

Greener, Fairer, Stronger

Recovery Strategy Engagement
Update

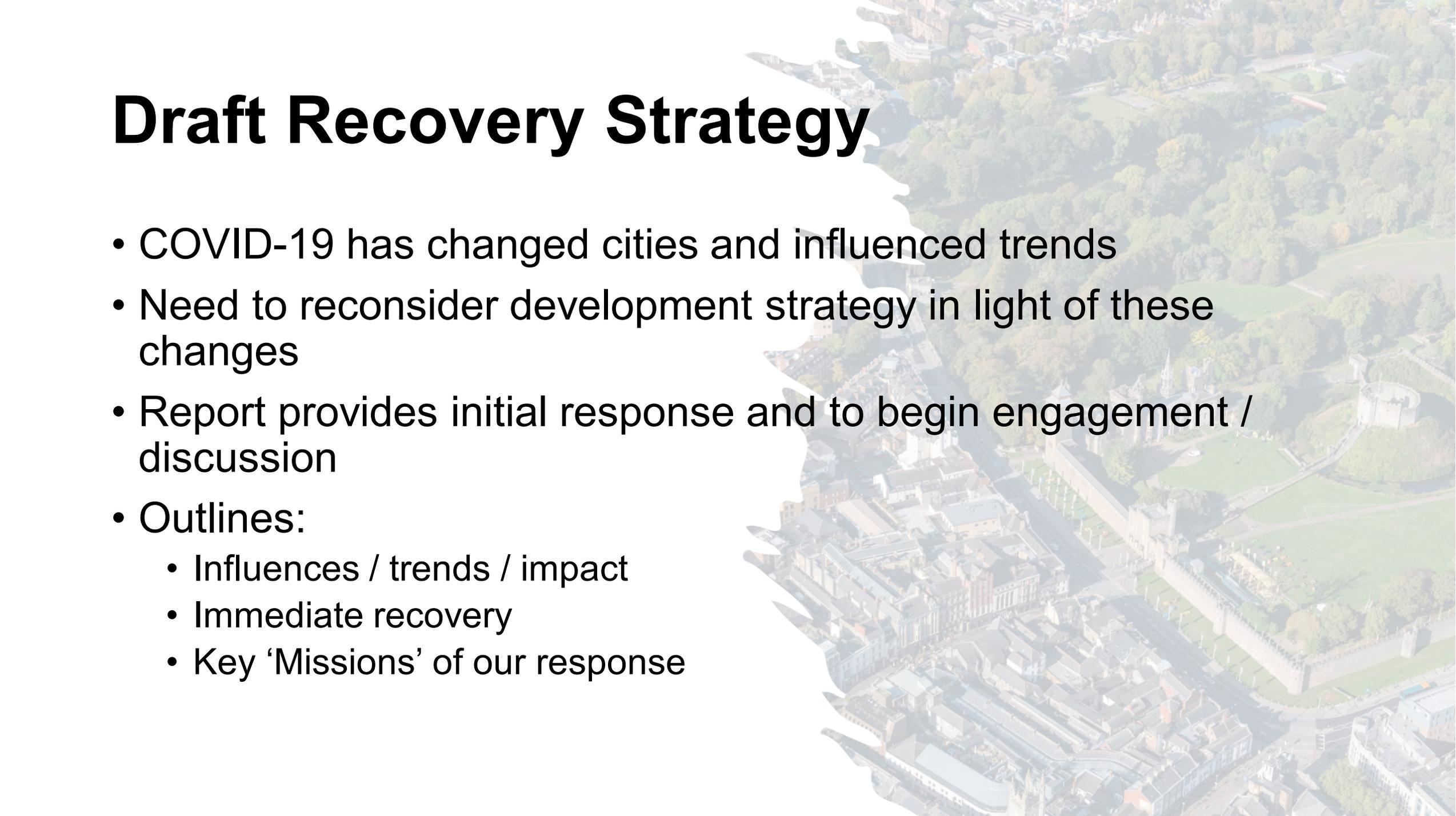


Background

- Draft Recovery Strategy launched June 2021
- Outlined a 'missions based approach' to recovery
- Cabinet committed to engagement exercise
- Series of engagement events undertaken
- Open survey
- Report back to Cabinet of updated strategy in December



Draft Recovery Strategy

An aerial photograph of a city, likely Edinburgh, showing a mix of historic stone buildings, green parks, and a river. A white, semi-transparent map of the city is overlaid on the image, with the text of the slide placed on the white area.

