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PRESENTATIONS

Committee ECONOMY & CULTURE SCRUTINY COMMITTEE

Date and Time of Meeting THURSDAY, 3 OCTOBER 2019, 4.30 PM

Please see attached the Presentation(s) provided at the Committee Meeting

11 **Presentations** (*Pages 3 - 36*)

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CULTURE IN CARDIFF





Approach

- Partnership based approach
- Project-based approach, e.g. Music City work
- Support and facilitation
- Blending the consumption with production
- Maximising opportunities as they arise
- Promoting culture in Cardiff on world stage

Existing resources

- Creative Industries and Culture Manager
- Limited grant funding
- Wider support from Economic Development team
- Partnership working
- Major projects
- Council venues
- Green spaces and city scape
- Align resource from service areas





Ongoing support

- Advice and support
- Identifying property and locations
- Signposting for opportunities
- Cultural partnership working
- Facilitation and networking

Activity includes

- Cardiff Singer of the World
- Artes Mundi
- The Big Gig
- Children's Literature Festival
- Fair Saturday
- Cultural programme supporting major and local events
- International cultural / creative conventions and conferences

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Signature Event



- Provide a two-week period to host a range of music events;
- A regular event that attracts international audiences;
- A respected event for industry;
- An event that showcases new talent, and promotes Cardiff and Wales for music tourism;
- Provides a legacy for the music industry in Cardiff and Wales;
- Supports contemporary performance;
- Promotes the use of the city as a festival and conference destination in its own right;
- Build a 5-year plan to expand the festival
- Brings the city, region and nation together to project culture in Wales on the world stage.



Current Priorities

- Music Strategy and Board
- International Music Signature Event
- Indoor Arena / Cardiff Bay
- Creative Industries & Screen Sector development
- Cross-departmental working (inc. cultural activity in schools, Youth Service)

Partnership Working

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- Creative Cardiff
- Clwstwr
- Broadcasting sector
- Arts Council for Wales
- VAGW
- Music Board
- Projects
- Meanwhile space for cultural activity

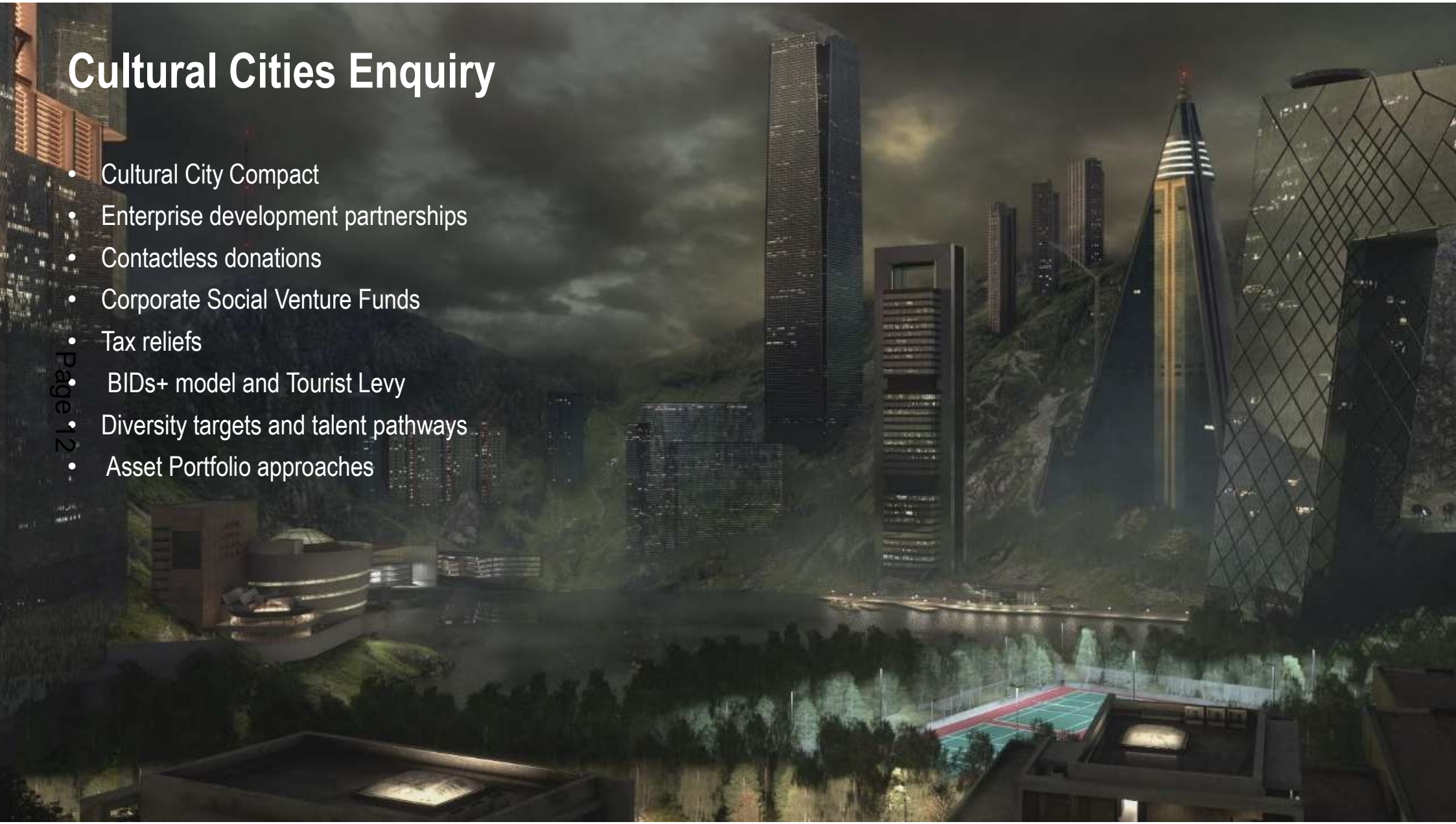


clwstwr

Lle mae syniadau'n blaguro
Where ideas thrive

Cultural Cities Enquiry

- Cultural City Compact
- Enterprise development partnerships
- Contactless donations
- Corporate Social Venture Funds
- Tax reliefs
- BIDs+ model and Tourist Levy
- Diversity targets and talent pathways
- Asset Portfolio approaches



Cultural Cities Compact

- Aims “to co-create and co-deliver a holistic vision for culture in cities”
- Develops Creative and Digital Clusters
- Local skills strategies – growing, attracting and retaining talent
- Tourism and destination management plans
- Other local priorities such as health strategies, where appropriate

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“The Compact will be the primary vehicle for discussion between local partners and with government about how best to deploy culture for the city”



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Cardiff East Industrial Strategy

Background

- Capital Ambition commitment to *“launch a new Industrial Strategy for East Cardiff, aligned to the completion of the Eastern Bay Link”*
- Council’s Corporate Plan includes commitment to *“Deliver an Industrial Strategy for Cardiff East, which will support the progression of the Cardiff Parkway development”*
- Following this we commissioned ARUP to develop the strategy.

