

# Cardiff

## Liveable City Report



January 2017



## Foreword

This report tells a story about Cardiff in 2017. It sets out our city's strengths and opportunities – and there are many - and is honest about the weaknesses and the threats we face in the future.

There's a good story to tell. Jobs are being created, unemployment is down and visitor numbers are up - with the Champions League Final coming in June we can expect these figures to be higher again this year. Cardiff has three great universities, skill levels across the board compare well to other cities and our schools are getting better and better each year. It's clear to me that, despite the uncertainty in the world economy, there are solid foundations in place for a period of success for Cardiff's own economy.

A strong economy does not exist in isolation from other aspects of city life. It is built on a bedrock of investment in education, transport, housing, green spaces, culture and care services. No one chapter in this report should therefore be seen as being more important than the others. They all contribute to and support each other in the ultimate goal of making our residents' lives better and our communities stronger.

That is why when I took the role as City Leader I set out a vision to make **Cardiff Europe's most liveable capital city**. I believed that we needed to take a broad

approach to thinking about and developing the city, not simply a narrow focus on GVA and economic growth at all costs. A strong economy and a fairer society have for too long been presented as being in conflict with one another. In truth, you cannot have one without the other.

And so, first and foremost, economic growth is only good if the benefits are felt by all our citizens. It's fair to say that this hasn't always been the case, leading to the entrenched and growing inequalities across all aspects of life that, for me, are the most powerful findings of this report. This needs to change.

Cardiff is Britain's fastest growing 'core city.' Successful cities of the 21st Century will be those that can attract and keep people but this growth must be managed in a sustainable and inclusive way. The consequence of the decisions taken today will be felt for generations. We need to get them right. Raising our eyes to the future it's clear that our natural resources and environment will move to the front and centre of political debates, at both the local and global levels. Approaches to energy, water, clean air, food – the fundamentals of city-living where failure often hits the poorest hardest – will require fresh thinking and innovative solutions. I want Cardiff to be at the forefront of this agenda. To do so, we will need to continue to connect with and learn from the most progressive, forward thinking cities in Britain, Europe and the world.

I always set our great capital city against all the great capital cities of Europe because I believe in Cardiff and in its story. A story of a one of the world's greatest sea ports known across the globe for its industry and inclusivity.

Today, the capital of Wales is one of the best cities to live in Europe. We're up there ahead of Stockholm and Copenhagen, and only 2 percentage points behind Oslo, the top European capital for resident satisfaction with city-life.

And Cardiff's future is bright. Over the years ahead our story must be one which tells of giving all our citizens a standard of living and a way of life equal to any European capital. A capital city with an open mind and an open heart, connected to Wales and to the wider world. A city which embraces creativity, technology and new ways of thinking and doing, values equality and fairness, the natural environment and, most importantly, a city which values its people.

A city we can all be proud to call home.



**Cllr Phil Bale**  
**Chair, Cardiff Public Services Board**  
**Leader, City of Cardiff Council**





## Introduction

### Allison Dutoit, Liveable City Advisor

Cities are places of complex relations, where we can come together in times of celebration, protest, sorrow, and joy. Great cities give invitations to a diverse mix of people, who can share what is universal. Yet the past year has shown us that we cannot take community for granted. Now more than ever, we recognize that there are political, social, and ideological divides across our country. And yet what is also clear is that people fundamentally want the same things for themselves, their families and their community: safe, healthy lives, opportunities for education, training and employment, and quality options in leisure, culture, and recreation.

This report celebrates these commonalities even as we recognise the great differences that make up Cardiff.

The 2017 Liveable City Report updates data to indicate how Cardiff is addressing the common needs we share, as well as the aspirations of its people and the City. We see a great deal of satisfaction even as there remain divides across primary issues of health, safety and opportunity. There remain major challenges with the disparity between the most deprived and those who are well off. The report notes the need to focus on more inclusive growth that raises standards and wages. This disparity

looms large against other gaps in Cardiff's achievement: low public transport use, gaps in achievement, safety and health numbers that all too directly relate to the poverty indices. Yet close reading of the report points to opportunities to rethink the approach to these hurdles.

As urban populations grow, and as pressures on the environment, resources, and funding increase, we recognize the need to reconsider how we design cities: places for people. It is not enough to provide employment and education opportunities, and to meet retail and housing needs. The most desirable places offer residents and visitors the most basic need and most luxurious option: choice.

Great cities are places with choice. As Enrique Penalosa, former mayor of Bogota, likes to point out, 'An advanced city is not one where even the poor use cars, but rather one where even the rich use public transport'. We know that these investments help everyone, making our cities more desirable for residents, employers, visitors, and business. Choice is accessing opportunities -- for a job, a better job, a change in career, choice in education options, to go back and study, to find that course that is right for you .... choice in leisure - fun days out for families, accessing nature, entertainment, shopping etc.

The next stage is to listen to the whole of the voices represented in this data, and to conceive and implement new ways of collaborating and integrating.

We need more ways to listen, and deeper understanding of the united nature of the challenges. The focus in the Liveable City Report on data that counts people and life quality first will affect the decision making process, and ways of collaborating. At Gehl, we often say 'you measure what you care about'. With this data, Cardiff shows how we care about how we are performing. By visualizing and understanding where we excel we recognise what Cardiff does well and conversely, recognise where more attention, resources and collaboration are needed. This status document will feed into the development of a strong strategy with robust criteria, with markers for success.

Our common bond is what makes us human: we share the same essential physiology, the same senses, the same speed of movement, the same basic needs as social beings. It is with evidence from these types of qualitative studies that cities like Copenhagen have been able to develop itself into a more healthy, more equitable, more responsive city. With this report the Cardiff Public Services Board has a strong basis on which to build.



**Allison Dutoit M.Arch**  
Associate, Gehl Architects





## Why the Liveable City Report?

To make Cardiff an even better place to live, work and visit we need to understand the city's strengths and challenges.

By comparing Cardiff with the core cities in the UK and other Welsh Local Authorities, this report shows where the city is performing well and where Cardiff needs to be improved.

The report has been developed by public service partners to help identify collective objectives for improving the well-being of Cardiff.

It also acts as a summary of the city's Well-being Assessment as required under the Well-being of Future Generations Act. For the full assessment providing more detailed data, please visit [www.cardiffpartnership.co.uk](http://www.cardiffpartnership.co.uk)

## Key terms

**Well-being of Future Generations Act** - This Act is about improving the social, economic, environmental and cultural well-being of Wales. It places a duty on public sector bodies to work together through Public Services Boards to improve the well-being of each Local Authority area.

**Well-being assessment and plan** - Under the Future Generations Act, Public Services Boards have a duty to assess the economic, social, environmental and cultural well-being of the local area and to produce a local well-being plan setting out well-being objectives that will contribute to achieving the Welsh Government's 7 well-being goals.

**Public Services Board** – The Cardiff Public Services Board includes representatives from the City Council, South Wales Police, South Wales Fire and Rescue, Cardiff and Vale University Health Board, National Probation Services Wales, the Community Rehabilitation Company, Natural Resources Wales, South Wales Police and Crime Commissioner, Cardiff Third Sector Council and Welsh Government.

**Outcomes** – An outcome is a future condition we want to achieve. Seven high level outcomes have been agreed by the Cardiff Public Services Board partners.

**Indicators** – Performance indicators are ways of measuring progress towards achieving our outcomes. The indicators used in this report have been agreed by the Cardiff Public Services Board.

**UK Core Cities** – The core cities are a group of 10 major cities, including the eight largest city economies in England, not including London, as well as Cardiff and Glasgow. Comparisons to these cities are included throughout this document.





## Delivering Our Vision

The Public Services Board members have agreed to work together towards a series of outcomes that matter most to the people of Cardiff.

CARDIFF IS A GREAT PLACE TO LIVE, WORK AND PLAY

The most popular and successful cities offer a range of leisure and cultural opportunities. They provide opportunities for their residents to get involved in their local areas and good, affordable homes to live in.

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CARDIFF HAS A THRIVING AND PROSPEROUS ECONOMY

This means that people in Cardiff should have access to a good quality job, or an opportunity that matches their ambitions.

PAGE 24

PEOPLE IN CARDIFF ARE SAFE AND FEEL SAFE

Safety is a top priority for residents, businesses and visitors.

PAGE 30

PEOPLE IN CARDIFF ARE HEALTHY

A liveable city will be somewhere that promotes good health at every opportunity, whilst making sure that those who do experience poor health receive the care they need.

PAGE 35

PEOPLE IN CARDIFF ACHIEVE THEIR FULL POTENTIAL

A liveable city will offer school children the very best education and will provide the support all citizens need to fulfil their potential.

PAGE 46

PEOPLE IN CARDIFF HAVE A CLEAN, ATTRACTIVE AND SUSTAINABLE ENVIRONMENT

Cities that offer easy access to high quality parks and open spaces not only attract people, but also help promote a good quality of life. Liveable cities also need to look to the future: reducing waste, increasing sustainable transport and low carbon energy solutions.

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CARDIFF IS A FAIR, JUST AND INCLUSIVE SOCIETY

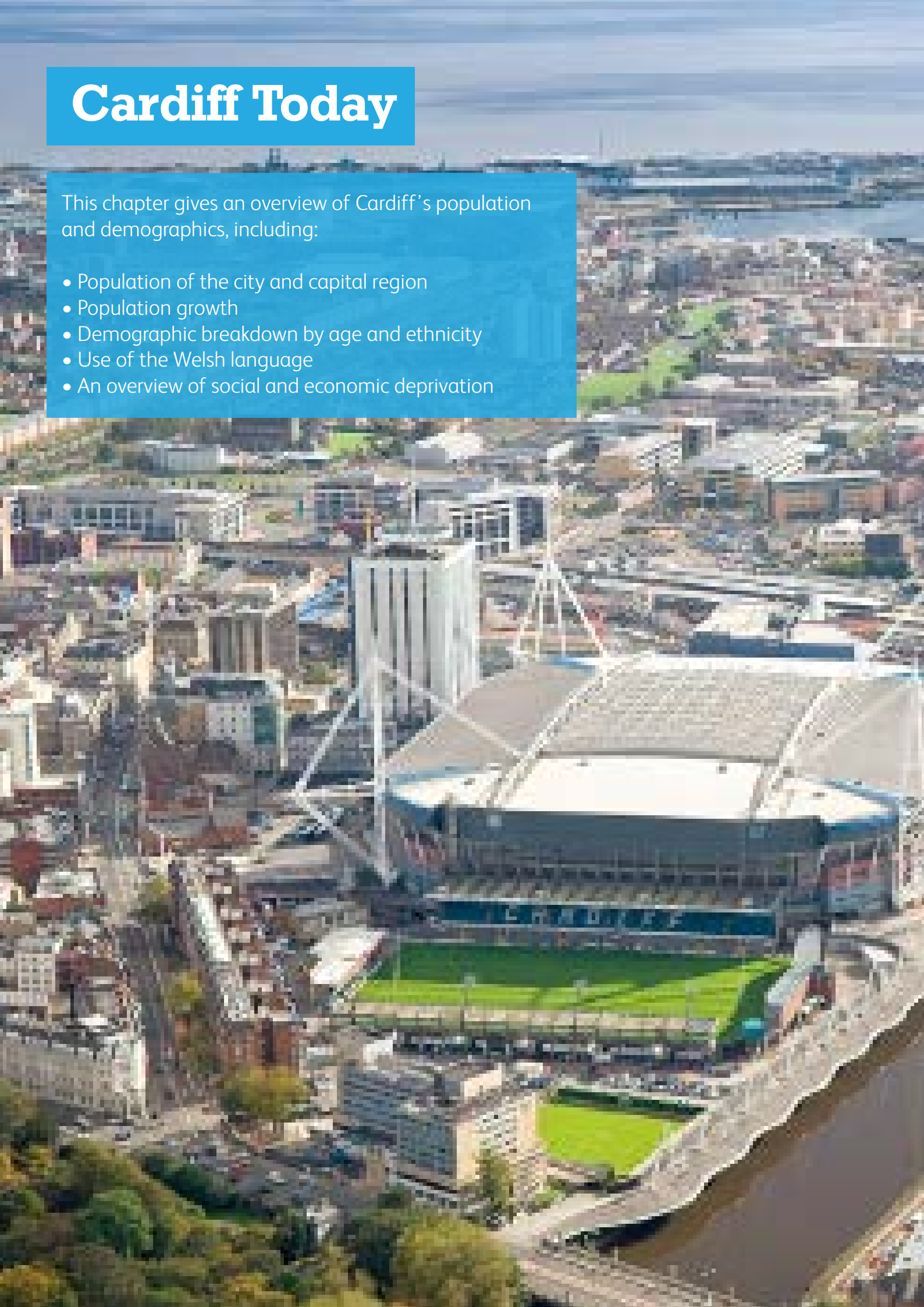
Great cities are defined by how they treat the most vulnerable in society, offering everyone an equal opportunity to get the most out of life in the city, regardless of background.


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# Cardiff Today

This chapter gives an overview of Cardiff's population and demographics, including:

- Population of the city and capital region
- Population growth
- Demographic breakdown by age and ethnicity
- Use of the Welsh language
- An overview of social and economic deprivation





Cardiff today is relatively wealthy, safe, green and healthy. Over the next 20 years Cardiff is projected to grow faster than all major British cities apart from London. This is good news for Cardiff. Successful cities are those that attract and keep people. It is in particular a young city and over the decade ahead there will be a large growth in the working age population, a signal of strength for the city's economy.

This growth will bring challenges too. It will put pressure on the city's physical and social infrastructure and public services. New sustainable ways of getting around the city will be needed, new homes – indeed, whole new communities – will need to be built, underpinned by investment in low carbon energy and water infrastructures. More young people will mean more schools and more teachers.

There will be a need for more health services including GP surgeries. The growth in the city's older population will also mean greater demand on health and care services. These challenges will need to be managed at a time of public sector austerity.

While Cardiff performs well across a number of city-wide indicators of liveability compared to other core cities, large inequalities exist within the city. Some of the poorest wards in Wales are to be found within walking distance of some of the most affluent and wards with the highest unemployment rates are within a few miles of Wales' major commercial centre.

# Cardiff Today

## A rapidly growing city

Cardiff has a population of 357,200 people.

Local Authority	Total
Birmingham	1,111,300
Leeds	774,100
Glasgow City	606,300
Sheffield	569,700
Manchester	530,300
Edinburgh, City of	498,800
Liverpool	478,600
Bristol, City of	449,300
<b>CARDIFF</b>	<b>357,200</b>
Nottingham	318,900
Newcastle upon Tyne	292,900

Between 2005 and 2015, Cardiff's population grew by 11%. This is a bigger percentage increase in population than any of the core cities apart from Manchester and Nottingham.

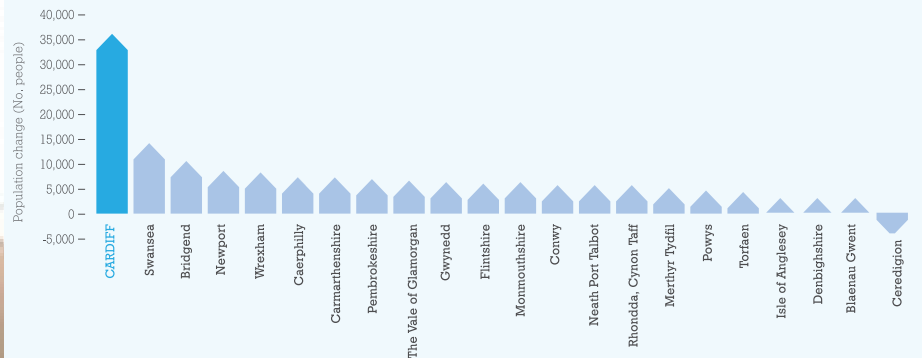
This growth trend is set to continue with a projected growth of just over 20% between 2015 and 2035 (an additional 72,000 people), making Cardiff the fastest growing core city in percentage terms.

Cardiff is not only the largest local authority in Wales, it has also experienced the largest population growth in Wales over the last decade and is projected to grow far faster than any other Welsh local authority.

Source: Office for National Statistics

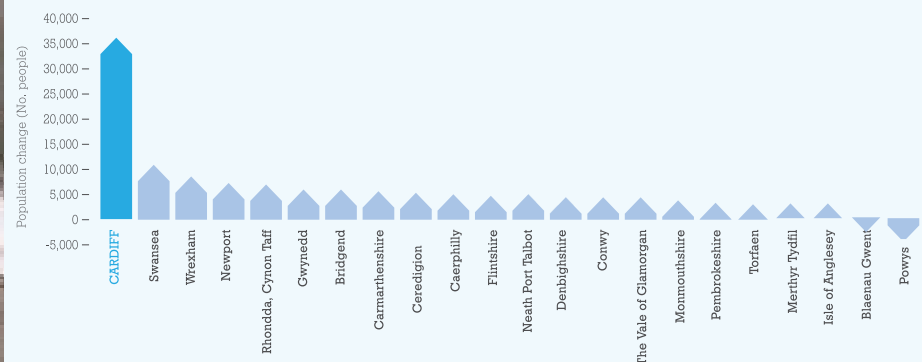


### Numerical Change in Total Population, Mid-2005 to Mid-2015



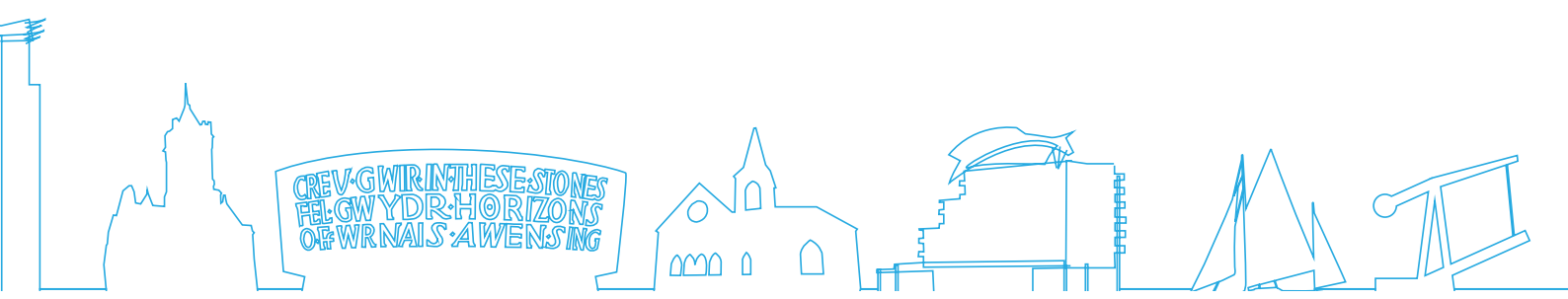
Source: Office for National Statistics

### Projected Numerical Change in Total Population, 2015 to 2025

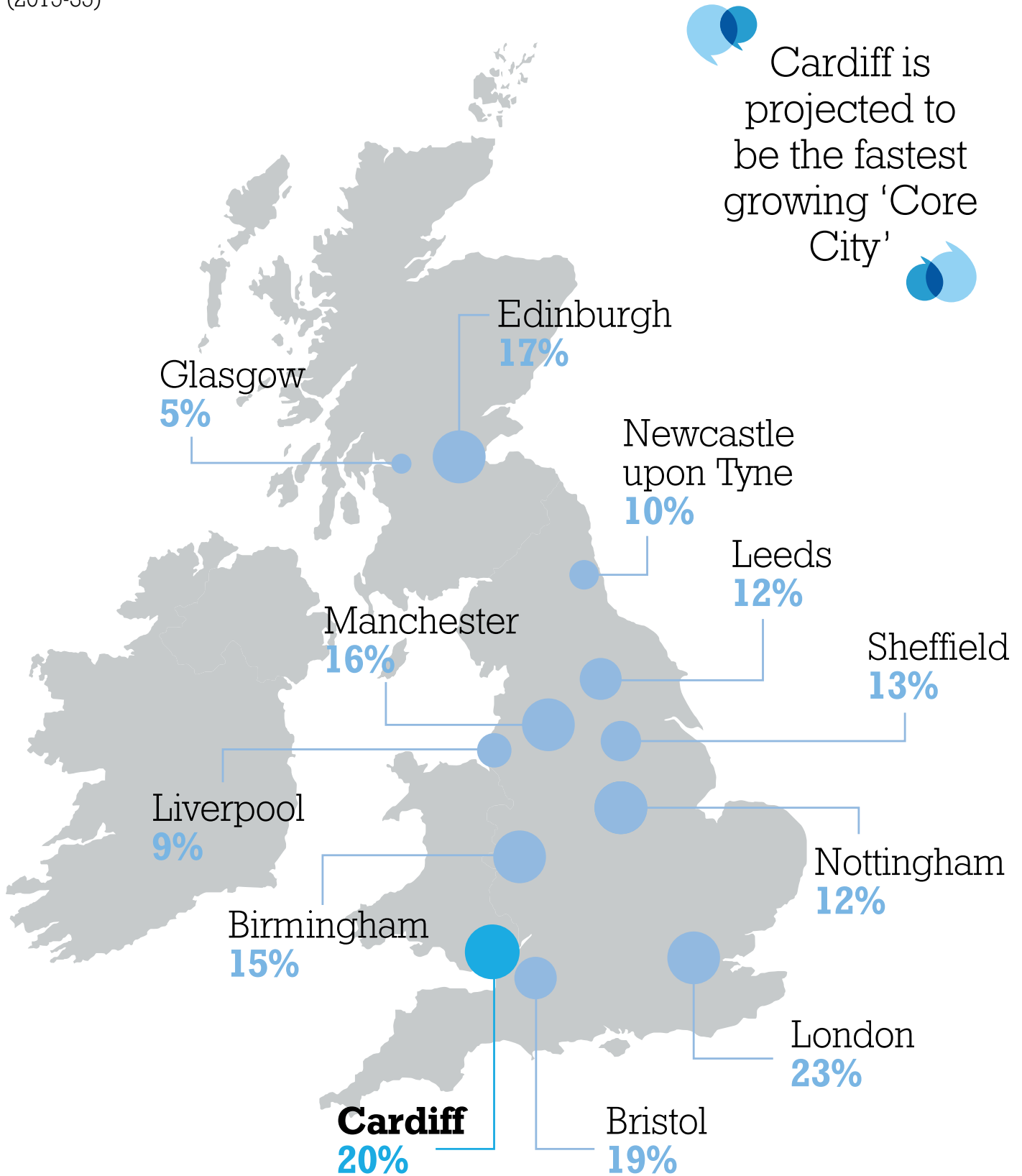


Source: Welsh Government/ONS/NRS 2014-based population projections





## Population Growth within the UK's major cities (2015-35)



Source: Welsh Government / ONS / NRS 2014-based population projections

# Cardiff Today

## A Closer Look at our Growing Population

Cardiff's rapid growth will not be evenly spread across age-groups. While there will be significantly more people of a working age there will also be more school children and more people over 65 years old – two groups who will need more support from public services.

## Meeting the Challenge of Growth

Cardiff is projected to be the fastest growing 'Core City'. Accommodating this growth will mean 41,100 new homes will need to be built and 40,000 new jobs created over the next 10 years.

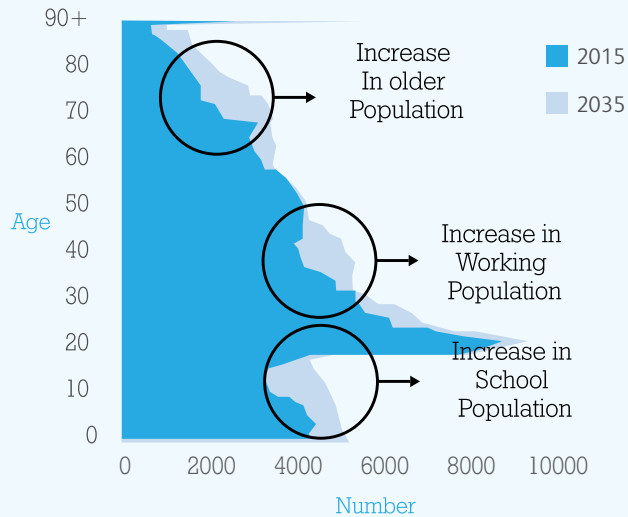
Keeping Cardiff moving is a top priority. The city has set itself a new challenging target of a 50:50 modal split between sustainable (cycling, walking, public transport) and non-sustainable (car) forms of transport by 2021, and an even more challenging 60:40 split by 2026.

Investment will also be needed in energy infrastructures, with Cardiff projecting the largest increase in demand on gas (44%) and electricity (28%) of all Core Cities.

A significant increase in the number of school age children will mean that we will need more schools and more teachers.

Cardiff will also need to provide access to a range of local healthcare services from shared use facilities. In each of the city's new communities there will be a need for additional primary care services to be provided to support the growing demand. With the number of citizens over 85 years old expected to nearly double by 2030 there will be additional pressures on the city's health services because older people are more likely to have long term conditions and complex care needs, and have longer, more frequent stays in hospital.

Projected Population of Cardiff by Age, 2015 v 2035



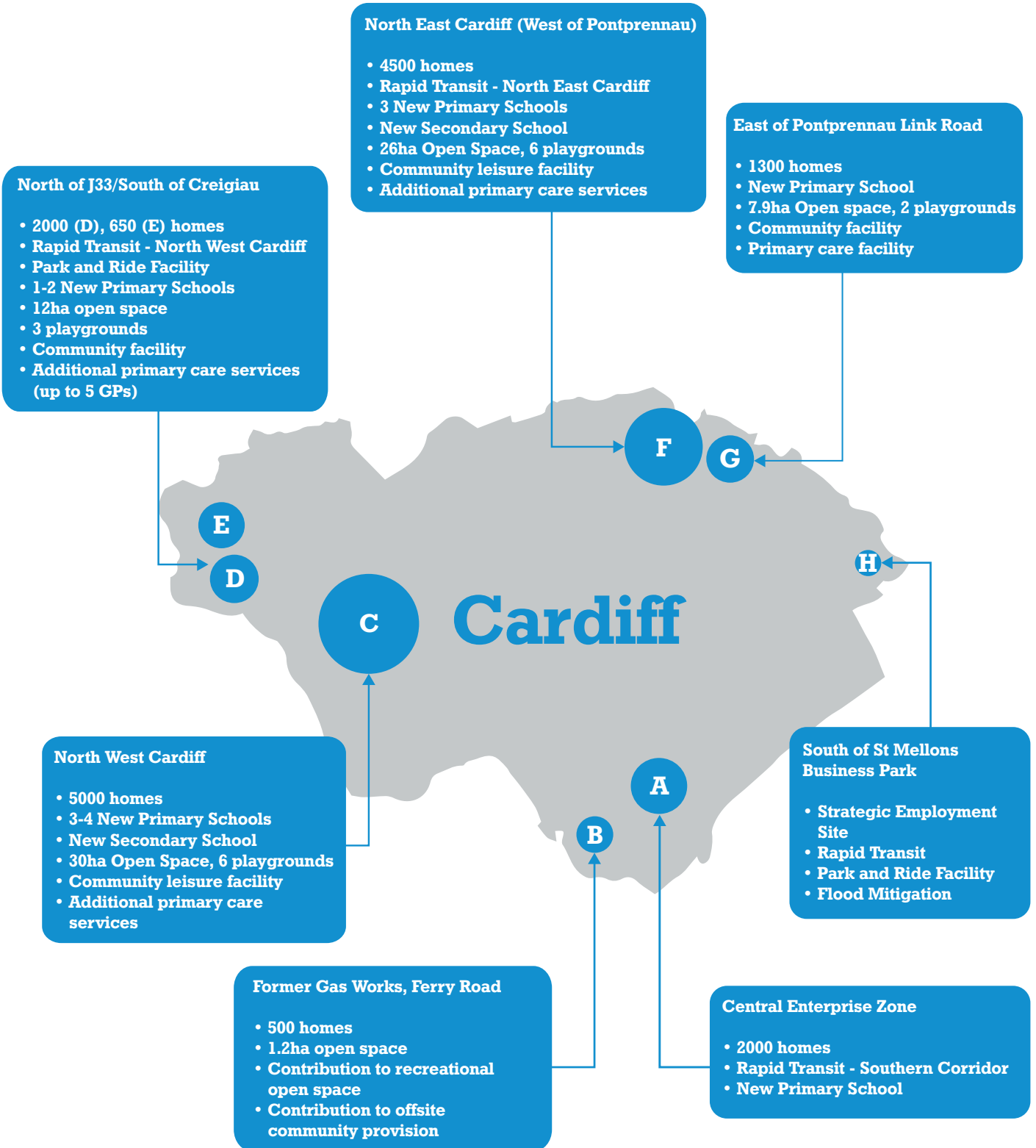
Source: Welsh Government population (2014 based) projection 2015-2035





## Cardiff's Local Development Plan (summary of strategic growth areas)

Cardiff's Local Development Plan covers the planning period to 2026 and identifies the infrastructure required to facilitate and sustain the city's projected level of growth. The diagram below provides a summary of development proposals contained in the plan.



