
ORGANISATIONAL DEVELOPMENT – CARDIFF DEBATE

Reason for the Report

1. The Wales Audit Office Corporate Assessment of the City of Cardiff Council, which was published in September 2014, made a formal Proposal of Improvement that the Council should ensure that its Organisational Development Plan resolves the range of issues identified by the Assessment. This Committee has responsibility for the scrutiny of the Council's performance and improvement arrangements, and has agreed to concentrate a significant portion of its 2014/15 work programme to scrutinising the various Organisational Development work-streams, as well as the overall delivery of the Organisational Development Programme, which was established in May 2014.
2. This item gives the Committee an opportunity to consider the methodology and interim results of the 'Cardiff Debate' programme of consultation.

Background

3. The Policy Review and Performance Scrutiny Committee's remit provides for it to consider the Council's citizen engagement and consultation. As part of the Organisational Development programme which was agreed by the Cabinet on 15 May 2014¹, the Council established the 'Cardiff Debate' on local public service delivery under the Improved Governance programme. It is a "three year programme of

¹ Cabinet Report 15 May 2014, 'Establishing a Programme of Organisational Change for the City of Cardiff Council', available on the Council's website at:
[https://formerly.cardiff.gov.uk/committeebrowser.asp?\\$state=meeting&\\$committee=12950&\\$meetingdate=15/05/14](https://formerly.cardiff.gov.uk/committeebrowser.asp?$state=meeting&$committee=12950&$meetingdate=15/05/14)

engagement and collaboration between public, private and third sector organisations and, most importantly, citizens and communities in Cardiff”.²

4. The Debate is intended to give all citizens a chance to contribute, not just “the usual suspects”. It is aimed at providing an inclusive platform for considering different delivery models and to stimulate debate about local solutions for Cardiff. The Cabinet report stated that the results of the events would be used to inform the Council’s Budget Strategy and provide co-produced options for the future of service delivery.
5. As part of its work programme for 2014/15, this Committee agreed to scrutinise the Cardiff Debate in order to consider the methodology which has been used, as well as plans for the future of the programme. The Committee considered the Wales Audit Office’s Corporate Assessment of Cardiff Council at its 2 September 2014 meeting, and was informed that the Cardiff Debate was one of the key areas which WAO would review before its return to conduct a Corporate Inspection in Summer 2015. The Committee therefore decided to bring its consideration of the Cardiff Debate forward to this meeting.

Issues

6. Attached at **Appendix A**, Members will find a briefing report setting out the results of the first stage of the Cardiff Debate, as well as feedback, lessons learnt and next steps.
7. In the first stage of the Cardiff Debate 37 events have been held across all electoral wards and neighbourhood partnership areas, between mid-June and the end of September. City-wide events have also been attended, such as the International Food and Drink Festival in Cardiff Bay, as well as Pride Cymru and Tafwyl. Events have largely taken the form of on-street engagement events at which members of the public have been asked to vote to prioritise three services from a list, as well as give their views on postcards regarding the following questions:
 - What services matter most to you or your family and why?

² Ibid.

- Cardiff is a growing city but has less money to spend on services. How can we do things differently to save money in the future?
 - How can you / the community get more involved in making this happen?
8. Seven drop-in workshops were also held to allow more in-depth, facilitated discussion.
9. A total of 6,600 votes have been cast to date (with up to three votes per each person voting) and 3,000 postcards have been filled in. The attached report gives a more detailed breakdown of the results and of the methodology used.

National Principles for Public Engagement in Wales

10. Participation Cymru is a partnership of public and third sector organisations hosted by the Wales Council for Voluntary Action that works with public service organisations in the public, private and third sectors to achieve better public engagement in the design, development and delivery of citizen-centred services for the people of Wales. In 2011 the Participation Cymru partnership developed National Principles for Public Engagement in Wales, which were endorsed by Welsh Government. Other organisations in Wales have been encouraged to endorse the Principles and put them into practice when engaging with citizens and service users. The City of Cardiff Council has endorsed the Principles, which Members may wish to use as a guide when scrutinising the Cardiff Debate methodology. The ten Principles are set out below:

1. Engagement is effectively designed to make a difference

Engagement gives a real chance to influence policy, service design and delivery from an early stage.

2. Encourage and enable everyone affected to be involved, if they so choose

The people affected by an issue or change are included in opportunities to engage as an individual or as part of a group or community, with their views both respected and valued.

3. Engagement is planned and delivered in a timely and appropriate way

The engagement process is clear, communicated to everyone in a way that's easy to understand within a reasonable timescale, and the most suitable method/s for those involved is used.

4. Work with relevant partner organisations

Organisations should communicate with each other and work together wherever possible to ensure that people's time is used effectively and efficiently.

5. The information provided will be jargon free, appropriate and understandable

People are well placed to take part in the engagement process because they have easy access to relevant information that is tailored to meet their needs.

6. Make it easier for people to take part

People can engage easily because any barriers for different groups of people are identified and addressed.

7. Enable people to take part effectively

Engagement processes should try to develop the skills, knowledge and confidence of all participants.

8. Engagement is given the right resources and support to be effective

Appropriate training, guidance and support are provided to enable all participants to effectively engage, including both community participants and staff.

9. People are told the impact of their contribution

Timely feedback is given to all participants about the views they expressed and the decisions or actions taken as a result; methods and form of feedback should take account of participants' preferences.

10. Learn and share lessons to improve the process of engagement

People's experience of the process of engagement should be monitored and evaluated to measure its success in engaging people and the effectiveness of their participation; lessons should be shared and applied in future engagements.

Previous Scrutiny

11. When the Committee considered the Council's Draft 2013/14 Budget Proposals in February 2013, Members expressed a number of concerns about the consultation arrangements which had been put in place. For the first time, the Draft Budget Proposals had been released at Full Council on 31 January 2013 for all Members to view. The papers were also placed on the Council's website accompanied by a short survey asking citizens to rate a number of priorities for the city; to state whether they agreed with a number of key principles underlying the budget; to suggest alternative savings proposals and to make general comments. Committee Members felt that, although a significant step forward had been taken in publishing the Draft Proposals at

an earlier stage and issuing a survey, there were many areas for improvement. Members felt that the survey missed an opportunity to explore the public's view on alternative savings proposals and that a reliance on free-text boxes in the survey meant that the responses could not be analysed in a way that would adequately inform the Cabinet's and Full Council's decisions regarding the Budget Proposals.

12. When the Committee considered the Council's 2014/15 Draft Budget Proposals in February 2014, the Committee made further comments about the Council's consultation with communities. The development of the 2014/15 Proposals had included the Ask Cardiff survey to 6000 residents in July 2013; a general Budget Priorities survey online in November 2013; Budget Priorities events in December 2013; and the release of detailed budget proposals for an online consultation at the end of January 2014. The Committee felt that improvements had been made in terms of going out to engage communities directly, but that the two-week web-based consultation on a limited number of specific proposals which had been carried out in February had not been effective. Members commented that this methodology potentially excluded those who did not find it easy to mobilise themselves to campaign, as well as those who preferred not to or could not respond via the web. Members felt that many in the community would prefer to articulate their views verbally, and recommended that the consultation process should be both brought forward for the next budget round, and place greater evidence on non web-based methods.

Scope of the Scrutiny

13. This item gives the Committee the opportunity to consider the Cardiff Debate methodology and plans for its future operation, and make comments and recommendations to the Cabinet for improvements in these areas.

Way forward

14. The Leader, Councillor Phil Bale, has been invited to attend for this item and may wish to make a statement. Sarah McGill, Director – Communities, Housing and Customer Services, and Rachel Jones, Operational Manager Partnerships and Citizen Focus, will be in attendance to give a presentation and answer Members' questions.

Legal Implications

15. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters there are no direct legal implications. However, legal implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any legal implications arising from those recommendations. All decisions taken by or on behalf of the Council must (a) be within the legal powers of the Council; (b) comply with any procedural requirement imposed by law; (c) be within the powers of the body or person exercising powers on behalf of the Council; (d) be undertaken in accordance with the procedural requirements imposed by the Council e.g. Scrutiny Procedure Rules; (e) be fully and properly informed; (f) be properly motivated; (g) be taken having regard to the Council's fiduciary duty to its taxpayers; and (h) be reasonable and proper in all the circumstances.

Financial Implications

16. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters there are no direct financial implications at this stage in relation to any of the work programme. However, financial implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any financial implications arising from those recommendations.

RECOMMENDATIONS

17. The Committee is recommended to:

- i. consider the information presented to them in this report and at the meeting;
- ii. decide whether it wishes to make any recommendations to the Cabinet.

MARIE ROSENTHAL

County Clerk and Monitoring Officer

29 October 2014

make the
difference

Cardiff Debate Sgwrs Caerdydd

Results and Feedback Report on Cardiff Debate Community Engagement – Phase 1

October 2014



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1. Context

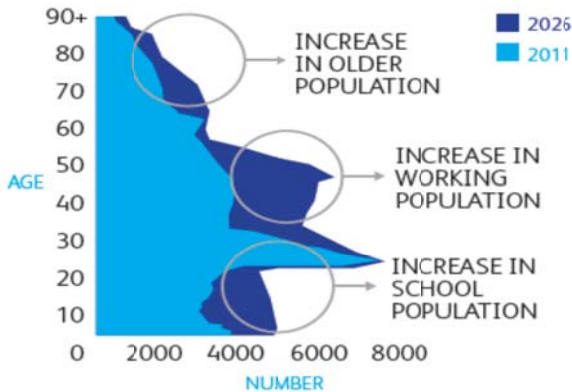
For the foreseeable future, Councils and other public services are facing unprecedented financial and demand pressures on services which means that tough decisions will have to be made regarding future service delivery. This comes at a time when the slow recovery from the recession combined with a number of other pressures, such as an ageing population and changes in welfare reform, means that services are in high demand.

The Welsh Government has now announced its indicative budget settlements for 2015/16 which for the Council means that the level of budget shortfall for the City of Cardiff Council is an estimated £124m over the next 3 years. This means that a number of difficult choices will need to be made about what the Council does and how services are provided in the future. These challenges are also faced by other public and third sector organisations in the city, and collectively partners will need to work together to develop new ways of working to respond to local priorities.



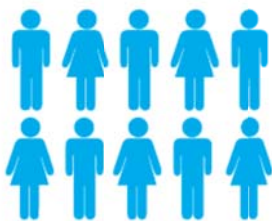
‘THESE ARE JUST THE FINANCIAL
PRESSURES FACING SOME PUBLIC
AND THIRD SECTOR ORGANISATIONS
– ALL ORGANISATIONS ARE FACING
SIMILAR BUDGET PRESSURES’

There are also other big issues we need to address in Cardiff. Difficult times mean that more people need access to support. Welfare Reform has had a considerable impact on families and communities in Cardiff and it is important that the Council helps people through these hard times. But less money means that providing the support and services people need will become more difficult.



We also know that we have a growing population. Between 2011 and 2026 Cardiff's population is expected to increase dramatically, with the biggest percentage increase in population of almost anywhere in the UK.

PUBLIC SERVICES IN CARDIFF WILL HAVE
LESS MONEY,
MORE PEOPLE
NEEDING SUPPORT,
AND THE **FASTEST GROWING**
POPULATION IN THE UK



SINCE 2008,
THE NEED FOR
OLDER PEOPLE'S
HOME CARE
HAS RISEN
BY 60%



EXTRA 35% BY 2033

WELSH GOVERNMENT'S PROJECTION SUGGESTS CARDIFF'S POPULATION WILL INCREASE BY **35% (125,000)** OVER THE NEXT **20 YEARS**

WE HAVE **52,271** CHILDREN IN OUR NURSERIES AND SCHOOLS (AS OF JANUARY 2014)

THERE ARE **75,000** UNDER 18'S IN CARDIFF WHICH IS SET TO RISE TO **100,000** BY 2020



In recognition of the significant challenges facing Cardiff, the Council has made a commitment to being a 'Co-operative Council' which means engaging with our citizens, communities, staff and partner organisations to help shape the future design and delivery of services.

To help facilitate the discussions which need to take place on the City of Cardiff Council's budget proposals and other public service changes, we have worked in partnership with

other agencies such as Cardiff & Vale University Health Board and South Wales Police to establish the **Cardiff Debate**. The wider involvement of partners in the Cardiff Debate across the range of public services outside of the Council is in recognition of the interdependencies across public services and the fact that for the large majority of people they do not care who provides the service.

2. Cardiff Debate

The **Cardiff Debate** is an extensive programme of engagement built upon previous consultation work which will provide an ongoing conversation with our citizens, communities and partners. This will ensure our services are responsive to local need and will encourage innovation and community ownership in shaping services.

In consultation with both the public and partners, a range of ideas are being explored as to how savings and income can be maximised, however, the scale of the cuts required means that consideration must also be given to the level of services provided and in some instances whether the resources remain to enable them to continue. The reality of this is that to maintain or improve some services, reductions will need to be made in other areas. To aid in these difficult decisions the City of Cardiff Council and its partner organisations needs to understand which services matter the most to people in Cardiff and hear their views on which services need to be protected and how this can best be achieved.

For the first phase of the Cardiff Debate, a total of 37 events have been undertaken, covering every neighbourhood partnership area and ward:

Area	Venue	Event Type	Date
Adamsdown	Adult Learners' Week	On-street	Thursday 19th June
Caerau	Glyn Derw High Garden Party	On-street	Thursday 19th June
Butetown	Loudoun Square	On-street	Friday 20th June
Llanrumney	Llanrumney Community Festival	On-street	Saturday 21st June
Llanishen	Llanishen Leisure Centre, Ty-Glas Road, Llanishen, CF14 5EB	On-street	Monday 23rd June
Fairwater	Vision 21	On-street	Tuesday 24th June
Rhiwbina	Rhiwbina Summer Festival	On-street	Saturday 5th July
Butetown	International Food & Drink Festival, Roald Dahl Plass, Cardiff Bay, CF10 5AL	On-street	Friday 11th July
City Centre	Tafwyl Welsh Language Festival, Cardiff Castle, CF10 3RB	On-street	Saturday 12th July
Llanedeyrn	Glenwood Church, Circle Way West, CF23 6UW	Drop-in Workshop	Tuesday 29th July
St Fagans	St Fagans National History Museum	On-street	Sunday 3rd August
Ely	Western Leisure Centre	Drop-in Workshop	Monday 4th August
Splott	STAR Centre	Drop-in Workshop	Wednesday 6th August
Trowbridge	Trowbridge Community Centre,	Drop-in Workshop	Wednesday 13th August

	Caernarvon Way, Trowbridge, CF3 1RU		
Cardiff West 50+ Forum	Whitchurch Methodist Church Hall	On-street	Friday 15th August
City Centre	Pride Cymru, Coopers Field, Bute Park, CF10 3RB	On-street	Saturday 16th August
Penylan	Waterloo Gardens Fete, Waterloo Gardens, Penylan, CF23 5AA	On-street	Sunday 17th August
Radyr	Old Church Rooms, Park Road, Radyr, CF15 8DF	Drop-in Workshop	Wednesday 20th August
Cardiff Youth Bus	City Centre outside the Capitol Centre	On-street	Friday 22nd August
Riverside	The Riverside Festival, Despenser Gardens, Riverside, CF11 6AY	On-street	Saturday 23rd August
Canton	Chapter, Market Road, Canton, CF5 1QE	Drop-in Workshop	Tuesday 26th August
Grangetown	Channel View Leisure Centre, Jim Driscoll Way, Grangetown, CF11 7HB	Drop-in Workshop	Wednesday 27th August
St Mellons	St Mellons Summer Fete, Cath Cobb Field off Brockhampton Road, St Mellons, CF3 0EZ	On-street	Saturday 30th August
Heath	University Hospital Wales Concourse, Heath Park, Heath, CF14 4XW	On-street	Tuesday 9th September
Rumney	Rumney Library, Brachdy Road, Rumney, CF3 3BG	On-street	Wednesday 10th September
Pentyrch	Pentyrch Village Hall, Heol Y Bryn, Pentyrch, CF15 9QR	On-street	Thursday 11th September
Whitchurch	ASDA Superstore, Coryton Roundabout, Longwood Drive, Whitchurch, CF14 7EW	On-street	Friday 12th September
Cyncoed	Roath Park, Lake Road West, Cyncoed, CF23 5PG	On-street	Saturday 13th September
Llandaff	St John's Church Hall, Rachel Close, Danescourt, CF5 2SH	On-street	Monday 15th September
Plasnewydd	Plasnewydd Community Centre, 2 Shakespeare Street, Plasnewydd, CF24 3ES	On-street	Tuesday 16th September
Llandaff North	Llandaff North Library, Gabalfa Avenue, Llandaff North, CF14 2HU	On-street	Wednesday 17th September
Tongwynlais	Tongwynlais Village Hall, Merthyr Road, Tongwynlais, CF15 7LF	On-street	Thursday 18th September
Pontprenau	ASDA Superstore, Dering Road, Pontprenau, CF23 8NL	On-street	Friday 19th September
Gabalfa/Cathays	Maindy Leisure Centre, Crown Way, CF14 3AJ	On-street	Tuesday 23rd September
Cathays	Freshers Week at the Royal Welsh College of Music & Drama, North Road, CF10 3ER	On-street	Wednesday 24 th September
Lisvane	Lisvane Memorial Hall, Heol y Delyn, Lisvane, CF14 0SQ	On-street	Thursday 25th September
Cathays	National Museum Cardiff, Cathays Park, Cathays, CF10 3NP	On-street	Saturday 27th September

Methodology

The Consultation Programme to date has included several strands, which are outlined below.

1. On-Street Engagement

The Cardiff Debate has visited 37 different locations including leisure centres, shopping centres, community buildings and local community events. It has been supported by staff from the City of Cardiff Council as well as colleagues from Cardiff and Vale University Health Board and South Wales Police. The Cardiff Debate has taken the conversation on the future of public services across Cardiff by going to the places where people are already congregating and finding out resident’s priorities for the city. Opportunities were provided to all areas with at least one event held in every electoral division of the city.

The on-street engagement sessions largely targeted existing community events or community venues and focussed upon raising awareness of the challenges facing public services and asking people to vote for their priorities and ideas for doing things differently.

The emphasis was placed on an informal interactive engagement mechanism which enabled all ages to participate and share their views. The methodology of ‘voting’ provided a way of engaging people in conversations who traditionally may not have participated in formal consultation exercises. This then provided a platform for developing ideas and suggestions of how services may be delivered differently.

Members of the public were invited to join the Cardiff Debate by voting to prioritise three services provided either by the Council or its partners, and to leave their views on:

- ***What services matter most to you or your family, and why?***
- ***Cardiff is a growing city but has less money to spend on services. How can we do things differently to save money in the future?***
- ***How can you / the community get more involved in making this happen?***

The public, stakeholders and elected members were also invited to take part in Vox Pops, whereby they could give their views on these issues to camera. A [short film](#) was created which has been made available via social media and the Cardiff Debate [website](#) and also shown at Cardiff Debate events.

Interest in the events was high with **over 3,000¹ postcards** completed by people keen to share their views, and over **6,600 votes** cast for their top three services.



¹ Includes responses that were sent in via Ask Cardiff consultation



2. Drop-in Community Workshops

As part of the Cardiff Debate a series of seven ‘drop in’ workshops have been hosted in each of the Neighbourhood Partnership areas across the city with staff from the City of Cardiff Council, as well as colleagues from Cardiff and Vale University Health Board and South Wales Police on hand to meet with the public and discuss their views.

The neighbourhood events incorporated a blend of information sharing and promotion with a carousel of participatory engagement techniques. These activities were used to gauge public opinion and generate new ideas about different ways of delivering services. Each activity was hosted by experienced facilitators with participants encouraged to share and record their views in a variety of hands-on ways in relation to the following questions:

- **Which of these services are of most importance to you and your family?**
- **Which services do you and your family use and with what frequency?**
- **What matters most in the delivery of this service?**
- **How can we do things differently to save money in the future?**

The Drop-in workshops included the on-street elements but also provided an opportunity for more in depth discussion on a number of different ‘engagement stations’ which included:



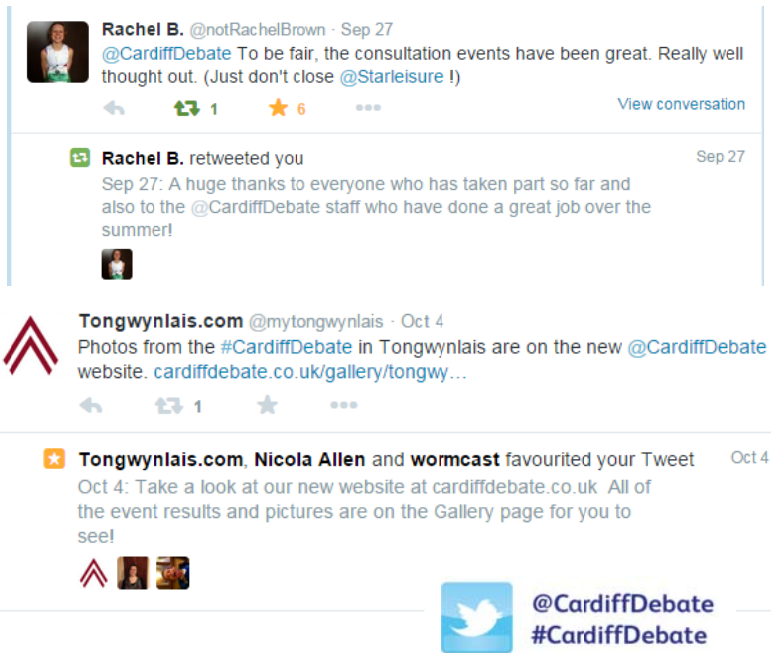
3. Social Media Strategy

Since the end of June 2014, Social Media has been heavily employed to maximise awareness of the Cardiff Debate programme. Both Facebook and Twitter accounts were set up dedicated to the Cardiff Debate with daily updates provided detailing the challenges faced by public services in the city, updates on how and where the public can participate in the debate and feedback from the events held to date.

In order to attract followers to these social media accounts we made use of other existing networks including Council websites (www.cardiff.gov.uk, www.askcardiff.com), the City of Cardiff Council and partner organisation's Twitter accounts, and by sharing information with a wide variety of local community and special interest groups.

The Cardiff Debate currently has 212 likes and 203 friends on Facebook, and 591 Twitter followers (27th October 2014).

Additionally, September saw the launch of a dedicated Cardiff Debate website www.cardiffdebate.co.uk where a wealth of information is easily accessible to the public as well as the opportunity to post ideas online and enter into debate on comments and suggestions already made.



@CardiffDebate
#CardiffDebate

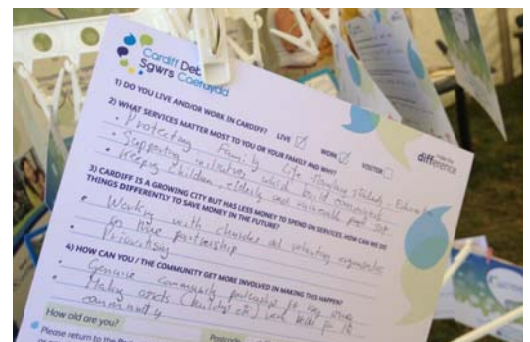
4. Online Consultation

The engagement activities utilised during the on-street events and drop in sessions were adapted into an electronic format and made available bilingually online at www.surveys.cardiff.gov.uk/cardiffdebate. This link was promoted via social media and local press including Capital Times, the Council's free newspaper, which is both available online and delivered to every household in Cardiff whilst also being available from public buildings within the city.

5. Community Venues

Postcards and drop boxes were left at Hubs, libraries and leisure centres across the city. Postcards invited the public to respond to the following questions:

- 1) What services matter most to you or your family?
- 2) Cardiff is a growing city but has less money to spend on services. How can we do things differently to save money in the future?
- 3) How can you / the community get more involved in making this happen?



6. Ask Cardiff Survey

The annual Ask Cardiff Survey was distributed in August and September 2014 and included a variety of key questions relating to service delivery across a wide variety of Council services, as well as those provided by key partners. In order to maximise responses whilst at the same time reducing the costs of delivering the survey a range of distribution methods were used:

- Via post to a random sample of 3,000 households by electoral division
- Via email to users of Libraries, C2C, Council Tax online account holders, Castle Key holders, Stretch Card Users and members of the Cardiff Citizens' Panel (78,773 unique email addresses)
- To Cardiff Council employees via 'Your Inbox'.
- Links to the surveys were also sent out from the City of Cardiff and the Cardiff Debate twitter accounts .

In addition to asking views on a range of services, the survey was used to mirror some of the questions being asked through the Cardiff Debate. After the data had been cleaned and duplicate responses removed, a total of **2,972 completed questionnaires were received**. This gives a very robust response, with an overall confidence interval of 95% +/- 1.79%.

3. Summary of Key Findings

This section provides a snapshot of the key findings from the Cardiff Debate engagement programme to date. Detailed feedback is contained in the following sections of this report.

Which services are a priority for you and your family?

Over **6,600 votes** have been cast in the identification of public service priorities, with **Health Services** (12.9%), **Education & Skills** (9.8%) and **Keeping Children Safe** (9.5%) identified as the areas of overall highest concern; although a range of specific issues were also identifiable at a community level.

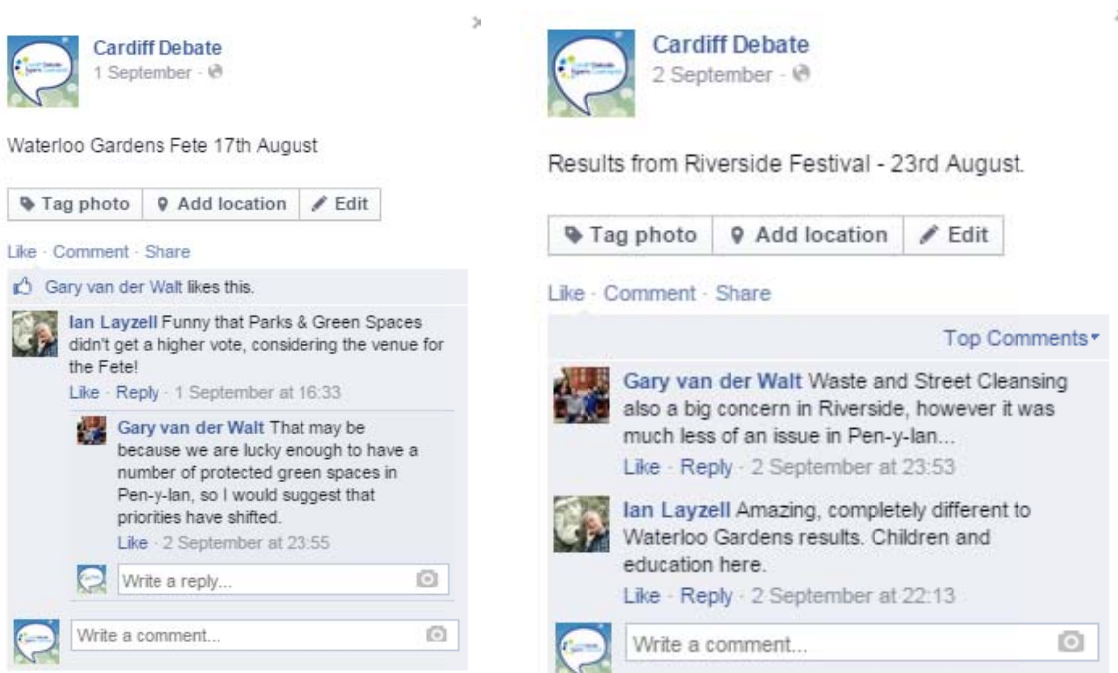
Most notably **City Travel** was shown to be a far higher priority for those participants from **Pentyrch** (23.8%) and **Ely/Caerau** (19.8%) than any of the other locations with recent changes to local bus services in these areas highlighted by residents as a cause of concern.

Similarly participants in **Trowbridge, Splott** and **Fairwater** singled out **Waste, Street Cleaning and Recycling** as their number one priority (19.8%, 15.8% & 12.7% respectively). In Fairwater particularly concern from local residents was influenced by the recent closure of the Waungron Road HWRC.

Housing & Homelessness was identified as a priority by those living in both **Butetown** (12.2%) and **Cathays** (10.5%).

Those in **Butetown** also indicated particular concern with **'Keeping Children Safe'** (16.2%) a result which coincided with a time when stories concerning the religious radicalisation of young people in that area featured heavily in the media.

Example of Facebook discussion on local variations in Voting:



Which services do you and your family use?

In comparison, the actual usage levels of public services were identified as being highest in relation to Cardiff's **Parks and Green Spaces** (24.3%) whilst Sports, Leisure & Cultural Facilities (16.6%), City Travel (13.7%), and Libraries, Community Centres & Hubs (13.0%) were also used frequently.

What matters most to you in the delivery of that service?

Those who shared their views placed a strong emphasis on *service quality* as opposed to other factors such as cost, proximity of services to home and who delivers the service.

Respondents were most keen to keep costs to a minimum for City Travel but were willing to pay more for a better service in relation to Parks and Green Spaces (9.7%), and Libraries, Community Centres and Hubs (9.4%).

The frequency of service was most important in relation to City Travel (26.3%) as well as Waste, Street Cleaning & Recycling (21.9%). The use of technology was considered most important for Attracting and Retaining Jobs (18.3%) and Education & Skills (15.4%).

People were generally less interested in who delivers services with just 6.0% of the overall votes cast going to this element of service delivery.

Satisfaction with Services (taken from Ask Cardiff Survey 2014)

Approximately nine in ten (88.6%) respondents were satisfied with Cardiff as a place to live indicating a slight fall of 3.6% in twelve months.

Two-thirds (67.5%) of respondents believed the quality of public services in Cardiff to be 'good' overall, whilst 57.1% of respondents felt the same in relation to the services provided by the City of Cardiff Council.

Those believing the Council to provide residents with good value for money fell from 42.2% in 2013 to 36.6% in the latest figures.

Four out of five (80.8%) respondents reported to be satisfied overall with the services provided by the Council – a fall from 88.4% in 2013.

Cardiff is a growing city but has less money to spend on services. How can we do things differently to save money in the future?

Reduce wages/numbers of Councillors/Managers – There was a repeated call for cuts to be made to a 'top heavy' management structure with a greater emphasis to be placed on the 'grass roots' of

the organisation. Expenditure on councillors pay and expenses was viewed as too high and in need of a reduction.

Don't Waste Money – Contributors called for the Council to '*stop wasting money on things we really don't need.*' Areas of waste identified included back office functions, organisational restructures and abandoned projects. Some frustration was expressed that reports of wasteful practice continue to exist, and these needed to be rectified before impacting on services.

Income Generation – a number of suggestions for increasing the Council's income were put forward, ranging from charging for some services, increasing Council Tax and issuing fines, to fund-raising events and sponsorship deals.

Work with volunteers/community groups – Given the correct incentives and opportunities it was felt that there are many individuals in the communities that would be willing to volunteer and help in some way. Interest and participation, it was felt, could be boosted by working effectively with key people, community groups and organisations who are already well placed and respected in local areas. '*Work with communities to ensure they're aware of the challenges ahead and try to incorporate local residents, community groups and organisations in future planning when deciding on local issues to ensure services are relevant and possibly delivered by local people...*'

Co-Production – People in the communities identified a need for the Council to '*think smarter*' in the way it does things. Working in partnership with others (both within the Council to eradicate 'silo' working, and with external partners) was understood as a means for both improving efficiency and gaining greater value for money - '*Cardiff council needs to start working with not to*'. It was however emphasised that work in this area could not be '*tokenistic*' and that real communication was required between all parties. There were also calls for the authority to be innovative, streamline services and cut red tape.

Ask the Community – '*Really listening to what people have to say*' was viewed by many as key in the process. Speaking with and understanding communities was considered the only way to ensure that monies were spent wisely.

Targeted Spending – Participants were keen to see money spent where it would have the greatest impact and achieve the highest rewards with youth clubs and community projects specified as worthy uses. There was a desire that there be less spent on '*making things look pretty*', wasteful refurbishments and organisational restructures, and the focus instead be trained on provision for the elderly and youth.

4. Key Findings

4.1 On Street Engagement

Between the 19th June and the 27th September on-street engagement and drop-in workshops were held in **37 different locations across the city**.

Which services are of the greatest priority to you and your family?

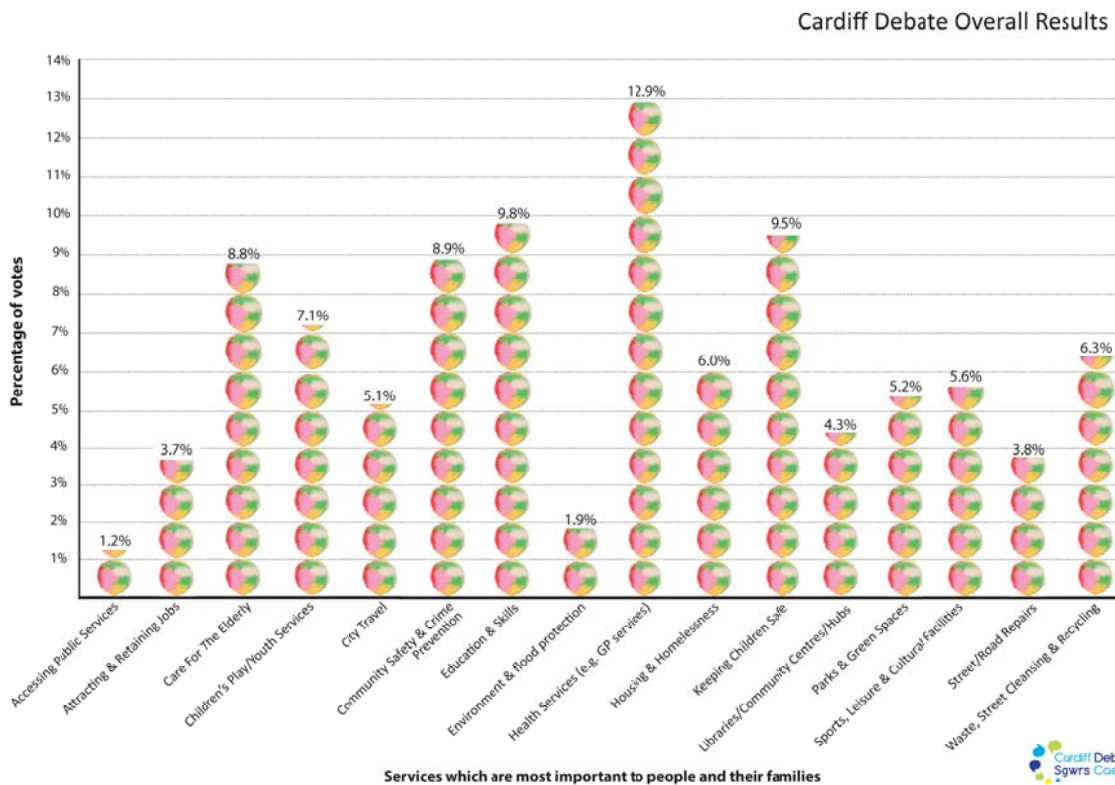
Participants at these events were provided with three votes and asked to use these to indicate which public services were most important to them and their family.

Within this period members of the public cast a total of **6,685 votes**.

The overall top priorities identified were:

- **Health Services (12.9%)**
- **Education & Skills (9.8%)**
- **Keeping Children Safe (9.5%)**

Figure 1 – Overall Results of the On-Street Engagement



Analysis of the results by location reveals some of the neighbourhood-specific concerns and priorities, as well as consistency of support for health and education services.

City Travel was shown to be a far higher priority for those participants from **Pentyrch** (23.8%) and **Ely/Caerau** (19.8%) than any of the other locations with recent changes to local bus services in these areas highlighted by residents as a cause of concern.

In **Trowbridge, Splott** and **Fairwater** participants were found to prioritise **Waste, Street Cleaning and Recycling** (19.8%, 15.8% & 12.7% respectively). Whilst litter and street cleansing were a concern for those in Trowbridge and Splott, the comments of residents in Fairwater were influenced by the recent closure of the Waungron Road HWRC.

Housing & Homelessness was identified as a priority by those living in both **Butetown** (12.2%) and **Cathays** (10.5%). Residents in Butetown also indicated particular concern with **'Keeping Children Safe'** (16.2%) whilst **Community Safety & Crime Prevention** was the top priority for attendees at Pride Cymru 2014 (15.6%).

Children's play and Youth Services were most important to participants from **Riverside** and **Grangetown** (Channel View). Events in these areas received more than twice the average proportion of votes for this service (15.6% & 15.0% respectively) compared to an overall score of 7.1%.

Care for the Elderly accounted for 8.8% of the overall votes cast however several areas (particularly towards the north of the city) placed a considerably larger emphasis on this service i.e. Pentrych (19.0%), Rumney (16.9%), Llanrumney (14.8%), Lisvane (14.3%), Whitchurch (11.5%).

The full breakdown of local results can be seen in **Appendix 1** whilst **Appendix 2** displays the information by each service type. **Table 1** shows the top 3 priorities in each area/event visited as part of the Cardiff Debate.

