



# Cardiff Well-Being Plan



# Contents

Foreword	3
Context	4
Cardiff Today and Tomorrow	7
The Public Service Challenge	10
Cardiff's Well-being Objectives	13
1 - A Capital City that Works for Wales	13
2 - Cardiff grows in a resilient way	19
3 - Safe, Confident and Empowered Communities	25
4 - Cardiff is a great place to grow up	31
5 - Supporting people out of poverty	37
6 - Cardiff is a great place to grow older	43
7 - Modernising and Integrating Our Public Services	49
Measuring Progress - Well-being Indicators	54



“ No one public service can respond to these challenges alone ”

# Foreword



Cardiff is now a true economic, cultural and political capital city. It's a city of strong and safe communities, great schools and universities, and creative, talented, welcoming people. No wonder Cardiff is now consistently ranked by our own residents as one of the best cities in which to live in Europe. It's a far cry from the city that was grappling with the challenges of deindustrialisation only a generation ago.

Our ambition is to make sure that for the generations to come Cardiff is an even better place to live and work, where the benefits of growth are felt by all our citizens, our region and our nation.

We recognise that there are serious challenges to overcome. Foremost among these is inequality. The gap between rich and poor in the city is too wide, and it is growing. This poverty casts a long shadow over too many lives, it places pressure on public services and it breaks the bonds that help to create a strong society. Making sure that as many people as possible can benefit from the city's growth will therefore be at the heart of the work of the Cardiff Public Services Board.

So too will making sure that Cardiff grows in a sustainable way. That so many people are choosing to live and work in Cardiff is good news, but growth will strain our city's infrastructures and put new demands on our public services. We will work together to make sure that they are fit for the future. As public service leaders we know that many of the most complex issues we face cannot be dealt with by a single organisation acting alone. Whether it be protecting our most vulnerable children, helping those who are homeless, tackling radicalisation or supporting older people to stay happy and healthy in their own homes, we know that we have neither all the answers, nor all the means to solve the challenges we face. These we must work on, together.

Together we can make Cardiff a great place to live for all our residents. A city in which every citizen, regardless of background, has the chance to fulfil their potential and can contribute to, and benefit from, the city's success.

This plan sets out how we will make this happen.



*Huw Thomas*

**Huw Thomas**  
Chair, Cardiff Public Services Board  
Leader of Cardiff Council



*Maria Battle*

**Maria Battle**  
Vice Chair, Cardiff Public Services Board  
Chair, Cardiff and Vale University Health Board

“ Together we can make Cardiff a great place to live for all our residents ”

## What is Cardiff's Public Services Board?

Cardiff's Public Services Board (Cardiff PSB) brings together the city's public service leadership and decision-makers, including those from the Local Authority, Health Board, Natural Resources Wales, Welsh Government, the Third Sector and the Fire, Police and Probation services. The purpose of the PSB is to improve the economic, social, environmental and cultural well-being of Cardiff by strengthening joint working across the city's public services.

## What is a Well-being Plan?

The Well-being Plan sets out the Cardiff PSB's priorities for action over the next 5 years, and beyond. The plan focusses on the areas of public service delivery which fundamentally require partnership working between the city's public and community services, and with the citizens of Cardiff.

The Plan contains Well-being Objectives, high-level priorities that the Cardiff PSB have identified as being most important. It also contains 'Commitments,' or practical steps that the city's public services, together, will deliver over the next 5 years.

The Well-being Plan should therefore be seen as a complementary document to the strategic plans of each PSB member (see **Appendix 1**), focusing on delivering 'collaborative advantage' in areas of city life and public services which cut across all public and communities services.

The Plan responds to a wide ranging evidence base on the quality of life and public services in Cardiff, and how these might change over the years to come. This includes:

- The Well-being Assessment: a comprehensive study of the quality of life in Cardiff undertaken in 2017

- The views of the people of Cardiff: a programme of engagement on the development of the plan (see **Appendix 2**)
- The Cardiff Future Trends report: a report for the PSB that sets out the long term trends facing Cardiff and the impact these will have on the city's public services.

### Well-being of Future Generations Act

The Well-being of Future Generations (Wales) Act is about improving the social, economic, environmental and cultural well-being of Wales. It requires public services to work together through Public Services Boards to improve the well-being of each Local Authority area and contribute to the 7 national well-being goals. The contribution of this Plan and its Commitments against the National well-being goals can be found in **Appendix 3**.

It is designed to help make local communities better and public services more sustainable, and will make the public bodies listed in the Act think more about the long-term, work better with people and communities and each other, look to prevent problems and take a more joined-up approach (known as 'the 5 ways of working').

For each well-being objective identified by Cardiff's PSB, the plan illustrates which of the national well-being goals it contributes to. Similarly, the Well-being Objectives contained in the plan should not be viewed in isolation, but as a mutually reinforcing programme of change which, collectively, will help public services in Cardiff respond to the pressures they are under and improve the lives of the people of Cardiff, particularly the city's most vulnerable citizens.

## Why do we need a Well-being Plan?

Cardiff is going through a period of rapid change. The city is facing a series of critical challenges, like how to make sure that city's rapid population growth and economic success help all citizens; how the gap between the city's most and least deprived can be reduced; how to make sure the city's public services and infrastructures are resilient to this growth; and how to deliver excellent public services, particularly for the city's most vulnerable people, at a time of austerity.

No one public service can respond to these challenges alone. It will require close partnership working between Cardiff PSB members and other organisations in the public, private and third sectors, and most importantly of all, with the citizens of Cardiff.

## How did we develop the Well-being Plan?

By looking at Cardiff today and the Cardiff of tomorrow, the Well-being Assessment identified the key challenges and opportunities facing the city. These findings, consultation feedback and the priorities for its member organisations provided the context for the Cardiff PSB to develop its well-being objectives and 'Commitments'.

A draft Well-Being Plan was produced for consultation, which ran from 13 October 2017 to 5 January 2018. Engagement activities included an online survey and a series of engagement events and focus groups with seldom heard groups and communities, including BAME groups, disability groups and the Youth Council. Additionally, the annual Ask Cardiff citizen survey contained, for the first time, a series of questions on citizen well-being and citizen satisfaction with life in Cardiff, aligned to the questions of the National Survey for Wales.

The draft Well-being plan was reviewed and amended, reflecting on the findings of these engagement activities and the formal consultation responses received from the Future Generations Commissioner, Welsh Government and stakeholder organisations across the city.

## Measuring progress

To measure progress in improving the well-being of Cardiff, progress against each well-being objective will be measured against a combination of national, regional and local indicators.

In addition, the Cardiff PSB will also measure the reported well-being of the people of Cardiff in the annual Ask Cardiff survey across the following areas:

- Life satisfaction
- Worthwhile
- Happiness
- Anxiety

These indicators will be reported on annually with updates on progress against individual indicators published as data becomes available.

The technical document at **Appendix 4** provides an indication of whether or not data can be disaggregated according to local area, equality group and other contextual information that will aid analysis.



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# Cardiff Today and Tomorrow

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## Cardiff Today

Cardiff has a population of 361,500 and is one of the fastest growing major British cities. It is at the heart of the Cardiff Capital Region of 1.5 million people and makes up nearly a quarter (24%) of this population.

Cardiff today is a relatively wealthy, safe, green and healthy city. 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, shopping and its public and green spaces are ranked by its own citizens as amongst the best in Europe and residents are also consistently happy with the quality and efficiency of public services in the city, particularly compared to other European cities.

The city economy is growing. Jobs and businesses are being created, unemployment is at its lowest level this decade, visitor numbers are growing each year and skills levels across all levels of attainment are high. The capital city plays a vital role in creating jobs for the wider city-region, with 2 out of 3 new jobs created in the Capital Region over the last 10 years having been created in Cardiff.

Cardiff has a long history of being an open, welcoming and multi-cultural city. With 15.3% of the city's population coming from a non-white background, and over 100 languages spoken in the city, Cardiff is by far the most ethnically diverse local authority area in Wales. It is also a safe city. Over the last decade, crime has fallen dramatically with fewer burglaries, incidents of criminal damage and antisocial behaviour.

People in Cardiff today 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', though more than half the population are underweight, overweight or obese and rates of smoking and drinking remain high.

Yet while Cardiff performs strongly across a number of city-wide indicators of well-being, 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. Almost a third of households and over a quarter of children under the age of 20 are living in poverty.

Large disparities in levels of unemployment, household poverty and workless households exist across the city, and these economic inequalities closely align with health, crime and educational inequalities, with for example a healthy life expectancy gap of 22 to 24 years between the most and least deprived communities. These trends predate the economic crisis and subsequent recession, being evident throughout the period of economic growth the city experienced in the years preceding the 'credit crunch'.



## Cardiff Tomorrow: Trends, Opportunities and Challenges

Cardiff's population is projected to grow by over 20% in the next 20 years, faster than any other major British city apart of London. This increase in population (73,000 people) will be greater than all other 21 local authorities in Wales combined (69,000).

This growth will provide major economic, social and cultural opportunities for Cardiff and the wider region. A young and highly skilled population points to a period of strength for the city economy, and can support a shift to a more innovative, productive and low carbon economy that will be needed if the city is to respond to a complex and uncertain economic environment characterised by Brexit and ongoing globalisation, public sector austerity and rapid and disruptive technological change.

Ensuring that the benefits of growth are widely felt will be a major challenge. Too many people in Cardiff are struggling to make ends meet and this poverty casts a long shadow over people's lives. For example, though life expectancy is expected to rise for the poorest men in Cardiff, healthy life-expectancy is projected to decrease. Without a shift towards

a more inclusive economy and society, where all citizens feel able to contribute to and benefit from the city's success and the gap between the richest and poorest being reduced, these trends are unlikely to improve.

Population growth will lead to increasing pressures on the city's public services, physical infrastructure and the environment. 40,000 homes are projected to be built, and whole new communities will exist in 2036 that don't exist today. All the city's communities – new and old – will need to be well-planned and well-connected, with access to employment, great public services, retail and green spaces. Growth will bring increasing pressure on the city's transport, energy and water infrastructures and investment, innovation and changing behaviours will be needed to ensure that its impact can be managed in a resilient way.

Deprivation and growth will put pressure on the city's public services. Living in poverty leads to poorer health, lower pay, higher crime and greater pressures on public services at a time of reducing budgets. The city's growth will not be evenly spread across ages and demographics, with the number of young people and older people expected to rise significantly, two groups who rely more than others on public services. Responding to these pressures at a time of continued financial austerity has been, and will continue to be, a major challenge for the city's public and community services.





## The Public Service Challenge

Over the years ahead, public services will need to adapt and respond to the rapid growth in population, the demands and changing expectations of citizens, the consequences of poverty and significant and ongoing resource constraints. To make sure that the city's public services are fit for the future they will need to be characterised by the following five principles or ways of working:

**Delivering today, looking to tomorrow:** Public services are already being reformed in response to the long term challenges facing the city and they will need to continue to change over the years ahead, sometimes radically. Cardiff PSB will oversee crucial areas of public service reform today, whilst making sure its eyes are on the horizon, leading the changes that will ensure that public services are fit for the future.

**Preventing problems before they happen:** Across a range of services we will place a focus on intervening early, addressing the root causes and aiming to, wherever possible, prevent problems before they happen. This will mean identifying and working with vulnerable children and families to put in place the support they need at the earliest possible stage, way before crisis point is reached; it will mean working to keep people independent and healthy in their own homes and communities for as long as possible; and it will mean working to tackle poverty and create a more inclusive city, where all citizens feel able to contribute to and benefit from the city's success.

**Joining-up our public services:** No public service can meet the challenges they face alone. Whether it be through delivering efficiencies through sharing buildings and back-office functions or supporting some of the city's most vulnerable people, public services will need to work in ever closer partnership. This will mean accelerating community based collaboration through Community and Well-being hubs, bringing together public and third sector services under one roof in the communities that are in greatest need, and joining-up our services so that public and third sector employees are working together as one team to ensure the right support is provided in the right way, at the right time.

**People Power:** Keeping our communities safe, hitting our sustainable transport targets or looking after our most vulnerable people cannot be achieved by the public services alone. We will look to strike a new deal with citizens and communities so that local solutions are developed in partnership with local people involving people and communities in the decisions that affect them.

**One Cardiff:** PSB members are committed to working towards the common goals and objectives set out in this plan, complemented by our respective strategic plans and our work with Cardiff's communities. In everything that we do, the PSB will work to make Cardiff a more prosperous, resilient, healthy, just and inclusive city. A capital city that works for Wales.





Well-being Objective 1

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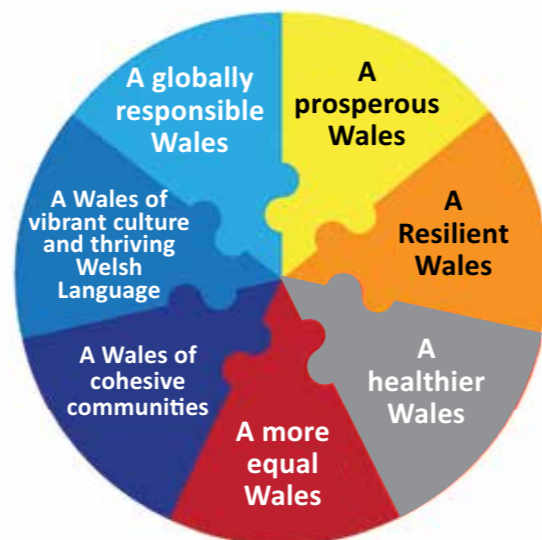
A Capital City that  
Works for Wales

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## Introduction

Cardiff is the economic, political and cultural capital of Wales. As well as playing a vital role in creating jobs and attracting investment into Wales, it is the home of Welsh sport, politics, music and the arts, hosting major international sporting and cultural events, and provides specialist public services for the people of the wider Capital Region.

A successful Wales needs a successful capital city. Looking to the future we will work together to make sure that Cardiff continues to attract and deliver major sporting and cultural events, tourists, investment, businesses and students in to Wales and to position Cardiff as a capital city of international significance in a post-Brexit global economy.



## Measuring Progress:

City level outcome indicators that the PSB will seek to impact
Unemployment rate of the economically active population aged 16+ (model-based)
GVA per head
Gross Disposable Household Income per head (National Indicator 10)
Employee jobs with hourly pay below the living wage
Percentage of population aged 16-64 qualified NVQ4+ (degree level or equivalent)
Have you attended an arts event in the last year? Have visited an historic place in the last year? Have you visited a museum in the last year? (National Survey: 3 separate questions)
People who can speak Welsh (National Indicator 37)

## Cardiff Today

Cardiff is the economic powerhouse of Wales, playing a vital role in creating jobs and attracting investment, providing cultural and leisure opportunities and 'national' public services to the people of the Capital Region and Wales.

It has not always been this way. Cardiff has been reinvented over the past quarter of a century. In response to deindustrialisation, a programme of major urban regeneration projects from Cardiff Bay to the redevelopment of Central Square, have helped raise Cardiff's international profile and reposition the city as a great place to visit and an even better place to live and study. The 2017 UEFA Champions League Final underlined the extent to which Cardiff is now positioned as a front ranking European Capital City. The city economy is also demonstrating strong performance across a number of headline indicators, with jobs growth up, unemployment down, visitor numbers up and 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 and is significantly behind European comparators. Furthermore, while jobs are being created in the city economy – over 20,000 in recent years alone - there are not enough 'high value', well paid jobs being created.

Furthermore, after 10 years of continual growth in the years preceding the economic crash of 2008, economic output per capita – GVA per head - is only now returning to pre-crisis levels, and 25 % of the city's workforce currently earn less than the National Living Wage. Together, these figures suggest that Cardiff, like other UK Core Cities, has its own 'productivity puzzle' to solve.

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, with nearly two out of three net jobs created in South East Wales over the last ten years created in the city. Each day 90,000 people – or over 40 % of the city's 200,000-strong workforce – commute into Cardiff. Across all aspects of life – from work, travel, leisure and public services - Cardiff's impact can be felt way beyond the administrative boundaries of the local authority area.







## 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. Looking to the future, the capital city represents Wales' strongest economic asset and best opportunity to secure economic success. In short, a successful Wales needs a successful 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 a series of 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, building on the success of the UEFA Champions League Final 2017 to attract more international events and visitors, while also promoting locally organised events which reflect Cardiff's character and Wales' cultural distinctiveness, and seeking to minimise the negative impact of major events on some local communities, businesses and the environment.

The city economy now needs to move up another gear. In order to increase productivity, and to meet the long-term challenge of technological change and automation, this will mean a 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.

Cardiff's role as the economic power of the city-region and its relationship with the surrounding local authorities, partners and populations must also continue to broaden and deepen in order to drive prosperity and tackle poverty in the capital city, the Valleys and 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, helping to create job opportunities, tackle congestion, reduce the city-region's carbon footprint and address air pollution issues.

For the last 200 years Cardiff has been the connecting point between Wales and the world. Brexit has been projected to hit Cardiff harder than other UK cities and every other part of Wales. In a post-Brexit Britain, Cardiff must continue to be the inclusive outward looking international city it always has been, bringing the best of the world to Wales, and taking the best Welsh industry and culture to the world.

## Our Commitments for Cardiff:

### We Will:

Strengthen Cardiff's role as the economic, cultural capital city of Wales, supporting the development of the Capital Region and ensuring that the City Deal and the Cardiff Metro deliver for the people of Cardiff and Wales.

Seek to make sure that Cardiff has the funding and fiscal powers it needs to lead the Welsh economy and deliver capital city infrastructure and services on behalf of the people of Cardiff, the Capital Region and Wales.

Understand the impact of Brexit on Cardiff's economy, public services and communities and develop the city's response, including the shape of any successor programmes for European Funding streams in Wales.

Continue to deliver major events in the city, building on the success of the Champions League Final, in partnership with Welsh Government and the private sector.

Aim to double the number of Welsh speakers in Cardiff by 2050 through supporting the delivery of the Bilingual Cardiff Strategy.





## Well-being Objective 2

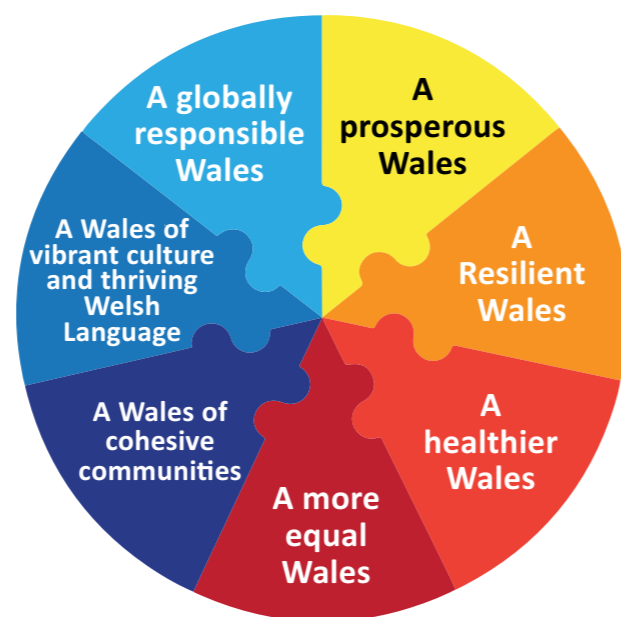
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Cardiff grows in a resilient way

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## Introduction

Cardiff is one of Britain's fastest growing cities, and is by far the fastest growing local authority area in Wales. Successful cities are those in which people want to live and this growth is welcomed and a sure sign of strength for the city. However, this growth will bring challenges too, putting pressure on both the city's physical infrastructures, community cohesion, its natural environment and public services. Managing the impacts of this population growth and of climate change in a resilient and sustainable fashion will be a major long term challenge for Cardiff.



## Measuring Progress:

City level outcome indicators that the PSB will seek to impact
Per capita CO2 emissions (BEIS)
Sustainable transport modal split
Levels of Nitrogen Dioxide (NO2) and particulate matter (PM10, PM2.5) pollution levels in the air
Use of/proximity to accessible natural space: <ul style="list-style-type: none"> <li>• Quality: Number of sites meeting Green Flag Award and Green Flag Community Award criteria.</li> <li>• Accessibility: Percentage of people who live within walking distance of high quality green space.</li> </ul>
No. of properties in Cardiff registered to NRW's Flood Warning Service
Municipal waste reuse/recycling/composting rates

## Cardiff Today

Over the last 10 years Cardiff's population grew by 12%, making it one of the fastest growing major British cities. This is set to continue. Over the next 20 years, Cardiff is projected to grow significantly faster than any other Welsh local authority area and faster than all major cities apart from London.

This will put pressures on the city's transport, energy and water infrastructures. Transport in Cardiff is currently dominated by private car journeys, with a relatively small percentage of commuters using public transport and lower levels of cycling and walking compared to a number of other core cities.

Furthermore, over 90,000 people travel in and out of Cardiff every day from neighbouring local authority areas, 80% of whom do so by car.

Travel within the city is one of the most important issues for Cardiff's citizens, with 74% feeling that travel and transport problems in Cardiff are serious or very serious. The city's reliance on cars also contributes to Cardiff's carbon emissions being high compared to many other British cities, and some city centre wards – notably in some of the city's most deprived communities – are particularly vulnerable to high levels of Nitrogen Dioxide pollution.

Cardiff's green spaces are amongst its most important assets. Cardiff was awarded a record 11 green flags for its parks in 2017 and nearly 80% of people are satisfied with our parks and open spaces, though access to green space varies across the city.

Access to the outdoors is one of the biggest factors which citizens identify as contributing to their well-being. As well as providing a safe space for children to play and be active from an early age with long term benefits for physical and mental health, the natural environment contributes to strong and cohesive communities, providing a space for interaction and engagement and joint community activities such as gardening and growing food.

Cardiff's 'blue space' – its waterways, rivers and drainage, and Cardiff Bay - is also a huge asset to the city, but as a city located on the banks of rivers and on the coast, Cardiff is inherently at future risk from flooding. Although a small percentage of houses in Cardiff are deemed to be at high risk of flooding, some communities are at risk and many of these in the city's more deprived 'Southern Arc.'





## Cardiff Tomorrow

Cardiff's growth will create major economic and cultural opportunities. It will also put pressures on city infrastructures and public services. Capitalising on the opportunity of growth and ensuring that its benefits are widely felt, whilst mitigating its effects, will define Cardiff's development over the next 20 years.

Cardiff's Local Development Plan sets out that 41,000 new homes will need to be built and 40,000 new jobs created by 2026. Whole new communities will soon be created that do not currently exist. Making sure that these communities are well-planned and well-connected, with easy access to public services, community facilities and green and blue spaces, will be a strategic priority.

A shift to more sustainable forms of transport will be needed. With growth, a 32% net increase in traffic, a 20% increase in the numbers of people commuting to work is projected and an associated increase in journey times of approximately 41%, will put strain on already congested roads. A '50:50 modal split' will be needed by 2021 (50% of journeys to be by sustainable transport) and an even more challenging 60:40 modal split by 2026. Meeting these ambitious targets will require investment in public transport systems, cycling infrastructure and cleaner vehicles, alongside support for behaviour change, supported by major employers and public services. Getting this right will provide a boost to the city economy, to quality of life overall and can be expected to bring major health benefits through increased levels of cycling and walking and improved air quality.

