

Greener, Fairer, Stronger
City Recovery and Renewal Strategy
Engagement Report, November 2021



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Background

In June 2021 the Council launched its draft '*Greener, Fairer, Stronger*' City Recovery and Renewal Strategy that outlined the city's initial thinking of how it responds to the challenges it faces in the post-lockdown world. The work was informed by both desk research on trends emerging in Cardiff and other UK cities, as well as a global analysis that was led by Dr. Tim Williams that looked at how trends across the world could be expected to impact upon Cardiff, and how it should respond. The strategy outlined six key missions in its response, namely:

- Mission 1: Reimagine the city centre
- Mission 2: A City for Everyone
- Mission 3: A City of Villages
- Mission 4: Culture and sport-led renewal
- Mission 5: Tech City
- Mission 6: One Planet Recovery

In publishing the draft report the Council committed to undertaking a series of engagement exercises, with sessions led by Cabinet Members and an open survey for all residents.

Overview of Engagement

A series of Greener, Fairer Stronger engagement sessions and stakeholder events took place from June to October 2021 focussing on the city renewal strategy. These events were hosted online, with the first an open event chaired by Professor Gillian Bristow, Head of Cardiff University's School of Geography and Planning. This event saw the city's recovery debated between Cllr Huw Thomas, the Leader of Cardiff Council and Dr Tim Williams, a leading expert of global cities.

Cardiff businesses were also invited to attend a further session with Dr. Tim Williams alongside Cllr Russell Goodway, Cabinet Member for Investment and Development, to discuss the recovery from the business perspective.

Sustrans hosted an additional session focussing on liveable cities and towns for everyone. Facilitated by Christine Boston, Director, Sustrans it featured Cllr Caro Wild, Cabinet Member for Strategic Planning and Transport, Cardiff Council and Ali Abdi, Community Gateway Partnership Manager, Cardiff University.

A Communities of the Future engagement session was facilitated by Professor Gillian Bristow that looked at how cities will need to address the long-term drivers of health inequalities, including providing access to good jobs, housing and education to citizens in more deprived communities. Cllr Lynda Thorne, Cabinet Member for Housing and Communities, Cardiff Council and Bernadette Kinsella, Director Powell Dobson were the speakers for this session.

A series of officer led engagement sessions were also undertaken throughout the same period with the Economic Task Force, C3SC, FOR Cardiff (with separate sessions for directors and members), the Race Equality Taskforce, and the What Next? Cymru group.

The Council's Child Friendly City Team was also engaged to ensure that the opinions of the city's youth were captured, and this was achieved through a series of workshops that were undertaken in October 2021 with both primary and secondary schools across Cardiff. In addition the Cardiff Youth Council have also identified a number of key missions as priorities for their consideration.

To supplement our activity further a Recovery and Renewal Survey produced by Cardiff Research Centre was undertaken that was open to all residents. There were 1,746 valid responses to the survey.

This report brings together a summary of this engagement work.

Children and Young People Engagement

A series of events with children and young people took place in September and October 2021, with specific engagement sessions held in schools. In addition the Cardiff Youth Council has also taken on the consideration of one of the key missions of the recovery strategy, namely to 'Reimagine the City Centre' as one of their priorities for the year. A summary of the discussions and their output is presented below. The Cardiff Youth Council will continue to consider the 'Reimagine the City Centre' mission and feed into the delivery of this key mission.

Schools Engagement

The schools engagement sessions considered three of the strategy's missions, namely:

- Reimagine the City Centre
- City of Villages
- Culture & Sport Led Recovery

The sessions were facilitated by the Council's Child Friendly City Team and covered ages from ten to fifteen in primary and secondary schools.

SCHOOL	YEAR GROUPS	NUMBER OF SESSIONS RUN	TOTAL NUMBER OF PUPILS
Pentrebane Primary School	6	1	30
Fitzalan High School	7, 8 & 9	3	82
Ysgol Mynydd Bychan Primary School	6	1	30
Cantonian High School	7, 8 & 9	3	79
Total Number of Participants			221

Mission: Re-imagine the City Centre

There was consensus amongst children that cleanliness in the city centre is an issue, leading to the suggestion of more bins, power washing and litter picks. Many children highlighted the issue of homelessness with various suggestions on supporting people who are homeless in the city centre. Ideas such as giving essentials out and providing more shelter and accommodation were common suggestions. More green and open space, as well as soft play and places to take part in sport in the City Centre were also highlighted. This all feeds into the idea that the city centre has a role for recreation as well as retail, hospitality and office use. Participants also regularly highlighted the need for new shops with a focus on variety and increased small traders. With almost every class, the 'go crazy' suggestions were for a theme or water park.

Re-imagine the City Centre – Workshop key priorities/themes identified*

NO COST*	LOW COST	GO CRAZY
Volunteer Litter Picks	Graffiti walls	More toilets
More Trees/Greenery	Homeless Support (Food/shelter)	Street lighting/CCTV
More bins	More wheelchair access/lifts	Soft play/sport areas
Increased cleansing	Free event space	Theme park
	Free live music	Outdoor swimming pools
	More parks	New shops (more smaller shops)

Mission: A City of Villages

In order for the participants involved to be able to make informed choices and to open up discussions we asked a number of questions which helped define what we mean when we talk about a Village e.g. size, location, amenities etc. After running through the questions, the group was then asked to prioritise the most important elements in a village.

Housing was raised by a number of the participants, notably a need for a good mix of different types of to meet the needs of the community including apartments, terraced and detached family homes. There was a special mention for bungalows and care homes for the elderly residents. Access to green spaces alongside more formal play and leisure equipment was also raised, as well as a need for more accessible toilet facilities for families. Many young people also noted the need for employment within their communities. Better and more places to worship were also raised in some schools.

Better cycle infrastructure including more cycle lanes and places to securely store bikes was suggested as theft and damage was a concern. Rental bikes and E scooters were a theme although concern around vandalism with current rental bikes was raised consistently.

