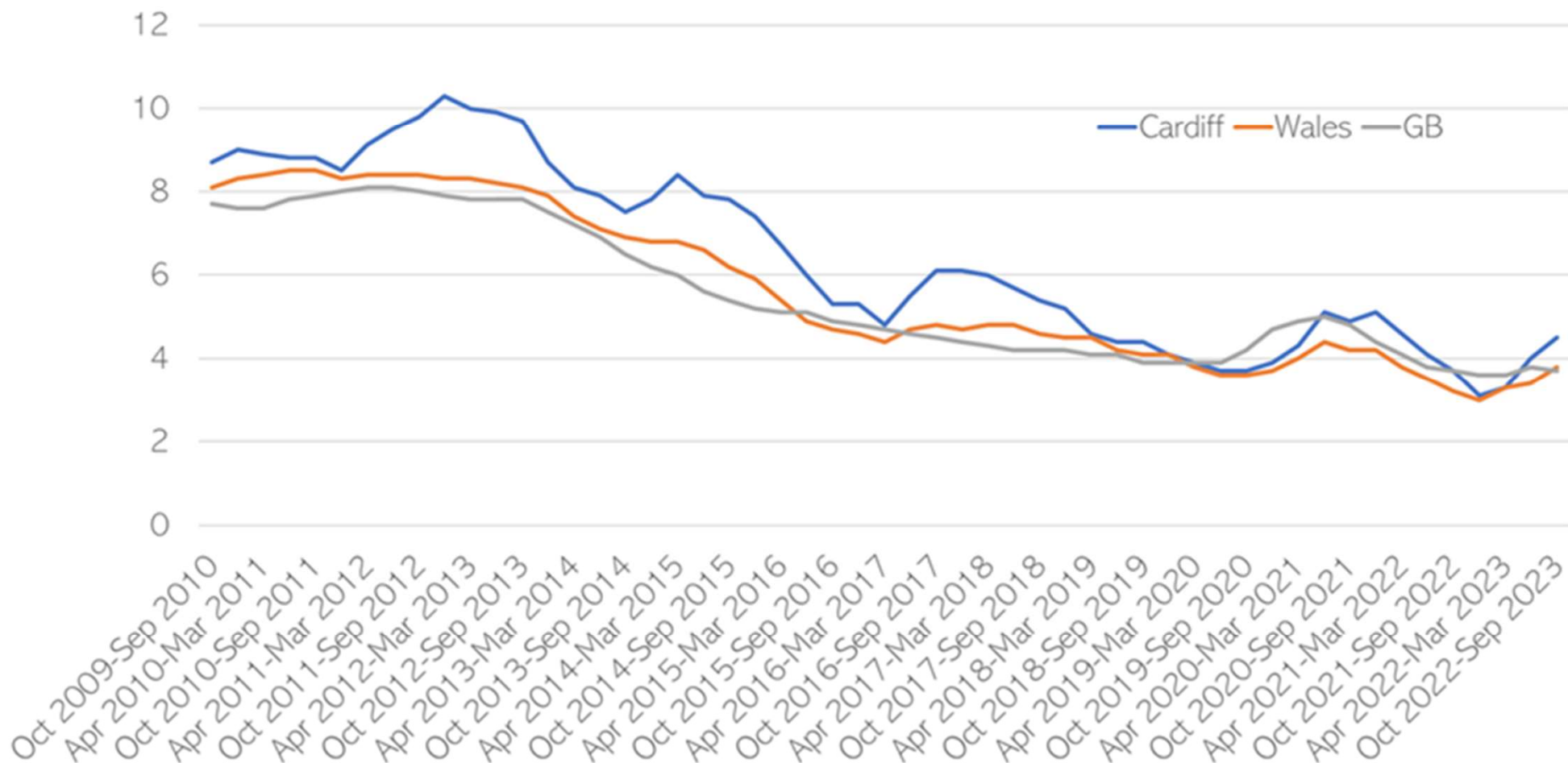


Snapshot of the Cardiff economy

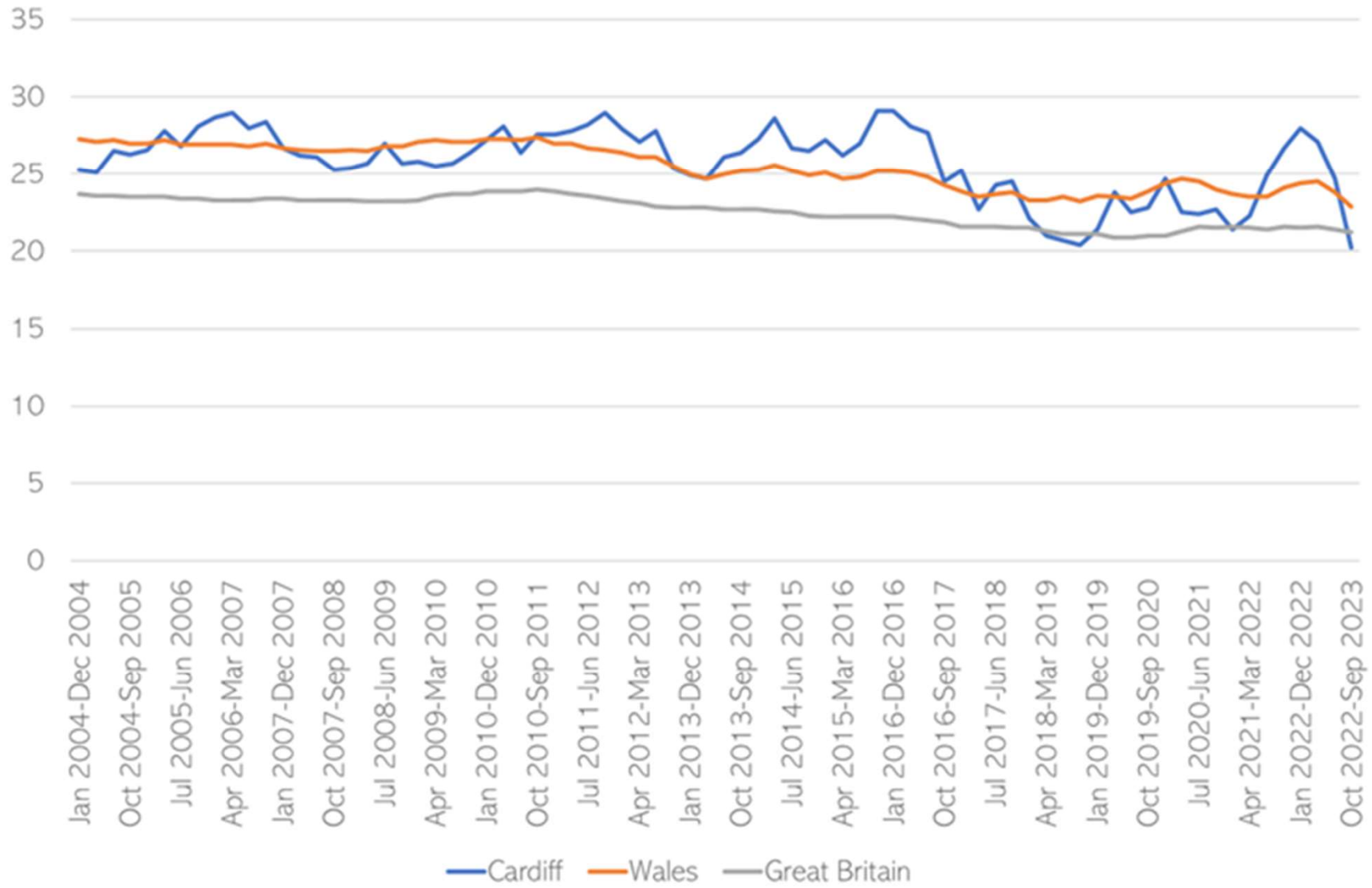
Ken Poole
Head of
Economic
Development
Cardiff Council



