individual partnerships and helped them to determine what issues matter most. Partners then came together to decide on the top three priorities for Cardiff to be a clean, attractive and sustainable environment.

Individual organisations and partnerships will continue to address the range of issues that compromise Cardiff’s potential to be a clean, attractive and sustainable environment, but the priorities below represent the three main issues for the city that we will address collectively.

**For Cardiff to be a clean, attractive and sustainable environment our priorities are to ensure that:**

<table>
<thead>
<tr>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiff is a sustainable ‘Carbon Lite’ city</td>
</tr>
<tr>
<td>Cardiff has a good quality environment</td>
</tr>
<tr>
<td>Cardiff is a sustainable travel city</td>
</tr>
</tbody>
</table>

“Environment Agency Wales has wide-ranging responsibility for managing the environment and protecting communities from the risk of flooding. We champion action on climate change, address pollution and oversee the management of waste and water resources. I think one of the most important things we can do to make Cardiff a clean, attractive and sustainable environment is to stimulate change in people’s attitudes and behaviours. We can do this by providing them with good quality information about their impacts on the environment and how they can contribute at a local level to reducing their impact.”

John Harrison
Area Environment Manager, Environment Agency
Cardiff has a clean, attractive and sustainable environment delivery plan

<table>
<thead>
<tr>
<th>Priority</th>
<th>Contribution to Outcome</th>
<th>To be delivered by...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiff is a sustainable ‘Carbon Lite’ city</td>
<td>In order to deliver the outcome for Cardiff we will:</td>
<td>2010</td>
</tr>
<tr>
<td></td>
<td>Increase renewable energy use</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reduce carbon emissions across the city</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increase local food production</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reduce waste and increase composting and recycling</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Promote the development of green technology projects and initiatives</td>
<td></td>
</tr>
<tr>
<td>Cardiff has a good quality environment</td>
<td>Reduce flood risk</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Make Cardiff a cleaner city</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increase the quality and accessibility of parks and green spaces in Cardiff</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Improve biodiversity</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Improve air and water quality</td>
<td></td>
</tr>
<tr>
<td>Cardiff is a sustainable travel city</td>
<td>Increase sustainable travel in Cardiff</td>
<td></td>
</tr>
</tbody>
</table>

*Further information on detailed actions will feature in the ‘What Matters’ Delivery Plan, available at www.cardiffproudcapital.co.uk*
What Matters... How will we know if this is working?

We will measure our progress against the headline indicators identified below – as we attempt to ‘turn the curve’ and improve Cardiff’s performance.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Trends: Turning the curve</th>
</tr>
</thead>
<tbody>
<tr>
<td>The percentage of municipal waste reused and/or recycled.</td>
<td>![Graph showing the trend of municipal waste reuse/recycling]</td>
</tr>
<tr>
<td>The percentage of municipal waste composted or treated biologically in another way.</td>
<td>![Graph showing the trend of composting or biological treatment]</td>
</tr>
<tr>
<td>Cleanliness Index (Wales Programme for Improvement core indicator, collected bi-monthly and reported annually).</td>
<td>![Graph showing the trend of cleanliness index]</td>
</tr>
<tr>
<td>Area Type</td>
<td>Area in hectares</td>
</tr>
<tr>
<td>Total Cardiff Area</td>
<td>14869.60</td>
</tr>
<tr>
<td>Within 400m from Natural Greenspace access</td>
<td>10215.75</td>
</tr>
<tr>
<td>400m to 2km from Natural Greenspace access</td>
<td>4471.56</td>
</tr>
<tr>
<td>2km to 5km from Natural Greenspace access</td>
<td>176.05</td>
</tr>
</tbody>
</table>

The percentage of biodegradable municipal waste sent to landfill. | ![Graph showing the trend of biodegradable waste sent to landfill] |

Per Capita Carbon Emissions (Department of Energy and Climate Change 2009, Indicator 186). | ![Graph showing the trend of per capita emissions] |

Indicators being developed:
- Environmental Quality Index, covering:
  - Cleanliness
  - Air Quality
  - Water Quality
  - Biodiversity.
- Travel to work by sustainable travel modes
Being safe and feeling safe are fundamental aspects of citizen well being, and these issues have consistently ranked as top priorities for residents and visitors alike. This means people from all sections of the community being free from harm, injury, or risk and being secure in their surroundings. Feeling safe means feeling confident that none of these things will be compromised. Partners in Cardiff recognise how much these issues matter to people and are committed to creating a city that is safe in the broadest possible sense. This means protecting our citizens from harm and exploitation, particularly those who are most vulnerable, in every neighbourhood across the city. Although Cardiff already has a reputation as a safe place to live, partners will work to improve things further in order to help people feel as safe and confident as possible.

Total crime in Cardiff has been reduced significantly in recent years, with impressive strides forward in a number of areas. The achievements in the city have seen Cardiff’s Basic Command Unit police area recognised as one of the best performing and improving units in Wales. An appraisal of the current situation shows that:

- There was a 12.5% reduction in total crime in Cardiff for the year up until June 2010, resulting in 5192 fewer victims of crime.
- For the same period robbery fell by 32.3%, equating to 149 fewer victims.
- Burglary fell by 15.1%, or 320 fewer homes.
- Car crime also fell by 29.7%, or 2134 fewer cars stolen or broken into.
- Criminal damage reduced by 24.3%, equating to 2236 fewer incidents.
- Antisocial behaviour reduced by 24%.
- In Cardiff theft and criminal damage account for 44% of all crime.
- Cardiff is one of the safest cities in the UK for students.

At the national level, overall levels of crime have decreased but public fear of crime continues to go up. Increased awareness, 24 hour news and digital media can be cited as potential reasons, and it can be difficult for government and service providers to utilise these outlets effectively to communicate their success. This gap between fear of crime and actual crime rates is evident in Cardiff, as it is in the UK in general and remains a persistent issue.

“Being safe means that people can walk around on the streets and not feel intimidated by young people. It means breaking down the barriers between generations, like we are doing with the Goodies in Hoodies project. The more that communities work together the safer Cardiff will be”

Maisey Andrews
Founder of Goodies in Hoodies Youth Action Group, Fairwater

People in Cardiff are safe and feel safe

What Matters… Where are we now?

"People in Cardiff are safe and feel safe. Being safe means that people can walk around on the streets and not feel intimidated by young people. It means breaking down the barriers between generations, like we are doing with the Goodies in Hoodies project. The more that communities work together the safer Cardiff will be.

Maisey Andrews
Founder of Goodies in Hoodies Youth Action Group, Fairwater"
- Negative public perceptions of drug use, antisocial behaviour and violent crime have risen and are still prominent issues, particularly in the more deprived areas.
- The city centre and night-time economy have received negative media attention, despite some very successful improvement measures from partners.
- However, two fifths (40.1%) of all respondents agree that the Police and Cardiff Council are dealing with the antisocial behaviour and crime issues that matter in their area.

As a city, it is to be expected that Cardiff will have among the highest levels of legal and illegal substance misuse in Wales. However, although the issues are significant, when compared with the South Wales Valleys and English Core Cities, Cardiff levels tend to be lower. In 2008/9:

- Alcohol accounted for the highest proportion of substance misuse in Cardiff, representing 44% of the total number of individual referrals to services.
- Cardiff had a lower rate of alcohol abuse per 100,000 of the population than many other Welsh authorities and comes out 15th of the 22 authorities.
- Cardiff had a lower rate of drug abuse per 100,000 of the population than some other Welsh authorities and comes out 8th of the 22 authorities.
- Heroin was the second most prevalent substance in Cardiff in terms of referrals, after alcohol.
- Between 2008/09 and 2009/10 there was a 41.3% decrease in referrals to alcohol and drug services in Cardiff.

Protecting people’s safety also means making sure they are safe in their environment, which extends beyond the effects of crime. Large proportions of accidents happen on the roads and in the home. Road safety, fire safety and arson reduction are areas where partners have an important part to play in securing people’s environments. They also have a role to play in encouraging people to protect themselves and manage their own safety where possible. In 2009/10:

- There was a total of 799 road traffic collisions.
- 66 of these resulted in a serious injury and 6 were fatal.
- In total 1,132 people were killed or injured in road traffic collisions.

A vital component of a safe capital is safeguarding all vulnerable citizens, particularly those who are unable to protect themselves from harm or from being exploited. Everybody should have a safe home and a community which supports their physical and emotional well being. Partners are committed to safeguarding any citizens whose capacity to protect themselves is diminished, as well as working proactively to create safe environments.

Partners also have a statutory responsibility to protect vulnerable adults. A vulnerable adult is someone who may need community care services to support their mental health, disability needs, age or illness; and/or who maybe unable to take care of or protect themselves from significant harm or exploitation. The Protection of Vulnerable Adults (POVA) is a statutory responsibility and partners are committed to working together to safeguard and improve their well being. Protecting vulnerable adults does necessitate preventative work to raise awareness of the issues but it is particularly dependent on prompt and effective responses, often in emergency situations.

- In 2009/10 there were 729 POVA referrals, which represents a slight increase on the previous year. However, increases are expected to continue given greater awareness and a resultant increase in reporting.
- Cardiff, along with Swansea, receives the highest number of referrals in Wales.
- The most common reason for referral is physical abuse, followed by neglect.
- The majority of incidents that prompt referral occur in the person’s own home.
- The highest number of POVA referrals is for older people, though this might be expected as they are the largest vulnerable client group.
- Joint working has been recognised as a particular strength of POVA in Cardiff.

Partners in Cardiff work together through the Local Safeguarding Children’s Board (LSCB) to protect children and young people who are at risk of harm. The Board aims to safeguard all children and young people and prevent maltreatment and the impairment of their health or development. They target work at specific groups who may be more vulnerable and they proactively lead work to protect those who are likely to suffer significant harm. The work focuses on helping children feel safe
in their home and community and supporting parents, carers and families to provide safe and stable homes for children and young people.

- There were 284 children on the child protection register in 2009/10, which had increased from 213 in 2008/09.
- Partnership working in relation to safeguarding children is considered to be a strength, with an effective child protection conference system, strong interagency relationships and good communication.

The reduction in **domestic and sexual violence and abuse** is also a key priority for all partners due to the extreme damage it can do to individuals and families, including both female and male victims. The effects and consequences of domestic violence are so broad-ranging that effective approaches can only be developed in partnership. As a consequence, the associated actions are distributed across a wide range of outcomes. These actions relate to supporting the victims of abuse, but also to developing preventative approaches, focusing on education, awareness and attitudes. Another key challenge that must be addressed is the under-reporting of incidents. Partners have made headway in this area and will continue to focus efforts on making it as easy as possible for victims to report violence and abuse.

Overall, it is fair to say that Cardiff has a reputation for having safe neighbourhoods. Work at the neighbourhood level in Cardiff has been characterised by pioneering partnership working, led by the Safer Capital Partnership. Partners work together within the six neighbourhoods in the city, using local intelligence to align and prioritise resources, which has allowed partners to have unprecedented success in tackling the issues that really matter to communities.

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**Cardiff’s Neighbourhood Management Areas:**

Some of the community safety characteristics of the six respective neighbourhoods include:

- **Cardiff City and South** has the highest number of offences of anti-social behaviour, violent crime and robbery.
- **Cardiff South West** has the second highest incidence of anti-social behaviour, violent crime, burglaries from dwellings, criminal damage and deliberate fires.
- **Cardiff West** has the lowest totals for almost every offence when compared to the other neighbourhoods.
- **Cardiff North** has the second highest number of offences for vehicle crime, making it a priority for the area.
- **Cardiff East** experiences the highest proportion of its crime in the form of criminal damage and violence against the person, which together account for 25.3% of all offences in the area.
Cardiff South East has the highest total for burglaries from dwellings, vehicle crime, criminal damage and deliberate fires. It also has the second highest total for robbery offences.