Support for community sports facilities was ranked high. Skating came up in half the workshops with street and ramp facilities highlighted. Places to have fun in your spare time including trampoline parks, cinema, soft play and play / youth centres were identified as important.

Mission: Sport & Culture Led

As part of the discussion around Sporting & Cultural recovery, it was starkly noted that the impact of COVID has significantly limited the opportunities for children and young people to take part and be immersed in sport and culture. The huge majority had never been to the theatre, been inside the castle, been in any of the stadiums, or seen a live band. Some of these would have been done while in school and they have missed most of the last two years. It has been suggested by children and young people that investment and innovation are required to counter this impact and seek the outcome that children and young people feel welcomed and confident engaging with future opportunities.

There were a range of proposals raised to address some of these issues, including free or subsidised tickets for cultural and sporting events, and free travel to and from those events. Children and young people also suggested that a city-wide calendar of child-friendly sporting and cultural activities would make the events more accessible increasing engagement and participation. Children and young people also felt that carrying out sports like running on the streets of Cardiff was dangerous as was travelling to and from events in the city centre and would like to see projects such as jogging groups, and improvements to lighting security measures.

Children and young people also suggested that the sports they took part in during Physical Education classes were not inclusive and varied and often based on gender. They would like to see a wider, open choice of sports which are accessible to all. Children repeatedly said that they weren't interested in visiting most museums due to the collection being "boring". Exceptions to this were St. Fagans and Techniquet, where children and young people enjoyed the interactive aspects of these settings.

Children and young people also noted gaming and eSports as important cultural and sporting topics, however, they identified a lack of local community structures and thought that gaming clubs, affordable gaming, and local gaming tournaments could help foster a better gaming culture across the city. In addition children and young people often brought up the topic of adventure activities and exciting outdoor pursuits such as kayaking, hiking, High-Ropes, Zip-lines, and adventure school trips.

Children and young people also stated that religions and traditions are part of the make-up of Cardiff and wanted more opportunity to practice and celebrate them.

Cardiff Youth Council Priority Subgroup – Reimagine the City Centre

One of the priorities of Cardiff Youth Council at their September session was to consider the Re-Imagine the City Centre Key Mission. At their first meeting they went through the same workshop that was used within the schools and their priorities. A key issue raised in the session was safety, and the need to ensure that young people feel safe and confident to visit the city centre. Linked to this was accessibility, both in terms of the physical accessibility of the space itself, but also transport links and, critical, from an inclusive perspective where it was deemed important that all groups felt welcome within the city centre.

Key Missions

Mission 1: Reimagine the city centre

Throughout the engagement sessions, the city centre was of particular interest given the impact on the economy of the pandemic and the nature of any long term effects on business. Generally there was support for the idea of taking a greater role in the curation of the city centre, and for more green, clean and accessible spaces.

‘Making a city centre that is safe, clean, welcoming and attractive for people of all ages and backgrounds’ was viewed as the most important priority by respondents, with around two-thirds (65.4%) ranking this in their top three. This was followed by ‘Create a city centre that is fully accessible to all ages, and people of disabilities underpinned by a fully integrated transport system’ (63.8%).

Businesses also raised the issue of recruitment in the city centre, with particular need to support the hospitality sector. Recruitment issues have already manifested themselves in a contraction of activity for some businesses, with some operating on fewer days a week, or at lower capacity. Conversely we have seen footfall return quickly, with days regularly exceeding their pre-pandemic equivalents in terms of the number of people visiting the city centre.

“Recruitment is a real threat to the competitiveness of the city centre, we need more support in the hospitality industry.”

Business session

‘Create a city centre that is fully accessible to all ages, and people of disabilities underpinned by a fully integrated transport system’ was seen as the most important by female respondents (71.5%), those Under 35 (70.7%) and those that identified as disabled (69.8%). Male respondents rated this as less important (58.9%). This did reflect a number of discussions that suggested some groups felt the city centre was less accessible to them – covering issues of both physical accessibility as well as perceptions of safety.

“To make a good city you do need to be mindful some people want quiet and contemplation. It is imperative that we consider space for peace and quiet and an oasis of calm. Safety must be high on the agenda.”

Business session

“We need to encourage more use of public transport.”

Business session

Both the survey and the engagement sessions showed support for the establishment of more public spaces and opening up green spaces and the waterfront in the city. Overall there was no clear correlation with level of deprivation in the city in relation to the seven priorities.

Survey Summary – Key Priorities

Base: 1,020	1	2	3	% in top 3
Making a city centre that is safe, clean, welcoming and attractive for people of all ages and backgrounds.	22.3	26.1	17.1	65.4
Create a city centre that is fully accessible to all ages, and people of disabilities underpinned by a fully integrated transport system.	25.7	19.2	18.9	63.8
Improve existing – and establish new – public squares, green spaces and open up our waterfront.	23.4	15.0	17.7	56.2
Support existing businesses to grow and become more productive.	12.4	12.5	10.2	35.1
Put culture and arts at the centre of the recovery, embracing the role the sector plays in shaping our city centre.	6.6	13.9	14.4	34.9
Take a more direct role in managing the future of the city centre to reflect the needs of residents, workers, businesses and visitors.	6.5	7.5	12.7	26.7
Accelerate the completion of the central business district to support continued jobs growth.	7.8	5.5	6.1	19.4

When asked an open question on priorities, almost one in five respondents raised the need to improve public transport. In addition one in eight respondents raised concerns of anti-social behaviour and the need to make the city centre feel safer. Over ten percent also questioned the need for some development in the city centre, notably student accommodation.

Is there anything else the Council should prioritise to help re-imagine the city centre?

Theme	No.	%
Improve public transport / infrastructure	78	18.1
Tackle anti-social behaviour / improve Safety	54	12.5
No more inappropriate / student accommodation buildings	49	11.4

In terms of the proposed projects, Over half (53.6%) of respondents ranked ‘Complete Metro Central and the new Bus Station as a new the gateway to the city and Wales’ in their top 3 proposed projects for this mission, this was followed by ‘Complete a cycle loop around the city centre which will connect each of the key city cycleways with each other’ (28.9%) and ‘Bring forward plans for a new Metro link between Central Station and Cardiff Bay to provide first phase of the development of Cardiff Crossrail’ (25.9%).