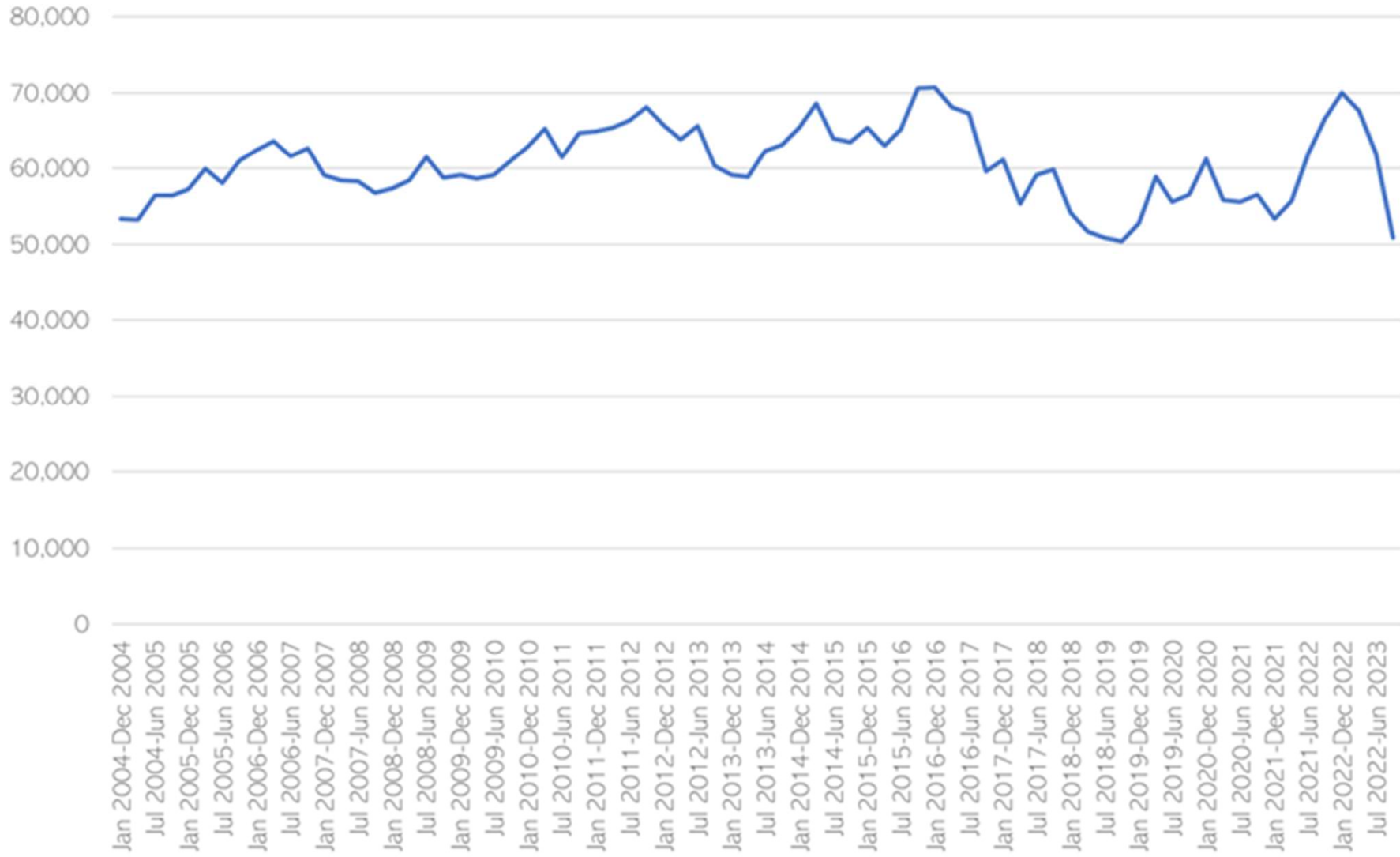
Unemployment Rate



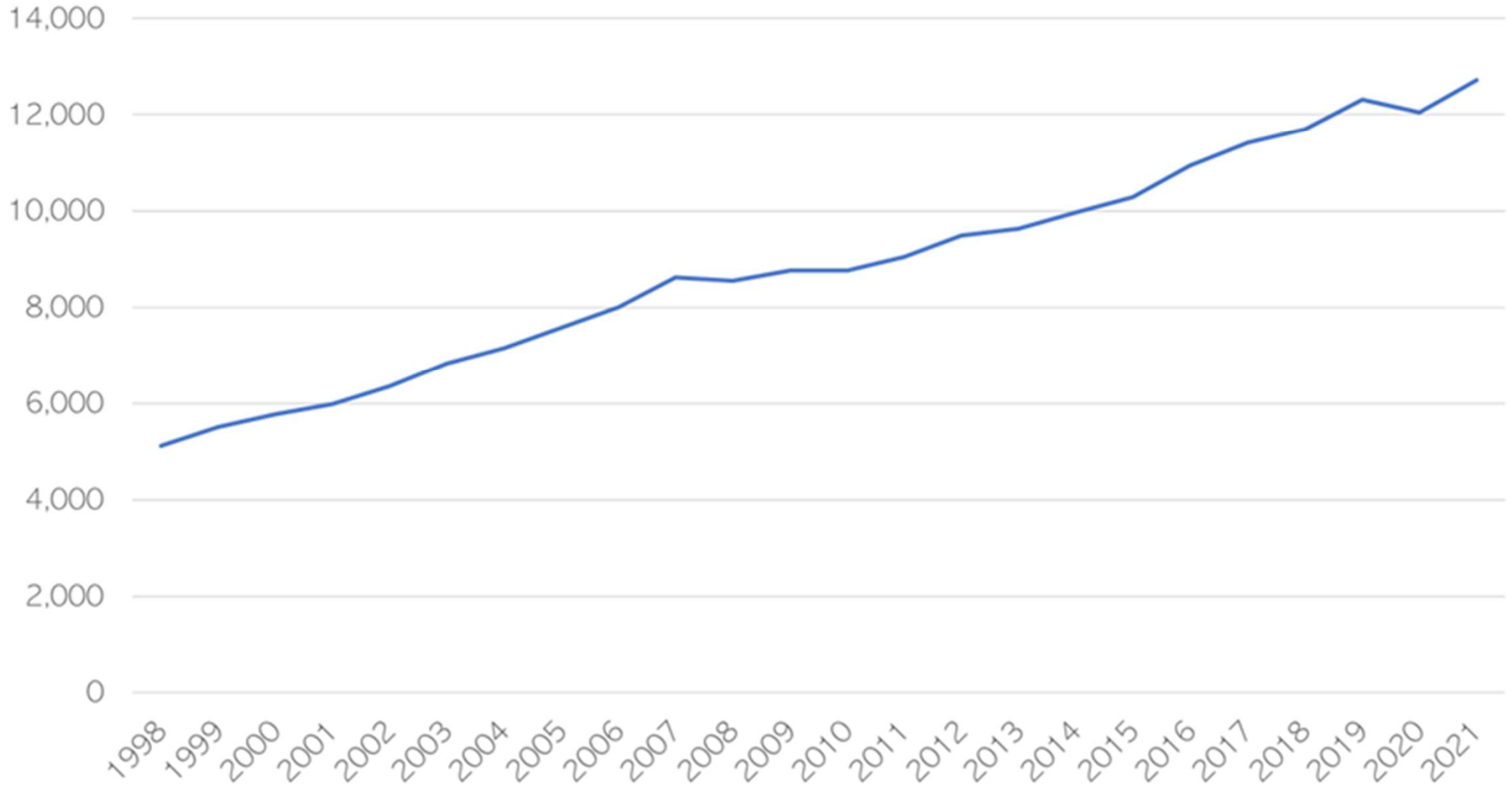
