

# **Delivering a Stronger, Fairer, Greener Cardiff**

**Cardiff Council Corporate Plan 2024-27**

**DRAFT**

**Mae'r ddogfen hon ar gael yn Gymraeg hefyd.  
This document is also available in Welsh.**

## **Well-being Objective 1:**

### Cardiff is a great place to grow up

Our priorities for delivering a stronger, fairer, greener Cardiff in 2024/25:

- **Supporting the health and wellbeing of learners in Cardiff**
- **Meeting the needs of learners and closing the attainment gap**
- **Realising the Curriculum for Wales**
- **Delivering high-quality infrastructure and a world-class education workforce**
- **Shifting the balance of care: place**
- **Shifting the balance of care: people**
- **Shifting the balance of care: practice**
- **Protecting the wellbeing of vulnerable children, young people and families**

**Meeting the needs of learners and closing the attainment gap**

Ref	We will:	Lead Member	Lead Directorate
S1.15	<p><b>Continue to enhance the Cardiff Commitment</b> through harnessing the economic, cultural and social capital of Cardiff for the benefit of children and young people to secure opportunities through:</p> <ul style="list-style-type: none"> <li>• Developing and strengthening the capacity of our network to realise the vision of the Cardiff Commitment;</li> <li>• Empowering young people to make informed decisions regarding their next steps by providing a local, visible and transparent post-16 provision offer;</li> <li>• Targeting programmes informed by labour market intelligence to support young people with barriers and challenges in moving into paid employment, training or education.</li> </ul>	<p><b>Cllr Sarah Merry &amp; Cllr Peter Bradbury</b></p>	<p><b>Education &amp; Lifelong Learning</b></p>

Ref	Key Performance Indicator	Target
K1.15	The percentage of all pupils in Year 11 leavers making a successful transition from statutory schooling to education, employment or training	<b>98.5%</b>
K1.16	The percentage of EOTAS learners leaving Year 11 making a successful transition from statutory schooling to education, employment or training	<b>92%</b>
K1.17	The percentage of Children Looked After leaving Year 11 making a successful transition from statutory schooling to education, employment or training	<b>92%</b>

## **Well-being Objective 3:**

### Supporting people out of poverty

Our priorities for delivering a stronger, fairer, greener Cardiff in 2024/25:

- Supporting those most impacted by the cost-of-living crisis
- Supporting people into work
- Continuing our Living Wage City ambition
- Embedding our new approach to preventing homelessness and ending rough sleeping

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## Appendix 1 – Extracts relevant to Economy & Culture Scrutiny Committee

### Supporting people into work

Ref	We will:	Lead Member	Lead Directorate
S3.02	<b>Support people into work</b> by continuing to fill current, and deliver new, apprenticeships and trainee opportunities within the Council.	<b>Cllr Chris Weaver</b>	<b>Resources</b>
S3.03	Support more people into work: <ul style="list-style-type: none"> <li>• Through the newly expanded Into Work Service, <b>creating new bespoke employment and training packages</b> to meet any new or emerging workforce demands in the city;</li> <li>• Working alongside <b>major regeneration projects</b>, including the new Indoor Arena, to support local people into the new jobs the projects create;</li> <li>• Supporting people who are in work to secure higher paid and more sustained employment, through intensive in-work mentoring and upskilling.</li> </ul>	<b>Cllr Peter Bradbury</b>	<b>Adult Services, Housing &amp; Communities</b>

Ref	Key Performance Indicator	Target
K3.01	The number of new apprenticeship and trainee placements provided within the Council in year	<b>100</b>
K3.02	The total number of apprenticeship and trainee placements within the Council in year	<b>150</b>
K3.03	The number of Council posts filled through placements from Cardiff Works	<b>2,800</b>
K3.04	The number of interventions which supported people receiving into work advice through the Employment Gateway	<b>60,000</b>
K3.05	The number of clients who have received tailored support through the Employment Gateway and who secured work as a result of the support received	<b>1,300</b>
K3.06	The percentage of those supported through targeted intervention who ceased engagement with no verified positive destination	<b>&lt;10%</b>
K3.07	The percentage of Into Work clients who identify as being from a Black, Asian or Minority Ethnic background	<b>Monitor KPI, no target set</b>
K3.08	The number of new employers which have been assisted by the Council's employment support service	<b>300</b>

