



DINAS A SIR CAERDYDD  
CITY AND COUNTY OF CARDIFF

**COUNCIL SUMMONS**

THURSDAY, 31 JANUARY 2019

**GWYS Y CYNGOR**

DYDD IAU, 31 IONAWR 2019,

You are summoned to attend a meeting of the **COUNTY COUNCIL OF THE CITY AND COUNTY OF CARDIFF** which will be held at Council Chamber - City Hall, Cathays Park, Gorsedd Gardens Road, Cardiff, CF10 3ND on Thursday, 31 January 2019 at 4.30 pm to transact the business set out in the agenda attached.

**Davina Fiore**  
**Director of Governance & Legal Services**

County Hall  
Cardiff  
CF10 4UW

Friday, 25 January 2019

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Promotion of equality and respect for others | Objectivity and propriety | Selflessness and stewardship  
Integrity | Duty to uphold the law | Accountability and openness

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<i>Item</i>		<i>Approx Time</i>	<i>Max Time Allotted</i>
<b>1</b>	<b>Tributes to Councillor Jim Murphy</b>	4.30 pm	15 mins
<b>2</b>	<b>Apologies for Absence</b> <i>To receive apologies for absence.</i>		
<b>3</b>	<b>Declarations of Interest</b> <i>To receive declarations of interest (such declarations to be made in accordance with the Members Code of Conduct)</i>	4.45 pm	5 mins
<b>4</b>	<b>Minutes (Pages 9 - 44)</b> <i>To approve as a correct record the minutes of the meeting 29 November 2018.</i>		
<b>5</b>	<b>Public Questions (Pages 45 - 48)</b> <i>To receive previously notified questions from Members of the Public.</i>	4.50 pm	5 mins
<b>6</b>	<b>Petitions</b> <i>To receive petitions from Elected Members to Council.</i>	4.55 pm	5 mins
<b>7</b>	<b>Lord Mayor's Announcements</b> <i>To receive the Lord Mayor's announcements including Recognitions and Awards.</i>	5.00 pm	5 mins
<b>8</b>	<b>Notification of Vacancy in the Role of Councillor (Ely Ward) (Pages 49 - 50)</b> <i>Report of the Chief Executive</i>	5.05 pm	5 mins
<b>9</b>	<b>Appointment of Returning Officer &amp; Electoral Registration Officer (Pages 51 - 52)</b> <i>Report of the Corporate Director Resources.</i>	5.10 pm	5 mins
<b>10</b>	<b>Draft Economic Strategy (Pages 53 - 190)</b> <i>To consider the Draft Economic Strategy prior to consideration by Cabinet of the final document.</i>	5.15 pm	30 mins

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<b>11</b>	<b>Cardiff Older Persons Housing Strategy 2019-2023</b> <i>(Pages 191 - 270)</i>  <i>To consider the Draft Older Persons Housing Strategy prior to consideration by Cabinet of the final document.</i>	5.45 pm	30 mins
<b>12</b>	<b>Supplementary Planning Guidance</b> <i>(Pages 271 - 310)</i>  <i>Cabinet Proposal.</i>	6.15 pm	20 mins
<b>13</b>	<b>Statements</b> <i>(Pages 311 - 344)</i>  <i>To receive statements from the Leader and Cabinet Members</i>	6.35 pm	45 mins
<b>Break</b>			
<b>Notice of Motion</b>			
<b>14</b>	<b>Motion 1</b>  Proposed by: Councillor Joe Carter  Seconded by: Councillor Ashley Wood  This Council recognises that reducing carbon emissions from homes bring financial benefits to the occupants and environmental benefits to society.  This Council notes <ul style="list-style-type: none"> <li>• The Welsh Government target to reduce emissions of greenhouse gases by at least 80% by 2050, against the 1990 baseline.</li> <li>• Residential buildings make up 7.5% of Welsh emissions.</li> <li>• 23% of Welsh households are in fuel poverty.</li> <li>• The success of institutions such as Cardiff University in showing how zero carbon homes could be built at low cost.</li> </ul> This Council calls on the Cabinet to:- <ol style="list-style-type: none"> <li>1. Commit to ensuring that council houses built after 2022 are zero carbon with clean supplies of energy and high energy efficiency designed in from the start.</li> <li>2. Develop Supplementary Planning Guidance to increase the number of private homes built to zero carbon standards.</li> </ol>	7.30 pm	30 mins

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15	<p><b>Motion 2</b></p> <p>Proposed by: Councillor Joel Williams</p> <p>Seconded by: Councillor Tim Davies</p> <p>Cardiff Bus is a wholly owned subsidiary of Cardiff Council, it is therefore owned by Cardiff Taxpayers and as a Council we have a duty to ensure the Board of Cardiff Bus is best equipped to deal with present and future business challenges.</p> <p>The Board of Cardiff Bus currently comprises eleven Directors and there is also a Company Secretary, five are Non-Executive County Councillors who are appointed by Full Council.</p> <p>In November 2018 Full Council formally agreed to change the level of County Councillor representation from seven to five to allow two independent individuals to be appointed on the basis of their professional skills and experience in areas such as financial &amp; general management; corporate governance; and transport policy and/or management.</p> <p>In order to ensure Cardiff Bus is best equipped to deal with present and future business challenges the Council formally proposes the following:</p> <ul style="list-style-type: none"> <li>• It is proposed that the number of Councillors appointed as Non-Executive Directors be reduced from five to one in order to provide for the appointment of an additional four Independent Non-Executive Directors who are neither Elected Members of the Council nor employees of the Council or the Company.</li> </ul> <p>In accordance with good practice in terms of corporate governance, the proposed appointment of an additional four Independent Non-Executive Directors would supplement the expertise of Board members, providing constructive challenge and holding management to account.</p> <ul style="list-style-type: none"> <li>• It is therefore proposed that the Council, as the Shareholder, will write formally to the Company to notify it of the proposed amendments to the Articles, which can then also be considered formally by the Company in accordance with the Company's decision making process. As the sole shareholder, the Council</li> </ul>	8.00 pm	30 mins
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	<p>is able to require such amendment to be made to the Articles.</p> <p>This provision would not fetter the ability of any future Council to appoint up to seven Councillors as Non-Executive Directors should it wish to do so. The priority at this time must be the appointment of Non-Executive Directors based solely on their professional skills and experience however it is felt there should remain one County Councillor representative.</p>		
<b>16</b>	<p><b>Oral Questions</b></p> <p><i>To receive oral questions to the Leader, Cabinet Members; Chairs of Committee and/or nominated Members of the Fire Authority.</i></p>	8.30 pm	60 mins
<b>17</b>	<p><b>Urgent Business</b></p>	9.30 pm	5 mins
<b>Unopposed Council Business</b>			
<b>18</b>	<p><b>Committee Appointments</b> (Pages 345 - 346)</p> <p><i>Report of the Director of Governance and Legal Services</i></p>	9.35 pm	5 mins
<b>19</b>	<p><b>Appointment of Representatives to Outside Bodies</b> (Pages 347 - 348)</p> <p><i>Report of the Director of Governance and Legal Services</i></p>		
<b>20</b>	<p><b>Urgent Decision : Intervention St Peter's RC Primary School</b> (Pages 349 - 350)</p> <p><i>Report of the Director of Governance and Legal Services. Reported to Council for information under Scrutiny Procedure Rule 13(a) of the Cardiff Constitution.</i></p>		
<b>21</b>	<p><b>Urgent Decision: Streetscene Vehicles</b> (Pages 351 - 352)</p> <p><i>Report of the Director of Governance and Legal Services. Reported to Council for information under Scrutiny Procedure Rule 13(a) of the Cardiff Constitution</i></p>		
<b>22</b>	<p><b>Written Questions</b></p> <p><i>In accordance with the Council Procedure Rules, Rule 17(f) Written Questions received for consideration and response will be included as a record in the minutes of the meeting.</i></p>		

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City Council of the City & County of Cardiff  
29 November 2018

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## THE COUNTY COUNCIL OF THE CITY & COUNTY OF CARDIFF

The County Council of the City & County of Cardiff met at County Hall, Cardiff on 29 November 2018 to transact the business set out in the Council summons dated Friday, 23 November 2018.

Present: County Councillor Dianne Rees (Lord Mayor)

County Councillors Ahmed, Asghar Ali, Dilwar Ali, Bale, Berman, Bowden, Bowen-Thomson, Boyle, Bradbury, Bridgeman, Carter, Cowan, Cunnah, Davies, De'Ath, Derbyshire, Driscoll, Ebrahim, Elsmore, Ford, Goddard, Goodway, Gordon, Henshaw, Gavin Hill-John, Hinchey, Howells, Hudson, Jacobsen, Jenkins, Jones, Owen Jones, Joyce, Kelloway, Lancaster, Lay, Lent, Lister, Mackie, McEvoy, McGarry, McKerlich, Merry, Michael, Molik, Naughton, Owen, Parkhill, Jackie Parry, Keith Parry, Patel, Phillips, Robson, Sandrey, Sattar, Simmons, Singh, Stubbs, Taylor, Graham Thomas, Huw Thomas, Lynda Thorne, Walker, Weaver, Wild, Williams, Wong and Wood

### 93 : ACKNOWLEDGEMENTS

The Lord Mayor thanked the pupils and teachers of Hawthorn Primary School and Emma Coulthard from the Council's Music Service who had been invited to perform a song composed by Emma especially for the launch of the Cardiff Child Friendly City Strategy.

The Lord Mayor also welcomed pupils from the School Council at St Philip Evans Roman Catholic Primary School who were observing part of the meeting and had met with the Lord Mayor and officers from the Protocol office and Democratic Services prior to the meeting.

### 94 : APOLOGIES FOR ABSENCE

Apologies for Absence had been received from Councillors Burke Davies, Congreve, P Hill-John, Morgan and Murphy.

The Lord Mayor on behalf of the Council sent her best wishes to Councillor Jim Murphy who was currently unwell.

### 95 : DECLARATIONS OF INTEREST

The following declaration of interest was received in accordance with the Members Code of Conduct: -

Councillor	Item	Interest
Councillor Hudson	Item 11 - Cabinet Member, Social Care. Health & Well-being – Statement.	Personal Interest as a family member is in receipt of Social Care Services.

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<b>Councillor</b>	<b>Item</b>	<b>Interest</b>
Councillor Hudson	Item 12 – Motion 1	Personal Interest as a non-licensed breeder of less than 5 dogs.
Councillor McEvoy	Item 12 – Motion 1	Personal Interest as a Member of the Welsh Assembly who proposed an amendment on the issue of Lucy’s Law in the recent Assembly debate.
Councillor Naughton	Item 13 – Motion 2	Personal Interest as a family member suffers from Alzheimer.
Councillor Williams	Item 13 – Motion 2	Personal Interest as a member of the Board of Management of Caretref homes.
Councillors Gavin Hill-John, Lay, Patel, Robson, Sandrey, Simmons and Stubbs	Item 16 – Cardiff Bus – Appointment of Independent Non-Executive Directors	Personal Interest as Non-Executive Directors of Cardiff Bus appointed by Council.

96 : MINUTES

The minutes of the meeting of the Council held on 25 October 2018 were approved as a correct record and signed by the Chairperson subject to the following amendments:

Min No: 85 - ANNUAL STATUTORY WELLBEING REPORT 2017-18 Page 104

Delete: “One amendment was received to the recommendation contained in the report and Councillor Berman was invited to propose the amendment which was seconded by Councillor Boyle.” and replace with:

“One amendment was received to the recommendation contained in the report, as follows:

Amended Cabinet proposal to read:

‘In the light of some of the concerns highlighted in the letter from the Policy Review and Performance Scrutiny Committee, the Council is recommended to defer consideration of the Annual Statutory Well-being Report 2017-18 until a future council meeting, and calls on the Cabinet to revise the report in the interim to ensure that the assessments of progress against the well-being objectives which it contains more accurately reflect the extent of reported progress against performance indicators and targets, particularly those relating to the safeguarding of people deemed to be at risk.’



Councillor Berman was invited to propose the amendment which was seconded by Councillor Boyle.”

Min No: 85 - ANNUAL STATUTORY WELLBEING REPORT 2017-18 Page 105

Correction to the recorded vote on the amendment

For (31) County Councillors Asghar Ali, Berman, Boyle, Carter, Cowan, Davies, Driscoll, Ford, Gavin Hill-John, Philippa Hill-John, Howells, Hudson, Jenkins, Jones-Pritchard, Kelloway, Lancaster, McKerlich, Molik, Morgan, Naughton, Owen, Parkhill, Keith Parry, Phillips, Robson, Sandrey, Taylor, Graham Thomas, Walker, Williams and Wood.

Against (37) County Councillors Ahmed, Dilwar Ali, Bowden, Bowen Thomson, Bradbury, Bridgeman, Burke-Davies, Cunnah, De'Ath, Derbyshire, Ebrahim, Elsmore, Goddard, Goodway, Gordon, Henshaw, Hinchey, Jacobsen, Keith Jones, Owen, Lay, Lent, Mackie, McGarry, Merry, Michael, Murphy, Jackie Parry, Patel, Sattar, Singh, Stubbs, Huw Thomas, Thorne, Weaver, Wild and Wong.

Not Present County Councillor McEvoy  
(1)

97 : PUBLIC QUESTIONS

Public Question 1 – *Mr Troy Tyler*

In accordance with Council Procedure Rule Public 18 (i) the question was deemed as withdrawn as the questioner was absent.

Public Question 2 – *Mr Lee Canning*

Fake News and false claims have largely taken over social media, how is Cardiff Council ensuring 'Fake News' isn't accidentally pushed by its social media feeds?

Reply – *Councillor Huw Thomas*

The Council produces content for its social media channels, which goes through the same checks and balances as all other Council communications.

If anyone does spot anything on our social media accounts, which they believe is offensive or 'fake news', then we would ask them to report it.

Clearly, if any errors are made – and we become aware of those errors – then officers will look to put them right as soon as is practically possible by either deleting or muting the content so that it cannot be seen by our social media followers. What is harder to control is where people repeat 'fake news' about issues pertaining to the

Council, but don't tag us – there's no easy way for us to see or rectify those comments.

If people do make comments on our social media that are untrue, then we will either mute them or, where possible, respond with the correct information. However, it's important to remember that if some people write something that you disagree with, it is not necessarily offensive or 'fake news'.

Supplementary Question– *Mr Lee Canning*

No matter who publicises it, fake news can be quite distressing to some communities - if not all communities throughout Cardiff. Will you condemn the recent comments made by Cardiff Central AM Jenny Rathbone, and what measures will you be taking to ensure that at this stage the Council is not liable and will not propel that ideology, that sense of singling out certain communities; and does the Council at this stage disagree with some of her statements that actually suggest that the Israeli Government is not responsible and is not carrying out a relentless campaign against the Leader of Her Majesty's opposition Jeremy Corbyn?

Reply – *Councillor Huw Thomas*

That has no relevance to Council business, those statements weren't made in any forum relating to the Council.

I understand the Member for Cardiff Central has apologised for her comments and she was right to do so. There is an ongoing investigation so I'm not prepared to comment any further.

Public Question 3 – *Mrs Jodie Randall*

Why have the school buildings at Glan Yr Afon Primary School been allowed to deteriorate to such an extent that the Council justify this as one of the reasons why the school has to close?

Reply – *Councillor Merry*

The reason for the Council consulting to close Glan Yr Afon was to reduce the number of surplus places in schools in the Llanrumney area, not because of the condition of the buildings.

In January 2017, overall surplus capacity in primary school places in Llanrumney was 20%; in May 2018, the surplus capacity in Glan Yr Afon was 48%. This has an impact on the school in terms of their budget and, as the original cabinet report references, the school's ability to carry out maintenance and invest in their buildings.

Where there are any proposed changes to school provision due to surplus places, the Council must also consider the condition and suitability of buildings, quality and standards, and the effect of any changes on all stakeholders.

The Consultation Document for the proposed reorganisation set out that Glan Yr Afon Primary School has the same condition rating as Pen Y Bryn, Bryn Hafod, St Mellons Church in Wales Primary School and Ysgol Bro Eirwg.

The consultation period ended on 22<sup>nd</sup> October and, inevitably, parents have expressed their worries and concerns about any proposed changes to their child's school as part of this process. I totally understand those concerns and all I can state at the moment is that the responses, and how to proceed in light of the responses received, will be considered very carefully by the Cabinet at its meeting next month.

Supplementary Question– *Mrs Jodie Randall*

The Education Department states that Glan Yr Afon should close because of the fabric of the school building is in such a poor state and it is not worth putting the cost into maintaining it and get the school back up to standard.

After speaking to our local Councillors we have realised that out of the 5 schools in our area Glan Yr Afon Primary School is also classed as being the same rating as four of the other schools.

Will the Council accept that there has been no investment in our school or the fabric of the school?

Reply – *Councillor Merry*

The school building for Glan Yr Afon is condition C it's not one of the worst school buildings but there is an issue in terms of the School Budget, they have less money to put repairs in and that probably will decline.

The reason for the proposal to close is based on the number of surplus places overall, all the schools in the area are condition C but Glan Yr Afon is the one with the largest surplus places, so what we now have to do is look at the responses that parents have made, we need to think is the original comment about number of vacant places – is that shown to be correct or not by responses to the consultation, but the other challenge we have to do even if we accept there is still surplus places, how do we come up with the best solution to resolve the situation.

There are two things we need to consider very carefully in light of the responses, the only reassurance I can give you is that we do give these things a great deal of thought and we will be weighing it very very carefully.

Public Question 4 – *Mr Lee Jones*

Why should children at Glan Yr Afon, an English Medium Primary School be sent to a Roman Catholic Primary School instead?

Reply – *Councillor Merry*

As I outlined in reply to the previous Public Question, the recent consultation regarding primary places in the Llanrumney area proposed the reduction of English-

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medium community places to be achieved through the closure of Glan Yr Afon Primary School from the end of August 2019.

As a parent myself, I recognise that any proposed changes to your child's or children's school is worrying, but I would emphasise that no decisions have yet been taken in respect of closing the school. The consultation process was an opportunity for the Council to explain the proposal and to seek the views of all stakeholders who may be affected by it.

The Cabinet will meet on 13<sup>th</sup> December to consider all responses, and any alternative options suggested, when it will decide whether or not to proceed with the proposed changes.

The Council is not instructing parents to send their children to any specific school, nor would it do so, but for some parents this may be their preferred option.

If Glan Yr Afon Primary School were to close, all children could be placed in community primary schools within walking distance, if that is the parental preference.

Supplementary Question– *Mr Lee Jones*

The Education department's consultation was entitled English Medium Primary School places in the Llanrumney area. Our children who attend Glan Yr Afon want to attend an English Language Primary School as opposed to a Faith or Welsh Language Medium School. It is our children's right to be taught through the medium of English in Cardiff in their community as has been the case since the school was opened when the estate was built over five decades ago.

Why then are the Council saying that their answer to closing an English Medium School is for our children to attend a Roman Catholic Faith Primary School leaving with the School Governing Body agreeing, otherwise our children would be scattered across primary schools across the east of the City.

Will the Council give the children of Glan Yr Afon primary school who want to learn through the medium of English in Llanrumney a chance and if the Council will not make this commitment, will the Council commit to reopening the consultation under the new Welsh Governments School Organisational Code that came into force days after our consultation ended?. This places a duty on Local Authority's now to explain why closure is the most appropriate course of action.

Reply – *Councillor Merry*

As I said I do appreciate the concerns of the parents. There is no suggestion that anybody who does not wish to, should send their children to a Catholic School. There is a consultation separate to this that St Cadoc's is running because it is believed that may be an option that parents prefer. Nearly half the children at St Cadoc's are actually not Catholic as it is so it is clearly a choice that many parents in the area are making, but there is no suggestion whatsoever that any parent should make that choice if that isn't what they wish.

98 : PETITIONS

The following petitions were received:

<b>Councillor</b>	<b>No of signatures</b>	<b>Topic</b>
Councillor Berman	40 plus as not complete	Calling on the Council to incorporate a transport solution into the proposed housing development of the former Howardian Adult Learning Centre site to avoid the need for parents dropping off or collecting their children from Howardian Primary School to undertake three-point turns.
Councillor Jacobsen	500	Expressing residents concern with the plan to remove the Maelfa Cross Bridge and replace with two road crossings which they believe will adversely affect Elderly and disabled residents accessing the new shopping centre
Councillor Gordon	73	Calling on the council to urgently consider gating of the back lane that runs parallel with Teilo Street, Riverside.
Councillor Ahmed	492	Calling on the Council to allow the use of privacy glass in both Cardiff registered Hackney and Private Hire Vehicles.
Councillor Bale	536	Calling on the Council to erect 20mph signs to slow vehicles down outside Coed Glas Primary School, Llanishen.

99 : LORD MAYOR'S ANNOUNCEMENTS

The Lord Mayor on behalf of Elected Members of Cardiff Council expressed her sincere condolences to the Rev Canon Stewart Lisk whose mother sadly passed away on 23 November 2018. She advised that she had written to Stewart and his family on behalf of the Council. The funeral was to be held on Monday 10 December at 12.15pm in the Knave at Llandaff Cathedral.

The Lord Mayor welcomed the Chair of the Standards and Ethics Committee, Mr Richard Tebboth to the meeting to present the Committee's Annual Report 2017/18.

A report setting out the details of duties and events undertaken by the Lord Mayor had been published. The Lord Mayor was delighted to report that her Charity Fundraising for the Noah's Ark Tiny Lives Appeal had reached £51,800. The Lord Mayor thanked all who had supported the events or pledged donations over the last month.

The Lord Mayor encouraged Members and residents if they could to take part in the Noah's Ark Big Give Christmas Challenge where every pound donated will become

two pounds. Donations could be made on line before 12.00noon on Tuesday 4 December 2018.

#### 100 : STANDARDS & ETHICS COMMITTEE ANNUAL REPORT 2017-18

The Chair of Standards & Ethics Committee, Mr Richard Tebboth presented the Committee's [Annual Report for 2017/18](#). The Chair was pleased to welcome three new County Council Members and the return of an Independent Member Hollie Edwards Davies who had agreed to come back following the sudden and sad death of Thora Lewis shortly after taking up her office. The Chair also thanked the lead Council officers for their support and guidance.

The Chair was pleased to present the annual report which a marked improvement in conduct. The Committee however recognised that there was no room for complacency and that some Members had expressed concerns around bullying and unacceptable behaviours.

The Committee had continued its monitoring of Council Policies specifically relating to Standards and Ethics such as Whistleblowing and Gifts and Hospitality and had identified key priorities for the year ahead.

The Lord Mayor invited questions and observations from Members during which the following matters were raised:

- concerns that Members are still expressing concerns about discriminatory behaviour and bullying.
- the support of the Committee that these issues could best be tackled through education and the sharing of experiences was welcomed
- it was queried as to why the All Party Women's Group had been asked to look at discriminatory behaviour and bullying, as it could be a matter for any Councillor.
- An update on the current arrangements for the disclosure of Senior Officer Gifts and Hospitality which had been programme.
- a request that the Committee look at Councillors use of Social Media as a public engagement tool to publicise information within their communities about Council Services and Information how links to individual Facebook and twitter feeds for Councillors can be presented on website and business cards.

The Chair responded to the questions received and undertook to liaise with officers and consider how matters could be taken forward. The Chair asked that if there were specific matters around the topics raised that the Member felt needed to be considered then they could contact him directly. The Chair confirmed that Party Leaders and Whips had agreed to include the Independent Member/s in future informal meetings with the Committee.

The Lord Mayor thanked the Chair of Standards & Ethics for his report and responding to the Elected Members.

RESOLVED – That the report be noted.

#### 101 : TRIENNIAL STATEMENT OF GAMBLING POLICY

The Chair of Licensing Committee, Councillor Norma Mackie presented the Council's Statement of Gambling Licensing Policy for approval by Council following the triennial review. She advised that there were no major changes to the policy, however as part of the review consideration had been given to the consultation responses; legislative requirements including the principles of the Wellbeing and Future Generations (Wales) Act 2015; guidance on Gaming Machines and permitted machines; explanation in respect of unlicensed family entertainment centres; small society lottery; codes of practice and social responsibilities.

The proposal was seconded by Councillor Michael.

There was no further debate on this item.

#### RESOLVED – That

1. the Statement of Gambling Licensing Policy was approved for publication on 31<sup>st</sup> January 2019 and adopted for use on that date;
2. the Head of Shared Regulatory Services be authorised to make administrative amendments to the policy should the need arise.

#### 102 : COUNCIL TAX UNOCCUPIED DISCOUNTS & PREMIUMS

The Cabinet Member for Finance, Modernisation and Performance, Councillor Weaver, presented the Cabinet proposal to Council for the disapplication of the 50% discount for unoccupied and unfurnished dwellings and the discretionary powers available to the Local Authority in relation to applying the Council Tax Premium which would be subject to consultation.

The Cabinet Member set out the main principles of the proposal, and assured Council on the process in relation to exemptions in place for families who have to deal with properties left to them after the death. The proposal aimed to prevent long-term empty properties in communities which were a blight on communities and became targets of littering, fly-tipping and vandalism

The Cabinet Member, Housing and Communities seconded the proposal and drew attention to

- the need to bring properties back into use to provide safe, secure and affordable homes.
- reduce the current demand of over 8000 persons on the housing waiting list.
- provide housing in areas of high demand such as Adamsdown, Canton and Grangetown.
- provision accommodation opportunities for the homeless.
- the Council was itself reaching its target in getting its own properties back into used.

The Lord Mayor invited debate and there was general support to the proposal and positive encouragement for people to give up properties that are not being used or are in a state of disrepair.

Some concerns about the Council's own void properties and the challenges in this area were raised. It was unclear how many properties and income would be generated however the Cabinet Member advised that there was a level of uncertainty and the information in the report was prudent.

The consultation process was welcomed on the premium tax, however concerns were raised about the importance of managing property in the city and the impact of such a levy on some properties in the city that are empty over 12 months.

The Cabinet Member in response to the issue raised about Council Tax contributions indicated that Council Tax was only part of the funding allocated to services utilised by citizens across Cardiff.

The Cabinet Member welcomed the cross party support and underlined the importance of providing safe, suitable and affordable housing.

RESOLVED – That the Council agreed that the 50% council tax discount that is currently granted to unoccupied and unfurnished dwellings be discontinued with effect from 31<sup>st</sup> March 2019. This means that from 1<sup>st</sup> April 2019 there will be no discount awarded to these dwellings.

#### 103 : TREASURY MANAGEMENT MID - YEAR REPORT 2018- 19

The Cabinet Member for Finance, Modernisation and Performance, Councillor Weaver, presented the mid-year report on treasury Management activities since 1 April 2018 and the position as at 30 September 2018.

The Council's treasury management activities are undertaken in accordance with the policies adopted by Council and under professional codes of conduct established by CIPFA, the Welsh Government and the Corporate Director Resources as part of Treasury Management Practices. The mid-year report is part of a suite of reports that Elected Members receive on the Council's treasury management activities during the course of a year.

The Cabinet Member advised that the report provides an update as at 30 September 2018 and covers:-

- the economic background to treasury activities
- investments
- borrowing
- debt rescheduling
- compliance with treasury limits and prudential indicators
- Treasury strategy, accounting and Treasury Management Code update for remainder of year

Councillor Bowen -Thomson seconded the report.



The Lord Mayor invited debate and the following matters were raised:-

- the current level of borrowing and debt and the increasing level of maturity
- the cost of borrowing and likely increases in the Public Loans Board rates of interest
- the effect on revenue budget of the cost £32.2 m on interest
- the importance of benchmarking with 21 other Local Authorities to see how Cardiff stands in levels of reserves and debts.

The Cabinet Member recognised the issues raised which would be considered and debated further as part of the 2019/ 20 budget debate and the future budget strategy. It was a question of balancing investment and the impact on the revenue budget and services. He advised that reserves had increased in the last few year and any further increases would need to be balanced against the provision of services and workforce requirements, and investment in services.

RESOLVED – That the Treasury Management Mid-Year Report 2018-19 be noted.

#### 104 : LEADER AND CABINET MEMBER STATEMENTS

The following statements were received: -

1. [The Leader's Statement](#)

The Leader responded to questions raised on

- Fair funding for Local Authorities and representations to Welsh Government in respect of Cardiff's unique position
- Cardiff Public Services Board
- Cardiff Creative Sector and the Channel 4 Bid and whether the transport infrastructure to Cardiff I particular the Brynglas Tunnels affected the decision to award the bid to Bristol.

2. [Cabinet Member, Finance, Modernisation and Performance Statement](#)

The Cabinet Member responded to questions on

- Budget Consultation 2019/20 process and the need raised by Scrutiny Committees previously of the need to better engage with citizens in the south and the east of the city and hard to reach groups.
- A strategy for consulting young people as part of the city's aim as a Child Friendly City, including if possible children and young people in care.
- With the proposed increase in funding over the next 3 years whether it was proposed to still increase Council Tax by over 4%.
- The Wales Interpretation and Translation Service (WITS)
- The Cardiff Commitment website and involvement of small businesses.
- Welcome in increase in digital reporting and whether there had been an increase in reporting of such matters as Fly-tipping
- Asbestos Management – removal and replacement

3. [Cabinet Member, Housing & Communities Statement](#)

The Cabinet Member responded to questions on:

- Work of the Multi-Agency team for Homelessness and Rough Sleepers and measures in place to cope with a greater increase over the next year particularly over the winter period.
- Query around the alleged removal of tents by Council staff
- The work being undertaken on Private Sector High Rise Cladding
- The success of the Veterans Event at the Central Hub
- Query on the roll out of Wellbeing hubs in other wards such as Rhiwbina

4. [Cabinet Member, Clean Streets, Recycling & Environment Statement](#)

The Cabinet Member responded questions on

- Glass Recycling Pilot and whether it had been successful and will be rolled out to other wards
- A design fault with the Glass caddies
- Central Transport Services Workshop and income generation
- Efforts being made to publicise Cardiff Dogs home who had won a Gold Award in the Stray Dogs category and Silver Award for Animal Activity Licensing in the recent RSPCA Cymru Community Animal Welfare Footprints Awards.

5. [Cabinet Member, Children & Families Statement](#)

The Cabinet Member responded to questions on

- Welsh Government Childcare offer and whether this would be expanded to other parts of the city.
- Feedback from the Staff engagement sessions
- Provision of Corporate Parenting Training for Elected Members

6. [Cabinet Member, Social Care, Health & Well-being Statement](#)

The Cabinet Member responded questions on

- Healthier Wales and action being taken on an Obesity Strategy
- Cardiff and Vale Regional Partnership funding for transparency in how the fund is used the impact the project has in addressing mental health and wellbeing agenda including loneliness, meeting dementia needs and ensuring leisure and housing are also met.
- The timeframe for Cardiff to achieve Dementia Friendly City status.
- Get Me Home pilot was welcomed and working towards getting patients home to safe and supported environment.

7. [Cabinet Member, Strategic Planning & Transport Statement](#)

The Cabinet Member responded questions on

- Air Quality and heavy goods vehicles around schools and play areas.
- Efforts to change the modal split in particular as part of the new development across Cardiff but in particular in the north west (Plasdŵr) and north east of the city.
- The Nextbike scheme and arrangements to collect abandoned cycles.

- The financial viability of the Nextbike scheme.

8. [Cabinet Member, Investment & Development Statement](#)

The Cabinet Member responded to questions on

- The renovation of the Cardiff Bay Station building
- Progress on the Cardiff Bus Station development – this was a matter for the Cabinet Member for Transport and planning
- The availability of office space and tension with the development of sites for student accommodation. The Cabinet Member advised that the demand was for high quality office accommodation and that there was a need to upgrade lower graded accommodation so that we had a range of options for businesses wanting to relocate to Cardiff. The Cabinet Member was not aware of any tension between the requirements for the different range of accommodation need in Cardiff.

9. [Cabinet Member, Culture & Leisure Statement](#)

The Cabinet Member responded to questions on

- Welcomed the participation of the Council in National Tree week.
- Tree planting advice for residents to be available on the website.
- ONS 30% of greenery available in the street scene
- Thanks to staff for the provisioning and supporting getting a Christmas Tree for the Fairwater Ward.

10. [The Deputy Leader and Cabinet Member Education, Employment and Skills Statement](#)

The Cabinet Member responded to questions on

- Welcome the Council's steps in becoming a UNCR Child Friendly through the launch of the Cardiff Child Friendly City Strategy and its 17 goals, and the importance of the work being undertaken across Council with UNICEF. It was important however not to exclude children and young people including disabled children who required assisted transport to enable them to fulfil their learning needs and desires.
- Congratulated Radyr Comprehensive School for its performance in public examination and its achievements resulting in it being named the best Comprehensive school in Wales.

105 : MOTION 1

The Lord Mayor advised that the notice of motion proposed by Councillor Dilwar Ali and seconded by Councillor Mackie had been received for consideration and was included on the Summons for the meeting. One amendment had been received.

The Lord Mayor invited Councillor Dilwar Ali to propose the motion as follows:

*This document is available in Welsh / Mae'r ddogfen hon ar gael yn Gymraeg*

Cardiff is known to be a dog loving city and many of our residents pay large sums of money for the puppy of their choice, sometimes thousands of pounds. This love of dogs is being abused by illegal puppy farm owners who keep breeding dogs in very poor conditions and continually breed them. They also produce puppies who in poor health, that are taken from their mothers too early, often causing them to have problems socialising. They cost their new owners large sums in vet's bills that often still end in the pup dying or being unmanageable. Lucy was one of these breeding dogs who was rescued from a puppy farm and Lucy's Law is a campaign to ban the third-party sales of pups to help stop this.

Cardiff Dogs Home, a service run by Cardiff Council, is having to take in some of these pups to try and rehome them. We know that areas in West Wales have an increasing number of illegal puppy farms using third parties to sell the pups and that pups are sold in Cardiff.

The UK Government have agreed to ban third party sales of puppies in England and three Assembly Members are asking the Welsh Government to follow suit as without Lucy's Law illegal puppy farm breeding dogs and their puppies in Wales will continue to languish behind closed doors, suffering at the hands of people who put profit before animal welfare.

This Council calls for the Leader of Cardiff Council to write to the Welsh Government, supporting the call for urgent action to ban the third-party sales of puppies.

The motion was formally seconded by Councillor Mackie.

#### Amendment 1

The Lord Mayor invited Councillor Tim Davies to propose the amendment received in accordance with CPR (r) as follows:

Paragraph 3 - After "...suffering at the hands of people who put profit before animal welfare" add new sentence.

*Cardiff Council will continue to recognise that it is important to address the wider problem of cruelty to all animals*

The amendment was formally seconded by Councillor Hudson.

The Lord Mayor invited debate on the motion and the amendment.

At the end of the debate Councillor Dilwar Ali confirmed that he did not accept the amendment. The Lord Mayor invited Councillor Dilwar Ali to respond to matters raised during the debate before the votes were taken.

The Vote on the Amendment as proposed by Councillor Tim Davies was **LOST**.

The Vote on the Original Motion as proposed by Councillor Dilwar Ali was **CARRIED** unanimously as follows:

Cardiff is known to be a dog loving city and many of our residents pay large sums of money for the puppy of their choice, sometimes thousands of pounds. This love of dogs is being abused by illegal puppy farm owners who keep breeding dogs in very poor conditions and continually breed them. They also produce puppies who in poor health, that are taken from their mothers too early, often causing them to have problems socialising. They cost their new owners large sums in vet's bills that often still end in the pup dying or being unmanageable. Lucy was one of these breeding dogs who was rescued from a puppy farm and Lucy's Law is a campaign to ban the third-party sales of pups to help stop this.

Cardiff Dogs Home, a service run by Cardiff Council, is having to take in some of these pups to try and rehome them. We know that areas in West Wales have an increasing number of illegal puppy farms using third parties to sell the pups and that pups are sold in Cardiff.

The UK Government have agreed to ban third party sales of puppies in England and three Assembly Members are asking the Welsh Government to follow suit as without Lucy's Law illegal puppy farm breeding dogs and their puppies in Wales will continue to languish behind closed doors, suffering at the hands of people who put profit before animal welfare.

This Council calls for the Leader of Cardiff Council to write to the Welsh Government, supporting the call for urgent action to ban the third-party sales of puppies.

106 : MOTION 2

The Lord Mayor advised that the notice of motion proposed by Councillor Dilwar Ali and seconded by Councillor Mackie had been received for consideration and was included on the Summons for the meeting. One amendment had been received.

The Lord Mayor invited Councillor Hudson to propose the motion as follows:

This Council is committed to supporting citizens and families who live with dementia and to making Cardiff a recognized dementia friendly city, a place where people affected by dementia can continue to prosper and enjoy life safe in the knowledge that the wider community is understanding and supportive of their needs.

This Council notes that

- Familiarity of location and care is considered essential for many people who are suffering from dementia and a local day centre helps prevent citizens from becoming geographically disorientated.
- A day centre with dementia services raises awareness of the issue in the local community.
- The current Council funded day centres are logistically situated in the east and west of the city. There are no direct bus routes from the most northern wards of Cardiff to the current day centres and direct VEST community transport can take up to an hour in heavy traffic. The current

*This document is available in Welsh / Mae'r ddogfen hon ar gael yn Gymraeg*

day centres, whilst excellent in themselves, do not have the capacity to adequately provide for the needs of all older residents across Cardiff.

This Council calls on the Cabinet to establish a stand-alone Council funded day centre which offers dementia services in the north of the City of Cardiff, where the concentration of older citizens is at its highest, by the end of this Council's term of office in 2022 and draw up a timetable for the accreditation of Cardiff as a Dementia Friendly City.

The motion was formally seconded by Councillor Owen.

#### Amendment 1

The Lord Mayor invited Councillor Carter to propose the amendment received in accordance with CPR (r) as follows:

Delete the final paragraph and replace with the following:

*This Council calls on the Cabinet to:*

- *Work with the Cardiff and Vale University Health Board and the Alzheimer's Society to map the needs of people living with dementia across Cardiff and establish where additional services are needed, in particular in the North of Cardiff.*
- *Protect and expand the services available in the two council-run day centres and the Alzheimer's Society service at Oldwell Court.*
- *Draw up a timetable for the accreditation of Cardiff as a Dementia Friendly City.*

The motion was formally seconded by Councillor Howells.

The Lord Mayor invited debate on the motion and the amendment.

At the end of the debate Councillor Hudson confirmed that she did not accept the amendment. The Lord Mayor invited Councillor Hudson to respond to matters raised during the debate before the votes were taken.

The Vote on the Amendment as proposed by Councillor Carter was **CARRIED**.

The Lord Mayor invited Councillor Carter to give the right of reply on the Substantive Motion. Councillor Carter thanked fellow Councillors for their very moving contributions in particular those from Councillors Stubbs, Cowan, Molik and Howells; and thanked the Cabinet Members, Councillors Thorne and Elsmore for their positive contributions to the debate.

The Vote on the Substantive Motion as proposed by Councillor Carter. The motion was **CARRIED** as follows:

This Council is committed to supporting citizens and families who live with dementia and to making Cardiff a recognized dementia friendly city, a place where people affected by dementia can continue to prosper and enjoy life safe in the knowledge that the wider community is understanding and supportive of their needs.

This Council notes that

- Familiarity of location and care is considered essential for many people who are suffering from dementia and a local day centre helps prevent citizens from becoming geographically disorientated.
- A day centre with dementia services raises awareness of the issue in the local community.
- The current Council funded day centres are logistically situated in the east and west of the city. There are no direct bus routes from the most northern wards of Cardiff to the current day centres and direct VEST community transport can take up to an hour in heavy traffic. The current day centres, whilst excellent in themselves, do not have the capacity to adequately provide for the needs of all older residents across Cardiff.

This Council calls on the Cabinet to:

- Work with the Cardiff and Vale University Health Board and the Alzheimer's Society to map the needs of people living with dementia across Cardiff and establish where additional services are needed, in particular in the North of Cardiff.
- Protect and expand the services available in the two council-run day centres and the Alzheimer's Society service at Oldwell Court.
- Draw up a timetable for the accreditation of Cardiff as a Dementia Friendly City.

#### 107 : ORAL QUESTIONS

Point of Order - *from Councillor McKerlich* in relation to a submitted Written Question which he felt had been rejected as the answer referred the Member to a response to a subsequent Oral Question that had been submitted.

The Monitoring Officer clarified the rules in relation to the rejection of questions and duplication of questions and advised that a response had been given to both the Written and Oral questions in accordance with the current rules.

Question – *Councillor McKerlich*

There is outline planning permission for the first of 4 primary schools on the Plasdwr development but, as yet, no detailed planning permission. Can you outline the

necessary steps to ensure that this school will admit pupils in September 2020 and confirm that these steps will be taken in time to achieve this?

Reply – *Councillor Merry*

I will reply in writing as well via email and I'm also very happy to meet with you to discuss the issue with Officers. As I advised Council in September, the Council expects to bring forward proposals for new school provision in the North West of Cardiff and to consult widely on these proposals with stakeholders, including local members, early in 2019.

No commitment has been made to establish the school to serve the Plasdŵr pupils by September 2020.

The Council must comply with the statutory processes set out in the School Organisation Code when establishing new school provision.

The Cabinet will consider a report on new school provision for Plasdŵr prior to consultation and must then consider the outcome of that consultation in order to formally declare its intention to establish a school. A later meeting of the Cabinet would be required to determine the proposal.

I would expect the developers to submit a planning application to build the school in 2019, and for a build programme of 12-14 months, meaning that the school would be ready in summer 2021. The timing of new school provision is extremely important, the phasing of new school provision is carefully planned to avoid destabilising existing schools in closest proximity to the sites. As 30 - 60 additional places of entry to school is a significant risk to the existing schools, as of 21<sup>st</sup> November 2018, there were 58 houses occupied and 27 pupils in total across all school age groups on the first phases of the development. There are 6 pupils resident who are due to enter reception year in September 2019. Local Members will be consulted on the proposals and the planned establishment date in 2019, I will send you the rest of my reply by email.

Supplementary Question – *Councillor McKerlich*

In teaching and learning, the emphasis nowadays is on outcome rather than process, so when will you manage to get across to Officers that when it comes to building a new school the outcome is just as important as process. In this particular case, they have not even started consultation 2 years after it was agreed in principle. The principle developer on the site has been expecting to be told for quite some time when he could move towards applying for detailed planning permission.

I note that your view based on the officer's advice is that only 6 children will be involved and I hope that my fellow Councillors in Llandaff, Creigiau, Fairwater and Pentyrch, and all wards will be touched by this. For the last 5 years I personally have been involved in endless arguments about children trying to get into schools because of a shortage of school places. I will be astonished if my ward plus the other 4 wards doesn't come to more than 6 children in 1 years' time.

Reply – *Councillor Merry*

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I think the Officers were very clear what they thought the outcome would be of adding 30-60 additional school places at a time where there are only 6 additional pupils expected on the roll in the next academic year and they have also informed me that Radyr Primary, Bryn Derw, Danescourt, Peter Lea, Ysgol Coed Y Gof and Gwaelod Y Garth were all able to admit all catchment pupils and pupils from outside their catchment area last time around.

The outcome of putting in school places too early isn't going to give parents a better chance of education it will destabilise existing schools and possibly leave them with the financial legacy that can last for years if they then incurred a deficit.

Question – *Councillor Berman*

Because Howardian Primary is accessed by cul-de-sacs on either side of the school site, this means parents dropping off their children at the start of the school day, or collecting them at the end of the school day, have to undertake three-point-turns and this leads to a degree of traffic chaos in those surrounding streets with potentially dangerous manoeuvres having to be undertaken. With the council and its developer partners, Wates Residential, now taking forward plans for a housing development on the adjacent site of the former Howardian Centre, will the council please look again at the idea of incorporating into this new development a transport solution which could avoid the need for three-point turns to be undertaken by parents when dropping off or picking up their children?

Reply – *Councillor Wild*

We are aware of issues around that school and are implementing all sorts of local measures and numerous transport solutions but we are keen to hear which of the transport solutions you would like to take forward and I can respond on that.

Supplementary Question – *Councillor Berman*

I think it's easily solvable, the problem is that parents come in to drop their children off they have to come in by a Cul-de-Sac by the side of the school and therefore they somehow have to turn around to get out of that cul-de-sac again which inevitably means they are doing 3 point turns, that can be dangerous there could be children trying to walk to school going through this chaos so it's just a terrible situation.

We have been suggesting for some time, we have spoken to Council Officers, my predecessor colleagues in the ward submitted petitions. As part of the development there is an opportunity to have a through route from one side to the other passed the school, not as part of the school grounds but would you consider either having a through route or putting aside some of the area so that there can be a turning area so that cars can come in and turn around and come out again in a forward motion where it is not causing a danger.

Reply – *Councillor Wild*

I will ask them to look at it but there are a couple of things that stand out there, one bit of evidence that we know around transport is putting through roads near schools creates more traffic and more speed which is what nearly every other ward comes and tells me, they don't want this by their schools.

What is happening in this ward, from what I can understand, is that the school have been putting forward an active travel plan for the school that includes 20 mph zones, more people cycling to the school, they are starting a school bus, they are the kind of things I would expect you to get behind and support, rather than working out how we can get people in their cars quickly to that school, dropping kids off as quick as they can rather than the longer term impacts. That is what we are working on with that school, if you think that is wrong or you think we should take something else forward then I will take that up with Officers.

Question – *Councillor Ford*

Can you provide an update with the works ongoing at Waungron Road?

Reply – *Councillor Wild*

Contractors are currently on site undertaking clearance and remediation works. This phase of the development is substantially complete.

Supplementary Question – *Councillor Ford*

Could you say why a Labour Party Ward has been updated about Waungron Road but us as Local Ward Councillors haven't been?

Reply – *Councillor Wild*

If anyone asks me questions about Waungron Road I'm happy to answer. You haven't asked me a question previously about Waungron Road I would have given you an update anytime you asked me. We are looking to progress it all the time. Ask me a question, I'll answer.

Question – *Councillor Gordon*

Castle Street from the corner with Working Street to Canton Bridge is risky for cyclists. Yet it is a key connection to the City Centre and an east/west route. The Castle Street road surface is uneven and there are high kerbs by the bus stop outside the Holiday Inn. The challenging cycling experience is particularly difficult from the Holiday Inn entrance to Canton Bridge. Have the Council any proposals to make Castle Street safer for cyclists?

Reply – *Councillor Wild*

As cycling champion long before all these Johnny come lately's that are jumping on the cycling bandwagon now we have a yellow jersey, I know you have been

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campaigning for many years to see better cycling and infrastructure. That area is problematic that stretch of road, although it should be noted there are a lot of other improvements in that vicinity, it is included in our integrated network map to make improvements around Castle Street and we are going all out to obtain funding as quickly as we can to improve active travel infrastructure in that area.

Supplementary Question – *Councillor Gordon*

What is the proposed timeline for the Castle street improvements?

Reply – *Councillor Wild*

We're currently uncertain of the exact date, it does depend on the funding we receive. We are trying to fast track, what was a fifteen year cycling vision, into the next three to five years we haven't yet obtained that funding however we are hopeful that in January we will have a clearer understanding of when these improvements can take place.

Question – *Councillor Hudson*

Regarding the progress of the hybrid parking scheme which was promised to be initiated in September this year, can we see the start of an outline or consultation questions before too long?

Reply – *Councillor Wild*

We have met and had good conversation with a number of different ward colleagues not just from your ward but from around there as well. There have been a couple of considerations we have had to take into account not least the impact on other wards and we are now going to look to do the scheme across Llandaff North and some of Whitchurch as well so we want to make sure we get that right and consult with those Members, that said it will require a bit of compromise, the streets are very compact, lots of people trying to use it, not least the University Health Board Wales but officers are working up a scheme that hopefully you will be happy with.

Supplementary Question – *Councillor Hudson*

Would it be possible to discuss this so that we can progress as soon as possible?

Reply – *Councillor Wild*

We will have this discussion within the next month or so.

Question – *Councillor Molik*

How many nursing home provisions are we losing in Cardiff with time due to inadequate service or lack of staff?

Reply – *Councillor Elsmore*

At this time 30 registered nursing beds will be lost to Cardiff following the decision taken by a care home provider who has taken the decision to withdraw its nursing registration. The decision was related both to the quality of care, and the corresponding inability to recruit suitably qualified and experienced nursing staff.

Where the Council identifies concerns related to the quality of nursing provision, it works jointly with Cardiff & Vale University Health Board (UHB), Care Inspectorate Wales (CIW), and other stakeholders, together with the provider to ensure that the necessary corrective actions are undertaken in a timely way to enable the provider to continue to operate safely.

For the medium- and longer-term, we are working together with partners to develop a range of services for older people that will enable individuals to live at home, thus preventing the need for people to move into care homes. This includes community support through: the Community Resource Team, Independent Living Services, housing adaptations and assisted technology; reviewing domiciliary care services; and developing a range of housing and support services specifically for older people.

Supplementary Question – *Councillor Molik*

As you would imagine it was devastating for families and residents to find out they have one month to relocate their loved ones who are at a vulnerable stage of their life, within a month, so it's been a difficult phase.

What did you know and when did you know about the potential closure of nursing home at Sunrise care home?

Reply – *Councillor Elsmore*

I don't think it's an appropriate question Lord Mayor in terms of what I knew and when.

I would also just want to ask you to be very cautionary in terms of some of the actions taken by your group in so far as this is concerned. We have proper processes and I am assured by those as I am absolutely assured by the fact that our officers that are working tirelessly with the health board and the regulator in terms of finding new accommodation for the individuals impacted.

Question – *Councillor Parry*

Can you advise if and when the bus exchange is going to open?

Reply – *Councillor Wild*

Can you explain which 'bus exchange' you are referring to because there are about 3 that we are working on at the moment?

Clarification - *Councillor Parry*

This is the Bus exchange that was going to be built on Waungron Road recycling site on Waungron Road and Western Avenue

Reply - *Councillor Wild*

We are working with developers Link Housing to bring that forward, it's in their hands at the moment we are hoping that it comes to planning early in the New Year.

As the project is being taken forward by a third party, I am unable to say when the interchange facility will open; however I can advise that it will be provided as part of the development.

Question – *Councillor Bridgeman*

Will the Cabinet Member provide an update on the Council's progress on moving people into new properties?

Reply – *Councillor Thorne*

I am pleased to say that 13 new Council homes, delivered through the Cardiff Living Programme in St Mellons and Llanrumney, have been offered to applicants on the Housing Waiting List.

4 families have now moved into their new homes and it is anticipated the remainder will be moving in next month.

Properties are built to Lifetime Homes standards, with the potential to adapt, and I am pleased to say that it has been possible to offer two of the homes to families with disabled children.

The allocation of the social rented units will focus on promoting a settled, cohesive and desirable place to live, whilst at the same time meeting demand for applicants on the waiting list.

Special lettings arrangements have also been agreed for each development to achieve this balance, whilst also giving some local people a chance to move and remain within their community. Ward members have also been consulted on this lettings initiative.

Supplementary Question – *Councillor Bridgeman*

With over 8000 people on the Council housing waiting list, every Saturday when Keith Heather and I hold our weekly advice surgery, we are met with people in acute distress as they desperately seek accommodation within a close distance of the communities they are integral to. The news that Cardiff Councils Cardiff living programme is delivering new homes to Cardiff families is wonderful.

Last week I toured the new Council home in Llanrumney with Councillor Jones, the first in Llanrumney for decades, it was stunning it was beautiful, the next day the keys to that property were to be handed over to a new Llanrumney family.

What are the next steps the Council can take to work with developers and the Welsh Government to build much more social housing in our capital city?

Reply – *Councillor Thorne*

I have visited the social housing homes within Llanrumney and agree that they are superb. On the estates that we have developed in Llanrumney and St Mellons you would be hard pressed to find a difference between the private and social sector, the big difference is that the Council home are actually better because the internal standards are much larger.

In terms of building more, we have a commitment to build a further 1000 social houses by 2022. We have also have an ambition to identify potential land to build a further 2175 houses. You may also be aware the Welsh government have lifted the cap so we are looking to see how we can actually move that ambition up to 3000.

Question – *Councillor Graham Thomas*

With multiple LDP strategic sites now at a construction stage all along the A4119, many residents are complaining about HGVs coming through rural villages and using local roads and lanes. How are the Council working with developers and their contractors to prevent this and keep to the agreed routes?

Reply – *Councillor Wild*

It is a concern and it's something I've been paying attention to. Conditions were attached to the outline planning permissions in North West Cardiff to require the submission and approval of a Construction Environmental Management Plan. We have had discussions with the developers to remind them of their duties, local residents have also been putting pressure on some of the developers as well.

Supplementary Question – *Councillor Graham Thomas*

You will be aware of the signs that have gone up around Radyr already diverting these HGV's from Heol Isaf and going through the village. Of course there are other hot spots already suffering from this blight including Church Road and Cardiff Road in Creigiau particularly when planning permission for the site south of Creigiau is fully approved.

Do you think these signs have been effective and can I ask you replicate these signs on other routes the contractors are currently taking but are not a part of the agreed routes?

Reply – *Councillor Wild*

I believe we should replicate the signs. I think they have helped and we have been encouraging the police to get involved. This helps the public understand what is expected of the drivers when taking these routes.

Question – *Councillor Howells*

How long should residents have to wait for publically discarded drug paraphernalia, such as used needles, to be removed from the time that they are reported to the Council?

Reply – *Councillor Michael*

Once reported, cleansing staff aim to remove needles and drug paraphernalia within 48 hours in line with service standards.

Teams are also proactive on their daily rounds and will remove needles and other drug paraphernalia on a daily basis if they come across them.

Supplementary Question – *Councillor Howells*

I asked this question about how quickly glass is removed a few months back and that was within 24 hours, so the fact that needles are taking longer to discard worries me a bit. At the last Adamsdown PACT meeting residents did raise concerns about this with particular reference to Cemetery Park. We heard from residents how, when they reported things like this to the Council the response they received was satisfactory and it took many days for these syringes to be resolved and sometimes the residents had to take the matters into their own hands and collect them which as you know isn't advisable.

Could I ask you liaise with your colleagues to come up with an action plan to see how we can tackle this issue of discarded needles particularly in Cemetery Park?

Reply – *Councillor Michael*

I understand this is an issue within your ward (Adamsdown) and I am more than happy to arrange a meeting involving the relevant councillors to come up with a resolution to this problem.

Question – *Councillor Keith Parry*

What provision does the Council intend to make for the monitoring of air pollution along the heavily congested roads in Fairwater and can you advise on when air quality monitoring stations will be installed in the congestion areas in Fairwater and Pentrebane?

Reply – *Councillor Michael*

In terms of prioritising air quality sampling locations, the Council adopts a risk based approach to the allocation of monitoring sites, considering the requirements of appropriate national guidance.

Currently, there is no local ambient air quality monitoring undertaken in the Fairwater or Pentrebanne areas. However, low background levels of key pollutants in the area provide some reassurance in terms of there being a large margin between these levels and the legal Air Quality Objective for those pollutants.

Supplementary Question – *Councillor Keith Parry*

I have noticed the air quality is monitored on the A119 through Llandaff. I'm concerned about the future when the Plas Dwr development is built that there will be a considerable increase of volume of traffic through Fairwater particularly along St Fagans Rd. between the Green and Waungron Road.

Reply – *Councillor Michael*

I am happy to pass your concerns onto officer that will be meeting soon to discuss when the new monitoring stations will be going out.

Question – *Councillor Lay*

Can the Cabinet Member with responsibility for Ending Violence against Women, Domestic Abuse and Sexual Violence and the Cabinet Member who is the White Ribbon Champion say what the Council has done for White Ribbon Day and is doing during the 16 days of activism following the International Day for the Elimination of Violence against Women?

Reply – *Councillor Elsmore*

The answer is we are doing loads. As my statement outlined some of the things and importantly, the flowerbed outside Cardiff Castle has been replicated internationally. Isn't it great that something that starts in the City of Cardiff, other cities around the world want to copy. This year, a bilingual information plaque has been placed by the flower bed to explain what the White Ribbon Campaign is and where people can seek help.

The Council is also working closely with the Glamorgan Branch of Soroptomist International, which is participating in the UN's #Orange the World campaign. This involves placing orange sashes on statues of women throughout the city to mark the UN International Day to Eliminate Violence against Women and Girls on 25<sup>th</sup> November (which is also White Ribbon Day), and this will run for 16 days through to Human Rights Day on 10<sup>th</sup> December. We have sought to align the two campaigns by also pinning a White Ribbon to the orange sashes. Male colleagues did the Walk with Officers 'A Mile in her Shoes'.



The Council has also been promoting an active social media campaign that is running from 23<sup>rd</sup> November until 10<sup>th</sup> December, with the hashtag #whiteribboncardiffvale. Information about the White Ribbon campaign and local events has also been shared via the Council's Intranet.

Supplementary Question – *Councillor Lay*

Can we ensure all of that information is accessible to the public in places such as Hubs?

Reply – *Councillor Elsmore*

I completely agree, and will make sure to check all of that information is absolutely accessible. I would also like to note our officers are currently working with groups such as school children, Beavers and Cubs to relay the importance of that message to young children.

Question – *Councillor Robson*

What consideration has been given to formally appointing a Cabinet Member as the Council's Disability and Inclusion Champion?

Reply – *Councillor Weaver*

As you will recall, the Cabinet agreed in July last year to absorb and mainstream Member Champion or Lead Member roles within relevant Cabinet Member portfolio responsibilities.

As the Cabinet Member with responsibility for Finance, Modernisation and Performance, equality and diversity matters fall within my portfolio. I am very committed to working with council officers and Members to progress equality for all.

Supplementary Question – *Councillor Robson*

I have sat through a couple of committees where issues regarding disabled groups particularly had, have been flagged up and coming within different portfolios. So what I'm seeking assurance for is that there is a cross cutting emphasis on helping those who have a disability and access services where either the Council have direct responsibility or even indirect responsibility.

The Public Protection Committee had a very good session with the issues regarding taxis which is indirect. Councillor Bradbury will recall the dog fouling issue where the Guide Dogs for the Blind raised concerns, I'm conscious that is cross cutting across the whole Council.

I appreciate it's your portfolio but does a champion need to be put back in place in this area?

Reply – *Councillor Weaver*

One thing I would reassure you of, every Cabinet Member understands everyone has a role to play in terms of their service area. Wherever we hear the information coming from about a problem that need solving or somewhere we could improve every Cabinet Member would take that very seriously.

I think having the Member Champion roles absorbed within the Cabinet Portfolios does make sense. There are always going to be challenges with those that are as you say are very cross cutting where information can come from anywhere. I hope you have raised this with other Cabinet Members as well as it is always good to hear that feedback from across the city.

Question – *Councillor Taylor*

Following the announcement that Welsh Government will now cover 65% of the costs of council's Band B schemes, what implications does this have for any potential savings for Cardiff Council?

Reply – *Councillor Merry*

The Council is currently in discussion with Welsh Government about the implications of the intervention rate change for Band B of the 21<sup>st</sup> Century School Programme.

As the amount of capital available from Welsh Government is not increasing at this point, the Council is seeking clarification of the impact that this rate change will have on the capital profiling of the proposed programme.

The Council is funding its share of the programme capital via prudential borrowing and through capital receipts from the disposal of surplus sites. At this early stage, it is not clear what the precise impact on potential savings could be.

Supplementary Question – *Councillor Taylor*

If there are savings to be realised my understanding is we could be looking at tens of millions of pounds in terms of the upfront costs. Will we be looking to develop new schemes particularly for those category C schools and to realise the recent developments around the increasing capacity in the Welsh medium provision in the centre and north of the city?

Reply – *Councillor Merry*

I hope that in the future the circumstances will be better so that we can have that conversation. What I am concerned about it that the suggestion that band B might be extended. To my mind extending band B is in effect putting schools back into band C. That's my understanding at present.

Question – *Councillor Kelloway*

Could the cabinet member please update us on the plans for a new recycling centre in the North of the city?

Reply – *Councillor Michael*

Officers are currently reviewing the business case and location options for a new recycling centre and will be making recommendations back to Cabinet in the New Year.

Supplementary Question – *Councillor Kelloway*

That is welcome news. It has been nine months since the closure of Wedal Road. Residents in the north of the city were promised a replacement centre.

Why have you failed to even identify a site and why is it not up and running yet?

Reply – *Councillor Michael*

I am currently looking for a site in Whitchurch, Rhiwbina, Llanishen, Cyncoed most of the north of Cardiff. When we have located a site I will report back.

Question – *Councillor Boyle*

The share price of IQE, which received almost £40m of City Deal money, has dropped by about 55% in the past year. How robust was the assessment of its business model and who, on Cardiff Council, sanctioned the investment?

Reply – *Councillor Huw Thomas*

It wasn't Cardiff Council who sanctioned the investment this was a matter undertaken by the joint Cabinet of the City Deal. For the record I understand the vote taken on the 2<sup>nd</sup> May 2017 Cardiff abstained.

Supplementary Question – *Councillor Boyle*

It sounds in that statement that notion of the Capital Region Cabinet collective responsibility just fell off its perch.

We must hope that IQE can find the short sellers though of course Brexit, competitors in Asia, cash shortfalls and so on could of course jeopardise the situation further, but if things do continue to go wrong there will be questions asked about the processes underpinning these decisions, and in particular what due diligence was carried out and by who.

Are you comfortable that the IQE deal was subject to appropriate scrutiny and if so why was this massive share price fall not anticipated?

Reply – *Councillor Huw Thomas*

I think you are in danger of getting a reputation as a doom monger given your question on my statement as well.

It is worth noting that the share price of IQE currently is roughly what the share price was around the time that City Deal took the decision to invest in the combust semiconductor foundry, which is a project of course that has far more stakeholders than just IQE. I think when you look at IQE in the round you will see that it is a company that is in good health with assets of over £30million this year, and when you look at the investment deal, there were good reasons for Cardiff's abstention at the time particularly around the timescales of the decision where the decision was taken 2 days before a local election. However I think the due diligence around the process has been robust, a Welsh Audit Office report I believe will satisfy itself on that case as well and ultimately what we are looking at is a proposition where for a commitment of £38million we unlock close to £400million of private sector investment with the opportunity to create a huge future looking business and industry in South Wales and for that I think we should all be supportive and I think we should do well to look at the rounder picture rather than just look at some headlines.

Question – *Councillor Kelloway*

Could the Cabinet Member please update us on changes to care provision at the Cyncoed Sunrise Care Home?

Reply – *Councillor Elsmore*

Sunrise Senior Living is a residential and nursing home provider situated in the Cyncoed area of Cardiff, which is registered with Care Inspectorate Wales for a total of 107 beds. Currently, there are 14 individuals placed at the home by Cardiff Social Services, of which 8 receive residential care, and 6 nursing care. There are also 12 self-funding individuals who receive nursing care.

As a result of the inability of the registered provider to recruit the quality of nursing staff necessary to address concerns raised by both the Care Inspectorate Wales (CIW) inspections, and Cardiff & Vale University Health Board (UHB) nurse assessors, the provider took the decision to cease nursing care. The care home will continue to operate as a residential care provider only.

Supplementary Question – *Councillor Kelloway*

Just for clarification what actions of the Lib Dems were you referring to but also why did the Council not warn Ward members of the impending closure of the Sunrise Care Home nursing section until residents were told to leave with only 30 days' notice and has the Council secured suitable alternative accommodation for all of those affected?

Reply – *Councillor Elsmore*

What is really important to understand is the sensitivity of the situation. Also to place on record the responsibility. This is an independent care provider and is registered with Care Inspectorate Wales. The nursing care is often provided, commissioned through the Health board. Our role is as the safeguarding authority we also commission some beds.

I am happy to have discussions offline but I'm not going to go into details in relation to when, where and what. What's really important and what I want to avoid going forward, particularly if we have concerns in our market, particularly in relation to nursing care, is that we have transparent and robust processes that local Ward Members can reply upon.

Question – *Councillor Molik*

The Cardiff LDP suggested the importance of equalities impact assessment in communities on planning grounds. Is it right for planning officers and committee to brush all areas in the same colour and apply same policy disregarding differences in population demographics and public transport provisions in the area i.e. should Cyncoed be classed as the same as other areas in city centre?

Reply – *Councillor Wild*

The purpose of the LDP Equalities Impact Assessment was to provide a high level tool, which was used during preparation of the Plan to ensure that its policies and proposals promote equality and diversity and do not adversely or discriminate against any of the groups protected under the Equality Act 2010.

Supplementary Question – *Councillor Molik*

My concern was really are we just paying lip service to those policies and Equalities Act because with Cyncoed being brushed with the same brush as many other wards in Cardiff City Centre where we know we have an older demographic, we know the buses don't reach certain patches of Cyncoed and if they do reach they are either half hourly or hourly as opposed to other wards who have the luxury of buses every 5 to 10 minutes coming into the wards.

Is it right for Cyncoed to be seen through the same lens as other wards in Cardiff centre?

Reply – *Councillor Wild*

In terms of the equality impact assessment of the LDP it would be problematic of us to pick every street and every ward to treat in a different way across all of Cardiff because there's all sorts of different protected characteristic groups. It would almost be impossible to get that right. In terms of the other issues around housing and transport, I'm happy to take that up there is a housing strategy on the way that you and your residents will be interested in.

Question – *Councillor Parkhill*

Do you think it is acceptable that hygiene bags containing human excrement were left for three days uncollected across Llanishen and Thornhill this week?

Reply – *Councillor Michael*

Any non-collection is not acceptable.

Unfortunately, a vehicle breakdown on Friday 23<sup>rd</sup> November meant that it was not possible to complete the hygiene collections in Llanishen and Thornhill.

The waste was collected the next working day on Monday 26<sup>th</sup> November. Where hygiene waste is not collected for any reason, we aim to collect within 2 working days and, on this occasion, we remained within our service standards. However, I appreciate that, where operational issues arise on a Friday, this can mean that waste remains uncollected over the weekend.

Supplementary Question – *Councillor Parkhill*

As the Council has its own vehicle maintenance facilities are the servicing regimes that are currently in place suitable based on the number of collections that seemed to be missed on a frequent basis across the city?

Reply – *Councillor Michael*

The Council doesn't run its own servicing facilities. They're currently under contract with our hirer. This will be changing in the future but unfortunately isn't available at present.

Question – *Councillor Hudson*

Are the Council looking to transfer all of our green sports pitches to leisure clubs on long leases?

Reply – *Councillor Bradbury*

No.

Supplementary Question – *Councillor Hudson*

We're effectively losing control of all our green spaces. Is this really what the Council wants for the City of Cardiff or more particularly condones?

Reply – *Councillor Bradbury*

As an experienced Councillor she should know that she can't make assertions like the one she has just made without any evidence. I'm guessing she is looking at the budget consultation document which says "we are continuing to transfer sports buildings to local sporting clubs", something that has been ongoing for several years since austerity started. There are no plans at all to transfer our green spaces neither

*This document is available in Welsh / Mae'r ddogfen hon ar gael yn Gymraeg*

is there a proposal here to do so and without austerity we wouldn't even be looking to transfer sports buildings either, but who is at fault for that – it is not my side it is yours.

108 : URGENT BUSINESS

There was no urgent business for this meeting.

109 : CARDIFF BUS - APPOINT OF INDEPENDENT NON-EXECUTIVE DIRECTORS

The Council was requested to consider changes to the Council's appointed representatives to Cardiff Bus, including the appointment of two Independent Non-Executive Directors.

RESOLVED – That

1. the reduction in the number of Non-Executive Director positions allocated for the appointment of Councillors to the Board of Cardiff City Transport Services Limited from seven to five was approved;
2. nominations and confirm the appointment of five Councillors to serve as Non-Executive Directors of Cardiff City Transport Services Limited would be requested from Party Groups and reported to the next meeting;
3. subject to the proposed amendments to the Company's Articles, the allocation of two Non-Executive Director positions for the appointment of independent persons to the Board of Cardiff City Transport Services Limited (i.e. who are neither Elected Members of the Council nor employees of the Council or the Company) was approved;
4. subject to the proposed amendments to the Company's Articles, the appointment of two independent Non-Executive Directors (to be selected as set out in recommendation 5) on an interim basis for a 12-month period was approved;
5. subject to the proposed amendments to the Company's Articles, delegate authority to the Corporate Director Resources, in consultation with the Cabinet Member for Finance, Modernisation & Performance, to procure two appropriately qualified individuals to serve as the interim independent Non-Executive Directors was agreed;
6. subject to the proposed amendments to the Company's Articles, delegate authority to the Director of Governance & Legal and Monitoring Officer to undertake a public appointment process in 2019/20 for the two Independent Non-Executive Director positions and oversee the shortlisting and interview process for the appointments based on the establishment of a politically balanced Member Appointment Panel was agreed;

7. it was noted that the Corporate Director Resources continues to carry out the Council's role as Shareholder of Cardiff City Transport Services Limited.

110 : LOCAL AUTHORITY GOVERNOR APPOINTMENTS

The Council was requested to approve the recommendations of the Local Authority Governor Panel 19 November 2018.