WIMD 2014 Overall Index – Neighbourhood Partnership Areas

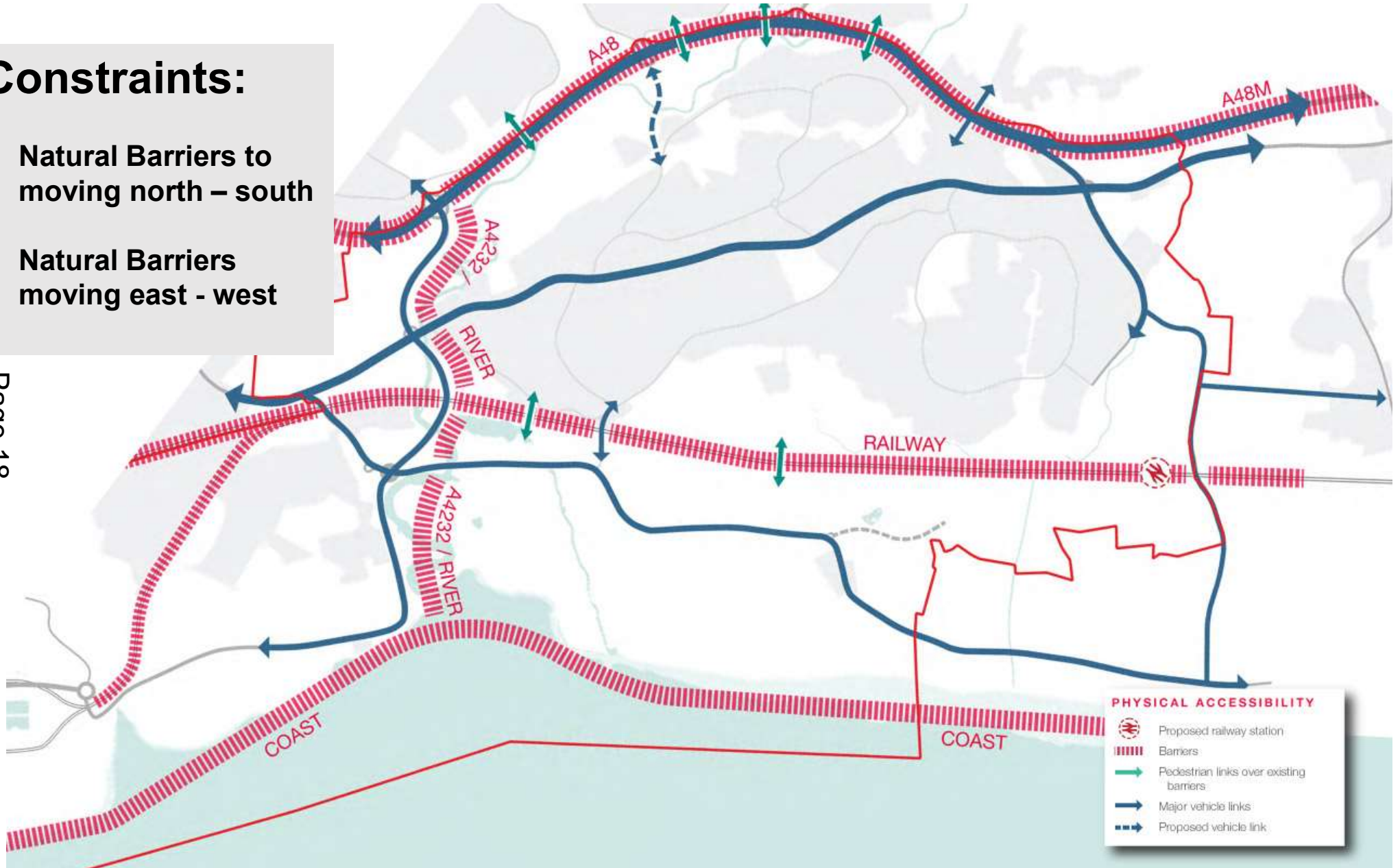
Source: Wales Index of Multiple Deprivation / Cardiff Research Centre

	10% Most Deprived area in Wales
Cardiff East	43.5%
Cardiff South West	41.2%
Cardiff South East	19.4%
City & Cardiff South	8.7%
Cardiff West	5.1%
Cardiff North	3.4%
Cardiff	17.3%

Constraints:

- Natural Barriers to moving north – south
- Natural Barriers moving east - west

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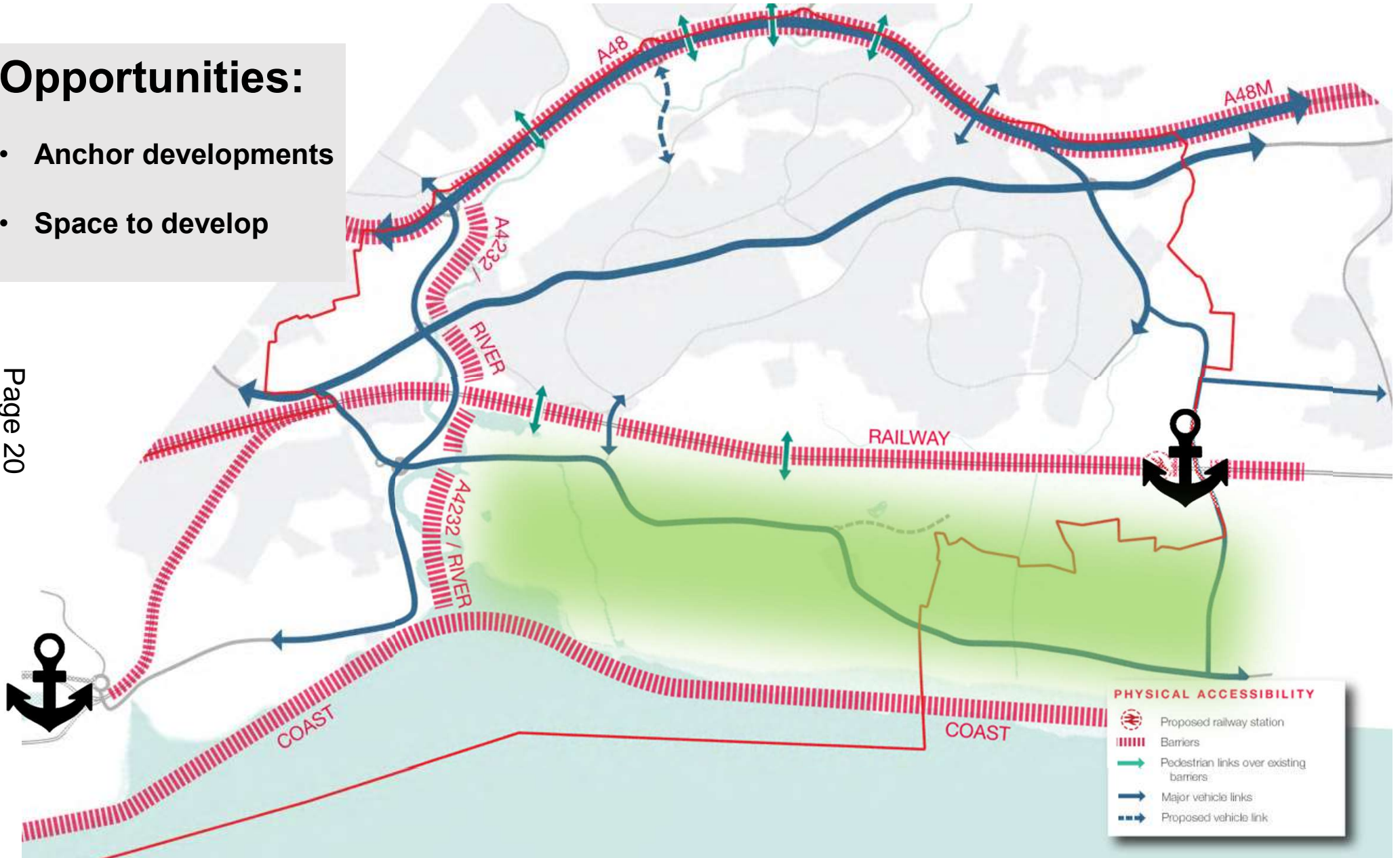
Key Issues

- Economic outcomes in the East of the city lag behind the rest of Cardiff.
- East Cardiff has seen little in terms of investment in economic development in recent decades.
- There is little infrastructure to support growth in East Cardiff
- There are natural barriers in moving north to south in the area too.

Opportunities:

- Anchor developments
- Space to develop

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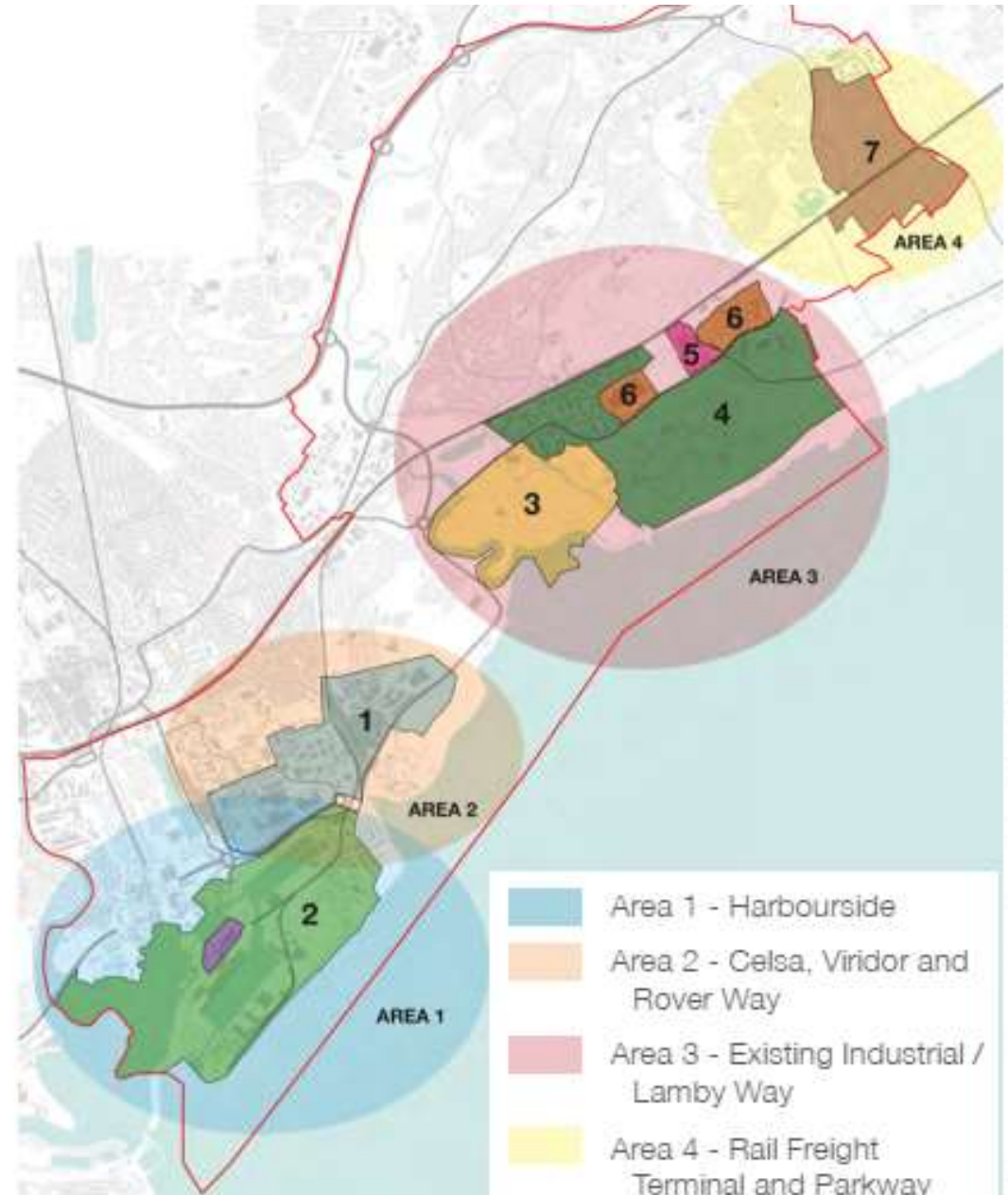


Key Issues

- Conversely, there is a blank canvas for a lot of the area in taking forward a new economic strategy.
- There are also anchor strengths, with the port being an obvious example.
- There is potential to invest in game-changing transport links – road and rail
- And there is the potential to provide lower density employment uses that land values won't allow in the city centre.
- Parkway is also a key anchor for the development.