The consequences of climate change and extreme weather events, such as flooding and heatwaves, will need to be built in to all aspects of managing Cardiff's future growth. The risk of flooding, including both river and surface water flooding, for the city's new communities and some of its

most at risk and most deprived, will need to be mitigated, ensuring that buildings, infrastructure and key transport links are protected. Pressures, including degraded habitat and pressure on water quality from sewage, combined sewer overflows, misconnections and industrial estates, must also be managed as Cardiff grows. With demand on energy infrastructures projected to outstrip all other major British cities, options for increasing localised energy production will need to be explored.

As the city grows it will create more waste. Cardiff has a good track record for recycling and composting, with recycling increasing from 4% in 2001 to 58% in 2017. These improvements will need to be continued if Cardiff is to meet the Welsh Government targets of recycling 64% of waste by 2020, rising to 70% by 2025. Focus will need to be placed on minimising the waste produced in the first place, encouraging increased household and business recycling, and on the procurement of sustainable goods and services.

Growth will also put pressure on the city's social infrastructures, including schools, hospitals and GP practices. For example, the growth in the number of school age children will mean significant additional investment will be needed to build new schools and to refurbish and improve existing schools. Though Cardiff is a relatively young city, perhaps the most significant change will be the 75% growth in the number of people over 75. Adopting an integrated, long term approach to planning and delivery of public services in the city's new communities will therefore be a priority.

## Our Commitments for Cardiff:

### We Will:

Adopt an integrated approach to the planning and delivery of public services in the city's new communities.

Aim for 50% of all journeys in Cardiff to be by sustainable travel by supporting the development and delivery of the Cardiff Sustainable Transport Strategy.

Take a city-wide response to air pollution through supporting the development and delivery of a Cardiff Clean Air Strategy.

Ensure that the city is prepared for extreme weather events associated with Climate Change, including raising awareness and encouraging behavioural change amongst residents, businesses and visitors to the city.

Seek to reduce the carbon footprint of the city's public services by working to ensure that all public buildings are energy and waste efficient.

Explore the potential for divesting public investments from fossil fuel companies.





Well-being Objective 3

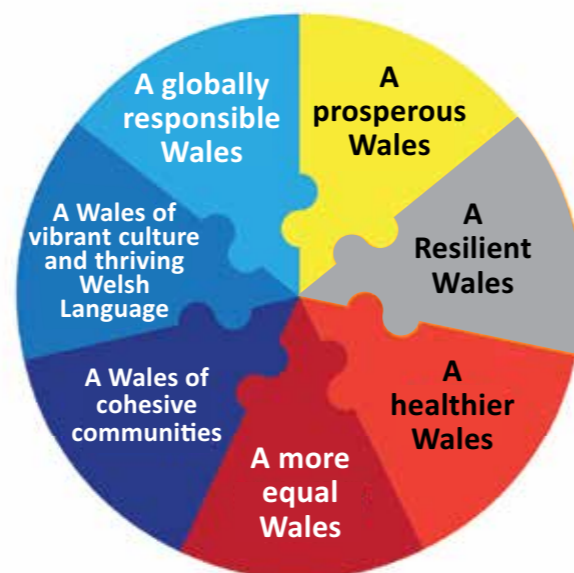
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Safe, Confident  
and Empowered  
Communities

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## Introduction

Safe, confident and empowered communities are at the heart of well-being. They have a unique role to play when it comes to much of what we most value – our environment, safety, welfare, health and happiness. Moreover, communities often possess the knowledge, skills, passion, creativity and an understanding of the local area that service providers simply do not have. Ensuring that local communities are safe and empowered is therefore a fundamental component of a successful city.



## Measuring Progress:

City level outcome indicators that the PSB will seek to impact
People agreeing that they belong to the area; that people from different backgrounds get on well together; and that people treat each other with respect (National Indicator 27)
Percentage able to influence decisions affecting their local area (National Survey)
People feeling safe (at home, walking in the local area, and travelling) (National Survey)
Proportion of offenders who reoffend (adults and juveniles) overall in previous 12 months
Percentage of clients accessing substance misuse services who reported an improvement in their quality of life
Rates of volunteering

## Cardiff Today

Cardiff has a long history of being an open city with strong and diverse communities. With 15% of the city's population from a non-white background and over 100 languages spoken in the city, it is already by far the most diverse local authority area in Wales, and with a third of the city's school population now coming from a non-white British background, it will be even more diverse in the future. These changing demographics will add to the city's cultural diversity and vibrancy, but a continued focus on community cohesion - the sense of belonging felt by communities, and the strong and positive relationships within them – will become more and more important as major international issues like Brexit, climate change, global migration and terrorism have a local impact.

Cardiff has a strong foundation to build on in terms of civic engagement with just over a quarter of people in Cardiff participating in some form of volunteering, through charities, youth groups, environmental and faith groups. Volunteering makes communities more resilient, helping people gain confidence, learn skills and give back to those around them, benefiting community cohesion. It also improves people's ability to cope with ill-health and encourages healthy lifestyles.

There are also high levels of interest in influencing key decisions that affect the city as a whole. Although Cardiff saw an average turnout of 43.6% across its wards at the 2017 Welsh Local Elections, there was a 70.4% turnout for the UK General Election a month later and a 69.7% turnout for the EU Referendum

in 2016. In the context of austerity and decisions such as Brexit and local government reform, it is increasingly important that people have their say and at the local level have the opportunities to play a role in their communities.

Cardiff is a safe city. Taking into account population growth, overall crime has fallen by 29% over the last 10 years. Put simply, Cardiff residents are a third less likely to be the victim of crime than a decade ago. There has not, however, been an equivalent fall in fear of crime. Residents do not feel confident that they, their families and their communities are safe. Women are less likely to feel safe in their communities compared to men, and residents in Cardiff East and disabled people are amongst those least likely to believe Cardiff is a safe city. And while Cardiff is safe for the overwhelming majority, a small number of people – particularly children and women – are subject to abuse, violence and exploitation, with, for example, a significantly higher number of domestic related offences recorded in Cardiff South West and Cardiff South East.

Cardiff is home to one of Wales' five prisons and around half of all crime across the UK is committed by people who have already been through the Criminal Justice System. Cardiff's reoffending rate of 32.8% in 2015 stands higher than the Welsh average, and that of most other 'Core Cities'. The cost of this reoffending to the public is estimated to be between £9.5 and £13 billion per year across the UK. The impact of reoffending can be destructive and long-term, affecting not only victims of crime and their families as well as the wider community, but also the offender and their family.

“ Safe, confident and empowered communities are at the heart of well-being ”



## Cardiff Tomorrow

Early intervention and prompt, positive action is at the heart of building safe, confident and resilient communities, and is crucial to reducing demand on all our public services. Local communities often possess the knowledge, skills, energy and creativity – alongside an understanding of the local areas - that service providers simply do not have. It is vital therefore that public services listen to, understand, and respond to each community’s story.

Empowering communities and making public services resilient will require a new approach to ‘locality working’. The new approach will be centred on joining-up community services, coordinating spatial development and maximising the impact of public investment. This will mean increasingly joining up public services ‘on the ground’, with the co-location of statutory and third sector teams and the creation of joint systems and cultures. This will need to be backed up by the pooling of available resources, so that all public and third sector employees, from teachers and police officers to health practitioners, community and youth workers are operating as part of one team to make sure that the right service is delivered at the right time, in the right way, with solutions found well before the point of crisis is reached, or emergency services are needed.

Every community has differing demographics, strengths and weaknesses and so public services will need to be designed so that they reflect and respond to these differences guided by the best evidence. It will mean being more focused about when and where services are delivered, dependent on the specific needs of each area, and pursuing prevention wherever possible, with local solutions developed in partnership with local people and between public, third and private sectors. It will also involve engaging communities on health improvement approaches to address health inequality and working with the Third Sector to provide increased volunteering opportunities and support for social enterprise through community involvement plans.

This will not only support the delivery of community services but will also empower individuals to take steps to play a role in the well-being of their communities.

The foundations for this approach are already in place, with community based collaboration exemplified by the community and wellbeing hubs. The hubs bring together public and third sector advice and support services so that they are all under one roof in the heart of some of the city’s most deprived communities.

In order to protect the city’s most vulnerable citizens and communities a joined-up approach, across the public and third sectors, and with communities and families, will be needed. Tackling human trafficking, child sexual exploitation, domestic abuse and the illegal trading of drugs will require early intervention and prompt positive action, across public and community services, to give people the support they need, when they need it. Similarly, countering the threat of all forms of radicalisation and extremism can only be achieved by working in close partnership with organisations and communities, building trust and promoting an environment where people have the confidence to report extremist behaviour. Cardiff will nurture community cohesion and understanding, where individuals have the opportunity to connect and become engaged with its diverse communities.

Significant progress has been made in reducing the number of first-time entrants into the criminal justice system. However, the success of the prevention programmes and the reduction in custody rates means that there is a much more complex, but smaller, cohort of young people being managed in the community, who require the most intensive interventions. If their offending and re-offending is to be addressed and their safeguarding is to be achieved, a coordinated and effective response to emerging issues across the city, such as Child Sexual Exploitation, organised crime and exploitation, knife crime and anti-social behaviour will be needed.

## Our Commitments for Cardiff:

We Will:
Invest in and involve communities in the delivery of integrated, locally-based public and third sector services in Community and Wellbeing Hubs.
Give people a greater voice in shaping public services through developing and delivering co-created Community Development and Involvement Plan/s.
Promote volunteering and social action, including development of a city volunteering portal.
Protect our most vulnerable citizens, adopting integrated approaches to tackling trafficking, child sexual exploitation and domestic abuse.
Tackle radicalisation in our communities by building cohesion and trust, and promoting an environment where people have the confidence to report extremist behaviour.
Reduce offending and improve life opportunities for the 18-25 age group by developing an integrated, locally-focussed, approach to offender management.
Reduce levels of drug use and substance misuse and levels of reoffending, and improve levels of sustained, long-term recovery, through delivering a jointly commissioned substance misuse and recovery support network of services.
Make sure that newcomers from the UK and overseas are welcomed and can build new lives in Cardiff, including delivering the ‘Inclusive Cities’ project.
Deliver a safe and vibrant night time economy, working in partnership with the Business Improvement District.





Well-being Objective 4

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Cardiff is a great  
place to grow up

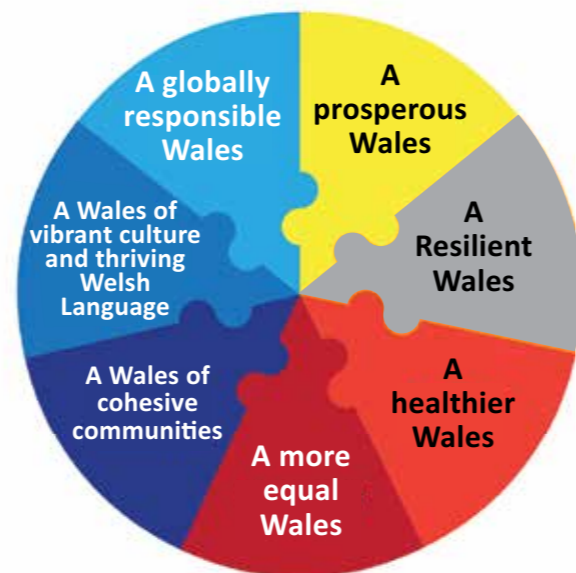
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## Introduction

Cardiff is already a good place for many of its children and young people to grow up, with a fast improving school system alongside the advantages that a capital city can bring such as an extensive range of leisure, sporting and cultural opportunities. However, the inequality evident in Cardiff can have a profound effect on the lives of children and young people and their families, and children who are disadvantaged - whether through disability, poverty, family circumstances, illness, neglect or abuse - will require particular help and support from across the public and third sector services and from within their communities.



## Measuring Progress:

City level outcome indicators that the PSB will seek to impact
Percentage of children in low-income families
Percentage of children aged 4 to 5 who are a healthy weight
Uptake of MMR2 by age 4 (second dose Mumps, Measles, Rubella vaccine)
Mental well-being: children & young adults and adults (National Indicator 29)
Key Stage 2 Pupils Achieving the Expected Level (L4+) in the Core Subject Indicator [including FSM v non-FSM attainment gap at LA level]
Key Stage 4 Pupils Achieving the Level 2+ Threshold including English/Welsh & Maths [including FSM v non-FSM attainment gap at LA level]
Year 11 and Year 13 school leavers that are not in education, employment or training (Careers Wales)
Percentage of children cycling/walking to school

## Cardiff Today

Cardiff is already a good place for many of its children and young people to grow up. In particular, young people identify the city's good health services, its low crime, strong inclusive communities and the access to green spaces, sports, leisure and culture as some of the great things about living in the capital city.

Education is consistently ranked as the top priority for the city's young people, and a child's experience of education is one of the most important factors that impacts on their life chances and future well-being. Performance in the city's school system is now improving after years of underperformance. GCSE performance continues to improve with 62.5% of pupils in Cardiff in 2015/16 achieving at least five A\* to C grades, including mathematics and English or Welsh, an increase of 12.6 percentage points over the last four academic years.

Although Cardiff is the commercial heart of the Welsh economy and contains many of the nation's most prosperous communities, over a quarter of dependent children under the age of 20 in the city are living in poverty, ranging from just 5.2% in Rhiwbina to almost half of those in Ely. Growing up in poverty can have a detrimental impact on a child's future prospects and well-being; and a child's experiences at an early age, prior to entering school, can lead to delayed development in language, emotional and social skills and poor general health.

As is the case nationally, there is a significant gap in educational outcomes between pupils from low-income families and those from more affluent backgrounds in Cardiff. Children living in the most deprived communities are also more likely to suffer poorer health outcomes today and demonstrate symptoms which point towards poor health in the future, such as obesity, low immunisation rates or poor dental health. They are also more likely to have feelings of isolation, be drawn into anti-social behaviour, young offending or suffer the effects of crime. Evidence suggests that children from low-income families are also more likely to be at risk of Adverse Childhood Experiences and the rates of children considered to be at risk, being placed on the child protection register, or taken into care, are significantly higher in the city's most deprived communities.





## Cardiff Tomorrow

The number of young people (under 18s) in Cardiff is projected to increase by 25 % over the next 20 years, compared to an all-Wales increase of 0.8 %. It will therefore be increasingly important to make sure that young people feel able to influence decisions about where they live and the services that they receive. That is why Cardiff is committed to becoming a UNICEF Child Friendly City and to embedding a Child Rights approach across all aspects of city life.

Education remains the top priority for young people in Cardiff, the most vital investment into the city's economy and the surest route out of poverty for individuals. That is why the city is committed to building on the progress of recent years to make sure that every school in Cardiff is a good or excellent school, and that the gap in educational outcomes, particularly for vulnerable young people and those from more deprived communities, is reduced.

Projections indicate an increase of 5,700 (18 %) in the number of primary school age pupils, and an increase of over 9,000 (37 %) in the number of secondary school age pupils by 2036. With Cardiff's existing school system operating at or near full capacity, significant investment will be needed to build new schools and to refurbish and improve existing accommodation. Given the scale of the investment and importance of schools in communities, they must be at the heart of the city's approach to community life, with strong links to other public services to local people and community groups. And as the economy changes - 65 % of children entering schools today will end up working in new job types that do not exist yet - links to local businesses will become increasingly important to making sure that young people are equipped with flexible and transferrable skills and the experience they need to find a good job, develop a good career and succeed in life.

Young people tell us that mental health support is one of their top priorities. The stresses of doing well at school, securing employment and the influence that social media can have on their self-esteem are key concerns. Supporting young people to fulfil their potential and to be resilient to the pressures of modern life will play a central role in maintaining their sense of well-being.

Parents have the most significant influence on children and for their future lives. Outcomes for children are best when they are supported to grow and achieve within their own families, as they know them best. In all cases, we will adopt a 'Think Family' approach which looks at the family as a whole and co-ordinates support across the public services, tailored to each families' needs and strengths. Public and Third Sector partners including teachers, health practitioners, Social Workers, Youth Workers, Third Sector practitioners, early years practitioners and play workers will work together to deliver joined up approaches to enable the right conversations to take place at the right time, between the right people and for solutions to be found at the earliest possible stage, particularly for the most vulnerable children and families.

The identification and protection of vulnerable children needs to be everybody's business. Within our local communities we want individuals to feel empowered to identify where they feel a child is at risk – this may be a shop keeper asked to serve a child cigarettes for their parents, or refuse collectors who identify broken bottles and rubbish next to well used children's toys – raising concerns that may not be picked up through the provision of universal services for families.

## Our Commitments for Cardiff:

### We Will:

Place the voice and experience of young people at the heart of public services in Cardiff through adopting a Child's Rights approach and becoming a UNICEF 'Child Friendly City.'

Adopt a 'Think Family' approach, making sure that public services are joined up and that children and families are given the right support, in the right way, at the right time in the first 1000 days of a child's life.

Develop placed-based approaches to integrating public services for children and families in the city's most deprived communities through a 'Children First' pilot in Ely and Caerau.

Develop innovative approaches to identifying those at risk of Adverse Childhood Experiences (ACEs), putting in place multi-agency response to support children and families before they reach crisis point.

Work with communities and across partners in the public and private sector to tackle Child Sexual Exploitation.

Improve mental health and emotional well-being for young people by delivering an integrated approach to Children and Young People Emotional and Mental Health Support.

Support young disabled people and their families through the delivery of the Disabilities Future programme.

Make sure young people are prepared for and given opportunities to participate in the world of work through delivery of the 'Cardiff Commitment', in partnership with the private and third sector.





Well-being Objective 5

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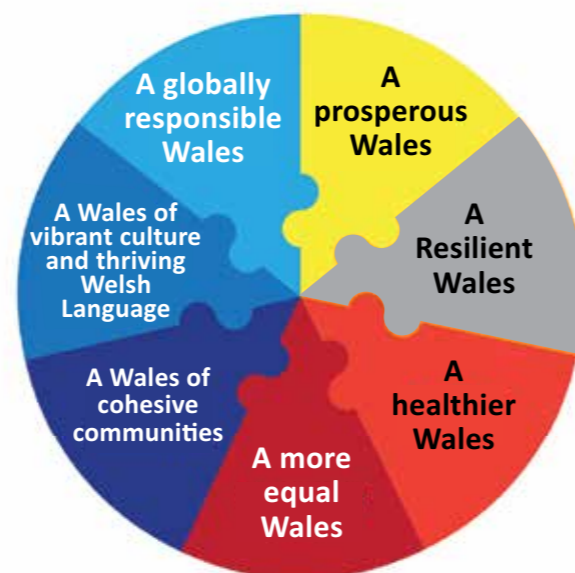
Supporting people  
out of poverty

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## Introduction

Cardiff's strong performance across a range of well-being indicators, disguises deep and entrenched inequalities across the city. Over 60,000 people in Cardiff live in the 10% most deprived communities in Wales. If the 'Southern Arc' of Cardiff, from Ely in the West to Trowbridge in the East, was considered a single local authority area it would be the most deprived in Wales by a considerable margin.

Living in poverty can cast a long shadow over people's lives – life expectancy and other health indicators are lower in the more deprived wards of Cardiff, air quality is poorer, there is less access to green space and crime in the city is concentrated in these areas. How to ensure that all citizens benefit from the capital city's economic growth is one of the most complex and challenging issues facing Cardiff over the years to come.



## Measuring Progress:

City level outcome indicators that the PSB will seek to impact
Percentage of households in poverty (i.e. below 60% of median income) by MSOA (after housing costs)
Long-term (i.e. over 12 months) JSA Claimants
Healthy life expectancy at birth (male & female) including the gap between the least and most deprived (National Indicator 2)
Percentage of low birth weight babies (National Indicator 1)
Percentage of adults eating 5 or more portions of fruit and vegetables a day
Percentage of adults active for less than 30 minutes in a week
Percentage of adults who are current smokers
Housing Affordability: Ratio of house price to median gross annual salary (ONS)
Rough sleepers per 10,000 persons
Food poverty (indicator to be defined)
Fuel poverty (indicator to be defined)

## Cardiff Today

Cardiff has been reinvented over the past 20 years. Despite the jobs created and the investment attracted, the proceeds of economic growth have not been felt by all of the city's residents and many of the poorest communities in Wales can be found in its capital city. Almost a third of Cardiff households are living in poverty, with a high proportion of children living in workless and low-income households and concentrations of unemployment and in-work poverty closely aligning with poor health, crime and educational inequalities across the city.

In-work poverty is a growing problem in the city. Around a quarter of people in employment earn less than the National Living Wage, and casual employment, enforced self-employment, zero-hours contracts and other forms of insecure work mean constant stress and worry for an increasing number of people.

Childcare issues (low availability and affordability), lack of skills (especially digital skills) and the inflexibility of the welfare system all create barriers to work, while Welfare Reform can have a disproportionate impact on more vulnerable sectors of the population, with 72% of households affected by the benefit cap in Cardiff being lone parents and an average of 3.3 children in affected households.

Over 50% of respondents to the 2016 Ask Cardiff Survey reported being concerned with being able to afford a decent standard of living. Rising housing, food and fuel prices have increased the cost of living, particularly for people living in the poorer wards in the city. Fuel poverty is a growing issue as is food poverty, and residents including older people affected by these issues often have to make the choice between 'heat or eat'. The social impacts of this are evident from the Ask Cardiff survey where over 13% of respondents did not feel they were able to invite a friend or a child's friend over for a meal due to money worries. Rising levels of Foodbank usage also highlight the frequency with which individuals and families are falling into

financial crisis affecting their ability to maintain a healthy diet for themselves and their families. The school holidays are a particular crunch point for low-income families. Cardiff's School Holiday Enrichment Programme 'Food and Fun', which has been rolled out across Wales, now provides free meals to children from 21 local schools.

Housing, a central component of quality of life, remains relatively unaffordable compared to other major British cities with the average house costing around eight times the average salary. Furthermore, there is a close correlation between wards containing high levels of deprivation and high levels of social housing. Along with the rise in the number of people living in poverty, the rise in those facing destitution and homelessness is one of the most pressing issues in Cardiff, with the number of those recorded sleeping rough having doubled since 2014. Sleeping rough is dangerous and can damage people's lives permanently - the average life expectancy of a rough sleeper is just 47 years of age, which is 30 years younger than the general population. Furthermore, the longer an individual remains on the streets, the more likely that secondary issues such as begging, drugs or alcohol misuse can become an issue.

The 2017 Ask Cardiff survey revealed disparities between the most and least deprived areas of the city across a range of questions in terms of well-being, including:

- 51.3% of respondents from the most deprived areas reported being satisfied with their local community as a place to live compared with 91.3% of respondents from the least deprived areas.
- Over a quarter of respondents from deprived communities reported they were dissatisfied with their mental and emotional health compared with under a tenth of respondents from the least deprived areas.
- People living in the most deprived areas of the city scored below the Cardiff average against all the personal well-being indicators measured (levels of happiness, satisfaction, anxiety and feeling worthwhile).



## Cardiff Tomorrow

An economy which creates good jobs, paying at or above the Living Wage, is vital to tackling poverty. Equally, tackling poverty is vital to creating a strong economy. A recent study by Core Cities has shown that while around 60 % of the ‘productivity gap’ between the Core Cities and the UK average is due to ‘in-work’ factors, which can be addressed by investment in transport infrastructure, broadband, research and innovation and business support, around 40 % of this gap is due to deprivation, low skills’ levels, and people being disengaged from the labour market.

