

Draft Submission for Regional Regeneration Plan**CARDIFF TARGETED REGENERATION INVESTMENT PROGRAMME****Introduction**

1. A simple overview of city performance suggests that Cardiff is performing well economically. However, significant and entrenched inequalities exist in Cardiff. Over 60,000 people in Cardiff live in the 10% most deprived 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.
2. The majority of the city's most deprived wards are located in the 'Southern Arc' of the city, which if it were considered a single local authority would be far and away the poorest area of Wales. Employment rates and earnings in the area lag the city-region average by some distance, whilst unemployment and inactivity are significantly greater than the Cardiff Capital Region figure. Targeted regeneration investment in these communities can therefore deliver significant results in addressing poverty, given the large numbers, high population density and the proximity to regionally-significant economic development projects. Cardiff's Regeneration Area is, therefore, defined as the 'Southern Arc' stretching from Trowbridge in the east to Ely in the west.
3. The Council and its partners are committed to a range of interventions and investments to improve the quality of life and expand opportunities in the Southern Arc communities. Major investment is taking place in 21st-century schools, including the new Eastern High in Trowbridge and Cardiff West High in Caerau, which will be centres of learning excellence. New affordable housing is being brought forward through the Cardiff Living partnership programme, including sites in St Mellons and Llanrumney. A network of 8 Community Hubs have been delivered, providing a range of advice, support and training from customer-focussed facilities and tailored to the needs of individual communities.
4. The Council is also taking forward major regeneration activity around Central Station. This development has the potential for creating over 30,000 jobs for the entire city-region, and leveraging £2bn of private sector investment. It will also provide business opportunities for the areas to the immediate West, East and South of the station, primarily areas of high deprivation. It is important that local regeneration activities can maximise the potential of this opportunity.
5. The Targeted Regeneration Investment Programme (TRIP) offers the opportunity to complement, and build on other interventions, with a specific focus on economic regeneration projects which support job creation, enhance employability and create the right environment for businesses to prosper.

Project Proposal – Business Corridors

6. The Southern Arc contains a number of District Centres and Local Centres which are in need of investment if their economic role is to be sustained and further developed. These Business Corridors/ Areas are important urban centres of economic activity and employment and form key entrance routes in to the city centre.

7. The South Riverside Business Corridor, which focusses on Tudor Street, Lower Cathedral Road and Cowbridge Road East, and interconnecting areas, is proposed as the initial target area for investment under the TRIP programme. It includes a major district centre serving a wide catchment area from Ely to Riverside; it represents a regionally significant gateway to the city centre; and includes communities which are amongst the most deprived in Wales.
8. A package of regeneration measures will be brought forward under the TRIP programme, linking in to the regional theme of urban centre regeneration. These will include :
 - building enhancement scheme to uplift commercial frontages and facilitate business development;
 - improvements to the commercial environment, including public realm and community safety improvements;
 - bringing vacant and under-used floor-space into beneficial use;
 - active travel measures (walking, cycling and public transport) which encourage access to, and through the corridor;
 - gateway improvements leading to Central Square redevelopment and other key city centre destinations.
9. To factor in effective partner engagement and community engagement and to have fully worked up and deliverable project proposals, it is anticipated that Year 1 (18/19) will be devoted to development activity, with project implementation starting in Year 2 (19/20).
10. A further inner city economic corridor, the Adamsdown/Roath Business Area – which could include City Road, Clifton Street and surrounding areas – has been identified as a potential future target area. It is proposed that a feasibility assessment for this target area is undertaken in 19/20, with the aim of commencing project delivery in 20/21.
11. Cardiff is lacking centrally located, cost competitive business starter units offering a mix of uses and providing flexible easy-in easy-out lease terms. A lack of affordable local units in areas of deprivation close to the city centre therefore inhibits the ability to provide a range and choice of employment opportunities in the places where they are most needed. Opportunities to address this need will be investigated as part of the business corridor plans.
12. Further phases tackling the key regeneration issues in other areas of the Southern Arc will be programmed for subsequent years and will be based upon the good practice developed in the two initial phases.

Project Proposal – Community & Well-Being Hubs

13. Working closely with partner organisations, the Council has delivered a highly successful Community Hubs programme, bringing together community services in a sustainable and customer-focussed way and investing in better quality facilities. 11 Community Hubs have now been completed, 8 of which are located in the Southern Arc. ‘Into work’, training, advice and employability services are a key element of the Hubs core service offer.
14. Further opportunities have been identified for expanding Hub service delivery, which will contribute to economic regeneration objectives and link to one of the key regional themes. These include :

- Cardiff Royal Infirmary Chapel – The converted CRI chapel will provide a range of information, advice and community services as part of a regeneration master-plan for the site.
- City Centre Youth Hub – Investment in the Grassroots Centre will provide a one-stop shop advice centre for young people, with partners delivering housing, health, employment, training and lifestyle advice for vulnerable young people.
- Butetown Pavilion – Remodelling part of the Pavilion to incorporate a wider range of employability and community services.
- Llanrumney Hub – Remodelling one of the early pilot hubs, to improve and extend the customer offer.

15. Partnership working is also taking place with the Health Board to bring forward proposals for new health and well-being centres in Ely and Llanedeyrn which are physically joined and integrated with Community Hubs. Timescales are, at this stage, still to be determined, but draw-down of finances from a number of funding streams including TRIP may be required in view of the multi-agency, multi-service nature of the projects.

Conclusion

16. As capital city and the largest urban area in Wales, Cardiff has a broad range of regeneration challenges. Targeted investment in the Southern Arc will support the efforts and commitments of the Council and its partners to address long-standing and deep-seated inequalities within the city, and improve the life chances of those in greatest need.
17. Capital investment in these project proposals will help deliver positive, regionally-significant economic regeneration outcomes in an area of recognised need.
18. The project proposals outlined are subject to agreement and approval by the Council's Cabinet.