Initial Vision

- Area 1 - Harbourside
- Area 2 - Celsa, Viridor and Rover Way
- Area 3 - Existing Industrial / Lamby Way
- Area 4 - Rail Freight Terminal and Parkway



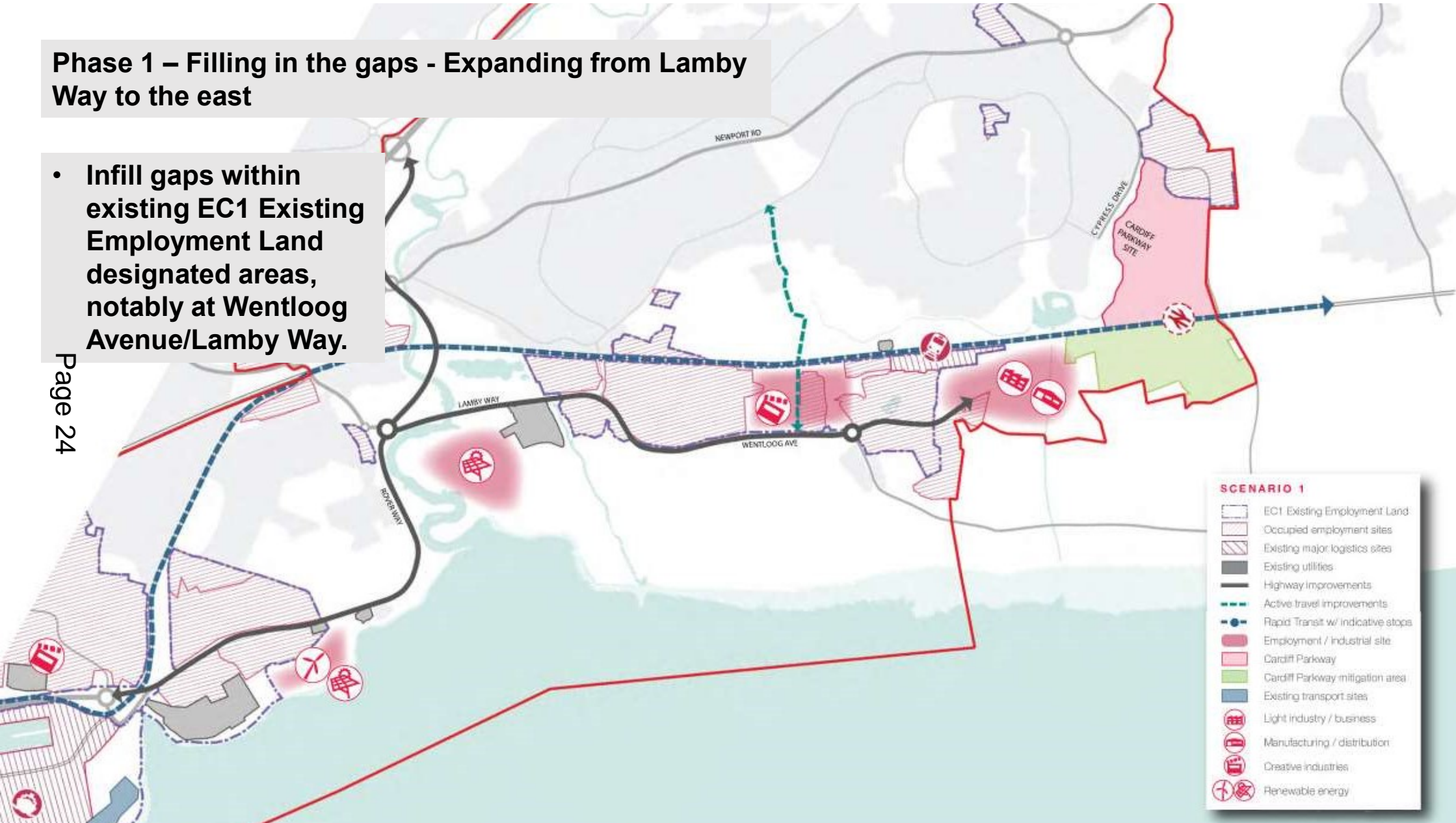
Spatial Strategy

- Focus on phases – moving from short term to longer-term vision
- Phases not mutually exclusive!
- Identifies key sites and potential activities
- Also identifies further interventions to link with transport, environmental and general community investment
- Does NOT represent an action plan or detailed series of interventions – rather high level concepts

Phase 1 – Filling in the gaps - Expanding from Lamby Way to the east

- Infill gaps within existing EC1 Existing Employment Land designated areas, notably at Wentloog Avenue/Lamby Way.