A focus on creating good jobs must therefore go hand in hand with effectively removing the barriers to work – whatever they may be and for all citizens. Supporting adults into employment will also help future generations; children who see their parents in employment have an increased chance of working themselves, reducing the likelihood of poverty affecting multiple generations within a family. This will require continuing to support those affected by Welfare Reform as the transition to Universal Credit is rolled out, while joining-up a currently fragmented approach to employability across the city, and ensuring that regeneration schemes, major projects and fast growing sectors are supported by appropriate skills and training programmes.

Tackling entrenched disadvantage, physical and mental health inequality and narrowing the gap in life chances across the city will mean adopting targeted approaches to tackling poverty, integrating public services at a local level and working closely with residents in the city’s most deprived communities. Cardiff’s emerging locality approach, which joins-up public services at a local level in a way that makes sense for each particular community, building on the success of the Community and

Wellbeing Hub Model, will be the heart of the city’s approach to tackling poverty. Allied to this, the reform of the Welsh Government’s flagship anti-poverty programmes provides an opportunity to remove unnecessary barriers and reimagine them in a coordinated and cohesive way, with the flexibility to respond to individual families and communities strengths and challenges.

Developing a joined up approach to those who have fallen into destitution will require close partnership working. There is a strong overlap between more extreme forms of homelessness and other support needs, with nearly half of service users reporting experience of institutional care, substance misuse and street activities such as begging. Furthermore, people with complex needs are at serious risk of falling through the cracks in service provision. An integrated response across health, housing and social care will be needed, working with the city’s regional partners towards an approach that intervenes early in response to the needs and challenges faced by each individual.

Public services in Cardiff employ nearly 46,000 people and contribute over £1bn of spend in the local economy. In addition to delivering vital public services, as major employers they also have the potential to make an impact on tackling poverty by creating opportunities for people, particularly young people, from Cardiff’s most deprived communities (for example, via the Cardiff Commitment) or through adapting procurement policies to deliver a greater amount of community benefits and increase spend in the local economy.

## Our Commitments for Cardiff:

### We Will:

Aim to provide more well-paid jobs in Cardiff through acting as an advocate for the Real Living Wage initiative across the public, private and third sector employers, and including its consideration in commissioning and funding decisions.

Support people who are adversely affected by welfare reform by providing an integrated approach, locally delivered in Community and Well-being Hubs.

Develop an integrated approach to employment services in Cardiff, helping people to find work, stay in work and progress at work, working in partnership with Welsh Government, DWP and training providers.

Ensure that the Welsh Government’s flagship anti-poverty programmes (Communities First Exit Plans, Families First, Flying Start and Supporting People) are designed and delivered in a co-ordinated way.

Seek to end rough sleeping in the city and tackle the causes of homelessness.

Seek to increase the impact of public services as anchor employers on tackling poverty and promoting ‘fair work’ practices by developing cross-public service approaches to ‘Social Responsibility’, ‘Community Benefits’ and ‘Ethical Employment’.

Support a city wide Food Partnership to ensure citizens have access to sustainable, healthy and affordable food, including the continued roll out of the school holiday enrichment programme.

Undertake additional research on how best to tackle health inequalities and reduce the healthy life expectancy gap.

Work to support delivery of Cardiff’s Sport and Physical Activity Strategy to increase participation of current and future generations in sport and physical activities, particularly in our city’s most deprived communities.





Well-being Objective 6

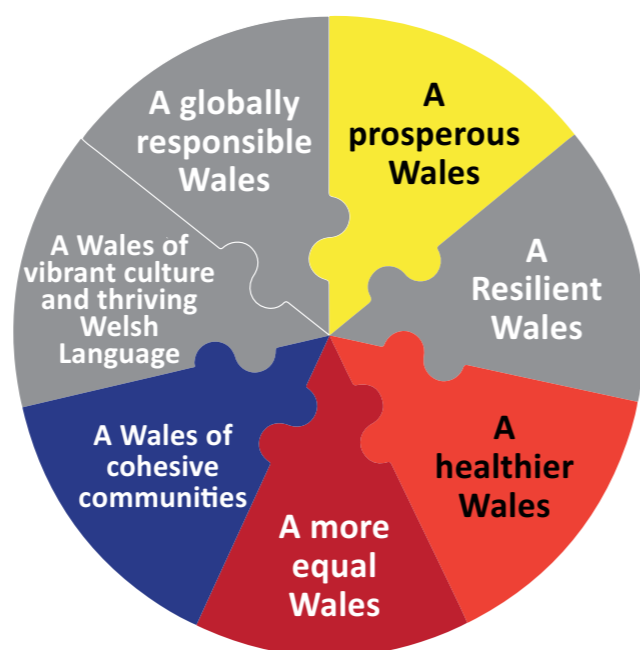
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Cardiff is a great  
place to grow older

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## Introduction

How a society treats people as they get older reflects its values and principles, and sends an important message to future generations. Cardiff's ambition is for the city to be a great place to grow older, where older people are more empowered, healthy and happy, supported by excellent public and community services and integrated within all areas of community life.



## Measuring Progress:

City level outcome indicators that the PSB will seek to impact
Percentage of people aged 65+ who reported their general health as being very good or good
Percentage of people aged 65+ reporting they felt involved in any decisions made about their care and support
Percentage of people aged 65+ reporting they received the right information or advice when they needed it
Percentage of people aged 65+ reporting they live in the right home for them
Percentage of people aged 65+ reporting loneliness
Life satisfaction among older people

“ Cardiff’s ambition ... where older people are more empowered, healthy and happy ”

## Cardiff Today

Although Cardiff is a young city, over 50,000 citizens are over the age of 65 years old and life expectancy and healthy life expectancy has increased steadily over the last 20 years. Looking across Cardiff, a greater number of older people live in the North and West of the city. For example, in Cardiff North, 19 % of the population are over the age of 65 and 3 % over the age of 85, compared to only 6.3 % over 65 and 0.9 % over 85 in Cardiff South East.

The majority of older people in Cardiff (68 %) report being in good, very good or excellent health, higher than the Welsh average. That said, increased life expectancy has meant a greater number of people suffering from ill health in later life and relying ever more on public services. Older people are more likely to require longer and more frequent stays in hospital, with nearly two thirds of people currently admitted to hospital over the age of 65. Frailty is commonly associated with aging. People who are frail, often have complex medical conditions, have a lower ability for independent living and require assistance with everyday tasks. In particular, falls leading to hip fractures place considerable pressures on health and social care services.

Increased life expectancy has also meant that more older people are vulnerable to social isolation and living in poverty in older age. The creation of the Independent Living Service has been crucial in helping older people to access the financial support to which they are entitled (equivalent to an additional £4.9 million in welfare benefits since October 2015) and facilitating preventative interventions to reduce slips, trips and falls. Important support services and advice are also being provided through third sector organisations across Cardiff, such as Age Connects and Care & Repair.

Current demand pressures and costs associated with an aging population are significant, and show no sign of reducing. Finding solutions to these long-term challenges will mean public services working in ever closer partnership to help older people stay safe, as healthy and independent as possible, and to lead lives that have value, meaning and purpose.





## Cardiff Tomorrow

As the city grows, and life expectancy continues to increase, the number of older people living in Cardiff is projected to rise significantly, with the number of citizens between 65 and 84 projected to rise by 44 % over the next 20 years, and the number over 85 years old expected to nearly double.

Older people will increasingly become an important asset to the city, making a significant contribution to the economy, the life of the city and its communities. As the city grows, it will also be important that new communities are designed in a way that accommodates the needs of older people. This will need joint planning and provision of a range of future accommodation options to meet the demand for housing and enable people to remain at home.

In order to tackle social isolation and loneliness, local communities need to have accessible, local and strong community networks to support the needs of older people where they live. This will be a prominent feature in Cardiff's approach to 'locality working' and, as the city grows, in designing and delivering new communities. Enabling older people to play a role in their communities, developing intergenerational services and improving access to community activities can dramatically improve physical and mental health, reducing the risk of falls and helping more people enjoy independent lives for longer.

A growing older population will also have increased health and care needs, placing pressure on budgets and resources. As well as demands on services due to frailty in older age and long-term medical conditions, an increasing number of older people will suffer from chronic health issues, such as dementia. The number of people with dementia aged over 75 years old is predicted to rise significantly. By 2035 it is predicted that over 6000 people in Cardiff will be living with the condition, up from 3400 today.

To reduce the pressure on public services at a time of reducing budgets, adopting a preventative approach will be of central importance. Accelerating the integration of services for older people, joining up our resources and services at a community level, will make sure that as many people as possible are able to receive care in their communities whilst investment is focused into prevention and promoting independent living. This is not only a more sustainable approach to meeting an individual's needs in later life, reducing pressures and costs on the city's health and care services, it will also deliver better health outcomes.

Being an age-friendly and dementia friendly city will mean adapting its structures and services to be accessible to and inclusive of older people with varying needs and capacities. This means ensuring that policies and programmes of work that focus on the needs of older citizens, particularly those who are most disadvantaged, are central to the work of service providers. Assessment, diagnosis and care planning practices will require genuine collaboration with older people, their carers and their families, so that their plan reflects what is important to them and achieves the outcomes they value.

## Our Commitments for Cardiff:

### We Will:

Building on the First Point of Contact and Single Point of Access services, further develop digital services along with easily accessible telephone, online and face-to-face access points for the region, for both professionals and the public.

Develop resilient communities with local services, infrastructure and strong community networks to meet local needs where older people live.

Develop and provide a range of future accommodation options to meet demand and enable people to remain at home for as long as possible.

Develop improved assessment, diagnosis and care planning practices which are built upon genuine collaboration with older people and their carers and families, so that their plan reflects what is important to them and achieves the outcomes they seek.

Develop Cardiff as a dementia friendly city.







Well-being Objective 7

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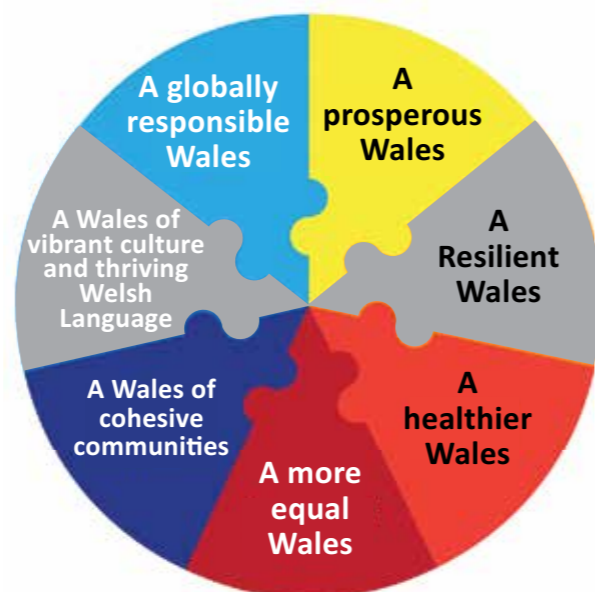
Modernising and  
Integrating Our  
Public Services

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## Introduction

Public services in Cardiff are undergoing a period of rapid change. Over the years ahead they will need to continue to adapt in response to the rapid growth in population, the changing expectations of citizens, the consequences of poverty and significant and ongoing resource constraints.

No single service can meet the challenges they face alone. New, integrated approaches to service delivery will be needed, characterised by a drive to break down and reshape organisational boundaries, systems and cultures around the needs of those receiving the service and the communities in which they live. Service providers in Cardiff have a strong track record of working together, but this now needs to go up a gear to create a culture of one public service with one purpose - to deliver for the people of Cardiff.



## Measuring Progress:

Objective 7 - Modernising and Integrating Our Public Services

To what extent do you agree that the quality of public services in Cardiff is good overall?

## Cardiff Today

Public services in Cardiff are experiencing a period of unprecedented challenge.

The city's public services have faced a period of continued and severe budget reductions. For example, over the past 10 years, Cardiff Council alone has made a quarter of a billion pounds in cumulative savings, reduced the number of non-school staff by 22% and anticipates having to make a further £81m in savings by 2021. This is a situation mirrored across public services, with the health service, police and fire all having made substantial savings and facing ongoing budget reductions. Aligned with this, third sector organisations across the city have dealt with financial cutbacks as the available grant funding has reduced and eligibility criteria tighten.

At the same time, the city's services are facing a period of rapid and sustained increases in demand. In response, public services in the city have been changing. Recent years have seen a shift towards increased collaboration and integration of services at a community level, including the co-location of services within community facilities or Hubs and introducing multi-agency teams to make sure that the right service is provided at the right time, by the most appropriate organisation and in the right way.

Similarly, many of the issues facing Cardiff and its services – from transport to homelessness - reach across geographical boundaries. Increasingly projects and initiatives are undertaken on a cross-boundary basis, for example the Shared Regulatory Service Partnerships between Cardiff, Bridgend and the Vale, the Cardiff Capital Region City Deal which encompasses 10 local authorities or the Project Gwyrdd collaboration on waste services. As public services move to modernise and drive efficiency, the need for regional collaboration will become increasingly important in delivering economies of scale, particularly for 'back office' and shared services.

Citizen expectations, allied to rapid changes in digital technology, are already transforming the delivery models for local public services. People now expect digital public services that are indistinguishable from other services they access, and so this digitalisation will need to accelerate over the years ahead. All public services are already seeking to automate processes, shift customer transactions and services into online channels of communication and use 'smart' technologies to manage services and infrastructure more efficiently, while ensuring that 'digital exclusion' does not occur for residents unable to access services in this way.





## Cardiff Tomorrow

Over the years ahead, services will need to adapt and respond to the twin challenges of increasing demand and reducing resources.

Increasingly, service providers will work together to align strategies, pool resources and focus on where collective planning and delivery can produce the best for citizens and communities across the city. This will mean the co-location of different parts of the public services alongside community services, in the same building. In many cases, the formation of single multi-agency teams, with pooled funding, jointly agreed outcomes, common processes, technologies and cultures will become increasingly common. To support this integration, a cross-partner approach to the strategic planning of the public sector estate in the city will be developed.

Services will be designed and delivered at the spatial scale which makes the most sense. Cardiff, as the capital city, will have the capacity to deliver some national services; the Capital Region is seen as the right level for managing spatial development in housing, transport and economic development; health and social care will increasingly be managed across Cardiff and the Vale of Glamorgan; and at 'locality' or 'neighbourhood' level, aligning public and third sector assets and services at the local and hyper-local level will also be pursued. As organisational siloes are broken down and cross service teams become the norm, the ability to work

across boundaries and cultures will become more and more valuable. Allied to this, a joint approach to management and development of the city's public sector estate, staff development and improved interconnectivity of information systems across sectors will enable integrated working and will help change the way services are delivered.

Alongside a more integrated public service, an 'asset-based' approach to community engagement which listens to and involves those receiving the service in the design of and the decisions taken about their service will be needed. Allied to a better understanding of the experience of those who use our services, cross partner approaches to data-sharing and analysis will be strengthened so that the Public Services Board members are using the best intelligence when taking decisions on how services should be planned and delivered in the future, with a particular focus on designing and investing in preventative services which seek to get to the root cause of an issue, or intervene early before bigger, more damaging issues can emerge.

## Our Commitments for Cardiff:

We Will:
Adopt a cross-public services approach to the management of public property and assets.
Develop and appropriately skill the city's public service workforce to meet changing needs and demands.
Develop a joined up approach to consultation and engagement
Pilot a new City Innovation Hub to develop new solutions to big city challenges, working with all service partners.
Seek to deliver public and third sector services and workforce that are representative of the city and its communities, especially Black, Asian, and Minority Ethnic (BAME) communities.

“ Working together ... to create a culture of one public service with one purpose ”



## Measuring Progress - Well-being Indicators

Setting measurements against each well-being objective will assist Cardiff PSB in evaluating the level of success in raising the well-being of the city, and identify areas that require additional focus or revised commitments. These will be reported annually.

The measures chosen below are a combination of national, regional and local indicators, selected to clearly demonstrate progress against each objective.

It is recognised that while reporting annually, and the need to demonstrate short term impact, many of the progress measures chosen will require a long-term view in order to achieve the desired target.

Additional indicators have been included to measure the reported well-being of the people of Cardiff, taking a holistic view of well-being rather than being aligned to a particular Objective within the Plan.

Well-being Indicators
Life satisfaction
Worthwhile
Happiness
Anxiety
Percentage of people moderately or very satisfied with their jobs

Objective 1 - A Capital City that Works for Wales
Unemployment rate of the economically active population aged 16+ (model-based)
GVA per head
Gross Disposable Household Income per head (National Indicator 10)
Employee jobs with hourly pay below the living wage
Percentage of population aged 16-64 qualified NVQ4+ (degree level or equivalent)
Have you attended an arts event in the last year? Have visited an historic place in the last year? Have you visited a museum in the last year? (National Survey: 3 separate questions)
People who can speak Welsh (National Indicator 37)

Objective 2 - Cardiff grows in a resilient way
Per capita CO2 emissions (BEIS)
Sustainable transport modal split
Levels of Nitrogen Dioxide (NO2) and particulate matter (PM10, PM2.5) pollution levels in the air
Use of/proximity to accessible natural space: <ul style="list-style-type: none"> <li>Quality: Number of sites meeting Green Flag Award and Green Flag Community Award criteria.</li> <li>Accessibility: Percentage of people who live within walking distance of high quality green space.</li> </ul>
No. of properties in Cardiff registered to NRW's Flood Warning Service
Municipal waste reuse/recycling/composting rates

Objective 3 - Safe, Confident and Empowered Communities
People agreeing that they belong to the area; that people from different backgrounds get on well together; and that people treat each other with respect (National Indicator 27)
Percentage able to influence decisions affecting their local area (National Survey)
People feeling safe (at home, walking in the local area, and travelling) (National Survey)
Proportion of offenders who reoffend (adults and juveniles) overall in previous 12 months
Percentage of clients accessing substance misuse services who reported an improvement in their quality of life
Rates of volunteering

Objective 4 - Cardiff is a great place to grow up
Percentage of children in low-income families
Percentage of children aged 4 to 5 who are a healthy weight
Uptake of MMR2 by age 4 (second dose Mumps, Measles, Rubella vaccine)
Mental well-being: children & young adults and adults (National Indicator 29)
Key Stage 2 Pupils Achieving the Expected Level (L4+) in the Core Subject Indicator [including FSM v non-FSM attainment gap at LA level]
Key Stage 4 Pupils Achieving the Level 2+ Threshold including English/Welsh & Maths [including FSM v non-FSM attainment gap at LA level]
Year 11 and Year 13 school leavers that are not in education, employment or training (Careers Wales)
Percentage of children cycling/walking to school



**Objective 5 - Supporting People out of poverty**

Percentage of households in poverty (i.e. below 60 % of median income) by MSOA (after housing costs)
Long-term (i.e. over 12 months) JSA Claimants
Healthy life expectancy at birth (male & female) including the gap between the least and most deprived (National Indicator 2)
Percentage of low birth weight babies (National Indicator 1)
Percentage of adults eating 5 or more portions of fruit and vegetables a day
Percentage of adults active for less than 30 minutes in a week
Percentage of adults who are current smokers
Housing Affordability: Ratio of house price to median gross annual salary (ONS)
Rough sleepers per 10,000 persons
Food poverty (indicator to be defined)
Fuel poverty (indicator to be defined)

**Objective 6 - Cardiff is a great place to grow older**

Percentage of people aged 65+ who reported their general health as being very good or good
Percentage of people aged 65+ reporting they felt involved in any decisions made about their care and support
Percentage of people aged 65+ reporting they received the right information or advice when they needed it
Percentage of people aged 65+ reporting they live in the right home for them
Percentage of people aged 65+ reporting loneliness.
Life satisfaction among older people

**Objective 7 - Modernising and Integrating Our Public Services**

To what extent do you agree that the quality of public services in Cardiff is good overall?
---

## Glossary

**BAME** - Black, Asian and Minority Ethnic (communities)

**Carbon Footprint** - The amount of carbon dioxide released into the atmosphere as a result of the activities of a particular individual, organization, or community.

**Cardiff Capital Region** - The Cardiff Capital Region is made up of an area of South East Wales, consisting of the ten local authorities (Bridgend, Vale of Glamorgan, Rhondda Cynon Taff, Merthyr Tydfil, Caerphilly, Monmouthshire, Blaenau Gwent, Torfaen, Newport and Cardiff).

**Economic Growth** - An increase in the amount of goods and services produced per head of the population over a period of time.

**Food Poverty** - The inability to afford, or to have access to, food to make up a healthy diet. It is about the quality of food as well as quantity.

**Fuel Poverty** – The inability to afford to keep one’s home adequately heated. In Wales fuel poverty is defined as a household spending more than 10 % of household income on fuel, and the household is deemed to be in severe fuel poverty if spending more than 20 %.

**Fiscal Powers** - The ability to adjust spending levels and tax rates to monitor and influence an economy.

**Healthy Life Expectancy** - An estimate of how many years a person might live in a ‘healthy’ state.

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

**Living Wage** - A theoretical wage level that allows the earner to afford adequate shelter, food and the other necessities of life. Currently this is set at £7.85 per hour (£9.15 in London).

**Life Expectancy** - The estimated amount of years that a person may expect to live.

**Population Growth** - The increase in the number of individuals in a population.

**Poverty** - Living below the poverty threshold which is defined as under 60 % of the average household income (before housing costs). *In-work poverty* is living in a household where the household income is below the poverty threshold despite one member of the household working either full or part time.

**Public Services Board** – Public sector bodies acting jointly to improve the economic, social, environmental and cultural well-being of the Local Authority area. Statutory membership includes the Local Authority, Health Board, Fire and Rescue Service and Natural Resources Wales.

**Social Isolation** - A state of complete or near-complete lack of contact between an individual and society. It differs from loneliness, which reflects a temporary lack of contact with other humans.

**Trafficking** - Human trafficking is the trade of humans, most commonly for the purpose of forced labour, sexual slavery, or commercial sexual exploitation for the trafficker or others.

**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.

**Well-being** - Put simply well-being is about ‘how we are doing’ as individuals, communities and as a nation and how sustainable this is for the future. Well-being can be described as having 10 broad dimensions,” the natural environment, personal well-being, our relationships, health, what we do, where we live, personal finance, the economy, education and skills and governance” (Office of National Statistics, 2013).



# Cardiff Public Services Board Members - Strategic Plans

(Cardiff’s Local Well-being Plan is a complementary document to the strategic plans of each PSB member)



## Cardiff and Vale University Health Board – Shaping Our Future Well-being Strategy, (2015-2025)

### For Our Population - we will:

- Reduce health inequalities;
- Deliver outcomes that matter to people; and
- All take responsibility for improving our health and wellbeing.

### Our Service Priorities - we will:

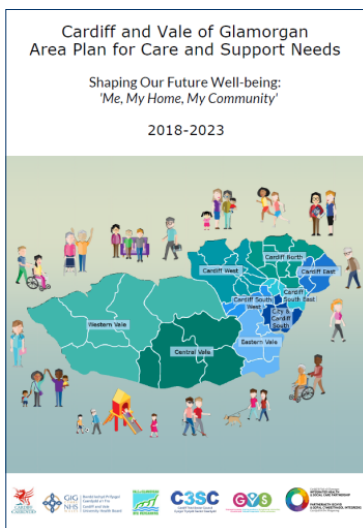
- Offer services that deliver the population health our citizens are entitled to expect.