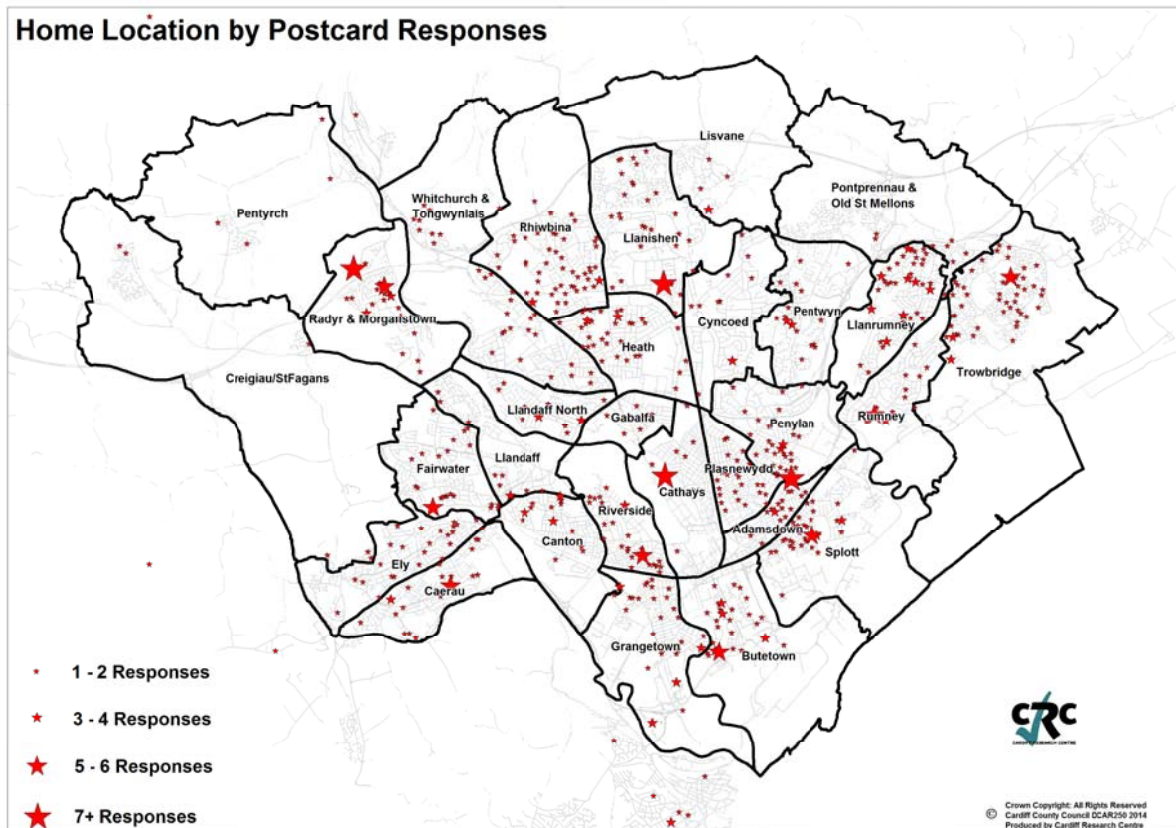
Table 1 – Top 3 priorities by Ward /On-Street Engagement Event

	Accessing Public Services	Attracting & Retaining Jobs	Care For The Elderly	Children's Play / Youth Services	City Travel	Community Safety & Crime Prevention	Education & Skills	Environment & Flood Protection	Health Services (e.g. GP services)	Housing & Homelessness	Keeping Children Safe	Libraries / Community Centres / Hubs	Parks & Green Spaces	Sports, Leisure & Cultural Facilities	Street/Road Repairs	Waste, Street Cleansing & Recycling
Adamsdown						10.1%	16.9%		10.1%							13.5%
Ely/Caerau					19.8%	11.9%					10.9%					
Butetown							11.7%			12.2%	16.2%					
Llanrumney			14.8%	13.1%							12.0%					
Llanishen						15.2%	17.7%							12.7%		
Fairwater					9.5%				9.5%							12.7%
Rhiwbina							13.9%		11.9%		12.8%					
Food & Drink Festival			14.2%						14.9%		9.7%					
Tafwyl				18.3%		10.6%			27.4%							
Llanedernyn									20.6%							
St Fagans				10.1%					13.1%		17.3%					
Western Leisure Centre						11.5%	12.6%							19.5%		
Sploitt						11.6%			12.6%							15.8%
Trowbridge				12.1%										13.2%		19.8%
Pride					12.2%	15.6%			12.5%							
Waterloo Gardens			9.3%				11.6%		9.9%							
Radyr					17.3%		15.4%									11.5%
Youth Bus, City Centre			12.7%	13.0%					11.9%							
50+ Forum																16.7%
Riverside Festival				15.6%			16.0%									12.3%
Chapter			10.9%									12.5%				10.9%
Channel View				15.0%			15.0%		13.3%							
St Mellons Fete						11.8%			14.0%		12.9%					
UHW					13.0%		13.0%		24.6%							
Rumney Library			16.9%			8.4%			16.9%							
Pentyrch			19.0%		23.8%										19.0%	
Whitchuch			11.5%						13.7%		11.2%					
Cyncoed							14.4%		15.4%				10.6%			
Llandaff						15.4%	15.4%		17.9%		20.5%					
Plasnewydd				12.5%			12.5%							12.5%		
Llandaff North							13.3%		11.1%			13.3%				
Tongwynlais				11.5%			11.5%				11.5%			13.5%		
Pontprennau			9.9%				15.3%		18.9%							
Gabalfa/Cathays							10.5%		17.4%					11.4%		
RWCMD Freshers Week							14.7%		11.9%		9.0%					
Lisvane			14.3%						28.6%			9.5%				9.5%
Cathays						9.8%			15.7%	10.5%						

NB – Where fewer than 3 services are highlighted, this is because at least 4 services were tied for second or third place

Between the 19th June and 27th September **1,390 postcards were completed** either online or by those attending on-street and drop in workshop sessions.

Figure 2



4.2 Drop-in Workshops

A total of 7 drop-in workshops have been held which have covered all of the Neighbourhood Partnership Areas as well as an additional workshop with the 50+ forum. Locations for the events included:

- Glenwood Church (Llanedeyrn)
- Western Leisure Centre (Ely)
- STAR Centre (Splott)
- Trowbridge Community Centre (Trowbridge)
- Old Church Rooms (Radyr)
- Chapter (Canton)
- Channel View Leisure Centre (Grangetown)
- 50+ Forum

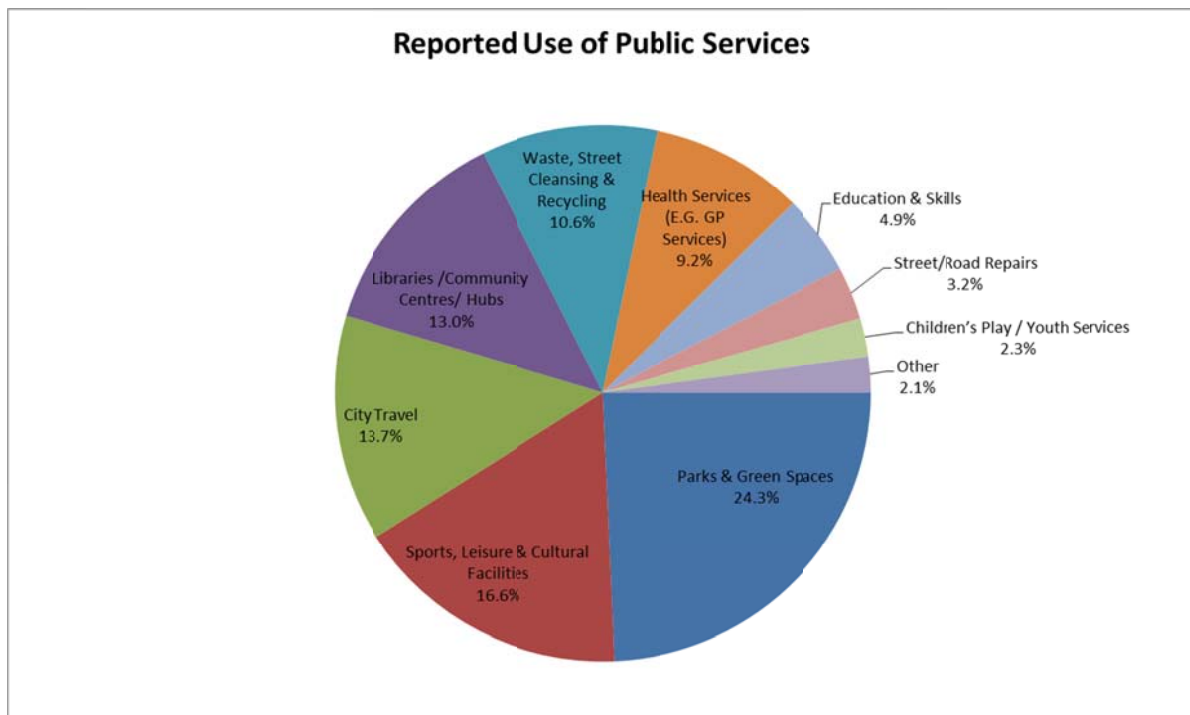
Which services do you use and with what frequency?

Attendees at the drop in workshops were invited to participate in a mapping exercise to help identify the range of public services that they were accessing in their local area and the rest of the city. Additionally, participants also rated the frequency with which they use services to identify the areas of greatest demand. Overall usage scores were calculated by multiplying the type of service by the frequency of visit



The exercise showed the highest levels of reported usage to be found in relation to Cardiff's Parks and Green Spaces (24.3%) whilst Sports, Leisure & Cultural Facilities, City Travel and Libraries, Community Centres & Hubs all also featured highly in what residents reported to use (see **Figure 3**).

Figure 3



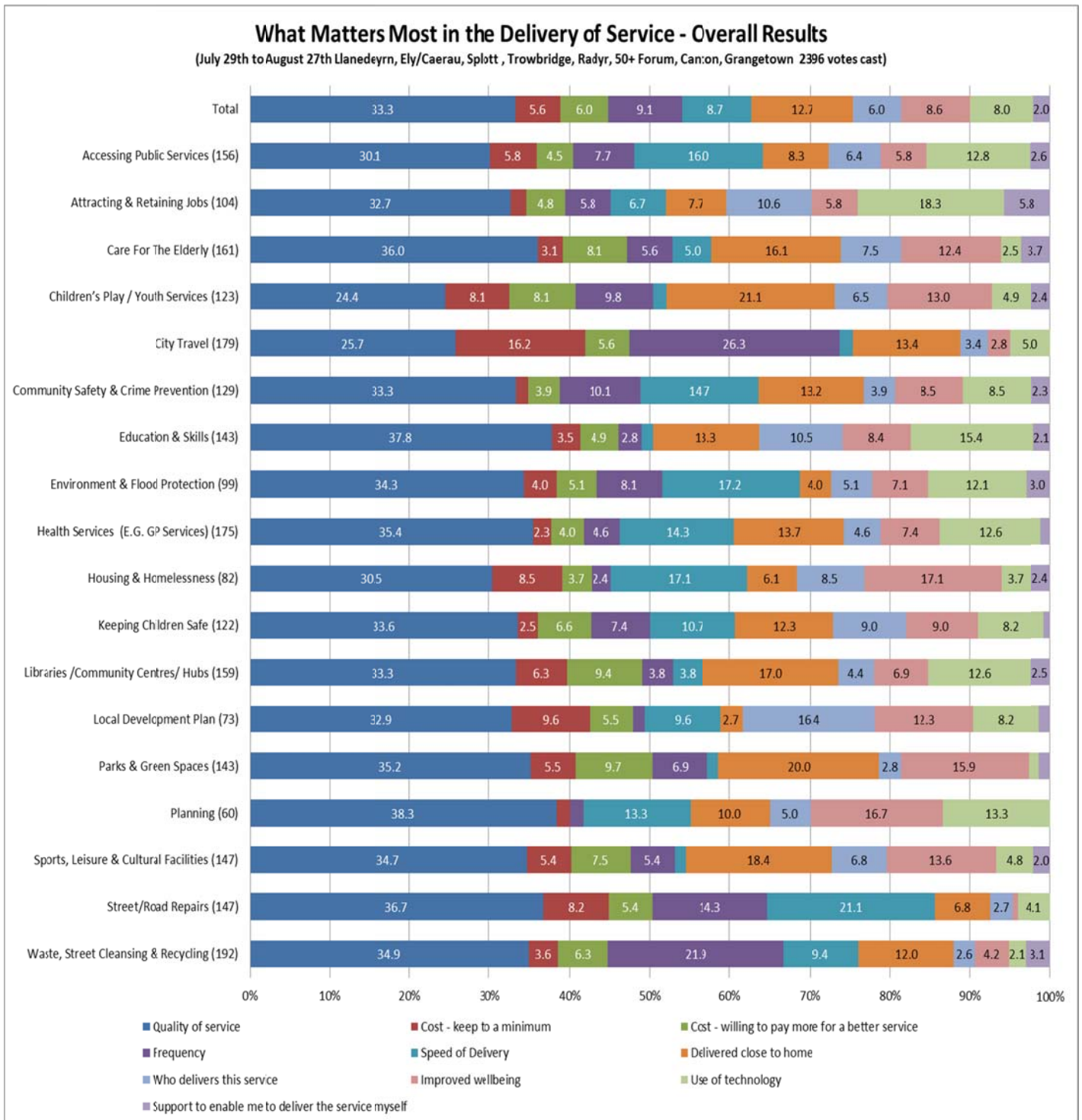
What matters most to you in the delivery of that service?

A total of **2,396** votes were cast over seven drop-in Neighbourhood workshop events. Those who shared their views placed a strong emphasis on ***service quality*** as opposed to other factors such cost, proximity of services to home and who delivers the service (see **Figure 4**).

Feedback from the workshops show that respondents were most keen to keep costs to a minimum for City Travel but were willing to pay more for a better service in relation to Parks and Green Spaces (9.7%), and Libraries, Community Centres and Hubs (9.4%).

The frequency of service was most important in relation to City Travel (26.3%) as well as Waste, Street Cleaning & Recycling (21.9%). The use of technology was considered most important for Attracting and Retaining Jobs (18.3%) and Education & Skills (15.4%). People were generally less interested in who delivers services with just 6.0% of the overall votes cast going to this element of service delivery.

Figure 4



4.3 Summary of Qualitative Results (includes responses from both the Cardiff Debate postcards and the Ask Cardiff Survey 2014)

Cardiff is a growing city but has less money to spend on services. How can we do things differently to save money in the future?

Reduce wages/numbers of Councillors/Managers – There was a repeated call for cuts to be made to a ‘*top heavy*’ management structure with a greater emphasis to be placed on the ‘*grass roots*’ of the organisation. Expenditure on councillors pay and expenses was viewed as too high and in need of a reduction.

Don’t Waste Money – Contributors called for the Council to ‘*stop wasting money on things we really don't need.*’ Areas of waste identified included back office functions, organisational restructures and abandoned projects. Some frustration was expressed that reports of wasteful practice continue to exist, and these needed to be rectified before impacting on services.

Income Generation – a number of suggestions for increasing the Council’s income were put forward, ranging from charging for some services, increasing Council Tax and issuing fines, to fund-raising events and sponsorship deals.

Work with volunteers/community groups – Given the correct incentives and opportunities it was felt that there are many individuals in the communities that would be willing to volunteer and help in some way. Interest and participation, it was felt, could be boosted by working effectively with key people, community groups and organisations who are already well placed and respected in local areas. ‘*Work with communities to ensure they're aware of the challenges ahead and try to incorporate local residents, community groups and organisations in future planning when deciding on local issues to ensure services are relevant and possibly delivered by local people..*’

Environment – A range of comments was made about services provided by the Environment Directorate, including availability of waste/recycling bags, education/enforcement of correct recycling, enforcement of putting bins out/taking them back in on time, litter, fly-tipping, and public bins.

Co-Production – People in the communities identified a need for the Council to ‘*think smarter*’ in the way it does things. Working in partnership with others (both within the Council to eradicate ‘*silo*’ working, and with external partners) was understood as a means for both improving efficiency and gaining greater value for money - ‘*Cardiff council needs to start working with not to*’. It was however emphasised that work in this area could not be

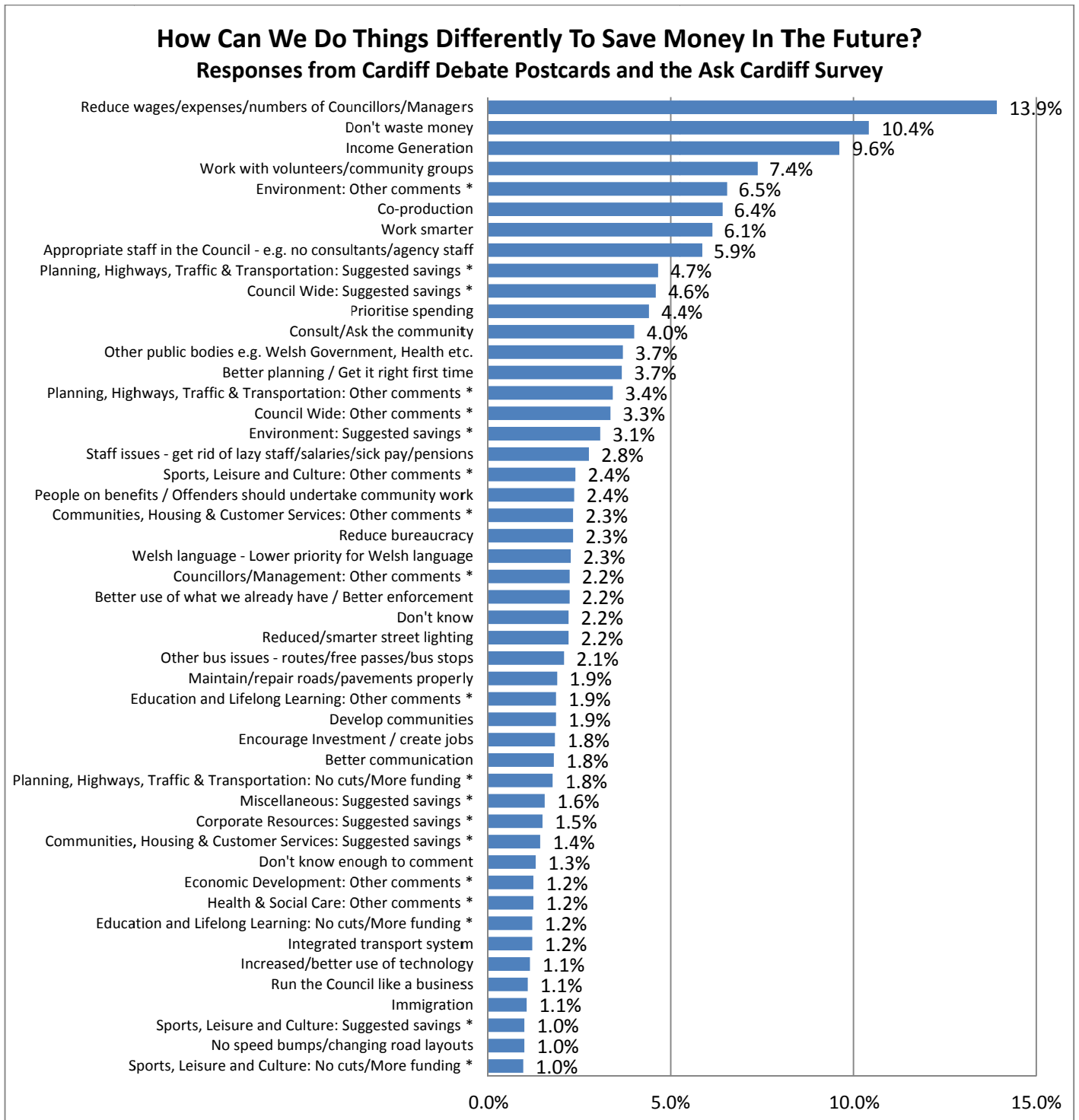
'*tokenistic*' and that real communication was required between all parties. There were also calls for the authority to be innovative, streamline services and cut red tape.

Work Smarter – Respondents called on the Council to abandon inefficient working practices by not duplicating services, employing preventative measures to save money further down the line, and reinforcing the need for streamlining and innovation. '*Simple things can save a lot of money.*'

Appropriate Staff in the Council – Calls were made to utilise existing skills, rather than paying expensive external consultants ('*Stop spending silly money on outside consultancy*') and agency staff, and cutting back on overtime expenses by employing sufficient staff or stopping out-of-hours working.

The breakdown of comments captured from both the postcards and the Ask Cardiff survey is shown in **Figure 5** (excludes figures less than 1.0%, and miscellaneous comments). Further comments from the analysis are provided in **Figure 6**.

Figure 5



* Cover a range of comments for each Directorate regarding savings, additional funding or other, as outlined in Figure 7

Figure 6 - Other Comments Received - by Council Directorate

<p>Environment: Suggested savings</p> <ul style="list-style-type: none"> • Frequency of waste/recycling collections • Don't collect green waste • Charge for waste/recycling bags • Less maintenance of verges <p>Environment: Other Comments</p> <ul style="list-style-type: none"> • Availability of waste/recycling bags • Education/Enforcement of correct recycling • Enforcement of putting bins out/taking them back in on time • Litter – a range of issues, including areas where this is a problem, cost of cleaning up, use of volunteers to combat the problem • Fly-tipping • Public bins – availability, locations • Bins vs bags 	<p>Communities, Housing & Customer Services: Suggested savings</p> <ul style="list-style-type: none"> • Housing refugees • Refurbishing Council houses • Reduce library services • Use volunteers to run libraries • Charge for library services <p>Communities, Housing & Customer Services: Other comments</p> <ul style="list-style-type: none"> • Libraries/Hubs – a range of issues, including availability of PCs/internet access, opening hours • Provision of Council houses • Choice of library books/large print • Don't let properties stay empty • Letting signs
<p>Strategic Planning, Highways, Traffic & Transportation: Suggested Savings</p> <ul style="list-style-type: none"> • Don't use paper for bus tickets • Don't introduce 20mph zones that aren't enforced • Reduce car dependency and its associated costs • Parking charges • Ownership of car parks • Traffic calming/street furniture • Maintenance of verges <p>Strategic Planning, Highways, Traffic & Transportation: No cuts/More funding</p> <ul style="list-style-type: none"> • Public transport – need more, encourage use, better funding, integrated system • Use money saved elsewhere on these services • LDP – invest in infrastructure <p>Strategic Planning, Highways, Traffic & Transportation: Other comments</p> <ul style="list-style-type: none"> • Speed cameras/traffic offences (e.g. jumping red lights) • People should look after pavements outside their house • Illegal parking/parking on pavements • Park & Ride – lack of information, cost of service • Pedestrianisation of streets • LDP – put infrastructure in place first • Have suitable infrastructure in place before building new houses 	<p>Sports, Leisure and Culture: Suggested savings</p> <ul style="list-style-type: none"> • Close under-used facilities • Don't subsidise Arts • Provision of equipment in parks <p>Sports, Leisure and Culture: No cuts/More funding</p> <ul style="list-style-type: none"> • Bowling Greens • More recreational facilities • Skate parks • Slides in Council pools <p>Sports, Leisure and Culture: Other comments</p> <ul style="list-style-type: none"> • Floral displays in town • Maintenance of parks • Management of/services available in leisure centres • Bowling greens – impact of closure on the elderly • Importance of leisure facilities/knock-on effect of cutting this service

<p>Education and Lifelong Learning: No cuts/More funding</p> <ul style="list-style-type: none"> • Spend more on schools/youth provision/adult education <p>Education and Lifelong Learning: Other comments</p> <ul style="list-style-type: none"> • Special Educational Needs • Youth provision – quality/location/choice of activities • Effective use of school buildings out-of-hours • Adult education – range of courses, quality of service 	<p>Economic Development: Other comments</p> <ul style="list-style-type: none"> • Encourage tourism • Long-term planning • Use of brown-field sites
<p>Health & Social Care: Other comments</p> <ul style="list-style-type: none"> • Don't let staff work overtime • Lack of services for older people & those with disabilities • Quality of staff • Means testing 	<p>Council Wide: Suggested savings</p> <ul style="list-style-type: none"> • Sell off council buildings • Not seeing through policies/projects • Not duplicating services • Cut Grants • Office moves/refurbishments • Minority languages • Scrap Capital Times/newsletters • Less marketing <p>Council Wide: Other comments</p> <ul style="list-style-type: none"> • Streamlining process • Transparency • Each department should have to take responsibility for its budgets • Preventative measures/catch problems early • Staff motivation • Accessing services • Monitor work done by contractors
<p>Councillors/Management: Other comments</p> <ul style="list-style-type: none"> • Should be run by competent/qualified individuals • Perks for Councillors • Don't be run by party politics • Accountability • Restructure management • Performance management 	

How can you / the community get more involved in making this happen?

Respondents generally expressed a willingness to get involved and implored the Council to 'Just ask!' if help is needed - 'Tell us how / what we can do to help.' Similarly, they asked that the Council be 'upfront about changes that affect public areas' so that there is clarity about the challenges to be faced.

The time banking scheme already in place in Ely was described as '*fantastic*' and something that should be expanded across the city.

The public were keen to see the Council take a strong lead in terms of mobilising volunteer groups, providing clear communication on what is needed, and listening to what communities want. Some members of the public suggested that they would be happy to contribute in some way but could only do so if the Council were transparent about what was needed.

Currently it was felt that there is a lack of information surrounding the challenges and future plans. Events like those undertaken on-street were described as '*a good start*' with the communities eager to '*better understand the bigger picture*' and continue to share their views.

Summary of Ideas

Respondents were also invited to put forward any ideas they may have on how things could be done differently, where savings could be made, or potential sources of income.

The most common themes were Transport (18.3%), Waste Services (13.5%), Sport & Leisure (10.0%), Education (8.3%) and Health Services (8.3%):

- *Expand the water taxi and cycle facilities in the city- reduce congestion as another form of transport. Use existing gullies as cycle lanes*
- *Before a development (housing) the council should look into transport and rail first. Develop the transport system first*
- *Larger bin for recycling, smaller bin for landfill*
- *To employ the young unemployed to clean up the rubbish on the various nature trails as we are in Cardiff and are supposed to be an environment conscious city*
- *Please keep the bowls going in the parks - good for health of the elderly. Now more expensive than private clubs.*
- *More sports/hobbies opportunities - As a teenager, it's frustrating living near a sports centre (Channel View) that*



One of the ideas received by the #CardiffDebate - what do you think we should do differently?

Tag photo Add location Edit

Like Comment Share

Christine Fowler, Gary van der Walt and 2 others like this.

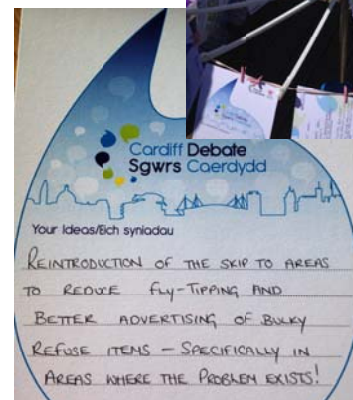
Cardiff Council @cardiffcouncil Oct 9
Join the conversation and visit the @CardiffDebate website to share your ideas on how we can do things differently in the future...

The Dark Passenger @skudd1927 Oct 9
@cardiffcouncil @CardiffDebate you could start by digitising some of your transactions. Parking permits require paper proof / postal order?

7:06 pm - 9 Oct 2014 Details
His conversation

Reply to @skudd1927 @cardiffcouncil

The Cardiff Debate @CardiffDebate Oct 10
@skudd1927 Good idea - thanks. If you could add about this to the ideas page of our website that would be great cardiffdebate.co.uk/your-ideas/



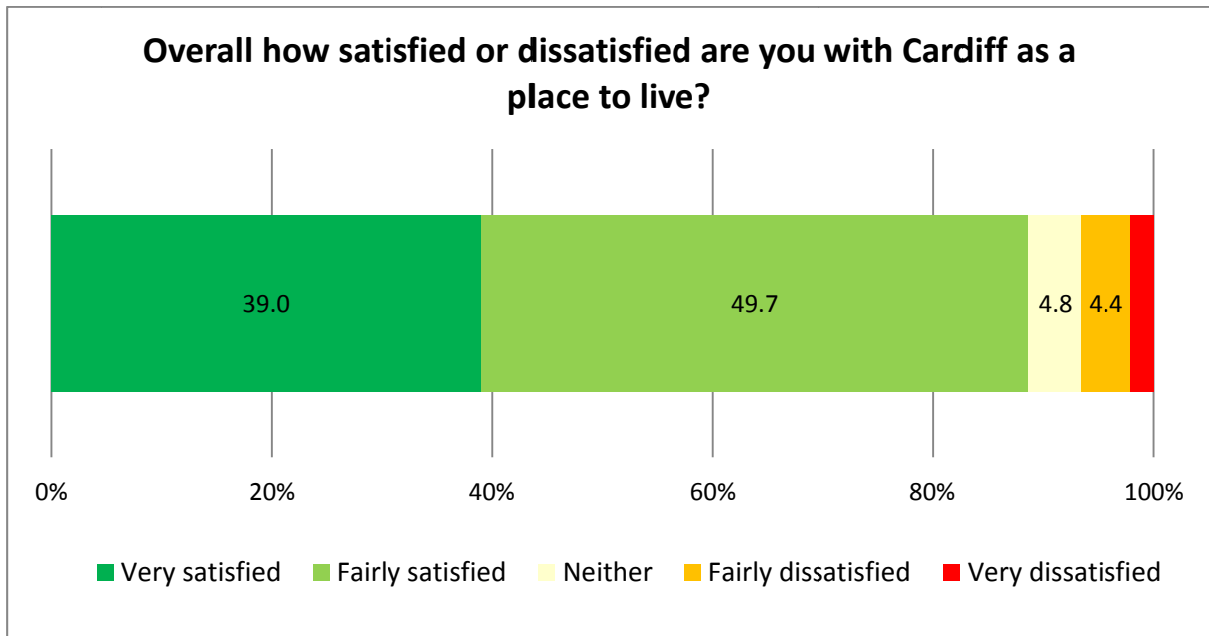
doesn't offer me or my friends anything- this is why I have to go out of my way to take part in sports for example. Fitness classes for teenagers because we're too young for the gym, netball, hockey, basketball, judo classes, even dancing, if you asked for a small cost- you'd make a fortune

- Put more thought into how schools are used. Couldn't the local scouts and brownies use for example or our play centres and youth activities from them instead of having different buildings local groups could use offer meetings as well.*
- Conduct a proper schools reorganisation to deal with problem of empty places. Close schools if necessary and don't be swayed by campaigns from people who attended 30 years ago but have no involvement*
- People of all ages (but particularly the elderly) do not get any 'attention' on an acute ward once they are first waiting to go home or go into residential care, and have risks of infection etc. So the sooner they can get out the better. More interaction between health and social care would really help*
- Prevention of diabetes/ obesity- Target those most at risk (identified by GP) with specific information to help them make healthier choices e.g. healthy eating*

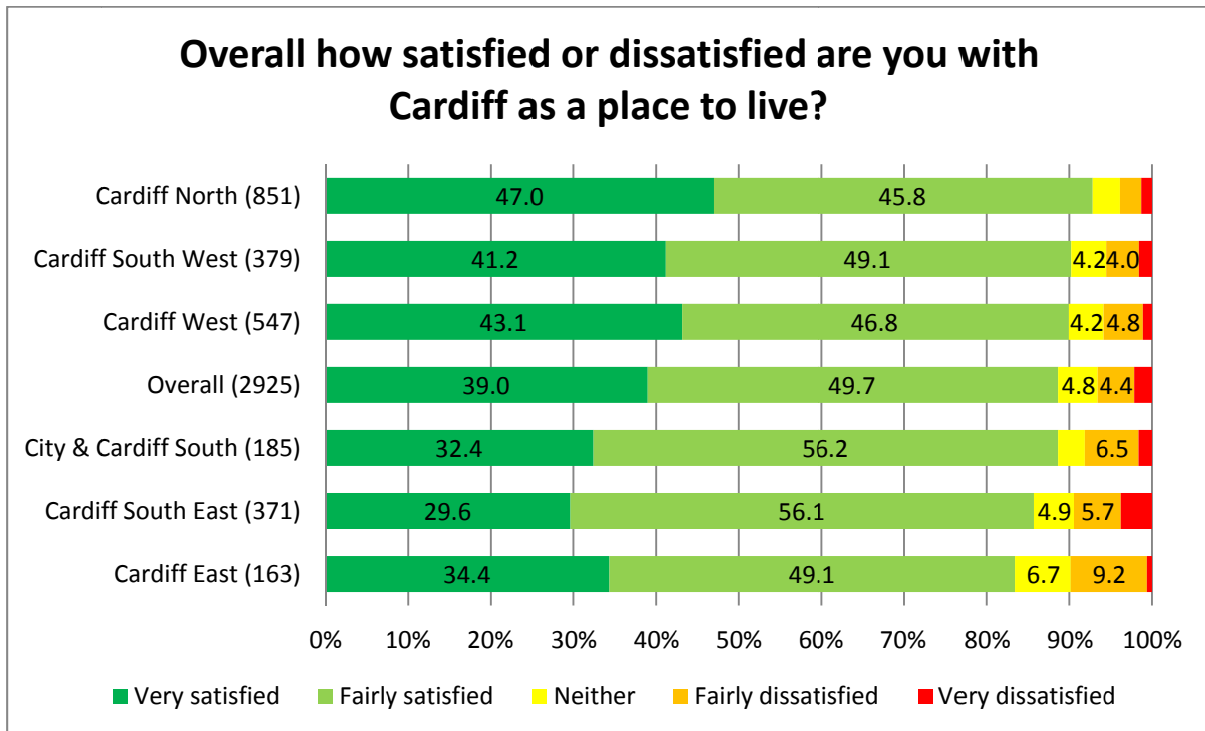
4.4 Ask Cardiff Survey

Approximately nine in ten (88.7%) respondents reported being satisfied with Cardiff as a place to live, with little difference evident across demographic groups or Neighbourhood Partnership areas.

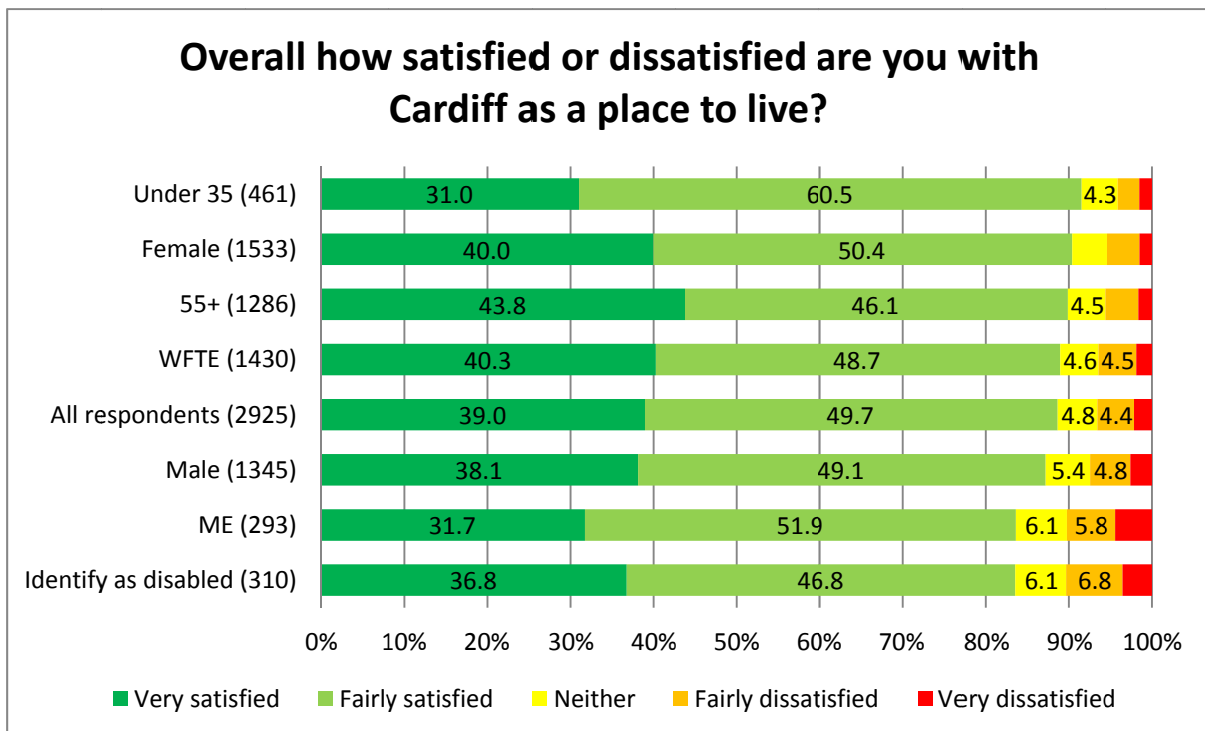
Levels of satisfaction were found to have fallen in the last twelve months with figures from 2013 showing 47.8% of respondents to be 'very satisfied' with Cardiff as a place to live and 92.3% satisfied overall.



