

Cardiff Public Services Board - Draft Well-Being Objectives



Draft Well-being Plan Vision

To focus on 'inclusive and resilient growth' for Cardiff. To both manage Cardiff's growth sustainably and to make sure that the dividend of growth is shared with everyone, narrowing the gap across all aspects of city-life between the most affluent and most deprived communities.

Draft Well-being Objectives

1. A Capital City that Works for Wales

Ensuring Cardiff's capital city assets, relative economic strength and projected growth creates opportunities for its citizens, and the people of Wales.

2. Cardiff's Population Growth is managed in a Resilient Way

Designing the city's infrastructures, public services and protecting the natural environment, for future generations.

3. Safe, Confident and Empowered Communities

Building on their own unique strengths and assets, and joining-up public services at the community-level.

4. Cardiff is a great place to grow up

Focusing on the experience of young people (0-18) and the range of services and opportunities that they can access.

5. Supporting people out of poverty

Focusing on helping adults in to employment and on reducing household costs so that all citizens and their families have the opportunity to live productive, healthy and fulfilled lives.

6. Cardiff is a great place to grow old

Responding to the substantial increase projected in the number of older people in the city, with a focus on support and services in the community.

7. Integrating Our Public Services

Working together with our communities to modernise and integrate public services in response to the challenges facing the city.

1. A Capital City that Works for Wales - ensuring Cardiff's capital city assets, relative economic strength and projected growth creates opportunities for its citizens, and the people of Wales.

Well-being Goals

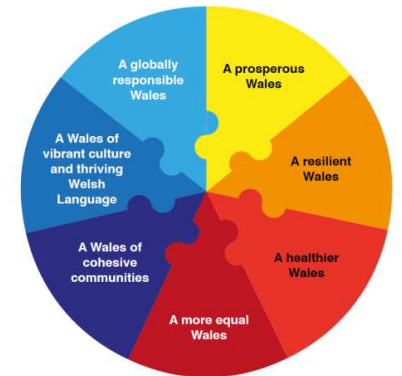
- A prosperous Wales • A resilient Wales • A healthier Wales • A more equal Wales
- A Wales of cohesive communities • A Wales of vibrant culture and thriving Welsh Language
- A globally responsible Wales

Rationale

Cardiff is the economic, political and cultural capital of Wales. As well as playing a vital role in creating jobs and wealth for the people of the city and the wider city region, it is the home of Welsh sport, politics, music and the arts, hosting major international sporting and cultural events. Looking to the future, the capital city represents Wales' strongest economic asset and best opportunity to secure economic success. Cardiff must continue 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. In short, a successful Wales needs a successful capital city.

Example Steps:

- Working in partnership with the BID on city-centre management and promotion
- Supporting the delivery of major international events e.g. UEFA Champions League Final
- Understanding the impact of Brexit on Cardiff and developing the city's response



2. Cardiff's Population Growth is managed in a Resilient Way - designing the city's infrastructures, public services and protecting the natural environment, for future generations.

Well-being Goals

- A prosperous Wales ● A resilient Wales ● A healthier Wales ● A more equal Wales
- A Wales of cohesive communities ● A globally responsible Wales

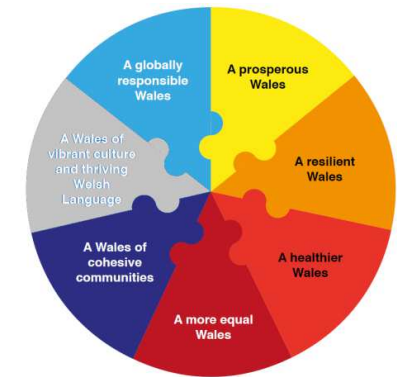
Rationale

Over the last 10 years Cardiff's population grew by 11%, making it one of the fastest growing major British cities. This growth is set to continue. Over the next 20 years, Cardiff is projected to grow faster than all major cities apart from London. Cardiff is also projected to grow far faster than any other Welsh local authority.