Economic Inactivity



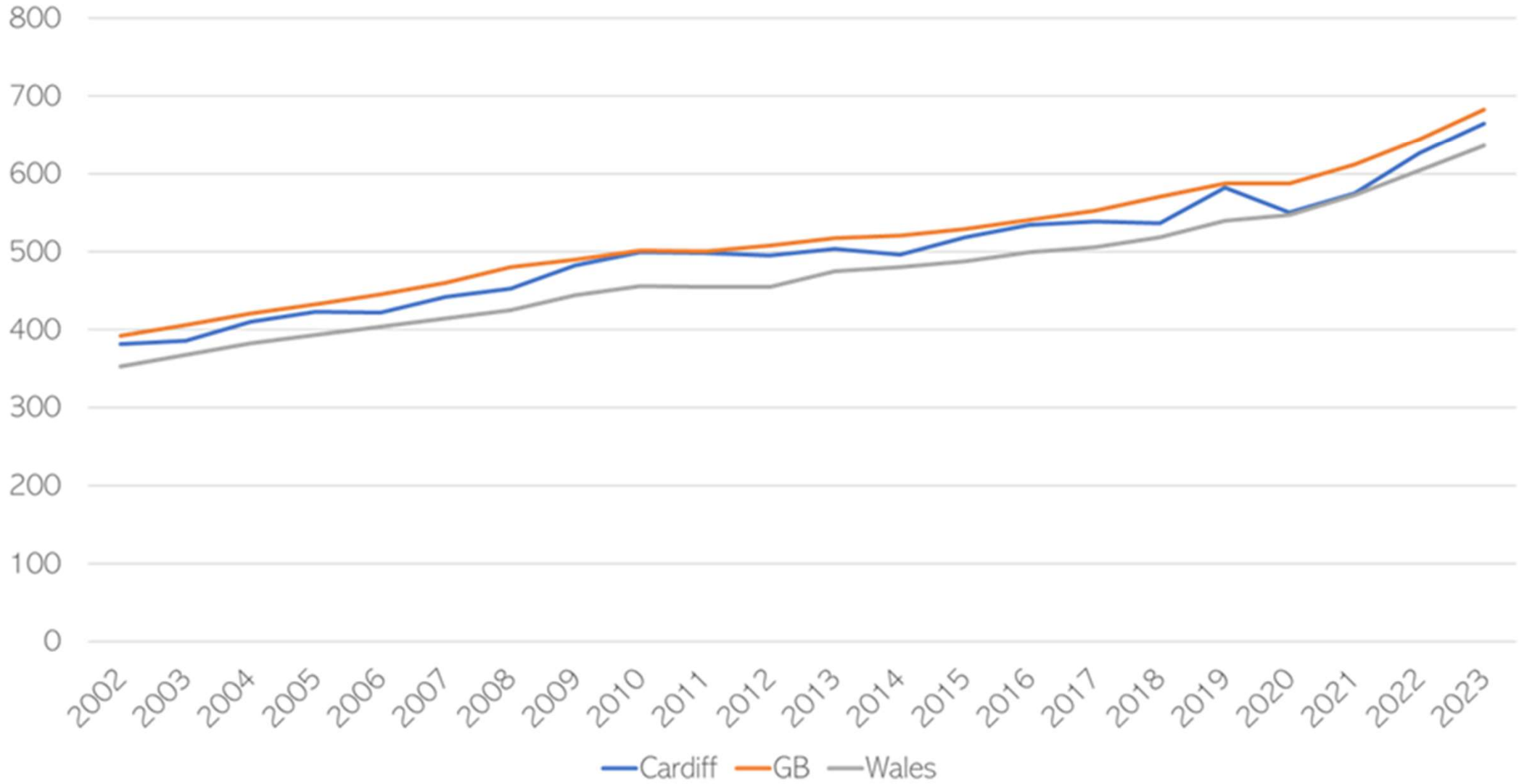