RESOLVED – That

1. the following appointments be approved to existing vacancies: -

School	Ward	Start of Vacancy	Appointment Approved
Allensbank Primary School	Gabalfa	12/07/2018	Antony Powell
Eastern High	Trowbridge	24/10/2018	Ruth Morgan
Glan-Yr-Afon Primary School	Llanrumney	28/03/2018	Jean Fudge
Llanishen High School	Llanishen	27/09/2018	Cllr John Lancaster
Ninian Park Primary School	Grangetown	06/03/2018	Joseph Edwards
Pontpennau Primary School	Pontpennau & Old St Mellons	31/08/2018 21/09/2018	John Morley Suzannah Edmondson
Roath Park Primary School	Plasnewdd	03/10/2018	Bethan Proctor
Springwood Primary School	Pentwyn	13/02/2018	Siân Sarwar
Ysgol Gyfun Gymraeg Bro Ederm	Penylan	22/01/2018	Cadan ap Tomos

2. the following appointments be approved to future Local Authority vacancies

School	Ward	Start of Vacancy	Appointment Approved
Federation of Greenway Primary School & Trowbridge Primary School	Rumney & Trowbridge	08/01/18 08/01/18 08/01/18 08/01/18	Sean Colsey Emily Daly Korin Jones Emma Tobutt
Bryn Deri Primary School	Radyr & Morganstown	01/01/19	Angharad Thomas - Richards
Christ The King R.C Primary School	Llanishen	30/01/19	Sara Beal
Gabalfa Primary School	Llandaff North	27/03/19	Cllr Dilwar Ali



School	Ward	Start of Vacancy	Appointment Approved
Grangetown Nursery School	Grangetown	27/03/19	Wendy Thomas
Grangetown Primary School	Grangetown	30/01/19	Jeff Hobden
Herbert Thompson Primary School	Ely	25/03/19	Barbara Cooke
Kitchener Primary School	Riverside	26/02/19	Gwilym Owen
Pen-Y-Bryn Primary School	Llanrumney	27/03/19	Claire Deguara
St Peter's R.C Primary School	Plasnewydd	26/02/19	Julia Houlston Clarke
The Bishop Of Llandaff C.W High School	Llandaff	28/01/19	Susan Golding
Ysgol Gynradd Gwaelod Y Garth	Pentyrch	25/01/19	Sara Brown
Ysgol Gyfun Gymraeg Glantaf	Llandaff North	15/12/18	Hefin Jones
Ysgol Pen Y Pil	Trowbridge	26/03/19	Sian Poole

111 : APPOINTMENT OF COUNCIL REPRESENTATIVES ON OUTSIDE BODIES

The Council was requested to approve nominations received from Party Group for vacancies as set out on the amendment sheet.

RESOLVED – That the following nominations as Cardiff Council representatives on Outside Bodies be approved:

Body	Appointment
Grassroots(Cardiff) Ltd	Councillor Norma Mackie
Standing Advisory Council for Religious Education (SACRE)	Councillor Fenella Bowden

112 : WRITTEN QUESTIONS

In accordance with Council Procedure Rule 17 (f) [Written Questions](#) received for consideration and response had been published.

*The meeting ended at 21.00pm*

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**CYNGOR CAERDYDD  
CARDIFF COUNCIL**



**COUNCIL:**

**31 JANUARY 2019**

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**QUESTION TO COUNTY COUNCILLOR CARO WILD  
(CABINET MEMBER FOR STRATEGIC PLANNING &  
TRANSPORT)**

**PUBLIC QUESTION FROM CADAN AP TOMOS**

What did the Council do to encourage those visiting Cardiff, for Christmas shopping and other festive activities, out of their cars and onto public transport?

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**COUNCIL:**

**31 JANUARY 2019**

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**QUESTION TO COUNTY COUNCILLOR CARO WILD  
(CABINET MEMBER FOR STRATEGIC PLANNING AND  
TRANSPORT)**

**PUBLIC QUESTION FROM GAVIN BROOKMAN**

Can the Cabinet Member for Transport outline Cardiff Council's latest strategy for addressing potholes on the City's road network?

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**CYNGOR CAERDYDD  
CARDIFF COUNCIL****COUNCIL:****31 JANUARY 2019**

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**REPORT OF THE CHIEF EXECUTIVE**

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**NOTICE OF VACANCY****Reason for this Report**

1. To report to Council the vacancy in the Office of Councillor in the Electoral Division of Ely.

**Issues**

2. The Council is required to give public notice of the vacancy in the Office of Councillor which has arisen following the death of Councillor Jim Murphy on 1 December 2018.
3. An election to fill the vacancy must be held in accordance with the provisions of the Local Government Act 1972 within 35 days following the receipt of written notice from two local government electors for the area, on a date fixed by the Returning Officer.
4. The required Public Notice of Vacancy for the Electoral Division of Ely was published on Monday, 7 January, 2019 and a valid election request submitted to the proper officer on Tuesday, 8 January 2019.
5. A Notice of Election was published on 17 January 2019, and, if contested, a poll will take place on Thursday 21 February 2019.

**Legal Implications**

6. The relevant legal requirements are set out in the body of the report. The election must be conducted in accordance with the requirements of the Local Government Act 1972 and the Representation of the People Act 1983 (and all other relevant electoral law). Detailed legal advice will be available to those officers making arrangements for the election.

**Financial Implications**

7. Any costs arising from the election will need to be found from within the existing budgetary resources of the Council.

## **RECOMMENDATION**

It is recommended that the Council notes the Vacancy in the Office of Councillor for the Electoral Division of Ely and arrangements made for an election to fill the vacancy.

**Paul Orders**  
**Chief Executive**  
24 January 2019

## **Background Papers**

Published Notice of Vacancy in Office of Councillor



**CYNGOR CAERDYDD  
CARDIFF COUNCIL**



**COUNCIL:**

**31 JANUARY 2019**

**REPORT OF CORPORATE DIRECTOR RESOURCES**

**APPOINTMENT OF ELECTORAL REGISTRATION OFFICER AND RETURNING OFFICER**

**Reason for this Report**

1. The Council's current Electoral Registration Officer (ERO) and Returning Officer (RO) is retiring from the Council in April 2019. The Council needs to make an appointment to these two statutory roles in order that there is continuous cover for these functions.

**Background**

2. In Wales, the Council of every County/County Borough is required to appoint an officer of the Council to be the Electoral Registration Officer for any constituency or part of a constituency coterminous with or situated in the area of the Council. The ERO is the person with statutory responsibility for the creation and maintenance of the register of electors and the absent voters list.
3. In Wales, the Council of every County/County Borough is also required to appoint an officer of the Council to be the Returning Officer for County/County Borough Council and Community Council elections within the area of the Council. The RO is the person who has the overall responsibility for the conduct of elections. The RO may appoint one or more persons to discharge all or any of his/her functions while at an election, the Returning Officer may appoint election specific deputies.
4. Legislation requires that the duties of the Returning Officer at a Parliamentary election are to be discharged by the appointed Electoral Registration Officer.
5. Returning Officers at other elections and referenda are determined by these appointments or designated by the appropriate Secretary of State.

**Issues**

6. These two roles of Returning Officer and Electoral Registration Officer are typically combined and performed by a single person. Each role is a personal responsibility, independent and separate from their duties as an

employee of the council. Currently the roles are held by the Corporate Director Resources due to her extensive experience of election and registration work although it is noted that the vast majority of councils in Wales have appointed their Heads of Paid Service to undertake both roles. This is also the position that is increasingly favoured by the Electoral Commission and reflected in their performance monitoring arrangements

7. It is therefore proposed that the council's Chief Executive undertakes these roles for Cardiff Council on the retirement of the Corporate Director Resources.

### **Legal Implications**

8. The appointment of Electoral Registration Officer is required by Section 8 of the Representation of the People Act 1983, as amended.
9. The appointment of Returning Officer by Section 35 of the Representation of the People Act 1983, as amended.

### **Financial Implications**

10. There are no additional costs arising from the recommendations in this report with any costs that may be incurred in relation to the roles of Electoral Registration Officer and Returning Officer being met in the usual manner. All elections and referenda apart from local elections are funded from external grants while the costs of local elections are funded by the council within budgets built up over the term of an administration.

### **RECOMMENDATIONS**

Council is recommended to:

1. approve the appointment of the Chief Executive as Electoral Registration Officer for the constituencies contained within the area of the City and County of Cardiff with effect from 3 April 2019;
2. approve the appointment of the Chief Executive as Returning Officer for the election of County Councillors and Community Councillors within the area of the City and County of Cardiff, with effect from 3 April 2019.

**CHRISTINE SALTER**  
**Corporate Director Resources**  
25 January 2019

**COUNCIL:**

**31 JANUARY 2019**

**REPORT OF CABINET MEMBER FOR INVESTMENT &  
DEVELOPMENT (COUNCILLOR RUSSELL GOODWAY)**

**DRAFT ECONOMIC STRATEGY**

**Reason for this Report**

1. For the Draft Economic Strategy to be debated in Full Council in advance of its formal approval by Cabinet.

**Background**

2. In late 2017 the Economic Strategy Green Paper: More and Better Jobs was published to initiate a three-month public consultation exercise. The paper considered a range of issues for the city's economy, including proposed projects. The document also outlined a proposed spatial strategy for the future development of the economy.

**Issues**

3. The consultation process was a qualitative exercise which aimed to secure input to the Councils Economic Strategy from a broad range of communities and stakeholders. Responses were received from the following representatives and a report on their contributions and views is attached as Appendix 1:
  - Local Councillors
  - Large businesses
  - SMEs
  - Local residents
  - Organisations representing the city's diverse populations
  - Third sector organisations
  - Business Improvement District
  - Neighbouring local authorities
  - City-region organisations
  - Business representative organisations
  - Universities
4. Following on from the Green Paper consultation it is proposed to debate the proposals put forward in the Draft Economic Strategy at Full Council. The debate will provide an opportunity for all local members to make a contribution to the final development of this important piece of strategic

Council policy and for the views and comments of all local members to be properly considered before the final report is approved by Cabinet.

5. It is intended that the final draft of the will be presented to Cabinet for approval at the Cabinet meeting scheduled for March 2019. In advance of that, the paper will be the subject of pre-decision scrutiny by the Economy and Culture Scrutiny Committee.

### **Reasons for Recommendations**

6. To allow for Full Council to debate the draft Economic Strategy to inform its development ahead of consideration at a subsequent Cabinet meeting.

### **Legal Implications**

7. As and when individual proposals within the draft Economic Strategy are developed legal advice should be obtained, legal implications may arise if and when the matters referred to in the draft paper are implemented, with or without any modifications. The Green paper was subject to consultation. Consultation gives rise to the legitimate expectation that the outcome of the consultation will be duly considered when subsequent decision are made. Accordingly, in considering this matter due regard should be had to the consultation feedback received.
8. In considering this matter and in developing the proposals regard should be had, amongst other matters, to:
  - (a) the Welsh Language (Wales) Measure 2011 and the Welsh Language Standards;
  - (b) the Councils' duties under the Well –being of Future Generations (Wales) Act 2015; (Consideration to aspects concerning the Act are described in Appendix \*), and
  - (c) Public sector duties under the Equalities Act 2010 (including specific Welsh public sector duties). Pursuant to these legal duties Councils must in making decisions have due regard to the need to (1) eliminate unlawful discrimination, (2) advance equality of opportunity and (3) foster good relations on the basis of protected characteristics. Protected characteristics are: a. Age; b. Gender reassignment; c. Sex; d. Race – including ethnic or national origin, colour or nationality; e. Disability; f. Pregnancy and maternity; g. Marriage and civil partnership; h. Sexual orientation; i. Religion or belief – including lack of belief.

## **Financial Implications**

9. The report seeks to debate draft Economic Strategy – Building More and Better Jobs at Council and therefore has no direct financial implications.

## **Recommendation**

It is recommended that Council considers the draft Economic Strategy and provide comments to inform the final document.

**NEIL HANRATTY**

Director of Economic Development

25 January 2019

*The following Appendices are attached:*

Appendix 1: Economic Green Paper Consultation Summary

Appendix 2: Economic Green Paper

Appendix 3: Draft Economic Strategy

Appendix 4: Draft Cardiff Economy Today Report

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# Appendix 1



## Economic Green Paper Consultation Summary





# Economic Green Paper Consultation

## Consultation Response Summary

A public consultation was held based on the Economic Green Paper *Building More and Better Jobs*. The paper was available on the Council's website and publicised through local and social media.

In addition, specific representative groups were engaged to ensure a broad coverage of Cardiff's communities.

A number of sessions have also been held with businesses and other key stakeholders to consider the Green Paper.

Overall responses have been received from representatives of business, education, the third sector, sport, arts and culture and local government.

Respondents were not required to answer all or indeed any of the questions included in the paper. These were intended to prompt thoughts and discussion. The feedback received therefore varied considerably in length and detail. A summary of the responses is provided below.



# Headline Issues

Overall, responses to the Green Paper were positive. Generally respondents supported the content, both strategically and in terms of project detail. However there were a number of issues raised that were either felt to be omitted, or require additional consideration. A summary of the 'key issues' section is provided below:

**Transport and Connectivity** – a large number of responses cited the importance of reducing and mitigating for congestion, as well as the need to improve transport links within the city and between cities generally. Congestion was seen as both an inhibitor to growth, whilst improvements in transport would aid both productivity growth and the accessibility of jobs. Digital infrastructure was also identified as an area in need of improvement. The Metro was also raised as an area of potential, and that more needs to be done to fit in with the opportunities this would present.

**Support Business Development** – it was highlighted that whilst major projects are important for Cardiff, there also needs to be more consideration of small and medium sized businesses in Cardiff. The abundance of small and medium-sized businesses throughout Cardiff's communities, including in district centres and suburban locations, were highlighted as areas of potential.

**Cluster Development** – it was suggested that Cardiff needs to consider areas of cluster development in Cardiff, partly to respond to the UK's Industrial Strategy, but also in terms of developing specialities to improve productivity growth. In particular the creative and digital sectors were identified as sectors with current strengths and the potential to grow. For example, the National School of Journalism and Media, the BBC R&D facility in the city centre and the burgeoning production sector presents an impressive offer to government and industry. Similarly, data analytics and cyber security are increasingly significant sectors and Cardiff has a key opportunity to build on its success with HMRC's new data analytics department and Alert Logic.

**Inclusive Growth** – it was identified that more recognition needs to be paid to under-represented groups, and especially those groups performing poorly economically. Whilst the Green Paper did talk of inclusive growth it was felt that more was required to respond to these issues. It was noted, for example, that employment rates for disabled people, transgender people, some BAME people, and Muslim women are far lower than average. Overall, the idea of inclusive growth struck a chord with many respondents, recognising the challenge of ensuring everyone in Cardiff can benefit from its development and success.

**Skills** - the support for inclusive growth ties in with a number of comments received around business and jobs, but also highlighted the importance of building a skilled workforce that can take advantage of new jobs, and connecting people with businesses. There was agreement that strengthening the presence of the knowledge economy in the city is imperative to its success, through the role of Higher Education in providing an educated labour force and promoting economic and commercial innovation.

**Wellbeing** – it was also highlighted that we should not look at the economy in isolation from factors such as education, health and social care, and that there needs to be alignment with the city's Local Well-being Plan. It was also noted that there needs to be consideration of environmental issues – not just in terms of the impact on local residents, but also in terms of economic opportunity.

## Selected Responses

"It is great that the Council sees Cardiff growing in the future but I would be more interested in hearing about how it plans to tackle our road and transport problems which are a big issue right now."

"Overwhelmingly, the three primary concerns for SMEs responding to us [from their survey] are:

**Congestion:** A large number of respondents highlighted broad congestion issues in the city, and occasionally more localised issues. A number of respondents positively welcomed moves to decrease car usage in the city by investing in public transport, however a small minority were vocally opposed to increased provision of bus and bike lanes in the city centre. In general, plurality of respondents felt that congestion and public transport were key needs for the city.

**Provision of infrastructure:** Comments indicated that this included business premises, public transport infrastructure and digital infrastructure. Some responses suggested that the council should focus on the provision of digital infrastructure and public transport to reflect the changing nature of work.

**Inequality:** There is a strong sense that the benefits of economic growth and regeneration haven't been shared equitably in the city, both in terms of geographic and demographic spread."

"The Green Paper omits any mention of one of the most important issues, and opportunities; how to move to a zero-carbon economy."

"I query the overarching focus on jobs - especially the claim that jobs growth in itself is a positive - and worry that Cardiff Council may seek to achieve growth in this area indiscriminately. Quality jobs in sustainable sectors offer many gains, but I would prefer to see a broader aim to support wellbeing in the city and to explore the role of mechanisms such as timebanking to tackle the major challenges facing our city and society more generally. I therefore welcome the steps outlined in the section on making Cardiff an Inclusive Capital but would like to see a more transformational ambition and a more imaginative approach."

"We need people to have more money, so job creation is vital and paying people fairly is vital. Unless people have more money to spend, they won't be able to spend money in Cardiff to help the economy. While inward investment in jobs will help, the council could help more by paying people fairly and delivering a decent pay rise to the public sector."

"There is little recognition or explicit mention of inequalities and addressing this in Cardiff. We welcome the specific case studies and recognition of socio-economic inequalities in the city. However, employment rates for disabled people, trans\* people, some BME people, and Muslim women in particular are far lower than average. Evidence of these disparities in Wales includes EHRC and Joseph Rowntree Foundation reports. These issues have not been addressed through improving educational attainment in schools alone.

We recognise that this is a strategic, high level paper. It is, however, important to identify inequalities in relation to employment and earnings and to ensure that specific, targeted actions are taken to address workplace attitudes to some groups, including pregnant women, and to support people into employment. It is also vital to address gender segregation in careers, and to ensure that access to training and career development is equitable. Some protected groups with relatively high employment rates experience disadvantage in career progression and are under-represented at higher grades in organisations.

We feel it is vital that the action plan and implementation of this strategy engages diverse communities and include targeted and specific actions to address the different experiences of diverse communities across the protected characteristics."

"NRW advocates sustainable development, informed by recent Welsh Government legislation. This would entail a focus upon total economic value (TEV), as recommended by The Economics of Ecosystems and Biodiversity (TEEB) and integrated wealth accounting such as that being developed by the World Bank."

# What should be the key indicators of success for Cardiff?

Jobs Growth - Jobs growth was recognised as core indicator of success, however it was noted that the quality and sustainability of jobs was also important. One response felt that jobs might be too crude a measure and suggested the following:

- average level of pay to indicate the quality of jobs
- demographics of those in or not in work, for example in terms of gender, race, disability
- type of work, for example part time or full time

GVA per Head - Gross Value Added (GVA) per head was recognised as a valuable indicator, along with productivity. There was also concern from some that GVA may not fully reflect the economic picture in Cardiff.

Investment - one respondent cautioned against indicators for levels of investment, feeling that although investment contributes to a strong economy, it is not an end in itself and could be counterproductive if in the wrong areas.

Visitor economy - visitor spend was highlighted as a better indicator than visitor numbers as it was more accurately represented the economic impact of tourism. Conversely high visitor numbers, without spend, could simply result in added congestion.

Business Development – it was highlighted that no indicators were included that reflected the growth in the number or performance of Cardiff businesses, and that some measure that reflected entrepreneurial performance was required. It was proposed that some of the measures in the Global Enterprise Monitor reports could be considered.

Wellbeing – it was noted that indicators should align with those used in the Local Well-Being Plan.

Inclusive Growth - there were suggestions of using the Joseph Rowntree Foundation's 'Inclusive Growth Monitor' or something similar as an indicator. This also emerged in response to Question 7: How can everyone benefit from growth?

## Selected Responses

"The aim of economic development should not be reduced to the number of jobs created but measured in people who lead healthy, fulfilling and connected lives. Economic activity is not an end in itself but is, rather, about creating the conditions for these outcomes to materialise. An economically successful city is one in which measures of health and well-being are high. Health, happiness and well-being are sound indicators and can be measured (e.g. great place to work surveys). It is therefore noticeable and regrettable that the word 'health' is used just once in the Green Paper and that simply in a passing reference to the health board. Unless we are using economic activity to reduce health inequalities, we will fail to meet one of our fundamental purposes.

We should also consider wealth inequality as a key indicator. One potential and simple measure could be the difference between the top and bottom 10% in the city. We don't want growth that only benefits the already wealthy. As an important aside, the concern should be about wealth not income inequality in order to deter policies to inflate asset prices (e.g. houses).

Finally, the green paper is too silent on environmental concerns. We would want to see measures that account for how economic growth is delivered in a sustainable manner."

# What should Cardiff's role be in the city-region?

There was overall agreement that the city-region concept was important for the future of Cardiff.

**Leadership** - responses suggested that Cardiff should take a leadership role while also building relationships and reaching out to the surrounding communities that support it. Cardiff must also ensure that the economic successes of the city spread out to the city-region.

**Scale** - it is important to acknowledge that for Cardiff to compete on the international scale it requires the larger urban agglomeration of the region in order to be successful. It was felt that Cardiff can position itself to compete in terms of inward investment with London, Bristol, Birmingham, and the Northern Powerhouse, but only as part of a city-region.

**Governance** - it was recommended that any issues beyond Cardiff that could affect the ability of the paper's proposals to succeed should be identified, be that in the City Region, Wales, or the UK. Furthermore, it was suggested that the city-region should lobby Welsh Government to support more regional working, and that Cardiff should share its experience and expertise in economic development with its partners. There is, however, a need for strong governance, which better reflects democratic accountability.

**City-region relationships** - there was a sense that the paper should have a greater emphasis on the role of and potential benefits for the city-region. It was also suggested that more opportunities for people and businesses outside of Cardiff to feel benefits would create stronger buy-in from the wider city-region.

**Transport** – predictably transport has been identified as a core focus for development for the city- region, both in terms of the impact on Cardiff's transport infrastructure (and in particular the impact on inbound commuting on Cardiff residents) as well as its ability to share the proceeds of growth in Cardiff. The role of the city-region ports was also noted as important.

**Gateway** – Cardiff was also identified as the gateway to Wales, and has a significant role to play in both attracting visitors to sign-post to the city-region, as well as developing a core for businesses that could link in with the supply chain across the city-region.

## Selected Responses

"The vision could be strengthened by giving more opportunities and hooks for people and businesses outside of Cardiff to feel the benefit and it needs a stronger focus on the whole regional benefit of this vision to create stronger buy in and enable the wider city region to get behind this."

"ABP has three ports within the Capital Region at Barry, Cardiff and Newport. The Green Paper should therefore recognise the role that ABP can play in the regional economy and provide support for the continual improvement of port and dock facilities and operations and by encouraging development of energy and infrastructure projects that are compatible with dock operations and the attraction of inward investment for manufacturing and other industries in locations that are conveniently co-located with the Port, as well as supporting the provision of appropriate transport links to the Port."

"One of the most important developments which is on the table is the Metro system and yet this involves a lot of strategic planning, so any major development which could interfere or severely restrict this possibility, should be part of the strategic planning objectives, when major planning decisions are before us."

"My fear and suspicion is that Councils such as your own are not sufficiently incentivised to work together with others, for fear of seeing the plaudits for any collaboration reflected in the economic data for the other councils, rather than your own."

"The city region concept will not succeed if Cardiff seeks, and indeed achieves, growth almost in isolation from adjacent areas. Therefore, the economies of adjacent local authority areas are relevant to Cardiff's strategy, and the city must adopt an approach that emanates from a strategic, regional one that identifies each as having a complementary role."



# How do we engage with Europe in a post-Brexit era?

There was general support for the concept that Cardiff needs to ensure it has an international outlook and continues to engage with partners in Europe. It was also identified that Cardiff needs to work to identify new sources of funding for projects in a post-Brexit world.

Funding - it was felt that active participation by organisations within Cardiff in programmes such as Horizon 2020 and Erasmus+ will go some way to ensuring that the city remains open and tolerant post-Brexit.

Trade - the concept of a Free Trade Zone (FTZ) for Cardiff was suggested, in which goods could be imported, manufactured, processed and re-exported without the payment of import taxes. A FTZ could help to incentivise businesses to remain in the UK (rather than re-locate to the EU) or even attract new investment from foreign companies that could expand by using the UK as a base for their operations.

Current Links - there was support for maintaining and developing Cardiff's twinning links, and consulting with universities on any educational, economic, and cultural synergies within these. Beyond Europe, engagement with China and Africa were also suggested, with reference to Welsh Government's Wales for Africa programme.

Sport and Culture – culture, sport, exchanges between young people and tourism were cited as ways to continue engagement with Europe.

## Selected Responses

"The report rightly refers to the threat from the impact of Brexit on the ability to attract and retain skilled workers but offers no proposals to deal with this. Equally, much non-skilled work is carried out by EU citizens and we need urgent plans in place to deal with the anticipated drop in these numbers. We must, however, continue to pursue European cultural engagement as much as possible outside the EU framework. A key driver for this will be with our universities where huge amounts of international collaboration takes place. We should, therefore, place universities at the forefront on our ongoing engagement."

# What can we do to improve connectivity?

Transport was cited as one of the most significant themes emerging from responses. It was seen by both businesses and residents as the main inhibitor of growth, as well as being the issue that is most sensitive to growth itself.

Cardiff Airport - Several responses indicated the need for improved links between the airport and city. There is desire for further development of Cardiff Airport, including greater frequency of flights and exploration of the possibility for more long-haul flights.

Rail - There was widespread support for proposed new railway provision at St Mellons. The Queen Street to Cardiff Bay train was viewed as inadequate, whilst it was also thought that Queen Street station could offer a more welcoming environment. The potential of the Metro to radically change and improve sustainable transport throughout the City Region was recognised.

Bus – Bus was seen as an underperforming resource, with concerns around fares and confusing routes.

Roads and Congestion - It was acknowledged that the recently opened Ocean Way link has offered a new route to the Bay area but respondents felt that other roads around the city have been neglected. Residential parking was also cited as an issue, in particular in the Bay. Doubts were expressed about the effectiveness and safety of traffic-slowing measures, including speed humps. It was also acknowledged that a major shift away from private cars is important but the car is not going to disappear. Responses recognised the opportunity for a significant modal shift in transport and the associated impacts on quality of life and public health.

Trams - A number of respondents proposed a tram system for Cardiff, citing that many UK cities have modern tram systems, including Sheffield and Birmingham.

Cycling- There were numerous calls to make cycling a priority, and to place less focus on increasing road capacity and car focussed infrastructure that would only decelerate modal shift.

Walking - In terms of city centre movement, it was reported that fewer people now cut through the arcades because of the Central Square development work. Signage therefore is and will be especially important. An audit of signage was recommended to acknowledge changes of names and highlight new areas.

## Selected Responses

"It is essential that the airport is a vibrant and connected part of the infrastructure, to reduce the current tendency of many to gravitate towards Bristol Airport."

"I took the opportunity last week to present this Green Paper to 50 businesses and I asked the businesses present to share one thought on the plan and I wonder if you can guess what it was - infrastructure. Every single business in that room was concerned that this City cannot cope with the growth that is planned, it is our job as a Council to reassure them that we can."

"The Capital City Region Metro is a potential game changing proposal, which aims to radically change and improve sustainable transport throughout the City Region. Whilst it is obviously important that Cardiff, as the capital city and largest economic entity within the City Region, realises a significant modal shift towards sustainable transport, it is equally important for Cardiff residents that accessibility and connectivity is similarly enhanced outside the city boundaries. Whilst Cardiff will provide a significant number of jobs within the city, there are many times more employment opportunities outside of Cardiff that the residents of Cardiff can, and in fact do, take advantage of. As a result Metro improvements will need to improve accessibility across the region, not just within the city itself, in order to provide appropriate transport provision for Cardiff's residents and workers. This needs to be specifically addressed in the Green Paper, which currently only addresses internal and incoming movements."

# How can everyone benefit from growth?

**Inclusive Growth** - there was recognition that the benefits of economic growth and regeneration have not been spread equitably in the city, both in terms of geographic and demographic reach. Sharing benefits with people and places across Cardiff was encouraged, as was engagement with the third sector, local charities and social enterprises. One response suggested that to try to address this, a shared understanding of what Inclusive Growth means would be needed, as well as a meaningful set of metrics with which to measure it.

**Social Enterprise** - the Green Paper's commitment to an expanded social enterprise sector to support the Council's estate management and other services was welcomed. It was stated that social businesses can be at the centre of strong, local economies, playing a key role in creating more balanced economies and delivering sustainable growth, while fostering positive social change and innovation. Increased commitment to the Living Wage was encouraged as a way of ensuring basic fairness.

**Foundational and Circular economies** - the Foundational and Circular economies were also suggested as ways to make an impact on equality in economic growth. It was urged that the public sector in Cardiff spends as much of its purchasing power as possible within the local economy to ensure that the benefits remain in the city and region.

**Local Business Development** - one response urged consideration of a new approach focused on developing an inclusive economy through greater emphasis on building local economies. There was concern that there is too little support for small, local traders and producers, whose profits can potentially contribute more to the local economy than large chains. On a similar note, it was suggested that if Cardiff could retain more of the business rates it generates, especially given levels of growth, the additional money could be targeted to ensure that everyone can benefit, whichever part of the city they live in.

**Public Procurement** - further suggestions for ensuring an inclusive economy were to explore the community benefits of public procurement beyond the transactional elements currently monitored and to develop public private partnerships that could have an important effect on some of the most deprived parts of the city.

**Education and Skills** - it was felt that raising the levels of education and skills of children and young adults, especially in literacy and numeracy, was needed in order for them to benefit from opportunities. Furthermore, this work needed to be in close partnership with local communities, and address equality issues including gender and ethnic background. The importance of skills was also highlighted in the context of the workplace and urged that small and medium sized businesses have access to support and funding to improve the skills development of their workforces. There was support to continue promoting and even to expand the Cardiff Commitment as a way to ensure benefits of growth can be shared with young people across the city through job opportunities.

**Diverse Communities** - some felt it was vital to engage with diverse communities in implementing economic strategy. It was noted that some groups with relatively high employment rates can experience disadvantage in career progression and are under-represented at higher grades in organisations, demonstrating the need to identify inequalities in relation to employment and earnings and to ensure that targeted actions are taken to address workplace attitudes.

## Selected Responses

"Research shows that poverty very often severely limits the life chances of children and adults. Amgueddfa Cymru has been strongly committed, for the last decade and more, to changing these outcomes for children and communities through cultural participation. Research shows that this can be highly effective as a strategy. We lead the research and evaluation of the Welsh Government's Fusion Programme on Culture and Poverty, and would welcome a strategic role in our work with Cardiff Council as well."

"We would encourage all organisations to be Living Wage employers – we have been an accredited Living Wage employer since 2014 – as this is one way of ensuring basic fairness that all people who work should get a wage which is enough to live on. A commitment towards the Foundational economy and the circular economy will also make an impact. We would encourage the public sector in the city/Wales to spend as much of its purchasing power within the Welsh economy to ensure that as much of the benefits as possible stick to the city/regional/national economy."

"The Green Paper's proposals around creating a more inclusive capital city are welcomed. We believe that in order to create more inclusive economic growth which benefits people and places equally across Cardiff, a new approach focused on building an inclusive economy is needed through greater emphasis on building local economies. We would urge the Council to consider this.

The Council could also consider how it could support social businesses in other ways, including:

- Ensure clear signposting for the co-operative option and specialist support through any other business advice support offered by the Council
- Supporting pre and new start social businesses as current support focuses on social businesses looking to grow.
- Ensure that social businesses are given business rates relief to give them the same economic advantage as registered charities.
- Use public sector procurement regulations to stimulate opportunities for social businesses. This includes making it easier for social businesses to bid for contracts; making use of reserved contract; and embedding social business within the community benefits reporting process.

Social businesses can be at the centre of strong, local economies, playing a key role in creating more balanced economies as ways of doing business that deliver sustainable economic growth while fostering positive social change and innovation. The Green Paper's commitment to an expanded social enterprise sector to explore establishment of community-based social enterprises to support the Council's estate management and other support services is welcome. To fully deliver the potential of this approach, we would urge the Council to consider learning from the Evergreen Co-operative Initiative in Cleveland, Ohio and a recent similar initiative in Preston, England."

"I think we also need to see more about how we are going to invest in local communities, whether that is local regeneration schemes rather than the bigger projects or whether that is investment in for example our local district shopping centres, again I think that is something that I'd like to see more detail about."

# How can we create more and better jobs?

Better jobs - it was acknowledged that rather than just more jobs, which may be low-paid and lacking in training and development opportunities or career progression, it is appropriate to have an emphasis on better jobs.

District and local centre development - new office space around key city transport hubs was suggested to encourage smaller employment areas outside of the city centre. The importance of district and local centres in generating employment was highlighted, alongside attracting national and international business to come to the city.

Local Procurement – it was noted that there is no mention in the Green Paper of local procurement and how local business can both support and benefit from this plan.

Range and Choice - incentives for independent start-ups and SMEs would be welcomed by some respondents, however the need for these terms to be favourable to the public interest was also emphasised.

Creative economy - it was felt that investment in the creative economy and cultural sector would make the city region an attractive destination for all business, as a thriving arts sector makes a place more desirable in terms of quality of life.

Cardiff Commitment - continuing the Cardiff Commitment was endorsed as a way to help link young people with appropriate jobs.

Inward Investment - attracting more national and international businesses to the area was recognised as important for creating jobs.

## Selected Responses

“New office space around key city transport hubs would encourage also smaller employment areas outside of the city centre. In addition, local and district centres could be encouraged to have a more diverse range of shops. Whilst rightly aiming for national and international business to come to the city, Cardiff Council should also bear in mind the importance of its district and local centres in generating employment.”

“Subsidise businesses locating to Cardiff (long term); set up a science park; work in partnership with university education sector to attract start-ups; invest in creative economy and cultural sector to make the city region an attractive destination for all business (thriving arts sector makes a place highly desirable)”

“To a large extent, this is the consequence of all the other measures captured in our responses elsewhere. By and large, it is not councils that create jobs but businesses. That said, we could set Cardiff up as an ideal location to base the extra civil servants who will be needed post-Brexit to replicate the administrative work currently carried out by EU agencies. As one of the existing political centres in the UK, Cardiff would be ideally placed to do this. This aside, our role is an enabling one, creating the infrastructure for businesses and ambitious entrepreneurs to thrive.

We have to look to the sectors that are growing rather than declining, such as digital, technology and online. We need to encourage small and medium businesses to diversify rather than fight against these trends. We need plans for developing a strategy to work with employers on workforce planning.”

# How can we become a smarter city?

Leadership Role - the smart agenda was recognised as an important area and one in which Cardiff could demonstrate a key leadership role for the region. One response queried whether Cardiff's Smart City officer could also advise the broader region.

Infrastructure - ensuring basic technological infrastructures, particularly broadband, are in place across the city and the region was recognised as essential for a Smart City to work. It was noted that some areas of slow internet access remain, potentially including parts of the city centre. Conversely one response recognised how much digital capacity Cardiff already has and how it is currently underutilised. It was felt that other cities would envy the amount of fibre that Cardiff has, making it a significant selling point for the city. As with the question on connectivity, there was mention of electric cars being part of succeeding as a Smart City.

Smart Working - flexible working was also highlighted as key to future success as it will lessen demand for transport, especially at peak times, enable house-bound residents to contribute to the economy, and could make Cardiff even more attractive to business in terms of fibre capacity.

Citizen Engagement - there was enthusiasm for a broad public debate about data ownership issues involved in this area, and it was suggested that opportunities could be explored for using technology to increase and enhance citizen involvement.

## Selected Responses

"Finally I'd like to turn to the section on Smart Cities, Smart Cities are about how Cities use technology or data and how we use those and how we deliver services; it's about modern cities right at the forefront of development. So how are we doing at present? Well, one indication is the UK smart cities index published just in October last year by HUAWEI, and that ranks the twenty cities in the UK that are taking forward the smart cities agenda, and sadly Cardiff was ranked 19/20, we are languishing a long way behind."

# What should Cardiff's spatial strategy be?

Investment Zones - there was general support for the proposed spatial strategy, with the proposed zones seen as complimenting the city's strengths and with the potential to focus and attract investment aligned with the proposed zones. Overall, the rationale for the cluster approach was welcomed by many respondents.

'Fuzzy' boundaries – it was noted that we could not be overly specific or prescriptive in terms of activities within each zone. For example, it was also highlighted that the civic centre of Cathays Park, including a number of Cardiff's most significant heritage buildings, along with Cardiff Castle and Bute Park, are designated as part of the city centre business zone. Similarly, Cardiff Bay still has a commercial focus and this needs to be reflected.

Local Centres - in addition to the proposed spatial strategy, it was indicated that possible designation of some local and district centres could be explored and that this could help with promoting the local economy.

Green Spaces - some respondents wanted to see greater commitment to incorporating green spaces and community spaces into these developments to provide vital environments for people and wildlife.



## Selected Responses

"The idea of zones around the City seems a good idea. Whilst I think, and I'm sure many will feel the same, that this in principle is a very good plan, before you even begin to think about any developments, Cardiff must get its act together and sort out the horrendous traffic congestion"

"The character and charm of the Edwardian city centre must not be lost; they are central to Cardiff's quality as a good place to live. Historic character is a key part of Dublin's image and success. No more characterless development projects, of the type that could be anywhere on the planet."

"I have on a number of occasions in this Chamber spoke about, what is nobody's fault, is a historical development, the geographical problem Cardiff faces is that its cultural commercial and industrial weight, sinks to its geographical South, and this map in a way demonstrates that problem. The developments identified are geographically to the South, and what the City faces is a sort of residential layering on top or above that that cultural commercial and industrial centre."

"We feel that the 5 subdivisions of the City economy are too crude to be meaningful for the purposes of analysis or to make sense to either citizens or visitors."

"We're concerned about the zoning impulse behind this green paper. For a start, we think it's hard to manage. By way of example, there is proposal for an innovation zone in north Cardiff, presumably heavily based around the city's universities, and yet we see the universities building new campuses in the south central part of the city. It is therefore not clear how you can shoe-horn independent businesses and organisations to fit into neat lines on a map."

"I believe that cities should develop organically. The council should concentrate on providing the infrastructure to enable this rather than restricting certain activities to certain areas."

"Finally we welcome the developing spatial strategy for the city and the focus on innovation in particular."

# What can we do to support business development in the City Centre?

Metro Central - the role of the regional transport interchange, based around Cardiff Central station, was recognised as vital to supporting business development in the city centre.

Connecting the City Centre - it was felt by some that although developments including Central Square have transformed the centre of the city, this has to some extent been at the expense of areas such as Queen Street and the Capitol Centre. It was suggested that these areas could be better connected with nearby student residences and also the cultural and business environment for example around City Road. There was also a suggestion of expanding the Business Improve District (BID) to include City Road, or possibly creating a smaller, localised BID around this area.

Heritage - there were concerns that in the course of new developments Cardiff's heritage buildings should not be lost, as they are key to the city's character and quality as a place to live environments for people and wildlife.

## Selected Responses

"Central Station has potential reputational damage, e.g. on match days, capacity issues, homelessness. The Central Square development represents a big opportunity. City Deal funding is in the right direction and will help provide a good first impression. We must also address the length of stays decreasing – impact on retail etc."

"The movement of Brains Brewery seems like a necessity in order to achieve the above however i'm conflicted as I'm astonished as to how little value the council sees in a key part of the city's heritage and what could be such a core tourist attraction. If it must be moved, can aspects of its architectural heritage be maintained? How can it become a core attraction in a position linking the city and the bay? Could it emulate the success of the Guinness factory in Dublin?"

"Some very positive proposals in the consultation document re the City Centre. In addition, it would make sense to see the west side of Plasnewydd ward, in particularly the City Road area, counted as part of the City Centre and coming under its umbrella policy-wise Going forwards I'd like to see the Council exploring a possible mini-Business Improvement District for City Road (maybe also including Crwys Road) or, alternatively, seeing if City Road can be incorporated into the body of the main BID when/if it's renewed in a few years' time."

# What can we do to support leisure activities in the Bay?

Indoor Arena - there was support for a new, larger arena to attract more visitors to Cardiff but a number of respondents highlighted the need for improved transport infrastructure to support this. There were some concerns about the potential impact on other businesses of moving the arena away from the city centre.

Events - it was suggested that the Bay would be an ideal location for festivals and open-air performances and events. Views were expressed about some of the events that regularly take place in the Bay and it was felt that there should be more emphasis on supporting home-grown talent.

Active Travel - it was noted that the journey from Cardiff centre to the Bay could be improved and people could be encouraged to walk if the route was more attractive and mixed use, whereas now it was described as "windswept and unwelcoming". Many responses recognised the need for improved sustainable transport options between the city centre and the Bay.

Culture - there was strong support from many respondents for a new contemporary art space in Cardiff Bay, including the potential benefits for tourism, communities, education and the creative industries. The importance of visual arts, and art and culture more generally, were highlighted, including for well-being, physical and mental health, social mobility, and educational attainment. It was felt that Cardiff is well-placed to host a major annual or biennial visual arts project that could act as a catalyst for different organisations and individuals to come together and present exhibitions in a range of formats, including a strong element of community engagement and the creation of opportunities for diverse communities to become producers of artistic content.

Cardiff Story - it was felt that the proposed move of Cardiff Story from its current city centre location to the Bay would be a significant change in Cardiff's cultural offer and would need careful consideration. It was noted that the current location in the Old Library building makes it accessible to shoppers and tourists, who may combine a visit with other nearby cultural attractions such as Cardiff Castle and Amgueddfa Cymru. Subsequently any development around this needs careful consideration with all key stakeholders. It was however recognised that a move to Cardiff Bay could be positive for the Cardiff Story Museum, provided it is supported with sufficient resources and as part of a wider cultural redevelopment. Cardiff Bay could provide the potential for a larger venue with specialist galleries and increased storage facilities, enabling the museum to better tell the story of Cardiff.

Mixed Use - there was some concern that, while the focus of the Green Paper for the Bay is understandably on leisure, the already significant desirable office space, studios, and creative hubs in the Bay are barely mentioned. It was felt that a successful waterfront regeneration scheme requires more than just tourism to be sustainable, and that there needs to be recognition of what is already in place and careful master planning for the Bay to flourish. It was also suggested to better join up different sections of the Bay that may currently be perceived as quite separate, for example between the Sports Village peninsula and the Mermaid Quay area.

## Selected Responses

"What can we do to support leisure activities in the Bay?"

- Make it more possible for small independent cafes and restaurants to set up in Cardiff Bay. The chains are boring and of fairly low standard. So it would be great to see more around Mount Stuart Square
- Great idea to develop the area around the Graving Docks - Take inspiration from the many stories around the transformational power of major high quality Contemporary Art Galleries e.g. Guggenheim in Bilbao, Tate Liverpool, Jerwood Gallery Hastings, Turner Contemporary Margate and create such a space in Cardiff and link in a Cardiff Contemporary that matches the best that we know - Edinburgh Festival, Venice Biennale....
- Continue with your excellent Marathons - they bring fresh dynamic energy to the area
- Pedestrianise the bottom of Bute St from the Cardiff Bay train station to Mermaid Quay, add some trees and out door seating .
- Make the walk from the city centre to the Bay more attractive. Once upon a time Lloyd George Avenue was going to be the new Ramblas. Couldn't this long straight walk way have markets?
- Make Cardiff Bay a place that you want to explore - it has so much history and culture already"

"Successful European Capital Cities have a strongly developed, modern cultural infrastructure. Despite some having two national cultural venues (St Fagans and the Millenium Centre) of truly international standard, and one other (National Museum Cardiff) with outstanding internationally significant collections but otherwise poor facilities, Cardiff as a whole does not have a cultural infrastructure that is up to European standards."

"I agree that the institution should have a contemporary focus however I would suggest it could take the form of a museum that covers both contemporary art and design from 20th century onwards. Why add design? It's all around us – in everything we do, own and experience. By including design and design education in Wales' agenda we open up key opportunities for engaging visitors, and crucially local communities with design education that supports long term business opportunities and economic growth."

"A landmark contemporary art gallery is about so much more than the visual arts. It displays a bold confidence from a city which, in part, says that the city is stepping up in to a national and international dialogue around arts and culture that extends way beyond city or country borders."

"I would suggest that, despite challenging financial circumstances, a long-term objective should be for Cardiff to have a more distinctive 21st century space or spaces of scale which would generate real excitement amongst artists and audiences, and enable Cardiff's contemporary arts offer to be more visible within the national and international landscape."

"Cardiff Bay offers a unique and inspiring waterside setting for businesses within our coastal capital, both supporting and flourishing alongside its impressive culture and leisure offering. Established commercial residents include international players such as ARUP, Atradius, Lloyds Bank and KPMG as well as an eclectic mix of creative, financial and professional services companies of all sizes. They have chosen it for its open space, inspiring views, easy access, safe and secure atmosphere and choice of excellent accommodation."

"A significant improvement to the cultural offer is imperative to increase visitors and keep them returning. Galleries are an excellent way to celebrate a culture and the other cultures of the world as well as posing challenging ideas and offering a platform for discussion. The gallery and museum offer in Cardiff is small in comparison to all other European and UK cities."

"[The Bay] lacks a heart and the opportunity to browse shops. Whilst appreciating the trend to on-line shopping, many consumers (particularly when they are visiting an area) like to shop for unique products that are not widely available from retail chains. This could be an opportunity for the development of Cardiff Bay. "

"I support the development of the area near to the Coal Exchange and think encouraging young, vibrant, independent businesses is key to assisting the bay to achieve the 'cool' edge its drastically missing. I'd be keen to understand how the council will support small/local businesses through reduced business rates - not just in the initial year but over a decent period which would allow businesses to thrive and create long term economic development in the area."

"Bringing international professional artistic exhibitions to the city would also bring people to Wales. For example, the way in which the FA cup broadened the city's reach for Sport, a contemporary art gallery that could house shows from London, New York, Paris, would bring people from all over the UK and Europe to see the exhibitions bringing a massive investment into the city through local businesses. Contemporary art is a massive part of everyone's daily life and has to be an integral part of the development of a capital city. So please build a new contemporary art space and let the city be known for culture."

"Galleries are successful at attracting a broad range of visitors; they are particularly effective at attracting younger and older visitors as well as those from minority ethnic groups."

"What has been done to the Cardiff Bay railway station, nothing absolutely nothing a true disgrace. So I will object as usual, I know it is a waste of time but I do my duty as a concerned citizen standing up against the money men destroying our environment."

"There is already significant desirable office space - much of which has recently been sold to a large investor - and there are also the BBC studios / Gloworks creative hub which barely get a mention. A successful waterfront regen scheme needs more than just tourism to be sustainable, and if the Bay is to flourish suggest there needs to be a recognition of what is already in place and properly considered masterplanning for the future."

"The 'High Line Nine' galleria, a subset of this new gallery collection, was inspired by European gallerias but takes the concept to a new level. It is a collection of nine full service and highly amenitized boutique exhibition spaces, ranging from 650 sf to 1800 sf, located along a central thoroughway directly under the High Line. All of the spaces in the 'High Line Nine' have skylights over art walls ranging from 13' to 22' high and ability to add private offices and/or storage. Centralized restrooms are provided and there is even a wine bar/café and catering kitchen to service all of the many events."

# What can we do to develop Cardiff West as a sporting destination?

Role of Sport - Cardiff's role in sport, particularly in terms of high-profile events, was not disputed. Attracting large-scale sporting events was recognised as important for Cardiff and its development as a sporting destination. It was suggested however that the city could give greater recognition to facilities elsewhere in the region that seek to promote community-based sporting activity in conjunction with professional organisations. The Centre for Sporting Excellence in Ystrad Mynach, was given as an example of a community-focused approach yet serves the needs of both local and professional clubs active within the region through its establishment of links with the FAW, WRU and the Dragons region. It was also felt by some that sport is already at saturation point as an economic asset for Cardiff and that greater emphasis should be given to arts and culture.

Spatial Strategy - there was some concern that the spatial strategy does not acknowledge the existence of important sporting clusters in the city centre such as the Principality Stadium, Arms Park Stadium and the former SWALEC stadium in Sophia Gardens. It was felt that this significant cluster of facilities should be mentioned in addition to sporting infrastructure in Cardiff West.

Infrastructure and Development - the existing transport infrastructure afforded by the Cardiff Bus depot and Ninian Park railway station was noted as a valuable asset for Cardiff West's sporting offer. There was agreement with the proposal to redevelop Sport Wales, investing in facilities fitting for a capital city setting. It was acknowledged from some that the potential for a new stadium for the Cardiff Blues should be explored but it was felt that this should not be a 'multi-purpose' venue that might compete with other venues including the proposed multi-purpose arena and lead to saturation in Cardiff.

## Selected Responses

"Sport Wales needs major investment – the facilities are tired and not what you would expect of a capital city."

"The International Sports Village area currently lacks character and identity and the arena could help boost transport links to this part of the city which needs more development than the preferred site."

"Cardiff West, especially around Leckwith Road/Sloper Road is developing as a sporting destination already. With the Cardiff Bus depot and Ninian Park railway station located in the vicinity any future developments can use this easy transportation access to get supporters to and from their event."

# What opportunities are there to support industry in Cardiff East?

Spatial Strategy - there was some concern around the exact extent of the industrial area proposed in the spatial strategy, and whether this would include streets to the south of the railway line. It was felt that key central roads in the area such as Splott Road and Clifton Street have huge potential for small businesses in existing units but are often perceived as areas where no investment takes place, with the exception of the new rail bridges. One response hoped that industrial development would maintain historical parts of the area and support the growth of small businesses.

Sector focus - it was felt by some that an industrial strategy should focus on a shift to sustainable industries of the future and transitioning away from fossil fuel-based industries.

Transport links - it was seen as vital that transport infrastructure is improved so that goods can be more easily moved from this area, largely eastward from Cardiff towards England. It was felt that congestion around Rover Way needs to be addressed and the Eastern Bay Link Road completed. There was widespread support for the proposed new rail infrastructure at St Mellons, strengthening the position of industry in Cardiff East, but desire for assurance that this would be sensibly placed so as not to disrupt key residential areas of Splott. It was acknowledged that the location of the Port of Cardiff and Euro Freight Railway Terminal make East Cardiff an advantageous site for manufacturing and logistics firms, and that this development would build on existing uses and occupiers.

Trade - The Free Trade Zone (FTZ) idea that was suggested as part of engagement with Europe post-Brexit could have benefits for industry, encouraging businesses to remain in the Cardiff or event attracting new investment from foreign companies that could expand by using Cardiff as a UK base for their operations.

## Selected Responses

"It is essential that the transport infrastructure is improved so that goods can be moved more easily from this area mainly towards the east of Cardiff (towards England). In this sense congestion around Rover Way has to be addressed and the need for the Eastern Bay Link Road to be completed is high, particularly as new investment in facilities in this area will add to the congestion. Sufficient land in close proximity is needed to support the organic growth of existing industrial companies. In order to provide the right competitive conditions for the types of businesses desired, give an incentive by way of reduced business rates for recycling companies."

"ABP recognises and supports that the East of Cardiff area is proposed to be the key industrial and logistics employment area of the City (associated with the Port and the Rail Freight Terminal). The proximity of the port to the East of Cardiff area, providing multimodal facilities (rail, road and sea) to the UK, ensures a significant opportunity for the City and Capital Region to locate value added manufacturing near to the port as a key logistics hub.

It is important however that the Green Paper recognises that in support of the employment proposals in the East of Cardiff, that appropriate key transport infrastructure is delivered linking such areas with the Port."

"Any industrial strategy should focus entirely on a shift to sustainable industries of the future and transitioning away from dirty, fossil-fuelled industries."

"You need to concentrate on the people of Splott the long term residents give them grants to do up their properties and maintain them"



# What opportunities are there to support innovation in North Cardiff?

Spatial Strategy - the proposed Innovation Campus was welcomed as a good idea and a high priority for the city. Cardiff's dominance within the region in terms of knowledge-based industries was recognised and it was agreed that the city needs to operate as strongly as it can in these areas in order to maximise benefits not only for the city but also the region as a whole. New development of this type in the north of the city was supported as it will consolidate Cardiff's role within the regional context.

Approach to Innovation - The development of co-working campus environments was encouraged, as it was felt the commercial model is increasingly based on flexible, attractive workplaces that cluster companies around common goals and sectors. It was suggested that an open and innovative approach to investment models would be required and there could be income stream opportunities from both public and private sector occupiers for more flexible lease packages and easy access to common areas.

## Selected Responses

"Our Innovation Campus, reputation for world leading research and impact, and our ability to attract and recruit the best talent (Wales, UK and internationally) to the city are just three examples of where we can work more strategic with the Council to leverage greater, and mutual, added-value to the City and regional economy."

# How should we use events to support the city's economy?

More 'Local' Events - responses included recognition of the success and impact of major international events but also highlighted the potential for more home-grown, local events that can deliver for the people of Cardiff and build on the success of City of the Unexpected. One response emphasised that major sporting events should not prevent local traders from earning their living.

Hotel Space - in addition to transport concerns, some respondents felt that hotel stock in Cardiff is insufficient for major events, leading to large price increases at times of key demand. In particular, the lack of high quality 5\* hotel provision in the city was noted.

Culture - it was felt by some that there is a tendency to focus on sports events and that the wider cultural offer should also be developed, in order to enhance Cardiff's reputation and enable the city to compete on the international cultural stage.

Transport - there were concerns around transport provision for major events, suggesting that a more coordinated approach may be needed between relevant partners to ensure an adequate transport offer for residents and visitors.

Music Strategy - Cardiff's Music Strategy was supported and described as a good example of the Council listening to its community. Securing the future of live music in Womanby Street was recognised as significant and the opportunity to feed into the music strategy to reflect the music community as a whole. There was enthusiasm for Cardiff to bid for UNESCO City of Music status as an outcome of the strategy.

## Selected Responses

"While we believe it is important to attract major cultural events into the city, we welcome the focus on developing home grown events and festivals to deliver for the people of Cardiff and the desire to build on the success of City of the Unexpected. Securing the future of live music in Womanby Street is crucial and Creative Cardiff has appreciated the opportunity to feed into the music strategy which will reflect all of the music community. We are also keen that Cardiff bid for UNESCO City of Music status as an outcome of the strategy. "

"One of the key areas where Cardiff needs to develop is with its accommodation, which has lagged behind the increase number of major events. To get a hotel room during events is often difficult and certainly expensive. This sector needs to be enhanced with additional hotel rooms enabling more visitors (both during and outside of events) to Cardiff."

"Major events are vital to the city's economy and tourism. Greater collaboration with local businesses is needed to ensure the likelihood of major events having a positive impact is increased. Open consultation with local residents and academics / Universities is also needed to evaluate the success of events and calculate their economic impact e.g. UEFA 2017 Final."

"Major sporting events shouldn't prevent local traders from earning their living. The Sunday Riverside market has had to be cancelled multiple times, including at short notice, due to major sporting events. This shutting out of small trader means that it's predominantly the massive companies that benefit from these events.

"The lack of support for local farmers' markets is disgraceful, in my opinion. Despite the noise made about increasing sustainability, it feels like the Council are not actually interested in supporting those traders who work far harder and contribute far more to the local economy - as more of local producer's profits return locally, as opposed to large chains whose profits are squirrelled away elsewhere."

"The wider cultural offer must be developed, as there is a tendency to focus on Sports events. Without a strong cultural sector, Cardiff will struggle to compete on the international cultural stage."

# Creative and Cultural Cardiff

In addition to the issues identified above there were a lot of responses that suggested that Cardiff should promote and develop its cultural and creative sectors. A selection of relevant comments have been provided below:

## Selected Responses

"Extensive research (for example in London) has demonstrated that a city's creative economy depends upon two other crucial requirements:

- (i) A creative society
- (ii) A strong cultural sector"

"We would broadly agree with the strengths, weaknesses, opportunities and threats outlined. Cardiff's cultural assets are a huge strength; from the National Companies to Artes Mundi, the UK's biggest contemporary arts prize based in the historic National Museum which houses one of the largest impressionist collections in the world.

We believe there is real scope for growth in the city's creative sector. In the period since the formation of Creative Cardiff in 2015 we've seen an uplift in the number of creative economy jobs listed on our website and have noted the creation of many small creative industries businesses, as well as the phenomenon of coworking spaces where freelancers and micro businesses can thrive. Our planned research for 2018 includes mapping creative hubs for British Council Wales and with a team of Cardiff University researchers, re-mapping Cardiff's creative economy to note growth since our 2015 findings of 2,788 creative companies, organisations and freelancers in the Cardiff area."

"How can the city host or facilitate growth for the creative sector and financial and professional services? Is there another city which has been an active rather than a passive partner in this process? Many other cities that I have looked into almost appear to have achieved this by accident, and those that have tried to play an active role have lacked authenticity and engagement from the community they seek to support."

"The creative sector is ambitious and international, with vision beyond its borders. The art school is producing some talented young artists and excellent research from the staff. However, there are currently not enough spaces in the city to support the growth of the creative community"

"The sector where Cardiff has the strongest employment specialisation is Music, performing and visual arts, with 1.2x as much activity as the UK average although this is felt to be made up of performing arts, where Cardiff performs strongly. The visual arts need further support and investment to compete and contribute on a larger scale."

"A centre for contemporary art in Wales should invest in its creative community and act as a learning resource/educational outreach space with schools, colleges and universities, but also the professional art community. It should act as a hub, with multiple spaces for artists of varying career levels - including a collection of works, test bed spaces for emerging ideas and accomplished exhibitions of more resolved ideas."

"For the purpose of this consultation we propose to place art into a larger context of "creative placemaking," a term that holds pivotal meaning for durational social, economic and regeneration projects. Through exploring how the creative placemaking construct is playing out in the larger field of arts and culture we can see how this can intersect the benefits of arts and culture with the economic development of Cardiff.

We believe that the arts can not only engage in the City's development but if positioned as a strategic partner can help shape the social, physical and cultural identity and its people by supporting economic development and the future well-being of communities. We believe that rather than standing outside plans and developments looking in, arts and cultural organisations

(existing and new) can step inside it and be a strategic partner for Cardiff Council from the onset working with agents in transport, regeneration, housing, environment, health and well-being and additional systems necessary for a stronger, more equitable City.”

“We urge that, as a result of the Consultation, Cardiff will expand its economic strategy to include a Cultural Strategy. Otherwise Cardiff will continue to be deprived of one of the most significant drivers of economic growth and jobs, and will lag behind every other successful Capital City in its development.”

# General Comments

International Branding - increased communication with the outside world based on a strong social media offering was suggested, to encourage both businesses and potential visitors to consider Cardiff. A number of responses suggested the need for Cardiff to improve its international promotion

Third Sector - it was felt that the third sector needed to be better consulted and integrated into plans for Cardiff's economic development.

Community Engagement – local projects should ensure they are developed in consultation with their neighbouring communities.

Tourism - some responses focused particularly on tourism in Cardiff and it was proposed that the city could act more as gateway for tourism to the rest of Wales. There was some concern that the length of visitors' stays in Cardiff is decreasing, which in turn has an impact on other elements of the economy including retail and food and drink.

Well-being – there was also a wider recognition of the need for the economic agenda to be more closely aligned with areas such as health and well-being.

Sustainable development – sustainable development was seen as both a necessary requirement of interventions, as well as an area of opportunity. In particular the movement towards a zero carbon agenda was seen as an area that Cardiff could develop a competitive advantage in.

Governance – it was also recognised that local authorities currently have very little flexibility in resourcing economic development objectives, and that new ways of supporting development should be explored.

Industrial Strategy – Cardiff needs to provide a coherent and deliverable response to the UK's Industrial Strategy

Waterways – Cardiff should not forget that it is a waterfront city and should explore how it can connect more with its waterfronts.

## Selected Responses

"We need to ramp up the communication to the outside world. Both businesses around the initiatives in the report and to potential visitors via a strong social media offering. I live here and I'm active across all of SM. I've yet to see a sponsored (PPC) link for any event in Cardiff or surrounding areas."

"Centre for Research on Socio-Cultural Change researchers have argued that the provision of foundational goods and services has been overlooked by industrial and economic policy in the UK and Wales, whose focus tends to be on high-tech processes and sectors."

"We view Cardiff's Economic strategy as an opportunity to build upon its growing reputation as a City that can deliver for both Government and emerging innovative sectors in the creative digital, cyber security and fin tech sectors. This is at a time when Government is beginning to once again invest in its property requirements, growing into new roles in regulation and looking to have a proactive industrial strategy that links up with strong growth clusters. We have 3 principal recommendations to the questions set out in the consultation

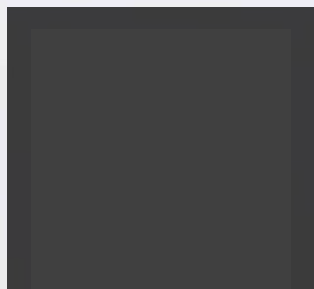
1. Maintain a strategic and senior relationship with UK Central Government at a pivotal time in Brexit planning. Cardiff to build upon its proactive approach to Government around relevant national policy areas as set out above.

2. Building Blocks Offerings; Build an offering to Government and Innovative Industry sectors from existing assets and success stories. For instance the National School of Journalism and Media, the BBC R&D facility in the City Centre and the burgeoning production sector present building blocks towards securing relocation of not just Channel 4 but wider Departmental requirements from DCMS. Similarly, all parts of Government are investing in data analytics and cyber security and Cardiff has a tremendous opportunity to build upon its success stories with HMRC's new data analytics department in Cardiff and Alert Logic.

3. Develop Co-Working Campus Environments; The future commercial occupancy model is increasingly predicated upon flexible, attractive, centrally located workplaces that clusters companies around common goals and sectors. This requires an open and innovative approach to investment models and for Cardiff Council there will be income stream opportunities from both Government and Private sector occupiers willing to pay a premium rent in return for a more flexible lease package that provides easy access to common areas."

We believe that the arts can not only engage in the City's development but if positioned as a strategic partner can help shape the social, physical and cultural identity and its people by supporting economic development and the future well-being of communities. We believe that rather than standing outside plans and developments looking in, arts and cultural organisations (existing and new) can step inside it and be a strategic partner for Cardiff Council from the onset working with agents in transport, regeneration, housing, environment, health and well-being and additional systems necessary for a stronger, more equitable City."

"We urge that, as a result of the Consultation, Cardiff will expand its economic strategy to include a Cultural Strategy. Otherwise Cardiff will continue to be deprived of one of the most significant drivers of economic growth and jobs, and will lag behind every other successful Capital City in its development."







# Building More & Better Jobs

## Consultation Green Paper



# Building more and better jobs

## Cardiff is no ordinary British city:

## Key facts:

We are growing faster than any other UK city



Faster growth in projected population than any of the UK Core Cities

We are creating more and more jobs



Faster jobs growth than any of the UK Core Cities - 15,000 new private sector jobs in past 2 years

We are attracting a bigger increase in international visitors than any other city.



Fastest increase in international visitors of any UK Core City

We have one of the UK's most skilled workforces



45% of the working age population have a qualification at NVQ4 or above

We are second to none in terms of quality of life



UK's number one city for quality of life

We have a growing reputation for world class research



Cardiff University ranked 6th in the recent Research Excellence Framework

We have strengths in creative industries, finance, tech and advanced manufacturing



Hub of Wales' creative sector, and over 60,000 employed in finance, business and communications

We are the heart of the Welsh economy



90,000 daily commuters, and more than half of the visitors to the city region

We are a city that has delivered. However, we know there is more to do.

Thousands of people in the city are still looking for work



Almost 10,000 people looking for work, with a 7% unemployment rate for 20-24 year olds

Income inequality persists



The top 10% of earners bring home 3 times as much as the bottom 10%

Productivity lags behind other cities



Productivity lags Core City average

We know that the city needs to find a higher gear..

Cardiff's regeneration story has been a remarkable one. It has transformed itself from a city weighed down by deindustrialisation in the 1970s to one of the most competitive in the UK. It is a young and talented city with a growing business base, a bustling start-up culture and a thriving visitor economy.

If we are to continue to deliver for the people of Cardiff and Wales however we cannot stand still. We must continue to drive forward investment in our city, and we must put in place the building blocks to fulfil our city's potential. We know that this potential is vast.

## We will have a relentless focus on delivering more, and better, jobs for the people of Cardiff.

We also know however that in Cardiff the gap between rich and poor continues to persist and that some of Cardiff's communities are amongst Wales' poorest. It is imperative that we can translate our good economic performance into better outcomes for everyone in our city. In an economic climate dominated by austerity, which has hit the most vulnerable areas hardest, we have a responsibility to continue our city's story, delivering more and better jobs for people in Cardiff and driving forward the Welsh economy.

Cardiff's role at the heart of the city-region and Welsh economy is also critical. As the global economy becomes increasingly competitive, our city offers the best prospect for Wales to promote itself as a prime location for business. However, we also know that cities in Wales are underperforming in comparison with our neighbours in England. Historically policy, skewed by EU funding priorities, has shifted resources away from Cardiff. This has meant that people and businesses in Cardiff have had less access to public funding to invest in skills and enterprise than in other parts of Wales. It has meant that whilst Cardiff has been growing at a rate far exceeding anywhere else in Wales, associated funding for infrastructure has gone elsewhere. It is therefore essential that a new city-region approach for Wales recognises the role of its cities, and especially its capital city.

We also know that Cardiff is an important UK city. Part of the national productivity problem relates to the fact that its cities outside of London

are underperforming, and that the future of the national economy is dependent on raising economic performance in its urban areas outside the UK's capital. The UK Industrial Strategy identifies the strategy to tackle this, and identifies ideas, people, infrastructure, business environment and places as the foundations that will drive productivity gains. It is essential that Cardiff is part of this agenda.

We are well placed to respond to the challenge. We know that across the world cities are the beating heart of national economies. Cities are at the centre of the modern knowledge economy where it is people, rather than capital, that business is reliant on.

To do this we will build a more **Connected Capital**, securing investment in the physical and digital infrastructure that unleashes the potential of our city's people. We need to upgrade our city infrastructure to support the development of more home grown business and attract more inward investment. Moving beyond City Deal, our role as the driver of the city-region economy must be promoted and exploited. Cardiff must also continue to be an outward looking, international city, acting as the connecting point between Wales and the world.

We will build on our success as a **Business Capital**, with a relentless focus on creating new jobs and opportunities for people in Cardiff and across the city-region, raising productivity for the city and for the nation. We know that whilst Cardiff has been successful in developing and attracting jobs we need to continue to climb the value chain. We also know that if we are to raise income levels we will need to become more productive.

We will develop a more **Inclusive Capital** by providing a range and choice of jobs across the city so that everyone can access an opportunity to reach their full potential. We must ensure big city projects translate into economic prosperity, and the benefits need to be felt in all of the city's communities.

We will build a **Smarter Capital**, working with partners to leverage the investment potential of key high-value sectors: the creative and digital industries, and financial and professional services - sectors in which Cardiff already has companies with international significance. Our universities need to become central to our ambitions in the way that they haven't been in the past. The Council also needs to engage more with business and embrace the full potential of public private partnerships which has served the city so well in the past.



# The Cardiff Economy

Examples of the strengths, weaknesses, opportunities and threats for the city's economy are provided below - but we want to know **your** views on where Cardiff performs well, where it doesn't, and where there is potential for the city to improve.

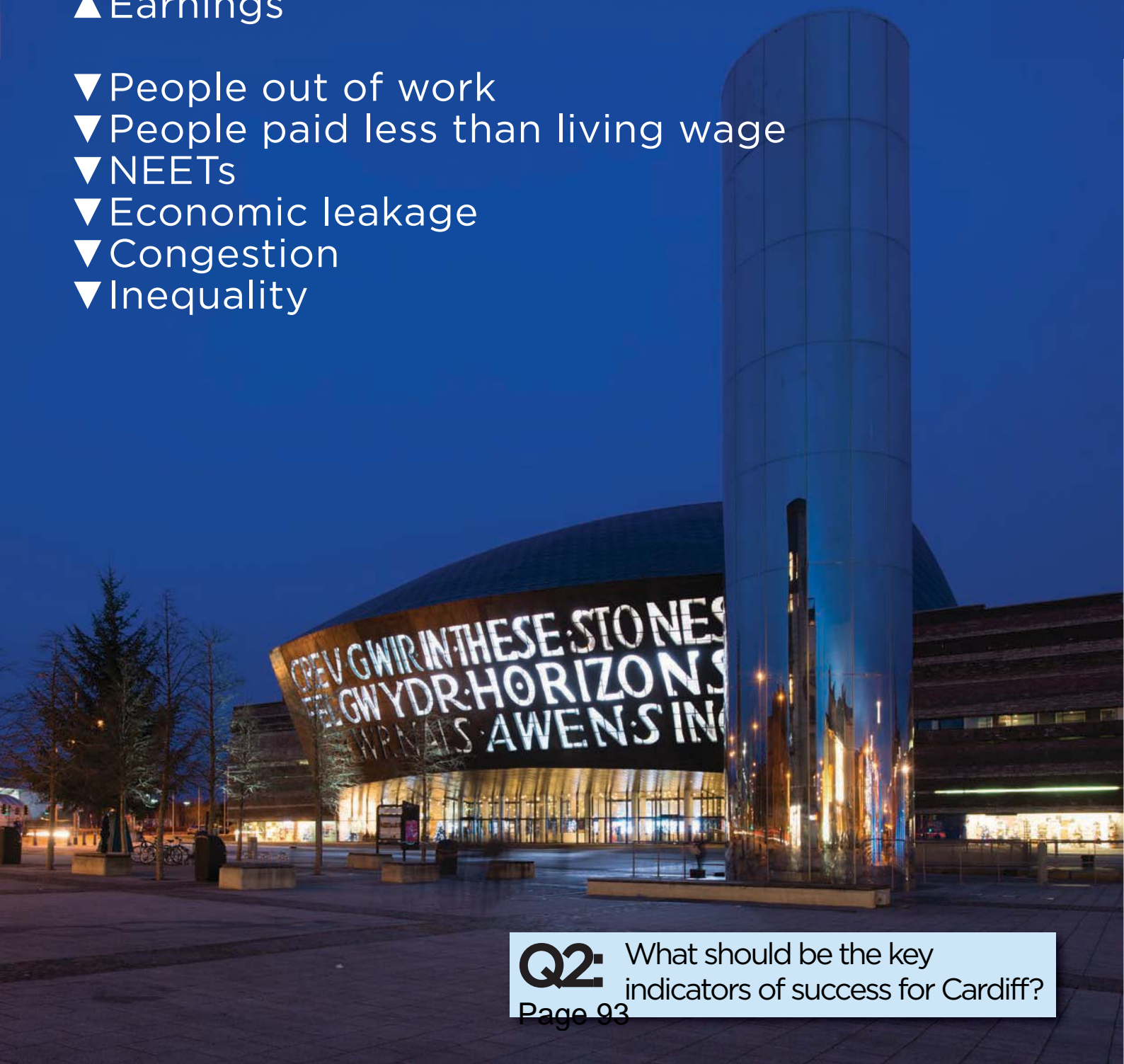
Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Capital City Status - driver of the Welsh economy</li> <li>• Fast growing and dynamic economy - proven ability to create jobs in competitive sectors</li> <li>• Well qualified workforce - 2/5ths qualified to degree or equivalent</li> <li>• Number 1 in the UK for quality of life</li> <li>• World class university research - Cardiff University ranked 6th in the UK</li> <li>• Greater city-region alignment and established governance</li> <li>• Sporting and cultural assets - including Europe's biggest covered arena</li> <li>• Advanced digital infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>• Relatively low levels of productivity - which in turn affects earnings</li> <li>• Low numbers of HQ operations - impacting on innovation and competitiveness</li> <li>• Pressure on the city's transport infrastructure - which is only due to grow</li> <li>• Lags some UK competitors in visitor numbers - capacity to improve</li> <li>• Large wage disparities - need to support productivity improvement for everyone</li> <li>• Poor international connectivity - physical and digital</li> <li>• Lack of urban policy agenda in Wales - reduces impact of 'agglomeration'</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Scope for growth in key sectors including financial and business services and the creative sector</li> <li>• Improving business infrastructure such as the world class BBC Drama Studios in Cardiff Bay</li> <li>• Growing economy brings opportunities for wider markets</li> <li>• Investment in Metro will unite the city-region and provide more opportunities</li> <li>• Growing visitor economy - growing faster than any other UK city</li> <li>• Potential to exploit benefits from Brexit such as removal of Structural Funds boundaries</li> </ul>	<ul style="list-style-type: none"> <li>• Competition from other UK cities for mobile investment</li> <li>• Competition from other UK cities for mobile workforce - businesses are reliant on maintain a skilled workforce</li> <li>• Pressures of population growth will impact on infrastructure</li> <li>• Need to maintain and promote the 'Cardiff' brand in an increasingly competitive marketplace</li> <li>• Impact of Brexit on ability to attract and retain skilled workers</li> <li>• Need to keep pace with technological advances</li> </ul>

**Q1:** What are the key issues for the Cardiff economy?

# Our Aims

Key objectives for a competitive city economy include:

- ▲ Productivity
- ▲ Jobs
- ▲ Business Investment
- ▲ Investment in Communities
- ▲ Visitors
- ▲ Infrastructure Investment
- ▲ Earnings
  
- ▼ People out of work
- ▼ People paid less than living wage
- ▼ NEETs
- ▼ Economic leakage
- ▼ Congestion
- ▼ Inequality



**Q2:**

What should be the key indicators of success for Cardiff?