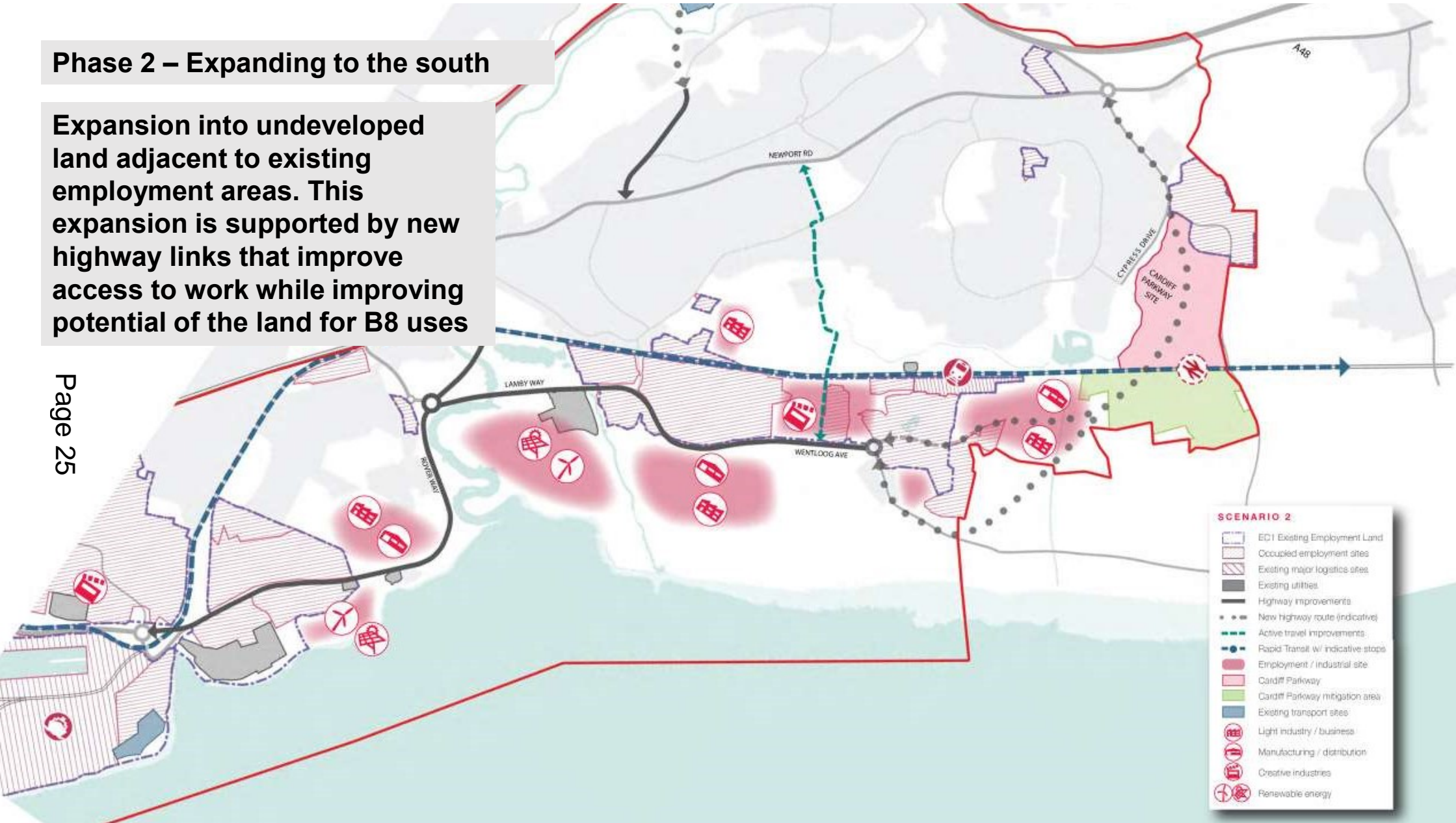
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SCENARIO 1	
[Light Pink Box]	EC1 Existing Employment Land
[Light Purple Box]	Occupied employment sites
[Light Blue Box]	Existing major logistics sites
[Light Grey Box]	Existing utilities
[Solid Black Line]	Highway improvements
[Dashed Green Line]	Active travel improvements
[Dashed Blue Line with Stop Icon]	Rapid Transit w/ indicative stops
[Light Red Box]	Employment / industrial site
[Light Green Box]	Cardiff Parkway
[Light Yellow Box]	Cardiff Parkway mitigation area
[Light Blue Box]	Existing transport sites
[Red Building Icon]	Light industry / business
[Red Factory Icon]	Manufacturing / distribution
[Red Person Icon]	Creative Industries
[Red Wind Turbine Icon]	Renewable energy

Phase 2 – Expanding to the south

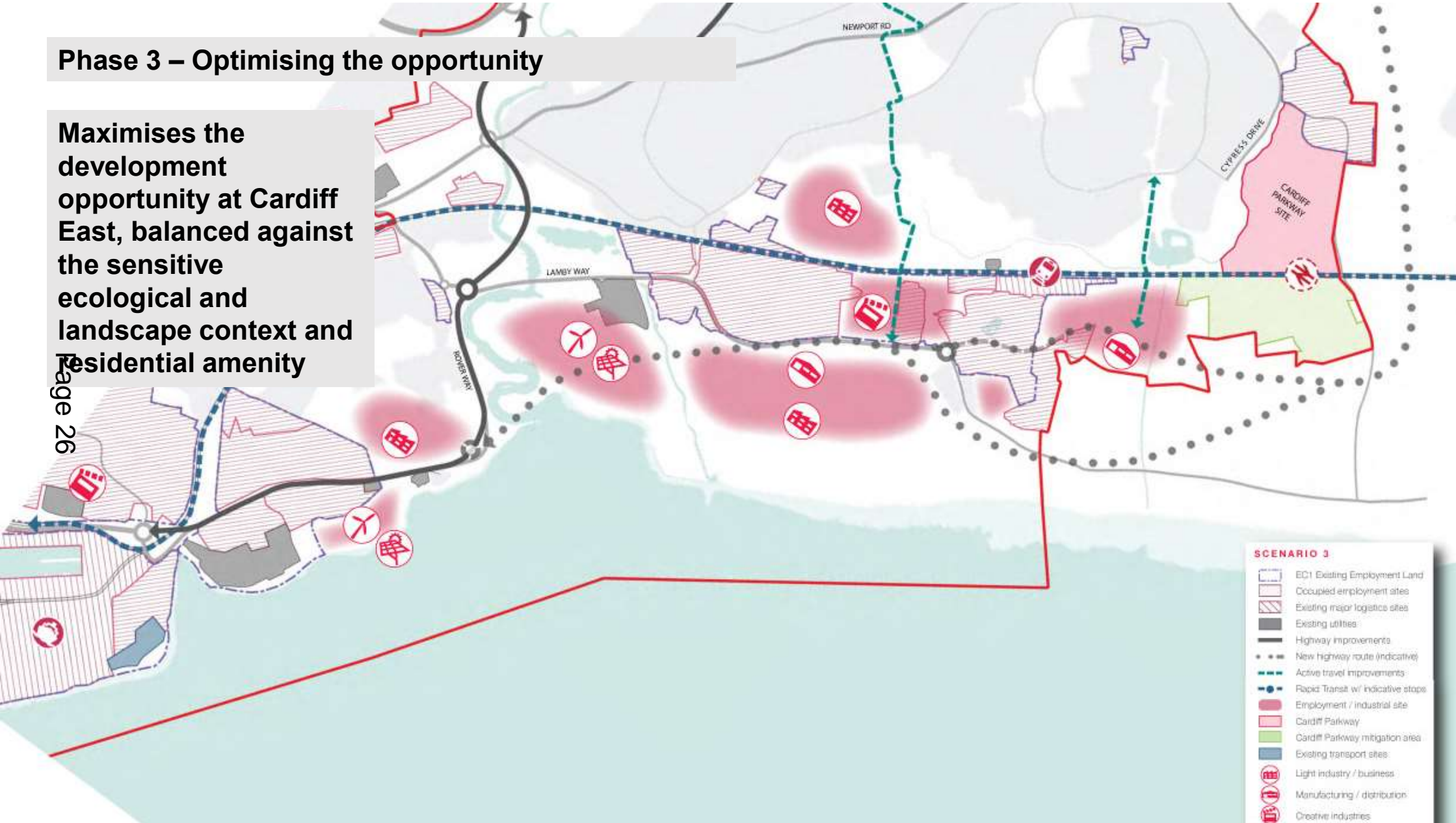
Expansion into undeveloped land adjacent to existing employment areas. This expansion is supported by new highway links that improve access to work while improving potential of the land for B8 uses



Phase 3 – Optimising the opportunity

Maximises the development opportunity at Cardiff East, balanced against the sensitive ecological and landscape context and residential amenity

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Phase 1



- Low scale of development: infill between existing employment land and remediation of landfill sites.
- Enhancement of existing highway network.