- COVID-19 has changed cities and influenced trends
- Need to reconsider development strategy in light of these changes
- Report provides initial response and to begin engagement / discussion
- Outlines:
 - Influences / trends / impact
 - Immediate recovery
 - Key 'Missions' of our response

What we know...

- Impact on business and employment
- Certain groups and sectors hit more than others:
 - Young
 - Hospitality and events
 - Exposed existing inequalities
- Almost half of city's workforce was working from home
- City centre was virtually closed
- Changes in the way we use and move around our city
- BUT.... We've seen demand return quickly

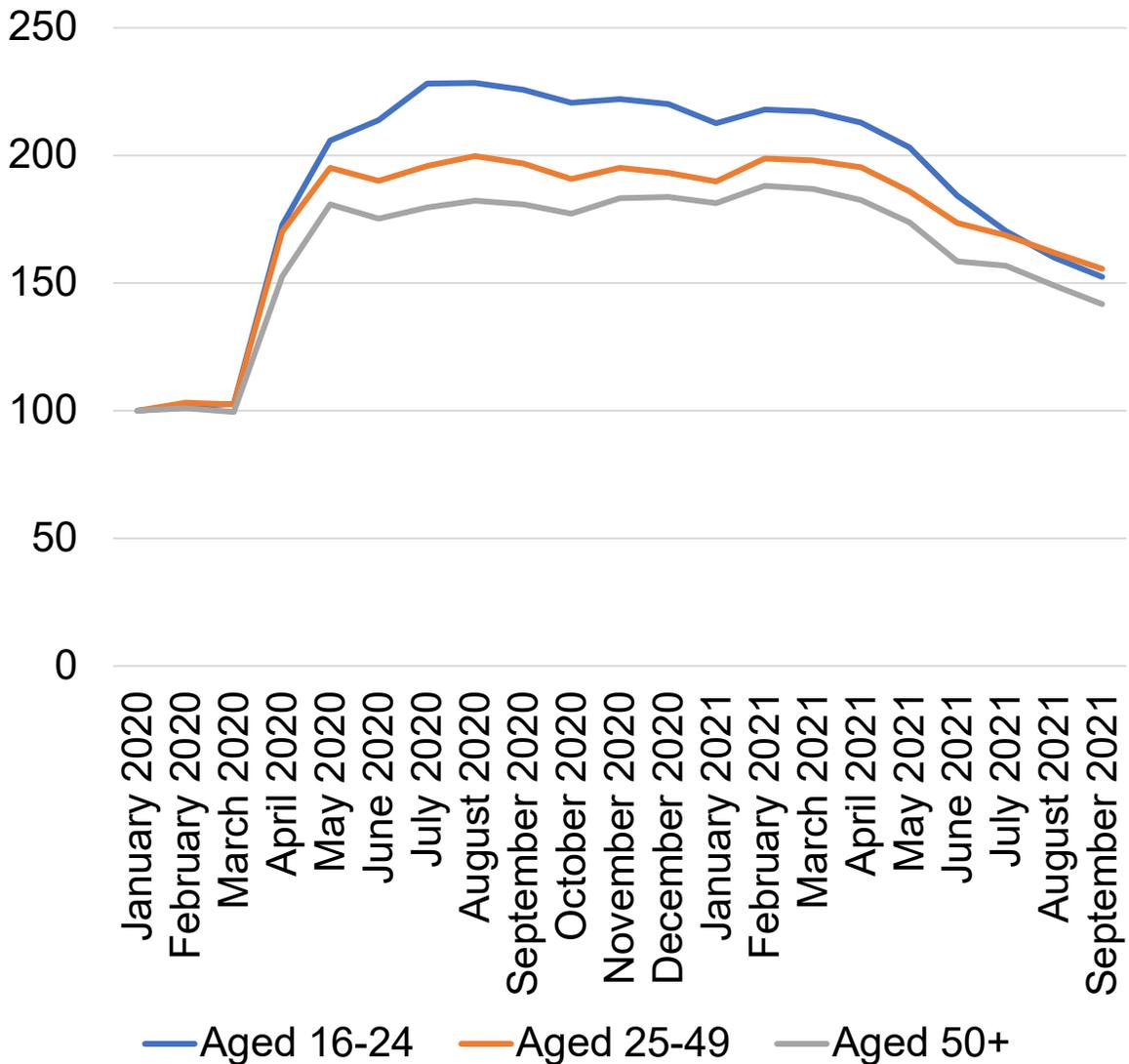


International Context

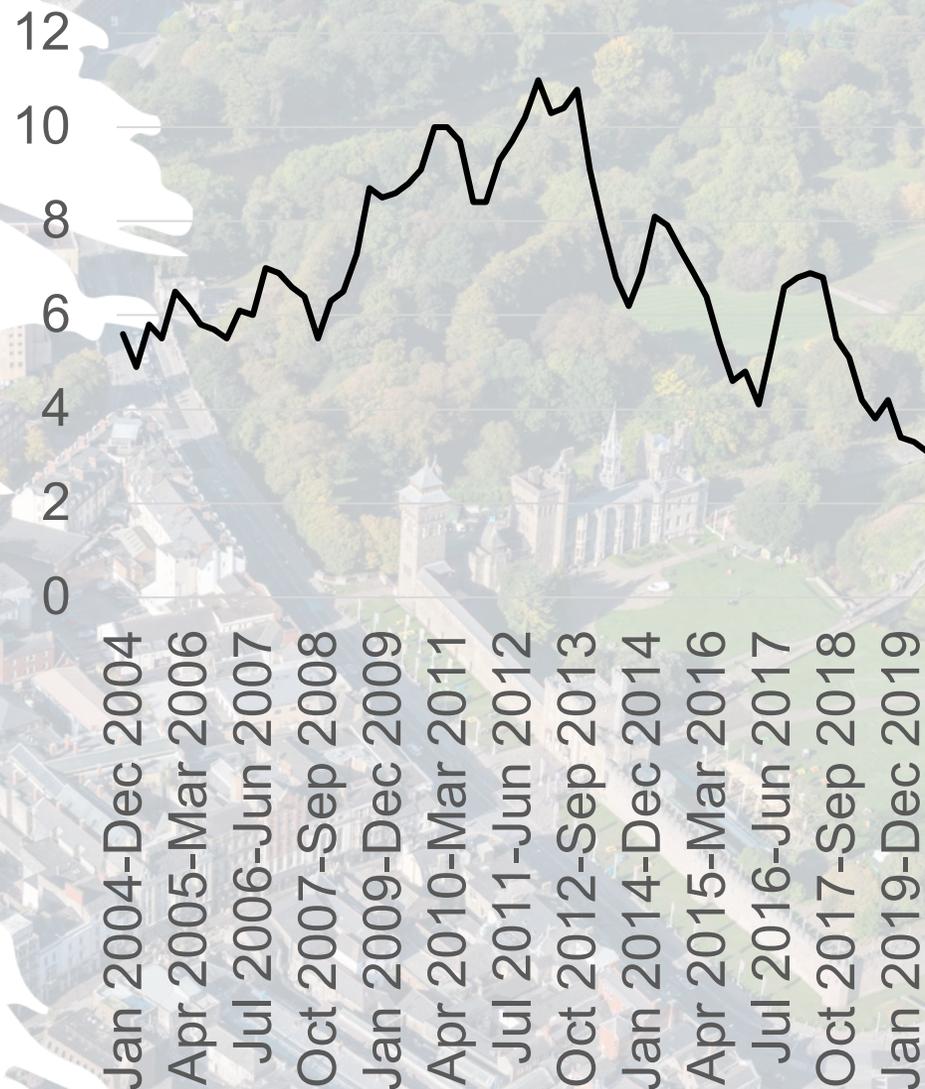
- News of the death of cities has been greatly exaggerated....
- Opportunities for smaller cities
- Amazonisation of our cities
- Hybrid working – not wholesale work from home
- Events will still play a role
- More ‘curated’ cities and city centres
- Momentum behind the green agenda