Source: Cardiff's Local Development Plan

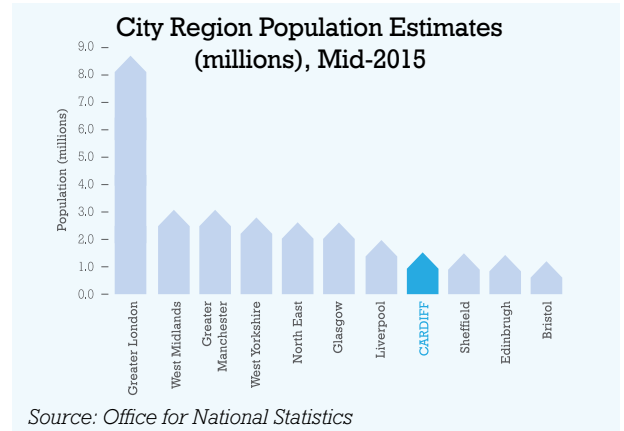
# Cardiff Today

## Cardiff Capital Region

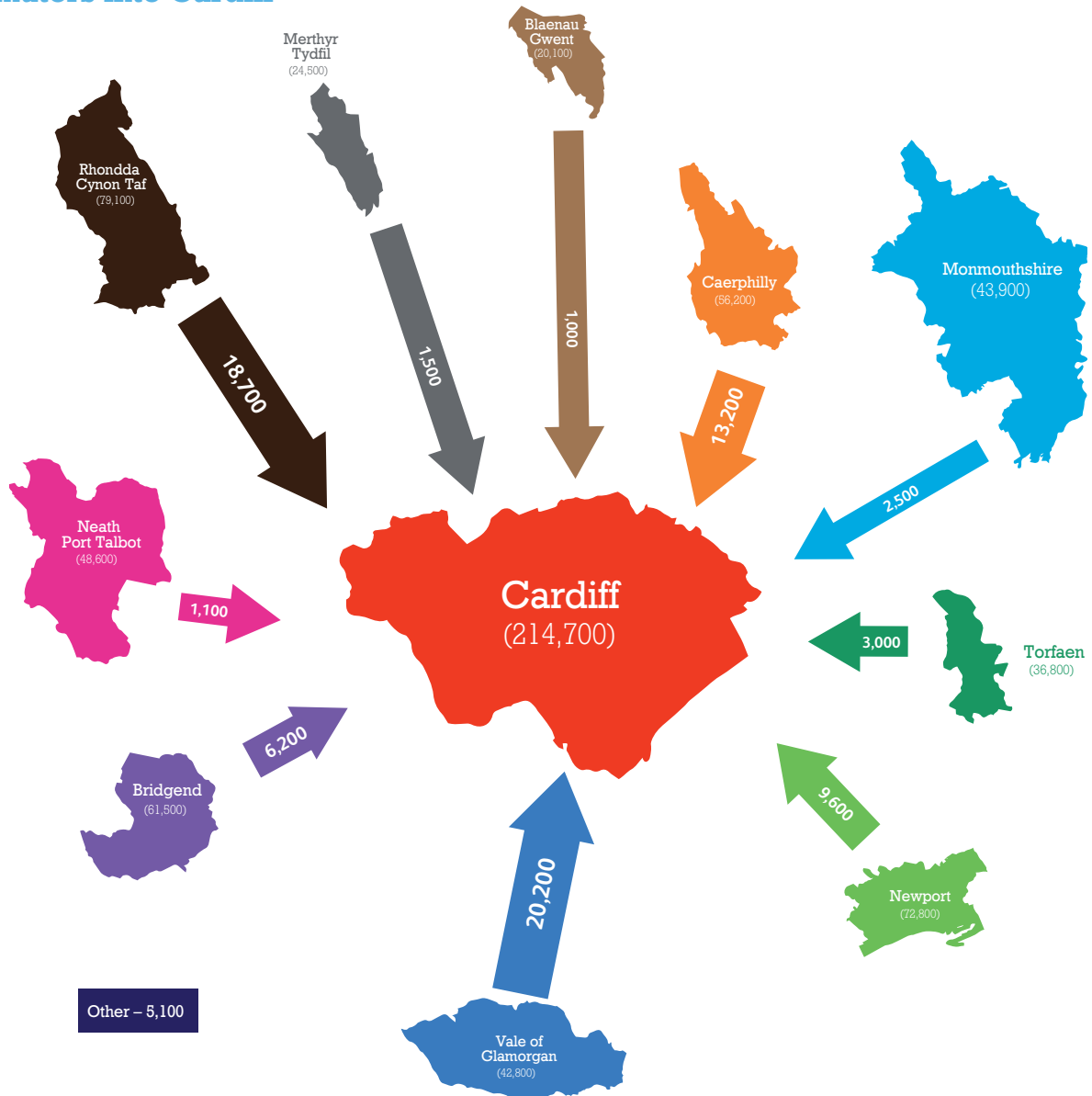
Cardiff is at the heart of the Cardiff Capital Region of 1.5 million people and makes up nearly a quarter (24%) of the city-region population.

The capital city is the economic engine of the city-region which includes the local authorities of Vale of Glamorgan, Bridgend, Rhondda Cynon Taf, Merthyr Tydfil, Caerphilly, Blaenau Gwent, Torfaen, Monmouthshire and Newport. Nearly two out of three net jobs created in South East Wales over the last ten years have been created in Cardiff.

Each day over 80,000 people – or over a third of the city's 200,000-strong workforce – commute into Cardiff from elsewhere in the Cardiff Capital region.



## Commuters into Cardiff



•••➔➔➔ **82,200** Flow of Cardiff's Daily In-Commuters Total Workplace Population in brackets, for example Cardiff (214,700)

Source: Welsh Government

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## Ethnicity in Cardiff

Cardiff has a long history of being open and inclusive and is by far the most ethnically diverse local authority in Wales.

CARDIFF			
Ethnic Group (Nomis Categories)	No.	%	Cardiff % of Wales Total
White	293,114	<b>84.7</b>	10.0
Non-white:	52,976	<b>15.3</b>	39.2
Mixed/multiple ethnic groups	10,031	<b>2.9</b>	31.8
Asian/Asian British	27,885	<b>8.1</b>	39.8
Black/African/Caribbean/Black British	8,201	<b>2.4</b>	44.9
Other ethnic group	6,859	<b>2.0</b>	44.9

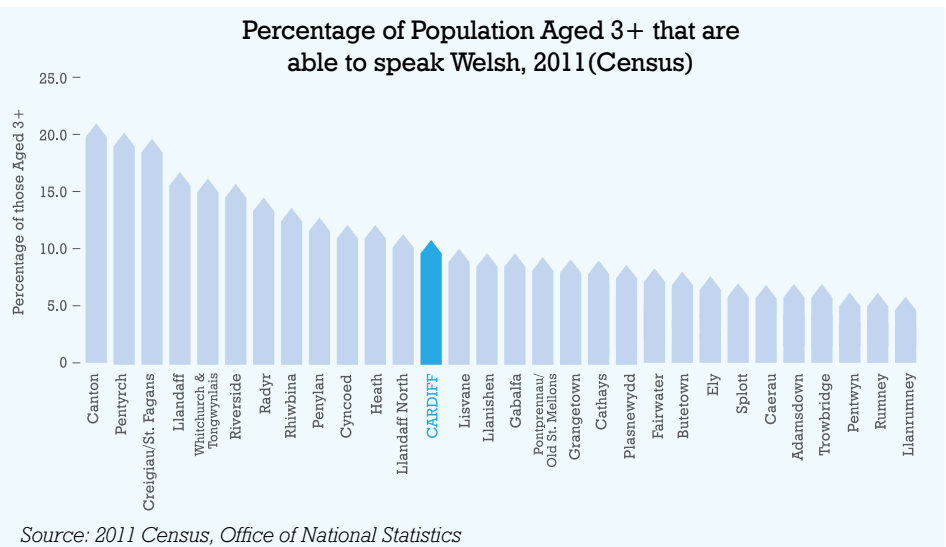
Source: 2011 Census, Office of National Statistics



## Welsh Language

As a capital city, Cardiff also has an important role in promoting Wales as a fully bilingual country. The 2011 census indicated that 16.2% of people in Cardiff identified themselves as having one or more skills in the Welsh Language (53,680) with 11.1% of the population aged 3+ being able to speak Welsh (36,735). The number of people who can speak Welsh varies significantly across the city. For example, more than three times as many people are able to speak Welsh in Canton, Pentyrch and Creigiau/St Fagans compared to those living in Pentwyn, Rumney and Llanrumney.

The number of students enrolled in Welsh-medium education has been steadily increasing with 4,624 pupils in attendance at primary level and over 2,625 at secondary level in 2016.



Source: 2011 Census, Office of National Statistics

# Cardiff Today

## Deprivation in Cardiff- An Overview

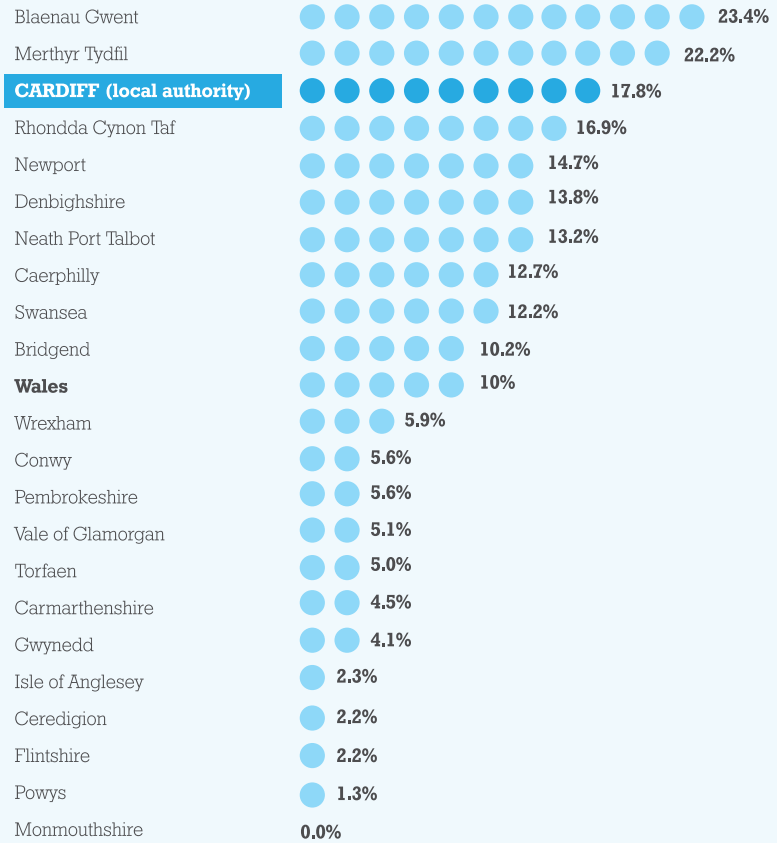
Cardiff faces some major challenges which are too often hidden by strong performance at a city level. For example, over a quarter of households in Cardiff – that’s over 41,000 homes - are deemed to be living in poverty.

The Welsh Index of Multiple Deprivation is the official measure of relative deprivation<sup>1</sup> for small areas in Wales. It is designed to identify those small areas containing 1,000 to 3,000 people, known as lower super output areas, where there are the highest concentrations of different types of deprivation.

In terms of overall performance, only two other local authorities in Wales have a higher percentage of people who are amongst the 10% most deprived in Wales. The map below shows the concentration of deprivation across the city.

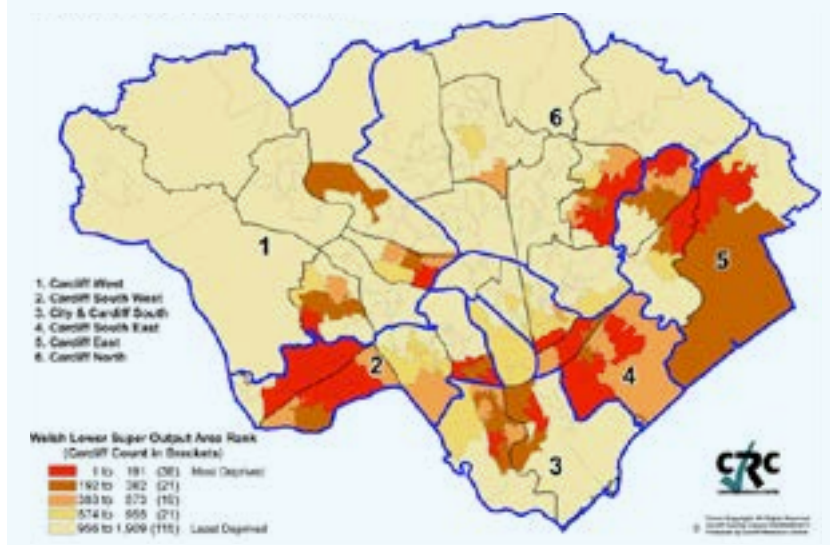
These issues are explored in more depth in Chapter 7.

### Percentage of population in 10% Most Deprived Areas<sup>2</sup> of Wales



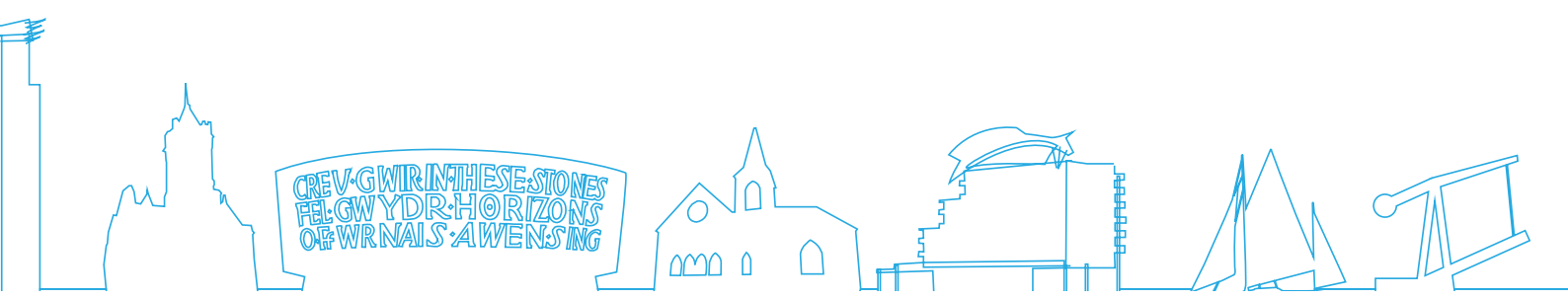
Source: Welsh Index of Multiple Deprivation (2014)

### The 2014 WIMD Overall Ranks in Cardiff



Over **60,000** people in Cardiff live in the 10% most deprived areas in Wales

<sup>1</sup> The Welsh Index of Multiple Deprivation is the official measure of relative deprivation for small areas in Wales. It is designed to identify those small areas containing 1,000 to 3,000 people, known as local super output areas, where there are the highest concentrations of different types of deprivation.



## Cardiff Tomorrow

Cardiff is projected to be the fastest growing UK Core City over the next 20 years, which is a sign of its strength and its unique position in Wales. This projected growth presents the city with major economic and cultural opportunities but also with distinct challenges. New sustainable communities designed to provide the best quality of life possible can be developed. Cardiff can have an even more positive economic impact on the city region.

However, planning for and managing the city's growth will be difficult. Pressures on service provision will have to be addressed by all partners, whether in terms of adapting existing services to be more flexible, or by delivering increased and better infrastructure and facilities, more schools and more health services.

Fundamental to the city's future will be addressing the inequalities which are evident across the city. These are apparent in the economic and health outcomes of our citizens, their satisfaction with Cardiff as a place to live, as well as their attainment and overall well-being. These inequalities are damaging the lives of too many citizens, are putting pressure on public services and lead to long-term effects for the city's economy.



# Outcome 1

## Cardiff Is A Great Place to Live, Work and Play

This chapter considers quality of life in Cardiff:

- Resident perception of quality of life
- Resident perception of the quality of public services
- Citizen engagement and volunteering
- Housing affordability and homelessness





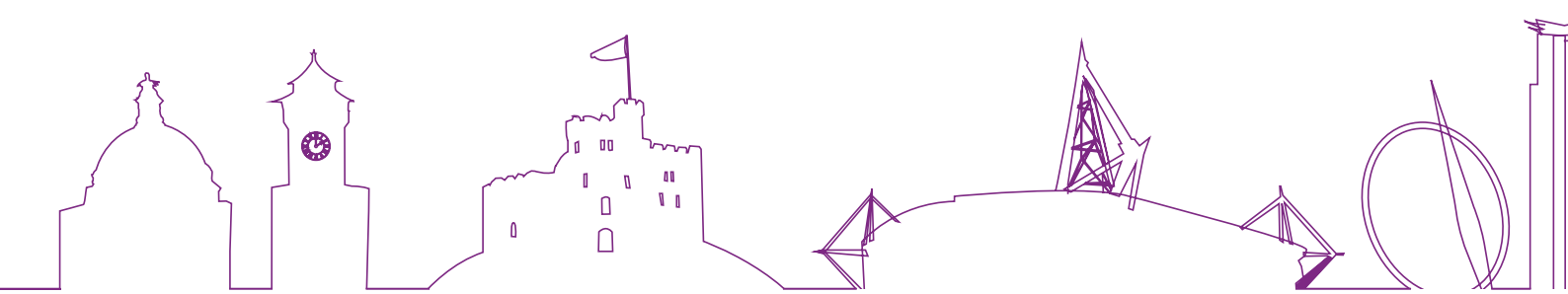


## Cardiff Today

People love living in Cardiff. The capital city of Wales consistently sits near the top of polls, surveys and reviews of quality of life in cities in the UK and Europe.

Cardiff's culture, sport and shopping and its public and green spaces are ranked by its own citizens as amongst the best in Europe helping to attract visitors from around the world. Residents are also consistently happy with the quality and efficiency of public services in the city, particularly compared to other European cities.

While indicators of well-being at the city level paint a positive picture, levels of well-being vary significantly across the city (see chapter 7 for more details), with stark differences in how prosperous, safe, healthy, skilled, clean and green Cardiff is in the most affluent and more deprived communities. Furthermore, over 50% of residents reported being concerned with being able to afford a decent standard of living. Housing, a central component of quality of life, remains relatively unaffordable in Cardiff compared to other major British cities and recent years have seen a substantial increase in the number of people who are homeless or sleeping rough.



## Europe's Most Liveable Capital Cities

The latest European Urban Audit, a survey of quality of life in 83 major European cities conducted by the European Commission, ranked Cardiff as joint third most liveable European capital city (up from joint 6<sup>th</sup> in 2012) and joint 6<sup>th</sup> across all cities (up from 22<sup>nd</sup> in 2012).

Cardiff compares particularly well in terms of healthcare, retail and sports facilities, public spaces and the quality of the natural environment. However, the city scores lower on the percentage of people using public transport every day, the availability of good employment and the cleanliness of streets.

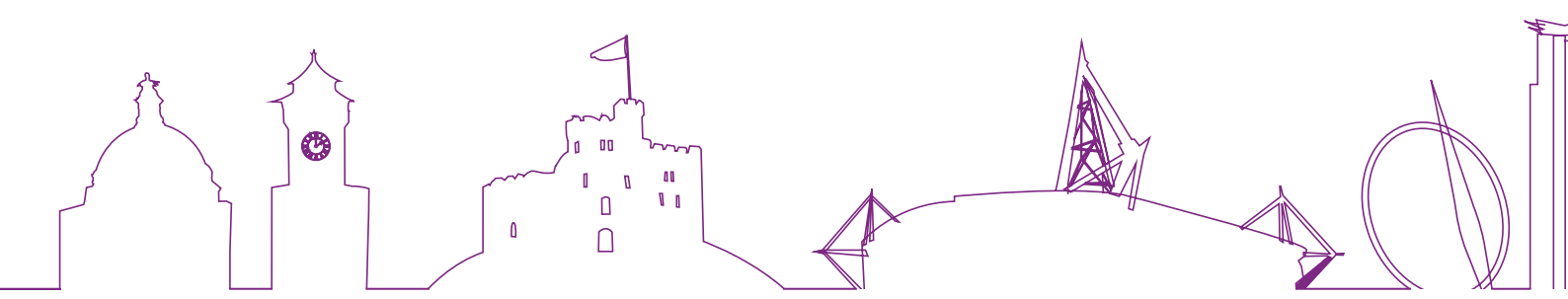
I'm satisfied to live in...	Position in terms of European Capital Cities (30)	% satisfaction
Oslo	1	99%
Vilnius	2	98%
<b>CARDIFF</b>	<b>=3</b>	<b>97%</b>
Copenhagen	=3	97%
Stockholm	=3	97%
Luxembourg	=6	96%
Vienna	=6	96%
Zagreb	=8	94%
Amsterdam	=8	94%
Dublin	=10	93%
Warsaw	=10	93%
Tallinn	=12	92%
Ljubljana	=12	92%
Valletta	=14	91%
Prague	=14	91%
Helsinki	=14	91%
Berlin	=14	91%
Budapest	=18	90%
Bratislava	=18	90%
London	=18	90%
Riga	21	89%
Nicosia	=22	88%
Lisbon	=22	88%
Brussels	=24	87%
Madrid	=24	87%
Paris	=24	87%
Sofia	27	86%
Bucharest	28	83%
Rome	29	80%
Athens	30	67%

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## Cardiff's performance in the European Commission Urban Audit (2015)

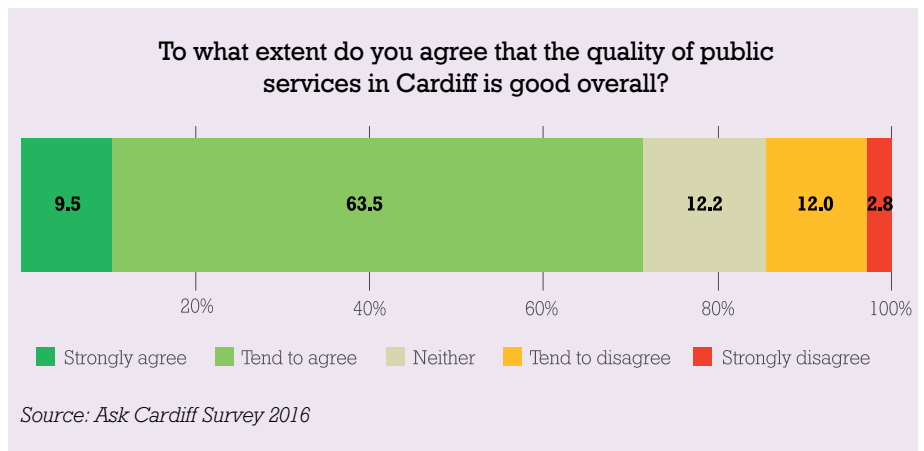
LEVEL OF SATISFACTION / AGREEMENT WITH...	% SATISFIED / IN AGREEMENT WITH	POSITION AGAINST CAPITAL CITIES	POSITION IN EUROPE
	2015	2015 (30 CITIES)	2015 (83 CITIES / GREATER CITIES)
I am satisfied to live in my City	97	Joint 3rd	Joint 6th
Availability of retail shops	94	Joint 2nd	Joint 5th
The place where I live	94	Joint 9th	Joint 26th
The life I lead	93	Joint 8th	Joint 19th
Cultural facilities such as concert halls, theatres, museums & libraries	91	3rd	Joint 10th
Green spaces such as parks and gardens	90	Joint 6th	Joint 15th
I feel safe in my neighbourhood	89	Joint 12th	Joint 31st
Public spaces such as markets, squares, pedestrian areas	88	Joint 1st	Joint 10th
The quality of the air	86	Joint 4th	Joint 11th
I feel safe in my City	85	11th	Joint 30th
The noise level	84	2nd	7th
Health care services, doctors & hospitals	84	Joint 5th	Joint 26th
Generally speaking, most people in my neighbourhood can be trusted	84	9th	Joint 27th
The financial situation of my household	83	7th	Joint 18th
Generally speaking, most people in my City can be trusted	79	Joint 4th	Joint 17th
Sports facilities such as sports fields & indoor sports halls	75	Joint 4th	Joint 18th
Public transport	73	Joint 16th	Joint 42nd
Schools and other educational facilities	73	9th	Joint 30th
The presence of foreigners is good for my City	73	20th	Joint 47th
Cleanliness	72	Joint 10th	Joint 27th
Generally speaking, the public administration of my City can be trusted	71	6th	Joint 17th
My personal job situation	68	Joint 14th	Joint 37th
The state of streets and buildings in my neighbourhood	68	Joint 14th	Joint 36th
Foreigners who live in my City are well integrated	68	Joint 4th	Joint 10th
The administrative services of my City help people efficiently	67	Joint 3rd	Joint 7th
My City is committed to fight against climate change	64	5th	Joint 21st
It is easy to find good housing at a reasonable price in my City	47	4th	Joint 23rd
It is easy to find a job in my City	43	16th	Joint 29th
On a typical day, I use urban public transport most often	28	28th	Joint 69th





## The Quality of Public Services in Cardiff is Good Overall

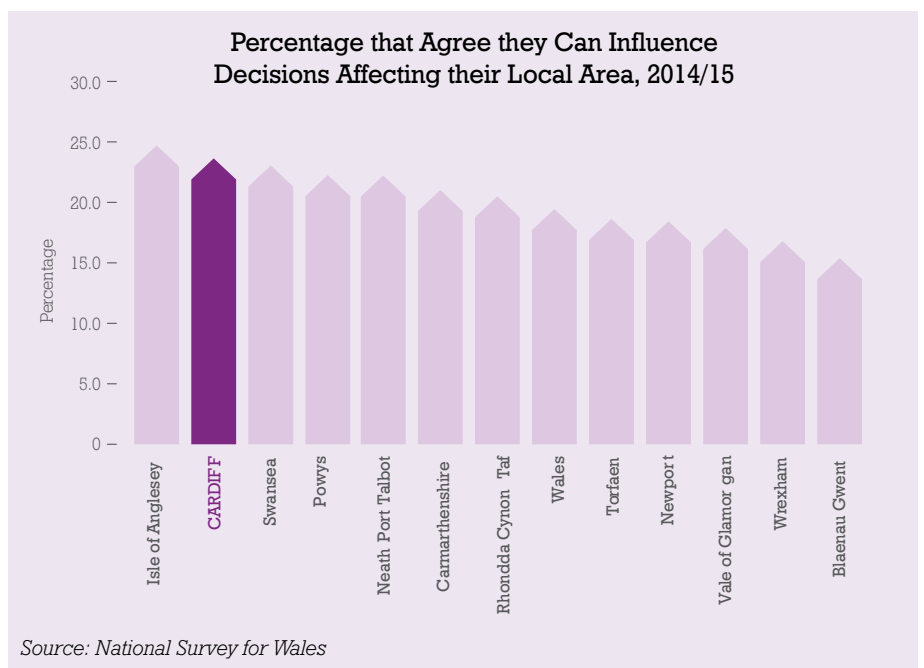
In the 2016 Ask Cardiff Survey, 73% of respondents felt that the quality of public services in Cardiff is good overall, an improvement on 65.6% in the 2015 survey. However, a higher percentage of people in Cardiff South East tended to disagree or strongly disagreed with this statement. Nearly 20% of those who identified themselves as disabled also tended to disagree or strongly disagreed.



## Involvement

Cardiff compares well in terms of the percentage of people who feel that they can influence decisions affecting their local area, coming second across Wales. However, nationally there has been a gentle decline in the last three years in how much influence people feel they have.

Given the growth of the city and the pressures on public services, now more than ever it is imperative that communities and residents are involved in shaping the services that they receive.



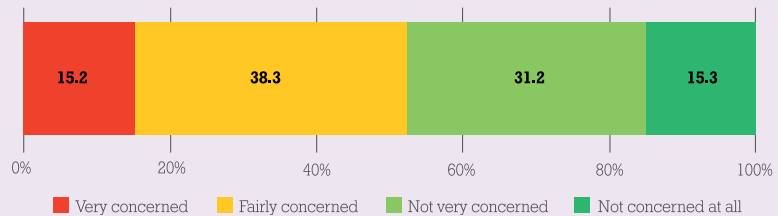
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## Standard of Living

Over half of Cardiff citizens say that they are very or fairly concerned with being able to afford a decent standard of living.

People in Cardiff East and South West were much more concerned than those living in Cardiff North, as were disabled people and those from minority ethnic backgrounds.

Please rate your current level of concern with being able to afford a decent standard of living (Ask Cardiff 2016)



Source: Ask Cardiff Survey 2016



## Housing Affordability

Housing is central to liveability. Good homes are associated with all of the outcomes covered in this report.

Housing in Cardiff is relatively unaffordable compared to other cities. The average house costs around eight times the average salary, while in Liverpool it is around six times the average salary. Only in Bristol is housing less affordable.

Housing Affordability: Ratio of House Price to Median Gross Annual Salary, 2015



Source: Office for National Statistics



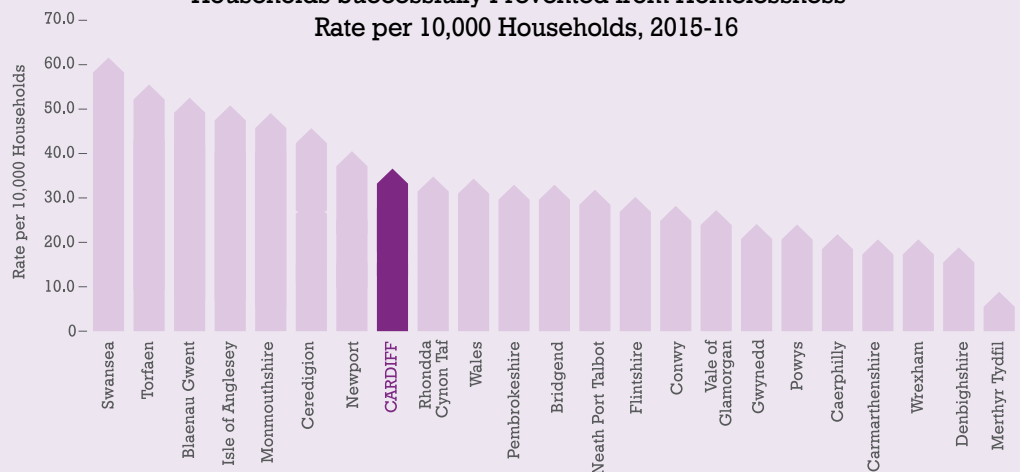
## Homelessness

Being without a home affects every aspect of a person's life, from their ability to hold down or find a job, to their health and their relationships.