Top 5 Ranked Proposed Projects

Base: 1,020	1	2	3	% in top 3
Complete Metro Central and the new Bus Station as a new the gateway to the city and Wales.	37.3	10.2	6.2	53.6
Complete a cycle loop around the city centre which will connect each of the key city cycleways with each other.	10.0	10.6	8.2	28.9
Bring forward plans for a new Metro link between Central Station and Cardiff Bay to provide first phase of the development of Cardiff Crossrail.	5.2	12.5	8.2	25.9
Bring forward the Canal Quarter development to create a major new destination, reconnecting the city to its riverfront and opening up new public spaces	10.6	8.6	6.6	25.8
Keeping Cardiff Castle open as a public park.	6.2	7.3	10.0	23.4

Looking at scores by respondent, those aged 55+ and who identified as disabled deemed the completion of the metro/bus station a high priority (64.6% and 60.0% respectively), this falls when compared by respondents Under 35 or those that from a minority ethnic background (44.0% and 48.1% respectively). Respondents under the age of 35 (48.3%) were more inclined to want the completion of a cycle loop around the city centre, compared to those 55+ (17.6%). When asked an open question on projects, almost one in eight responses raised the need for projects to support local businesses, with a number of respondents highlighting the need for both investment in public and active travel infrastructure, as well as re-opening the roads in the city centre.

Do you have any other comments on the role of the city centre in Cardiff’s recovery from the COVID-19 pandemic?

Theme	No.	%
Support local business	35	11.9
Better Public transport / Infrastructure	31	10.5
Reopen the roads	23	7.8

Key Issues

- Cleanliness, safety and accessibility were key issues raised in both engagement sessions and the survey feedback.
- Investment in public open space, including green space, was welcomed by all groups.
- Transport remains a critical component of the city centre.
- Recruitment and skills issues were raised as important issues in the business engagement sessions.
- Supporting local home grown businesses was also seen as a way of making the city centre more interesting.
- There were some differing priorities regarding transport, with support for both improved cycle infrastructure, whilst some were advocating for improved road infrastructure.
- Responses also showed conflicting views regarding development, with some raising concerns over city centre developments.

Mission 2: A City for Everyone

The need to ensure that everyone benefits from the post-pandemic recovery was universally endorsed, but critically it is important to understand the multi-faceted impact of both the pandemic and the different paths and recovery could take. A key lesson identified in the engagement sessions was that it is impossible to disentangle the health and economic impact of the pandemic. The direct impact of the pandemic itself – those who suffered as a result of COVID-19 – hit our more deprived communities the hardest. The economic impacts were also felt by those in our more deprived communities the hardest, with a concentration of applications for discretionary fund support coming from the city's Southern Arc.

“Health and wellbeing and the economy should be seen as two sides of the same coin.”

Public Service Board session

As with the city centre, accessibility and safety were also important, and from the survey, almost two-thirds of respondents ranked both 'Ensure that the benefits of the city's regeneration and development programme are felt across all the city's communities' and 'Ensure that Cardiff is a city where we can all feel safe and welcome' in their top 3 priorities for this mission (64.8% and 64.5% respectively). Three in ten (29.9%) ranked 'Become a Child Friendly City, where the interests of children and young people are at the heart of our response' in their top 3 priorities. However, when viewed by respondents aged under 35 or those with a household that contains a child this increases to 37.2% and 53.9% respectively. There was consistency of opinion across the demographic groups analysed regarding 'Ensure that the benefits of the city's regeneration and development programme are felt across all the city's communities'. It was also noted in discussions that better data was needed to monitor this.

“Cardiff Commitment is a great way to get business and education linked up and all businesses to be aware of this facility”

Business session

Survey Summary – Key Priorities

Base: 924	1	2	3	% in top 3
Ensure that the benefits of the city's regeneration and development programme are felt across all the city's communities.	21.4	21.6	21.8	64.8
Ensure that Cardiff is a city where we can all feel safe and welcome.	28.7	15.2	20.7	64.5
Address the long term driver of health inequalities, including investing in housing, education and local communities.	20.0	23.3	18.1	61.4
Ensure that the new models of support in place for the city's most vulnerable residents are maintained post-pandemic.	12.1	18.5	14.0	44.6
Use the role of the Council as an economic anchor institution, and the power of the Council's policies, procurement and partnerships to drive a local economic recovery.	11.1	9.4	12.0	32.6
Become a Child Friendly City, where the interests of children and young people are at the heart of our response.	10.5	10.7	8.7	29.9

When asked an open question on priorities, almost one in six responses raised the need to improve public transport and make it more accessible. In addition one in eight responses raised concerns of anti-social behaviour and safety. Over one in eight highlighted the need for support for people to access housing.

Is there anything else the Council should prioritise to make Cardiff a city for everyone?

Theme	No.	%
Better Public transport / Infrastructure/ Accessibility	38	16.3
More Police / Tackle ASB/ Safety / Anti-social concerns	31	13.3
Housing / Homelessness	29	12.4

These issues also aligned with the discussions in some of the engagement sessions, where it was felt that different groups had different outcomes when it came to accessing public services and housing. For example, there was a distinct divide in cycling according to gender. The issue of designing in good spaces for older people was also discussed.

“Currently participation in cycling is not equal in Cardiff. Bike Life data shows 14% of women vs 31% of men cycle at least once a week. And 12% of people who are disabled vs 26% of people who are not disabled cycle at least once a week.”

Sustainable transport session

“We need to ensure that senior living is back in the city. What will be the senior living experience for Cardiff”

Business session

Support for jobs for all people, and the Living Wage, was also raised regularly, and the need to work with third sector organisations to ensure that jobs for all were considered. In addition the positive work of the Council's Into Work Team was also noted. Issues of recruitment in public services were also seen as a barrier to delivering this mission.

“There is a recruitment crisis in hospitality & events and care & social services. Employability skills need to be improved in deprived areas. Into work services is key and a better relationship needs to be formed. Highlight the importance of Cardiff being an inclusive city for disabilities.