Phase 2



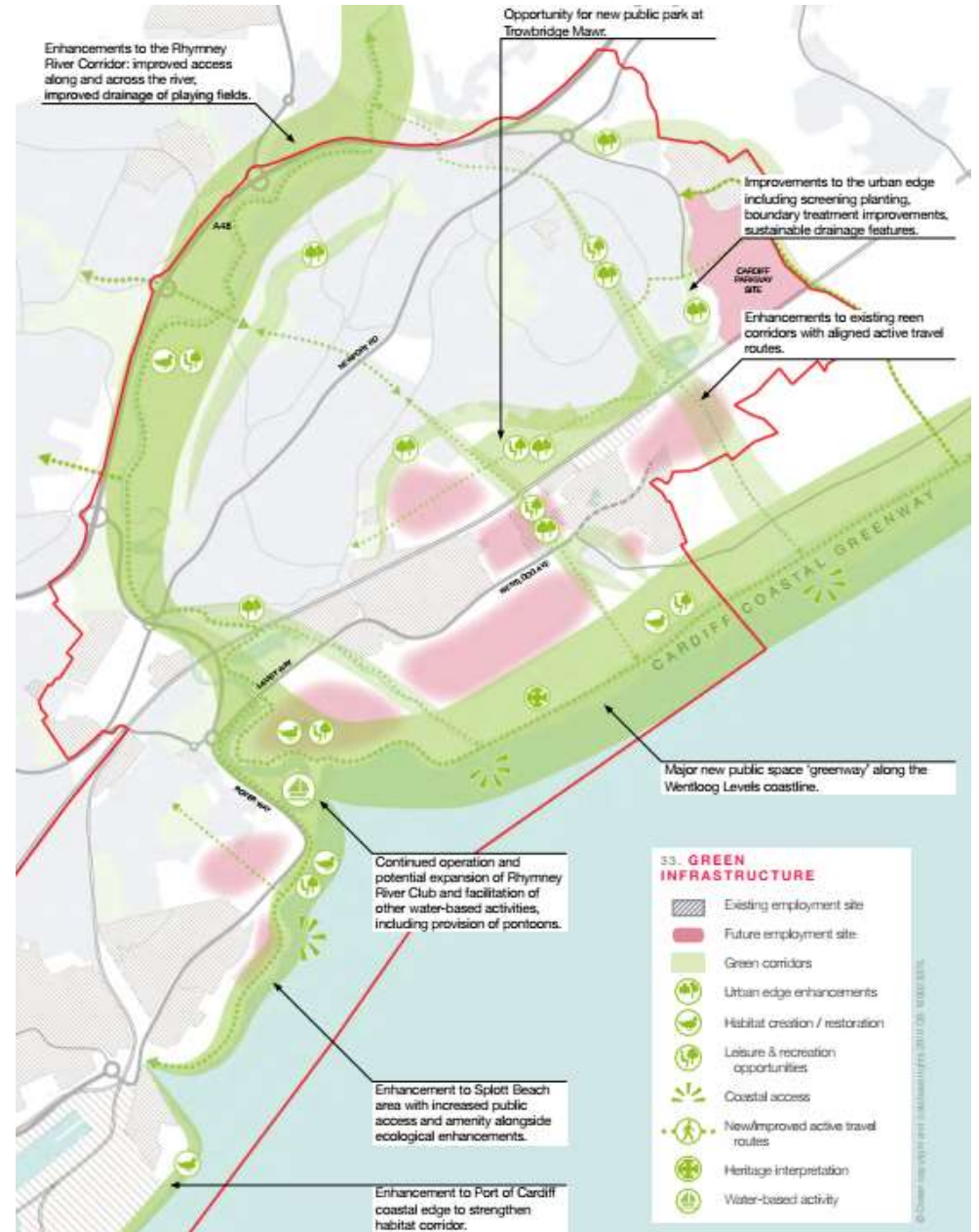
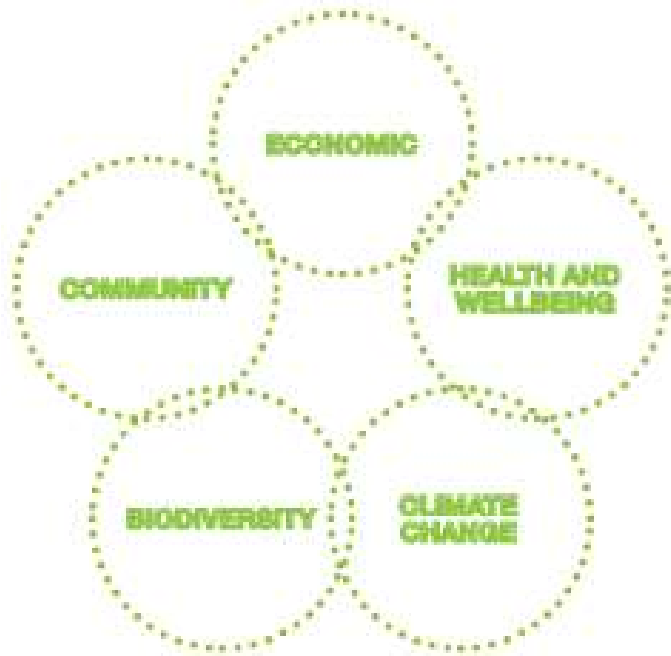
- Increased scale of development including land to the south of Wentloog Avenue, land at Pengam Moor and minor development at Trowbridge Mawr.
- Development of new highway links between Rover Way and A48M/A48.

Phase 3



- Development across all available land south of the railway and with land reconfiguration at Trowbridge Mawr.
- Major new highway link between Rover Way and A48M/A48.