Base = 2,907. Excludes 'Don't Know' responses



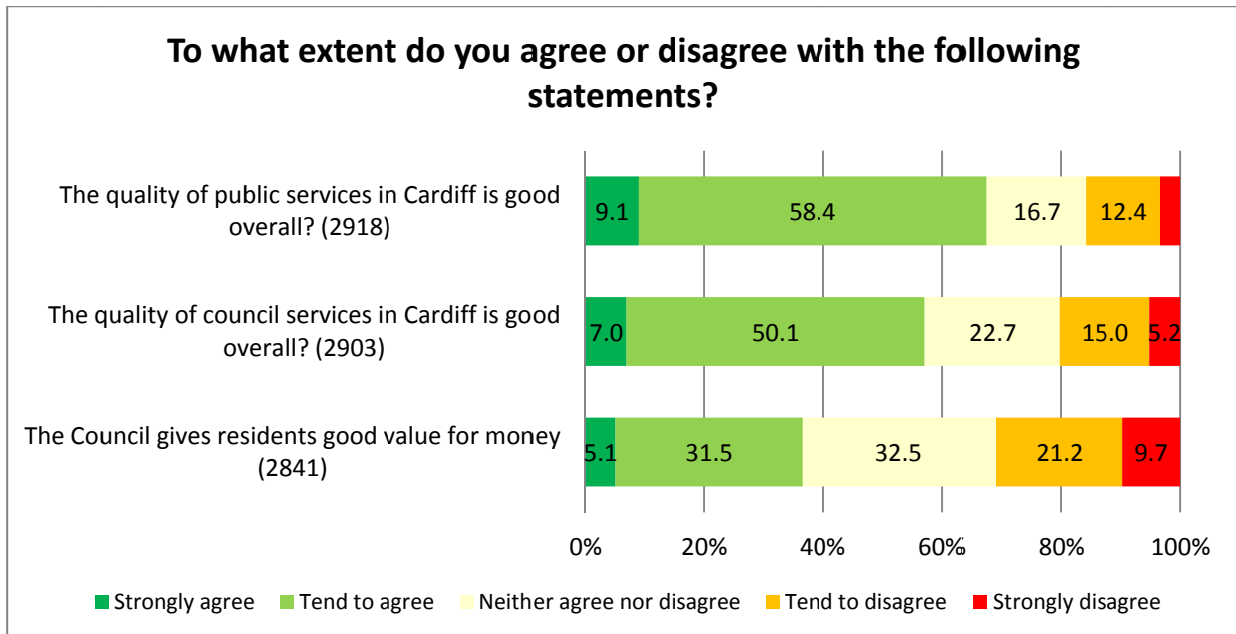
Base sizes shown in brackets. Excludes 'Don't Know' responses



Base sizes shown in brackets. Excludes 'Don't Know' responses
Without Full Time Employment (WFTE), Minority Ethnic (ME)

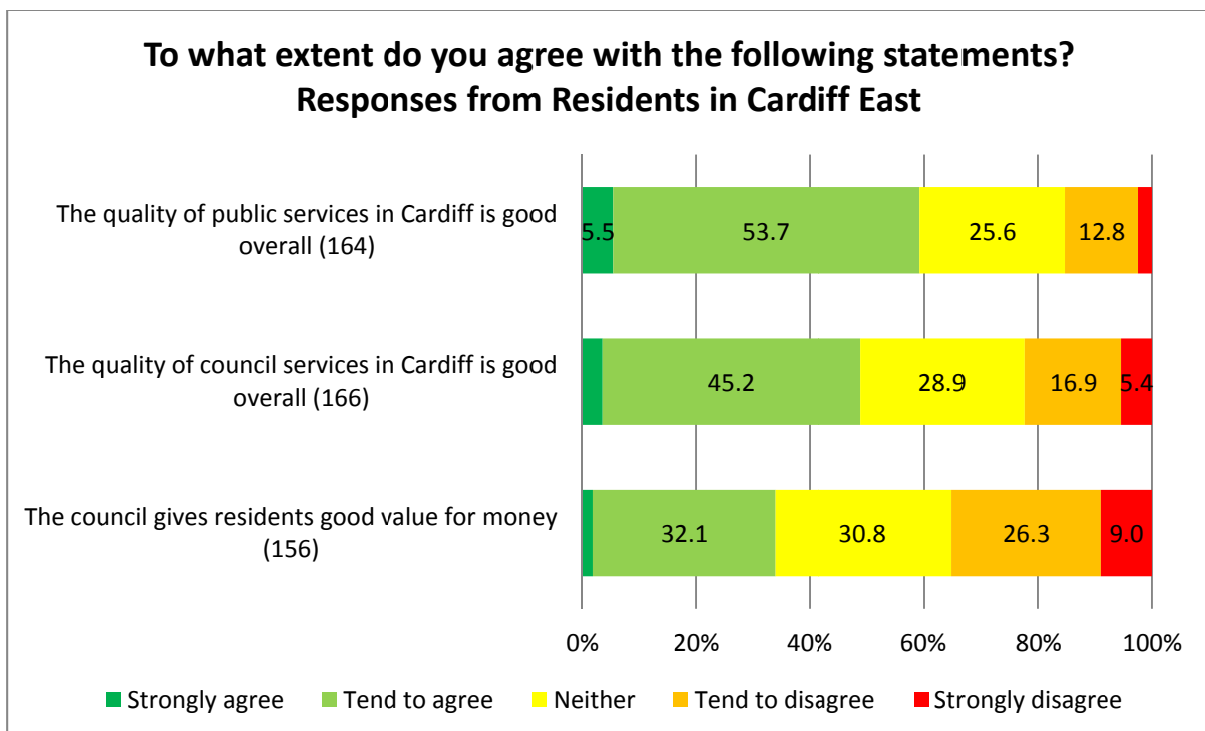
Two-thirds (67.5%) of respondents believed the quality of public services in Cardiff to be good overall (down from 73.3% in 2013). A lower percentage (57.1%) felt the same in relation to the services provided by the City of Cardiff Council (down from 65.3% in 2013).

Those believing the Council to provide residents with good value for money fell from 42.2% in 2013 to 36.6% in the latest figures.



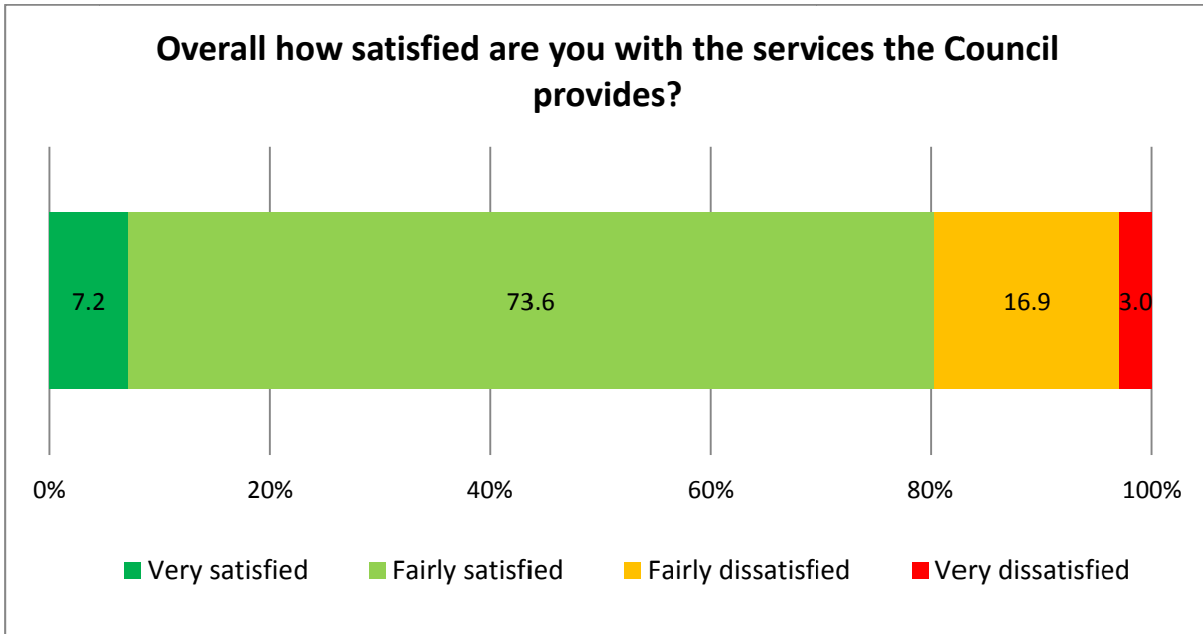
Base sizes shown in brackets. Excludes 'Don't Know' responses

Residents in Cardiff East were least likely to agree with each of these three statements.

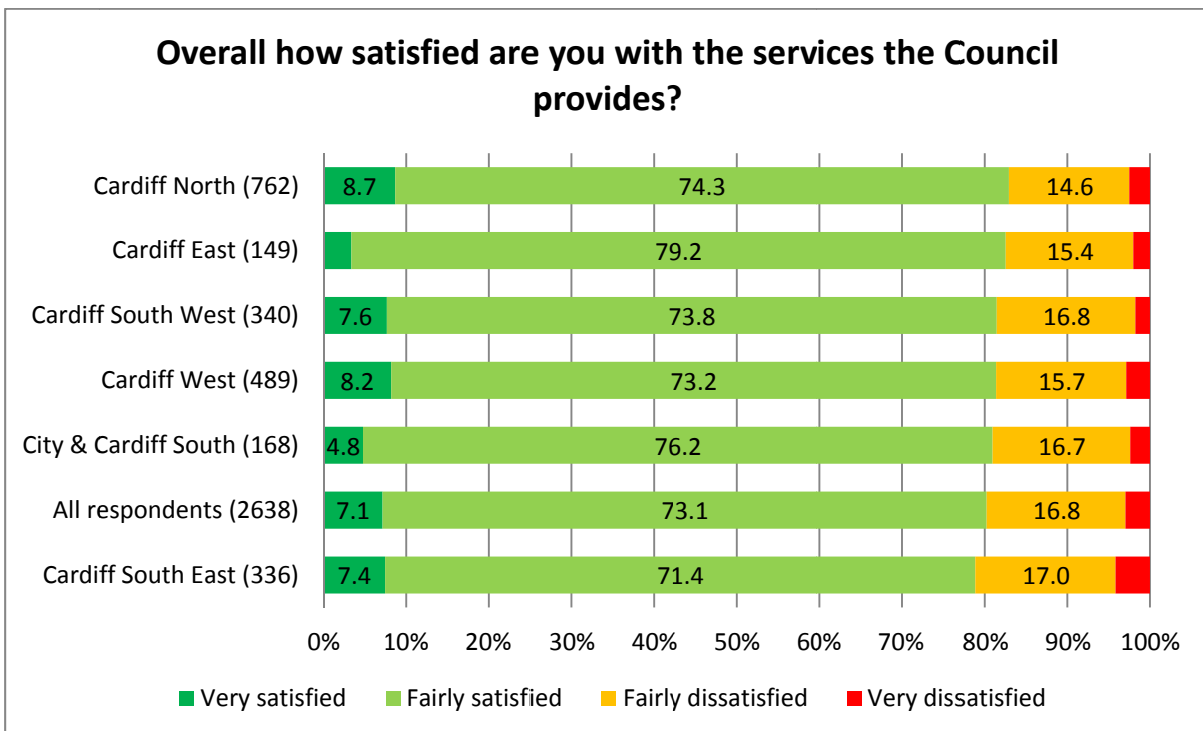


Base sizes shown in brackets. Excludes 'Don't Know' responses

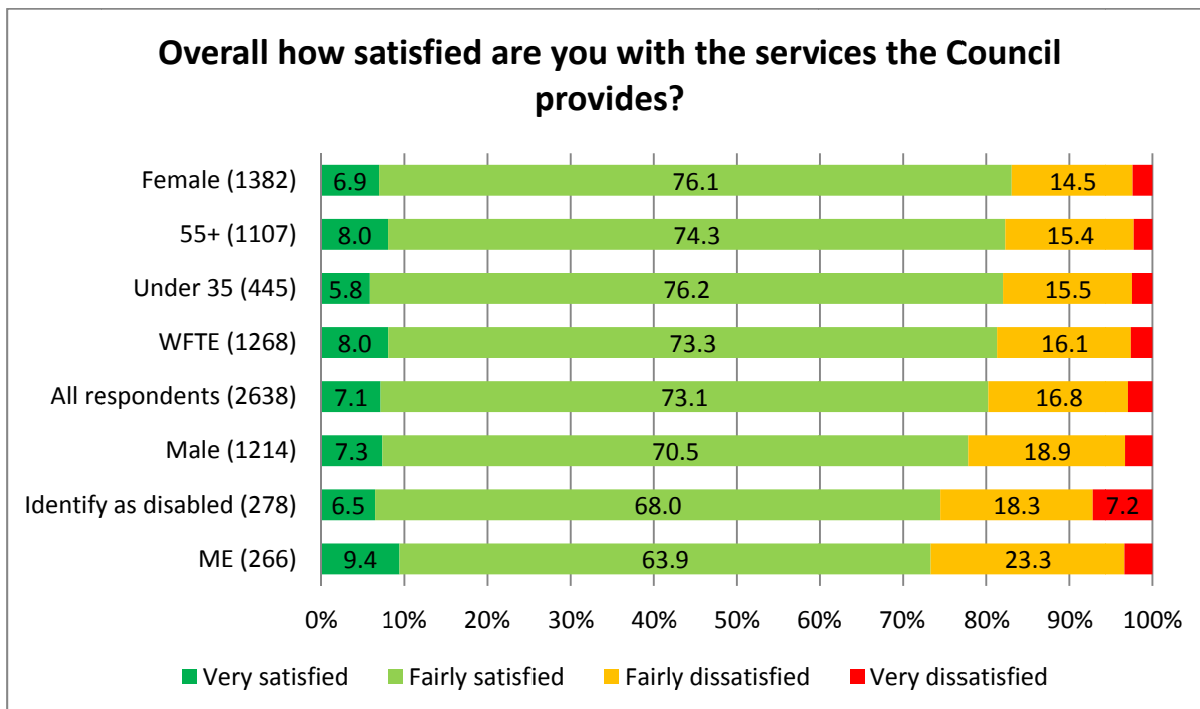
Four out of five (80.3%) respondents reported to be overall satisfied with the services provided by the Council – a fall from 88.4% in 2013. Again, there was a broad consensus of opinion across demographic groups and Neighbourhood Partnership areas.



Base = 2,622

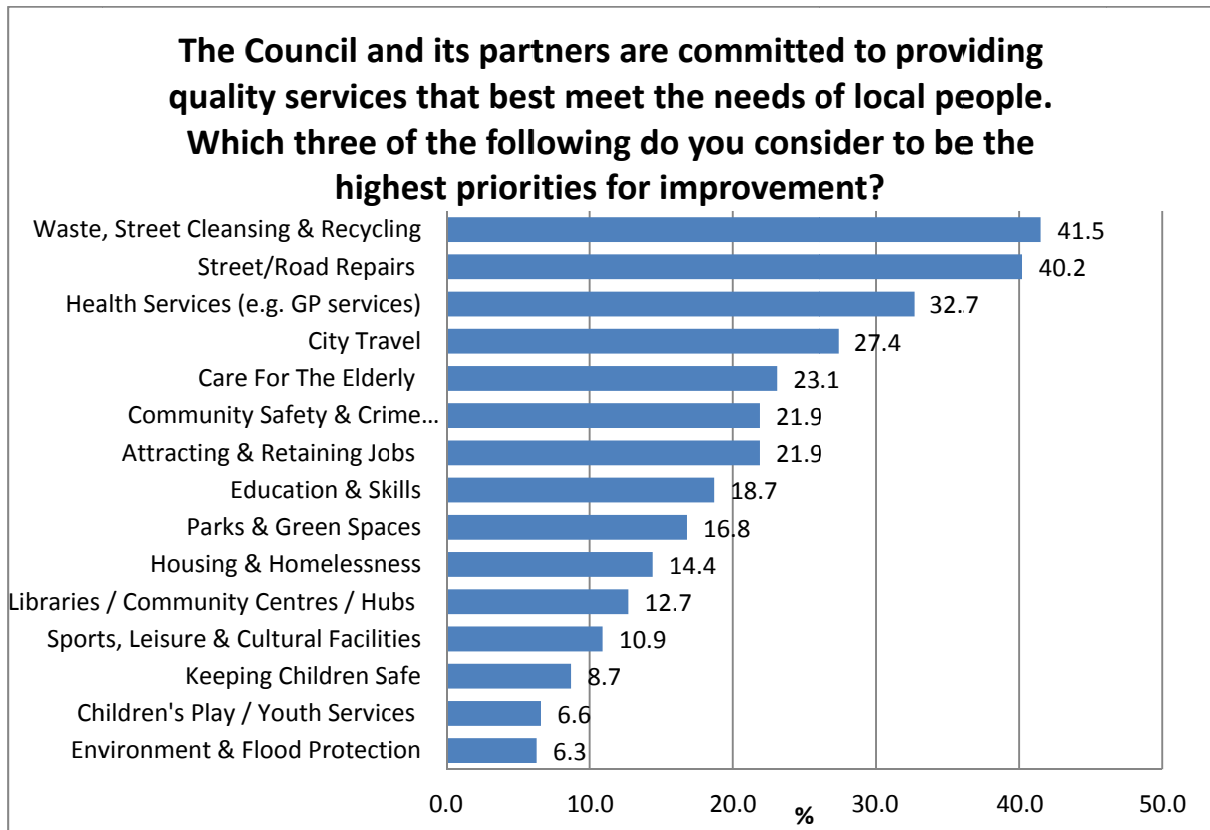


Base sizes shown in brackets. Excludes 'Don't Know' responses



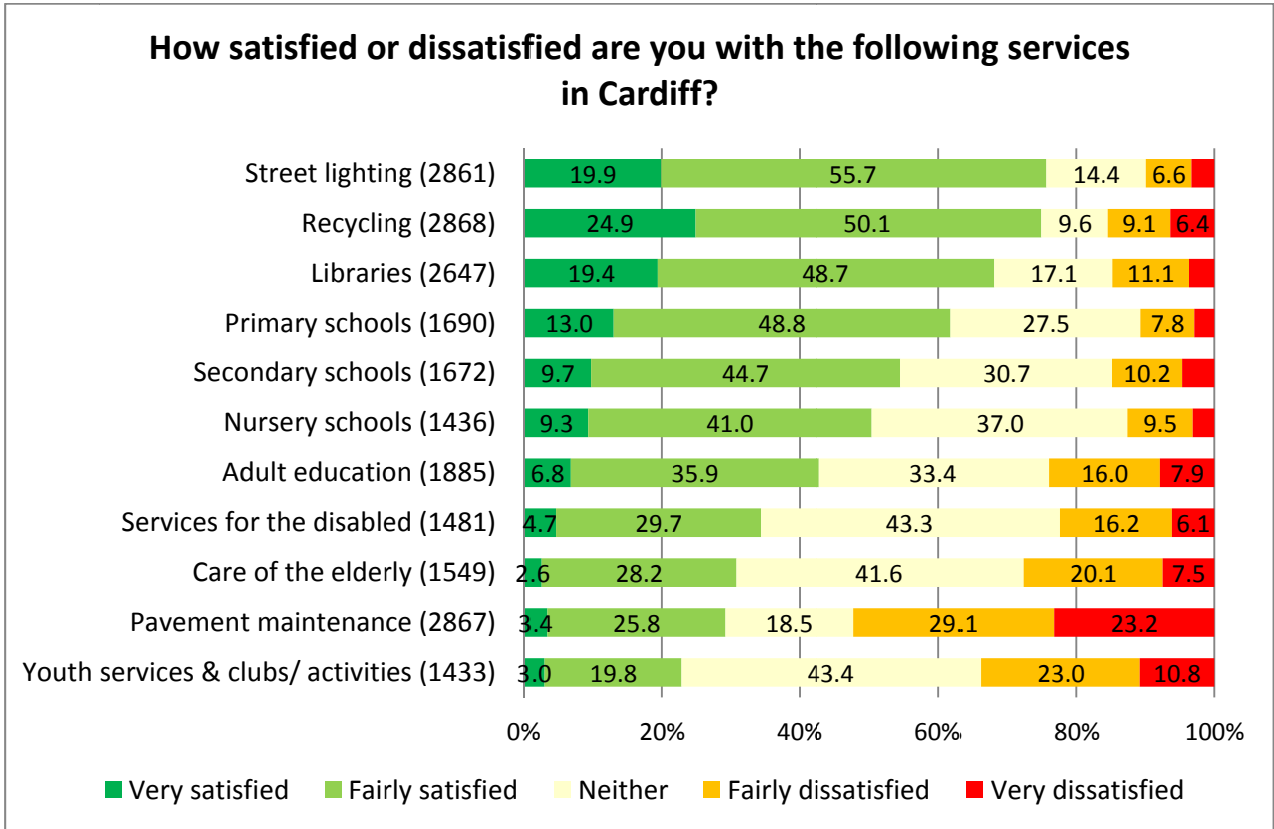
Base sizes shown in brackets. Excludes 'Don't Know' responses
Without Full Time Employment (WFTE), Minority Ethnic (ME)

Respondents to the 2014 Ask Cardiff Survey rated Waste, Street Cleansing & Recycling (41.2%), Street & Road Repairs (40.0%) and Health Services (32.4%) to be the highest priorities for improvement locally.



Base = 2,929

The table and charts below show levels of satisfaction with a range of services provided by the City of Cardiff Council. These figures exclude 'Don't know' responses, for example where the respondent does not use a particular service (notably schools, adult education, services for the disabled, care for the elderly and youth services).



Base sizes shown in brackets. Excludes 'Don't Know' responses

Between 2013 and 2014 satisfaction was found to fall in all of the services questioned about. The greatest reductions in satisfaction were found in relation to recycling and adult learning which experienced falls of 11.0% and 9.3% respectively.

Service	2013	2014	Difference
Street Lighting	80.7%	75.7%	-5.0%
Recycling	85.9%	74.9%	-11.0%
Libraries	76.0%	68.1%	-7.9%
Primary Schools	66.6%	61.8%	-4.8%
Secondary Schools	58.9%	54.5%	-4.4%
Nursery schools	56.6%	50.3%	-6.3%
Adult education	52.0%	42.7%	-9.3%
Services for the disabled	38.8%	34.4%	-4.4%
Care of the elderly	35.7%	30.8%	-4.9%
Pavement maintenance	33.8%	29.2%	-4.6%
Youth services and clubs/activities for young people	28.2%	22.8%	-5.4%

4.5 Feedback from the Community Engagement Events

Those taking part in the Workshop events were invited to complete feedback forms, including what they liked about the event, what they felt could have been done better, and if they would like to see more events of this kind in the future.

Positive feedback was received regarding both the events and the facilitators with participants commenting:



- *Very helpful people, loads of information, well presented*
- *Very professionally run, sequence of activities logical and engaging*
- *Being able to speak to people who are interested in my views, rather than just fuming or speaking to someone on the phone who isn't interested*
- *Good information, approachable staff, well organised*
- *Interesting, different perspectives made me look at myself - am I looking / seeing correctly/ helpful advice when I needed it*

Suggestions put forward for future events included:

- *More Regular Events*
- *Have more community events, more youth programmes*
- *Better advertised, local venues e.g. Libraries*
- *Advertise more so more people come*

Nine in ten participants said they would be 'very' or 'somewhat' likely to discuss the Cardiff Debate with their family and friends having attended the event. Eight in ten reported that they wanted to see more events of this kind in the future:

- *Need to continue to consult and engage people so that they understand level and cuts needed and can shape services.*
- *Information/knowledge is power - hopefully to be used for the good of all. Today has helped me to value what these services achieve (though some could improve)*
- *Discussion between public and service providers is essential to identify and generate acceptance of services which can no longer be afforded*
- *People often complain about e.g. Council tax but have no ideas, allows people to use their voice, have given them a chance to think through*
- *Nice to be involved in what's going on*

5. Learning and Next Steps

5.1 Learning from Phase 1

The Cardiff Debate has signified the start of an ongoing conversation with residents of Cardiff regarding the future delivery of public services across the city. To date the focus of the programme has been on raising awareness relating to the financial challenges that are being faced, the identification of public priorities and the exploration of ideas for improvements and savings.

The engagement so far has resulted in a number of learning outcomes:

Face to Face Contact

The opportunity to participate in a conversation has been hugely welcomed. Most significant was the positive response to the opportunity for face to face contact in an informal setting. An appreciation for the chance to be '*listened to*' was found to endure even in instances where officers were not able to provide an action or outcome to the satisfaction of a particular individual or group e.g. opposition to the planned closure of STAR centre.

Venue

It was found that participation was maximised where the Cardiff Debate was able to '*piggy back*' onto existing activities or locate in venues with an already significant footfall. Examples of where this worked particularly well were Waterloo Gardens Summer Fete, Cardiff Pride, St. Fagans national history museum and local supermarkets.

It is however recognised that some of the data collection may have been influenced as a result of the host venue e.g. Data collection at UHW may have resulted in increased emphasis placed on Health Services whilst news of proposals to close Rumney library may have influenced the votes cast at that location.

Timing

The data collected provides a '*snapshot in time*' only. Recent service changes e.g. bus routes in Ely or the closure of Waungron Road HWRC were found to heavily influence the

views recorded at locations recently impacted. Similarly the expression of Butetown residents that their number one priority was 'keeping children safe' came at a time when stories concerning the religious radicalisation of young people in that area had featured heavily in the media. Consideration needs to be given as to whether results would be replicated if the exercise were to be repeated once new service arrangements have 'bedded in' or media attention is focused elsewhere.

Similarly the focus of participants may have been influenced by the timing of the consultation period. It is possible that the same consultation undertaken during the winter months may have resulted in services such as Environment & Flood Protection featuring as a much higher priority to those participating.

Co-production

The involvement of colleagues from Cardiff University Health Board and South Wales Police provided a clear message to those attending the events that public services were working together in facing the financial challenges ahead. Furthermore their participation at the events enabled specialist knowledge from these services to be shared with those attending. This resulted in a more complete picture of the challenges facing public services in Cardiff than officers from the Council may have been able to provide alone.

Public Awareness

Current levels of public awareness regarding the current financial position of public services were found to be low. Additionally an element of confusion was found to exist amongst the public surrounding what constitutes a 'public service', which of these services the Council is responsible for, and of these, which ones the Council has a statutory responsibility to provide. Again working with public service colleagues helped provide some clarity around these issues and aided the dissemination of information.

Citizenship

There is a huge amount of energy and willingness to help in the community. Participants were keen to learn more about how they could get involved in the delivery of services and implored public services to 'just ask' if there was something that they felt either individuals or communities could do to help.

Eight out of ten wanted to see more Cardiff Debate events held in their communities whilst nine out of ten reported that they were going to discuss the issues raised with friends and family as a result of their involvement. To preserve this enthusiasm it was considered

essential in going forward that public services commit to an open and honest relationship with the public regarding the challenges faced.

5.2 Next Steps

These leaning points will be taken forward into the next phase of the Cardiff Debate when staff from partner organisations will again work directly with communities and residents to explore proposed changes to service delivery.

- **Budget Consultations**

A series of dates are provisionally set for public consultation events in each of the Neighbourhood Partnership Areas as well as the City Centre during November and December. These events will be used to engage with local residents regarding the Draft 2015/16 budget proposals from the City of Cardiff Council.

We will continue to liaise with public sector colleagues to ensure that any budgetary proposals are discussed in the wider context of public services across the city.

- **Reviewing Ideas**

We will continue to review and disseminate to service areas and partners the ideas that continue to be provided by the public regarding changes to the delivery of services and ways to save money in the future. The new website www.cardiffdebate.co.uk now provides the opportunity for visitors to the site to get involved with the rating and commenting of ideas posted onto the site, helping to shape these into developed proposals.

- **Re-launch of Citizens Panel**

The existing 4,500 strong Cardiff E-Panel will be re-branded under the umbrella of Cardiff Debate. This will be promoted to Cardiff citizens as another mechanism to enable their involvement in public service decision making. Similarly the use of the panel will be marketed to public service partners enabling them to also maximise this resource as a means of engaging with local people.

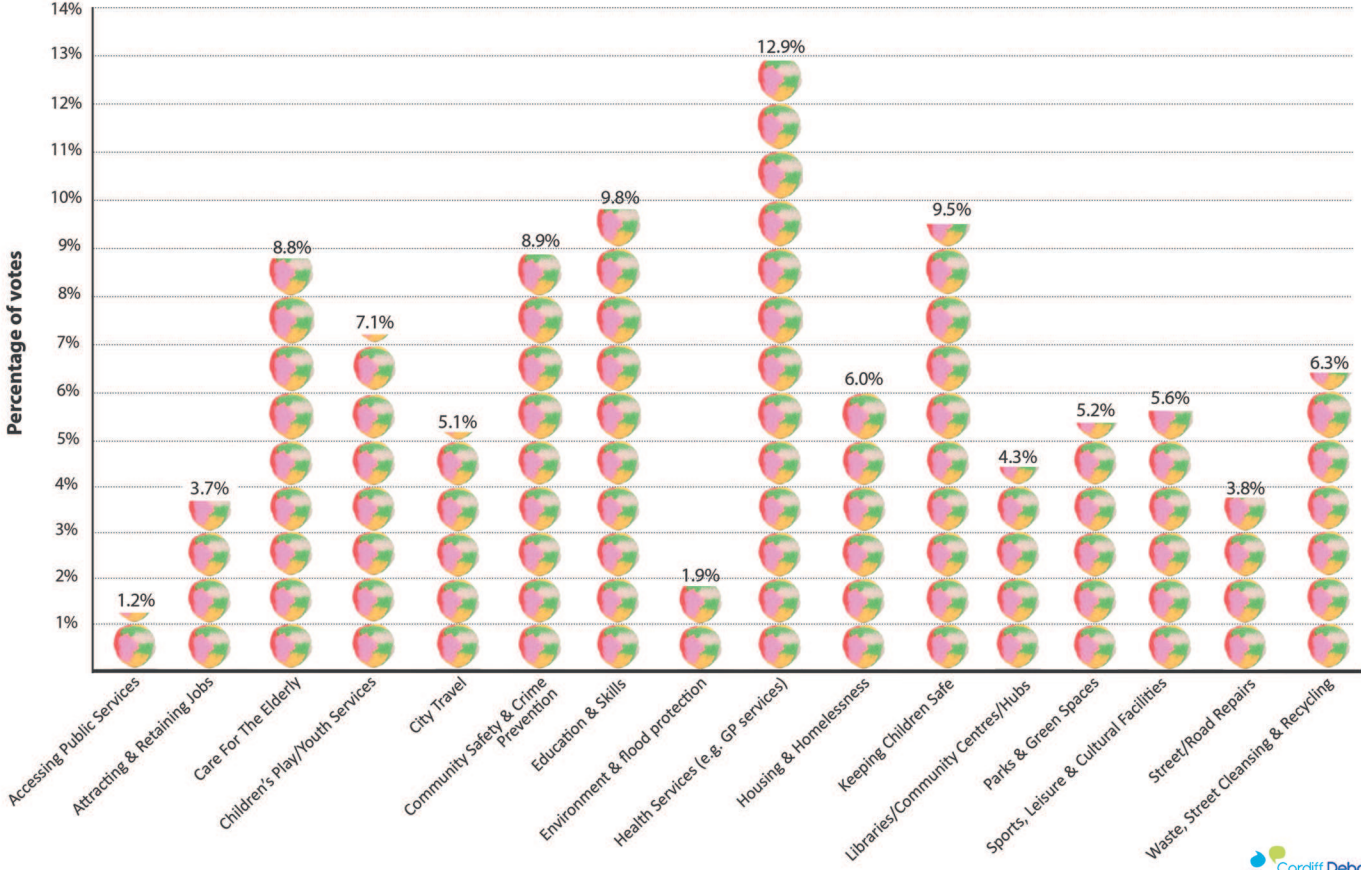


Cardiff Debate Sgwrs Caerdydd

Appendix 1

Results of On-Street Engagement by Event

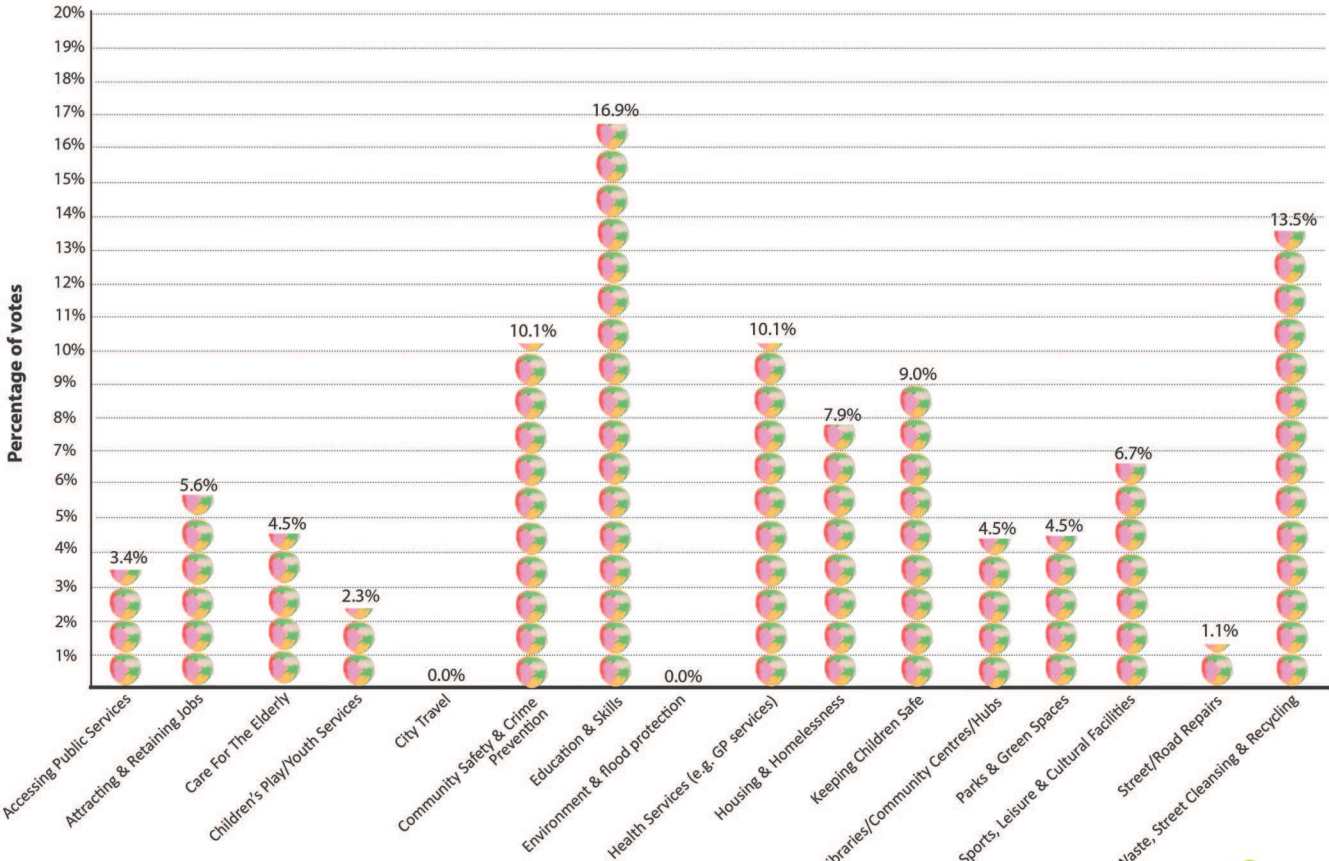
Cardiff Debate Overall Results



Services which are most important to people and their families



Cardiff Debate On-Street Results: Adamsdown

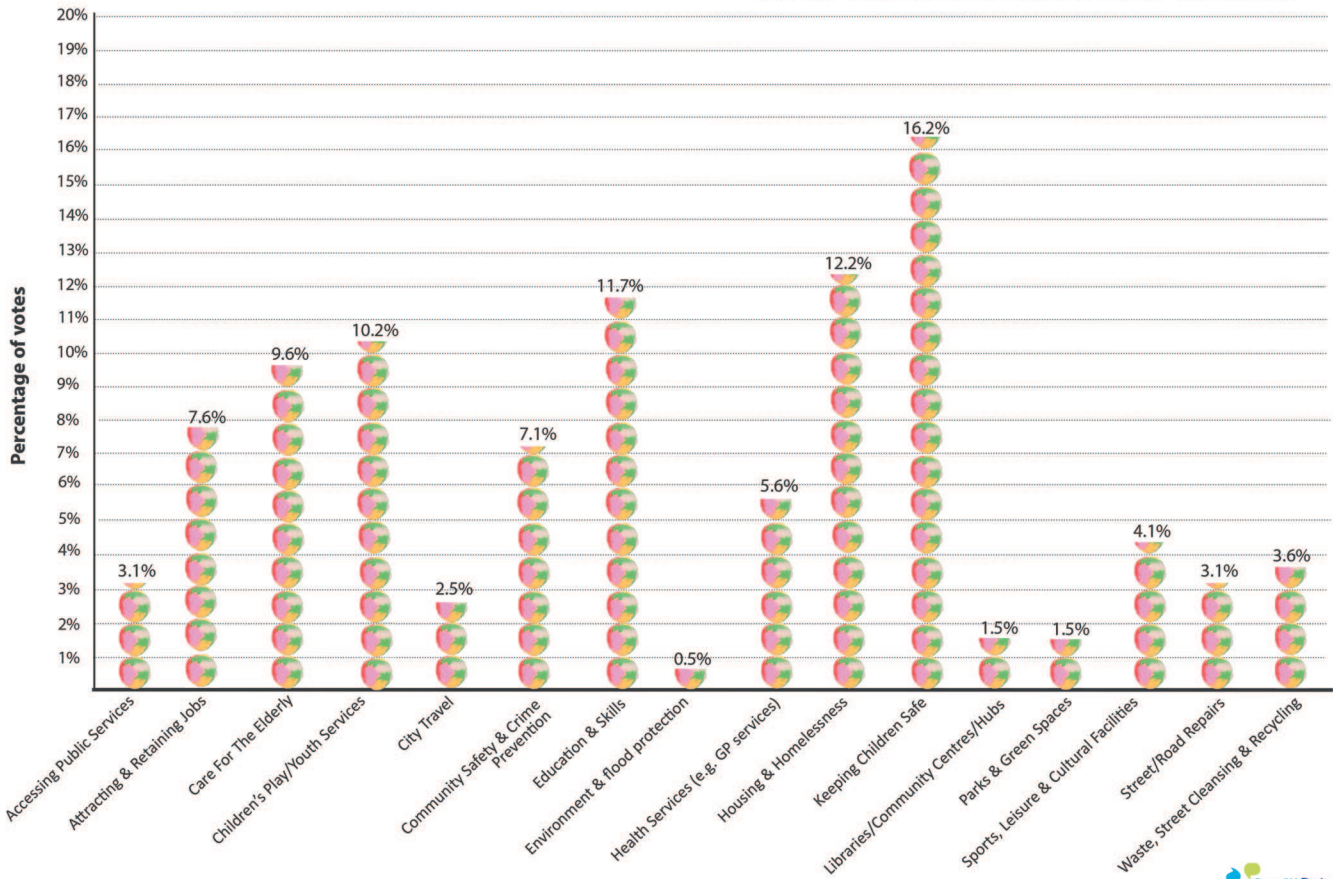


Services which are most important to people and their families



Results include the 'on-street' engagement event that took place in Adamsdown at Adult Learners Week on Thursday 19th June.