This growth is a sure sign of strength for the city – successful cities are those in which people want to live. However, this will bring challenges too, putting pressure on both the city's physical infrastructures, its natural environment and public services. It is therefore crucial that growth is well planned, sustainable and that its benefits are felt by everyone in the city.

Example Steps:

- Supporting Sustainable Transport and Modal Shift
- Developing Resilient City Infrastructures: Energy, Water, Green spaces
- Tackling Air Pollution
- Planning public services for the city's new communities



3. Safe, Confident and Empowered Communities - building on their own unique strengths and assets, and joining-up public services at the community-level.

Well-being Goals

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- A healthier Wales
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- A Wales of cohesive communities

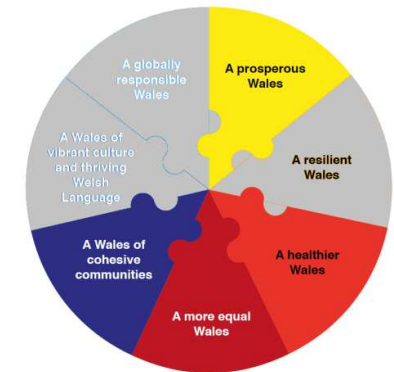
Rationale

Cardiff has strong, diverse and vibrant communities. As well as a long history of welcoming newcomers to the city, it is also a city where many people volunteer their time to improve the well-being of their communities, helping to deliver community services and look after some of the most vulnerable people in society.

However, quality of life, levels of health, income and safety varies considerably across the city. Some of the nation's richest and poorest communities are within miles of each other, each with very different needs and assets. A new approach to 'locality working' which seeks to join-up community services, coordinate spatial development and maximise the impact of public investment is required, underpinned by robust evidence and increased engagement of local communities and residents in the delivery of local solutions.

Example Steps:

- Locality Working
- Community Safety responsibilities (statutory)
- Community Cohesion e.g. Inclusive cities project
- Community Engagement



4. Cardiff is a great place to grow up - focusing on the experience of young people (0-18) and the range of services and opportunities that they can access.

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- A healthier Wales
- A more equal Wales

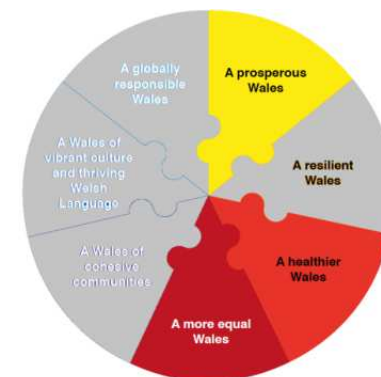
Rationale

Over the next 20 years there will be a significant increase in the number of school age children in Cardiff. Some of the city's wards are amongst the most deprived in Wales, and many of these have a relatively high proportion of young people. 16% of dependent children aged 15 and under are living in households that rely on benefits and over a quarter of children under the age of 20 in the city are living in low-income families.

A child's experience of education is also one of the most important factors that impacts on their life chances and future well-being. Although attainment levels have seen significant improvements, too many schools in disadvantaged communities are still underperforming and the gap in attainment between pupils from low-income families and those from more affluent backgrounds is too wide. Furthermore, on leaving school, those living in the more deprived areas of the city, Looked After Children, those with a disability and young adult carers are less likely to make the transition to education, employment or training. A child's family background and experiences can have a direct impact on their life prospects, long-term health and happiness. Adverse Childhood Experiences (ACEs) in the home such as abuse and neglect, and exposure to issues such as domestic abuse and substance misuse, not only affect a child's mental and physical well-being but their educational attainment and likelihood of making unhealthy lifestyle choices later on in life.