Green infrastructure



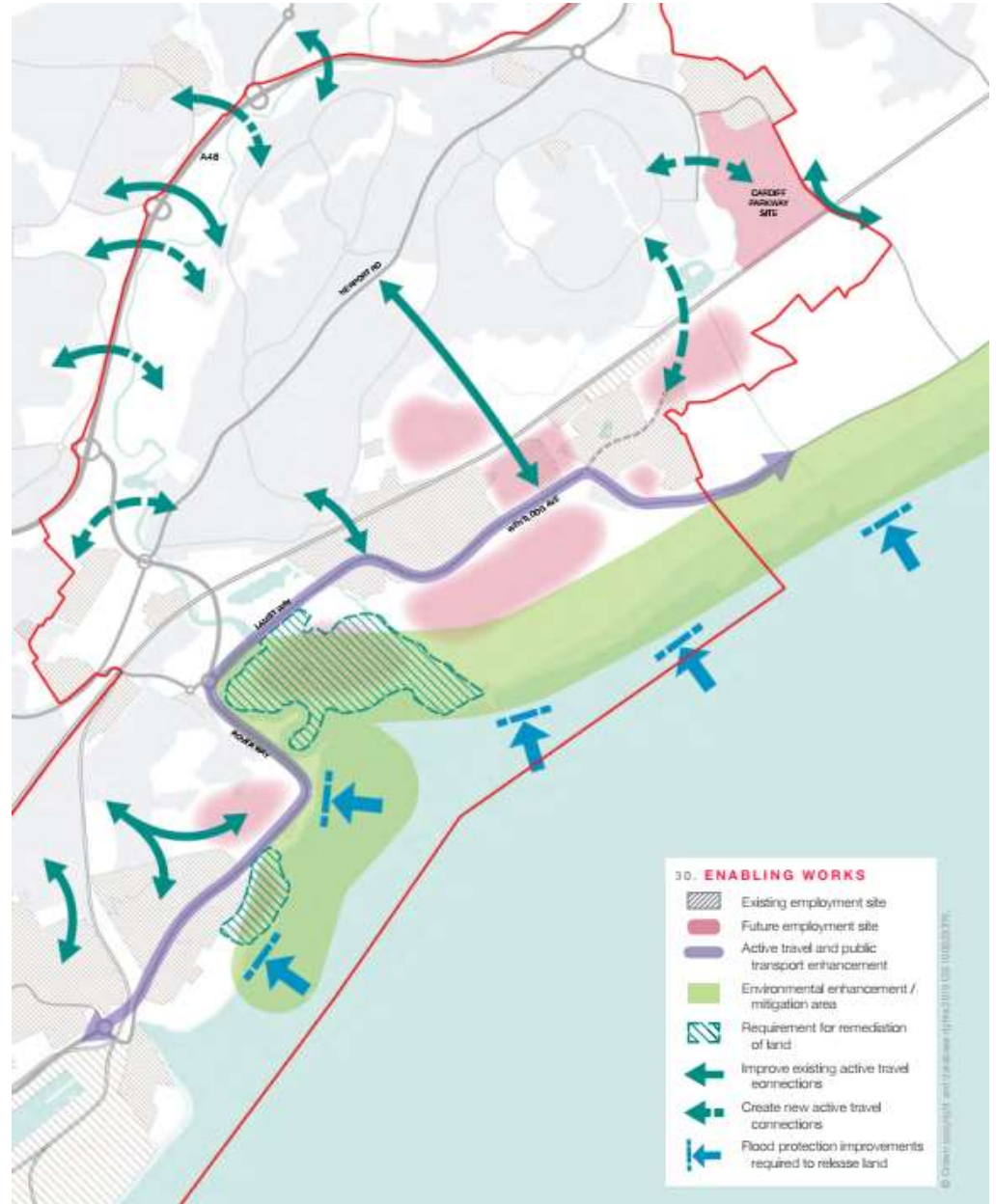


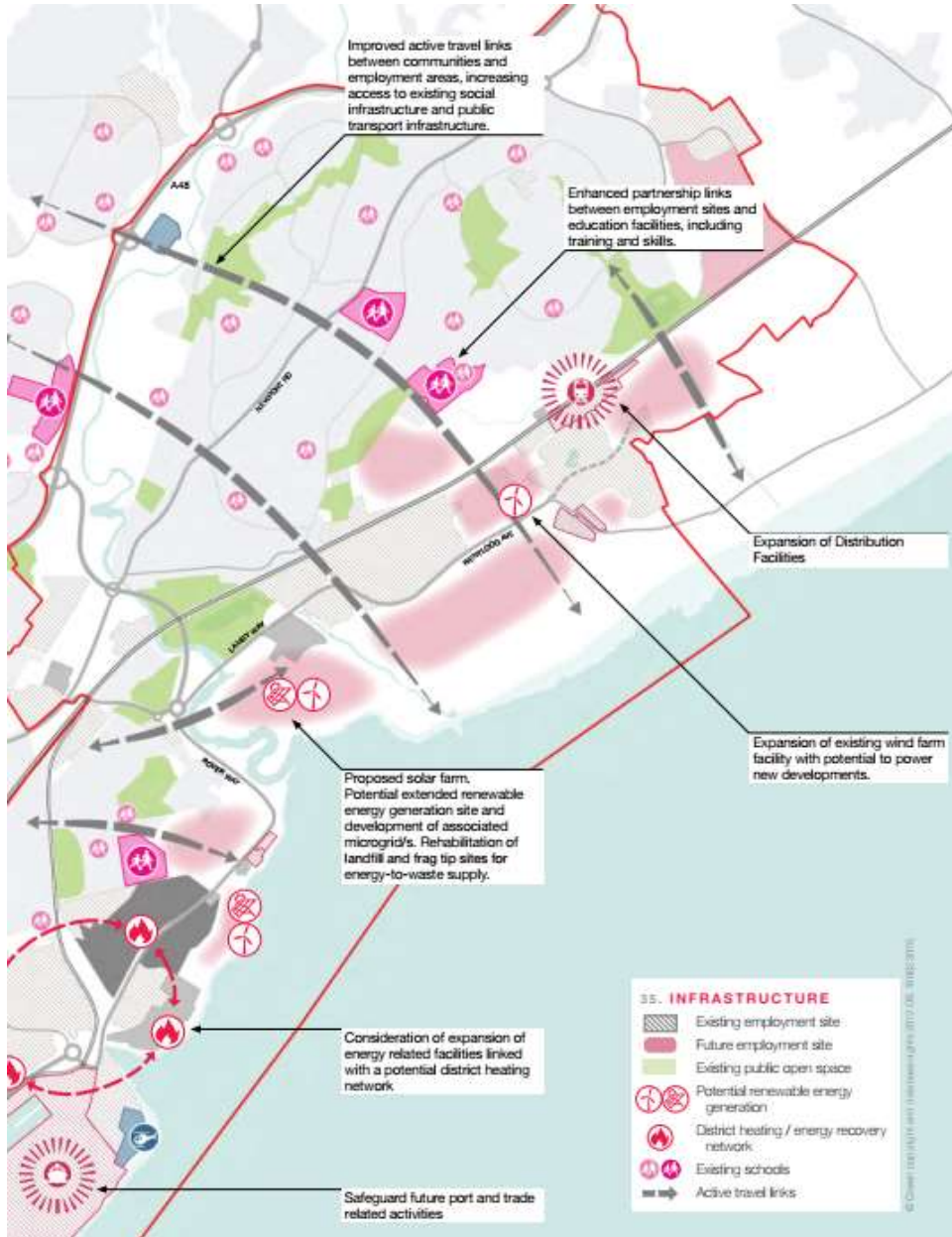
Recreation and tourism potential along the river and coast (Forest Tower, Denmark)

Renewable energy generation



Energy generation - stand-alone and linked to employment development (right: Baglan Solar Energy Centre)





36. POTENTIAL WIDER ENHANCEMENTS - GREEN INFRASTRUCTURE AND ENVIRONMENT



Improvements to the streetscape and urban edge to increase biodiversity and resilience (left: Greener Grange town).