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# Our Role in the City-Region

Cardiff accounts for a third of the total economic output of the Cardiff Capital Region and around a third of all employment. It is also the focus for employment in high value added service sectors. However, one of the criticisms of Cardiff is that it fails to deliver the 'agglomeration' productivity benefits that it could for Wales due to a lack of density and scale. Subsequently, Welsh cities make the lowest proportional contribution to regional output in comparison with all other UK regions.

The need for competitive cities is backed up by a significant weight of international work. The OECD cites that "The larger the urban agglomeration within a region, the faster the growth the region experienced." It is important, therefore, that Wales can exploit this potential.

**"we found no examples of successful regions which had unsuccessful cities at their core"<sup>1</sup>**

Cities are important for their surrounding regions. They provide a critical mass to drive productivity growth and innovation. They are the focal point of the city-region, connecting within the region but also between cities. They provide a concentration of culture, leisure and sport, and they are the international brand that drives profile. Put simply, people think of cities and not regions as the foundries of the modern economy.

It is essential that city-region spatial planning arrangements recognise the role that the city at its core plays in driving forward the regional and national economy. Any city-region approach must reflect the unique potential and characteristics within its area and not simply seek to spread activity across the region. For too long a 'regional' approach in Wales has done little more than displace activity within the city-region at the expense of the public purse. Whilst a city-region approach is critical to the future of the Cardiff Capital Region, it can only do so if it acknowledges and supports the specific role that Cardiff plays.

Conversely, however, it is important to recognise the role of the wider city-region, which provides space for a greater range and choice for employment and residential purposes. It provides a bigger labour market and a wider skills base. And it provides distinctive urban centres with niche retail/leisure/cultural experiences.

Despite the fact that Cardiff has benefitted from significant private sector investment in recent years, public investment has typically lagged behind. Indeed, whilst there have been many benefits of EU membership, the reality is that funding has been skewed away from the city, with around ten times the amount of support invested in 'convergence' as opposed to 'competitiveness' areas in South East Wales.

**In simple terms, Wales needs to develop a greater appreciation of the role of its cities, and put policies in place to exploit them.**

**Q3:** What should Cardiff's role be in the city-region?

<sup>1</sup> Source: Competitive European cities: where do the core cities stand? (Urban Research Summary No. 13)

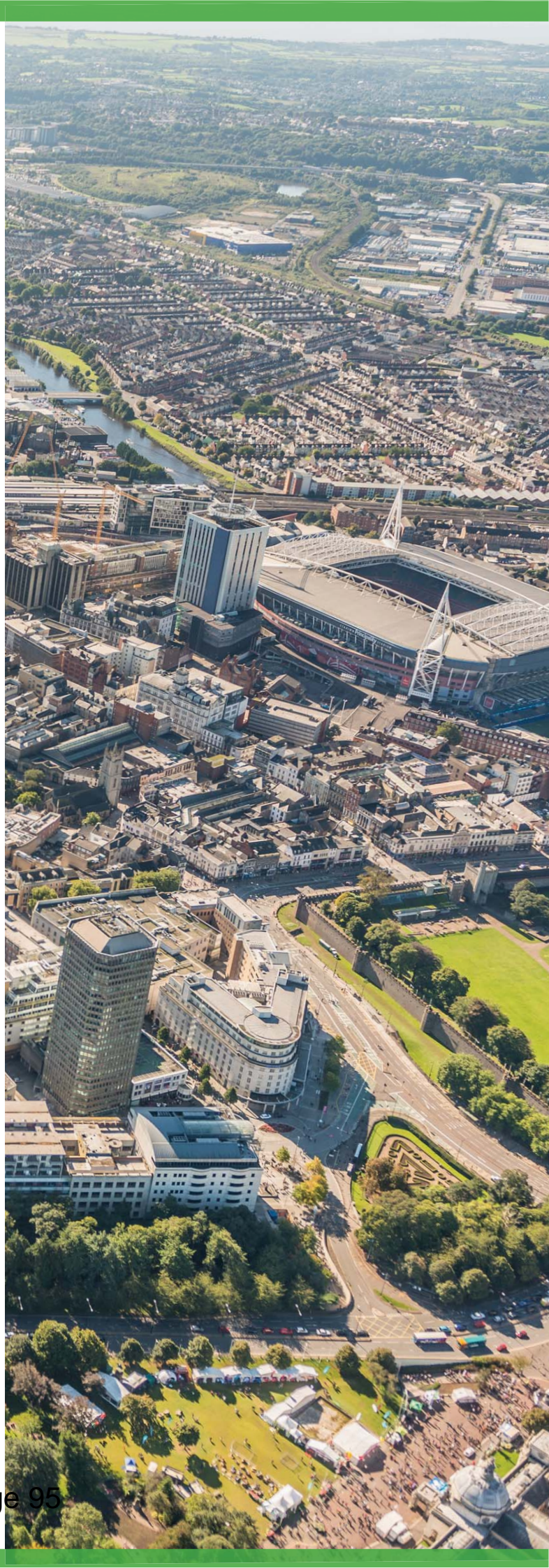
# A EUROPEAN CAPITAL

The UK's Core Cities have outlined the important role that cities play in the future success of the UK in a post-Brexit world. But for this to be the case we need to consider our response to Brexit, making sure we capture the opportunities that can accrue - and mitigate for the negative impacts.

We believe we will need to ensure that our businesses remain resilient, that they are not disadvantaged by a lack of access to markets, or that they find themselves in difficulty in recruiting skilled international workers.

We believe we need to make sure that Cardiff does not isolate itself from the world, and continues to show that although we will longer be part of the EU we can still be a proud European Capital We also need to make sure that we get our fair share of the supposed financial benefits from the repatriation of the UK's contribution to Europe. And we must make sure that Cardiff remains an open and tolerant city.

**Q4:** How can we continue to engage with Europe in a post-Brexit era?



# City Comparators

## CONNECTED CITIES

Across the globe connectivity is more important than ever. As knowledge has become the main source of productivity growth, the movement of people rather than goods has underpinned competitive cities. This story isn't just about the world's megacities. Smaller cities like Copenhagen, Bilbao and Stuttgart have successfully managed to grow their economy and increase their standing on the world stage.

Transport in Cardiff however is currently dominated by private car journeys. The 2011 census showed that more people travelled to work by car or van than in any other Core City. A relatively small percentage of commuters use buses or trains to get to work. We also know that travel within the city is one of the most topical issues for our citizens. Over 60% of Cardiff citizens feel that travel and transport problems in Cardiff are serious or very serious.

Exemplar cities such as **Copenhagen** have shown how a step change away from a car dominated city can be achieved based on a shared vision and willingness to change. This is a city not unlike Cardiff. We have a similar size and scale, and we play a similar role in our national economy. **Bilbao's** story of transformation is equally well-known. However, their story wasn't just about the Guggenheim - it was as much a new metro system that stimulated the regeneration of the city. The Sir Norman Foster led development that opened in 1995 has been part of the city's successful transition from industrial decline to a modern regional capital.

**Q5:** What can we do to improve connectivity?

## BUSINESS CITIES

The UK lags many developed nations in terms of productivity. Whilst London can compete internationally, the UK's other cities and regions drag down the national average. Furthermore, two-thirds of the UK's workforce is employed in businesses with productivity that falls below their industry average, and this has knock-on effects for wages. If we are to make a step change nationally, it is the cities of the UK that need to move up a gear, and in the context of Wales this is even more prevalent.

Cities like Dublin and Helsinki, medium-sized cities comparable to Cardiff have transformed their city and national economies from amongst Europe's poorest, to its most competitive. This has been achieved through strong and decisive leadership, as well as establishing an environment conducive to investment, friendly to business, and underpinned by a skilled workforce.

**Dublin** led the rapid growth experienced during Ireland's Celtic Tiger boom. The Irish economy grew by almost 10% per year between 1995 and 2000, and then by over 6% per year until the global economic downturn. As well as a competitive offer for businesses, education was an important part of the Dublin story, where a generation of well-educated workers, aligned with international growth sectors, delivered a dramatic shift in city and national economic performance.

The **Helsinki** story is equally compelling, leading Finland's transition from an agricultural economy to a world-leader in technology. With a focus on R&D, the Finnish capital's reputation at the forefront of the knowledge economy revolution was again led by strong leadership and a focus on skills and education.

**Q6:** How can we create more and better jobs?



## INCLUSIVE CITIES

Since the 1980s inequality has not improved and is forecast to rise even higher in the coming years. Cities, in particular, have borne the consequences of inequality and there is growing concern at the wider impact of social and economic exclusion. Cardiff performs well in comparison with Core Cities and other parts of Wales across a range of factors which can affect a resident's wellbeing. However, as with other cities in the UK, significant and entrenched inequalities persist. Despite being the nation's commercial engine, over 60,000 people in Cardiff live in the 10% most deprived communities in Wales. Only two other local authorities in Wales – Merthyr Tydfil and Blaenau Gwent – have a higher percentage of their population living in the poorest communities. Almost a third of Cardiff households live in poverty, with a high percentage of children living in workless and low income households.

**Lille-Roubaix** have adopted an area-based policy to deal with infrastructure investment, making sure that it links economic inclusion activities in areas such as housing, education and training. The effectiveness of this approach is supported by including residents in the design and implementation of investment projects. It has also co-ordinated local initiatives to make sure there is a wider impact on local communities.

**Pittsburgh** successfully transitioned, like Cardiff, from an industrial to a service economy but its economic recovery was not felt by everyone. One area that suffered in particular was the Hill District, whose decline can be traced back to the 1960s when residents were displaced by big construction projects. Located between major employment zones in the city centre, residents were disconnected from the employment opportunities these zones delivered. The Pittsburgh Central Keystone Innovation Zone (PCKIZ) initiative sought to address this by linking local residents with the local high tech growth, providing direct support to link businesses in the area with the city's high tech clusters.

**Q7:** How can everyone benefit from growth?

## SMART CITIES

Smart cities use technology and/or data to improve how we use our cities, and how we deliver public services. Done well, a city with the right smart city infrastructure will become both a more competitive place to do business and a better place to live. Being a smart city doesn't just mean a digital response to every problem, it means an informed, intelligent response to problems.

**Barcelona** is an active smart city, with over 100 live projects, including smart traffic lights, telecare services and electric cars. Its leading role in the use of Internet of Things means that the supply and demand for services can be more closely aligned, so that limited resources can be used where they have the biggest impact, and that excess resources can be diverted to more productive areas. This approach includes streetlamps that only operate when someone is nearby, a telecare system that proactively monitors over 70,000 elderly and disabled people in the city, rain monitors that determine when to water the city's parks, and municipal bins are only emptied when sensors note they are full.

**Rotterdam** meanwhile is producing a model to simulate scenarios for city planning and management. The model will help to improve investment decisions for the city government, whether in terms of the impact on transport, or the environmental impact of capital investment.

**Q8:** How can we become a smarter city?

# Spatial Strategy

We want your views on developing a spatial strategy for the city...

Cardiff is undergoing a period of rapid growth. The effective management of that growth will be essential to provide clarity to the market and to ensure the city continues to function effectively.

Whilst development is becoming increasingly mixed use in nature, our intention is to concentrate investment, building on the city's recent successes, to achieve critical mass and to realise agglomeration effects.

Proposed areas for the spatial strategy could include:

The **CITY CENTRE** is already the most important business cluster in the region. It is increasingly a place to live as well as work. Our intention is to encourage the continued expansion of the city centre southwards beyond the railway lines through office-led mixed use development.

**CARDIFF BAY** has already experienced a comprehensive transformation. It now needs a second push. We want the Bay to become a leading short break destination which will require further investment in leisure-led infrastructure.

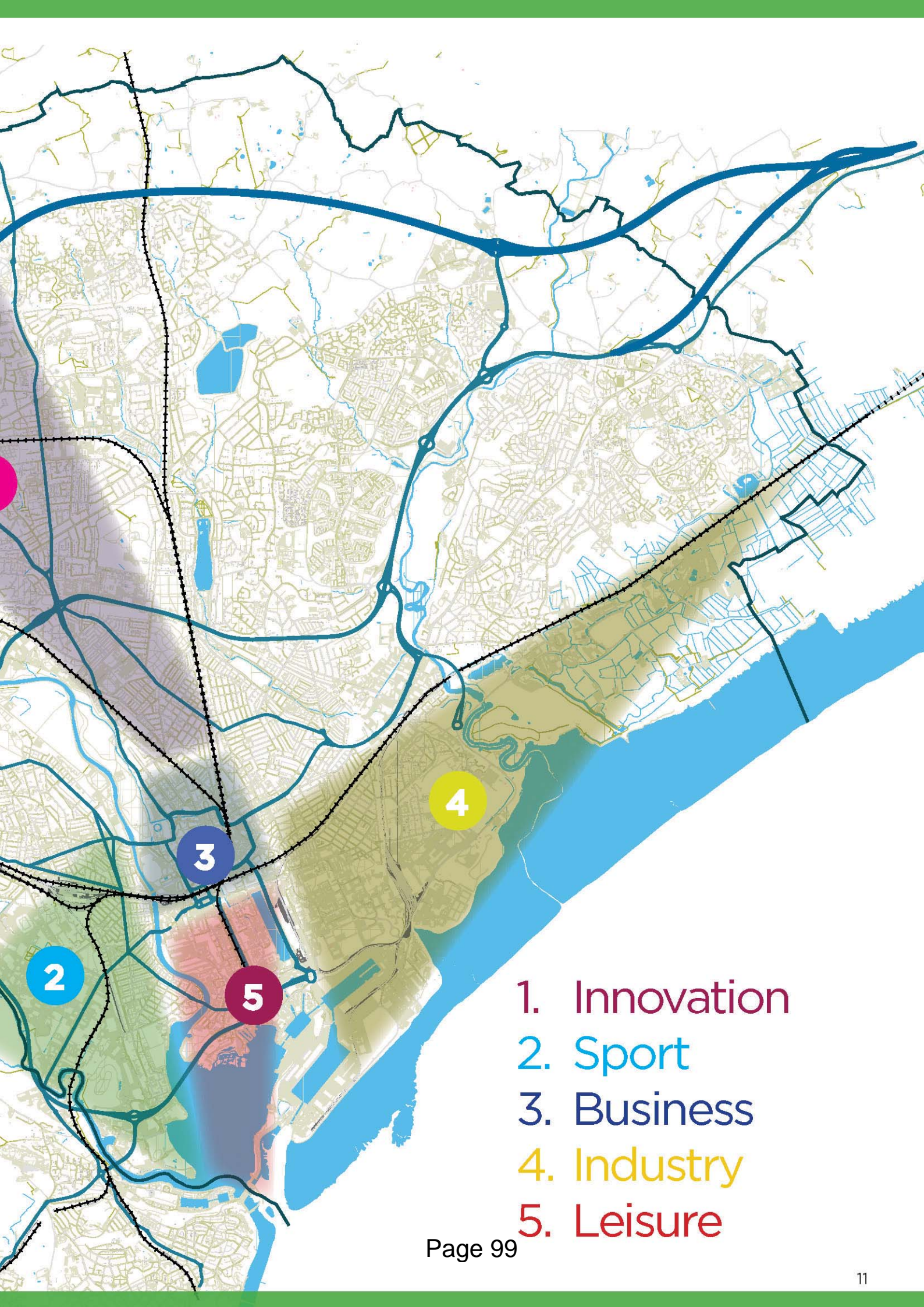
**NORTH CARDIFF** is home to the city's knowledge institutions and some of the most R&D intensive businesses in the city. Both Cardiff University and Cardiff Met are investing in new facilities that will expand their footprint in the city. The Heath Hospital site and the knowledge cluster around Coryton offer opportunities for further growth.

**EAST CARDIFF**, south of the railway line, is an existing industrial centre primed for expansion. Benefitting from a range of high quality infrastructure, including the Port of Cardiff and the Euro Freight Railway Terminal, the area has significant potential to deliver more manufacturing, distribution and trade related jobs.

**WEST CARDIFF** already accommodates some of the city's premier sporting and recreational facilities. There is potential to build on the success of the new Cardiff City Stadium and House of Sport development to provide a cluster of sporting infrastructure for the benefit of elite sport and for local community use.



**Q9:** What should Cardiff's spatial strategy be?



1. Innovation
2. Sport
3. Business
4. Industry
5. Leisure

# City Centre: Business

The city-centre plays a key role in any city, providing a focal point for employment and entertainment, as well as a connecting point to the city-region and wider world. Over the last two decades Cardiff's city-centre has been transformed. Unlike in competitor cities, where large developments have taken place on out-of-town green-field sites, in Cardiff major city projects such as the Millennium Stadium and the St David's shopping centre have been developed as part of, not separated from, the city-centre. These have been built on assets such as Cardiff Castle, existing and new university developments and a programme of pedestrianisation to create a vibrant and successful city-centre.

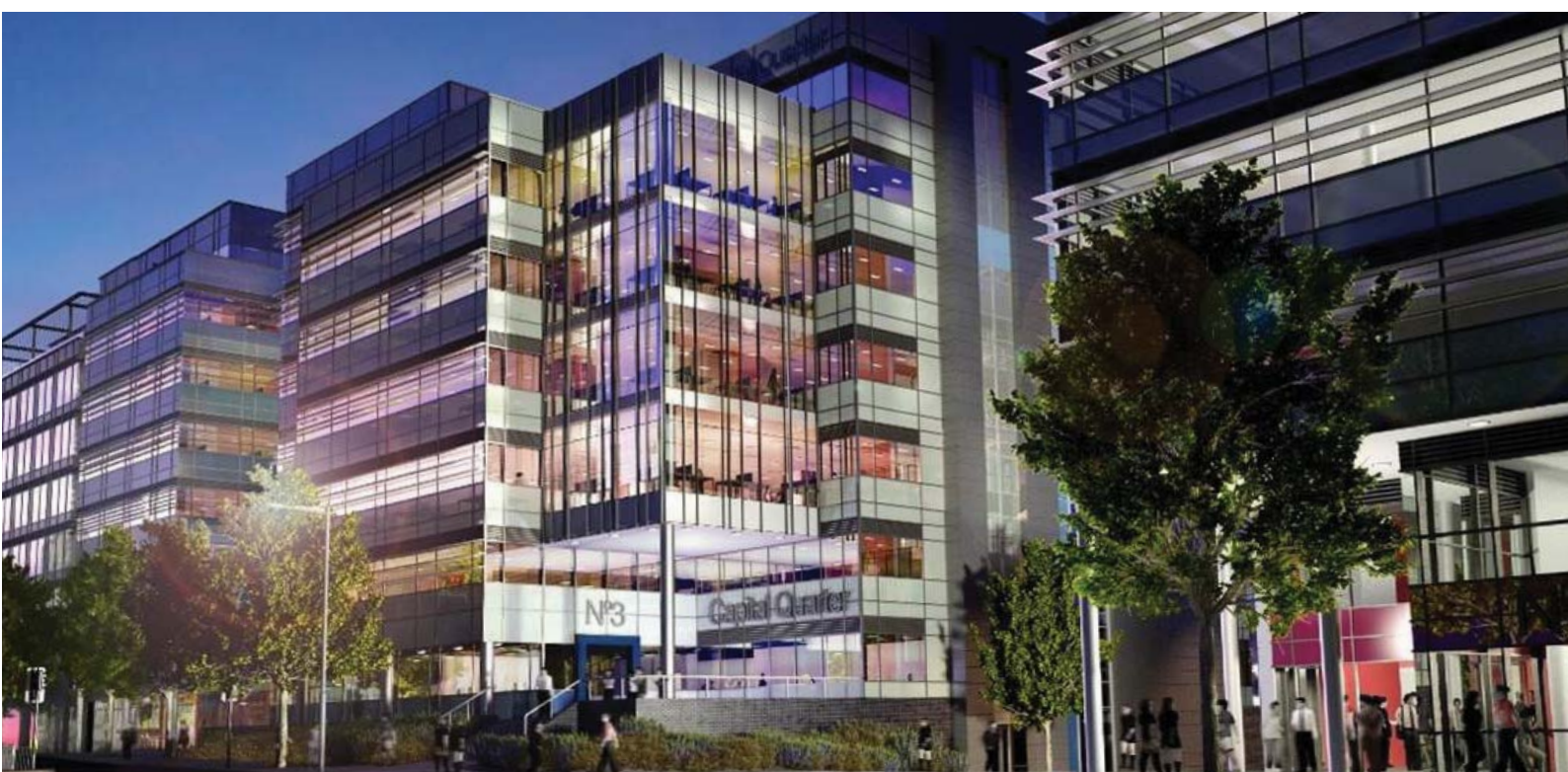
The next phase of the city centre's development has begun, with the Central Square development creating a place for business that can compete with the best in the UK. No other location has the ability to create as many jobs and opportunities as the areas surrounding Central Station, and no other location has the opportunity to be better connected with the city, the city's communities, the city-region and the rest of Wales and the UK.

We must also build on the strengths of our city centre as a place to visit. However the threat to retail from technology is real, and it is essential we ensure that the city centre remains a place people want to visit. Investment in our city centre will also help provide a range and choice of jobs, jobs for people with different skills, different abilities and different interests.

## Give us your views on our suggested priorities for the City Centre:

- The modernisation of **Central Station** sits at the heart of the Council's plans for the expansion of Cardiff city centre. Working with UK Government, Welsh Government and the private sector, we intend to bring forward proposals to increase the capacity of Central Station for trains and passengers and to transform Cardiff Central into a modern gateway befitting of a capital city.
- We are committed to continuing the regeneration of the area immediately surrounding the station to deliver the city's primary office destination.
- **Central Square** is well underway and when complete will deliver over 1 million square feet of Grade A\* office accommodation. A new bus station will be delivered, and proposals are starting to be progressed that will spread the benefit into surrounding areas such as Westgate Street and St Mary Street.
- New plans are emerging for the regeneration of the riverfront land **south of Cardiff Central**. Agreements are now in place between land owners to relocate Brains Brewery to make way for a major mixed use office-led development including significant new transport facilities linked to the improvement of Central Station.
- Making the most of the city's river frontage is a key part of the Council's vision and an important factor in the Council working to secure land at **Dumballs Road**. At 40 acres the site offers the opportunity to deliver a new residential-led mixed use urban centre within walking distance of all of the city centre facilities.
- The completion of **Callaghan Square**, extending the office district towards Capital Quarter, is a key priority. This will involve the intensification of development, with high quality design and new public spaces and could include a new public sector office quarter.
- **Capital Quarter** is one of the city's recent success stories. Linking directly into Callaghan Square, the development is progressing at pace and will extend the city's new office quarter whilst providing new facilities that improve the link between the city centre and the Bay.
- **St David's Square** - following the relocation of the Indoor Arena, a new office-led mixed use quarter could be created adjacent to the Admiral HQ, providing the opportunity for significant new city centre public spaces and leading to the improvement of adjacent city centre streets including Charles Street, Barrack Lane, Churchill Way and Station Terrace.

**Q10:** What can we do to support business development in the city centre?



# Cardiff Bay: Leisure

The last 30 years has seen a transformation of Cardiff Bay, regenerating over 1,000 hectares of derelict land and creating over 30,000 jobs. Projects such as the Wales Millennium Centre, Mermaid Quay and Roath Basin have created a new place to visit and do business. Walking, running and cycling have seen the barrage become a venue in itself and Roald Dahl Plas has become the go-to place for city celebrations.

However, as the city centre has thrived in recent years, buoyed by investment, the Bay has lost some of its momentum. It is now ready for the next phase of its development.

Cardiff Bay is already one of Wales' most visited locations. It now needs to become a primary UK weekend city break destination. This will require significant investment in leisure infrastructure. It will also require major improvements to the connectivity between the city-centre and the Bay across all modes of transport.

**Q11:**

What can we do to support leisure activities in the Bay?

Give us your views on our suggested priorities for Cardiff Bay:

- A new **Multi-Purpose Arena** will attract business and academic events and stimulate high spending business tourism, raising the profile of the city as a business location. Building on the success of the Wales Millennium Centre it will enable a broader range of events, significantly higher footfall and a spread of events that will support business to thrive in Cardiff Bay.
- The redevelopment of the Coal Exchange will **reinvigorate Mount Stuart Square**. Building on this investment we will bring forward a scheme to support its development as a vibrant district for small business.
- We will explore the delivery of a **new family attraction** to draw visitors to the Bay throughout the year.
- We will work with partners to explore options for a new attraction at the **Graving Docks**, including the potential for a contemporary art gallery, a science experience venue, and a new venue for the Cardiff Story.
- Whilst it's less than a mile in distance, relatively low numbers of people consider walking as a way of getting between the city centre and the Bay. A **'High Line'** development will create a more attractive route into the Bay, as well as being a destination in itself.
- A new **leisure transit system** linking the city-centre to the Bay must remain an important priority and ambition for Cardiff, supported by improved walking and cycling routes as part of the development of a 'Bay Loop'.





# Cardiff West: Sport

Cardiff has developed a deserved reputation as a sporting and cultural Capital City. From the Champions League to local park-runs, sport has an impact on all aspects of city life. Investment in sporting infrastructure has focussed on the west of the city, and opportunities remain to build on this to cement the city's position not only as a place where major sporting events take place, but also one with world class facilities for use by elite athletes through to those in the local community.

We will continue to invest in the city's sporting infrastructure, focusing on the west of the city, around the new Cardiff City Stadium, the House of Sport developments and the International Sports Village.

**Q12**

What can we do to develop Cardiff West as a sporting destination?

Give us your views on our suggested priorities for Cardiff West:

- We will work with Glamorgan Cricket Club to enhance their facilities, separating the sporting and conference infrastructure so that cricketing and commercial activity can take place all year round.
- We will explore the potential for a new stadium for the Cardiff Blues.
- We will take forward the next stage of development for the International Sports Village, securing new investment. In doing so we will create Wales' foremost location for sport, leisure and recreation in the heart of a city.
- The completion of the House of Sport development will ensure Cardiff has some of the best community sports facilities in the UK.
- This will link with further development of the Athletic Stadium sports cluster, providing more space for community sports development.
- We will take forward plans for a redeveloped home for Sport Wales to cement its position as the home of sport in Wales, improving facilities and site access.

# Cardiff East: Industry

Supporting the development of a new industrial zone in the east of the city will open new opportunities for those that live there, and improve access to other opportunities across the city and beyond. For too long the east of the city and its communities have not benefitted from the city's transformation.

An Eastern Industrial Zone will also provide a greater range and choice of employment land for Cardiff. We also know that we can't just rely on city centre opportunities for residents of Cardiff. The different options and choices that can be established by providing lower density employment opportunities will help those whose skills or experience may not match those found in a service focussed city-centre.

**Q13:** What opportunities are there to support industry in Cardiff East?

Give us your views on our suggested priorities for Cardiff East:

- **Industrial Strategy for East Cardiff :** We will develop a new industrial strategy to deliver new jobs and provide a range of opportunities for people in the east of the city and beyond.
- **A Cardiff Parkway:** A new railway station in the east of the city will open up new opportunities for residents and business.
- **The Eastern Bay Link:** Cardiff Council will work with partners to deliver the full completion of the Eastern Bay Link.
- **A new Business Park for the East:** Cardiff Parkway offers a unique opportunity for prospective companies looking to invest in the UK. A new 100,000m<sup>2</sup> business park will add an extra dimension to the Cardiff offer in terms of office supply.
- **Eastern Distribution Centre:** Investment in the road infrastructure, linking with the M4, will open up new opportunities for distribution. Market demand for facilities is on the rise across the UK, and it is important that Cardiff can capture any investment taking place to make sure that the people of our city benefit.





# Cardiff North: Innovation

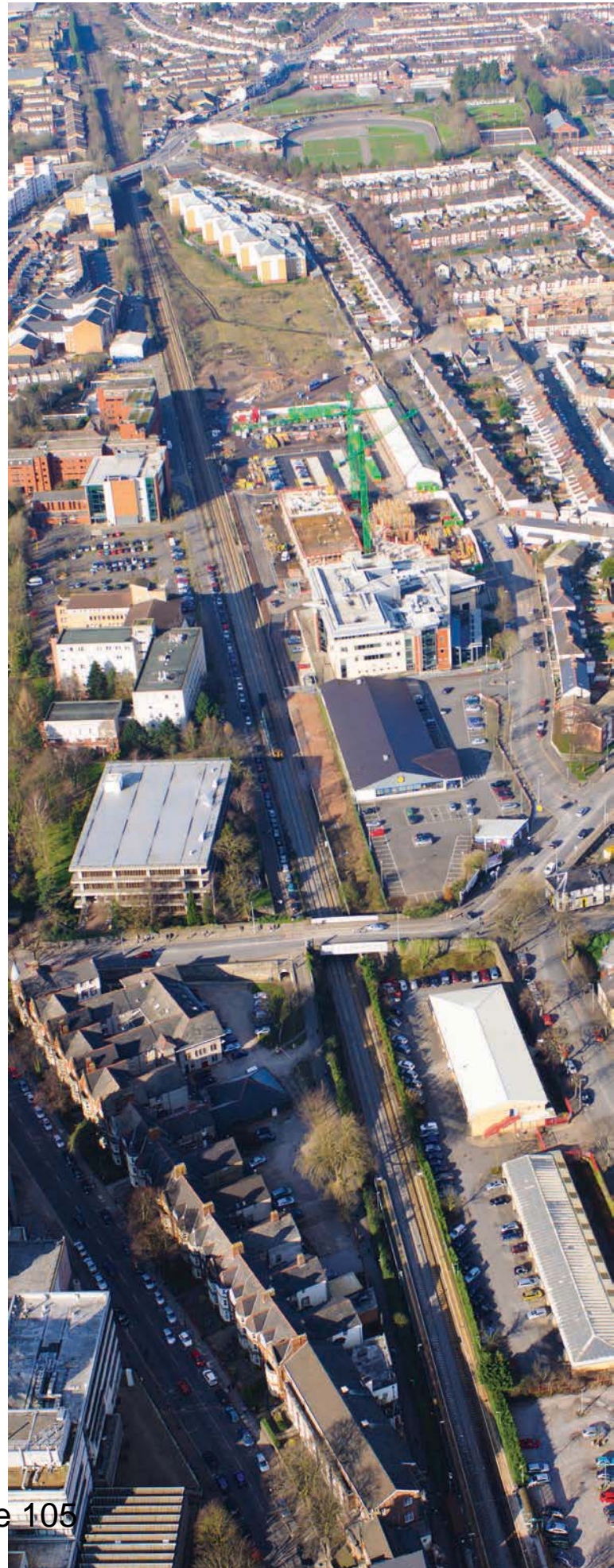
Cardiff's greatest opportunity lies in the talent, attitude and industry of its people. The city's universities, in particular, have been fundamental to making Cardiff one of the most highly-skilled cities in the UK, providing a conveyor belt of talent in to the city economy. They are also a source of invention and creativity in the sciences, the arts and in business, and so need to become central to the city's ambitions in the way that they haven't been in the past.

In developing a Northern Knowledge Quarter we will provide a focal point for innovation in the city, building on the success of our universities.

## Give us your views on our suggested priorities for the Cardiff North:

- **A New Innovation Campus:** We share Cardiff University's ambition to establish itself as one of the top 100 global universities and will work in partnership with the University to deliver the new Science and Innovation Campus. We will work with partners to develop a new Innovation Park covering Maindy Park and the Heath Hospital with Cardiff University and Cardiff and Vale University Health Board.
- **M4 Science Park:** We will work to develop a new science park at Coryton to support new advanced technology businesses, located near the junction of the M4 and A470 - creating potentially Wales' most accessible site.
- **Cardiff's Circle Line:** To complement the Science Park development we will also explore ways of completing the loop of the 'City Line' - creating a new Circle Line for Cardiff to provide regular and fast links between city communities.
- **North West Link:** We will improve access through the North West of the city to reduce the pressures on the transport system and to improve links with the rest of Cardiff.

**Q14:** What opportunities are there to support innovation in North Cardiff?



# Major Events

One of the major factors behind Cardiff's ability to attract and retain talent is the city's leisure and cultural offer. As a capital city Cardiff is home to major international sporting and cultural events, made possible by some of Europe's best cultural and sporting infrastructure. This will be further enhanced through the development of a new Multi-purpose Arena in the city-centre.

We are committed to continuing to deliver a programme of major international sporting and cultural events. Events aren't just about attracting new people to the city however, they are also about bringing new ideas and experiences to the people who already live here. Local festivals like Sŵn, Diffusion and Cardiff Contemporary and events such as the Roald Dahl 'City of the Unexpected' have given something new to the city, and we need to build on their success.

Give us your views on our suggested priorities for the Major Events:

- **Major Events:** We will work with Welsh Government the Business Improvement District and other partners to develop a new programme of major events, building on the success of the Champions League.
- **Wales' cultural heart:** We will work with partners to develop a programme of home grown events and festivals to create a year long series of events that not only drives tourism, but delivers for the people of Cardiff.
- **Womanby Street:** We will secure the future of live music in Womanby Street by working with the city's business and arts communities, investing in the street itself and delivering a music strategy for Cardiff.

**Q15:** How should we use events to support the city's economy?



# Inclusive Capital

Whilst jobs growth in itself is a positive, we want to move one step beyond this and make sure that the proceeds of growth are enjoyed by the many, not the few, in Cardiff. In responding to this we will adopt new means of assessing projects to understand how they will deliver opportunities for everyone.

**Q16:** How can we make sure everyone benefits from growth in Cardiff?

Give us **your views** on our suggested priorities for Cardiff to become a more **Inclusive Capital**:

- **Cardiff Commitment:** We will deliver the Cardiff Commitment in partnership with schools, businesses and education providers.
- **Living Wage City:** We will act as an advocate for the Real Living Wage initiative, with the objective of securing its adoption by the city's employers.
- **An expanded Social Enterprise sector:** We will explore with partner organisations the establishment of community-based social enterprises to support the Council's estate management and other support services.
- **Establishing an Inclusive Growth appraisal of major projects:** Working with the Joseph Rowntree Foundation we will adopt a means of making sure that investment in Cardiff delivers for the people of Cardiff.





Please send responses to this Green Paper to:  
[econgreenpaper@cardiff.gov.uk](mailto:econgreenpaper@cardiff.gov.uk)

Alternatively you can write to:  
Economic Green Paper  
Economic Development Team  
Cardiff Council  
County Hall  
CF10 4UW



# Appendix 3

# Building More and Better Jobs



## Draft

# Economic Strategy

# Foreword

## Cllr Russell Goodway



This Economic Strategy sets out the Council's vision for the city's economy and establishes how the key development priorities will be delivered. The document considers Cardiff's position within and contribution to the city-region economy, the Welsh economy and the UK economy. In particular, it sets out the city's initial response to the UK Government's Industrial Strategy and sets out where Cardiff sees itself in the context of the national economy.

The document provides a prospectus for those who wish to invest in our city. Critically, it seeks to encourage investment from small and micro businesses as well as major investors. It outlines to the retailer or the restaurant owner where investment is expected to take place. It tells the tradesperson the type of investments anticipated. And it outlines the city's priority growth sectors and how support will be coalesced.

The Council also wishes the strategy to be relevant to the individual. Our intention is to deliver opportunity and benefit that can be felt by everyone, through better understanding of market conditions and through improved partnership and collaboration between all of the actors involved.

Cardiff faces many challenges. In recent decades successful cities have transformed their economies from industry to services. In doing so, many of these cities have established themselves as a base for financial services and creative sectors. The challenge now is to develop these sectors, identifying specialist areas to deliver more productive growth and ultimately wage increases. This requires Cardiff to understand where there is potential for job growth – but also where there is potential to develop what we are really good at in Cardiff.

It is important that the benefits of growth are more widely felt right across our communities. Data such as unemployment can mask the impact on individuals and communities, and it is essential that proposals, and the means by which we deal with our investments, are considered in a way that doesn't just drive city-level indicators, but feeds through to the people of Cardiff. Doing this is not always easy, and requires alignment of partners across the city.

Ultimately this document is a starting point. Issues such as Brexit have shown that the rules of the game can change suddenly for local economies. We need to make sure that we can be flexible in how we respond to these challenges, and take advantage of the subsequent opportunities.

In taking forward our strategy we will work with our partners, but also the people of Cardiff and the city-region to deliver more and better jobs for all.

# Consultation

A consultation exercise was undertaken in early 2018 following the publication of a Green Paper. The survey was promoted through local media and social media and a number of engagement events took place in Cardiff and London. The consultation also targeted specific representative groups to ensure a broad coverage of Cardiff's businesses and communities, as well as across the city-region. Responses were received from representatives of business, education, the third sector, sport, arts and culture and local government.

On the whole the response to the Green Paper was very positive. Generally respondents supported the content, both strategically and the project proposals. However, a number of issues arose that were identified as either omitted, or requiring additional consideration.

The issue of transport and connectivity was a theme through many of the responses, with transport improvements seen as a way of supporting the development of business, whilst also making jobs more accessible for all. The need to support the development of business outside of the city centre was also highlighted, reflecting a desire for thriving and sustainable district centres. In terms of growth opportunities, the need for Cardiff to progress beyond being a service centre was highlighted, with a focus on the need to develop competitive clusters that can deliver improvements in productivity. The creative sector and 'Fin-Tech' were two cited examples where the city is seen as having considerable potential.

The need for greater emphasis on inclusive growth was a re-occurring theme and consideration of how the economic strategy could benefit all groups in Cardiff. It was noted, for example, that employment rates for disabled people, transgender people, some BAME people, and Muslim women are lower than average. There was clear support for the idea that everyone in Cardiff needs to benefit from its development. The support for inclusive growth ties in with the importance of building a skilled workforce that can take advantage of new jobs, connecting people with businesses. Overall consideration of wellbeing was a further issue raised, noting that jobs and growth by themselves were not the sole determinant of city residents' quality of life.

This document seeks to reflect the consultation responses. Whilst transportation is a major consideration in the development of any economy, the city's strategy for transport will be considered by a separate Transport Strategy.

# Our Strategy

Recent decades have seen Cardiff successfully reinvent itself as a centre for service sector business activity. The city economy now needs to step up to the next level, to become more productive, and to provide better jobs for the people of the city and the city-region.

Cardiff is a well skilled and well positioned city to take this step. It requires the city to understand and communicate what it is good at and co-ordinate activity between business and government to develop a more productive and innovative business base.

Cardiff also has a responsibility as the Capital, to deliver for Wales. Welsh cities contribute less to their nation's economy than anywhere else in the UK - despite being the natural poles for growth. It is clear that if the Welsh economy is to thrive it must look to its cities to lead the way. Whilst Cardiff has the building blocks for a competitive economy, productivity still lags behind many of the UK's leading cities.

And as the gateway to Wales' visitor economy we need to make sure that Cardiff's growth in tourism continues, and that it shares the benefits of this growth across the city-region.

Critically, over the next ten years we will commit to delivering for Wales. To do this we will:

- Generate 20,000 additional jobs for the city-region
- Create Wales' first significant commercial business cluster in Central Square, Central Quay and Callaghan Square
- Establish Cardiff Bay as a leading UK urban visitor destination in its own right
- Put Cardiff at the heart of the UK's Creative and Digital sector
- Position Cardiff as a national centre for 'Reg-Tech' as part of its fin-tech and cyber security cluster
- Strengthen the Cardiff city-region's place as the focal point for advanced manufacturing in Wales, focussing on compound semi-conductors and life sciences
- Support our city's communities and districts to take advantage of the city's growth
- Establish stronger city-region governance that delivers for Wales



Underpinning this is the need to ensure that we have the support in place to deliver our ambitions. This means the transport links, the digital infrastructure, and fundamentally it means equipping our workforce with the skills to drive innovation and productivity in Cardiff. To do this we will make sure that our economic strategy is considered not just from the economic development perspective, but also in terms of skills and how we get around the city.

Cardiff's economy doesn't exist in isolation. In a post Brexit world it will be essential to understand how the city can contribute to the global, national, regional and local economies. At the heart of this is understanding how Cardiff can contribute to the UK Industrial Strategy.

Our Strategy is set out in three parts - the key spatial priorities, key Industrial Strategy priorities, and the underpinning themes to support the strategy.

The **Spatial Strategy** aims to inform investors, both inward and local, of areas where concentrations of activity will take place in Cardiff. It will provide clarity about the city's vision for these areas that will help investors to understand where we will focus on different types of investment.

The **Industrial Strategy** will highlight the sectors that offer the opportunity for productivity growth in Cardiff, and will not only provide a focus for investment around these sectors but aims to influence how areas such as skills can support the city's growth agenda. It also highlights how Cardiff can contribute to the UK's Industrial Strategy.

Supporting these strategies will be the **Underpinning Themes**, which highlights how the city's development will support its residents, communities and businesses.

# Cardiff Today

The city's economy has all the tools to become a UK leader...

...we have a skilled workforce, half of which is qualified to NVQ level 4 or higher - better than all but one of the UK's core cities...

...we are growing faster than any other UK city...

...we have some of the best universities in the UK and a massive student population...

...we have some of the UK's most innovative creative, digital and fin-tech businesses...

...we have world-class sporting and cultural venues...

...we regularly top the table in measures of quality of life...

However...

...we lag some UK cities in terms of productivity...

...as the biggest Welsh city, we have more people living in poverty than any other Welsh local authority area...

...income disparities persist within the city...

Cardiff needs to find another gear. The city has successfully transitioned to become a modern service focussed economy. It now needs to become a highly productive economy that shares its spoils more broadly across communities.

# Cardiff SWOT

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Capital City status – driver of the Welsh economy</li> <li>• Fast growing and dynamic economy - proven ability to create jobs in competitive sectors</li> <li>• Well qualified workforce – 40% qualified to degree or equivalent</li> <li>• Number 1 in the UK for quality of life</li> <li>• World-class university research – Cardiff University ranked 6th in the UK – and over 70,000 students in the city</li> <li>• Greater city-region alignment and established governance</li> <li>• Sporting and cultural assets – including Europe’s biggest covered arena</li> <li>• Advanced digital infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>• Relatively low levels of productivity – which in turn affects earnings</li> <li>• Low numbers of HQ operations – impacting on innovation and competitiveness</li> <li>• Like most other UK cities, growing pressure on the city’s transport infrastructure</li> <li>• Capacity to improve the level of visitor numbers</li> <li>• Large wage disparities – need to support productivity improvement for everyone</li> <li>• Poor international connectivity – physical and digital</li> <li>• Lack of urban policy agenda in Wales – reduces impact of ‘agglomeration’</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Scope for growth in key sectors including financial and business services and the creative sector</li> <li>• Improving business infrastructure such as the world-class BBC Drama Studios and Bad Wolf Studios in Cardiff Bay</li> <li>• Growing economy brings opportunities for wider markets</li> <li>• Investment in Metro will unite the city-region and provide improved access to a larger workforce</li> <li>• Visitor economy growing faster than any other UK city</li> <li>• Potential to exploit benefits from Brexit such as removal of Structural Funds boundaries</li> </ul>	<ul style="list-style-type: none"> <li>• Competition from other UK cities for mobile investment</li> <li>• Competition from other UK cities for mobile workforce – businesses are reliant on maintaining a skilled workforce</li> <li>• Pressures of population growth will impact on infrastructure</li> <li>• Need to maintain and promote the ‘Cardiff’ brand in an increasingly competitive marketplace</li> <li>• Impact of Brexit on ability to attract and retain skilled workers</li> <li>• Need to keep pace with technological advances</li> </ul>





# SPATIAL STRATEGY

## Key Priority 1: Metro Central and the City Centre

Businesses and workers have told us how important transport is to developing a more productive economy that provides jobs and prosperity for the city and the city-region. We have also been told that our city lags the best performing in the UK in terms of commercial office space - and that there is a need to improve. With much of the area south of the railway line remaining undeveloped, including Callaghan Square, there is an opportunity to expand the city centre's commercial offering and develop links with the Bay.

The Metro Central development will anchor both the city-region's new transport network as well as provide a focus for the development of commercial space in the city where businesses want to locate and where people can access jobs. The £160m redevelopment of Central Station - as part of the new Metro Central - will act as the catalyst for the next phase of development of the city centre.

Our ambitions in delivering this key priority include:

- Working with partners to secure the £160m Metro Central project
- Working with partners to compete the Central Quay and Capital Quarter developments
- Working with partners to bring forward developments that will better connect the city centre to the Bay including the regeneration of Dumballs Road, the completion of the Callaghan Square development and the improvement of Bute Street and Lloyd George Avenue
- Linking the Metro Central development to adjacent communities through the South Riverside Business Corridor



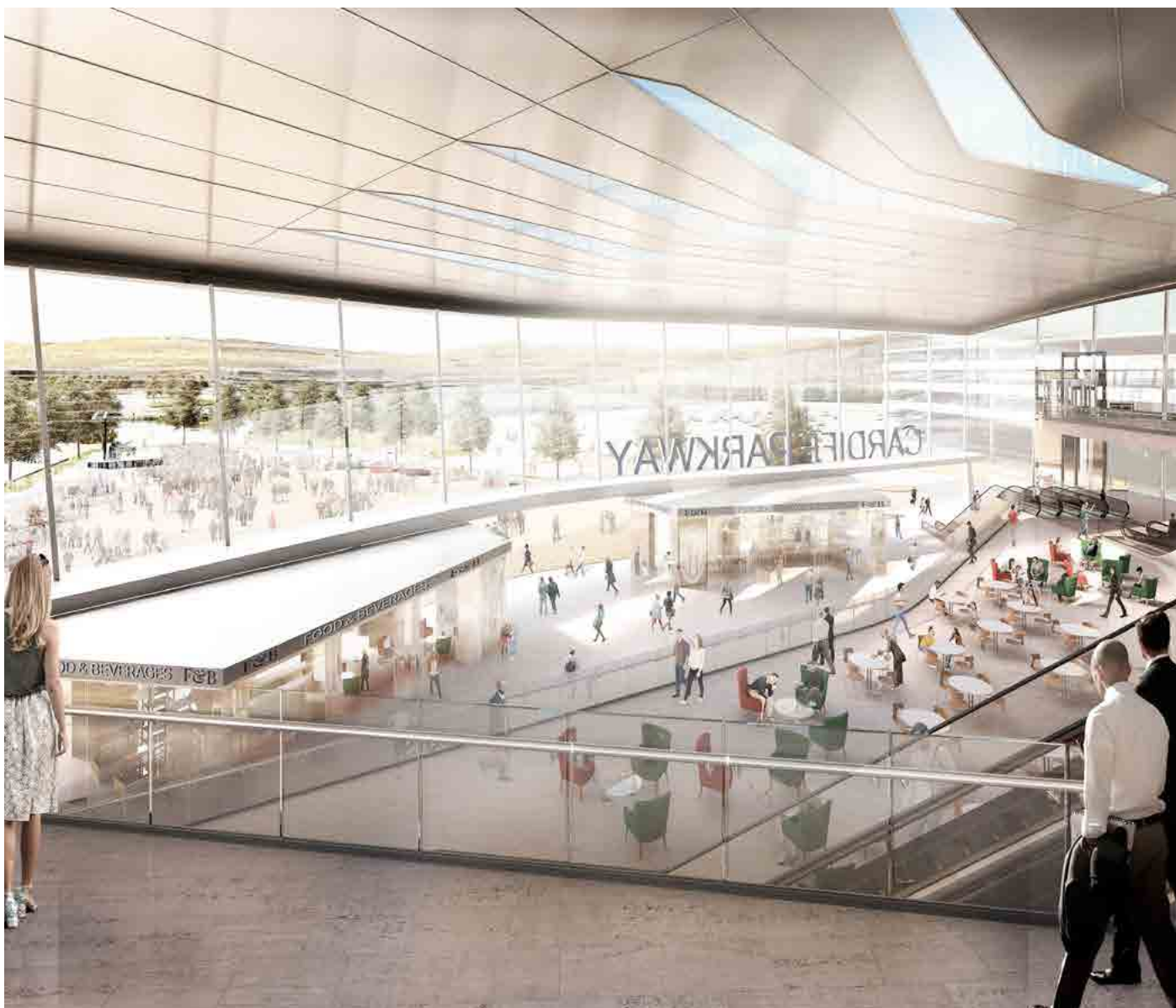


## Key Priority 2: Kick-starting the Bay

There is a need for a new momentum to be put into the regeneration of Cardiff Bay. Whilst the first phase of its redevelopment has seen large scale investment in the area, it has yet to deliver its full potential. We will seek to re-ignite the Bay, with a focus on driving more visitors to the area, providing a bigger range and choice of attractions, and improving the means of getting in and out of the Bay. At the heart of this will be a revitalised Atlantic Wharf - the gateway to the Bay, where a new Indoor Arena will serve to attract a new and bigger audience.

Our ambitions in delivering this key priority include:

- Delivering a new 15,000 capacity Indoor Arena
- Developing proposals for a new public realm corridor across Bute Street and Lloyd George Avenue to improve the connection between the city centre and the Bay
- Working with partners to provide additional temporary and permanent commercial business space
- Pursuing an iconic home for contemporary arts and culture
- Working with partners to establish an anchor visitor attraction at Alexandra Head



## Key Priority 3: A New Focus on Industry

Cardiff isn't just about office, retail and the visitor economy. The city has an industrial past – but we accept its industrial future will look radically different. Focusing on the East of the city we will develop a new approach to supporting the city's manufacturing and distribution sector, building on both the infrastructure already in place such as the city's docks, but also investing in new infrastructure, including completing the Eastern Bay Link road. Anchored by a new Parkway development in St. Mellons, the area will also serve to be the city's key location for its emerging energy cluster. The East will also be the focus for much needed grow-on space for the city's technology businesses, with links across the creative, fin-tech and compound semiconductor clusters.

Our ambitions in delivering this key priority include:

- Working with partners to deliver a new Cardiff Parkway Station at St Mellons
- Publishing an East Cardiff Development Strategy
- Better exploiting new and existing infrastructure to establish a cluster of logistics businesses
- Supporting the completion of the Eastern Bay Link Road
- Improving the connection to local communities through the Adamsdown and Roath Business Corridors



## Key Priority 4: The Knowledge Corridor

Raising productivity through innovation is a critical part of the city's approach to delivering better jobs for Cardiff and the city-region. As the crucibles of the knowledge economy Cardiff is best placed to drive the nation's productivity growth. Aided by the city's universities we will support the development of a corridor of research and development focussed activity. Running from the city centre to the M4 corridor, the area will provide the foundation for business and higher education to collaborate. With over 70,000 students, and a university ranked 2nd in the UK in terms of the impact of its research, we already have many of the building blocks for success.

Our ambitions in delivering this key priority include:

- Working with partners to complete the new Innovation Campus at Maindy Park
- Supporting the development of a new life sciences park on Junction 32 of the M4



## Key Priority 5: Continuing Our Sporting and Cultural Renaissance

Sport and Culture are an important part of Cardiff life. They help express our city's identity; they bring together our communities; and they showcase our city to the world. Cardiff, more than any other UK city, also understands the economic potential of sport. Raising participation is an important part of this story, and we will continue to invest in facilities to support this, with a focal point in the West of the city in terms of sport and recreation.

Critically, the completion of the International Sports Village and the Leckwith Sport Cluster will mean that Cardiff has the facilities to match its venues. Investment in our ability to showcase arts and culture will also mean that Cardiff and its communities can project our city's creative side across the globe.

Our ambitions in delivering this key priority include:

- Delivering the next phase of the International Sports Village development
- Supporting the development of a new home for Sport Wales
- Continuing to support investment in new sport facilities, from elite sport to community clubs and teams in the Leckwith area

# INDUSTRIAL STRATEGY

The UK Industrial Strategy aims to increase productivity through investment in the ‘five drivers of productivity’: Ideas, People, Infrastructure, Business environment, Places. In response, local areas have been called upon to consider their contribution to the Industrial Strategy, to set out how their places can maximise their contribution to UK productivity, and consequently inform the allocation of the UK Shared Prosperity Fund - the successor to the EU Structural Funds.

To do this we need to identify the areas of potential in our economy - those industries we believe that Cardiff can lead the way for the UK and contribute to a rise in national productivity levels. It requires us to identify the strengths and opportunities that we have - and the interventions that would help unlock growth.

We know that Cardiff has a lot to offer. In recent years it has been the fastest growing UK city, buoyed by one of the most skilled populations of any British urban area, a strong university presence and emerging sector strengths. As the capital city of Wales Cardiff also plays a vital role in connecting Wales to the world.

Our response however is not just something that looks towards government for funding. Our industrial strategy is about aligning our resources within Cardiff, with the Capital Region and with both the Welsh and UK Government. It’s also not just about capital investment, it’s about engaging and working with partners to focus activities, whether it be in our schools, our Into Work services, or whether it is promoting our city internationally.

Whilst this Economic Strategy recognises four key sectors for the city-economy, our overall Industrial Strategy should be considered together with the spatial and inclusive growth elements. It will also feed into the Cardiff Capital Region City Deal Industrial Strategy and the Welsh Government’s Prosperity for All Economic Action Plan.

Our Industrial Strategy is also a live strategy - it will evolve as it responds to an ever changing global economy and as opportunities arise. To that end, we will continue to develop our strategy with partners in industry and government to make sure it delivers for Cardiff, the Cardiff Capital Region, Wales and the UK.



# Key Priority 1: The City as a Creative and Digital Accelerator

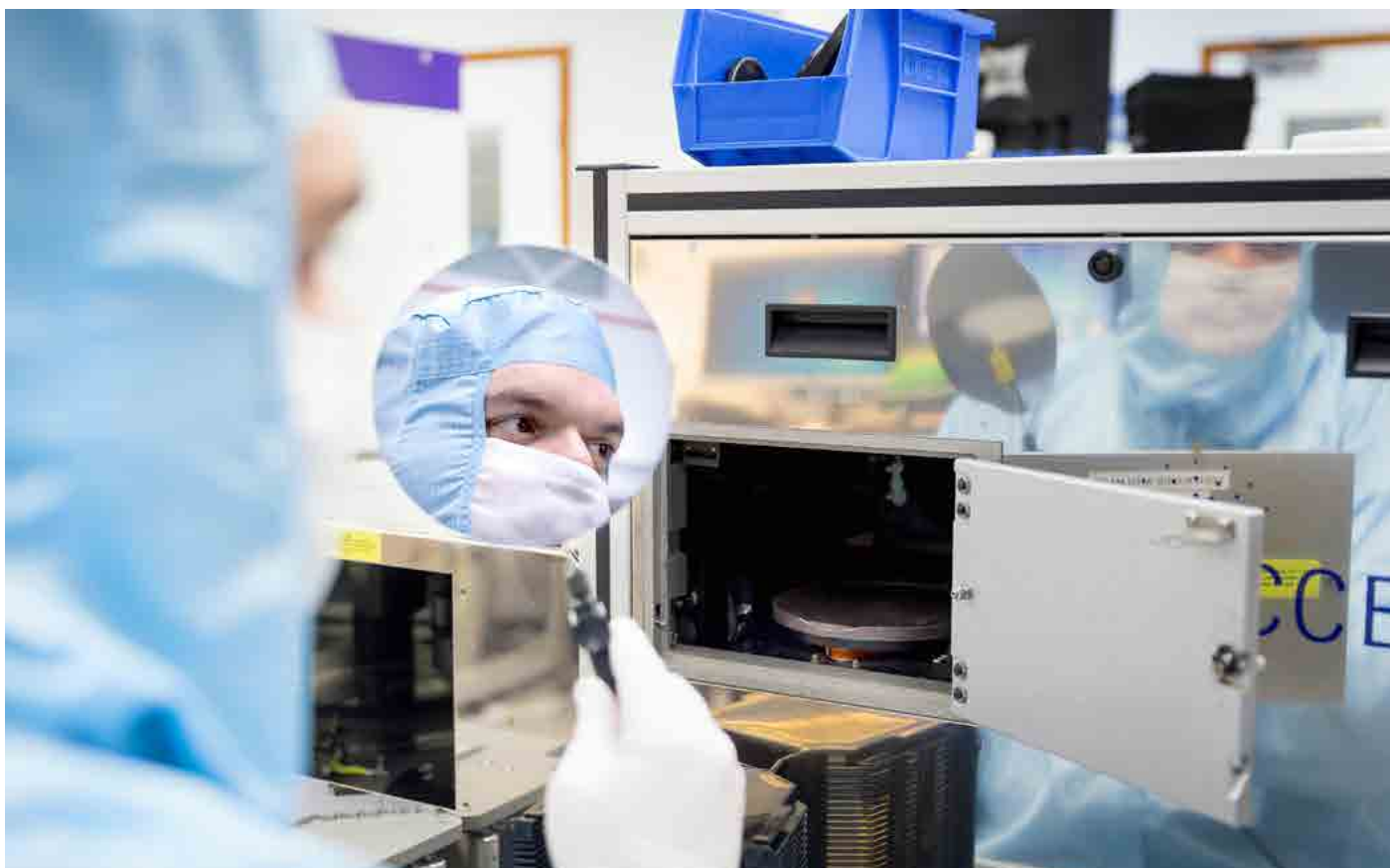
Cardiff's creative and digital sector has grown from strength to strength in recent years. The city is now home to some of the UK's biggest and best TV drama productions. Our digital start-up sector is also amongst the most exciting in the UK. The existing skills base in the city, the network of support businesses and the comparatively competitive property offer provides the platform for new companies to start and thrive.

The city's ambition is to become one of the most innovative local economies in the UK. Central to this is placing collaboration at the heart of sector development, driving productivity through sharing ideas and expertise to make sure the UK continues to lead the way as a global hot-bed for creative industries.

Our ambitions to deliver this key priority include:

- Establishing an internationally significant creative and digital showcase programme
- Putting in place a 'Creative and Digital Accelerator' programme to establish Cardiff as a UK centre for innovation in the creative industries, including both incubation, enterprise and skills programmes
- Delivering a Music Strategy for Cardiff





## **Key Priority 2: The World's Leading Compound Semi-Conductor Cluster**

If you have a mobile phone in your pocket the likelihood is that some of its most advanced material comes from the Cardiff city-region. The city-region has led the UK's development of compound semi-conductors, and now has the opportunity to cement itself as the global leader in the sector that is expected to see exponential growth in forthcoming years. In simple terms, we are a world-leader in one of the fastest growing sectors and we must take this opportunity to exploit our position.

There are already around 700 business in the compound semi-conductor cluster, supported by expertise in Cardiff University and the Compound Semi-Conductors Applications Catapult. The Cardiff region has made a £40m investment in the cluster, and the intention is to build on this to create a sector that employs more than 2,000 highly skilled workers directly, but just as crucially drives innovation and growth in the wider digital sectors.

Our ambitions to deliver this key priority include:

- Supporting the development of CS Connected - the world's first semi-conductor cluster
- Providing space for the expansion of the sector through our Spatial Strategy

## Key Priority 3: The UK's dedicated Reg-Tech and Fin-Tech Cluster

In recent years, a number of globally recognised financial services companies, some of the UK's biggest accountancy firms as well as home-grown companies have expanded their operation in Cardiff. All have been supported by higher education in the city providing a steady stream of skilled graduates as well as working closely with business to design and shape education for the sector. More recently Cardiff has experienced growth in its fin-tech sector, with businesses such as Wealthify and Delio choosing Cardiff as their base.

The sector has also recently developed a reputation in 'reg-tech' and cyber security, sectors supported by higher education institutions, public sector organisations and a network of competitive businesses, as well as the National Cybersecurity Academy. As a result we have seen companies such as Alert Logic choose Cardiff as their UK base. Furthermore, the presence of numerous government regulatory bodies in South Wales has led to a highly skilled, digitally-adept workforce. These bodies include government departments such as DWP and HMRC, the DVLA, Companies House, the Intellectual Property Office and the Office for National Statistics.

Through establishing our expertise in this sector, we will seek to grow a cluster - with a focus on fin-tech businesses, regulation and cyber security - that not only creates jobs, but also drives the growth of a new and emerging industry for the UK.

Our ambitions to deliver this key priority include:

- Establishing a Fin-Tech and Reg-Tech Accelerator and Academy programme
- Promoting the sector to new and expanding businesses, as well as the public sector, as a competitive business location
- Providing space for the expansion of the sector through our Spatial Strategy





## Key Priority 4: A new approach to Life Sciences

The Life Sciences sector in the Cardiff city-region is diverse, research-driven and categorised by global enterprises including Norgine, Biomet, GE Healthcare, Convatec and Johnson & Johnson Innovation, as well as one of the world's top five diagnostic companies in Ortho Clinical Diagnostics and ReNeuron - the first company to carry out clinical trials of stem cells in stroke patients. The sector is also well supported by the region's universities which are home to world-leading research expertise with a strong commercial outlook, exemplified by the £4 million Welsh Wound Innovation Centre. Overall the sector and related industries currently employ over 15,000 people in the city-region and has huge potential for growth. A key priority is to support the development of a life sciences park to drive forward growth, as well as to develop a more integrated and collaborative sector.

Our ambitions to deliver this key priority include:

- Working with partners to explore options for a new Life Sciences Park for Wales on the junction between the M4 and A470
- Establishing a healthcare focussed Collaborative Centre for Learning, Technology and Innovation
- Providing space for the expansion of the sector through our Spatial Strategy

# UNDERPINNING THEMES

## Key Priority 1: Inclusive Growth and Skills

The city will continue to strive to deliver jobs growth. However, the Council wishes to go one step further to make sure that the proceeds of growth are enjoyed by the many, not the few. There is recognition that whilst the city's economy has flourished in recent years not everyone has benefited. The Council will work with city partners to try to broaden access to opportunities. We will consider in more depth the impact of what we do in terms of inclusive growth in our city, from development decisions through to the £390m of direct spending each year. Matching the demand and supply of skills is also critical to the future success of the city.

Our ambitions to deliver this key priority include:

- Expanding our city's Into Work advice services
- Becoming recognised as a Living Wage City
- Providing targeted skills and enterprise support for young people across all our priority sectors
- Signing up over 500 businesses to the Cardiff Commitment
- Ensuring economic development priorities are aligned with the work of schools, training and skills providers







## Key Priority 2: Developing Business throughout the City

Like other cities, recent employment growth has been concentrated in the city-centre. However, there is still a need to ensure Cardiff has vibrant district centres. These centres deliver both valuable services for local residents, whilst also helping to shape our city in terms of quality of life. The Council wants to encourage investment in our district centres to make sure they can continue to provide local jobs for residents, as well as maintaining their thriving and vibrant communities.

Our ambitions to deliver this key priority include:

- Considering the development of Business Improvement Districts across the city
- Where possible, supporting the development of new business space and workshops across the city's district centres, using planning gain contributions
- Establishing a Trade and Investment programme for the city
- Promoting the Council's Socially Responsible Procurement Policy

## Key Priority 3: A Working City-Region

Cardiff accounts for a third of the total economic output of the Cardiff Capital Region and around a third of all employment. It is the focus for employment in high value added service sectors, and also acts as the gateway to the valleys and wider-city-region. Each day 88,700 people commute into the city to work - more than the number that works in any other single local authority in South East Wales. Quite simply, the city is reliant on the workforce of the surrounding areas to enable it to provide the scale to compete with other UK cities in attracting mobile investment.

It is clear that for the city economy to thrive it needs the wider city-region, and for the wider city-region to thrive it needs a competitive city at its core. Given the prevailing trends for agglomeration driving innovation, productivity growth and the knowledge economy, it is also clear that a vision for a more productive and innovative city-region requires a higher density of urban activity at its heart.

Whilst the City Deal has provided the catalyst for regional working, it is clear that it is just a step in the journey rather than the destination. The City Deal established working governance to deal with the £495m investment fund, the next stage however is to establish a more robust means of working together across a wider range of economic development related activities. This means getting city region conversations outside of the realms of collaboration and into the world of strong, democratically accountable structures with the ability to deliver.

It is also important, however, that any regional working does not erode the democratic representation of the people of Cardiff. As regional working develops in Wales across a range of services the link between population, funding and decision-making must be embedded as a core principle in any new governance arrangements. Whilst regional working will see more decisions made regionally, it cannot dilute the say of Cardiff residents in comparison with other partners.

Past decades have also seen Cardiff successfully leverage private sector investment that has led to the city boasting the fastest growing economy of the UK's Core Cities. To that end, it is essential that any new regional approach recognises and respects the ability of Cardiff to attract investment and promote the city as a global location for enterprise.

The UK Government has also signalled that there will be no more City Deals, and to that end, it is essential that we work closer with the private sector who will lead much of the future investment in our city-region.

Our ambitions to deliver this key priority include:

- Working with the Cardiff Capital Region City Deal to deliver both our Economic Strategy and the Cardiff Capital Region Industrial Strategy
- Moving beyond City Deal by working with regional and private sector partners to establish robust and democratically accountable governance, weighted by population, to deal with a wider array of economic development related activities. It is essential that the say of each and every Cardiff resident is given the same weighting as all city-region residents
- Collectively promoting Cardiff and the Cardiff Capital Region internationally through events such as MIPIM, whilst recognising the unique role that the city plays in attracting investment

## Key Priority 4: Enabling Infrastructure

For business to thrive it needs the right infrastructure in place. Be it transport, digital infrastructure, or simply the right space to work from. We need to work with business and government to make sure that our infrastructure can compete with the best in the UK. Working with our partners we will seek to lever investment to put in place the necessary building blocks for a competitive capital city.

Our ambitions to deliver this key priority include:

- Supporting the development of Metro Central and Parkway
- Supporting the development of the city's Transport Strategy
- Establishing a new digital infrastructure plan for the creative and fin-tech / reg-tech sectors
- Exploring the use of Tax Increment Finance to enable us to deliver world class infrastructure

# Objectives

Cardiff's Well-being Plan sets the city's priorities for action between the city's public and community services, and with the citizens of Cardiff. The Plan contains Well-being Objectives, high-level priorities that the Cardiff Public Service Board has identified as being most important. Given the partnership approach that will take forward the Economic Strategy it is considered appropriate that the city-wide partnership objectives should be adopted.

## Well-being Plan Objective 1 - A Capital City that Works for Wales

- Unemployment rate of the economically active population aged 16+ (model-based)
- GVA per head
- Gross Disposable Household Income per head (National Indicator 10)
- Employee jobs with hourly pay below the living wage
- Percentage of population aged 16-64 qualified NVQ4+ (degree level or equivalent)

## Well-being Plan Objective 5 - Supporting People out of poverty

- Percentage of households in poverty (i.e. below 60% of median income) by MSOA (after housing costs)
- Long-term (i.e. over 12 months) JSA Claimants

In addition the Council's Corporate Plan identifies further objectives around the visitor economy and investment. Added to the original Green Paper objectives, the following Key Performance Indicators will be considered.

