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CORRESPONDENCE FOLLOWING THE COMMITTEE MEETING

Committee ECONOMY & CULTURE SCRUTINY COMMITTEE

Date and Time of Meeting TUESDAY, 9 APRIL 2019, 4.30 PM

Please find below correspondence send by the Committee Chair following the meeting, together with any responses received.

For any further details, please contact scrutinyviewpoints@cardiff.gov.uk

11 **Correspondence Following Committee Meeting** (Pages 3 - 14)

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My Ref: T: Scrutiny/Correspondence/Cllr NH

Date: 10 April 2019

Councillor Russell Goodway
Cabinet Members
Cardiff Council
County Hall
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Dear Councillor Goodway,

Economy & Culture Scrutiny Committee: 9 April 2019

Thank you for attending Committee, along with Neil Hanratty and Jonathan Day, to discuss the draft Economic Development Strategy (White Paper).

Members welcome the draft Strategy, recognising it provides a high-level framework that gives focus and signals the Administration's priorities to partners. It is clear that much work has been undertaken to ensure the prioritisation process is evidence-led. Members are pleased to see that the White Paper contains significant revisions based on the consultation feedback, notably in terms of strengthening the commitment to inclusive growth and sustainable development as well as increasing visibility re the Industrial Strategy, sector strengths and district centres.

Overall, Members support the objectives of the Strategy and believe that the three interlocking elements – the spatial strategy, industrial strategy and underpinning themes – set the framework for these to be achieved. There is a lack of specific details in the Strategy, which is reasonable, as it is a framework; however, it is important that specific details are contained within the plans that will sit underneath this framework, such as actions, deliverables and timescales for these and how these link back to the objectives of the overarching Economic Development strategy. For example, Members will expect the Cardiff East Industrial Strategy to contain details of how it meets the inclusive growth, sustainable development and wellbeing objectives in the Strategy, with an environmental assessment to evidence and support this.

Linked to this point, Members are concerned that the Economic Development Strategy does not contain an assessment of how it complies with the Wellbeing & Future Generation Act requirements. We **recommend** that this be added to the report to Cabinet, either at the time of publication of papers or, if there is not time to achieve this, as an addendum to the report tabled at the Cabinet meeting.

With regard to the interface of the Economic Development Strategy, the Local Development Plan and the Transport Strategy White Paper, Members note that you have worked with Cllr Caro Wild, Cabinet Member – Strategic Planning & Transport, and that officers are working together, to ensure these plans support one another, finding solutions to ‘creative tensions’ that arise when trying to achieve economic growth in a sustainable way. Again, we will look to see how this has been achieved when scrutinising the masterplans for specific proposals/ quarters. We reiterate our belief that good public transport is essential for inclusive growth.

At committee, we explored the role of schools and education in helping to achieve inclusive growth. We note the on-going work to help pupils raise their aspirations by increasing their awareness of opportunities as well as specific work to enhance skills. We also note and welcome the intention to increase linkages between schools and colleges and higher-skilled industry and businesses, both in their locality and across the city, to open up opportunities.

We note the metrics selected, on page 23 of the draft Strategy. Members are interested in seeing these grouped by the underpinning themes, so that it is clear which indicators relate to Inclusive Growth & Skills, which relate to Developing Business throughout the City and so on. At the meeting, we asked how the indicators would be used going forward and note that they will be applied ward by ward to enable targeted action to be taken to address poor performance. We were also interested to hear that they would be used to learn lessons when shaping future projects and intended outcomes; Members would like to receive more details on this, illustrating how the metrics shown can be used to achieve this.

We reflected on the points raised at Council by fellow councillors during the debate on the White Paper. We wish to add our support to the following points, which we feel are valid, and we urge you to take these on board during the development of the plans that sit beneath the overarching framework of the Economic Development Strategy:

- Ensure plans include specific actions, deliverables and timescales for the following:
 - o Inclusive growth and tackling poverty
 - o Reducing NEETs (young people Not in Education, Employment and Training)
 - o Improving Job Opportunities for Young People in Care
 - o Reducing Inequalities – particularly for females, BME communities and deprived communities
 - o Developing Skills – by schools and colleges working in partnership with Cardiff universities and businesses
- Where relevant, ensure plans reference the opportunities arising from the removal of Prince Of Wales Bridge tolls, M4 relief road and changes to business rates
- Address the need to refresh St Mary’s Street.