## **Well-being Objective 4:**

### Safe, confident and empowered communities

Our priorities for delivering a stronger, fairer, greener Cardiff in 2024/25:

- **Leading the response to the Housing Emergency**
- **Investing in communities**
- **Ensuring children and adults are protected from risk of harm and abuse**
- **Creating safe and inclusive communities**
- **Promoting the Welsh language**
- **Supporting grass-roots and community sport across the city**
- **Delivering high-quality parks and public spaces**

**Investing in communities**

## Appendix 1 – Extracts relevant to Economy & Culture Scrutiny Committee

### Investing in communities

Ref	We will:	Lead Member	Lead Directorate
NEW	Approve a new Regeneration Strategy to <b>support the vitality and viability of district and local centres</b> , including establishing a 15-minute city toolkit by September 2024.	<b>Cllr Lynda Thorne, Cllr Russell Goodway &amp; Cllr Dan De’Ath</b>	<b>Adult Services, Housing &amp; Communities, Economic Development, and Planning, Transport &amp; Environment</b>
S4.05	<b>Invest in our local communities by:</b> <ul style="list-style-type: none"> <li>• Developing regeneration opportunities for the South Riverside Business Corridor, refreshing the placemaking plan by December 2024;</li> <li>• Commencing scoping work to inform a new placemaking plan for the Roath/Adamsdown Business Corridor by March 2025;</li> <li>• Implementing the current estate improvement programme;</li> <li>• Securing additional Welsh Government Transforming Towns funding for projects;</li> <li>• Delivering the three-year programme for Neighbourhood Renewal Schemes.</li> </ul>	<b>Cllr Lynda Thorne</b>	<b>Adult Services, Housing &amp; Communities</b>
S4.06	Investigate and <b>deliver future Community, Youth and Wellbeing Hubs</b> with partners, including: <ul style="list-style-type: none"> <li>• Bringing forward plans for a Youth Hub in the city centre and agreeing a preferred option by May 2024;</li> <li>• Agreeing heads of terms and working in partnership with Cardiff &amp; Vale University Health Board (UHB) on the Full Business Case for the new Health and Wellbeing Hub at Ely &amp; Caerau by late 2024;</li> <li>• Commencing feasibility work with UHB to scope the potential for a partnership Riverside Hub;</li> <li>• Developing designs for new Hubs on strategic planning sites and larger housing and regeneration projects.</li> </ul>	<b>Cllr Lynda Thorne</b>	<b>Adult Services, Housing &amp; Communities</b>

## Appendix 1 – Extracts relevant to Economy & Culture Scrutiny Committee

Ref	Key Performance Indicator	Target
K4.08	The amount of external funding secured to deliver regeneration initiatives in communities (including Section 106 monies for community facilities, Welsh Government grants, and health & social care grants)	<b>£1m per annum</b>
K4.09	The number of funding bids submitted per year to deliver regeneration initiatives in communities	<b>4</b>
K4.10	The number of in-person visits to libraries and Hubs across the city	<b>1.5 million</b>
K4.11	The number of virtual visits to our 24-hour digital library	<b>2.5 million</b>
K4.12	The number of physical books borrowed from libraries and Hubs across the city	<b>1.6 million</b>
K4.13	The number of digital books downloaded from our 24-hour digital library	<b>1.1 million</b>
K4.14	The number of page views on the Hubs website	<b>320,000</b>
K4.15	The percentage of customers who agreed with the statement 'Overall the Hub met my requirements/ I got what I needed'	<b>95%</b>
K4.16	The number of visits (page views) to the volunteer portal	<b>85,000</b>
K4.17	The number of hours given volunteering within Housing & Communities	<b>18,000</b>