### Key Performance Indicators

	Cardiff	Wales	UK	Core City Rank
GVA per head	£27,480	£19,140	£26,621	5th
Jobs Growth	6.0%	0.7%	1.2%	5th
Unemployment rate	6.1%	4.8%	4.4%	4th
Visitor Spend	£1.3bn	n/a	n/a	n/a
Gross Disposable Household Income per head	£16,769	£15,835	£19,432	3rd
The amount of 'Grade A' office space committed to in Cardiff (sq. ft.)	366,000	n/a	n/a	n/a
Employee jobs with hourly pay below the living wage	20.7%	24.7%	22.0%	5th
Percentage of population aged 16-64 qualified NVQ4+	48.0%	35.1%	38.4%	2nd
Earnings	£538.5	£505.9	£550.4	2nd
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

# PROPOSED PROJECTS

## SPATIAL STRATEGY

### Key Priority 1: Metro Central and the City Centre

Our ambitions in delivering this key priority include:

- Working with partners to secure the £160m Metro Central project
- Working with partners to complete the Central Quay and Capital Quarter developments
- Working with partners to bring forward developments that will better connect the city centre to the Bay including the regeneration of Dumballs Road, the completion of the Callaghan Square development and the improvement of Bute Street and Lloyd George Avenue
- Linking the Metro Central development to adjacent communities through the South Riverside Business Corridor

#### Key Project: Metro Central

The Metro Central project will deliver a new Central Transport Interchange at the heart of Cardiff city centre's core employment zone. The project encompasses a new Central bus station, the modernisation of Cardiff Central train station, and delivery of a range of other transport infrastructure such as a new coach station, a cycle hub and public realm improvements. The aim is to improve the capacity of the Central Interchange to accommodate increased frequency of services delivered through the South Wales Metro investment and to provide an infrastructure platform for jobs growth through accelerating investment in Cardiff's Core Employment Zone. The improvements required to the station include:

- Improved platform 1 & 2 access
- Platform 0 expansion
- Improved north/south links
- Improved north/south concourses
- General platform improvements
- Improved weather protection
- Tram integration

In addition to the improved transport facilities, investment in Metro Central will also contribute significantly towards leveraging circa 5 million ft<sup>2</sup> of commercial development with the potential to accommodate more than 30,000 jobs over the next 10 - 15 years.

#### Key Project: Central Quay

The Central Quay masterplan has been developed to establish a new area to live, work and visit south of Central Station, which will re-unite this area of the city with its riverfront. It will build on the area's heritage, with the brewery tower proudly taking its place at the centre of the development.

The area will provide a mixed-use development that will not just provide commercial and residential development, but also a new area for the people and businesses of Cardiff to use.

## Key Project: Dumballs Road

The proposed Dumballs Road development will connect the city centre to the Bay, as well as opening up the city's riverfront. The development will also complement the Central Quay proposals, providing a mixed-use footprint that will provide homes, jobs and new open spaces for Cardiff residents. Currently the site is dominated by low density activities that don't reflect the area's city centre location and potential for commercial and residential development. A comprehensive masterplan will see the regeneration of the area that aims to deliver:

- Significant city centre development on brownfield land
- A focus on residential towards the riverside, commercial/office use towards the interior and active retail along riverside and key open spaces
- Improvements in accessibility for all modes
- Priority routes for pedestrians
- Dedicated cycle routes

## Key Project: South Riverside Business Corridor

The South Riverside Business Corridor, which focusses on Tudor Street, Lower Cathedral Road and Cowbridge Road East, and interconnecting areas, is proposed as an initial target area for support under the Targeted Regeneration Investment programme. It includes a major district centre serving a wide catchment area from Ely to Riverside and also provides a link into our city's communities from the Central Square development. Fundamentally the project aims to ensure that the proceeds of growth that are accrued by Central Square are shared with the nearby communities.

A package of regeneration interventions that will be considered includes:

- Commercial property enhancement schemes to uplift retail frontages and facilitate business development
- Gateway improvements leading to key city centre destinations including the Central Square redevelopment
- Improvements to the commercial environment, including public realm and community safety improvements
- Bringing vacant and under-used floor-space into beneficial use including opportunities for low-cost, flexible business start-up units
- Active travel measures to link with major new infrastructure proposals including measures (walking, cycling and public transport) which encourage access to, and through the corridor
- Identification of new residential/mixed use and wider investment opportunities

## Key Priority 2: Kick-starting the Bay

Our ambitions in delivering this key priority include:

- Delivering a new 15,000 capacity Indoor Arena
- Developing proposals for a new public realm corridor across Bute Street and Lloyd George Avenue to improve the connection between the city centre and the Bay
- Working with partners to provide additional temporary and permanent commercial business space
- Pursuing an iconic home for contemporary arts and culture
- Working with partners to establish an anchor visitor attraction at Alexandra Head

### Key Project: Indoor Arena

The development of a 15,000 seat indoor arena has been a long-standing aspiration of the city. A new multi-use venue will be built linking with investment in the South Wales Metro and providing a new anchor attraction for Cardiff Bay. With a target date of 2022 for completion, the Arena aims to trigger the next phase of development for Cardiff Bay. It will also see the Atlantic Wharf area, as well as the associated leisure complex, point towards rather than away from the Bay area of the city.

### Key Project: Highline

The Highline aims to link the city centre to the Bay. Beginning at Callaghan Square and ending at the Wales Millennium Centre, this City-Bay Park will be both an improved route between the Bay and the city centre, as well as a destination in its own right. Following the development of urban park schemes such as the 'Gardens of the Turia' in Valencia, it will also be part of the city's active travel infrastructure, as well as complementing the Metro.

### Key Project: Alexandra Head

When the Volvo Ocean Race visited Cardiff in the spring of 2018 it is fair to say that it exceeded all expectations. Against a target of 130,000 visitors Cardiff ended up delivering a total of 175,000. Central to this success was the location of the Volvo Ocean Race Village at the Alexandra Head site. We will explore the potential for an anchor visitor attraction to be developed at the site, capitalising on its waterfront location and its place on the 'urban park' of the Cardiff Bay Barrage.

### Key Project: Providing the Platform for Business

The development of Cardiff Bay is predicated on increasing footfall and demand for local businesses. In turn this will require increased provision within the Bay to make sure that when visitors come to use the new arena they dwell in the area before and after events. The Eisteddfod in 2018 was an excellent showcase of how the Bay can be used as a canvas for small businesses. We aim to build on this success and work with partners to identify and package areas for pop-up and retail/food and drink use across Cardiff Bay. We will also work with existing businesses to make sure the approach does not displace current activity, rather it supports increased footfall and spend generally. As part of this proposal we will seek to protect the city's waterfront as the key commercial space within Cardiff Bay.

### Key Project: Centre of Contemporary Arts and Innovation

Cardiff has a long history of innovation, most notably Marconi's first wireless transmission across sea in 1897. Building on our history of innovation, we will explore options for the development of a new concept for contemporary art and science collaboration space in Cardiff Bay. The Centre would provide a focal point for activity in the sector – both in terms of gallery and exhibition space, but also as a place for artists, business and visitors. It will also provide a unique visitor destination to complement the city's current range of cultural attractions, providing flexible gallery spaces, as well as providing a working lab where artists and scientists collaborate.



## Key Priority 3: A New Focus on Industry

Our ambitions in delivering this key priority include:

- Working with partners to deliver a new Cardiff Parkway Station at St Mellons
- Publishing an East Cardiff Development Strategy
- Better exploiting new and existing infrastructure to establish a cluster of logistics businesses
- Supporting the completion of the Eastern Bay Link Road
- Improving the connection to local communities through the Adamsdown and Roath Business Corridors

### Key Project: Cardiff Parkway

We will work with partners to progress the proposed Cardiff Parkway project, which comprises a new railway station on the eastern side of Cardiff that will open business development with the potential to employ 15,000 people. The development however is far more than a station. It will also comprise 1 million ft<sup>2</sup> of commercial business and technology park development, providing a lower density location for businesses that complements the higher density city centre offer. This will provide a unique location for business not just within the city-region, but within the UK, with new high spec business premises located directly at a mainline railway station. The Parkway station itself will also be a major addition to the South Wales Metro, serving both commuting traffic into Cardiff from the north east of the city, as well as supporting the city's transport infrastructure on major event days.

### Key Project: Eastern Bay Link Road

The long-standing ambition to complete the Eastern Bay link road remains - not just to provide access to the city centre and Bay from the east, but also to unlock the economic potential of the East of the city - in terms of business and labour market. We will work with partners to explore options for completing this link, and ensure that it fits in with the wider East Cardiff Development Strategy.

### Key Project: Eastern Distribution Centre

Investment in the road infrastructure, linking with the M4, will open up new opportunities for distribution. Market demand for facilities is on the rise across the UK, and it is important that Cardiff can capture any investment taking place to make sure that the people of our city benefit. The development of an Eastern Distribution Centre will exploit this potential.

### Key Project: East Cardiff Development Strategy

We will bring forward a new East Cardiff Development Strategy that will comprise the coastal areas to the East of the city. Under the themes of transport, technology and sustainability the plan will outline the infrastructure requirements for the area, whilst also bringing



## **Key Project: Adamsdown/ Roath Business Corridor**

The Adamsdown/Roath Business Corridor – which includes City Road, Crwys Road, Clifton Street and interconnecting areas – has also been identified as an area for support from the Targeted Regeneration Investment programme. The area is home to a diverse range of commercial and business activities and also acts as the gateway to the east of the city from Cardiff city centre. It is proposed that a feasibility assessment for this target area is undertaken in 2019/20, with the aim of commencing project delivery in 2020/21. Proposed investment themes will include:

- Improvements to the eastern gateway to the city centre
- Active travel measures to link with major new infrastructure proposals and promote safe cycling and walking routes to, and within the Corridor
- Improvements to commercial frontages and the public realm, building on previous District Centre investments
- Measures to bring longer-term vacant properties into beneficial use and opportunities for business start-up accommodation
- Enhancements to the setting of Cardiff Royal Infirmary, which is being converted into a locality health and well-being centre

## Key Priority 4: The Knowledge Corridor

Our ambitions in delivering this key priority include:

- Work with partners to complete the new Innovation Campus at Maindy Park
- Support the development of a new life sciences park on Junction 32 of the M4

### Key Project: Cardiff Innovation System

Cardiff University's Innovation Campus on Maindy Road will build partnerships across private, public and third sectors to exploit the city's knowledge base and commercialise its research. The development of the Innovation Campus will bridge this gap, increasing and improving productivity in Cardiff and the city-region - as well as for the UK.

The development will be home to two world leading scientific research establishments - the Institute for Compound Semiconductors and Cardiff Catalysis Institute. The site will also host SPARK, the world's first social science research park. A new Innovation Centre - a creative space for start-ups, spinouts and partnerships - will also expand the city's innovation and incubation space and provide unique facilities for knowledge-based businesses.

In addition to supporting this development we will also establish, with the city's higher education institutions a new approach to supporting innovation in Cardiff. This approach will work with city-region partners to deliver against the Grand Challenges identified in the UK Government's Industrial Strategy.

### Key Project: Life Sciences Park

We will explore options to develop a new Life Sciences park at Coryton to support new advanced technology businesses, located near the junction of the M4 and A470 - creating potentially Wales' most accessible site. The life sciences sector in the Cardiff Capital Region is developing an international reputation. The city-region has a research-driven sector characterised by global enterprises including Norgine, Biomet, GE Healthcare and Convatec. The Cardiff Capital Region is also home to one of the world's top five world diagnostic companies Ortho Clinical Diagnostics, the £4 million Welsh Wound Innovation Centre, ReNeuron, the first company to carry out clinical trials of stem cells in stroke patients and leading European specialist pharmaceutical company Norgine.

However, there is a lack of expansion space for start-up and growing businesses within the sector. This is inhibiting the ability for the city region to exploit its strength and expertise in the life sciences sector, especially through exploiting its higher education base.

# Key Priority 5: Continuing Our Sporting and Cultural Renaissance

Our ambitions in delivering this key priority include:

- Delivering the next phase of the International Sports Village development
- Supporting the development of a new home for Sport Wales
- Continuing to support investment in new sport facilities, from elite sport to community clubs and teams in the Leckwith area

## Key Project: International Sports Village Masterplan

It has been clear that the development of the International Sports Village has stalled in recent years. However, it remains very much an area of significant potential for Cardiff with a unique waterfront location for its residential development, as well as an emerging cluster of activities that include the new Ice Arena, the Whitewater Rafting Centre and the International Pool. We will seek to expand on these developments and deliver the foremost location in Wales in terms of concentrations of sporting and leisure activities. This will also include providing a much improved commercial offer to make the ISV a destination in its own right.

## Key Project: A new home for Sport Wales

We will explore plans for a redeveloped Sport Wales National Centre to cement its position as the home of sport in Wales, improving facilities and site access for all users and delivering a base that befits our nation's and city's status as a conveyor belt of international sporting talent. The development will help to secure the long-term future of Sport Wales in the Capital City.

## Key Project: Improve sport facilities, from elite sport to community clubs and teams

We will work with sports clubs and organisations across the city to explore how we can improve facilities. A partnership approach will be adopted where improvements are supported through a mix of Council resources, partner organisation investment, private support and through the work of clubs themselves.

# PROPOSED PROJECTS

## INDUSTRIAL STRATEGY

### Key Priority 1: The City as a Creative and Digital Accelerator

Our ambitions to deliver this key priority include:

- Establishing an internationally significant creative and digital showcase programme
- Putting in place a ‘Creative and Digital Accelerator’ programme to establish Cardiff as a UK centre for innovation in the creative industries, including both incubation, enterprise and skills programmes
- Delivering a Music Strategy for Cardiff

#### Key Project: Creative and Digital Accelerator and Academy

There is a clear opportunity to develop the sector to deliver more and better jobs. Our aim, however should not be to be the biggest – but to be the most innovative and productive. To be the place where businesses know they can start and flourish and become the next unicorn creative and tech businesses. There is, however, a need to co-ordinate and support the sector. In response Cardiff Council proposes to establish a Creative and Digital Accelerator and Academy programme, overseen by an industry led board.

The Creative and Digital Strategic Board will co-ordinate skills and training provision and business support for the sector in Cardiff.

This will supplement established national provision in Wales and the UK to ensure seamless links between the supply and demand for skills and business support. The Board will also provide a strategic lead for inward investment for the sector in the city. To support this we will also seek to establish more space for start-up businesses within the sector, as well as providing places for people to experiment and learn new skills.

#### Key Project: Establish an internationally significant creative and digital showcase programme

A proposed Creative and Digital Showcase aims to put Cardiff on the map as the UK city for creative and digital technologies.

Drawing upon and bringing together elements of the cultural and tech worlds, the showcase will also provide networking opportunities for businesses and individuals across the sector to collaborate.

As well as promoting the sector, it will also seek to attract an audience in its own right. Events such as South by South West and the Edinburgh Festival, originally a showcase for local artists, but now an internationally recognised attraction that draws hundreds of thousands of visitors, provide examples for the Cardiff Showcase event.

## **Key Project: Deliver a Music Strategy for Cardiff**

Cardiff Council has undertaken a major assessment and analysis of the music industry and ecology in the city, working with the global leaders of the Music Cities Movement - Sound Diplomacy. The aim is to deliver a music strategy and progressive policy to help us achieve our aspiration to become the first music city in the UK that means the first local authority to consider music as an essential part the city's infrastructure and future development.

Cardiff already has a flourishing music ecosystem, from a sophisticated classical music ecology, to a thriving grassroots scene, we have a range of venues that showcase music with five venues equipped for concerts over 7,500 capacity, including three stadia. The missing piece of this jigsaw is the proposed multi-purpose arena.

Cardiff Council will continue to work with partners to further explore the value of music to the city, delivering best practice governance and leadership on music friendly: Licensing, Planning, Transport, Education, Professional Development, Employment, Music Tourism, Audience development, Place-Making and Music City brand building, promoting Cardiff as a music destination and further establishing Cardiff as a robust city of culture, whilst setting out how to maximise its role as a music city.

We will actively work with partners to attract concerts, events, music conventions and conferences, working to develop world-class signature music events and showcasing platforms, whilst continuing to support the existing city music ecology and infrastructure.

## **Key Priority 2: The World's Leading Compound Semi-Conductor Cluster**

Our ambitions to deliver this key priority include:

- Supporting the development of CS Connected – the world's first semiconductor cluster
- Providing space for the expansion of the sector through our Spatial Strategy

### **Key Project: Cardiff Parkway**

The proposed Cardiff Parkway development (see above) lies at the heart of the UK's Compound Semi-Conductor Cluster. For the cluster to thrive however, it needs space to expand, and it needs the space for businesses to congregate to deliver the agglomeration effects that will drive productivity and innovation.

## **Key Priority 3: The UK's dedicated Reg-Tech and Fin-Tech Cluster**

Our ambitions to deliver this key priority include:

- Establishing a Fin-Tech and Reg-Tech Accelerator and Academy programme
- Promoting the sector to new and expanding businesses, as well as the public sector, as a competitive business location
- Providing space for the expansion of the sector through our Spatial Strategy

### **Key Project: Fin-Tech and Reg-Tech Accelerator and Academy programme**

Working with business we propose to establish a programme of support to drive innovation and productivity within the Fin-Tech and Reg-Tech sectors, an essential part of which is the city's emerging fin-tech start up community as well as its cyber security expertise. The city-region's expertise in data and regulation – established through organisations such as Companies House and the Office for National Statistics in Newport – is supported by a world-class cyber security eco-system and emerging fin-tech companies such as Wealthify. In addition, FTSE 100 companies like Admiral, headquartered in the city, have shown how some of the UK's youngest and fastest growing financial services companies can thrive in the city.

The initial steps of the programme will involve bringing together the sector to establish a programme of interventions, aimed at the UK's Industrial Strategy, to establish Cardiff as the foremost UK location for 'reg-tech' start-ups, and to support the city in growing existing businesses within the wider sector. Key elements of the programme will include building on the already established graduate schemes, such as the Welsh Financial Services Graduate Programme. It will also include understanding and responding to the infrastructure requirements of the sector.

### **Key Project: Establishing Cardiff as the UK Hub for Reg-Tech**

Cardiff has already successfully secured investment from the UK Government in Central Square. It is important, however that we don't see this as the culmination of its relocation strategy. Establishing Cardiff as a location for government services within the 'reg-tech' sector, building on both its expertise, but also its aspirations to support the cluster, will become a focal point for attracting skilled government jobs to Cardiff. This approach will be predicated on showing that we have the skills and expertise within Cardiff and the city-region, and not simply offering our city as a low cost location.

## **Key Priority 4: A new approach to Life Sciences**

Our ambitions to deliver this key priority include:

- Working with partners to explore options for a new Life Sciences Park for Wales on the junction between the M4 and A470
- Establishing a healthcare focussed Collaborative Centre for Learning, Technology and Innovation
- Providing space for the expansion of the sector through our Spatial Strategy

### **Key Project: Life Sciences Park**

As noted above, we will explore options to develop a new Life Sciences park at Coryton to support new advanced technology businesses, located near the junction of the M4 and A470 – creating potentially Wales' most accessible site.





# PROPOSED PROJECTS

## UNDERPINNING THEMES

### Key Priority 1: Inclusive Growth and Skills

Our ambitions to deliver this key priority include:

- Expanding our city's Into Work advice services
- Becoming recognised as a Living Wage City
- Providing targeted skills and enterprise support for young people across all our priority sectors
- Signing up over 500 businesses to the Cardiff Commitment
- Ensuring economic development priorities are aligned with the work of schools, training and skills providers

### Key Project: Living Wage City

When employers commit to pay their staff a real Living Wage, it not only benefits low paid workers, but can also help increase local productivity and drive inclusive growth. Recent analysis on the impact of the real Living Wage across city-regions in the UK outlined that if a quarter of the workers in the Cardiff Capital Region currently paid below the Living Wage were brought up to real living wage levels this could contribute a net additional £24m to the city-region economy annually. As the longest accredited Living Wage Council in Wales, the Council's ambition is for Cardiff to be recognised as a Living Wage City. To achieve this we will:

- Encourage our suppliers to become accredited employers with the Living Wage Foundation
- Establish a wider city partnership to support more of the city's 'anchor' employers to become accredited Living Wage employers
- Work with potential investors to ensure they recognise the benefits of paying the real Living Wage, in particular that the potential benefits to their business will offset any additional costs to their wage bill.

## **Key Project: Into Work Advice Services**

We will continue the development of our Into Work Services, delivering support services directly into all of our communities. Cardiff launched its new approach to employability support in April 2018. The new service provides an individualised approach by bringing together various funding streams and the Council's own resources to create one service working seamlessly together and directly into communities across Cardiff. The new Into Work Advice Service includes the following elements:

- A single Gateway into all employability services
- Light touch support in our job clubs
- Digital Inclusion and Universal Credit help
- In-depth Mentoring and Support
- Specialist youth team
- Employer Engagement alongside the Cardiff Commitment team
- Major and regular local jobs fairs
- Self-Employment advice and support
- In Work Poverty Support
- Into Work Training
- Adult Community Learning

The Into Work Services have already proved successful, with over 25,000 people registered on the database with footfall of over 43,000 in 2017/ 2018. We will seek to expand and develop the service, working in partnerships with WG, DWP and training providers. The team are also hoping to open the new CSCS test centre in the East of the city in 2019.

# Key Priority 2: Developing Business throughout the City

Our ambitions to deliver this key priority include:

- Considering the development of Business Improvement Districts across the city
- Where possible, supporting the development of new business space and workshops across the city's district centres, using planning gain contributions
- Establishing a Trade and Investment programme for the city
- Promoting the Council's Socially Responsible Procurement Policy

## Key Project: BID Development

Consortiums of retail representatives in the city's district centres will be supported to establish proposals for developing a Business Improvement District. Officer support would also be available for interested parties to undertake initial modelling of potential BID area.

## Key Project: Workshop Development

Whilst the private sector has supported the development of quality workspace in the city there is still a need for easy access and affordable premises for start-up businesses. These low cost and flexible spaces can help support the development of the city's businesses of the future, yet the return for private developers in bringing together such spaces can hold back their development. We propose to establish a programme of expanding our existing workshop provision across the city to make sure we can exploit the potential of Cardiff's entrepreneurial base.

A programme of investment will be developed to identify areas of investment for workshops, focussing on district centres and those areas currently underserved by provision where there is clear demand from the business community. Where appropriate we will also seek to use planning gain contributions to support the development in workshop provision.

## Key Project: Trade and Investment Board

In responding to the challenges of Brexit, and in responding to the UK's Industrial Strategy we will establish an industry led Trade and Investment Board. The board, comprising representatives from key sectors in the city, including those related to the Creative and Digital and Fintech sectors, will help to establish a new trade and investment strategy to shape and develop the city's brand to promote Cardiff as a location for investment, as well as supporting city businesses to access wider markets both internationally as well as across the UK.

## **Key Priority 3: A Working City-Region**

Our ambitions to deliver this key priority include:

- Working with the Cardiff Capital Region City Deal to deliver both our Economic Strategy and the Cardiff Capital Region Industrial Strategy
- Moving beyond City Deal by working with regional and private sector partners to establish robust and democratically accountable governance, weighted by population, to deal with a wider array of economic development related activities. It is essential that the say of each and every Cardiff resident is given the same weighting as all city-region residents
- Collectively promoting Cardiff and the Cardiff Capital Region internationally through events such as MIPIM, whilst recognising the unique role that the city plays in attracting investment

### **Key Project: Our Vision for a Competitive City-Region**

Cardiff Council will work with the local authorities of the Cardiff Capital Region to deliver a long-term and sustainable partnership arrangement that drives the development of the city-region for mutual benefit, with more robust and stronger governance arrangements than those currently in place for the Cardiff Capital Region City Deal to take forward a city-region that delivers for Cardiff and the people of South East Wales.

## Key Priority 4: Enabling Infrastructure

Our ambitions to deliver this key priority include:

- Supporting the development of Metro Central and Parkway
- Supporting the development of the city's Transport Strategy
- Establishing a new digital infrastructure plan for the creative and fin-tech / reg-tech sectors
- Exploring the use of Tax Increment Finance to enable us to deliver world-class infrastructure

### Key Project: Creative and Financial Services Digital Network

We will explore the development of a dedicated network within the city, linking nationally and to the city-region, to support the growth of digitally reliant small and medium sized businesses. It will aim to support those businesses for whom the market has not always provided easy to access, fast, and affordable services.

### Key Project: SMART Cities Strategy

Cardiff Council has appointed a Chief Digital Officer and has established a 'digital first' strategy. The Smart City Strategy will take this to the next level, working with partners across all sectors to develop a data rich environment to support a more productive city that better aligns citizen needs with the services that are provided and the investment that is made. The strategy will also consider how we can improve planning for both service delivery and investments that improve not only quality of life today, but also for future generations.

### Key Project: Tax Increment Financing

We will explore the development of a Tax Increment Finance pilot. Tax Increment Financing is a means of unlocking development value through investing in infrastructure, which is funded through future business rates. The scheme enables projects to be taken forward that would otherwise face barriers in terms of infrastructure costs. We will work with the Welsh Government to establish a pilot programme that will deliver economic benefits and infrastructure investment at zero lifetime cost to the public purse.









# Cardiff Economic White Paper Building More and Better Jobs

Draft

# The Cardiff Economy

The city's economy continues to perform well. Jobs are being created, and the city's GVA is rising faster than any other UK Capital. We have seen new sectors emerge in the city, from fin-tech to creative and cultural enterprises that are truly competitive on a global level. Our universities continue to provide a pipeline of talent, whilst school and further education performance has improved considerably. Furthermore, the city's NEET population – those not in employment education or training – has fallen dramatically.

We know, however, that challenges remain. Despite job growth we have seen unemployment creep up in recent years. We continue to see stark differences in the economic outcomes of our different communities, and the city's southern arc stubbornly remains an area in need of support.

Brexit also remains a threat, not just in terms of trade and the job market, but also in terms of support for the city-region for regeneration.

Our opportunities, however, are considerable and real, and we should not underestimate what Cardiff can contribute to the Wales and UK economy. Our city is home to household names in the financial services sector, homegrown and Cardiff developed enterprises. Online TV providers are commissioning Cardiff companies to produce their latest boxset shows. The workings of most of the world's mobile phones will include technology developed and made in Cardiff.

As a place to live, work and visit Cardiff continues to punch above its weight. We have well over 20 million people a year now visiting our city, spending more than £1.3bn. We continue to rank highly in quality of life tables, and the likes of the Champions League has meant that the city continues to attract more and more world-class events.

## Employment

A variety of different data sources can be used to highlight the city's employment growth. The most recent, based on the Annual Population Survey suggests that well over 230,000 people are working in the city.

### Workplace Employment

Apr 2014-Mar 2015	206,900
Apr 2015-Mar 2016	222,000
Apr 2016-Mar 2017	231,500
Apr 2017-Mar 2018	236,800

Source: annual population survey - workplace analysis

Almost half (47.9%) of those in employment in the city are in one of Welsh Government's priority sectors. Financial and Professional Services (19.0% of total employment) is by far the largest of these in Cardiff with it accounting for almost a third of the sector's total employment in Wales. Creative Industries (7.1%) are also more prevalent in the city, with Cardiff again responsible for around a third of Wales's total employment in the sector.

### Employment by Welsh Government Priority Sector, 2016

Priority Sector	Employment (thousands)			
	CARDIFF		Wales	
	No.	%	No.	%
Advanced materials / manufacturing	<b>5.6</b>	<b>2.5</b>	83.9	6.2
Construction	<b>13.9</b>	<b>6.1</b>	110.5	8.2
Creative industries	<b>16.1</b>	<b>7.1</b>	48.6	3.6
Energy & environment	<b>25.3</b>	<b>11.2</b>	155.8	11.6
Food & Farming	<b>1.6</b>	<b>0.7</b>	50.6	3.8
Financial & professional services	<b>43.1</b>	<b>19.0</b>	136.8	10.2
ICT	<b>5.6</b>	<b>2.5</b>	26.6	2.0
Life sciences	<b>3.4</b>	<b>1.5</b>	17.2	1.3
Tourism	<b>21.3</b>	<b>9.4</b>	131.2	9.8
<i>In A Priority Sector</i>	<b>108.6</b>	<b>47.9</b>	604.1	45.0
<i>Not In A Sector</i>	<b>118.3</b>	<b>52.1</b>	738.6	55.0
Total	<b>226.9</b>	<b>100.0</b>	1,342.6	100.0

Source: Welsh Government

NB. Local units are individual sites of an enterprise.

The priority sector totals will not equal the sum of the individual priority sectors as there is overlap between several sectors.

Today over two-thirds (69.9%) of Cardiff's population aged 16-64 are in employment; the fifth highest rate amongst the core cities and Edinburgh. National comparisons tend to be difficult - simply because of the city's large student population. This also impacts on the city's economic activity rate.

#### Employment and Employment Rate (Aged 16 to 64), Jan - Dec 2017

Area	Employment Rate (%)	Economic Activity Rate (%)
Bristol, City of	78.2	81.8
Leeds	76.6	80.1
Edinburgh, City of	75.7	77.6
Sheffield	70.7	75.6
<b>CARDIFF</b>	<b>69.9</b>	<b>74.9</b>
Manchester	67.5	72.0
Liverpool	67.1	71.3
Newcastle upon Tyne	66.6	71.1
Glasgow City	66.0	70.0
Birmingham	63.6	69.4
Nottingham	57.4	62.4
Wales	72.4	76.0
United Kingdom	74.7	78.2

Source: Annual Population Survey, ONS

Cardiff's unemployment rate for those aged 16+ (6.1%) is one of the highest across the core city network. Although it experienced a sizeable decrease between 2012 and 2016, Cardiff has also consistently exceeded the figures of both the Wales and Great Britain since 2004, and saw its rate increase over the past year. Much of this rise has been driven by a substantial increase in the economically active population over recent years, where more people are entering the labour market and looking for work.

#### Unemployment rate - aged 16-64, Jan - Dec 2017

Area	Unemployment Rate (Aged 16+)
Nottingham	8.3
Birmingham	8.1
Newcastle upon Tyne	6.9
<b>CARDIFF</b>	<b>6.1</b>
Sheffield	6.0
Liverpool	5.9
Manchester	5.6
Glasgow City	5.6
Leeds	4.7
Bristol, City of	4.0
Edinburgh, City of	3.2
Wales	4.8
Great Britain	4.4

Source: Annual Population Survey, ONS

NB. Local authority rates are model-based

## Economic Output

In 2016, Cardiff (£9,933m) accounted for 17% of the total gross value added (GVA) for Wales, with its GVA growing at a faster rate (5.7%) than both Wales and the UK over the year. In terms of GVA per head, Cardiff (£27,480) is only a mid-table performer across the major cities, with the figure for Edinburgh over 40% higher at £39,321, although its rate of growth over the year again compared favourably with the other areas.

### Gross Value Added (Balanced) (£million), 2016

Area	2016	Annual % Change
Birmingham	£25,720	4.3
Leeds	£21,951	2.2
Glasgow City	£20,371	3.5
City of Edinburgh	£19,942	4.6
Manchester	£18,172	5.4
Bristol, City of	£14,313	4.7
Sheffield	£11,433	1.4
Liverpool	£11,334	0.6
<b>CARDIFF</b>	<b>£9,933</b>	<b>5.7</b>
Nottingham	£8,911	4.4
Newcastle upon Tyne	£7,802	2.1
Wales	£59,585	4.0
United Kingdom	£1,747,647	3.7

Source: ONS (2016 figures are provisional)

### Gross Value Added (Balanced) Per Head of Population (£), 2016

Area	2016	Annual % Change
City of Edinburgh	£39,321	2.9
Manchester	£33,573	3.2
Glasgow City	£33,120	2.0
Bristol, City of	£31,513	3.6
Leeds	£28,079	1.2
<b>CARDIFF</b>	<b>£27,480</b>	<b>4.5</b>
Nottingham	£27,393	2.3
Newcastle upon Tyne	£26,317	0.8
Liverpool	£23,389	-0.6
Birmingham	£22,871	3.0
Sheffield	£19,870	0.4
Wales	£19,140	3.5
United Kingdom	£26,621	2.9

Source: ONS (2016 figures are provisional)

In terms of trends, Cardiff's GVA per head has consistently exceeded the UK average since 1998. Although the gap gradually declined following a 2007-peak, in recent years it has again diverged away from the national figure.

In 2016, the GVA per hour worked was £28.8 for Cardiff and Vale of Glamorgan. This was only 88.5% of the UK figure and made it a mid-level performer across the major UK NUTS3 areas. GVA per filled job (£45,157) for 2016 compared even less favourably with it only exceeding the Nottingham, Sheffield, and Tyneside regions, and was just 85.8% of the UK figure.

## Enterprise

In 2016, there were 1,780 new enterprises in Cardiff, equating to 49.3 births per 10,000 residents. Although this exceeded the rate for Wales (38.9 per 10,000), it was below the UK average (63.1 per 10,000) as well as many of the major cities, in particular Manchester (119.1 per 10,000). The number of new enterprises per 10,000 residents in Cardiff has consistently been below the UK rate and, in contrast to the national figure, has declined since 2014.

### Births of New Enterprises, 2016

Area	Births of New Enterprises	Population (Mid-2016)	Births per 10,000 Population
Manchester	6,445	541,319	119.1
Birmingham	9,200	1,128,077	81.6
Bristol, City of	2,920	455,966	64.0
Leeds	4,820	781,087	61.7
Edinburgh, City of	2,915	507,170	57.5
Liverpool	2,670	487,605	54.8
Glasgow City	3,290	615,070	53.5
<b>CARDIFF</b>	<b>1,780</b>	<b>361,168</b>	<b>49.3</b>
Nottingham	1,480	324,779	45.6
Sheffield	2,525	574,050	44.0
Newcastle upon Tyne	1,265	293,713	43.1
Wales	12,115	3,113,150	38.9
United Kingdom	414,355	65,648,054	63.1

Source: Business Demography/Mid-Year Population Estimates, ONS

## Visitor Economy

Data for 2017 showed that 22 million people visited Cardiff with an economic impact of £132bn. Between 2007 and 2017, both the number of visitors to Cardiff and their expenditure in the city has followed an upward trend, reflecting the increasing contribution the visitor economy is making towards the city's economic performance.

### No. Visitors to Cardiff and Expenditure for Cardiff, 2007 - 2017

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Total spend (£m)	757	817	889	1,038	1,094	1,129	1,133	1,172	1,252	1,240	1,325
Staying Visitor (m)	1.4	1.5	1.6	1.7	1.8	1.9	1.9	2.0	2.0	2.0	2.1
Visitors (£m)	12.1	13.0	14.7	18.3	18.4	18.9	19.0	19.5	20.5	20.4	22.0

Source: Steam Data

Whilst there has been an overall positive trend in terms of visitor numbers and spend, Cardiff still lags behind many UK cities and towns in terms of attracting international visitors.

### International visits, nights and spending in the top 20 UK towns 2017 Ranked by Spend

	Visits (1000s)	Nights (1000s)	Spend (£mil)
London	19,828	114,016	13,546
Edinburgh	2,015	11,240	1,019
Manchester	1,319	8,230	668
Liverpool	839	3,658	358
Birmingham	1,117	5,300	349
Glasgow	787	4,006	319
Oxford	536	3,243	268
Brighton / Hove	491	3,407	214
Cambridge	519	3,098	212
Bristol	602	3,842	200
Bournemouth	164	1,752	132
Newcastle-upon-Tyne	297	2,286	125
<b>Cardiff</b>	<b>372</b>	<b>1,736</b>	<b>120</b>
Bath	361	1,914	118
Leeds	294	1,708	117
Aberdeen	276	1,814	112
Nottingham	267	2,535	106
Sheffield	155	2,431	101
York	289	1,087	97
Inverness	311	1,418	95

Source: Office for National Statistics

### Commuting Data

Around 90,000 people commute into Cardiff each day with the city receiving a net daily inflow of 56,100 people, comprised of a daily inflow of 88,700 commuters and an outflow of 32,600.

#### In-commuting to Cardiff by Area, 2017

Vale of Glamorgan	21,600
Rhondda Cynon Taf	18,900
Caerphilly	11,600
Newport	7,200
Bridgend	7,100
Other outside Wales	5,100
Torfaen	3,500
Merthyr Tydfil	2,900
Monmouthshire	2,800
Swansea	2,500
Neath Port Talbot	2,500
Blaenau Gwent	1,100
Other	2,000

Source: Welsh Government



## Qualifications

Almost half (48.0%) of Cardiff's population aged 16 to 64 are qualified to NVQ4+, significantly above the comparative figures for Wales (35.1%) and the UK (38.4%). In addition, only one-in-fifteen (6.6%) have no qualifications. These figures compare well with other major cities.

### Qualifications (Aged 16 to 64), Jan - Dec 2017

Area	NVQ4+	NVQ3 only	Trade Apprenticeships	NVQ2 only	NVQ1 only	Other Qualifications (NVQ)	No Qualifications (NVQ)
Edinburghf	57.8	10.8	5.3	8.7	7.1	7.2	3.2
Bristol	54.2	15.0	2.1	10.7	8.2	4.6	5.1
<b>CARDIFF</b>	<b>48.0</b>	<b>17.4</b>	<b>1.7</b>	<b>14.9</b>	<b>7.0</b>	<b>4.4</b>	<b>6.6</b>
Glasgow City	46.3	11.8	2.5	12.4	7.4	7.1	12.4
Sheffield	41.7	15.5	3.1	15.6	10.6	5.0	8.5
Manchester	39.9	17.0	3.3	12.5	9.5	6.6	11.1
Newcastle	37.3	22.5	2.4	15.2	7.7	5.9	9.0
Leeds	36.4	17.2	3.1	15.3	10.9	6.0	11.2
Liverpool	35.0	15.9	2.5	18.3	10.4	4.7	13.1
Birmingham	31.4	18.4	1.2	14.4	11.2	10.8	12.6
Nottingham	30.1	21.4	2.8	14.2	9.6	8.9	12.9
Wales	35.1	17.8	3.4	17.9	11.2	6.0	8.7
United Kingdom	38.4	17.0	3.2	16.0	10.7	6.8	8.0

Source: Annual Population Survey, ONS

Since 2004, the qualification levels of the Cardiff population aged 16 to 64 have improved and compared favourably with those of Wales and the UK. The proportions qualified to NVQ4+ and NVQ2+ have increased over the period, while the percentage with no qualifications has declined.

## Income and Earnings

In 2017, the median gross weekly earnings of Cardiff residents working full-time were £538.5; up 0.8% on the previous year. This exceeded the earnings of most other major cities although, as has been the case since 2012, it was below the UK average.

### Median Gross Weekly Earnings of Full-Time Workers, 2017 (Resident Analysis)

Area	Earnings (£)	Annual Percentage Change (%)
Edinburgh, City of	583.8	4.3
Bristol, City of	539.9	3.0
<b>CARDIFF</b>	<b>538.5</b>	<b>0.8</b>
Leeds	536.6	1.6
Newcastle upon Tyne	532.5	4.6
Sheffield	524.0	3.9
Birmingham	523.0	5.7
Glasgow City	519.7	-0.5
Liverpool	509.2	2.5
Manchester	479.1	1.6
Nottingham	450.6	0.5
Wales	505.9	1.3
United Kingdom	550.4	2.2

Source: Annual Survey of Hours and Earnings, ONS (provisional data for 2017)

The gross weekly earnings of full-time workers working in Cardiff was £528.8 in 2017. In contrast to the resident analysis, this compared poorly with other major cities and was the only core city to see earnings fall since the previous year (see Table 4). In addition, it has predominantly been below the UK figure since 2011, with the gap between the two increasing over the year (see Figure 9).

### Median Gross Weekly Earnings of Full-Time Workers, 2017 (Workplace Analysis)

Area	Earnings (£)	Annual Percentage Change (%)
Edinburgh, City of	598.5	5.1
Manchester	570.8	4.3
Glasgow City	560.8	2.6
Newcastle upon Tyne	554.2	6.8
Birmingham	549.4	1.0
Bristol, City of	545.3	1.6
Leeds	543.4	2.2
Liverpool	530.7	2.3
<b>CARDIFF</b>	<b>528.8</b>	<b>-0.9</b>
Sheffield	526.6	2.9
Nottingham	494.8	3.1
Wales	498.4	1.0
United Kingdom	550.4	2.2

Source: Annual Survey of Hours and Earnings, ONS (provisional data for 2017)

### Gross Disposable Household Income per Head

In 2016, Cardiff's gross disposable household income per head (£16,769) compared fairly well with other major cities. Since 1997, it has followed an upward trend and has consistently been above that of Wales. However, it has remained below the UK figure with the gap increasing over time.

### Gross Disposable Household Income (GDHI) Per Head, 2016

Area	GDHI Per Head (£)
Edinburgh, City of	21,837
Bristol, City of	17,633
Leeds	16,814
<b>CARDIFF</b>	<b>16,769</b>
Newcastle upon Tyne	16,180
Glasgow City	15,311
Sheffield	15,057
Liverpool	14,538
Birmingham	14,093
Manchester	13,184
Nottingham	12,232
Wales	15,835
United Kingdom	19,432

Source: ONS (2016 figures are provisional)

### Employee jobs with hourly pay below the Real Living Wage

The Living Wage is based on the amount an individual needs to earn to cover the basic costs of living. However, in contrast to the national minimum wage, it is not a legally enforceable minimum level of pay. In 2017, the Living Wage Foundation's living wage was £9.75 for those working within London and £8.45 for those working elsewhere in the UK.

In 2017, just over a fifth (20.7%) of employee jobs in Cardiff had an hourly rate of pay below the Living Wage. This is amongst the lowest levels in Wales and is below the UK level, but is a mid-ranking position against Core Cities.

### Employee jobs with hourly pay below the living wage

LA	2016 %	2017 %
Birmingham	21.9	20.8
Bristol, City of	15.6	14.4
<b>CARDIFF</b>	<b>19.2</b>	<b>20.7</b>
City of Edinburgh	15.6	14.0
Glasgow City	17.8	14.6
Leeds	20.0	19.4
Liverpool	23.6	22.3
Manchester	18.0	15.2
Newcastle upon Tyne	21.1	18.4
Nottingham	24.3	23.1
Sheffield	22.5	21.7
Wales	25.1	24.7
UK	23.2	22.0

Source: Office for National Statistics

## Employee jobs with hourly pay below the living wage

LA	2016 %	2017 %
Blaenau Gwent	34.1	33.0
Bridgend	23.3	26.2
Caerphilly	22.4	20.2
<b>CARDIFF</b>	19.2	20.7
Carmarthenshire	27.5	23.0
Ceredigion	27.8	21.9
Conwy	33.4	30.5
Denbighshire	24.0	27.2
Flintshire	23.9	27.2
Gwynedd	31.1	32.2
Isle of Anglesey	25.2	31.3
Merthyr Tydfil	27.2	27.4
Monmouthshire	24.4	22.2
Neath Port Talbot	21.3	21.0
Newport	23.3	21.7
Pembrokeshire	31.6	32.7
Powys	32.2	26.2
Rhondda Cynon Taf	27.0	23.6
Swansea	27.8	24.2
Torfaen	18.4	21.8
Vale of Glamorgan	23.0	27.5
Wrexham	27.8	28.0
Wales	25.1	24.7
UK	23.2	22.0

Source: Office for National Statistics

## Inclusive Growth

Consideration of the Cardiff economy as a whole does not tell the complete picture. Economic outcomes are different according to your gender, ethnic background, or the community you live in. Employment rates show that almost eight out of ten working age white males are in employment in Cardiff, whereas less than half of working age ethnic minority females are in employment.

### Employment rate (%) - aged 16-64 (2017)

White	74.8
White males	77.9
Ethnic minority males	71.2
White females	71.6
Ethnic minority females	47.3
Ethnic minority	59.0

Source: Annual Population Survey

Disabilities also impact significantly on economic outcomes in Cardiff, with employment rates for those suffering from disabilities being under half of the working age population.

### Employment rate (%) - aged 16-64 (Apr 2017-Mar 2018)

Equality Act (EA) core or work-limiting disabled	45.2
EA core disabled	43.7
Work-limiting disabled	34.0
Not EA core or work-limiting disabled	78.5
All aged 16-64	72.0

Source: Annual Population Survey

Where you live in Cardiff will also have an impact on economic outcomes. The worst performing ward in Cardiff in terms of unemployment claimants, Ely, has 18 times the proportion of working age residents claiming unemployment benefits than the best performing ward, Lisvane. Notably there is little relationship between unemployment and volume of jobs provided within the wards, with fewer employee jobs to be found in Lisvane than any other Cardiff ward bar one according to the Business Register and Employee Survey.

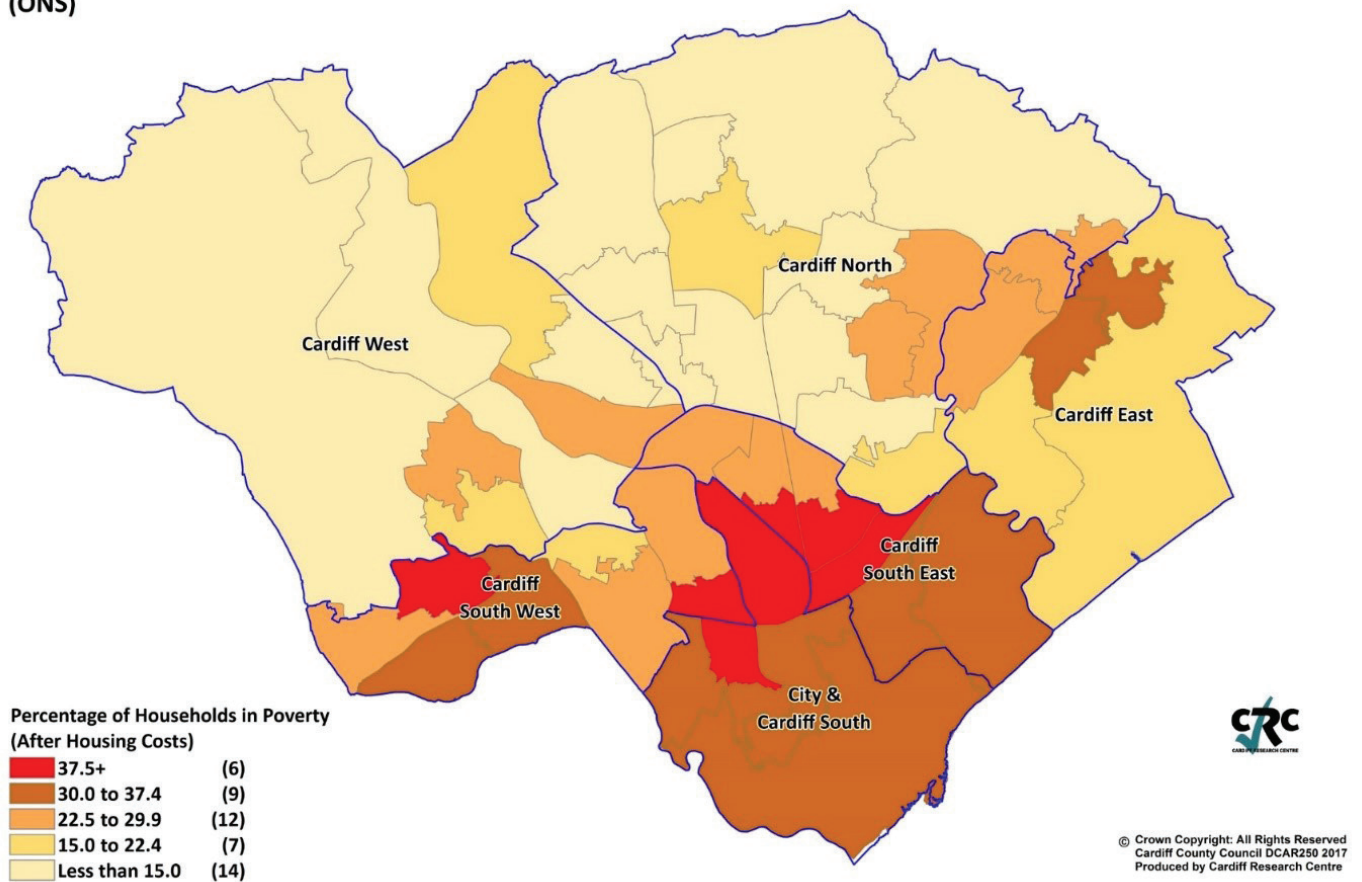
### Claimants as a proportion of residents aged 16-64 (August 2018)

Ely	5.4	Llanishen	1.5
Adamsdown	4.8	Penylan	1.5
Splott	4.4	Whitchurch and Tongwynlais	1.5
Caerau	4.2	Pentyrch	1.3
Trowbridge	3.8	Gabalfa	1.1
Riverside	3.7	Llandaff	1.0
Fairwater	3.5	Pontprennau/Old St. Mellons	1.0
Llanrumney	3.5	Creigiau/St. Fagans	0.9
Pentwyn	3.4	Heath	0.9
Grangetown	3.2	Cathays	0.8
Plasnewydd	3.2	Rhiwbina	0.8
Llandaff North	3.1	Cyncoed	0.7
Butetown	2.9	Radyr	0.7
Rumney	2.7	Lisvane	0.3
Canton	2.4	All Cardiff	2.5

Source: Claimant Count

Around a quarter of the city's households have income of below 60% median income after housing costs. However this only tells part of the story. The concentration of poverty in Cardiff is heavily weighted towards the 'Southern Arc'.

**Percentage of Households in Poverty (i.e. Below 60% of Median Income) After Housing Costs by MSOA, 2013/14 (ONS)**



Percentage of people living in households in material deprivation  
(National Indicator 19) (National Survey)

Household material deprivation, by local authority, 2016-17

	Household in material deprivation %
Blaenau Gwent	19
Bridgend	11
Caerphilly	15
<b>CARDIFF</b>	16
Carmarthenshire	15
Ceredigion	12
Conwy	13
Denbighshire	16
Flintshire	15
Gwynedd	14
Isle of Anglesey	16
Merthyr Tydfil	21
Monmouthshire	12
Neath Port Talbot	16
Newport	14
Pembrokeshire	12
Powys	12
Rhondda Cynon Taf	19
Swansea	18
Torfaen	15
Vale of Glamorgan	12
Wrexham	13
Wales	15

Source: Stats Wales

# Cardiff's Industrial Strengths



In responding to the UK's Industrial Strategy it is important that Cardiff can outline its economic strengths and opportunities, as well as where we can support the economy to become more innovative and productive.

It is clear that Cardiff offers a lot to the national, regional and city-region economies. However it is also clear that it can deliver a lot more. Specifically the city has a skilled and resourceful labour market, with emerging clusters in creative and digital, reg-tech and fin-tech, life sciences and emerging technology such as compound semi-conductors.

Through exploiting this potential Cardiff has the potential to significantly improve levels of productivity, both contributing to the growth of the city, the city-region and national economies, whilst also increasing earnings for local workers and providing a greater range and choice of jobs for the residents of the Cardiff Capital Region.

We have the necessary tools...	...but we are not converting our potential
<ul style="list-style-type: none"> <li>• Highly qualified workforce</li> <li>• Over 65,000 higher education students</li> <li>• HE reputation for commercialisation of research</li> <li>• Established city-region</li> <li>• Service sector with exporting perspective</li> <li>• Strong TV and broadcast sector</li> <li>• Concentration of 'reg-tech' and cyber security skills</li> <li>• Competitive fin-tech and digital start-up community</li> <li>• Emerging technology clusters, including compound semi-conductors</li> <li>• Internationally prominent life-sciences businesses</li> <li>• Strong quality of life offer</li> </ul>	<ul style="list-style-type: none"> <li>• Low levels of productivity across all sectors</li> <li>• Knowledge base not being fully exploited</li> <li>• Prevalence of low value activity in business sectors</li> <li>• Lack of recognised brand</li> <li>• City centre dominated by retail</li> <li>• Need for infrastructure investment in both transport and digital connectivity</li> </ul>

# Higher Education

Cardiff is home to almost 70,000 students studying at three universities: Cardiff University, Cardiff Metropolitan University and the University of South Wales which between them offer three business schools and three law schools. The city's universities attract talent from around the world, with 1 in 4 students being international students.

### Enrolled Students by Institution

	Enrolled Students 2016/17
Cardiff Metropolitan University	10,995
University of South Wales	23,465
Cardiff University	31,595

Source: StatsWales

**Cardiff University** is a member of the Russell Group of leading research universities and has a strong reputation for the quality of its teaching and research. 31,500 students, including more than 4,000 from over 100 countries outside the UK, help to create a vibrant, cosmopolitan community.

The university is ranked top 5 UK University for research quality and impact in the most recent Research Excellence Framework (REF 2014) with 87% of research assessed as world-leading or internationally excellent. The School of Engineering is ranked no.1 in the UK for research impact (REF 2014) and has developed strong links with industry.

**Cardiff Metropolitan University** is a growing university with business and management a key strength. Its career-orientated courses make graduates popular with employers.

Cardiff Metropolitan's specialisms are focused around its five schools, namely Cardiff School of Management, Cardiff School of Art & Design, Cardiff School of Education, Cardiff School of Health Sciences, and Cardiff School of Sport. In addition, the National Centre for Product Design and Development Research (PDR) provides expertise in design and innovation, offering support to manufacturing businesses.

In the recent Research Excellence Framework results, Cardiff Metropolitan University was ranked as the highest post-1992 'modern' university, with 80% of the University's overall quality profile rated as world leading or internationally excellent.

The **University of South Wales** is one of the largest universities in the UK with 17,000 undergraduates and is renowned for its partnership with major employers in the region.

The university has established a Centre for Financial and Professional Services in Cardiff, working with the Welsh Government to meet the city's demand for skills in the growing financial and professional services sector.

With specialisms in the cyber security, creative industries, sustainable energy, and mobile communications, many lecturers at the University of South Wales are producing research which is contributing to advances within their field of expertise. The latest Research Excellence Framework results rated half of the university's research as either world-leading or internationally excellent.

# Innovation

As a result of its skilled workforce and higher education base, the city has a relatively innovation focussed economy, exemplified by proportionally high numbers of patent applications and a high proportion of skilled jobs focussed on exporting.

City	Patent Applications 2015 (per 100,000 of population)
Bristol	34.7
Nottingham	18.1
Cardiff	16.8
Newcastle	15.3
Sheffield	13.2
Manchester	13.2
Leeds	12.5
Liverpool	10.1
Glasgow	10.0
Birmingham	8.2

Source: Centre for Cities Analysis

City	High skilled share of export jobs
Bristol	51%
Cardiff	49%
Leeds	47%
Manchester	43%
Newcastle	40%
Nottingham	40%
Liverpool	38%
Birmingham	38%
Sheffield	37%

Source: Centre for Cities Analysis

# Sector Strengths

## Creative and Digital Sector

Cardiff has become the hub of Wales' creative industries sector, with particular strengths in broadcasting, TV and film production. A significant concentration of creative companies are attracted to Cardiff due to the presence of major broadcasters, such as the BBC, ITV, S4C, and the city's academic excellence.

Pinewood Studios Wales has founded a base in Cardiff, adding to established studios including the BBC Drama Village. Located in Cardiff Bay, the 170,000 sqft facility, including nine studios equivalent in length to three football pitches is now the purpose-built home of four flagship BBC dramas - Casualty, Doctor Who, Pobol y Cwm, and Sherlock.

BBC Wales has invested in a new Foster & Partners designed regional headquarters at Central Square. The statement building is the centre piece of a new destination for the creative sector in the heart of the city centre. Cardiff University's new School of Journalism has relocated immediately next to the new BBC HQ.

As well as being a prime location for major players in the creative sector, Cardiff is also home to a growing creative start-up community that has been increasing in size and confidence. The city benefits from a wide variety of incubation space for the creative industries, from the newly developed Gloworks in the heart of Cardiff Bay, Tramshed Tech and Indycube as well as space in the city's established Cardiff Business Technology Centre.

- Cardiff is one of the UK's fastest growing creative sectors outside of London
- Employs over 16,000 people
- Around a third of all Welsh creative industry jobs are based in Cardiff
- 3000 creative businesses in Cardiff
- Home to triple Emmy Award production Sherlock as well as leading BBC prime time production Dr Who and Casualty
- 98.43% penetration of superfast broadband boosted by an Internet Exchange in the heart of the city
- The creative industry sector is the fastest growing sector in Wales with employment increasing 58% between 2005 and 2018
- Renowned universities with 7,000 creative industries graduates each year in subjects including animation, visual effects, digital and mobile technology development, fashion and fine art
- Contributes over £1bn of GVA to the city's economy each year

There is already support in the sector. University of South Wales' Faculty of Creative Industries is one of the largest in the UK. The school runs 33 undergraduate courses with around 3,000 students. Cardiff University's School of Journalism, Media and Culture has a world leading reputation for its industry-facing research and training. The school houses the Centre for Community Journalism, the UK's leading network centre for 400 community and hyperlocal news outlets across the UK. Cardiff Metropolitan University's School of Art & Design is home to 1,200 students with subjects including Animation, Fashion Design, Fine Art, Graphics and Illustration. All of them undertake live projects with industry.

Another initiative of the school is Creative Cardiff a network of 1,750 creative companies and freelancers. Creative Cardiff brings industry and academics together on initiatives including research and sector mapping, co-working spaces and international networks.

## Life Sciences

The fast-moving Life Sciences sector in the Cardiff Capital Region is diverse, research-driven and categorised by global enterprises including Norgine, Biomet, GE Healthcare, Convatec and Johnson & Johnson Innovation.

The sector is well supported by the region's universities which are home to world leading research expertise with a strong commercial outlook. As well as facilities such as the Cardiff Medicentre (a medical technology incubator on the site of University Hospital Wales), there has also been significant investment in Life Sciences Hub Wales, based in Cardiff Bay, which is a nerve centre for academic and healthcare organisations, business, expert advisers, clinical and funding organisations. The Hub seeks to stimulate interaction, innovation, networking and collaboration, making the link between ideas and commercialisation a reality and providing a commercially-driven resource for the sector.

In comparison with the UK's Core Cities, Cardiff has a broad range of businesses within life sciences. A greater proportion of people are employed in Cardiff in the manufacture of irradiation, electromedical and electrotherapeutic equipment, medical and dental instruments, supplies and pharmaceutical preparations than the UK average.

- The sector and related industries employ 17,000 people in the city (Business Register and Employment Survey 2016)
- The Cardiff Capital Region is home to one of the world's top five world diagnostic companies in Ortho Clinical Diagnostics, the £4 million Welsh Wound Innovation Centre, ReNeuron, the first company to carry out clinical trials of stem cells in stroke patients and leading European specialist pharmaceutical company Norgine.
- Cardiff University is the base for Sir Martin Evans, Nobel Prize Winner for discovery of embryonic stem cells, and has an MRC Centre for Neuropsychiatric Genetics and Brain Imaging Research Centre (CUBRIC)



## Compound Semi-Conductors

The compound semi-conductors sector is developing a cluster of international standing in South East Wales. Anchored by IQE, and supported by both City Deal investment and Cardiff University expertise, there is ambition to establish the cluster and the globe's premier location for the future development of a technology that will be fundamental to the growth of the digital sector.

To date almost 700 businesses have been identified as part of the cluster in South East Wales and South West England, benefitting from increasing levels of FDI, as well as the development of the city's home-grown businesses.

Overall, wider sector support is provided by:

- The Institute of Compound Semiconductors
- The Compound Semiconductors Centre
- The Compound Semiconductors Manufacturing Hub
- The Compound Semiconductors Applications Catapult.

Already the Cardiff Capital Region has made a £40m commitment to the development of a compound Semiconductor Industrial cluster in the region, with the aim to develop a cluster that will:

- Leverage £375m of private sector investment,
- Create up to 2,000 high skilled jobs,
- Return the investment for use on other regional schemes, and
- Create hundreds more jobs in the wider supply chain cluster

The cluster is intended on supporting a wide range of service sector and manufacturing activities across the entire city-region, which already has established concentrations of enterprise in areas such as instrumentation and communication equipment.

## Financial Services and Reg-Tech

In comparison with the UK's other Core Cities, a broad range of businesses within the financial services sector are represented in Cardiff. Welsh government research states that Cardiff is the preferred location for contact and shared service centres in the UK and the city has a growing reputation in outsourced HR, legal and other corporate services. The flourishing financial sector is dominated by banks and building societies, with an increasing number of insurance and pension companies making Cardiff their home. Employment in insurance is significantly above the UK average, with the proportion of people employed in life insurance seven times greater than the UK average.

A number of globally recognised financial services companies, some of the UK's biggest accountancy firms as well as home-grown companies have expanded their operation in Cardiff over recent years, all supported by higher education in the city that not only provides a steady stream of skilled graduates, but also works closely with business to design and shape future courses for the sector.

More recently Cardiff has experienced growth in its fintech sector, with businesses such as Wealthify, a new online investment service, and Delio, which provides technology support for financial services businesses, choosing Cardiff as their base.

The sector has also recently developed a reputation in 'Reg-tech' and cyber security. These sectors are supported by higher education institutions, public sector organisations and competitive businesses, including the establishment of a National Cybersecurity Academy

The presence of numerous government bodies already in the wider South Wales region has created the foundations of a highly skilled, digitally-adept and technically proficient workforce. These bodies include core ministerial and non-ministerial departments such as DWP and HMRC, but also more specialised agencies including the DVLA, Companies House, the Intellectual Property Office and the Office for National Statistics.



# Role of the City Centre

Of the Core Cities, Cardiff has the smallest city centre by radius. The expansion of the city-centre into Central Quay, Callaghan Square and Dumballs Road will see Cardiff join the rest of the UK's Core Cities in terms of city centre size. Analysis shows that Cardiff also lags the better performing cities in terms of the proportion of its city centre space dedicated to office and non-retail development.

The introduction of more office and non-retail commercial development in the city-centre is seen as critical in exploiting the benefits of agglomeration and cluster development.

### City Centre Spatial Analysis

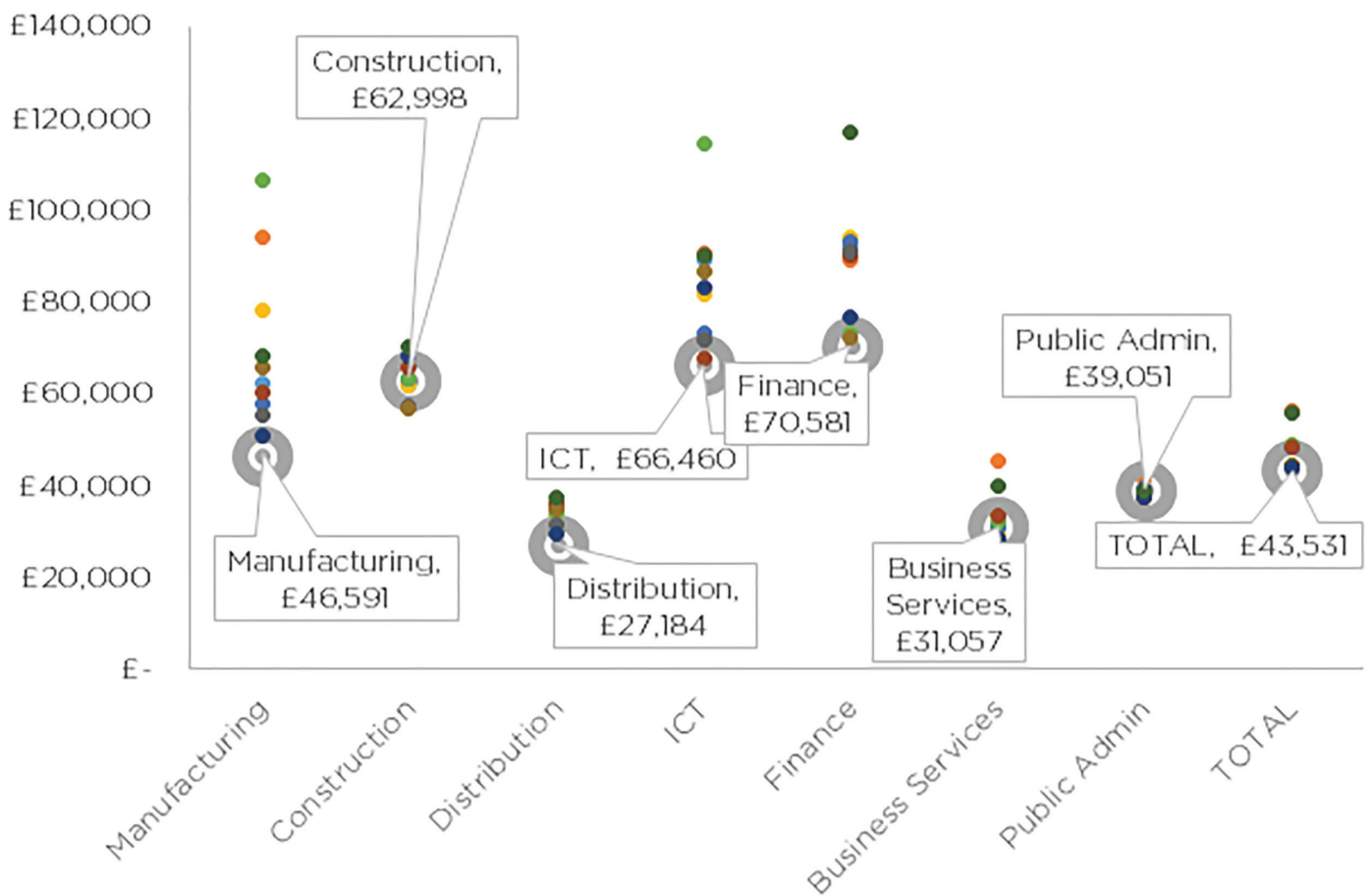
	City Centre Office	City Centre Retail	City Centre Size	radius of city centre (miles)
London	76%	11%	London	2
Birmingham	40%	19%	Large	0.8
Bristol	51%	20%	Large	0.8
Leeds	52%	21%	Large	0.8
Liverpool	45%	29%	Large	0.8
Manchester	55%	21%	Large	0.8
Newcastle	43%	35%	Large	0.8
Nottingham	35%	32%	Large	0.8
Sheffield	38%	24%	Large	0.8
Cardiff	43%	38%	Medium	0.5

Source: Centre for Cities

# Productivity

Despite its industrial strengths, Cardiff's productivity lags many of the UK's Core Cities, and overall productivity is £12,000 less than the UK per worker average. Analysis shows that this isn't down to sector mix, rather it is within sector productivity that drives these differentials.

**Cardiff Sector Productivity V Core Cities**



A city approach to supporting the development of key sectors of potential, through a mixture of interventions, is seen as they primary tool for improving overall city productivity.

# Economic Objectives



Cardiff's Well-being Plan sets the city's priorities for action between the city's public and community services, and with the citizens of Cardiff. The Plan contains Well-being Objectives, high-level priorities that the Cardiff Public Service Board has identified as being most important. Given the partnership approach that will take forward the Economic White Paper it is considered appropriate that the city-wide partnership objectives established should be adopted.

In addition the Council's Corporate Plan identifies further objectives around the visitor economy and investment. Added to the original Green Paper objective, the following Key Performance Indicators will be considered:

- GVA per head
- Jobs Growth
- Unemployment rate
- Visitor Spend
- Gross Disposable Household Income per head
- The amount of 'Grade A' office space committed to in Cardiff (sq. ft.)
- Employee jobs with hourly pay below the living wage
- Percentage of population aged 16-64 qualified NVQ4+
- Earnings (Weekly Resident FT Gross)
- Employment Rate (Female as % of all)
- Employment Rate (BAME as % of all)
- Employment Rate (EA core disabled as % of all)
- Percentage of households in poverty
- Long-term JSA Claimants

# Economic Indicators Summary

	Cardiff	Wales	UK	Core City Rank
GVA per head (2016)	£27,480	£19,140	£26,621	5 <sup>th</sup>
Jobs Growth (2017-2018)	6.0%	0.7%	1.2%	5 <sup>th</sup>
Unemployment rate (Dec 2017)	6.1%	4.8%	4.4%	4 <sup>th</sup>
Visitor Spend (2017)	£1,325m	n/a	n/a	n/a
Gross Disposable Household Income per head (2016)	£16,769	£15,835	£19,432	3 <sup>rd</sup>
The amount of 'Grade A' office space committed to in Cardiff (sq. ft.)		n/a	n/a	n/a
Employee jobs with hourly pay below the living wage (2017)	20.7%	24.7%	22.0%	5 <sup>th</sup>
Percentage of population aged 16-64 qualified NVQ4+ (2017)	48.0%	35.1%	38.4%	2 <sup>nd</sup>
Earnings (2017 Weekly Resident FT Gross)	£538.5	£505.9	£550.4	2 <sup>nd</sup>
Employment Rate (Female as % of all)	67.4%	69.0%	70.3%	5 <sup>th</sup>
Employment Rate (BAME as % of all) Apr 2017-Mar 2018	59.0%	60.5%	64.8%	2 <sup>nd</sup>
Employment Rate (EA core disabled as % of all) Apr 2017-Mar 2018	43.7%	45.2%	50.8%	6 <sup>th</sup>
Percentage of households in poverty	16%	15%	n/a	n/a
Long-term JSA Claimants	56%	42%	42%	3 <sup>rd</sup>



**CYNGOR CAERDYDD  
CARDIFF COUNCIL****COUNCIL:****31 JANUARY 2019**

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**REPORT OF THE CABINET MEMBER HOUSING &  
COMMUNITIES (COUNCILLOR LYNDA THORNE)**

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**CARDIFF OLDER PERSONS HOUSING STRATEGY 2019-2023****Reason for this Report**

1. To consult Members on the draft Older Persons Housing Strategy for Cardiff, ahead of consideration by Cabinet in March 2019.

**Background**

2. It is clear from a range of studies that appropriate older persons housing can help people to stay independent for longer, reduce the pressure on health and social care budgets, and help meet the needs of the increasing population of older people.

**Research into Housing Needs**

3. During 2018 the Cardiff and Vale of Glamorgan Regional Partnership Board commissioned independent research to identify the future housing and associated care requirements of older people across the region and to inform future capital investment programmes for housing. This research was carried out by The Housing Learning and Improvement Network (LIN), a network that brings together housing, health and social care professionals in England and Wales to exemplify innovative housing solutions for an ageing population.
4. The research reviewed the current provision of older persons housing and modelled likely future demand, based on demographic change. A recommended number, location and type of housing required over the next 20 years was identified. The research findings provide the evidence base upon which the Cardiff Older Persons Housing Strategy 2019-2023 has been developed.
5. As part of this research a survey was carried out, to identify the future housing plans and aspirations of older people in the city and to capture the views of those already living in older persons accommodation. This was undertaken through a postal survey and through a number of focus groups.