Improved public access to open spaces with opportunity for new parks and Coastal Greenway.

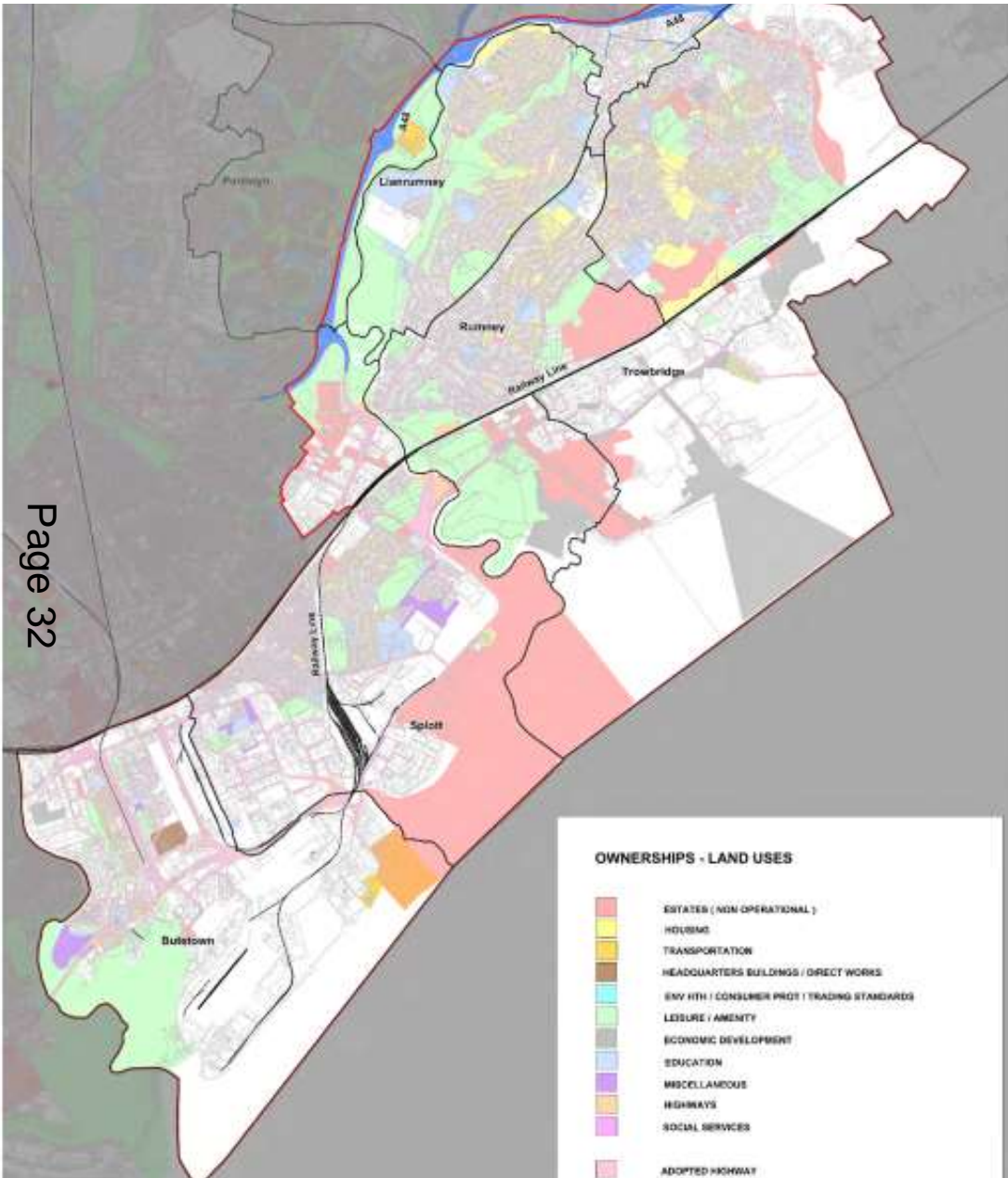


Green walls and facade treatments



34. TRANSPORT AND MOVEMENT

- Proposed cycle superhighway
- Proposed railway station
- Existing employment site
- Future employment site
- Streetscape and public transport enhancements - area-wide
- Streetscape and public transport enhancements - road corridor
- New / enhanced bus routes
- Rapid Transit (indicative stops)
- New / enhanced park & ride
- New/improved active travel connections



Public sector assets

- Considerable Cardiff Council land interests
- Considerable Welsh Government land interests
- Collaboration potential to deliver strategy

Conclusions.. in addition to the spatial plan...

- A coordinated approach to development is required to develop a balanced and sustainable community and maximise benefits, both for business and for other stakeholders.
- Significant multi-modal improvements are needed to the movement infrastructure to facilitate access to work, access to services and movement of goods.
- Previously developed land has potential for sustainable reuse, particularly for renewable energy generation.
- The natural setting of Cardiff East is a vastly underused resource which could bring major benefits to the area and wider city region. Improving access to the coastline should be a priority move, creating a Cardiff Coastal Greenway.
- Non-spatial policies should be developed to support the physical growth and change, including further coordination of workplaces with education and skills providers.

Policy Tools

- Tax Increment Finance
 - Opportunity for Parkway
 - Requirement for infrastructure investment
- Special Economic Zones
 - ‘Trade Free areas’ a potential tool
 - Can look at an assembly approach – adding value within the zone



Next Steps - Reccs

- Approve the strategy
- Delegate authority to progress
- Any decision that require Cabinet approval will be subject to further reports
- Take forward Parkway in partnership with CCR

Next Steps – internal working

- Establish officer working group, reporting to a Cabinet sub-committee

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