Inactive Numbers



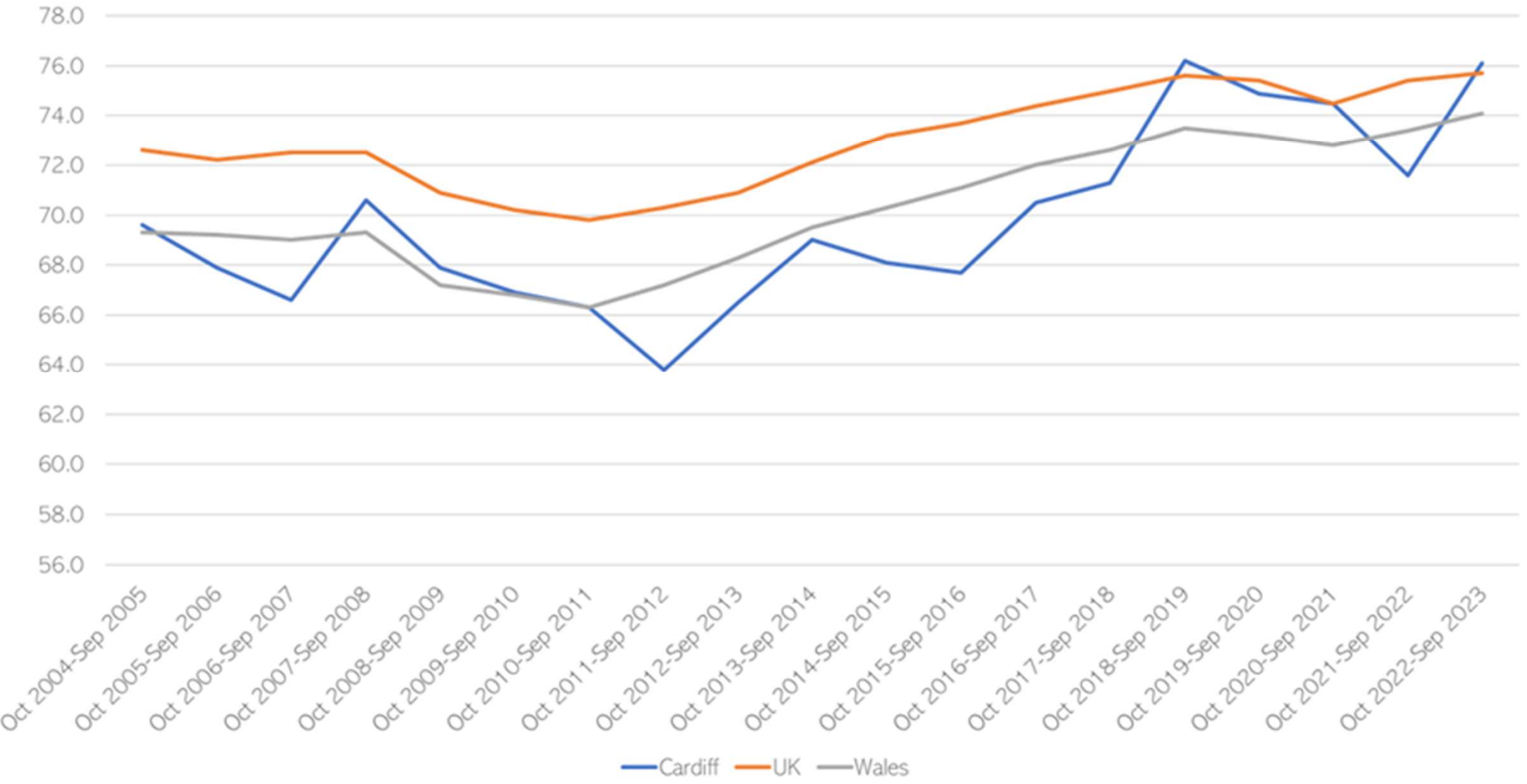
Cardiff GVA (£m)