## The Cardiff Older Persons Housing Strategy 2019-2023

6. Recognising the housing-related challenges generated by an ageing population, the Cardiff Older Persons' Housing Strategy sets out the responses required to achieve a suitable supply of different accommodation types to enable older people to live independently. It also sets out the services and support that are currently in place and the changes that will be needed to meet the needs of the aging population and address wider health and social care priorities.
7. The vision is ***'To deliver the best housing outcomes for all older people in Cardiff'***.
8. Supporting this are a number of key aims, to:
  - Deliver new homes that meet older persons' housing needs and aspirations
  - Improve our existing homes to ensure they are fit for purpose and support independent living
  - Plan new homes and communities to address future housing and care needs across all tenures
  - Provide person centred information, advice and assistance
  - Help older people to maintain their independence for longer
  - Ensure the needs of the most vulnerable are met
  - Build stronger, inclusive communities and tackle social isolation
9. The Strategy is structured as follows
  1. **Introduction** – policy context; Cardiff's older population; types of older persons' housing and comparative benefits. Summary of Key Findings and proposed Commitments.
  2. **Understanding Housing Need** – exploration of current provision and future demand, as identified in the Housing LIN research.
  3. **Meeting Future Demand** – reviewing and refurbishing existing accommodation; planned social and affordable housing developments; planning considerations and private sector developments.
  4. **People:**
    - **Supporting Independence** – information, advice and assistance; support to stay at home (joint equipment service, disabled adaptations); Housing-related support; help to return from hospital; support to move/downsize.
    - **Meeting the Needs of the Most Vulnerable** – needs of the frail elderly; adapted and accessible housing; scheme-based support; social housing allocation; residential and nursing care.
  5. **The Importance of Community** and addressing social isolation - Community Hubs; Health and Wellbeing Service; Social prescribing service; befriending; Community Living Schemes.

## Issues

### Current Provision

10. Overall there is a range of housing for older people in Cardiff (in terms of both type and tenure), however provision is limited outside the north and west of the city. In particular there is limited extra care / housing with care – fully accessible, self-contained accommodation with 24 hour on-site domestic and personal care support, communal facilities and activity rooms, designed with the needs of older people, some with higher levels of care and support, in mind.
11. More work is also needed to understand how well existing properties can meet the future needs of the older population.

### Estimated Future Need

10. There is an estimated need for an **additional 3,051 units** of older persons' accommodation by 2035. This is based on demographic change and projected population growth. The increase is broken down as follows:
  - Older person's housing (Care Ready / Sheltered and Private Retirement Housing) – **1,787 units (353 rental, 1,434 ownership)**
  - Extra Care/Housing with care – **609 units (232 rental, 377 ownership)**
  - Residential care – **0 beds**
  - Nursing care – **655 beds**

### Meeting Future Need

#### Rented Provision

11. The Council and partner RSLs are committed to continuing to deliver new affordable housing to meet need, including accommodation specifically for older people and accessible/flexible accommodation that allows for 'ageing in place'.
12. A development plan has been prepared to reduce the gap between supply and demand. Approximately 700 units of affordable older persons' accommodation are planned over the period 2020 to 2030, of which approximately 600 will be for rent. This will deliver purpose built, accessible and sustainable community living schemes providing a 'home for life' which enables a resident to live independently.
13. If all planned schemes proceed, this could meet the identified need for rented accommodation of 585 units, if designed appropriately. However, it is unlikely that all existing older persons' provision will meet future requirements and some may need to be decommissioned. Therefore, there is an ongoing need to seek future development opportunities.

### Private Provision

14. Previous planning policy, while allowing for the development of new older persons' housing, has not been proactive in encouraging additional provision. The new version of Planning Policy Wales is far clearer in the role planning should play in promoting older persons' housing and requires the authority to set specific targets for older persons' housing and to work with developers to achieve this. Focus on promoting private older persons' housing will be needed if the estimated additional 1,811 'for sale' homes are to be delivered.

### Nursing Care Provision

15. The estimated need for 655 additional nursing home beds, is equally very challenging. There is a need to review current models of care home provision, and models of workforce, to develop innovative and creative accommodation, care and health services which can meet the needs of our most frail and vulnerable residents.

### People

16. Cardiff's Independent Living Services provides a wide range of support focused on helping older people to stay independent at home. Considerable success has been achieved with 75% YTD at Q3 2018-19 of clients supported to stay at home without the need for Social Services intervention. Cardiff has also invested in disabled adaptations to support independence. There is a need to ensure that future funding for these services is understood.
17. There are considerable advantages to older people in downsizing to more appropriate accommodation and this can play a significant part in helping them to stay independent at home. When asked, older people were often unaware of the different housing options available and concerned about the financial, legal and practical issues associated with moving. There is a need going forward to improve the specialist housing advice and support available to older people, the development of an Older Persons and Accessible Homes Unit is proposed to take this work forward.
18. The current social housing allocation process does not take into account the housing choices of older applicants and wellbeing issues such as social isolation and the need for safety and security are not fully recorded or reflected in the allocation process. There is a need to review the waiting list and allocation arrangements to fully reflect the housing choices and wider needs of older people.

### Community

19. Connection to the community is key to the wellbeing of many older people. Social isolation is comparable to health risks such as smoking and alcohol consumption. The Council already has a number of plans to support older people to engage in their community, including the development of Community Wellbeing Hubs in the North and West of the city. The Strategy sets out a number of proposals to build on this using the Council's community



living schemes for wider community use, providing health and wellbeing events and activities across the city, and further development of a dementia friendly approach.

### **Legal Implications**

20. 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) 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.
21. The Council must provide an allocation scheme for determining priorities between qualifying persons. The Council must afford all registered providers of social housing and registered social landlords with whom it has nomination arrangements the opportunity to comment on an allocation scheme before it is altered in any way that reflects a major change of policy.
22. The Council has to satisfy its public sector duties under the Equalities Act 2010 (including specific Welsh public sector duties). Pursuant to these legal duties Councils must in making decisions have due regard to the need to (1) eliminate unlawful discrimination, (2) advance equality of opportunity and (3) foster good relations on the basis of protected characteristics.
23. The Well-Being of Future Generations (Wales) Act 2015 ('the Act') places a 'well-being duty' on public bodies aimed at achieving 7 national well-being goals for Wales - a Wales that is prosperous, resilient, healthier, more equal, has cohesive communities, a vibrant culture and thriving Welsh language, and is globally responsible.
24. The wellbeing duty also requires the Council to act in accordance with a 'sustainable development principle'. This principle requires the Council to act in a way which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs. Put simply, this means that Council decision makers must take account of the impact of their decisions on people living their lives in Wales in the future.

### **Financial Implications**

25. Any final strategy will need to consider the revenue resources required to deliver the key commitments set out in this draft. A revenue budget pressure bid has been submitted to support the development of an older persons and accessible homes unit.
26. Any specific proposals developed as part of the strategy will need to consider the detailed capital programme and revenue budget implications as part of detailed business cases or viability assessments as part of housing schemes and be included in the Medium Term Financial Plan and Budget Framework. Where such commitments are funded by grants, this will need consideration of the detailed terms and conditions

## **RECOMMENDATION**

That Council considers the draft Older Persons Housing Strategy and provides comments to inform final document. Comments will be accepted up until and including Thursday the 7<sup>th</sup> of February.

### **COUNCILLOR LYNDA THORNE**

Cabinet Member Housing and Communities

25 January 2019

The following Appendix is attached:

Draft Older Persons Housing Strategy

*The following Background Documents have been taken into account:*

*Housing Lin Report*



# Vision and Summary of Key Commitments

**'To deliver the best housing outcomes for all older people in Cardiff'**

## 1 Deliver new homes that meet older persons' housing needs and aspirations.

- Work in partnership with Health and RSL partners to develop an evidence-based city wide plan for the future development of affordable housing for older people, including those living with dementia and with a wide range of care needs.
- Deliver a minimum of 729 new homes for older people by 2030 of which 434 will be Council homes, 195 RSL homes and 100 for private ownership, and develop additional proposals as part of the Council's commitment to building 2,000 new homes.
- Increase the supply of 'care ready' housing for older people that is suitable for ageing in place and which allows domiciliary care to be provided as required.

## 2 Improve our existing homes to ensure they are fit for purpose and support independent living.

- Work with RSL partners to better understand the condition of existing older persons housing in the city and its potential future use. Review all Council "age designated" properties to improve accessibility.
- Continue the refurbishment of the Council's Council Sheltered stock on a scheme by scheme basis, securing RNIB accreditation for refurbished schemes.

## 3 Plan new homes and communities to address future housing and care needs across all tenures.

- Work towards full implementation of the new Planning Policy Wales as it relates to older persons' housing, including the use of Supplementary Planning Guidance where appropriate.
- As part of the preparation for the next Local Development Plan, set out a target for the delivery of older persons' housing and work with developers to achieve this target.
- Continue to work with market house builders to deliver new affordable older persons' homes close to or within the new local centres.

## 4 Provide person-centred information, advice and assistance.

### Develop a new "Older Persons and Accessible Homes Unit" to:

- Provide specialist housing advice for all older people, to help them better understand their housing options.
- Ensure that high quality advice and information is available on the Council's websites, in Hubs and through information sessions and events.
- Support people with disabilities to access adapted properties.
- Actively promote Extra Care Housing as an alternative to residential care and as step down from hospital,
- Support older people to downsize to more appropriate accommodation.
- Facilitate exchanges between social tenants through information held on the Housing Waiting List.

## 5 Help older people to maintain their independence for longer.

- Continue to develop the Independent Living Service to help older people remain independent at home and work with the Welsh Government to ensure that funding for the service is maintained.
- Continue the Council's commitment to the delivery of disabled adaptations to ensure that older people can remain independent at home.
- Better reflect the housing choices and wider social needs of older people within the social housing allocation policy, taking into account social isolation, support networks and the need to remain within their community. Ensure the policy supports those who wish to downsize.

## 6 Ensure the needs of the most vulnerable are met.

- Improve the allocation of older persons', extra care and adapted accommodation, increasing the information available about individual needs and aspirations and ensuring that those most in need are prioritised.
- Review the provision of support in sheltered schemes to ensure it meets the future needs of the older population and explore the opportunity to upgrade some existing sheltered housing schemes to "Sheltered Plus" or "Extra Care Light", to a greater level of need.
- Develop innovative models of care and support and nursing services which enable people to remain in their own homes and communities and provide the very highest standard of care homes for people with the most complex needs.
- Further explore the use of new technology to help people remain independent at home for longer.

## 7 To build stronger, inclusive communities and tackle social isolation

- Make better use of the Council's Community Living Schemes to offer services to the wider community, in partnership with Health, Social Care and third sector partners.
- Provide a new Health and Wellbeing service: working through the Hubs and with partners to develop events, activities and a range of health advice to meet wellbeing needs of older people.
- Pilot a new approach to social prescribing ensuring easy access to wellbeing services in the community.
- Ensure all Hub staff receive Dementia Friends awareness training and delivering dementia cafes and support sessions within Hubs.

## Older Persons' Survey

**44%**

Of clients asked are considering a move in the future

**46%**  
Bungalow

**29%**  
House

**21%**  
Flats

**58%**

Would prefer at least 2 bedrooms

**45%**

Of those renting

would consider a move to designated older persons' housing

**23%**

Of home owners



## AN INCREASING AGING POPULATION

By 2037 the number of people aged 65 to 84 will increase by 42% while those over aged 85 will nearly double.

The number of people in Cardiff with dementia is projected to increase by 67% for those aged 65+ and by 85% for those aged 85+ over the period 2015 to 2035. This together with higher incidents of age-related health conditions and mobility issues will put major pressures on Social Care services and budgets.

The findings from a range of research clearly show the benefits of suitable older persons' housing in supporting independence and reducing the need for residential care, with associated savings to Health and Social Care budgets.

## THE COMPARATIVE BENEFITS OF OLDER PERSONS' HOUSING

The cost of Extra Care housing is on average 57% of the weekly cost of residential care.

There is a need to maximise the preventative benefits of housing and optimise use of specialist accommodation to make more effective use of the resources available.

## UNDERSTANDING HOUSING NEED

There is limited extra care housing outside the north and west of the city.

There is an estimated additional need for 3,051 units of older person's accommodation by 2035. This increase is broken down as follows:

- **Older Persons' housing – 1787 units (353 rental, 1434 ownership)**
- **Housing with care – 609 units (232 rental, 377 ownership)**
- **Nursing care – 655 beds**

There is uncertainty about the condition of current older persons' housing in the social sector and the facilities that are offered, more work is needed to understand how well these properties can meet the future needs of the older population.

28% of older people surveyed were planning a move within the next 5 years, most wanted a 2 bedroom property, (58%). Specialist older persons' accommodation was more popular among those who were renting than those who owned their own home.

## MEETING FUTURE DEMAND

A range of schemes for building new older person/care ready affordable homes are already planned and these will deliver 729 new homes by 2030 of which 434 will be Council homes, 195 RSL homes and 100 for private ownership.

If all schemes go ahead this will exceed the estimated additional need for rented accommodation of 585 units however, it is unlikely that all existing older persons' accommodation will meet future requirements and some may need to be decommissioned. Therefore, we will continue to seek opportunities to develop future housing.

The new version of Planning Policy Wales is far clearer in the role planning should play in promoting older persons' housing and requires the authority to set specific targets for older persons' housing and to work with developers to achieve this.

Focus on promoting private older persons' housing will be needed if the estimated additional 1811 'for sale' homes are to be delivered.

# Key Findings of the Older Persons Housing Strategy

# Older Persons Housing Strategy 2018-2023

## SUPPORTING INDEPENDENCE

Cardiff's Independent Living Services provide a wide range of support focused on helping older people to stay independent at home. 70% of clients were supported to stay at home without the need for Social Services intervention.

The Independent Living service is largely funded by Welsh Government grant and the continuation of this service could be threatened if future funding is not secured.

Cardiff Council has invested in the provision of home adaptations. The Disabled Facilities Service is working well, delivering adaptations in a timely and cost effective way which compares well with the rest of Wales. Demand for disabled adaptations is likely to increase, putting pressure on existing resources.

## PROVIDING HOUSING ADVICE

When asked, older people were often unaware of the different housing options available and concerned about the financial, legal and practical issues associated with moving. There is a need going forward to improve the specialist housing advice available to older people.

## SUPPORTING DOWNSIZING

There are considerable advantages to older people in downsizing to more appropriate accommodation and this can play a significant part in helping them to stay independent at home.

There are large numbers of older people under-occupying social housing, providing them with attractive housing options could encourage them to downsize, providing them with more sustainable accommodation while also freeing up much needed family accommodation.

There has been some success in assisting older social tenants to downsize however, there is limited support available for home owners and those in the private rented sector to help them to downsize.

## SHELTERED HOUSING SCHEMES

The provision of on-site support in Sheltered Schemes will be important in meeting the increasing needs of the older population. Funding changes have already resulted in some reduction in support available and if this continues it will impact on the ability of sheltered schemes to meet the growing needs of older clients.

There is an opportunity to provide different models of support such as "Sheltered Plus" or "Extra Care Light" as options to meet the range of need of the older population.

## SOCIAL HOUSING ALLOCATION

The current social housing allocation process does not take into account the housing choices of older applicants and wellbeing issues such as social isolation. There is a need to review the waiting list and allocation arrangements to fully reflect the housing choices and the wider needs of older people.

## RESIDENTIAL AND NURSING CARE

Residential care placements have decreased markedly over the last five years due to services now being available in the community to support increasingly frail people at home. Nursing home placements however are higher than anticipated and if this trend continues an extra 655 nursing home beds will be required in Cardiff by 2035, a sector that faces challenges in recruiting the right staff.

While current telecare services are helping many people to stay independent, there is an opportunity to make greater use of new technology to support people to stay in their own homes.

## THE IMPORTANCE OF COMMUNITY

Connection to the community is key to the wellbeing many of older people.

Cardiff has a wide range of services to help prevent social isolation and promote wellbeing; many of these are based around the Council's Community Hubs.

A number of new initiatives are being developed to further this, including new community wellbeing hubs in the north and west of the city and proposals to open the facilities in older persons housing complexes to the wider community.

# Cardiff Older Persons Housing Strategy [DRAFT] 2019-2023



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# Introduction

This Older Persons' Housing Strategy sets out how the Council and partners will shape and deliver housing and related services for older people that meet a variety of needs and aspirations, and how this provision can help address wider health and social care priorities.

The age at which someone is defined as 'older' varies between national, regional and local contexts. It is acknowledged that many people defined as older do not consider themselves to be 'old', however some will begin to experience physical decline or deterioration in their 50's and may begin to actively plan for their retirement, including considering more suitable accommodation. This strategy covers those aged 50 and above, with a focus on the older age ranges and people with specific needs.

## Housing Challenges of an Ageing Population

Like many other areas, Cardiff's older population is projected to increase considerably over the next 20 years. This presents a number of housing challenges. Increased incidence of age-related conditions such as mobility or sensory impairment, frailty and chronic diseases, means that more residents are likely to require specialist accommodation or additional assistance to remain living in their current homes.

Poor or unsuitable housing can impact disproportionately on older peoples' physical and mental health, independence and well-being. For example, a badly designed or



maintained environment increases the risk of trips and falls, whilst a damp or cold home can cause or exacerbate respiratory conditions.

Accommodation that is difficult to access or which is located away from friends, family or services can reduce mobility and the ability to participate in the community, contributing to loneliness and social isolation.

Housing choices are often influenced by a range of factors including physical health; care and support needs; finances; and current accommodation. This strategy acknowledges the diversity of older peoples' housing aspirations and wants. However, increasingly constrained resources and rising demand for services mean that the rehousing needs of vulnerable older people, and those living in accommodation that is detrimental to their quality of life, must be prioritised.

This Strategy brings together the responses required to address these challenges and achieve a suitable supply and balance of accommodation types, enabling older people to live independently for as long as possible, with access to appropriate services and support.

# Implementing the Older Persons' Housing Strategy

Partnership working will be integral to taking forward this Strategy. This will include collaboration between Housing, Social Care and Planning within the Council, and with other key partners including Health, Registered Social Landlords (RSLs) and housing developers. An action plan will be developed to monitor progress. This will be updated regularly, feeding into the Cardiff Housing Strategy annual report.

## Cardiff Older Persons Housing Strategy [DRAFT] 2018-2023



"This document is available in Welsh / Mae'r ddogfen hon ar gael yn Gymraeg."

## Vision and Key Aims

In implementing this Strategy, the **vision** of the Council and partners is:

***'To deliver the best housing outcomes for all older people in Cardiff.'***

Supporting this vision are a number of **key aims**:

- Deliver new homes that meet older persons' housing needs and aspirations;
- Improve our existing homes to ensure they are fit for purpose;
- Plan new homes and communities to address future housing and care needs across all tenures;
- Provide person-centred information, advice and assistance;
- Help older people maintain their independence for longer;
- Ensure the needs of the most vulnerable are met;
- Build stronger, inclusive communities and tackle social isolation.



# Key Findings

## AN INCREASING AGING POPULATION

By 2037 the number of people aged 65 to 84 will increase by 42% while those aged 85 and over will nearly double. This is likely to result in more people needing specialist accommodation or assistance that cannot be delivered in their current homes.

The number of people in Cardiff with dementia is projected to increase by 67% for those aged 65+ and by 85% for those aged 85+ over the period 2015 to 2035. This together with higher incidence of age-related health conditions and mobility issues will put major pressures on Social Care services and budgets.

The findings from a range of research clearly show the benefits of suitable older persons' housing in supporting independence and reducing the need for residential care, with associated savings to Health and Social Care budgets.

## THE COMPARITIVE BENEFITS OF OLDER PERSONS' HOUSING

The cost of extra care housing is on average 57% of the weekly cost of residential care.

There is a need to maximise the preventative benefits of housing and optimise use of specialist accommodation to make more effective use of the resources available.

## UNDERSTANDING HOUSING NEED

There is a range of social rented and private retirement housing offers for older people in Cardiff; however provision is limited outside the north and west of the city. There is limited extra care housing/housing with care provision and this will restrict the potential cost reductions that can be achieved for Social Care and Health commissioners.

There is an estimated additional need for 3,051 units of older persons' accommodation by 2035. This increase is broken down as follows:

Older persons' housing – 1,787 units (353 rental, 1,434 ownership)

Housing with care – 609 units (232 rental, 377 ownership)

Nursing care – 655 beds

There is uncertainty about the condition of current older persons' housing in the social sector and the facilities that are offered, more work is needed to understand how well these properties can meet the future needs of the older population.

## UNDERSTANDING HOUSING NEED continued...



28% of older people surveyed were planning a move within the next 5 years, most wanted a 2 bedroom property (58%). Specialist older persons' accommodation was more popular among those who were renting than those who owned their own home.

## MEETING FUTURE DEMAND

A range of schemes for building new older person/care ready affordable homes are already planned and these will deliver 729 new homes by 2030 of which 434 will be Council homes, 195 RSL homes and 100 for private ownership.

If all schemes go ahead this will exceed the estimated additional need for rented accommodation of 585 units however, it is unlikely that all existing older persons' accommodation will meet future requirements and some may need to be decommissioned. Therefore, we will continue to seek opportunities to develop future housing.

Previous planning policy, while allowing for the development of new older persons' housing, has not been proactive in encouraging additional provision. The new version of Planning Policy Wales is far clearer in the role planning should play in promoting older persons' housing and requires the authority to set specific targets for older persons' housing and to work with developers to achieve this.

Focus on promoting private older persons' housing will be needed if the estimated additional 1,811 'for sale' homes are to be delivered.

## SUPPORTING INDEPENDENCE

Cardiff's Independent Living Services provide a wide range of support focused on helping older people to stay independent at home. Considerable success has been achieved with 75% of clients supported to stay at home without the need for Social Services intervention.

The Independent Living Service is largely funded by Welsh Government grant and the future of this this funding is uncertain. The continuation of this service could be threatened if future funding is not secured.

Cardiff Council has invested in the provision of home adaptations. The Disabled Facilities Service is working well, delivering adaptations in a timely and cost effective way which compares well with the rest of Wales.

Demand for disabled adaptations is likely to continue to increase putting pressure on existing resources. There is a need to understand future costs of the service and to ensure that adapted homes and equipment are used effectively to meet future needs.



## PROVIDING HOUSING ADVICE

When asked, older people were often unaware of the different housing options available and concerned about the financial, legal and practical issues associated with moving. There is a need going forward to improve the specialist housing advice available to older people.

## SUPPORTING DOWNSIZING

There are considerable advantages to older people in downsizing to more appropriate accommodation and this can play a significant part in helping them to stay independent at home.

There are large numbers of older people under-occupying social housing. Offering them attractive housing options could encourage them to downsize, providing them with more sustainable accommodation while also freeing up much needed family accommodation.

There has been some success in assisting older social tenants to downsize, however further work is needed to expand on this success, removing barriers and providing better choice to encourage downsizing. There is limited support available for home owners and those in the private rented sector to help them to downsize.

## SHELTERED HOUSING SCHEMES

The provision of on-site support in sheltered schemes will be important in meeting the increasing needs of the older population. Funding changes have already resulted in some reduction in the support available and if this continues it will impact on the ability of sheltered schemes to meet the growing needs of older clients.

There is an opportunity to provide different models of support such as “Sheltered Plus” or “Extra Care Light” as options to meet the range of needs of the older population.



## **SOCIAL HOUSING ALLOCATION**

The current social housing allocation process does not take into account the housing choices of older applicants and wellbeing issues such as social isolation and the need for safety and security are not fully recorded or reflected in the allocation process. There is a need to review the waiting list and allocation arrangements to fully reflect the housing choices and wider needs of older people.



## **RESIDENTIAL AND NURSING CARE**

Residential care placements have decreased markedly over the last five years due to services now being available in the community to support increasingly frail people at home. Nursing home placements however are higher than anticipated and if this trend continues an extra 655 nursing home beds will be required in Cardiff by 2035, a sector that faces challenges in recruiting the right staff.

While current telecare services are helping many people to stay independent, there is an opportunity to make greater use of new technology to support people to stay in their own homes.



## **THE IMPORTANCE OF COMMUNITY**

Connection to the community is key to the wellbeing of many older people. Social isolation is comparable to health risks such as smoking and alcohol consumption. Cardiff has a wide range of services to help prevent social isolation and promote wellbeing; many are based around the Council's Community Hubs.

A number of new initiatives are being developed to further this, including new Community Wellbeing Hubs in the north and west of the city and proposals to open the facilities in older persons' housing complexes to the wider community.

# Summary of Commitments

1

## Deliver new homes that meet older persons' housing needs and aspirations.

- Work in partnership with Health and RSL partners to develop an evidence-based city wide plan for the future development of affordable housing for older people, including those living with dementia and with a wide range of care needs.
- Deliver a minimum of 729 new homes for older people by 2030 of which 434 will be Council homes, 195 RSL homes and 100 for private ownership, and develop additional proposals as part of the Council's commitment to building 2,000 new homes.
- Increase the provision of extra care housing, and use this as a direct alternative to the use of general residential care beds.
- Increase the supply of 'care ready' housing for older people that is suitable for ageing in place and which allows domiciliary care to be provided as required.

2

## Improve our existing homes to ensure they are fit for purpose and support independent living.

- Work with RSL partners to better understand the condition of existing older persons' housing in the city and its potential future use. Review all Council "age designated" properties to improve accessibility.
- Continue the refurbishment of the Council's sheltered stock on a scheme by scheme basis, securing RNIB accreditation for refurbished schemes.

3

## Plan new homes and communities to address future housing and care needs across all tenures.

- Work towards full implementation of the new Planning Policy Wales as it relates to older persons' housing, including the use of Supplementary Planning Guidance where appropriate.
- As part of the preparation for the next Local Development Plan, set out a target for the delivery of older persons' housing and work with developers to achieve this target.
- Continue to work with market house builders to deliver new affordable older persons' homes close to or within the new local centres.

# 4

## Provide person-centred information, advice and assistance.

### Develop a new “Older Persons’ and Accessible Homes Unit” to:

- ➡ Provide specialist housing advice for all older people, to help them better understand their housing options.
- ➡ Ensure that high quality advice and information is available on the Council’s websites, in Hubs and through information sessions and events.
- ➡ Support people with disabilities to access adapted properties.
- ➡ Actively promote extra care housing as an alternative to residential care and as step down from hospital, raising awareness of the advantages with both older people and professionals.
- ➡ Support older people to downsize to more appropriate accommodation.
- ➡ Facilitate exchanges between social tenants through information held on the Housing Waiting List.

# 5

## Help older people to maintain their independence for longer.

- ➡ Continue to develop the Independent Living Service to help older people remain independent at home and work with the Welsh Government to ensure that funding for the service is maintained.
- ➡ Continue the Council’s commitment to the delivery of disabled adaptations to ensure that older people can remain independent at home.
- ➡ Work to ensure the best use of adapted homes and to recycle equipment wherever possible. Also review likely future demand on the service to inform future funding arrangements.
- ➡ Better reflect the housing choices and wider social needs of older people within the social housing allocation policy, taking into account social isolation, support networks and the need to remain within their community. Ensure the policy supports those who wish to downsize.

# 6

## Ensure the needs of the most vulnerable are met.

- ➡ Improve the allocation of older persons', extra care and adapted accommodation, increasing the information available about individual needs and aspirations and ensuring that those most in need are prioritised.
- ➡ Review the provision of support in sheltered schemes to ensure it meets the future needs of the older population and explore the opportunity to upgrade some existing sheltered housing schemes to "Sheltered Plus" or "Extra Care Light", to a greater level of need.
- ➡ Develop innovative models of care and support and nursing services which enable people to remain in their own homes and communities and provide the very highest standard of care homes for people with the most complex needs.
- ➡ Further explore the use of new technology to help people remain independent at home for longer.

# 7

## Build stronger, inclusive communities and tackle social isolation.

- ➡ Make better use of the Council's Community Living Schemes to offer services to the wider community, in partnership with Health, Social Care and third sector partners.
- ➡ Provide a new Health and Wellbeing service: working through the Hubs and with partners to develop events, activities and a range of health advice to meet wellbeing needs of older people.
- ➡ Pilot a new approach to social prescribing ensuring that individuals and professionals have easy access to wellbeing services in the community.
- ➡ Continue to be a dementia friendly organisation by ensuring all Hub staff receive Dementia Friends awareness training and delivering dementia cafes and support sessions within Hubs.

# National Policy Context



A number of key policy and legislative documents frame the housing agenda for older people in Wales. The Welsh Government’s **Strategy for Older People in Wales 2013-23** recognises the importance of older people having the resources to age well, including access to housing and services that support their needs and promote independence. Complementing the Strategy, the **Ageing Well in Wales Programme** focuses on practical measures such as developing age friendly and dementia supportive communities, reducing the risk of falls and tackling loneliness and isolation.

## The **Social Services & Well-being (Wales) Act 2014**

provides the legal framework for improving the well-being of people who need care and support, including older people with complex needs and long-term



conditions. The Act requires local authorities and health boards to work together to assess care and support needs and provide integrated, sustainable services. Fundamental principles include supporting and measuring well-being, service user voice and control and a focus on prevention and early intervention.

## The **Well-being of Future Generations (Wales) Act 2015**

focuses on improving the social, economic, environmental and cultural well-being of Wales. Public bodies are required to consider the long-term well-being of the population and to work sustainably to prevent persistent problems such as poverty, health inequalities and climate change. The Act establishes 7 national well-being goals – good housing has a key role to play in addressing a number of these, including achieving a healthier Wales and a Wales of cohesive communities.

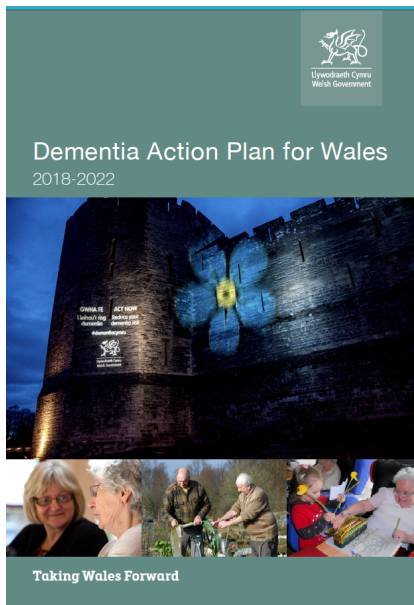
### Well-being of Future Generations (Wales) Act 2015

The Essentials





# National Policy Context



Welsh Government's **National Dementia Action Plan 2018-2022** sets out the vision for Wales to be a 'dementia friendly nation that recognises the rights of people with dementia to feel valued and to live as independently as possible in their communities'.

Housing partners are seen as key to helping people with dementia live independently in a way that provides a good quality of life. This can be achieved through the provision of a range of housing choices such as supported housing or extra care facilities and access to physical adaptations in existing homes. Housing staff (including those in extra care and sheltered accommodation) should have access to training to enable them to support people with dementia to live well.

Welsh Government commits to working with social care, health services and housing providers and involving people with dementia, their families and carers to strengthen collaboration on a strategic approach to housing to enable people to stay in their homes.

## Planning Policy Wales

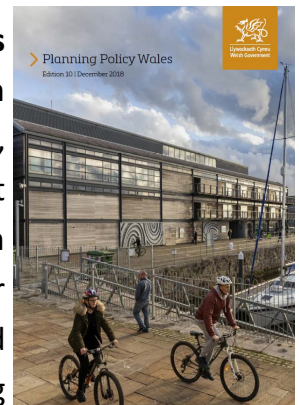
**Edition 10**, issued in December 2018,

recognises the important role the planning system can play in delivering older persons' housing and accommodation. Planning

authorities must identify sufficient sites suitable for a full range of housing types to address the identified needs of communities, including the needs of older people. Development plans must clearly set out local housing requirements, including those for older people.

In relation to design, development proposals must address the issues of inclusivity and accessibility for all, including making provision to meet the needs of older people. The planning system should also assist in the delivery of cohesive communities which will meet the needs and are accessible to all members of society.

Published in October 2017, the UK Government's **Funding Supported Housing: Policy Statement and Consultation** sets out a proposed policy and funding model for supported housing from April 2020. Previous proposals to apply a Local Housing Allowance 'cap' to supported housing are not to be taken forward. Sheltered and extra care housing specifically will continue to be funded through Housing Benefit. A proposed 'sheltered rent' model will set the upper limit for rent/service charges. It is as yet uncertain how these proposals will impact on older persons' housing



# Local Policy Context



The Cardiff and Vale of Glamorgan Integrated Health and Social Care Partnership's **Market Position Statement and Commissioning**

**Strategy: Care and Support Services for Older People 2017-2022** sets out how the Health Board, social services, third sector and other partners will work together to improve the health and well-being of older people in the region.

Of particular relevance is the *'Home First'* objective to 'Enable people to live at home, or as close to home as possible, in accommodation appropriate to their needs and where they can live well, thrive and remain independent'.



The **Cardiff and Vale of Glamorgan Dementia Strategy 2018-2028** sets out

how partners across the region will work together to improve the lives of people with dementia and their carers. The Strategy was produced following a Dementia Needs Assessment and development event and calls for improved coordination of health; social care; third sector and housing services. It recognises the role of dementia friendly environments in making life easier for people with dementia and prioritises making all new buildings dementia friendly, through working with planners and designers. Also prioritised is exploration of a range of suitable accommodation options for people living with dementia, such as shared living schemes.



More locally, the **Cardiff Housing Strategy 2016-2021** identified a number

of commitments specific to older people, which are taken forward in this Strategy.

The **Cardiff Local Development Plan 2006 - 2026** was prepared

prior to the latest version of Planning Policy Wales and therefore does not include specific targets for providing older persons' housing within



the overall dwelling requirement for 41,415 homes. However, the Plan does seek to ensure a range of dwelling sizes, types and affordability is provided in terms of both market and affordable housing to meet identified needs (including supported and sheltered housing and other special needs where appropriate) (Policy KP13). This provides the necessary framework to encourage an element of older peoples' housing on suitable development sites where a need exists. In addition, the Plan seeks to 'foster inclusive design, ensuring buildings, streets and spaces are accessible to all users and are adaptable to future changes in lifestyle' (Policy KP5).

As detailed in Cardiff's **Planning Obligations Supplementary Planning Guidance**, reduced contributions are required on certain types of older peoples' housing, for example to reflect a lesser demand on functional open space by future occupiers, or where such developments provide a significant element of communal

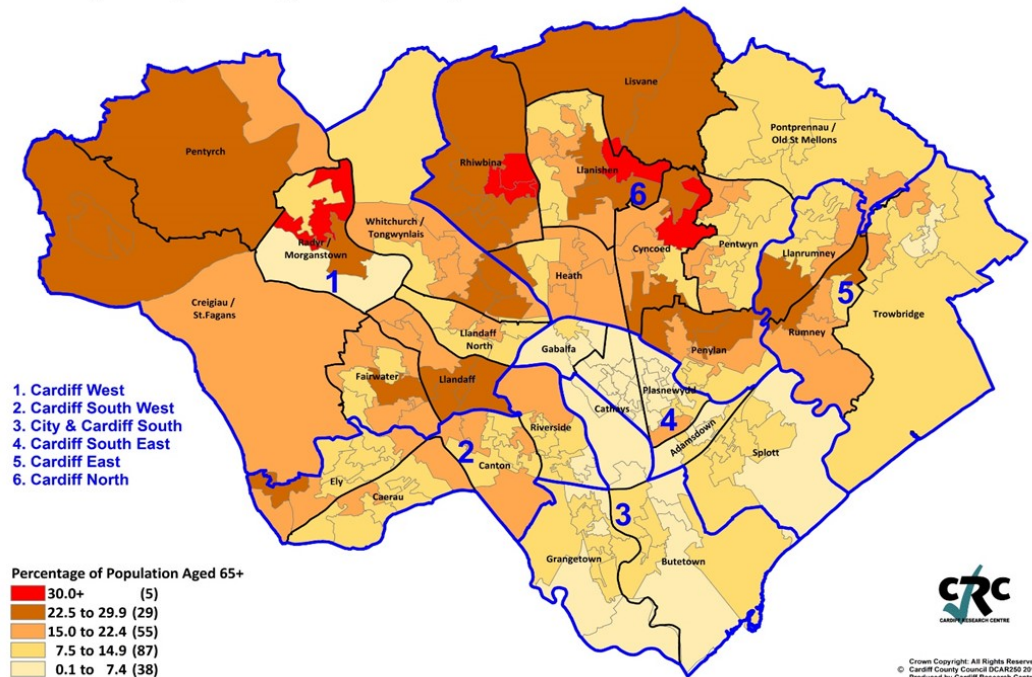
# Cardiff's Older Population

## Location of Older People.

The adjacent map shows the distribution of older people living in Cardiff, with the highest concentrations found in the north and west of the city.

In total, 82% of Cardiff's older population aged 65+ are owner-occupiers, 13% live in the social rented sector and 5% live in the private

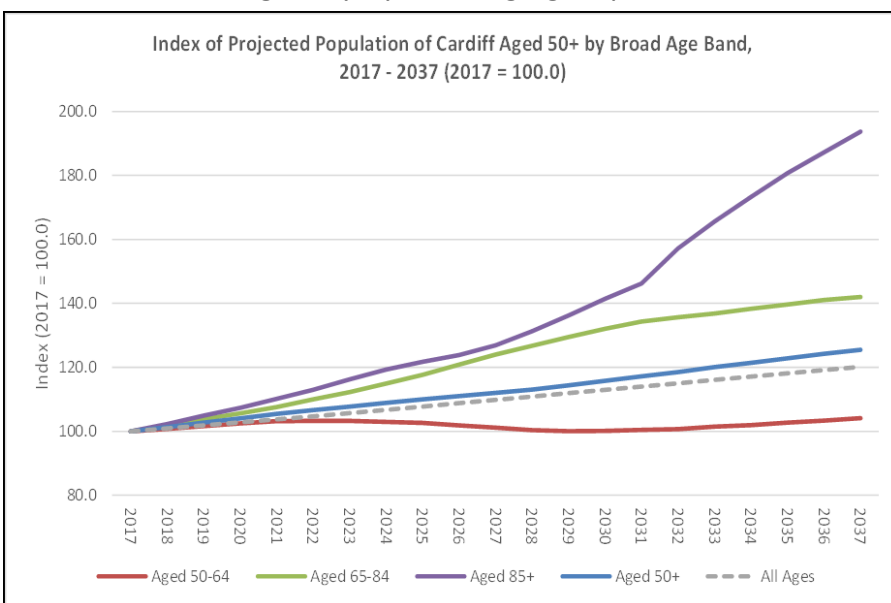
Percentage of Population Aged 65+ by LSOA, Mid-2015



rented sector. This tenure split varies considerably by ward. A third of residents aged 65+ live in a single person household.

## Population Projections

People aged 50 and over made up 30% of Cardiff's total population in 2016. Numbers of older people (50+) in Cardiff are projected to increase by 26% over the next 20 years. However, the rate of increase varies greatly by older age group, as shown below:



- Those aged **50-64** increase by **4%** from 58,300 to 60,800 people;
- Those aged **65-84** increase by **42%** from 43,900 to 62,400 people;
- Those aged **85+** increase by **94%** from 7,600 to 14,700 people.

# Cardiff's Older Population

## Care and Support Needs

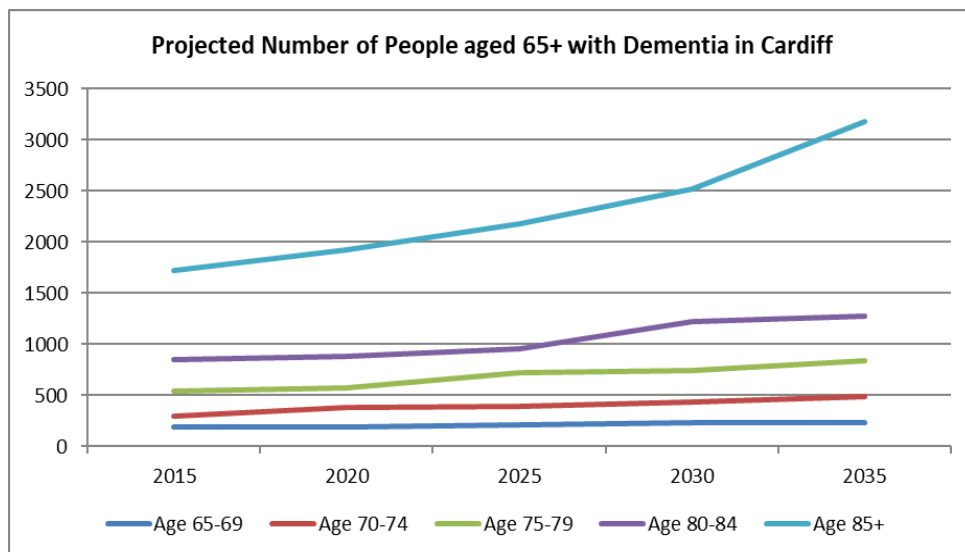
Life expectancy is increasing in Cardiff. Parallel to this, a range of health and care-related conditions are set to rise significantly over the next 20 years:

Projected Number of People Aged 65+ in Cardiff			
Health Condition	Year		Increase
	2015	2035	
Limiting long term illness	17,811	27,525	55%
Obesity	10,704	15,989	49%
Diabetes	7,925	12,253	55%
Dementia	3,598	6,012	67%
Care-related			
Unable to manage at least 1 mobility activity	9,374	15,076	61%
Unable to manage at least 1 domestic task	20,619	32,677	58%
Unable to manage at least 1 self-care activity	16,945	26,770	58%

Source: Daffodil Cymru (2017).

## Dementia

The overall number of people in Cardiff aged 65+ with dementia is projected to increase by 67% over the period 2015 to 2035. This increase rises to 85% for those aged 85+, as shown opposite.



Source: Daffodil Cymru (2017).

## Frailty

Frailty is commonly associated with ageing. People who are frail experience physical weakness, often have complex medical conditions, have a lower ability for independent living and require assistance with everyday tasks.

A modelling exercise undertaken in 2015 projected that, based on frailty, demand for social care and support services will increase by 25% in Cardiff North and West and 18% in Cardiff South and East between 2014 and 2024.

## Findings

By 2037 the number of people aged 65 to 84 will increase significantly from 43,900 to 62,400, (42%) while those over aged 85 will nearly double from 7,600 to 14,700. The projected sharp increase in the over 85 age group and the sustained increase in those aged 65-84 is likely to result in more people needing specialist accommodation or assistance that cannot be delivered in their current homes.

Increasing life expectancy is leading to higher incidence of age-related health conditions and mobility limitations; assistance with self-care and domestic tasks is estimated to increase significantly.

The number of people in Cardiff with dementia is projected to increase by 67% for those aged 65+ and by 85% for those aged 85+ over the period 2015 to 2035.

The impact of this change will put major pressures on social care services and budgets and there is a need to maximise the preventative benefits of housing and optimise use of specialist accommodation.

# Types of Older Persons Housing

Schemes typically offer self-contained accommodation, usually supported by a part-time/visiting scheme manager and 24-hour emergency help via an alarm. There are often communal areas and some arranged activities. Most accommodation is offered for rent, based on need, by the Council or Registered Social Landlords.


## Sheltered Housing

Private sector retirement housing - usually built by private developers or in some cases by RSLs. Once all the properties have been sold, the scheme is usually run by a separate management company who employ the scheme manager and organise maintenance and other services.

## Private Sector Retirement Housing


Often referred to as 'assisted living' when provided by private sector providers, it is designed with the needs of older people, some with higher levels of care and support, in mind. Extra care schemes provide fully accessible, self-contained accommodation with access to 24 hour on-site domestic and personal care support, communal facilities and activity rooms. Individual flats have level access bathrooms and kitchens, emergency alarms and other assistive technology as standard. Most schemes have eligibility criteria.

## Extra Care Housing (Housing with Care)

A yellow house-shaped icon with a chimney, used as a background for the text.

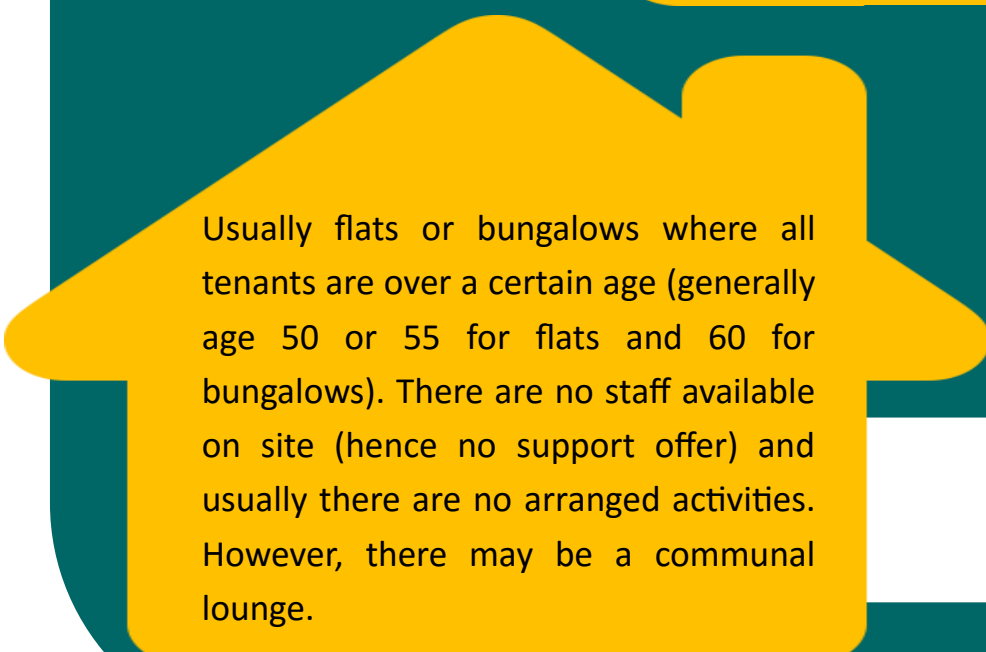
A residential setting where older people live and have access to care and support services to meet their assessed personal care requirements.

## Residential Homes

A yellow house-shaped icon with a chimney, used as a background for the text.

A residential setting for older people that provides specialist care and support to people whose personal care needs cannot be met by a residential home.

## Nursing Homes

A yellow house-shaped icon with a chimney, used as a background for the text.

Usually flats or bungalows where all tenants are over a certain age (generally age 50 or 55 for flats and 60 for bungalows). There are no staff available on site (hence no support offer) and usually there are no arranged activities. However, there may be a communal lounge.

## Age Designated Social Housing

## How Can Housing Help? - Key Messages from Research

A review of current research on older persons' housing and support highlighted a number of key messages which have informed the development of this Strategy.

The **health and well-being benefits of suitable older persons' housing** are clearly documented, with associated potential savings to Health and Social Care budgets. For example, well designed housing can help prevent falls, reduce the need for personal care and assist with hospital discharge. Accessible, well-located accommodation can aid independence and mobility, helping to address social isolation and loneliness. The research also confirms the role of more specialist **'housing with care' in reducing or delaying the need for residential care.**

A consistent message is the need to **comprehensively assess and understand older persons' housing needs and requirements** as the basis for future accommodation options and service provision. There is also a **role for timely and comprehensive housing information and advice** to enable older people to make informed choices and plan for future needs. Research emphasises the **positive impact of practical support, aids and adaptation services** in promoting independent living and enabling older people to 'stay put' or move to a more suitable environment.

It is noted that **many older persons' housing schemes hold strong links with their local area**, acting as a locus for events and activities that benefit residents and the wider

community. There is however scope to further capitalise on the opportunities offered by communal facilities. The **importance of wider neighbourhood conditions, local facilities and amenities** to older persons' well-being is fully established.

**Existing older persons' housing stock represents a significant resource.** There is however a need to assess whether current provision is 'fit for purpose', as part of a strategic approach to investment or disinvestment. **New-build housing (both social and private development) has a part to play in increasing supply and choice.** There is a role for stronger and clearer planning policies and guidance in facilitating a wider range of housing for older people and for more ambitious, evidence-based design standards (such as Lifetime Homes, HAPPI) in providing 'age-sustainable' housing across all tenures.

### Findings

The findings from a range of research clearly show the benefits of suitable older persons' housing in supporting independence and reducing the need for residential care, with associated savings to Health and Social Care budgets.



# The Comparative Benefits of Older Persons' Housing

There is a general desire among older people to remain independent at home. Care ready, sheltered and extra care housing can help sustain independent living for longer and prevent the need for residential care.

Care ready and sheltered housing can provide accommodation that adapts as the needs of the older person change to help them maintain their independence, allowing those with mobility issues to manage without care for longer. Properly designed care ready schemes can allow those with care needs to stay at home for longer with the effective use of domiciliary care.

Designed to promote independent living, extra care housing in particular can support those with significant care needs to retain their independence. The model is based on accessible, self-contained properties offering individual tenancies or home ownership options. It can help to keep couples together and prevent the concerns that arise over the loss of homeownership. The ability to deliver care to residents in their own homes, can in some cases eliminate the need to move to residential care. This type of housing can also be a much more cost effective method of providing care than residential accommodation if used appropriately, as the table below shows:

Average Weekly Cost of general residential care for people aged 65+	Average total cost per unit per week for extra care housing
<b>£631.33</b>	<b>£364.42</b>

Comparison of the cost of general residential care for people aged 65+ and extra care housing indicates that extra care housing is on average 57% of the weekly cost of residential care. This cost comparison does assume an equivalent profile of care needs of individuals using residential care and extra care housing, which may not always be the case, and careful targeting will be needed if avoidance of the use of residential care is to be achieved.

## Findings

The cost of Extra Care housing is on average 57% of the weekly cost of residential care.

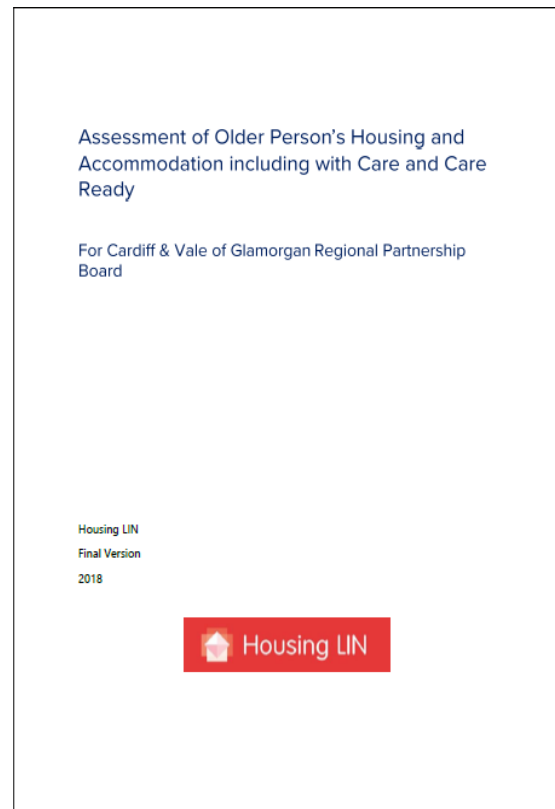
# Understanding Housing Need

## Current Provision and Future Demand

### Assessment of Older Persons' Housing and Accommodation

During 2018 the Cardiff and Vale of Glamorgan Regional Partnership Board commissioned independent research to identify the future housing and associated care requirements of older people across the region and to inform future capital investment programmes for housing. This research was carried out by The Housing Learning and Improvement Network (LIN) a network that brings together housing, health and social care professionals in England and Wales to exemplify innovative housing solutions for an ageing population.

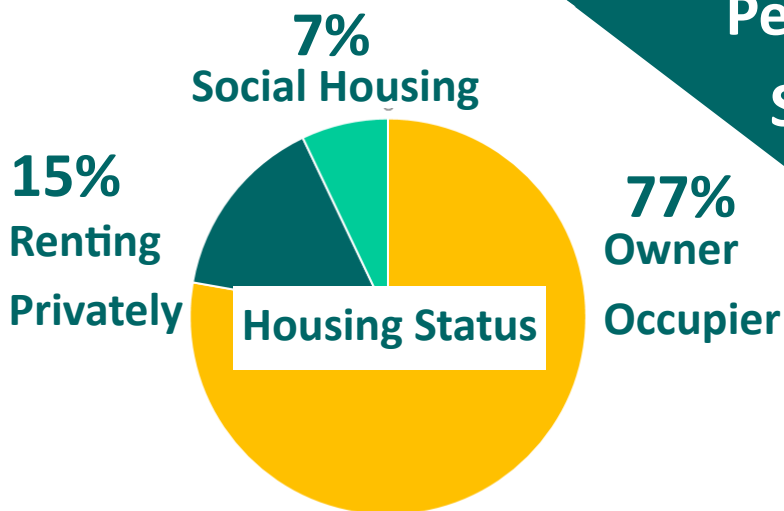
This research reviewed the current provision of older persons' housing; the care and support needs of those currently living in or on waiting lists for older persons' accommodation and current access arrangements. Engagement with residents took place in the form of a survey and focus groups, to identify the outcomes that matter to people in old age. Modelling of future population demand was undertaken to produce a recommended number, location and type of housing required over the next 20 years, alongside specifications for each type of accommodation.



## Current Housing Status



504 responses from people aged 50+ representing the diverse older population of Cardiff



14% of respondents had already moved for age related reasons:



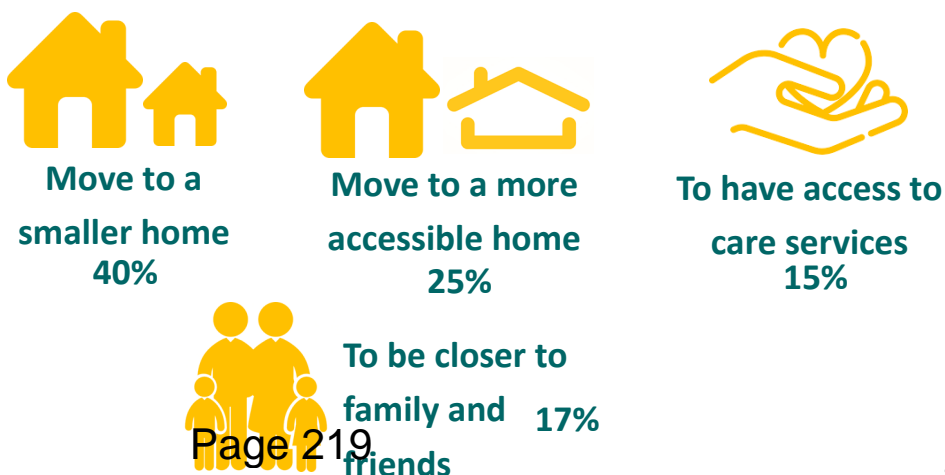
The adaptations planned or made to respondents' current homes include:



44%

of respondents are considering a move in the future

Main Reasons for Considering a Move:



# Housing Types

Respondents considering a move expressed a preference for the following types of housing:



Bungalow



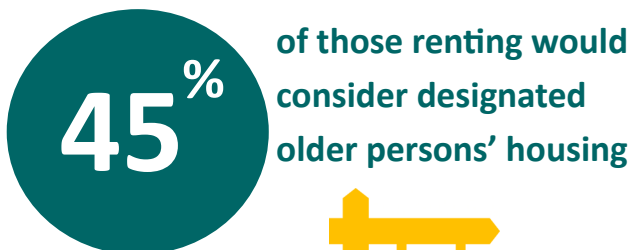
House



Flat



Those considering a move whose preference is for designated older persons' housing:



# Understanding Housing Need

## Existing Provision of Older Persons' Housing

Current older persons' accommodation provision is broken down by location, type and tenure as follows:

Existing Older Persons' Accommodation in Cardiff						
Localities	Sheltered housing (units)	Private retirement housing (units)	Extra care housing for rent (units)	Extra care housing for sale (units)	Residential care home (beds)	Nursing care home (beds)
City	247	0	0	0	123	49
East	143	70	15	0	91	188
North	398	380	102	110	257	221
South East	437	83	0	0	70	180
South West	372	107	0	0	122	200
West	250	382	40	0	48	213
<b>Total</b>	<b>1847</b>	<b>1022</b>	<b>157</b>	<b>110</b>	<b>711</b>	<b>1051</b>

Sheltered housing provision exists across the city but is concentrated in the south-east, north and south-west localities. 82% of sheltered housing is provided by RSLs and 18% by the Council. Private retirement provision is concentrated in the north and west, with 69% of units provided by private operators and 31% of leasehold retirement housing owned and operated by RSLs.

There are 157 units of social rented housing with care ('extra care'), concentrated in the north and west, and 110 units of private provision ('assisted living') in the north. 55% of residential care beds are in the north, city and south-west, whilst 60% of nursing care beds are in the north, west and south-west.

In addition to the accommodation set out above there are a further 1,423 units of age-designated housing provided by both the Council and RSLs. These are a mix of flats and bungalows, dispersed throughout the city.

Overall there is a range of social rented and private retirement housing for older people in the city. The most prevalent type of older persons' housing is sheltered and other age-designated housing in the social rented sector. There is also a mix of private retirement housing choices for different equity and income groups, however provision is limited outside the north and west of the city.

There is limited extra care housing/housing with care provision compared with the prevalence of residential care beds. This is limiting the cost reductions that could be made by social services and health by better use of this type of accommodation.

The current condition of the social housing stock of both Sheltered and age designated properties is uncertain in many cases and the accessibility and facilities offered in these properties is unclear.

# Understanding Housing Need

While some sheltered housing schemes may offer the opportunity to provide more services to meet the need of the aging and increasingly frail population, others may need significant work if they are to continue to provide older persons' accommodation.

Only around 20% of existing older peoples' units are wheelchair accessible and approximately 50% of schemes do not have a lift. Increased prevalence of mobility and care-related needs indicates that there will be an increased need for wheelchair adapted and lift accessible units.

Further work is needed to fully understand how well existing social housing meets the need of the older population.



## Findings

Overall there is a range of social rented and private retirement housing offers for older people in the city.

There is a mix of private retirement housing choices for different equity and income groups; however provision is limited outside the north and west of the city.

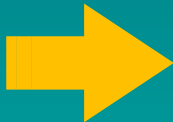


There is limited extra care housing/housing with care provision compared with the prevalence of residential care beds. This limited supply restricts the potential cost reductions that can be achieved for social care and health commissioners.

There is uncertainty about the condition of current older persons housing in the social sector and the facilities that are offered, more work is needed to understand how well these properties can meet the future needs of the older population.

# Understanding Housing Need

## WE WILL

Aim to secure greater cost effectiveness from the supply of older persons' housing and to help older people to maintain their independence for longer by:

-  Increasing the provision of extra care housing, and using this as a direct alternative to the use of general residential care beds.
-  Increasing the supply of 'care ready' housing for older people that is suitable for ageing in place and which allows domiciliary care to be provided as required.
-  Reviewing the suitability of existing older persons' housing and consider the potential for some sheltered housing schemes (for example that have greater space standards, are larger in scale, and/or have a relatively higher prevalence of tenants with packages of domiciliary care), to become housing with care services.

### Estimated Future Need

As part of the research by Housing LIN an estimate of future need for older persons' accommodation was developed. This is based on demographic change and projected population growth to 2035, and works on an assumption of increased need for housing with care over time in direct proportion to an assumed decrease in the use of residential care. The research estimates the following future need for housing and accommodation for older people, in addition to current provision:

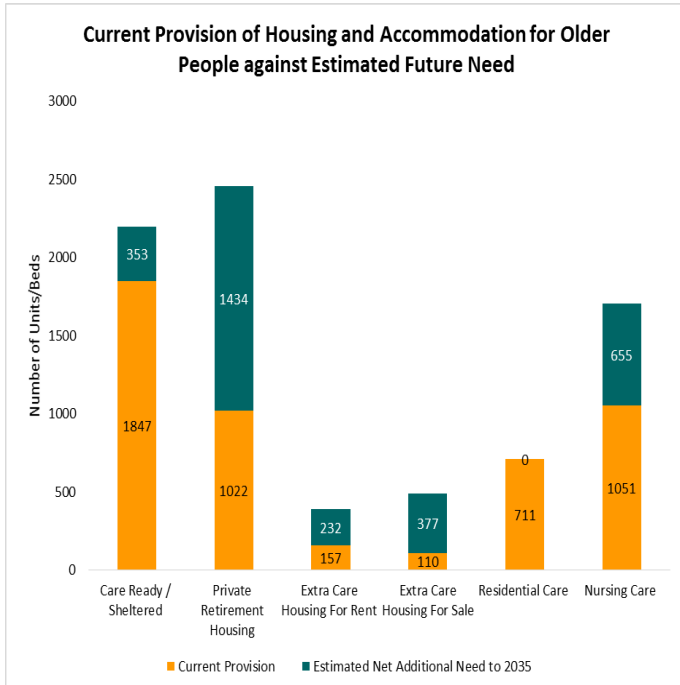
Need for Additional Older Persons' Accommodation in Cardiff					
Localities	Sheltered housing (units)	Private retirement housing (units)	Extra care housing for rent (units)	Extra care housing for sale (units)	Nursing care home (beds)
City	22	131	39	19	30
East	89	44	55	34	117
North	19	466	13	124	138
South East	-15	339	36	36	112
South West	149	149	63	31	125
West	89	305	26	133	133
<b>Total</b>	<b>353</b>	<b>1434</b>	<b>232</b>	<b>377</b>	<b>655</b>

The research identified that the current provision of sheltered housing in the South East of Cardiff is currently sufficient and exceeds the estimated future need to 2035 by 15 units.

The current amount of sheltered housing in the South East is high compared with other areas of the city, the majority being RSL stock. The concentration of people aged over 65 in this area is relatively low (under 30%) and population projections show that the increase of older people in this area is also low when compared to other parts of the city.

# Understanding Housing Need

The following graph shows current provision of housing and accommodation for older people against estimated future need:



The estimated increased need for nursing care provision reflects the increasing population of older people and the evidence for a future increase in the personal care needs amongst the older population for example, the increasing prevalence of older people living with dementia and/or chronic conditions.

## Findings

There is an estimated additional need for **3,051** units of older person's accommodation by 2035. This increase is broken down as follows:

- Older people's housing (Care Ready/Sheltered and Private Retirement Housing) **1787 units (353 rental , 1434 ownership)**
- Extra Care/Housing with Care **609 units (232 rental, 377 ownership)**
- Residential care **0 beds**
- Nursing care **655 beds**

The need for contemporary sheltered housing/private retirement housing is estimated to increase significantly by 2035 due to the projected growth in the population of older people, with the greatest increase needed in the private sector.

There is significant estimated need for housing with care (extra care housing and assisted living). This aligns with the policy objectives of reducing the inappropriate use of longer term and more intensive residential care and providing a range of housing and accommodation options that enable people to remain living in their own homes.

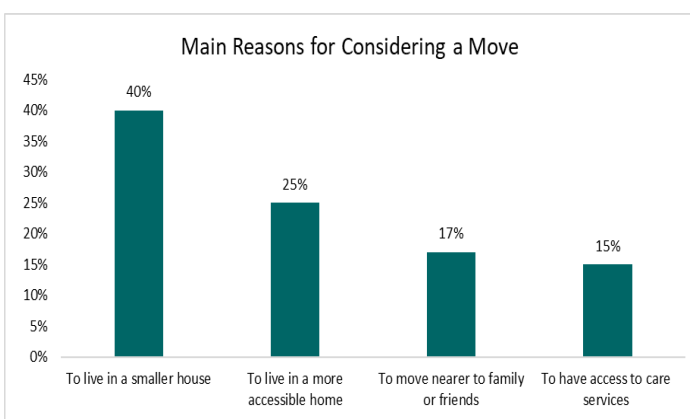
The estimated increases in housing need reflect the requirement for 'downsizer' housing options of all tenures to meet the needs of older people who are owner occupiers as well as older people who wish to rent or part-buy.



# Understanding Housing Need

## Older Persons' Views and Perspectives

77% of respondents to the older persons' survey were homeowners. 15% of respondents were renting from either a housing association or local authority and 7% were renting privately. 28% of respondents said they were planning to move within the next 5 years however amongst respondents who were renting, the equivalent figure was higher at 40%.



## Housing Types

There was strong preference amongst survey respondents overall for a move to a bungalow (46%), significantly higher than preferences for a move to a house (29%) or a move to a flat (21%).

Amongst all respondents considering a move there was a preference for moving to a property with at least 2 bedrooms (58%) compared with one bedroom (10%). 29% of respondents were seeking to move to a property with 3 bedrooms. This confirms the findings of other published research that most older people will only be attracted to downsize to a property with at least 2 bedrooms.

Downsizing, particularly from social housing, can free up much needed family homes while also providing more sustainable accommodation solutions for older people. More flexibility in the allocation of older persons social housing, particularly with regard to the number of bedrooms could increase downsizing.

## Housing Designated for Older People

Survey respondents who were considering moving home, were asked whether their preference would be to live in housing designated for older people. Amongst respondents renting their home approximately 45% would consider moving to age designated housing, significantly higher than the figure for homeowners, which was around 23%.

## Findings

28% of older people surveyed were planning a move within the next 5 years, most wanted a 2 bedroom property, (58%). Specialist older persons' accommodation was more popular among those who were renting than those who owned their own home.

# Meeting Future Demand

## Learning from Good Practice

The following examples of good practice demonstrate how other housing providers are developing innovative and effective ways of providing appropriate housing and support to older people.

### Retirement Village

#### **St Monica Trust** Monica Wills House, Bedminster



Urban retirement community providing apartments, roof gardens, restaurant and social activities/events for residents.

On-site care team to provide support with companionship, preparing meals or more complex needs.

Activities range from walking to new age curling as well as social gatherings and volunteer befriending schemes.

### Dementia specific housing and accommodation with care

#### **Wales and West Housing Association**

Llys Jasmine, Mold

Extra care apartments and bungalows alongside specially adapted accommodation for people with dementia.

- 24hr on site care provided by Flintshire County Council.
- Restaurant and Lounge areas including a guest suite.
- Regular on site communal activities



# Meeting Future Demand

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## Mainstream Housing including Lifetime Homes/Wheelchair Adapted

**Habinteg Housing Association**

Goodrich Court, Hounslow

High Specification Housing Scheme of Lifetime Homes and wheelchair accessible properties designed to meet the inclusive demands of the aging population. Disabled and non-disabled people can live as neighbours



## Contemporary 'care ready' sheltered /retirement housing

**Birmingham City Council**  
Right-sizer Bungalows

New-build mixed-tenure older peoples' housing for the 'downsizer market'.

- Designed to HAPPI principles
- Care Ready
- Design promotes well-being
- Extensive use of technology throughout to support lifestyle and care needs.



# Meeting Future Demand

## Reviewing Existing Accommodation

As set out previously, there is a range of existing accommodation for older people and this represents a significant resource. In light of increasing demand from an ageing population, there is a strong case for making the best use of this provision. However, with approximately 50% of older persons' stock across Cardiff and the Vale being more than 30 years old, the need to review its suitability to meet current and future needs is clear.

### CASE STUDY—Sandown Court Community Living

Refurbishment of Sandown Court sheltered housing complex was completed in May 2017. Key features include:

- Fully wheelchair accessible ground floor flats with wider corridors, wet rooms, height adjustable kitchens.
- More accessible upper floor flats, with larger shower rooms and more space.
- Dementia friendly 'wayfinding' features.
- RNIB housing sight standard compliance.
- Accessible, upgraded external space.
- Flexible, upgraded communal spaces, including a medical room, enabling partners and service providers to use the building, whilst recognising the scheme as a home setting.

## Refurbishment of Council Sheltered Schemes

A 'fit for purpose' review of the Council's sheltered housing stock has been undertaken, which considered condition; location; physical accessibility and proximity to services / facilities. The review identified that many sheltered housing schemes were dated and poorly laid out, with a high number of bedsits and underused communal spaces. The schemes were, however, well located close to facilities and public transport. A refurbishment programme has begun across Council sheltered stock to provide flexible, accessible and sustainable homes that meet the current and future needs of older people. Rebranded as 'Community Living', these schemes will:

- offer homes that are safe and fit for purpose;
- meet current design standards, including visually impaired and dementia-friendly features;
- where possible provide open plan living space and increased storage;
- offer flexible communal space, providing a hub of services for older people living within the scheme and the wider community;



# Meeting Future Demand

## Refurbishment of Other Sheltered Schemes

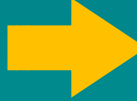
United Welsh Housing Association has embarked on a five year plan to update all their sheltered housing for older people to modern standards. Work to refurbish their scheme at Ifor Jones Court in Llanedeyrn is well underway with completion expected in March 2019. The work has seen all communal areas refurbished with new flooring installed plus new furniture and furnishings. The decoration and lighting in the communal areas have also been upgraded to RNIB standards.

Special attention has been paid to safety and security with new fire doors installed throughout and new panel door entry systems to all flats. The external areas have been upgraded and a scooter store room has been built. The final stage of the work will see a lift installed and Wi Fi networked throughout the scheme.


## Age-designated Flats and Bungalows

A 'fit for purpose' review of Council older people's stock found that approximately 50% of age-designated bungalows and 58% of flats do not currently have level access. These properties will be assessed at change of tenancy, and works undertaken to improve accessibility wherever possible.


## WE WILL



Continue the refurbishment of the Council's Council Sheltered stock on a scheme by scheme basis. Securing RNIB accreditation for refurbished schemes.



Review all Council "age designated" properties at change of tenancy and undertake works to improve accessibility wherever possible.



Work with RSL partners to better understand the condition of the older persons housing in the city and its potential future use.

# Meeting Future Demand

## Developing Additional Accommodation

### Social and Affordable Housing Development

#### Responding to the Evidence

Developing additional accommodation in line with identified need will involve a range of partners, including Planning, social housing providers and open market developers.