Emphasis must also continue to be placed on the quality of design and planning of sustainable communities. New developments across Cardiff can embed crime prevention measures in their design to assist in reducing the opportunity for crime and the fear of crime, creating a safer and more secure environment.

Children and young people often feel they are perceived negatively in relation to crime and antisocial behaviour by the media, service providers and even their own communities. Whilst it is a priority for many of the neighbourhood management areas to reduce the number of young people engaged in antisocial behaviour and criminal activity it is also recognised that young people’s sense of belonging must be improved and their participation in positive activities increased. Moreover, providers recognise that young people are particularly vulnerable to the effects of crime and consistently report being worried about their personal safety. Therefore, safeguarding young people from the effects of crime must also be a priority.

Safety has specific consequences for child poverty because children who suffer socio-economic disadvantage may be more likely to suffer the effects of crime, as more deprived neighbourhoods often suffer higher crime rates. These children are also less likely to be safe in their environment, with evidence showing that child pedestrian causalities are more likely to occur in deprived areas. This can relate to the fact that children from families with fewer resources tend to live nearer more dangerous roads, may have fewer safe places to play or may be more likely to go out as pedestrians than children from wealthier homes.

Deprived children and their families may also be more likely to need additional support to maintain a safe home. For some children, their parents or carer’s needs, perhaps relating to domestic violence, substance misuse, mental health or family relationships, can involve the risk of significant harm. Partners are committed to supporting children and their families to stay together in safe and secure homes and neighbourhoods. In this way partners can begin to tackle some of the issues that jeopardise the safety of more deprived children and young people.

When looking at the neighbourhood level and at smaller areas below the neighbourhood level we can see there is a higher concentration of crime in the southern arc, mirroring the geographical disparity that is evident with other forms of deprivation. Many forms of crime are concentrated in fairly defined geographical hotspots, such as:

- Burglary from dwellings.
- Theft of motor vehicles.
- Drug offences.
- Violence against the person.

Embedding the neighbourhood approach and working from local intelligence is helping partners make serious strides in tackling these hotspots. In the longer term, improving the links between various preventative services such as health and education has a key role to play in making communities safer.

What Matters... Cardiff 2020?

Future forecasts suggest a continued increase in access to information and declining trust in institutions could mean that the ‘culture of fear’ grows across a spectrum of issues from crime to health. Dealing with fears and perceptions of crime is a particularly difficult problem to address but one that could pose a substantial concern for partners in the future. Future trends indicate that:

- Partners are likely to need to find new ways to build public trust and communicate their messages effectively.
• Citizens are expected to become increasingly aware of global threats. The awareness of terrorist attacks throughout the world and the possibility of further attempts could drive fear as the UK is expected to remain a target for international terrorism.

• Fear of terrorism is therefore forecast to continue to be a strong driver of policy and the powers of police and detainment are set to be hot topics.

• There could be greater public debate about the protection of both freedom and security.

• Cardiff has the additional burden of being a capital city which hosts high profile international sporting and cultural events and that could put extra pressure on services. As a consequence, all public services might have to become more security conscious in relation to the protection of their buildings and staff.

• Security is expensive and there is likely to be debate around what proportion of resources should be directed at anti-terrorism measures versus more ‘everyday’ policing.

**Surveillance issues** require the state to strike a balance between protection and respecting personal freedoms.

• Even apparently uncontroversial measures such as biometric passports could receive a bad press and be criticised for being unnecessary, expensive and even insecure. This would demand effective communication and dialogue with the public.

• There is also likely to be debate around the prevalence of CCTV.
What Matters... What are we going to?

The information in this chapter presents a comprehensive picture of where we are now and where Cardiff could be in 2020. This informed the discussions of individual partnerships and helped them to determine what issues matter most. Partners then came together to decide on the top four priorities for people in Cardiff to be safe and feel safe.

Individual organisations and partnerships will continue to address the range of issues that compromise people’s safety and how safe they feel, but the priorities below represent the four main issues for the city that we will address collectively.

For people in Cardiff to be safe and feel safe our priorities are to ensure that:

- People are safe from harm, abuse and exploitation
- Communities and neighbourhoods in Cardiff are cohesive
- People are free from crime and the effects of crime
- People are safe in their environment

“For us, feeling safe means ensuring that residents’ fears in relation to deliberate fires are dealt with swiftly and appropriately. We work with the community to reduce antisocial behaviour and improve people’s quality of life.”

Norma Greene, Cardiff Arson Reduction Team
### People in Cardiff are safe and feel safe delivery plan

<table>
<thead>
<tr>
<th>Priority</th>
<th>In order to deliver the outcome for Cardiff we will:</th>
</tr>
</thead>
<tbody>
<tr>
<td>People are safe from harm, abuse and exploitation</td>
<td>Ensure children and young people in Cardiff who suffer or are at risk of harm are made safe&lt;br&gt; Increase the number of people (both female and male) protected from domestic and sexual violence abuse&lt;br&gt; Ensure vulnerable adults in Cardiff are protected from harm or abuse&lt;br&gt; Reduce the number of families and individuals harmed by substance misuse</td>
</tr>
<tr>
<td>Communities and neighbourhoods in Cardiff are cohesive</td>
<td>Ensure people in Cardiff have access to integrated family support and community cohesion is promoted and improved&lt;br&gt; Increase opportunities for citizens to be active in their communities&lt;br&gt; Reduce the number of people in Cardiff that are subjected to hate crime or its effects across the 9 “protected characteristics”</td>
</tr>
<tr>
<td>People are free from crime and the effects of crime</td>
<td>Increase the number of children and young people in Cardiff that are free from involvement in crime and the effects of crime&lt;br&gt; Further improve Neighbourhood Management arrangements to further enable local problem solving&lt;br&gt; Further improve information analysis and data sharing arrangements to enable more joined up problem solving&lt;br&gt; Reduce anti-social behaviour in “hot-spot” areas&lt;br&gt; Reduce violent crime&lt;br&gt; Ensure effective/holistic offender management service and early intervention (for under 16’s are in place)&lt;br&gt; Reduce Fear of Crime</td>
</tr>
<tr>
<td>People are safe in their environment</td>
<td>Improve road safety&lt;br&gt; Improve safety in the home&lt;br&gt; Ensure people in Cardiff live in safe accommodation that is appropriate to their needs&lt;br&gt; Increase the number of children in Cardiff that have safe access to outdoor space</td>
</tr>
</tbody>
</table>

*Further information on detailed actions will feature in the ‘What Matters’ Delivery Plan, available at www.cardiffproudcapital.co.uk*
What Matters... How will we know if this is working?

We will measure our progress against the headline indicators identified below – as we attempt to ‘turn the curve’ and improve Cardiff’s performance.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Trends: Turning the curve</th>
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</thead>
<tbody>
<tr>
<td>Neighbourhood Satisfaction Survey: “How satisfied are you with your neighbourhood as a place to live?” (Ask Cardiff Survey).</td>
<td></td>
</tr>
<tr>
<td>Crime in Cardiff: Violence (Source “Our Bobby”).</td>
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</tbody>
</table>

A&E admissions - assault.

Indicators to be developed:
- Domestic and Sexual Violence and Abuse (data held currently and an under-representation)
- Antisocial Behaviour (antisocial behaviour data is much broader than that which is currently captured by police)
A thriving and prosperous economy means a buoyant economic environment that can withstand the prevailing challenges and be internationally competitive, offering opportunities to citizens in the city and wider region and creating wealth that can be enjoyed by all.

The past decade has seen the Cardiff economy thrive. The city has had a faster rate of jobs growth than any of the UK Core Cities and can boast one of the most skilled workforces in the country. The city is also the main driver of the South Wales economy, with particular strengths in business and financial services, the creative industries and biotechnology. Our city’s economy is also supported by its universities, which help to attract and develop skilled workers, as well as undertaking world-renowned research.

Recently we have seen the culmination of a number of key projects that have built upon this success and helped to drive the local economy further, including the completion of St. David’s 2 retail development, the new Cardiff City Stadium and the redevelopment of the SWALEC stadium.

Cardiff’s business and enterprise culture must continue to grow, and the development of identifiable sector specialisms in areas such as creative and digital media is encouraging. Continued advancement in these areas is vital to the city’s future success and in order to ensure that there is a strong private sector voice shaping policy-making in Cardiff, the Cardiff Business Partnership serves as a resource of expertise and creative thinking. The partnership consists of leading employers in the city and ensures that the views of enterprise are at the heart of the development of Cardiff as a competitive business location. The Partnership outlines what the city’s leading businesses see as they key issues facing the capital’s economy and have helped identify what matters from a private sector perspective.

In the past there may have been a temptation to regard economic success as a standalone achievement or an end in itself. However, if income can be taken as the key determinant of deprivation, then economic prosperity clearly has far-reaching potential to improve the city and the lives of people who live here. As partners we must therefore focus on economic development that provides opportunities and benefits for the many. Our aim is to generate wealth and prosperity that can be shared by all, thereby reducing the inequalities that exist in Cardiff.

“*For Cardiff to have a thriving and prosperous economy we need to maximise the potential of everyone to participate in the labour market. That means young people and old people, with different levels of skills and qualifications, it means working mums and people from all backgrounds.***

Bethan Darwin, Darwin Gray Solicitors and founder of ‘Superwoman’ Women’s Network
What Matters... Where are we now?

Like all cities, Cardiff has been affected by the economic downturn, but importantly the city is well placed to meet the challenges the UK economy is facing. Unemployment in Cardiff, like the rest of the UK and Wales, has grown considerably over the past two years. Although the UK is no longer in recession, there is still a great deal of uncertainty about job security in the public and private sectors.

- As of September 2010 the total number of people claiming Job Seekers Allowance in Cardiff stood at almost 9,300 – 4% of the working age population in the city.
- This represents an increase of 60% from a figure of around 5,800 for September 2008.

Job Seekers’ Allowance Claimants

<table>
<thead>
<tr>
<th></th>
<th>Cardiff</th>
<th>Wales</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>9,279</td>
<td>69,587</td>
<td>1,439,601</td>
</tr>
<tr>
<td>%</td>
<td>4.0</td>
<td>3.7</td>
<td>3.6</td>
</tr>
</tbody>
</table>

Source: Claimant Count

- Around a quarter of Cardiff’s working age population is economically inactive – a total of almost 57,000 people.
- Whilst there are around 9,000 Job Seekers Allowance claimants in Cardiff, this represents less than a quarter of the total benefit claimants for the city.

The economic output of an area can be measured as Gross Value Added (GVA), which shows the contribution to the economy of each individual producer, industry or sector by measuring the production of new goods and services.

- As of 2007 economic output, measured as GVA per head in Cardiff & the Vale stood at £21,195 – higher than the comparable UK figure and significantly greater than the Welsh average.
- Economic output per head in Cardiff, however, lags behind many UK cities, including Edinburgh, Belfast, Glasgow, Bristol and Nottingham.

Despite recent improvements, the city suffers from a relatively poorly developed enterprise culture. To achieve this it is important that Cardiff develops, attracts and retains competitive businesses that are at the forefront of the economic recovery because those cities that fail to create an attractive environment for business will be left behind. As part of this we also need to encourage the growth of more local businesses to develop a more sustainable economy, a key component will be to support further development of social enterprise and community businesses.