### Sustainability - we will:

- Have an unplanned (emergency) care system that provides the right care, in the right place, first time;
- Have a planned care system where demand and capacity are in balance; and
- Reduce harm, waste and variation sustainably making best use of the resources available to us.

### Culture - we will:

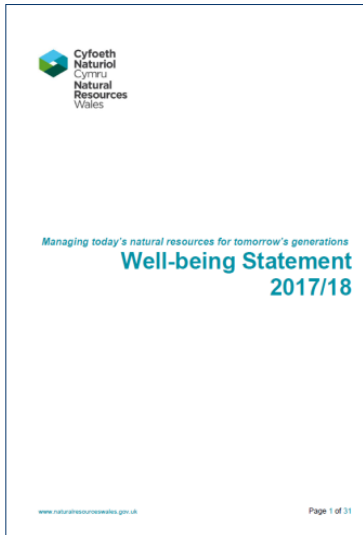
- Be a great place to work and learn;
- Work better together with partners to deliver care and support across care sectors, making best use of our people and technology; and excel at teaching, research, innovation and improvement and provide an environment where innovation thrives



## Cardiff and Vale of Glamorgan Area Plan for Care and Support Needs (2018-2023)

### 13 Key Regional Priorities:

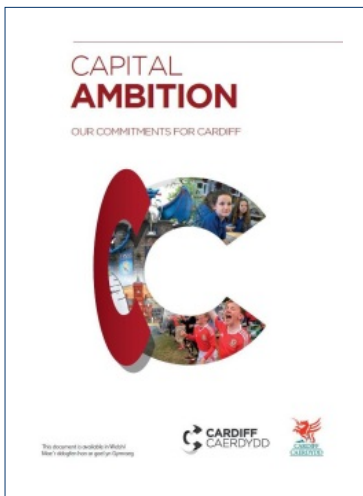
1. Older People, including People with Dementia
2. Children and Young People, including Children with Complex Needs
3. Learning Disability and Autism
4. Integrated Family Support Services
5. Adult and Young Carers
6. Health and Physical Disabilities
7. Adult Mental Health and Cognitive Impairment
8. Sensory Loss and Impairment
9. Violence Against Women, Domestic Abuse and Sexual Violence
10. Asylum Seekers and Refugees
11. Offenders
12. Veterans
13. Substance Misuse



## Natural Resources Wales – Well-being Statement 2017/18

### Seven Well-being Objectives

- Champion the Welsh environment and the sustainable management of Wales' natural resources
- Ensure land and water in Wales is managed sustainably and in an integrated way
- Improve the resilience and quality of our ecosystems
- Reduce the risk to people and communities from environmental hazards like flooding and pollution
- Help people live healthier and more fulfilled lives
- Promote successful and responsible business, using natural resources without damaging them
- Develop NRW into an excellent organisation, delivering first-class customer service



## Delivering 'Capital Ambition' - Cardiff's Corporate Plan 2018-21

### 'Capital Ambition':

**Priority 1: Working for Cardiff** - Making sure that all our citizens can contribute to, and benefit from the city's success.

**Priority 2: Working for Wales** - A successful Wales needs a successful capital city.

**Priority 3: Working for the Future** - Managing the city's growth in a sustainable way.

**Priority 4: Working for Public Services** - Making sure our public services are delivered efficiently, effectively and sustainably in the face of the rising demand and reducing budgets

### Corporate Plan 2018-21:

Cardiff Council has adopted the same 7 Well-being Objectives as those in Cardiff Public Services Board's Local Well-being Plan.



## South Wales Fire and Rescue Service Strategic Plan (2017-2022)

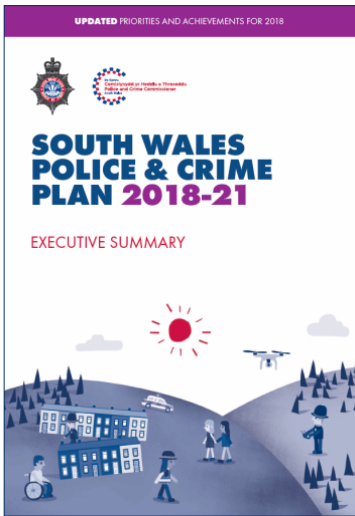
### Our vision is "To make South Wales safer by reducing risk" by:

- Serving our communities needs
- Working with others
- Facing challenges through innovation and improvement
- Reducing risk through education, enforcement response, and
- Succeeding in making South Wales safer

### We will:

- Reduce risk
- Engage and Communicate
- Nurture Sustainable Resources
- Embrace Technology
- Strengthen Partnerships





## South Wales Police & Crime Plan (2018-2021)

### Our Service Priorities

- We will reduce the level of crime, disorder and antisocial behaviour
- We will enable our communities to be safe, confident and resilient
- We will better meet the needs of vulnerable people, increasing their confidence to report and reducing repeat offences
- We will improve how effectively our resources are used
- We will ensure that South Wales Police is more representative of the communities it serves
- We will strengthen our partnership work, applying the principles of co-operation to our work locally and through the Criminal Justice System

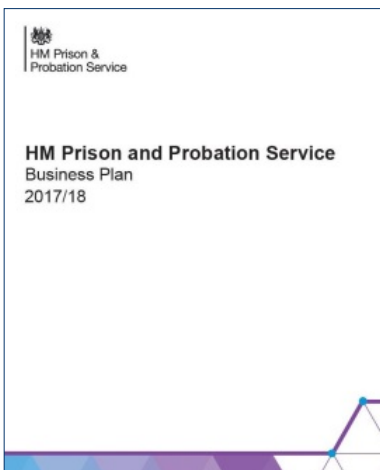


Cardiff Third Sector Council  
Cyngru Trydydd Sector Caerdydd

### Cardiff Third Sector Council (C3SC)

C3SC aims to provide an effective and sustainable third sector which can respond to some of the major challenges facing the city's diverse communities. It is a key partner in the delivery of Cardiff's Corporate Plan, Capital Ambition which includes the following commitments:

- Work with Public Services Board partners to join-up public services, tackle poverty and reduce inequality. This will involve commissioned work to examine the links between place, housing, poverty and barriers to employment.
- Work at the community level to break down barriers between the Council and other public services and to forge stronger links with residents and communities.



### Wales National Probation Service (NPS)

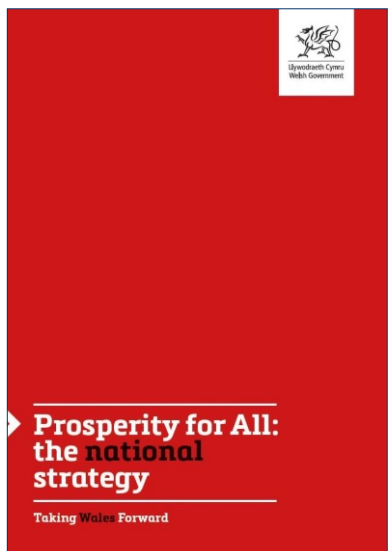
Protecting the public through effective rehabilitation of high risk offenders, tackling the causes of offending and enabling offenders to turn their lives around.



## Wales Community Rehabilitation Company (CRC)

Managing low and medium-risk offenders and assisting the National Probation Service with rehabilitation interventions for some high-risk offenders.

For both the NPS and CRC, working in collaboration with partners and stakeholders to reduce reoffending is a core objective.



## Welsh Government

**Prosperity for All – the national strategy** - taking Wales forward by working together to meet the needs of the current population, without compromising the ability of future generations to meet their own needs.

Well-being Objectives (by theme):

### Prosperous and Secure

1. Support people and businesses to drive prosperity
2. Tackle regional inequality and promote fair work
3. Drive sustainable growth and combat climate change

### Healthy and Active

4. Deliver quality health and care services fit for the future
5. Promote good health and well-being for everyone
6. Build healthier communities and better environments

### Ambitious and Learning

7. Support young people to make the most of their potential
8. Build ambition and encourage learning for life
9. Equip everyone with the right skills for a changing world

### United and Connected

10. Build resilient communities, culture, and language
11. Deliver modern and connected infrastructure
12. Promote and protect Wales' place in the world



# Well-Being In Cardiff

Feedback Report  
February 2018



## **Contents**

<b>Introduction</b>	<b>3</b>
<b>Methodology</b>	<b>4</b>
<b>City Life and Public Services</b>	<b>7</b>
<b>Well-being</b>	<b>10</b>
<b>A Capital City that Works for Wales</b>	<b>16</b>
<b>Cardiff grows in a resilient way</b>	<b>18</b>
<b>Safe, Confident and Empowered Communities</b>	<b>24</b>
<b>Cardiff is a great place to grow up</b>	<b>30</b>
<b>Supporting people out of poverty</b>	<b>33</b>
<b>Cardiff is a great place to grow older</b>	<b>36</b>

# 1. INTRODUCTION

This report has been produced by the Cardiff Research Centre on behalf of the Cardiff Public Services Board.

It summarises the results of a range of consultation and engagement activity with the citizens of Cardiff which took place in Summer/Autumn of 2017, bringing together findings from:

- The Ask Cardiff Residents and Visitor Survey
- Engagement on the Draft Well-being Plan
- Cardiff Annual Transport Survey
- Consultation on the Cardiff and Vale of Glamorgan Area Plan

Considered together these findings will help the PSB to better understand how the people of Cardiff experience the city and our public services, and ensure that the city's Well-being Plan is appropriately addressing the most important issues and concerns of residents.

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## 2. METHODOLOGY

The results contained within this report have been drawn from a range of engagement activities that took place in late 2017. These included online survey work, locality based events and focus groups with ‘seldom heard’ population groups.

### 2.1 Ask Cardiff

Ask Cardiff is the annual citizen survey undertaken by Cardiff Council on resident satisfaction with life in Cardiff and public services.

Ask Cardiff 2017 included 50 questions on life in Cardiff, the quality of public services, and for the first time a series of Well-being questions. It was an online only survey and ran from 9<sup>th</sup> August 2017 until 25<sup>th</sup> September.

#### Response

Ask Cardiff 2017 received 5598 responses, exceeding the previous record of 4,431 achieved in 2015 by 1,167.

Table 1 - Ask Cardiff Response

	<b>Ask Cardiff 2014</b>	<b>Ask Cardiff 2015</b>	<b>Ask Cardiff 2016</b>	<b>Ask Cardiff 2017</b>
<b>Total responses</b>	<b>2972</b>	<b>4431</b>	<b>4024</b>	<b>5598</b>

#### *Sample size*

The significant increase in the overall number of responses across all groups has enabled a far more robust analysis to be undertaken when looking at specific groups in isolation.

Results have been disaggregated by spatial area, using the city’s 6 Neighbourhood Partnership Areas, and by sub-population grouping, including ‘deprivation’ to indicate the results received from those living in the 20% most deprived areas of the city.

Table 2 below indicates that a sample size big enough to give Confidence Intervals less than 5% plus or minus, was achieved in five of the six Neighbourhood Partnership Areas, matching that of the 2016 Ask Cardiff survey.

The response from City & Cardiff South has been traditionally low but was significantly higher for the 2016 and 2017, potentially due to the additional dissemination and promotion carried out by Cardiff Research Centre.

The traditionally low response rate from residents in Cardiff East has continued, although the number of responses shows a marked increase compared to earlier surveys. The Confidence Interval achieved remains above 5%, so whilst analysis within this area remains relevant, the Confidence Interval should be taken into account when considering the results.

Table 2 - Ask Cardiff 2017: Confidence Intervals for a 95% Confidence Level

NMA	Sample Size Achieved	Population 16 Plus (2015 MYE)	Sample Size Required For A CI Less Than 5% +/-	Confidence Interval Achieved +/-
Cardiff East	333	36,700	379	5.35
Cardiff North	1,780	95,100	382	2.30
Cardiff South East	699	68,500	382	3.69
Cardiff South West	789	55,900	381	3.46
Cardiff West	1,219	61,600	381	2.78
Cardiff City & South	459	39,300	380	4.55
<b>Cardiff Total</b>	<b>5,598</b>	<b>357,200</b>	<b>384</b>	<b>1.30</b>

### Weighted Data

Weighted Data refers to when the data collected from survey respondents are adjusted to represent the population from which the sample was drawn. In the case of the data collected as part of the Ask Cardiff survey for 2017, the overall data was weighted for some of the questions to ensure its representativeness in terms of age, gender and neighbourhood partnership area.

Within this report reference is made at times to the 'weighted' i.e. adjusted response and the 'observed' data i.e. the actual response received.

The difference within these figures is typically no more than one or two percentage points, something that could be explained by standard deviation and should not be cause for concern. **The strong similarity between the observed and the weighted data indicated a high level of robustness in the data collection.**

## **2.2 Focus Groups and Community Engagement**

To ensure consultation invited views from across the city, the opportunity was taken to engage with residents at a series of community engagement events that had been planned across the city. 20 'locality' events were held during November and December 2017.

Focus group work was also undertaken with the following groups:

- Race Equality First, Black Asian Minority Ethnic (BAME) women's group
- Members of the Deaf community
- 50+ Forum
- Diverse Cymru young person's BAME group
- Cardiff and Vale Action for Mental Health
- Grand Council Event of the Youth Council
- Friends and Neighbours Group (Butetown)

119 people took part in these focus group sessions.

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## **2.3 Cardiff's Well-being Plan Online Survey**

The online survey asked for views on Cardiff PSB's proposed priorities or Well-Being Objectives (WBOs) for addressing the main challenges the city is facing now and in the future (i.e. meeting the needs of a rapidly growing population, making sure the city's public infrastructure and services are resilient to this growth and reducing inequality).

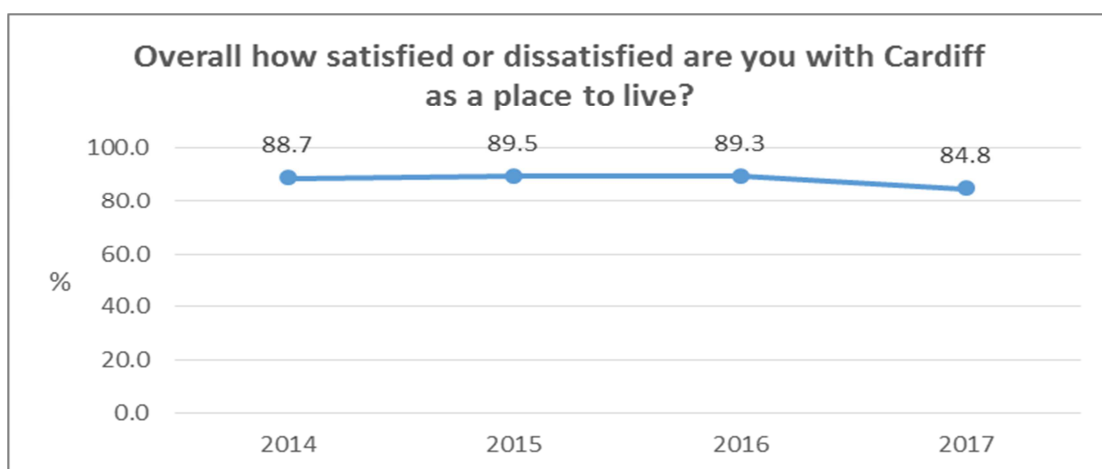
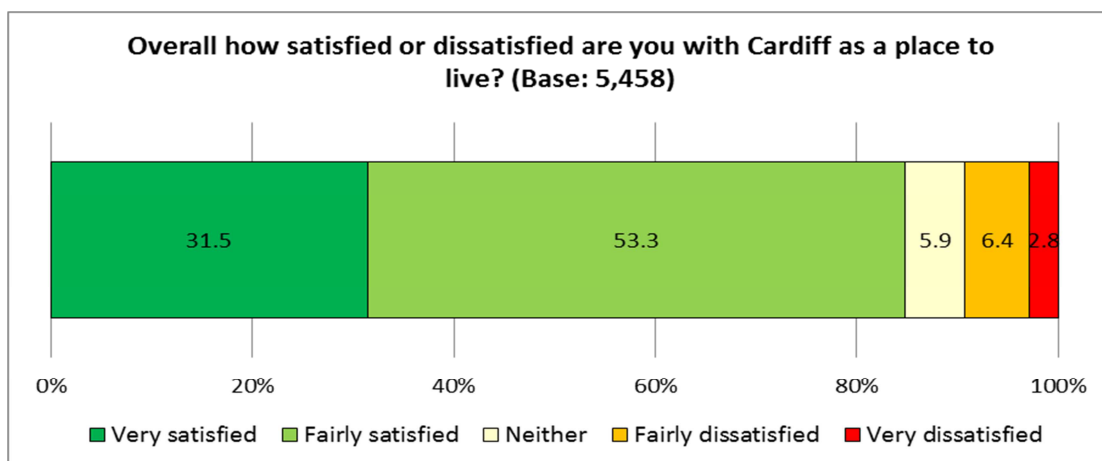
116 survey responses were received.



## SECTION 3: CITY LIFE AND PUBLIC SERVICES

### 3.1 Overall how satisfied or dissatisfied are you with Cardiff as a place to live?

Approximately six out of seven respondents (84.8%) were satisfied with Cardiff as a place to live. This shows a slight decline of 4.9% from data collected in 2016.



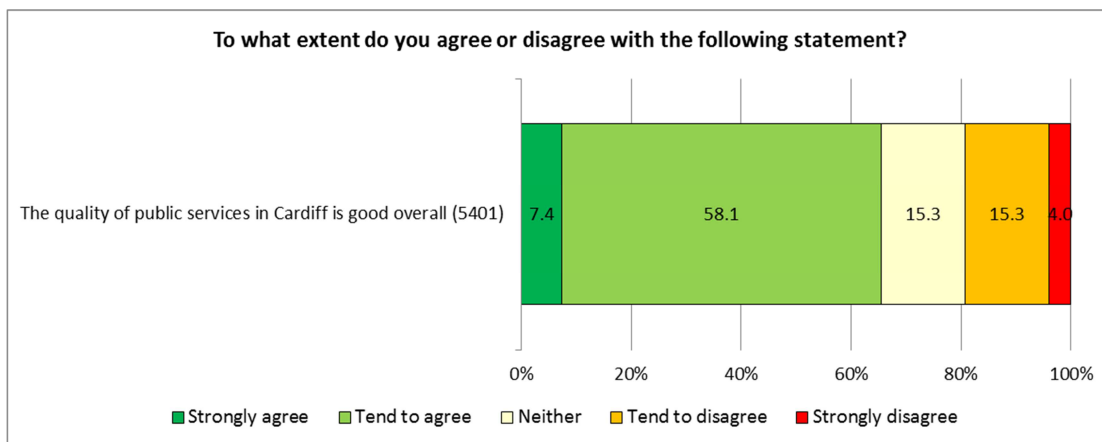
This closely correlates with the National Survey for Wales's results, undertaken in 2016, which reported satisfaction with Cardiff as a place to live at 88%, 8th highest in Wales and the highest urban area in Wales.

Overall satisfaction was lowest amongst respondents identifying as disabled (75.9%) and those living in the most deprived areas of the city (79.4%).

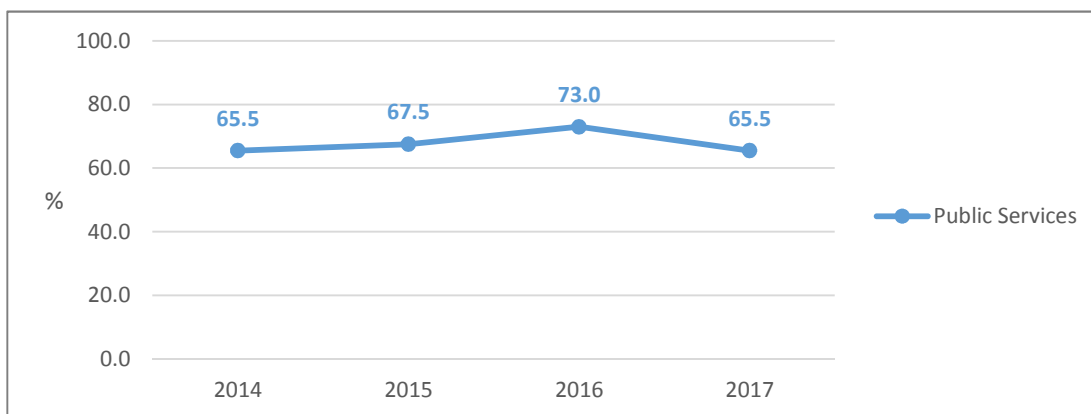
Focus group work typically found the things that people like most about the city are its parks and green spaces, access to culture, leisure and shopping and its size i.e. large enough to provide all of the benefits of a major city but small enough that you do not feel lost amongst it. Recurring themes in what caused the most dissatisfaction to people were transport and litter, particularly in their local neighbourhood.

## 3.2 The Quality of Public Services

Two-thirds (65.5%) agreed that the quality of public services in Cardiff is good overall. This is a slight reduction compared to 73% in the 2016 survey.



Base sizes shown in brackets. Excludes 'Don't Know' responses.



Respondents identifying as disabled, and those living in the most deprived areas of the city were least likely to rate the quality of public services as good overall (48.2% and 50.9% respectively).

### 3.3 Priorities for the city

Consultation on Cardiff's Draft Well-being Plan asked residents whether they agreed with its 7 well-being objectives and steps for improving quality of life and addressing the main challenges facing the city's public services.

Respondents were asked to identify their top three priorities for the city and for themselves and their family. The table below shows that the top three objectives identified for the city differ from those which were priorities for people individually:

Well-being Objective	Face to Face		Online		Combined	
	City priority	Personal priority	City priority	Personal priority	City priority	Personal priority
1. A Capital that works for Wales	5	6	4	7	4	7
2. Cardiff's population growth is managed in a resilient way	5	7	3	5	5	6
3. Safe, confident and empowered communities	2	1	1	1	2	1
4. Cardiff is a great place to grow up	4	2	6	3	6	3
5. Supporting people out of poverty	1	4	2	5	1	5
6. Cardiff is a great place to grow older	7	3	7	2	7	2
7. Modernising and Integrating Our Public Services	3	5	5	4	3	4

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## SECTION 4: WELL-BEING

### 4.1 How do you feel about yourself?

Respondents were given four statements, and asked to indicate using a 0-10 scale how satisfied they felt with their life, how happy and anxious they felt the day before completing the survey and the extent to which they felt the things they did in their life are worthwhile.