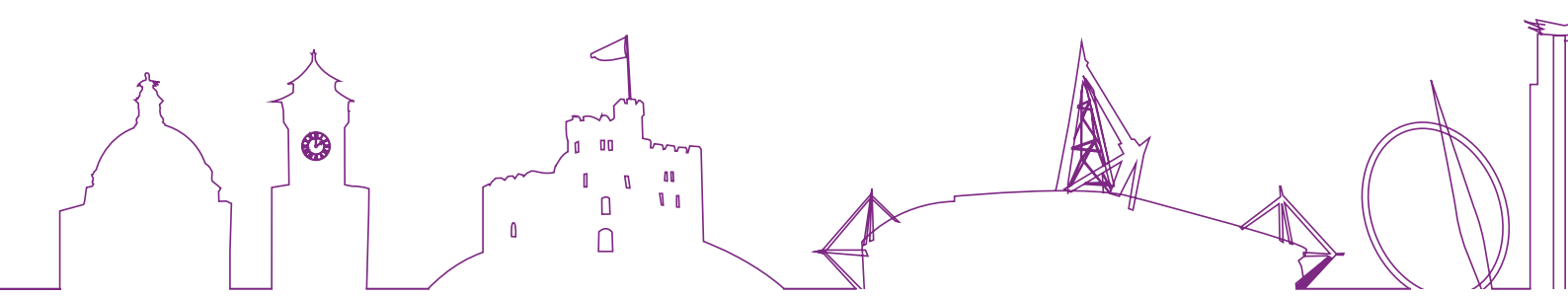
The immediate and long-term effects of homelessness on individuals have a high impact on public services, putting additional pressures on health, support services, the police and judicial system.

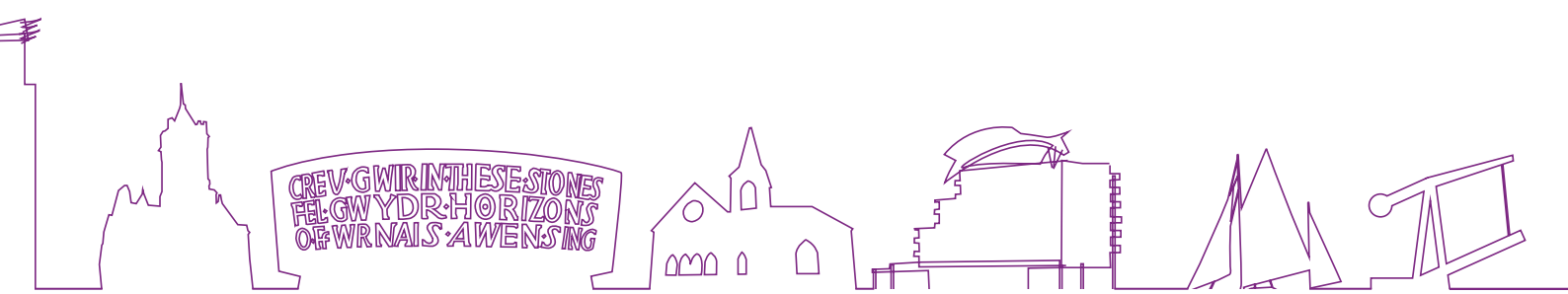
In 2015/16, Cardiff was above the Wales average for the number of households prevented from becoming homeless. However, more needs to be done to match the success of local authorities such as Torfaen and Swansea.

Households Successfully Prevented from Homelessness - Rate per 10,000 Households, 2015-16



Source: StatsWales





## Cardiff Tomorrow

The most recent Europe-wide poll put Cardiff as the continent's joint third most liveable capital city. Cardiff aspires to be number one.

This will require maintaining high levels of citizen satisfaction with life in the city and – fundamentally – ensuring excellent public services at a time of rapidly increasing demand and public sector austerity. This will mean adopting new ways of delivering public services, with an enhanced focus on working in partnership, involving citizens and communities and working to prevent problems before they occur.

Closing the gap in well-being between communities in the city will be vital if this vision is to be achieved, as will addressing long-term challenges such as persistent poverty, poor health and improving the life chances for everyone, particularly the most disadvantaged.

## Outcome 2

# Cardiff has a Thriving and Prosperous Economy

This chapter focuses on the economic health of the city:

- Residents' perceptions of Cardiff's economy
- Economic Output
- Levels of employment and unemployment
- Average wage
- Business start-ups
- Visitor numbers and tourist spend







## Cardiff Today

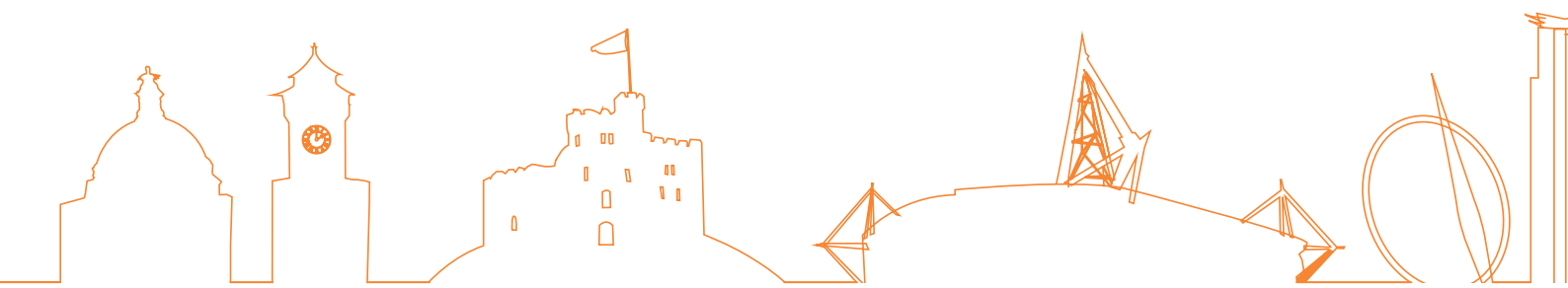
Cardiff is the economic powerhouse of Wales, playing a vital role in creating jobs and wealth for the people of the city and the wider city region.

The city economy is demonstrating strong performance across a number of headline indicators, with jobs growth up, unemployment down, visitor numbers up and strong growth in the number of new companies created.

That said, Cardiff's total economic output (GVA) – what we could think of as the city's 'GDP' – although much higher than other parts of Wales, compares relatively poorly to the top performing major British cities. After 10 years of continual growth in the years preceding the economic crash, economic output per capita is only now returning to pre-crisis levels.

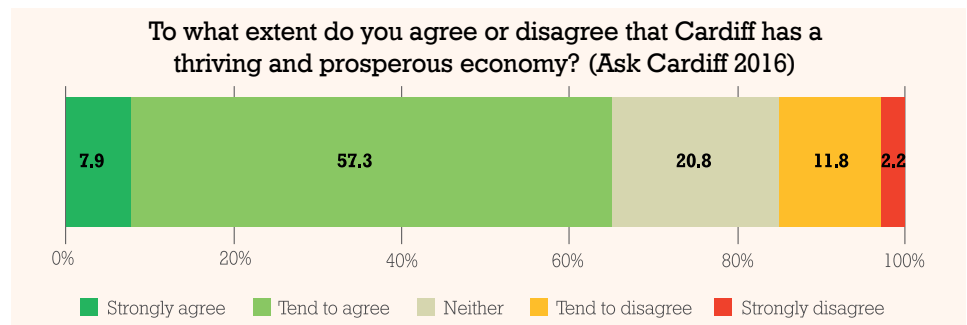
Together, these figures suggest that while jobs are being created, the city's economy is not becoming more productive. To meet the demands of growth it will be important that Cardiff's economy not only keeps on creating and attracting new companies and new jobs, but that these companies are more productive and the jobs better paid.

The proceeds of economic growth have not been felt by all of the city's residents. Despite the jobs created and the investment in the city centre, many of the poorest communities in Wales can be found in its capital city. The large disparities in levels of unemployment, household poverty and workless households closely align with health, crime and educational inequalities across the city.



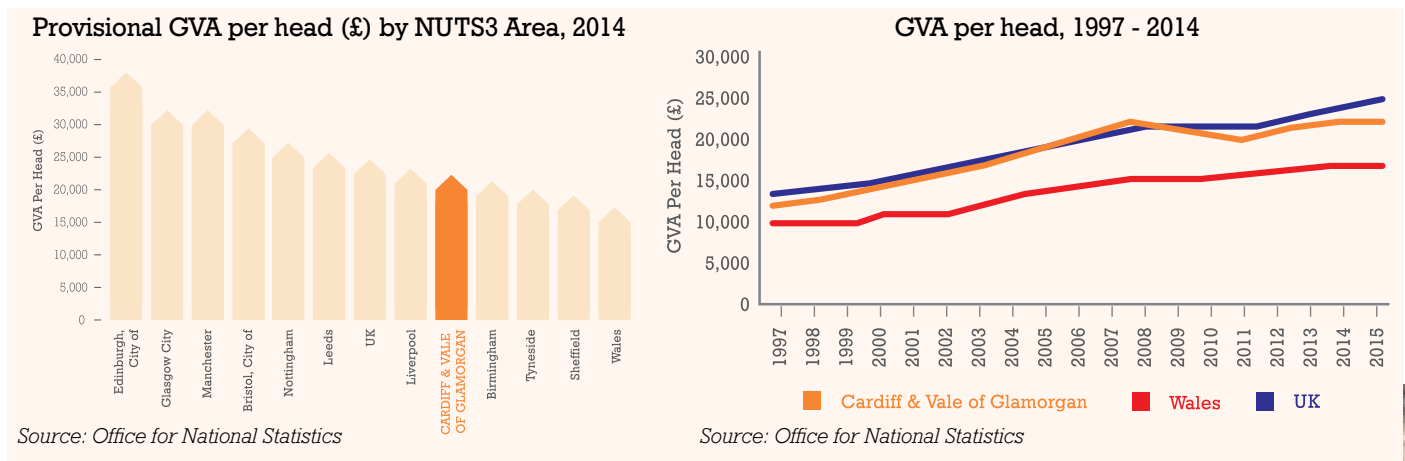
## What Do Our Residents Think?

Nearly two-thirds of residents think that Cardiff has a thriving and prosperous economy. However, fewer respondents living in the South East and South West, and fewer disabled people and people from minority ethnic backgrounds, thought that this was the case.



## Economic Output (Gross Value Added)

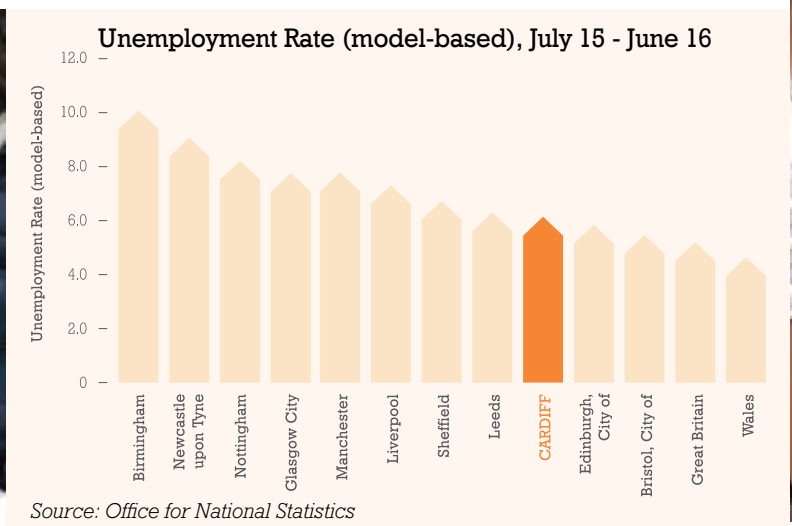
Gross Value Added (GVA) measures the value of goods and services produced in an area, giving an indication of how well an economy is performing. In 2014, GVA per head in Cardiff and the Vale was £22,107 which remains higher than the Welsh average, but lags behind many of the UK's major cities. Cardiff's performance has also not been improving as quickly as the UK average in recent years and is only now returning to pre-economic crisis levels.



## Unemployment

After a peak in 2013, Cardiff's unemployment rate<sup>2</sup> has dropped and is currently 6%. Although Cardiff's unemployment rate is higher than both the Welsh and British rates, it is third amongst the core cities and has returned to pre-downturn levels.

There is more still to be done. Levels of unemployment vary across the city (see page 62) and can have wide impacts on issues such as levels of crime and mental health, and the overall attractiveness of the city as a place to live and do business.



<sup>2</sup>There are several different ways of measuring unemployment. The unemployment rate shows the proportion of the economically active population aged 16+ that are out of work and actively seeking work.

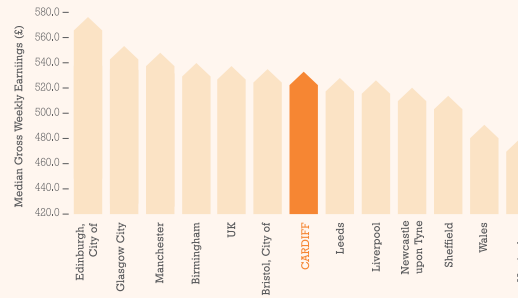
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## Average Wage

In simple terms this means the average weekly wage of those currently working full-time in the city. Cardiff's average weekly wage is higher than in the rest of Wales, but, despite an upwards trend, remains lower than in other UK cities.

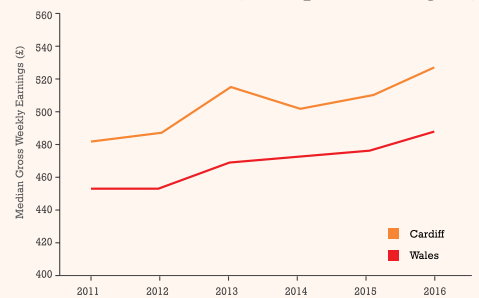


Median Gross Weekly Earnings of Full-Time Workers, 2016



Source: ASHE, ONS

Median Gross Weekly Earnings of Full-Time Workers, 2011-16 (Workplace Analysis)



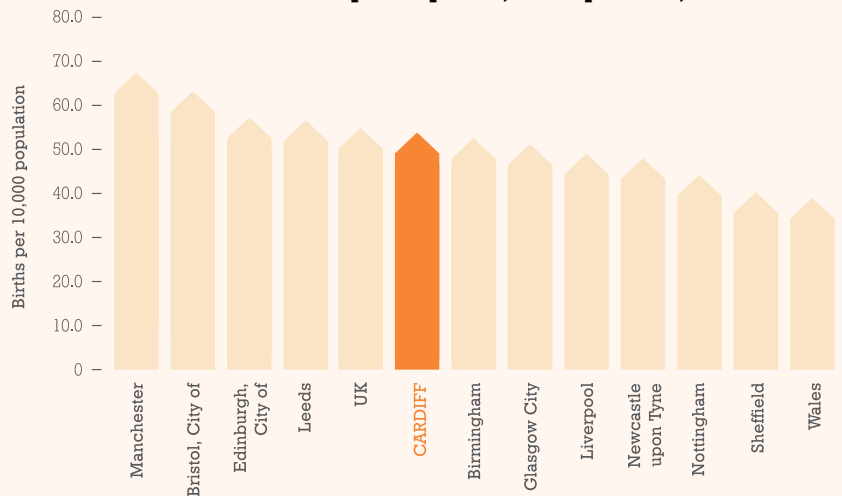
Source: ASHE, ONS

## Business Start-Ups

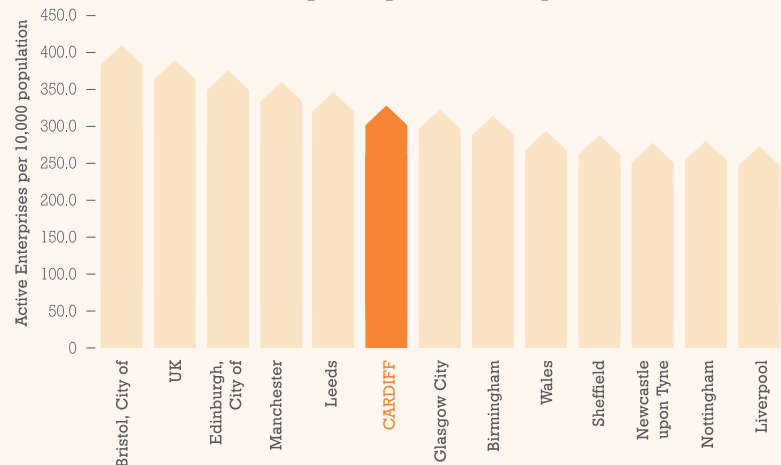
The number of businesses starting-up in Cardiff has increased over recent years as has the total number of businesses located in the city. This makes the capital city the strongest performer in the Welsh economy and a mid-ranking city in comparison to other British cities.



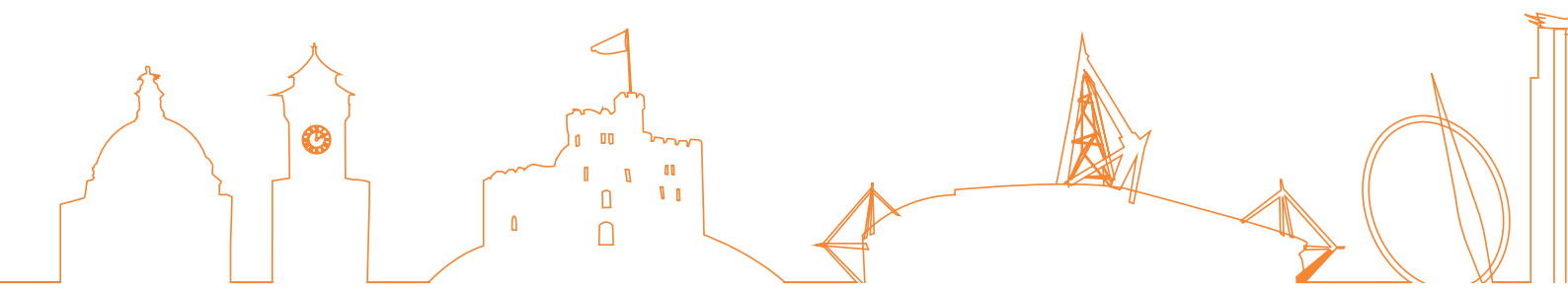
Births of New Enterprises per 10,000 Population, 2014



Active Enterprises per 10,000 Population, 2014



Source: Office for National Statistics

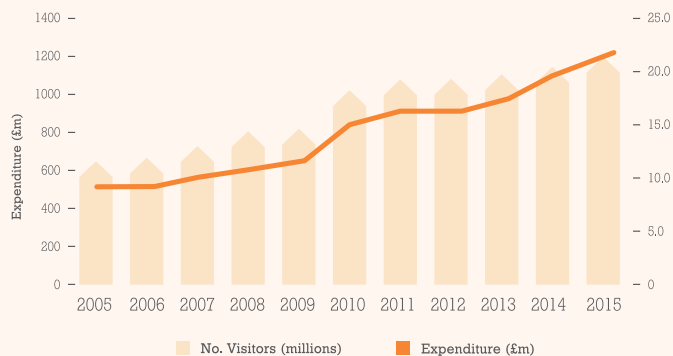


## Tourism

The tourism sector has been vital to Cardiff's regeneration. Visitor numbers have increased considerably in the last ten years, reaching 20.5m in 2015 and contributing £1.204bn to the city economy.

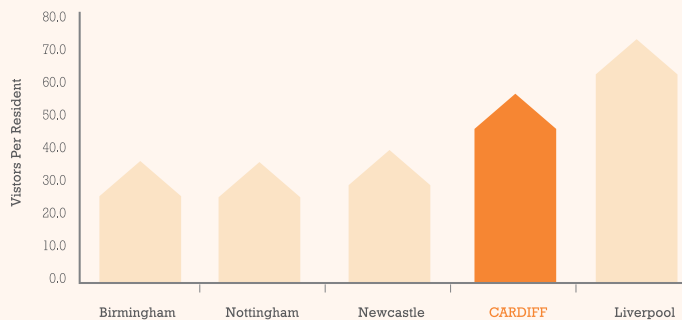
Despite the growth, Cardiff still lags behind top performers like Liverpool and Birmingham.

No. Visitors to Cardiff and Expenditure for Cardiff, 2005 – 2015



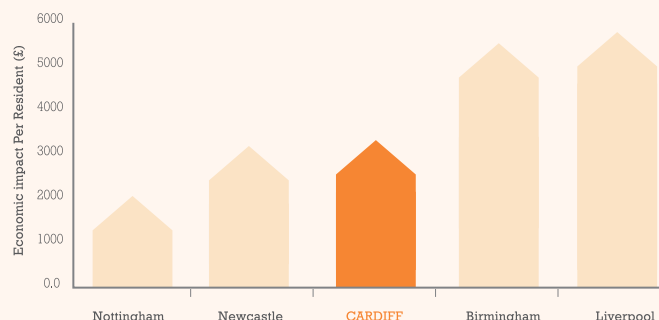
Source: STEAM

Visitors Per Resident, 2015



Source: STEAM

Economic impact Per Resident (£), 2015



Source: STEAM



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## Cardiff Tomorrow

Global trends indicate that cities will be where the majority of population and economic growth can be expected to take place in the 21st Century, and where new jobs, smart businesses and highly educated and skilled people will be increasingly concentrated. These trends are also evident in Wales, with the majority of the growth in new jobs and businesses in the Cardiff Capital Region taking place in the capital city.

Cardiff's development has over the last twenty years focused on improving quality of life, attracting talented people to live and work in the city, alongside attracting businesses and increasing tourism. Underpinning this have been major investments in sports stadia and cultural venues, and the hosting of major national and international sporting and cultural events. The city must continue to make the most of these economic assets. The Champions League Final will be coming to Cardiff in 2017 and the Volvo Round the World Yacht Race in 2019.

In order to increase productivity, the city economy needs to shift towards attracting and creating higher value businesses. Given the high skill levels and the presence of three universities in the city the raw materials for making progress are there. The momentum seen in both the Central Square development and in Cardiff University's Innovation System indicate that this shift is beginning to take place.

The city's economic growth has not been felt by all residents and communities. Unemployment remains too high and levels of household income remains low in many parts of the city (see chapter 7). Given the role income plays in all forms of deprivation, there needs to be inclusive growth across Cardiff and the city region. Education and skills for all will be a priority, as will ensuring that job creation strategies, skills programmes and regeneration projects are developed and implemented cohesively.

Connecting the jobs created in the city to residents of the wider city region will be a priority for Cardiff and for Wales. The Cardiff Capital Region City Deal, the associated delivery of the Cardiff Metro and the establishment of effective city-regional governance will be fundamentally important in delivering sustainable, inclusive economic growth.

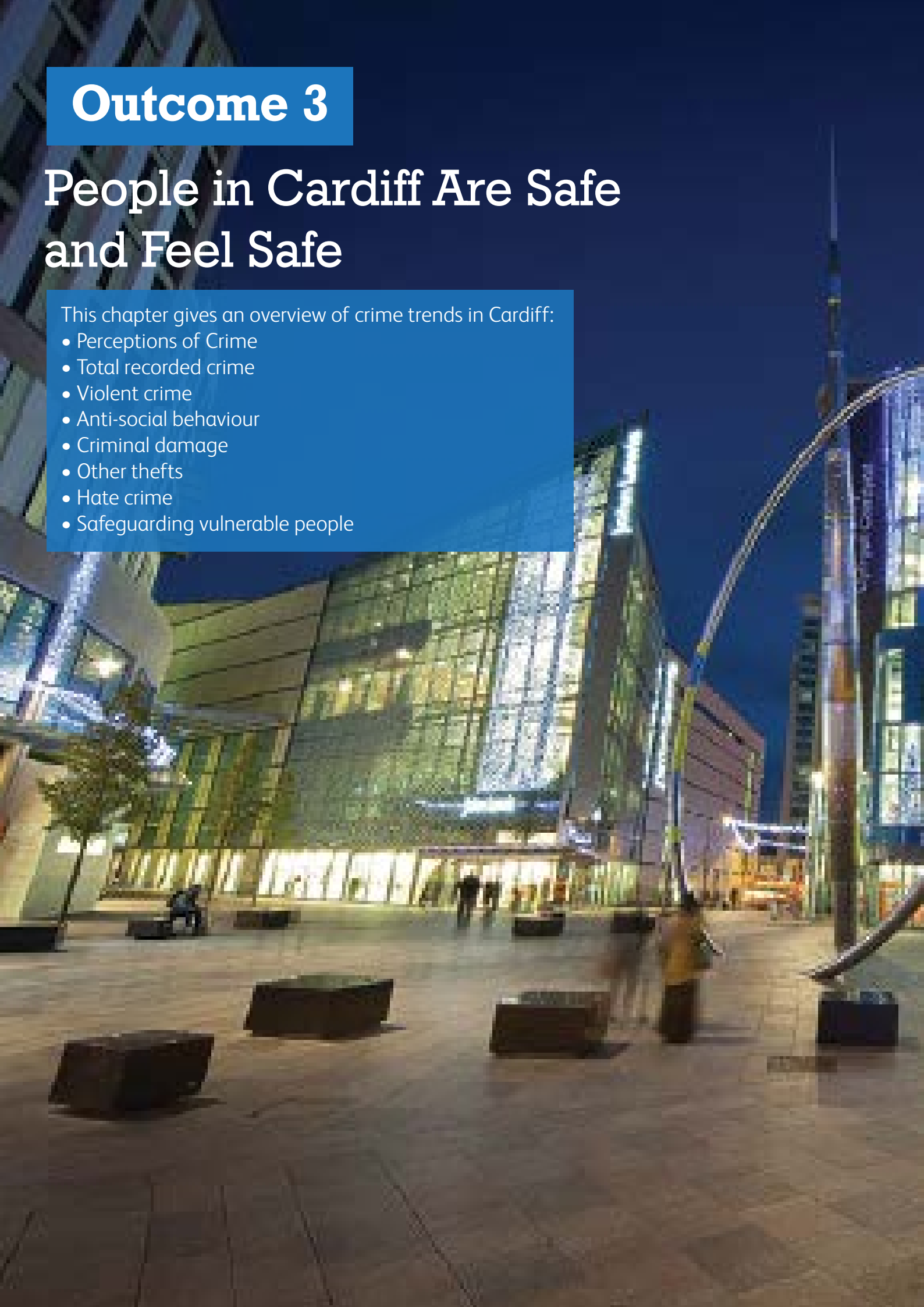


## Outcome 3

# People in Cardiff Are Safe and Feel Safe

This chapter gives an overview of crime trends in Cardiff:

- Perceptions of Crime
- Total recorded crime
- Violent crime
- Anti-social behaviour
- Criminal damage
- Other thefts
- Hate crime
- Safeguarding vulnerable people

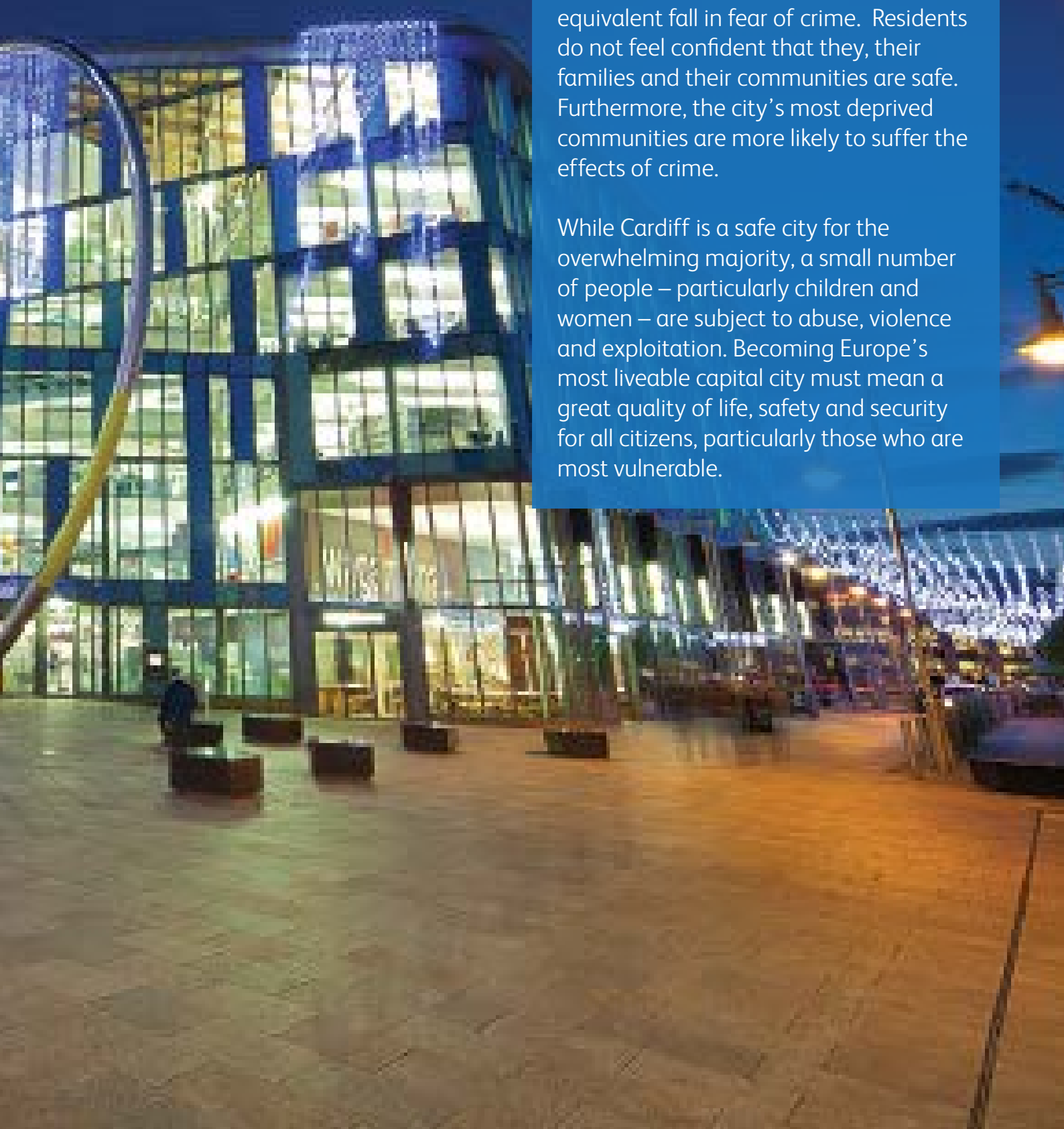


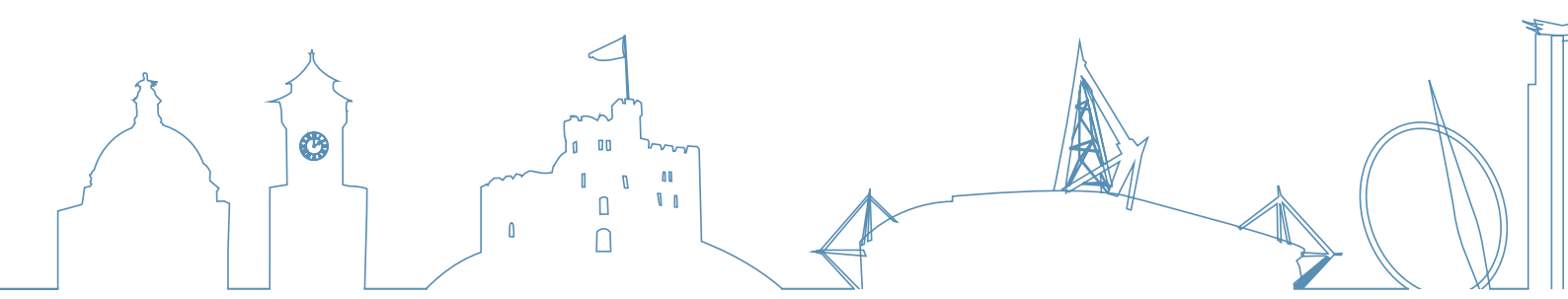
## Cardiff Today

Cardiff is a comparatively safe city. Over the last 10 years crime has fallen dramatically with fewer burglaries, incidents of criminal damage and antisocial behaviour.