- There is a lack of corporate headquarters in comparison with other cities.
- Levels of business density in Cardiff are significantly lower than the UK average.
- The number of business start-ups in Cardiff also lags the national average.
- There are also relatively few FTSE listed companies based in Cardiff.
By climbing the value-added ladder and embedding knowledge in our city’s economy we can create sustainable and quality employment opportunities for people who live in Cardiff and the wider city-region. To this end, partners have identified the importance of creating an environment that will help our current businesses grow, whilst attracting new companies to the city. Consequently, partners intend to undertake an ambitious project to develop a highly competitive business district that has the potential to drive a new wave of economic success. Partners will create the right environment to attract listed companies, thereby creating a regional hub for high-value employment. This work will require partners to respond to the needs of business and employees alike, equipping them with the skills and infrastructure a modern knowledge-based economy needs.

Effectively supporting businesses and attracting prospective businesses will be dependent on developing the city’s technology and transport infrastructures. Delivering a high quality technology platform, investing in digital infrastructure and developing an efficient regional transport network with good links to London will make Cardiff a competitive capital with an attractive business environment.

Effective links to London will help make Cardiff an attractive business destination which is why Cardiff, Swindon and Bristol will continue to work together to lobby for the second phase of high speed rail (HSR2), building on the successful calls for electrification of the main line. Significantly shortening the journey time between Cardiff and London, combined with the development of a new business district and requisite office space will make Cardiff a very appealing location for high-value businesses.

Improving intra-city and intra-regional travel links will also be crucial in ensuring access to work opportunities for people in the city and the wider region, whilst providing prospective businesses with a broad and skilled workforce. The city has an interdependent relationship with the region, benefitting from an extended workforce but also generating and sharing affluence and opportunity. This relationship is illustrated by the continued growth in commuter numbers from outside of Cardiff, which increased by 12% (69,000 to 77,000) between 2002 and 2006. Specifically, the numbers travelling from Rhondda Cynon Taff have increased by 20% and those from Caerphilly by 19% during this period. By recognising the importance of local transport we will be able to maximise the mutual benefits of new developments, building a successful city and more prosperous region.

Children and young people are dependent on a buoyant economic environment. Firstly, because opportunities in the labour market mean that fewer children live in workless households and are therefore less likely to suffer the effects of poverty. Secondly, because young people themselves rely on a successful labour market to provide them with training and employment opportunities. A lack of these opportunities has additional consequences for young people as research shows that extended periods of worklessness in early adulthood can have long-term consequences for an individual’s employment prospects.

- In 2009, 8.9% of Cardiff’s year 11 leavers (aged 16) were known not to be in education, training or employment. This was the 2nd highest proportion in Wales and above the national average of 5.7%.
- The number of 16-24 year olds claiming unemployment benefit has increased rapidly since 2008 from 1,535 to 3,140.

From a child poverty perspective, income poverty can have a profound impact. Unemployment and financial exclusion of parents, caused by a lack of basic skills, poor access to childcare or a lack of public transport, have an impact on household income and can therefore have a negative affect on children. Economic circumstances have also been shown to correlate with levels of stress in the family. Studies during economic recessions indicate that job losses are associated with a number of problems such as domestic violence and abuse. Therefore challenging economic circumstances not only limit employment and training opportunities for parents but they also have broader damaging effects on health, well being and safety of the family as a whole.

In addition to building a strong economy that can offer opportunity for the future, increasing adult employment and reducing workless families can perhaps have the greatest impact on child poverty. Because income can be seen as the anchor for all other forms of poverty, increasing the wealth of the family can improve the health, well-being and educational attainment of children and young people. In this way we can break the cycle of poverty and encourage social mobility. However, it is important to appreciate that entering employment does not always equate to moving out of poverty. The number of adults working in a household, the number of dependents, the salary and the hours worked all have a bearing. Therefore, although reducing worklessness is our ambition, partners will also focus on helping people access and sustain the right kind of employment.
In 2008 Cardiff had the joint ninth lowest rate (17.4%) of children living in workless households in Wales and was below the national average of 18.0%.

For the three-year period of 2006 to 2008, Cardiff had the fifth lowest percentage (51.1%) of lone parents in employment in Wales. This was also below the national average of 55.4%.

As stated throughout this strategy, Cardiff is a city of two halves with a noticeably more deprived ‘southern arc’. Income has been described as the main determinant of deprivation, accounting for 95% of all other forms of geographical deprivation. It can therefore be said that a thriving and prosperous economy, where prosperity is shared amongst the population, will have major benefits across each outcome and will make serious strides towards achieving a more equal society.

The city suffers from an uneven spread of economic activity, with unemployment concentrated in the ‘southern arc’ area.

The unemployment rate in Butetown is over five times higher than that found in Lisvane.

There are significant disparities in the employment rates in Cardiff amongst different groups in society.

Less than 44% of Cardiff’s working age disabled population are in employment, someway short of the comparable figure for Cardiff as a whole of almost 68%.

The employment rate for ethnic minorities in the city stands at 53.2% - again significantly lower than the city-wide average.

Subsequently there is concern that more people in some areas of Cardiff may suffer from worklessness for significant periods, contributing to a cycle of poverty for some in the city.

However, Cardiff is likely to lead the way for the Welsh economy, with financial and business services likely to have a big impact on employment growth.

The city is expected to continue to attract workers from the city-region, where in many areas they will rely on Cardiff as their main source of employment.

It is also expected that the city’s economy will continue to develop a critical mass of high-value businesses, such as creative and biotechnology businesses, helping to retain the city’s graduate workforce.

What Matters… Cardiff 2020?

The global economic environment has changed considerably and future projections are showing that the consequences of the economic downturn are likely to be felt for some time.

Forecasts predict that it won’t be until 2014 that employment growth will return in Wales following the economic downturn.

Pressure on public, private and consumer spending may cause businesses to struggle, with knock-on effects throughout the city’s economy.

Unemployment may also rise in the first part of the decade and many fear that the poorest households are the most likely to be affected.
What Matters... What are we going to do?

The information in this chapter presents a comprehensive picture of where we are now and where Cardiff could be in 2020. This informed the discussions of partners and helped them to determine what issues matter most. Partners from a range of areas then came together to decide on the top three priorities for Cardiff to have a thriving and prosperous economy.

Although there are many important issues that must be tackled there is also a recognition that deciding what really matters and focusing our efforts on those areas is vital if we are to make real progress in challenging times. Individual organisations and partnerships will continue to address the range of issues that relate to building a thriving and prosperous economy, but the priorities below represent the three main issues for the city that we will address collectively.

For Cardiff to have a thriving and prosperous economy our priorities are to ensure that:

- Children and young people have strong futures, through education, training and employment opportunities
- Quality and sustainable employment opportunities are created
- Cardiff attracts, develops and retains skilled workers, businesses and entrepreneurs

“With TV companies like the BBC investing in and locating to Cardiff it’s going to have a huge impact on the city and on Wales as a whole. There will be great opportunities for new media businesses, but it’s also going to help create a thriving economy, as well as making a strong cultural contribution.”

Shaun Russell and Justin Chaloner, Directors of Hubbub Media
## Cardiff has a thriving and prosperous economy delivery plan

<table>
<thead>
<tr>
<th>Priority</th>
<th>Contribution to Outcome</th>
<th>In order to deliver the outcome for Cardiff we will:</th>
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</table>
| Children and young people have strong futures, through education, training and employment opportunities | Healthy, Environment, Safe, Thriving, Potential, Live Work Play, Fair | Increase financial inclusion to reduce child poverty  
Reduce education exclusion to reduce child poverty  
Increase integrated family support to reduce child poverty  
Increase the levels of literacy and numeracy in Cardiff  
Increase the number of young people accessing jobs or training |
| Quality and sustainable employment opportunities are created             | Reduce unemployment in Cardiff  
Increase the employment rate in Cardiff  
Increase average earnings and productivity in Cardiff  
Reduce inequalities in employment rates and earnings for different groups in Cardiff  
Increase the number of social enterprises within the city  
Increase local gains from public service procurement | |
| Cardiff attracts, develops and retains skilled workers, businesses and entrepreneurs | Increase the number of high value knowledge economy clusters in Cardiff  
Increase inward investment in Cardiff’s economy  
Increase entrepreneurial activity in Cardiff  
Increase the competitiveness of Cardiff’s economy  
Improve Cardiff’s connectivity with other cities in the UK  
Increase the use of new funding streams and mechanisms for economic development and regeneration  
Increase the commercialisation of higher education research | |

*Further information on detailed actions will feature in the ‘What Matters’ Delivery Plan, available at www.cardiffproudcapital.co.uk*
We will measure our progress against the headline indicators identified below – as we attempt to ‘turn the curve’ and improve Cardiff’s performance.

### Indicator: Turning the Curve

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<thead>
<tr>
<th>Indicator</th>
<th>Trends: Turning the curve</th>
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<tbody>
<tr>
<td>Gross Value Added (GVA) per head for Cardiff and the Vale of Glamorgan (£) (source: National Statistics).</td>
<td><img src="image" alt="Gross Value Added Chart" /></td>
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<tr>
<td>Unemployment Claimant Count – proportion of working age population claiming job seekers allowance in Cardiff (source: NOMIS).</td>
<td><img src="image" alt="Unemployment Claimant Count Chart" /></td>
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<td>New company start-ups – number of businesses per year registering for VAT purposes per 10,000 inhabitants (source: VAT Registrations).</td>
<td><img src="image" alt="New Company Start-ups Chart" /></td>
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<tr>
<td>Full-time gross median weekly pay for people living in Cardiff (source: Annual Survey of Hours and Earnings).</td>
<td><img src="image" alt="Full-time Median Weekly Pay Chart" /></td>
</tr>
<tr>
<td>Number of visitors to Cardiff each year (source: STEAM).</td>
<td><img src="image" alt="Number of Visitors Chart" /></td>
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**Indicators being developed**
- Overall worklessness in Cardiff.
Educational and work life achievements are often the most recognisable means of realising potential; being both important for their own sake, as well as enabling people to access other enriching opportunities. The provision of a first class education and training is perhaps one of the most profound and fundamental things that partners can offer people in the city. It can give children and young people the skills and knowledge they need to be successful and it can give adults opportunities to pursue their interests or develop their career.

However, it is important to recognise that potential is fulfilled in a variety of ways. Achieving ‘full potential’ means having the opportunity to lead a fulfilling life, whether that be through employment, education, volunteering, hobbies, leisure or lifestyle. Active participation in public life, leisure, sport and culture can all improve our lives and our well being. Furthermore, everybody should be able to enjoy these opportunities, irrespective of their background or characteristics.

As city partners, we are committed to helping and enabling our citizens to realise their potential throughout their lives, to whatever level and in whatever areas they choose. This means providing excellent educational services, support for early years and for older people, support to live independently, involvement in civic society and volunteering, and removing the barriers, including language barriers, that prevent people from participating. In this respect, helping people achieve their full potential also means supporting social mobility and building a society where there are opportunities for all.

In recognition of Cardiff’s status as a bilingual city, there is a commitment to provide these opportunities in people’s preferred language. This means responding to demand for Welsh-medium education and also extending the provision of play and leisure services in Welsh. In this way people can realise their potential in variety of ways, in the language of their choice.