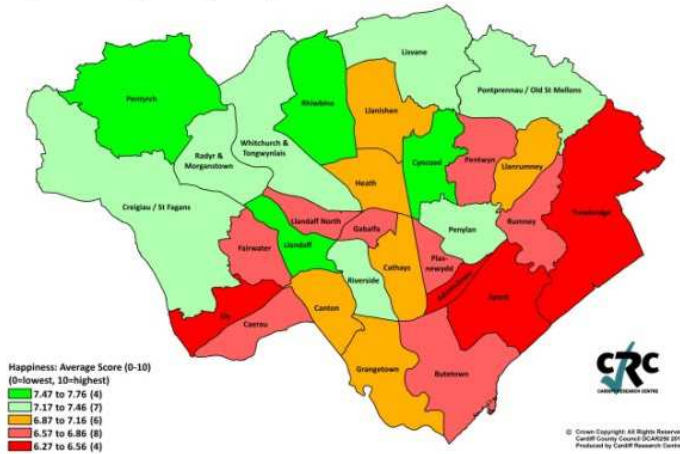
Mean scores were calculated for each of the questions posed. Where scores are better than the mean by more than 0.2 (higher for satisfaction, happiness and feeling worthwhile, and lower for anxiety) cells are highlighted in green; those which are worse by 0.2 or more are in red. Those scoring up to 0.2+/- of the mean are marked as amber.

Respondents aged 55+ and living in Cardiff North scored above average against each of the measures. Under 35s, those from a minority ethnicity, people living in the most deprived areas of the city, and respondents who identify as disabled, all scored below the average against the well-being indicators.

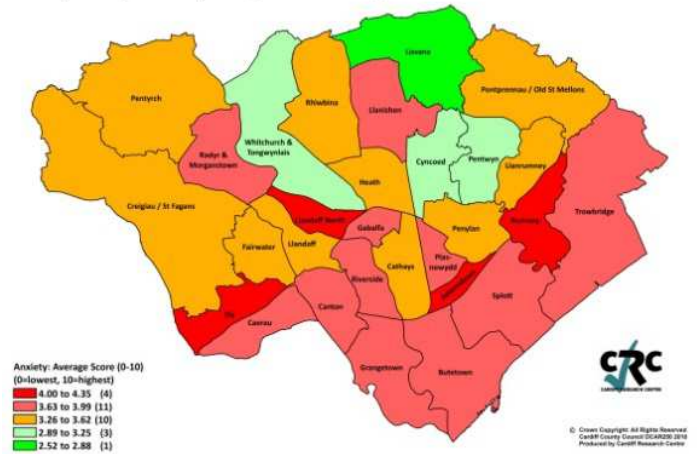
	Satisfied	Happy	Anxious	Worthwhile
All respondents	7.1	7.0	3.6	7.0
Under 35	6.9	6.7	3.9	6.6
55+	7.4	7.4	3.4	7.3
Female	7.1	7.0	3.7	7.1
Male	7.2	7.1	3.5	7.0
Minority ethnicity	6.8	6.8	4.0	6.9
Deprivation	6.5	6.5	3.9	6.5
Identify as disabled	5.8	5.8	4.0	5.7
Welsh speaker	7.3	7.3	3.9	7.3

At ward level, the following maps show a north/south divide with lower levels of happiness, feeling worthwhile and life satisfaction and higher levels of anxiety, more likely to be found in the south of the city.

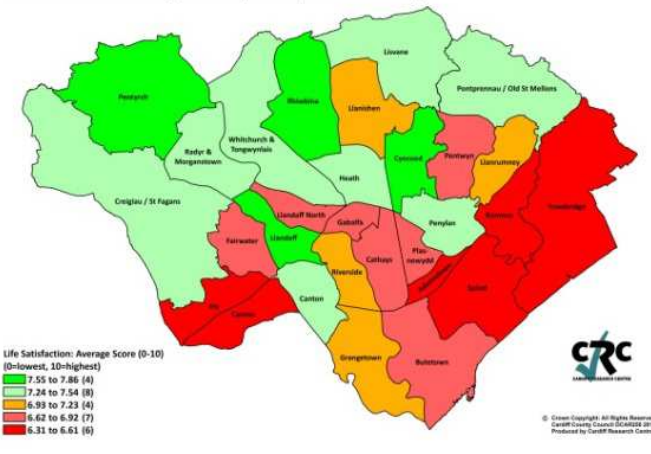
Happiness: Average Score by Ward (Ask Cardiff 2017)



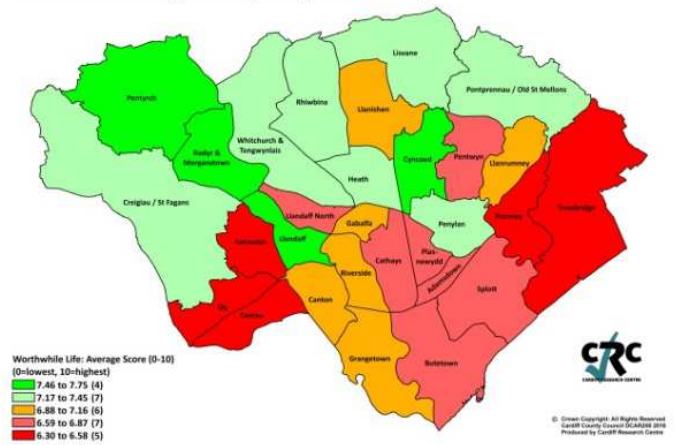
Anxiety: Average Score by Ward (Ask Cardiff 2017)



Life Satisfaction: Average Score by Ward (Ask Cardiff 2017)

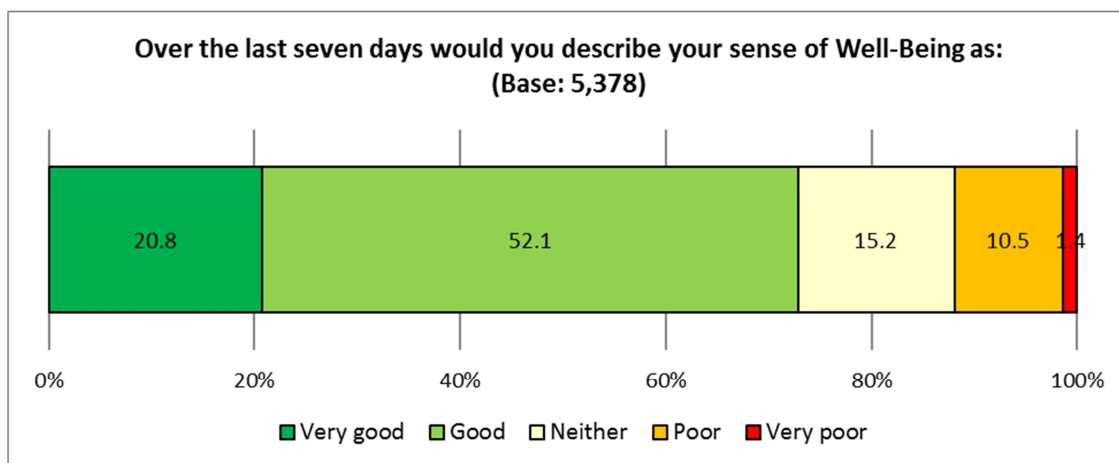


Worthwhile Life: Average Score by Ward (Ask Cardiff 2017)



## 4.2 Over the last seven days how would you describe your sense of well-being?

Just under three-quarters of respondents (72.9%) felt their sense of well-being had been 'good' or 'very good' over the preceding week.

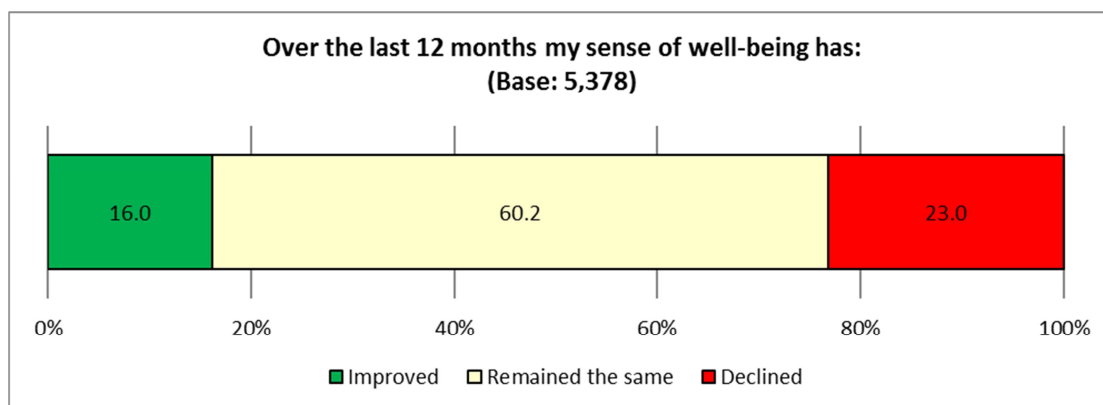


Base size excludes 'Don't Know' responses.

The sense of well-being was lowest amongst respondents who identified as disabled (45.0%) and those living in the most deprived areas of the city (62.4%).

## 4.3 Over the last 12 months my sense of well-being has:

Three out of five respondents (60.2%) stated that their sense of well-being had remained unchanged over the past year; almost a quarter (23.0%) felt it had declined.

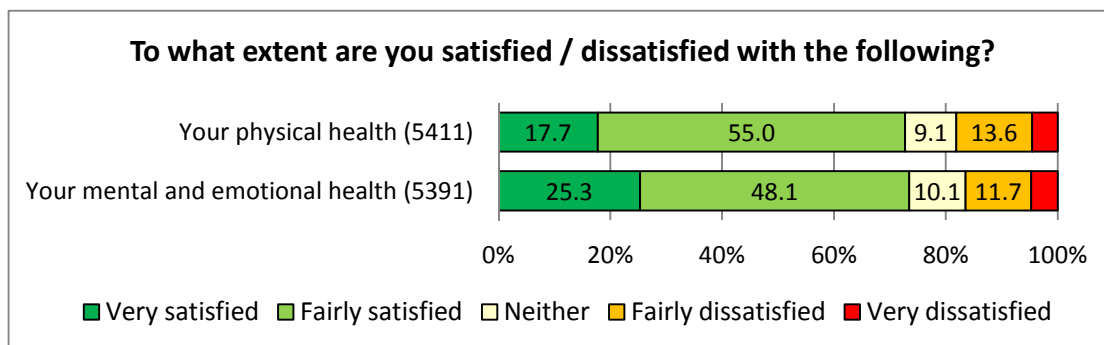


Base sizes shown in brackets excludes 'Don't Know' responses

Almost half (46.7%) of those who identify as disabled and 30.1% of those living in the most deprived areas of the city reported their sense of well-being had declined over the last 12 months.

## 4.4 To what extent are you satisfied / dissatisfied with your physical and mental health?

Around three quarters of respondents were satisfied with both their physical and their mental and emotional health (72.7% & 73.4% respectively).



Base sizes shown in brackets. Excludes 'Don't Know' responses.

Satisfaction with physical health for those living in deprived communities dips to 63%, and for those who identify as disabled to 37% (with 50% dissatisfied).

Similar patterns are seen with respect to mental health, with 62% of those living in deprived communities expressing satisfaction, and only 48% of those who identify as disabled (against a city average of 73%).

## 4.5 Access to Mental Health Services

Focus group research with current users of mental health services in the city highlighted the importance of having 'somewhere to go' in the management of mental health.

The 4 Winds open access centre is the only resource of its kind in the city with users calling for similar resources to be provided in other parts of the city and naming it as 'invaluable in offering support' particularly when the process of diagnosis via a GP 'may take several months'.

Social isolation was identified as a significant issue for those battling mental health problems, comments provided included:

*"People left on their own trying deal with things end up drinking, taking drugs, self-medicating. These are the people that then end up homeless, on the streets and it may be too late to bring them back."*

*"I worry that when I'm older I'm going to be isolated."*

*"For 25 years I lived alone in a bedsit, I had to get physically unwell before I got help for my mental health."*

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Service users highlighted the benefit of community groups in combating both mental health and social isolation:

*“Any time you actually get groups of people together, ideas start to flow, that’s how answers to problems are found.”*

*“I’ve started going to ‘Eating Well for Life’ – it was nice to meet people with different problems.”*

Concern regarding mental health services and adequate provision was a recurring theme in conversations and engagement with younger people.

## **4.6 Access to GP’s & Health Services**

The time taken to access GP appointments was raised as a concern across all focus group discussions with up to four weeks reported as a waiting time. Difficulties were reported even in instances when pre-existing conditions such as diabetes were listed.

A number of knock-on effects were recounted in discussions arising from difficulties in accessing timely GP appointments, these included:

- Incidents of wrongful or ineffectual self-medication;
- Reliance on out of hours service;
- Non-emergency trips to A&E;
- Cases where serious symptoms had not been identified leading to greater health problems.

The current telephone system was not felt to work well with callers experiencing busy lines, too few appointments, a lack of consistency in the doctor seen and gate-keeping from reception staff leaving patients feeling *‘fobbed off’*. Some respondents including younger people suggested an online booking process for GP appointments as a way to free up some time and make the process easier.

Both Black, Asian, Minority Ethnic (BAME) and deaf participants of focus groups expressed concern over the availability and quality of interpretation services both in GP surgeries and hospital settings.

## **4.7 Access to physical activity**

The importance of exercise in relation to improving both physical and mental health was raised across all focus group activities.

However, BAME women highlighted the need for more gender specific exercise sessions with many reporting to feel unable or uncomfortable participating in mixed male/female activities.



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Simple exercise was considered to help with a wide range of issues e.g. weight control, diabetes, mental health, social cohesion.

*“Everything works hand in hand, if you exercise then you are more likely to eat well, feel well and look better.”*

Young people were keen to see a greater emphasis placed on exercise and sport in school. Young BAME males commented that there are lots of opportunities to play sports but they are sometimes inaccessible due to demand and are offered to those who pay first so good times are all taken.

## **4.8 Food and Diet**

Conversations with younger people in particular raised concern with regard to healthy diets. Menu choices in schools and colleges were considered generally poor with options typically consisting of fast food such as burgers, pizza and chips with healthier option more difficult to find.

*“School food is good but it isn’t healthy – every day is pizza day, there is salad but it is covered in mayo which kind of defeats the object.”*

*“Good food can affect your mood and health.”*

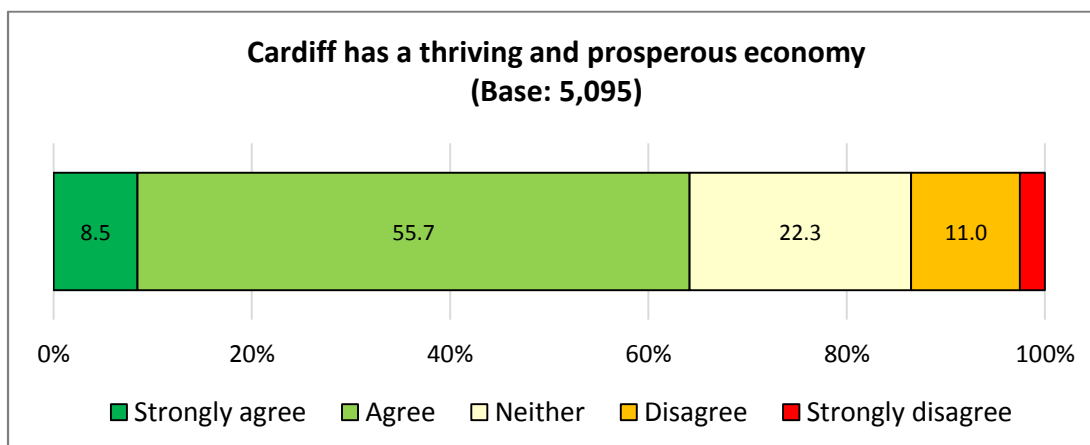
The popularity of caffeine drinks in school and colleges was also highlighted as a concern. Whilst some schools were reported to have banned the sale of such drinks on-site, consumption continues with the effects *“making people hyper”* and *“messing with their brains”*. Many of the young people consulted with felt that stronger restrictions on these types of drinks in school would be appropriate.

Participants considered that the ability to eat healthily might also be influenced by location and income. To eat healthily was widely considered to be more expensive. The disappearance of grocers, butchers etc. from local communities means that those without the ability to travel to superstores are increasingly restricted in the produce they are able to purchase locally. Low-income families, BAME, and the elderly were identified as most likely to be affected in finding it increasingly difficult to shop healthily locally.

## SECTION 5: A CAPITAL CITY THAT WORKS FOR WALES

### 5.1 Cardiff's economy

Almost two-thirds of respondents (64.2%) agreed that “*Cardiff has a thriving and prosperous economy*”, compared to 13.5% disagreeing with this statement.



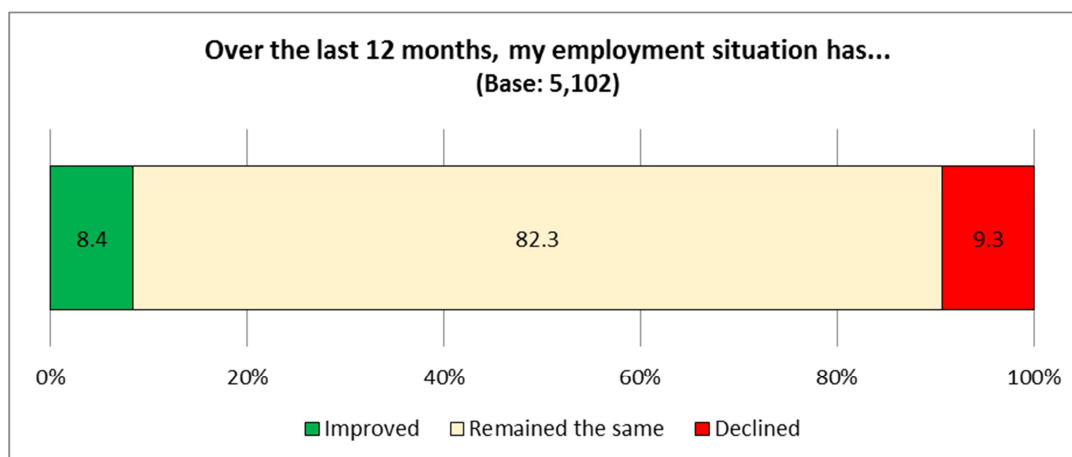
Base: 5,095. Excludes 'Don't Know' responses.

Respondents identifying as disabled (19.3%), those living in the most deprived areas of the city (17.0%) and those from a minority ethnicity (16.7%) were most likely to disagree that “*Cardiff has a thriving and prosperous economy*”.

Respondents living in Cardiff North were far more likely to agree with this statement (88.2%) with agreement in other areas of the city ranging from 57.5% in Cardiff South East and 66.8% in Cardiff West.

### 5.2 My employment situation

Most respondents (82.3%) reported that their employment situation had not changed over the past year. Slightly more felt their situation had declined compared to those who felt it had improved (9.3% and 8.4% respectively).



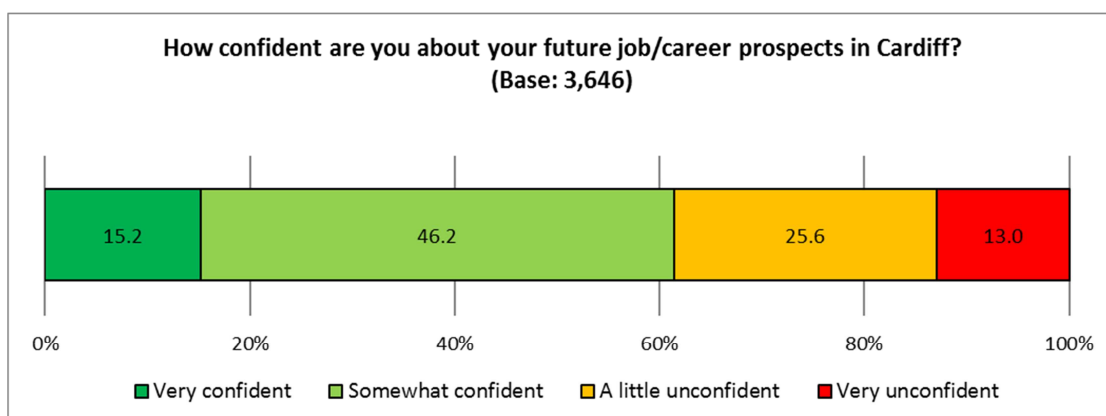
Base: 5,102. Excludes 'Don't Know' responses.

Respondents under the age of 35 were most likely to have seen an improvement in their employment situation (24.1%), followed by those from a minority ethnicity (13.9%) and those living in the most deprived areas of the city (13.6%).

Respondents who identify as disabled (17.4%) and those from a minority ethnicity (16.6%) were most likely to report a decline. Those residents in Cardiff East, Cardiff South West and Cardiff West were more likely to report a decline than an improvement in their employment situation.

### 5.3 Future job/career prospects in Cardiff

Around three in five respondents (61.4%) described themselves as ‘very’ or ‘somewhat’ confident about their future job/career prospects in Cardiff.



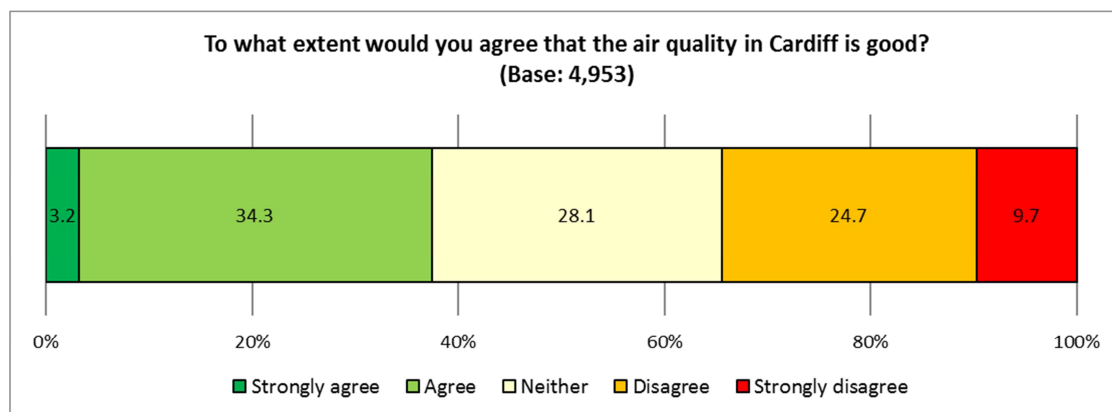
Base: 3646. Excludes ‘Don’t Know’ responses.

People aged under 35 (67.8%), Welsh speakers (65.0%) and women (63.5%) were most confident regarding future job/career prospects. By contrast, those identifying as disabled (37.5%) and people from an ethnic minority background (51.3%) were amongst the least confident.

## SECTION 6: CARDIFF GROWS IN A RESILIENT WAY

### 6.1 Air Quality

Opinion was divided amongst respondents overall, regarding the quality of the air in Cardiff with 37.5% agreeing that the quality is good, compared to 34.4% who disagree.



Base sizes shown in brackets. Excludes 'Don't Know' responses.

Respondents from a minority ethnicity (44.9%) those aged under 35 (41.7%) and residents in Cardiff North (41.7%) or Cardiff West (39.4%) were most likely to agree that the quality of the air in Cardiff is good.

Welsh speakers (41.5%), those living in the most deprived areas of the city (37.7%), respondents identifying as disabled (37.3%) and those resident in Southern areas of the city were most likely to disagree that air quality in the city is good.

Engagement with young BAME citizens revealed some concerns amongst the group with regard to air quality and the fear that this may present a disproportionate impact on communities, particularly in Cardiff City & South which has a high proportion of ethnic minority residents.