Third sector session

When considering projects, two in five (44.2%) respondents ranked ‘Maintain the radical approach to supporting rough sleepers and the homeless population introduced during the pandemic’ in their top 3 projects for this mission. This was followed by ‘Work with partners to deliver the Living Wage City initiative and encouraging all employers to become living wage accredited’ (39.5%) and ‘Work with Welsh Government to make sure all young people can access an offer of a job, training, education or voluntary opportunities’ (37.8%).

Top 5 ranked Proposed Projects

Base: 911	1	2	3	% in top 3
Maintain the radical approach to supporting rough sleepers and the homeless population introduced during the pandemic.	14.1	16.2	13.9	44.2
Work with partners to deliver the Living Wage City initiative and encouraging all employers to become living wage accredited.	23.2	8.8	7.6	39.5
Work with Welsh Government to make sure all young people can access an offer of a job, training, education or voluntary opportunities.	15.1	12.3	10.3	37.8
Deliver over 2,000 new Council Houses as part of the most ambitious Council house building programme in Wales.	12.2	11.2	10.6	34.0
Strengthen links between schools, higher education and business to increase the depth of digital and STEM knowledge, skills and experiences offered to children and young people via the Curriculum for Wales 2022.	6.9	9.5	10.8	27.2

Respondents from a minority ethnic background were around twice as likely to support the need for additional support and mentoring for young people with a focus on hard to reach groups. (22.1%) compared by those Under 35 (11.5%). A similar pattern was seen with regard the proposal to deliver a programme of extra-curricular activity for Cardiff children, focusing on areas of deprivation (30.2%) compared by those Under 35 (15.9%).

When asked for further comments, the biggest issue raised was around social inclusion and the need for projects identified to be accessible to all.

Do you have any other comments on the role of a City for Everyone in Cardiff's recovery from the COVID-19 pandemic

Theme	No.	%
Social Inclusion	68	44.2
Housing	10	6.5
COVID related / Health	10	6.5

Key Issues

- The need to ensure that development and regeneration supported all people was noted in both group discussions and the survey feedback.
- The link between health and economic outcomes was also noted as a key issue, and the need for public services, housing and local regeneration to reflect health outcomes.
- Maintaining levels of support for rough sleepers was also recognised as a key project.
- Linking business and education was seen as important – as was recognising recruiting public sector workers is also a constraint to improving local services.
- Improved public transport was also raised as an essential part of improving access for all in the city.
- Anti-social behaviour was also raised by a number of respondents in the survey.
- Respondents from a minority ethnic background were also more likely to raise the need to provide additional support for young people, including extra-curricular activity.
- A need for data to understand the impact of policy on different groups was noted.

Mission 3: A City of Villages

The City of Villages concept was generally endorsed during sessions and was seen as a critical link between all of the missions identified in the recovery strategy. The priority featuring most frequently in the top three of the survey was ‘Deliver a step change in the provision of public transport and active travel measures to link our communities, as outlined in our Transport White Paper’, with half (51.5%) of respondents ranking this in their top three. This was followed by ‘Invest in estate renewal, enhancing existing housing estates and their neighbouring areas to deliver high quality sustainable low carbon housing, public areas and business space for our communities’ (44.9%) and ‘Manage, curate and promote local and district centres – to create vibrant centres by encouraging and promoting diverse local businesses, retail, workplaces, start-up spaces and social activity’ (44.3%).

In the engagement sessions, public services were noted as important in developing sustainable communities, especially in those areas where there is little for-profit activity to support local opportunities and service delivery. The issue of designing communities to promote better health outcomes was also raised.

“Good local services and facilities are critical, and we need to support the not-for profit businesses in these areas to support our communities

Third sector session

“Public services play an essential role in good communities, but they can also become anchors of regeneration too.”

Public Service Board session

During the sessions it was also highlighted that there is an overlap between tourism, accessible transport and local regeneration, and the need for these things to be considered collectively. With regard to the tourism offer, it was highlighted that many of the city’s best food and drink destinations could be found outside the city centre, but that they were often difficult to access.

“The National Cycle Network can play a key role in supporting tourism’s recovery by enhancing and diversifying accessibility to tourism destinations, introducing vehicle free access to areas at risk of physical degradation, and helping to reduce levels of traffic where people visit.

Transport session

Survey Summary – Key Priorities

Base: 809	1	2	3	% in top 3
Deliver a step change in the provision of public transport and active travel measures to link our communities, as outlined in our Transport White Paper.	26.8	14.5	10.3	51.5
Invest in estate renewal, enhancing existing housing estates and their neighbouring areas to deliver high quality sustainable low carbon housing, public areas and business space for our communities.	13.8	14.1	16.9	44.9
Manage, curate and promote local and district centres – to create vibrant centres by encouraging and promoting diverse local businesses, retail, workplaces, start-up spaces and social activity.	13.7	14.8	15.7	44.3
Creating safe and accessible local centres for everyone, particularly children and older people.	21.0	12.6	10.3	43.9
Invest in existing and establish new green spaces, whilst more actively embracing our waterfront.	12.7	15.1	13.0	40.8
Deliver a ‘locality’ approach to public services, with teams based in and able to respond to the needs of communities, built on the networks of Community and Wellbeing Hubs.	5.4	12.1	9.6	27.2
Showcase and celebrate the diversity and culture of different parts of our city, including our city’s historic assets.	4.1	8.8	8.3	21.1
Support public service staff to work in an agile way, with community-based spaces in localities across the city.	2.5	4.0	7.2	13.6
Align resources across the Council to deliver a coordinated programme of regeneration activity in line with the Welsh Government’s Town Centres First Principle.	2.2	3.7	5.4	11.4

When asked an open question on priorities, almost 20% noted the need to improve active travel infrastructure, engaging with the community with decision making was also raised by a further 15%, whilst similar figure outlined the need to protect and preserve green spaces.

Is there anything else the Council should prioritise to make Cardiff a city of villages?