“\textit{I think I’ve been able to reach my full potential as a parent through the Flying Start programme. Its helped to give my children a brilliant start in life, which means they will reach their full potential by growing up to be confident, healthy and happy adults.}”

Sara Coomansingh pictured with Oskar, Flying Start participant, Llanrumney
Early years are crucial to children’s development. The quality of children’s early experiences from 0-7 years plays a significant role in their physical, social, emotional and intellectual development. Children who grow up in poverty are more likely to have less positive experiences that may compromise their development. Support for families is therefore vital to ensure a good start in life and this demands helping to build a positive family environment and nurturing relationships with both parents - with an emphasis on maintaining those relationships during and after family breakdown. In addition to emotional well being and development, children’s early experiences can equip them with the necessary skills to maintain their own health and well being as they grow up. Improved health outcomes for children 0-7 and improved ante-natal and maternity services are national priorities that have major implications at a local level; particular issues include breastfeeding rates, low birth weight, childhood obesity, dental decay and immunisation.

- From 2006 to 2008, 7.35% of live births in Cardiff had a low birth weight (i.e. below 2.5kg). This was the 8th highest percentage in Wales and above the national average of 7.27%.
- For the period of 2006 to 2008, Cardiff had the third highest rate, 71.09%, of breastfeeding at birth in Wales and was significantly above the national average of 55.94%.
- Child immunisation uptake rate for Pertussis (whooping cough), Diphtheria and Hib are all ranked the 3rd lowest in Wales.
- The immunisation uptake rate for MMR (primary vaccination by age 2) in Cardiff was 87.06% in 2008/09. This was the 8th lowest rate in Wales and also compared poorly with the national average of 88.23%.
- In 2007-08, the percentage of 5 year old children in Cardiff with at least one decayed, missing or filled tooth, was 41.7%. This ranged from 25% in Rhiwbina, Radyr and St Fagans to 72.4% in Ely and Caerau.

Learning and training, both formal and informal, are a fundamental part of achieving potential. They open up opportunities and raises aspirations. Moreover, learning is a lifelong opportunity, which everybody should be able to access. We must ensure that children and young people can enjoy their entitlement to learning and support their ability to access and sustain that entitlement, whilst developing learning experiences that help them make the transition to adulthood. Partners are committed to working together to deliver genuinely collaborative approaches to learning and training that help young people to achieve the best possible outcomes. This means that education is not the sole responsibility of schools and a broad range of organisations must play their part. High quality learning outcomes are not only the result of good education provision, but of a system that keeps children and young people happy, healthy, safe and engaged. Importantly, by investing in learning, both directly and indirectly, we can ensure our young people have the freedom to shape their lives in whatever way they choose. In this way we are also investing in the future of our city, which is reliant on the ideas, energy and creativity of young people.

- Schools examination achievements in Cardiff fall short of the Welsh average, though the trend is improving.
- 54.8% of pupils in Cardiff achieved 5 A*-C grades in 2009, compared to a Welsh average of 57.1%.
- Absenteeism in Cardiff schools averaged 2.9% for 2008/09, compared to a Welsh average of 1.7%.
- The number of young people who are not in education, employment or training (NEET) is high; in 2009, 8.9% of Cardiff’s year 11 leavers (aged 16) were known not to be in education, training or employment, which was the second highest proportion in Wales.
- The number of 16-24 year olds claiming unemployment benefit has increased rapidly since 2008 from 1,535 to 3,140.
- 12.8% of 16-64 year olds have no qualifications.
- However, 38.4% of 16-64 year olds have NVQ level 4 or equivalent, putting Cardiff above all of the English Core Cities.

In addition, we are committed to providing the same quality of experience to all people throughout their lives, helping everybody achieve their potential through learning. The Cardiff Community Learning Network is a key partnership that will support the development and delivery of the full range of adult learning opportunities in the city. In 2009/10 there were:

- 12,500 adult learners in Cardiff, including those taking Basic Skills and English for Speakers of Other Languages (ESOL) courses.
- 17,069 course enrolments.
- 1001 learners and 1536 enrolments on Basic Skills courses.
- 1999 learners and 4774 enrolments for ESOL courses.
Participation in **sport, play, leisure and culture** is central to achieving potential. It gives people the opportunity to use their talents and abilities, it opens up further opportunities for learning and employment and it is enriching in its own right. It plays a particularly important part in the lives of children and young people; supporting development in the early years and helping to build the skills and abilities that young people need for life, whilst making a strong contribution to their well being.

- Play centre use has grown by **16%** in the last 5 years.
- However, some children require a greater degree of support to access play facilities, including disabled children and children from ethnic minority groups.
- Between 2005/06 and 2008/09 the number of youth club members aged 11-25 and youth club attendance both increased by over **70%** and the number of young people completing an accredited course within the youth service nearly trebled between 2006/07 and 2008/09.
- The number of active library users aged 0 to 24 almost doubled between 2008/09 and 2009/10.
- The number of free public swims (during school holidays) for children aged 16 and under has decreased by 21.0%, but is less than the decline seen across Wales over the same period of 30.4%.
- Between 2005/06 and 2009/10 the number of children aged 16 and under attending free structured activities (during school holidays) in Cardiff increased by 158.6%.
- There has recently been a small increase in the number of Welsh language sport, leisure and play activities available for children and young people but it remains inadequate compared to the numbers receiving Welsh-medium education.

For many people whose capacity to live on their own or live their lives the way they would choose is limited, independence can represent the fulfilment of potential. Maximising people’s potential to live independently means helping them develop the skills they need for daily life, so that they can live where they choose for as long as they choose. It also means helping them to participate in learning, training and employment so that they can be financially independent. Partners will work together to ensure that older people, those with health needs or mental health needs, physical or sensory impairment or learning difficulties can define and work to their own levels of independence and personal potential.

Addressing the determinants and consequences of **poverty** and **child poverty** is central to helping future generations of people achieve their full potential. Only by helping children and young people can we break the cycle of deprivation, enable social mobility and ensure that everybody has an equal chance of achieving their potential. However we also have an immediate commitment to children, young people and adults to improve standard of living in the here and now.

- In 2008/09 the number of open cases of ‘children in need’ in Cardiff was 976 per 10,000 population aged 0 to 19. This was the tenth highest rate in Wales and was above the national average of 949.
- In 2009 the rate of looked after children in Cardiff was 65 per 10,000 population aged 0 to 19. This was the eleventh highest rate in Wales and just below the national average of 66.
- Looked After Children often suffer poorer outcomes than the general population for example, it is estimated that 50% of care leavers are NEET on their 19th birthday.
- In 2008/09 the rate of children and young persons on child protection registers in Cardiff was 27 per 10,000 population aged 0 to 19. This was the eighth lowest rate in Wales and was below the national average of 35%.

**Supporting vulnerable people** to achieve their full potential is an integral part of what service providers do. Vulnerable adults who are receiving services, whether they be social care, health, housing, welfare, justice or probationary services, may require additional support, above and beyond that which they already receive, to help them achieve their full potential. Children and young people are particularly vulnerable to harm and those that are often suffer disproportionately. Supporting children who are vulnerable, including Looked After Children, those with disabilities and complex needs, to achieve their full potential means putting specialist initiatives in place to enable them to access the same opportunities as everyone else.

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- In 2008 17.4% of children in Cardiff were living in workless households, just below the national average of 18.0%.
• Cardiff has significantly more than its expected share of children aged 0 – 15 living in the most deprived 10% of Wales communities. The overall figure is 26.1%, but is even higher for the income and education domains at 28.1%.

• Between 2006 and 2008, Cardiff had the fifth lowest percentage (51.1%) of lone parents in employment in Wales.

• 22.2% of Cardiff school pupils aged 5–15 were eligible for Free School Meals in 2009.

• The deprivation that children and young people experience in relation to early years and education can be described as associated effects of poverty.

• There is an unequal dispersal of play, leisure and cultural opportunities across the city.

• There are barriers that prevent some children and young people from being able to enjoy the opportunities that do exist, such as ticket prices and public transport links.

• There are stark disparities between educational attainment in the north and south of the city.

• There are higher numbers of unemployment benefit claimants in the southern arc than in the north of the city, ranging from 8.4% in Butetown to 1.3% in Lisvane.

Forecasts show that a lack of employment opportunities is set to be a significant problem over the next 5 years. As financial pressures impact on the public sector and if the economic recovery falters there could be an upsurge in unemployment, resulting in more competition for jobs and fewer opportunities for young people. This will have a major impact on poverty and child poverty.

• Levels of unemployment could rise significantly and the number of children in workless households could increase as a consequence.

• The lasting effects of the recession could result in a sizeable number of young people with limited qualifications and job experience, thereby having a disproportionate and long-term impact on several cohorts of young people.

Forecasts show that prospective budget cuts could put pressure on education and learning, forcing providers to answer difficult questions about how they meet the learning needs of citizens.

• Continued pressure on public spending could create real tension in the allocation of the education budget.

• School funding may hold-up at the expense of higher education budgets but changes to the university system may mean that higher education opportunities become more limited, squeezing young people’s learning and employment opportunities.

• In this event service providers would need to plan for alternatives in order to avoid significant youth unemployment.

Sport, play, leisure and culture are forecast to be among the services hit hardest by budget cuts across the country.

• If there are fewer older people and children in Cardiff these new demographics could influence public spending choices. The greatest proportion of budgets might be directed towards the working age population which could result in more limited budgets for younger people to access play, leisure, cultural and sporting activities.
Providers are likely to have to answer some difficult questions about how they reduce the risk of people’s needs escalating through the implementation of preventative services, whilst supporting the most vulnerable people in society.

- The city’s elderly population could become increasingly socially isolated as families become more geographically dispersed.
- However, Cardiff’s elderly population might not grow at the rate anticipated in other areas and may well begin to fall.
- If public service providers focus limited resources on the working age population this could affect the quality and choice of services to older people and children.

What Matters... What are we going to do?

The information in this chapter presents a comprehensive picture of where we are now and where Cardiff could be in 2020. This informed the discussions of individual partnerships and helped them to determine what issues matter most. Partners then came together to decide on the top three priorities for people in Cardiff to achieve their full potential.

Individual organisations and partnerships will continue to address the range of issues that prevent people in Cardiff from achieving their full potential, but the priorities below represent the three main issues for the city that we will address collectively.

For people in Cardiff to achieve their full potential our priorities are to ensure that:

- Citizens can be active and participate in all aspects of life
- Vulnerable families and individuals can achieve their independence and ambition
- Support and provide access to appropriate learning and training provision for all

“To me, achieving potential means being able to live on my own and do things for myself. Since I moved to Llys Enfys I’ve made loads of friends, I get involved in lots of different activities and there are plenty of things I do for myself. It’s important to be able to do these things but the carers are brilliant and it’s nice to have the reassurance.”