#### New Social Housing Provision

The Council and partner RSLs are committed to continuing to deliver new affordable housing to meet need, including accommodation specifically for older people and accessible/flexible accommodation that allows for 'ageing in place'. A development plan has been prepared to reduce the gap between supply and demand. Approximately 700 units of affordable older persons' accommodation are planned over the period 2020 to 2030. The development programme will deliver purpose built, accessible & sustainable community living schemes providing a 'home for life' which enables a resident to live independently. A specification has been developed for new council schemes which will focus on;

- Providing a flexible home, able to adapt around a person's changing needs reducing the requirement for future adaptations; this includes wider doorways, level shower rooms, open plan living-dining space, increased storage, direct access (where possible) from the bedroom to shower room, access to outdoor space.
- Providing larger flats which will be attractive to down-sizers, releasing larger family homes for rent.

## HAPPI Principles

The HAPPI principles are based on 10 key design criteria and have particular relevance to the spectrum of older persons' housing which needs to both offer an attractive alternative to the family home, and be able to adapt over time to meet changing needs.

They reflect:

- Space and flexibility
- Daylight in the home and in shared spaces
- Balconies and outdoor space
- Adaptability and 'care ready' design
- Positive use of circulation space
- Shared facilities and 'hubs'
- Plants, trees, and the natural environment
- Energy efficiency and sustainable design
- Storage for belongings and bicycles
- External shared surfaces and 'home zones'

- Providing flexible, accessible communal spaces in order that services for older people (both within the building and within the wider community) can be run from the building, helping to tackle social isolation in the wider community.
- A building design which achieves the HAPPI standards for older persons' housing with focus on dementia friendly design.
- Being future proofed to enable care staff to operate from the building.
- A building design with a focus on assisted technology

## Meeting Future Demand

The following chart shows the proposed schemes:

Area	Type	Total Units	Developed By	Current Status
<b>City &amp; South</b>				
Grangetown	Care Ready*	60	Cardiff Council	Concept Stage
Butetown	Care Ready	54	Cardiff Council	Design Stage
<b>East</b>				
St Mellons	Care Ready*	82	Cardiff Council	Design Stage
Rumney	Care Ready*	45	Cardiff Council	Design Stage
<b>North</b>				
Llanedeyrn	Care Ready*	45	Cardiff Council	Design Stage
Llanishen	Extra Care/Care Ready	60	Cardiff Council/ Hafod	Concept Stage
Llanishen	Care Ready Over 50	70	Wales & West	On Site. Estimated Completion Date April 2020
<b>South East</b>				
Roath	Care Ready Over 50	45	Wales & West	Land Purchased. Start on Site 19/20
<b>South West</b>				
Caerau	Designated Older Persons'	18	Cardiff Council	On Site
Ely/Caerau	Retirement Village*	250	Cardiff Council/ RSL/Partner/ Market	Potential

\*potential for Extra Care

If all the above schemes go ahead this will exceed the estimated additional need for rented accommodation of 585 units however, it is unlikely that all existing older persons' accommodation will meet future requirements and some may need to be decommissioned. Therefore, we will continue to seek opportunities to develop future housing.

# Meeting Future Demand

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## Planned Schemes

Four key Council schemes are planned which will specifically deliver new community living developments. Each scheme offers flexible, accessible living accommodation and communal space providing a hub of services for older residents living in the development and in the wider community.

**The Rumney Scheme** proposes 45 flats, a communal garden, day rooms as well as other communal flexible space. This forms part of a development of over 200 new build properties being delivered through the Council's Cardiff Living Programme. The building is located at the entrance to the new development within close proximity to public transport and a proposed new retail provision.



**The Llanedeyrn Scheme** proposes 45 flats with day rooms, communal roof garden and a new link through to the existing age-designated high-rise block. This is ideally located next to the new Hub, the health centre and the new shops and community space being provided by the Maelfa Regeneration Programme.

**The St. Mellons Scheme** is the biggest proposal offering around 80 flats, a vast range of communal facilities and private garden space. The flats are delivered over 3 blocks connected via ground floor communal facilities.



**The Butetown Scheme** will offer around 50 new older persons' flats with ground floor communal space and a resident's day room facility on the 5th floor.



# Meeting Future Demand

## Other Developments

**Thornhill Road** - Remodelling of a former children's home to create 8 Council-owned 'Independent Living' older people's flats is now complete. Features include a communal room; wet rooms in all flats; level access throughout; a lift to upper floors and fully accessible grounds.

**Cathedral View, Gabalfa** - is a development by Hafod Housing Association of 22 close care apartments comprising of sixteen 1-bedroom and six 2-bedroom units of accommodation which is due for completion in February 2019. All apartments are built specifically for the elderly and are capable of being converted for wheelchair use or by severely disabled residents and are designed in full accordance with RNIB Wales' 'Visibly Better' requirements.

Cathedral View is a gated, secure development with warden support and a telecare call system fitted. The apartments are based on the 'extra-care' size to provide turning circles and shower rooms adjacent to bedrooms. Features of the scheme include a kitchen area and communal lounge promoting social interaction, Wifi and a secure cycle/buggy storage area.

Overall, current plans for new build affordable council housing will deliver around 2200 units over the next 10 years of which 416 will be older persons' housing and suitable for housing with care and a further 18 will be designated older persons' housing. Of these, 317 units are at the initial concept stage and 117 units have been submitted for planning approval. These schemes have been informed by best practice from elsewhere and will provide a variety of accommodation across the areas where unmet need is greatest.

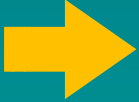
Although ambitious these plans will fall short of the 585 properties (353 older persons housing and 232 Housing with Care) which are required by 2035 and further development of affordable older persons' housing will be required. To take this forward a city wide plan will be developed which takes into account the current provision, established plans and the future need for older persons' accommodation on an area and needs informed basis.




## Findings

A range of schemes for building new older person/care ready affordable homes are already planned and these will deliver 729 new homes by 2030 of which 434 will Council homes, 195 RSL homes and 100 for private ownership.

## WE WILL



Work in partnership with Health and RSL partners to develop an evidence-based city wide plan for the future development of affordable housing for older people, including those living with dementia and a wide range of care needs.



Deliver a minimum of 729 new homes for older people by 2030 of which 434 will be Council homes, 195 RSL homes and 100 for private ownership, and develop additional proposals as part of the Council's commitment to building 2,000 new homes.

## Planning and Development in the Private Sector

### Building New Communities

The large new developments taking place as part of the Local Development Plan (LDP) provide an opportunity to work with developers to build older persons' housing located close to or within new local centres. Work is being undertaken with market house builders to deliver new affordable older persons' homes on the LDP sites.

This focus will ensure that the appropriate affordable homes are delivered where they are most needed and will ensure that tenants are living within easy reach of the services they need in the new local centres.

### Adopted Local Development Plan

The current LDP states that the Council will seek to ensure a range of dwelling sizes, types and affordability is provided in terms of both market and affordable housing to meet identified needs (including supported and sheltered housing and other special needs where appropriate), in safe neighbourhoods. This therefore provides the necessary framework to encourage an element of older persons' housing on suitable where a market need exists.

The policy background provides a framework for the planning system to positively consider proposals for older persons' housing and accommodation on sites which are judged appropriate. This has enabled private sector sites to come through the planning system as evidenced by schemes completed by McCarthy and Stone who have recently developed sheltered housing in the Roath and Llanishen areas of the city.

# Meeting Future Demand

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## Ilex Close, Llanishen

A private, speculative development by McCarthy & Stone of 36 Retirement Living apartments and 49 Assisted Living Extra Care apartments. Retirement Living is designed for the more independent older person, with apartments arranged around a central core of communal facilities, level/lift access; Careline facilities; and supervision by a house manager. Lease conditions require the accommodation be occupied by persons over 60 years.

Assisted Living is a form of Extra care accommodation providing independent living for the frail elderly with day to day assistance in the form of domestic help and domiciliary care tailored to owners' needs. Fundamental to this is the provision of 24 hour care in a barrier-free environment which is wheelchair accessible to both communal and private areas. Entry age is set at 70 years.

## National Planning Policy


The new version of Planning Policy Wales issued in December 2018 is much clearer than previous policy in recognising the important role that the planning system can play in delivering older persons' housing. It states that planning authorities must identify sufficient sites suitable for a full range of housing types to address the identified needs of communities including the needs of older people. In relation to design the guidance states that development proposals must

address the issues of inclusivity and accessibility for all, including older people.

The policy has informed a number of recommendations which will be implemented over the coming years:


- Prepare/review evidence base setting out future needs for older persons' housing and accommodation to inform future review of LDP.
- Incorporate specific targets for older persons' housing and accommodation in the future review of the LDP and identify appropriate sites to meet these targets.
- Investigate whether there is scope to prepare Supplementary Planning Guidance (SPG) on sites for older persons' housing and accommodation in advance of the review of the LDP.
- Engage with developers of older person's housing and accommodation to facilitate the delivery of sites across the city.
- Discuss with developers of the strategic housing sites the need for older persons' housing and accommodation and the scope for identifying sites within the strategic housing sites to meet this need.

### Findings




Previous planning policy, while allowing for the development of new older persons' housing, has not been proactive in encouraging additional provision. The new version of Planning Policy Wales issued in December 2018 is far clearer in the role planning should play in promoting older persons' housing and requires the authority to set specific targets for older persons' housing and to work with developers to achieve this.


### WE WILL



Work towards the full implementation of the new Planning Policy Wales as it relates to older persons' housing, including the use of Supplementary Planning Guidance where appropriate.



As part of the preparation for the next LDP, set out a target for the delivery of older persons' housing and work with developers to achieve this target.



Continue to work with market house builders to deliver new affordable older persons' homes close to or within the new local centres.

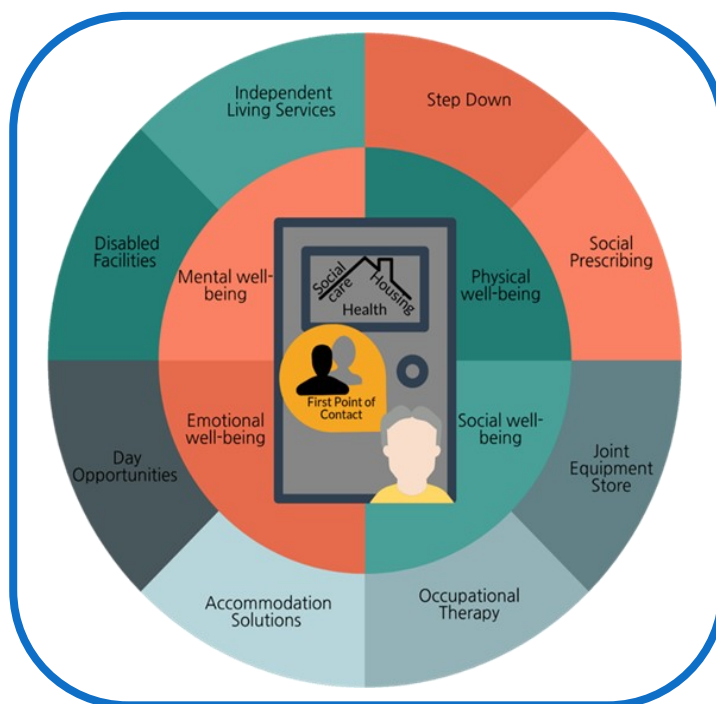
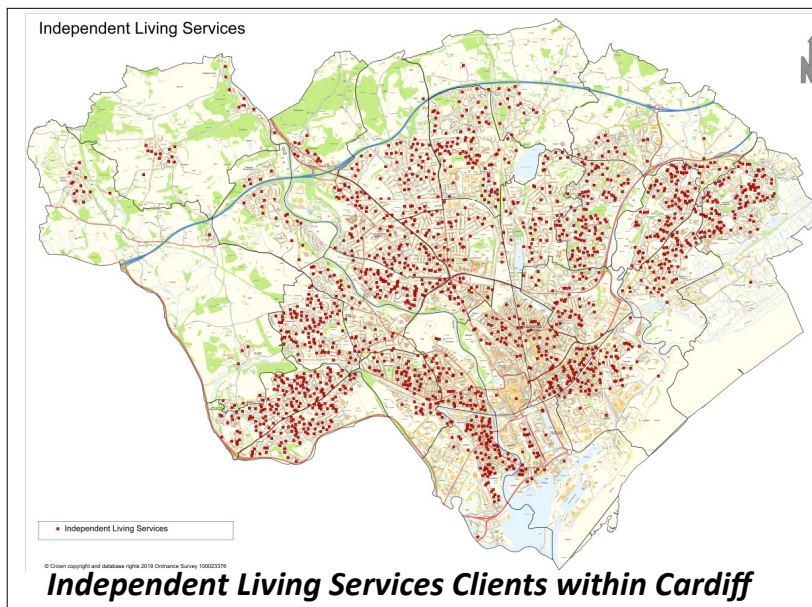
# People

## Supporting Independence

### Information, Advice and Assistance



**Independent Living Services** is an innovative approach to helping older people remain independent and delivering services based on what matters to the individual older person. Driven by a person centred approach and aligned to the principles of the Social Services and Wellbeing (Wales) Act 2014, the Service has evolved to incorporate a range of functions as seen below. Full service integration has enabled better access to Council services, assisting more older people to live independently in their own homes and leading to a reduction in the demand for Social Care.



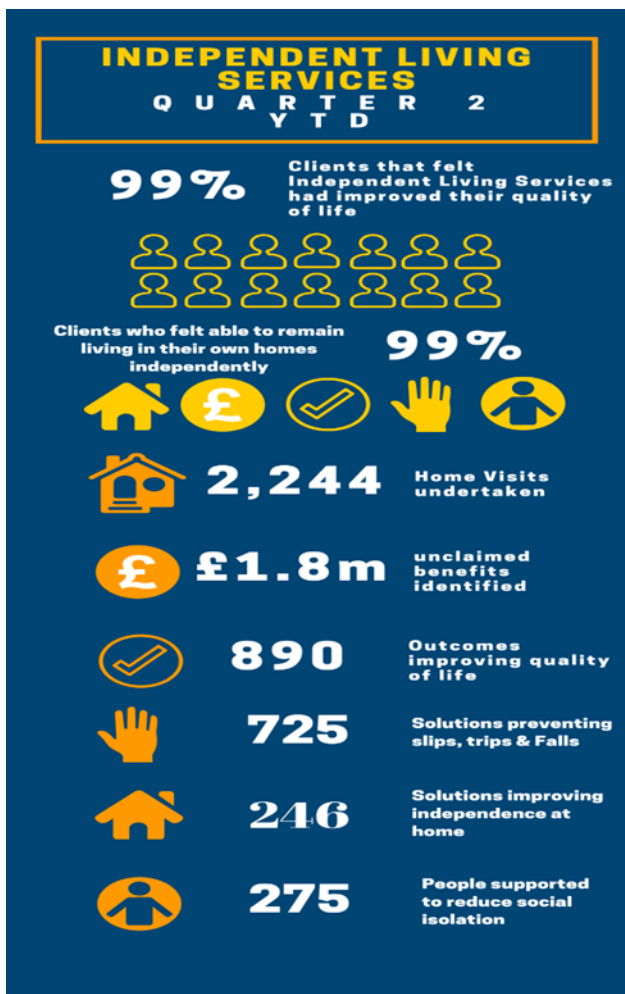
### First Point of Contact

The Independent Living Service's First Point of Contact team provides a telephone-based triage for new referrals into the service. Through the provision of information, advice and assistance, and using better outcome conversations, the team works to find the best solution for the older person.

# People

## Independent Living Visiting Team

In more complex cases, multi-skilled Independent Living Visiting Officers complete holistic assessments in the client's home. Consideration is given to all factors that contribute to independence and a sense of wellbeing.



During the period April to September 2017, 74% of new cases received the help they needed from First Point of Contact and the wider Independent Living teams, with only 26% being referred on to Social Care, showing the success of the service in finding community based solutions to meet the needs of older people.

## CASE STUDY

Mrs I contacted Independent Living Services as she felt that she needed a social worker and possibly a care package to help her. She was struggling with mobility in and around the home and also had issues with her hearing. The First Point of Contact Team arranged for a joint visit with an Independent Living Officer and an Occupational Therapist to undertake a full holistic and wellbeing assessment.

Following the assessment:

- Hand rails were installed, allowing Mrs I to leave her home and access her garden without support.
- Mr and Mrs I were assisted in making a claim for Attendance Allowance.
- Following a hearing assessment, Mrs I was provided with a loud and light up doorbell and vibrating fire alarm.
- Telecare has been arranged to monitor Mrs I when alone at home making her feel safer.

## Findings

Cardiff's Independent Living Services provide a wide range of support focused on helping older people to stay independent at home. Considerable success has been achieved with 75% of clients supported to stay at home without the need for social services intervention.

The Independent Living Service is largely funded by Welsh Government grant and the future of this this funding is uncertain. The future of this service could be threatened if future funding is not secured.

## WE WILL

Continue to develop the Independent Living Service to help older people remain independent at home and work with the Welsh Government to ensure that funding for the service is maintained.

### Support to Stay at Home

A range of support is available to help make the physical environment of an older persons' home more suitable to their needs:

#### Joint Equipment Service

The Joint Equipment Service provides an efficient community equipment loan service to residents of Cardiff and the Vale of Glamorgan.

The service delivers equipment to a person's home following a referral from community or hospital clinicians. It also arranges the collection and refurbishment of used equipment. The service now offers same or next day delivery.



# People

## Disabled Adaptations

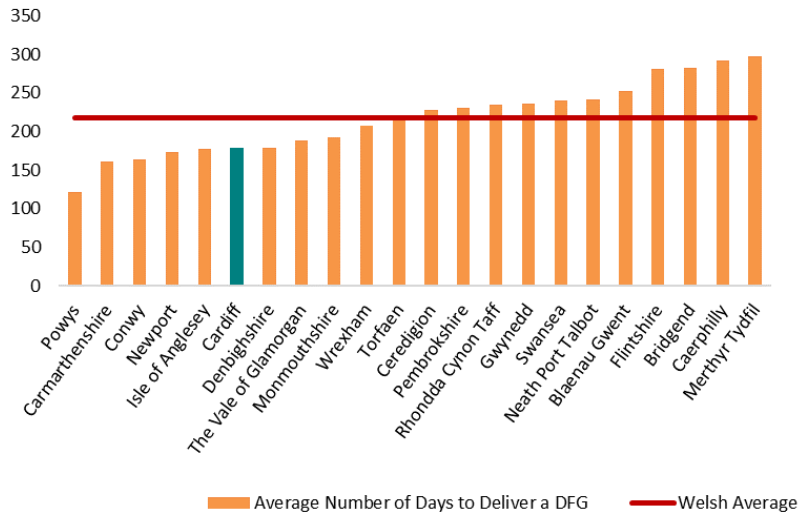
The Disabled Facilities Team delivers a means-tested grant service providing major adaptations to the client's home, to improve movement and access around the house. The Team also provide preventative, low level works such as hand and grab rails. More significant works will be assessed by an Occupational Therapist who will ensure the adaptation fully meets the needs of the older person, while for smaller works Independent Living Officers carry out a trusted assessor role in assessing the needs of the client.

Cardiff's performance for speed of completion of adaptations is good - third in Wales at 274 days to deliver and average costs compare very favourably with other councils at £6200, the second lowest in Wales. This shows the good value for money that is being achieved with the funding provided.

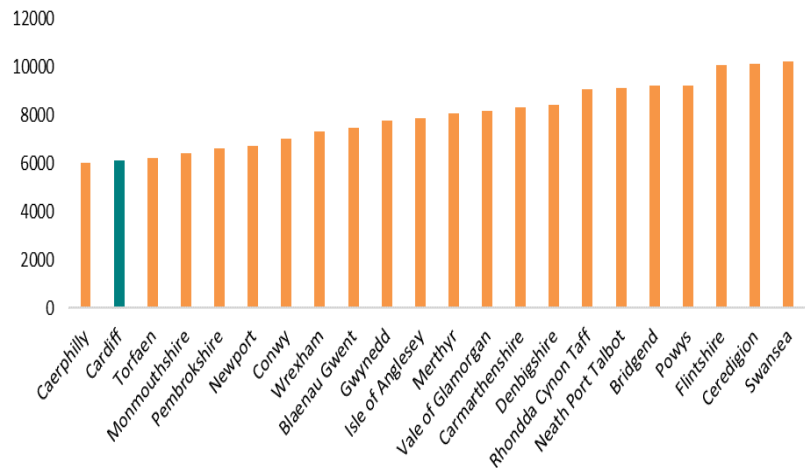
Cardiff Council has recognised the important role that adaptations play in keeping older people independent for longer and increasing their well-being. In 2016/17 an additional £1.9 million was allocated to the adaptations budget.

Cardiff now carries out significantly more adaptations than any other council in Wales, despite this, demand continues to increase and there is need for ongoing commitment to the funding of adaptations if need is to be met. There is also a need to ensure that all equipment and adaptations are recycled when no longer needed to make best use of the funding available.

Average Number of Days to Deliver a DFG



Average Cost of a DFG





# People

For social housing there is a need to ensure that adapted homes are allocated to those who need them most and that new properties are built with future needs in mind. All new Council houses are now built with the potential for through floor lifts and with downstairs facilities, allowing them to be more easily and quickly adapted for the disabled.

To date, 23% of the newly built Council properties have been allocated to households where a family member has a physical disability.

## CASE STUDY

Mr B was discharged from hospital to Residential Care but subsequently decided that he wanted to return to his own home. The Review Occupational Therapist conducted an assessment with Mr B and staff at the care home and at his home with his daughter to check his needs could be met with the use of appropriate equipment and ensured that he was making an informed decision about returning home.

It was established that with the correct package of care and the support of his family Mr B would be able to return home. This has resulted in financial benefits to the Council, but has also enabled Mr B to achieve his desire of remaining in his own home, enhancing his well-being.

## Older Persons' Views

Respondents to the older persons' survey were asked to identify any changes and adaptations which they have made, or are planning to make to their current home that would enable them to remain living there. The adaptations that were most prevalent were:

- Adaptations to bathrooms (23%)
- Grab rails (22%)
- Improved access such as ramps (9%)
- Installation of stair lifts/lifts (8%)

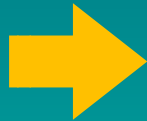
This provides evidence of the types of adaptations that are likely to see growth in demand as the older population increases.

## Findings

Cardiff Council has invested in the provision of home adaptations. The Disabled Facilities Service is working well, delivering adaptations in a timely and cost effective way which compares well with the rest of Wales.

Demand for disabled adaptations is likely to continue to increase putting pressure on existing resources. There is a need to understand future costs of the service and to ensure that adapted homes and equipment are used effectively to meet future needs.

## WE WILL



Continue the Council's commitment to the delivery of disabled adaptations to ensure that older people can remain independent at home.



Work to ensure the best use of adapted homes and to recycle equipment wherever possible. Also review likely future demand on the service to inform future funding arrangements.

### Housing Related Support

For older people living in the community, in standard or age-designated housing, assistance can be accessed through floating support services, Meals on Wheels and Telecare (community alarm and mobile warden services).

### Floating Support

Floating support is available to vulnerable older people to help them maintain their accommodation. The type of support provided includes help with tenancy issues, claiming applicable benefits, as well as assistance to access appropriate health services.

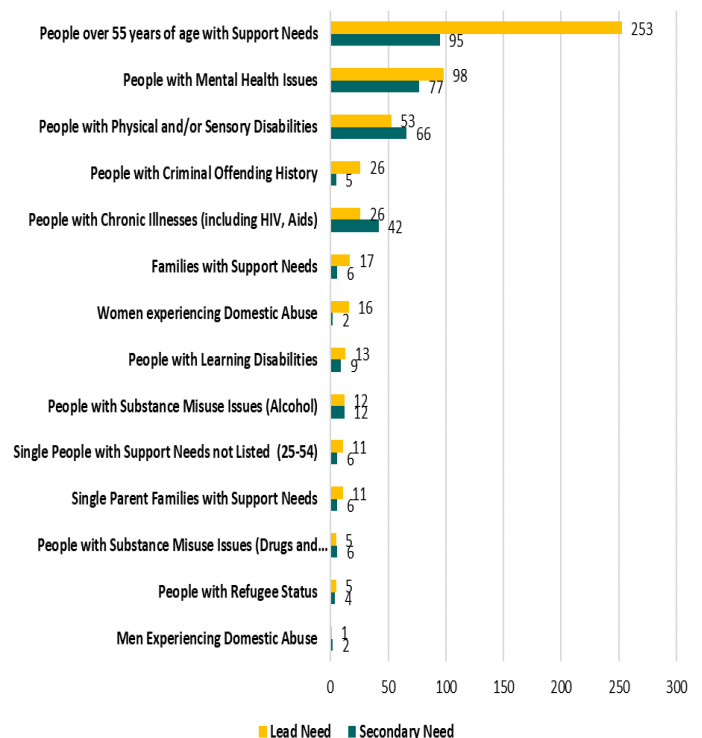
Between April 2017 and March 2018, 515 individuals over the age of 55 received floating support.

The lead and secondary needs of all floating support clients over the age of 55 are recorded in categories set by the Welsh Government and are shown in the adjacent chart.

'People over the age of 55 with support needs'

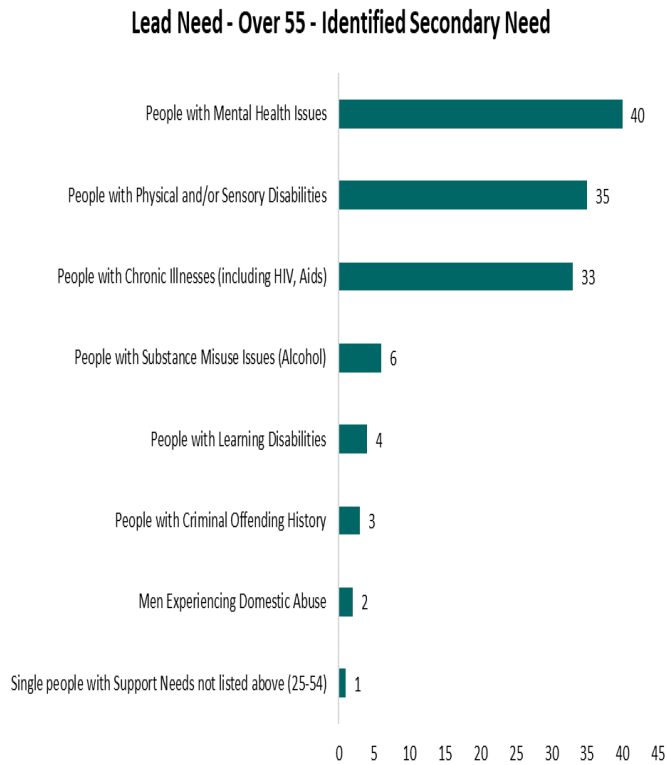
was the greatest lead need for all clients, however mental health issues were also significant with 98 cases recorded as a lead need and 77 recorded as a secondary need.

Floating Support - Over 55's  
Lead & Secondary Needs



# People

For those cases where clients had “Over 55 with support needs” the secondary needs recorded are set out below:



As would be expected, people with physical and sensory disabilities are a notable group, however mental health issues generated the most significant support needs with 40 cases recorded (32% of all recorded secondary needs).

Those clients with mental health issues recorded as a lead or secondary need would include some older people with dementia who require housing-related support; however they are not distinguished from clients with other mental health needs. Further exploration, including sample checking of data would be beneficial to fully understand the individual support needs of this group and ensure that referrals are made to appropriate services.

## Finding

A significant number of older people receiving floating support had issues with mental health. Future sample checking of cases would be beneficial to fully understand the individual support needs of this group to inform future services.

## Meals on Wheels

Meals on Wheels is a service helping elderly and vulnerable residents to



live independently by delivering hot, nutritious meals across the city on an income recovery basis.

The drivers build up a respectful rapport with clients, providing a welcome and a familiar face and in some instances offering clients a lifeline to the outside world.

Between April and December 2018, **48,610** meals have been delivered and **96%** of customers agree the service has helped them remain independent at home.

# People

## Telecare

A specially trained team of operators and mobile



wardens provide help and support so that older people can continue to live safely and independently in their own homes.

State of the art, easy to use equipment is installed in a customer's home, including a pendant with a push button alarm and a small base unit to contact the team who are available 24 hours a day, 7 days a week. If direct assistance is required, mobile wardens are on hand to provide emergency assistance.

There is an opportunity to extend the use of care enabled technology both in individual dwellings and in older persons' housing schemes to help support independence and wellbeing.

**Over 4,500**  
Customers receive Telecare Services within Cardiff

**From April to December 2018**

**193,672**  
Telecare calls were received

Contact Only  
21% of Telecare Customers

Mobile Response  
79% of Telecare Customers

## Mobile Warden Callouts

Of 3,771 Mobile Warden Callouts

52% of callouts were as a result of customer falls

Only 5.76% resulted in an ambulance being called out

There has been a **£301,200** cost avoidance for the Welsh Ambulance Service so far this financial year.

## Finding



Of 3,771 Mobile Warden callouts, less than 218 (6%) resulted in an ambulance being called out saving the Welsh Ambulance Service an estimated £301,200 so far this financial year.

# People

## Help to Return Home from Hospital

### Step Down

Step Down accommodation offers an interim solution between hospital and home and promotes independent living in an adapted environment. It can offer a short term home solution in a range of adapted flats and can help to reduce hospital bed blocking by enabling medically fit people to leave hospital if adaptations or work is required at their current home, or a re-housing alternative is needed.

It can also assist people who need to temporarily leave their current home whilst home adaptations are done. Step Up accommodation can be used to assess a person's physical needs in an adapted environment and allow adaptation work to be completed more efficiently. There are currently 5 flats available with a further 2 ground floor flats in development.

### Get Me Home Service

Building on the achievements of the First Point of Contact in Cardiff, the



new Get Me Home Service is a single access point within the hospital. Working in partnership with Health, Social Care and 3<sup>rd</sup> Sector in the provision of community based services, the team are on hand to meet patients using 'What Matters' conversations to provide holistic tailored support that meets the well-being needs of the individual. They provide preventative interventions, support independent living, patient discharge and reduce the risk of readmission.

## CASE STUDY—Get Me Home Service

Mr D was admitted to the University Hospital Wales following a fall.

The Get Me Home Officer established that what mattered to Mr D was 'feeling safe in his own home'. Mr D explained that his family did not live in Cardiff, so he had no local support. He felt that his only option was a residential placement, to help him feel safe.

Multiple services were identified that could be put in place to meet Mr D's needs at home, while also promoting his independence and well-being. This included:

- **Referral to Telecare**
- **Referral to Independent Living Services Visiting Team-** to carry out an income maximisation assessment. Also to discuss sheltered accommodation options to combat loneliness.
- **Day Opportunities Team-** to build Mr D's confidence in accessing the community independently.
- **Referral to the Community Resource Team** – to assist Mr D back to his previous independence through re-enablement services.

Referrals were also made to combat social isolation and for help managing medication.

These referrals prevented the need for Social Care, reduced hospital bed days and assisted Mr D to continue to live independently and safely.

# People

## Support to Move

### Understanding Older Persons' Aspirations

Of respondents to the older persons' survey, 44% (221) said they were expecting to move and those who took part in focus groups were asked what they thought were the most important aspects of the housing they may be considering moving to. These were:

- **Safety/security (67%).**
- **Having a private garden (66%).**
- **Adequate storage (62%).**
- **Having a garage or parking (62%).**
- **Moving to an area with cafes/shops (61%).**

Other important factors included:

- **Having social opportunities (41%)**
- **Ability to bring pets (39%)**
- **A more accessible home (37%)**

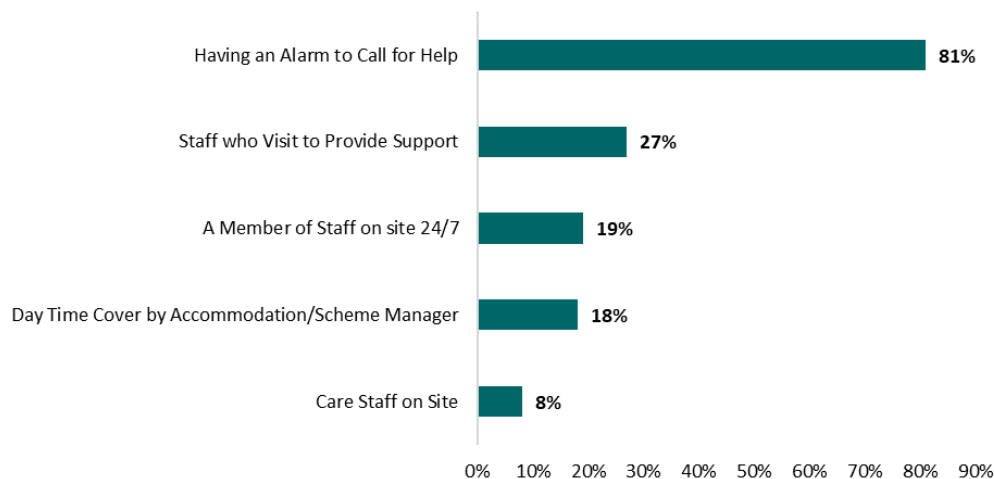
There were however mixed views about moving to older persons' housing. Some participants said they would like to live in housing for older people, but definitely wanted to remain living in a mixed-age community.

Some participants felt strongly about having a garden. Private outdoor space was important, especially as people become less mobile with age.

Those focus group participants who were owner-occupiers said that even if they were interested in downsizing in general, they were put off by what they perceive to be a lack of attractive housing choices. There was interest in extra care housing, but typically as a later move, with concerns raised about the affordability of current models. Some participants expressed concerns about the suitability of retirement housing as people develop more significant care needs.

For those participants who did express an interest in moving to housing designated for older people, the adjacent chart identifies that having an alarm is the most important service that older people are seeking.

**Type of Service Required in Older Persons Housing**



# People

## Advice and Support to Help to Move

The evidence from the primary research with older people indicates that they are seeking:

- Comprehensive information about the full range of housing options for older people, i.e. in addition to renting from social landlords.
- Expert *advice* in relation to older persons' housing options as well as information.
- Access to online and paper-based resources that allow them to weigh up the advantages and disadvantages of different housing options.

There is currently a lack of knowledge and understanding of older persons' housing options. This was re-enforced by the participants of the older persons' focus groups who identified that there are financial, legal and practical issues associated with moving or downsizing and the process can be long, so different help is needed at different stages. They also stressed that that many people do not know about sheltered or extra care housing so may miss out on opportunities and there was a need to better promote the services available.

Amongst owner occupiers there was a desire for comprehensive information and *face-to-face* advice about different housing options that may be suitable for older people.

## Findings

44% of those who responded to the survey said that they expected to move to more suitable accommodation.

Demand for disabled adaptations is likely to continue to increase putting pressure on existing resources. There is a need to understand future costs of the service and to ensure that adapted homes and equipment are used effectively to meet future needs.

When asked, older people were often unaware of the different housing options available and concerned about the financial, legal and practical issues associated with moving. There is a need going forward to improve the specialist housing advice available to older people.

## Downsizing

44% of all respondents to the survey stated they were considering a move in the future, and of these 40% were considering downsizing. Of those considering downsizing, 48% were homeowners compared to just 20% of those respondents currently renting

There are significant benefits to downsizing to appropriate accommodation, not only does this reduce fuel bills and other costs, moving to more accessible accommodation with level access and/ or ground floor facilities can help the older person to stay independent at home for longer. A move to a more central location or nearer to social networks can reduce the risk of social isolation and for homeowners it may release capital.

## Downsizing and Social Housing

Downsizing from social housing has added benefits as it can free up much needed family accommodation for those on the waiting list. Many families are living in overcrowded or temporary accommodation and it is estimated that for each person that downsizes, 2.5 households can benefit from the properties that become available.

At the beginning of December 2018 there were 147 households on the waiting list for social housing who were actively seeking to downsize where the whole household was aged 50+. In addition to those actively seeking a move it is estimated that a further 2,300 social housing tenants aged 65 + are under- occupying their current home by at least 1 bedroom. While the potential housing needs and wants of this

group are unknown, it is clear that there are a significant number of older social housing tenants living in homes that are too big and/ or unsuitable for their current needs.

Facilitating moves by under-occupying tenants to more suitable accommodation could help better address their housing needs and promote independent living, whilst freeing up larger properties for families on the Housing Waiting List.

Under the Cardiff Housing Allocation Scheme, priority is awarded to those who wish to downsize. However current restrictions on the choice available may be preventing many from considering a move. The client survey showed that many older people would prefer to downsize to a 2 bedroom property, although their need may be for 1 bedroom accommodation. Other older people may want more flexibility to move within their own neighbourhood or within their current building or housing scheme. There is a need to consider offering more flexibility and choice to older people who want to downsize.

Also while there is help available for social tenants who wish to move or downsize there is a recognised gap in support for private owners and those renting privately. This will need to be explored further to ensure tenure type is not a barrier to moving to suitable accommodation for older people.



### CASE STUDY

A pilot Accommodation Solutions Team was set up in 2017, to provide assistance to council tenants who need or want to downsize and who may find the whole process daunting. Tailored solutions are offered, including advice on how to apply for rehousing; home visits; financial incentives and support with removal arrangements. The team also works to proactively identify under-occupiers not already on the Housing Waiting List that may be considering a move. 46 tenants were assisted to downsize, over half of these to older persons' housing. Properties released as a result included 31 three bed houses, 1 four bed house; 2 two bed houses. In addition to helping those on the waiting list the team has also proactively contacted tenants who are under-occupying and as a result 10 tenants have joined the list; 3 tenants have moved.

### Findings

There are considerable advantages to older people in downsizing to more appropriate accommodation and this can play a significant part in helping them to stay independent at home.

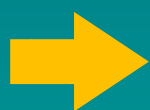
There are large numbers of older people under-occupying social housing whose housing needs and aspirations are unknown, providing them with attractive housing options could encourage them to downsize, providing them with more sustainable accommodation while also freeing up much needed family accommodation.

There is limited support available for home owners and those in the private rented sector to help them to downsize.

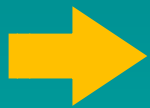
There has been some success in assisting older social tenants to downsize. However further work is needed to expand on this success, removing barriers and providing better choice to encourage downsizing.

### WE WILL

Develop an “Older Persons’ & Accessible Homes Unit” to:



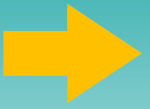
Provide specialist housing advice for all older people, to help them better understand their housing options



Ensure that high quality advice and information is available on the Council’s websites, in Hubs and through information sessions and events.



Support people with disabilities to access adapted properties



Support older people to downsize to more appropriate accommodation



Facilitate exchanges between social tenants through information held on the Housing Waiting List.

# People

## Meeting the Needs of the Most Vulnerable

### Understanding the Needs of the Frail Elderly

As highlighted in the Introduction, the numbers of older people with needs relating to dementia, frailty and physical disabilities is set to rise significantly. Numbers of older people (50+) in Cardiff are projected to increase by 26% overall during the next 20 years, with those in the 85+ category increasing significantly by 94% from 7,600 to 14,700 people.

Projected Number of People Aged 65+ in Cardiff			
Health Condition	Year		Increase
	2015	2035	
Limiting long term illness	17,811	27,525	55%
Obesity	10,704	15,989	49%
Diabetes	7,925	12,253	55%
Dementia	3,598	6,012	67%
Care-related			
Unable to manage at least 1 mobility activity	9,374	15,076	61%
Unable to manage at least 1 domestic task	20,619	32,677	58%
Unable to manage at least 1 self-care activity	16,945	26,770	58%

Parallel to this, with life expectancy increasing, a range of health and care-related conditions is also set to rise significantly over the next 20 years. The below table highlights a rise in dementia as a particular issue with a 67% increase in people over 65 suffering from the disease by 2035. Older persons' mobility is also set to worsen with a 61% rise in the numbers unable to manage at least one mobility activity.

### Effective Targeting of Social Housing

Demand for social housing by older people is high. At the beginning of December 2018, there were 1,736 applicants on the Cardiff Housing Waiting List where the whole household was aged 50+ and 1,108 of these had expressed an interest in older persons' accommodation. Of these more than half had clear need to move, most for medical reasons, and were prioritised on the waiting list. However on average there are only 237 lets of older persons' housing per year. There is a clear need to prioritise social housing for those most in need.

# People

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## Adapted and Accessible Housing

There were 533 people aged 50+ on the Waiting List who were assessed as requiring some form of adapted or accessible housing – 486 needed ‘easy access’ accommodation, 33 needed partially adapted accommodation and 14 needed fully adapted, wheelchair accessible accommodation. This need is likely to grow in the coming years with the increase in frailty of the older population.

The Cardiff Accessible Homes Service matches those needing accessible properties with the homes that become available to ensure that best use is made of the properties available. Work has been undertaken recently to mainstream the waiting list for adapted homes, ensuring that there is no duplication and that clients with a disability can be considered for all suitable homes, not only those that have already been adapted. Adapted properties are now categorised into 3 levels to better identify suitable properties and when a property becomes vacant consideration is given to the potential for further adaptations to meet the increasing demand for fully adapted accommodation.

Tenants living in properties with adaptations that they no longer require are given priority on the Waiting List and assisted to find more suitable accommodation, to increase movement and the availability of adapted accommodation for those who need it.

## Sheltered Housing

The facilities most commonly found in existing sheltered housing provision are alarms; communal lounges; laundries; guest rooms and lifts, reflecting the historic design of the stock. Less prevalent are restaurants, activity rooms and assisted bathrooms, features typically found in extra care housing.

Extra Care facilities can be expensive both to build and to operate and it is possible that with some adaptation the current sheltered housing schemes could offer a lower cost alternative and still meet the needs of the frail elderly. This could involve the development of “Sheltered plus” or “Extra Care Light” either using existing scheme or in the new build developments.

Provision of on-site support in sheltered housing varies. While previously a typical sheltered housing scheme would have offered day time warden support, this is no longer the case. This change is largely due to funding changes in relation to the Supporting People programme and a move away from funding support linked to specific types of accommodation.

While Cardiff Council has committed to maintaining the presence of a scheme manager at its sheltered housing and has recently enhanced the support provided at these schemes, some other social landlords are reviewing and withdrawing their on-site support. The changes to on-site support provision may reduce the ability of sheltered housing schemes to meet the growing needs of the older population and further work is needed to identify the impact of this.

# People

Future provision of support may be influenced by the UK Government’s funding proposals for sheltered and extra care housing with housing costs continuing to be met through housing benefit but with a yet to be determined ‘cap’ on overall rent and service charges, and specifically the extent to which the Welsh Government will have discretion about how such a policy is to be implemented in Wales; and also the extent to which residents are willing to pay for additional support services,

## Red Sea House

Red Sea House is a Taff Housing Association scheme comprising of 15 self-contained flats, specifically designed and run for the needs of older people from Black Asian & Minority Ethnic (BAME) communities. Staff are able to communicate with the tenants in their primary language, religious needs are catered for in the design of the building and support service and staff have enhanced cultural awareness.

Red Sea House was originally developed to provide a service for Somali Elders close to their community and established networks in order to meet their specific needs. The scheme has developed over time and is now open to individuals and all genders from Black, Asian and Minority Ethnic groups provided they meet the requirements for retirement housing.



Red Sea House was originally developed to provide a service for Somali Elders close to their community and established networks in order to meet their specific needs. The scheme has developed over time and is now open to individuals and all genders from Black, Asian and Minority Ethnic groups provided they meet the requirements for retirement housing.

## Findings

The provision of on-site support in Sheltered Schemes will be important in meeting the increasing needs of the older population, funding changes have already resulted in some reduction in support available and if this continues it will impact on the ability of sheltered schemes to meet the growing needs of older clients.

There is an opportunity to provide different models of support such as “Sheltered Plus” or “Extra Care Light” as options to meet the range of need of the older population.

## WE WILL

Review the provision of support in sheltered schemes to ensure it is meeting the future needs of the older population and explore the opportunity to upgrade some existing sheltered housing schemes to “Sheltered Plus” or “Extra Care” Light, to a greater level of need.

## Allocation of Sheltered Housing

Some older people have shown a preference to move to older person housing for reasons of safety and security and sheltered housing has a key role to play in meeting these needs, however while considerable information is held about the physical needs of older people on the waiting list there is limited information relating to social isolation and wellbeing and these are currently not recognised for allocation purposes.

There is also a lack of information on the housing aspirations of older people in terms of type of accommodation that they would wish to live in. While demand for social housing is high it takes on average 3 offers to let age designated properties and 4 offers to let sheltered housing, showing that offers made are not meeting the needs or aspirations of older people.

Changes are proposed to the management of the social housing waiting list to better reflect the housing *choices* (in terms of property type) and *needs* (in terms of social isolation, safety and security). Additional information will be sought from both new and existing applicants so that properties can be better targeted toward those who need them most for both physical and wider wellbeing reasons.

To assist with this, clear descriptions accommodation types and what they offer will be developed, together with an interactive map showing the location of and facilities offered in each sheltered housing complex.

Effective, face to face advice during the application process should help ensure that older applicants make more informed housing choices.

Changes to the Allocation Scheme will be considered to better reflect the wider needs of older people, while this will still include age criteria and medical needs, social isolation, and the need for safety and security would also be considered. The older persons social care needs and frailty will also be recorded and taken into account.

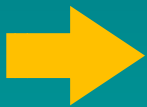
**A pilot exercise was undertaken in which older housing applicants were asked to provide more information about the type of accommodation that they wanted to be considered for. 76% of applicants actively chose general needs accommodation, 81% chose Independent Living (age designated) and 29% chose Community Living (sheltered). Reasons given for choosing Community Living included the services on offer; social opportunities; security and mobility/safety.**

### Findings



The current social housing allocation process does not take into account the housing choices of older applicants and wellbeing issues such as social isolation and the need for safety and security are not fully recorded or reflected in the allocations process. There is a need to review the waiting list and allocation arrangements to fully reflect the housing choices and the wider needs of older people.

### WE WILL



Improve the allocation of older persons', extra care and adapted accommodation, increasing the information available about individual needs and aspirations and ensuring that those most in need are prioritised.



Better reflect the housing choices and wider social needs of older people within the social housing allocation policy, taking into account social isolation, support networks and the need to remain within their community. Ensure the policy supports those who wish to downsize.

# People

## Extra Care Accommodation

Housing with Care or “Extra Care” accommodation in Cardiff is currently let under separate arrangements to other social housing stock and separate waiting lists are held and maintained by the RSL landlords. Applications are considered from people aged 60+ including those referred by the Council’s Adult Services, the RSL landlord or any other party (including self-referrals). Applicants not already in receipt of support from Adult Services are assessed to establish their housing circumstances and care and support needs and to confirm their eligibility to join the waiting list.

Eligibility is based on a need for services which cannot be provided within the community, without which support in a residential setting would be required. Applicants not currently be in receipt of a formal package of care may still be eligible if care is provided informally.

Allocations are made by a panel consisting of Adult Services and landlord representatives. Adult Services’ current clients with the most immediate rehousing needs are considered before other applicants on the waiting list.

Due to the separate waiting list arrangements the information available about those waiting for housing and their needs is not readily available. The Housing Lin review found that “*there is an ongoing issue in relation to the accuracy and use of waiting list data for extra care housing*”. It is unclear whether needs could be met through sheltered or other accommodation. It is also unclear whether extra care housing is actively promoted as an alternative to residential accommodation.



**Linc Cymru’s Extra Care Scheme’s Plas Bryn and Llys Enfys**

Application and waiting list arrangements for extra care accommodation need to be reviewed to ensure that the demand for this type of accommodation across the city is fully understood and that availability is promoted to make best use of this important resource.

**WE WILL**

→ Carry out a review of the allocation of Extra Care Housing, including the introduction of a central waiting list and clear allocation policies.

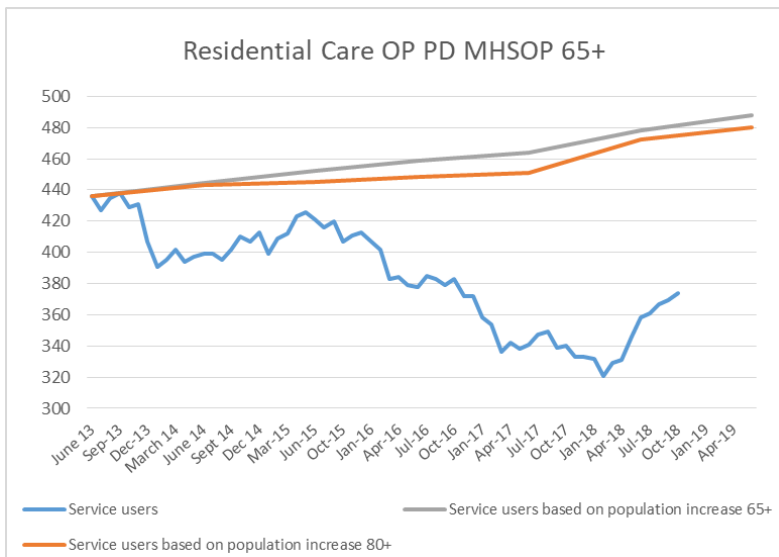
→ Actively promote Extra Care Housing as an alternative to residential care and as step down from hospital.



## Residential and Nursing Care

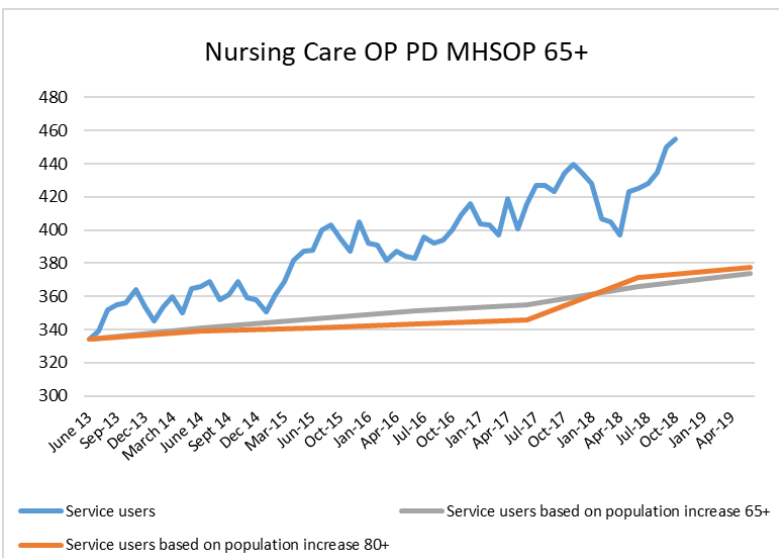
Residential and nursing care is provided in care homes registered with and regulated by Care Inspectorate Wales. It provides accommodation, care, support and health services (in the case of nursing homes) for people with high levels of disability and ill health. A significant proportion of people living in care home accommodation will be living with advancing dementia, often in addition to physical frailties. Care home residents either move into care homes under private arrangements, or as a consequence of assessments and care planning undertaken by Social Services and for health services.

### Local Authority Funded Care Placements



As at 27/10/2018, there were 455 funded nursing placements and 374 funded residential placements. The average age of people in receipt of nursing care was 83 years, whilst the average age of people in receipt of residential care was 71 years. Adults aged 65 years or over were on average supported for 657 days in nursing care and 949 days in residential care.

Over the last 5 years, the actual number of nursing care placements has increased beyond the level that would have been anticipated, based on projected population increases.



The actual number of residential care placements has decreased markedly over the period, in contrast to the projected numbers. The fall in the numbers entering residential care is the result of services now being available in the community to keep people out of institutionalised care for longer. The Council is able to support increasingly frail people at home until the point where they require nursing care.

## People



### Residential Care and Nursing Homes in Cardiff

Top: Sunrise of Cardiff & Woodcroft

Bottom: Ty Dinas & Heol Don Care Home

### Future Provision

The needs assessment undertaken for this strategy estimates a need for **655 additional nursing home beds**, if current models of provision do not change. This is very challenging as the residential and nursing care sector, in common with the NHS, experiences significant difficulties in recruiting and retaining the right quantum and quality of nursing workforce. There is a need to review current models of care home provision, and models of workforce, to develop innovative and creative accommodation, care and health services which can meet the needs of our most frail and vulnerable residents. Additionally, there is a need to ensure people who can be re-abled to live more independently with support are assisted to do so.

## WE WILL



Develop residential re-ablement provision to ensure no-one moves into long term residential care without thorough assessment of their needs in a short term residential setting.



Undertake a detailed review of creative options for accommodation, care, support and nursing for Cardiff's most frail and vulnerable residents.



Develop innovative models of care and support and nursing services which enable people to remain in their own homes and communities and provide the very highest standard of care homes for people with the most complex needs.



Further explore the use of new technology to help people remain independent at home.

# The Importance of Community

## The Impact of Social Isolation

Various factors such as disability and the loss of friends and family can make older people especially vulnerable to loneliness and social isolation and this can have a detrimental effect on their health and wellbeing. Research has highlighted social isolation as comparable to health risks such as smoking and alcohol consumption. A range of services targeted at alleviating social isolation have been developed by Cardiff Council.

## Community Hubs

Cardiff's Community Hub project has joined up Council and partner services to provide comprehensive local provision based on the needs of the area. Cardiff Council has 12 Hubs within the city. Central Library Hub is based in the city centre, with a further 11 Community Hubs based throughout the city in the areas of greatest need.

As well as providing advice the Hubs have an important role to play in encouraging community participation and there are a variety of activities held in the Community Hubs that are targeted towards Cardiff's older population. Studies have shown that intergenerational contact is very effective in combatting loneliness and social isolation.



Both older people and children have benefited from the interaction during intergenerational parties and events held in the Hubs.

## CASE STUDY

### Wellbeing Wednesday

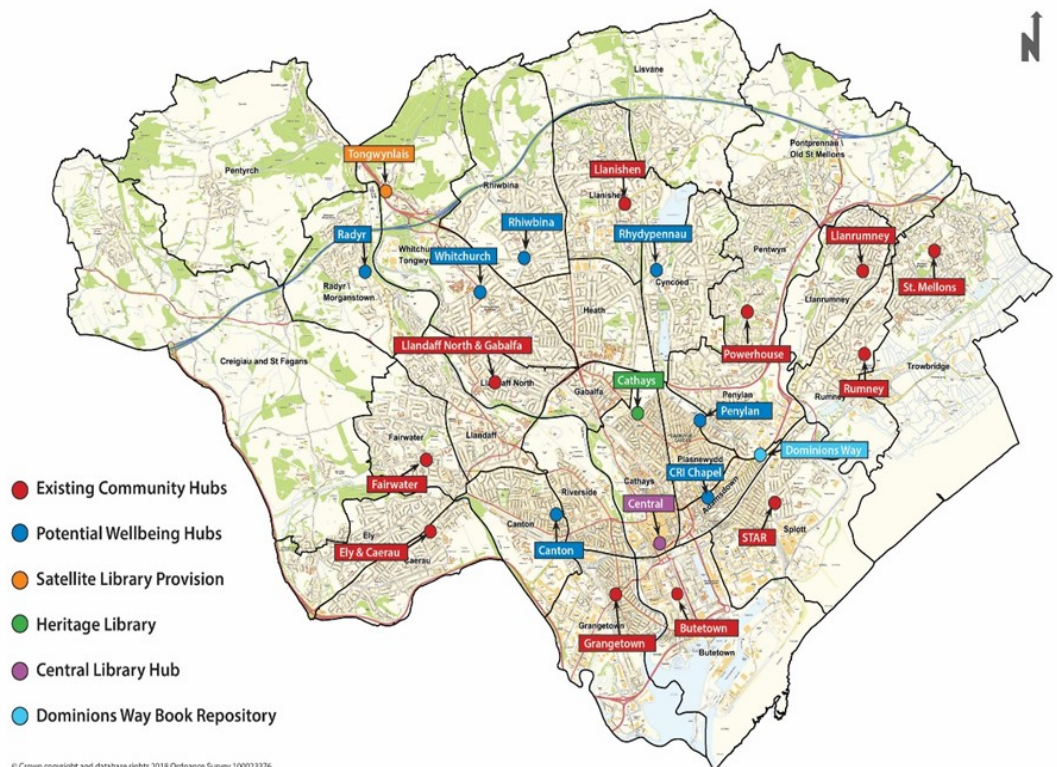
Llandaff North and Gabalfa Hub hosts a Wellbeing Wednesday every week, with activities that are specifically aimed at the over 50's. This includes a gardening and lunch club, an over 50's weights class and a stroke clinic. Age Connect also facilitate a nail care service. Information is also provided regarding meals on wheels, the community nursing team and Telecare. United Welsh Housing provide wellbeing sessions in which customers are assisted to make connections with the community and with recreational activities and hobbies they may be interested in. There are also plans to deliver intergenerational yoga classes in the near future.



# The Importance of Community

## Community Wellbeing Hubs

It is recognised that with the increasing older population and problem of isolation there is a need to extend the Hub programme to other areas of the city with a focus on wellbeing, community engagement and independent living. The current branch libraries in the north and west of the city will be used as a base for the new services.



**The map above shows the existing community hubs and sites of potential wellbeing hubs.**

Community Wellbeing Hubs will:

- Offer advice on Independent Living
- Engage the community through events and activities for older people
- Involve partner organisations, community groups and volunteers to enhance service provision
- Play a lead role in social prescribing for GP's

As well as the Community/Well-being hubs development, four new Community Inclusion Officers will be employed to provide 'hands on support' for local groups based/anchored at the Hubs to:

- Co-ordinate engagement opportunities
- Build local knowledge and networks
- Help develop 'active citizen' opportunities
- Link with other community based services

# The Importance of Community

## Health and Wellbeing

A new Health and Wellbeing service will be provided, developing events and activities targeting the wellbeing needs of Cardiff's citizens. The service will also support Cardiff's Hubs to positively impact on the Aging Well agenda and support the aims of the Dementia Friendly city approach. This will include:

- Dementia Information points to be created in all Hubs in collaboration with Alzheimer's Society
- Implementation of Dementia Support sessions within Community Hubs, in collaboration with Health partners, to provide informal opportunities to those affected by dementia and their carers to receive help and effective referral in order to enable individuals to "live well with dementia".
- Hub staff to receive Dementia Friends awareness training
- Delivery of Dementia Cafés within Hubs
- Providing access to resources and information including Reading Well Books on Prescription (Dementia) as well as Reading Well Books on Prescription (Mental Health) which will launch in

The service will also facilitate the Hubs to provide further bespoke advice and support services for older people. This will include health information and resources, intergenerational activities and support for carers to maintain their own wellbeing through providing events and activities. Priority will be given to tackling the social isolation that can negatively affect this demographic and activities to bring networks of people together will be delivered.

The Alzheimer's Society's Dementia Friends programme is an



initiative designed to change people's perceptions of dementia. It aims to transform the way people think, act and talk about the condition.

Public understanding of dementia can be poor and people with dementia can often feel misunderstood, marginalised and isolated. Becoming a Dementia Friend simply means finding out more about how dementia affects a person and, armed with this understanding, doing small everyday things that help.

## Day Centres

Cardiff Council operates three day centres that provide services to older people with high care and support needs.

**Minehead Road Day Centre** in Llanrumney was the first centre to benefit from refurbishment works under the Day Opportunities Strategy.



**Grand Avenue Day Centre** in Ely has recently been refurbished to create a specialist dementia centre, in partnership with Cardiff & Vale University Health Board. It now provides improved support to individuals and their carers.



Refurbishment works commenced at **Fairwater Day Centre** in January 2019 and it is due to re-

# The Importance of Community

## Day Opportunities Team

The Day Opportunities Team within the Independent Living Service provides one to one support to



help older people to reconnect and remain part of their community. The team helps clients to find and participate in activities that they are interested in, through the provision of short-term assistance and targeted intervention.

## Social Prescribing and Wellbeing Services

Social Prescribing Services allow medical and other professionals to “prescribe” community based solutions for their clients, often to combat low level mental wellbeing issues or social isolation.

During 2018/19 a new approach to social prescribing will be piloted in Cardiff and the Vale to increase the accessibility of the services available. The Independent Living Service will provide a new, single point of entry for social prescribing in Cardiff. This web and telephone based service will enable individual people or professionals to search for relevant well-being services. This new service will include 24 hour access to a ‘chatbot’ function on the website and also secure community access points in GP practices, pharmacies, hubs and other community buildings for people to self-refer where appropriate.

## Befriending Services

Charities and organisations provide befriending or similar services that can help to reduce a person’s loneliness or social isolation. Some services are aimed at specific groups including people suffering from Alzheimer’s or dementia, those affected by sight or hearing loss, veterans and their families, and members of the Black, Asian and Minority Ethnic community in Wales.

### Age Connect Befriending Service

Cardiff Council funds a befriending service for older people through Age Connect. For the period April to September 2018, 166 clients were assisted by this service. Some of these clients have described what the service means to them.

**“It’s made a big difference. I like to go out walking, and my family don’t like me to go on my own. It’s something to look**

**“It has improved my self-esteem and confidence”**

**“It has made a big difference to me as I hardly saw anybody”**

# The Importance of Community

## Community Living Schemes

The opportunity to use Council Community Living schemes as a locality 'hub' for residents and older people in the surrounding area is being piloted at the refurbished Sandown Court complex. The remodelled communal space will offer a range of services and activities for older people living in and around the scheme, provided in partnership with Health and Social Care and aimed at promoting independence; enhancing quality of life; keeping residents fit and healthy and reducing social isolation and loneliness.

This will include visiting services such as health (blood pressure checks, sight and hearing tests, chiropody); hairdressing and drop-in surgeries on topics such as budgeting, energy efficiency and Council services. Classes may be offered, for example basic computer skills, fitness and first aid. Health activities have already begun at Sandown Court with eye tests being carried out at the scheme via Specsavers. To aid and assist residents with movement and falls prevention, Tai Chi and low impact fitness training is being delivered on site.



Residents of Worcester Court enjoying Gardening Club

## CASE STUDY

Mr M has lived in Sandown Court for 15 years. When he moved into the complex he lived in a bedsit, but he has now moved to a flat and since the recent refurbishment the size of his flat has increased. *"I was over the moon, I now have a flat and a half! I can't fault the finish"*.

Mr M said that there have been new people moving in, they are welcomed into the community *"we have breakfast club, the afternoon movie club it helps people gel, I'm hoping we do some bingo as well."*

Each flat is connected to the CCTV cameras and Tunstall Care-line intercom system, the system is also connected to smoke and heat detectors. *"If someone knocks my door I can quickly check on the CCTV who they are. If I don't know them I'm not letting them in!"*

There is a community spirit in the complex and Mr M is very well known *"I painted the benches in the gardens when the complex refurbishment was officially opened and if someone needs help with flat pack building or to change a lightbulb I'm always happy to help."*

# The Importance of Community

## Findings



Connection to the community is key to the wellbeing many of older people.



Cardiff has a wide range of services to help prevent social isolation and promote wellbeing; many of these are based around the Council's Community Hubs.



A number of new initiatives are being developed to further this, including new community wellbeing hubs in the north and west of the city and proposals to open the facilities in older persons housing complexes to the wider community.

## WE WILL



Make better use of Council Community Living schemes to offer services to the wider community, in partnership with Health, Social Care and third sector partners.



Build on the Community Hub programme by developing Community Wellbeing Hubs in the north and west of the city providing a range of advice and social activities for older people.



Pilot a new approach to social prescribing ensuring that individuals and professionals have easy access to wellbeing services in the community.



Continue to be a dementia friendly organisation by ensuring all hub staff receive Dementia Friends awareness training.

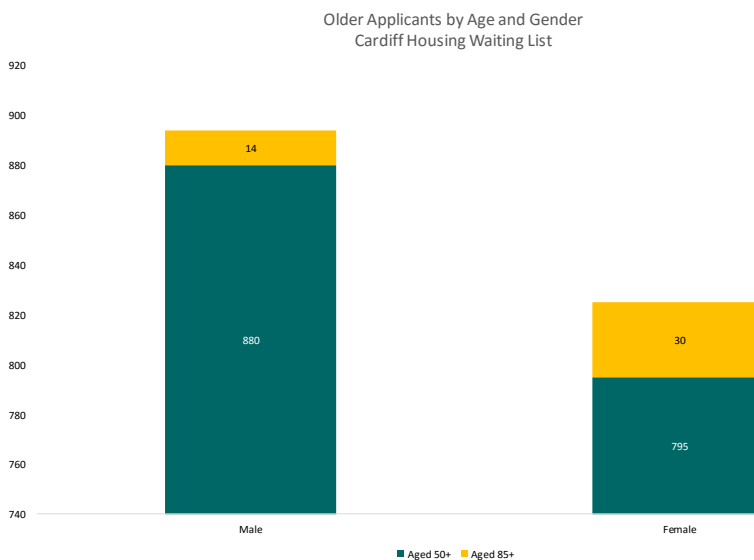


# Equalities

## Age & Gender

In September 2017 a profiling exercise of sheltered accommodation tenants was undertaken. Of the 1,141 tenants profiled, the adjacent tables show a breakdown of their age and gender. More than half of the tenants were over the age of 70 showing that the accommodation is meeting the needs of the older elderly population.

Cardiff Sheltered Accommodation Profiling Data 2017		
AGE	Number	%
<b>under 50</b>	9	1%
<b>50-59</b>	93	8%
<b>60-69</b>	365	32%
<b>70-79</b>	347	30%
<b>80-89</b>	256	22%
<b>90+</b>	71	6%
GENDER	Number	%
<b>Male</b>	603	53%
<b>Female</b>	545	47%



## Waiting List Applicants

There are currently (December 2018) 1,719 applicants aged 50 and over on the Cardiff Housing Waiting List.

Of these, only 44 are aged 85 and over. The adjacent chart shows the split by age and gender.

In December 2018 **48%** (825) of waiting list applicants aged 50 and over were female with **52%** (894) being male. This is comparable to the Cardiff-wide gender split of **47%** females to **53%** males.

## Social Lets to Older People

From April 2017 to March 2018 18% (258) of the 1,454 total lets made from the Cardiff Housing Waiting List, 258 were to applicants aged 50 and over. When compared with the percentage of residents aged 50+ in Cardiff as whole, which is 30% (mid-2017 population estimate), lets appear low, however a large number of these residents will be owner occupiers, in private rented accommodation or living with relatives/in residential care, meaning older people are well represented within social lets in Cardiff.

156 of these lets were made by Cardiff Council and 102 made by Registered Social Landlords.

Of these lets 148 (57%) were made to males and 110 (43%) to females. This differs slightly from the Cardiff Population split of 53% male and 47% female.

# Equalities

## Ethnicity

The adjacent tables show the ethnicity of the Cardiff Population taken from the 2011 Census and the results of the 2017 profiling exercise of sheltered accommodation tenants. We cannot directly compare this to the ethnicity of the Cardiff Population due to the differing ethnicity categories, however it does broadly demonstrate that BAME citizens are well represented within the schemes.

Analysis of the Cardiff Housing Waiting List (and subsequent lets) data also broadly mirrors the diversity of the Cardiff population.

**Ethnicity of Population Aged 50+**

Ethnicity	Number	%
White	93,096	93.5%
Mixed/multiple ethnic group	1157	1.2%
Asian/Asian British	3471	3.5%
Black/African/Caribbean/Black British	1154	1.2%
Other ethnic group	740	0.7%
Total aged 50+	99,618	100%

Source: 2011 Census, Table LC2101EW

**Ethnicity of Residents living in Cardiff's Sheltered Schemes aged 50+**

ETHNICITY*	Number	%
<b>White British</b>	926	85%
<b>White Other</b>	20	
<b>Black/Black British</b>	48	4%
<b>Asian/Asian British</b>	26	2%
<b>Any other mixed</b>	6	1%
<b>Other</b>	30	3%
<b>Not stated</b>	61	5%

## Physical Health

The numbers of older people in Cardiff with physical disabilities are projected to increase significantly, with numbers unable to manage at least one mobility activity set to rise by 61% over the period 2015 to 2035.

In 2017/18 for those people over the age of 55 receiving floating support, physical and/or sensory disabilities were a significant support need with 53 cases (10%) recorded as a lead need and 66 (20%) recorded as a secondary need.

As at December 2018, there were 533 (31%) people aged 50+ on the Cardiff Housing Waiting List assessed as requiring some form of adapted or accessible housing – 486 needed 'easy access' accommodation, 33 needed partially adapted accommodation and 14 needed fully adapted, wheelchair accessible accommodation.

In 2017/18, 49 (19%) of the 258 lets made from the Cardiff Housing Waiting List to applicants aged 50 and over were adapted or easy access properties.

## Mental Health

In 2017/18 for those people over the age of 55 receiving floating support, mental health issues were a significant support need with 98 cases (18%) recorded as a lead need and 77 (23%) recorded as a secondary need.

Mental health issues were also the greatest secondary need of clients whose main reason for requiring support was that they were over the age of 55, with 40 cases recorded. There is a need going forward to examine this data further to ensure that individual support needs are identified and that appropriate referrals are made.

Of those respondents to the older persons' survey who identified that they had a disability, 16% stated that they had mental health issues.

A significant number of older people receiving floating support had issues with mental health. Future sample checking of cases would be beneficial to fully understand the individual support needs of this group to inform future services.



## Next Steps

The 'We Will' objectives found throughout this strategy will form the basis of a five-year action plan, to be developed with partners. The action plan will provide details of the key activities to be carried out and identify clear outcomes, along with lead responsible officers and/or organisations. Implementation will be closely monitored and the action plan reviewed and updated as necessary. The Council cannot deliver the strategy in isolation and partnership working will be essential to ensure that the best outcomes and solutions can be reached.