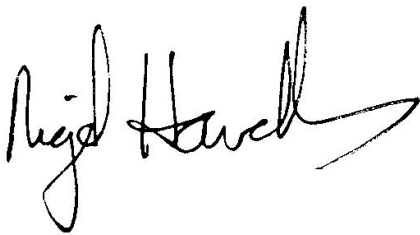
Finally, Members were pleased to hear your assurances that you would ensure that scrutiny is able to contribute to the development of economic development plans and policies. We are committed to making time available to scrutinise these and wish to add value to this process. As part of our work programme discussion later on in the meeting, we reflected that it is easier to add value if involved in the earlier stages of developing policies and we are pleased that you have enabled this to happen, where possible. We recognise that there will always be exceptions to this, where market opportunities arise that require swift action, and that in these cases, we rely on pre-decision scrutiny. We look forward to plans coming forward for scrutiny and ask that officers liaise with scrutiny services as soon as is feasible to enable scrutiny to be as effective as possible.

This letter requires a response as it contains a recommendation and request for further information, as follows:

- We **recommend** that an assessment of how the draft Economic Strategy complies with the Wellbeing & Future Generation Act requirements be added to the report to Cabinet, either at the time of publication of papers or, if there is not time to achieve this, as an addendum to the report tabled at the Cabinet meeting
- We would like to see the metrics, on page 23, grouped by the Strategy's underpinning themes, so that it is clear which indicators relate to which theme
- We would like more details of how these metrics can be used to learn lessons to shape future projects and intended outcomes.

I ask that this letter be included in the report to Cabinet on the draft Economic Development Strategy, so that Cabinet may take our views on board.

Yours sincerely,



COUNCILLOR NIGEL HOWELLS
CHAIR, ECONOMY & CULTURE SCRUTINY COMMITTEE

cc Members of the Economy & Culture Scrutiny Committee
 Neil Hanratty Jonathan Day Clair James
 Cabinet Office

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County Councillor Russell Goodway
Cabinet Member, Investment & Development



My ref : RVG/Scrutiny/CM

Your ref : T: Scrutiny/Correspondence/Cllr NH

18 April 2019

County Councillor Nigel Howells
Chair, Economy & Culture Scrutiny Committee

By email: nhowells@cardiff.gov.uk

Dear Nigel

THE ADMINISTRATION'S ECONOMIC STRATEGY

I refer to the meeting of the Economy & Culture Scrutiny Committee held on 9 April 2019 and to your subsequent letter dated 10 April 2019. As ever, the contribution of the Scrutiny Committee is much appreciated.

The Committee's positive comments regarding the plan are noted.

I can confirm that I have revised the strategy following both the recent Council meeting and the meeting of your committee in order to provide more clarity with regard to the objectives within the report. To that end, I have included in Appendix 1, the revised presentation of the Economic Strategy Key Performance Indicators.

In terms of how these indicators are used, the primary purpose is to shape project design. This means that collectively the projects we take forward must relate to addressing these indicators as a whole. Examples provided at the scrutiny meeting relate to how we would target *some* projects on a geographic basis – noting examples of where a local place-based approach works and where it does not. In this case, it would relate to the need to ensure that skills and into-work services reflect the needs of our communities, both in terms of geography, but also in terms of demographics in how they are targeted.

In terms of the Future Generations and Wellbeing Act, I can again confirm that this is something that has informed the development of the strategy.

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In bringing the strategy together, we have considered the 'five ways of working' as fundamental to our approach and would like to think that the strategy is a good example of implementing the Future Generations and Wellbeing Act.

The first of the Act's ways of working highlights the need to consider **how we will meet both short-term and long-term need**. This is fundamental to what we have brought together for the strategy. We have considered both the current issues faced by our communities (denoted by the analysis of our current population in the city), whilst also considering what we consider are the long-term threats and opportunities (as outlined by the analysis of competitive strengths, opportunities as well as consideration of demographic trends).

This was all considered as part of an informed research base, including commissioned research, as well as through a focussed consultation exercise. It has also been informed by national and regional strategies that in turn are also supported by a detailed research and consultation base. Where appropriate, further research was also commissioned to inform the development of the strategy. Importantly, the strategy has also been developed from the perspective of achievable aims in terms of overall delivery.

The Administration will monitor the progress against long-term and short term goals through the established metrics included in the Economic Strategy, which are also aligned with Cardiff's overall Wellbeing Strategy.

The second 'way of working' relates to how the Council considers **preventative measures**. This is clearly an important element of what is a forward-looking document. Indeed the Economic Strategy is predicated on improving overall wellbeing, an issue that was also bolstered in terms of references in the document following the consultation exercise. To that end the strategy now includes additional commitments relating to inclusive growth, a reference to how to assess projects for inclusive growth, and the addition of carbon dioxide emissions as an overall indicator. In monitoring the city's economy, data will also be analysed at ward level.