## Appendix 1 – Extracts relevant to Economy & Culture Scrutiny Committee

### Supporting grass-roots and community sport across the city

Ref	We will:	Lead Member	Lead Directorate
S4.26	<b>Embed the Physical Activity &amp; Sport Strategy 2022-27</b> and work with partners to develop further plans which increase participation, attract investment, improve health, tackle inequality, and ensure sustainability of provision.	Cllr Jennifer Burke	Economic Development
NEW	<b>Support access to local community sports clubs and organisations</b> , increasing participation in sports and enhancing extra-curricular opportunities through the Community-Focused Schools approach.	Cllr Jennifer Burke & Cllr Sarah Merry	Economic Development, and Education & Lifelong Learning
NEW	<b>Support community sports clubs with a particular emphasis on under-represented groups.</b>	Cllr Jennifer Burke	Economic Development
NEW	<b>Ensure that Sport Wales's Regional Sports Partnerships reflect the priorities of Cardiff.</b>	Cllr Jennifer Burke	Economic Development
NEW	<b>Work with major sports clubs to deliver benefits for the residents of Cardiff</b> with a focus on identified priorities.	Cllr Jennifer Burke	Economic Development
S4.27	Continue to work with GLL, implementing measures set out in the Transformational Plan aimed at <b>improving the quality and sustainability of the service</b> : <ul style="list-style-type: none"> <li>• Work in partnership with GLL to implement a programme of works to achieve a sustainable and low-carbon leisure estate;</li> <li>• Undertake planned improvement works to Pentwyn Leisure Centre</li> </ul>	Cllr Jennifer Burke	Economic Development

Ref	Key Performance Indicator	Target
K4.27	The number of visits to Local Authority sport and leisure centres during the year per 1,000 population where the visitor will be participating in physical activity	<b>Target to be based on 2023/24 outturn</b>

## Appendix 1 – Extracts relevant to Economy & Culture Scrutiny Committee

### Delivering high-quality parks and public spaces

Ref	We will:	Lead Member	Lead Directorate
S4.28	<b>Increase the number of parks in Cardiff which receive the Green Flag Award</b> – the international standard for the management of parks and green spaces – with the inclusion of parks within the southern arc.	Cllr Jennifer Burke	Economic Development
NEW	<b>Work with partners to implement a plan to increase Cardiff's tree canopy</b> from 18.9% to 25% by 2030 and to report annual progress against this target.	Cllr Jennifer Burke	Economic Development
NEW	<b>Continue to deliver the actions from the Allotment Strategy 2022-27.</b>	Cllr Jennifer Burke	Economic Development
NEW	<b>Promote the benefits and support the development of the volunteer movement</b> through the Friends Forum and community-based platforms.	Cllr Jennifer Burke	Economic Development
NEW	<b>Implement a programme of Section 106, Asset Renewal and Capital for Parks</b> to include sport, play and infrastructure improvements.	Cllr Jennifer Burke	Economic Development
S4.29	<b>Support the development of a National Park City for Cardiff</b> through the creation of local networks and the partnership of the National Park City Foundation.	Cllr Jennifer Burke	Economic Development
S4.30	Continue to <b>protect our parks and green spaces</b> through our partnership with Fields In Trust Cymru, and by placing a further tranche of areas in trust.	Cllr Jennifer Burke	Economic Development

Ref	Key Performance Indicator	Target
K4.28	The number of Green Flag parks and open spaces	<b>20</b>
K4.29	The number of volunteer hours committed to parks and green spaces	<b>Target to be based on 2023/24 outturn</b>
K4.30	The number of trees planted per year	<b>30,000</b>

## Wellbeing Objective 5:

### A capital city that works for Wales

Our priorities for delivering a stronger, fairer, greener Cardiff in 2024/25:

- Leading the economic development in Wales
- Leading the economic development in Cardiff
- Supporting the cultural sector and major events programme

#### Leading the economic development in Wales

Ref	We will:	Lead Member	Lead Directorate
S5.01	Work with the Cardiff Capital Region to <b>progress Cardiff projects, support wider city-region projects</b> and ensure that the Corporate Joint Committee arrangements support economic development in Cardiff, its businesses and its communities.	Cllr Huw Thomas	Economic Development
S5.03	<b>Ensure Cardiff remains an open, competitive and outward-looking international city</b> by: <ul style="list-style-type: none"> <li>• Continuing to work with the Cardiff Capital Region, the Welsh Government, the Western Gateway and the UK Government to promote the city as a place to invest;</li> <li>• Maximising the opportunities for Cardiff from Welsh and UK Government funding schemes such as the Shared Prosperity Fund and any successor schemes.</li> </ul>	Cllr Huw Thomas	Economic Development