Example Steps:

- Early Help Strategy
- UNICEF Child Friendly City
- Targeted place based initiatives to support children and young people
- Adverse Childhood Experiences (ACEs)
- Cardiff Commitment



5. Supporting people out of poverty - focusing on helping adults in to employment and on reducing household costs so that all citizens and their families have the opportunity to live productive, healthy and fulfilled lives.

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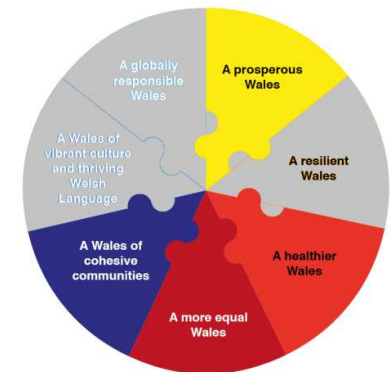
Cardiff's economy is performing well with jobs growth up, unemployment down, visitor numbers up and growth in the number of new companies created. However, the proceeds of economic growth have not been felt by all of the city's residents. Almost a third of Cardiff households are living in poverty with a high percentage of children living in workless or low-income families.

Over 50% of respondents to the 2016 Ask Cardiff Survey reported being concerned with being able to afford a decent standard of living. As well as the cost of child care, being able to afford utility bills, healthy food and the affordability of housing are particular concerns. 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. There has also been a substantial increase in the number of people who are homeless or sleeping rough. Concentrations of unemployment and in-work poverty closely align with poor health, crime and educational inequalities across the city.

Reducing income inequality in particular will help reduce intergenerational poverty and improve health and well-being. Ensuring citizens have the qualifications and support they need to access good quality jobs and affordable housing will be a major driver of social mobility and contributor to long-term city wide social and economic well-being.

Example Steps:

- Greater alignment of into-work and other support services
- Rough Sleeping Strategy
- Becoming a Living Wage City



6. Cardiff is a great place to grow old – responding to the substantial increase projected in the number of older people in the city, with a focus on support and services in the community.

Well-being goals

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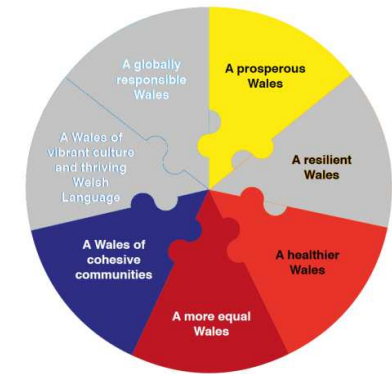
Rationale

Although Cardiff is a young city, as the city grows the number of older people is also projected to rise significantly. The number of citizens over 85 years old is expected to nearly double by 2030, placing greater demands on care services with increases in health problems, particularly chronic conditions such as dementia. Older people are also more likely to require longer and more frequent stays in hospital - nearly two thirds of people currently admitted to hospital are over the age of 65. This is already bringing added pressure on public services, with no sign of this relenting.

Finding solutions to this long-term challenge will mean public services working in ever closer partnership with the Health Service and relevant stakeholders. 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 and investment is focused into prevention and promoting independent living.

Example steps:

- Dementia Friendly City
- Integrated Independent Living Services
- Tackling Social Isolation
- Older People's Pilot Zone



7. Integrating Our Public Services - working together with our communities to modernise and integrate public services in response to the challenges facing the city.

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Rationale

Public services in Cardiff are changing, and will need to continue to adapt, responding to the rapid growth in population, the demands and needs of citizens, the consequences of poverty and significant and ongoing resource constraints. In the face of these challenges, greater partnership working between the public, private and third sectors will become the norm. New, innovative and collaborative approaches to public service delivery, public assets, workforce development, research and data analysis and citizen engagement will be needed to deliver fit for purpose and sustainable services.

Example Steps

- Property and Assets
- Workforce Development
- Research and Data
- City Innovation Hub - pilot studies/projects' exploring collaborative approaches
- Smart Cities