Paul Donnelly, Llys Enfys supported accommodation resident
People in Cardiff achieve their full potential delivery plan

<table>
<thead>
<tr>
<th>Priority Theme</th>
<th>Contribution to Outcome</th>
<th>To be delivered by...</th>
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<tbody>
<tr>
<td><strong>Citizens can be active and participate in all aspects of life</strong></td>
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<tr>
<td>Increase participation in:</td>
<td></td>
<td></td>
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<tr>
<td>- Physical activity</td>
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<td>2010</td>
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<tr>
<td>- Play and leisure</td>
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<td>- Cultural activity</td>
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<td>- Sporting activity</td>
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<td>- Volunteering</td>
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<td>2014</td>
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<td>Increase the number of people in Cardiff practising active citizenships</td>
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<td>2015</td>
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<tr>
<td>Establish Cardiff as a ‘Restorative City’</td>
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<td>2016</td>
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<tr>
<td>Identify vulnerable adults and ensure their safety</td>
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<td>2017</td>
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<td>Ensure the long term care needs of citizens in Cardiff are being met</td>
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<td>2018</td>
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<td>Increase independent living in Cardiff through greater choice and control</td>
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<td>2019</td>
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<td>Increase support and access to housing for those with distinct housing requirements</td>
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<td>2020</td>
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<td>Increase the number of children in Cardiff that have a flying start in life</td>
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<td>Improve access to respite options for carers and cared for people</td>
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<td>Improve support for families and help to build and maintain a positive family environment involving both parents</td>
<td>2010</td>
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<tr>
<td>Improve the coordination of multi-agency action to address child poverty</td>
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<tr>
<td><strong>Vulnerable families and individuals can achieve their independence and ambition</strong></td>
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<tr>
<td>Increase the level of good language, literacy and communication skills for children and young people</td>
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<tr>
<td>Increase opportunities for people to participate in lifelong learning</td>
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<td>Improve youth engagement programmes</td>
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We will measure our progress against the headline indicators identified below – as we attempt to ‘turn the curve’ and improve Cardiff’s performance.

**Indicator**

**Year 11 leavers (aged 16) known not to be in education, employment or training from schools in Cardiff.**

<table>
<thead>
<tr>
<th>Year</th>
<th>% of Yr 11 School Leavers known to be NEET</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>2</td>
</tr>
<tr>
<td>2005</td>
<td>4</td>
</tr>
<tr>
<td>2006</td>
<td>6</td>
</tr>
<tr>
<td>2007</td>
<td>8</td>
</tr>
<tr>
<td>2008</td>
<td>10</td>
</tr>
<tr>
<td>2009</td>
<td>12</td>
</tr>
</tbody>
</table>

**Claimant Count**

Unemployment aged 18-24.

<table>
<thead>
<tr>
<th>Year</th>
<th>People Aged 18-24 claiming unemployment benefits per 1,000 inhabitants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>30</td>
</tr>
<tr>
<td>2001</td>
<td>25</td>
</tr>
<tr>
<td>2002</td>
<td>20</td>
</tr>
<tr>
<td>2003</td>
<td>15</td>
</tr>
<tr>
<td>2004</td>
<td>10</td>
</tr>
<tr>
<td>2005</td>
<td>5</td>
</tr>
</tbody>
</table>

**First Time Entrants to Criminal Justice System aged 10-17.**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005-2006</td>
<td>700</td>
</tr>
<tr>
<td>2007-2008</td>
<td>600</td>
</tr>
<tr>
<td>2009-2010</td>
<td>500</td>
</tr>
<tr>
<td>2011-2012</td>
<td>400</td>
</tr>
<tr>
<td>2013-2014</td>
<td>300</td>
</tr>
</tbody>
</table>

**Indicators being developed are:**

- % with NVQ4+ - aged 16-64.
- % with no qualifications - aged 16-64.
- % with NVQ4+ - aged 16-64.
- % with no qualifications - aged 16-64.
- An indicator that relates to ‘maximising independence’.
- Participation in culture, leisure and sport.
Cardiff’s development over recent years has led to a commercial, creative, and cultural redefinition of the city, the result being a place where people choose to live, work and play. This transformation is evident with the completion of projects such as the Wales Millennium Centre, the development of the city centre and the ongoing development of Cardiff Bay and the International Sports Village. The development of Sophia Gardens resulted in the focus being drawn to us for the 1st Ashes Test in 2009 and the newly built St. David’s retail centre has made Cardiff a popular shopping destination. Cardiff also puts forward a broader cultural and retail offer, which can be seen in the Victorian arcades with their independent shops, the farmers markets and the many independent bars and restaurants. This blend gives Cardiff a diversity that makes a major contribution to the quality of life in the city.

An appreciation of our heritage assets, combined with our new developments, has also played a major role in shaping the city. Cardiff is blessed with castles, museums and art collections of international importance. Our history and Welsh language and culture make the city genuinely distinctive, contributing to a sense of place and appealing to visitors from around the world. Cardiff is a city where modern developments and heritage and culture work together to offer world-class attractions that reflect the taste and choices of contemporary residents and visitors.

In addition to these achievements, being a great place to live work and play means making the city work for our residents. This involves providing and maintaining good quality public space, a user-friendly integrated transport system and high-quality affordable housing. It also means building safe and resilient communities, where residents can enjoy the highest quality of life.

The affordability of housing is a key determinant of quality of life. House prices in Cardiff, as with the UK in general, have increased greatly over recent years. For most people, the home is the greatest draw on our personal finances but it also a valuable investment that can guarantee security. This marks a shift in culture where homes are often seen as ‘wealth generators’ and though this has created ‘housing wealth’ for some, it has not been experienced uniformly. Inequalities in housing wealth have a particular impact on child poverty. Those whose parents have housing wealth are more likely to be advantaged in childhood and to benefit from financial assistance, for example, in finding their own homes. Moreover, housing...
wealth creates freedom, allowing those who have it to choose the area they live- which may be determined by proximity to job opportunities, high performing schools, popular facilities or healthier physical environments. As a result, access to housing in the short term and housing wealth in the long term can have a major impact on geographical and generational socio-economic disadvantage. This once again reinforces the fundamental importance of increasing the incomes of the most disadvantaged in our society. Addressing income poverty would enable more people to build up housing wealth and may also mean that the differential between earnings and the amount spent on accommodation is reduced, thereby increasing disposable income.

- In June 2010 the average house price in Cardiff was £151,016.
- In comparison with other cities in the UK housing in Cardiff is relatively expensive. Of the English Core Cities only Bristol has a higher average house price.
- Similarly, affordability sees Cardiff just behind Bristol in terms of the ratio of average house price to average annual earnings.
- Whilst 18% of all affordable housing in Wales is located in Cardiff, the affordability figure highlights that pressure remains in the capital’s housing market, especially for those on lower incomes.
- With rising energy prices, reducing the costs of running a home is also a concern for many in Cardiff. Making new homes energy efficient, as well as retrofitting the existing housing stock, will help to make living in Cardiff more affordable and sustainable.

Being able to influence positive changes to our communities is also an important part of making the city a great place to live work and play. This is why neighbourhood management, a multi-agency locality-based approach that directs services from partner agencies into a local area in a coordinated way, is key to the success of the city. The approach has achieved significant success in a number of areas and has broad ranging influence on improving the quality of life for residents across Cardiff.

- There are 6 neighbourhood management areas that cover the city (see page 32 for maps).
- Each neighbourhood management team works to improve quality of life for local residents, targeting the top concerns in each area.
- This has improved quality of life for residents by making improvements such as a significant reduction in antisocial behaviour.

- Partners will explore the opportunity to develop an integrated capital estates and development plan that can facilitate more extensive joint working in neighbourhoods in the future. This represents preparation for improved service delivery as well as a means of managing resources more efficiently.

Over 70,000 of those working in Cardiff live outside the city’s boundaries and commute daily for work.

- Most of the in-commuting is from the local areas of Rhondda Cynon Taf, the Vale of Glamorgan and Caerphilly.
- Traffic on Cardiff’s roads grew by 12% between 1997 and 2007 (from 279,200 to 313,900 vehicles), which represents an average annual increase of 1.8%, in line with predicted central level growth according to National Traffic Forecasts.
- However, Cardiff’s transport network will be adversely affected by a projected 11-18% increase in road traffic over the next decade.

The EU Urban Audit Perceptions survey was carried out in November 2009 looking at how satisfied people were with city life. The survey covered 75 European cities, including Cardiff. The survey highlighted that more Cardiff residents were either very satisfied with or rather satisfied with their city’s cultural facilities than any other city in the survey.

- Only 2% of the city’s residents weren’t satisfied with our cultural facilities.
- Cardiff was ranked 4th of the European cities in the survey.
- 4th in terms of satisfaction with outdoor recreation in the city.
- 5th in terms of satisfaction with sporting facilities.
- 5th in terms of satisfaction with public spaces.

Since 2006 the Ask Cardiff Survey has been distributed to 10,000 households every year to ascertain levels of satisfaction with local services and which issues matter most to citizens.

- The survey found that in 2009 83.4% of respondents were either fairly or very satisfied with Cardiff as a place to live.
'How satisfied are you with your local area as a place to live?'

<table>
<thead>
<tr>
<th></th>
<th>2007 (July)</th>
<th>2008 (Nov)</th>
<th>2009 (Nov)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
</tr>
<tr>
<td>Very Satisfied</td>
<td>509</td>
<td>45.4</td>
<td>361</td>
</tr>
<tr>
<td>Fairly Satisfied</td>
<td>528</td>
<td>47.1</td>
<td>392</td>
</tr>
<tr>
<td>Neither</td>
<td>29</td>
<td>2.6</td>
<td>32</td>
</tr>
<tr>
<td>Fairly Dissatisfied</td>
<td>31</td>
<td>2.8</td>
<td>22</td>
</tr>
<tr>
<td>Very Dissatisfied</td>
<td>18</td>
<td>1.6</td>
<td>14</td>
</tr>
<tr>
<td>Don’t know</td>
<td>6</td>
<td>0.5</td>
<td>2</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1121</td>
<td>100.0</td>
<td>823</td>
</tr>
</tbody>
</table>

Source: ASK Cardiff Survey

As capital city of Wales, Cardiff has an extensive range of cultural attractions to offer to residents and visitors alike. These include the St. Fagan’s National History Museum, one of Europe's leading open-air museums and Wales's most popular heritage attraction and National Museum Cardiff which is home to an art collection of international importance, including one of Europe's finest collections of Impressionist works. In addition, Cardiff Castle and Castell Coch are remarkable features in the cities range of heritage assets and bring large numbers of visitors to the city. These impressive resources show that Cardiff is a capital city that represents the nation but also is an open and attractive city that can communicate the country’s rich culture and heritage to an international audience.

In its role as the capital city of Wales, developing an international profile is a key responsibility for Cardiff. In the future the cities with the best quality of life will be those that are globally connected - culturally, economically and socially. This means developing city-to-city links, as well as promoting the city as a welcoming and attractive location for people to live, work and play. Our universities particularly have a role to play in internationalising the city as they attract a large number of overseas students. In addition to adding a significant amount of value to the economy after graduation, international students can help to create a more globally connected business environment and a more cosmopolitan place to live. The number of international visitors and students to Cardiff can be taken as a measure of the city's international connectivity.

- In 2008 the city attracted a total of 342,000 visitors, placing the city ninth in the UK (excluding London).
- The average number of overseas visitors to the top 20 cities in the UK (again excluding London) stood at just under 420,000 in 2008.

Visits in the top 10 UK towns & cities by overseas visitors 2008

<table>
<thead>
<tr>
<th>No.</th>
<th>Town</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Edinburgh</td>
<td>1,191,000</td>
</tr>
<tr>
<td>2</td>
<td>Manchester</td>
<td>889,000</td>
</tr>
<tr>
<td>3</td>
<td>Birmingham</td>
<td>763,000</td>
</tr>
<tr>
<td>4</td>
<td>Glasgow</td>
<td>692,000</td>
</tr>
<tr>
<td>5</td>
<td>Liverpool</td>
<td>553,000</td>
</tr>
<tr>
<td>6</td>
<td>Bristol</td>
<td>492,000</td>
</tr>
<tr>
<td>7</td>
<td>Oxford</td>
<td>437,000</td>
</tr>
<tr>
<td>8</td>
<td>Cambridge</td>
<td>382,000</td>
</tr>
<tr>
<td>9</td>
<td>Cardiff</td>
<td><strong>342,000</strong></td>
</tr>
<tr>
<td>10</td>
<td>Brighton</td>
<td>331,000</td>
</tr>
</tbody>
</table>

Source: National Statistics Travel Trends 2008

- Between 2004 and 2009 visitor expenditure in Cardiff has risen by 36% or £184 million.
- In 2009, visitors to Cardiff spent £703.6m during 14.6 million visits over 16.5 million total visit days.