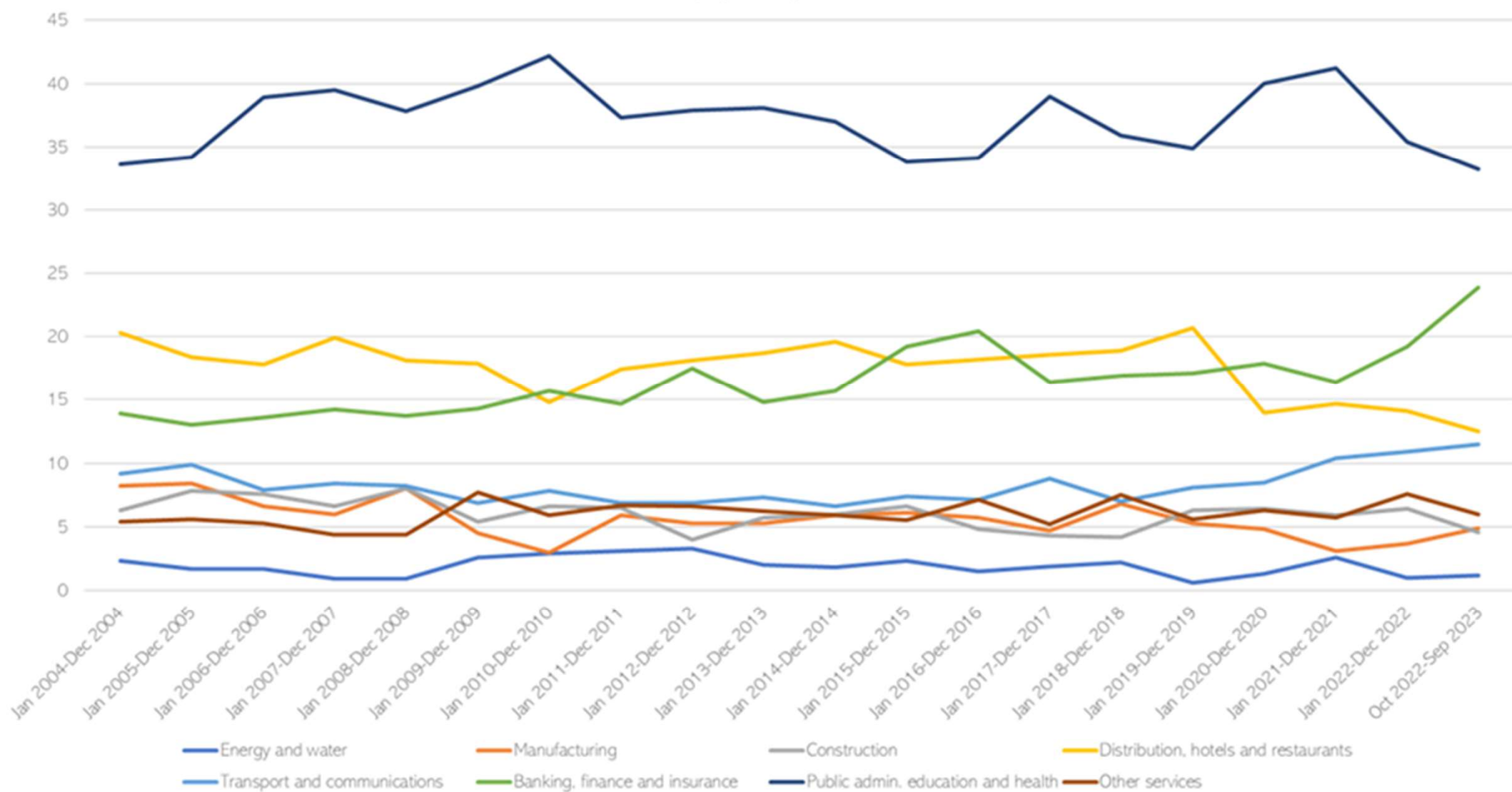
Gross Weekly FT Resident Earnings



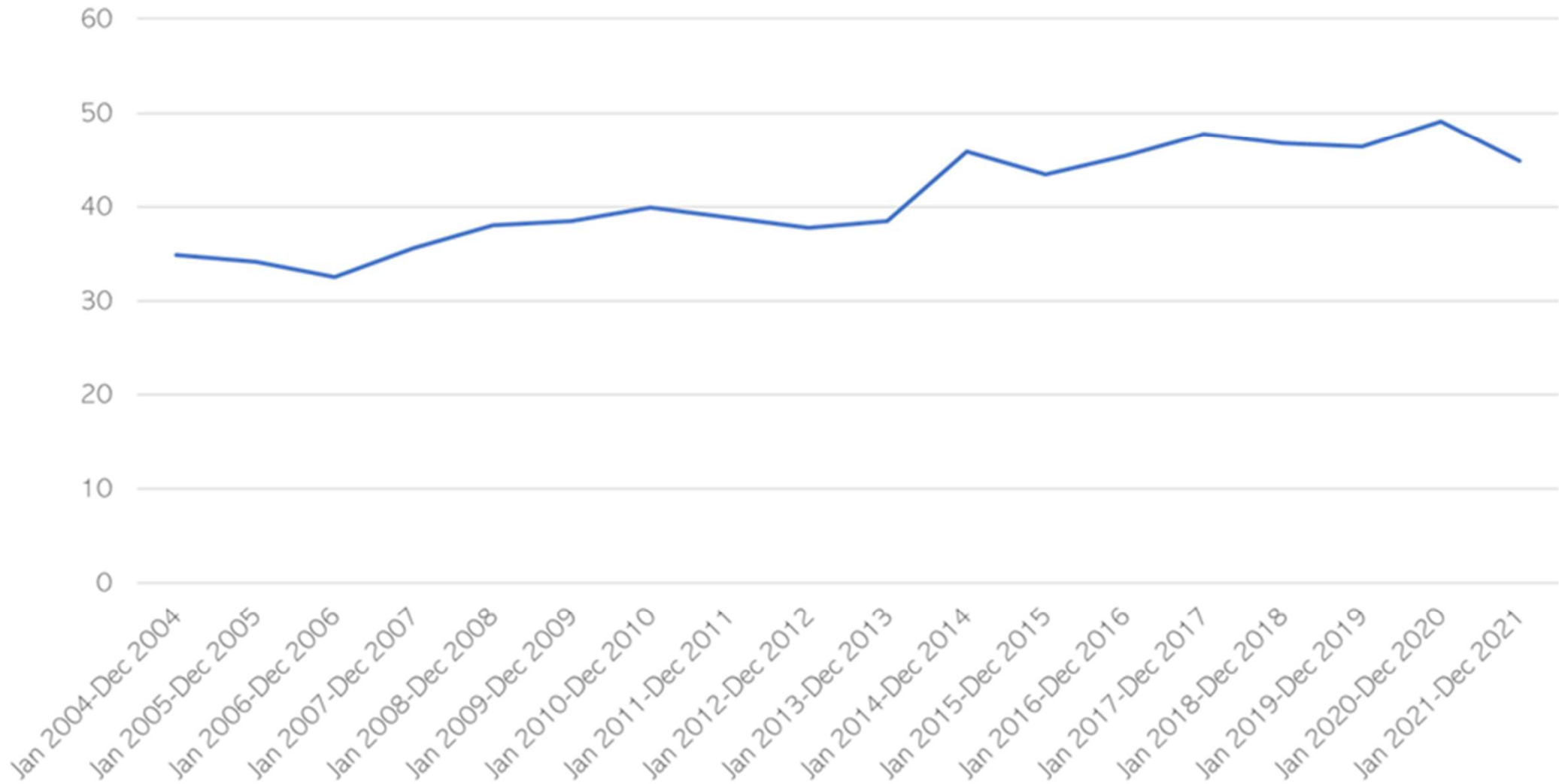
Employment Rate 16-64



Employment by Sector



% with NVQ4+ - aged 16-64



Resident Employment by Sector Oct 2022-Sep 2023

	Number	Cardiff	UK	Wales
Energy and water	2,400	1.2	1.6	1.5
Manufacturing	9,700	4.9	7.9	9.0
Construction	9,100	4.6	6.4	6.7
Distribution, hotels and restaurants	24,900	12.5	15.9	16.7
Transport and communications	22,900	11.5	10.1	6.9
Banking, finance and insurance	47,600	23.9	18.7	14.9
Public admin. education and health	65,900	33.2	32.2	36.7
Other services	11,900	6.0	5.8	5.2

Population aged 16-64 (2021)

	Cardiff (Numbers)	Cardiff (%)	Wales (%)	Great Britain (%)
All People Aged 16-64	240,900	67.0	61.0	62.9
Males Aged 16-64	118,100	67.2	61.3	63.3
Females Aged 16-64	122,800	66.7	60.6	62.6

Employment and unemployment (Oct 2022-Sep 2023)

	Cardiff (Numbers)	Cardiff (%)	Wales (%)	Great Britain (%)
All People				
Economically Active	208,200	79.8	77.1	78.8
In Employment	198,900	76.1	74.1	75.8
Employees	176,700	68.2	65.7	66.3
Self Employed	21,700	7.6	8.1	9.2
Unemployed (Model-Based)	9,400	4.5	3.8	3.7

Economic inactivity (Oct 2022-Sep 2023)

	Cardiff (Level)	Cardiff (%)	Wales (%)	Great Britain (%)
All People				
Total	50,800	20.2	22.9	21.2
Student	18,100	35.7	22.5	26.8
Looking After Family/Home	10,200	20.0	18.0	19.4
Temporary Sick			2.5	2.3
Long-Term Sick	10,500	20.7	33.3	26.9
Discouraged				0.2
Retired	4,000	8.0	13.1	12.7
Other			10.2	11.5
Wants A Job	7,200	14.1	16.4	17.5
Does Not Want A Job	43,600	85.9	83.6	82.5

Qualifications (Jan 2022-Dec 2022)

	Cardiff (Level)	Cardiff (%)	Wales (%)	Great Britain (%)
RQF4 And Above	123,100	50.7	41.4	45.7
RQF3 And Above	172,800	71.1	64.1	66.9
RQF2 And Above	210,000	86.5	84.4	85.8
RQF1 And Above	214,200	88.2	87.7	88.5
Other Qualifications	6,300	2.6	3.5	4.7
No Qualifications	22,400	9.2	8.8	6.8

Earnings by place of residence (2023)

	Cardiff (Pounds)	Wales (Pounds)	Great Britain (Pounds)
Gross Weekly Pay			
Full-Time Workers	664.6	636.1	682.6
Male Full-Time Workers	690.6	671.3	728.3
Female Full-Time Workers	601.0	595.1	628.8

Why businesses choose Cardiff