This document is available in Welsh / Mae'r ddogfen hon ar gael yn Gymraeg



**CABINET PROPOSAL**

**SUPPLEMENTARY PLANNING GUIDANCE**

**Reason for this Report**

1. To advise on the outcome of consultation on the following draft Supplementary Planning Guidance (SPG) and recommend their approval, as amended, by the Council:
  - Flat Conversions
  - Student Accommodation

**Background**

2. The Council has a number of SPGs which are prepared to supplement the policies contained in previous adopted plans. In order to ensure conformity with the Cardiff Local Development Plan (LDP) policies (adopted 2016) a programme of SPG to support and amplify the policies in the LDP is being produced. These SPG's are the fifth tranche of this programme and further tranches will be brought before Cabinet and Council in next 12 months.
3. Welsh Government guidance encourages local planning authorities to prepare SPG to provide advice on how LDP policies will be implemented. This should help those involved in the development and planning process understand the purpose and objectives of policies and assist the submission of permissible planning applications.
4. SPG must be consistent with planning legislation, Welsh Government guidance and the LDP. It should be prepared in consultation with the public and appropriate interests, and their views should be taken into account before formal Council approval. SPG may be given weight as a material consideration when making decisions on planning applications.
5. For six weeks from late September to early November 2018, consultation was undertaken on the SPGs. Consultation included the following:
  - A six- week public consultation period
  - A public notice in the local press
  - Copies of the documents were made available to view in all Cardiff Libraries.

- Consultation was advertised on Council website.
6. In addition to the above, Councillors were notified about the current SPG consultation and an email/letter notification was sent out to consultees on the SPG Consultation List. This list includes around 300 formal LDP consultees, businesses, interested groups or individuals who have requested to be kept informed of SPG consultations. Both of the SPGs appended to this report contain appendices outlining the specific consultation undertaken, a summary of the representations submitted and the changes made in response.

### **Flat Conversions SPG**

7. The SPG seeks to outline the council's planning policies in terms of the development of flats that are converted from other uses. It is not applicable to new build flats.
8. The authority recognises the vital role played by converted flats in contributing towards a balanced housing mix within the city. However, this SPG seeks to ensure that developments are of a suitable design and standard and accord with wider planning aspirations, such as in regard to sustainable transport. The SPG therefore seeks to ensure high quality flat conversions in the future
9. The key points from the SPG may be considered as follows:
- Introduces principle of space standards, as referenced in H5 of LDP
  - Aligns with *Managing Transport Impacts and Parking Standards SPG* and *Waste Collection and Storage Facilities SPG*.
  - States preference for provision of mixed size dwellings after conversion, to encourage family accommodation and
  - Does not require access to gardens for all flats.
  - Clarifies Planning Obligations with regards to triggers for affordable housing and other commitments
10. A wide range and variety of nearly 50 comments were received through the consultation process, some points replicated by different consultees. These are addressed within an appendix in the SPG. Of the comments, a number will lead to changes within the final SPG. These are relatively minor and do not alter the main thrust of the SPG.
11. Many comments were generally supportive in principle of the SPGs aims, but wished for further tightening up of standards, particularly in terms of room sizes. Other comments felt that the proposed standards were appropriate or too restrictive. Several comments sought changes that would have conflicted with the adopted LDP, which is not the purpose of SPG. A number of relatively minor or technical points were raised and acted upon.
12. Overall, the proposed amended version is considered to represent another key element of guidance, which, together with other relevant

policies and SPG will provide the necessary framework for the consideration of future proposals.

### **Student Accommodation SPG**

13. The Student Accommodation SPG outlines the authority's planning guidance in terms of purpose built student accommodation. It does not apply to HMOs or students living in private accommodation or parent's homes.
14. The authority recognises the key cultural and economic role that universities and students play in the city and the consequential need for accommodation for students. It also recognises that poorly located and poorly designed developments can have potential negative impacts upon local neighbourhoods. It is recognised therefore that student accommodation can provide key economic benefits to the city, but it is important that the council acts proactively and manages the process to ensure clear strategic benefits are delivered. The SPG's focus therefore is on ensuring that student accommodation is of a high quality and delivered in appropriate and sustainable locations.
15. The key points in the SPG may be considered as follows:
  - Strong emphasis on design quality, active ground floors, quality of materials.
  - Emphasis on sustainability, limited car parking, and developments in suitable locations.
  - Aligns with *Managing Transport Impacts and Parking Standards SPG* and *Waste Collection and Storage Facilities SPG*.
  - Clarifies planning obligations required, including the reiteration that change of use to other types of development would need a new planning application, with changes of use to residential development requiring an affordable housing contribution, alongside other obligations
  - Reference to standards expected in terms of size of living accommodation.
16. A wide range and variety of nearly 60 comments were received through the consultation process, some of these were replicated by different consultees. These are addressed within an appendix in the SPG. Of the comments, a number led to changes within the final SPG. These are relatively minor and do not alter the main thrust of the SPG.
17. The main concerns related to the design of, and demand for, student accommodation, with the latter tied into concerns about future changes of use to non-student uses. This is not something that the SPG can consider, other than clarifying the standards and requirements for student accommodation and emphasising that any changes would require planning permission in the future. Several comments sought changes that would have conflicted with the adopted LDP, which is not the purpose of SPG. A number of relatively minor or technical points were raised and acted upon.

18. Importantly, the SPG will be used alongside other approved policies and guidance to provide the necessary framework for the rigorous consideration of future proposals.

### **Reason for the Recommendation**

19. To comply with Welsh Government guidance on the process for preparing Supplementary Planning Guidance.

### **Legal Implications**

20. The Cardiff Local Development Plan (LDP) was adopted on 28 January 2016 and contains policies and proposals which provide the basis for deciding planning applications. The policies in the adopted Cardiff LDP have special status under section 38(6) of the Planning and Compulsory Purchase Act 2004 which means that planning decisions must be taken in accordance with it unless material considerations indicate otherwise.
21. Whilst the LDP contains policy; supplementary planning guidance (SPG) contains guidance and advice. SPG should derive from a generic LDP policy and can be used to show in more detail how generic policies will be interpreted.
22. In order for a SPG to be given as much weight as possible as a material consideration SPG should go through a process of consultation followed by the necessary changes before formal adoption.
23. The Well-Being of Future Generations (Wales) Act 2015 ('the Act') places a 'well-being duty' on public bodies aimed at achieving 7 national well-being goals for Wales - a Wales that is prosperous, resilient, healthier, more equal, has cohesive communities, a vibrant culture and thriving Welsh language, and is globally responsible.
24. In discharging its duties under the Act, the Council has set and published well-being objectives designed to maximise its contribution to achieving the national well-being goals. The well-being objectives are set out in Cardiff's Corporate Plan 2018-21: <http://cmsprd.cardiff.gov.uk/ENG/Your-Council/Strategies-plans-and-policies/Corporate-Plan/Documents/Corporate%20Plan%202018-21.pdf> . When exercising its functions, the Council is required to take all reasonable steps to meet its well-being objectives. This means that the decision makers should consider how the proposed decision will contribute towards meeting the well-being objectives and must be satisfied that all reasonable steps have been taken to meet those objectives.
25. The well-being duty also requires the Council to act in accordance with a 'sustainable development principle'. This principle requires the Council to act in a way which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs. Put simply, this means that Council decision makers must



take account of the impact of their decisions on people living their lives in Wales in the future. In doing so, the Council must:

- Look to the long term
- Focus on prevention by understanding the root causes of problems
- Deliver an integrated approach to achieving the 7 national well-being goals
- Work in collaboration with others to find shared sustainable solutions
- Involve people from all sections of the community in the decisions which affect them.

The decision maker must be satisfied that the proposed decision accords with the principles above; and due regard must be given to the Statutory Guidance issued by the Welsh Ministers, which is accessible using the link below:

<http://gov.wales/topics/people-and-communities/people/future-generations-act/statutory-guidance/?lang=en>

26. In considering this matter the decision maker must have regard to the Council's duties under the Equality Act 2010. Pursuant to these legal duties Councils must, in making decisions, have regard to the need to (1) eliminate unlawful discrimination, (2) advance equality of opportunity and (3) foster good relations on the basis of protected characteristics. Protected characteristics are: (a) Age, (b) Gender reassignment (c) Sex (d) Race – including ethnic or national origin, colour or nationality, (e) Disability, (f) Pregnancy and maternity (g) Marriage and civil partnership, (h) sexual orientation (i) Religion or belief – including lack of belief.
27. The LDP was subject to an Equalities Impact Assessment. The SPGs supplement and provide guidance on the policies which were prepared within this framework.

### **Financial Implications**

28. The approval of the Supplementary Planning Guidance for Flat Conversions and Student Accommodation is not expected to result in any direct financial implications.

### **HR Implications**

29. There are no HR Implications for this report.

## **CABINET PROPOSAL**

Council is recommended to approve the following Supplementary Planning Guidance as amended and appended to this report:

- Flat Conversions
- Student Accommodation

## **THE CABINET**

24 January 2019

The following Appendices are attached:

- Supplementary Planning Guidance: Flat Conversions
- Supplementary Planning Guidance: Student Accommodation

# Flat Conversions

## Supplementary Planning Guidance



January 2019



**FINAL DRAFT**

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*Mae'r ddogfen hon ar gael yn Gymraeg / This document is available in Welsh*

**DRAFT**

# 1 Introduction

## 1.1 What is Supplementary Planning Guidance (SPG)?

The Welsh Government (WG) support the use of Supplementary Guidance to set out detailed guidance on the way in which Local Development Plan (LDP) policies will be applied in particular circumstances or areas. SPG must be consistent with development plan policies and National Planning policy guidance. Before it is adopted, an SPG undergoes a period of public consultation and must be approved by the council. Upon adoption by Cardiff Council in January 2019, the SPG became a material consideration in the determination of relevant planning applications.

## 1.2 What is the history of the Flat Conversions SPG?

The SPG went to public consultation between 20<sup>th</sup> September and 1<sup>st</sup> November 2018. It was adopted by Cardiff Council on xx/xx.

## 1.3 What is the purpose of this SPG?

- 1.3.1 This SPG refers to the conversion of buildings into flats. It does not deal with new build flats. It is recognised that conversions of older properties into flats offer unique challenges that warrant their own policies whereas new build flats tend to benefit from less 'constraints', most notably in terms of space restrictions that the existing building encompasses. In addition to this SPG, the *Cardiff Residential Extensions & Alterations SPG* (Adopted 2017) should be referenced in circumstances where flat conversions require extensions or notable alterations to the existing building.
- 1.3.2 New build flats should reference the *Cardiff Infill Sites SPG* (2017) and the *Residential Design Guide SPG* (2017) which outline key principles for new developments in terms of design and amenity.
- 1.3.3 Houses in Multiple Occupation (HMOs) are addressed in the *Houses in Multiple Occupation SPG* (2016). Whilst sharing similar characteristics with residential conversions to flats, HMOs are defined in broad Planning terms by retaining a single unit of shared accommodation for three or more unrelated persons who share basic amenities. Individual flats therefore will typically not be considered to be HMOs unless they fall within the HMO definition.
- 1.3.4 Developments aimed explicitly and exclusively at students are addressed in the *Student Accommodation SPG* (2018).

## 2 Planning Policy Context

### 2.1 National Policy

2.1.1 Planning Policy Wales (Edition 9, 2016) sets out land-use planning policies of the Welsh Government. It is supplemented by a series of Technical Advice Notes (TANs). Procedural advice is given in circulars and policy clarification letters.

2.1.2 Paragraph 3.1.4 states:

*Factors to be taken into account in making planning decisions (material considerations) must be planning matters; that is, they must be relevant to the regulation of the development and use of land in the public interest, towards the goal of sustainability. The planning system does not exist to protect the private interests of one person against the activities of another. Proposals should be considered in terms of their effect on the amenity and existing use of land and buildings in the public interest. When determining planning applications local planning authorities must take into account any relevant view on planning matters expressed by neighbouring occupiers, local residents and any other third parties. While the substance of local views must be considered, the duty is to decide each case on its planning merits.*

2.1.3 In terms of conversions of and for housing, Paragraph 9.2.6 states:

*Local planning authorities should address the scope and potential for rehabilitation, conversion, clearance and redevelopment when considering suitable sites for housing development. Maximising the use of suitable previously developed land for housing development can assist regeneration and at the same time relieve pressure for development on greenfield sites. In particular, local authorities should consider the contribution to the overall provision of land for housing that can be made by reclaimable or reclaimed urban land and by disused or underused buildings. Sites which are no longer likely to be needed for office or industrial purposes may also be appropriate locations for housing.*

2.1.4 Paragraph 9.3.3 states:

*Insensitive infilling, or the cumulative effects of development or redevelopment including conversion and adaptation, should not be allowed to damage an area's character or amenity. This includes any such impact on neighbouring dwellings, such as serious loss of privacy, or overshadowing.*

2.1.5 In the Planning Use Class systems, flats and houses are usually classed as C3 Dwelling houses. As stated in 1.3.3, certain developments of flats can be identified as C4 developments; they are for three or more unrelated persons, forming a House in Multiple Occupation.

### 2.2 Local Policy

2.2.1 The Cardiff Local Development Plan (LDP) 2006-2026 was adopted in January 2016. The principle of maximising the use of existing dwellings is established with one of the 4 key objectives is 'To respond to evidenced social needs' within this it is stated:

*C. [LDP Objective]To maximise the use of the existing building stock through refurbishment, retro-fitting and empty homes initiatives*

2.2.2 Policy H5 in the LDP refers explicitly to the sub-division of conversion of residential properties. This is outlined below. Several other policies are also applicable to flat conversions and will be referenced throughout this SPG. Unless stated otherwise, policies noted within this SPG will refer

to those stated in the LDP. Developments of HMOs should refer to the HMO SPG (2016)

*Proposals for any conversion to flats or Houses in Multiple Occupation will be permitted where:*

- i) The property is of a size, whereby the layout, room sizes, range of facilities and external amenity space of the resulting property would ensure an adequate standard of residential amenity for future occupiers.*
- ii) There would be no material harm to the amenity of existing, nearby residents by virtue of general disturbance, noise, or overlooking.*
- iii) The cumulative impact of such conversions will not adversely affect the amenity and/or character of the area.*
- iv) Does not have an adverse effect on local parking provision.*

2.2.3 Policy H2 references conversions to flats above commercial premises within the Central Business Area of the city centre, District centres and Local centres. Policy H2 states:

*The conversion of suitable vacant space above commercial premises to residential use will be favoured where:*

- i) Adequate servicing and security can be maintained to the existing commercial use(s)*
- ii) Appropriate provision can be made for parking, access, pedestrian access, amenity space, and refuse disposal together with any appropriate external alterations and;*
- iii) The residential use does not compromise the ground floor use.*

2.2.4 The *Cardiff Residential Extensions and Alterations SPG (2017)* outlines key principles in terms of design and the potential impact of the development on surrounding properties. In particular, section 7 outlines the impact of Extensions which may be a feature of some flat conversions. The key listed Design principles are as follows and expanded upon in more detail in the SPG.

- Be subordinate to the original dwelling*
- Avoid blocking natural light and outlook to habitable rooms in neighbouring properties*
- Avoid reducing garden space to an unreasonable small size*
- Consider the impact on trees within or adjacent to the site*

2.2.5 Affordable Housing contributions are requested for developments of five or more dwellings, or for developments on sites exceeding 0.1 gross hectares. This, and other planning contributions are expanded upon in Section 6

## **2.3 Listed Buildings and Conservation Areas**

2.3.1 Owners of properties that have been listed by Cadw for their special architectural or historic interest, or are in a conservation area should seek additional advice prior to contemplating conversion to flats. Many alterations or associated facilities (such as bin stores, roof lights or dormer windows) that often form part of flat conversions, may require planning permission or listed building consent (LBC) and will be less acceptable within designated historic areas than elsewhere in the city.

2.3.2 Proposals in conservation areas are required to preserve or enhance the character or appearance of the area, as set out in policies KP17 and EN9 of the LDP. Specific advice regarding each conservation area is available on the Council's website [www.cardiff.gov.uk/conservation](http://www.cardiff.gov.uk/conservation). The location of conservation areas and listed buildings can also be checked on the website.

### 3 Space Standards

- 3.1 Space standards refer to the ambition to see adequate space provided to future residents to ensure accommodation is of a high quality and affords space for living. Policy H5 of the LDP states:

*Proposals for any conversion to flats or Houses in Multiple Occupation will be permitted where:*

- i) *The property is of a size, whereby the layout, room sizes, range of facilities and external amenity space of the resulting property would ensure an adequate standard of residential amenity for future occupiers.*

This policy forms the basis that seeks to achieve a minimum size for newly converted flats in order to provide good amenity to current and future users. Unlike England and across all London boroughs, Wales has no national space standards, but various attempts at standards have been historically applied within the British planning system, and these are presented in Appendix B.

- 3.2 Hitherto, Cardiff Council has had no space standards for each converted residential unit, but has typically sought to approve flats where they are larger than 30m<sup>2</sup>, based on the 1961 Parker Morris standards. Above this size, the Council currently make no provision for the number, or size of bedrooms and in light of the above LDP policy it is deemed appropriate to provide a definition of 'adequate standard of residential amenity' for developers to adhere to. The following standards are expected:

Number of Bedrooms	Minimum Flat Size in GIA
Studio Flat	30m <sup>2</sup>
1 Bedroom	35 m <sup>2</sup>
2 Bedroom	45 m <sup>2</sup>
3 Bedroom	55 m <sup>2</sup>
4 Bedroom	65 m <sup>2</sup>

These standards take account of alternative space standards used elsewhere in the country, but are adapted to the practical needs of Cardiff, the city's housing types, projected population growth and need to maintain a buoyant housing supply at all price ranges. See Appendix A for more information

- 3.3 These standards will be expected to be delivered unless it can be demonstrated that there are exceptional circumstances in terms of wider planning benefits, such as bringing a derelict listed building into beneficial use.



## 4 Design and Accommodation Amenities

4.1 This part of the SPG presents design guidance for flat conversions above and beyond the principles on space standards stated in Section 3.

### 4.2 Room Sizes and Facilities

4.2.1 Within the confines of the space standards outlined in 3.2, the council would not seek to be prescriptive in terms of individual room sizes. However, applicants are reminded of the council's Licensing standards, replicated in Appendix C and which in addition to the total flat space standards, offer guidance and best practice on suitable sizes for individual rooms.

4.2.2 In terms of ceiling heights, a height appropriate for a good standard of living must be demonstrated as part of the application. In respect of loft conversions, habitable room space that contributes towards the space standards outlined in 3.2 is only counted as that which has a ceiling height above 1.5m. A minimum of 2m headroom must be provided above stairwells which is measured vertically from the pitch line of the stairs.

### 4.3 Recycling and Storage

4.3.1 Adequate provision must be made for waste, recycling and composting facilities. Policy W2 (Provision for Waste Management Facilities in Development) of the LDP states:

*Where appropriate, provision will be sought in all new development for facilities for the storage, recycling and other management of waste*

4.3.2 The *Waste Collection and Storage Facilities SPG* (October 2016) outlines key principles that developments must achieve in terms of waste and recycling. For houses being converted into flats, the preferred option is individual bin allocation, managed by each flat. Each flat would be allocated:

- 140L wheeled bin or bags (equivalent to 140L) for general waste
- 25L kerbside caddy for food waste
- Green bags for recycling

There is also the option for communal bins where space is limited.

4.3.3 The table below shows the bin provision of smaller wheeled bins for converting flats.

Number of Flats	Recycling (L)	General (L)	Garden* (L)	Food** (L)
3	bags	1 x 240L and 1 x 140L	240L	1 x 25L
4	bags	2 x 240L	240L	2 x 25L
5	bags	3 x 240L	240L	2 x 25L
6	bags	3 x 240L and 1 x 140L	240L	240L
7	bags	4 x 240L	240L	240L
8	bags	4 x 240L and 1 x 240L	240L	240L
9	bags	5 x 240L	240L	240L

For large developments of purpose built flats or apartments please see table below.

Number of Flats	Recycling (L)	General (L)	Garden* (L)	Food** (L)	Reuse/Bulky Storage
5	660	660	-	240	-
10	1100	1100	-	240	5m <sup>2</sup>
15	2200	2200	-	240	5m <sup>2</sup>
20	2200	2200	-	240	5m <sup>2</sup>
25	3300	3300	-	480	5m <sup>2</sup>
30	4400	4400	-	480	5m <sup>2</sup>
35	4400	4400	-	480	5m <sup>2</sup>
40	5500	5500	-	480	5m <sup>2</sup>
45	6600	6600	-	720	10m <sup>2</sup>
50	6600	6600	-	720	10m <sup>2</sup>

#### 4.4 Amenity Space

- 4.4.1 Amenity space is important in retaining a quality of life for people within converted dwellings, and to a lesser extent those who live nearby. Amenity space can perform many different functions, such as a secure playing space for children, a horticultural area, a place for drying clothes, or for sitting out in. Policy H5 in the LDP references the importance of external amenity space for future occupiers of converted flats. The full text of the policy is listed in 2.2.2.
- 4.4.2 Ground floor (or roof terrace) amenity space for flat conversions is different to amenity space for C3 dwellings or for HMOs, as it is less likely that upper floor residents would have direct access to any ground floor amenity space in converted flats. The council would favour developments that make every effort to provide access to external amenity space to as many dwellings as possible within the converted building. However, it is recognised that this may not always be viable, or desirable, and that a range of flats, some with sole access to amenity space, some with shared access and some with no access, is a matter for individual residents in choosing where to live. Amongst other considerations, a family dwelling on the ground floor with sole access to the amenity space can on balance be more beneficial than the same space being *accessed* by all flats within the building.
- 4.4.3 Amenity space can also exist in terms of balconies. Balconies on upper floors, if overcoming any overlooking concerns, can help to mitigate for any lack of access to ground floor amenity space. Sections 8.27 – 8.29 of the *Cardiff Residential Extensions and Alterations SPG (2017)* provides principles for provisions of balconies. Balconies may be particularly beneficial for units with no ground floor amenity space access.

#### 4.5 Parking

- 4.5.1 The impact of parking is a key local issue with all residential development. This is especially the case with flat conversions where there can be a heightened perception of the impact that this type of development can have on often limited street space. As such car parking provision should be effectively incorporated into the design of the development. Policy H5 of the LDP states:

*Proposals for any conversion to flats or Houses in Multiple Occupation will be permitted where:*

- iv) *It does not have an adverse effect on local parking provision.*

In respect of this, reference should be made to the Council's parking standards, which are set out in the *Managing Transport Impacts and Parking Standards SPG*, which provides guidance on car, cycle, motorcycle and disabled parking provision, layout and design. The above SPG notes in 6.13:

*Changes of use involving the subdivision of properties to create additional units can potentially result in the intensification of use and an increase in the level of demand for car parking. In areas*

where there is a high concentration of single dwellings that are in multiple occupation, or have been subdivided into multiple flat/bedsit/apartment units, levels of on-street parking may already be oversubscribed. In locations where these circumstances exist, proposals for the further subdivision of existing dwellings will need to be carefully considered in light of the likely impacts of any intensification upon existing parking pressures. In exceptional circumstances, the likely parking impacts of a proposal may warrant a flexible application of the standards in this SPG with the effect that permission may not be granted unless additional off street parking space can be provided within the curtilage of the building

4.5.2 The *Managing Transport Impacts and Parking Standards SPG (2018)* includes the table below, which outlines the maximum and minimum provisions for car and cycle parking for different types of developments. Flat conversions will typically fall under ‘all dwelling properties’, in the central area and ‘1 or 2+ bedroom dwelling properties’ in the Non-Central area. Minimum provisions are not provided for car parking spaces, and there is no maximum for cycle parking. For example, a house converted to three one-bedroom flats would have at least three cycle parking spaces. This is in order to encourage sustainable means of transport, in accordance with policy KP8 of the LDP. Cycle parking should be provided in suitably designed stores and not designed to be kept in corridors or other informal arrangement.

Area	Development Type	Maximum car parking spaces	Minimum cycle parking	Disabled Parking Provision
Central	All dwelling properties	1 per unit	1 per unit (house) 1 per bedroom (flat)	Provided in car parking allocation
Non Central	1 bedroom dwelling properties	1 per unit	1 per unit (house) 1 per bedroom (flat)	Provided in car parking allocation
	2+ bedroom dwelling properties	2 per unit	1 per unit (house) 1 per bedroom (flat)	

Central area as defined in *Managing Transport Impacts SPG (2018)*

4.5.3 In terms of standards of storage, the impact on proposed cycle storage on the street scene will be assessed on its merits. The *Managing Transport Impacts SPG* states in 6.22:

*Residential and long stay cycle parking must be secure and sheltered. The shelter may be in the form of accommodation within buildings, in cycle sheds or other sheltered structures and can include cycle lockers or cages located in close proximity to the main building access. For houses, where cycle parking cannot be accommodated within individual dwellings (e.g. where garages and/or outside space are not available), appropriate alternative secure and sheltered provision should be made. It is often better to have several small groups of stands rather than one large facility. Cycle provision should be designed into a scheme from the outset to ensure adequate provision is made available from first occupation. Reference should be made to the Cardiff Residential Design Guide and other relevant guidance.*

#### 4.6 Noise, Light and Outlook

4.6.1 Design and layout of flat conversions should minimise the potential for noise nuisance. By definition, flat conversions bring different household units into closer contact with each other within the confines of existing building structures. This can result in greater conflict between residents within conversions, and also neighbours. For this reason the council strongly favour the ‘stacking’ of flats, whereby consistent room types are above each other when conversions occur, i.e. the kitchen of the first floor flat is above the kitchen of the ground floor flat. The council will carefully scrutinize arrangements between bedrooms and living spaces where there may be potential conflicts.

4.6.2 Effective sound insulation is important between adjoining flats/dwellings, and helps to mitigate against future noise disturbance and nuisance. Noise is a material factor which must be considered when applications are received. The specific details of sound insulation are not dealt with under

Planning legislation, instead the Building Regulations 2010 (as amended) identify this type of development as a 'material change of use' and makes specific requirements in respect of acoustic design under Part E of the Regulations. It is something which developers will need to consider in order to mitigate against future noise problems.

4.6.3 Privacy between flats in the same building and adjacent buildings is important. Rooms should be arranged in a manner that maximises the living standards of occupants whilst preventing the overlooking of neighbouring properties and avoiding bedrooms facing high boundary walls. This accords with Policy KP5 in the LDP.

4.6.4 All habitable rooms must benefit from natural light, ventilation and a means of outlook that should be onto streets or amenity spaces. *The Cardiff Residential Design Guide SPG (2017)* and LDP Policy KP5 offers a series of design principles on outlook, light and privacy.

#### **4.7 Access**

4.7.1 Flats that are above shops or offices should have their own separate access to the street frontage to avoid conflict with the commercial properties on the lower floor(s). If this is not possible, strong justification must be given for utilisation of shared entrances.

4.7.2 Access to the building should be through the front door with direct access from the street entrance as opposed to via the commercial area. Wider principles on conversions of spaces above commercial units is provided in Policy H2 of the LDP, which is presented in 2.2.3

4.7.3 Rear or side access should only be used as the primary access if it is well lit and already extensively used for this purpose. External staircases at the back of the building, via a back alley are not acceptable as the main access as they can cause a loss of privacy for neighbouring properties. This principle also applies to upper floor flats that are not above commercial premises.

#### **4.8 External Alterations**

4.8.1 The visual impact of any conversion on the external appearance of the property is a key issue, and consideration of this through good design must be considered. KP5 of the SPG states:

*To help support the development of Cardiff as a world-class European Capital City, all new development will be required to be of a high quality, sustainable design and make a positive contribution to the creation of distinctive communities, places and spaces by:*

- i) Responding to the local character and context of the built and landscape setting so that layout, scale, form, massing, height, density, colour, materials, detailing and impact on the built and natural heritage are addressed within development proposals.*

4.8.2 4.2 Presents guidance on ceiling heights and floor levels. If floor levels are altered, through the conversion to flats, the impact on the appearance from the street must be considered, with the lower floor level not visible to those using the street. This is best achieved by using obscured glazing. Additionally, in cases where it may be appropriate to split larger rooms into smaller rooms care must be taken to ensure that new windows align with the divided room. This is especially the case in traditional bay fronted properties, where it is not appropriate for two rooms to share the same window.

4.8.3 More generally, the *Cardiff Residential Extensions and Alterations SPG (2017)* provides guidance [for all development types] and outlines core planning principles that would also apply for the conversion to flats, including commentary on materials, density, colours and form.

4.8.4 Newly converted flats will need to have consideration in respect of designing out crime and the creation of safe environments. Applicants are encouraged to engage with Police Design Out Crime Officers and refer to secured by design principles, which can be found at [www.securedbydesign.com](http://www.securedbydesign.com). Policy C3 (Community Safety / Creating Safe Environments) of the LDP states:

*All new development and redevelopment shall be designed to promote a safe and secure environment and minimise the opportunity for crime. In particular development shall:*

- i) Maximise natural surveillance of areas which may be vulnerable to crime such as publicly accessible spaces, open space, car parking areas and footpaths*
- ii) Have well defined routes, spaces and entrances that provide convenient movement without compromising security*
- iii) Maintain perceptible distinction between public and private spaces through well-defined boundaries and defensible space.*
- iv) Provide a good standard of lighting to public spaces and routes while minimising energy use and light pollution; and*
- v) Be designed with management and maintenance in mind, to discourage crime in the present and future.*

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## 5 Loss of Family Homes and Other Uses

- 5.1 Cardiff has a housing shortage, and this includes the provision of family accommodation. There is a need for all sizes of family accommodation, both in the affordable and market housing sectors. Whilst it is recognised that conversions to flats can result in an increase of smaller, denser accommodation being provided, it can often be at the expense of family accommodation, as a larger single residential unit makes way for several smaller flats. A significant loss of family housing can erode the character of an area, including diluting mixed and sustainable communities, as outlined in Policy H5 of the LDP, and listed in 2.2.2.
- 5.2 In addition to maintaining a supply of family housing, the council needs to protect the character and amenity of an area. As such, where an existing C3 Use Class family home is lost to conversion, the council would favour the provision of a range of flat sizes, especially two bed flats, which are more versatile in terms of occupiers and can serve as small family accommodation. The most appropriate location for a two-bed flat is on the ground floor, which is typically better positioned to benefit from any ground floor amenity space. It is understood that in some cases a two bed flat may not be possible within the confines of an existing building, or without extensive, and possibly unacceptable, extensions.
- 5.3 The majority of flat conversions occur in buildings that had previously been residential. However, in many cases flats are developed in what may previously have been commercial or industrial spaces. This is particularly the case with larger developments of flats that may occur in what were previously office blocks, or industrial warehouses.
- 5.4 Given the greater prominence of larger conversions, and the principle of the change of building use, greater attention is needed to the design principles outlined within this SPG. LDP Policy EC3 Alternative Use of Employment Land and Premises, outlines some key principles in terms of the change *from* other uses, and policy H6 outlines the requirements for conversion *to* residential. EC3 states:
- Development of business, industrial and warehousing land and premises for other uses will only be permitted if:*
- i) The land or premises are no longer well located for business, industrial and warehouse use; or*
  - ii) There is no realistic prospect of employment use on the site and/or the property is physically unsuitable for employment use, even after adaptation/ refurbishment or redevelopment; or*
  - iii) There is no need to retain the land or premises for business, industrial or warehousing use, having regard to the demand for such land and premises and the requirement to provide for a range and choice of sites available for such use; and*
  - iv) There will be no unacceptable impact on the operating conditions of existing businesses.*
- 5.5 On occasions when the development may be acceptable, a contribution towards the provision of local training and employment may still be requested. This is contained in Section 7, alongside other developer contributions that may be required.

## 6 Planning Obligations (Developer Contributions)

- 6.1 New development often generates additional demands upon existing services, facilities, infrastructure and the environment. As identified in LDP Policy KP7, planning obligations will be sought to mitigate any impacts related to the proposed development, where they are:
- *Necessary to make the development acceptable in planning terms*
  - *Directly related to the development; and*
  - *Fairly and reasonably related in scale and kind to the development*
- 6.2 The following contributions may be sought, either through in-kind provision or by financial contribution, towards site specific infrastructure provision which is required as a result of the development, or where it is required to mitigate the impacts of development. Further details are provided in the *Cardiff Planning Obligations SPG(2017)*
- 6.2.1 **Affordable Housing:** LDP Policy H3 seeks 20% affordable housing on brownfield sites in all residential proposals that result in five or more dwellings, or sites of or exceeding 0.1ha in gross site area, or where adjacent and related residential proposals result in combined numbers or site size areas exceeding the above thresholds.
- 6.2.2 **Transportation and Highways:** Contributions may be sought towards specific measures in the immediate vicinity that may be required to enhance access to local facilities by sustainable modes (ie bus stop enhancements, cycling or walking routes). Developers will generally be expected to pay the costs of any new Traffic Regulation Orders (TRO) needed to accommodate the development.
- 6.2.3 **Functional Open Space:** A financial contribution towards functional open space will be sought on developments over eight units, and the provision of a minimum of 2.43ha of functional open space per 1000 projected population. For developments of 14 or more dwellings an element of on-site functional open space will be sought although it is recognised that this is less achievable for flat conversions and as such financial contributions may be sought in those instances too.
- 6.2.4 **Schools and Education:** A financial contribution towards school and education provision will be sought from residential developments where the site contains 80 or more flats, 13 or more houses, or an equivalent combination thereof (For this contribution only, 1 house is defined as equivalent to 5.43 flats).
- 6.2.5 **Community Facilities:** A financial contribution towards community facilities will be sought for any development of 25 or more flats.
- 6.2.6 **Public Realm, Community Safety and Public Art:** Where the need arises as a result of the development, provision of, or a contribution towards public realm, public art, or community safety measures in the vicinity of the site may be requested.
- 6.2.7 **Local Training and Employment:** As stated in 6.3, in circumstances where development proposals involve the loss of Class B1, B2 or B8 land and/or floorspace, a financial contribution towards bringing forward compensatory employment and training opportunities will be sought.

## 7 Appendices

### 7.1 Appendix A

An analysis has been made of 40 planning applications granted between 2015 and 2017, to ensure that the standards presented are in line with developments in Cardiff and are not unreasonable for the majority of schemes to be able to deliver. The 40 developments were all flat conversions that contained a variety of different sizes; studio, one-bed, two-bed and three-bedroom flats.

- The average size of studio flats / 1 bed flats was 37m<sup>2</sup>
- The average size of two-bed flats was 49m<sup>2</sup>
- The average size of three+ bedroom flats was 58m<sup>2</sup>

The minimum flat sizes outlined in 3.2 are designed to align with the above market expectations while ensuring that standards of flat accommodation are maintained and raised where necessary.

### 7.2 Appendix B

A justification for the space standards presented in 3.2 is given below. While this is only a guide to space standards, it should be noted that Cardiff Council have previously informally applied the Parker Morris standards, in seeking 30m<sup>2</sup> for flat conversions

	Flat Sizes				
	Studio	1 bedroom	2 bedroom	3 bedroom	4 bedroom
Ministry of Health Housing Manual 1949	27.9m <sup>2</sup>	32.5 - 46.5m <sup>2</sup>	65.0m <sup>2</sup>	69.7 – 83.6m <sup>2</sup>	88.3 - 92.9m <sup>2</sup>
London Housing Standards (2016)	37-39m <sup>2</sup>	50m <sup>2</sup>	61-70m <sup>2</sup>	74-95m <sup>2</sup>	90-117m <sup>2</sup>
	Flat Sizes				
	1 person	2 person	3 person	4 person	5 person
Parker Morris Standards (1961)	29.7m <sup>2</sup>	44.6m <sup>2</sup>	56.7m <sup>2</sup>	69.7m <sup>2</sup>	79m <sup>2</sup>
Parker Morris Standards Amended (1967)	32.3m <sup>2</sup>	47.4m <sup>2</sup>	59.7m <sup>2</sup>	73m <sup>2</sup>	82.3m <sup>2</sup>



## 7.4 Appendix C

The below information is replicated for guidance only, in order to demonstrate minimum standards of amenity space, as expected by Cardiff Council in licensed properties.

**Cardiff Council Amenity Space Standard Table: Licensable properties**

Required Amenities	Bedsits / flats
<b>Personal Hygiene</b>	
<b>Bathrooms</b> (This means a room containing a bath or shower, but not necessarily a toilet or wash hand basin).	1 bathroom for every 5 occupants. 1 to 5 occupants = 1 bathroom. 6 to 10 occupants = 2 bathrooms. 11 to 15 occupants = 3 bathrooms.
<b>Water Closets (WC)</b> (Toilets)	1 WC for up to 4 occupants (may be in bathroom/shower room) 1 WC per 5 occupants (in a separate compartment to the bath/shower) 2 WCs per 6 Occupants (may be in bathroom/shower room ) 2 WCs per 7 occupants (with 1WC to be in a separate compartment) 3 WCs per 11-15 occupants (with 1WC to be in a separate compartment to the rooms containing baths/showers). * All W.C's must contain a WHB with hot and cold water
<b>Kitchens</b>	
<b>Cooker</b>	Minimum 2 hobs, oven & grill (May be a worktop appliance) per single person unit. Minimum 4 hobs, oven & grill per double person unit. (For flats with more than 2 occupiers, apply standard for Shared HMOs)
<b>Sinks</b> With permanent supply of hot & cold water and draining board.	1 per unit (For flats with more than 2 occupiers, apply standard for Shared HMOs)
<b>Electrical sockets</b>	Minimum requirement of 3 double sockets specifically for the kitchen area (may accept 2 double sockets in 1 person units). Additional sockets needed for cooker and refrigerator.
<b>Worktop</b> (Usually 600 mm deep)	2.0 linear metres per 5 occupants with an additional 0.5 linear metres for each extra person..
<b>Food Storage</b>	0.4 cubic metres dry goods per person (1 average cupboard). 0.1 cubic metres (100 litres) (3.5 cubic feet) combination of refrigerated and frozen food storage per person (this would normally mean one shelf in a fridge and one shelf in the freezer, per person).
<b>Ventilation</b>	Extractor fan (to outside air) to be provided with a minimum extraction rate of 30 litres/second if located near to the cooker or 60 litres/second if located elsewhere.

### Space Standards

#### **Example 1: Shared house of 3 or more occupants.**

##### **Kitchen:**

7m<sup>2</sup> for up to 6 persons with 2.5m<sup>2</sup> per additional user. Not to be more than 1 floor away from any bedroom unless the property has a dining room or other eating area.

##### **Bedroom:**

Where a separate living room is provided:

Minimum 6.5m<sup>2</sup> for a single room

Minimum 11m<sup>2</sup> for a double room

Where no separate living room is provided:

Minimum 10.0m<sup>2</sup> for a single room

Minimum 15m<sup>2</sup> for a double room

##### **Living room:**

11.5m<sup>2</sup> for up to 6 persons with 2.5m<sup>2</sup> per additional person.

**Example 2:** Flat with combined lounge kitchen and a separate bedroom (Total of 2 rooms excluding bathroom)

##### **Lounge – Kitchen:**

10m<sup>2</sup> for 1 person or 13m<sup>2</sup> for 2 people

**Bedroom:** 6.5<sup>2</sup> for 1 person or 11m<sup>2</sup> for 2 people.

**Example 3:** Flat with combined lounge bedroom and a separate kitchen. (Total of 2 rooms excluding bathroom)

**Lounge – bedroom:** 10m<sup>2</sup> for one person 15m<sup>2</sup> for 2 people.

**Kitchen:** 5.5m<sup>2</sup> For up to 2 people.

**Example 4:** Flat/bedsit with combined lounge kitchen and bedroom (Total of 1 room excluding bathroom)

**1 person unit =** 13m<sup>2</sup>

**2 person unit =** 15m<sup>2</sup>

**Example 5:** Flat with separate lounge, separate bedroom/s , and separate kitchen.

**Bedroom:** 6.5m<sup>2</sup> for 1 person 11m<sup>2</sup> for 2 people

**Lounge:** 8.5m<sup>2</sup> For 1 person. 10m<sup>2</sup> for 2 persons and 11m<sup>2</sup> for up to 6people with an additional 2.5m<sup>2</sup> per person after this.

**Kitchen:** 5.5m<sup>2</sup> For up to 2 people. 7m<sup>2</sup> For up to 6 people with 2.5m<sup>2</sup> per additional person.

7.5 **Appendix D**

The following comments and responses provide a summary of the responses to the public consultation. The comments are not verbatim and reflect the thrust of responses to the SPG, rather than a comprehensive list of points made. The consultation ran from 20<sup>th</sup> September to 1<sup>st</sup> November 2018



Paragraph	Comment	Responses	Action
General	Welcome the SPG, but concerned by lack of reference to community safety.	A new section has been added (4.8.4) which addresses the several concerns made regarding community safety	SPG Amended
General	Concerns over the cumulative impact of flat conversions on local areas.	The SPG does not consider the cumulative impact, as there is no evidence that this is negative. Each application will be assessed on its own merits	No Change
2.2.2	Greater reference should be given to the HMO SPG.	Reference to the HMO SPG has been added	SPG Amended
3.2	Some concern that proposed flat space standards are too large and some comments felt they were too small.	We feel the balance is right in this regard	No Change
3.3	Concern that original wording regarding exceptional circumstances of some developments was not clear enough.	The wording in this section was clarified.	SPG Amended
4.3	Concerns about waste management issues.	This is referred to specifically in the Waste Management SPG, and is firmly reiterated within the SPG.	No Change
4.5	Concern that lack of minimum parking standards will exacerbate parking problems.	The SPG aligns with the Managing Transport Impacts SPG.	No Change
4.5	Suggestion to see cycle parking policies weakened, to take a pragmatic approach to cycle parking, particularly for flats on upper floors.	This is not appropriate, as policies are there for a purpose. This SPG provides opportunity to tighten up legislation in this regard.	No Change
5	Concerns that desires to see family accommodation may impact upon development.	A lack of family housing is a serious concern and the desire to see family suitable accommodation retained is important.	No Change

# Student Accommodation

## Supplementary Planning Guidance



January 2019



**FINAL DRAFT**

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*Mae'r ddogfen hon ar gael yn Gymraeg / This document is available in Welsh*

# 1 Introduction

## 1.1 What is Supplementary Planning Guidance?

The Welsh Government (WG) support the use of Supplementary Guidance to set out detailed guidance on the way in which Local Development Plan (LDP) policies will be applied in particular circumstances or areas. SPG must be consistent with development plan policies and National Planning policy guidance. Before it is adopted, an SPG undergoes a period of public consultation and must be approved by the council. Upon adoption by Cardiff Council in January 2019, the SPG became a material consideration in the determination of relevant planning applications.

## 1.2 What is the history of the Student Accommodation SPG?

The SPG went to public consultation between 20<sup>th</sup> September 2018 and 1<sup>st</sup> November 2018. It was adopted by Cardiff Council on xx/xx.

## 1.3 What is the purpose of this SPG?

1.3.1 Student Accommodation is now a key feature in many UK cities, including Cardiff. In particular there has been significant growth of privately provided student accommodation in recent years. This is typically referred to as *Purpose Build Student Accommodation (PBSA)*. This term can also be applied to more traditional halls of residence, which are generally developed by educational institutions for the students of one specific institution, however PBSAs tend to be open for students of any higher or further education establishment. This SPG refers to both types of development and uses the term PBSA irrespective of which type of institution or student the development is provided by and for.

1.3.2 Cardiff is home to three universities, more than 40,000 students (Source, HESA, 2015/16 figures) and a number of colleges and language schools. As stated in Section 2.1 of the LDP, 10.8% (in 2011) of the population of the city are students. The need for accommodation is recognised and the social and economic benefits that students provide are fully acknowledged. In addition, the vitality of the universities themselves is underpinned by students being able to live nearby in safe and suitable accommodation. Finally, a failure to provide diversity within the student accommodation market is likely to exacerbate students residing in HMOs, which may conflict with other council aspirations, notably the *Houses in Multiple Occupations SPG (2016)*. Providing accommodation for students is an objective within the LDP, with Objective 2b stating:

*[LDP Objective] To provide a range and choice of new homes of different tenure, type and location that meets specific needs such as the provision of affordable housing, family accommodation, housing for the elderly, the disabled and students and pitches for the gypsy and traveller community.*

1.3.3 Notwithstanding the wide benefits students bring to the city, deep concentrations of one type of accommodation in small areas can create issues for other residents, particularly in terms of amenity or character of areas. As such, this SPG seeks to present guidance for the balanced development of student accommodation, ensuring they positively contribute to the communities in which they are sited, as well as the wider city. In addition, any development needs to satisfy key principles in terms of design, sustainability and scale. PBSA's are often large developments, and given the prominence of many PBSAs in recent years, this is especially important for this type of development, which can have significant impact on streetscapes and communities nearby.

1.4 Student Accommodation is treated differently to other types of residential accommodation and will not be subject to the same standards in terms of size or amenity of accommodation. The key reason for this is because while the council expect developments to be built for the long term, student accommodation is designed to cater for people who will spend less than one year in the accommodation before moving on. As such, while the accommodation is permanent, the residents are transient utilising the accommodation for a specific and time limited period of their lives.

## 2 Terminology

- 2.1 The council will define student accommodation as follows: *“Accommodation provided exclusively for students at higher or further education institutions in the form of dormitory, cluster or individual rooms”* Purpose Built Student Accommodation (PBSA) generally falls within the Sui Generis Planning use class.
- 2.2 In the wider sense, student accommodation can come in many forms. This SPG does not seek to address students living at parent’s homes, in HMOs or in small privately rented flats. The latter two of these are best dealt with by the *Houses in Multiple Occupation SPG (2016)* and the *Flat Conversions SPG (2018)* respectively.
- 2.3 This SPG therefore focuses on typically larger developments specifically aimed at the student population. These may be clusters of flats with shared kitchen facilities, or individual en-suite rooms. There is no specific size at which PBSA’s begin, but typically these developments will be larger than HMOs, and would typically contain no fewer than 10 individual bed spaces, rising into the hundreds. For the purposes of Public Open Space contributions, developers are required to contribute when numbers in a development surpass 8 units. More information on planning contributions is provided in 10.5.

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### 3 Planning Policy Context

#### 3.1 National Policy

##### 3.1.1 Planning Policy Wales (Edition 9, 2016)

This document sets out land-use planning policies of the Welsh Government. It is supplemented by a series of Technical Advice Notes (TAN's). Procedural advice is given in circulars and policy clarification letters. There is little national policy that specifically refers to student accommodation; however Planning Policy Wales states more general principles on good development, which includes student developments.

Paragraph 9.1.2 of Planning Policy Wales states:

*Local Planning authorities should promote sustainable residential environments, [and] avoid large housing areas of monotonous character. Local planning authorities should promote:*

- *Development that is easily accessible by walking, cycling and public transport.*
- *Mixed use development so communities have good access to employment, retail and other services*
- *Greater emphasis on quality, good design and the creation of places to live that are safe and attractive*
- *Well-designed living environments, where appropriate at increased densities.*

#### 3.2 Local Policy

##### 3.2.1 LDP Policy KP10 Central and Bay Business Area states:

*The following uses are considered appropriate within the Central and Bay Business Areas*

- i) *New offices, residential and commercial leisure uses within the Central and Bay Business Areas;*
- ii) *Enhanced retail and complementary facilities within the Central Shopping Area; and*
- iii) *Other uses most appropriately located in city centres*

The accompanying Section 4.142 states:

*The Central and Bay Business Areas also contain a significant number of residential properties including high-rise apartment blocks, **student accommodation** and residential uses above commercial premises. Although the city centre and bay areas have experienced a large increase in residential development over the past 20 years, there remains the potential for further residential development.*

The Central and Bay Business Areas are therefore considered appropriate locations for student accommodation, which would complement existing uses within these areas.

##### 3.2.2 LDP Policy KP5 outlines the Council's policies in terms of good quality and sustainable design. Because student accommodation can come in a large variety of sizes, locations and styles, Policy KP5 is key to determining good practice. This policy is referenced throughout this SPG, and is listed in full below.

*To help support the development of Cardiff as a world-class European Capital City, all new development will be required to be of a high quality, sustainable design and make a positive contribution to the creation of distinctive communities, places and spaces by:*

- i) *Responding to the local character and context of the built and landscape setting so that layout, scale, form, massing, height, density, colour, materials, detailing and impact on the built and natural heritage are all addressed within development proposals;*
- ii) *Providing legible development which is easy to get around and which ensures a sense of continuity and enclosure;*
- iii) *Providing a diversity of land uses to create balanced communities and add vibrancy throughout the day;*

- iv) *Creating interconnected streets, squares and spaces as distinctive places, which are safe, accessible, vibrant and secure and incorporate public art where appropriate*
- v) *Providing a healthy and convenient environment for all users that supports the principles of community safety, encourages walking and cycling, enables employment, essential services and community facilities to be accessible by sustainable transport and maximises the contribution of networks of multi-functional and connected open spaces to encourage healthier lifestyles*
- vi) *Maximising renewable energy solutions;*
- vii) *Achieve a resource efficient and climate responsive design that provides sustainable water and waste management solutions and minimise emissions from transport, homes and industry;*
- viii) *Achieving an adaptable design that can respond to future social, economic, technological and environmental requirements;*
- ix) *Promoting the efficient use of land, developing at highest practicable densities and where appropriate achieving the remediation of land contamination;*
- x) *Ensuring no undue effect on the amenity of neighbouring occupiers and connecting positively to surrounding communities;*
- xi) *Fostering inclusive design, ensuring buildings, streets and spaces are accessible to all users and is adaptable to future changes in lifestyle; and*
- xii) *Locating tall buildings in locations which are highly accessible through walking and public transport and within an existing or proposed cluster of tall buildings*

**3.2.3 PBSAs are often brownfield developments, or utilise existing buildings. LDP Policy H6: Change of Use or Redevelopment to Residential Use states:**

*Change of use of redundant premises or redevelopment of redundant previously developed land for residential use will be permitted where:*

- i) *There is no overriding need to retain the existing use of the land or premises and no overriding alternative local land use requirement;*
- ii) *The resulting residential accommodation and amenity will be satisfactory;*
- iii) *There will be no unacceptable impact on the operating conditions of existing businesses*
- iv) *Necessary community facilities are accessible or can be readily provided or improved; and*
- v) *It can be demonstrated that the change of use to a more sensitive end use has been assessed in terms of land contamination risk and that there are no unacceptable risks to the end users.*

**3.2.4** Owners of properties that have been listed by Cadw for their special architectural or historic interest, or are in a conservation area should seek additional advice prior to contemplating conversion to student accommodation. Many alterations or associated facilities (such as bin stores, roof lights or floor extensions) that often form part of student accommodation, may require planning permission or listed building consent (LBC) and will be less acceptable within designated historic areas than elsewhere in the city. Additionally, early consultation with The Glamorgan-Gwent Archaeological Trust is recommended in order to mitigate for any archaeological issues associated with previous land uses.

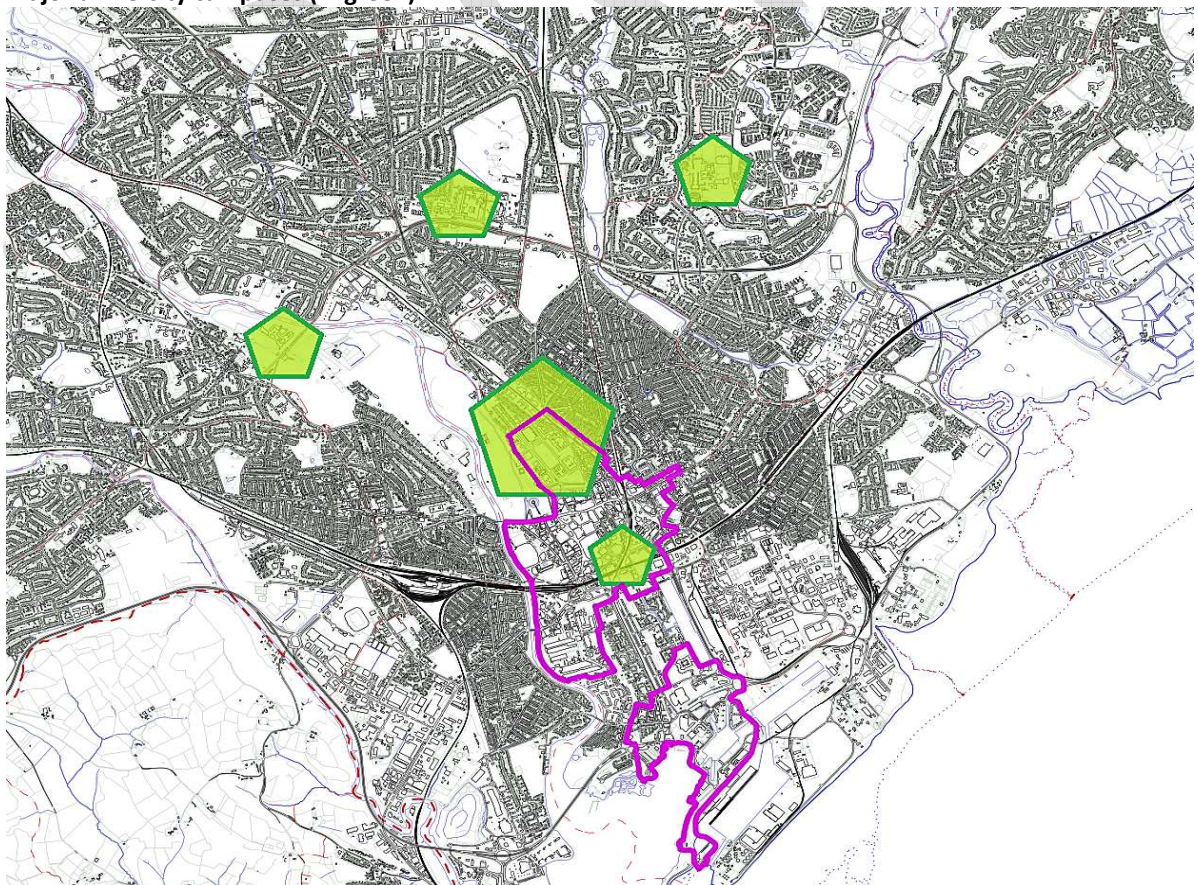
**3.2.5** Proposals in conservation areas are required to preserve or enhance the character or appearance of the area, as set out in policies KP17 and EN9 of the LDP. Specific advice regarding each conservation area is available on the Council's website. [www.cardiff.gov.uk/conservation](http://www.cardiff.gov.uk/conservation). The location of conservation areas and listed buildings can also be checked on the website.



## 4 Location of Student Accommodation

- 4.1 Student Accommodation, particularly larger developments, can have a significant impact on the immediate surrounding area, bringing large numbers of people of a specific demographic to a locality. As stated in 1.3, the council recognises the economic benefits of suitably located student accommodation as well as the vitality and vibrancy that they can bring. It is recognised however that the development comes with a balance of impacts and that the sustainable development of such uses is critical to their success for both students and the surrounding community. The location of existing student accommodation within the city is shown in Appendix A.
- 4.2 As stated in 1.4, one of the key benefits of student developments is the economic impact that the developments can provide in terms of often hundreds of people needing goods and services in the surrounding area. Countering this, the impact of so many people of one demographic can lead to concerns over noise or disruption to existing residents within the communities in which they are located. In light of this, and in order to align with sustainability policies such as those identified in Policy KP8 of the LDP, PBSAs are generally considered more acceptable in the City centre and Cardiff Bay, as stated in 3.2.1, as well as in locations well served by public transport. A definition of the City Centre and Bay Business areas is provided in 4.3.
- 4.3 It is also recognised that not all student accommodation serve the city's universities, and that those universities also have numerous sites throughout the city. Generally speaking however, PBSAs are overwhelmingly occupied by university students attending the larger campuses, such as in Cathays Park, the City Centre, Llandaff, Cyncoed and *University Hospital of Wales*. As such, student accommodation is more acceptable (if not in the city centre or Bay) then in sustainable locations either as close to those campuses as possible, or within them.

The map below shows the location of the City Centre and Bay Business areas (in purple) as well as the major university campuses (in green)



## 5 Design, Parking and Amenity

### 5.1 General Principles

- 5.1.1 PBSAs are often large buildings, having a significant impact on the street scene and character. They can have a negative impact when not in accordance with principles of good design. Design is important for all developments, but this is especially so when the buildings are large in scale. As listed in 3.2.2, KP5 of the LDP states 12 principles, including three key principles in terms of design.

*To help support the development of Cardiff as a world class European Capital City, all new development will be required to be of a high quality, sustainable design, and make a positive contribution to the creation of distinctive communities, places and spaces by:*

- i) *Responding to the local character and context of the built and landscape setting so that layout, scale, form, massing height, density, colour, materials, detailing and impact on the built and natural heritage are all addressed within development proposals;*
- ii) *Providing legible development which is easy to get around and which ensures a sense of continuity and enclosure;*
- iii) *Providing a diversity of land uses to create balanced communities and add vibrancy throughout the day*

- 5.1.2 New student accommodation developments will need to have consideration in respect of designing out crime and the creation of safe environments. Applicants are encouraged to engage with Police Design Out Crime Officers and refer to secured by design principles, which can be found at [www.securedbydesign.com](http://www.securedbydesign.com). Policy C3 (Community Safety / Creating Safe Environments) of the LDP states:

*All new development and redevelopment shall be designed to promote a safe and secure environment and minimise the opportunity for crime. In particular development shall:*

- i) *Maximise natural surveillance of areas which may be vulnerable to crime such as publicly accessible spaces, open space, car parking areas and footpaths*
- ii) *Have well defined routes, spaces and entrances that provide convenient movement without compromising security*
- iii) *Maintain perceptible distinction between public and private spaces through well-defined boundaries and defensible space.*
- iv) *Provide a good standard of lighting to public spaces and routes while minimising energy use and light pollution; and  
Be designed with management and maintenance in mind, to discourage crime in the present and future.*

- 5.1.3 In addition to this SPG, further guidance can be found in the *Infill Sites SPG (2017)* and *Tall Buildings Design Guide SPG (2017)*, if applicable.

### 5.2 Height

- 5.2.1 Student Accommodation developments can often be tall buildings. The *Tall Buildings SPG (2017)* outlines preferred locations and a set of design criteria for new tall buildings. Tall buildings are generally classed as either more than eight storeys or 25m or more when in the City Centre and Cardiff Bay, and outside of these areas, as more than double the height of surrounding buildings.

- 5.2.2 The *Tall Buildings SPG* offers a variety of design and land use principles, summarised in Section 2.2 of the SPG as follows:

*All tall building proposals must demonstrate that:*

- *There would be no negative impacts on important views or vistas.*
- *The character or setting of heritage assets is not harmed.*
- *The proposal will be a positive feature in skyline and streetscape, either by*

- *complementing a cluster of tall buildings or forming a strategic landmark.*
- *There will be walking and cycling accessibility to sustainable transport and local facilities.*

*Detailed Proposals will:*

- *Exhibit exceptional architectural standards: elegance in form, silhouette and quality of materials.*
- *Maximise activity through ground floors uses and fenestration.*
- *Provide the highest standards of building performance, safety, inclusivity and adaptability.*
- *Include exemplary cycle storage, low car parking levels and integrated servicing, recycling and waste storage.*
- *Prove that the development will not create adverse microclimatic effects*
- *Deliver significant enhancements to the public realm*

### **5.3 Interaction with the street**

- 5.3.1 Student Accommodation blocks are essentially private spaces. Where they interact with the public realm, a high quality and welcoming interface is required. Policy KP5 in the LDP outlines some key principles, listed in 3.2.2.
- 5.3.2 The council would favour active ground floor uses. This is especially the case in the City Centre, Cardiff Bay or in local and district centres where retail facilities open to the public are favoured. Where this is not possible, or in locations unsuitable to retail use, internal community facilities should be based on the ground floor, providing some activity and interaction with the street. The 2017 Tall Buildings SPG states:

*“Active ground floor uses (in additional to residential or student accommodation access) including a sufficient number of entrance points are essential in city centre and urban locations at intervals along the façade at strategic places to enliven the street throughout the day and night”*

As stated, this principle is particularly important in urban locations, district centres, local centres and the City Centre and the Bay, and for taller buildings, but the principle of active ground floor uses is preferred citywide. In cases where the ground floor provides internal provisions for building occupants, the glazing and design should be such that it interacts with the street, affords visual interaction and does not prevent future potential use of the ground floor for public purposes.

### **5.4 Parking**

- 5.4.1 The impact of developments on parking and road traffic is a key issue for local communities and the city as a whole. Policy KP8 in the LDP states several key policies in achieving sustainable transport, including:
- Achieve the target of a 50:50 modal split between journeys by car and journeys by walking, cycling and public transport*
  - Reduce travel demand and dependence on the car;*
  - Enable and maximise use of sustainable and active modes of transport.*

As such, it is key that in addition to being located in sustainable locations (see section 4) developments also attempt to discourage car use. This is especially important and deliverable for the student market, where developments are both often large in nature, and whose occupants are typically less likely to own a car. Transport Assessment and Travel plans are required for student developments of 25 or more units. Any parking that is provided should be well overlooked and accord with the principles described in 5.1.2

- 5.4.2 Pick up and drop off arrangements for occupiers are especially important for student developments. Consideration will need to be given to managing potentially large numbers of

people arriving and leaving at similar times when moving into and leaving the accommodation without impacting adversely on the local area or transport network.

- 5.4.3 Reference should be made to the Council’s parking standards, which are set out in the latest *Managing Transport Impacts and Parking Standards SPG (2018)*, which provides guidance for car, cycle, motorcycle and disabled parking provision, layout and design. The standards within the SPG are set out below. Residential and long stay cycle parking must be secure and sheltered (see 6.22 of above SPG). The shelter may be in the form of accommodation within buildings, in cycle sheds or other sheltered structures and can include cycle lockers or cages located in close proximity to the main building access.

City Location	Development Type	Max. Car Parking Spaces	Cycle Parking	Max. Motorbike Parking	Disabled Parking
All Areas	Purpose Built, high density student housing	1 space per 25 beds for operational parking. A condition may also be applied requiring the submission of a parking and traffic management plan	1 per 2 beds	Bespoke	1 per disabled student room + 2 spaces

- 5.4.4 Section 6.37 of the *Managing Transport Impacts and Parking Standards SPG (2018)* outlines the Council’s support for Car Club facilities. Where appropriate developers may be required to provide Car Club facilities on or near the development for use by both the general public and any occupants.

## 5.5 Waste and Recycling

- 5.5.1 Adequate provision must be made for waste, recycling and composting facilities. Policy W2 (Provision for Waste Management Facilities in Development) of the LDP states:

*"Where appropriate, provision will be sought in all new development for facilities for the storage, recycling and other management of waste"*

- 5.5.2 Waste collections arrangements may vary on a development specific basis, but for large developments of purpose built flats and apartments for students, developers should refer to the waste storage requirements shown below. This serves as a guide, with specific provision being determined on a case by case basis.

Number of Flats (up to 3 bedrooms)	Recycling (L)	General (L)	Garden* (L)	Food** (L)	Reuse/Bulky Storage
5	660	660	-	240	5m <sup>2</sup>
10	1100	1100	-	240	5m <sup>2</sup>
15	2200	2200	-	240	5m <sup>2</sup>
20	2200	2200	-	240	5m <sup>2</sup>
25	3300	3300	-	480	5m <sup>2</sup>
30	4400	4400	-	480	5m <sup>2</sup>
35	4400	4400	-	480	5m <sup>2</sup>
40	5500	5500	-	480	5m <sup>2</sup>
45	6600	6600	-	720	10m <sup>2</sup>
50	6600	6600	-	720	10m <sup>2</sup>

**Table 1: Waste and recycling storage capacities for purpose built student developments**

\*Garden waste is not supplied under the assumption that the flats do not have individual gardens/amenity areas that they are responsible for maintaining. If the proposed development has individual gardens, waste bins can be provided in 240L containers on request.

\*\*Receptacles for food waste must be no larger than 240L wheeled containers, due to the weight and the resulting health and safety implications for collection operatives.

- 5.5.3 In instances where student developments propose ‘cluster flats’ (ie, multiple bedrooms with a shared kitchen and living space) the storage requirements will be based on the number of

bedrooms. The below calculations are based on the following anticipated waste volumes per week per bedroom:

- 60 litres of general waste
- 60 litres of recycled waste
- 7 litres of food waste

Number of Bedrooms	Recycling (L)	General (L)	Garden* (L)	Food** (L)	Refuse/Bulky Storage
10	1100	1100	-	240	5m <sup>2</sup>
20	2200	2200	-	240	5m <sup>2</sup>
30	2200	2200	-	240	5m <sup>2</sup>
40	3300	3300	-	480	5m <sup>2</sup>
50	3300	3300	-	480	5m <sup>2</sup>
60	4400	4400	-	480	10m <sup>2</sup>
70	4400	4400	-	480	10m <sup>2</sup>
80	5500	5500	-	720	10m <sup>2</sup>
90	5500	5500	-	720	10m <sup>2</sup>
100	6600	6600	-	720	10m <sup>2</sup>

\*Garden waste is not supplied under the assumption that the flats do not have individual gardens/amenity areas. If the proposed development has individual gardens, waste bins can be provided in 240L containers on request.

\*\*Receptacles for food waste must be no larger than 240L wheeled containers, due to the weight and the resulting health and safety implications for collection operatives.

5.5.4 Alternative collection options are available (such as open and closed skips, roll on roll off containers etc. These may reduce the storage footprint required, however, they would not be available through the free domestic collection service.

## 5.6 Waste Storage

5.6.1 As shown in the table in 5.5.3, all student developments are required to provide adequate storage for a minimum of 3 dedicated waste streams; recycling, food and residual/general waste. Provision must be made for the total volume of all waste streams produced over a 14 day period. This storage must be separate from the dwelling it serves. It is not acceptable for waste to be stored for a long period within the dwelling [in this case, bedrooms, or cluster flats] itself.

5.6.2 To enable and encourage occupants of new residential units to recycle their waste, developers should provide adequate internal storage, usually within the kitchen, for the segregation of recyclable materials from other waste. Developers must ensure that residents of all flats have access to the refuse and recycling storage area. For developments of five or more units a dedicated refuse store or screened storage area for bins/bags is required. The bin store must be capable of housing the maximum number of containers required, based on an assessment of the projected waste arising. Under no circumstances can waste be stored on the highway.

5.6.3 Due to statutory targets, under cover storage for the reuse/recycling of bulky waste items is now a compulsory element for purpose built flats, (including student developments.) The proposed storage area should be a dedicated area, so that bulky items awaiting collection do not interfere with the collection of other bins. Developers should allow a degree of flexibility with the storage of waste, particularly for purpose built flats, to accommodate possible future changes to the Council's waste collection method.

## 6 Accommodation standards

- 6.1 The council recognises that one of the ways in which student accommodation providers compete is in terms of the quality of development, amenity space for occupiers and room sizes. In terms of amenity space and room sizes, it is not possible to provide a one-size fits all policy, as the scale of student accommodation can vary. Amenity can be provided on site or it may be subject to a contribution for provision off site (see section 8). Likewise, amenity space may be provided collectively or it may be broken down into a series of clusters. In addition, room sizes are subject to different considerations, such as whether bathroom or kitchen facilities are provided for each unit, or communally for a small number of flats.
- 6.2 In terms of flat sizes, Appendix B shows an analysis of recent student accommodation planning approvals in the city and the typical size of individual bedroom units within them. It is recognised that accommodation types and room sizes will vary, but average sizes for the most typical types of accommodation in those applications assessed was as follows:
- Studio flats: 14m<sup>2</sup> - 32.6m<sup>2</sup> (Average size : 20.8m<sup>2</sup>) including kitchen and utilities.
  - Double Room / Twodio / Double Studio: 27m<sup>2</sup> - 45m<sup>2</sup> (Average size 36.5m<sup>2</sup>) including kitchen and utilities.
  - Cluster 1 bed units: 11.5m<sup>2</sup> - 17.5m<sup>2</sup> (Average 14.7m<sup>2</sup>)
  - Cluster Hubs: 18.25m<sup>2</sup> – 38.5m<sup>2</sup> (Average: 26.95m<sup>2</sup>)

As stated in 6.1, it is not the intention to be overly prescriptive in this respect, but the developer would be expected to achieve the minimum sizes stated above to ensure adequate amenity for future occupiers. This is especially the case given the request for an adaptability statement (see Section 6.4) to ensure that buildings and activity is safeguarded should the student accommodation market change in future. This would align with the *Wellbeing of Future Generations Act (2015)* especially regarding the goal of *A healthier Wales* in which peoples physical and mental health is prioritised. It is also noted that cluster hubs size is dependent upon how many students they serve. Typically, they offer around 5-7.5m<sup>2</sup> per student, which should provide a standard to future developments.

- 6.3 In respect of light and outlook, all habitable rooms should have natural light, a means of outlook, and ventilation. This is in order to ensure an environment suitable for people who may spend prolonged periods of time in their rooms.
- 6.4 As stated in 1.4, student accommodation is considered a distinct form of residential accommodation. However, it is recognised that once established, it is not inconceivable that student accommodation may in the future seek to revert to standard C3 residential accommodation in the form of flats, or potentially C1 as a Hotel. Such changes would be subject to a full and separate planning application at any point in the future. Irrespective, the council would welcome an *Adaptability Statement*, which would consider how the development would not prejudice future uses, such as for residential or hotel use. This may make reference to room sizes, floor plates, access or amenity issues amongst others. As clarified in 8.3, any future change of use to residential accommodation would be subject to an affordable housing contribution.

## 7 Loss of Employment Land and Residential Land

- 7.1 Student Accommodation is often developed on, or within the confines of existing office buildings. Protection of employment land and policies is an important principle to deliver sustainable growth within the city. Policy EC3 of the LDP states:

*Development of business, industrial and warehousing land and premises for other uses will only be permitted if:*

- i) The land or premises are no longer well located for business, industrial and warehousing use; or*
- ii) There is no realistic prospect of employment use on the site and/or the property is physically unsuitable for employment use, even after adaption/refurbishment or redevelopment; or*
- iii) There is no need to retain the land or premises for business, industrial or warehousing use, having regard to the demand for such land and premises and the requirement to provide for a range and choice of sites available for such use; and*
- iv) There will be no unacceptable impact on the operating conditions of existing businesses*

- 7.2 As such, the developer may be expected to demonstrate that there is limited existing demand for the use as employment site. If the development is considered acceptable, then contributions will be sought to mitigate for loss of employment land. This is expanded upon in section 10.