Theme	No.	%
Improved Active Travel Infrastructure/ Accessibility	31	19.9
Consider all Areas / Involve the community	24	15.4
Protect / Preserve Green spaces / Environment	24	15.4

“There is also a duty to provide protection and support to the musicians, artists and mircoorganisations that will play a huge part in the regeneration of the inner city in particular, but are often the first victim of the desirability that they have helped to achieve, as their spaces and precarious rental agreements make way for developers and developments.”

Arts sector response

With regard to proposed projects, over half (54.0%) ranked ‘Transform public transport connectivity in district and local centres by working with Welsh Government and Transport for Wales to deliver investment in Cardiff Crossrail, City and Circle Lines and new train stations’ in their top 3 projects for this mission. This was followed by ‘Invest in a network of safe and segregated cycling routes between local centres as well as safe walking routes’ (41.0%) and ‘Deliver major new large and small public areas and investment including a programme of re-greening our communities, improved footways, places, investing in trees and new green spaces’ (40.7%).

“Research shows that the construction of safe walking and cycling routes at scale can improve population health and reduce health inequalities”

Transport Session

Top 5 ranked Proposed Projects

Base: 808	1	2	3	% in top 3
Transform public transport connectivity in district and local centres by working with Welsh Government and Transport for Wales to deliver investment in Cardiff Crossrail, City and Circle Lines and new train stations.	29.1	16.0	0.9	54.0
Invest in a network of safe and segregated cycling routes between local centres as well as safe walking routes.	25.1	9.3	6.6	41.0
Deliver major new large and small public areas and investment including a programme of re-greening our communities, improved footways, places, investing in trees and new green spaces.	7.3	15.8	17.6	40.7
Develop and promote current assets such as the Wales Coastal Path to provide more outdoor attractions for residents and visitors across the city.	4.6	9.2	9.2	22.9
Develop proposals for a new urban park between the City Centre, Callaghan Sq. and Cardiff Bay, by greening Lloyd George Avenue to create Cardiff’s equivalent of the New York Highline.	6.2	8.4	8.2	22.8

When asked for further comments, conflicting concerns were raised around the imposition of 20mph areas, with both support and opposition. Improved active travel was also often cited. In addition a number of further comments were also highlighted with regard to preserving green fields in the city, with a number of responses citing the Velindre Cancer Centre development.

Do you have any other comments on the role of City of Villages in Cardiff’s recovery from the COVID-19 pandemic?

Theme	No.	%
Concerns around 20mph speed limit / speed bumps	16	12.7
Improved Active Travel Infrastructure/ Accessibility	16	12.7
Protect / Preserve Greenfield Sites / Environment	12	9.5

Key Issues

- Improved transport connectivity was seen as the key issue in creating the '15 minute city' in both group discussions and the survey responses.
- The better curation of district centres was also supported in surveys and discussions, including a more prominent public services role.
- Investment in estate renewal and sustainable housing was also supported in engagement and survey work.
- The theme of 'safe, green and clean' emerged in all sessions and survey outputs.
- Conflicting views over the road infrastructure – for example there were some comments relating to the need and rationale for 20mph zones.
- Public services were highlighted as critical in the engagement sessions,
- A number of respondents were also opposed to the new Velindre Cancer Centre development in the north of the city.
- It was also requested to change the mission to '15 Minute City' in line with the recognised term.

Mission 4: Culture and sport-led renewal

Much of the creative, cultural and sporting sectors were devastated by the pandemic, with venues in particular closed by the restrictions for over a year. This has not only affected those businesses, but also those employed in the wider supply chain, but more critically those who enjoy sport and culture. Given this it was unsurprising to find that ‘Put culture at the heart of redevelopment, creating places and spaces that people want to be in and around, and supporting a more creative economy’ was viewed as the most important priority for this mission, with over two-thirds (66.3%) of respondents ranking this in their top 3. Although being ranked the lowest priority, ‘Support investment to unlock participation in sport at all levels’ was still ranked in the top 3 by over half (51.1%) of respondents.

“Culture and the arts are integral to our wellbeing”

Arts sector response

“There is a human desire to connect. Reshape our city spaces physically and mentally. We need to look at the speed in which we can improve people experiences in terms of transport and how we move around the city in a positive and sustainable way.”

‘What’s Next’ session

Engagement sessions also raised the need to make culture more accessible in our recovery, specifically looking at both issues affecting disabled people, as well as different forms of culture.

“What specific actions are being taken to ensure disabled people are at the thinking about the cultural recovery?”

‘What’s Next’ session

“Art forms under the hip hop umbrella have no space in Wales

‘What’s Next’ session

“There is little mention of the Welsh language and its place in the city, both in terms of its current status and future strategies for developing the Welsh Language.”

Arts sector response

Survey Summary – Key Priorities

Base: 700

	1	2	3	% in top 3
Put culture at the heart of redevelopment, creating places and spaces that people want to be in and around, and supporting a more creative economy.	23.0	22.6	20.7	66.3
Invest in our creative infrastructure, from digital communication to low cost artist workshops and studios, to makers’ spaces and grassroots venues, enabling our skilled creatives to flourish, and recognising the role than culture and creativity can play in developing a better city.	18.9	20.1	23.0	62.0
Embrace Cardiff’s Music City Strategy to make Cardiff the first city in the UK to incorporate music into its city structure – from planning and licensing to social wellbeing and tourism.	25.7	17.3	15.6	58.6
Develop a new post-Covid Events Strategy with Welsh Government to support a home-grown focussed events sector that delivers a sustainable programme of events, supporting our own businesses in developing our visitor economy.	12.1	21.1	19.0	52.3
Support investment to unlock participation in sport at all levels.	21.0	17.4	12.7	51.1

There was consistency of opinion towards the importance of ‘Put culture at the heart of redevelopment’ and ‘Invest in our creative infrastructure’, across the demographic groups. Levels of support for investment in creative infrastructure was highest in the more deprived communities of the city. Households containing children and respondents from the least deprived areas with the biggest advocates of ‘Support investment to unlock participation in sport at all levels.’ (62.0% and 60.7% respectively).