Index of Claimant Numbers, Jan 2000 = 100



Annual Population Survey



Retail and recreation

-20%

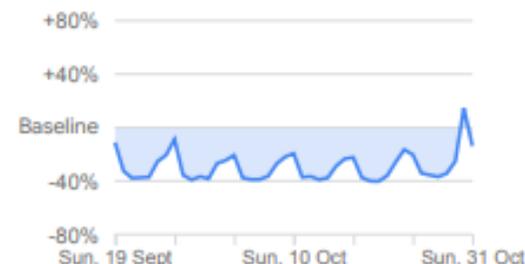
compared to baseline



Public transport

-14%

compared to baseline



Supermarket and pharmacy

-0%

compared to baseline



Workplaces

-16%

compared to baseline



Parks

-11%

compared to baseline



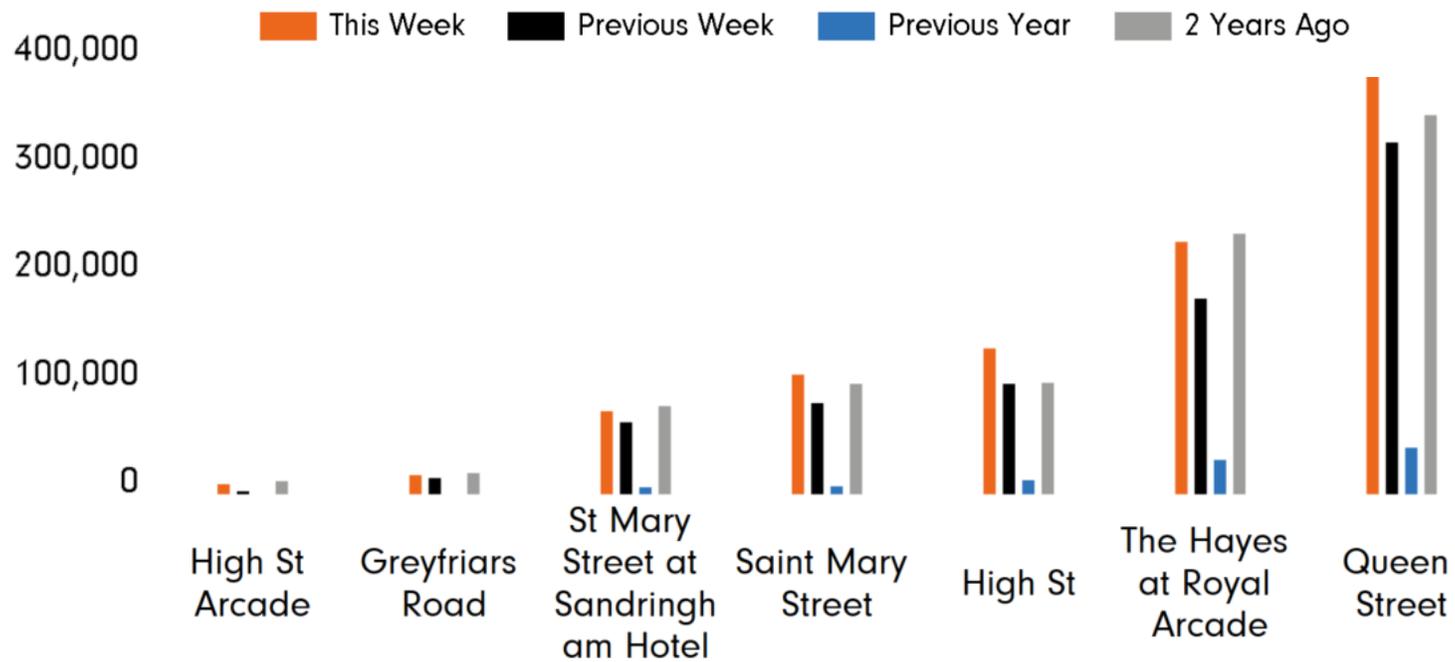
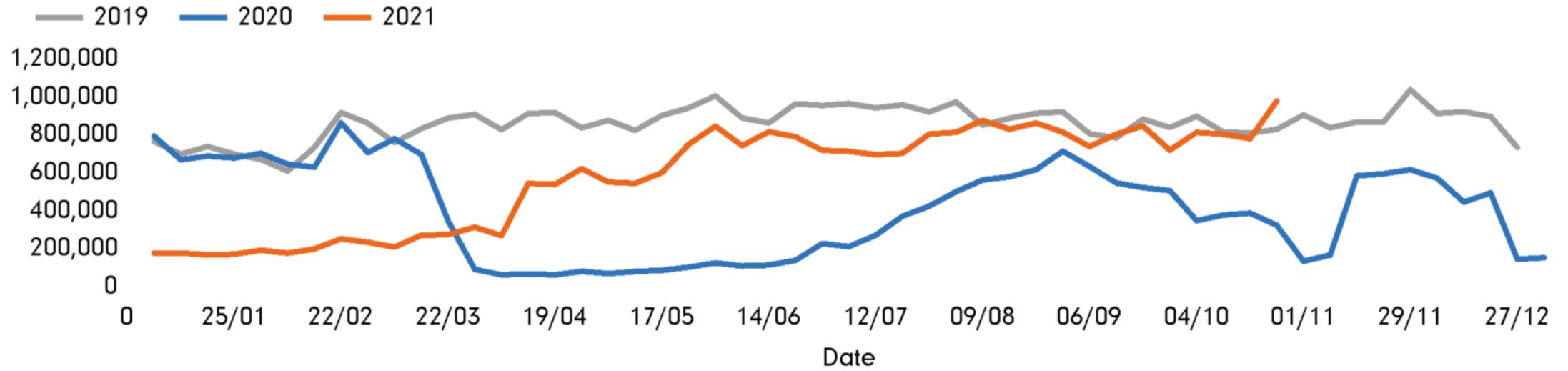
Residential