Cardiff Debate On-Street Results: Butetown

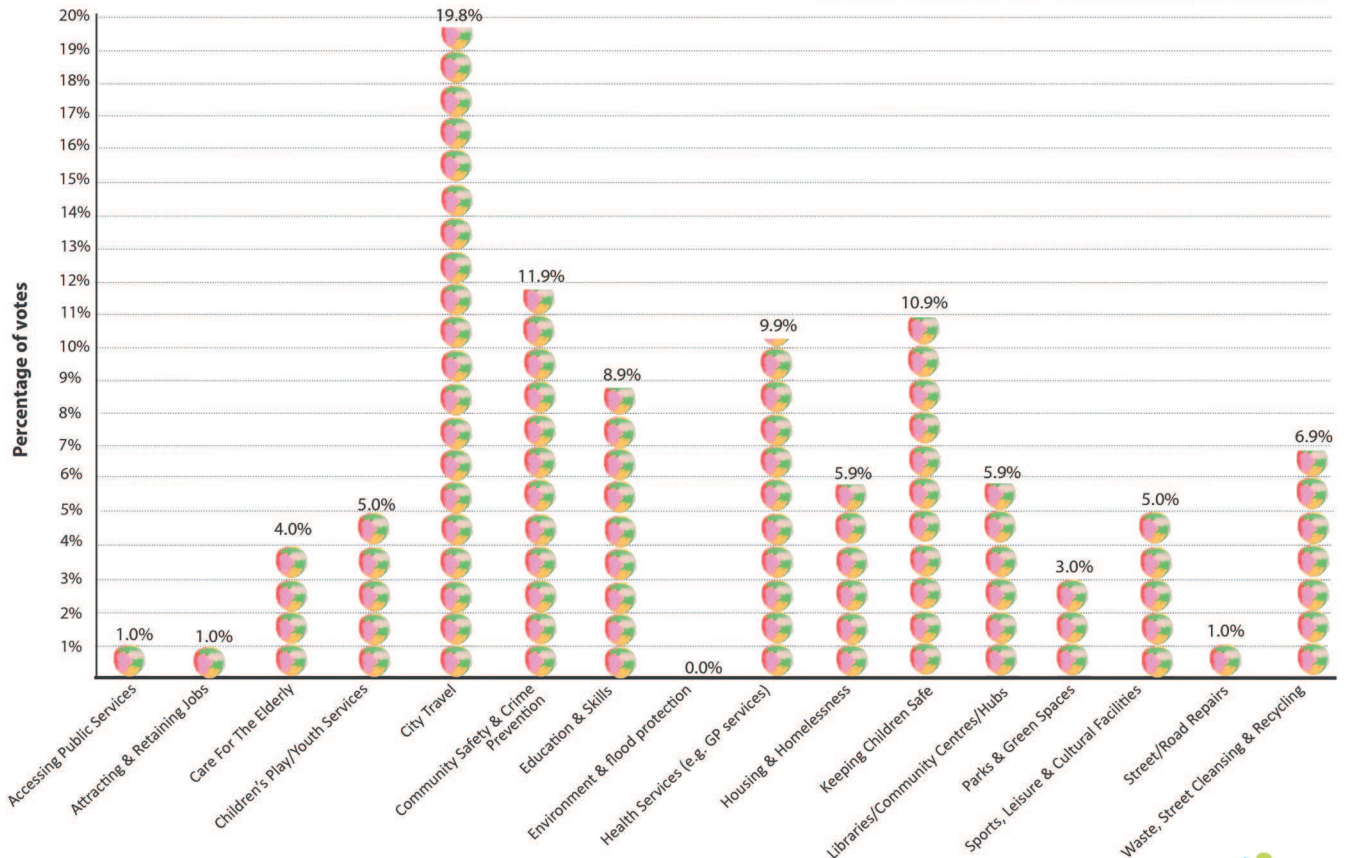


Results include the 'on-street' engagement event that took place in Butetown outside @Loudoun on Friday 20th June.

Services which are most important to people and their families



Cardiff Debate On-Street Results: Caerau

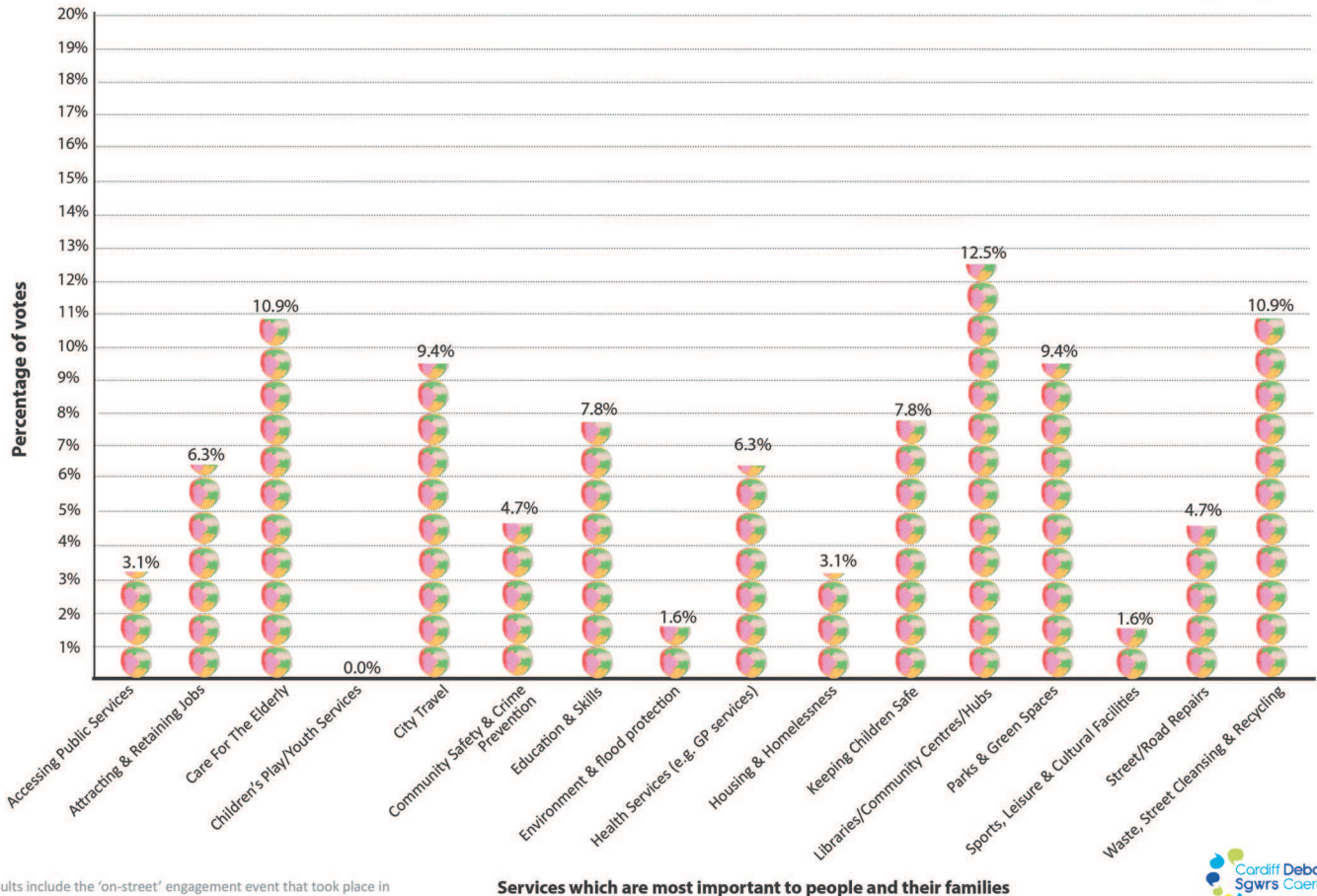


Results include the 'on-street' engagement event that took place in Caerau at Glyn Derw High School Garden Party on Thursday 19th June.

Services which are most important to people and their families



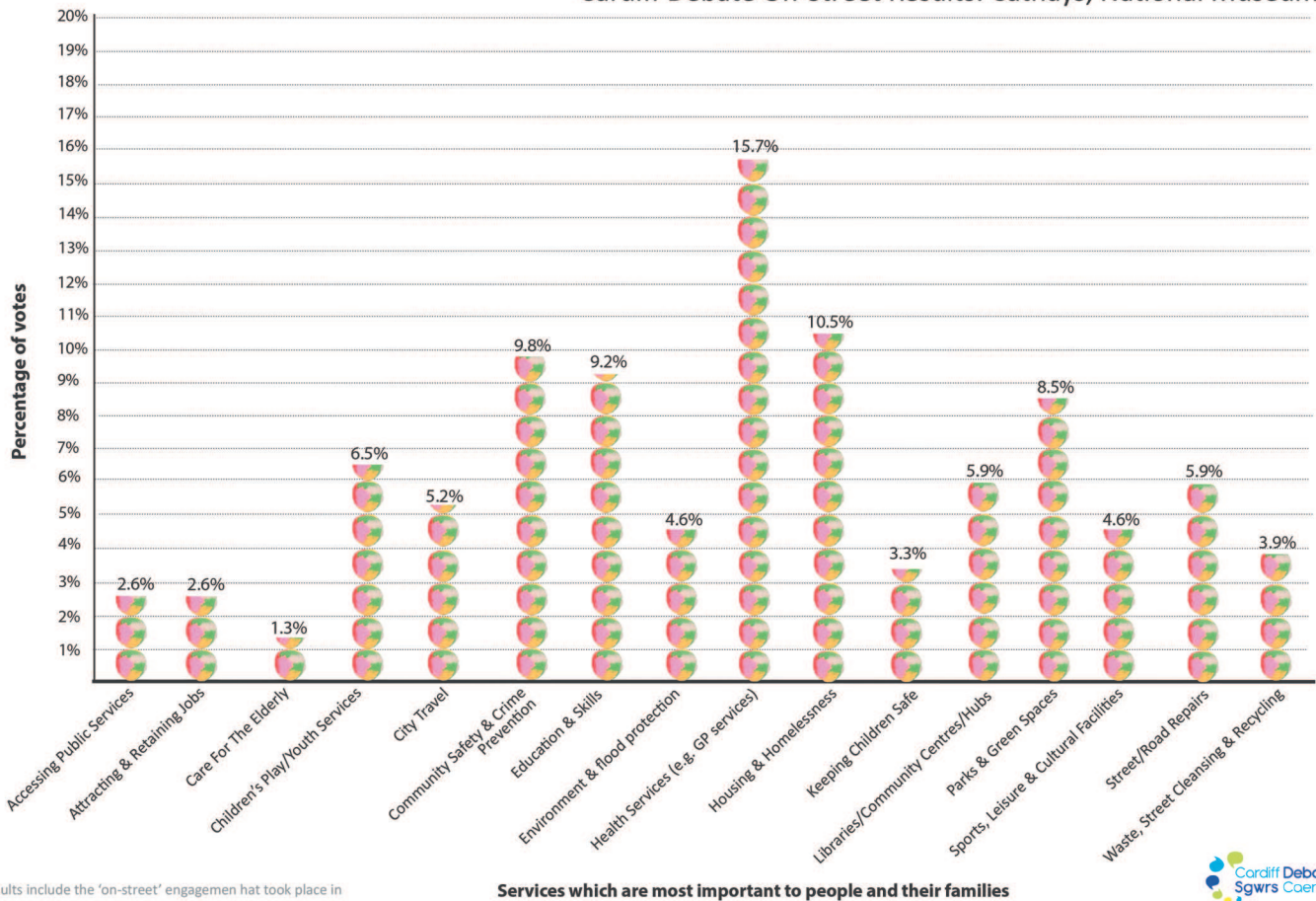
Cardiff Debate On-Street Results: Canton, Chapter



Results include the 'on-street' engagement event that took place in Chapter on Tuesday 26th August.



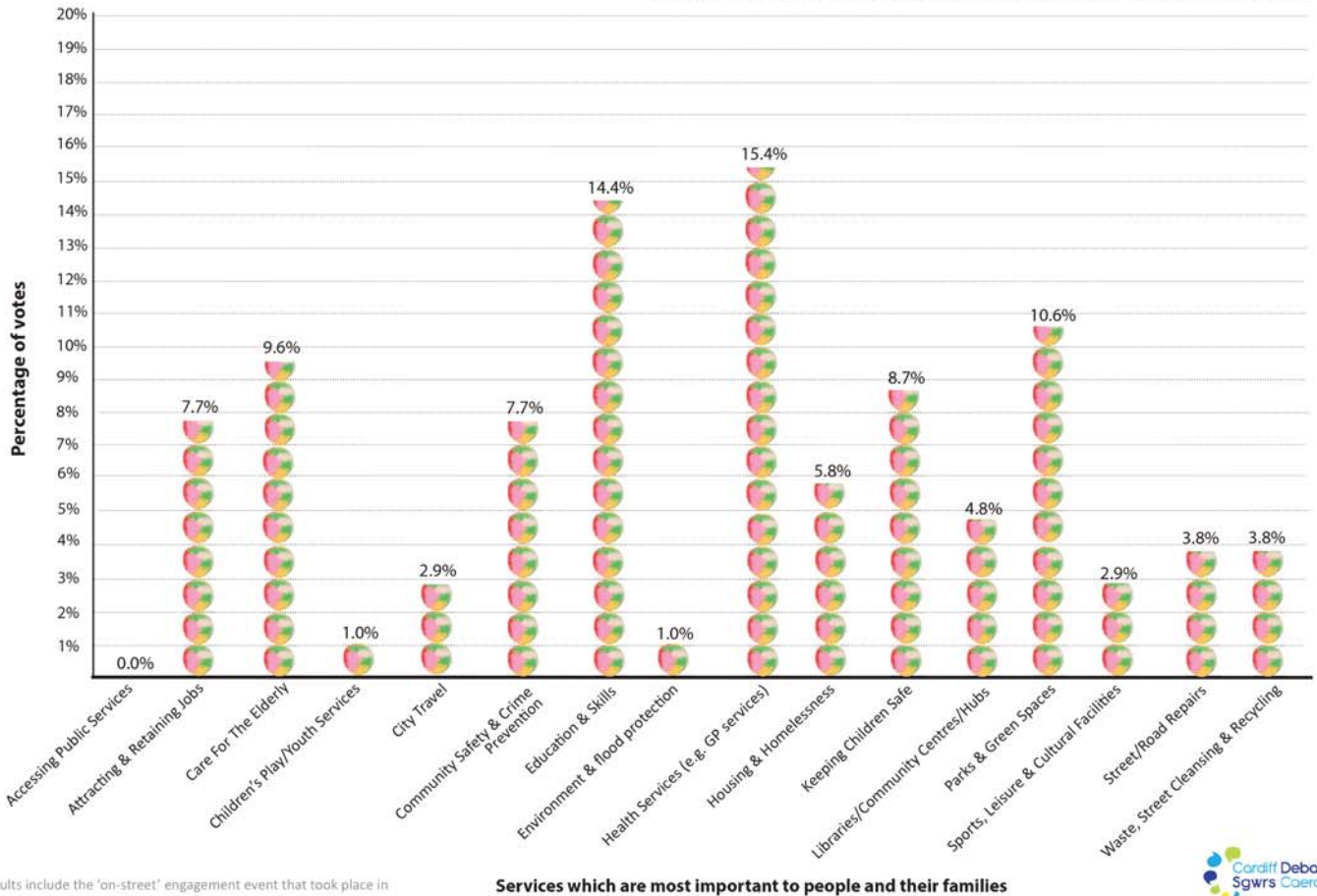
Cardiff Debate On-Street Results: Cathays, National Museum



Results include the 'on-street' engagement event that took place in Cathays, National Museum on Saturday 27th September.



Cardiff Debate On-Street Results: Cyncoed, Roath Park



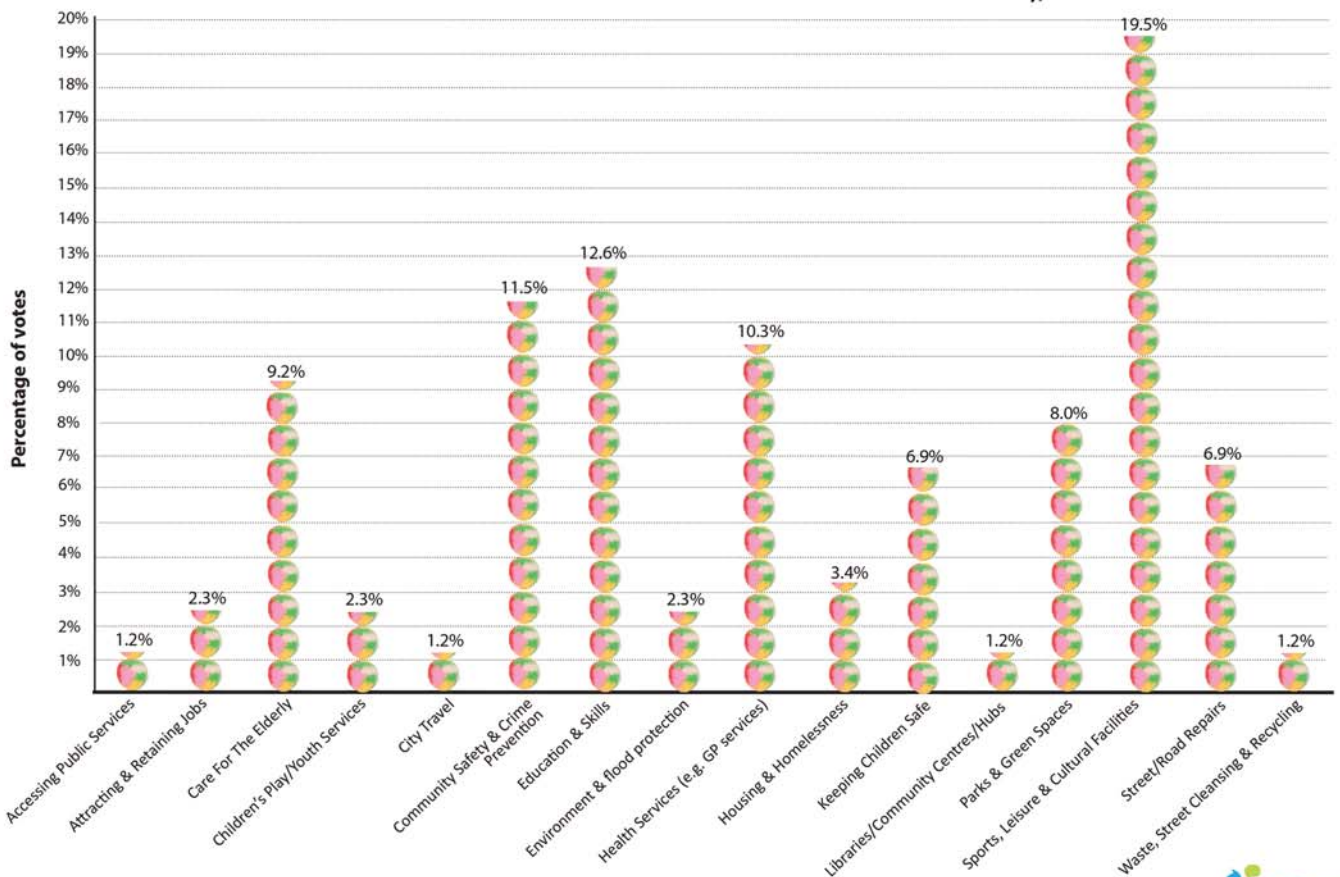
Results include the 'on-street' engagement event that took place in Cyncoed in Roath Park on Tuesday 13th September.

Services which are most important to people and their families



YYH/291/09/14

Cardiff Debate On-Street Results: Ely, Western Leisure Centre

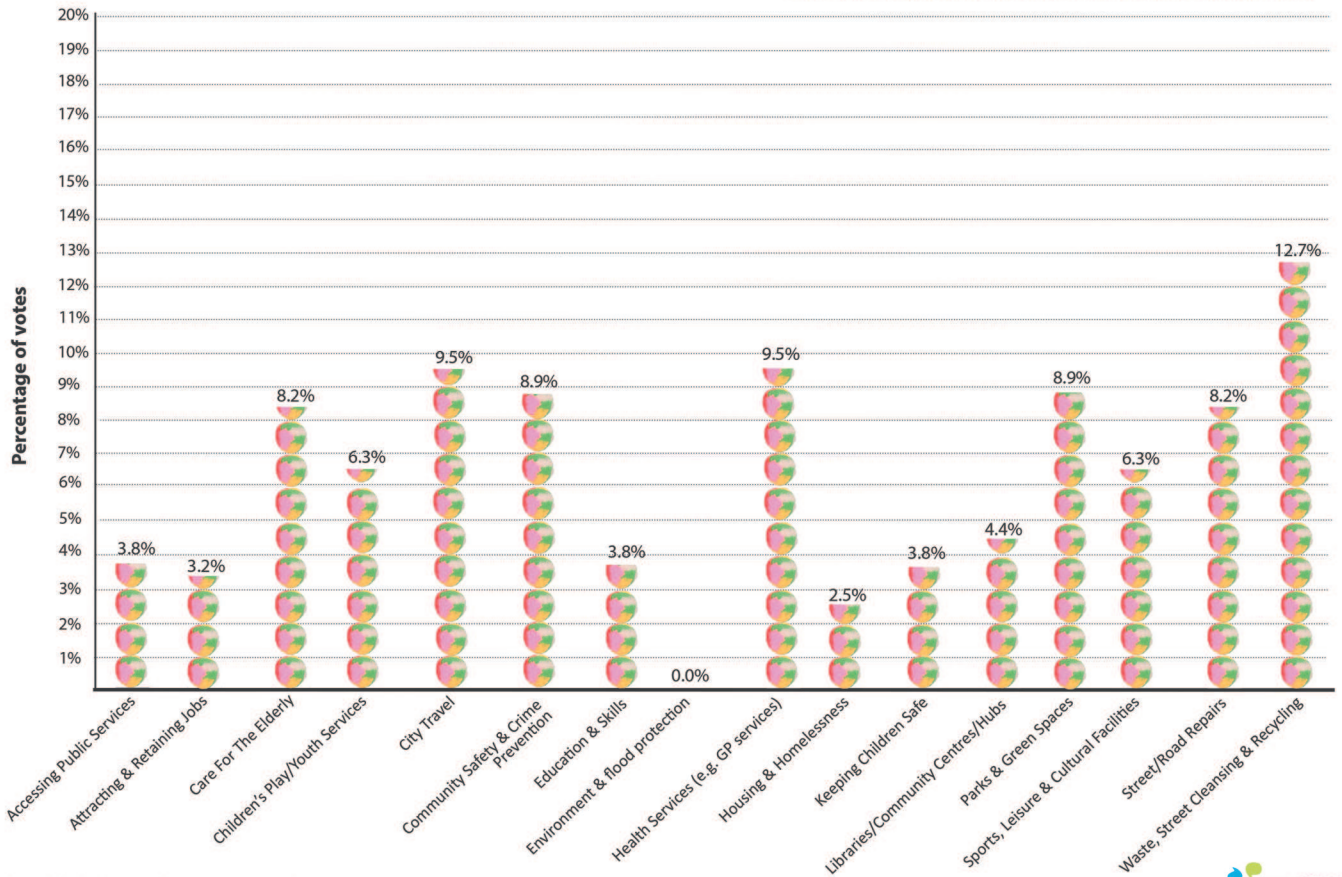


Results include the 'on-street' engagement event that took place in Western Leisure Centre on Monday 4th August.

Services which are most important to people and their families



Cardiff Debate On-Street Results: Fairwater

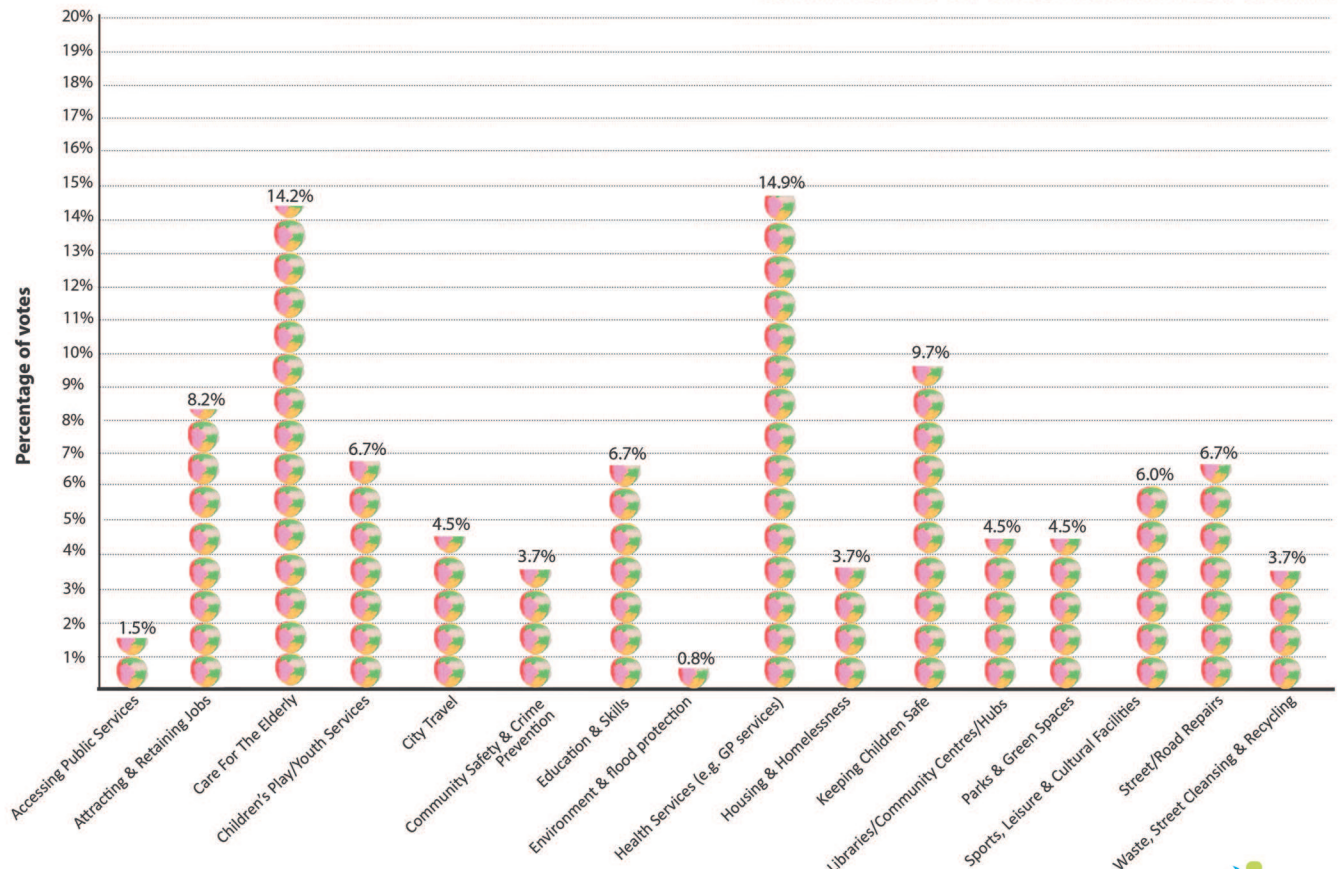


Results include the 'on-street' engagement event that took place in Llanishen at Vision 21 Sbectrwn Centre on Tuesday 24th June.

Services which are most important to people and their families



Cardiff Debate On-Street Results: Food & Drink

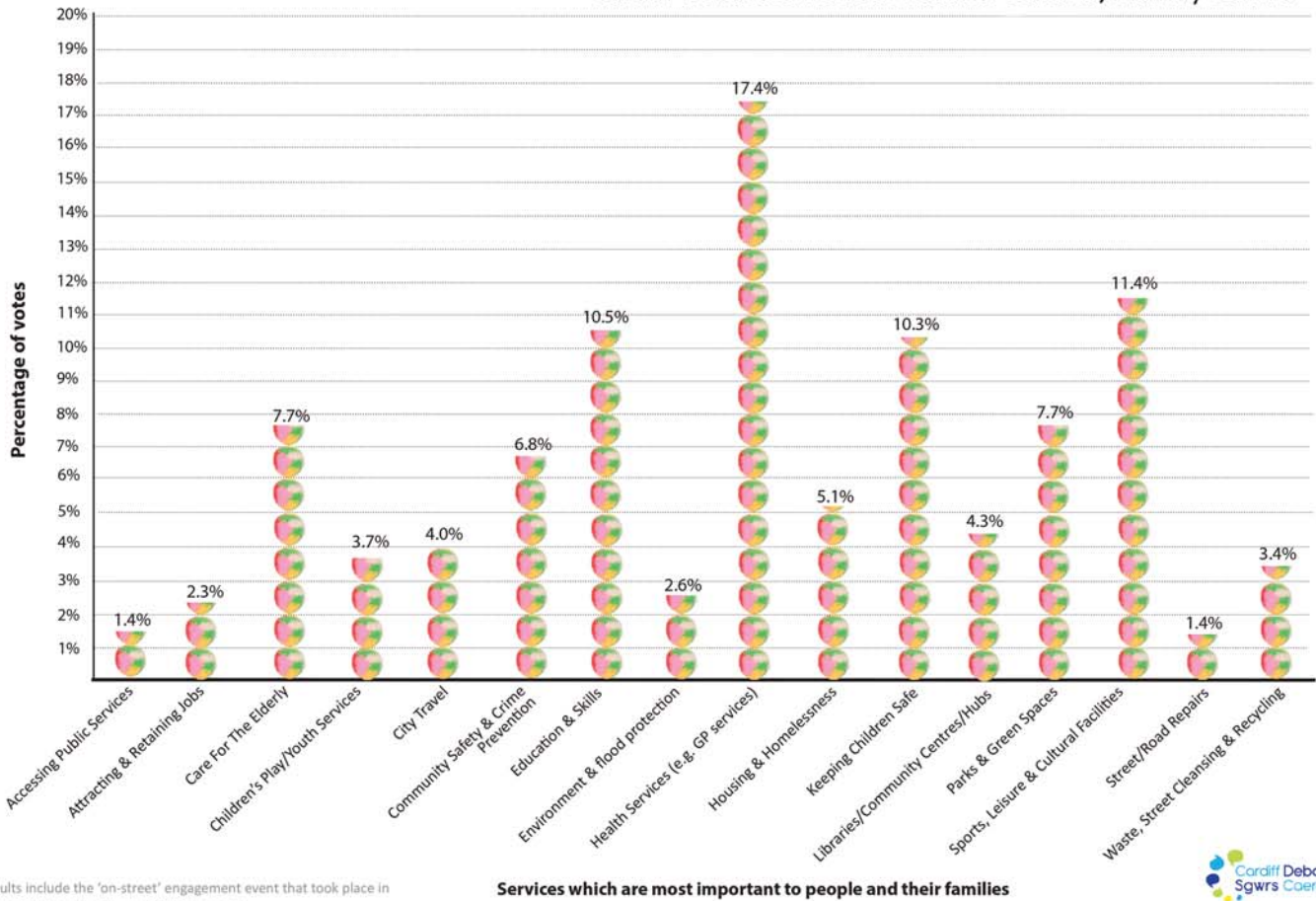


Results include the 'on-street' engagement event that took place @Food and drink festival on Friday 11th July.