Protecting art and culture was also raised independently by survey respondents, who also often cited the need to ensure accessibility to arts and sports for all groups in Cardiff.

Is there anything else the Council should prioritise for a culture and sport led renewal?

Theme	No.	%
Invest / Protect Music / Arts & Culture	28	25.9
Social Inclusion - Electoral Ward / Youth / Elderly / Those with disabilities / BAME	18	16.7
Work / Invest in Local / Grassroot clubs	16	14.8

‘Deliver the Cardiff Music City festival as the first of the city’s proposed new home-grown cultural events to kickstart the new events strategy’ and ‘Establish plans for new creative hubs for businesses both in the city centre and in our district centres, providing flexible space for artists and creatives across Cardiff’ were ranked in the top 3 by over two in five respondents (42.1% and 40.0% respectively).

Top 5 ranked Proposed Projects

Base: 722	1	2	3	% in top 3
Deliver the Cardiff Music City festival as the first of the city’s proposed new home-grown cultural events to kickstart the new events strategy.	12.3	16.5	13.3	42.1
Establish plans for new creative hubs for businesses both in the city centre and in our district centres, providing flexible space for artists and creatives across Cardiff.	13.3	14.0	12.7	40.0
Develop proposals for public realm improvements in Womanby Street to create a cultural heart of the city centre.	15.9	9.7	8.4	34.1
Develop a new creative partnership for Wales in the heart of Cardiff Bay to develop more home-grown productions and support local jobs and businesses.	10.2	11.2	10.5	32.0
Deliver a new velodrome and outdoor cycling and running facility at the International Sports Village.	10.4	10.0	11.4	31.7

Support for the delivery of the Cardiff Music City festival was consistent amongst both demographic and deprivation groups. Respondents from the most deprived communities, females and those that identified from a Minority Ethnicity had the highest level of support for new creative hubs for businesses both in the city centre and in our district centres (51.3%, 46.5% and 46.3% respectively). The ‘Develop a culture-led regeneration scheme for Mount Stuart Square’, received strongest support from those identified as from a minority ethnic background (49.3%).

In an open question on issues relating to this mission, almost one in five comments related to the need to protect arts and culture within the city. A similar proportion highlighted the need for greater social inclusion. Over 10% also raised the need for a new arena to deliver tangible benefits for local residents.

Do you have any other comments on the role of Culture and Sport in Cardiff’s recovery from the COVID-19 pandemic?

Theme	No.	%
Invest / Protect Arts & Culture / Heritage	24	19.4
Social Inclusion - Electoral Ward / Youth / Elderly / Those with disabilities / BAME	23	18.5
Concerns Around New Arena in Cardiff Bay	15	12.1

Key Issues

- Comprehensive support for the need to put art and culture and the heart of the city’s recovery.
- Investing in creative infrastructure and skills was also widely supported.
- There was significant support for the city’s Music Strategy and proposed new Signature Event.
- Accessibility for sporting and cultural uses was raised consistently, with the need to ensure that everyone benefits from all levels of investment.
- Questions were raised over the need to ensure that the impact of the new arena on communities was a positive one.

Mission 5: Tech City

The need for Cardiff to develop as a hub for knowledge based businesses was recognised during discussions, in particular the benefits of ensuring that Cardiff was primed with the business environment that could attract and retain talent in sectors such as fintech, creative industries, cyber security and life sciences.

“Co working spaces are becoming very important especially for fast growth tech companies. Accelerator firms are relocating from Bristol to Cardiff. We need to make the city special and an experience for people coming to the city”

Business session

“We’re seeing a movement of staff form outside Wales relocating to Cardiff”

Business session

Over seven-tenths of respondents (71.3%) ranked ‘Invest in the infrastructure to support tech businesses in the city of all shapes and sizes, repurposing buildings to develop clusters of knowledge-based business’ in their top 3 priorities for this mission. Respondents ranked ‘Support a tech eco-system creating a network of spaces for all stages of business development, and a programme of business and financial support for businesses with private sector partners’ as the least important priority, however, this was ranked in the top three by just under half (48.2%) of respondents.

Survey Summary – Key Priorities

Base: 627	1	2	3	% in top 3
Invest in the infrastructure to support tech businesses in the city of all shapes and sizes, repurposing buildings to develop clusters of knowledge-based business.	23.4	27.6	20.3	71.3
Embed technology in the future delivery of public services.	21.7	21.1	18.7	61.4
Strengthen relationships between Cardiff and universities that focuses on public policy and economic development research for the city.	23.8	16.9	16.7	57.4
Establish Cardiff City Centre and Cardiff Bay as ‘Tech Central’ for Wales, retaining, developing and attracting the knowledge-based businesses of the future.	20.4	14.0	15.3	49.8
Support a tech eco-system creating a network of spaces for all stages of business development, and a programme of business and financial support for businesses with private sector partners.	11.6	17.4	19.1	48.2

The engagement sessions also highlighted the need for small business to be part of the recovery, and noted the role that the Council could also play, citing the role of procurement as well as the support provide by Welsh Government and the Council in plugging the gaps in COVID-19 support funding for small businesses.

“Small business attribute 68% to the employment in Cardiff and small business maintain the community.”

Business session

“Cardiff Council Procurement Process – Small businesses find it difficult to get business from this.”

Business session

“Should be recognised that Cardiff Council did a good job in getting COVID funding out to so many difficult circumstances especially early on.

Business session

The open questions within the survey also highlighted the need for tech to be accessible, and that when described as a tech city this should also reflect the needs of residents. This in part reflected the concerns that some may have difficulty in using technology to access services and therefore the Council should also consider how it rolls out the use of digital technology. In addition, a need for improved infrastructure was also cited, as well as the need to provide good education and training if the city is to become at the forefront of the nations’ knowledge based economy. Overall infrastructure, including road and rail, was also cited as a key component of supporting this mission.

Is there anything else the Council should prioritise to make Cardiff a Tech city?