It is also important to note that improving economic outcomes is associated with overall improvements with wellbeing – albeit it is far from the sole determinant. However, improving access to jobs and opportunities is a vital component of any preventative approach to supporting improvements in quality of life and alleviating issues that may influence quality of life considerations.

The third 'way of working' relates to how the Council has **considered an integrated approach to delivery**. This, again, is something that has been at the heart of our approach. Not only is working with the private sector essential to delivery, other public sector partners are also a key element of delivery.

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Indeed, the strategy has taken the city's Wellbeing Strategy, the Capital Ambition document, the Cardiff Capital Region's Industrial and Economic Plan, the Welsh Government's Economic Action Plan as well as consultation with Council directorates to develop the strategy.

The fourth way of working highlights that the Council needs to consider the **need to collaborate in delivering the strategy**. As noted above, the strategy has been developed on the basis that a collaborative approach will be fundamental to its delivery. It is also noted within the strategy that:

"Building More and Better Jobs is predicated on the city's successful public-private partnership approach to investment, and aims to align resources of all sectors of the economy to deliver its objectives. This strategy also sets out in more detail how we will deliver on the economic strands of the Capital Ambition and Cardiff Well-Being Plan. For that reason the objectives included in this strategy reflect both strategic documents for the city and its partners."

Lastly, the Act requires the Council to **take account of the diversity of its population**. With regard to this, the consultation exercise drew responses from various economic stakeholders across the city-region. However, specific groups were targeted for a response, including third sector organisations and organisations representing the city's diverse communities. In addition, the Council also worked with the Joseph Rowntree Foundation to consider how best to consider the development of projects from the view of inclusive growth. The strategy also includes performance indicators that represent the most frequently available, and therefore monitorable, economic indicators relating to the city's demographics.

I will present this letter to my Cabinet colleagues to outline how we have considered the Future Generations and Wellbeing Act in the development of the Economic Strategy.

As ever, I will ensure that we bring to Scrutiny Committee any further decisions relating to the projects being delivered through the Economic Strategy as and when appropriate.

Best wishes,

Yours sincerely



RUSSELL GOODWAY
CABINET MEMBER, INVESTMENT & DEVELOPMENT

Copy: Neil Hanratty, Director of Economic Development.

Appendix 1:

Key Performance Indicators

	Cardiff	Wales	UK	Core City Rank	Theme
GVA per head	£27,480	£19,140	£26,621	5th	Economic Growth
Earnings	£538.5	£505.9	£550.4	2nd	
Jobs Growth	6.0%	0.7%	1.2%	5th	
The amount of 'Grade A' office space committed to in Cardiff (sq. ft.)	366,000	n/a	n/a	n/a	
Visitor Spend	£1.3bn	n/a	n/a	n/a	
Gross Disposable Income per head	£18,137	£16,341	£19,106	2nd	Overall Wellbeing
Percentage of population aged 16-64 qualified NVQ4+	48.0%	35.1%	38.4%	2nd	
CO2 Emissions per capita	5.1	8.7	5.9	3rd	
Unemployment rate	6.1%	4.8%	4.4%	4th	
Employee jobs with hourly pay below the living wage	20.7%	24.7%	22.0%	5th	Inclusive Growth
Earnings - FT Weekly Pay - bottom decile as % of median	61%	62%	58%	5th	
Employment Rate (Female as % of all)	67.4%	69.0%	70.3%	5th	
Employment Rate (BAME as % of all)	59.0%	60.5%	64.8%	2nd	
Employment Rate (EA core disabled as % of all)	43.7%	45.2%	50.8%	6th	
Percentage of households in poverty	16%	15%	n/a	n/a	
Long-term JSA Claimants	56%	42%	42%	3rd	
Claimant Count - % of ward with highest claimant count vs city average	210%				

Date: 11 April 2019



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Councillor Peter Bradbury
Cabinet Member, Culture & Leisure
Cardiff Council
County Hall
Cardiff
CF10 4UW

Dear Councillor Bradbury,

Economy & Culture and Environmental Scrutiny Committee: 9 April 2019

Thank you for attending Committee, along with Neil Hanratty, Jonathan Day and Ruth Cayford, to present a briefing on the results of the work undertaken by Sound Diplomacy.

Members share your view that a Music Strategy for Cardiff will lead to a number of creative and economic benefits for residents, visitors, businesses and those working in Cardiff, as well as across the region.