### 6.2 TRANSPORT AND GETTING AROUND

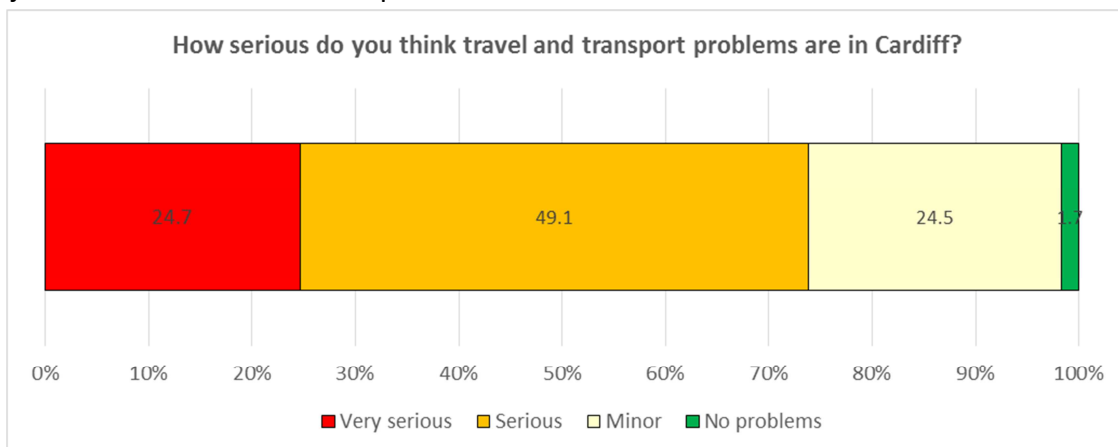
This year, a separate survey to understand usage of and satisfaction with, travel and transport in Cardiff was launched.

A total of 4,802 responses were received – 88.7% were Cardiff residents, 10.2% living elsewhere in Wales, and the remainder either living elsewhere or not specifying their home location.

A full report on this survey will be available on [www.cardiff.gov.uk/haveyoursay](http://www.cardiff.gov.uk/haveyoursay).

## 6.3 How serious do you think travel and transport problems are in Cardiff?

Almost three-quarters (73.8%) of respondents deemed travel and transport problems in Cardiff to be either serious (49.1%) or very serious (24.7%). In contrast, just 1.7% felt there were no problems.



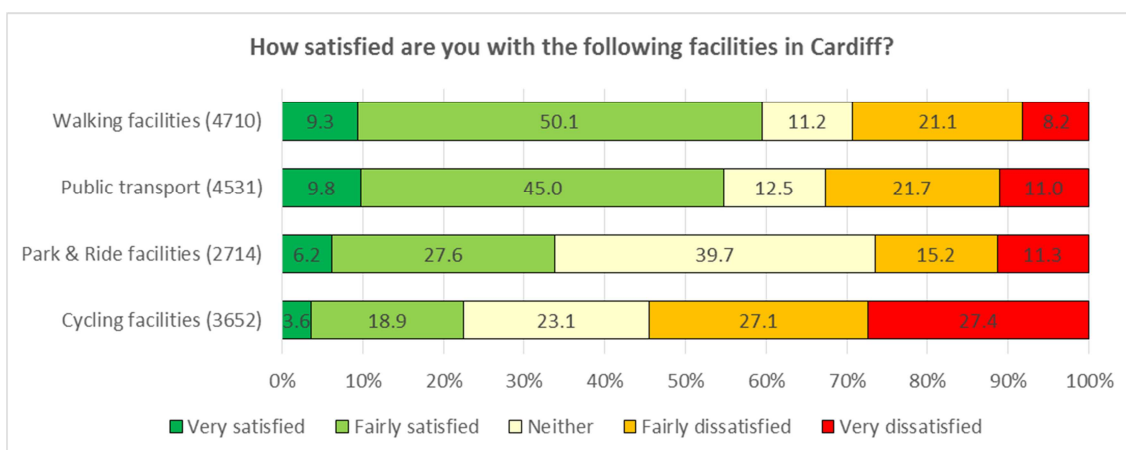
Base sizes shown in brackets. Excludes 'Don't Know' responses.

Two-thirds of respondents in employment reported they travelled to work alone in their car/van at least once a week – this figure fell to 15.8% for a driver with passengers, and 9.8% as a passenger.

Respondents to the well-being plan survey emphasised the need to look at Cardiff's transport infrastructure as a whole (cycling, car, bus and train routes), the cost of public transport, and to invest in the wider region to increase use of sustainable modes of travel and reduce road congestion.

## 6.4 How satisfied are you with the following facilities in Cardiff?

Three in five respondents (59.4%) were 'satisfied' with walking facilities and around half (54.8%) with public transport in the city. Just one in five (22.5%) were satisfied with cycling facilities in Cardiff.

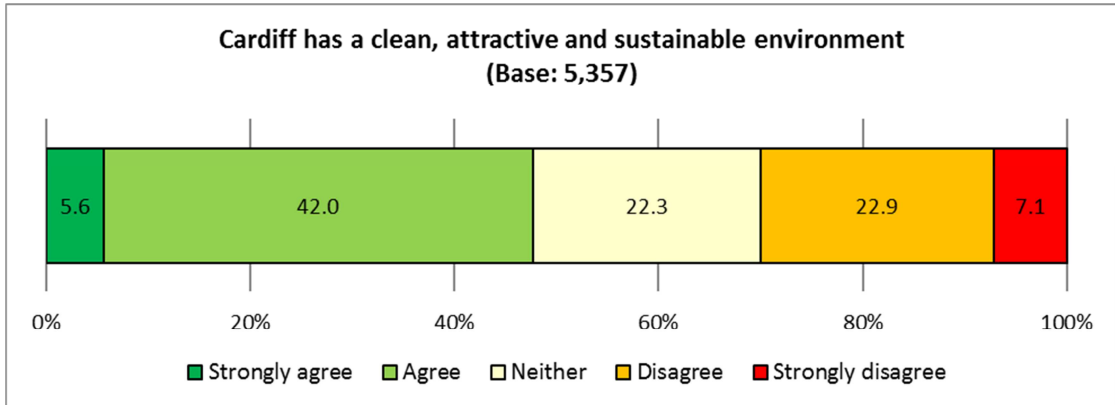


Base sizes shown in brackets. Excludes 'Don't Know' responses.

Cycling provision was thought to be good in the centre but described as 'patchy' the further out you go. Additional complaints were made of existing cycle lanes often coming to an abrupt stop which can make re-joining the flow of traffic dangerous.

## 6.5 Cardiff has a clean and attractive environment

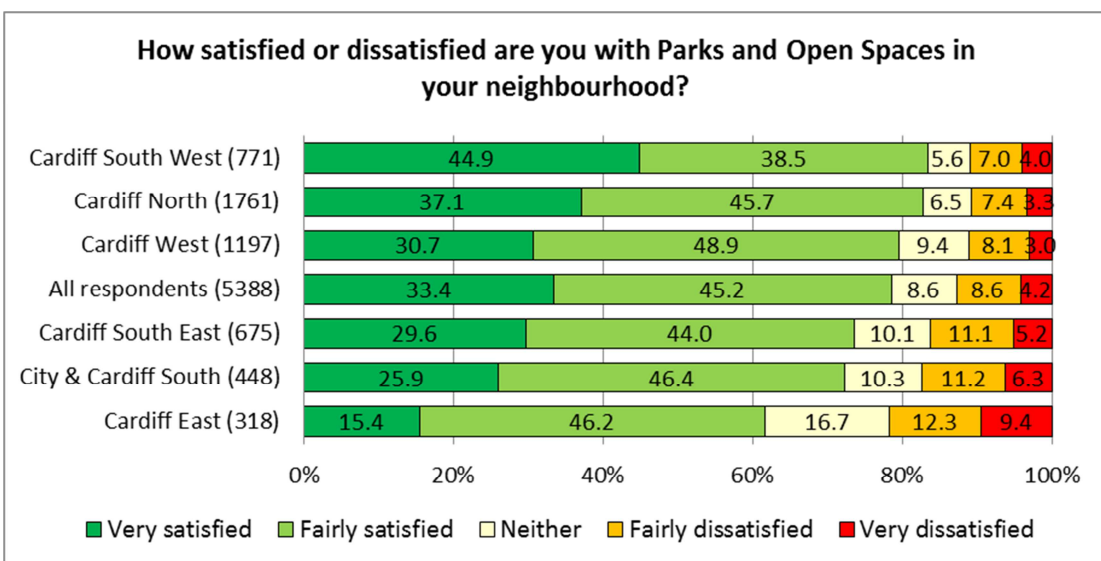
Almost half of those surveyed (47.6%, down from 53.3% in 2016) agreed that Cardiff has a clean, attractive and sustainable environment, while 30.0% disagreed.



Base: 5357. Excludes 'Don't Know' responses.

Respondents living in the most deprived areas of the city and those identifying as disabled were least likely to agree with this statement (38.7% and 39.6% respectively). Geographically, agreement with the statement was lowest amongst residents of Cardiff South East (39.8%).

The parks and green spaces of the city were one of the most highly regarded aspects of the city with Bute Park viewed as the 'jewel in the crown'. However, levels of satisfaction with parks and green spaces varied across the city, with a gap of 22% between Cardiff North and Cardiff East.



Participants were clear that they want to see the city's green spaces preserved.

*"We don't want to see all of the city's green spaces turned over to buildings"*

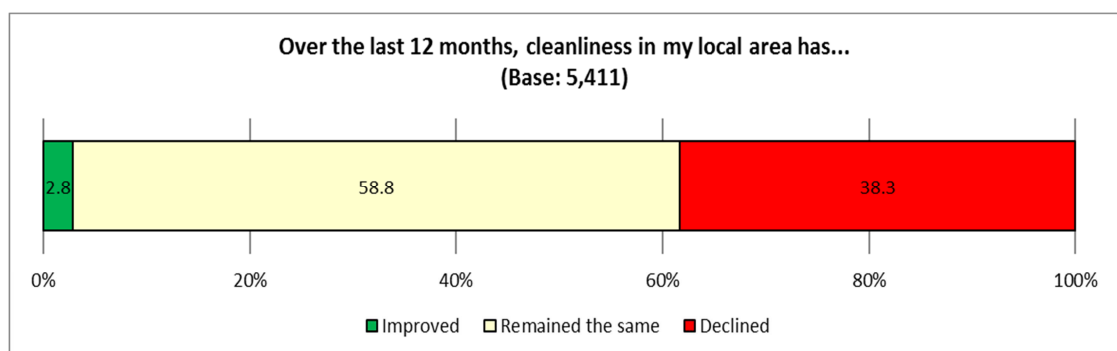
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Some concern was raised over the management of some green spaces with paths and parkland around Colchester Ave and Forest Fawr reported to have become inaccessible due to lack of maintenance - *"there's a difference between managing it for wildlife and letting it become overrun and rotting,"*

Generally Cardiff was described as having many 'lovely walks' although these are not well promoted or sign posted. Rumney wetlands was given as a specific example of an area that could benefit from more people knowing about it.

## 6.6 Cleanliness in my local area

Almost two out of five respondents (38.3%) felt that cleanliness in their local area had declined over the previous 12 months.



Base size: 5411 Excludes 'Don't Know' responses.

Amongst respondents living in the 20% most deprived areas of Cardiff this figure rose to almost half (47.6%). Similarly, 48.7% of respondents living in City & Cardiff South believed cleanliness in their local area to have declined over the last twelve months.

Waste collection services were generally reported to be good with collections coming regularly and on time. However, respondents believed some residents in their local areas lacked knowledge about how to dispose of waste and separate it correctly leading to problems with cleanliness in the area. Additional support and education was suggested, to include migrants that may be new to the city and vulnerable adults who may have mental health issues.

Private landlords, specifically in the Riverside/Canton areas were identified as contributing to untidiness in the area with participants commenting:

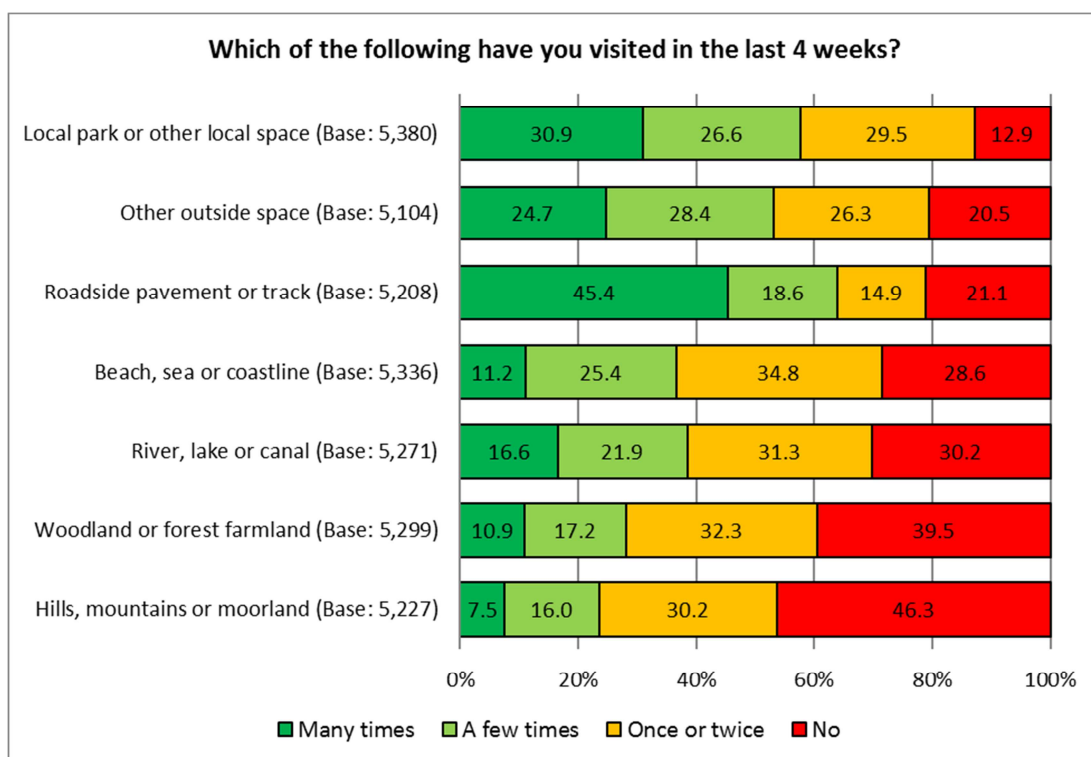
*"When the properties are being emptied ready for the next tenant they are really careless throwing things out... there is always broken glass left lying around for weeks.*

Leaf mulch was also identified as a problem, blocking drains and resulting in serious falls particularly amongst the elderly with Pontcanna highlighted as a particular problem area.

The introduction of alley gating measures were viewed as a significant success. Garages situated at the back of Home Bargains in Canton were described as once being a frequent target for arson attacks and fly tipping, something that the measures had resolved.

Dog fouling was identified as a problem in several areas with Claude Road in Roath specified as having a serious problem. Respondents were in favour of prosecuting dog owners but recognised that it was difficult to catch a perpetrator.

## 6.7 Accessing Nature



Base sizes shown in brackets. Excludes 'Don't Know' responses.

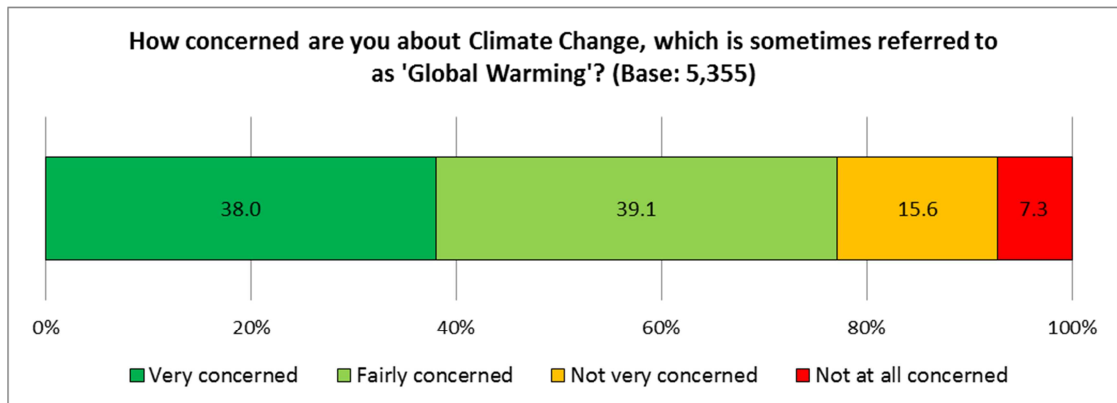
Analysis by demographic and geographic groups revealed:

- Respondents who identify as disabled and those from the most deprived areas of Cardiff were the least likely to have visited any of the places listed.
- With the exception of 'local parks', those living in Cardiff West were most likely to have visited all of the outside spaces listed. Conversely, respondents in Cardiff East were least likely to have visited all outside spaces with the exception of Woodland/Forest Farmland.
- Almost 9 in 10 (87.0%) of all respondents had visited a park or other local space in the previous four weeks compared to just three quarters (76.9%) of residents in Cardiff East.



## 6.8 How concerned are you about Climate Change, which is sometimes referred to as 'Global Warming'?

More than three-quarters of those surveyed (77.1%) were either 'fairly' or 'very concerned' about Climate Change.



Base: 5,355 . Excludes 'Don't Know' responses.

Under 35's (82.8%) expressed greater concern for Climate Change than those aged 55+ (73.2%), Females (82.3%) more so than Males (71.7%) and those living in the southern half of the city compared to those living in the north.

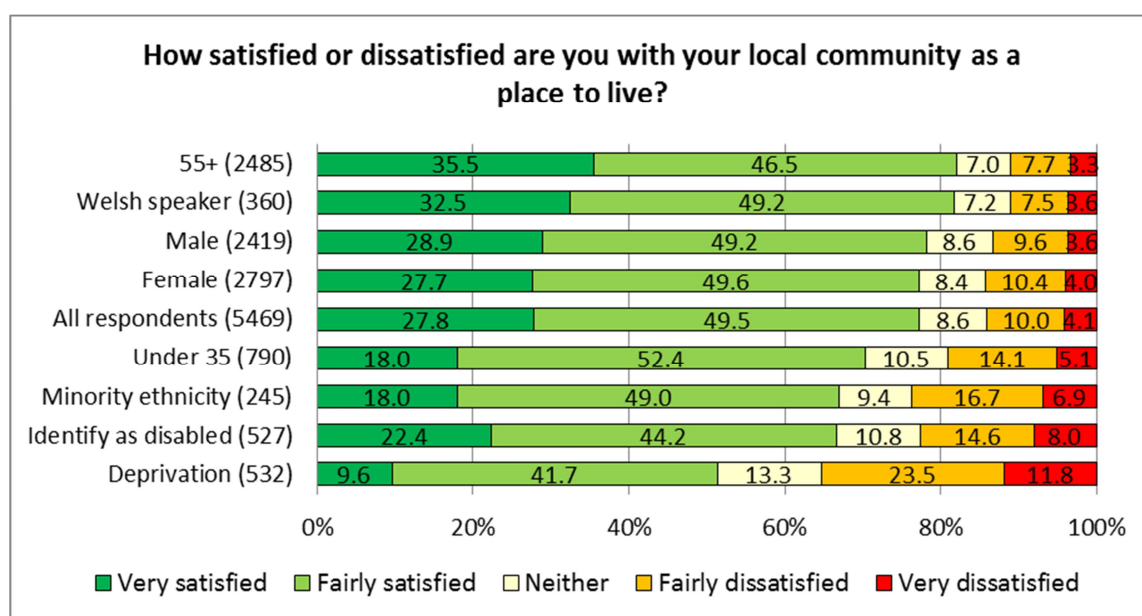
## SECTION 7: SAFE, CONFIDENT AND EMPOWERED COMMUNITIES

### 7.1 How satisfied or dissatisfied are you with your local community as a place to live?

Over three quarters (77.3%) of respondents described themselves as ‘satisfied’ with their local community as a place to live.<sup>1</sup>

Respondents living in Cardiff North (86.5%) and Cardiff West (85.2%) were most satisfied with their local community, contrasting with residents of Cardiff South East (60.9%), City & Cardiff South (63.5%) and Cardiff East (65.2%).

Those living in the most deprived areas of Cardiff were notably less satisfied (35.3%) with their local community as a place to live.



Base sizes shown in brackets excludes ‘Don’t Know’ responses.

The things that people liked and disliked about their local community differed significantly across the city. Areas in the north of the city residents liked the attractiveness and peacefulness of the area but bemoaned its isolation and lack of amenities. In comparison, residents in City & Cardiff South enjoyed the access to shops, transport and local amenities but disliked the litter and prevalence of fly tipping.

<sup>1</sup> There is no trend data for this question. Previous surveys asked “Overall, how satisfied or dissatisfied are you with Cardiff as a place to live?” rather than specifically “Your local community”. No significant difference was found between the weighted and the observed data.

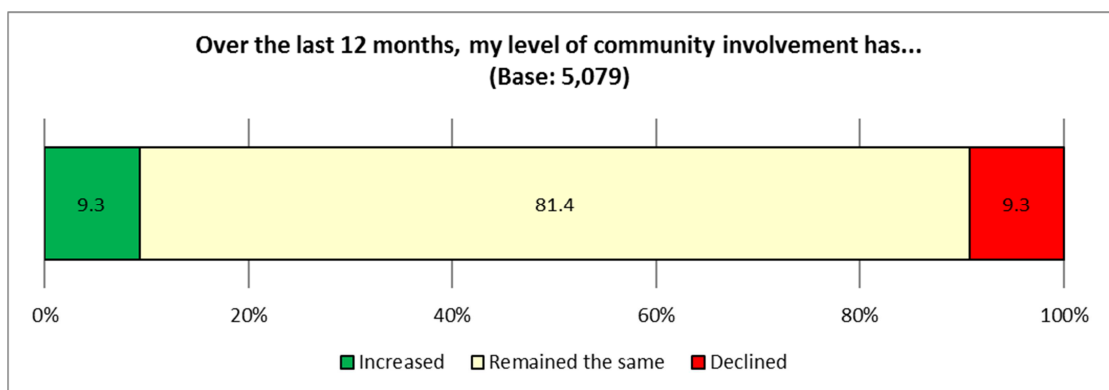
Issues relating to drugs and drug dealing were received from residents in both the east and the south of the city. A resident in Grangetown commented:

*“You see them doing their exchanges even on a morning taking the kids to school, they zoom in, in their cars to do their deals and zoom off again, we know what they are doing.”*

In the east of the city, numerous comments were made regarding the increased use of laughing gas on the streets of the neighbourhood. Young people were reported to be the primary users of the drug with empty gas canisters often seen littering the streets.

## 7.2 Over the last 12 months my level of community involvement has:

Approximately four in five respondents (81.4%) stated their level of community involvement had not changed over the last 12 months. Equal proportions reported either an increase or a decline in community involvement over that time.



Base size: 5079. Excludes 'Don't Know' responses.

Respondents from a minority ethnicity were most likely to report a change in the level of their involvement - one in six (16.7%) reported their involvement had increased, whilst around one in seven (14.8%) stated it had declined.