Services which are most important to people and their families

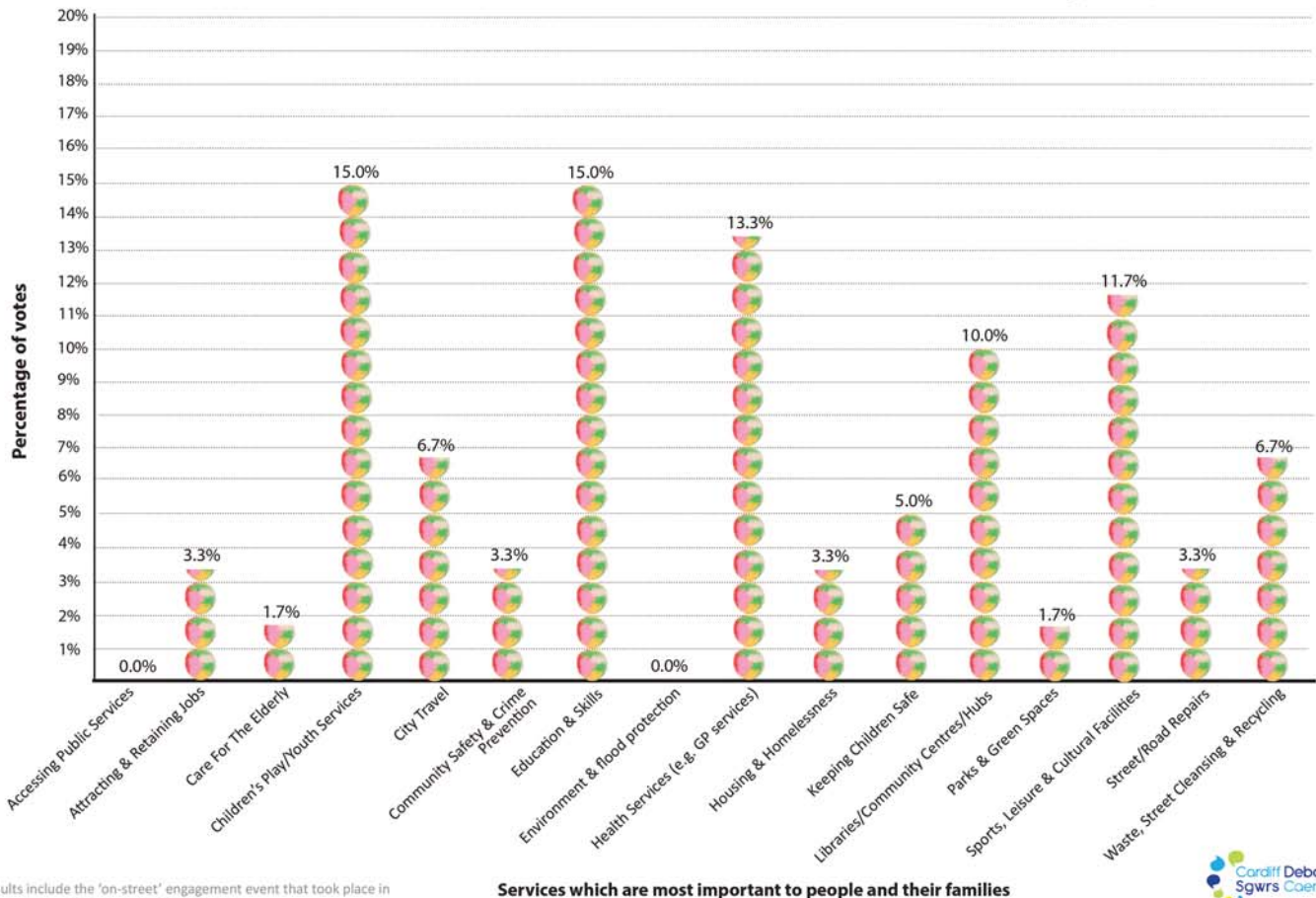


Cardiff Debate On-Street Results: Gabalfa, Maindy Centre



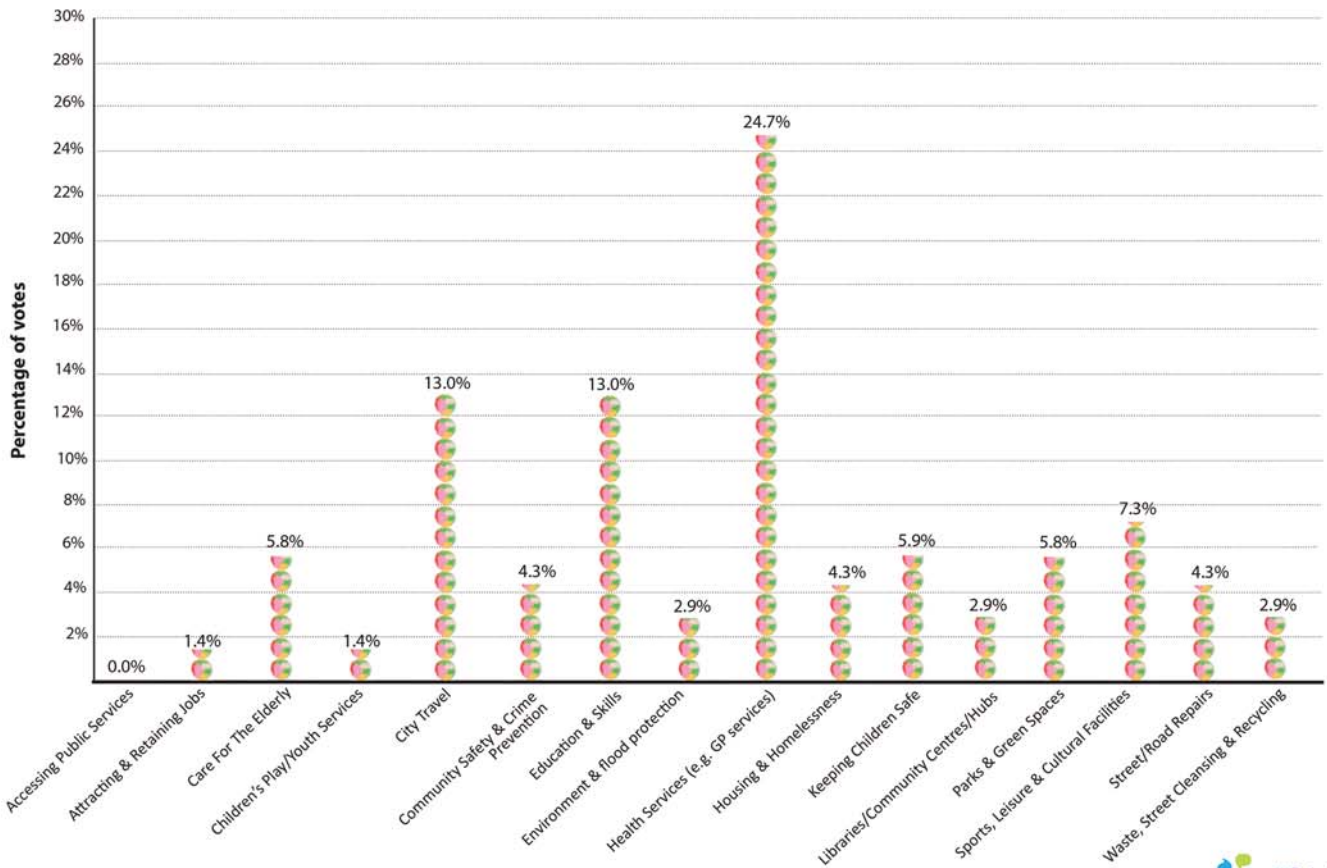
Results include the 'on-street' engagement event that took place in Maindy Centre on Tuesday 23rd September.

Cardiff Debate On-Street Results: Grangetown, Channel View



Results include the 'on-street' engagement event that took place in Channel View on Wednesday 27th August.

Cardiff Debate On-Street Results: Heath, University Hospital of Wales

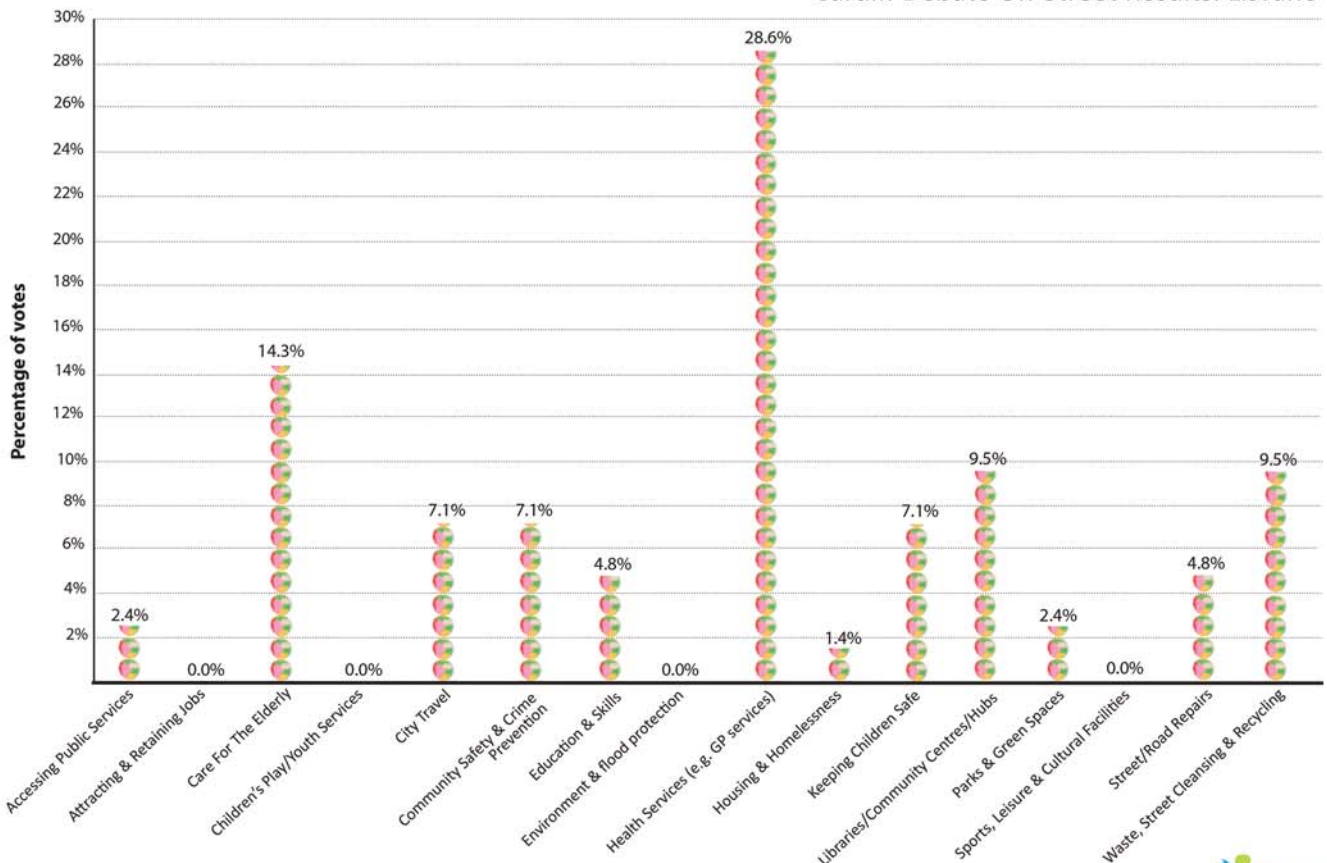


Results include the 'on-street' engagement event that took place @University Hospital of Wales on Tuesday 9th September.

Services which are most important to people and their families



Cardiff Debate On-Street Results: Lisvane

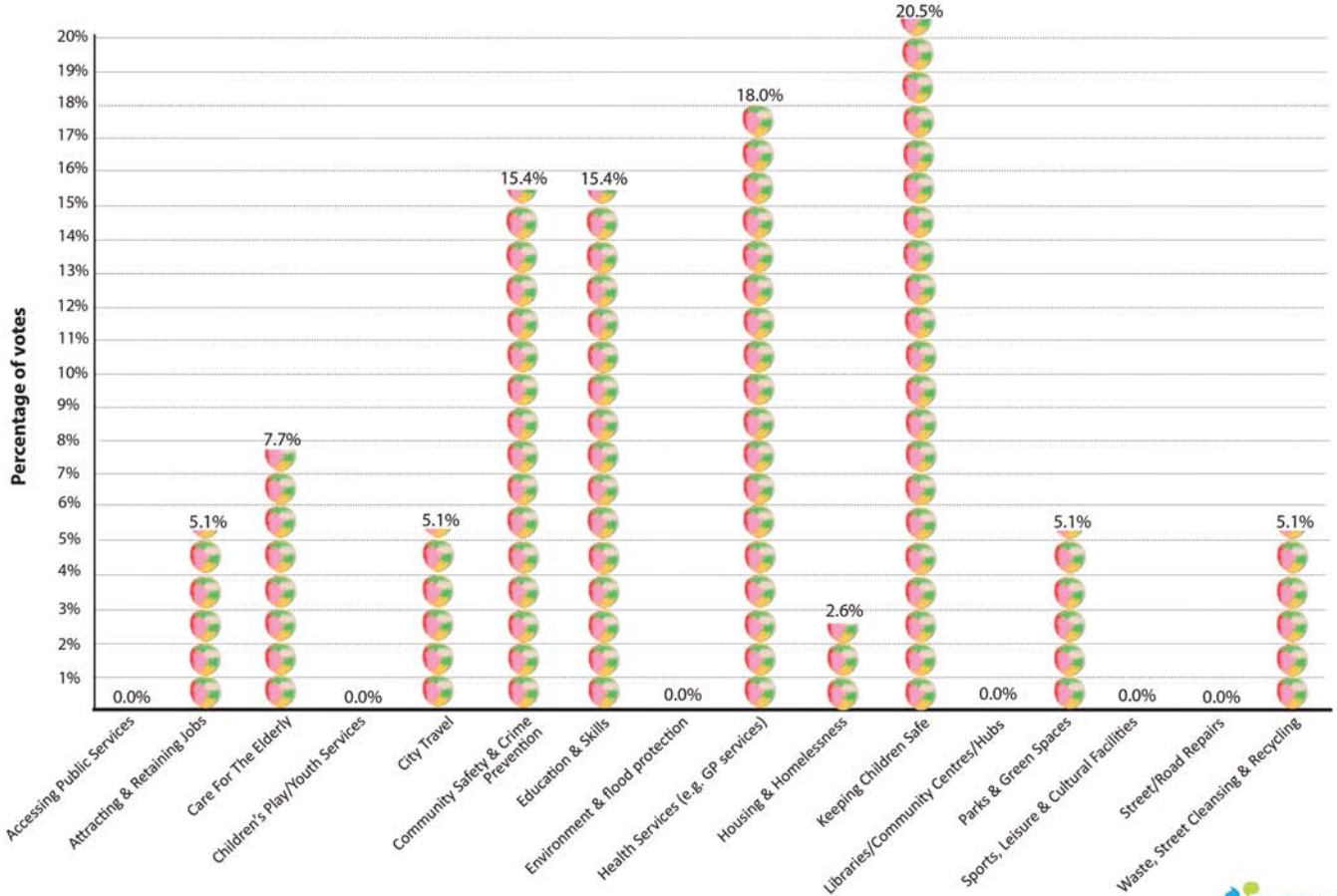


Results include the 'on-street' engagement event that took place in Lisvane on Thursday 25th September.

Services which are most important to people and their families



Cardiff Debate On-Street Results: Llandaff St John's Church Hall

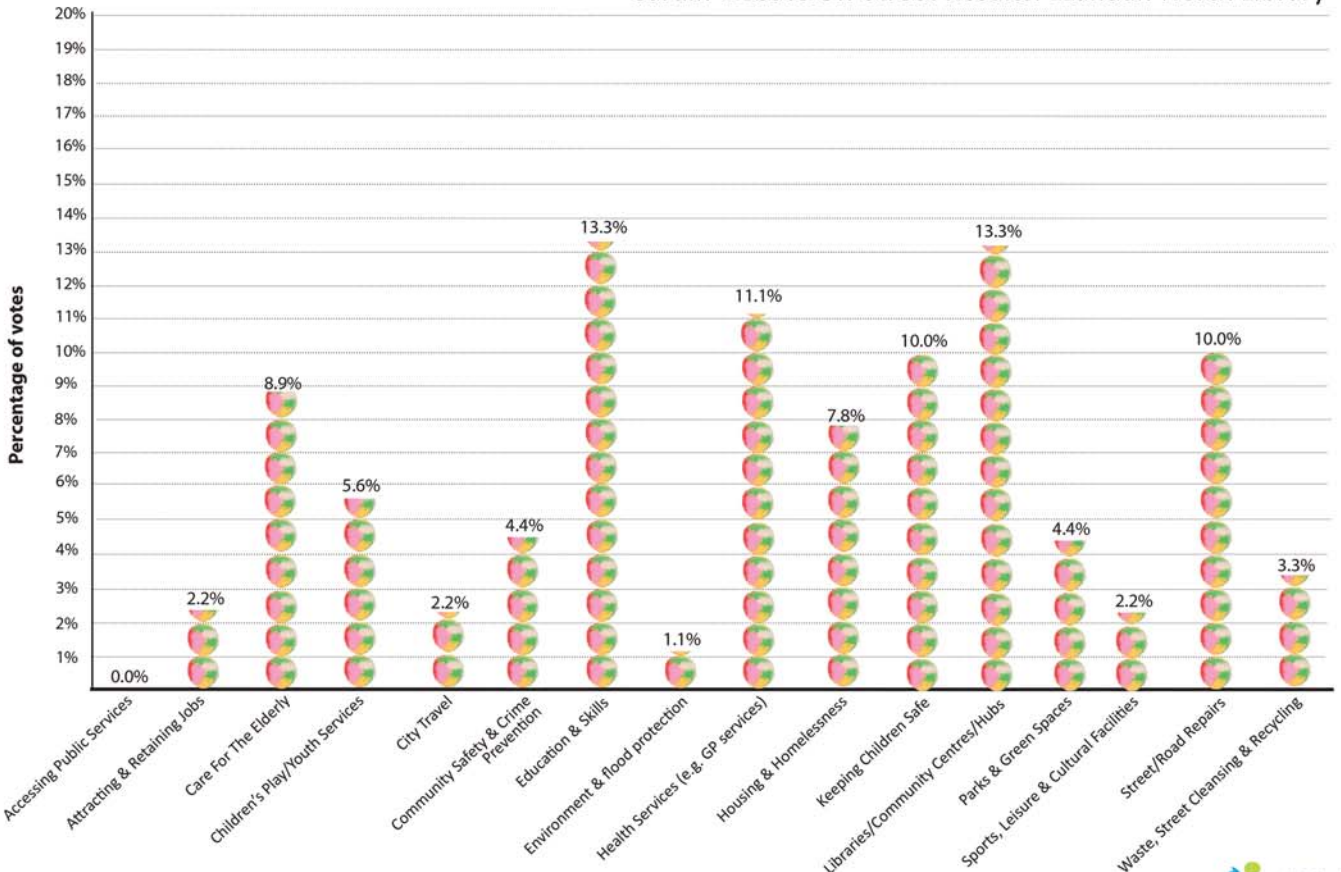


Results include the 'on-street' engagement event that took place in Llandaff St John's Church Hall on Monday 15th September.

Services which are most important to people and their families



Cardiff Debate On-Street Results: Llandaff North Library

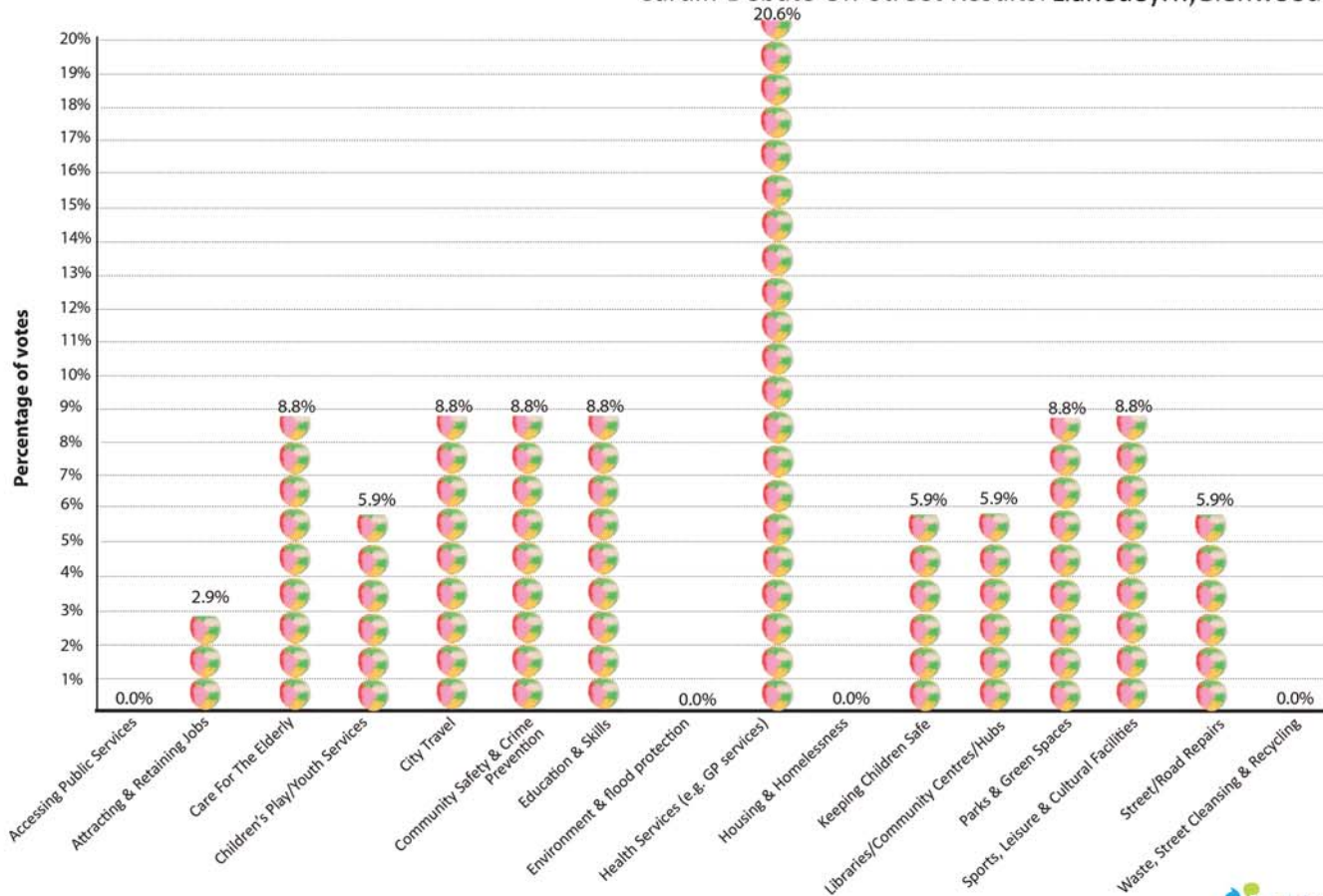


Results include the 'on-street' engagement event that took place in Llandaff North Library on Wednesday 17th September.

Services which are most important to people and their families



Cardiff Debate On-Street Results: Llanedeyrn, Glenwood

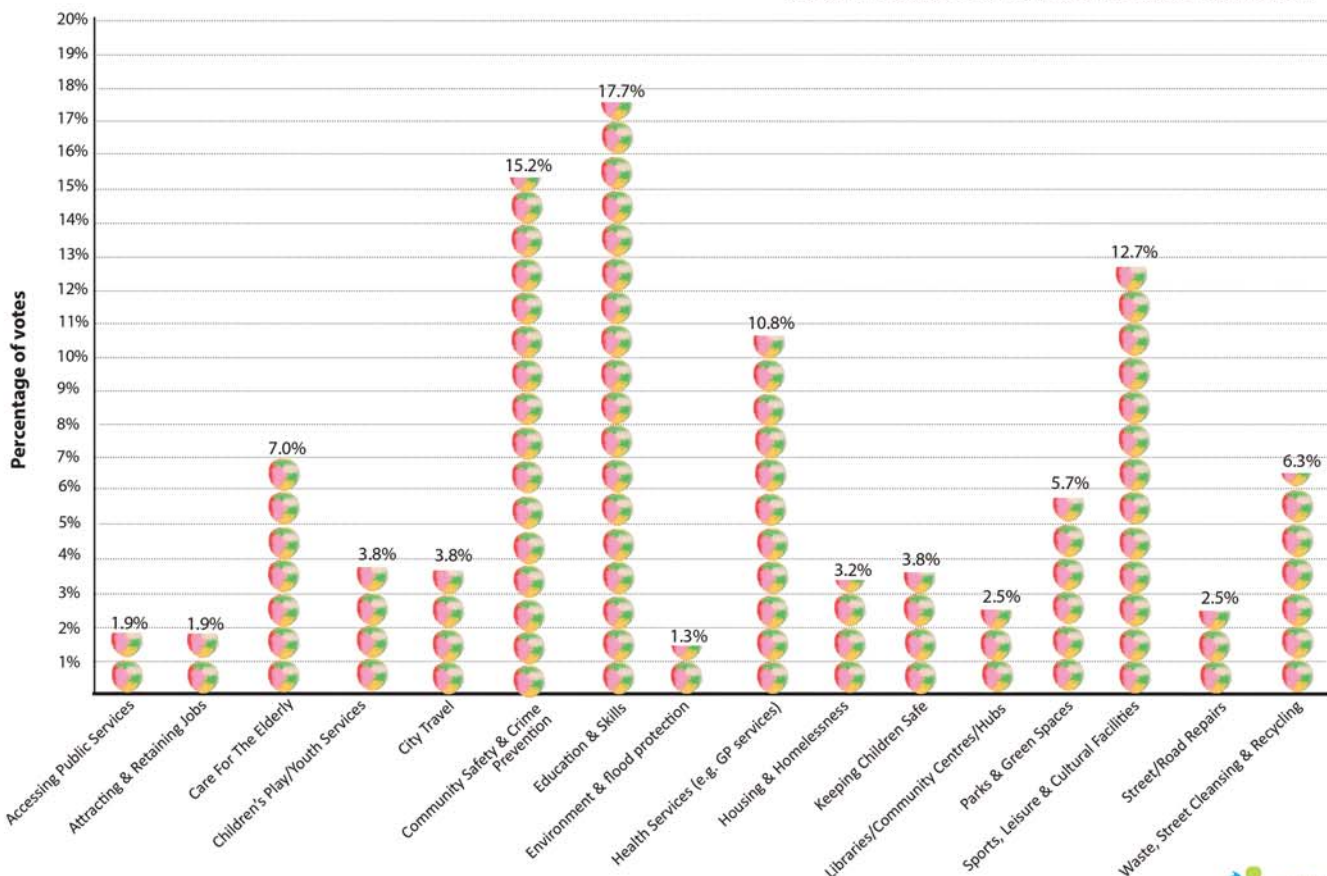


Results include the 'on-street' engagement event that took place in Glenwood and Llanedeyrn on Tuesday 29th July

Services which are most important to people and their families



Cardiff Debate On-Street Results: Llanishen

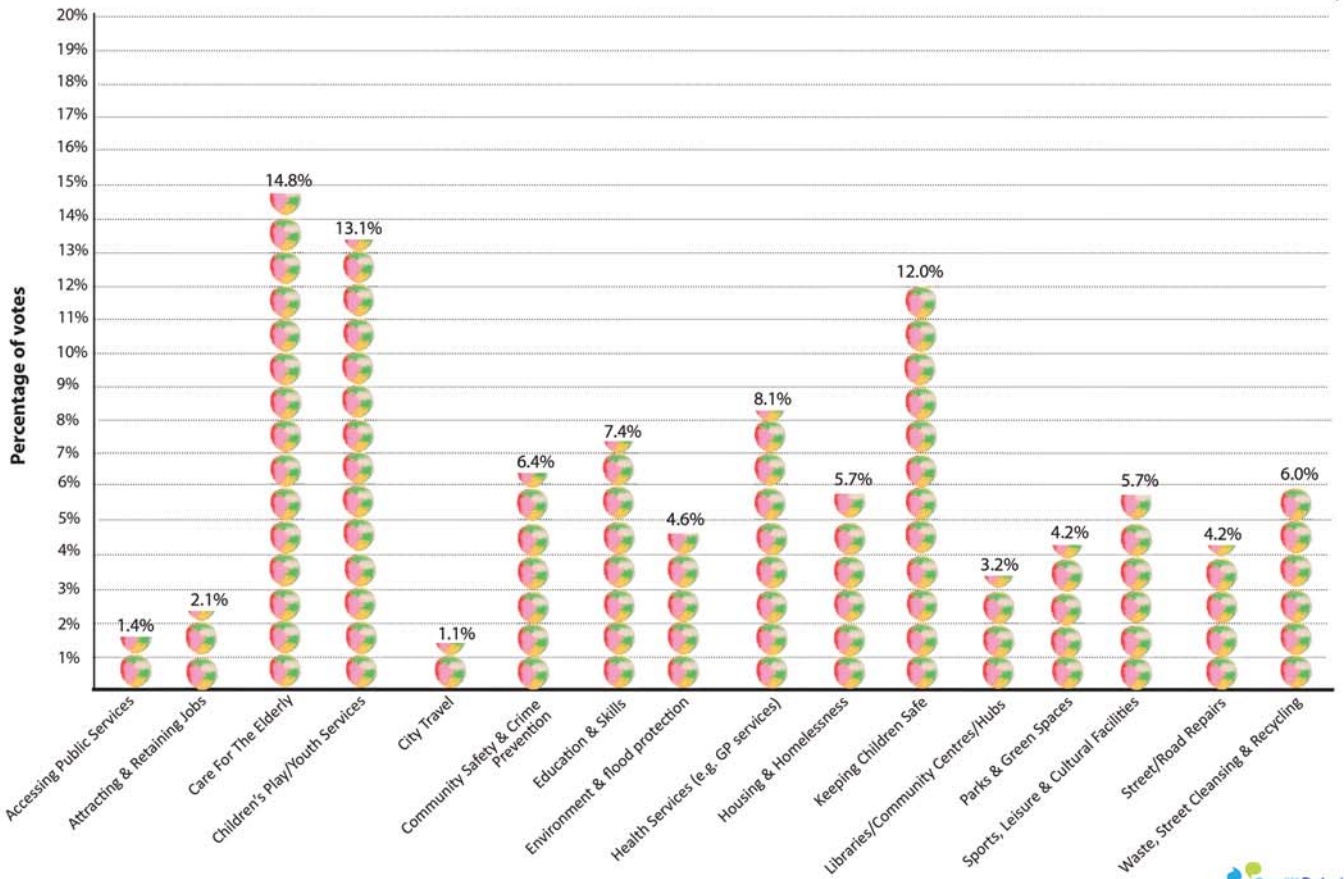


Results include the 'on-street' engagement event that took place in Llanishen at Llanishen Leisure Centre on Monday 23rd June.

Services which are most important to people and their families



Cardiff Debate On-Street Results: Llanrumney

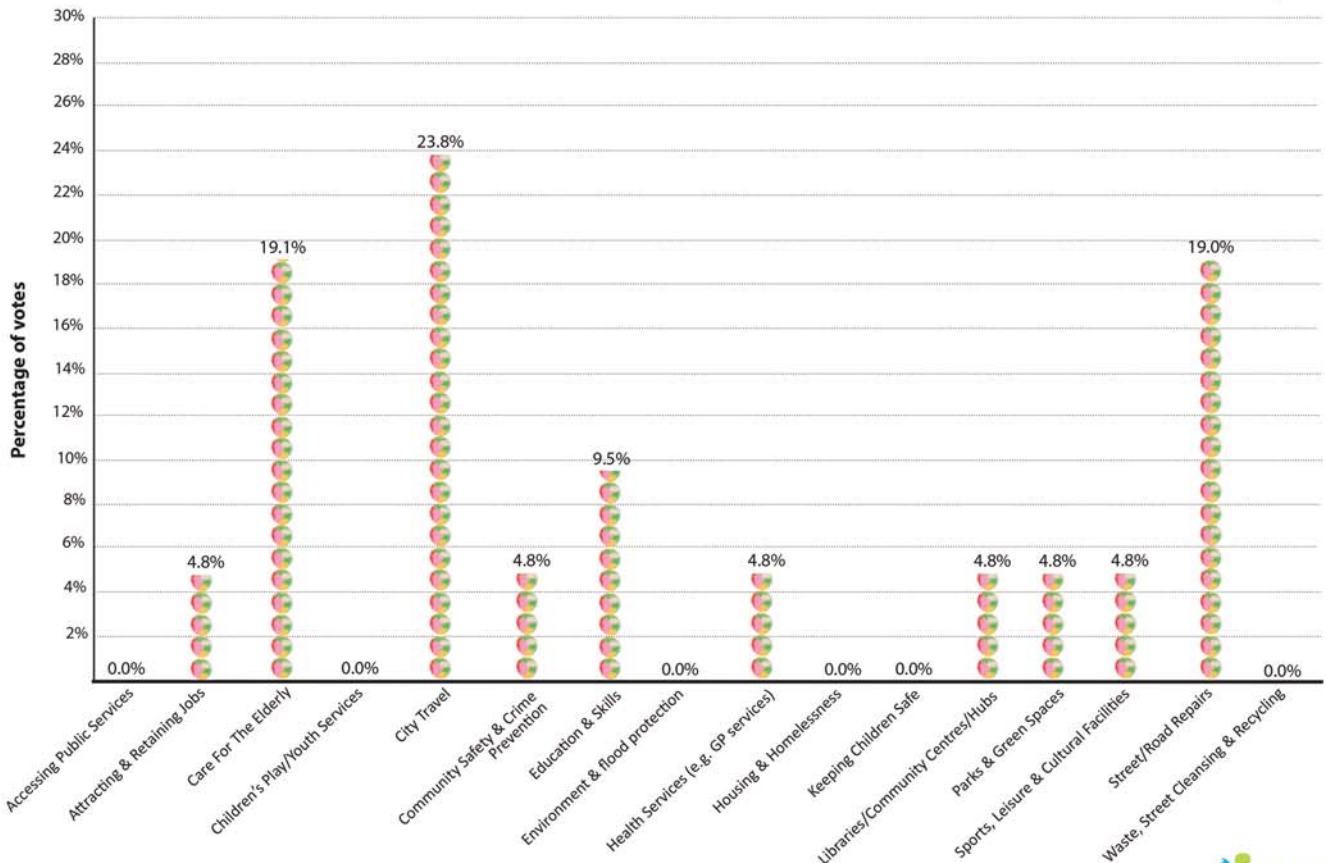


Results include the 'on-street' engagement event that took place in Llanrumney at Llanrumney Community Festival on Saturday 21st June.

Services which are most important to people and their families



Cardiff Debate On-Street Results: Pentyrch

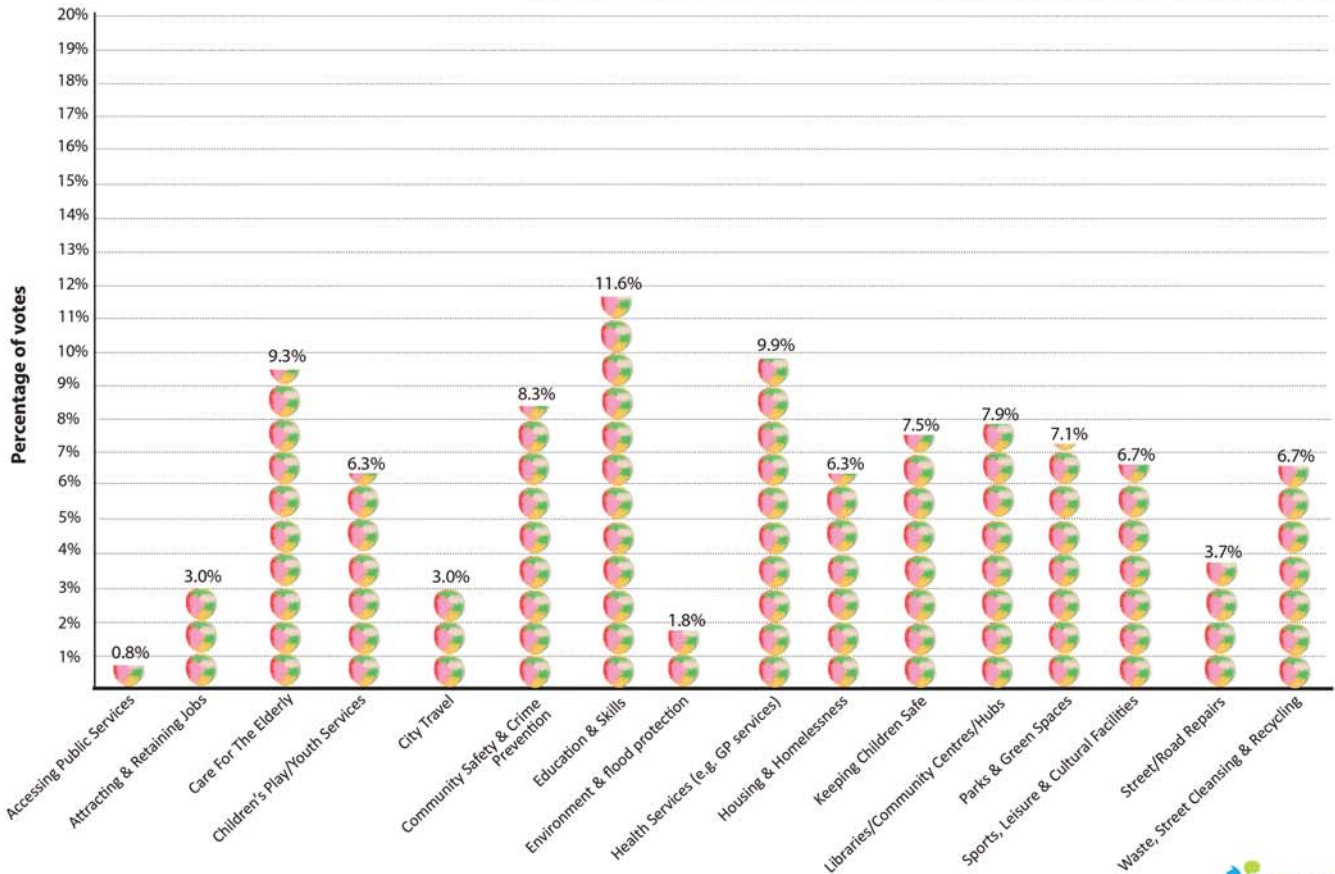


Results include the 'on-street' engagement event that took place in Pentyrch on Thursday 11th September.