Theme	No.	%
Ensure Tech is available for all	34	44.2
Road Network / Infrastructure / Accessibility	10	13.0
Greater Education	8	10.4

Over a half (51.2%) of respondents ranked ‘Develop a plan for Cardiff to become a Smart City to manage energy, traffic flows, congestion and air quality’ in their top 3 priorities for this mission, this included (21.6%) that ranked it first. This was followed by ‘Work with partners to develop city to city rail links, including improved services to London, Bristol and Swansea’ (39.8%).

Top 5 ranked Proposed Projects

Base: 635	1	2	3	% in top 3
Develop a plan for Cardiff to become a Smart City to manage energy, traffic flows, congestion and air quality.	21.6	16.7	12.9	51.2
Work with partners to develop city to city rail links, including improved services to London, Bristol and Swansea.	12.0	17.2	10.7	39.8
Establish a new formal arrangement with the city’s universities to share knowledge and expertise in developing public policy.	12.8	13.7	10.7	37.2
Support the development of a business case for a new Life Sciences Park with the Cardiff and Vale University Health Board that accelerates the development of the city-region’s life sciences sector, and attracts the best start-up businesses in the sector.	15.3	11.2	9.6	36.1
Develop the case for relocating a major UK Government department to Cardiff as part of the Places for Growth programme.	5.0	9.9	17.5	32.4

On the open survey question, a substantial number of responses cited the need to improve overall transport infrastructure. This included improving city to city links, as well as ensuring that there are better local amenities for ‘tech hubs’ reflecting the role that other tech hot spots have in attracting and retaining talent. In particular this also reflected the lifestyle impact as much as the business impact for those working in the sector. Improved skills and training provision was also cited, reflecting the role of a skilled workforce in supporting the development of the sector.

Do you have any other comments on the role of Tech in Cardiff’s recovery from the COVID-19 pandemic?

Theme	No.	%
Public Transport Network / Infrastructure/ Accessibility	13	25.5
Greater Education/ In schools /Youth	4	7.8
Ensure everyone benefits	4	7.8

Key Issues

- Need for a focus on knowledge based industries to drive better growth.
- Infrastructure is critical – including designing locations as well as connectivity.
- Public services play a role in procuring designing and delivering technological change.
- Support for establishing Cardiff as a ‘Tech Hub’.
- Education is also critical.
- Need to ensure that Cardiff can compete with cities in England and beyond.

Mission 6: One Planet Recovery

Throughout the engagement sessions, the theme of a ‘green recovery’ was consistently supported, with the view that it drives economic, social, cultural as well as environmental benefits. It was also highlighted as an area that connected directly with both public and private funding opportunities. This was also backed by the wider survey, where ‘Deliver the One Planet Cardiff Strategy’ was the highest ranked priority for this mission, with over half (56.4%) respondents ranking this in their top 3. This was closely followed by ‘Ensure the city is prepared for and protected from flooding events’ (55.1%) and ‘Invest in sustainable homes and neighbourhoods, driving down both carbon footprint and energy costs for our communities’ (53.5%).

“We commend the Council for prioritising clean air, public space, parks, and green areas and their aim to maintain the stronger connections we have all developed for our local neighbourhoods.”

Transport Session

“There is significant evidence detailing the benefit to health and wellbeing from access for citizens to green spaces”

Transport Session

Survey Summary – Key Priorities

Base: 768	1	2	3	% in top 3
Deliver the One Planet Cardiff Strategy, with the aim of becoming a carbon neutral city by 2030, and adopting ‘zero carbon zero poverty’ principles as we recover from the pandemic.	36.6	10.8	9.0	56.4
Ensure the city is prepared for and protected from flooding events.	18.4	17.1	19.7	55.1
Invest in sustainable homes and neighbourhoods, driving down both carbon footprint and energy costs for our communities.	12.4	21.6	19.5	53.5
Develop the infrastructure to make Cardiff the most Electric Vehicle (EV) friendly city in the UK, and promoting and expanding infrastructure for a range of EV vehicles, including electric bikes.	12.4	16.0	12.5	40.9
Develop planning policy and guidance to facilitate and maximise low energy, resource efficient and resilient development across the city. Crucially, we’ll also be leading by example in this in our own construction activities.	6.9	15.2	12.2	34.4
Use the market potential of the Green Recovery to create local jobs.	10.3	10.0	9.4	29.7
Use the power of the Council’s spending and investment decisions, and its own organisational policies, practice and partnerships to deliver maximum social and environmental gain.	5.9	8.2	12.0	26.0

Through the sessions, the theme of greener and more accessible space was often raised, and this is reflected in the survey work undertaken, where over a quarter of those who provided an open response on priorities identified the need to protect green spaces. In addition, the need to reduce pollution was also noted, with an approach to reduce traffic and switch to electric vehicles proposed.

Is there anything else the Council should prioritise for a One Planet Recovery?

Theme	No.	%
Protect / Preserve Green Spaces / Build on Brownfield	47	27.5
Reduce Pollution - Less Traffic on Roads / Switch to Electric Powered Vehicles	16	9.4
Renewable Energy - Solar Panels / Heat Pumps etc.	13	7.6

With regard to the most popular projects, ‘Work with regional partners to develop proposals for a mass retrofit programme for homes, upscaling and accelerating work to make existing homes more energy efficient, tackle fuel poverty, and stimulating new areas for skills development and employment’ was viewed as the most important proposed project, with just under two in five (38.5%) respondents ranking this in their top 3. A similar proportion ranked developing a sustainable bus fleet and establishing a city farm in their top 3 projects.