For children and young people, a great place to live, work and play is somewhere where they can enjoy their childhood and youth. It means living in communities where they feel safe and that they feel part of. It also means being able to access a range of play, sporting, leisure and cultural activities in both English and Welsh.

- Play centre use has grown by **16%** in the last 5 years.
- Between 2005/06 and 2008/09 the number of youth club members and youth club attendance both increased by over **70%**.

Though Cardiff is already a great place to live, work and play for many children and young people, partners are committed to ensuring that all children and young people get the most out of the city. Children and young people from poorer backgrounds often feel excluded from activities others enjoy, something which can be even more acute for disabled and ethnic minority children. This form of participation poverty, can lead to further social exclusion and stigma, as well as impacting on health, well being and development. Partners are therefore committed to addressing the inequality in play, sport, leisure and cultural opportunities that exist across the city. This means removing barriers to participation, including price, transportation and time of activities. By increasing the participation of disadvantaged children and young people they can become ‘active citizens’, developing new skills and experiences and making positive contributions to their communities.
Future forecasts predict that over the next ten years the economic downturn could impact on quality of life in a number of ways:

- As budgets diminish and tough choices ensue, the possibility of less investment in arts and culture may have an impact on the city, with a subsequent impact both on tourism and residents. It may become more difficult to use private sector sponsorship and investment to run major events and develop new venues in the city.
- Pressure on the city’s transport system is unlikely to subside. Levels of in-commuting are expected to rise, and traffic growth could have a significant impact on the quality of life of residents.
- The economic decline could hit the retail sector. Households and families may have less money and the retail industry could suffer as the purchase of non-essential items slows.
- As public sector finances in the UK tighten, citizens are likely to expect the same level of public services. As a result it will become harder for service providers in the city to maintain levels of public satisfaction with services.
- It is also likely that there will be continued pressure on living costs. This, coupled with economic pressures, could present concern for many potential homeowners in Cardiff. The economic climate may also mean it may become more difficult to deliver affordable housing.

The information in this chapter presents a comprehensive picture of where we are now and where Cardiff could be in 2020. This informed the discussions of individual partnerships and helped them to determine what issues matter most. Partners then came together to decide on the top four priorities for Cardiff to be a great place to live, work and play.

Although there are many important issues that must be tackled there is also a recognition that deciding what really matters and focusing our efforts on those areas is vital if we are to make real progress in challenging times. Individual organisations and partnerships will continue to work on a range of issues that help make Cardiff a great place to live, work and play, but the priorities below represent the four main issues for the city that we will address collectively.

### For Cardiff to be a great place to live, work and play our priorities are to ensure that:

- Cardiff’s urban design, infrastructure and connectivity make it a great place to work and do business
- Cardiff has strong, safe and sustainable neighbourhoods
- Cardiff has high quality, sustainable and affordable housing
- Cardiff has world-class leisure, cultural and sporting facilities that reflect the wants of citizens and visitors

“*The community in Butetown is fantastic and one of the oldest in Cardiff. It’s got vibrancy and different cultures and that’s what makes it special. The community is going to benefit hugely from the new regeneration project in Loudoun Square and I think that preserving and developing the areas and communities that make Cardiff special is going to help Cardiff be a great place to live, work and play.*”

Naveed Rahman, Owner of Butetown Fish Bar and Chair of the Loudoun Square Retailers Group
<table>
<thead>
<tr>
<th>Priority</th>
<th>Contribution to Outcome</th>
<th>To be delivered by...</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cardiff’s urban design, infrastructure and connectivity make it a great place to work and do business</strong></td>
<td></td>
<td>2010</td>
</tr>
<tr>
<td></td>
<td>Ensure high quality urban design</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Improve Cardiff’s infrastructure and connectivity</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increase the participation rates of children and young people in active citizenships</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increase the number of people in Cardiff that enjoy living in their neighbourhoods</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Improve the quality of the built environment to create sustainable neighbourhoods across Cardiff</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increase joined up working between public and third sector organisations through the establishment of “citizen hubs” to provide co-located services.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Establish a Voluntary Sector Centre which supports the continued development of a thriving third sector.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Further embed the multi-agency neighbourhood management model and localised problem-solving</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Develop an integrated strategic capital/estates plan across Local Service Board partners to increase the efficiency of the public estate and ensure community facilities are located at the heart of communities</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Develop and implement regeneration programmes, including local and district centre action plans, neighbourhood renewal schemes, and area renewal strategies to strengthen the sustainability of local communities (e.g. shops, neighbourhood facilities, employment etc)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Improve community cohesion through a coordinated programme of action</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increase the participation rates of children and young people in active citizenships</td>
<td></td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Improve the quality of the built environment to create sustainable neighbourhoods across Cardiff</td>
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<td></td>
<td>Increase joined up working between public and third sector organisations through the establishment of “citizen hubs” to provide co-located services.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Establish a Voluntary Sector Centre which supports the continued development of a thriving third sector.</td>
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</tr>
<tr>
<td></td>
<td>Further embed the multi-agency neighbourhood management model and localised problem-solving</td>
<td></td>
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<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Develop and implement regeneration programmes, including local and district centre action plans, neighbourhood renewal schemes, and area renewal strategies to strengthen the sustainability of local communities (e.g. shops, neighbourhood facilities, employment etc)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Improve community cohesion through a coordinated programme of action</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ensure Cardiff has a good supply of quality affordable and sustainable housing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Improve the quality of existing homes and neighbourhoods</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reduce the numbers of and improve conditions for homeless people in Cardiff</td>
<td></td>
</tr>
<tr>
<td><strong>Cardiff has world-class leisure, cultural and sporting facilities that reflect the requirements of citizens and visitors</strong></td>
<td></td>
<td>2010</td>
</tr>
<tr>
<td></td>
<td>Increase the number of visitors to Cardiff</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increase business tourism in Cardiff</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increase opportunities for people to participate in: Physical activity, Play and leisure, Cultural activity, Sporting activity, Volunteering</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increase the promotion of Cardiff’s rich culture and heritage</td>
<td></td>
</tr>
</tbody>
</table>

*Further information on detailed actions will feature in the ‘What Matters’ Delivery Plan, available at www.cardiffproudcapital.co.uk*
We will measure our progress against the headline indicators identified below – as we attempt to ‘turn the curve’ and improve Cardiff’s performance.

### Indicator

**Ratio of average house price to median annual full-time earnings**  
(Source: Land Registry, Annual Survey of Hours and Earnings).

<table>
<thead>
<tr>
<th>Year</th>
<th>Ratio of Average House Price to Median Annual Full-Time Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>4.0</td>
</tr>
<tr>
<td>2003</td>
<td>4.5</td>
</tr>
<tr>
<td>2004</td>
<td>5.0</td>
</tr>
<tr>
<td>2005</td>
<td>5.5</td>
</tr>
<tr>
<td>2006</td>
<td>6.0</td>
</tr>
<tr>
<td>2007</td>
<td>6.5</td>
</tr>
<tr>
<td>2008</td>
<td>7.0</td>
</tr>
<tr>
<td>2009</td>
<td>7.5</td>
</tr>
</tbody>
</table>

### Trends: Turning the curve

**Citizen satisfaction with the city as a place to live.**

Responses to the question “How satisfied are you with your local area as a place to live?”  
(Source: Ask Cardiff Survey)

<table>
<thead>
<tr>
<th>Year</th>
<th>% Respondents Very Satisfied or Fairly Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>74</td>
</tr>
<tr>
<td>2003</td>
<td>76</td>
</tr>
<tr>
<td>2004</td>
<td>78</td>
</tr>
<tr>
<td>2005</td>
<td>80</td>
</tr>
<tr>
<td>2006</td>
<td>82</td>
</tr>
<tr>
<td>2007</td>
<td>84</td>
</tr>
<tr>
<td>2008</td>
<td>86</td>
</tr>
<tr>
<td>2009</td>
<td>88</td>
</tr>
<tr>
<td>2010</td>
<td>90</td>
</tr>
<tr>
<td>2011</td>
<td>92</td>
</tr>
<tr>
<td>2012</td>
<td>94</td>
</tr>
</tbody>
</table>

### How citizens rate sports facilities in local area (Source: Ask Cardiff survey).

<table>
<thead>
<tr>
<th>Year</th>
<th>Parks &amp; Gardens</th>
<th>Leisure Centres</th>
<th>Swimming Pools</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>40</td>
<td>50</td>
<td>60</td>
</tr>
<tr>
<td>2007</td>
<td>50</td>
<td>60</td>
<td>70</td>
</tr>
<tr>
<td>2008</td>
<td>60</td>
<td>70</td>
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</tr>
<tr>
<td>2009</td>
<td>70</td>
<td>80</td>
<td>90</td>
</tr>
<tr>
<td>2010</td>
<td>80</td>
<td>90</td>
<td>100</td>
</tr>
</tbody>
</table>

### How citizens rate Cultural facilities in local area (Source: Ask Cardiff survey).

<table>
<thead>
<tr>
<th>Year</th>
<th>Libraries</th>
<th>New Theatre</th>
<th>St David’s Hall</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>60</td>
<td>50</td>
<td>40</td>
</tr>
<tr>
<td>2007</td>
<td>50</td>
<td>40</td>
<td>30</td>
</tr>
<tr>
<td>2008</td>
<td>40</td>
<td>30</td>
<td>20</td>
</tr>
<tr>
<td>2009</td>
<td>30</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>2010</td>
<td>20</td>
<td>10</td>
<td>0</td>
</tr>
</tbody>
</table>

### Transport and connectivity – congestion/travel time and modal shift.

<table>
<thead>
<tr>
<th>Year</th>
<th>Car</th>
<th>Walk</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>100</td>
<td>0</td>
</tr>
<tr>
<td>2005</td>
<td>90</td>
<td>10</td>
</tr>
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<td>2006</td>
<td>80</td>
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<td>2009</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>2010</td>
<td>40</td>
<td>60</td>
</tr>
</tbody>
</table>

### Indicators being developed:
- Quality of Life Index
Cardiff is a vibrant and diverse city, with a proud history of multiculturalism and communities that pride themselves on being open and accepting. There has also been a noticeable reconnection with Welsh heritage in recent years with the Welsh language undergoing something of a renaissance, a growing Welsh language cultural scene and increasing demand for Welsh-medium education. Volunteering is also a well-established tradition in the city, and though it has an annual economic impact estimated at over £182m, it has an immeasurable effect of improving the lives of people in Cardiff.

As city partners we want to maintain and build on the city’s strengths in these areas. We will also make the way we work more equitable, so that our organisations and the services we provide reflect the communities we serve. This means ensuring that nobody is disadvantaged by any protected characteristic as set out in the single Equality Act.

This commitment also extends to the recent Welsh Language Act, which confirms the official status of the language and is recognised as an important development, placing duties on bodies to provide services in Welsh. Cardiff is a bilingual city; 20% of the young people (11 – 18 yrs old) and 17% of children (4-11 year olds) in Cardiff are fluent Welsh speakers and the language is a growing feature of the workplace. As a result, partners remain committed to continuing to accommodate the rising demand for Welsh-medium services.