However, there has not been an equivalent fall in fear of crime. Residents do not feel confident that they, their families and their communities are safe. Furthermore, the city's most deprived communities are more likely to suffer the effects of crime.

While Cardiff is a safe city for the overwhelming majority, a small number of people – particularly children and women – are subject to abuse, violence and exploitation. Becoming Europe's most liveable capital city must mean a great quality of life, safety and security for all citizens, particularly those who are most vulnerable.



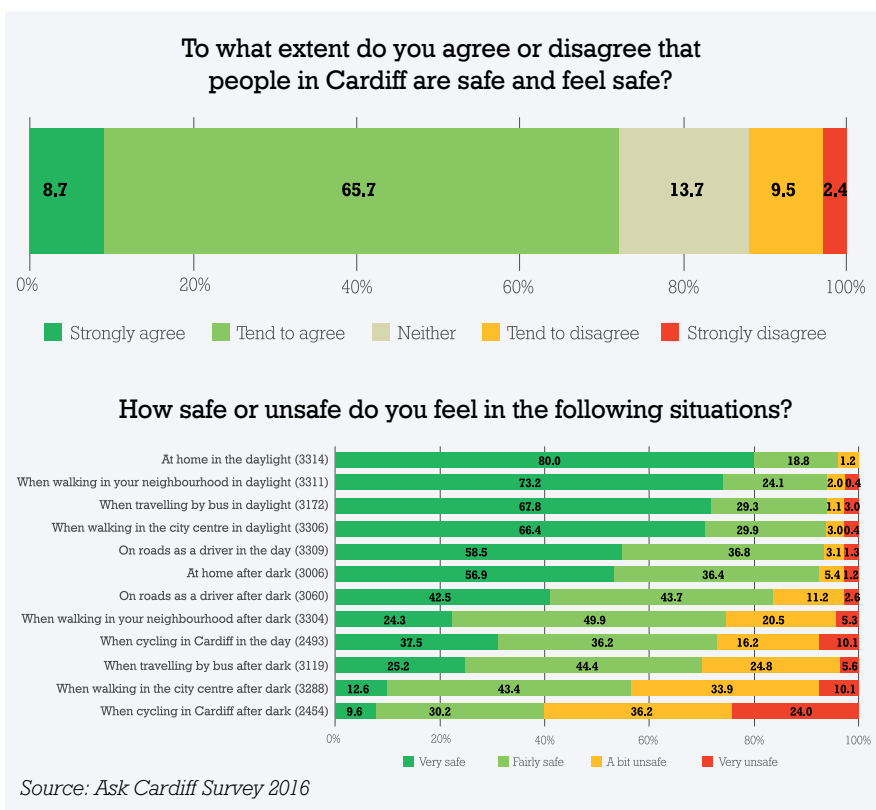


## What Do Our Residents Think?

How safe people feel is important because it often affects their quality of life. 75 % of respondents to the 2016 Ask Cardiff survey felt that Cardiff was a safe city.

Respondents were most likely to feel unsafe when cycling (60.2 %), walking in the city centre (44 %) or when travelling by bus (30.4 %) after dark.

Perceptions of safety also vary significantly across the six neighbourhood areas, ranging from 77.8 % in Cardiff West to 65 % in Cardiff East.

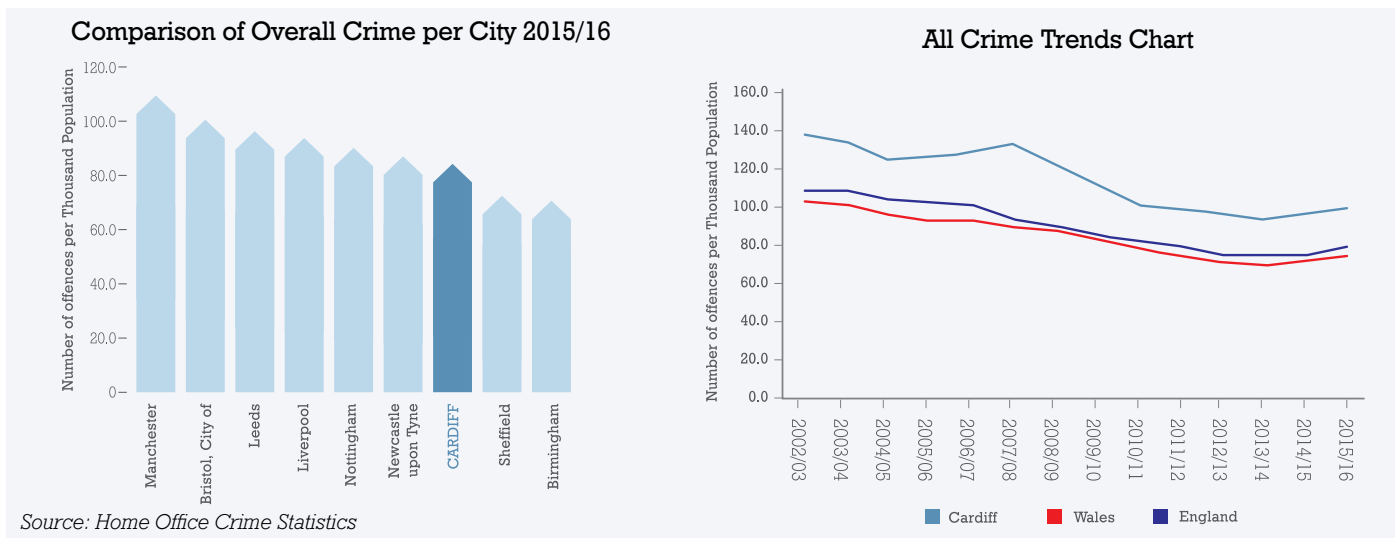


## Total Recorded Crime

Total crime in Cardiff has reduced significantly in the last 10 years. Although the city's population has grown by 11 %, recorded crime has fallen by 26 %. This equates to over 11,500 fewer recorded crimes in 2015/16 compared to 2005/06.

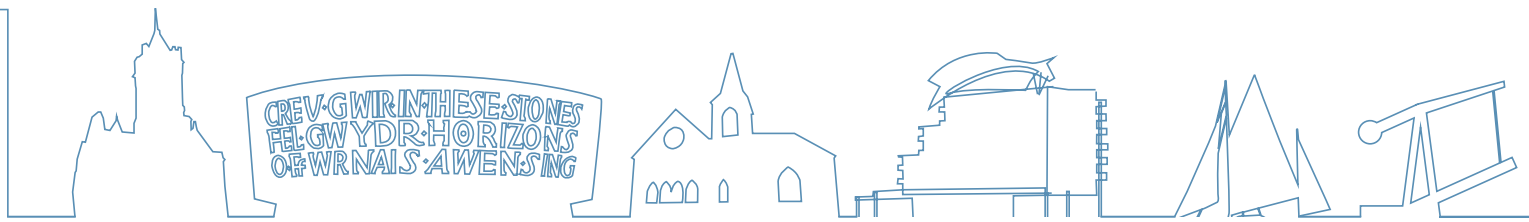
Taking into account population growth, overall crime has fallen by 34 %. Put simply, Cardiff residents are a third less likely to be the victim of crime than a decade ago. Cardiff is not alone in becoming much safer with similar reductions across England and Wales.

Whilst crime has decreased in Cardiff at a significant rate, there has been an inconsistent picture across the various crime categories which make up overall crime levels<sup>3</sup>. Whereas "Dwelling Burglaries" have reduced by 40 % and "Criminal damage" has decreased by 57 %, there have been increases in "Violence against the person".



<sup>3</sup>It is important to take into account the changes made by the Home Office to the recording of crime within England and Wales during this period. Whilst these guidelines are published by the Home Office it is up to each individual police force how they implement these guidelines.

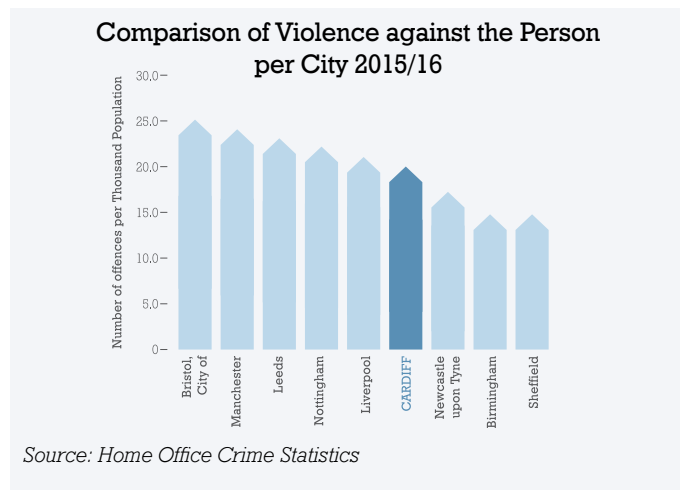




## Violence against the Person

The number of acts of Violence Against The Person is relatively low compared to other UK Cities. That said, this is a number that has been increasing over recent years.

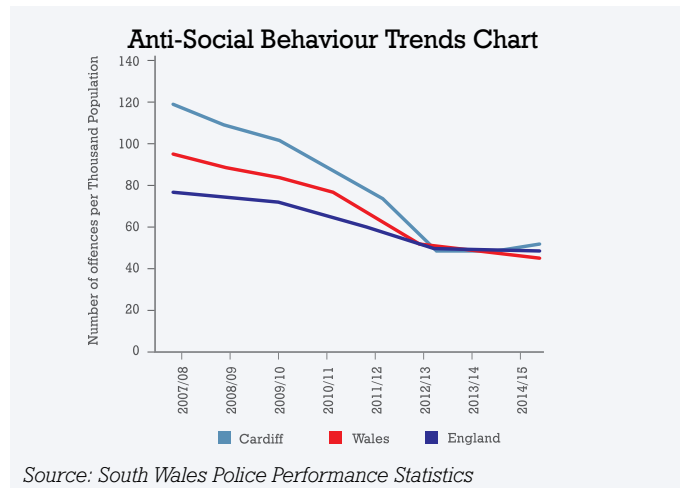
The main increases in Violence Against The Person are not in serious assaults but within the minor assaults/public order categories such as assault without injury, harassment and public fear, alarm or distress.



## Anti-Social Behaviour

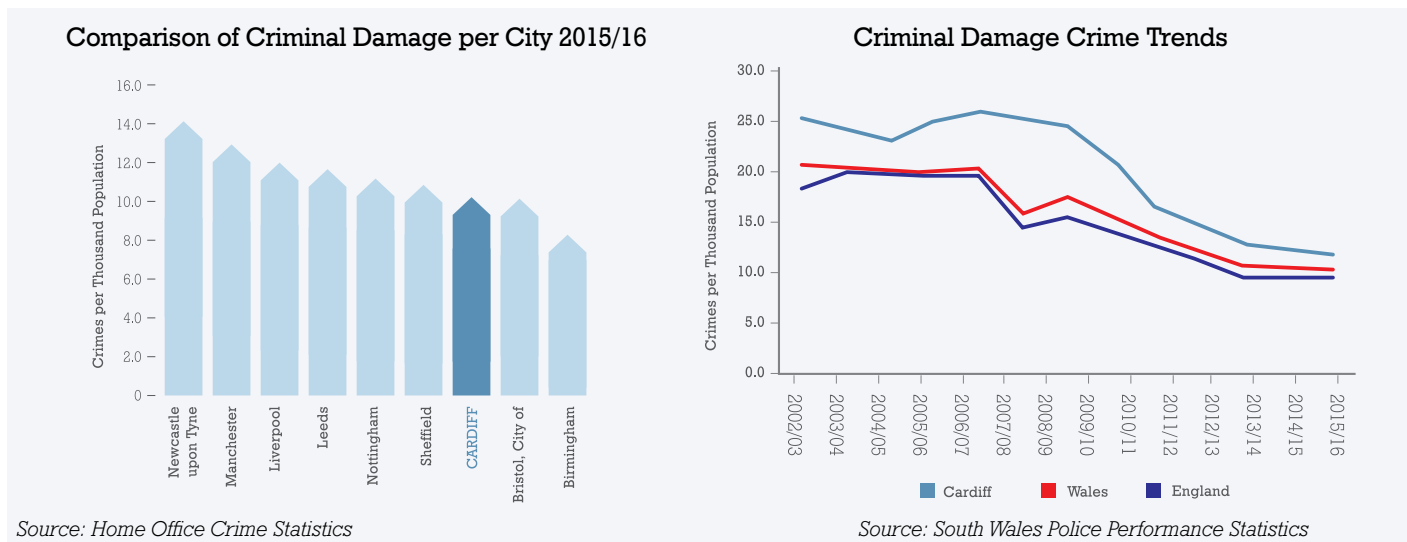
Anti-Social Behaviour (ASB) covers a wide range of unacceptable activities that impact on quality of life for both residents and visitors to the city. It tends to be behaviour which causes or is likely to cause harassment, alarm or distress. This can include anything from drinking in the street, being loud and inconsiderate, to trespassing.

The city has seen a 70% decrease in levels of ASB<sup>4</sup> since 2007/08 and over the last few years the decrease has been in line with England and Wales.

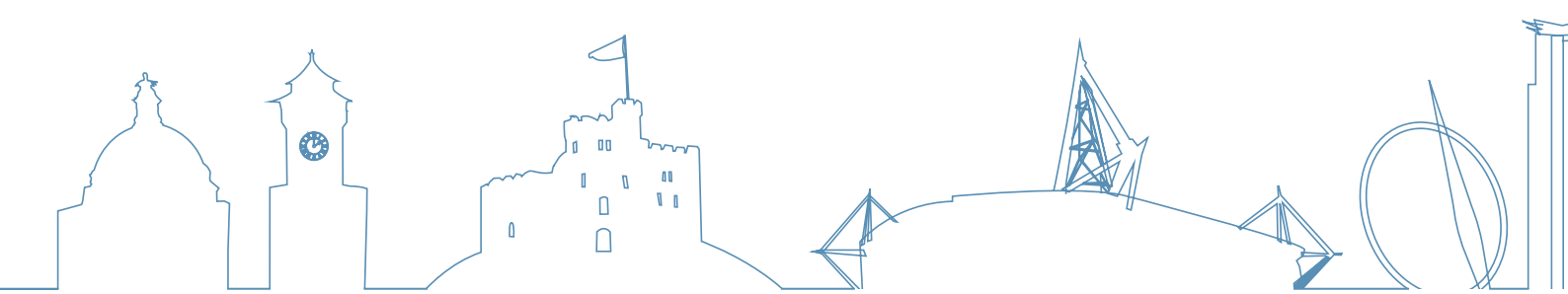


## Criminal Damage

In line with the reduction in Anti-Social Behaviour incidents, there has also been a decrease of 57% in the number of offences of criminal damage. Cardiff is now ranked third out of the core cities, having been mid-table in the previous year. An analysis over time suggests a link between the level of anti-social behaviour and criminal damage offences.



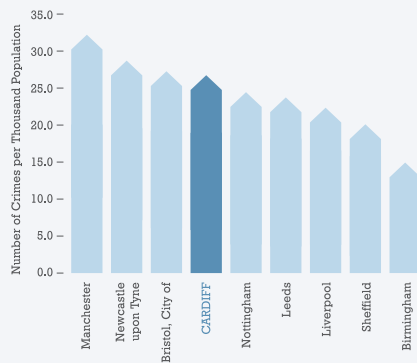
<sup>4</sup>It would appear that some types of ASB are now being categorised as Public Order Offences and recorded as "Violence Against the Person".



## Other Thefts

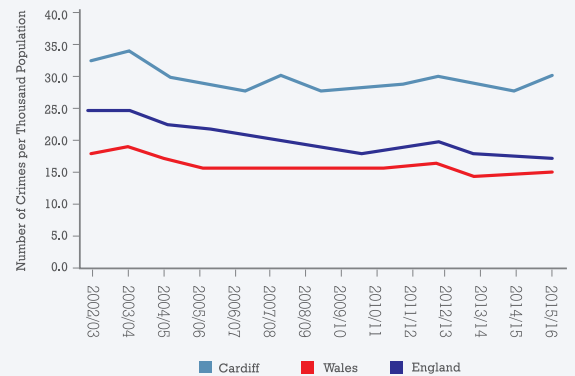
Other Thefts includes various classifications of theft but does not include offences relating to motor vehicles. The number of offences has remained at similar levels over the last few years and compared to the core cities, Cardiff continues to be mid-table for this crime category.

Comparison of Other Thefts per City 2015/16



Source: Home Office Crime Statistics

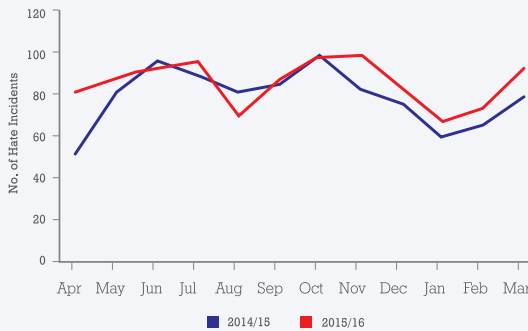
Other Thefts Crime Trends



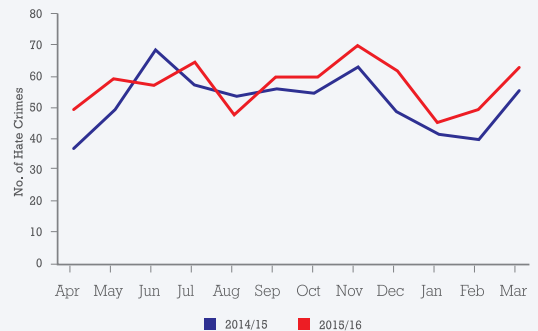
## Hate Crime

In Cardiff, the number of hate incidents reported has increased over the last few years and in 2015/16 there was an 11% rise in the number of recorded Hate Crimes compared to the previous year. However, this could include the effects of increased reporting.

Hate incidents monthly trends chart



Hate crime monthly trends chart



Source: South Wales Police Performance Statistics

A comparison of the total number of hate crimes shows that South Wales is a mid-performing police force area. Whilst there are areas with higher levels of hate crime, there are also areas with significantly lower levels, such as the Northumbria Police Force area which includes Newcastle Upon Tyne.

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## Cardiff Tomorrow

Being safe and feeling safe consistently rank as top priorities for both residents and visitors and are fundamental components of any top liveable city. There has been a rapid and significant reduction in crime in Cardiff over the past 10 years, in line with that experienced in other major UK cities. However, fear of crime remains higher than levels of actual crime suggest it should be. Levels of crime also vary significantly across the city, following patterns of income and health inequality (see Chapter 7, page 66).

Although trends to date have shown a decrease in overall levels of recorded crime, the significant disparities between crime levels in our neighbourhoods are likely to continue unless work is undertaken to reduce them. Addressing crime hotspots will therefore make Cardiff safer and help reduce the fear of crime. It will also help to combat generational issues across our neighbourhoods, breaking harmful patterns of behaviour. Similarly, a small minority of children and adults are vulnerable to abuse, violence and exploitation which can have an impact on the rest of their lives. Further developing joined-up approaches to protecting the city's most vulnerable residents will remain crucial.

Cardiff is a diverse city with over 100 languages spoken and this diversity is likely to increase in the future. Community cohesion – the sense of belonging felt by communities, and the strong and positive relationships within them – will become more and more important as Brexit, conflicts, climate change and economic pressures have an impact on the global movement of people. As the population grows and becomes more diverse it is important that we continue to build on Cardiff's long history of being an open and inclusive city.

# Outcome 4

## People in Cardiff Are Healthy

This chapter looks at the health of the population:

- Life expectancy
- Healthy lifestyles
- Mental health
- Health in the early years
- Health in older age





## Cardiff Today

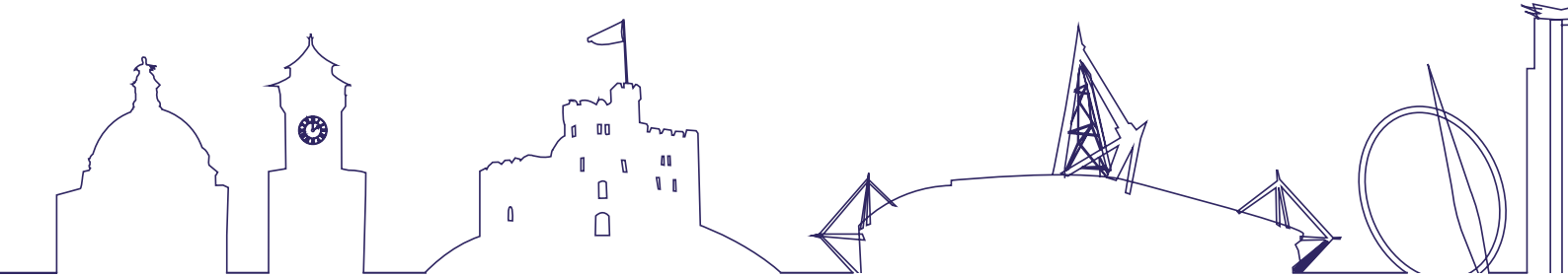
People in Cardiff could be described as being healthier than ever before. Levels of general health are high with life expectancy for men and women continuing to rise, and women in Cardiff projected to live longer than those in the majority of the Core Cities. However, these headlines hide substantial variability across the city with different age groups and communities facing wide ranging health problems.

There is a significant and growing gap in healthy life expectancy between those living in the least and most deprived areas of the city, which now stands at over 20 years. Similarly, mortality rates from a number of diseases are appreciably higher in more deprived wards.

In terms of healthy lifestyles, more than half of the population in Cardiff are overweight, obese or underweight, comparatively few people undertake physical activity, and – despite recent falls – there is a high number of people smoking and drinking to excess. Lifestyle significantly contributes to the likelihood of living with chronic conditions later in life.

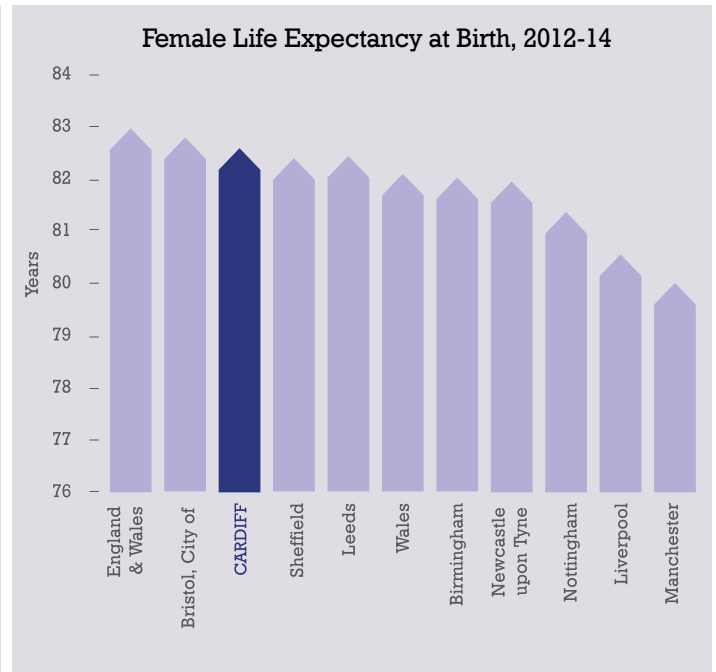
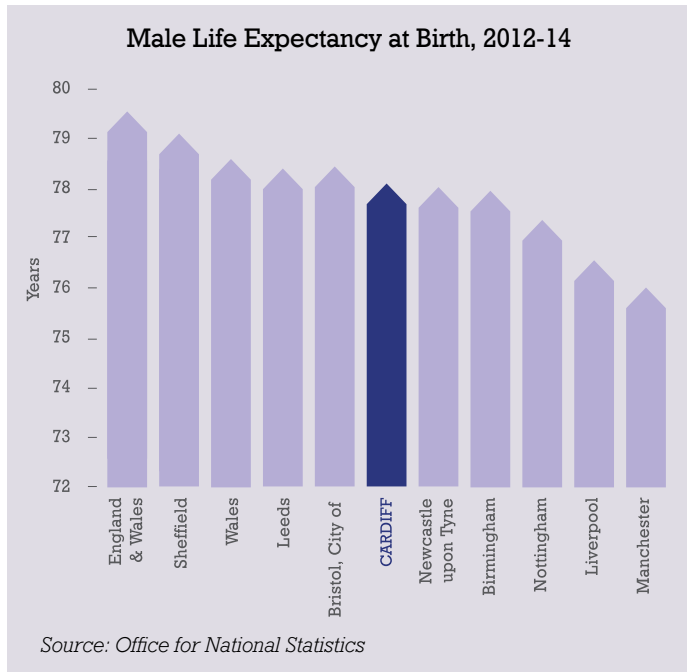
Health and wellbeing in the early years of childhood particularly impacts on long-term outcomes. 1 in 4 five year olds in Cardiff has an unhealthy weight. The impact of harmful experiences on children can also affect the rest of their lives.

Furthermore, Cardiff's rapid population growth will be characterised by increases in the number of very young people and an ageing population, both leading to substantial pressures on the city's health and care services.



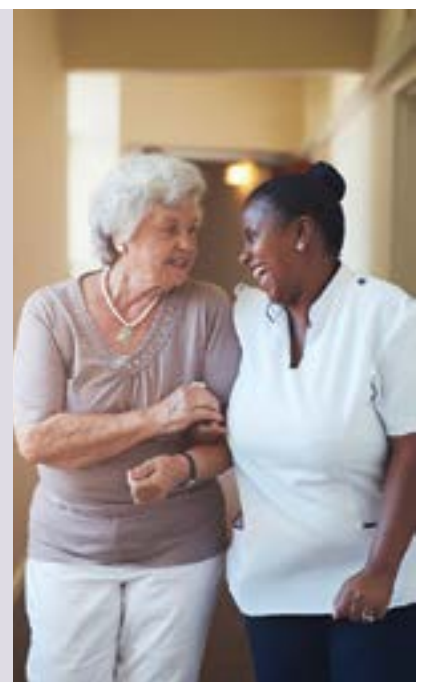
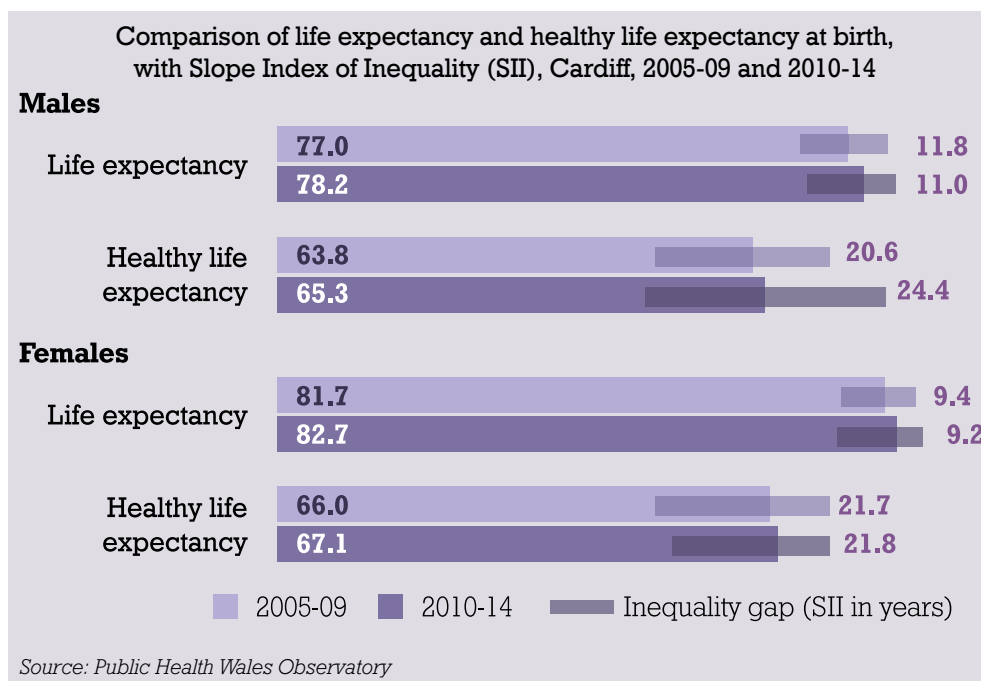
## Life Expectancy

Life expectancy has steadily increased over the last twenty years. Women in Cardiff are living longer on average than those in most major British cities, although male life expectancy does not compare quite as well.



