



Executive Summary - 2015 Review

DRAFT

What Beth sy'n Matters Bwysig



2010:2020 - The 10 Year Strategy



Our Vision:

**“By 2020...Cardiff
will be Europe’s
most liveable
capital city”**





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Introduction

In 2010, partners in Cardiff developed a new approach to addressing the major issues affecting the capital city. For the first time, the city's partners agreed to work together to develop a single 10 year **What Matters** strategy for promoting economic, social and environmental well-being.

The new way of working allowed the resources of a number of key public and third sector organisations to be coordinated more effectively to address the issues that matter most to local people. This transformed the approach to partnership working across Wales as the principles of shared intelligence, targeted resource allocation and coordinated activity came to define collaboration beyond Cardiff's boundaries.

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

What Matters... One Vision, 7 Outcomes

To achieve our vision of becoming Europe's most liveable city, we have embraced a different approach that has, and will continue to, focus on

improving outcomes for citizens. Working within the current financial landscape of Cardiff where the public and third sector have significantly reduced budgets and a growing population to provide services for, it is imperative that we continue to work towards improving people's quality of life by focussing on the 7 citizen outcomes (or well-being objectives¹) we have collectively agreed:

Cardiff's citizen outcomes:

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



¹ Cardiff's 7 citizen outcomes provide the 'well-being objectives' for the city as required by the Welsh Government's **Well-being of Future Generations Act 2015**. These will help define our contribution towards the seven wellbeing goals for Wales.



The Big Issues....

Cardiff, like many other cities across the UK, is facing unprecedented challenges caused by the combined pressures of growth and prosperity. Meeting the increasing demand for complex citizen services must be reconciled with managing diminishing financial resources.

As public and third sector partner organisations prepare for these major challenges, efficiency savings and traditional cost-management strategies will not be enough. As a consequence, partners will have to fundamentally change their approach to delivery to respond to big issues we face.

Growth

Over the next 20 years Cardiff is projected to grow faster than any other major British city with a projected growth of 26% between 2014 and 2034 - an additional 91,500 people – making Cardiff the fastest growing UK city in percentage terms.

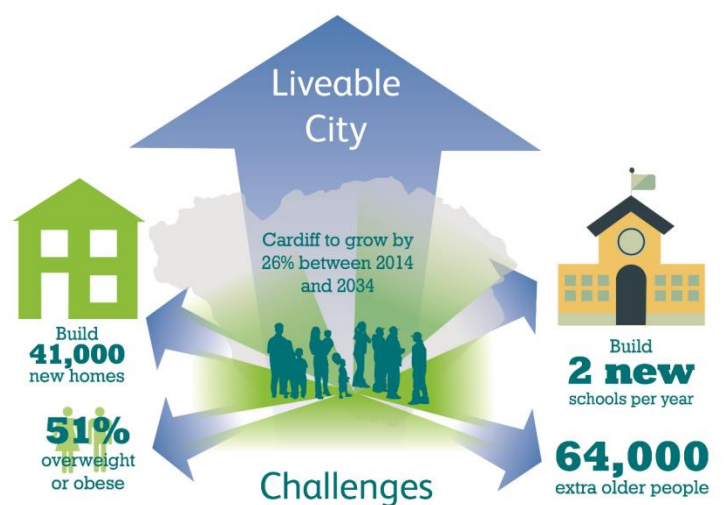
In response to this growth, Cardiff's Deposit [Local Development Plan](#), covering the period 2006 to 2026, outlines how the city will accommodate and make provision for **41,100 new homes** and **40,000 new jobs**. A key factor for the future planning of local services is that Cardiff's rapid growth will not be evenly spread across age-groups with an expected **25% increase** in school age children meaning we will need more schools and more teachers in Cardiff. Similarly older people - particularly those over 85 years old whose numbers are expected to **nearly double over the next 10 years** - are far more likely to need health and care services to help them live independent lives. So, whilst population growth is a sign of success, there are also challenges to be managed.