Importantly, we are committed to working with the people of Cardiff to shape the future of the city and its services. Ensuring that everybody has a voice and an opportunity to affect change in their life and in wider society is a fundamental.

“Cardiff has given me the opportunity to volunteer, befriend and do my work and I’m grateful for that. People of Cardiff are friendly and welcoming. Although we are different they don’t treat us as different – we’re all one community and that’s my idea of a fair, just and inclusive society.”

Savitaben Patel, 79
Volunteer with the Minority Ethnic Women’s Network
What matters... Where are we now?

Although there are many positive aspects of Cardiff society, it can still be described as a **city of two halves**. Despite improvements in a number of areas, much of the deprivation in the city is focused in the ‘southern arc’, whereas the north of the city is broadly more affluent.

- Cardiff contains Wales’ most and least well-off wards.
- The Cardiff share of the total number of people living in Wales’ most deprived communities on the lowest incomes has increased from 19.5% in 2005 to **21.0%** in 2008.
- Income deprivation accounts for approximately 90% of the variation and severity of all other types of deprivation, including measures of health and well being, child poverty and some aspects of community safety.
- Deprivation in the city also disproportionately affects minority groups.
- There are larger ethnic minority populations in the south of the city and therefore deprivation, across the range of indices, can be assumed to be worse for these groups.
- Cardiff also has the largest settled Gypsy and Traveller community in Wales and the indices of deprivation once again, reveal a stark disparity between the levels of deprivation they experience and the general population.
- Cardiff is one of four areas in Wales that is designated as an asylum seeker dispersal area, with approximately **1450** asylum seekers resident in the city at any one time.

Although Cardiff has a long and proud tradition of diverse communities there has been a recent increase in hate crime (from a low base), where victims are targeted for their perceived membership of a certain social group. This increase is particularly evident in race, homophobic and disability-related crime.

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<th>Racist</th>
<th>Homophobic</th>
<th>Disability</th>
<th>Religious</th>
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<tr>
<td>2008/09</td>
<td>755</td>
<td>114</td>
<td>57</td>
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<td>2009/10</td>
<td>840</td>
<td>152</td>
<td>67</td>
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- The table shows incidents of racial hate crime increased by **11%** from 2008/09 to 2009/10; homophobic incidents have shown a **33%** increase and disability hate crime has shown an **18%** increase over the same period.
- Religious hate crime has decreased by **6%** for the period.

The **justice system** is central to a civilised society and it is possible to measure how ‘just’ a society is by how they treat offenders, young and old. In Cardiff the approach is characterised by preventative measures, restorative justice and support that recognises the needs of the individuals in their entirety.
First time entrants into the Youth Offending Service have reduced by **38%** from 2005/2006 to 2009/2010.

In the second quarter of 2009 there was a **51%** reduction in the reconviction rates of prolific priority offenders in Cardiff.

Older people often find themselves on the periphery of society and it is partners’ collective responsibility to ensure that they can fully participate in society to whatever degree they choose. It is often said that a society can be judged by the treatment of older people, therefore one measure of our effectiveness with regards to making Cardiff a fair, just and inclusive society is how we include and improve the well being of older people. This means striving to improve the services we deliver to older people and helping them to play an active part in society but it also requires partners to consider the needs of older people across policies and practices.

There are many people in Cardiff who were born with a **physical or sensory impairment** or who have acquired one through accident, illness or through a degenerative process. Partners in Cardiff adopt the ‘social model’ of disability which recognises disability and impairment as two distinct concepts; an impairment is a medical issue that affects an individual, while a disability relates to the challenges imposed upon people with impairments. Partners recognise the important role they have to play in representing and upholding the rights of those with a physical or sensory impairment and will work to promote equality of opportunity, positive attitudes and active participation in public life. Partners will also enact this duty as employers, ensuring recruitment and working practices are fair and inclusive.

There are many people in Cardiff who rely on the help and support of their **carers**. Caring responsibility often falls on relatives, friend, partners, neighbours and sometimes children and it is vital that service providers recognise the impact that this can have on carers’ health, well being and lifestyles, in addition to recognising the needs of the person receiving care. Health and social care services have a dual role to support the carer and the cared for and in some circumstances the best way to do that is often to provide additional community care support. Carers are extremely valuable partners in care, not an added resource that negates the responsibility of health and social care services. For this reason partners are committed to support carers and treat their needs as equal to those of the person they are caring for.

**31,172** carers were identified in Cardiff in the 2001 Census, just over **10%** of the population.

This could be a substantial underestimate as many people with caring responsibilities do not consider themselves to be carers.

The largest proportion of carers are aged **40-65**.

**23.5%** of carers provide 50 hours of care or more per week, this increases to **56.5%** for the 85-89 age group.

Work in schools has helped to raise awareness and identify more young carers, who may not have previously come forward.

If services are to meet the needs of the individual, then the individual and their carer must play a central role in the decision-making and planning that takes place at each stage. Providers must therefore involve people and carers in the planning, monitoring and review of their specific service, but also involve them in the planning and improvement of services generally. In this we can provide more responsive services that meet the need of the individual and are sensitive to the needs of carers.

It is true that some members of society may face challenges that prevent them from fully engaging in the democratic process or in civil society; this reflects how inclusive a society is, as well as determining how a society is shaped. Engagement and involvement is therefore crucial, an end in itself that recognises the rights of every individual, but also because the more people who are empowered to influence decisions, the more representative those decisions, and therefore the more representative society becomes.

In the 2010 General Election voter turnout in Cardiff ranged from **59.1%** in the Cardiff Central constituency to **72.7%** in the Cardiff North constituency.

This compared to an average turnout in the UK of **65.1%**, meaning that only two of Cardiff’s constituencies exceeded the average: Cardiff North and Cardiff West (65.2%).

Children and young people often feel that their voices are not heard and that they are powerless to influence decision-making. The engagement of children and young people has obvious benefits for service providers but it can also help to develop young people as active citizens. Supporting young people’s development in this way can help to build a society where people are actively engaged with public life and
local issues where they have a trusting and collaborative relationship with providers and feel empowered to fully participate. Moreover, service providers are committed to treating young people with respect, recognising and upholding their rights and their ability to express the cultural identity and race.

Fairness, justice and inclusivity have a particular dimension for children and young people. For example, child poverty precludes children and young people from fully participating in society and limits their opportunities. It also puts them at a disadvantage that is not just social, but encompasses health and well being, education and safety. Pockets of child poverty exist geographically but also in certain communities. For example, Cardiff has the largest Gyspy and Traveller community in Wales, and outcomes for these children are noticeably worse across a variety of indicators. There are also stark disparities in deprivation between children from certain BME backgrounds and the general population. Reducing poverty and child poverty across our neighbourhoods and communities is a key priority in this strategy. If we effectively address child poverty we can build a fairer society with increased social mobility.

- 17.4% of children in Cardiff are estimated to be living in relative poverty.
- Early experiences shape people’s lives and children who grow-up in poverty are more likely to experience poor health, poor educational attainment, have lower ambitions and be welfare-dependent in adulthood.
- Since 2007/8 there has been a rise of nearly 50% in the number of unaccompanied asylum seeking children referrals.

Service poverty relates to children, young people and their families who live in poor households and experience difficulties in accessing and benefiting from services. It is often a consequence of lack of information regarding services not being available, or when it is available, it is in forms that are not easily understandable or accessible. Addressing these issues is fundamental if we are to improve participation in decision-making amongst marginalised members of the community, but is particularly important for children and young people to have a fair, just and inclusive city.

Fundamentally, if we are to make Cardiff a fair, just and inclusive city we must ensure that partner organisations are open and accessible. We must continue to build a strong and trusting relationship with the people of Cardiff, based on the principles of equal partnership, to ensure that everyone can influence their city and the services they receive. Partners will develop and improve public consultation and engagement, which will shape future partnership activity- from the strategic to the local. This commitment is based on an appreciation of the fact that we cannot design effective services and solve the key problems if we don’t fully understand what people need and want. We also recognise the wealth of knowledge and capabilities that residents possess and by engaging this rich resource our actions will have a much greater impact.

What Matters... Cardiff 2020?

Looking to 2020, it is anticipated that households and families could be placed under pressure in the aftermath of the recession. This could hit the most deprived the hardest and result in increased income polarisation.

- After public sector cuts and a slow private sector recovery, lack of job opportunities could impact most heavily on those with lower skills and qualifications.
- Young people are also likely to be disproportionately affected.
- Rises in fuel prices and the cost of living could push many into poverty.
- Forecasts show the continuation of higher concentration of unemployment in the south of the city is likely.

In 2020 in Cardiff, projections show that the wealthiest may be enjoying the recovery, whereas the poorest may be increasingly socially excluded. Forecasts also indicate that:

- Projected cuts to public services could impact most negatively in the southern arc.
- People from the deprived areas are least likely to be capable of affording alternatives in education, healthcare and social care.
- Levels of spending might begin to increase in 2020 and concentrated reinvestment could be applied to prevent the gap widening.
- This could result in some difficult decisions regarding resource allocation as some residents may feel that a focus on the south could deprive other neighbourhoods of investment.
- Homelessness is expected to return to pre-recession levels in 2018, projections showing that it could reach over 1000 (up from 718 in 2009) at
the peak as unemployment and a reduction in welfare spending take their toll.

Future forecasts show that Cardiff may continue to buck the national trend of an ageing population due to high levels of out-migration at retirement age. This could mean that:

- The city could continue to see comparatively lower levels of age groups, such as children and older people, who are most dependent upon public service care and provision.
- However, on an individual level, the elderly population could be at risk of social isolation as families become more geographically dispersed.

Diverse communities could experience tension across Britain over the decade to 2020. Although Cardiff has a proud history of multiculturalism, it may not be immune to the declining tolerance experienced elsewhere.

There is a growing trend that citizen expectations of services are likely to increase over the next decade and this could mean:

- Potential higher taxation combined with decline in service delivery could result in a demand for higher standards at a time when services are ill-equipped to meet them.
- Technological changes could make it easier for citizens to interact with and comment on services, thereby building different relationship between the public and providers.
- Under these circumstances service providers would need to adapt to the new dynamic by using technology to meaningfully engage the public in shaping services.
- Over the next decade the public could come to expect increased transparency and a greater say in designing services.

What Matters... What are we going to do?

The information above presents a comprehensive picture of where we are now and where Cardiff could be in 2020. This informed the discussions of individual partnerships and helped them to determine what issues matter most. Partners then came together to decide on the top three priorities for Cardiff to be a fair, just and inclusive society.

Individual organisations and partnerships will continue to address the range of issues that prevent people in Cardiff from being healthy, but the priorities below represent the three main issues for the city that we will address collectively.