- Growing population – 369,000 rising in the region to 1.5m. UK's fastest growing core city with a regional population expected to grow by 20% over the next 20 years.
- Competitive cost base – Average weekly earnings in 2022 in Cardiff are £548 which is 15% less than the Thames Valley, 9% less than Scotland and 13% less than the UK. Starting salaries for graduates in Cardiff are amongst the lowest in the UK core cities. Alongside this there are very competitive rental costs for industrial property with rental for new industrial property circa £7.70 per sq ft compared to £11.00 per sq ft in Bristol.
- Talent availability – Nearly 60% of the workforce in Cardiff is qualified to degree level. The city has 60,000 students with around 110,000 in the region and 150,000 including Bristol and Bath universities. Universities and tertiary colleges continue to produce high quality graduates with 35% of graduates still based in Wales.
- Growth in the economy – it is forecast that GVA in the 5 years to 2028 in Cardiff will grow by 7.2% outperforming the wider UK where growth of 6% is predicted.
- Cardiff's population is young – UK Gov figures highlight 27.3% of the city's population is between 15-29 years old compared with London which has 20.1%.
- Growth in jobs up to 2028 of 3.7% in Cardiff and 2.4% in Wales
- Effective partnership between the Council, private sector, Welsh Government and higher education

A productive workforce and a leading city for business formation

Digital Connectivity - Subscriptions achieving ultrafast broadband speeds (>30 Mbps)

Cardiff	92.6
Belfast	92.1
Nottingham	90.7
Liverpool	89.3
Bristol	89.1
Leeds	89
Manchester	88.7
Birmingham	88.4
Glasgow	87.8
Newcastle	86.8
Sheffield	79.6

Productivity - GVA per hour, 2021 (£)

Bristol	36.6
Cardiff	34.6
Manchester	32.5
Leeds	32.5
Glasgow	32.1
Belfast	31.9
Birmingham	31.5
Newcastle	31
Liverpool	30.8
Nottingham	30.1
Sheffield	29.2

Centre for Cities – Cities Outlook 2024

New economy firms per 10,000 working age population - 2023

Cardiff	33.2
Bristol	28
Manchester	26.4
Leeds	24.8
Belfast	21.8
Nottingham	20.4
Sheffield	20.2
Glasgow	19.5
Birmingham	18.6
Newcastle	17.4
Liverpool	16