Almost a fifth of respondents identifying as disabled (18.4%) had reportedly reduced their level of community involvement over the last twelve months.

Participants that were also mental health service users were particularly enthusiastic about opportunities for volunteering. It was felt that there are many people in the community who would benefit from getting involved and accepted that the *“traditional image of the relationship between the Council and the public as them and us needs to change”*.

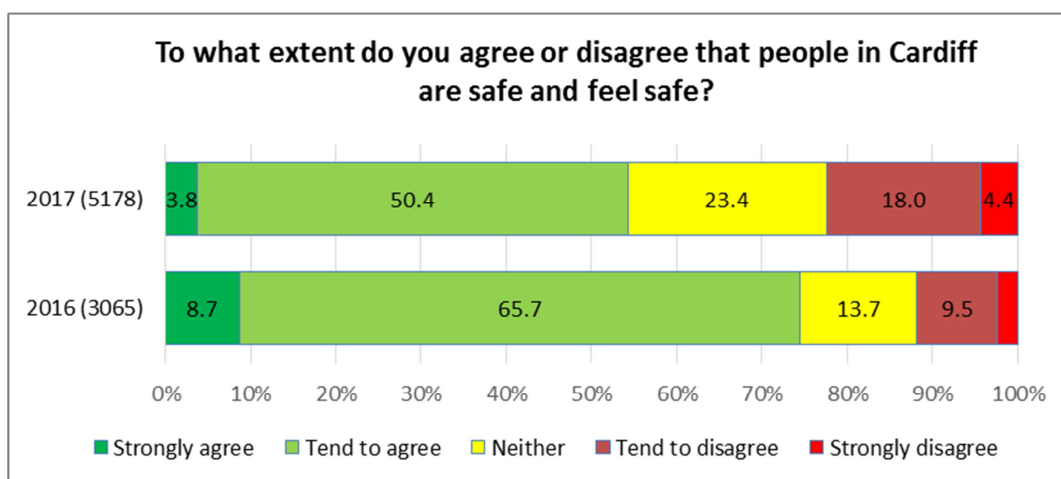
Difficulties however were explained in the way that mental health illness 'fluctuates' meaning that some days volunteers might be able to do something but another day

maybe not. This can lead to problems making long-term commitments to a project whilst more drop in/out projects may work better.

There was also concern raised over the relationship between volunteering and benefit claims. Whilst volunteering is non-paid and therefore should not impact on payments, the group gave examples of where volunteering had impacted on their assessment – i.e. ability to work. The related stress involved in trying to resolve issues had meant that some service users were cautious of volunteering in the future. Participants described a lack of education amongst those in the benefits agency surrounding mental health and volunteering.

### 7.3 To what extent do you agree or disagree that people in Cardiff are safe and feel safe?

Just over half of all respondents, 54.2%, agreed that People in Cardiff are safe and feel safe - a notable decline from the 74.4% who agreed with this statement in the 2016 Ask Cardiff survey.



Base sizes shown in brackets

Respondents under the age of 35 were most likely to agree that 'People in Cardiff are safe and feel safe' (61.8%).

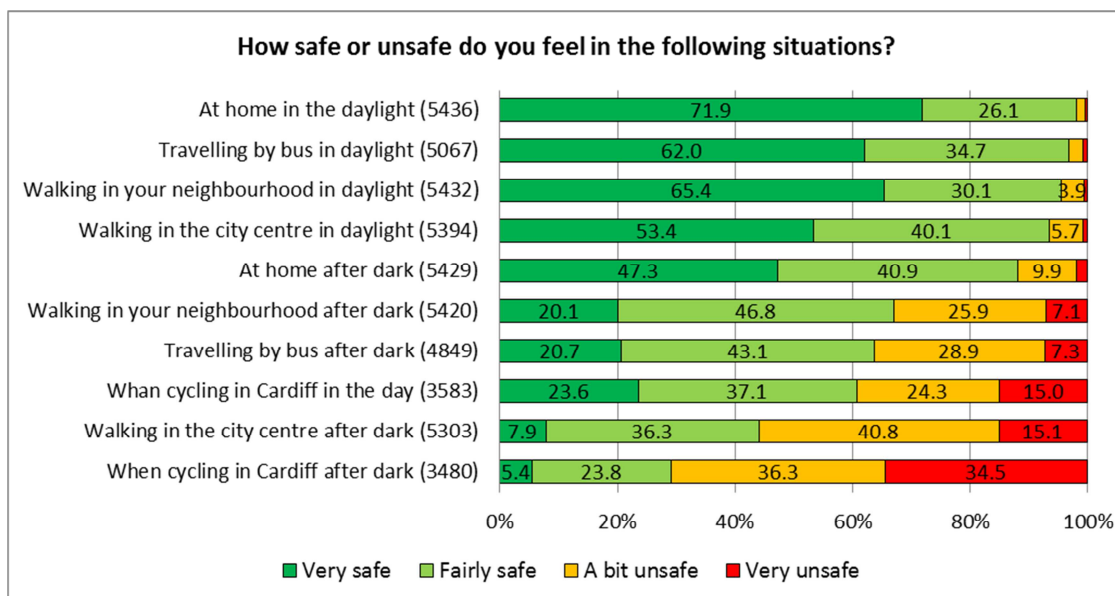
However, there has been a decline in the percentage of respondents agreeing the 'People in Cardiff are safe and feel safe' across each of the comparable demographic groups, and each of the six Neighbourhood Partnership Areas.

Disagreement with the statement was highest amongst residents in Cardiff East (36.5%), those identifying as disabled (38.5%), and those from the 20% most deprived areas of the city (37.7%).

Further research is required to fully understand the story behind the data. Possible influencing factors may go beyond the actual risk of crime and include perceived fears, possibly fuelled by major incidents or reporting within the wider media.

## 7.4 How safe or unsafe do you feel in the following situations?

Respondents to the latest Ask Cardiff Survey were found to feel less safe in all situations listed than was reported in 2016.



Base sizes shown in brackets.

The most significant declines were found in the following areas:

- Walking in the city centre after dark – A fall of 11.8%
- Cycling in the day – A fall of 13.0%
- Cycling after dark – A fall of 10.6%

Respondent's feelings of safety in their own neighbourhoods after dark also fell by 7.4% from the 2016 figures.

Analysis by local area and demographic group reveals that:

- People in Cardiff East, feel less safe than those in other areas of the city, in a variety of scenarios.
- In Cardiff West 83.9% of respondents reported feeling either 'very' or 'fairly safe' when walking in their neighbourhood after dark compared to just 55.6% of those from Cardiff East. Additionally, just over one in ten respondents (11.1%) in Cardiff East reported that they would feel 'very unsafe' in this circumstance.
- Almost half (45.8%) of those resident in Cardiff East felt unsafe travelling by bus after dark compared to just over a third of respondents from all other areas (between 33.7% and 35.9%), and for the sample overall (36.2%).

- 
- Over half (52.6%) of respondents living in Cardiff East reported feeling 'unsafe' when walking in the city centre after dark compared to around a third (34.1%) of respondents from City & Cardiff South.
  - More than half of respondents in each of the Neighbourhood Partnership Areas felt unsafe when cycling after dark (ranging from 52.4% of residents in City & Cardiff South, rising to 63.1% of residents in Cardiff North).
  - Almost all respondents felt safe in their home during the day. After dark, this figure drops slightly ranging from 90.0% in Cardiff South East to 96.6% in Cardiff West.
  - In the scenarios presented, those identifying as disabled typically reported feeling less safe than other demographic groups whilst women generally felt less safe than men.

A third (33.2%) of all respondents believed anti-social behaviour to have increased in their local area in the past twelve months compared to just 4.5% who believed it to have decreased. Amongst respondents living in the 20% most deprived areas in Cardiff the proportion believing anti-social behaviour in their local area had increased over the past year rose to half (50.5%).

Many of the specific problems detailed related to groups of young people 'hanging out' in neighbourhoods, particularly after dark, causing people to feel unsafe.

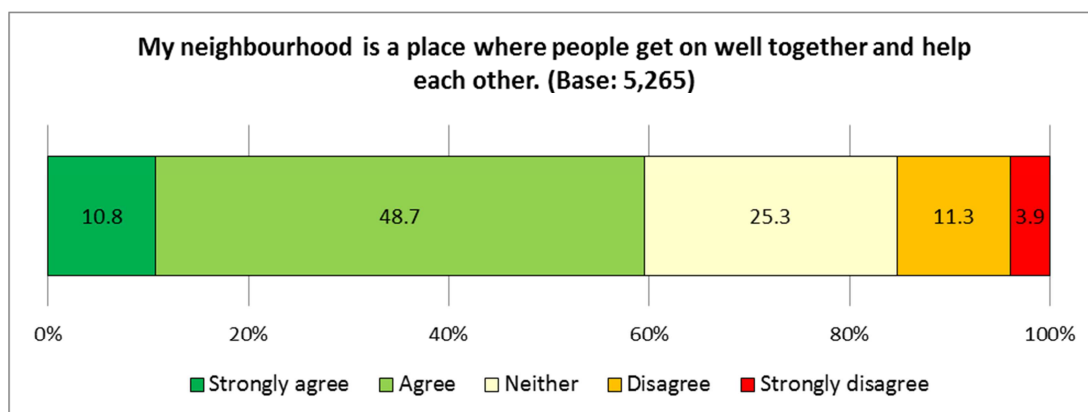
*"Where I live (Fairwater) overlooks school playing fields, I love it. It almost feels like the country with the stream and trees. In the night-time it is different, there are a lot of teenagers in gangs of about 10-15. They make the place feel unsafe and eerie so that is not so good at all."*

*"Sometimes around the area (Gabalfa) there are groups of teenagers who come and smash everything up, garage doors, shops and cars. Nobody stops them, people are afraid of them, I don't think that they are from the area, they come as a group and sometimes smell of drugs."*

*"In the school holidays especially we have problems with groups of youths on the streets which can be quite intimidating on times." (Tremorfa)*

## 7.5 My neighbourhood is a place where people get on well together and help each other.

In 2017 three in five respondents (59.5%) agreed that their neighbourhood is a place where people get on well together and help each other. This shows a slight decline from 2016 when 64.5% agreed with this statement, no significant difference was found between the observed and the weighted data.



Base sizes shown in brackets.

Welsh speakers (68.4%) and respondents aged 55+ (65.2%) were most likely to agree that their neighbourhoods are places where people get on well together and help one another. Disagreement with this statement was strongest amongst respondents classified as living in the 20% most deprived areas of the city (29.9%) and those identifying as disabled (23.6%).

Geographically, agreement with this statement was shown to be lowest in Southern and Eastern areas of the city.

Interviews and discussions revealed a handful of examples of both very good and very poor relationships with neighbours. Most striking however was the number of people who had no discernible relationship at all with their neighbours. Numerous participants referred to knowing their neighbours “by face but not by name.”

*“My neighbours don’t really mix, everyone is just living their own lives”.*

*“I know my neighbours by faces but not names, we just say hi/hello”.*

Where neighbour relations were better, people reported sharing chores such as grass cutting, exchanging food (particularly where neighbours were of different ethnicities) and showing general consideration for one another. Communication and education were described as ‘key’ to good neighbourly relationships:

*“It all starts with communication and talking, then you realise that you have so much in common. Education in all aspects is the name of the game.”*

The importance of education in schools and in families with regard to religion was also stressed to increase understanding and community cohesion.

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## SECTION 8: CARDIFF IS A GREAT PLACE TO GROW UP

Response rates from young people (under 18) are very low to the online survey work. The priorities below are drawn from the focus group work undertaken, including:

- A day long 'Grand Council' of the Cardiff Youth Council to consider the Well-being Plan
- Focus group with BAME young people

### 8.1 Routes into employment

Engagement with young people in the city highlighted their concerns with regard to leaving education and joining the workforce. Pupils widely reported feeling insufficiently supported in finding work with the focus in school firmly placed on exam results as opposed to preparation for the world of work.

There was widespread demand from young people for more work experience opportunities. Existing opportunities were said to be poor, with the responsibility of arranging placements lying with pupils and their families rather than through an official schools system. As such, opportunities are biased by a range of factors including family support, personal connections and the school you come from, with some employers unwilling to take pupils from schools with a poorer reputation.

It was felt that an increase in real work opportunities prior to leaving full time education would better prepare young people for the world of work and enable them to better understand the requirements of potential employers when making applications.

Young people considered that at present their time in the education system is primarily driven by academic results rather than preparing them for the next steps in life. Participants in the Youth Grand Council delivered a clear message for an increased focus on Personal, social, health and economic (PSHE) lessons delivered by specifically trained teaching staff. Pupils were keen for these lessons to be utilised to prepare them for life i.e. practical guidance on things like paying bills, looking for work, opening bank accounts and teaching values such as equality and diversity.

Young Black Asian Minority Ethnic (BAME) participants raised concern over the GCSE attainment gap between BAME and white pupils and questioned what was being done to address the divide. Participants reported making use of the 'Into Work' team and receiving help with cover letters, CV's etc. Despite the assistance, it was reportedly still difficult to find a part time job, leading to feelings of possible discrimination.



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## 8.2 Mental Health and Young People

Mental health services for young people were identified as one of the top priorities for change. Poor mental health amongst young people was described as a *“health epidemic that is being ignored”*. Current services were deemed difficult to access, with a crisis needing to be reached before a referral is made. Excessive waiting times, lack of early interventions and support systems were believed to exacerbate problems, including stress in preparing for exams, social pressures including those arising from social media and home life pressures.

As well as providing different routes into the world of work (e.g. non-academic options, apprenticeships and opportunities to work with voluntary organisations), a stronger focus on building the confidence of young people was emphasised. In particular, investment in extra-curricular provision and cultural experiences at weekends and school holidays would help to re-engage children and give them the interpersonal skills needed to lead happy and successful lives.

## 8.3 Youth Facilities / Services in the Community

The need for more youth facilities was also highlighted. The Ask Cardiff Survey revealed that levels of satisfaction for youth services are relatively low across the city, particularly in the most deprived 20% of communities. Direct engagement with young people (under 18) frequently raised the problem of a lack of places to *“hang out and meet with friends”*.

## 8.4 Transport

Particularly amongst younger people, the cost of Cardiff Bus services was reported as *‘too expensive’*. Rival local firms were described as cheaper, but less reliable. The cost of travel from the valleys and surrounding areas into Cardiff to access culture and jobs was thought to be prohibitive to many people. To help combat the problems raised young people suggest a scheme that would allow tickets to be used across services.

The cost of journeys by bus, especially when weighed against convenience and comparative costs for taking a car made this an unviable option for many of the people spoken to.

*“It only costs £3 to park for 2 hrs in town”.*

It was felt that either bus routes need to be faster and more direct to justify costs, or prices reduced considerably as compensation with one participant explaining:

*“You don’t mind travelling on Megabus and it taking ages because it’s only £1!” Right now a short journey from Butetown to Canton takes 45mins making it an unattractive option.”*

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The 'iff' card, available to 16-18 year olds for discounted travel, was used by many of the young people spoken to. Whilst they were in favour of the scheme they also reported significant delays in the application process and difficulties in using the online application system, with several reports made of failed applications.

Over-crowding on services, particularly at peak times was also rated as a significant cause of dissatisfaction. Services were described as 'packed' and 'rammed' with services frequently missed due to a lack of space available. Additional services were suggested on specific routes e.g. school routes at times of known peak demand. Pupils at St. David's relayed how they had successfully campaigned to get a larger capacity bus provided for their school, something that others were keen to replicate.

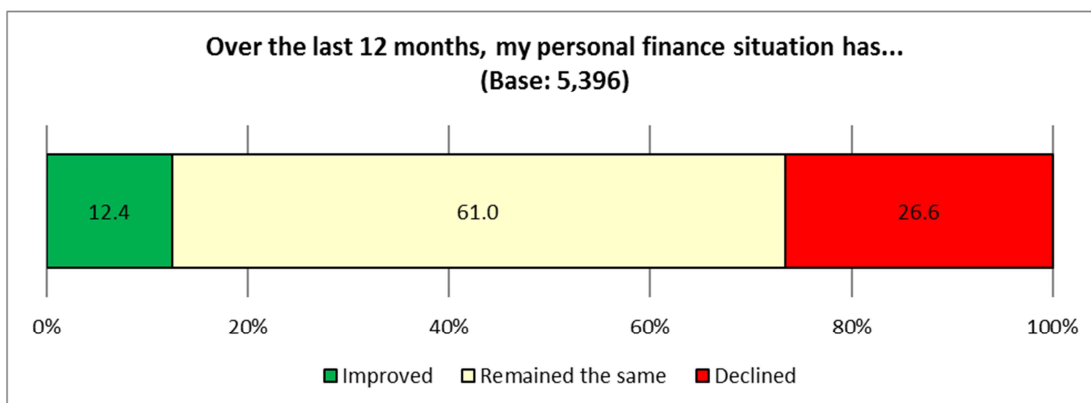
Young people reported that whilst they had received encouragement from teachers to walk and cycle whilst in primary school this backing had dissipated since joining high school. Pupils shared a reluctance to wearing protective headwear, labelling this as 'geeky'. Further deterrents included a lack of suitable storage space available at the school and an unwillingness to use the available bike sheds, an area which tended to be frequented by older male pupils, something younger girls felt intimidated by.

It was generally felt that a more active role could be played by schools in encouraging the take up of cycling. The provision of a free cycle helmet as part of your school uniform was suggested as a step that would send a clear message in support of this as a means of travel to and from school.

## SECTION 9: SUPPORTING PEOPLE OUT OF POVERTY

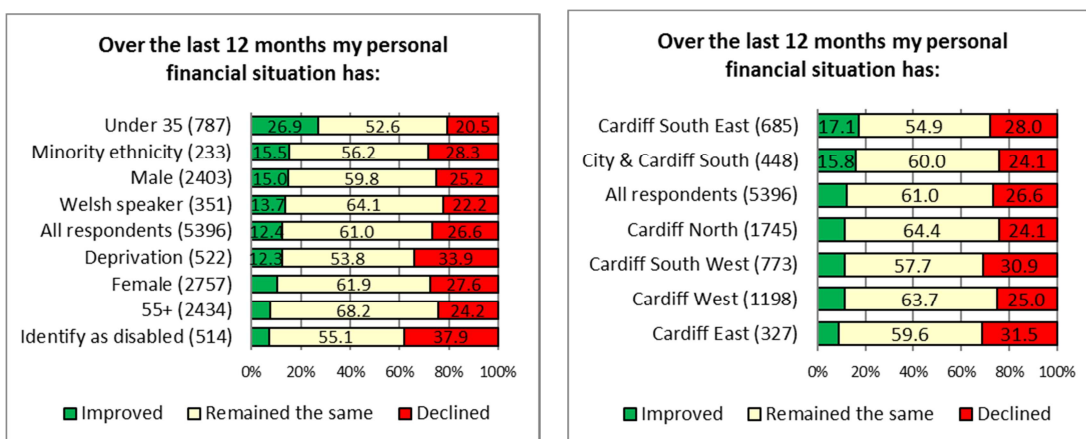
### 9.1 Over the last 12 months my personal financial situation has...

Approximately one in four (26.6%) reported their personal financial situation has declined over the past year.



Base size: 5396. Excludes 'Don't Know' responses.

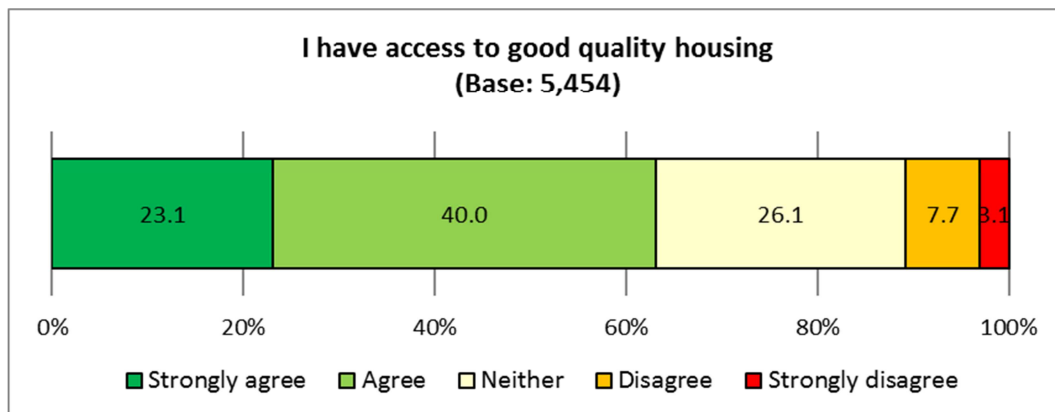
This rose to one in three (33.9%) of those living in Cardiff's 20% most deprived areas and almost two in five (37.9%) of those identifying as disabled.



Base sizes shown in brackets. Excludes 'Don't Know' responses.

## 9.2 Access to good quality housing

Overall 63.1% of respondents agreed they have access to good quality housing.



Respondents living in the 20% most deprived areas of the city were least likely to agree with the statement (45.1%). Geographically the level of agreement was lowest in the East of the city i.e. Trowbridge, Llanrumney and Rumney (51.5%).

Access to good quality housing was widely regarded as one of the most important criteria in addressing well-being.

All focus groups were conscious of a visible rise of homelessness on the city's streets. There was some frustration that buildings in the city lie empty whilst there are people without a home on the streets. Developers, it was felt, should be prevented from allowing this to happen, furthermore it was suggested that empty buildings could be acquired and changed to hostel accommodation, to look after both the homeless and their dogs.

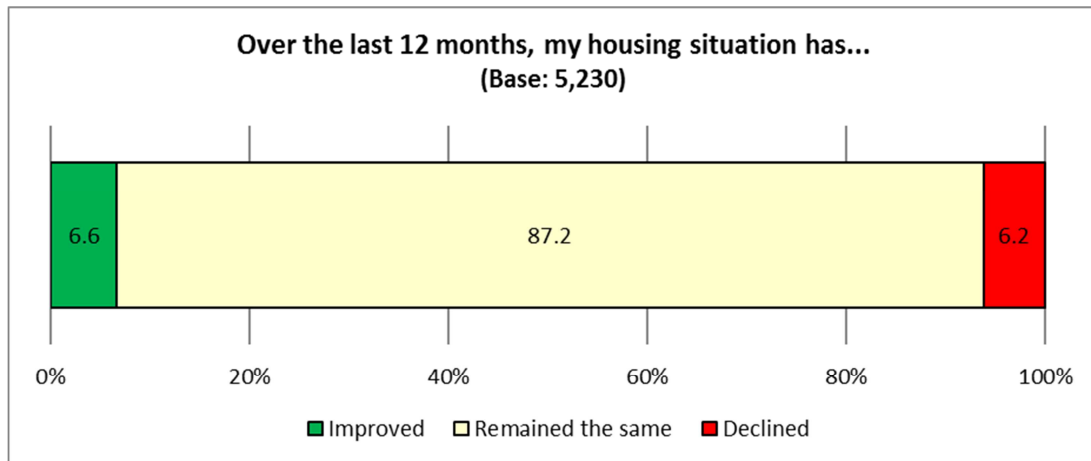
Members of the 50+ Forum suggested that when building new developments the properties within should be 'adaptable' i.e. partitions able to be added and removed to change the purpose of the building depending on need e.g. families, one room accommodation.