Top 5 Proposed Projects

Base: 766	1	2	3	% in top 3
Work with regional partners to develop proposals for a mass retrofit programme for homes, upscaling and accelerating work to make existing homes more energy efficient, tackle fuel poverty, and stimulating new areas for skills development and employment.	23.8	7.3	7.4	38.5
Work with Cardiff Bus and other bus companies to green the city's bus fleet, including the introduction of new zero emission battery-electric buses as part of a modernisation and improvement for Cardiff Bus.	8.7	13.3	15.1	37.2
Establish a City Tree Farm as part of the ambition to increase the city's tree canopy coverage and deliver the Coed Caerdydd Programme of mass planting of trees across the city.	8.7	11.1	17.1	36.9
Explore with partners proposals for tidal power to harness the energy potential of the Severn Estuary and establish a cluster of linked businesses.	8.4	11.0	11.9	31.2
Investigate new renewable energy generation projects on Council land to generate clean, renewable energy, both for direct local use and to help to further decarbonise National Grid electricity.	6.9	11.6	9.3	27.8

Support for 'Work with regional partners to develop proposals for a mass retrofit programme for homes', was broadly consistent amongst the demographic groups. However, it received greater support amongst the most deprived communities (52.3%), reflecting the impact that such an approach would have in addressing fuel poverty in the more deprived communities of Cardiff, as well as the age of the housing stock. There was a broad consensus across the demographic and deprivation groups analysed for the project to work with Cardiff Bus and other bus companies to green the city's bus fleet. Under 35's and those from a minority ethnic background were twice as likely to support the delivery of an integrated cycle network (37.6% and 35.1% respectively) than older respondents (16.2%).

When asked an open question the issue of preserving green space was raised by a large number of respondents. In addition improved public transport and active travel infrastructure were also raised.

Do you have any other comments on the role of the One Planet Strategy in Cardiff's recovery from the COVID-19 pandemic?

Theme	No.	%
Protect / Preserve Green Spaces / Build on Brownfield	38	24.7
Better Public transport / Infrastructure	21	13.6
Improved Active Travel Infrastructure	14	9.1

Key Issues

- Support for delivering the 'One Planet Strategy'.
- Flood protection also raised as a priority for many residents.
- Overall link between economic wellbeing, health and the environment were recognised in discussions.
- Retrofit schemes especially popular in the city's more deprived communities.
- Active and public transport also priorities for younger less affluent communities.
- The need to protect green space was also noted by a number of respondents.

Summary

A number of key themes have emerged from the engagement sessions, notably:

- Accessibility, cleanliness, and open spaces are important for the city centre
- Feeling safe is also important for city and district centres
- Concerns over homelessness, both for those impacted, and the impact on the city centre
- Recruitment issues persist in many foundational economy sectors
- Support for more open and green spaces across the city, and protecting existing space
- Better transport infrastructure underpinned almost all missions
- Need to recognise the interconnection between health and economic outputs
- Need to promote and support activities for young people generally
- Comprehensive support for a 'culture and sport-led' renewal
- Accessibility to sport and culture for all was noted as important
- Support for a focus on supporting a tech-led renewal based on supporting skills and business development
- Comprehensive support for delivering the 'One Planet Strategy'

A further summary of the Key Missions is provided below:

Children and Young People Engagement Summary

- Accessibility, cleanliness, and open spaces are important for the city centre to attract young people.
- Young people are also concerned about the impact of homelessness and the needs of homeless in the city centre.
- Cost was an issue for many young people, and a barrier for them taking part in events.
- A large number of young people had never been to the castle, or any stadiums in the city.
- Safety was an issue for a lot of young people too.

Key Issues – Mission 1: Reimagine the city centre

- Cleanliness, safety and accessibility were key issues raised in both engagement sessions and the survey feedback.
- Investment in public open space, including green space, was welcomed by all groups.
- Transport remains a critical component of the city centre.
- Recruitment issues were raised as important issues in the business engagement sessions.
- Supporting local home-grown businesses was also seen as a way of making the city centre more interesting.

- There were some differing priorities regarding transport, with support for both improved cycle infrastructure, whilst some were advocating for improved road infrastructure.

Key Issues – Mission 2: A City for Everyone

- The link between health and economic outcomes was also noted as a key issue, and the need for public services, housing and local regeneration to reflect health outcomes.
- Maintaining levels of support for rough sleepers was also recognised as a key project.
- Linking business and education was seen as important – as was recognising recruiting public sector workers is also a constraint to improving local services.
- Improved public transport was also raised as an essential part of improving access for all in the city.
- Anti-social behaviour was also raised by a number of respondents in the survey.
- Respondents from a minority ethnic background were also more likely to raise the need to provide additional support for young people, including extra-curricular activity.
- A need for data to understand the impact of policy on different groups was noted.

Key Issues – Mission 3: A City of Villages

- Improved transport connectivity was seen as the key issue in creating the 'City of Villages' in both group discussions and the survey responses.
- The better curation of district centres was also supported in surveys and discussions, including a more prominent public services role.
- Investment in estate renewal and sustainable housing was also supported in engagement and survey work.
- The theme of 'safe, green and clean' emerged in all sessions and survey outputs.
- Conflicting views over the road infrastructure – for example there were some comments relating to the need and rationale for 20mph zones.
- Public services were highlighted as critical in the engagement sessions.
- A number of respondents were also opposed to the new Velindre Cancer Centre development in the north of the city.

Key Issues – Mission 4: Culture and sport-led renewal

- Comprehensive support for the need to put art and culture at the heart of the city's recovery.
- Investing in creative infrastructure and skills was also widely supported.
- There was significant support for the city's Music Strategy and proposed new Signature Event
- Accessibility for sporting and cultural uses was raised consistently, with the need to ensure that everyone benefits from all levels of investment.

- Questions were raised over the need to ensure that the impact of the new arena on communities was a positive one.

Key Issues – Mission 5: Tech City

- Need for a focus on knowledge-based industries to drive better growth.
- Infrastructure is critical – including designing locations as well as connectivity.
- Public services play a role in procuring designing and delivering technological change.
- Support for establishing Cardiff as a ‘Tech Hub’.
- Education is also critical.
- Need to ensure that Cardiff can compete with cities in England and beyond.

Key Issues – Mission 6: One Planet Recovery

- Support for delivering the ‘One Planet Strategy’.
- Flood protection also raised as a priority for many residents.
- Overall link between economic wellbeing, health and the environment were recognised in discussions.
- Retrofit schemes especially popular in the city’s more deprived communities.
- Active and public transport also priorities for younger less affluent communities.
- The need to protect green space was also noted by a number of respondents.