The City Region

From an economic perspective, Cardiff is at the heart of the **Cardiff Capital Region** of 1.5m people and **makes up nearly a quarter (24%) of the capital region's population.**

Over the last 10 years Cardiff has also generated nearly 2 out of 3 net new jobs created in South East Wales and each day around 80,000 people – or over a third of the city's 200,000 workforce - commute into Cardiff from elsewhere in the Capital Region.

It is clear by far that Cardiff's economic performance is the strongest in Wales and it has also demonstrated strength in relation to UK core cities, with faster jobs growth and consistently lower unemployment. However, the next period of development of the city's economic infrastructure will rely on closer working across the Capital Region and partnerships – such as the **City Deal** – will feature strongly in the priorities for delivering this strategy.



Balancing the combined challenges of growth and austerity



Sharing Prosperity

Although Cardiff performs well on many measures of success, the benefits of this are not spread equally across the city. Despite significant investment and partnership working over recent years, there remain marked disparities in affluence between the north and south of Cardiff, with the majority of deprivation falling in the south or 'southern arc'.

This pattern of deprivation has been in existence for some time, but unfortunately shows no signs of disappearing in the immediate future. In fact, **Cardiff's share of the number of people living in Wales' most deprived communities rose from 15.3% in 2011 to 17.6% in 2014.** The causes and consequences of deprivation are complex, long-term and entrenched and the reduction of inequality is a central concern of this Strategy.

Child Poverty

Children and young people make up almost 46% of the population of Cardiff and the number of children aged 0 to 24 years has risen over the past 10 years.

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

Addressing poverty is important not only because of the devastating impact on individual children and young people but because of the wider impact on communities. Furthermore, the rights of children and young people have been strengthened by a Welsh Government measure in regard to the **United Nations Convention on the Rights of the Child (UNCRC).**

Older People

Dementia and other **mental health** conditions have rapidly taken over as key health concerns in the city, with the rising age of the population and improvements in life expectancy there are a significantly higher number of people at risk. **Over the next 10 years the number of over 65s in Cardiff and Vale of Glamorgan will grow by 22%** (from approx.74,300 to just over 91,000) with increased demand placed on services as a result of growing dementia and frailty.

New Approaches and prioritising our resources....

As partners we must prioritise our collective resources to tackle those issues which have the most impact on delivering citizen outcomes and on those which pose the greatest risk for safeguarding vulnerable people or the future success of our city. To do this there are a number of key themes which will be integral to any new approaches we develop as partners:

- **Sustainable development** - promoting economic, social, environmental and cultural wellbeing and embedding the new requirements of the Wellbeing of Future Generations Act 2015.
- **Citizen power** - supporting communities in building capacity to play an increasing role in shaping, delivering and managing services.
- **Early Intervention** - ensuring service performance data is better utilised to target services at vulnerable people at the earliest opportunity to stop problems escalating – not only in the interests of reducing costs for partners but to also improve outcomes for citizens.
- **Behaviour Change** - influencing people to make positive changes to their behaviour, lifestyles or their existing habits to improve outcomes and reduce inequalities.
- **Service Integration** – accelerating partnership working to move from collaboration to integration of services to ensure long term sustainability and improved outcomes through a process of strategic transformational change.
- **New Technology** - enabling citizens to access seamless services in a joined up and personalised way.



Our Priorities...what really matters

In order to gain a thorough understanding of **what matters** in Cardiff we have undertaken a comprehensive assessment of the issues that affect the people in the city. The **strategic 'needs assessment'** has built a picture of where we are now and given us a clear indication of what the most pressing issues for action are. The in-depth picture of current need, coupled with an awareness of future challenges has enabled us to establish our priorities as a city.

The priorities set out in this Strategy will be delivered by focussing collective effort on agreed actions set out in the accompanying **What Matters Action Plan**.

The priorities are set out in each of the Outcome 'chapters' of the Strategy and are:

People in Cardiff are healthy



Everyone has a right to be as healthy as possible and service providers in Cardiff will work together to address the range of components of good health and

ensure everybody is as healthy as they can be.