Increasing life expectancy at the city level hides a growing gap between both the life expectancy and healthy life expectancy<sup>5</sup> of the most and least deprived people in the city.

Men living in the least deprived communities can expect to live on average 11 years longer than those who live in the most deprived areas, while the gap is 9 years for women. However, when looking at healthy life expectancy, the difference more than doubles to 24 years for men and 22 years for women. This is the greatest gap of all local authorities in Wales.



<sup>5</sup> Healthy Life Expectancy: Average number of years that a person can expect to live in "full health" by taking into account years lived in less than full health due to disease and/or injury (WHO)

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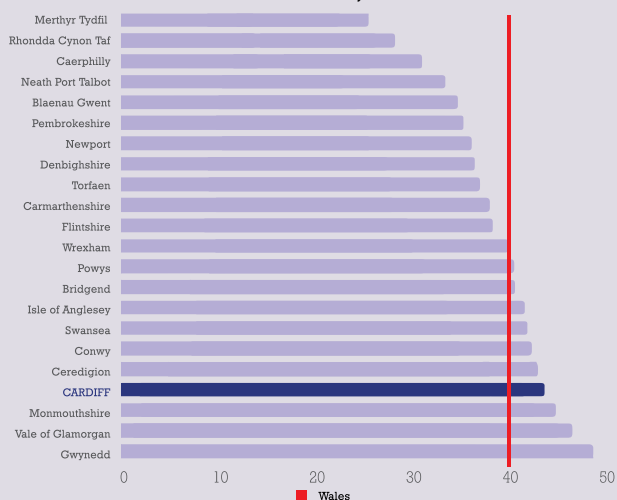
## Healthy Lifestyles

### Healthy weight

Nearly 44% of adults in Cardiff aged 16-64 have a healthy weight, above the Wales average. Although Cardiff is doing relatively well in this area this leaves the majority of people overweight, obese or underweight.

Obesity decreases life expectancy by up to nine years and causes insulin insensitivity, which is an important risk factor in chronic diseases such as diabetes, heart disease, high blood pressure and stroke. Being underweight can compromise your immune system and cause fragile bones in later life.

% working age adults of healthy weight, age-standardised percentage, persons aged 16-64, Wales and local authorities, 2014-2015

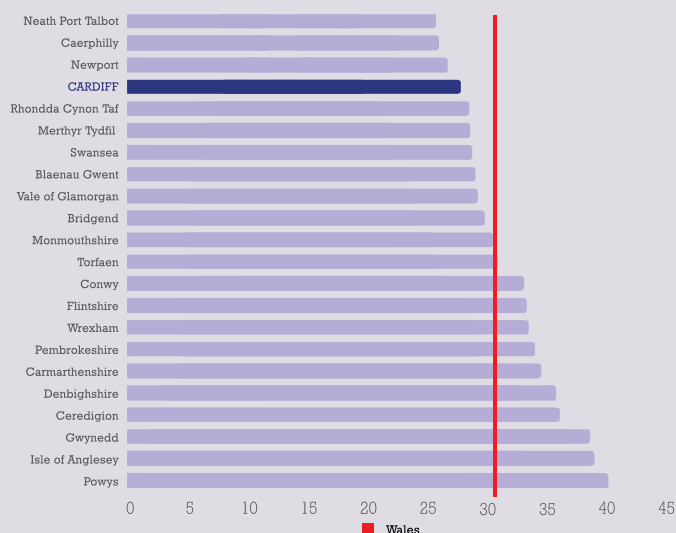


Source: Public Health Wales Observatory

## Physical Activity

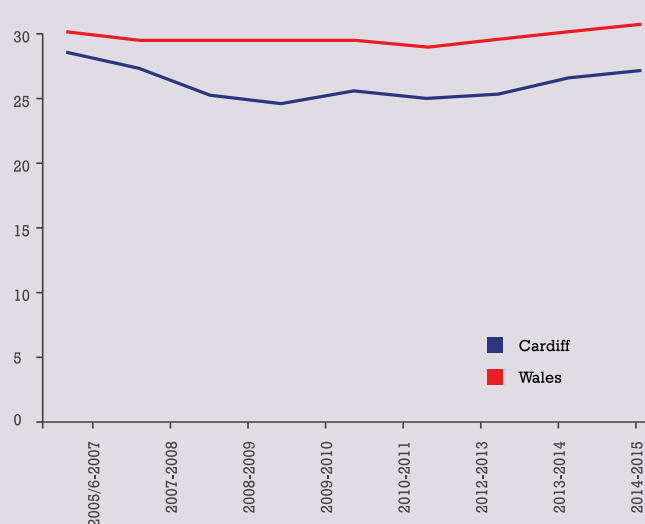
Cardiff is significantly behind the Welsh average in the rates of adults who meet physical activity guidelines (for example by exercising for 30 minutes five times a week). Although there has been a slight upward trend in the last few years, Cardiff does not compare well to other Welsh local authorities.

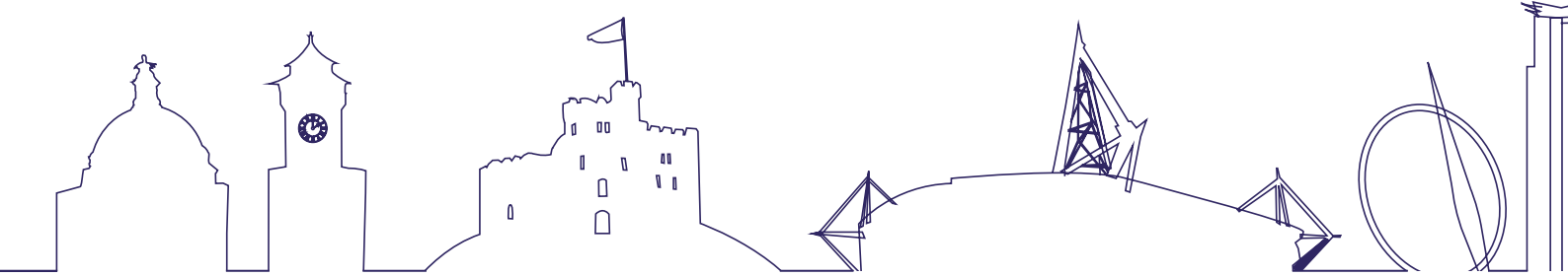
% adults meeting physical activity guidelines, age-standardised percentage, persons aged 16+, Wales and local authorities, 2014-2015



Source: Public Health Wales Observatory

% adults meeting physical activity guidelines, age-standardised rate (EASR) per 100,000, persons aged 16+, Wales and local authorities, 2008-2015

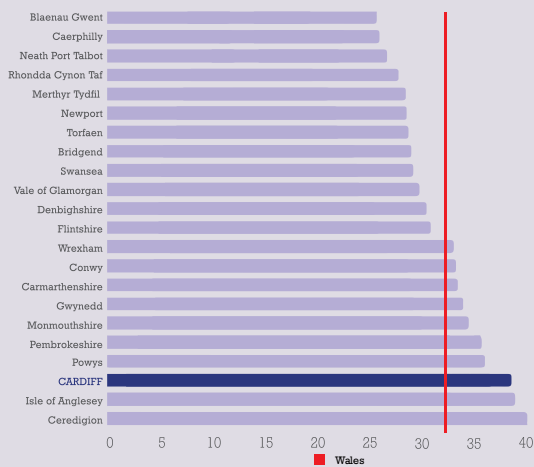




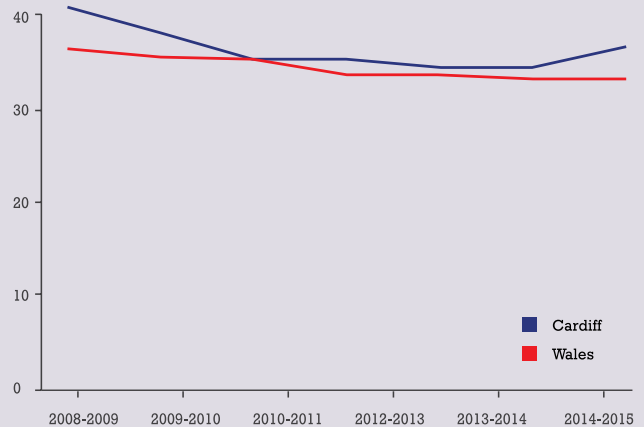
## Healthy eating

Compared to the rest of Wales, Cardiff does relatively well in the percentage of people who eat five portions of fruit and vegetables a day, which lowers the risk of serious health problems, such as heart disease, stroke and some cancers. The rate had decreased to a low point in 2013-14, but is starting to improve again. Nevertheless it remains an issue which is of concern, given the other health indicators discussed in this chapter.

**% adults who report eating five or more portions of fruit or vegetables within the previous day, age-standardised percentage, persons aged 16+, Wales and local authorities, 2014-2015**



**% adults who report eating five or more portions of fruit or vegetables within the previous day, age-standardised percentage, persons aged 16+, Wales and local authorities, 2008-2015**



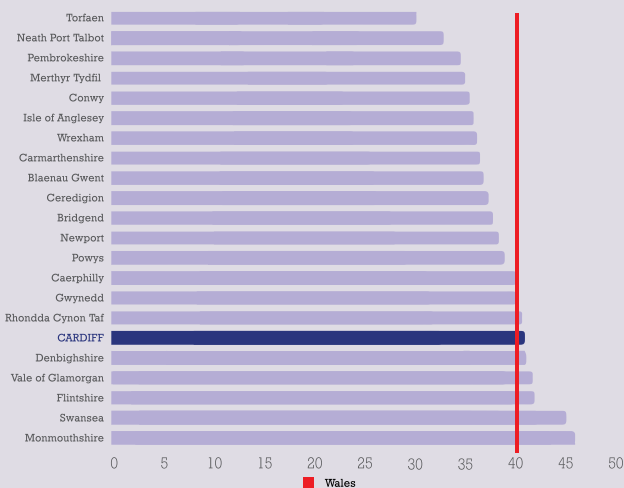
Source: Public Health Wales Observatory



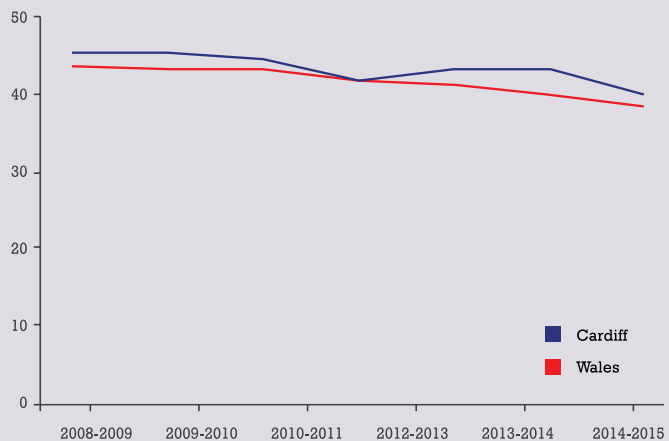
## Drinking above guidelines

The level of reported unhealthy drinking is higher in Cardiff than the Welsh average, at 41.2%. Although the general trend has been downward in the last seven years, this figure has remained relatively consistent. High levels of drinking could lead to significant pressure on health services both in the short and long term – increasing individuals' chances of heart disease and liver or kidney failure.

**% adults drinking above guidelines, age-standardised percentage, persons aged 16+, Wales and local authorities, 2014-2015**



**% adults drinking above guidelines, age-standardised percentage, persons aged 16+, Wales and local authorities, 2008-2015**



Source: Public Health Wales Observatory



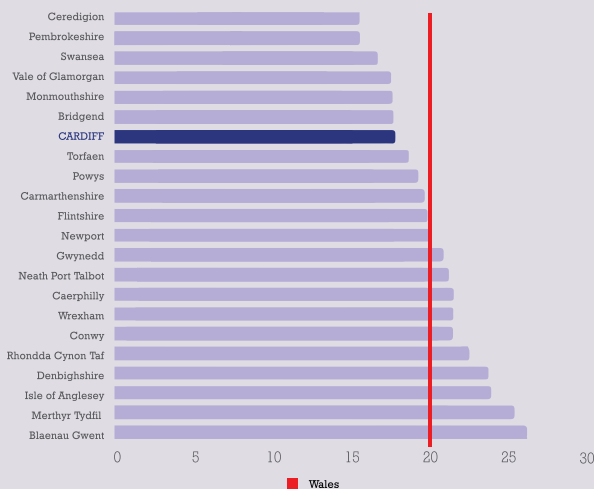


## Smoking

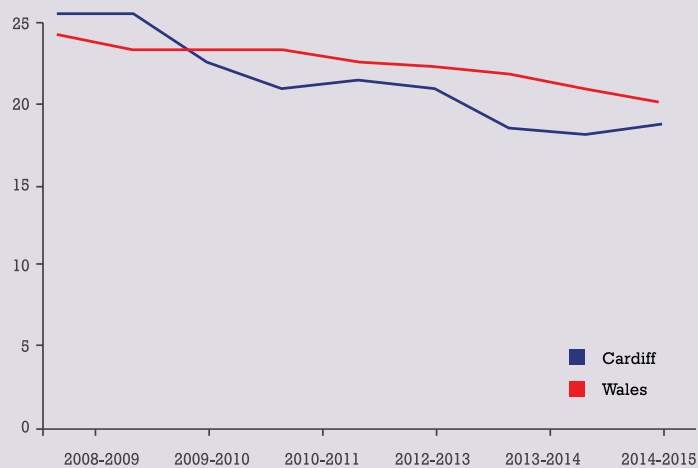
The percentage of people in Cardiff who smoke has fallen to its lowest level over recent years, at 18.4%, and is below the Welsh average.

However, given that smoking causes 90% of lung cancers, and increases your chances of getting coronary heart disease, heart attack and stroke, this is still an issue for the city to address.

Adults reporting a smoking status of 'daily smoker' or 'occasional smoker', age-standardised percentage, persons aged 16+, Wales and local authorities, 2008-2015



Adults reporting a smoking status of 'daily smoker' or 'occasional smoker', age-standardised percentage, persons aged 16+, Wales and local authorities, 2008-2015



Source: Public Health Wales Observatory

## Mental health

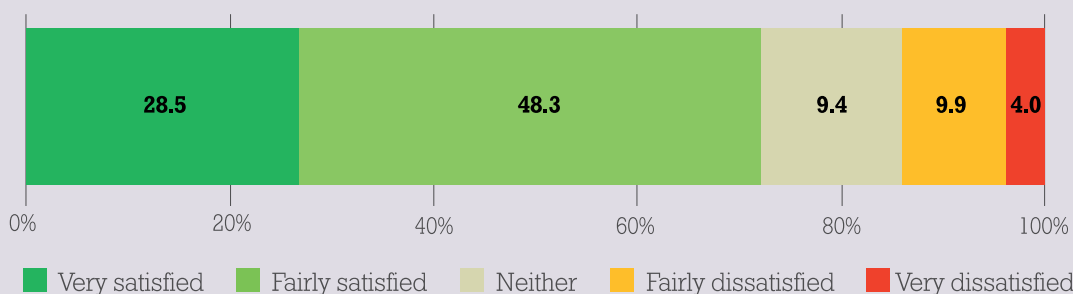
One in four of us will have problems with our mental health at some point in our lives. Mental health problems account for the majority of all health problems. They can have a significant impact on individuals, society and the economy overall and can start early in life.

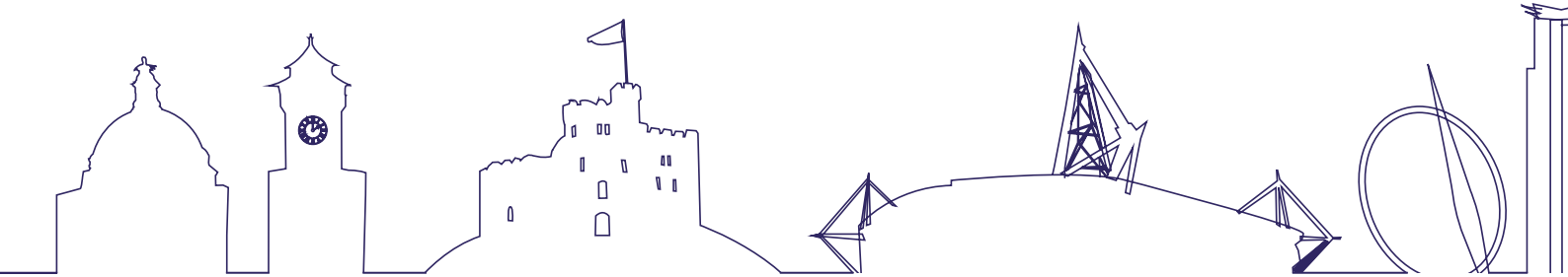
In Wales, 1 in 10 children between the ages of 5 and 16 has a mental health problem and many more have behavioural problems. Approximately 50% of people with enduring mental health problems have symptoms by the time they are 14.

14% of people responding to the Ask Cardiff Survey reported that they were fairly or very dissatisfied with their mental health. There were also notable differences between groups in society. 35% of disabled people were fairly or very dissatisfied with their mental health, and nearly 21% of under 35s. There were also differences, although less stark, between the neighbourhood areas, with people in the City and South and South East less content than those living in the North and West.



To what extent are you satisfied or dissatisfied with your mental health? (Ask Cardiff 2016)





## Health in Children and Young People

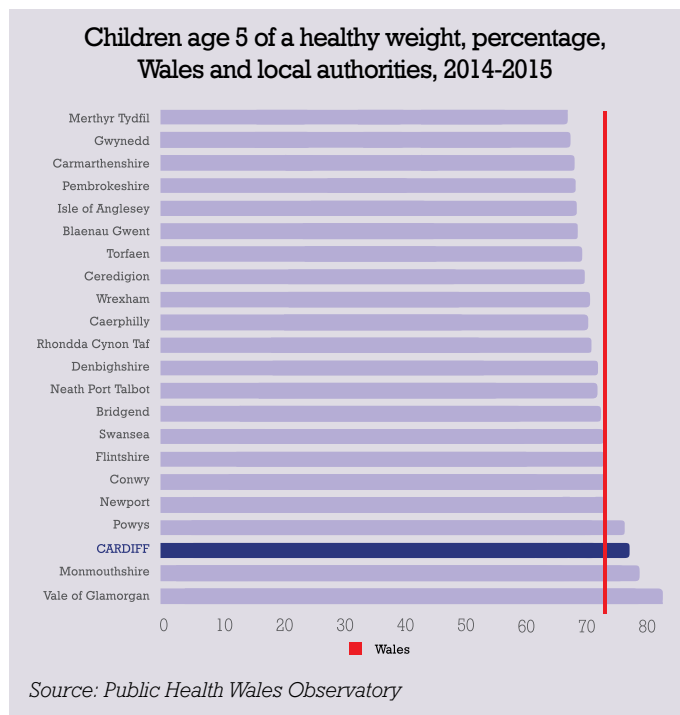
It is recognised that the early years are vital in terms of laying down the foundations for health, achievement and well-being in later years. A child's experiences and relationships in their formative years, as well as what they eat and their general health, can have enormous long-term effects.



### Healthy lifestyles in children

Three quarters of 5 year olds in Cardiff have a healthy weight. Only Monmouthshire and the Vale of Glamorgan have more children of healthy weight.

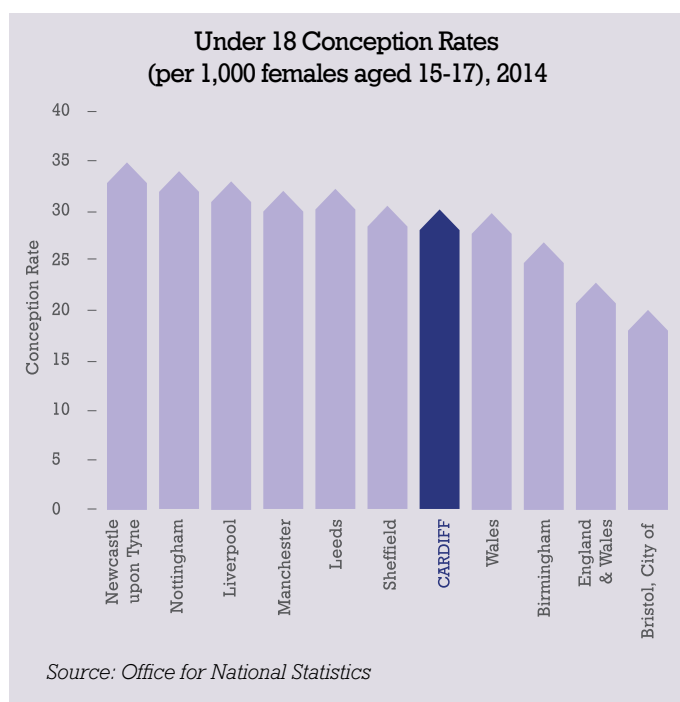
However, this still means 1 in 4 do not have a healthy weight. Overweight children tend to become overweight adults, which can lead to short and long-term health problems such as type 2 diabetes, heart disease, high blood pressure and some cancers.

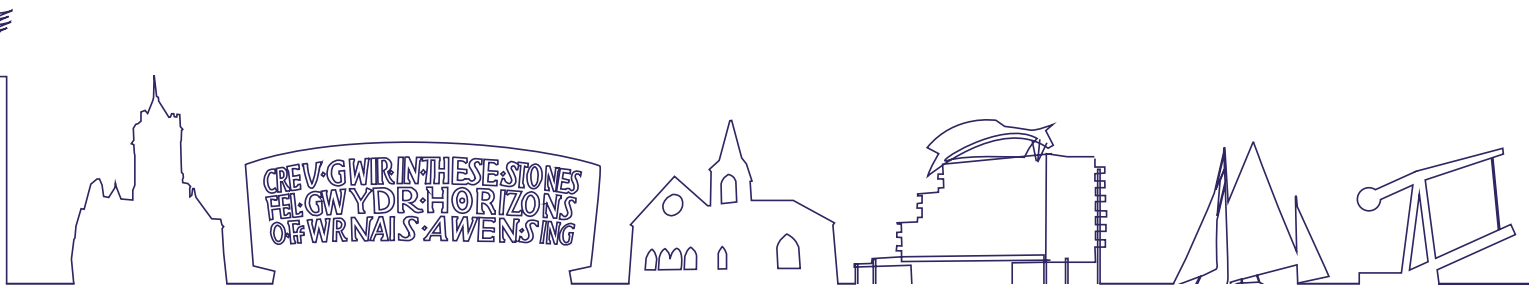


### Teenage pregnancy

Rates of teenage pregnancy among under 18s in Cardiff are higher than the Wales average, and the UK has among the highest rates of teenage pregnancy in the European Union. However, Cardiff has followed the UK trend and seen significant decreases in recent years; the UK rate has halved since 1998.

Teenage pregnancy can often be linked to other indicators of disadvantage and an increased level of females not in education, employment or training. It is also linked to lower birth weights, poor antenatal health and poor maternal mental health. Rates of teenage pregnancy tend to be higher in more deprived areas. The challenges involved in parenting at a young age can have long-term effects on not just that generation but on the prospects of future ones as well.



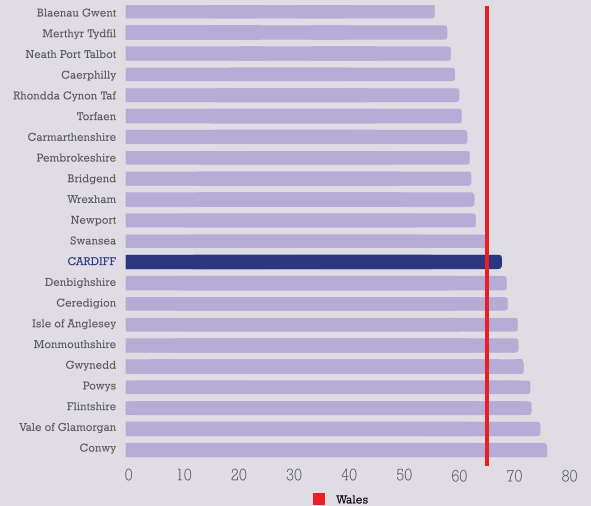


## Health in Older Age

Older people are more likely to have long term conditions and complex care needs, and have longer, more frequent stays in hospital. The majority of older people in Cardiff (68%) report being in good or excellent health, higher than the Welsh average.

Nearly two thirds of people admitted to hospital are over 65. Demand from increased frailty for people over 65 is predicted to increase by 50% by 2026, with associated increased care costs of £6m in the next three years alone.

Older people who reported being in good, very good or excellent health, age-standardised percentage, persons aged 65+, Wales and local authorities, 2014-2015



Source: Public Health Wales Observatory

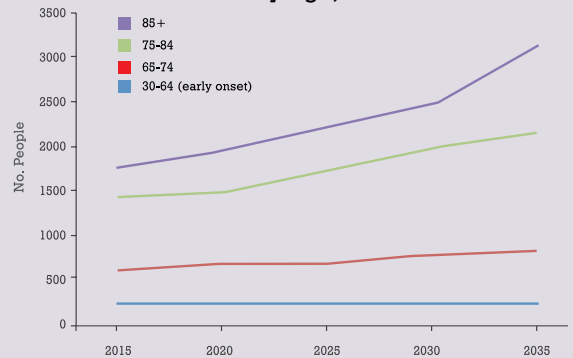


## Dementia

The risk of developing dementia is strongly age-related. As life expectancy increases so the total number of people with dementia is going to increase. It's estimated that 25% of women and nearly 20% of men over 85 in Wales currently have a form of dementia and by 2035, it's predicted that over 6000 people in Cardiff will be living with dementia.

The rate of dementia is predicted to remain relatively stable among those 74 and under, while among those over 75, and over 85 in particular, it is predicted to rise significantly.

No. People in Cardiff Predicted to Have Dementia by Age, 2015-2035



Source: Daffodil



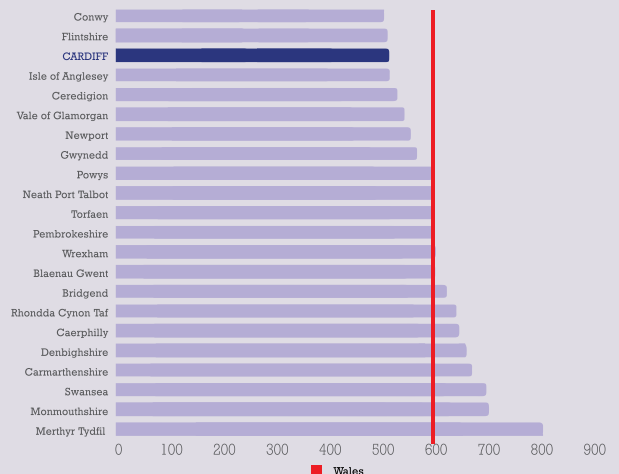
## Hip fractures

Across Wales only Conwy and Flintshire have lower rates of hip fractures among older people than Cardiff.

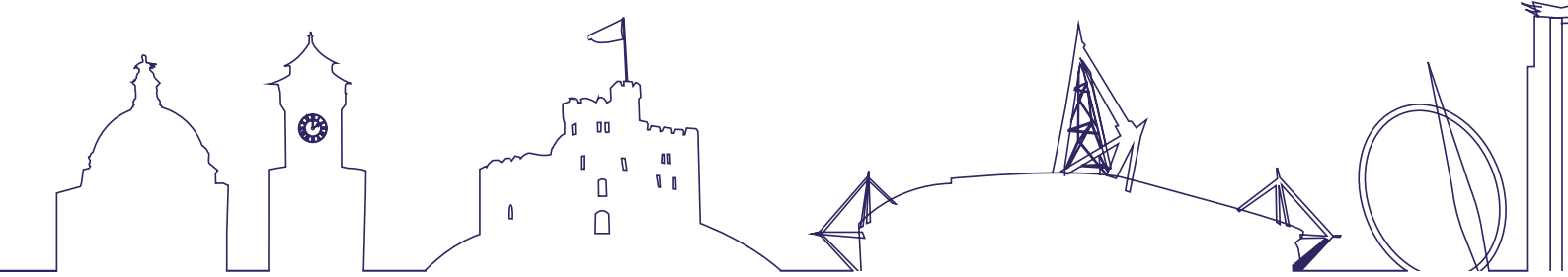
Hip fractures present a serious pressure on public services, with 70,000-75,000 occurring in the UK each year costing (in terms of medical and social care) around £2 billion annually.