Services which are most important to people and their families



Cardiff Debate On-Street Results: Penylan, Waterloo Gardens Fete

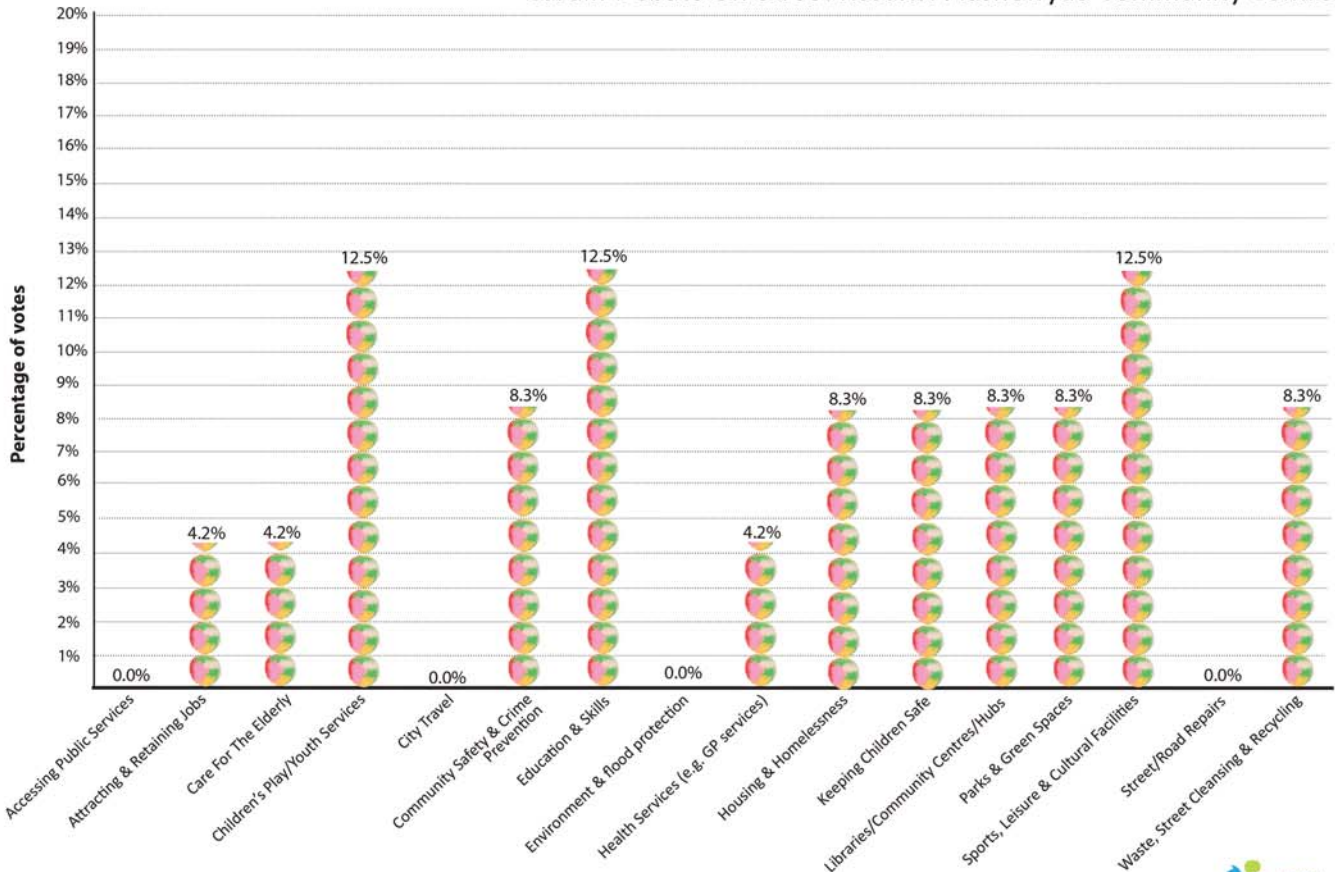


Results include the 'on-street' engagement event that took place in Waterloo Gardens on Sunday 17th August.

Services which are most important to people and their families



Cardiff Debate On-Street Results: Plasnewydd Community Centre

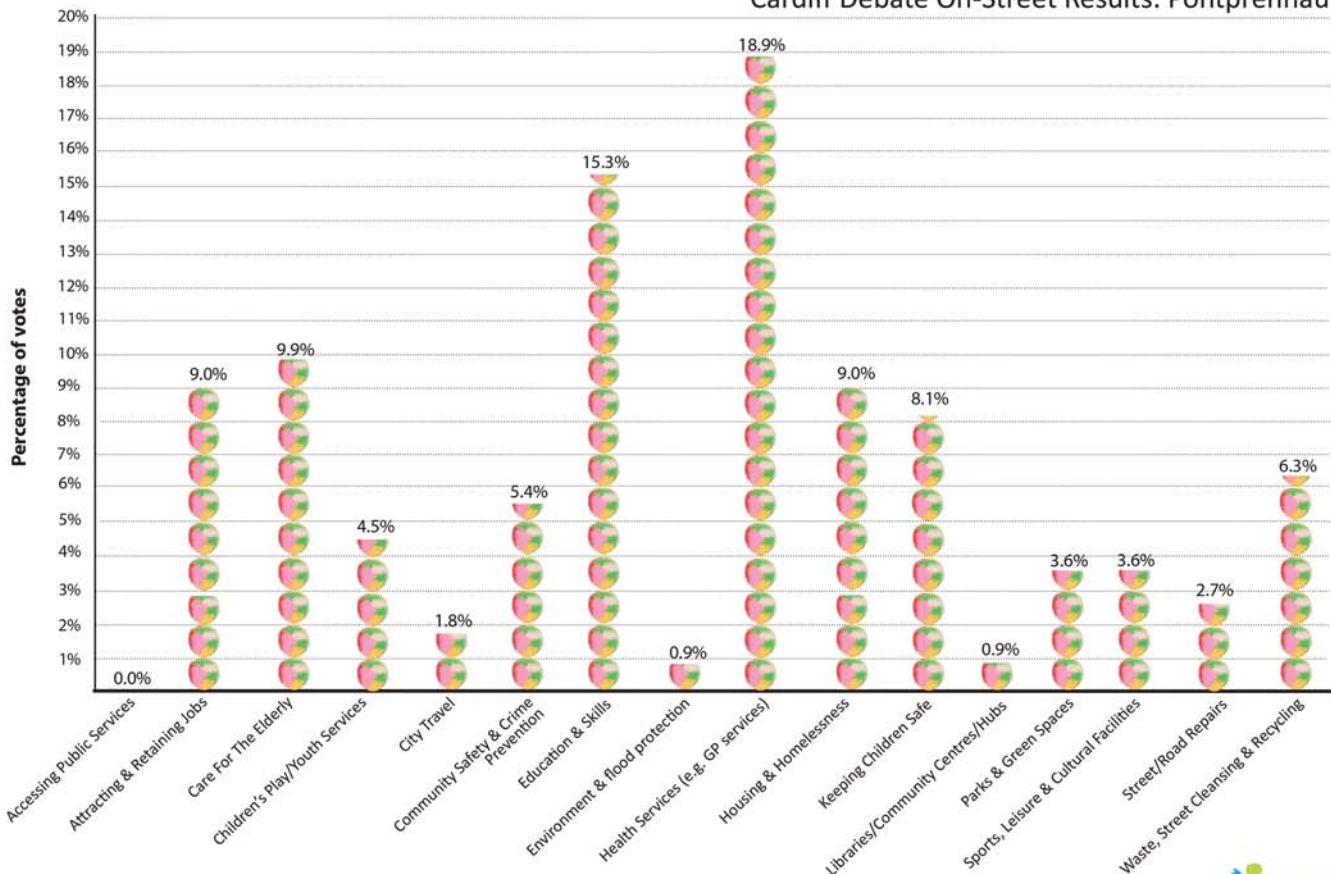


Results include the 'on-street' engagement event that took place in Plasnewydd Community Centre on Tuesday 16th September.

Services which are most important to people and their families



Cardiff Debate On-Street Results: Pontprennau

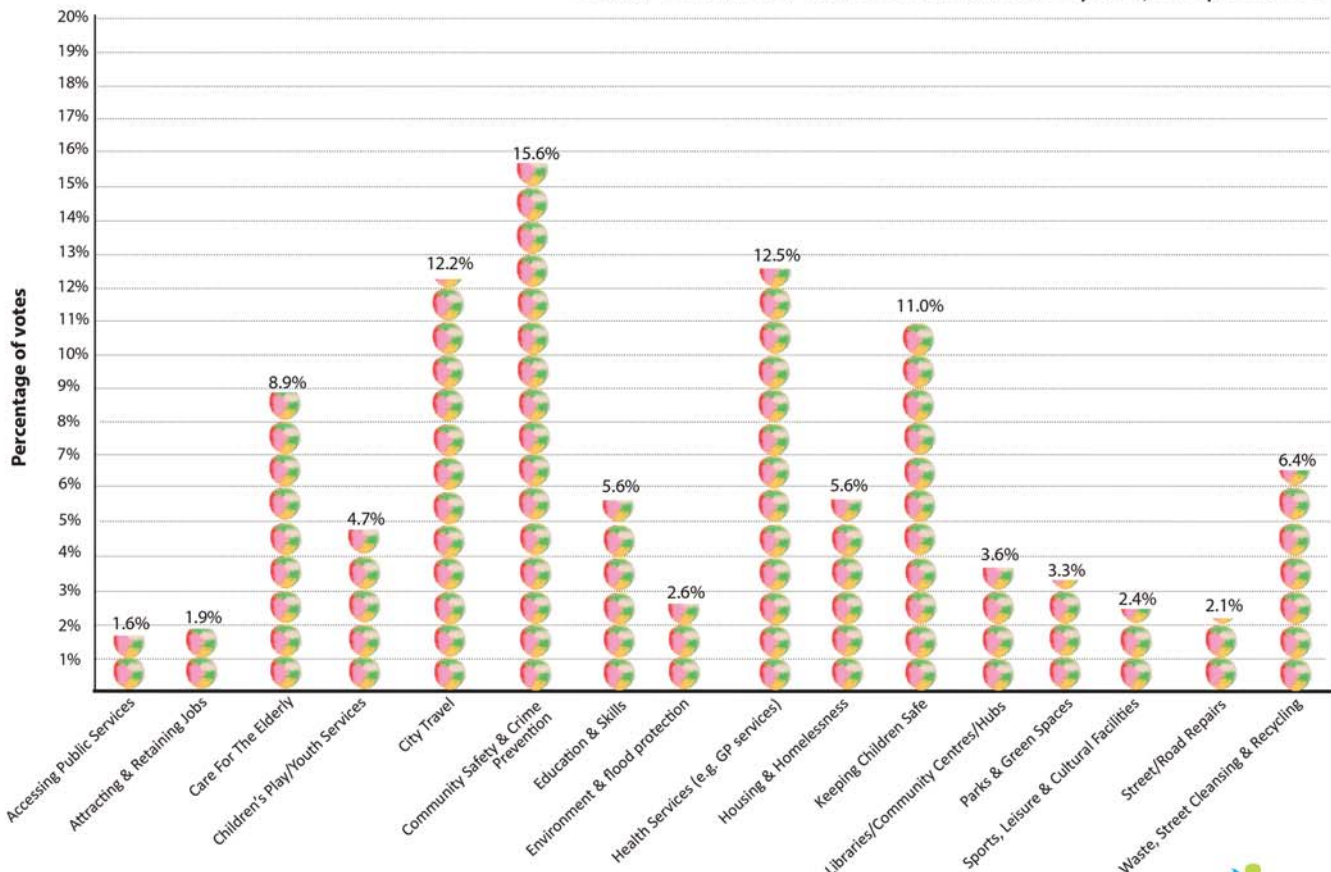


Results include the 'on-street' engagement event that took place in Pontprennau on Friday 19th September.

Services which are most important to people and their families



Cardiff Debate On-Street Results: Pride Cymru, Coopers Field

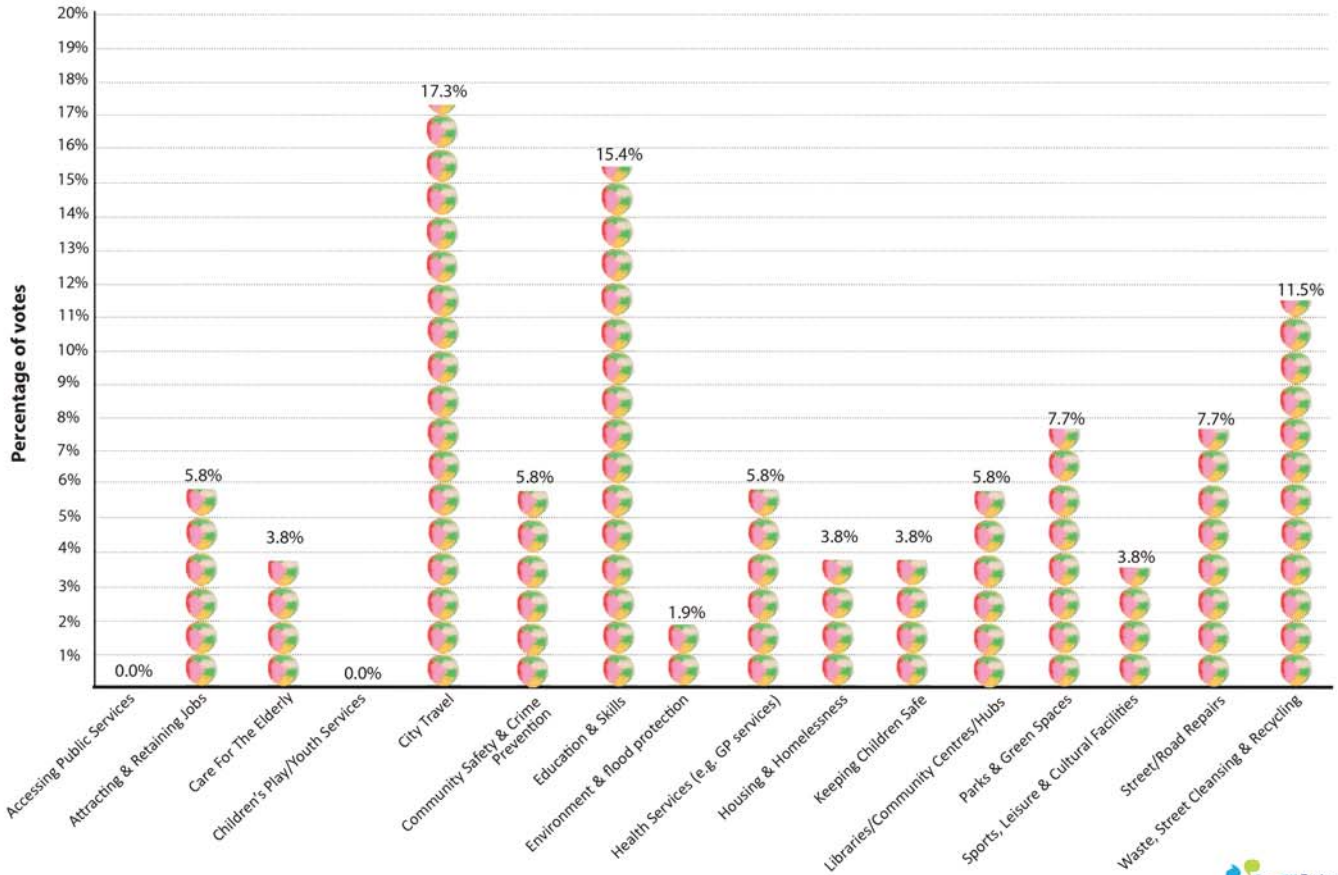


Results include the 'on-street' engagement event that took place in Pride Cymru, Coopers Field on Saturday 16th August.

Services which are most important to people and their families



Cardiff Debate On-Street Results: Radyr

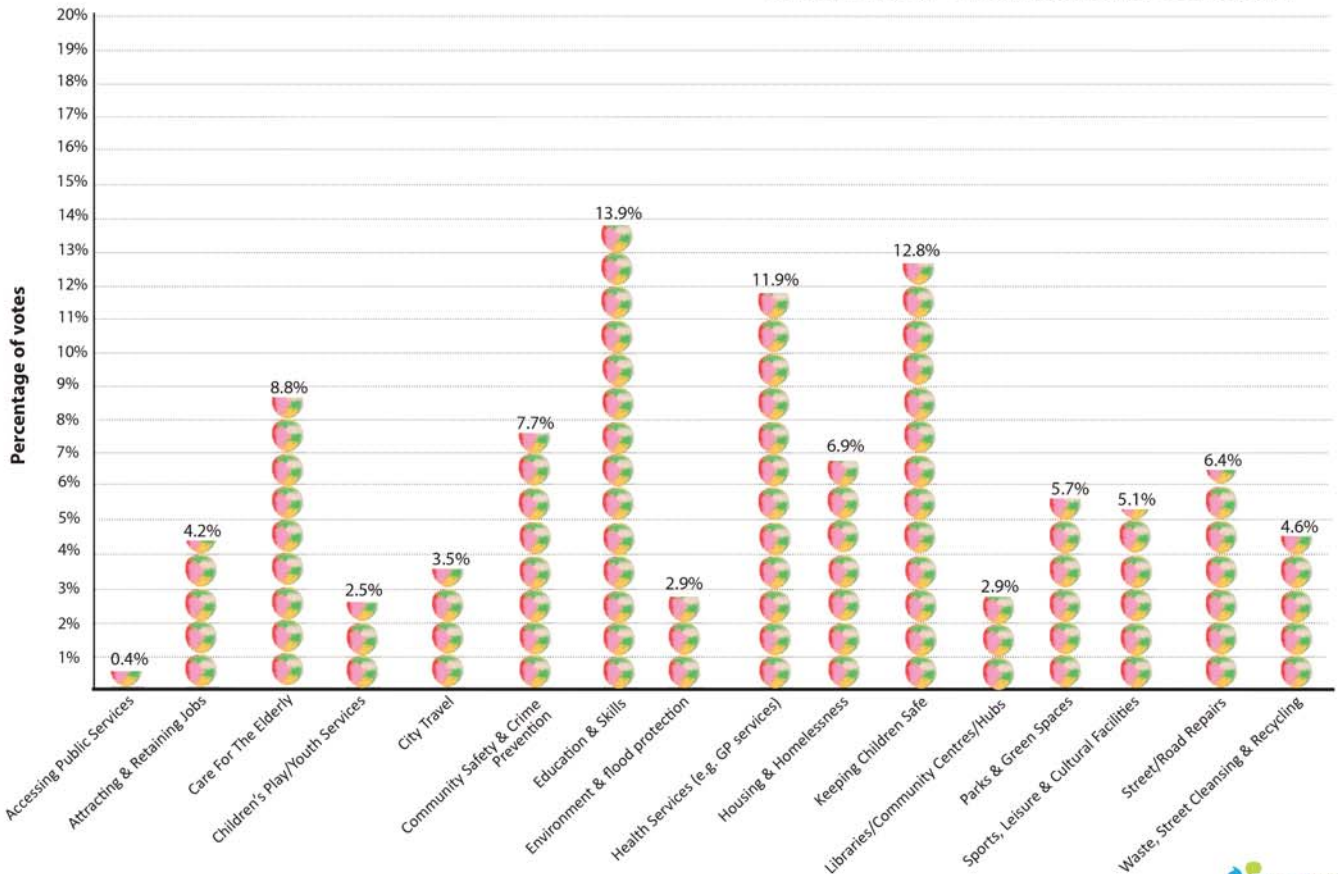


Results include the 'on-street' engagement event that took place in Whitchurch on Wednesday 20th August

Services which are most important to people and their families



Cardiff Debate On-Street Results: Rhiwbina

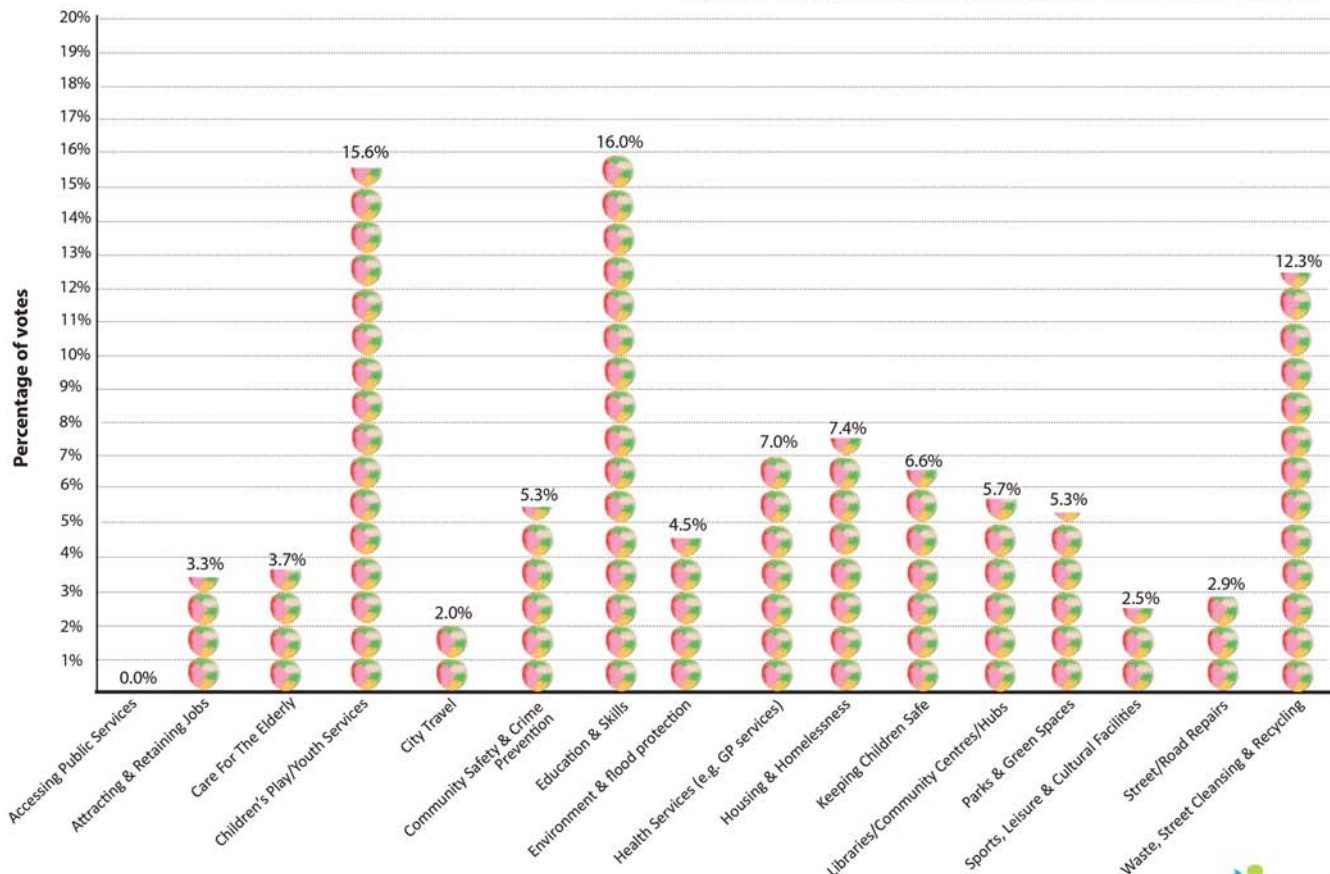


Results include the 'on-street' engagement event that took place in Rhiwbina at Rhiwbina Festival on Saturday 5th July.

Services which are most important to people and their families



Cardiff Debate On-Street Results: Riverside Festival

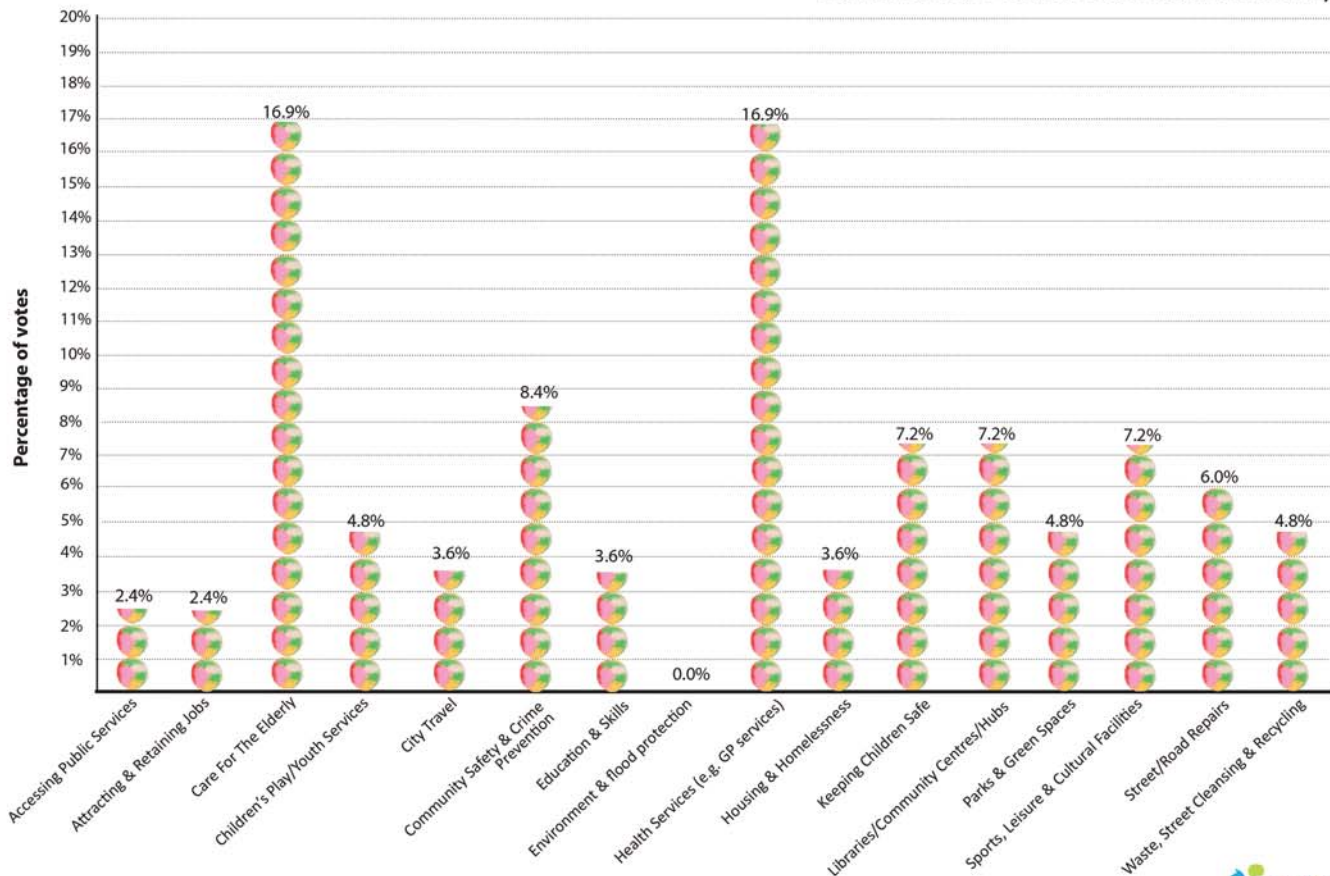


Results include the 'on-street' engagement event that took place in Riverside Festival on Saturday 23rd August.

Services which are most important to people and their families



Cardiff Debate On-Street Results: Rumney

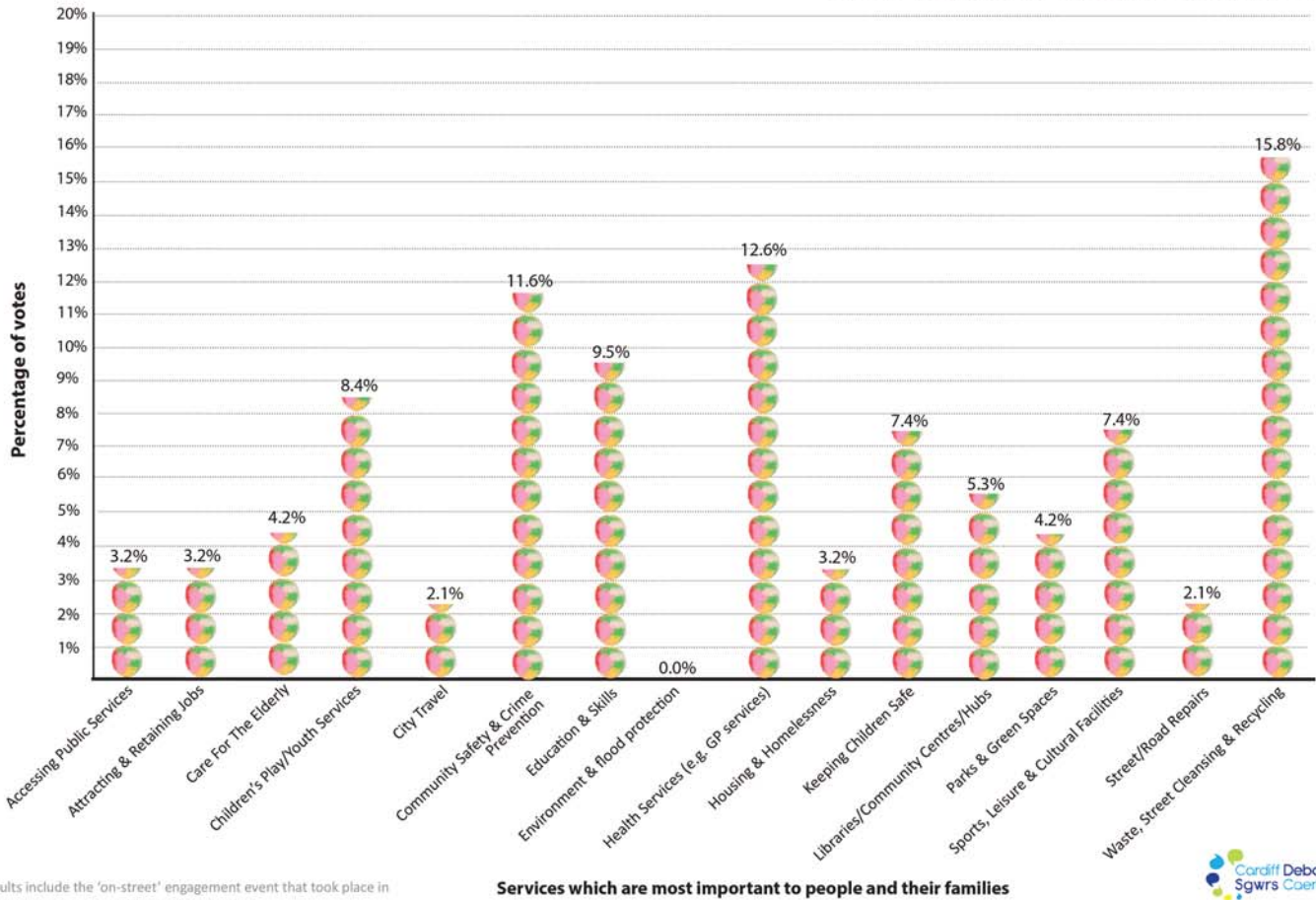


Results include the 'on-street' engagement event that took place in Rumney on Wednesday 10th September.

Services which are most important to people and their families



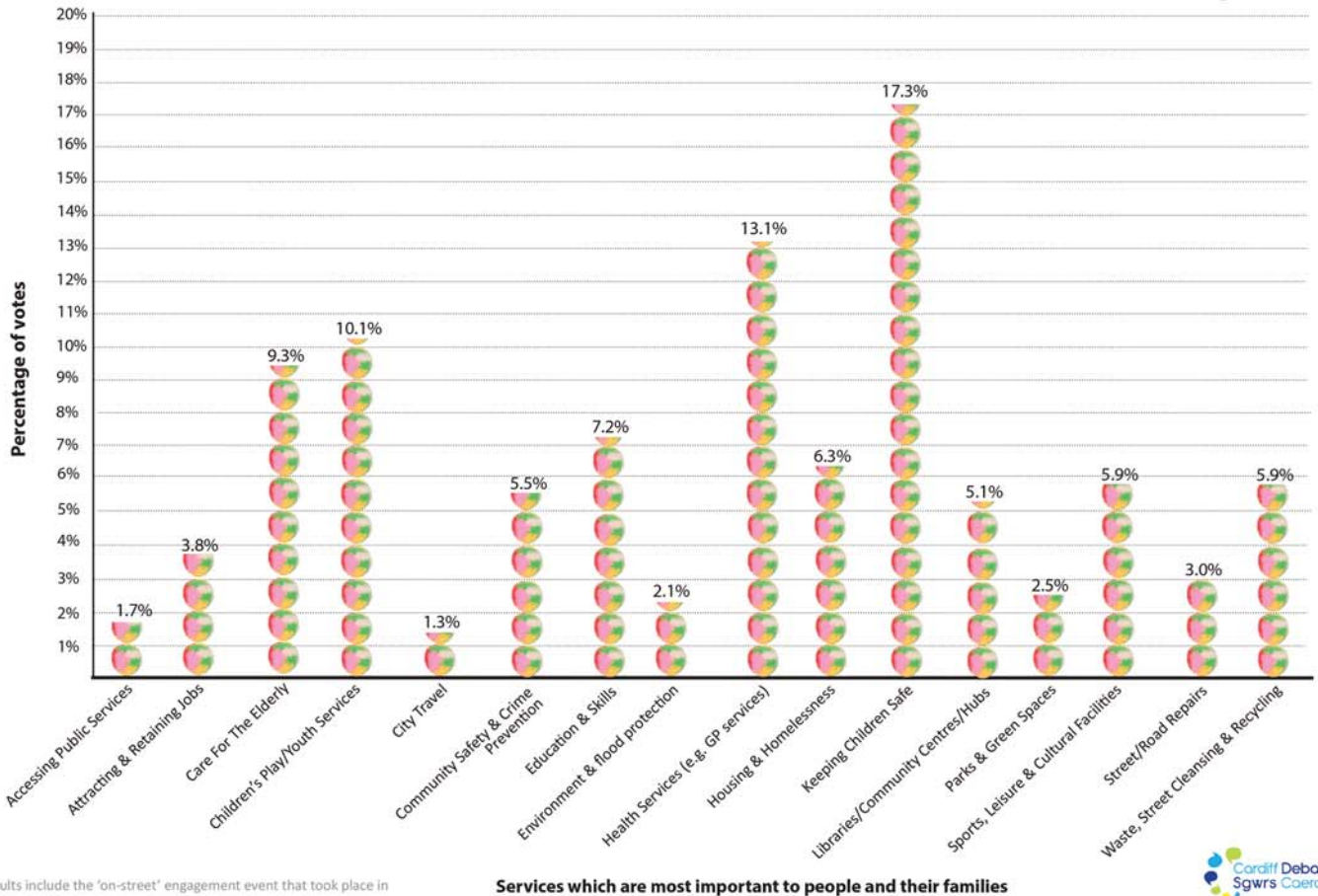
Cardiff Debate On-Street Results: Splott



Results include the 'on-street' engagement event that took place in Splott at Star Centre on Wednesday 6 August.



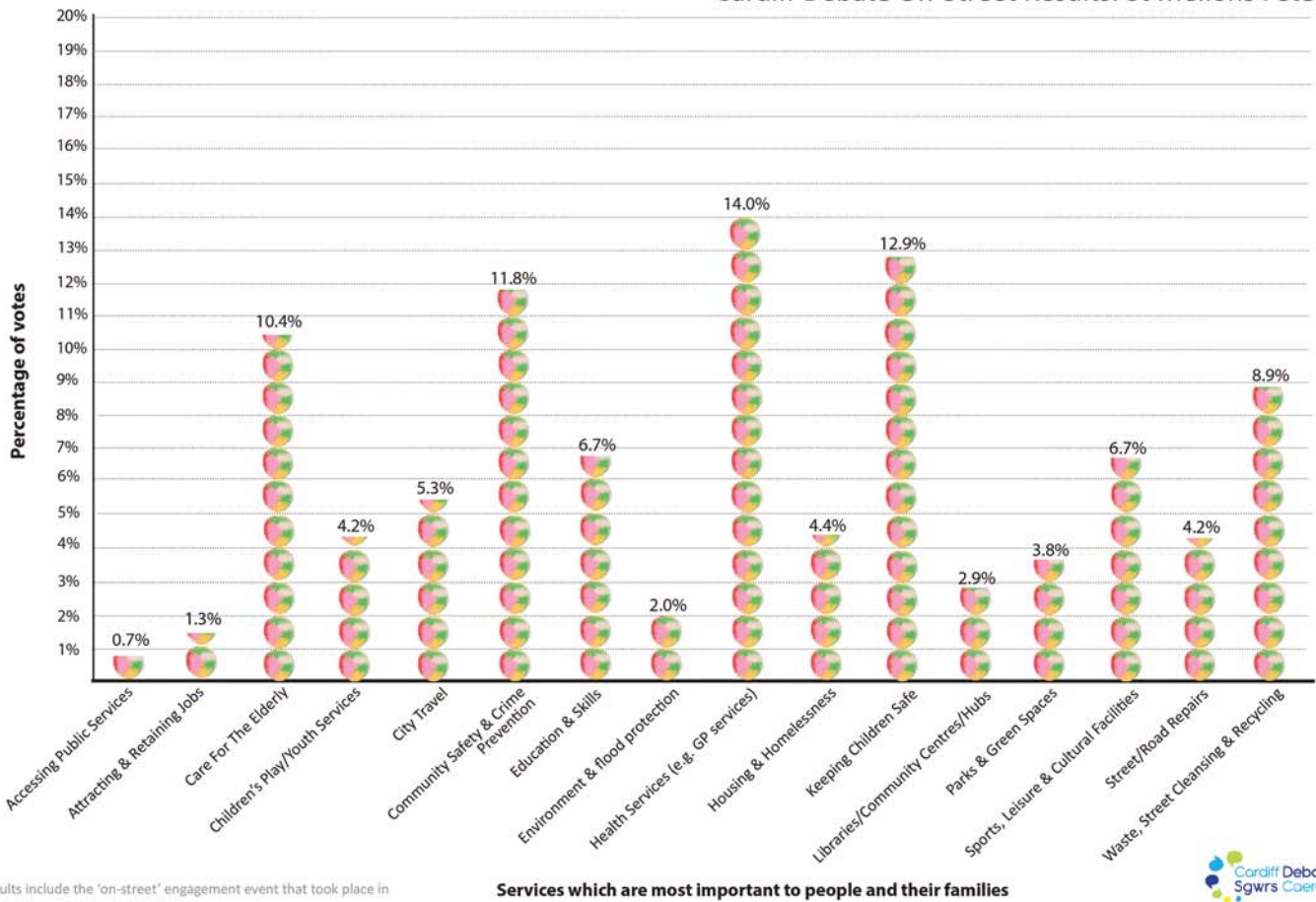
Cardiff Debate On-Street Results: St Fagans



Results include the 'on-street' engagement event that took place in St Fagans on Sunday 3rd August.