Business Start-ups per 10,000 working age population - 2022

Cardiff	56.8
Manchester	56.8
Leeds	52.5
Birmingham	51.6
Liverpool	50
Bristol	48.3
Nottingham	45.6
Sheffield	43.1
Glasgow	42
Newcastle	39.5
Belfast	29.7

*'new economy' encompasses emerging knowledge-intensive sectors like FinTech and advanced manufacturing

Strong track record of recent investment – 2022/23

Business	Jobs	Sector
Rolls Royce	150	Nuclear
PwC	Up to 1000	Cyber
Future PLC	300	Digital
<u>Motonovo</u>	700	Financial Services
Redzone Analysis	150	Digital / data services
Whisper	50	Media
<u>Allclear</u>	50	Financial Services
Rocket Science Corp	50	Gaming Technology
Space Forge	50	Space



Vision

Working together to be a city that inspires its children and young people towards a better future

Mission

To work in partnership to raise ambitions, develop opportunities and deliver skills to support pupils, particularly those from disadvantaged backgrounds to fulfil their potential and contribute to the economic growth of our city.

Cardiff Commitment Priorities



01. Partner Support

Developing and strengthening the capacity of our network to realise the vision of the Cardiff Commitment by providing enhanced training based on needs, encouraging shared capacity between organisations and working together to impart the knowledge, skills and experiences required to inspire our children and young people towards a better future.



02. Experiences of Work

Establishing and embedding Business Forums and Careers and Work-Related Experiences within our schools that are reflective of employers across the growth sectors within the region to broaden understanding of labour market intelligence in areas which are poorly understood and of strategic importance to connect and support children and young people to transition into the jobs of the future.



03. Learning Pathways

Empowering young people to make informed decisions regarding their next steps by providing a local, visible and transparent post 16 provision and opportunity offer alongside access to trustworthy regional labour market intelligence to support young people to transition into education, employment and training aligned to their aspirations and where the jobs in Cardiff will be.



04. Social Value

Supporting Cardiff Council Contract Managers and suppliers to develop and deliver social value opportunities that are needed, that support children and young people to be ambitious and provide the skills needed for positive transitions into education, employment, and training.



05. Children & Young People Who Need It Most

Targeted programmes informed by labour market intelligence which look to increase the possibility and probability of young people with a variety of barriers and challenges of moving into paid employment, training or education through an enhanced careers and work-related experiences offer



The **Cardiff**
Commitment
Addewid **Caerdydd**

Cardiff Commitment Context in 2024

- 400 Partners engaged with Cardiff Commitment to date



- 15,372 children and young people engaging with Cardiff Commitment partners this academic year so far- Curriculum Projects, Open Your Eyes Week, Debate Mate, Business Forum activity, sector cluster projects etc
- Since the launch May 2023, www.whatsnextcardiff.co.uk has had over 25,000 website views
- 446 Work Experience placements sourced via the What's Next Award for July 2024 - update in agenda

- 16 ALN Supported Internship placements for ALN young people - CAVUHB, Cardiff Council Catering, BBC Studios
 - Cardiff Council Catering FSEP
 - Winner of the Community Impact category in the LACA – The School Food People, Wales Region Cardiff Awards
 - Finalist for Springboard Awards for Excellence 2024
 - Finalist for the Public Sector Catering Award - Training and Apprenticeships
- Debate Mate delivered for 3rd consecutive year across 8 secondary schools in Cardiff. Supported by Admiral, Legal & General and Principality Building Society
- Cardiff Commitment working with 25% of contractors available through Social Value portal to support delivery of social value commitments
 - Monthly Social Value Workshops delivered to support contractors and contract managers





**Cardiff Commitment Partner's
Response to Challenges and
Barriers in line with Cardiff
Commitment Priorities**

FLEXIBLE SUPPORTED EMPLOYMENT PATHWAYS

SUPPORTING CHILDREN LOOKED AFTER & CARE EXPERIENCED YOUNG PEOPLE



GIG
CYMRU
NHS
WALES

Bwrdd Iechyd Prifysgol
Caerdydd a'r Fro
Cardiff and Vale
University Health Board



The Cardiff
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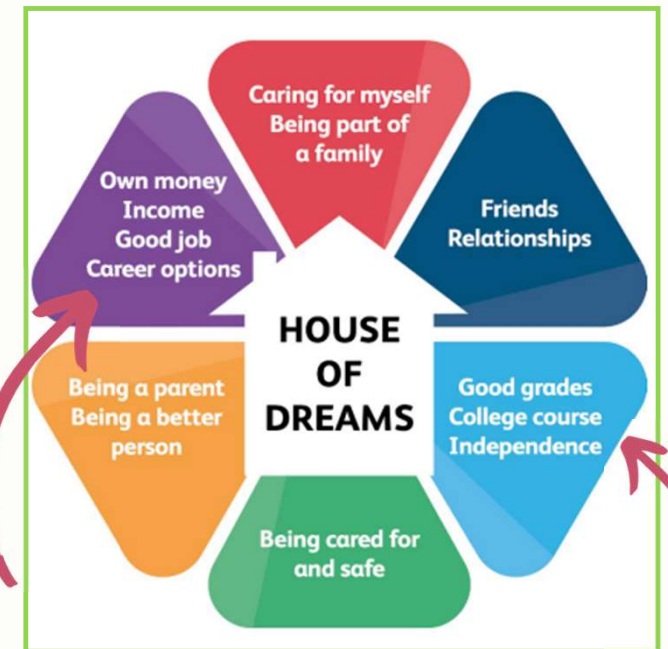


CHILDREN LOOKED AFTER / CARE EXPERIENCED YOUNG PEOPLE



Cardiff is one of three local authorities across Wales to pilot the Virtual School and Virtual School Headteacher model in Wales.

There are currently over 1,000 children and young people looked after by Cardiff Council, with this number continuing to grow.



From the House of Dreams we can see that Children Looked After want to have their own financial independence and stability as well as a career path.

From the House of Worries we can see that Children Looked After are concerned with their futures in terms of academically and the world of work.

JOHN LEWIS BUILDING HAPPIER FUTURES SCHEME

John Lewis launches care leaver employment scheme

Joe Lepper

Wednesday, October 19, 2022

The John Lewis Partnership is to offer career opportunities to young people with experience of the care system in a move that it hopes will emulate the work of the Timpson retail chain in supporting former offenders.