- 7.3 LDP Policy H4 addresses proposed changes of use from residential land and is thus relevant in cases where residential land is proposed to be lost to student accommodation.

*Outside the Central and Bay Business Areas and District and Local Centres, identified on the Proposals Map, conversion or redevelopment of residential properties to other uses will only be permitted where:*

- i) The premises or their location are no longer suitable for residential use; or*
- ii) The proposal is for community use necessary within a residential area.*
- iii) There would be no unacceptable impact on residential amenity*

## 8 Planning Obligations (Developer Contributions)

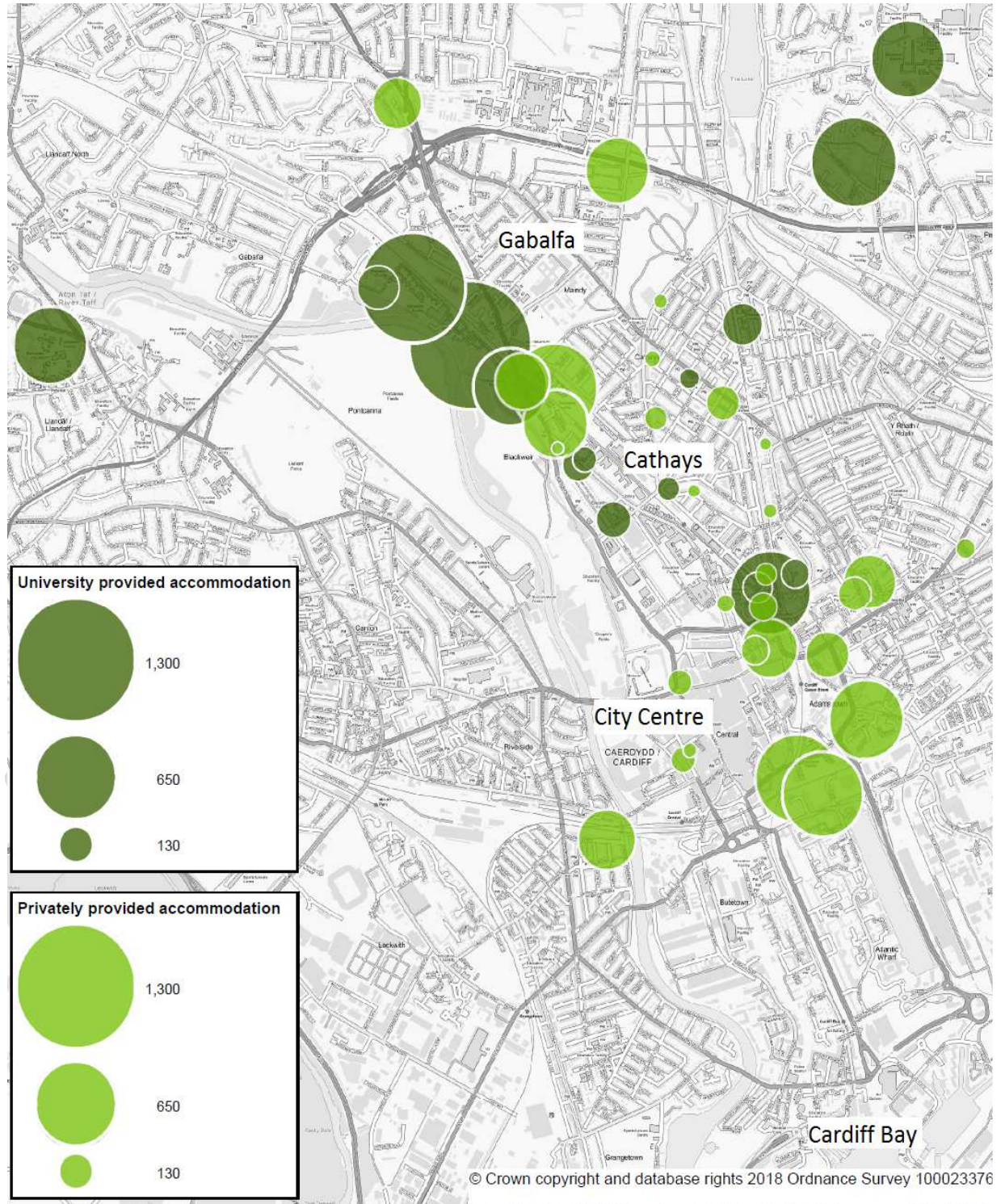
- 8.1 New development often generates additional demands upon existing services, facilities, infrastructure and the environment. As identified in LDP policy KP7, planning obligations will be sought to mitigate any impacts related to the proposed development, where they are:
- *Necessary to make the development acceptable in planning terms*
  - *Directly related to the development; and*
  - *Fairly and reasonably related in scale and kind to the development*
- 8.2 The following contributions may be sought, either through in-kind provision or by financial contribution, toward site specific infrastructure provision which is required as a result of the development, or where it is required to mitigate the impacts of development. Affordable Housing and healthcare provision will not be sought from student accommodation developments due to the fact that the developments are defined as *Sui Generis* in the Planning Use Class system. Further details are provided in the *Cardiff Planning Obligations SPG(2017)*.
- 8.3 As recognised in Section 7 and in respect of 8.1, any permanent future changes from student accommodation to other forms of accommodation would be classed as a change of use to C3 in the Planning Use Class system. In this scenario, developers at this stage would be liable to affordable housing contributions and in the case of very large developments, a Primary and Community Healthcare contribution.
- 8.4 **Transportation and Highways:** Contributions may be sought towards specific measures in the immediate vicinity of new student accommodation that may be required to enhance access to local facilities by sustainable modes (eg bus stop enhancements, cycling or walking routes). Developers will generally be expected to pay the costs of any new Traffic Regulation Orders (TRO) needed to accommodate the development.
- 8.5 **Local Training and Employment:** As stated in 6.3, in circumstances where development proposals involve the loss of Class B1, B2 or B8 land and/or floorspace, a financial contribution towards bringing forward compensatory employment and training opportunities will be sought.
- 8.6 **Community Facilities:** Developments of more than 25 dwellings [in this instance, single bedrooms] will be subject to a financial contribution towards community facility provisions. Large developments of more than 500 units [in this instance, single bedrooms] would be subject to in-kind provision of on-site community facilities. Depending on the location and scheme specifics, developments may provide a combination of on-site facilities and contribution to facilities off-site.
- 8.7 **Functional Open Space:** A financial contribution towards functional open space will be sought on developments over eight units, and the provision of a minimum of 2.43ha of functional open space per 1000 projected population. For developments of 14 or more dwellings an element of on-site functional open space will be sought.
- 8.8 **Public Realm, Community Safety and Public Art:** Where the need arises as a result of the development, provision of, or a contribution towards public realm, public art, or community safety measures in the vicinity of the site may be requested.



## 9 Appendices

### 9.1 Appendix A Location of existing student accommodation in Cardiff.

Map shows locations of operational student accommodation as of the beginning of 2018.



## 9.2 Appendix B: Recent Planning Approvals Room Sizes

The below table is based on an assessment of typical room sizes for nine recent Student Accommodation planning applications between the years of 2012 and 2016. The applications assessed are: 12/01910, 12/00309, 13/00130, 13/01888, 14/03004, 15/01036, 15/3097, 15/02820 and 16/01808.

The developments include schemes varying in size from 34 rooms to 644 rooms, and include a mixture of new build student developments and conversions, and also a mixture of developments based on single en-suite rooms as well as cluster flats. All applications were either approved, under construction or occupied at time of writing.

The average room size is based on sampling of the typical room sizes within the developments and does not take account of the total number of units of each type within each development. Room sizes are rounded to the nearest 0.1m<sup>2</sup>.

Accommodation Type		Smallest Examples	Average Room Size	Largest Examples
Individual Units	Studio Apartment (1 bed)	14m <sup>2</sup>	20.8m <sup>2</sup>	32.6 m <sup>2</sup>
	'Twodio' / Double Studio / Double Room Apartment (2 persons)	27 m <sup>2</sup>	36.5 m <sup>2</sup>	45 m <sup>2</sup>
	1 Bed Apartment	35 m <sup>2</sup>	37.4 m <sup>2</sup>	42.9 m <sup>2</sup>
Units forming Clusters	Cluster Units (1 bed)	11.5 m <sup>2</sup>	14.7 m <sup>2</sup>	17.5 m <sup>2</sup>
	Cluster Hub (Communal facilities serving 1 bed units)	18.25 m <sup>2</sup>	26.95 m <sup>2</sup>	38.5 m <sup>2</sup>

## 9.4 Appendix C: Consultation Comments

The following comments and responses provide a summary of the responses to the public consultation. The comments are not verbatim and reflect the thrust of responses to the SPG, rather than a comprehensive list of points made. The public consultation ran from 20<sup>th</sup> September to 1<sup>st</sup> November 2018

Paragraph	Comment	Responses	Action
General	Welcome the SPG, but concerned by lack of reference to community safety.	A new section has been added (5.1.2) which addresses the several concerns made regarding community safety	SPG Amended
General	Suggestion that SPG should require applicants to provide evidence of demand for accommodation.	This is not within the remit of the planning system.	No Change
1.3.3	Concerns that the policies will disperse students around the city.	The SPG will attempt to ensure that students are accommodated in appropriate locations	No Change
3.2.4	Reference should be made to archaeological concerns, given the nature and location of many student developments.	Wording to this effect as been added to 3.2.4	SPG Amended
5.1.1	Feels stronger wording should be used to demonstrate potential negative impact on surrounding streets when design is poor.	Wording amended to reflect this	SPG Amended
5.4	Concern that parking policies will negatively impact on surrounding streets.	The SPG aligns with the Managing Transport Impacts SPG.	No Change
5.4.3	Feels that more cycle parking should have to be provided.	The SPG aligns with the Managing Transport Impacts SPG.	No Change
5.4.3	Support provision of cycle parking, but feel it should be more than one space per 2 beds	This is stated in the Managing Transport Impacts SPG	No Change
6	Concerns that room sizes are too small, impacting negatively on students.	The principle is that student accommodation is only designed as temporary accommodation and so differs from other types. 6.2 outlines standards council would expect to see maintained.	No Change
6.2	Feels that the council should insist upon an 'adaptability statement' to ensure buildings are fit for potential future uses.	The council will welcome this statement, but we cannot insist, and each application received has to be judged against what is proposed.	No Change

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**COUNCIL:****31 JANUARY 2019**

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**LEADER & CABINET STATEMENTS**

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1. Leader Statement – Councillor Huw Thomas
2. Cabinet Member, Housing & Communities - Councillor Thorne
3. Cabinet Member, Clean Streets, Recycling & Environment – Councillor Michael
4. Cabinet Member, Children & Families - Councillor Hinchey
5. Cabinet Member, Social Care, Health & Well-being – Councillor Elsmore
6. Cabinet Member, Strategic Planning & Transport – Councillor Wild
7. Cabinet Member, Investment & Development – Councillor Goodway
8. Cabinet Member, Culture & Leisure – Councillor Bradbury
9. Deputy Leader, Education, Employment & Skills Statement - Councillor Merry
10. Cabinet Member, Finance Modernisation & Performance - Councillor Weaver

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**COUNCIL: 31 JANUARY 2019**

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**STATEMENT OF THE LEADER**

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**Brexit Preparations**

I chaired an extraordinary meeting of Cardiff's Public Services Board (PSB) on 17<sup>th</sup> January 2019 at Cardiff City Hall, which included senior leadership from across public services in Cardiff. The meeting sought to ensure that the city is prepared for the possibility of the UK leaving the European Union (EU) without a deal. The PSB also wants to assure all the EU citizens who live, work or study in Cardiff, and particularly those who work in our public services as doctors, nurses, teachers or care workers, that Cardiff remains an open, outward looking and international city.

Whilst the terms of Brexit will be determined at a national level, the impact of Brexit will be felt locally by our businesses, communities and public services. With the UK Government at Westminster no closer to agreeing a way forward and the possibility of a No Deal Brexit, characterised by uncertainty, becoming increasingly likely, public services in Cardiff, including the Council, are actively preparing their local responses. This builds on the previous work undertaken by the PSB and the report that was considered by the Cabinet in October 2018.

As Chair of the Cardiff Public Services Board, I will be convening a Brexit Response Group, which will meet regularly between now and 29<sup>th</sup> March 2019 and, if necessary, over the months that follow. This group will work towards ensuring that our city and its public services continue to run smoothly. Our local response will be in the context of the national response structures which have been established by the Welsh Government and which will involve coordinated action through Local Resilience Forums.

Earlier this month, I also attended a special meeting of the Partnership Council for Wales on 10<sup>th</sup> January 2019 as a representative of the WLGA. It provided an opportunity for local government in Wales provide an update to Welsh Government on our planning and preparations for a potential No Deal Brexit.

**Guildford Crescent**

I met recently with the landowners of 1-6 Guildford Crescent who have agreed to postpone their plans for demolition in order to enter into discussions about a masterplan that the Council is developing for the area. It is hoped that the new plan, aimed at regenerating a swathe of the city centre from Churchill Way down to Bute Terrace and across to the Admiral building at the back of the St David's Centre, would see Guildford Crescent retained, enhanced and saved for future generations.

We had a constructive meeting and I urged the landowners to reconsider their position regarding the termination of business leases held by the current tenants of 1-6 Guildford Crescent while our talks continue. While the tenancy arrangements are out of the Council's hands, we have re-emphasised the importance of these businesses to this area and their value to the identity of the city.

Cadw, which listed the Masonic Lodge on Guildford Crescent in 1975, is currently undertaking an assessment to see if the rest of the buildings on the Crescent should be listed and the Council is awaiting the outcome of this exercise.

The creation of a conservation area is a completely distinct matter. That decision has to be taken based on the architectural or historical significance of the area, the character or appearance of which is desirable to preserve or enhance. We are continuing to investigate the viability of such an order.

We are committed to the protection of this important character area of the city centre. We will now take time to evaluate all options, including a conservation area. The developer's decision to put on hold the prior approval notice gives us the time and space to do so.

### **MIPIM 2019**

Last month, I was pleased to attend a meeting of key business partners and sponsors at City Hall who are supporting Cardiff's representation at MIPIM in March 2019. A further event is also due to be held on 29<sup>th</sup> January 2019.

Cardiff and the Cardiff Capital Region will be well-represented among the 26,000 expected participants and over 3,000 companies at MIPIM on 12<sup>th</sup>-15<sup>th</sup> March 2019, which highlights the commitment of Cardiff businesses to showcasing what our city region has to offer. Representatives will also be attending on behalf of the Cardiff Capital Region, including representation from member local authorities. The 'Team Cardiff' approach to ensuring good attendance at MIPIM provides a great opportunity to showcase the strength and ambition of Cardiff and the wider city region to international developers, investors and occupiers. It is also an important opportunity to create closer links between our organisations and develop a strong and coherent message for all potential investors that Cardiff is a thriving and attractive investment ready location.

Cardiff will be represented on the main stage at MIPIM and will participate in the Regeneration and Waterfront developments discussion, an area in which we have a lot to offer. We will also be working with a number of other partners at MIPIM who have a role to play in attracting investment into the UK – for example, the UK Government, the City of London, the City of London Corporation and Core Cities UK. The UK Government Department for International Trade will also launch its Wales portfolio of investment opportunities on the first day of MIPIM.

I am delighted that two of our key development projects (Capital Quarter and Central Square) have also been entered by our partners, Rio, for the prestigious MIPIM Awards. Delegates will be invited to vote for their favourite project in each of the



awards' 11 categories. This vote, combined with the jury's vote, will represent 50% of the final result. The 11 category winners, as well as the winners of the Special Jury Awards, will be revealed at the prestigious MIPIM Awards Ceremony on 14<sup>th</sup> March 2019.

### **Regional Economic Growth Partnership**

The Cardiff Capital Region Economic Growth Partnership, which includes representatives from businesses, higher education, social enterprise, employment and local government, including myself, has been working with member local authorities and the city region's universities to support the development of a new Regional Growth Strategy. The strategy has been developed in response to the UK Government's Industrial Strategy and seeks to ensure that the City Deal and other interventions are making a significant impact on economic growth and increasing employment in the city region. The Council has been working to ensure that our raised aspirations for Cardiff are reflected in the strategy and I would expect that the draft strategy will be considered by the Cardiff Capital Region Joint Cabinet in due course.

### **2019 Creative Cities Convention**

I was pleased to attend the launch event for the 2019 Creative Cities Convention, which was held in London on 4<sup>th</sup> December 2018. The Creative Cities Convention, which will be held on 1<sup>st</sup> & 2<sup>nd</sup> April 2019 at the Royal Welsh College of Music & Drama in Cardiff, provides a meeting place for anyone interested in creative content production and distribution across the UK. It will also provide a fantastic opportunity to showcase media activity and talent, as well as Cardiff's strong and successful creative sector.

**Councillor Huw Thomas**  
**Leader of the Council**  
**25 January 2019**

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## **HOUSING & COMMUNITIES STATEMENT**

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### **Empty Properties**

I am pleased to report that, since the recruitment of an Empty Homes Officer, the Shared Regulatory Service has returned its performance on empty homes to the previous good level seen over the last decade. The team has returned 87 properties to use over the last four quarters, comprising long-term vacant houses and new units created by their conversion to self-contained flats. We are on course to meet Welsh Government performance indicators on empty homes this year.

Officers have contacted approximately 2,000 owners and have a priority list of 200 vacant homes where complaints have been received. The work involves the use of enforcement powers to deal with any statutory nuisance issues which arise, as well as providing advice and support to owners in order to secure re-occupation of properties.

Properties are often empty for complex reasons and cases can be difficult to resolve. Some owners have plans to renovate or sell which subsequently fail; others may be elderly or vulnerable and temporarily absent or properties may be vacant while issues of inheritance are resolved. The law provides such owners with appropriate rights and protection, and officers need to be mindful of these issues. However, where those properties are having an adverse impact on neighbours, then action becomes appropriate. The team is currently renovating a property in Grangetown using powers under the Town and Country Planning Act to improve its appearance and alleviate blight on neighbouring properties. They have also forced the owners of two properties in Gabalfa with major structural defects to take action. The Compulsory Purchase procedure has also commenced on three long-term vacant properties.

Officers are meeting regularly with colleagues in South Wales in order to develop best practice. The Housing Enforcement Team Manager will also be attending a meeting at Welsh Government next month in order to help shape future policy in this area.

### **Homelessness over the Christmas and New Year period**

The number of people sleeping rough at the end of December 2018 was 87. The number recorded at the end of December 2017 was 79. The average over the 12-month period was 74. This shows that, whilst there is a significant fluctuation, the figure has remained broadly consistent over this time.

During the intervening period, Outreach Services assisted 187 people to access accommodation. This demonstrates the continuing pressure on services and the difficulty of keeping the problem from escalating further. Another indication of this was that, on Wednesday 16<sup>th</sup> January, 5 people who had been sleeping rough long-term were accommodated. Unfortunately, on either side of this day, 4 new individuals started to sleep out.

Due to the rising number of rough sleepers and the issues around the increasing use of tents, a multi-agency partnership response is being developed to focus on and work to resolve the full range of issues associated with rough sleeping in order to ensure a direct and cohesive approach to managing the situation.

### **Money Advice Team Support Cardiff Foodbank**

As Foodbank centres in Cardiff close over the Christmas period, for the past four years, the Money Advice Team, based in Central Library Hub, have been allocated food parcels from Cardiff Foodbank to distribute to those who need them. Last Christmas was no different and the team were given over 70 bags of food. Without this vital service, people may have gone without over Christmas. A customer who came in on the Friday before Christmas was expecting her pay to be far higher than she actually received and had little food for the Christmas period. Another customer who had recently claimed Universal Credit told an advisor that: *"I felt embarrassed that I had to ask for support so close to Christmas, but due to having not received UC for over 5 weeks because I was working a little bit. All my money had to be spent on the bills, especially the rent. I get paid soon but not in time to help feed my family."* There were only 8 bags left by the end of the Christmas period, which demonstrates the importance of this vital service.

### **Welsh Public Library Standards 2017-2018**

The standards are now measured against the 6<sup>th</sup> Quality Framework and assessment is carried out against 12 Core Entitlements and 16 Quality Indicators, 10 of which are targeted, to measure the performance of Public Library Services across Wales. The Core Entitlements enable customers to know what they can expect from their Public Library Service and cover 4 strategic areas:

- Meeting Customer needs
- Access and Use
- Facilities and Services
- Expertise and Capacity

I'm pleased to confirm that the service met 11 out of 12 of the Core Entitlements and, although the service did not meet Welsh Public Library Standard Core Entitlement (WPLSCE) 12 – i.e. 'Libraries in Wales will provide access to the library service's strategy, policies, objectives and vision', the assessment report acknowledged that Cardiff Library Service delivery is closely aligned with published corporate priorities and strategies; however, work is now underway to publish a documented Library Service Strategy.

Cardiff Libraries met 7 of the 10 targeted Quality Indicators in full, with a further 2 being partially achieved. I'm pleased to confirm that, when compared with the rest of Wales, Cardiff performed very well, and achieved the best performance for the following 6 categories:

- Visits per capita
- Virtual Visit per capita
- Active borrowers per capita
- Total volunteers
- Total volunteer hours
- Net cost per visit

Improvements in benchmarking have also been achieved in a further 4 categories:

- Attendance at events per capita
- The percentage of available computer time used by the public
- Total operational expenditure on staff
- Capital expenditure per capita

### **Welsh Housing Quality Standard**

I'm pleased to announce that the Wales Audit Office found the Council's arrangements to maintain compliance with the Welsh Housing Quality Standard (WHQS) to be effective and is making a positive difference to residents' lives. The Council met the standard in 2012 and maintenance of the standard was found to be well integrated into the strategic housing function.

The report also described the comprehensive information on the condition of the whole of the housing stock to direct investment priorities, with a financed and deliverable programme in place for the repair and improvement of the housing stock, including addressing acceptable fails. The Council was also identified as having a strong customer care focus, particularly in the way that we interact with our tenants.

**Councillor Lynda Thorne**  
**Cabinet Member for Housing & Communities**  
**25 January 2019**

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**CLEAN STREETS, RECYCLING & ENVIRONMENT STATEMENT**

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**Education Stations**

Education Stations will be launched at our two Household Waste Recycling Centres (Bessemer Close and Lamby Way) on Monday 28<sup>th</sup> January 2019. The introduction of Education Stations will help to increase understanding amongst the public on what can and can't be recycled. Despite providing recycling skips for over 20 different materials at our recycling centres, residents are only recycling 69% of their material at our recycling centres. We need to increase this in order to meet our statutory recycling target of 64% by April 2020.

Waste Education Officers will help people increase the amount they recycle and will be checking bagged waste brought to general waste skips at the recycling centres to ensure that all recyclable material is removed before the skip is used. Only after residents have removed items that can be recycled and made sure that this material is sorted into the correct recycling skips on site, can the remaining bagged waste be thrown into the general waste skip. Residents who refuse to show Waste Education Officers the contents of their bags will be asked to take them home to separate the items.

Both Household Waste Recycling Centres in Cardiff will continue to allow general waste to be disposed of on site and there is no limit on the amount put into the appropriate skip.

**Re-Use Facilities**

I am pleased to confirm that we are continuing to expand our network of re-use facilities.

NuLife have become one of our recognised re-use partners, joining the British Heart Foundation in offering an excellent bulky collection service and affordable re-use outlets.

I am also pleased to welcome Wastesavers as a key partner. In the next couple of months, they will be establishing re-use shops at Lamby Way and Bessemer Close recycling centres. People will be able to donate and buy items at very affordable prices. Wastesavers are a South Wales based charity that specialise in re-use of furniture and electrical items and will be a very positive addition to our re-use network.

### **Central Transport Services (CTS)**

Following the closure of Gullivers Truck Hire Ltd, the Cabinet took the decision on 9<sup>th</sup> January 2019 to purchase 51 of the most important Street Scene vehicles that were being leased to the Council by the former company. These were primarily Refuse Collection Vehicles (RCVs) and Road Gritters, which are vitally important to ensuring smooth Street Scene operations all year round, but especially in winter months.

The vehicles have been inducted into the CTS fleet and have already started on a preventative maintenance plan to improve reliability and save money. So far, the work is going well with CTS taking on all the maintenance work, using the state-of-the-art facility at Coleridge Road and setting up a forward workshop at Lamby Way. The team are relishing the new challenge and have performed exceptionally well to turn a potential crisis into a good news story, with increased numbers of vehicles available and low levels of VOR (Vehicle Off-Road) time.

### **Cardiff Dogs Home**

Between 20<sup>th</sup> and 31<sup>st</sup> December 2018, 33 dogs came into the home, which was a lot of dogs in just 11 days over the Christmas period. Of these, 18 dogs went home to their owners, 9 were rehomed and 6 are still in the Dogs Home waiting for a new home.

The Dogs Home is inducting 50 new volunteers each month, based on two induction sessions with 25 spaces available at each session. These sessions are fully booked up until the end of April 2019. The website is also growing in popularity and officers are working to increase awareness and use of the site.

In addition, the Dogs Home will be focusing on replacing all of the kennels in the main block over the coming months and will be embarking on a project involving sponsorship to help them achieve this work.

### **Street Scene Data Sets**

Work is progressing to develop data sets for Street Scene services to support the provision of information to Local Members and citizens in an open and transparent manner. The data sets will cover recycling collections, recycling & waste disposal, cleansing, environmental enforcement and fly-tipping, as well as civil parking enforcement and highway defects. This work is important in ensuring that there is consistency in communication and engagement relating to service performance. The first phase will be to undertake work to provide data sets at a service level and then subsequent work will provide information at a ward level.

**Councillor Michael Michael**  
**Cabinet Member for Clean Streets, Recycling & Environment**  
**25 January 2019**



**COUNCIL: 31 JANUARY 2019**

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## **CHILDREN & FAMILIES STATEMENT**

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### **Signs of Safety Event**

On 16<sup>th</sup> January 2019, I was pleased to open the Children's Services annual Signs of Safety celebration day. The event was an opportunity for staff to share good practice and ideas around working in a strengths-based way with families. I was able to emphasise the support of the Cabinet to this approach and to Children's Services in Cardiff generally. I also took the opportunity to let the workforce know our ambitious plans for homes for children in the city.

The Director of Social Services, Claire Marchant, provided an overview of where Signs of Safety is working well and the impact is being seen in practice. Workers from across the service talked about how the approach is being used and emphasised the importance of using clear language that is jargon free when working with families and young people.

There were presentations from a variety of teams across Children's Services, including a moving digital story from the Adolescent Resource Centre that highlighted the importance of taking time to understand what is important to the young person themselves and what their wishes and feelings are, alongside their goals for the future. A presentation from the Safeguarding and Independent Reviewing Officers Team also demonstrated how they have adapted their documents to be more child-friendly, including the use of the 'words and pictures' materials that are completed by the children themselves for their reviews.

All of the presentations showed how much energy, innovation and determination has gone into keeping children and young people at home with their families by using the wider family network meetings as a source of support and safety planning. We also heard how social workers are utilising the Signs of Safety approach across the child's journey and even within cases before the Court (with one particular case coming in for praise from the judiciary).

Presenting and sharing experiences of using Signs of Safety within a celebratory framework is part of the strengths-based approach and helps everyone reflect on the journey so far. It also provided an opportunity for a renewed focus on shared leadership to ensure that Signs of Safety practice is embedded consistently across all teams and services.

The Assistant Director (Children's Services), Deborah Driffield, made some closing remarks and summed up the next steps, including ensuring that the forthcoming Children's Services Strategy will build on the strengths-based and

rights-based approaches to social work. She also suggested that the next steps for the Signs of Safety implementation plan should focus on ensuring that where it is not in the best interests of children to remain living at home, every effort is made to support family and friends to become the children's carers prior to considering children becoming Looked After.

The event was attended by over 120 staff, with the evaluation scaling (in line with the Signs of Safety approach) showing an average of 8/10. There will now be a series of workshops and staffing events to build on the renewed momentum.

### **Childcare Offer for Wales**

The Childcare Offer for Wales provides funded Foundation Phase Nursery early years education and childcare for eligible working parents of 3 to 4 year olds. Totalling up to 30 hours per week of combined early education and childcare during term time and up to 30 hours of childcare during 9 weeks of the school holidays, the Childcare Offer aims to assist parents, particularly mothers, to return to work; to increase the disposable income of low income working families and to support child development and school readiness.

We initially opened for applications from parents in 10 wards in Cardiff in October 2018. I am pleased to have been able to work with Welsh Government Ministers in securing the additional funding for this offer to be made available to eligible parents across the whole of Cardiff, with children taking up their childcare places from the start of the January term. To date, the Childcare Offer Team has received 1,036 applications, relating to 1,071 children. Of these, 1,029 applications have been assessed, with 935 applications approved. The team are currently working with 71 parents to gather the further evidence required to approve their applications.

Feedback from parents has highlighted how much they value the Offer, with the following an example of comments posted to the Cardiff Childcare Offer Facebook page:

*"My son's application was dealt with in next to no time. Because of this offer I was able to look for employment and set up a plan with the nursery for January. I am so pleased with this service and it has helped me so much! I hope it helps other working parents too!!"*

**Councillor Graham Hinchey**  
**Cabinet Member for Children & Families**  
**25 January 2019**

**SOCIAL CARE, HEALTH & WELL-BEING STATEMENT**

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**Dementia Friendly City – Moving the Capital Ambition forward**

There are over 3,500 people in Cardiff living with dementia, and it is anticipated this number will double by 2025. With the right support and understanding, individuals can continue to live fulfilling lives and live well, and society as a whole has an important role to play in terms of increased dementia awareness amongst our citizens.

I am proud of the steps the city has taken to nurture Cardiff becoming Dementia Friendly. Starting with a unanimous motion of Full Council in September 2014, followed by the public commitment made in 2017 - in the form of the pledge - to the Alzheimer's Society 'to work towards ensuring Cardiff is a Dementia Friendly City', to its inclusion as a commitment in Capital Ambition. Significant work has taken place within the Authority to deliver on the promise.

I am pleased to provide a comprehensive update on our achievements as we work towards building ever supportive environments for those affected by dementia. Cardiff now has over 22,000 Dementia Friends. Those Council officers who are Dementia Champions have been extremely busy over recent months delivering training to staff, including the senior management team. Work already underway includes:

- The development of Dementia Information points at all Hubs, in collaboration with Alzheimer's Society
- Implementation of dementia support sessions within Community Hubs, in collaboration with Health partners, to provide informal opportunities for those affected by dementia and their carers to receive help and make effective referrals in order to enable them to "live well with dementia"
- *Reading Well - Dementia* (Books on Prescription) was launched in July 2018 within Welsh Public Libraries and builds on the Books on Prescription model. Books include fiction and non-fiction titles, as well as photographic reference books that can be used in reminiscence therapy. The books are clinically selected to support carers and those living with dementia, and to raise public awareness of its causes and symptoms, and are available at all Cardiff's Hubs and Libraries. To ensure promotion of the scheme, our officers have actively promoted the scheme to GPs and health professionals across the city.

- Dementia Cafés are taking place within Hubs and I was delighted to attend the launch of the café in Canton last year
- The delivery of 'pop up' Dementia Cafés during Dementia Action Week included:
  - The following hubs – Llandaff North & Gabalfa, Fairwater, Llanishen, Grangetown, Star, Ely Caerau, Powerhouse, Llanrumney; and libraries – Penylan, Whitchurch, Rhiwbina, and Cathays Branch and Heritage Library.
  - The Cafés also offered information resources from Alzheimer's Society, health organisations and charities, in addition to coffee and cake.
- Intergenerational Activities were also delivered during Dementia Action Week, including themed story times, using book recommendations from the Alzheimer's Society, and craft sessions to develop understanding among younger people.
- Grand Avenue Day Centre has been extensively refurbished in partnership with Cardiff and Vale University Health Board to create an integrated specialist centre to serve the entire city. The dedication and care invested in this project by all those involved, whether architect, designer, nurse, social worker, care worker or therapist means the innovative internal approach and features are integral to, and complement, the service being delivered. With dementia being at the forefront of the design process, the refurbishment has successfully created spaces which have a positive impact on clients and staff. Wayfinding and colour coding have been designed to help with visual orientation, interior design and furnishings have been selected to create a 'homely feel', circulation spaces include 'memory moments' and glazed screens to assist with surveillance, specialist toilet and washing facilities are provided to support client needs, and external improvements allow for circular routes with places to sit and rest. The feedback received from service users and carers is excellent.
- Organisations such as the Principality Stadium, SWALEC Stadium, St David's Shopping Centre, National Museum of Wales, Cardiff City Foundation, and Chapter, to name but a few, have already pledged to make positive changes, and we will shortly launch a further promotional drive to urge more businesses to become Dementia Friendly as an integral and positive part of doing business in the city.
- Our new ambition is for mandatory Dementia Friends training to be delivered to all Council staff. Currently, work is underway to develop an e-module to support the training process, and delivery will be a corporate commitment.
- Soon we will deliver a dementia focused website to support those affected, which will be integral to our Council web offer. The mock ups of the website in development make me believe that this will be an invaluable tool to provide health, events and support information.

- The first ever Alzheimer's Society Cymru conference will take place in City Hall in March 2019. The work undertaken by committed and dedicated staff across this Authority will feature as an exemplar of a city that exemplifies best practice and ambition.
- City Hall was turned blue and yellow on 21<sup>st</sup> September 2018 to mark World Alzheimer's Day. This marked the culmination of a month of activities to raise awareness during Alzheimer's Awareness month in September 2018. Dementia Friends training took place in Willcox House, County Hall, City Hall and in our Community Hubs throughout the month with more of our Council staff signing up to training. Hub staff also held a tea party in Oldwell Court with service users enjoying forget me not cup-cakes and enjoying the reminiscence resources that can be accessed from all of our Hubs and Libraries.
- All our Community Hubs have been based on inclusive design principles, which accommodate the needs of those affected by dementia and their carers, with clear signage, appropriate colour schemes, accessible toilet facilities and barrier-free circulation.

### **First Point of Contact and Hospitals Update**

Following a joint review of the Community Resource Team a paper to consider the way forward is being prepared. Importantly, over Christmas and New Year, Adult Social Services and Homecare staff worked hard to provide support to vulnerable people in their homes and hospitals. Following careful, joint planning with Health the number of people who could be discharged home or diverted from hospital admission were maximised; indeed Adult Social Services, in partnership with Health, trialled the presence of social workers at University Hospital of Wales (UHW) on Christmas Day, Boxing Day, and New Year's Day. Feedback is being collated, but the initial response from clinical staff on duty has been really positive: clinicians welcomed the opportunity to discuss patients and share information.

**Councillor Susan Elsmore**  
**Cabinet Member for Social Care, Health & Well-being**  
**25 January 2019**

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## **STRATEGIC PLANNING & TRANSPORT STATEMENT**

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### **Air Quality**

Work is still progressing on the next stage of the feasibility study to assess a shortlist of measures in terms of whether the measures are able deliver compliance with the NO2 limit value in the shortest possible time. We will be looking to submit a further interim report to Welsh Government in early March 2019 on these measures, with a view to developing a preferred option and full business case by June 2019, in order to comply with requirements of the legal direction from Welsh Government.

### **DVLA Untaxed Vehicle Enforcement**

Since 14<sup>th</sup> January 2019, the Council has been actively clamping untaxed vehicles. A small minority choose to drive without tax and those engaged in crime continue to show scant regard for their impact upon others. Enforcement Officers have received strong support from members of the public and from those who previously felt aggrieved that action was not being taken against vehicles they had reported. With these new powers, the Council is providing a more complete service to the people of Cardiff. Currently, the Enforcement Team is dealing with vehicles identified as concerns in communities and will respond to enquiries made by Local Members and members of the public. The email address for notifying the Council of any untaxed vehicles is: [Untaxed.vehicles@cardiff.gov.uk](mailto:Untaxed.vehicles@cardiff.gov.uk) Otherwise, a vehicle can be reported by searching for untaxed vehicles on the Council's website.

### **Taff Trail Gritting**

Street Scene have procured a machine to support works in parks, including gritting the parts of the Taff Trail. This will support improving the safety of cycling on this key commuting route for both cyclists and pedestrians, encouraging active travel. Engagement will take place with cyclists throughout the winter season to see how this service can be shaped and improved.

### **Ysgol Hamadryad – Walking Bus**

The new Ysgol Hamadryad opened its doors to pupils on 7<sup>th</sup> January 2019. As part of the planning for the new school, parents and pupils helped developed a school travel plan which focusses on supporting sustainable travel to school. The plan includes a walking bus scheme whereby parents and carers are able to drop of their children at the car park at a specified time and children are then escorted to school on foot by teachers. Out of 98 pupils, only 1 was driven to school on the first day.

The Council is keen to see further initiatives of this kind established in other Cardiff schools.

### **Welsh Government Additional Transport Funding**

I'm pleased to inform members that, in November 2018, the Council was awarded an additional grant for transport delivery from Welsh Government as part of a £4.2m funding package. This includes funding to provide the following:

- 500 additional Next Bikes and an expanded network of Next Bike docking stations;
- Design and delivery of Cycle Superhighways and other strategic cycle network improvements
- Design of City Centre transport schemes, including bus and cycling measures
- Bus corridor improvements
- Additional on-street cycle parking
- Implementation of 20mph Limits and active travel measures
- Design of Active Travel measures for schools

Over the coming months, officers will continue to develop these proposals in consultation with local members, and I will keep you informed as these proposals develop.

**Councillor Caro Wild**  
**Cabinet Member for Strategic Planning & Transport**  
**25 January 2019**



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## **INVESTMENT & DEVELOPMENT STATEMENT**

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### **Cardiff Parkway**

County Councillors will be aware that I have highlighted, for some time, the need for the Administration to give greater focus to the needs of communities to the east of Cardiff in a bid to release the economic potential of that part of the city in a bid to provide increased opportunities to the people that live there.

Councillor will also be aware that for more than a decade I have been championing the proposal to build a new railway station at St Mellons in order to help realise our ambition for east Cardiff.

The announcement last week that Welsh Government has decided to become an equity investor in the project and that construction will begin as early as 2020 will provide a real boost not only to our ambitions for east Cardiff but for the whole city and city region.

This is an important project for Cardiff. It represents the only station in the east of the city, where currently the eastern most station is Queen Street Station. As well as enabling the 32,000 people of the local communities to access jobs across Cardiff, it also provides a platform for job creation itself, through the development of commercial space at a highly competitive location.

I want to place on record my gratitude to Nigel Roberts, one of Cardiff's leading business people, but who is by far the most ambitious. His personal tenacity has delivered this project and he needs to be recognised for it. Moreover, whilst developing this highly ambitious proposal he found time to chair the Cardiff Business Council which he did exceptionally and championed Cardiff's business friendly credentials across the world. The city salutes him and his team today.

### **Jobs Growth**

County Councillors will wish to welcome the recent announcement by the new "challenger" bank, Monzo, that it will create 300 jobs in Cardiff. Monzo is one of the UK's fastest growing banks, and their faith in Cardiff was exemplified by their co-founder Tom Blomfield's view that Cardiff is blessed with "well educated people and attractive economic conditions."

The growth also reflects our strategy to support the development of the city's fin-tech sector. This is crucial as we seek to ensure we are attracting and developing sustainable jobs – the jobs of the future – to both safeguard employment in our city as well as to give us a competitive edge against our competitor cities.

The announcement also reflects the latest labour market data that for Cardiff that shows record numbers of people in work. Over 244,000 people now work in Cardiff according to the latest Annual Population Survey Data, up by almost 12,000 on the previous years' data. The same data also reveals that unemployment in the city has fallen by 15% over the year.

**Councillor Russell Goodway**  
**Cabinet Member for Investment & Development**  
**25 January 2019**

**COUNCIL: 31 JANUARY 2019**

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## **CULTURE & LEISURE STATEMENT**

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I would firstly like to take the opportunity to wish all Members a safe, happy and healthy 2019.

### **Events**

Members will see that work has already commenced to reinstate City Hall lawn following Winter Wonderland's best ever festive season. In excess of 250,000 people visited the site over its 6-week run, with over 60,000 skaters enjoying the covered Admiral Ice Rink. I am particularly proud that Cardiff had the first ice rink in the country to secure access accreditation, enabling us to welcome wheelchair users and those requiring additional support to enjoy and experience the facility.

Taking place from 30<sup>th</sup> March to 7<sup>th</sup> April 2019 in iconic venues across the city centre, including Cardiff Castle, City Hall, Cardiff Story and Central Library, the festival, which is aimed predominantly at 3-11 year olds, brings together some of the UK's best and brightest authors and illustrators in celebration of children's books. With over 40 public events in both English and Welsh and a week long programme of free school sessions, it is the perfect place for children to develop a lifelong love of reading by meeting a favourite author or discovering a new one.

Looking to the year ahead, we have much to do and preparations are already well underway to host the following three significant events over and above the city's extensive annual events calendar:

- **2019 National Urdd Eisteddfod** – this cultural celebration will return to Cardiff Bay between 27 May and 1 June 2019. One of Europe's largest youth touring festivals, the event attracts around 90,000 visitors each year. The Urdd Eisteddfod is a competitive festival with over 15,000 children and young people under the age of 25 competing during the Eisteddfod week in various competitions such as singing, dancing and performing.
- **ICC Cricket World Cup 2019** – the competition will return to Cardiff and Wales for the first time since 1999. Cardiff will be hosting four of the tournament matches starting with England v Bangladesh on 1 June 2019. Officers have already been working closely with tournament organisers to ensure that our visitors have the very best experience in our city whilst also ensuring that local communities are engaged in a range of opportunities from volunteering to delivering the match ball.

- **Homeless World Cup 2019** – the Council is pleased to welcome this event to Cardiff and Wales. Hosted in Bute Park, the tournament will run from 27<sup>th</sup> July to 3<sup>rd</sup> August 2019. Organised by the Homeless World Cup Foundation, the event delivers an inspirational week-long street football tournament that brings together more than 500 players representing 50+ countries around the world. In addition to inspiring marginalised people to make positive changes in their lives, the annual tournament aims to challenge the public's perceptions of homelessness and the issues that surround it. By showing the human side of homelessness, the organisers aim to help breakdown stereotypes and change the way in which we think and talk about homelessness. Previous host cities have included Gothenburg, Edinburgh, Copenhagen, Cape Town, Melbourne, Milan, Rio de Janeiro, Paris, Mexico City, Poznan, Santiago, Amsterdam and Glasgow.

## **Parks**

I am pleased to report that the Green Flag application for Hailey Park in the Llandaff North ward has been submitted. Officers have worked closely with local ward members, the Friends Group and stakeholders in preparing a management plan for the site that sets out short, medium and long-term objectives. The independent assessment of the park will take place in late spring / early summer 2019.

The public consultation exercise relating to public open space improvements in the Adamsdown ward, which was held towards the end of 2018, generated significant interest from the local community, with 340 responses received. Officers are working closely with local ward members to analyse the outcomes from the exercise and to determine the best use for spending Section 106 monies that are available to meet community needs.

I can also confirm that an appointment has been made to the role of Project Manager for the Flat Holm Heritage Lottery Fund project, 'A Walk through Time'. The Project Manager will lead the progression of the project through its development phase over the next 18 months.

## **Sport**

There have been a number of positive developments at Cardiff International White Water (CIWW), which include the facility being accredited as an International Rafting Federation Training School, and the announcement that it has been nominated as a host venue for the British Stand Up Paddle Series in 2019 and one of three host venues for the new National Canoe Boater-X Series, which will see the very best canoe paddlers in the UK competing to become the Champion of the Series in 2019. CIWW has also passed the milestone of successfully progressing 500 young people through the Royal National Lifeboat Institution (RNLI) / Amateur Swimming Association (ASA) Swim Safe Programme.

I am delighted to announce that, through our partnership with Cardiff Metropolitan University, Sport Cardiff has now taken over responsibility for the management and operation of the community use of sports facilities at the new Eastern High Campus.

A full programme of bookings and activities has been established giving priority to local clubs and community groups.

Through our partnership with Cardiff Metropolitan University, funding has also been secured to appoint an Aquatics Officer to develop a city-wide Swimming Strategy engaging all pool providers in Cardiff with the objective of ensuring every child is a swimmer by the age of 11. As part of the strategy, an action plan to increase participation across all ages, particularly in our hard-to-reach communities and target groups will be developed.

### **Leisure Centres**

Investment in our leisure centres continues and our Leisure Partner, GLL has recently completed the refurbishment of the changing facilities at Llanishen Leisure Centre. Fairwater Leisure Centre has also benefitted from an extension of the existing gym and the creation of a new fitness studio. In addition, the reception area has been refreshed creating a more welcoming environment. The investment in these facilities, which is in the region of £1.5 million, demonstrates the Council's commitment to improving our leisure offer and ensuring the sustainability of the service.

**Councillor Peter Bradbury**  
**Cabinet Member for Culture & Leisure**  
**25 January 2019**

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**COUNCIL: 31 JANUARY 2019**

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## **EDUCATION, EMPLOYMENT & SKILLS STATEMENT**

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### **BBC Central Square – Hidden Heroines Statue**

The winner of the Hidden Heroine public vote was former County Councillor and Headteacher of Mount Stuart Primary School, Betty Campbell. Betty was the first black headteacher in Wales and was told at school that she could never become a headteacher because of her colour and background. The Hidden Heroines campaign is the result of a two year journey to address a huge gap in Welsh culture and the fact that there isn't a single statue of a real Welsh woman anywhere in an outdoor space in Wales.

The Council is delighted to be working in partnership with BBC Wales, in the lead up to the siting of this statue in Central Square, to create a wide range of educational experiences for children and young people. A first suite of educational resources has been published by BBC Wales, which we aim to build upon with opportunities including family learning, creative projects, site visits, competitions and more.

### **New Year's Honours List 2019**

I was delighted to see the inclusion in the New Year's Honours list 2019 of the former County Councillor for Llanishen and Cabinet Member for Education and Lifelong Learning / Skills, Dr Julia Magill. She has been awarded an MBE for her services to Education and I am sure that those Members who worked with Julia will wish to join me in extending our congratulations to her on this well-deserved honour.

### **Cardiff Commitment**

On 19<sup>th</sup> December 2018, Cardiff and Vale University Health Board signed the Cardiff Commitment Employer Pledge. Alongside the Council, the University Health Board (UHB) is the largest public sector employer in the region to sign the employer pledge. By signing the pledge, the UHB has made a commitment to work in partnership with schools to raise the awareness of career opportunities within the health system, provide unpaid work experience opportunities and promote entry level apprenticeships through their Apprenticeship Academy. As a key partner in the Child Friendly City initiative, the UHB has also pledged to give children and young people a voice in future health service redesigns. This is a significant step forward for us, which we hope will drive forward more public sector engagement in the Cardiff Commitment.

## **Cardiff 2030**

The development of a 10-year vision for education in the Capital City of Wales, Cardiff 2030, is underway through our education partnership arrangements, co-ordinated by the Cardiff Education Development Board. This requires a bold, ambitious and collaborative approach, which builds on the successes achieved over the past five years to prepare children and young people to thrive in a rapidly changing world. Strong collaboration and partnership working will continue to be at the heart of the development of the next iteration of the Cardiff 2030 strategy, recognising that “Education is Everybody’s Business”. The meaningful engagement of children, young people, school leaders, governors, elected members and partners in securing the vision for Cardiff 2030 is key to fulfilling the delivery of our Child Friendly Cardiff Strategy to ensure that the city is ‘a great place to grow up’.

## **Annual Performance Report**

This month, the Cabinet and Children & Young People Scrutiny Committee have considered the Annual Performance Report, which provides an analysis of the educational outcomes of learners in the 2017/18 academic year. Results show that Cardiff is performing well in a wide range of key performance indicators across the Key Stages, and Cardiff’s comparative performance in Wales has improved significantly. Cardiff is ranked 3<sup>rd</sup> in Wales for the Level 2+ (5 GCSEs A\*-C including English or Welsh and Maths), compared to 13<sup>th</sup> in 2013/14. The collective commitment to educational improvement, articulated in the Cardiff 2020 strategy, has had a significant impact for Cardiff’s children and young people. However, we know that there is still much to do to fulfil the aspiration for all learners in Cardiff to attend a great school and have every opportunity to succeed.

## **School Inspections**

Since the start of the 2018-19 academic year, four primary schools have been inspected and had reports published. Three schools – Ysgol Pen Y Pil, Meadowlane and Marlborough Primary Schools – received judgements of ‘Good’ in four out of five areas. The third school, St Peters’ R.C. Primary School, was placed into the Estyn follow up category, ‘Special Measures’.

Cardiff West Community High School was inspected in November 2018 and the report on the outcome of the inspection was published on 24<sup>th</sup> January 2019. The school was judged to be in need of improvement across the five inspection areas and has been placed into the Estyn follow up category, ‘Estyn Review’. The report also recognises the progress that has been made by the school since it opened in September 2017, which is pleasing. The school will move into a new building after Easter 2019.

## **School Organisation Planning (SOP) Update**

Staff and pupils at Ysgol Hamadryad have moved into their new school building. The school should be congratulated on providing a sector-leading example of how school leadership and staff can engage with parents to adopt a sustainable travel policy, which means that pupils arrive at school using active modes of travel.



Cardiff's 21<sup>st</sup> Century Schools Band B Programme, through which we are investing a further £284m in Cardiff's schools, has commenced. Since the last Council meeting in November 2018, the Cabinet has approved proposals to replace Fitzalan High School, Cantonian High School, Woodlands and Riverbank Schools.

### **International School Linking**

Cardiff Council offers a unique service to schools across the city, International School Linking. Cardiff is the only council in Wales that has established a robust service enabling schools to access funding and support for international projects. Working closely with colleagues from 14 regions across Europe, the International School Linking team have been able to secure funding to work collaboratively on a wide range of topics such as tackling the NEET agenda, Digital Competence, Well-being and a project supporting Cardiff's Cycling Strategy. We would like to encourage all schools in Cardiff to engage in this service, widening participation throughout the city and enabling all educators and learners to become outward looking citizens.

### **Into Film Awards 2019**

I am pleased to announce that The Hollies School has been nominated for this year's Into Film Club of the Year Award (Primary). The school has successfully integrated the use of film into all aspects of school life and pupils are able to watch, make and review films. They also attend a film club and are involved in the operational side of this too – selling tickets, setting up the screen and presenting each film to their peers. Last term, the school focused all of their learning around the film '*Inside Out*' and used the film as the foundation for activities around health & well-being, literacy and digital literacy. This term, they are focusing on '*The Lego Movie*' and have developed activities under the theme of 'Creative Construction'. The school also provides opportunities for pupils to access, visit and experience the cinema, which in return has had a huge impact on their social life outside of school.

### **Roath Park Primary School – Rights Respecting Schools Action Group**

Members of Roath Park Primary School's pupil-led Rights Respecting Schools Action Group are currently working towards their Silver award and to help Cardiff become a Child Friendly City. They are currently looking at the following rights:

- Article 3: All adults should do what is best for you. When adults make decisions, they should think about how their decisions will affect children.
- Article 27: You have the right to food, clothing, a safe place to live and to have your basic needs met. You should not be disadvantaged so that you can't do many of the things other kids can do.

As a result, they have challenged their Headteacher to drink nothing but water in January to raise money for Wateraid and they anticipate that he will find this difficult as he likes lots of coffee! This shows how engaging with the programme can be part of making our children responsible citizens. I hope we can all congratulate them and the headteacher!

### **Adult Community Learning and Cardiff Institute for the Blind**

Following a successful previous pottery session, the Adult Learning – Learning for Life team partnered up again with Cardiff Institute for the Blind (CIB) to offer a Ukulele class specifically for blind and partially sighted learners, which was held in December 2018. Eight learners attended along with supporters, and the coordinator from CIB confirmed that the class went really well and they all had a great time! The team looks forward to partnering again with CIB for more creative sessions in the future.

**Councillor Sarah Merry**  
**Cabinet Member for Education, Employment & Skills**  
**25 January 2019**

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**FINANCE, MODERNISATION & PERFORMANCE STATEMENT**

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**Stonewall Workplace Equality Index 2019**

I am pleased to confirm that Cardiff Council submitted an application to the Stonewall Workplace Equality Index 2019 and has been recognised for a number of innovate projects, including the work of its LGBT Employee Network's Allies Programme. The Council was awarded 189<sup>th</sup> place, going up 111 places from last year's index, with Stonewall noting the Council's fantastic achievement and testaments to all the hard work that involved officers from the LGBT Employee Network, Human Resources, Equality Team and Directorates.

Stonewall received 485 entries this year from business across the UK which is a record amount of submissions. The LGBT Employee Network has played an active part in helping and organising a number of successful events this year and I would like to thank them for their work. The Council plays an active role, both internally and externally, to engage, promote and help the LGBT community and we intend to carry on this work and will continue to work with the LGBT community on new projects over the coming year.

**Introduction to Entrepreneurship Programme**

On 3<sup>rd</sup> December 2018, I had the pleasure of judging the Introduction to Entrepreneurship Award organised by Cardiff Council's Academy. The Introduction to Entrepreneurship Award forms part of the Cardiff Manager Programme and the scheme is accredited to the Institute of Leadership and Management (ILM). It allows staff to develop skills in entrepreneurship, marketing and finance before creating an effective business plan and presentation of their ideas, which aim to raise revenue for Council service areas. I would like to thank Cllr Gavin Hill-John for his involvement and contribution to the programme content. The course culminates with a pitch to a panel of judges for the award of a £1,000 investment towards implementing the winning idea.

The latest winner was Daniel Fegan, a Customer Service Representative at C2C, who successfully pitched an idea to create an upcycling venture called "The Shed" at Bessemer Close Household Waste Recycling Centre (HWRC). Daniel's business case identified how certain high-value goods taken to the HWRC could be repaired and then eventually sold. He will now be working with our reuse partners to bring his ideas to life.

As one of the judges, I have to say that we were very impressed with the quality of all five presentations and all will continue to develop their ideas further. But there

can only be one winner and we felt that Daniel's idea was the most well-rounded and achievable. I would like to extend my congratulations to Daniel and all those who competed for the Introduction to Entrepreneurship Award.

### **Health and Safety**

The Health and Safety team has established a small asbestos surveying team, bringing this very important work in-house to improve quality of asbestos management in Council buildings, as well as reducing reliance on external contractors and associated costs. The new service will be implemented over the coming months with asbestos surveys of school buildings being the priority for 2019/20.

A new database of potentially violent members of the public is also being implemented across the Council this month. The system will improve the provision of information to council employees in public facing roles and provide advice on control measures required to promote personal safety. Implementation of the new IT system will be supported by updated guidance and training.

### **Cyber Security**

Since July 2018, three learning modules have been released to all staff, including 12 videos around Cyber Security. Each video shows different ways that the Council could come under attack and delivers the key message that our staff are the first line of defence. The final module was released in December 2018 and, as an authority, we will continue to engage with all staff to ensure that our workforce are aware of their responsibilities and gives clear instructions on how to help protect our data. This is in addition to the continued measures and monitoring put in place by our ICT Security and Compliance team.

### **Online/Mobile App**

Cardiff saw the total number of downloads for the Cardiff Gov mobile app reach 8593 following 692 downloads in December 2018.

In December 2018, 499 flytipping reports were made across all channels (Web/C2C/App), with nearly 53% of these reports being made using digital channels (Website and App). This is an increase of 8% on the figures for November 2018 and demonstrates a positive take up. In December 2018, 1271 customers also accessed their council tax information via the app.

### **Cardiff.gov.uk/Caerdydd.gov.uk**

As part of our commitment to improving digital services the Web Team and colleagues from Waste Education ran a session at Cardiff Central Library on 21<sup>st</sup> January 2019 to ask residents about improvements to the Recycling and Waste sections of the website. This work forms part of the wider piece to raise awareness of recycling targets for 2019/20.

Key highlights from the Council's website in December 2018:

- 179,748 people visited the website in December with over 65% of visitors accessing the site on a mobile (or tablet) device.
- Over 76,000 waste collection look ups were made online (app and website) with the highest volume of looks ups in Whitchurch and Tongwynlais.
- 82% of requests for more recycling bags and caddies were made online. Highest number we have seen in December since online ordering was introduced.
- Visits to the Budget Consultation pages were up 35% on the same period for 2017 consultation.
- The Council Tax portal had 2542 instances where customers accessed their account via the website.
- Excluding recycling and waste content, the most popular web content for December included: School term dates, view and track planning applications and the Childcare offer for 3 and 4 year olds.
- Planning portal: 795 comments (+378% against 166 in November 2018). There was a significant volume of comments on planning applications as a result of the proposals on Guildford Crescent. 87% (689) of comments were directly related to the Guilford Crescent application.

## **C2C**

The Council received 5021 inbound messages for December 2018 compared to 6706 messages in November 2018, which is a 25% decrease over the festive period. Of those messages, C2C actioned 4540, with the most popular subject being waste collections, the majority of these were people reporting non-collection of waste in light of suspended compost collections. After competitions and 'waste\_bulky', the next most popular tag was 'homeless' with 274 messages, which reflected the seasonal increase in concern for people sleeping rough in Cardiff. The fifth most popular enquiry was in relation to planning, focusing predominately on the proposed demolition of 1-6 Guildford Crescent and the petition started by the 'Save Gwdihw' campaign.

C2C handled its first SignVideo call at the start of December 2018. SignVideo is a company that offers a three-party video relay service in the medium of British Sign Language (BSL). Deaf residents can access SignVideo using any personal smart device. They are greeted on screen by a highly qualified BSL translator who will ascertain the details of the customer's enquiry and then call C2C on the customer's behalf, relaying the advice the received from the C2C call handler over the phone to the customer in BSL via video. C2C worked with the Communications team to produce a snappy promotional video, subtitled in English and Welsh, which was pushed out on the Council's social media platforms resulting in the first call the next day.

**Councillor Chris Weaver**  
**Cabinet Member for Finance, Modernisation & Performance**  
**25 January 2019**

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**COUNCIL:**

**31 JANUARY 2019**

**REPORT OF THE DIRECTOR OF GOVERNANCE & LEGAL SERVICES**

**COMMITTEE APPOINTMENTS**

**Reason for Report**

1. To receive and make appointments to current committee vacancies as set out in the report in accordance with political group wishes

**Background**

2. The Annual Council 24 May 2018 established the Committees and Panels of the Council and their composition. The seats allocated to political groups on each committee were calculated in accordance with political balance, and nominations were received for each committee from the political groups.
3. In accordance with the Welsh Audit Office Statement of Action P3b (report March 2016), - Membership of Committees is a standing item on monthly Group Whips meetings and Full Council, as appropriate.

**Issues**

Committee Membership

4. The following Committees currently have vacancies:

<b>Committee</b>	<b>Vacancy</b>	<b>Group</b>
Audit Committee	2 vacancies	Labour x 1 Conservative x 1
Corporate Parenting Advisory Committee	1 vacancy	Conservative
Council Appeal Committee	1 vacancy	Labour
Democratic Services Committee	1 vacancy	Labour
Licensing Committee	2 vacancies	Labour x 1 Conservative x 1
Public Protection	2 vacancies	Labour x 1 Conservative x 1
Planning Committee	1 vacancy	Labour
Children & Young People Scrutiny	1 vacancy	Labour

<b>Committee</b>	<b>Vacancy</b>	<b>Group</b>
Policy Review & Performance Scrutiny	1 vacancy	Labour
Bilingual Cardiff Working Group	1 vacancy	Conservative
Health & Safety Forum	1 vacancy	Labour
Appointment Committee – Principal Lawyer Litigation	1 vacancy	3 Labour 1 Conservative 1 Lib Dem
Appointment Committee – Assistant Director Education	4 vacancies	3 Labour 1 Conservative 1 Lib Dem
Appointment Committee – Programme Director: School Organisation Planning	4 vacancies	3 Labour 1 Conservative 1 Lib Dem

5. Any nominations to fill existing vacancies on Committees received from political groups prior to Full Council on 31 January 2019 will be reported on the amendment sheet.

### **Legal Implications**

6. The Council is under a duty to make appointments to Committees, in accordance with the approved allocation of seats to political groups, so as to give effect to the wishes of the political groups (pursuant to Section 16 of the 1989 Act).
7. Under the Council and Committee Meeting Procedure Rules (Rules 2(b) (xv) and 1.2 respectively), the Council may elect a Chair and Deputy for each of its committees. The Council may elect any member of the appropriate Committee as its Chair or Deputy Chair.

### **Financial Implications**

8. There are no financial implications directly arising from this report

### **RECOMMENDATION**

The Council is recommended to appoint to the vacancies on Committees in accordance with Party Group wishes and as set out on the Amendment Sheet.

### **DAVINA FIORE**

#### **Director Governance and Legal Services**

24 January 2019

### **Background Papers**

Annual Council Reports 24 May 2018  
Minutes of Annual Council 24 May 2018  
Minutes Council 21 June 2018  
Minutes Council 19 July 2018  
Minutes Council 27 September 2018  
Minutes of Council 25 October 2018



**CYNGOR CAERDYDD  
CARDIFF COUNCIL****COUNCIL:****31 JANUARY 2019**

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**REPORT OF THE DIRECTOR OF GOVERNANCE & LEGAL SERVICES**

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**APPOINTMENT OF MEMBERS TO SERVE ON OUTSIDE BODIES****Reasons for the Report**

1. To receive nominations and make appointments of Council representatives to statutory and non-statutory outside bodies.

**Background**

2. The Constitution provides that the Council will, from time to time, receive nominations and make Member appointments as necessary to serve as representatives of the Council on outside bodies.
3. The Council at its Annual meeting on 24 May 2018 and Ordinary meeting on 21 June 2018 received nominations and agreed appointments of Members to serve on bodies which are required on an annual basis and other vacancies.
4. The Council from time to time receives nominations to vacancies that occur during the Municipal Year.

**Issues**

5. The Council is asked to receive a nomination to the Cardiff and Vale Community Council to replace Councillor Lyn Hudson. The appointment is to be made for a period up to Annual Council in May 2022.
6. The Party Groups, following the approval of the change in allocation of Non Executive Directors on Cardiff City Transport Services Limited (otherwise known as 'Cardiff Bus') at Full Council 29 November 2018, have been asked to confirm their nomination/s to the Board in accordance with the revised Company's Articles. The appointments are for for a period up to Annual Council in May 2022.
7. The Council is required to nominate five Councillors as Non-Executive Directors, and these have been allocated proportionally;- three Labour, one Conservative and one Liberal Democrat.

8. The Party Group Whips have been advised of the vacancies and nominations received will be detailed on the Amendment Sheet to be circulated at the Council meeting.

### **Legal Implications**

9. The appointment of individuals to serve on outside bodies is a Local Choice function under the Local Authorities (Executive Arrangements) (Functions and Responsibilities) (Wales) Regulations 2007. In the approved Scheme of Delegations the Council has determined that responsibility for the proposed appointments shall rest with Full Council.

### **Financial Implications**

10. There are no financial implications arising as a direct consequence of this report.

### **RECOMMENDATION**

The Council is requested to receive nominations and approve appointments as set out on the amendment sheet to the following bodies:

- (a) Cardiff and Vale Community Council; and
- (b) Cardiff City Transport Services Limited (otherwise known as 'Cardiff Bus').

### **DAVINA FIORE**

**Director of Governance & Legal Services and Monitoring Officer**

22 January 2019

### **Background Papers**

Register of Appointments to Outside Bodies

Council 29 November 2018 – Cardiff Buss Appointment of Non Executive Directors

**CYNGOR CAERDYDD  
CARDIFF COUNCIL**



**COUNCIL:**

**31 JANUARY 2019**

**REPORT OF THE DIRECTOR GOVERNANCE & LEGAL  
SERVICES**

**URGENT DECISION: INTERVENTION IN ST PETER'S ROMAN CATHOLIC  
PRIMARY SCHOOL**

**Reason for this Report**

1. In accordance with the Council's Scrutiny Procedure Rule 13(a), the urgent officer decisions taken in respect of an intervention at St Peter's RC Primary School, is reported to Council for information.

**Background**

2. The Council's power to intervene has arisen by virtue of Section 4(4) of the School Standards and Organisation (Wales) Act 2013 and Ground 8 of the grounds for intervention which are set out in Section 2 of the Act.
3. The Director of Education has taken an Officer Decision in accordance with the delegation DEd1 in Section 4F of the Council's Scheme of Delegations.

**Issues**

4. An Officer Decision – Intervention in St Peter's RC Primary School was taken on 15 January 2019 by the Director of Education as an urgent decision in accordance with his delegation.
5. The decision taken is as follows: -
  - (a) Suspending the right of the Governing Body to a delegated budget pursuant to Section 8 of the School Standards and Organisation (Wales) Act 2013; and
  - (b) Directing the governing body to secure advice or collaborate; and
  - (c) Appointing three additional governors.
6. The decision was taken in consultation with the Cabinet Member Education, Skills and Employment with portfolio responsibility for Education and Local Ward Members, who were all fully supportive of the decision.

7. The Monitoring Officer and the Chair of the Children and Young People agreed the decision should be taken on an urgent basis.

### **Legal Implications**

8. There are no direct legal implications arising from this report. Legal implications were considered and included as part of the Officer Decision process.

### **Financial Implications**

9. The decision to intervene in St. Peter's RC Primary School does not, in itself, result in any direct financial implications arising. The costs associated with intervening and monitoring the school going forward will be met from within existing budgets.
10. In respect of the school's budget, control will revert to the local authority with all decisions in respect of staffing resources and the overall budget to be taken by the relevant Council officers. Whilst the school will retain operational responsibility for its finances, variances to the agreed spending plan must have prior agreement from the Council.

### **RECOMMENDATION**

That Council receives the report for information.

**Davina Fiore**  
**DIRECTOR GOVERNANCE & LEGAL SERVICES**  
**23 January 2019**

Background Papers

Officer Decision, 15 January 2019 – Intervention in St Peter's RC Primary School

**CYNGOR CAERDYDD  
CARDIFF COUNCIL**



**COUNCIL:**

**31 JANUARY 2019**

**REPORT OF THE DIRECTOR OF PLANNING, TRANSPORT & ENVIRONMENT**

**URGENT DECISION: PURCHASE OF STREETSCENE VEHICLES**

**Reason for this Report**

1. To report for information the Urgent Decision taken by a meeting of the Cabinet on 9 January 2019 in accordance with the Council's Constitution Part 3 Section 2 (2) to purchase Streetscene Vehicles.

**Background**

2. The Council was offered an opportunity to purchase, at an appropriate market value, a range of Streetscene vehicles (Refuse Collection Vehicles and Road Gritters) that it currently leased under contract from Gulliver's Truck Hire Ltd (GTH) who went into administration on 18 December 2018.
3. The Cabinet at a Special meeting on [9 January 2019](#) received a report seeking approval to purchase these vehicles.

**Issues**

4. The purchase of the Streetscene vehicles falls outside of the Budget Framework agreed for 2018/19. Ordinarily, such decisions are referred to full Council. However, this was considered by Cabinet to be an exceptional and unforeseen circumstance that required an urgent decision.
5. In view of the practicalities of convening a quorate meeting of the full Council to consider this issue within the timescales required for the Council to secure the vehicles for business continuity purposes, the Cabinet has determined this matter under its powers to "*take a decision which is... contrary to or not wholly in accordance with the Budget approved by Council if the decision is urgent*" (Constitution, Scheme of Delegations, Section 2 paragraph 2).
6. As part of the Cabinet process all Party Group Leaders were advised of the proposal and that Cabinet would be considering this issue.
7. The Monitoring Officer also certified that any delay caused by a Call-in of the decision could seriously prejudice the public interest and Councillor David Walker as Chairperson of the relevant scrutiny was consulted and agreed that the decision was of an urgent nature and was therefore not subject to call in.

## **Legal Implications**

8. This report provides full Council with information in relation to an urgent decision taken by the Cabinet outside of the budgetary framework. The Cabinet is authorised to take urgent decisions which are contrary to, or not wholly in accordance with, the approved budget (under Part 3 of the Constitution, Section 2, paragraph 2), However, the Constitution imposes certain procedural requirements:
- (i) The Budget and Policy Framework Procedure Rules confirm that urgent decisions outside the budget or policy framework may be taken if the decision is urgent; and a quorate meeting of the full Council cannot be called in time; and provided the chair of the relevant Scrutiny Committee agrees that the decision is urgent. Following the decision, the decision taker is required to provide a full report to the next available Council meeting explaining the decision, the reasons for it and why the decision was treated as a matter of urgency. This is that report.
  - (ii) Under the Scrutiny Procedure Rules, an urgent decision may be exempted from the call-in procedure, provided the Head of Paid Service, the Monitoring Officer or the S151 Officer certifies that any delay likely to be caused by the call-in process could seriously prejudice the Council, or the public interest; and the Chair of the relevant scrutiny committee (or, in his/her absence, the Chair of the Council, or in both their absences, the Vice-Chair of the Council) agrees that the matter is urgent. Urgent decisions which have not been subject to call-in must also be reported for information to the next available meeting of the Council, together with the reasons for urgency. This report also provides that information to full Council.

## **Financial Implications**

9. The decision required that a new budget line be created in the Council's Capital Programme for 2018/19 for the acquisition of vehicles on an invest to save basis. Existing revenue budgets for lease hire costs including maintenance would be utilised as the first priority to repay the acquisition costs. Any vehicles acquired are to be maintained by the Council.

## **RECOMMENDATION**

That Council receives the report for information.

**Andrew Gregory**  
**DIRECTOR OF TRANSPORT, PLANNING & ENVIRONMENT**  
**24 January 2019**

### Background Papers

*Cabinet Report & Decision Sheet - 9 January 2019*

*Appendix 1 Business Case - Exempt from publication pursuant of Par 14 & 21 of Part 4 and Part 5 of the Local Government Act 1972*