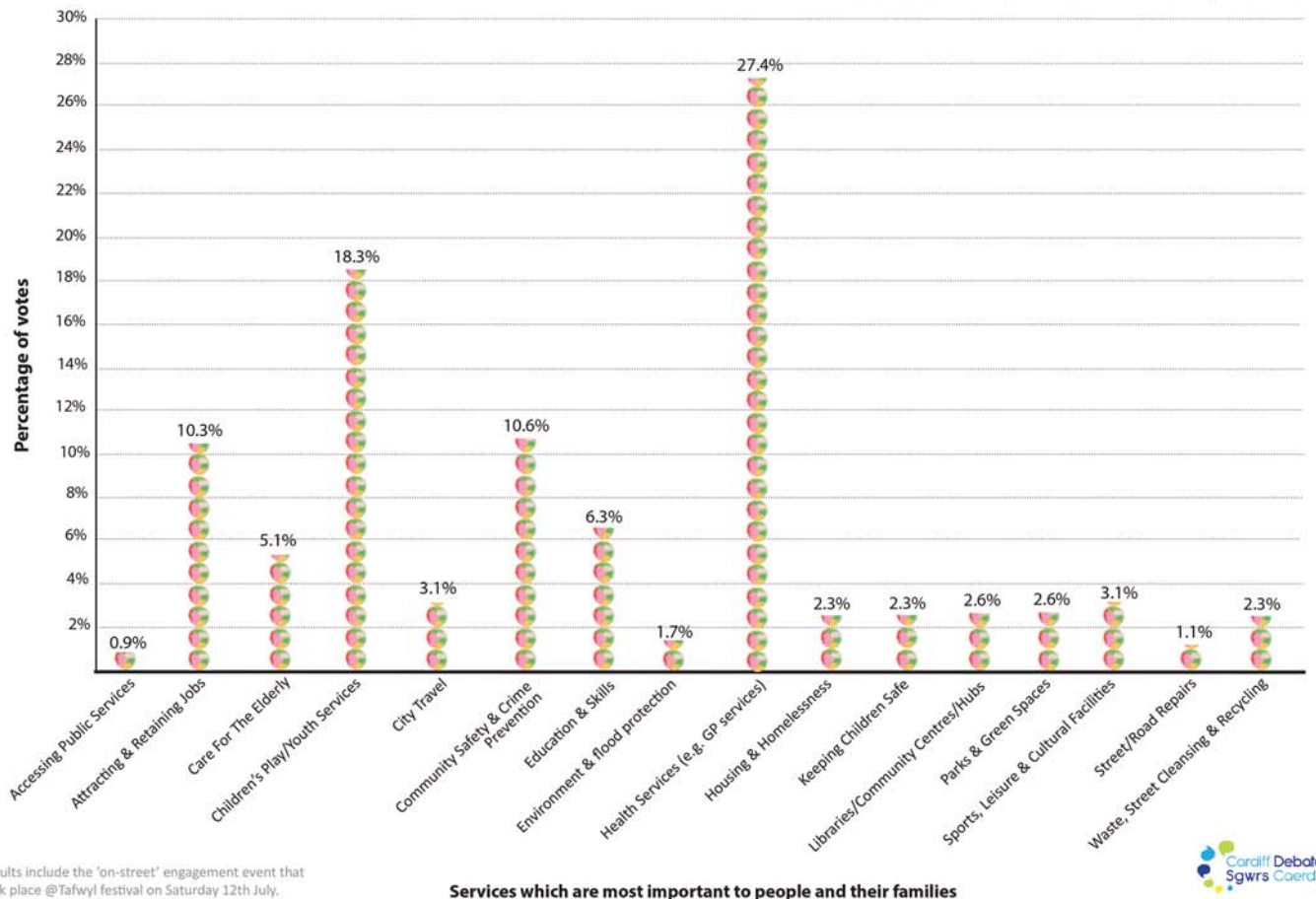
Cardiff Debate On-Street Results: St Mellons Fete



Results include the 'on-street' engagement event that took place in St Mellons on Saturday 30th August.



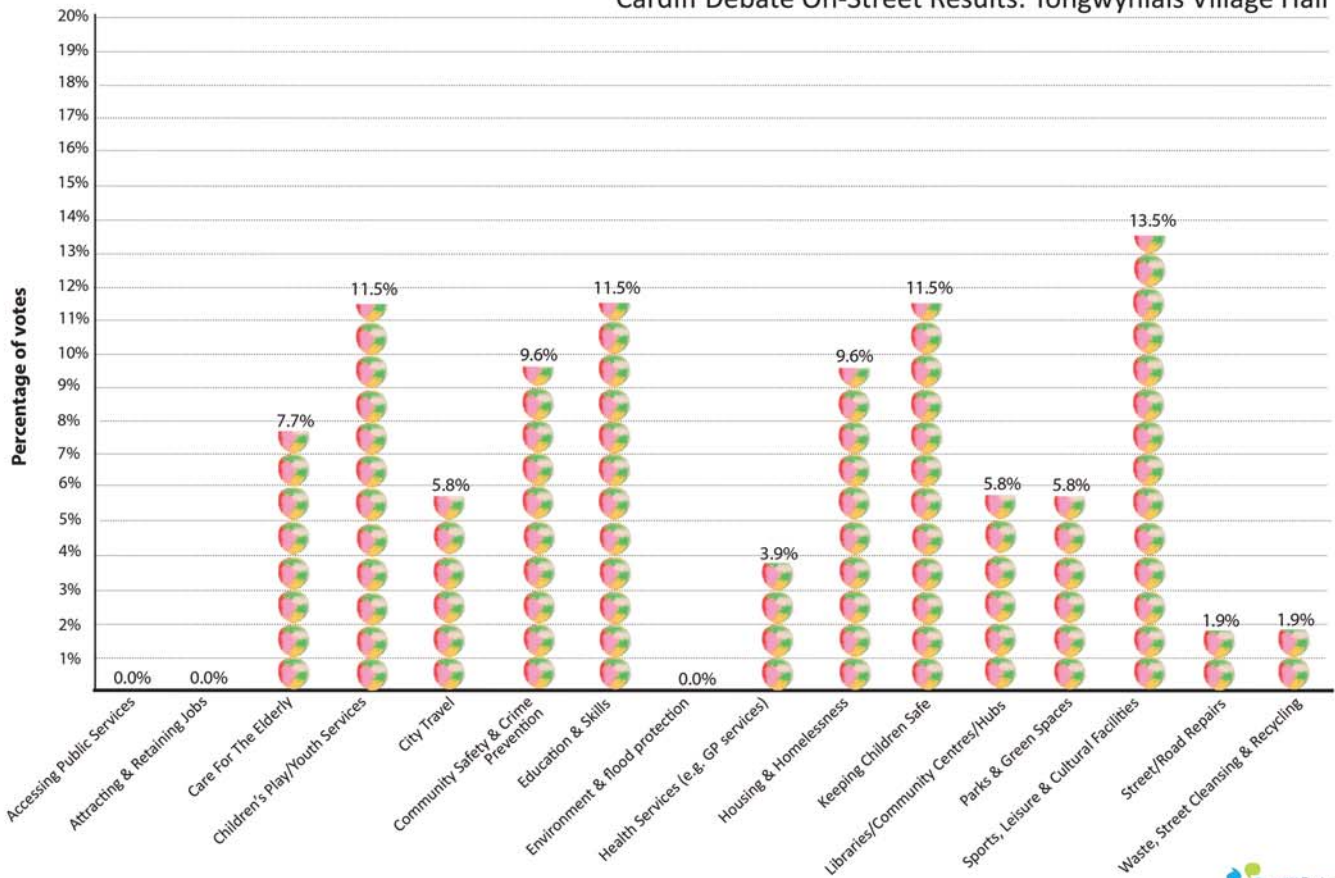
Cardiff Debate On-Street Results: Tafwyl festival



Results include the 'on-street' engagement event that took place @Tafwyl festival on Saturday 12th July.



Cardiff Debate On-Street Results: Tongwynlais Village Hall

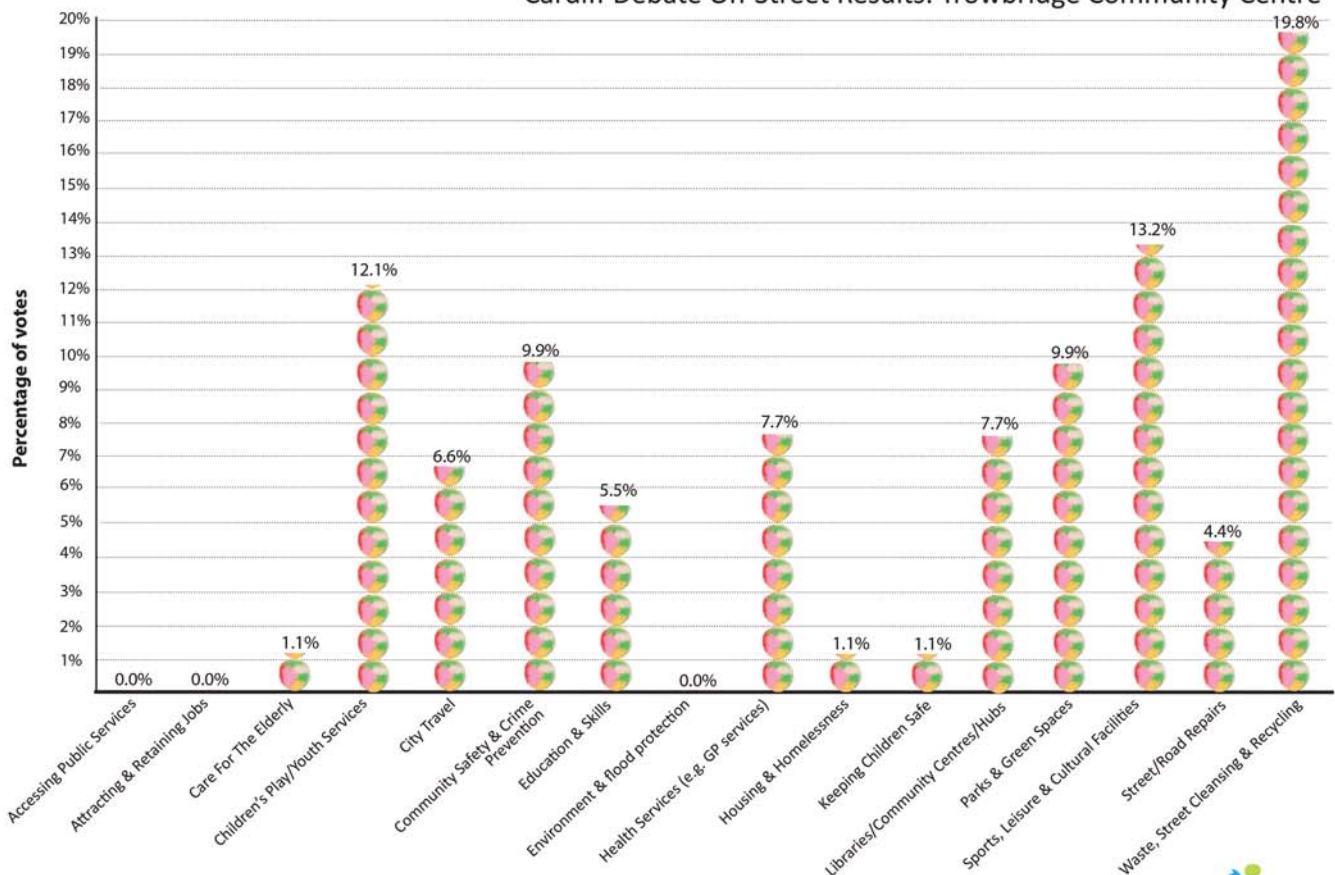


Results include the 'on-street' engagement event that took place in Tongwynlais Village Hall on Thursday 18th September.

Services which are most important to people and their families



Cardiff Debate On-Street Results: Trowbridge Community Centre

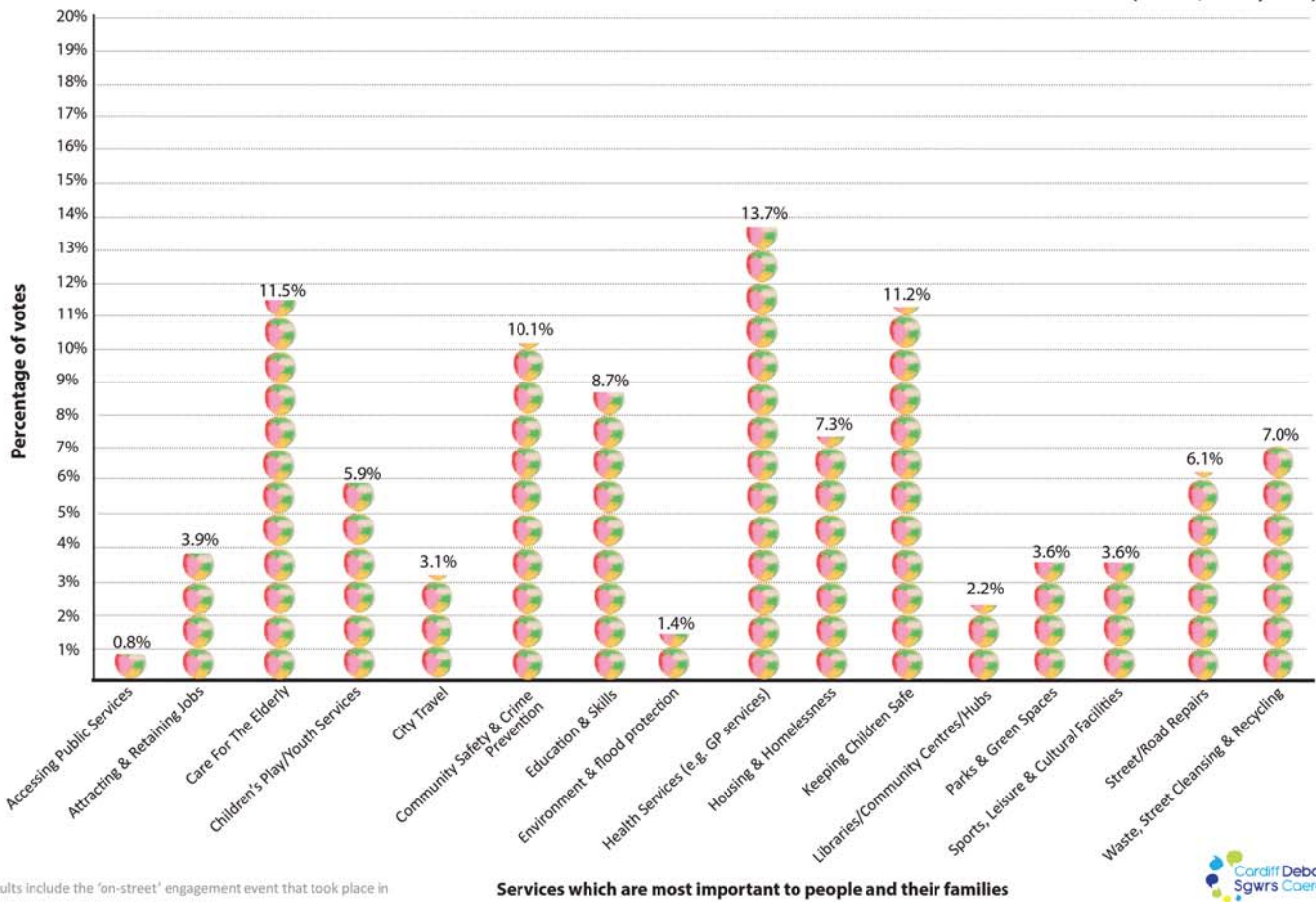


Results include the 'on-street' engagement event that took place in Trowbridge on Wednesday 13th August.

Services which are most important to people and their families



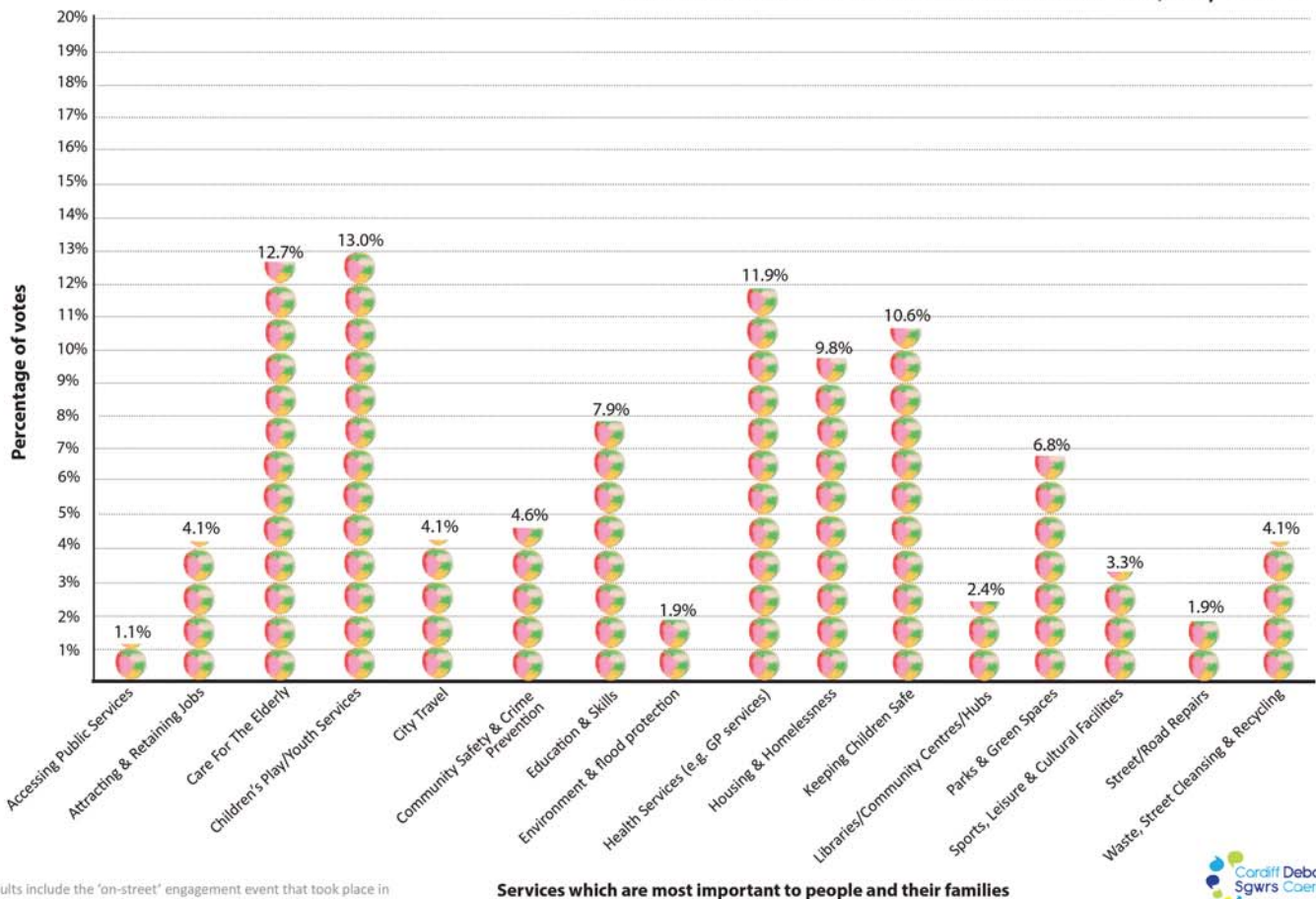
Cardiff Debate On-Street Results: Whitchuch (Asda, Coryton)



Results include the 'on-street' engagement event that took place in Whitchurch on Friday 12th September.



Cardiff Debate On-Street Results: Youth Bus, City Centre



Results include the 'on-street' engagement event that took place in Youth Bus, City Centre on Friday 22nd August.