They also present a serious issue for individuals, limiting independence and affecting older people's ability to stay in their own homes.

Hip fractures among older people, European age-standardised rate (EASR) per 100,000, persons aged 65+, Wales and local authorities, 2014-2015



Source: Public Health Wales Observatory



## Cardiff Tomorrow

This chapter sets out some of the health challenges facing Cardiff today, notably the gap in life expectancy and healthy life expectancy between the richest and poorest parts of the city and the need to encourage healthy lifestyles to tackle a growing obesity problem.

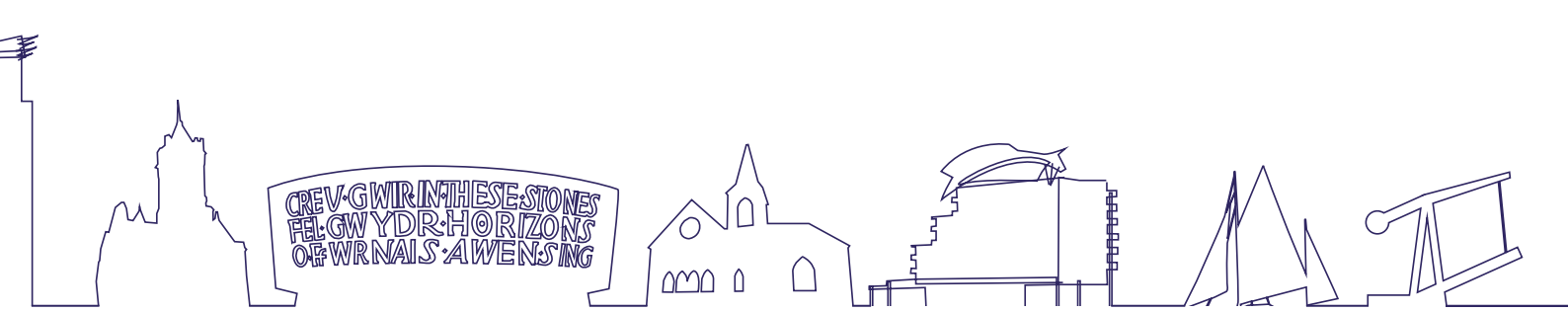
Looking to the future, the gap between the economic outcomes of different communities seems unlikely to reduce, and given the close correlation between economic and health outcomes, the gap in life expectancy and healthy life expectancy of the people who live in the richest and poorest part of the city seems likely to increase.

Efforts will need to be directed at encouraging healthy lifestyles, given the long-term impact on individuals and demand for health services. While the prevalence of smoking is likely to continue to decline and the percentage of babies born with low birth weight is expected to improve, projections suggest levels of obesity will continue to increase, a key factor in terms of health outcomes. Increasing access to healthy food and opportunities for physical activity will therefore be important in improving the future health of the population.

Meeting the health and care needs of a growing population within ongoing financial constraints will be a major long-term challenge for Cardiff. The number of children aged under four is expected to increase, an age group that has a greater need for health and care services. Work is ongoing nationally and internationally to study the impact of so-called 'adverse childhood experiences' – stressful experiences occurring during childhood that directly harm a child (such as mental, physical or sexual abuse) or affect the environment in which they live (such as growing up in a house with domestic violence or where there are harmful behaviours). Indications are that these experiences can make individuals more likely to adopt harmful behaviours, perform less well in school, and can lead to mental and physical ill health in later life. Developing joined-up, preventative responses from public services will be important in supporting the most vulnerable children and families.

The city's older population is projected to grow substantially, placing greater demands on care services with increases in health problems, particularly chronic conditions such as dementia. Older people are also more likely to require longer and more frequent stays in hospital - nearly two thirds of people currently admitted to hospital are over the age of 65. Addressing increasing levels of social isolation, improving mental and physical well-being in older age and providing more support to people in their communities, will enable people to live independently in their own homes for longer.





## Outcome 5

# People in Cardiff Achieve Their Full Potential

This chapter is about how well the city is equipping every child and young person with skills for life:

- The number of people with a degree-level education
- The number of people with no qualifications
- Performance at primary and secondary school levels
- Those not in education, employment or training (NEETs)





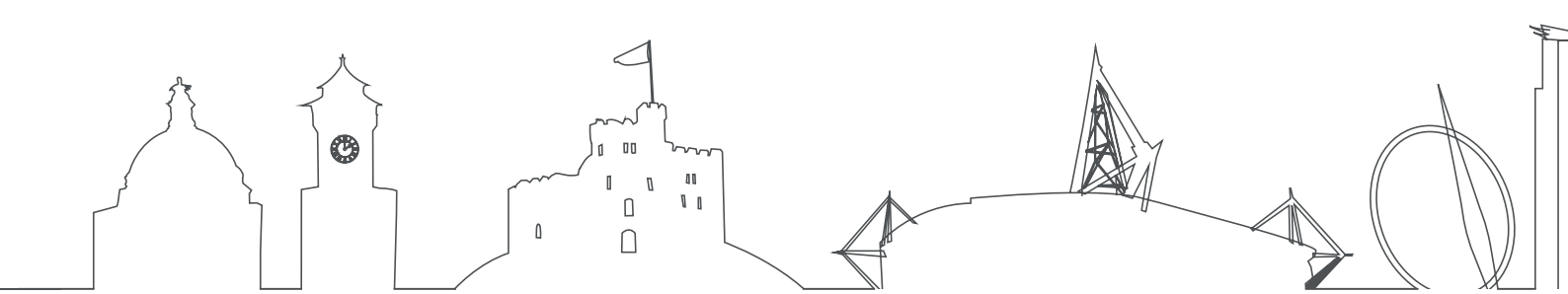
## Cardiff Today

Cardiff is one of the UK's most highly skilled cities. The capital of Wales has a high number of graduates per head of population, high levels of residents with a good number of GCSEs and very few people with no qualifications at all.

This is good news for Cardiff. Education levels are one of the most important measures of future success, for residents and for the city economy. With three universities and 60,000 students, who make up nearly 15% of the city's population, the city and region's universities act as a conveyor belt of talent into the city economy and cultural life.

Performance in the city's school system is now improving after years of underperformance, with a 10% increase in the number of pupils achieving 5 or more A\* to C grade GCSEs, including Maths and English or Welsh over the last two academic years. Cardiff is now above the Wales average, but it has some way to go to be amongst the best. Too many schools are still underperforming, particularly in the city's most deprived areas, and despite significant progress in recent years, too many young people are failing to make the transition to education, employment or training.

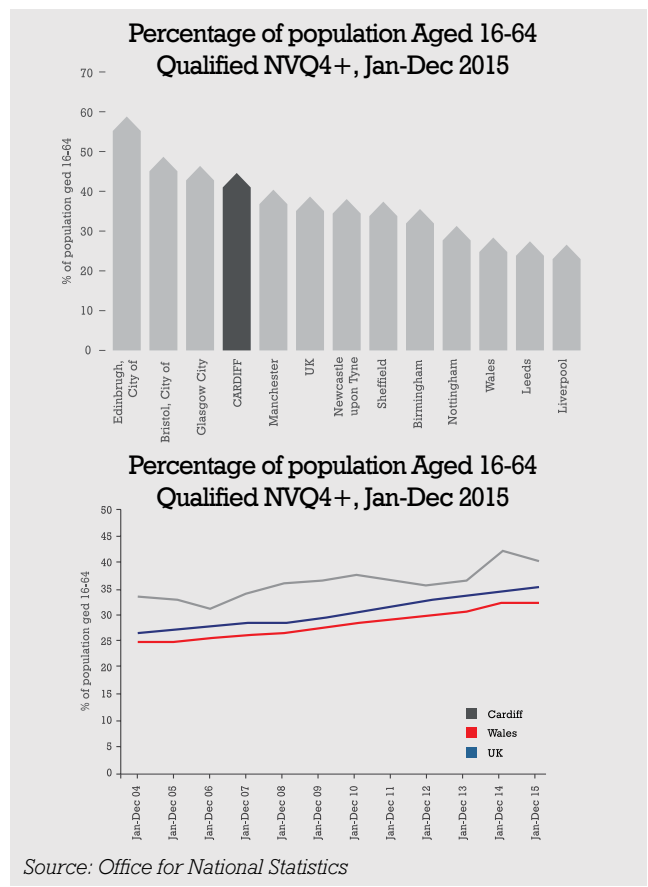
Tackling this challenge, and improving the education system for all young people, will be crucial in helping to break the link between disadvantage and success in life for a great number of young people.



## Degree-level or equivalent

Cardiff is placed 4<sup>th</sup> out of the UK's major cities in relation to the number of people qualified to a degree level or equivalent (NVQ Level 4). Despite a fall this year, it is above the UK average and well above the Wales average.

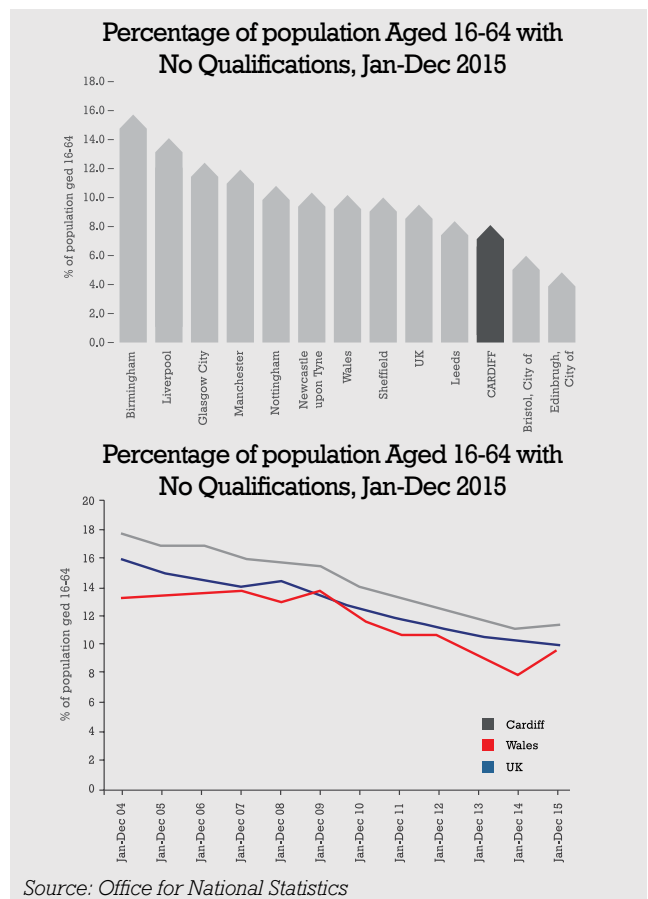
This means that people in Cardiff are well-educated and have a good chance of fulfilling their potential. Having a highly skilled population is recognised as a driver for economic success with liveable cities placing a strong emphasis on keeping highly skilled people in the city.



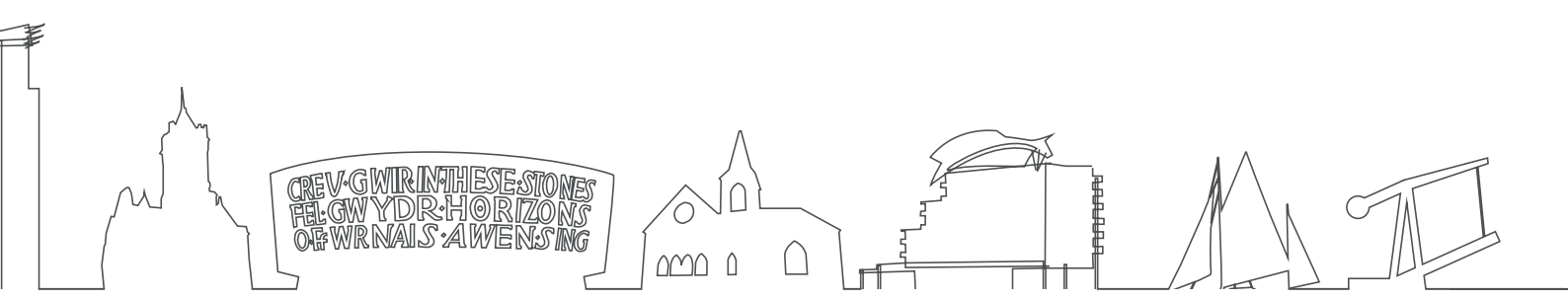
## The number of people with no qualifications

Only Edinburgh and Bristol have fewer people with no qualifications than Cardiff. However, in the last year these cities have continued to make progress, whereas Cardiff has seen an increase in the percentage of its population with no qualifications.

Ensuring as many citizens have the qualifications and support they need to fulfill their potential is a crucial issue as education is both a major driver of social mobility and of the city's long term economic competitiveness.

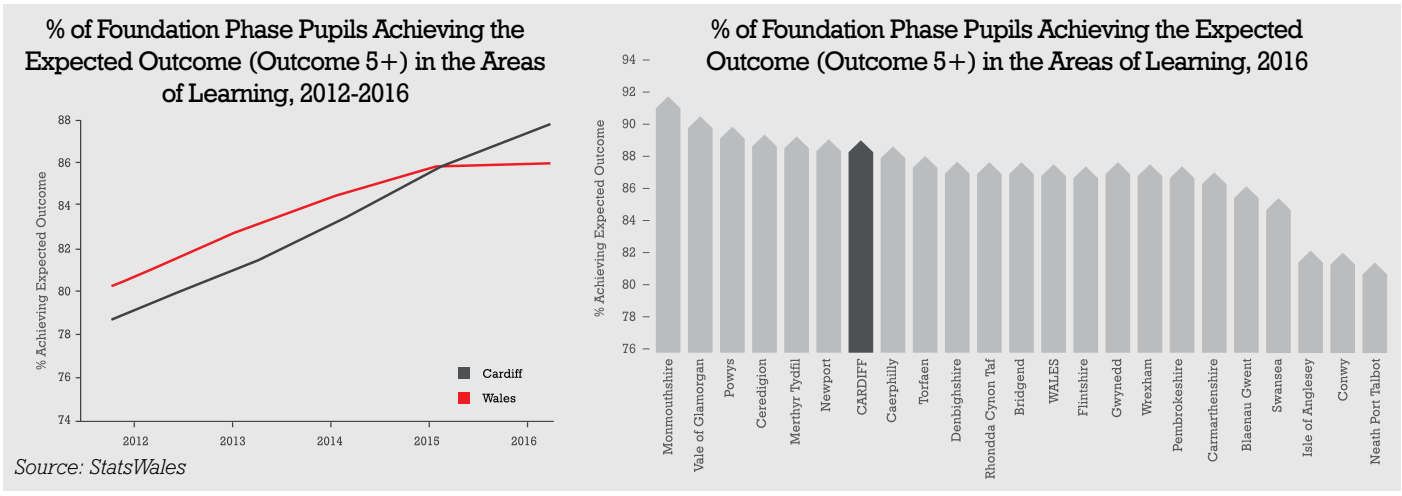






## Performance in Primary School

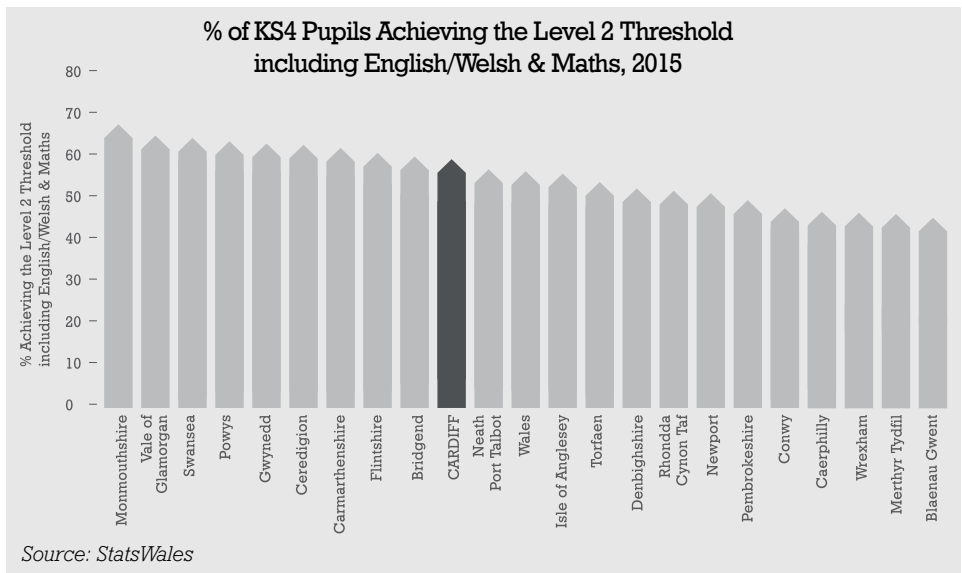
Primary school performance at Foundation Phase has significantly improved over the last few years and the percentage of pupils aged 7 to 11 (Key Stage 2) achieving expected outcomes is now above the Wales average.



## Performance in Secondary School

### GCSE Results

GCSE performance continues to improve with 59.3% of pupils in Cardiff in 2014/15 achieving at least five A\* to C grades, including mathematics and English or Welsh, an increase of 10% over the last three years. However, in our schools the gap in achievement between those receiving Free School Meals (FSM) and non-FSM pupils remains.



### A-Level Results

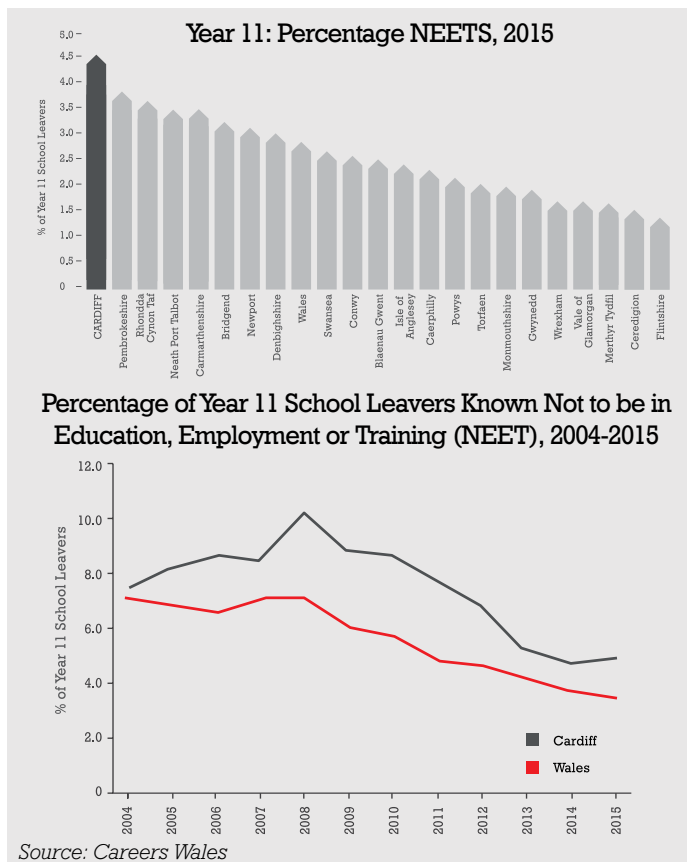
The overall pass rate in Cardiff now stands at 98.2%, compared with the Welsh average of 97.3%. The city has broken through the 80% mark (80.3%) for grades A\*-C, which is up from the 78.4% of last year, while the proportion of A\*-A grades is slightly down on last year at 28.1%.



## Number of young people not in Education Employment or Training (NEET)

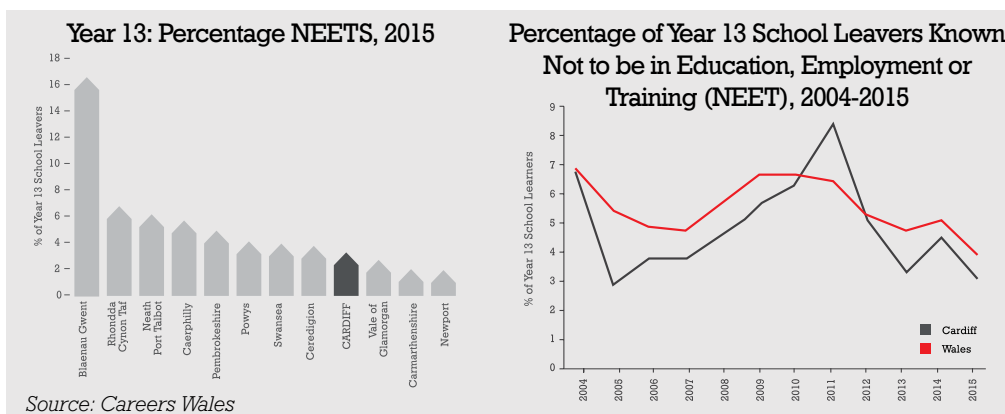
Cardiff has the highest percentage of young people (Year 11 leavers) not in Education, Employment or Training of any local authority in Wales. The cost of not addressing this issue is not just economic, but there are also effects on levels of unemployment, crime, health and well-being.

Progress has been made in recent years with a reduction of over 6 percentage points between 2008 and 2014. However, with a focus on preparing our young people for the world of work, action needs to be taken to significantly improve outcomes for those disengaged or at risk of becoming disengaged from education.



## Year 13 NEET

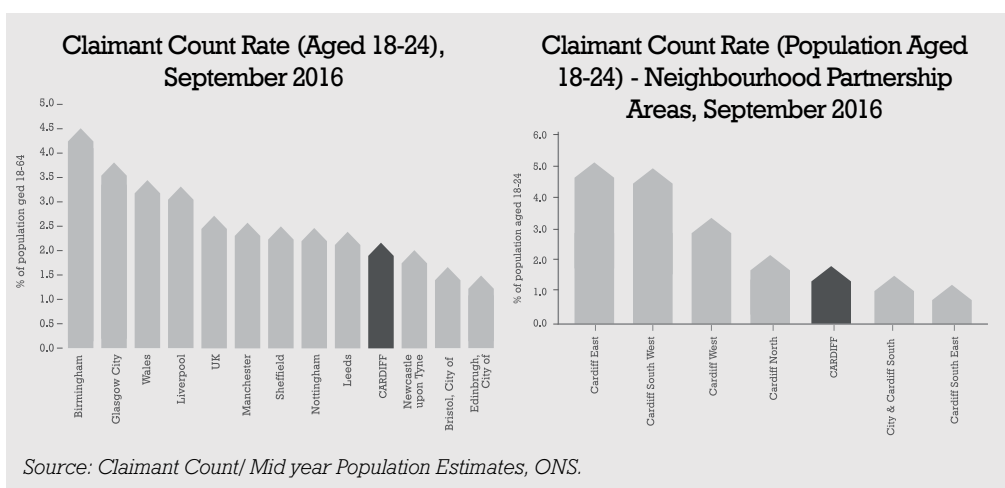
Destination of School Leavers data for Year 13 shows that, in 2015, the number of young people identified as being not in education, employment or training fell to almost a 10 year low and was significantly below the Welsh average.

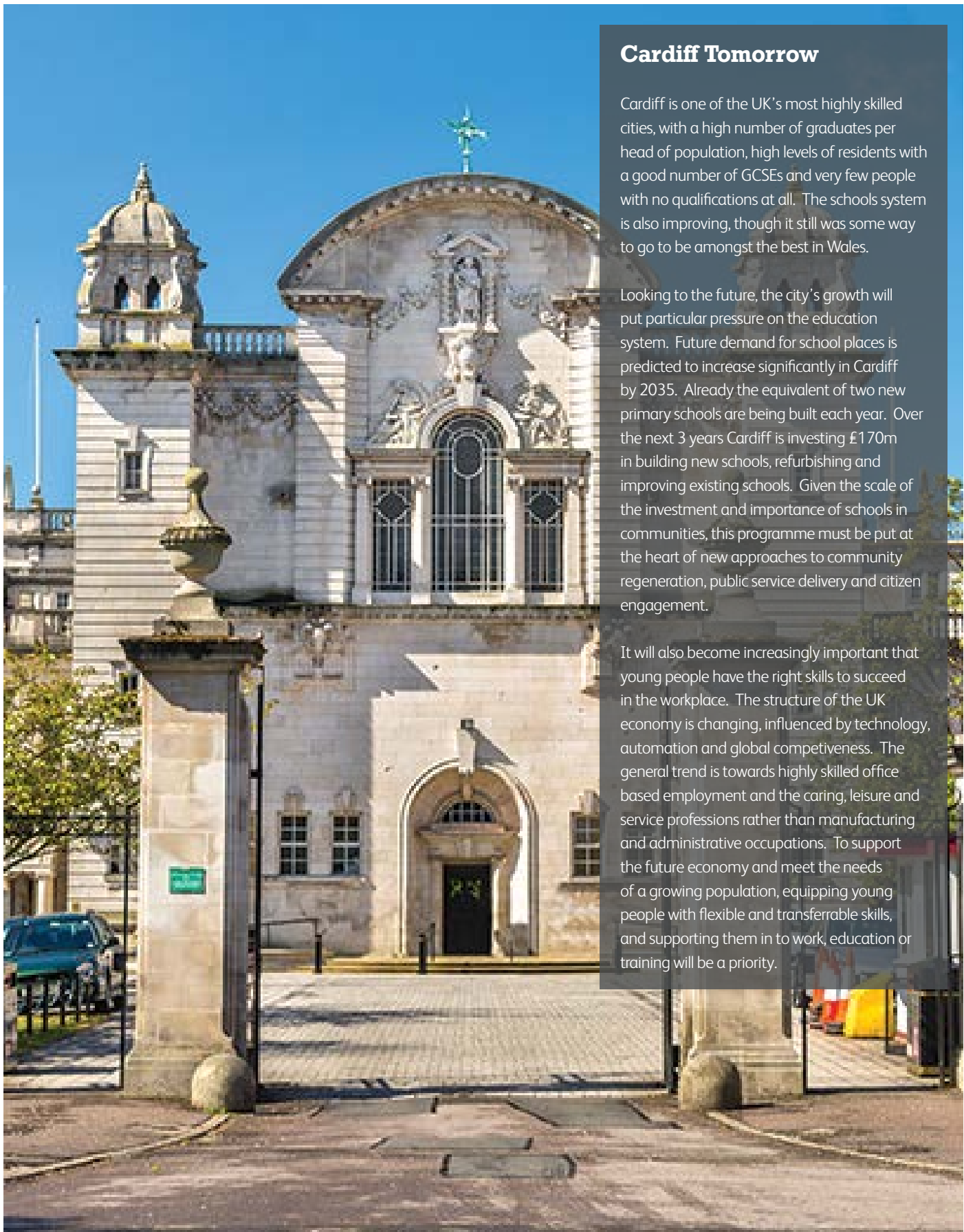


## 18-24 year olds claiming Job Seekers Allowance

Comparing the claimant count rate for 18-24 year olds, Cardiff is performing fairly well, and is following the national trend with a reduction in this number since 2009.

However, there are significant differences in the claimant rates across the six Neighbourhood Partnership Areas with the rate being over double the Cardiff average in Cardiff East and Cardiff South West.





## Cardiff Tomorrow

Cardiff is one of the UK's most highly skilled cities, with a high number of graduates per head of population, high levels of residents with a good number of GCSEs and very few people with no qualifications at all. The schools system is also improving, though it still was some way to go to be amongst the best in Wales.

Looking to the future, the city's growth will put particular pressure on the education system. Future demand for school places is predicted to increase significantly in Cardiff by 2035. Already the equivalent of two new primary schools are being built each year. Over the next 3 years Cardiff is investing £170m in building new schools, refurbishing and improving existing schools. Given the scale of the investment and importance of schools in communities, this programme must be put at the heart of new approaches to community regeneration, public service delivery and citizen engagement.

It will also become increasingly important that young people have the right skills to succeed in the workplace. The structure of the UK economy is changing, influenced by technology, automation and global competitiveness. The general trend is towards highly skilled office based employment and the caring, leisure and service professions rather than manufacturing and administrative occupations. To support the future economy and meet the needs of a growing population, equipping young people with flexible and transferrable skills, and supporting them in to work, education or training will be a priority.

# Outcome 6

## Cardiff is Clean and Sustainable

This chapter focuses on the environment:

- Parks and open spaces
- Waste and recycling
- Cleanliness
- Emissions
- Renewable energy
- Sustainable Transport
- Flooding
- Resilient Ecosystem



A scenic view of a park with tall trees and a path. The image shows a dirt path leading through a lush green park with tall, thin trees and a clear blue sky. The path is in the foreground, and the trees are in the background. The overall atmosphere is peaceful and natural.