## Appendix 1 – Extracts relevant to Economy & Culture Scrutiny Committee

### Leading the economic development in Cardiff

Ref	We will:	Lead Member	Lead Directorate
S5.04	<p><b>Enhance the city centre as a location for businesses and investment and affirm its role as a national employment centre</b> by working with partners to:</p> <ul style="list-style-type: none"> <li>• Progress the development of Metro Central and the Central Quay development, extending the business district south of the station;</li> <li>• Support the development of new commercial premises;</li> <li>• Work with landowners to attract investment and development in the retail, commercial and hospitality sector;</li> <li>• Progress plans for the regeneration of the area around the Utilita Arena as part of the Canal Quarter development.</li> </ul>	Cllr Russell Goodway	Economic Development
S5.05	<p><b>Write the next chapter in Cardiff Bay’s regeneration story</b> by:</p> <ul style="list-style-type: none"> <li>• Delivering the new Multi-Purpose Indoor Arena by 2026/27;</li> <li>• Commencing the delivery of the wider regeneration of the Atlantic Wharf site by 2025/26;</li> <li>• Working with partners to develop the Graving Docks area with target of commencing on site by 2025/26;</li> <li>• Further progressing the development strategy for the next phase of the International Sports Village including supporting development partners, bringing forward an energy strategy to support the new development and existing sporting infrastructure, and concluding revised sporting infrastructure plans with the first phase development to commence in 2024/25;</li> <li>• Bringing forward proposals to protect and revitalise historic buildings in the Bay.</li> </ul>	Cllr Russell Goodway	Economic Development
S5.06	<p><b>Develop a sustainable city-wide economy</b> by:</p> <ul style="list-style-type: none"> <li>• Supporting the completion of Cardiff Parkway as part of our Industrial Strategy for the East of the city;</li> </ul>	Cllr Russell Goodway	Economic Development, Planning, Transport & Environment

## Appendix 1 – Extracts relevant to Economy & Culture Scrutiny Committee

	<ul style="list-style-type: none"> <li>Working with Media.Cymru to support the growth of creative enterprises in the city;</li> <li>Promoting Cardiff as an inward investment location for high value-added employment from the private and public sectors;</li> <li>Working with partners to attract investment into innovation and start-up space across the city and support the sector;</li> <li>Attracting investment in our city's digital infrastructure.</li> </ul>		
S5.08	<p><b>Work with partners</b> such as Welsh Government and FOR Cardiff <b>to support the retail and hospitality sectors</b> by:</p> <ul style="list-style-type: none"> <li>Exploring fiscal powers such as the Tourism Levy to support investment in the sector;</li> <li>Completing the restoration and refurbishment of Cardiff Market by December 2026.</li> </ul>	<b>Cllr Russell Goodway</b>	<b>Economic Development</b>

Ref	Indicator	Target
K5.01	The amount of 'Grade A' office space committed to in Cardiff <i>(This is a rolling two-year target.)</i>	<b>Target to be based on 2023/24 outturn</b>
K5.02	The number of new jobs created and safeguarded where the Council has played an active role	<b>Target to be based on 2023/24 outturn</b>
K5.03	City centre footfall	<b>Target to be based on 2023/24 outturn</b>

## Appendix 1 – Extracts relevant to Economy & Culture Scrutiny Committee

### Supporting the cultural sector and major events programme

Ref	We will:	Lead Member	Lead Directorate
S5.09	<p><b>Grow Cardiff as a centre of creativity and culture by:</b></p> <ul style="list-style-type: none"> <li>Delivering a Signature Music Festival event which brings together a range of music events, projects and activity in the city in autumn 2024 to promote and establish Cardiff as a destination for music tourism;</li> <li>Developing a new Cultural Strategy for Cardiff by March 2025.</li> </ul>	Cllr Jennifer Burke	Economic Development
NEW	<b>Implement the investment strategy for St David's Hall by 2025.</b>	Cllr Jennifer Burke	Economic Development
S5.10	<b>Develop a new Tourism &amp; Events Strategy for consultation by the end of 2024.</b>	Cllr Jennifer Burke	Economic Development
NEW	Work in partnership with the Welsh and UK Governments to <b>attract and deliver new major international sporting events</b> , including the 2025 Investec Champions Cup and EPCR Challenge Cup Finals, and the Euro 2028 football championships in Cardiff.	Cllr Jennifer Burke	Economic Development

Ref	Indicator	Target
K5.04	The number of staying visitors	Target to be based on 2023/24 outturn
K5.05	Total visitor numbers	Target to be based on 2023/24 outturn
K5.06	Total visitor days	Target to be based on 2023/24 outturn
K5.07	Total visitor spend	Target to be based on 2023/24 outturn