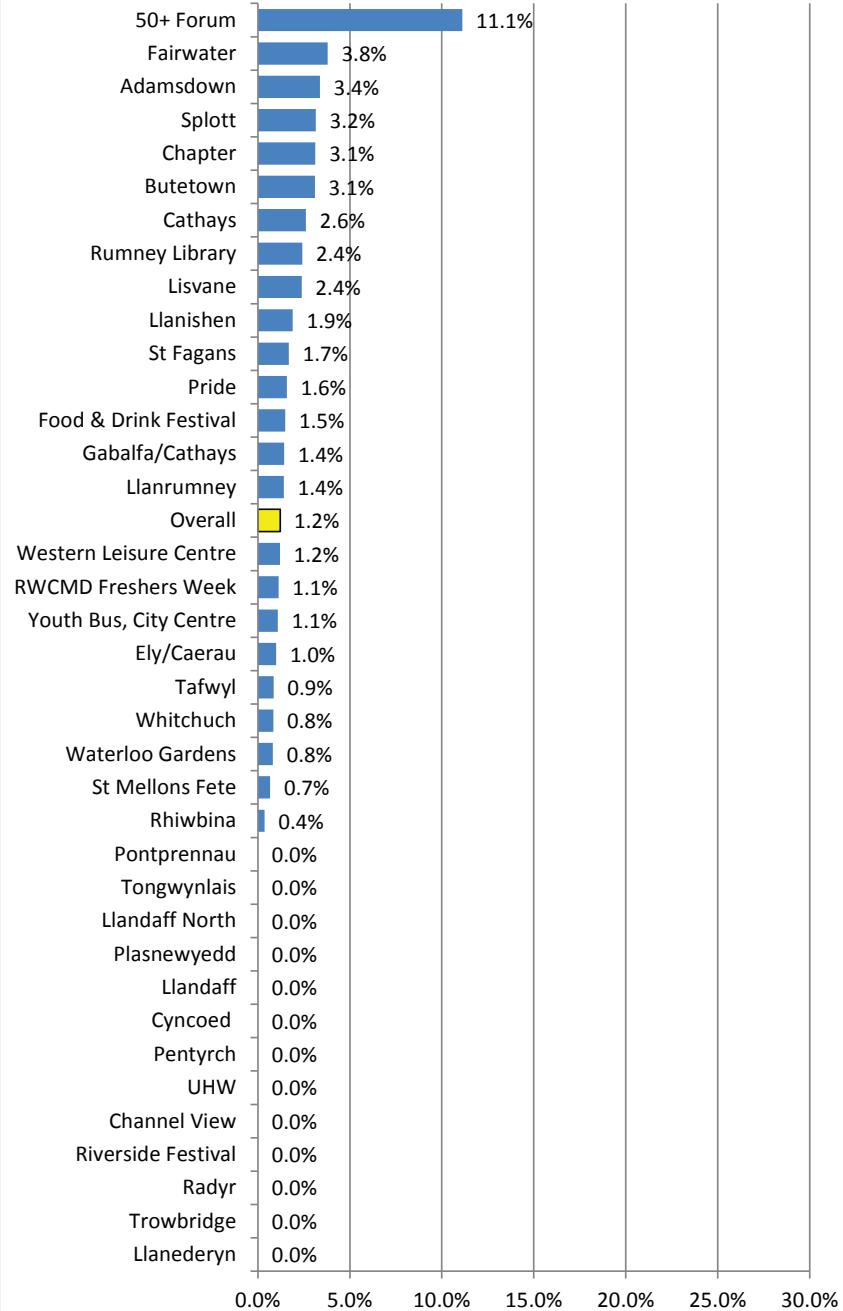


Cardiff Debate Sgwrs Caerdydd

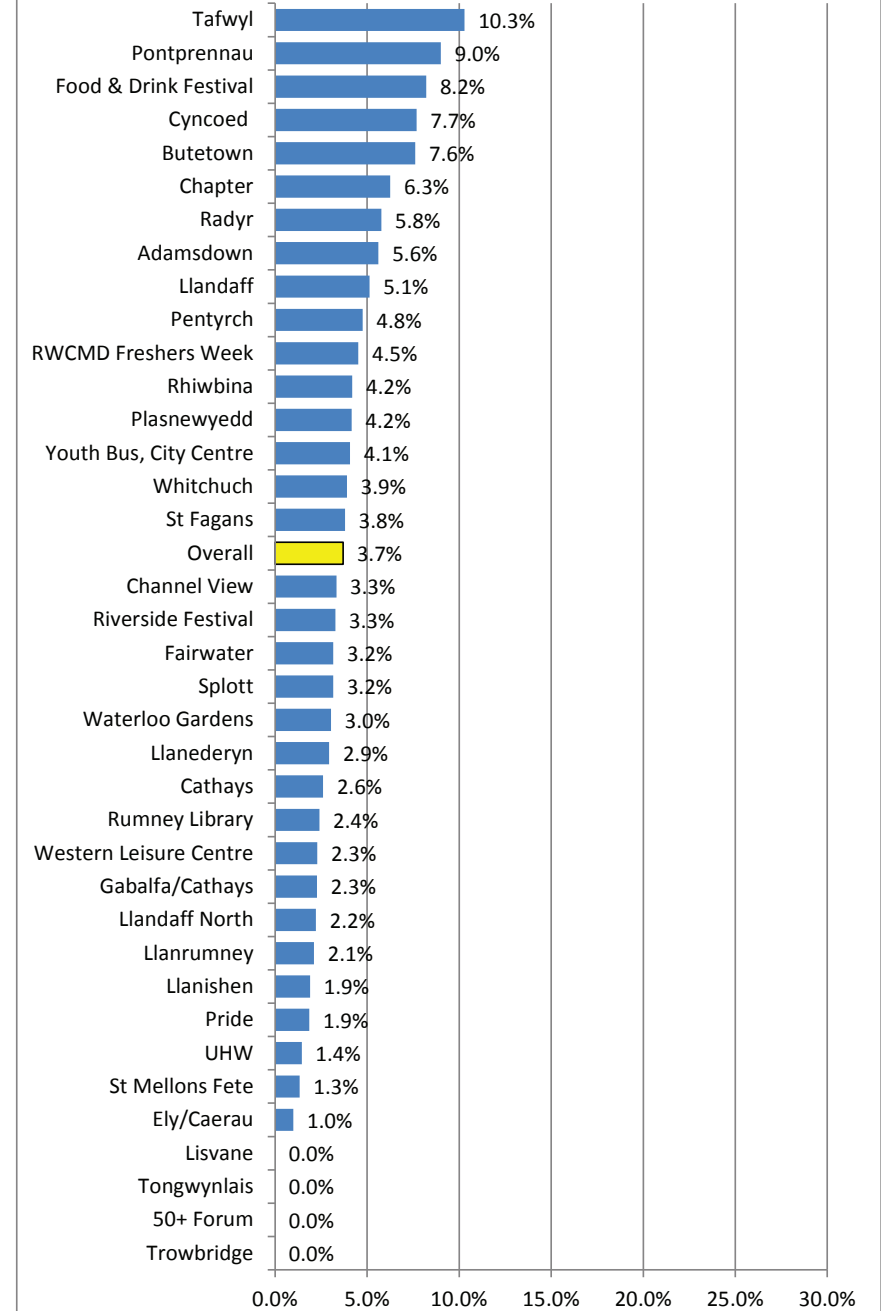
Appendix 2

Results of On-Street Engagement by Service

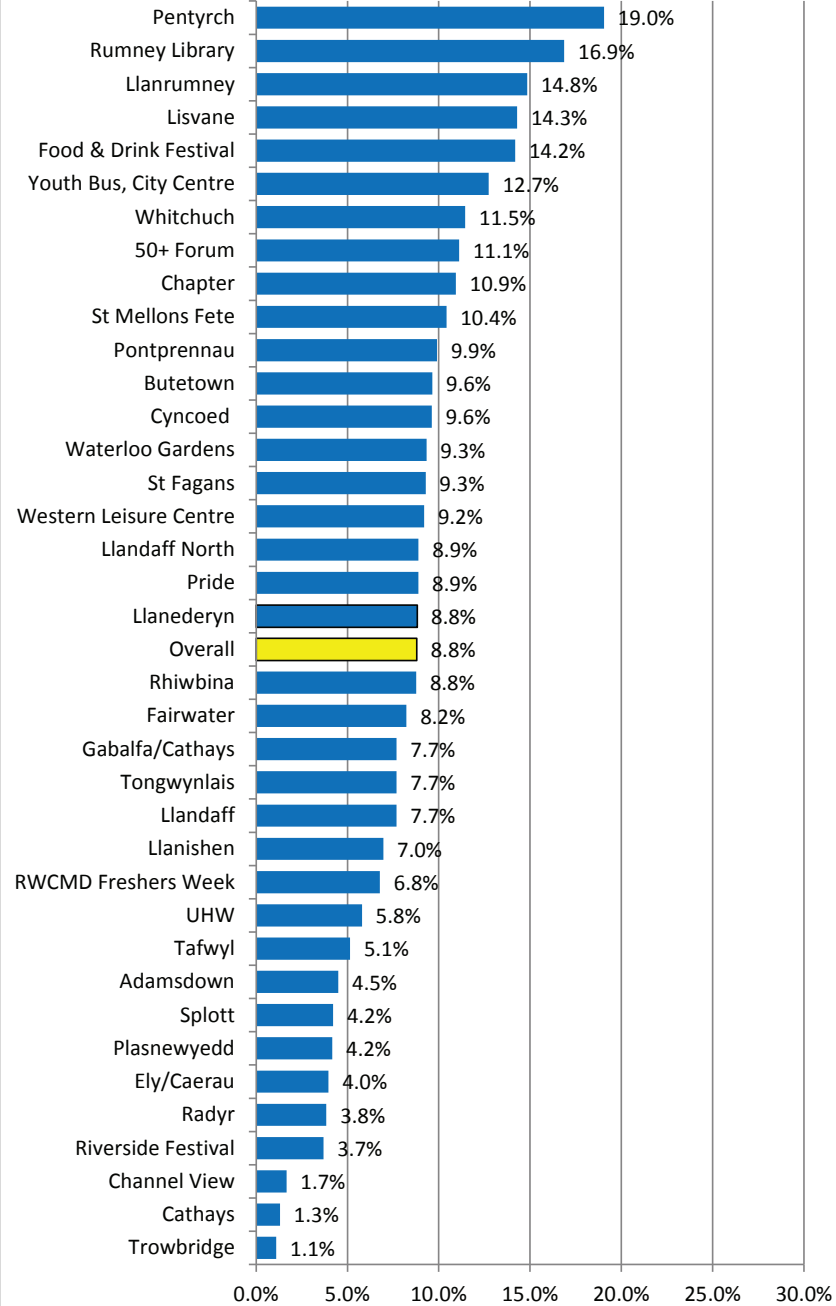
Accessing Public Services



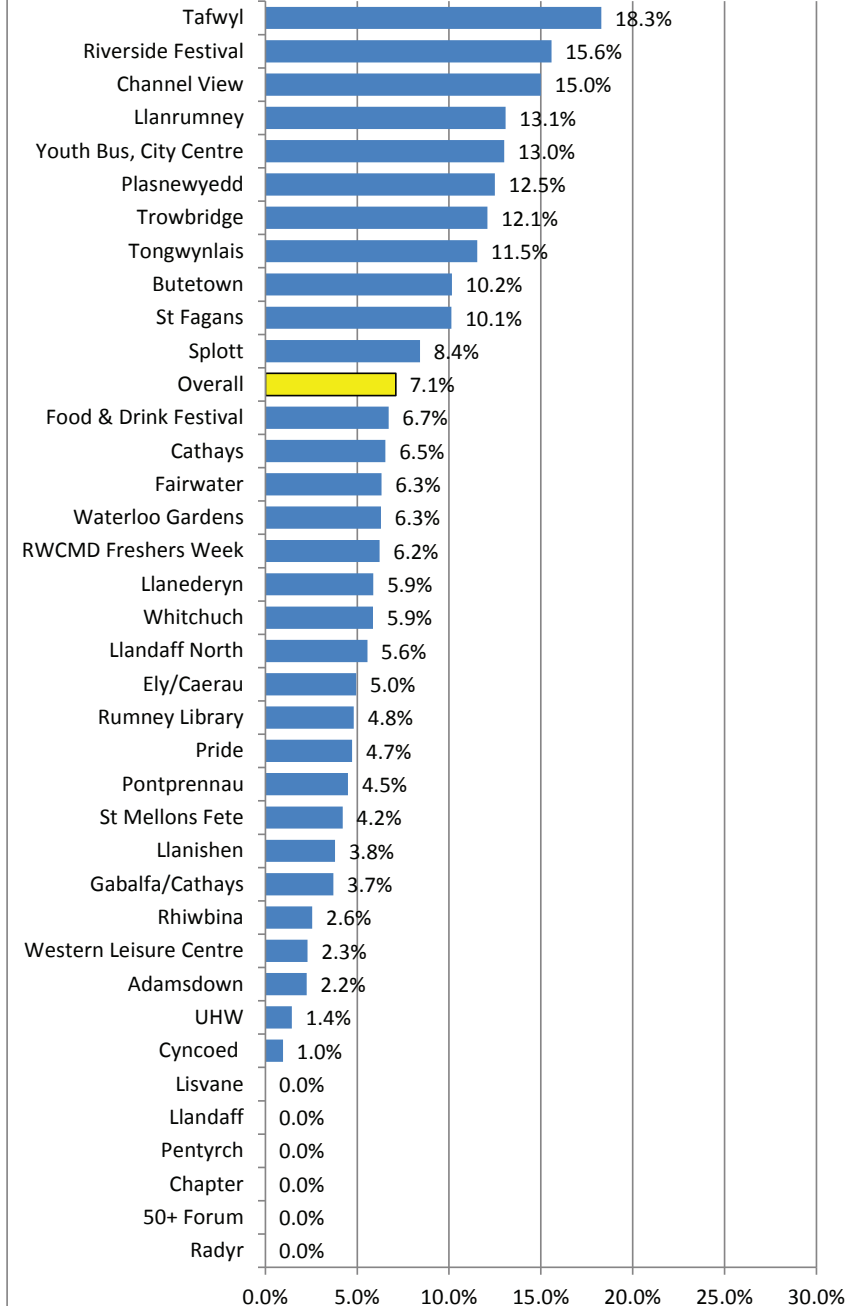
Attracting & Retaining Jobs



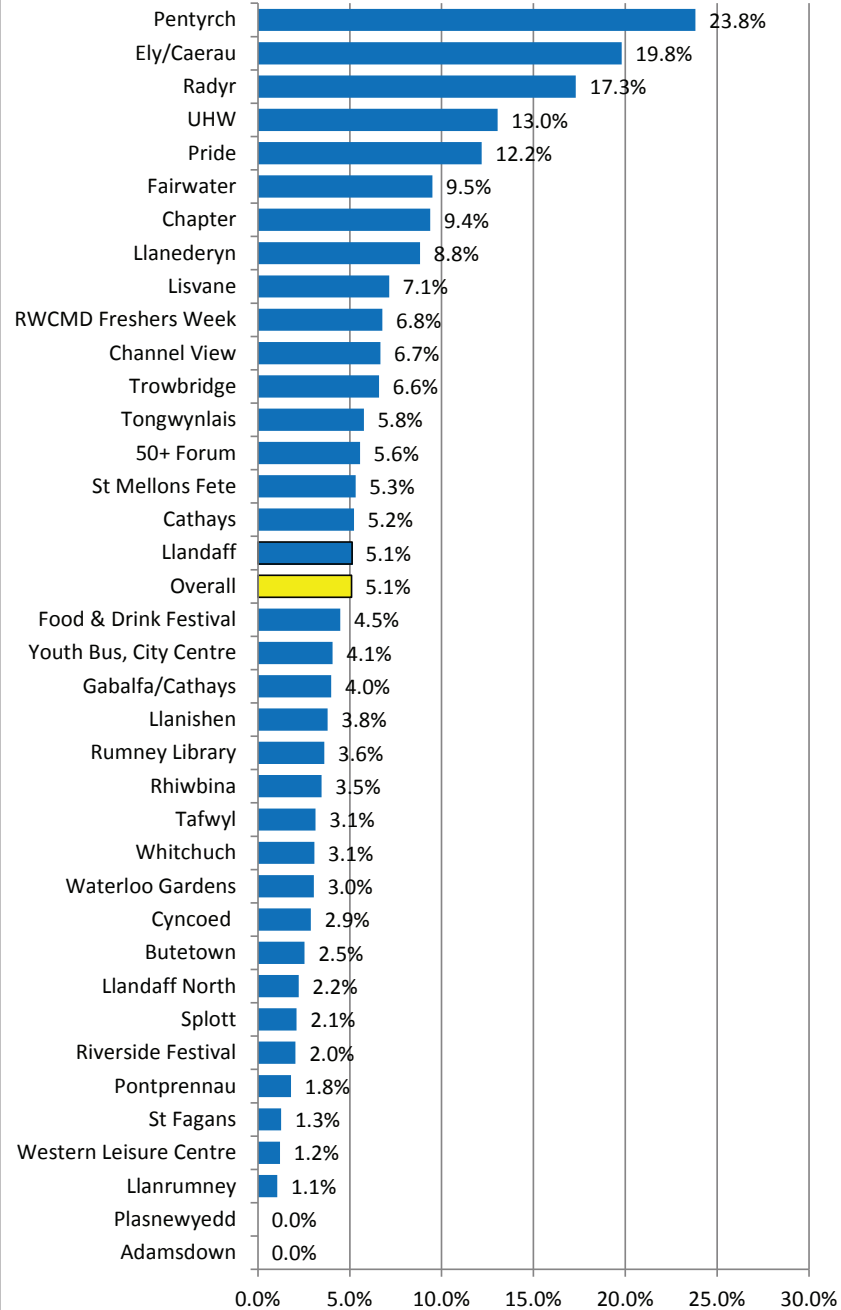
Care For The Elderly



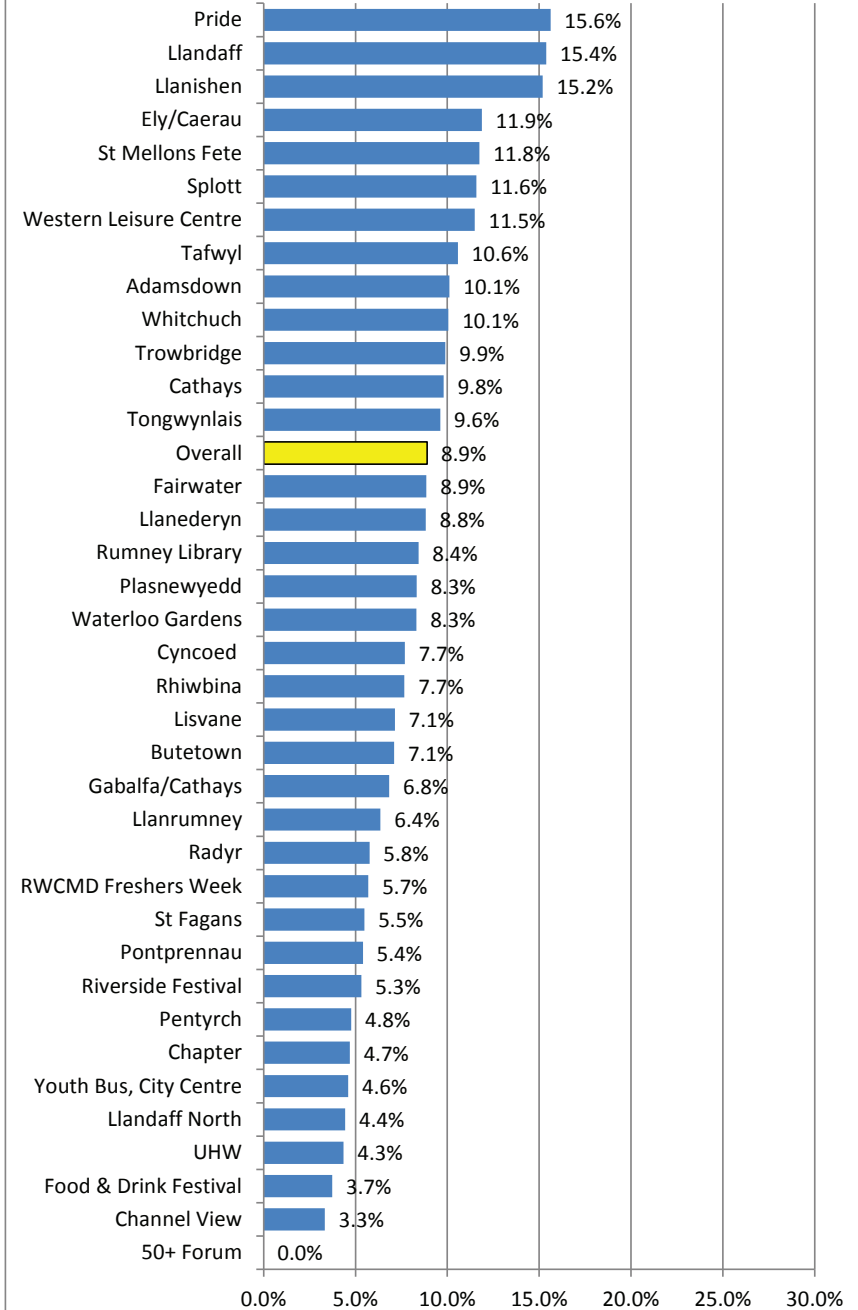
Children's Play / Youth Services



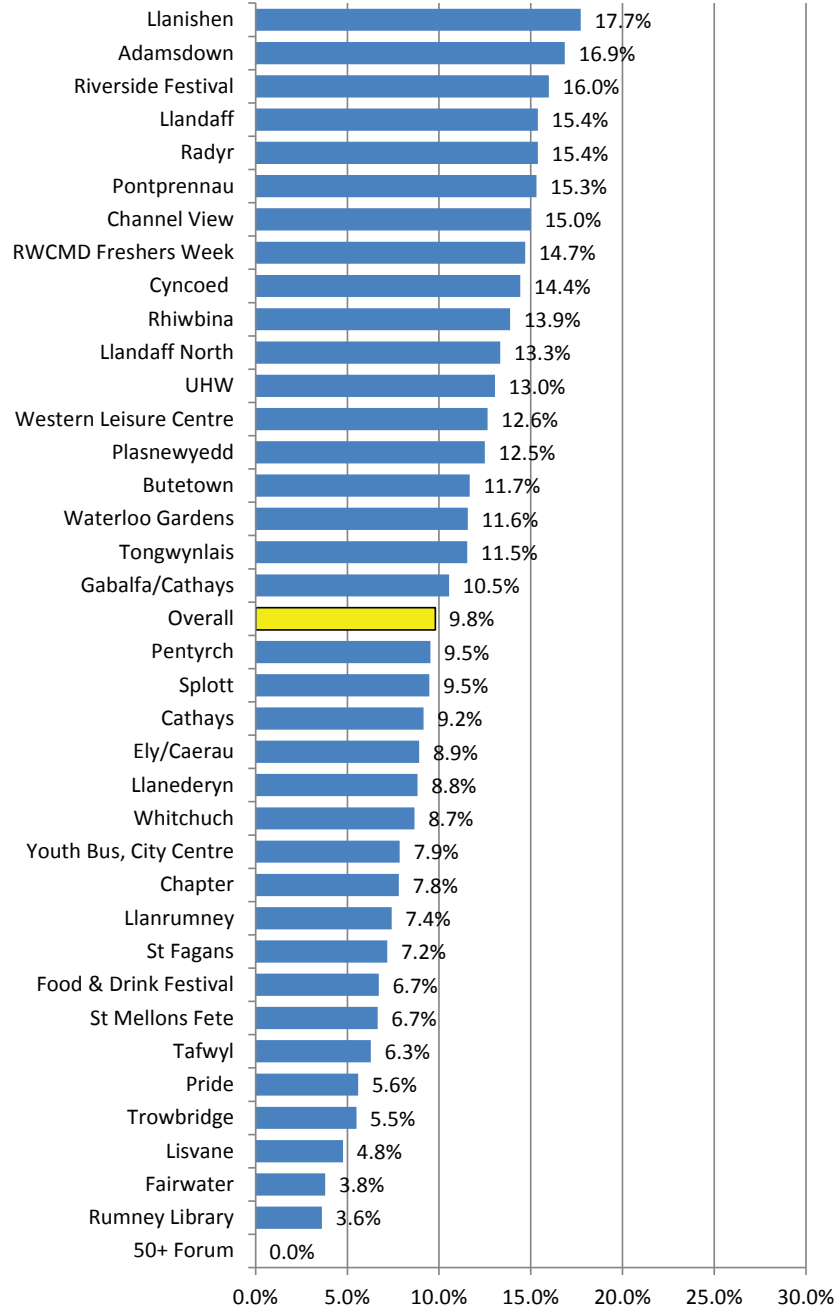
City Travel



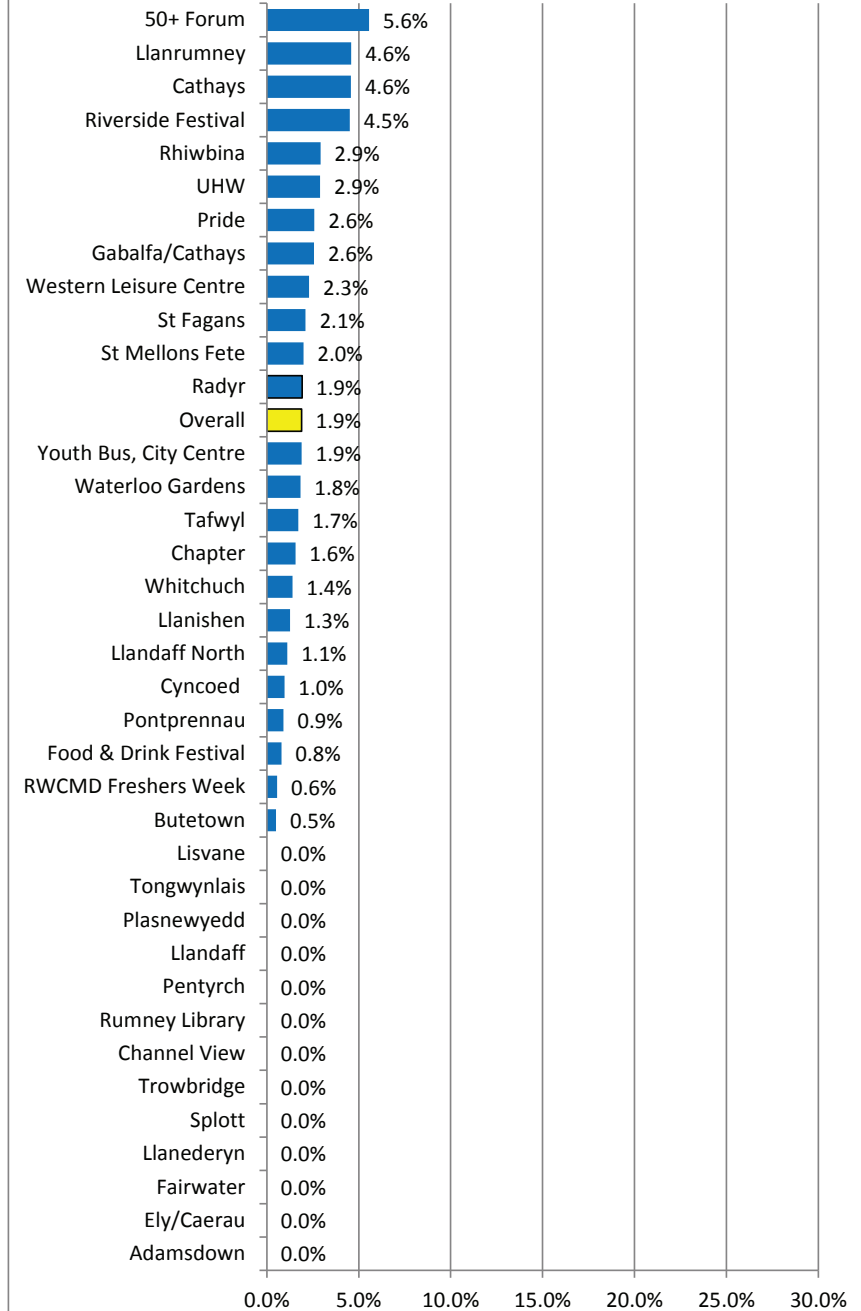
Community Safety & Crime Prevention



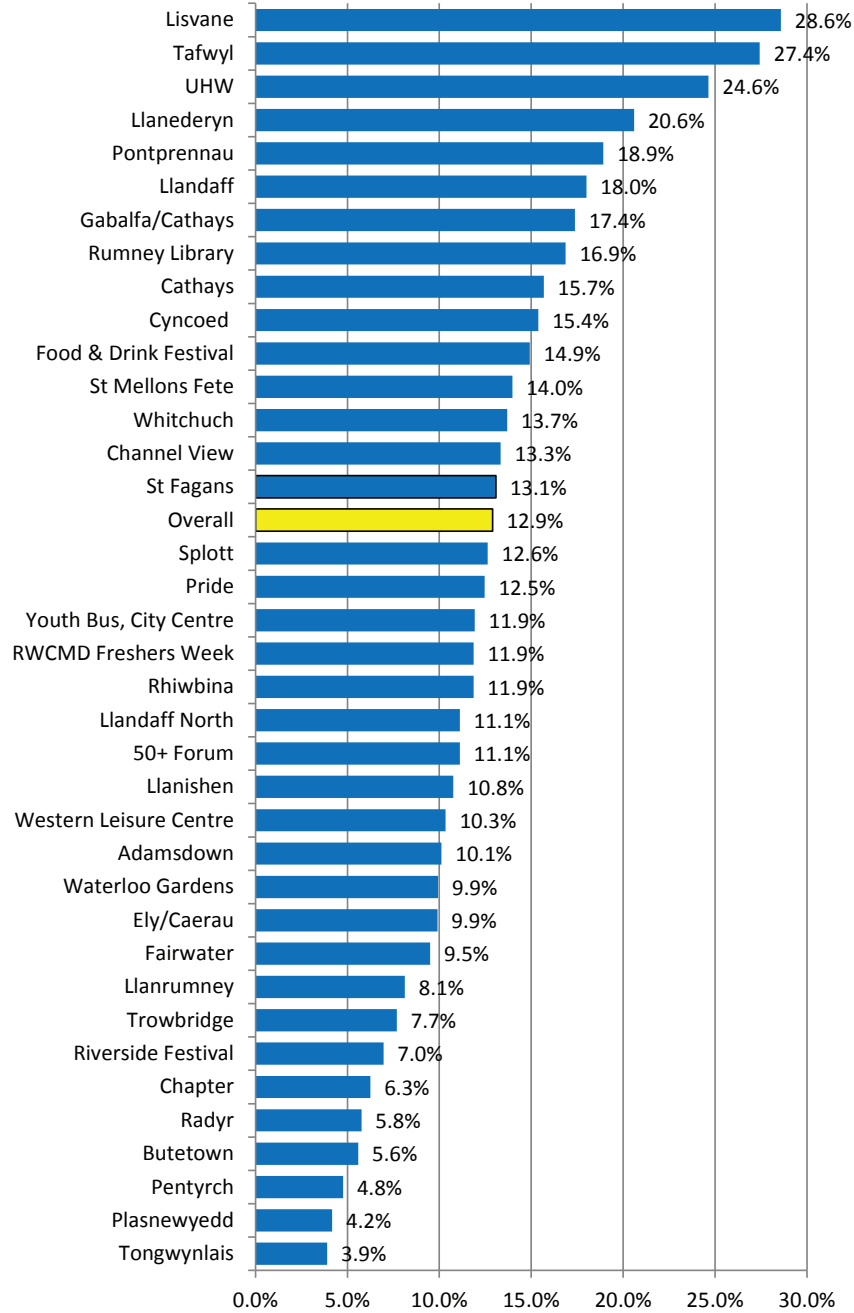
Education & Skills



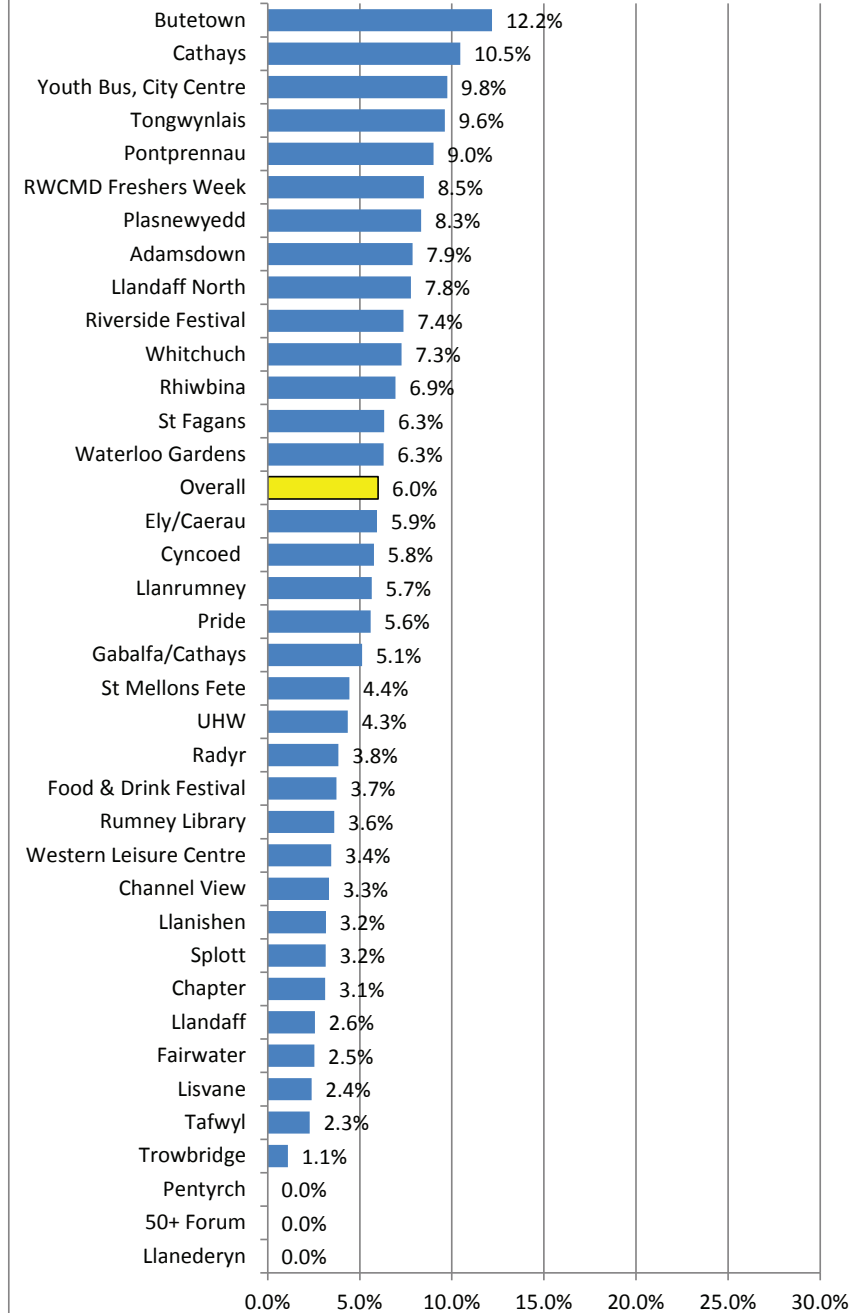
Environment & Flood Protection



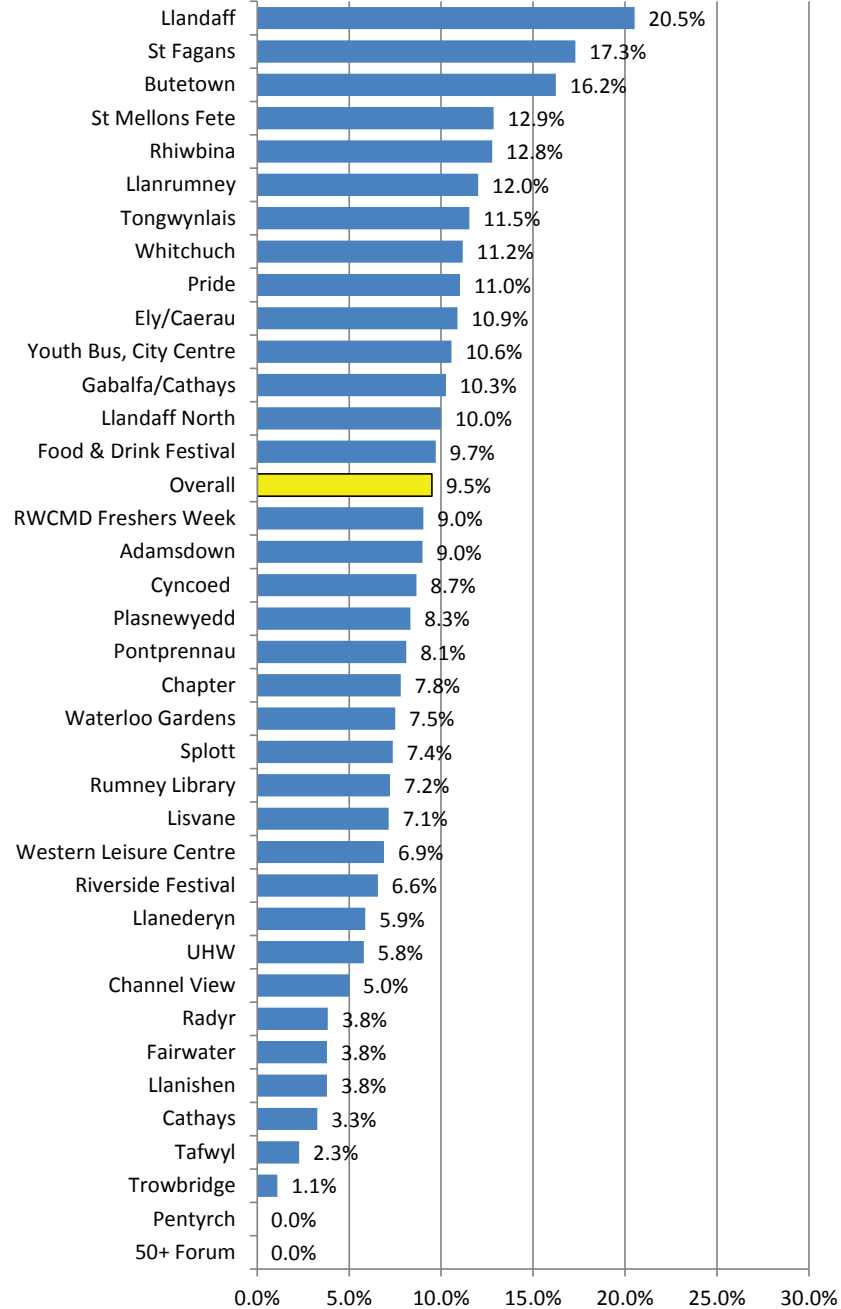
Health Services (e.g. GP services)



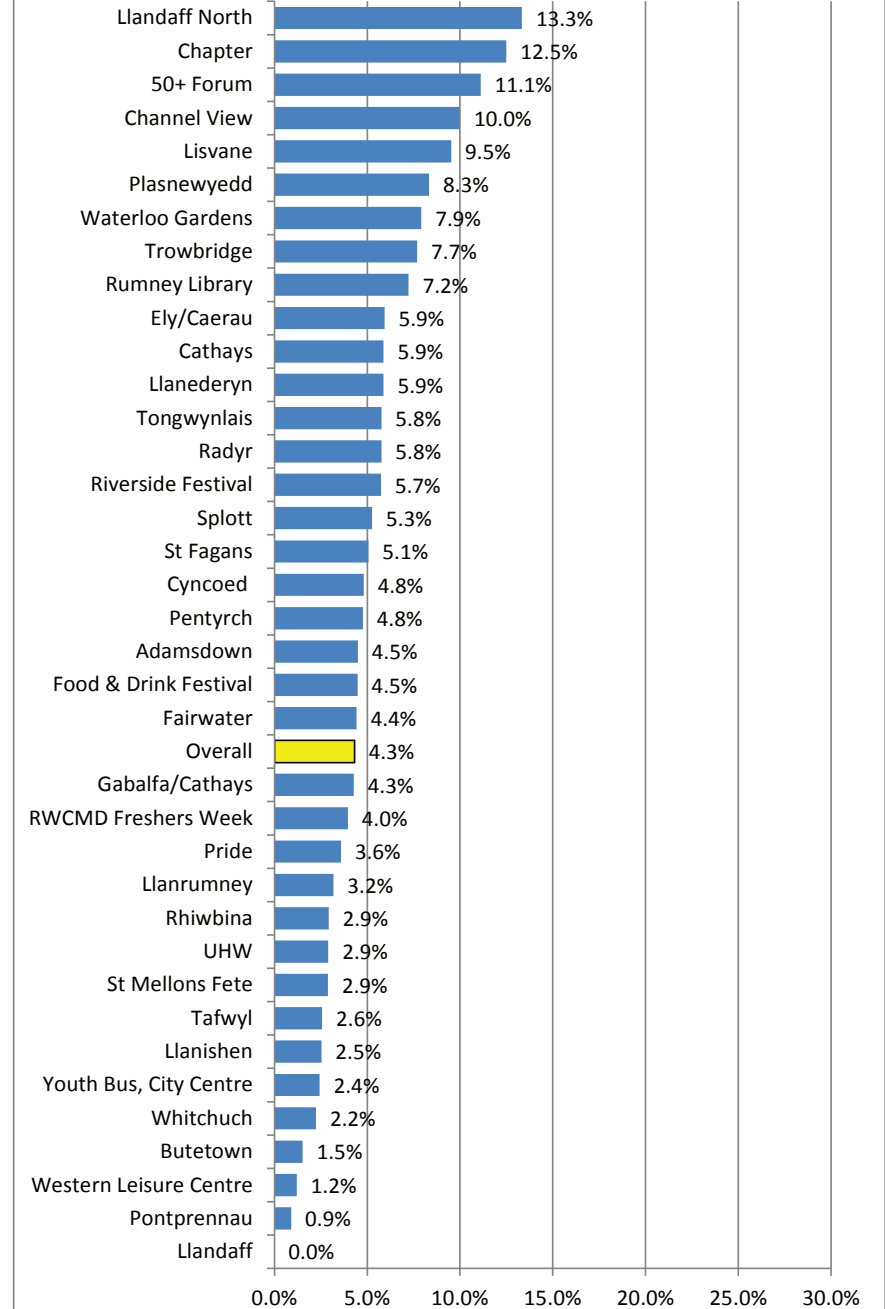
Housing & Homelessness



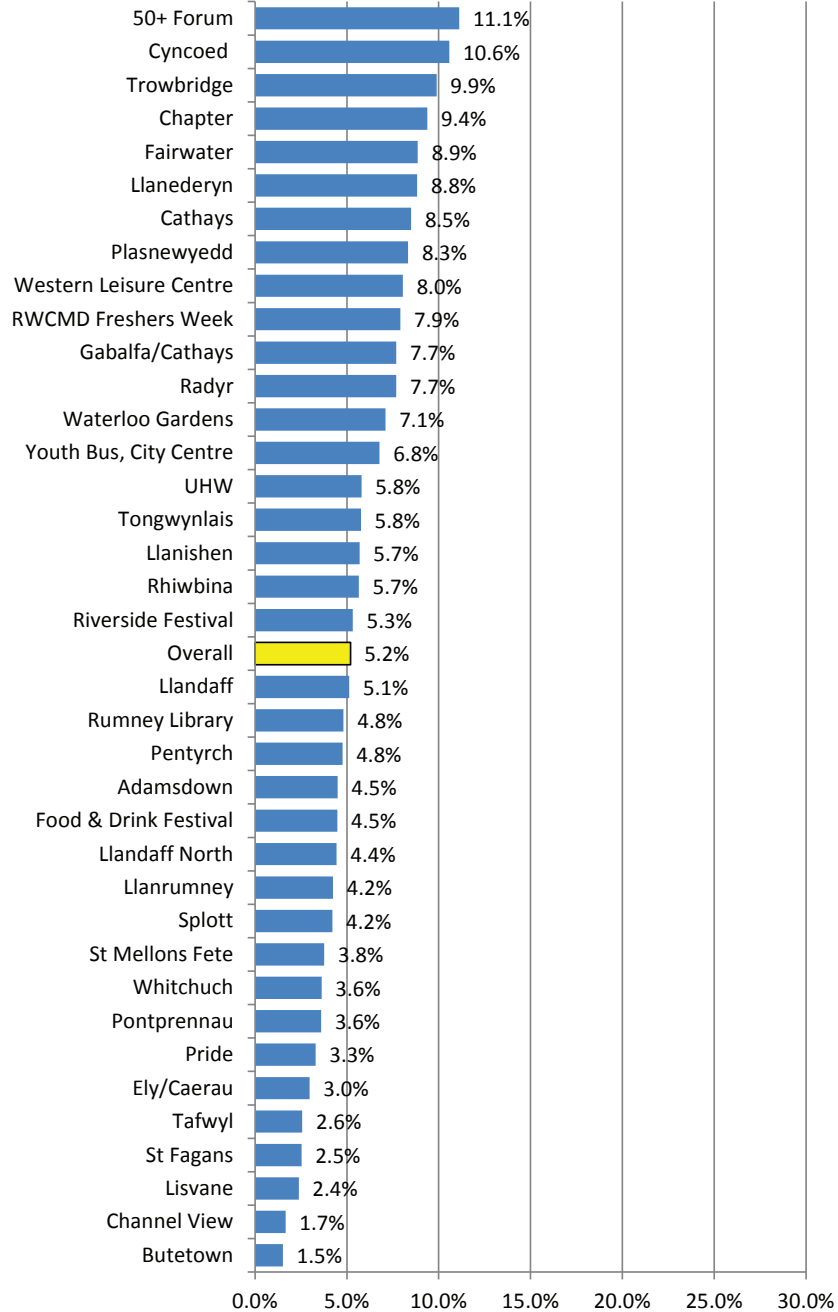
Keeping Children Safe



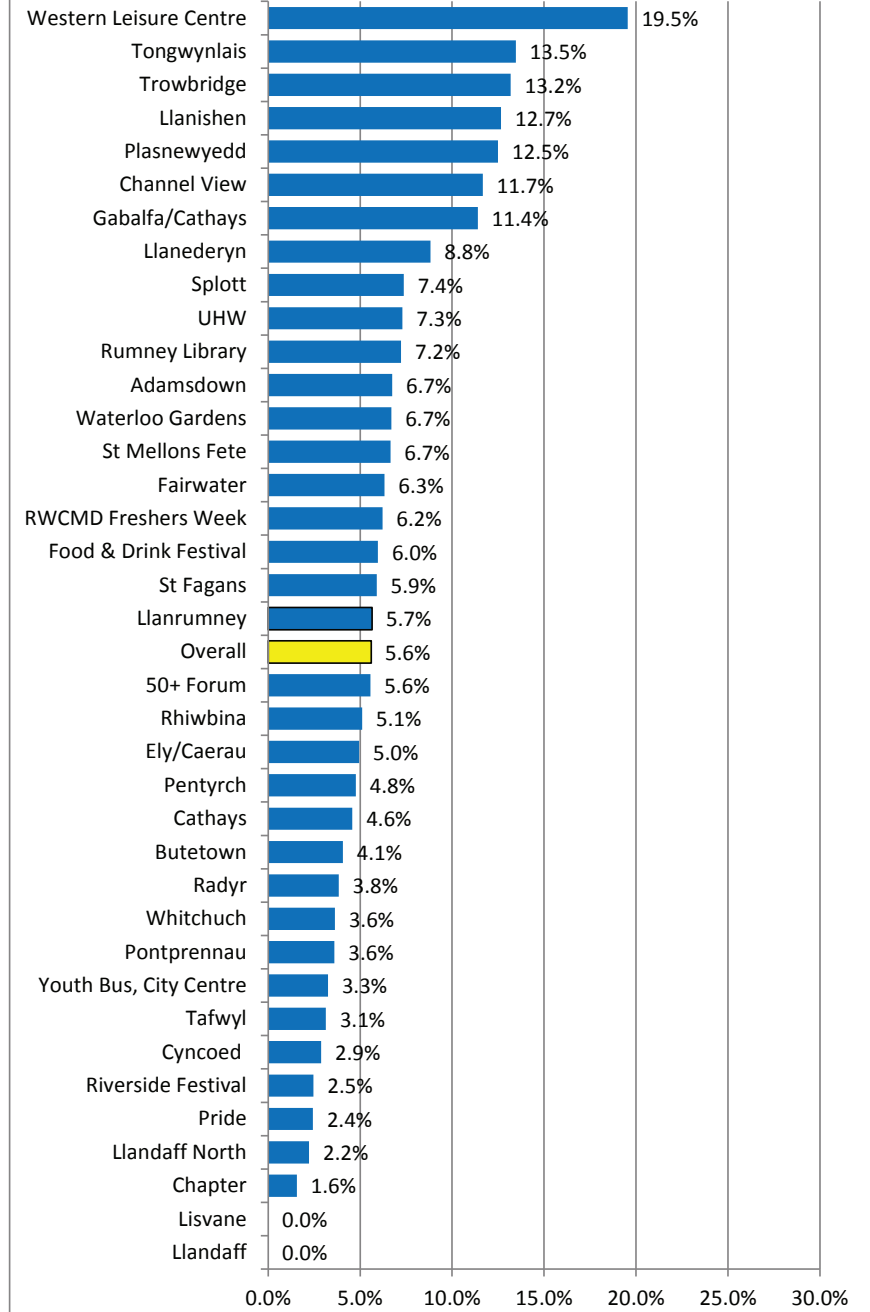
Libraries / Community Centres / Hubs



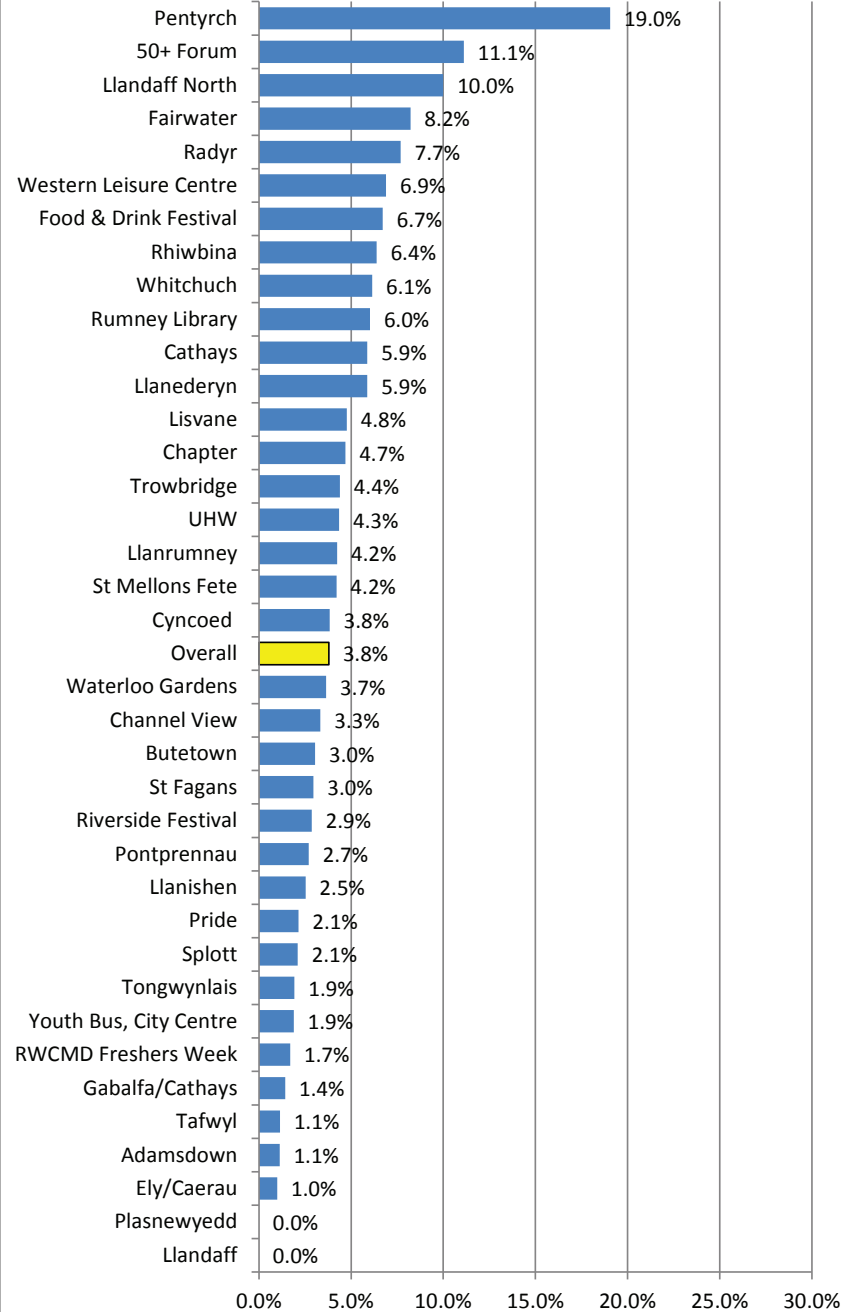
Parks & Green Spaces



Sports, Leisure & Cultural Facilities



Street/Road Repairs



Waste, Street Cleansing & Recycling