Members therefore welcome Sound Diplomacy's work, viewing it as a paving report to inform the development of a Music Strategy for Cardiff. We were pleased to hear the range of engagement with stakeholders and that this has helped to surface issues that need addressing to enable Cardiff to achieve the aims of being '*a global leader in the Music Cities movement*' and to embrace '*Music Urbanism as a tool for regeneration, investment and development*'. We were interested to hear the broad themes identified by Sound Diplomacy in their strategic recommendations. Given the level of engagement with stakeholders and the need to maintain this engagement and momentum to enable Cardiff to move forward as a Music City, Members **recommend** that all stakeholders who contributed via Sound Diplomacy engagement events be given the opportunity to comment on the strategic recommendations.

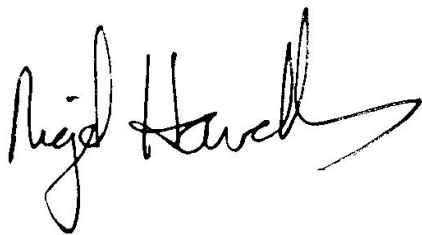
Members are pleased that the proposed scope of strategy is broad, not limited to live music or a particular genre but encompassing all genres and the music ecosystem across the city. A particular concern of committee members is to ensure that music is accessible and inclusive for all young people, not only in terms of being musicians but also in terms of developing pupils' awareness and skills sets so they can benefit from the range of skilled roles that exist across the music economy.

Thank you for explaining that the report to Cabinet on 18 April 2019 will ask Cabinet to note the contents of the Sound Diplomacy report and seek agreement for a further report to Cabinet to establish a partnership Music Board, which will develop a detailed response to the strategic recommendations contained in Sound Diplomacy's report. The membership of the partnership Music Board will be critical to the success of work in this area and Members were pleased to hear that you intend membership to be broad and inclusive, with a number of sub-groups to provide focus on particular aspects. At the meeting, we asked about the resources available to support the Music Board and note the response that existing resources will be sufficient to provide secretariat support.

Members thank you for confirming your wish to bring the proposed Music Strategy for scrutiny; during our 'way forward' Members highlighted that they wish to add value to the development of the Music Strategy and be involved as this progresses, as well as carrying out pre-decision scrutiny of the proposed Strategy. I will be grateful if you could ensure that officers liaise with Scrutiny Service to enable policy development scrutiny to take place at a suitable time.

This letter requires a response, as it contains a recommendation.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Nigel Howells', with a stylized flourish at the end.

COUNCILLOR NIGEL HOWELLS
CHAIR, ECONOMY & CULTURE SCRUTINY COMMITTEE

cc Members of the Economy & Culture Scrutiny Committee
 Neil Hanratty Jonathan Day Ruth Cayford
 Cabinet Support Office

**SWYDDFA CYMORTH Y CABINET
CABINET SUPPORT OFFICE**

Fy Nghyf / My Ref: CM41366

Dyddiad / Date: 1st May 2019

Councillor Nigel Howells
C/O Member Services
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Annwyl/Dear Nigel

Economy & Culture Scrutiny Committee - Sound Diplomacy

Thank you for the invitation to present a briefing on the results of the work undertaken by Sound Diplomacy with colleagues Neil Hanratty, Jonathan Day and Ruth Cayford. We appreciate that Members share the view that a Music Strategy for Cardiff will lead to a number of creative and economic benefits for all in Cardiff.

I also welcome the committee's recommendation that sector stakeholders should be given the opportunity to comment on the strategic recommendations, and we will ensure that this opportunity is provided.

I will also ensure that we bring all appropriate further decisions to the Economy and Culture for consideration, including our more detailed response to the recommendations included in the Sound Diplomacy report. We will ensure that officers liaise with scrutiny officers to enable policy development scrutiny can take place at a suitable time.

Yn gywir
Yours sincerely

Y Cyngorydd / Councillor Councillor Peter Bradbury
Aelod Cabinet Dros Ddiwylliant a Hamdden
Cabinet Member for Culture & Leisure

ATEBWCH / PLEASE REPLY TO :

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GWEITHIO DROS GAERDYDD, GWEITHIO DROSOCH CHI

Mae'r Cyngor yn croesawu gohebiaeth yn Gymraeg, Saesneg neu'n ddwyieithog. Byddwn yn cyfathrebu â chi yn ôl eich dewis, dim ond i chi roi gwybod i ni pa un sydd well gennych. Ni fydd gohebu yn Gymraeg yn arwain at oedi.

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