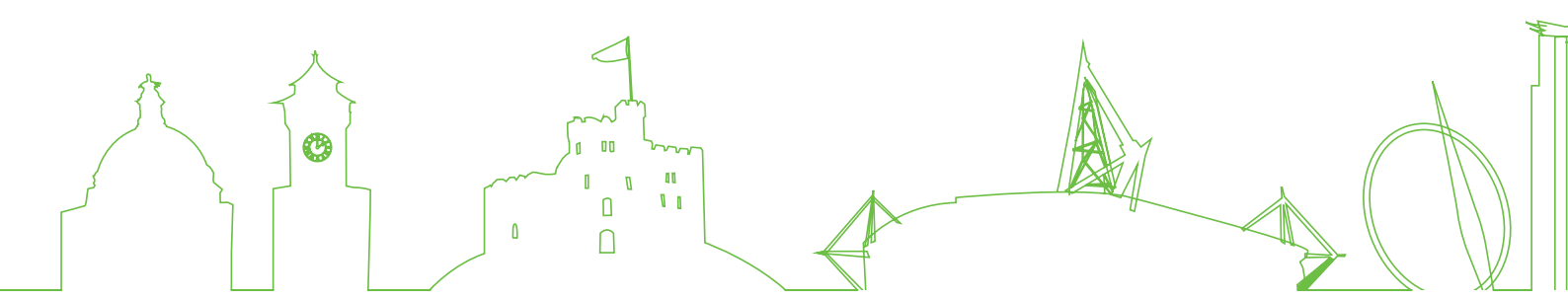
## Cardiff Today

Cardiff is a green city. It is well served by parks and open green spaces, with areas such as Bute Park in the heart of Cardiff recognised for their outstanding beauty. Residents also have easy access to a national park and coastlines in the wider city-region.

Cardiff's recycling rates perform strongly compared to other British cities. The household waste recycling rate has risen from 4% to 58% since the recycling and composting targets were put in place. Street cleanliness, however, is consistently seen as a priority for residents.

Levels of car use are amongst the highest of the core cities and use of public transport in the city is comparatively low, although levels of walking and cycling compare well and are growing. Over 60% of residents now think that transport in the city is a serious or very serious problem. The city's reliance on cars also contributes to Cardiff's carbon emissions being high compared to many other British cities, with some city centre wards particularly vulnerable to high levels of air pollution.

As a city located on the banks of rivers and on the coast, Cardiff is inherently at future risk from flooding. The consequences of climate change and extreme weather events will need to be built in to all aspects of managing Cardiff's future growth.

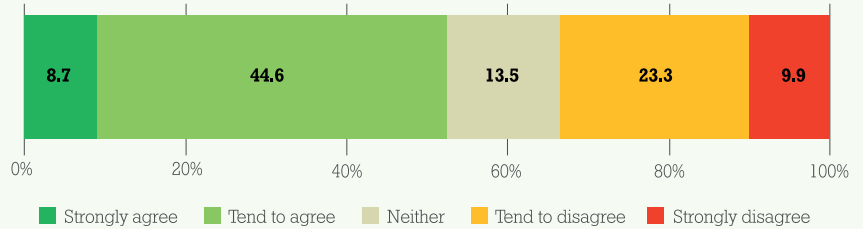


## What Do Our Residents Think?

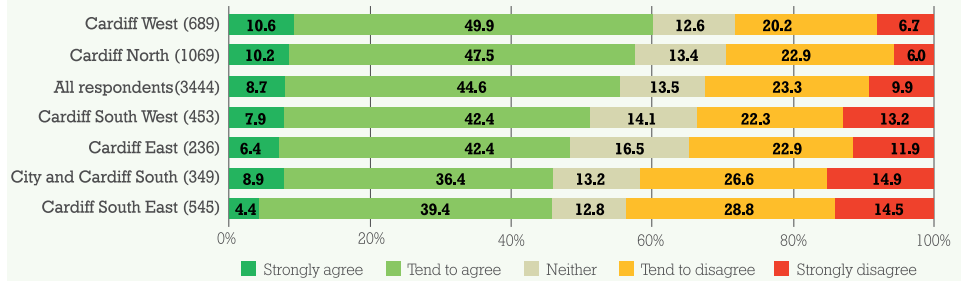
Just over half of our residents agreed that it is a clean place to live. The response varied across the city's neighbourhood areas with a 17% difference between Cardiff West and Cardiff South East.



To what extent do you agree or disagree that people in Cardiff have a clean, attractive and sustainable environment? (Ask Cardiff 2016)



To what extent do you agree or disagree that people in Cardiff have a clean, attractive and sustainable environment? (Ask Cardiff 2016)



## Parks and Open Spaces

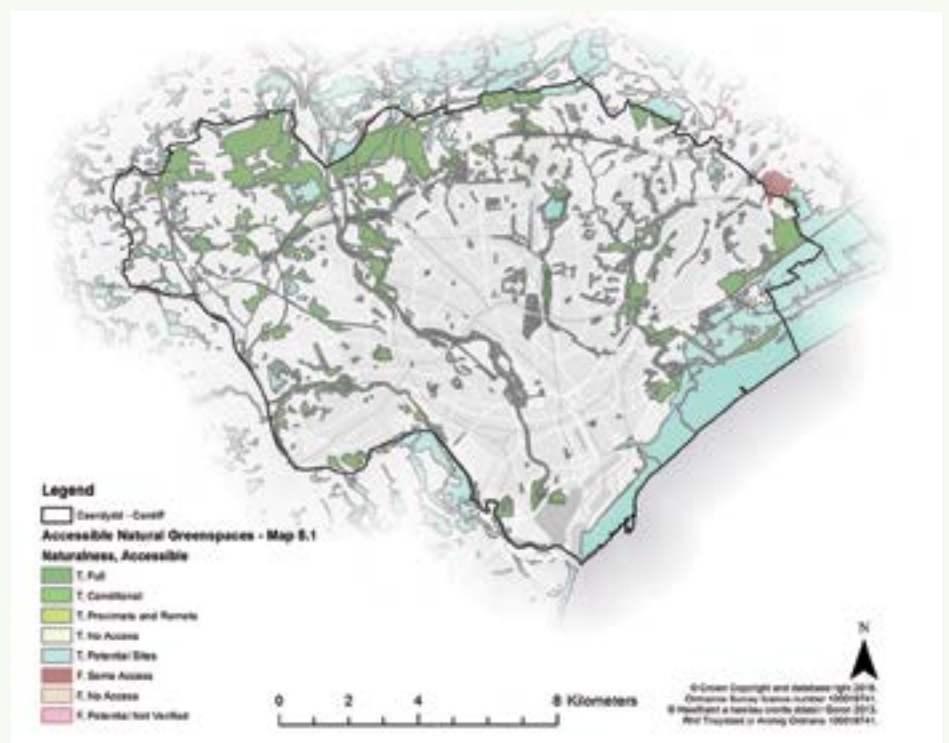
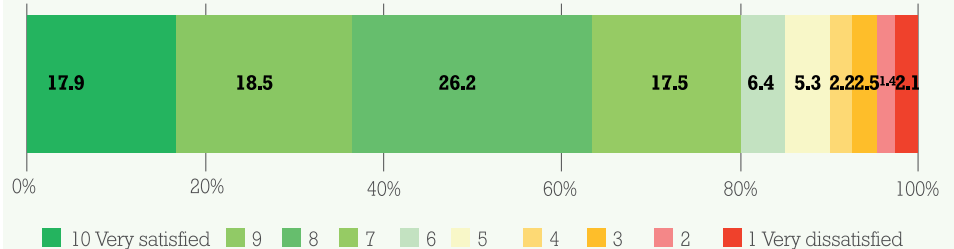
Cardiff was awarded a record 10 green flags for its parks in 2016. 80% of respondents to the 2016 Ask Cardiff survey were satisfied with our parks and open spaces.

Access to parks and greenspaces significantly contribute to physical and mental health and wellbeing. However, greenspaces are not always located near to the people that would benefit from them most.

Increased levels of physical activity help to increase peoples' healthy lifespans and reduce incidents of chronic disease. Use of the natural environment also contributes to strong and cohesive communities by providing a space for interaction and engagement.



How satisfied are you with parks and open spaces in Cardiff? (Ask Cardiff 2016)



CREV·GWIR·IN·THESE·STONES  
 FEL·GWYDR·HORIZONS  
 O·F·WRNAIS·AWENING

## Waste and Recycling

The latest city comparison data (2014/15) indicates that Cardiff's recycling rates compare well to other core cities. Although this year's target of 58% was met, Cardiff's recycling and composting levels continue to be lower than the Wales average as shown below.

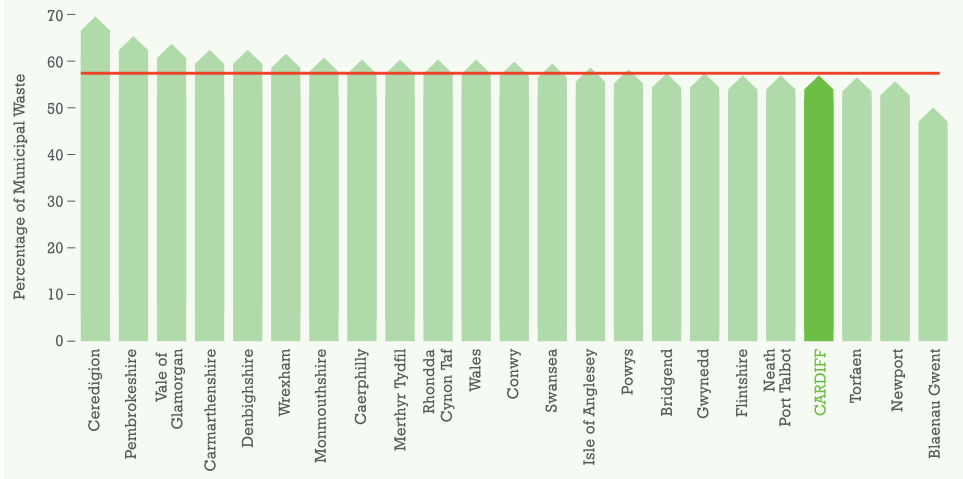
The Welsh Government has set increasingly challenging targets for the next few years. The improvement of the last decade will need to be maintained if substantial fines for the city are to be avoided, particularly given the pressures that will arise from a rapidly growing population.

*It should be noted that although Cardiff has the highest recycling rates of all major British cities it is not easy to compare levels of recycling across cities and their local authorities. Local authorities operate a range of kerbside collection methods and the materials each authority collects can vary. Data sources: DEFRA, StatsWales, SEPA, DOENI, ONS (accessed by <http://www.sita.co.uk/waste-as-a-resource/recycling-in-the-uk>)*

### % of household waste sent for reuse, recycling or composting 2014/15

<b>CARDIFF</b>	<b>53.4</b>
Bristol	43.5
Leeds	42.9
Newcastle	40.8
Edinburgh	37.2
Nottingham	32.9
Manchester	32.8
Sheffield	30.0
Liverpool	29.6
Birmingham	26.6
Glasgow	25.8

### Percentage of Municipal Waste Reused/Recycled/Composed, 2015-16

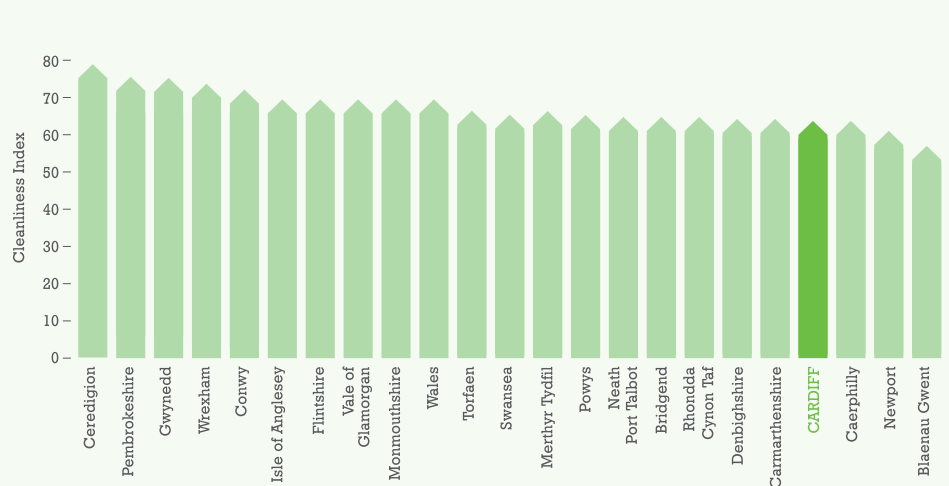


## Cleanliness

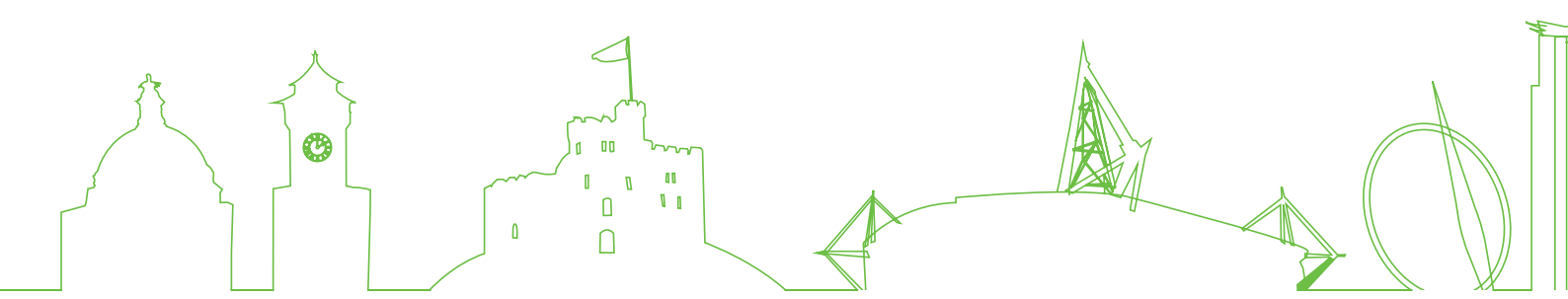
The quality and cleanliness of the environment is an important factor in determining how people feel about the place they live. It also assists with attracting people and investment to the city.

According to the Keep Wales Tidy, Local Environmental Audit and Management System (LEAMS) Report, the Cleanliness Index for Cardiff was 66.4 in 2015-16, below the Wales average and placed Cardiff fourth lowest amongst Welsh local authorities. The Index ranged from 62.1 in Blaenau Gwent to Ceredigion being the top performer with 75.8. The EU Urban Audit shows Cardiff residents are relatively less satisfied with the city's cleanliness compared to other aspects of city life.

### Cleanliness Index, 2015-16



Source: Keep Wales Tidy - LEAMS report



## Emissions

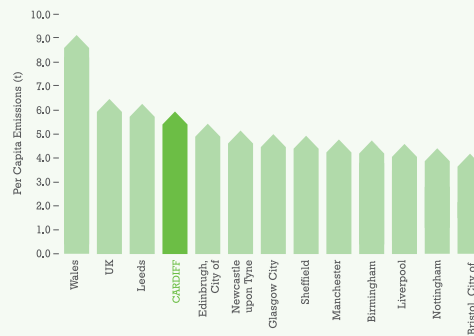
Air Quality is the leading cause of the environmental burden of disease in Europe. 40,000 additional deaths a year in Europe are attributable to poor air quality.

Carbon emissions per person in Cardiff have fallen in the last decade and are lower than both the UK and Wales averages. However, there is work to do if Cardiff is to meet the performance of similar local authorities; our emissions per capita are amongst the highest. Road transport continues to be a major source and its percentage share of emissions has increased since 2005.

Nitrogen dioxide (NO<sup>2</sup>) in the air is mostly caused by road traffic and to an extent by energy production. Too much NO<sup>2</sup> in the air can increase the numbers of respiratory illnesses, especially among children.

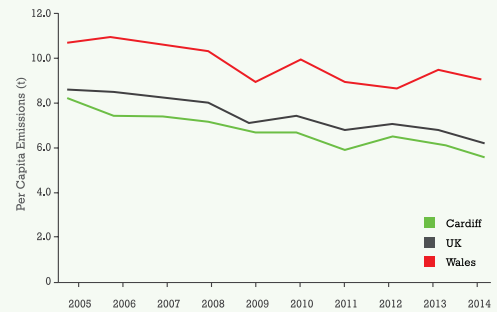
Levels of NO<sub>2</sub> found in the city centre are the highest in Welsh local authorities and exceed EU pollution limits.

Total Per Capita CO<sub>2</sub> Emissions (t), 2014

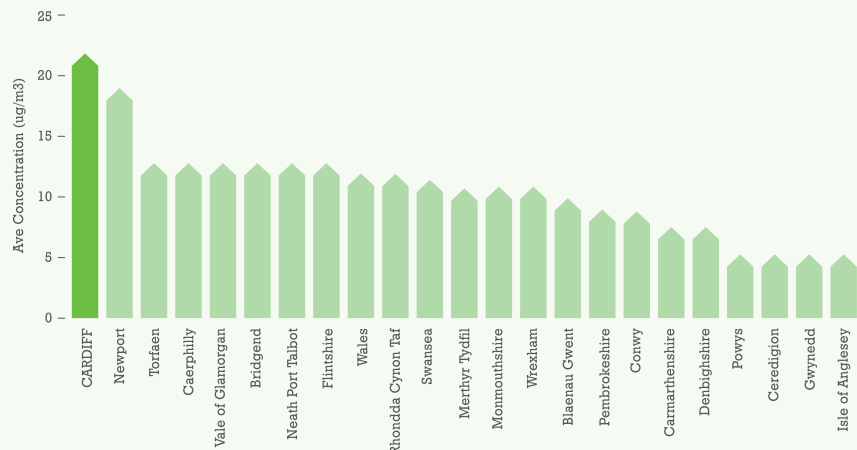


Source: DECC

Total Per Capita CO<sub>2</sub> Emissions (t), 2005-2014



Average NO<sub>2</sub> Concentration at Residential Dwelling Locations (ug/m<sup>3</sup>), 2014

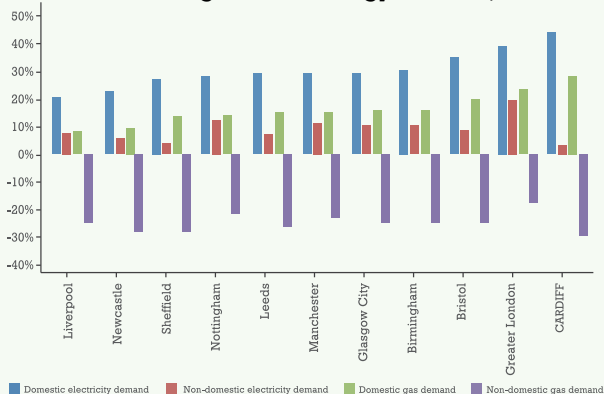


Source: StatsWales

## Energy Infrastructures

Cardiff's growth will require investment into energy infrastructures. Cardiff is projected to have the largest increase in demand on electricity (44%) and gas (28%) of all Core Cities.

Percent change in final energy demand, 2015-2035

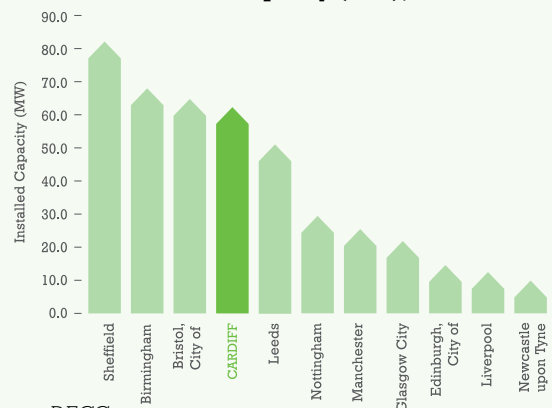


Source: Powering Future Cities Report, 2016

## Renewable Energy

Compared to other major UK cities, Cardiff is ranked 4<sup>th</sup> for installed renewable energy capacity. However, in terms of the number of small scale applications by homes and businesses, Leeds and Manchester have consistently been the top performers, achieving levels 2 to 4 times that of Cardiff.

Installed Capacity (MW), 2015



Source: DECC



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## Sustainable Transport

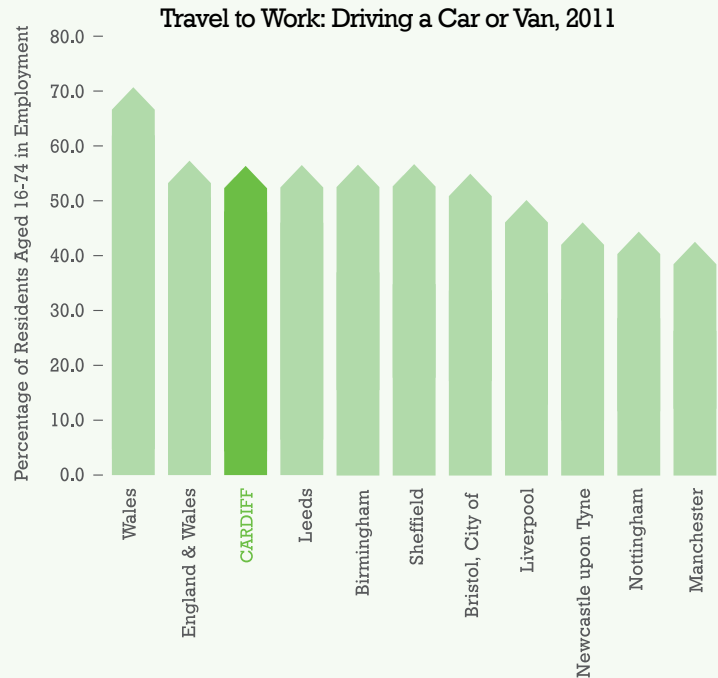
People make approximately 1.5 million trips every day travelling within and to and from Cardiff (over 25 % of trips in the South East Wales Region), with large numbers of journeys coming from the neighbouring local authorities such as the Vale of Glamorgan, Rhondda Cynon Taf and Caerphilly. 80 % of inbound commuter movements are by car.

Travel within the city is one of the most important issues to our citizens. Over 60 % of Cardiff citizens feel that travel and transport problems in Cardiff are serious or very serious.

Transport in Cardiff 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 used buses or trains for their journey to work. We compared better to the other Core Cities in terms of the percentage of people cycling and working.

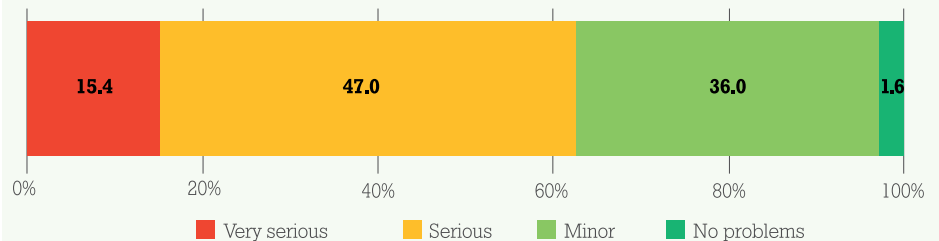
As 57 % of Cardiff residents travel less than 5km, there is a realistic opportunity for more journeys to be undertaken by active modes.

There is also an increasingly positive picture from more recent data collected by the City of Cardiff Council. In 2016, 11.5 % of people reported using the train to get to work on 5 days a week, 12 % use a bus five times a week and nearly one in five walk to work every day.

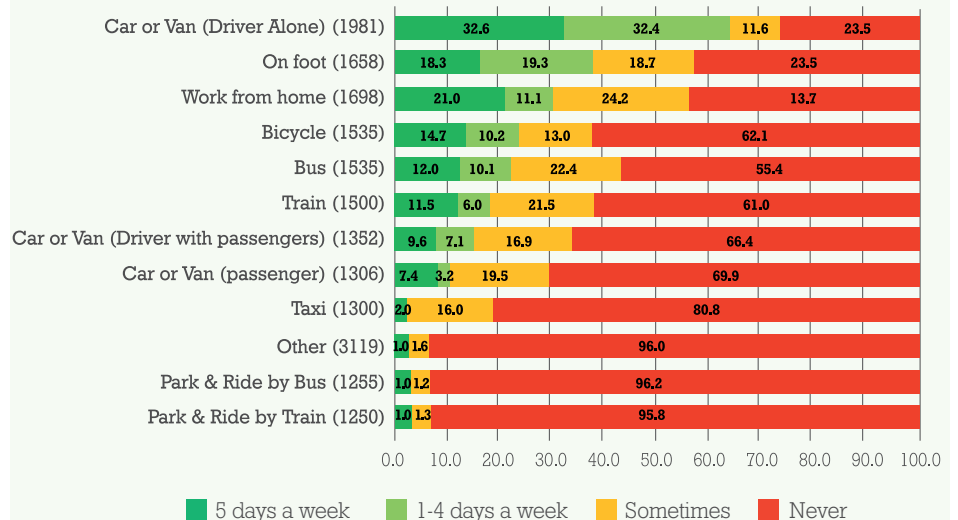


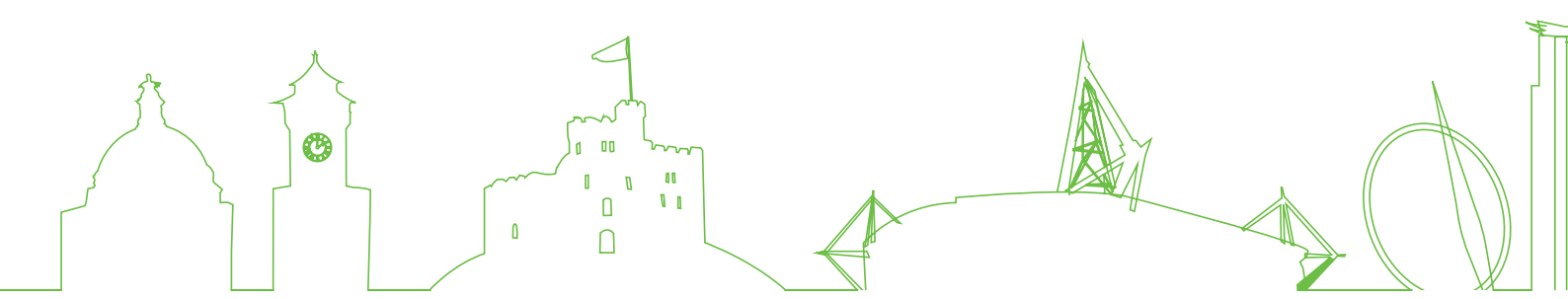
Source: 2011 Census

### How serious do you think travel and transport problems are in Cardiff? (Ask Cardiff 2016)



### If currently in employment, how often do you travel by the following types of transport when commuting to or from work? (Ask Cardiff 2016)





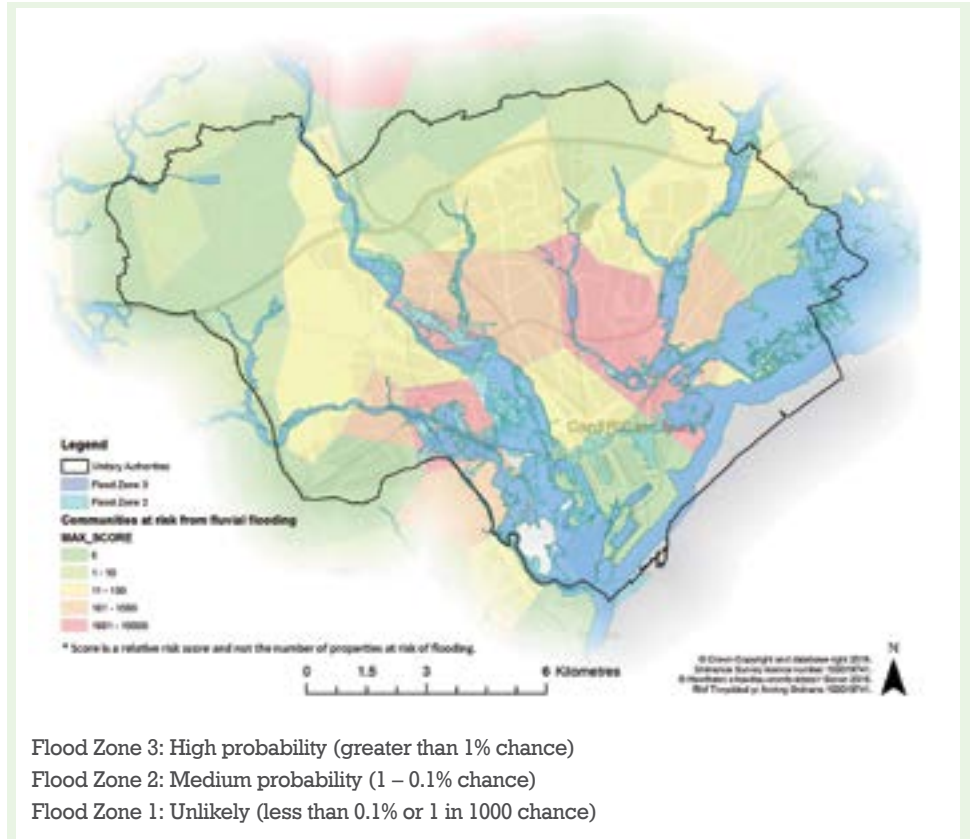
## Flooding

As the risk of flooding tends to be largest in towns and cities located near the mouth of rivers, or in areas with tidal influence, Cardiff is inherently at future risk from flooding.

Cardiff is currently heavily defended but the implications of climate change are identified as a risk to the city. Winter rainfall in Wales is projected to increase approximately on average 14% by the 2050s.

In terms of surface water, Cardiff is one of only 8 authorities in Wales defined as a flood risk area under the Flood Risk Regulations 2009. 12,000 people could be at risk during more extreme flooding events.

As Cardiff grows, we need to make sure that new developments take account of potential flood risk and consider mitigating measures and defences. The consequences of flooding are not just financial. Even modest events can significantly impact on physical and mental wellbeing of individuals for many years. Quite often the worst affected are the more vulnerable in society.