**To further develop Cardiff as a fair, just and inclusive society our priorities are to ensure that:**

- All people in Cardiff are able to meaningfully engage and participate in decision-making processes
- Equality issues are mainstreamed at strategic and operational levels
- Inequalities are reduced through a joined-up, targeted approach
## Cardiff is a fair, just and inclusive society delivery plan

### Contribution to Outcome

#### Priority

- **Healthy Environment**
- **Safe**
- **Thriving**
- **Potential**
- **Live Work Play**
- **Fair**

**In order to deliver the outcome for Cardiff we will:**

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<td>All people in Cardiff are able to meaningfully engage and participate in decision-making processes</td>
<td>Ensure that children and young people can freely express their identity and can meaningfully engage in decision-making processes</td>
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<td>Increase the number of older people involved in the decision making process</td>
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<td>Ensure that children and young people know their rights and how to access them</td>
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<td>Increase the number of people involved in their communities.</td>
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<td>Equality issues are mainstreamed at strategic and operational levels</td>
<td>Ensure that services in Cardiff are designed with the citizens at the centre and partners address equalities issues collectively</td>
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<td>Establish an integrated equalities scheme for public service partners in Cardiff in consultation with key equality and community partners</td>
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<td>Embed common standards of the management of equalities across all public service partners</td>
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<td>Ensure that all groups can access services in Cardiff</td>
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<td>Improve outcomes for children and young people with a disability or complex need</td>
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<td>Reduce the number of people in Cardiff that are subjected to hate crime or its effects across the 9 “protected characteristics”</td>
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<td>Ensure people in Cardiff are free from stigma and prejudice</td>
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<td>Inequalities are reduced through a joined-up, targeted approach</td>
<td>Reduce any inequalities gaps for children and young people across Cardiff</td>
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<td>Increase targeted intervention to ensure that everyone enjoys a good quality of life.</td>
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*Further information on detailed actions will feature in the 'What Matters' Delivery Plan, available at www.cardiffproudcapital.co.uk*
What Matters... How will we know if what we do is working?

We will measure our progress against the headline indicators identified below – as we attempt to ‘turn the curve’ and improve Cardiff’s performance.

**Data**

- Employment by Key Groups
  - Employment - aged 16-64
  - Employment females - aged 16-64
  - Employment no qualifications - aged 16-64
  - Employment ethnic minority - aged 16-64
  - Employment disabled - aged 16-64.

**Trends: Turning the curve**

**Indicators to be developed**

- **Cardiff Life Expectancy by Ward (ONS 1999-2003, Experimental Data)**

- **Accessibility of services** – potentially based on the WIMD Access to Services Domain.

- **Child Poverty** - Children living in households with earnings less than 60% of UK median household income.

- **Meaningful participation in decision-making** - Do you feel that you can influence policy-making? *Ask Cardiff 2010* and the number of people registered to vote.
Glossary

A
Affordable housing – Affordable housing includes social rented and intermediate housing, provided to specified eligible households whose needs are not met by the market.

Antisocial behaviours (ASB) - Any aggressive, intimidating or destructive activity that damages or destroys another person’s quality of life.

B
Biodiversity – The range of genetic differences, species differences and ecosystem differences in a given area.

Body Mass Index (BMI) – A ratio of height to weight represented by the weight in kilograms divided by the height in metres squared

C
Carbon emissions – Polluting carbon substances released into the atmosphere either as carbon dioxide or carbon monoxide.

Carbon Lite – Cardiff aims to be a ‘Carbon Lite City’ which means reducing city-wide carbon emissions to below UK target sand identifying and adapting to the impacts of climate change.

Carious teeth – Teeth with ‘caries’, or decay.

Children in need – Local authorities have a duty to provide a range of services to 'children in need' in their area if those services will help keep a child safe and well. This includes;
• disabled (for a definition of disability see the Children Act 1989 link)
• unlikely to have, or to have the opportunity to have, a reasonable standard of health or development without services from a local authority; or
• unlikely to progress in terms of health or development; or
• unlikely to progress in terms of health or development, without services from a local authority

Child protection register – A confidential list of all children who have been identified at a child protection conference as being at significant risk of harm.

Chronic conditions – Health problems that require ongoing management over a period of years or decades.

Circulatory diseases - All diseases caused by hardening of the inner lining of the arteries with fatty deposits. These diseases are often referred to as cardiovascular diseases and include coronary heart disease.

City-region – The relationship between the administrative area of a recognisable city or conurbation and the wider hinterland.

Competitiveness – The ability of an economy to attract and maintain firms with stable or rising market shares in an activity, while maintaining stable or increasing standards of living for those who participate in it.

Conception rate – The number of conceptions per 1,000 females aged 15 to 44. Under 18 conception rate is the number of conceptions per 1,000 females aged 15 - 17

Core Cities – A group of English cities who promote the role of cities in driving the economy. They are Birmingham, Bristol, Leeds, Liverpool, Manchester, Newcastle, Nottingham, Sheffield.
D
Dementia – An umbrella term used to describe the symptoms that occur when the brain is affected by certain diseases or conditions, ie. Alzheimer’s disease.

Domestic abuse – Any incident of threatening behaviour, violence or abuse (psychological, physical, sexual, financial or emotional) between adults who are or have been intimate partners or family members, regardless of gender or sexuality.

E
Economically inactive – People who are not in work and do not meet the definition of unemployment. They are people without a job who have not actively sought work in the last four weeks and/or are not available to start work in the next two weeks.

Equality Act 2010 – The Equality Act came into force on 1st October 2010. It provides a new cross-cutting legislative framework to protect the rights of individuals and advance equality of opportunity. The Act amalgamates over 116 separate pieces of legislation into one single Act, and by doing so makes discrimination law easier to understand and comply with.

European age standardised rates (EASR) – Age standardisation allows comparison of rates across different populations while taking account of the different age structures of those populations. The European age standardised rate represents the overall rate you would get if the population had the same age-structure as a theoretical standard European population.

F
FTSE listed companies – The companies listed in the London stock index.

G
Global hectares (gha) – A measurement of biocapacity (the capacity of an area to provide resources and absorb wastes) of the entire earth - one global hectare is a measurement of the average biocapacity of all hectare measurements of any biologically productive areas on the planet.

Gross Value Added (GVA) - Gross value added is the difference between output and intermediate consumption for any given sector/industry. That is the difference between the value of goods and services produced and the cost of raw materials and other inputs which are used up in production.

H
Hate crime – Any hate incident, which constitutes a criminal offence, perceived by the victim or any other person, as being motivated by prejudice or hate.

Hib - Haemophilus influenzae type b is a bacterial infection that can cause a number of serious illnesses such as pneumonia, blood poisoning and meningitis, especially in young children.

I
Infant mortality – The number of deaths of infants aged less than 52 weeks per 1,000 live births in a given year and geographical location.

Knowledge-based economy – Trends in advanced economies towards greater dependence on knowledge, information and high skill levels,
and the increasing need for ready access to all of these by the business and public sectors.

**L**

**Life expectancy** – The average number of years a person could expect to live if he/she experienced the age-specific mortality rates of the given area and time period for the rest of their life.

**Limiting long-term illness** – A health problem or disability which limits a person’s daily activities or the work they can do, including problems that are due to old age.

**Local Service Board (LSB)** – Based on the geographical area of Cardiff Council, the LSB brings together the leaders of Cardiff public services so that they can work together and make services more effective.

**Looked After Children (LAC)** – Children in local authority care and care leavers whom local authorities have unique responsibility to as ‘corporate parents’.

**Low birth weight babies** – Babies born with birthweight below 2500g

**M**

**MMR** – The combined vaccine that protects against measles, mumps and rubella.

**Mortality** – Incidence of death in a population.

**Mortality rate** – Total number of deaths of residents in a given geographical location over a specific period of time, usually one year, expressed as a rate per 100,000 persons, or per thousand persons.

**NEET** – The number of young people aged 16-18 who are not in education, employment or training.

**Nitrogen dioxide** – A mixture of nitric oxide (NO) and nitrogen dioxide (NO2). They are inorganic gases formed by combination of oxygen with nitrogen from the air. NO2 causes detrimental effects to the bronchial system.

**O**

**Obese** – A person with a BMI over 30

**Overweight** – A person with a BMI 25-30

**Ozone** – A pungent, colourless, toxic gas that contains three atoms of oxygen in each molecule. It occurs naturally at a concentration of about 0.01 parts per million (p.p.m.) of air. Levels of 0.1 p.p.m. are considered to be toxic.

**P**

**Poverty** – Refers to relative poverty (as opposed to absolute poverty) which is defined as households with earnings less than 60% of the median income. Child poverty specifically refers to children living in households with earnings below 60% of the median income.

**Premature mortality** – The number of deaths of persons aged under 75 in a given geographical location over a given period of time, usually one year, per 100,000 persons, or per thousand persons

**Protected characteristics** – A new single Public Sector Equality Duty came into force in 2011 as part of the Equality Act 2010 which replaces the three previous separate duties relating to race, disability and gender equality. It now extends to cover the following ‘protected characteristics’ which public bodies have a duty to observe;
• Age
• Disability
• Gender reassignment
• Pregnancy and maternity
• Race
• Religion or belief
• Sex
• Sexual orientation
• Marriage and civil partnership (but not for all aspects of the duty)

**Protection of Vulnerable Adults** – The statutory duty to protect a vulnerable adult, defined as ‘A person who is 18 years of age or over, and who is or may be in need of community care services by reason of mental or other disability, age or illness and who is or may be unable to take care of him/herself or unable to protect him/herself against significant harm or serious exploitation’.

**R**

**Renewable energy** – Energy sources that are not finite, including solar energy, geothermal energy, wind power, hydropower, ocean energy (thermal gradient, wave power and tidal power), biomass, draught animal power, fuelwood, peat, oil shale and tar sands.

**Respiratory diseases** – The term for diseases of the respiratory system, including lung, pleural cavity, bronchial tubes, trachea, upper respiratory tract and the nerves and muscles of breathing. Conditions include chronic obstructive pulmonary disease and reversible airway obstruction (asthma).

**Restorative City** – Is an approach to justice where offenders are encouraged to take responsibility for their actions and to repair the harm they have done.

**S**

**Small and Medium Size Enterprises (SMEs)** – The European Union definition, used for EU statistical comparisons, defines a small enterprise as one with a headcount less than 50, and a medium enterprise as one with a headcount of at least 50 but less than 250.

**Source Cardiff** – The Council is currently working with the University of Glamorgan on a study entitled “Source Cardiff”. One of the key aims of this is to see how to implement the recommendations of the Welsh Assembly Government (WAG) Barriers to Procurement Opportunity Report, which is focussed on improving access to procurement opportunities for SMEs and simplifying the process.

**Sulphur dioxide** – A heavy, pungent, colourless gas formed primarily by the combustion of fossil fuels. It is harmful to human beings and vegetation, and contributes to the acidity in precipitation.

**Sustainable Travel City** – This is a Welsh Assembly Government initiative, which has designated a number of pathfinder cities in Wales, including Cardiff, as ‘sustainable travel cities’. As such, Cardiff is putting into place developments which will help to make sustainable modes of travel easier to use.

**T**

**Total Place** – A ‘whole-area’ approach to public service delivery that was piloted in local authority areas in England with the aim of delivering better services and increased efficiency.

**Unemployed** – Unemployed workers are those who are currently not working but are willing and able to work for pay, currently available to work, and have actively searched for work. (OECD)

**Unemployment rate** – The number of unemployed people divided by the total labour force.

**Welsh Index of Multiple Deprivation** – Welsh Index of Multiple Deprivation (WIMD) - The latest WIMD (2008) is a measure of multiple deprivation at lower super output area level. A WIMD deprivation score is calculated using a composite of scores from eight separate domains (or types) of deprivation, namely: Income, Employment, Health, Education, Geographical Access to Services, Housing, Physical Environment and Community Safety. Each individual domain score is calculated from a set of data variables unique to that domain. For further information see: [http://www.dataunitwales.gov.uk/ProductsServices.asp?cat=235](http://www.dataunitwales.gov.uk/ProductsServices.asp?cat=235)

**Working age population** – The resident population aged 16-64.

**Worklessness** – Often described as a combined representation of unemployment and economic inactivity.

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