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

- **Health inequalities are reduced and the differentials in life expectancy across the city are addressed;**
- **Healthy lifestyles are promoted and ill health prevented by supporting healthier behaviour choices;**
- **Resilient communities are supported by delivering sustainable and effective services for people with complex needs.**

People in Cardiff have a clean, attractive and sustainable environment

Successful 'liveable' cities are those that can grow and develop without limiting the social and environmental quality of an



area. Individuals, businesses and organisations alike must all play their part in minimising the waste of valuable resources such as energy, water and food, whilst at the same time reducing harmful outputs such as carbon, pollution and waste.

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

- **Cardiff is a 'One Planet' city that supports people to live sustainably and recycle and re-use where possible.**
- **Cardiff maintains its high quality environment and balances growth with the development of sustainable communities**
- **Cardiff is a sustainable travel city**

People in Cardiff are safe and feel safe



Being safe and feeling safe are fundamental aspects of wellbeing, and these have consistently ranked as top

priorities for residents and visitors alike. For Cardiff to be a safe city we must ensure that people from all sections of the community are free from harm, injury or risk and are secure in their surroundings. To ensure people feel safe we must make sure they feel confident that none of these things will be compromised.



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

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

Cardiff has a thriving and prosperous economy

A thriving and prosperous economy means a buoyant economic environment that can withstand the prevailing challenges and be internationally competitive, offering opportunities to citizens in the city and wider capital city region, and creating wealth that can be enjoyed by all.



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

- **Everyone has access to high quality education, training and employment opportunities**
- **Cardiff attracts, develops and retains skilled workers, businesses and entrepreneurs**
- **Intergenerational economic inequalities are reduced**
- **Cardiff further develops its role as the economic driver of the Capital City Region**

People in Cardiff achieve their full potential



Educational and worklife achievements are often the most recognisable means of realising potential and they can enable us to access other enriching opportunities. However

it is important to also recognise that potential is fulfilled in a variety of ways. Achieving 'full potential' means having the opportunity to lead a fulfilling life, whether that be through employment, education, volunteering, hobbies, living independently, leisure or lifestyle.

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

- **Citizens can be active and participate in all aspects of life and social inclusion is promoted**
- **Support is targeted to enable all families and individuals to achieve independence and realise ambition**
- **Everyone has access to employment, learning and training to help fulfil their potential**

Cardiff is a great place to live, work and play

Being a 'liveable city' which is a great place to live, work and play means making the city work for our residents by



ensuring that people across Cardiff can enjoy the highest quality of life with good quality public space, a user-friendly transport system and high quality affordable housing. It also means developing a city that meets the sporting, leisure and cultural preferences of both citizens and visitors.

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

- **Cardiff's urban design, infrastructure and connectivity make it a great place to work and do business**
- **Cardiff has high quality, sustainable and affordable housing**



➤ **Cardiff has world-class *accessible* leisure, cultural and sporting facilities for both residents and visitors**

➤ **Cardiff maintains its high quality environment and balances growth with the development of sustainable communities**

Cardiff is a fair, just and inclusive society

Partners will continue to focus on eliminating inequality in health, housing, education and employment in order to reduce disadvantage in Cardiff. We will also continue to target our resources towards those that need it most and work with the communities across the city to actively involve them in decision making and shaping future service delivery.

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

➤ **All people in Cardiff are able to participate in helping to shape future service delivery and decision making**

➤ **Targeted support promotes greater equality of outcomes and life chances across the city**

➤ **Community Groups and individuals are supported to make positive contributions to developing sustainable and cohesive communities.**

Further Information

To find out more about the [What Matters](#) Strategy, the accompanying Action Plan and the work of the Cardiff Partnership, please visit www.cardiffpartnership.co.uk

Alternatively you can contact the Cardiff Partnership Secretariat by emailing whatmatters@cardiff.gov.uk or by telephoning 029 2087 3854