- Flood Zone 3: High probability (greater than 1% chance)
- Flood Zone 2: Medium probability (1 – 0.1% chance)
- Flood Zone 1: Unlikely (less than 0.1% or 1 in 1000 chance)

*This map shows the different flood risk level if there were not flood defences. The coloured shading shows the likely severity of flooding should it occur. Severity is based on the number of properties likely to be affected.*

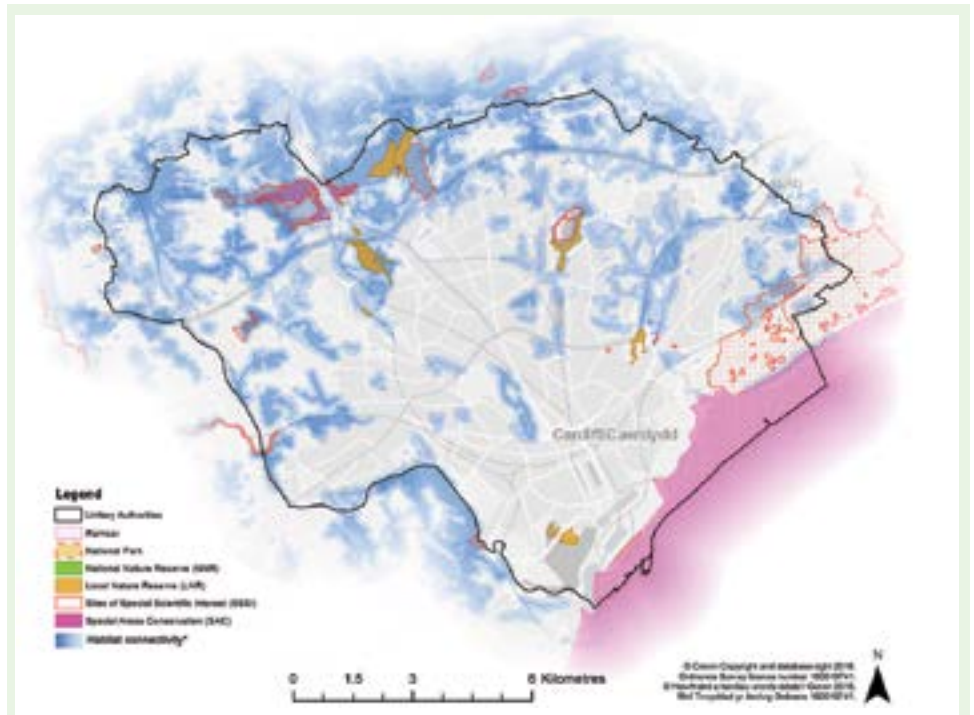
## Resilient Ecosystem

Although Cardiff is highly urbanised it boasts an important network of habitats, parks and greenspaces with a high level of connectivity. The Rivers Ely, Taf and Rhymney provide important habitat corridors.

Connectivity allows wildlife to move in the landscape and adapt to change. The resilience of an ecosystem is measured on how well it can deal with disturbances such as pollution, changes in land use, either by resisting or adapting to them.

As well as supporting a diversity of wildlife, an ecosystem provides access to recreational opportunities that contribute to our physical and mental wellbeing.

Improving the resilience of our greenspaces is not just about protecting wildlife but providing important community assets that contribute to the wellbeing of the city's residents.



*This map shows where the connectivity is likely to be relatively high for a wide range of wildlife and reflects the extent and diversity of wildlife habitats in the landscape.*



## Cardiff Tomorrow

Cardiff's population growth will put pressures on city infrastructures and services. More people will mean more houses will need to be built, more journeys made, more energy used and more waste created. Managing the environmental impacts of this growth and of climate change in a resilient and sustainable fashion will be a major long term challenge for the city.

The latest UK assessment on climate change highlights flooding and extreme heat events as posing the greatest risk to infrastructure, the natural environment and our health and wellbeing. Although a small percentage of houses in Cardiff are deemed to be at high risk of flooding, some communities are at risk and, as the city grows, the risks for new communities will need to be mitigated.

As the city grows it will create more waste, and so the substantial improvements in the city's recycling rates will need to be continued if Cardiff is to meet the next target of recycling 64% of waste by 2020.

Growth will also put pressures on the city's transport system. The aim is to have a '50:50 modal split' by 2021 - meaning that 50% of journeys will be by sustainable transport - and an even more challenging 60:40 modal split by 2026. Meeting these ambitious targets will provide a boost to the city economy, to quality of life as well and can be expected to bring major health benefits through increased levels of cycling and walking and improved air quality.

The environment is key to health. Providing access to parks and open spaces will be increasingly important. As well as being important for the wildlife, they contribute to our physical and mental wellbeing and provide a focal point for communities. There will also be a need to improve the attractiveness and cleanliness of the urban environment to bring in more visitors and business to the city.



# Outcome 7

## Cardiff is a Fair, Just and Inclusive Society

This section focuses on levels of inequality within Cardiff in the following areas:

- Economic inequality
- Health
- Education
- Crime





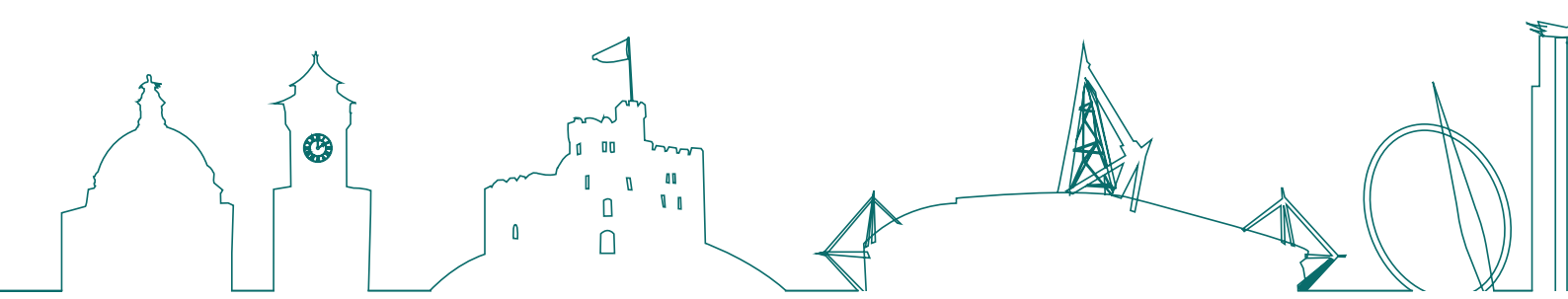
## Cardiff Today

A simple overview of city performance across the outcomes in this report would suggest that Cardiff is performing 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 exist in Cardiff.

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 and Blaenau Gwent – have a higher percentage of their population living in the poorest communities in Wales. Almost a third of Cardiff households are living in poverty with a high percentage of children living in workless and low income households. In addition, ethnic minorities and those with a work-limiting disability are more vulnerable to long term unemployment.

Marked differences exist in prosperity between the north and south of the city, with unemployment rates in Ely nearly ten times higher than those in Creigiau. Differences in health outcomes are even more pronounced, with a healthy life expectancy gap of 22 to 24 years between the richest and poorest communities and mortality from, for example, heart disease seven times higher in Riverside than it is in Thornhill. For men in these poorest communities healthy life expectancy is projected to decrease.

Furthermore, the majority of school leavers who do not make a successful transition to further education, training or employment, live in the more deprived areas of the city. Although school performance across the city has improved significantly over recent years, too many schools are underperforming, particularly in the city's most deprived communities. Similarly, the gap between those pupils who receive free school meals (FSM) and those that do not remains substantial, indicating that too many children living in financial poverty are not achieving their potential in school. Not only will this affect their chances in life but evidence shows that it will also put long term pressure on public services and result in lost economic output.

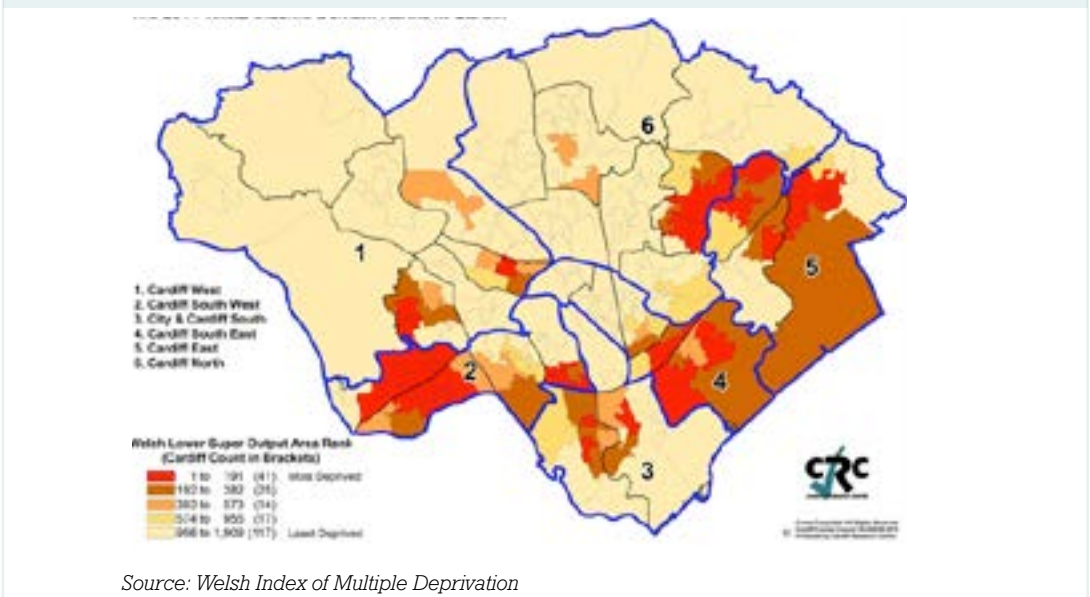


## City Inequality: Economy

### Income Deprivation

In Cardiff some of Wales' most and least deprived communities can be found within miles of each other. Almost one fifth (19.2%) of the areas<sup>5</sup> in Cardiff are within the 10% most deprived areas in Wales. Nearly two fifths (38.9%) of all areas in the southern half of the city are some of the most deprived areas in Wales, compared to 4.8% of areas in the rest of Cardiff.

The 2014 WIMD Income Domain Ranks in Cardiff

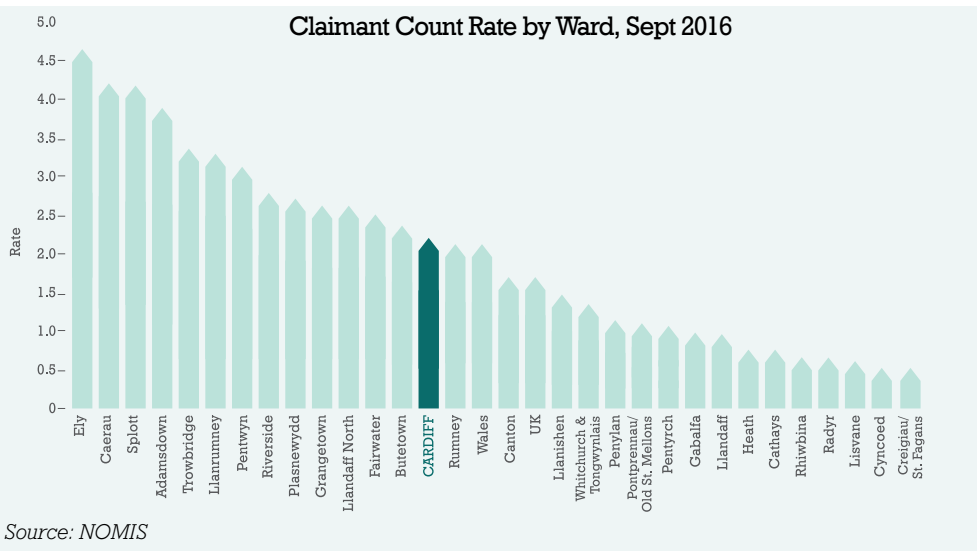


Source: Welsh Index of Multiple Deprivation

## Unemployment

While the unemployment rate in Cardiff is similar to other core cities, there is significant difference across the city in terms of the claimant count rate (i.e. the number of people claiming benefits principally for the reasons of being unemployed) with Ely, Caerau and Splott experiencing the highest rates and Creigiau / St Fagans, Cyncoed and Lisvane experiencing the lowest.

There are also significant disparities in unemployment rates when comparing different groups in society. In terms of the difference in unemployment rates between those with or with no work-limiting disability (Annual Population Survey), Cardiff has the joint-fourth highest disparity across the core cities. The same is true for unemployment rates between the white and ethnic minority populations in the city (2011 Census).



Source: NOMIS

<sup>5</sup> Lower Super Output Areas (LSOA) - a geographic area containing 1,000 to 3,000 people used to report on small area statistics.

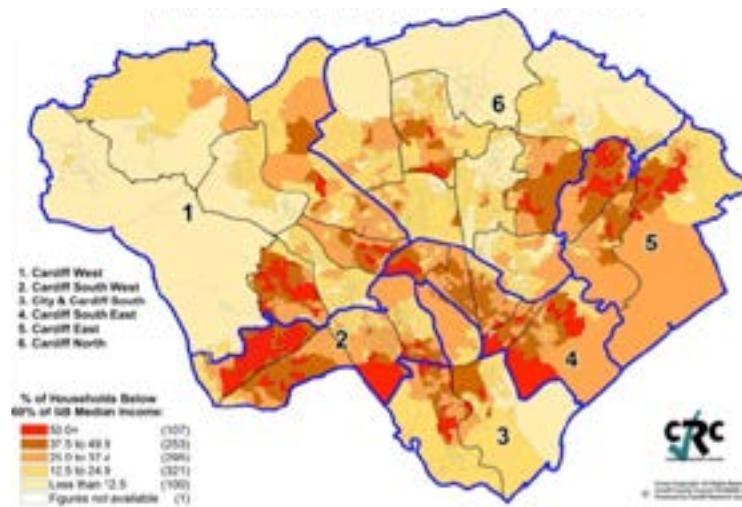


## Poverty

Over a quarter of households in Cardiff are living in poverty. The distribution of households living in poverty - defined as the percentage of households whose income is below 60% of the annual median income - is shown below. In Lisvane only 9% of households are living in poverty, compared to nearly half of all households (47.9%) in Ely.

The map also shows that poverty can be found in parts of the city that are generally considered to be more affluent.

**% of Households Below 60% of Great Britain Median Income by Output Area, 2015**



Source: CACI Paycheck 2015



## Workless households and low income families

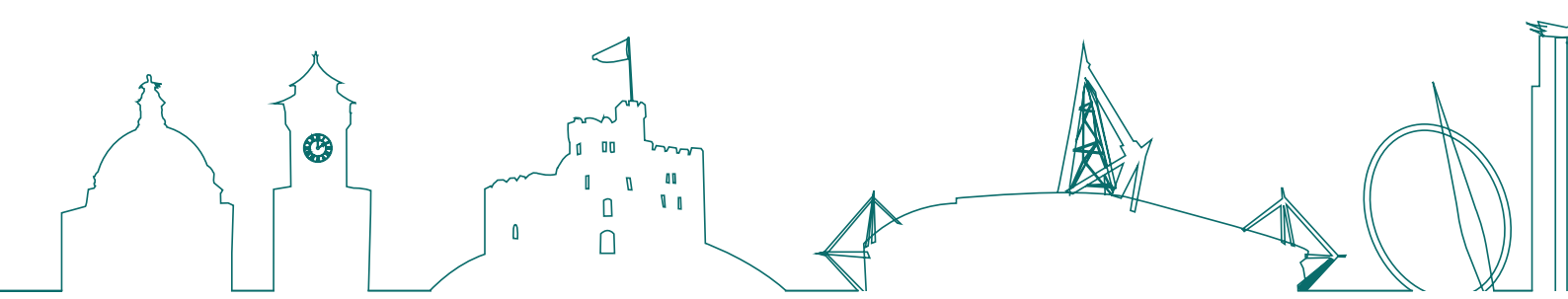
Cardiff is just below the Wales average in terms of number of workless households. However, 16% of dependent children aged 15 and under are living in households that rely on benefits. In-work poverty is also a growing issue. Over a quarter of children under the age of 20 in the city are living in low-income families.

Relative to other major UK cities, Cardiff is a mid-table performer. The percentage of children living in low income households is significantly higher in some of England's larger cities, such as Birmingham and Manchester. The distribution of children in low-income families across Cardiff at the end of August 2014 can be seen below. It ranges from just 5.2% in Rhiwbina to 47.5% in Ely.

**% of All Dependent Children Under the Age of 20 Living in Low-Income Families, 31st Aug 2014**



Source: HMRC

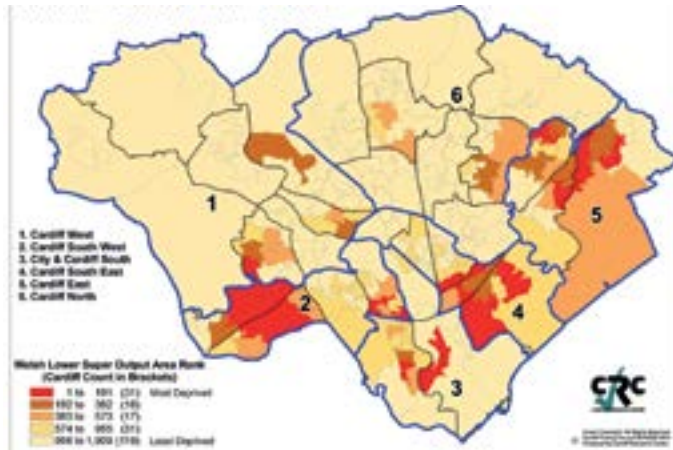


## Health Inequality

People in Cardiff are living longer. However, there are significant differences in life expectancy across the city with a 10-13 year gap between the wards of Lisvane and Butetown. The map below shows that health inequality follows the same geographical pattern as many other forms of deprivation. Mortality rates due to poor health are higher in the south of the city:

- Mortality, from all causes, is **three** times higher in Plasnewydd than in Thornhill
- The mortality rate from respiratory disease is **seven** times higher in Splott than in parts of Llanishen
- Premature mortality from circulatory disease is **seven** times higher in Riverside than in Thornhill
- Mortality from coronary heart disease is **three** times higher in Cardiff Bay than in Lakeside

### The 2014 WIMD Health Domain Ranks in Cardiff



Source: Welsh Index of Multiple Deprivation



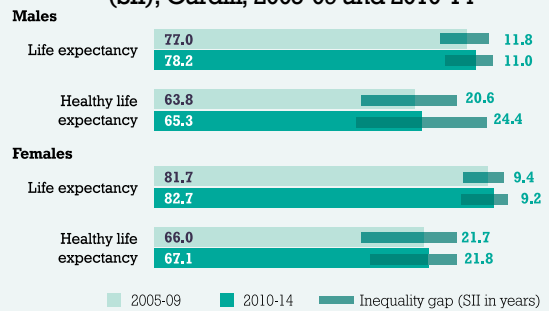
## Healthy life expectancy

Differences in healthy life expectancy<sup>6</sup> across the city are even more pronounced. There is a healthy life expectancy gap of 22 years for women and 24 years for men between the least and most deprived areas of Cardiff.

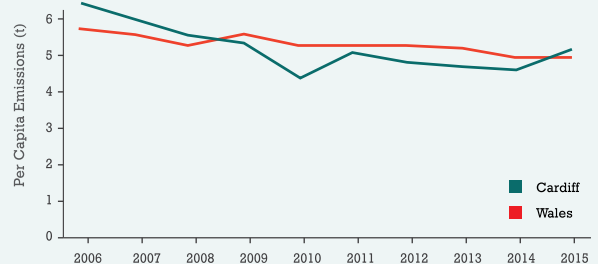
When considered within the city, it can be seen that life expectancy and healthy life expectancy is increasing faster in the least deprived parts of the city. For men in the least deprived parts of Cardiff healthy life expectancy is projected to decrease.

A key determinant of long term health and life chances is birth weight. Overall the number of low birth weight babies (rate per 1,000) has fallen over the last ten years. However, there was an increase in 2015.

### Comparison of life expectancy and healthy life expectancy at birth, with Slope Index of Inequality (SII), Cardiff, 2005-09 and 2010-14



### Babies with a birth weight below 2500g, percentage, Wales, Cardiff and Vale UHB and local authorities, 2006-2015



Source: Public Health Observatory

<sup>6</sup> Healthy Life Expectancy: Average number of years that a person can expect to live in "full health" by taking into account years lived in less than full health due to disease and/or injury (WHO)



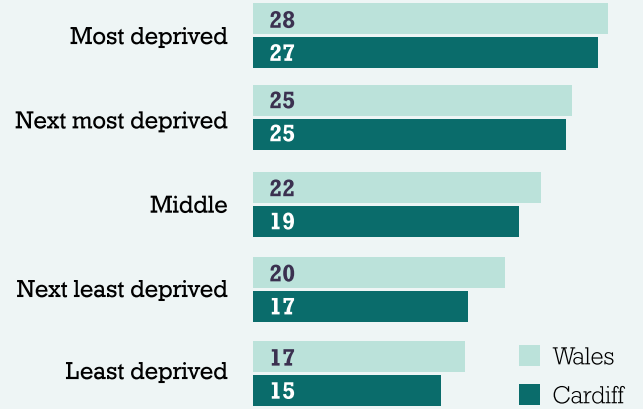
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## Obesity

Nearly twice as many adults living in the more deprived areas of the city are reported as being overweight or obese.



Percentage of adults reporting to be obese, by deprivation fifth, all persons, Wales and Cardiff, 2009-2012



Source: Public Health Observatory

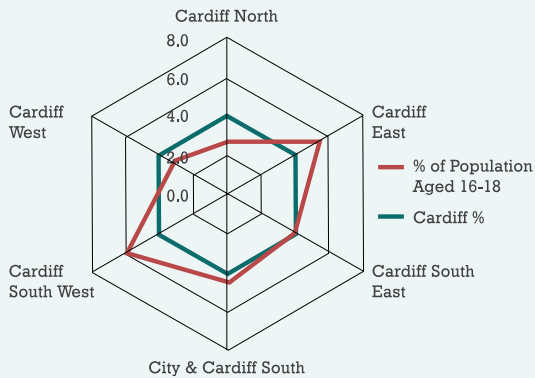
## Inequality: Educational Outcomes

Educational outcomes across the city varies significantly. For example, more than half (56.5%) of the areas in Cardiff East are ranked in the 10% most deprived in Wales, while this is only true for 3.4% of the areas in Cardiff North.

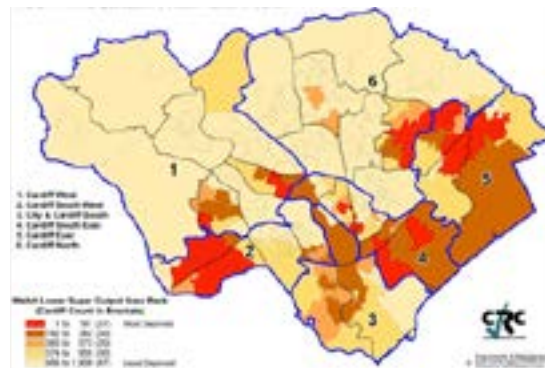
Although GCSE results have been improving, there still remains a marked variability in performance between schools.

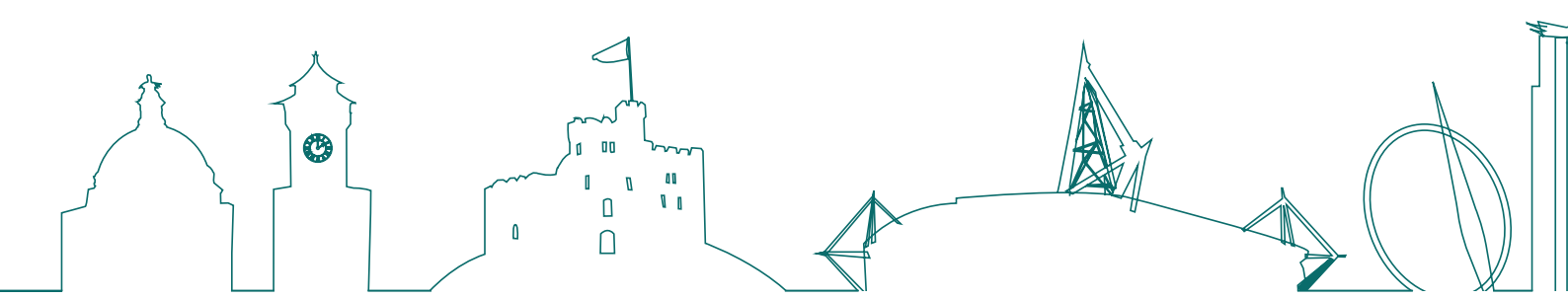
At the end of August 2015, the proportion of young people aged 16-18 who were not engaged in training ranged from 2.6% in Cardiff North to 5.9% in Cardiff South West.

% of Population Aged 16-18 in Tier 1-2 (Careers Wales), Aug 2015



WIMD 2014 Education Domain Ranks in Cardiff





## Inequality: Crime

As is the case with a number of other indicators, crime is concentrated in the south and east of Cardiff. However, there are pockets within the rest of Cardiff with hotspots for certain types of crime.

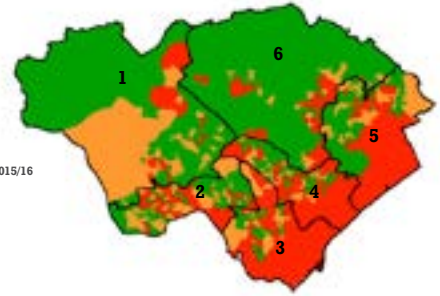


### Violence Against the person

1. Cardiff West
2. Cardiff South West
3. City & Cardiff South
4. Cardiff South East
5. Cardiff East
6. Cardiff North

Violence against the person 2015/16

- Over 15
- 10 to 15
- 0 to 10

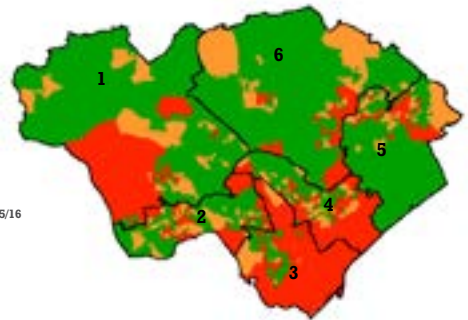


### Anti-Social Behaviour

1. Cardiff West
2. Cardiff South West
3. City & Cardiff South
4. Cardiff South East
5. Cardiff East
6. Cardiff North

Anti-Social Behaviour 2015/16

- Over 25
- 15 to 25
- 0 to 15

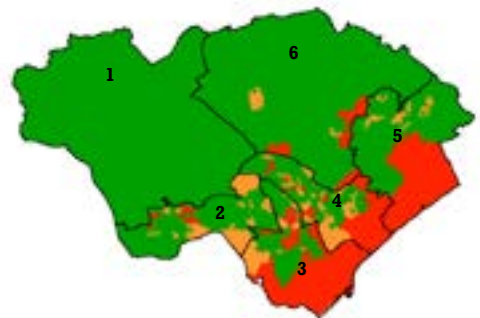


### Criminal Damage

1. Cardiff West
2. Cardiff South West
3. City & Cardiff South
4. Cardiff South East
5. Cardiff East
6. Cardiff North

Criminal Damage 2015/16

- Over 15
- 10 to 15
- 0 to 10

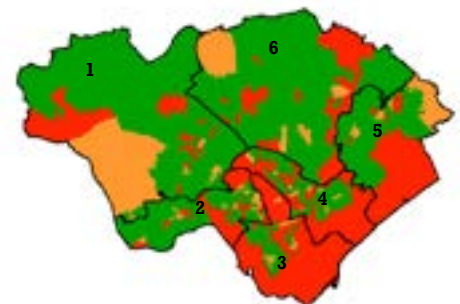


### Other Thefts

1. Cardiff West
2. Cardiff South West
3. City & Cardiff South
4. Cardiff South East
5. Cardiff East
6. Cardiff North

Other Thefts 2015/16

- Over 15
- 10 to 15
- 0 to 10



Source: South Wales Police Performance Statistics





## Cardiff Tomorrow

Cardiff has been reinvented over the past 20 years. However, even though the city has attracted investment and a large number of new jobs have been created, this has not translated in to better lives for all citizens and communities. Headline indicators mask deep and persistent levels of economic deprivation, poor health, crime and lower levels of educational attainment.

In the short to medium term, future trends indicate that the UK economy will grow slowly, with low productivity growth and stagnating wages. Taken together with projected rising inflation, the rising cost of housing and reform to the welfare system, these forces can be expected to hit the poorest communities hardest. In the longer term, automation can be expected to place a further premium on skills and knowledge-based employment. As well as increasing the skills of adults and young people, there is a need to create pathways into work and further education, particularly for those in the city's most disadvantaged communities.

Living in poverty has a particularly serious impact on children's lives, affecting their educational attainment, health, and happiness as well as having an impact which can last into adulthood. Concentrating on early preventative action can have a positive effect on their lives and on society as a whole.

Tackling these issues will require a cross-public and third sector approach, with emerging thinking in the health, third and local government sectors pointing towards a new approach to delivering services at a 'locality' or 'neighbourhood' level. These approaches focus on aligning public and third sector assets and services at the local level and an 'asset-based' approach to community engagement which listens to and involves those receiving the service and other community actors in the delivery of services. To be effective this will require a joint approach to mapping and future planning of public services.

To achieve its vision, Cardiff must be a city which is a great place to live and work for all its citizens, regardless of background or the community in which they live. With a rapidly growing population and public sector austerity, the way in which public services are designed and delivered must change in order to ensure that the city's most vulnerable citizens and communities are supported, and that the substantial and rising gaps in the prosperity, skill levels, housing, crime-levels and health – in short, the quality of life – between communities in the city is reduced.