More than once focus group participants highlighted instances of makeshift and potentially illegal migrant accommodation springing up in local areas. Participants questioned the safety and legality of this accommodation and probed whether public services were aware of the situation.

As well as providing affordable housing, the need to help people at risk of poverty manage their finances and take the steps to be ready to find work was highlighted. Peer mentoring and participation in cultural, physical and social activities to help raise confidence were also seen as important as well as providing those on benefits more temporary job placement opportunities to gain work experience.

### 9.3 Over the last 12 months my housing situation has:

Most respondents (87.2%) stated their housing situation was unchanged over the last 12 months, with almost equal proportions reporting it to have improved (6.6%) or declined (6.2%).



Respondents under the age of 35, and those living in City & Cardiff South were most likely to report an improvement in their housing situation (17.7% and 11.5% respectively).

Focus group participants raised concerns about private sector housing standards with comments including:

*“I have been in 4 rental properties in 3 years and do not feel that private landlords are adhering to the rules. I don’t think that they have even heard of Rent Smart Wales, many of the properties are over-priced and nasty.”*

*“Where flats are being let above commercial properties and houses are being split there seems to be zero implementation of planning permission.”*

*“On what basis is a home allowed to be let. Many are overcrowded, damp, no sound proofing or ventilation, who is checking on this? This all makes me feel very unsafe.”*

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## SECTION 10: CARDIFF IS A GREAT PLACE TO GROW OLDER

The majority of older people who responded to the Ask Cardiff survey were satisfied with Cardiff as a place to live (85.6%) and reported their sense of well-being remaining good or very good in the previous 12 months.

The following issues were emphasised throughout the engagement work:

### 10.1 Living at home, in their community

The need to value and respect the older generation by involving them in the future of their communities was raised, as was the need for improved support and facilities in the home to enable older people to live independently in their own homes for longer.

*“You have a better recovery following a hospital stay if you are in your own environment; you also prevent bed blocking and have a speedier turnover.”*

*On providing appropriate support: “...10 minutes a day, what can someone really do in that time?”*

Specific proposals include providing access to befriending services, the arts and physical and social activities to tackle social isolation and ward off chronic illnesses such as dementia; and that plans for all new houses should be required to have a toilet both upstairs and downstairs to help make homes suitable ‘for a lifetime’.

### 10.2 Accessing Services

Information on the full range of services for older people needs to be embedded into the health care system so that older people can make informed decisions.

It is perceived by some that opportunities for accessing services and improved facilities in the home are a postcode lottery, with perceived lack of equality in the costs that the elderly are expected to cover for services. Many elderly in the city were described as ‘asset rich but financially poor’ and it was felt they were unfairly discriminated against for owning their own home.

*“Not fair that some people have to pay but others don’t”.*

*“Better off being poor – if you have money, you won’t get anything from the Council.”*

Frustration was expressed with the apparent lack of communication between services when having to provide the same information to different agencies.

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The increasing need to use electronic means of communication to access and interact with services is also of significant concern for older people and their well-being. Reasons for not being able to and not wanting to use technology included lack of knowledge, IT literacy, security concerns and loss of social interaction.

*“To have money or a cheque in my hand and visit a post-office – that to me feels safer.”*

*“Perhaps a weekly trip to the post office or bank is the main outing for an elderly person on their own. A natter in the queue actually has a huge impact on their well-being.”*

It was felt that the means in which the public communicate with services needs to remain a matter of choice and the ability to access local community services for face to face interaction should be maintained.

### **10.3 Getting Around**


Although there was general support for the pedestrianisation of the city centre it has made it more difficult for the more elderly or infirm to get around and could present a barrier to some. The reintroduction of the hop on hop off bus that could circle the city centre was suggested.

The importance of safe environments and access to services when walking in the local community and the city centre are also key issues for older people, especially in terms of tackling social isolation. Poor maintenance of pavements and street lighting, blocked drains and speeding cyclists were all mentioned as particular safety hazards. A lack of public toilets was also raised as a potential barrier to older people being able to leave the house to access services, meet up with friends or go shopping.

Safety at night time in the city centre is also a particular concern for older people. It is felt that the night time economy is not ‘for their generation’ and aimed instead at younger age groups, particularly at weekends. The fear of being knocked over or falling was sufficient to deter many elderly from venturing into the city centre at night. It was felt that older people had to make the most of mid-week opportunities to enjoy the city centre i.e. theatre, restaurants etc.

### Cardiff Well-being Objectives - Contribution to the National Well-being Goals and Timescales

Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7
A Prosperous Wales	A Resilient Wales	A Healthier Wales	A More Equal Wales	A Wales of Cohesive Communities	A Wales of Vibrant Culture and Thriving Welsh Language	A Globally Responsible Wales

 Primary Contribution to the National Well-being Goals

\* Opportunities to contribute

							2019	2020	2021	2022	2023	2024+
<b>1. A Capital City that works for Wales</b>												
		*										
01	Strengthen Cardiff’s role as the economic and cultural capital city of Wales, supporting the development of the Capital Region and ensuring that the City Deal and the Cardiff Metro deliver for the people of Cardiff and Wales.											
		*			*							
02	Seek to make sure that Cardiff has the funding and fiscal powers it needs to lead the Welsh economy and deliver capital city infrastructure and services on behalf of the people of Cardiff, the Capital Region and Wales.											
	*	*										
03	Understand the impact of Brexit on Cardiff’s economy, public services and communities and develop the city’s response, including the shape of any successor programmes for European Funding streams in Wales.											
	*	*	*	*								
04	Continue to deliver major events in the city, building on the success of the Champions League Final, in partnership with Welsh Government and the private sector.											
	*	*										
05	Aim to double the number of Welsh speakers in Cardiff by 2050 through supporting the delivery of the Bilingual Cardiff Strategy.											





A Prosperous Wales		A Resilient Wales		A Healthier Wales		A More Equal Wales		A Wales of Cohesive Communities		A Wales of Vibrant Culture and Thriving Welsh Language		A Globally Responsible Wales						
												2019	2020	2021	2022	2023	2024+	
<b>3. Safe, Confident and Empowered Communities</b>																		
*	*				*	*	01	Invest in and involve communities in the delivery of integrated, locally-based public and third sector services in Community and Wellbeing Hubs.										
*	*				*	*	02	Give people a greater voice in shaping public services through developing and delivering co-created Community Development and Involvement Plan/s.										
*	*				*	*	03	Promote volunteering and social action, including development of a city volunteering portal.										
*	*				*	*	04	Protect our most vulnerable citizens, adopting integrated approaches to tackling trafficking, child sexual exploitation and domestic abuse.										
*	*				*	*	05	Tackle radicalisation in our communities by building cohesion and trust, and promoting an environment where people have the confidence to report extremist behaviour.										
*	*				*	*	06	Reduce offending and improve life opportunities for the 18-25 age group by developing an integrated, locally-focussed, approach to offender management.										
*	*				*	*	07	Reduce levels of drug use and substance misuse, and levels of reoffending, and improve levels of sustained, long-term recovery, through delivering a jointly commissioned substance misuse and recovery support network of services.										
*	*	*			*	*	08	Make sure that newcomers from the UK and overseas are welcomed and can build new lives in Cardiff, including delivering the 'Inclusive Cities' project.										
*	*				*	*	09	Deliver a safe and vibrant night time economy, working in partnership with the Business Improvement District.										

A Prosperous Wales	A Resilient Wales	A Healthier Wales	A More Equal Wales	A Wales of Cohesive Communities	A Wales of Vibrant Culture and Thriving Welsh Language	A Globally Responsible Wales
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2019 2020 2021 2022 2023 2024+

**4. Cardiff is a great place to grow up**

	*				*	*		01	Place the voice and experience of young people at the heart of public services in Cardiff through adopting a Child’s Rights approach and becoming a UNICEF ‘Child Friendly City.’										
	*							02	Adopt a ‘Think Family’ approach, making sure that public services are joined up and that children and families are given the right support, in the right way, at the right time in the first 1000 days of a child’s life.										
	*							03	Develop placed-based approaches to integrating public services for children and families in the city’s most deprived communities through a ‘Children First’ pilot in Ely and Caerau.										
*	*							04	Develop innovative approaches to identifying those at risk of Adverse Childhood Experiences (ACEs), putting in place multi-agency response to support children and families before they reach crisis point.										
*	*								05	Work with communities and across partners in the public and private sector to tackle Child Sexual Exploitation.									
*	*							*	06	Improve mental health and emotional well-being for young people by delivering an integrated approach to Children and Young People Emotional and Mental Health Support.									
	*							*	07	Support young disabled people and their families through the delivery of the Disabilities Future programme.									
	*									08	Make sure young people are prepared for and given opportunities to participate in the world of work through delivery of the ‘Cardiff Commitment’, in partnership with the private and third sector.								

Prosperous Wales	A Resilient Wales	A Healthier Wales	A More Equal Wales	A Wales of Cohesive Communities	A Wales of Vibrant Culture and Thriving Welsh Language	A Globally Responsible Wales
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2019 2020 2021 2022 2023 2024+

**5. Supporting People out of poverty**

*			*	*		01	Aim to provide more well-paid jobs in Cardiff through acting as an advocate for the Real Living Wage initiative across the public, private and third sector employers, and including its consideration in commissioning and funding decisions.					
*			*	*	*	02	Support people who are adversely affected by welfare reform by providing an integrated approach, locally delivered in Community and Wellbeing Hubs.					
*			*	*	*	03	Develop an integrated approach to employment services in Cardiff, helping people to find work, stay in work and progress at work, working in partnership with Welsh Government, DWP and training providers.					
*				*	*	04	Ensure that the Welsh Government’s flagship anti-poverty programmes (Communities First Exit Plans, Families First, Flying Start and Supporting People) are designed and delivered in a co-ordinated way.					
*				*	*	05	Seek to end rough sleeping in the city and tackle the causes of homelessness.					
*	*			*	*	06	Seek to increase the impact of public services as anchor employers on tackling poverty and promoting ‘fair work’ practices by developing cross-public service approaches to ‘Social Responsibility’, ‘Community Benefits’ and ‘Ethical Employment’.					
*	*			*	*	07	Support a city wide Food Partnership to ensure citizens have access to sustainable, healthy and affordable food, including the continued roll out of the school holiday enrichment programme.					
*	*			*	*	08	Undertake additional research on how best to tackle health inequalities and reduce the healthy life expectancy gap.					
*	*			*	*	09	Work to support delivery of Cardiff’s Sport and Physical Activity Strategy to increase participation of current and future generations in sport and physical activities, particularly in our city’s most deprived communities.					

A Prosperous Wales	A Resilient Wales	A Healthier Wales	A More Equal Wales	A Wales of Cohesive Communities	A Wales of Vibrant Culture and Thriving Welsh Language	A Globally Responsible Wales
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2019 2020 2021 2022 2023 2024+

**6. Cardiff is a great place to grow older**

*	*			*	*	*	01	Building on the First Point of Contact and Single Point of Access services, further develop digital services along with easily accessible telephone, online and face-to-face access points for the region, for both professionals and the public.						
	*				*	*	02	Develop resilient communities with local services, infrastructure and strong community networks to meet local needs where older people live.						
	*				*	*	03	Develop and provide a range of future accommodation options to meet demand and enable people to remain at home for as long as possible.						
*	*			*	*	*	04	Develop improved assessment, diagnosis and care planning practices which are built upon genuine collaboration with older people and their carers and families, so that their plan reflects what is important to them and achieves the outcomes they seek.						
*	*			*	*	*	05	Develop Cardiff as a dementia friendly city.						



## MEASURING PROGRESS - WELL-BEING INDICATOR TECHNICAL DOCUMENT

### Personal Well-being Indicators

Ref	Indicator	Source	Geography	Characteristic	Supplementary Indicator
A.01	Life satisfaction	ONS/Ask Cardiff	Core cities (ONS)	Deprivation Fifth (Ask Cardiff)	-
A.02	Worthwhile	ONS/Ask Cardiff	Core cities (ONS)	Deprivation Fifth (Ask Cardiff)	-
A.03	Happiness	ONS/Ask Cardiff	Core cities (ONS)	Deprivation Fifth (Ask Cardiff)	-
A.04	Anxiety	ONS/Ask Cardiff	Core cities (ONS)	Deprivation Fifth (Ask Cardiff)	-
A.05	Percentage of people moderately or very satisfied with their jobs	National Survey	Welsh LAs	Gender	-

### Objective 1 - A Capital City that Works for Wales

Ref	Indicator	Source	Geography	Characteristic	Supplementary Indicator
1.01	Unemployment rate of the economically active population aged 16+ (model-based)	Annual Population Survey (LA)/ Claimant Count (sub-LA)	Core Cities (& Welsh LAs) (APS model-based unemployment)	Deprivation Fifth using claimant count data (feasibility of this to be checked) or MSOA map	Supported by claimant count as a proxy for unemployment for sub-local authority analysis
1.02	GVA per head	ONS/Nomis	Core Cities (& Welsh LAs)	-	-
1.03	Gross Disposable Household Income per head (National Indicator 10)	ONS/Nomis	Core Cities (& Welsh LAs)	-	-
1.04	Employee jobs with hourly pay below the living wage	ONS (User requested data)	Core Cities (& Welsh LAs)	-	-

Ref	Indicator	Source	Geography	Characteristic	Supplementary Indicator
1.05	Percentage of population aged 16-64 qualified NVQ4+ (degree level or equivalent)	Annual Population Survey	Core Cities (& Welsh LAs)	-	-
1.06	Have you attended an arts event in the last year? Have visited an historic place in the last year? Have you visited a museum in the last year? (National Survey: 3 separate questions)	National Survey for Wales/Ask Cardiff Survey	Welsh LAs (National Survey)	Deprivation Fifth (Ask Cardiff) - although the categories may not match those used in the National Survey	Supported by:  In the last 12 months have you been to any of the following in Cardiff? Theatre/ Live music or Concert/Museum/Art Gallery/Cinema/Other cultural activity? (Ask Cardiff: 6 separate questions)
1.07	People who can speak Welsh (National Indicator 37)	National Survey for Wales	Welsh LAs	-	-



## Objective 2 - Cardiff grows in a resilient way

Ref	Indicator	Source	Geography	Characteristic	Supplementary Indicator
2.01	Per capita CO2 emissions (BEIS)	BEIS	Core cities	Main emission types	-
2.02	Sustainable transport modal split	Cardiff Council (Strategic Planning)	Cardiff	Deprivation Fifth may be possible in the future	-
2.03	Levels of Nitrogen Dioxide (NO2) and particulate matter (PM10, PM2.5) pollution levels in the air	Welsh Govt/ DEFRA	Welsh LAs & map across Cardiff by 1km squares	-	-
2.04	Use of/proximity to accessible natural space: <ul style="list-style-type: none"> <li>• Quality: Number of sites meeting Green Flag Award and Green Flag Community Award criteria.</li> <li>• Accessibility: Percentage of people who live within walking distance of high quality green space.</li> </ul>	NRW	NRW currently working on this.		
2.05	No. of properties in Cardiff registered to NRW's Flood Warning Service	NRW/ Infobasecymru	Cardiff	-	Potential to be superseded by: Number of community flood plans being produced by local communities
2.06	Municipal waste reuse/recycling/composting rates	Welsh Govt	Welsh LAs + disaggregate by area (where possible)	-	-

## Objective 3 - Safe, Confident and Empowered Communities

Ref	Indicator	Source	Geography	Characteristic	Supplementary Indicator
3.01	People agreeing that they belong to the area; that people from different backgrounds get on well together; and that people treat each other with respect (National Indicator 27)	National Survey for Wales/Ask Cardiff Survey	Welsh LAs (National Survey)	Deprivation Fifth (Ask Cardiff) - although the question is slightly different	Supported by: Community cohesion: to what extent do you agree or disagree that your neighbourhood is a place where people get on well together and help each other? (Ask Cardiff)
3.02	Percentage able to influence decisions affecting their local area (National Survey)	National Survey for Wales	Welsh LAs (National Survey)	None at present. In the future look to analyse by Deprivation Fifth using Ask Cardiff data	-
3.03	People feeling safe (at home, walking in the local area, and travelling) (National Survey)	National Survey for Wales/Ask Cardiff Survey	Welsh LAs (National Survey)	Deprivation Fifth (Ask Cardiff) - although the question is slightly different	Supported by: To what extent do you agree or disagree that people in Cardiff are safe and feel safe? (Ask Cardiff)
3.04	Proportion of offenders who reoffend (adults and juveniles) overall in previous 12 months	Ministry of Justice	Core cities	-	-
3.05	Percentage of clients accessing substance misuse services who reported an improvement in their quality of life	Cardiff & Vale APB	Welsh LAs	-	-
3.06	Rates of volunteering	National Survey for Wales/Ask Cardiff Survey	Welsh LAs (National Survey)	None at present. In the future look to analyse by Deprivation Fifth using Ask Cardiff data (the question was not included in the latest survey)	Put question back into Ask Cardiff (matching National Survey question).

## Objective 4 - Cardiff is a great place to grow up

Ref	Indicator	Source	Geography	Characteristic	Supplementary Indicator
4.01	Percentage of children in low-income families	HMRC	Core cities & LSOA map	-	-
4.02	Percentage of children aged 4 to 5 who are a healthy weight	Public Health Wales/NHS (England)	Welsh LAs (but available down to MSOA)	Difference between most & least deprived fifth	-
4.03	Uptake of MMR2 by age 4 (second dose Mumps, Measles, Rubella vaccine)	Public Health Wales	Welsh LAs [Target 95% (herd immunity rate)]	Difference in uptake between highest & lowest clusters	-
4.04	Mental well-being: children & young adults and adults (National Indicator 29)	Public Health Wales	Welsh LAs	-	-
4.05	Key Stage 2 Pupils Achieving the Expected Level (L4+) in the Core Subject Indicator [including FSM v non-FSM attainment gap at LA level]	Welsh Govt	Welsh LAs	FSM v non-FSM gap	-
4.06	Key Stage 4 Pupils Achieving the Level 2+ Threshold including English/Welsh & Maths [including FSM v non-FSM attainment gap at LA level]	Welsh Govt	Welsh LAs & LSOA map	FSM v non-FSM gap	-
4.07	Year 11 and Year 13 school leavers that are not in education, employment or training	Careers Wales/ Claimant Count	Welsh LAs	Deprivation Fifth (from claimant count aged 18-24) - need to check feasibility but should be possible	Supported by: Claimant count aged 18-24
4.08	Percentage of children cycling/walking to school	Cardiff Council?	Potential additional indicator - to be looked into further.		

## Objective 5 - Supporting People out of poverty

Ref	Indicator	Source	Geography	Characteristic	Supplementary Indicator
5.01	Percentage of households in poverty (i.e. below 60% of median income) by MSOA (after housing costs)	ONS/ National Survey	MSOA (ONS)/ Welsh LAs (National Survey)	-	Supported by: Percentage of people living in households in material deprivation (National Indicator 19, National Survey)
5.02	Long-term (i.e. over 12 months) JSA Claimants	Nomis	Core cities (& Cardiff MSOA map if deprivation fifths not feasible)	Deprivation Fifth - need to check feasibility but should be possible	-
5.03	Healthy life expectancy at birth (male & female) including the gap between the least and most deprived (National Indicator 2)	Public Health Wales/ONS	Welsh LAs (male & female). Core cities?	Gap in HLE between those living in least & most deprived fifth: male & female	-
5.04	Percentage of low birth weight babies (National Indicator 1)	Public Health Wales	Welsh LAs (but available down to LSOA)	Difference between most & least deprived fifth	-
5.05	Percentage of adults eating 5 or more portions of fruit and vegetables a day	Public Health Wales/ National Survey for Wales	Welsh LAs	-	-
5.06	Percentage of adults active for less than 30 minutes in a week	Public Health Wales/ National Survey for Wales	Welsh LAs	-	-

Ref	Indicator	Source	Geography	Characteristic	Supplementary Indicator
5.07	Percentage of adults who are current smokers	Public Health Wales/ National Survey for Wales	Welsh LAs	Possibly at cluster level (potential being explored by PHW)	-
5.08	Housing Affordability: Ratio of house price to median gross annual salary (ONS)	ONS	Core Cities & map by MSOA	-	-
5.09	Rough sleepers per 10,000 persons	Welsh Govt	Welsh LAs	-	-
5.10	Food poverty (indicator to be defined)	NHS/ Cardiff Food Bank/ Trussell Trust/ National Survey?	No current agreement on what data will be used. Needs to be looked into further.		
5.11	Fuel poverty (indicator to be defined)	Welsh Govt/Ask Cardiff Survey (when available)	Suggested as a potential additional indicator although data may not currently be available. Welsh Government was looking to produce a fuel poverty indicator although this is not currently available.		

## Objective 6 - Cardiff is a great place to grow older

Ref	Indicator	Source	Geography	Characteristic	Supplementary Indicator
6.01	Percentage of people aged 65+ who reported their general health as being very good or good	Public Health Wales	Welsh LAs	-	-
6.02	Percentage of people aged 65+ reporting they felt involved in any decisions made about their care and support	Cardiff Council (Adult Services)	Cardiff	Deprivation Fifth (depending on respondent numbers)	[NB. other potential indicators from the Social Services & Wellbeing Act can be seen at: <a href="http://gov.wales/docs/dhss/publications/170331technical-guidanceen.pdf">http://gov.wales/docs/dhss/publications/170331technical-guidanceen.pdf</a> ]
6.03	Percentage of people aged 65+ reporting they received the right information or advice when they needed it	Cardiff Council (Adult Services)	Cardiff	Deprivation Fifth (depending on respondent numbers)	[NB. other potential indicators from the Social Services & Wellbeing Act can be seen at: <a href="http://gov.wales/docs/dhss/publications/170331technical-guidanceen.pdf">http://gov.wales/docs/dhss/publications/170331technical-guidanceen.pdf</a> ]
6.04	Percentage of people aged 65+ reporting they live in the right home for them	Cardiff Council (Adult Services)	Cardiff	Deprivation Fifth (depending on respondent numbers)	[NB. other potential indicators from the Social Services & Wellbeing Act can be seen at: <a href="http://gov.wales/docs/dhss/publications/170331technical-guidanceen.pdf">http://gov.wales/docs/dhss/publications/170331technical-guidanceen.pdf</a> ]
6.05	Percentage of people aged 65+ reporting loneliness	Cardiff Council (Adult Services)	Cardiff	Deprivation Fifth (depending on respondent numbers - proxy question will need to be used)	[NB. other potential indicators from the Social Services & Wellbeing Act can be seen at: <a href="http://gov.wales/docs/dhss/publications/170331technical-guidanceen.pdf">http://gov.wales/docs/dhss/publications/170331technical-guidanceen.pdf</a> ]

Ref	Indicator	Source			Supplementary Indicator
6.06	Life satisfaction among older people	Public Health Wales/Ask Cardiff	Welsh LAs	Deprivation fifth (dependent on respondent numbers) or Age (aged 65+ compared with rest of population)	-

### Objective 7 - Modernising and Integrating Our Public Services

Ref	Indicator	Source	Geography	Characteristic	Supplementary Indicator
7.01	To what extent do you agree that the quality of public services in Cardiff is good overall?	Ask Cardiff Survey	Cardiff	Deprivation Fifth	-