John Lewis has also formed an advisory board of people with care-experience.
Picture: John Lewis Partnership

The high street firm has set up a programme called Building Happier Futures to recruit more **care leavers** to roles within the partnership.

Young people with experience of care are "too often overlooked by employers to find meaningful jobs," said the Partnership, which cites figures showing there are more than 108,000 children in care.

Project Partners:



An example of networking across service areas to develop partnerships which lead to better outcomes for young people. The relationship with John Lewis to provide employment opportunities for Care Experienced young people will be demonstrated with lessons learned as well as a reflection on next steps

The Process - John Lewis 'Happier Futures' Scheme

1. Preparation

- Working Group identified.
- Weekly online meetings with all partners to discuss the process, actions and outcomes that will best support the young people.
- Profiles of young people created to share with John Lewis prior to the Insight Day.
- Setting expectations of all partners as well as those for the young people.
- Moxie People provided Young People with work clothes which could have been a potential barrier.

2. Induction Day

- Induction Day at John Lewis to familiarise young people with the store.
- Introduction to all John Lewis staff who will be present during the work experience.
- Young people decided what department(s) are of interest to them.

3. Work Experience

- 3 day work experience opportunity two weeks after induction day. A "work buddy" was available for each young person to offer support and Youth Mentors nearby in case they were needed.
- Young people had uniform and were treated like official staff.

4. Reflection

- John Lewis staff to feed back on the performance of the young people to help them understand skills used/learnt to boost their confidence.
- Young people provided with feedback forms to complete that will help John Lewis to improve for future opportunities.

5. Employment Opportunities

- Support given after the work experience opportunity to help young people apply for John Lewis vacancies.



THE OUTCOMES



THE OUTCOMES



Of the 4 young people who participated, 3 have gone on to apply with John Lewis and another young person decided they felt confident enough to return to Further Education.

CAVUHB Flexible Supported Employment Pathway

1. Preparation

- CAVUHB approached Cardiff Commitment to develop FSEP for Children Looked After.
- Virtual Head, Cardiff Youth Services and CLA Lead at Eastern High School engaged. Designated Youth Mentor identified.
- Child Friendly Cities supporting with Pre and Post consultation documents to help inform what YP want and to ensure activity planned is YP friendly.
- Eastern High School - 4 YP identified.
- Setting expectations of all partners as well as those for the young people.

2. Pre-Engagement with YP

- Designated Youth Services Mentor meets YP - activity planned to identify what YP ambitions are. Using Pre-consultation Child Friend Cities survey to gather info.

3. Co Production Morning (18th March)

- Induction Day at CAVUHB to familiarise young people with University Hospital Wales.
- Introduction to all CAVUHB staff.
- Young people decided what areas of the hospital are of interest to them.

4. Insight sessions with chosen departments (April/June 2024)

- YP provided further opportunity to engage with departments of interest ahead of work experience placements

5. Work Experience (Summer 2024)

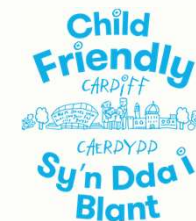
- 3 day work experience opportunity two weeks after induction day. Youth Mentors will be supporting the Young People.

6. Reflection (Summer 2024)

- CAVUHB staff to feed back on the performance of the young people to help them understand skills used/learnt to boost their confidence.
- Young people provided with feedback forms to complete that will help CAVUHB to improve for future opportunities.

7. Employment Opportunities/ Pathways (Summer 2024)

- Support given after the work experience to look at extended placements, job opportunities or pathways to HE via HEIW i.e. widening access - Nursing Degrees





Corporate Parenting Charter – A Promise from Wales

“A SHARED PARENTING PLEDGE”

gov.wales

Corporate Parenting Charter: support for care experienced children and young people

The charter sets out eleven principles that all public bodies and their leaders should follow to ensure care experienced children and young people have the same life chances as every other child or young person in Wales.

Any public body, third sector organisation or business can sign up to the Charter.

What is Corporate Parenting?

Why a Charter? What's it for?

Shared Principles for Corporate Parents

Our Promises as Corporate Parents



GIG
CYMRU
NHS
WALES

Bwrdd Iechyd Prifysgol
Caerdydd a'r Fro
Cardiff and Vale
University Health Board



The Cardiff
Commitment
Addewid Caerdydd





03. Learning Pathways

Semiconductor Skills Bootcamp

July Bootcamp - accessible to 16-18 year olds

Collaborating with industry to develop robust talent pipelines that seamlessly transition pupils from statutory school leaving age into jobs and opportunities.

Outreach includes:

Teacher briefings

'Lunch and Learn' with Sixth Form pupils

Semiconductor Event - 28th June

Youth Support Services & Into Work Advice briefing





04. Social Value

Utilising CSR to respond to needs of Schools: Admiral Reading Volunteers

- Pilot project with Admiral
- All volunteers DBS checked
- All volunteers provided with support from Curriculum Team re Reading in Schools

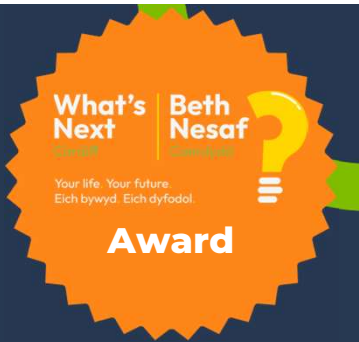
St Cuthbert's Primary School
Baden Powell Primary School
Grangetown Primary School
St David's CiW Primary School
Moorlands Primary School
Pen Y Bryn Primary School
St Mary The Virgin CiW Primary Schools
Chrsit The King RC Primary School





03. Learning Pathways

Work Experience - July 2024



The What's Next Award - A framework to reintroduce meaningful work experience for year 12 students in Cardiff!

WHY?



Of pupils expressed an interest in carrying out a formal work experience.



Of pupils cited work experience as the type of employer support they want the most



Of pupils identified 'preparing for work' skills as their primary area for development



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Cardiff and Vale University Health Board



EVERSHEDS SUTHERLAND



446 placements sourced to date