+2%

compared to baseline



Footfall by week



Recovery and Renewal: Greener, Fairer, Stronger

Recovery	Renewal
What do we need to do now to support jobs and communities?	How do we create a better city for the future?
Immediate recovery issues	Key Missions for the city
<i>Supporting businesses and safeguarding jobs</i>	<i>Creating more, and better jobs, and a better city to live in and visit.</i>

Key Missions

- 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



Mission 1: Reimagine the city centre

Our Priorities

- Accelerate the completion of the CBD
- Support existing businesses to grow
- Improve existing and establish new public spaces.
- Take a more direct role in managing the future of the city centre.
- Put culture and arts at the centre of the recovery.
- Making a city centre that is safe, clean, welcoming and attractive.
- Create a city centre that is fully accessible.

Proposed Projects

- Complete Central Square and Central Quay
- Complete Metro Central and the new Bus Station
- Develop the Canal Quarter, with an emphasis on water and green space.
- Implement a new scheme on Castle Street.
- Explore plans for a network of new squares.
- Deliver plans for a new Metro link between Central Station and Cardiff Bay
- Complete a cycle loop around the city centre
- Invest in parklets and street greening
- Keeping Cardiff Castle open as a public park.
- Develop specific Transforming Towns proposals with Welsh Government.
- Establish new safe and secure cycling hubs
- Establish new city centre management arrangements
- Develop plans for a new creative hub in the city centre
- Adopt a new 'home grown' events strategy
- Deliver further investment in Cardiff Market

Mission 2: A City for Everyone

Our Priorities

- Use the role of the Council as an economic anchor institution to drive economic recovery.
- Ensure that the benefits of the city's development programme is felt across all communities.
- Become a Child Friendly city.
- Ensure that the new models of support in place for the city's most vulnerable residents are maintained.
- Address the long term driver of health inequalities, including investing in housing, education and local communities.
- Ensure that Cardiff is a city where we can all feel safe and welcome.

Proposed Projects

- Gain status as a UNICEF Child Friendly City.
- Work with partners to deliver the Living Wage City initiative.
- Work with WG to make sure all young people can access an offer of a job, training, education or voluntary opportunities.
- Continuing to invest in our Into Work team.
- Continue our investment in new schools.
- Provide additional support and mentoring for young people.
- Deliver a programme of extra-curricular activity for children.
- Maintain the radical approach to supporting rough sleepers and the homeless population introduced during the pandemic.
- Deliver over 2,000 new Council Houses.
- Support the Race Equality Task Force.
- Aim to establish social clauses within all major council contracts.
- Strengthen links between schools, higher education and business to increase the digital and STEM knowledge, skills and experiences.

Mission 3: A City of Villages

Our Priorities

- Creating safe and accessible local centres.
- Deliver a step change in the provision of public transport and active travel measures.
- Manage, curate and promote local and district centres.
- Invest in existing and establish new green spaces, and actively embracing our waterfront.
- Celebrate the diversity and culture of different parts of our city, including historic assets.
- Deliver a 'locality' approach to public services built on the networks of Community and Wellbeing Hubs.
- Align resources to deliver a programme of regeneration in line with the Welsh Government's Town Centres First Principle.
- Support public service staff to work in an agile way, with community-based spaces in localities across the city.
- Invest in estate renewal, enhancing existing estates and their neighbouring areas.

Proposed Projects

- Adopt a new Regeneration Strategy to support our district centres and local centres aligning with the Welsh Government's Transforming Towns Programme.
- Invest in a network of safe and segregated cycling routes between local centres.
- Establish 20mph speed limits in residential areas.
- Transform public transport by working with Welsh Government and TfW to deliver investment in Cardiff Crossrail, City and Circle Lines and new train stations.
- Develop proposals for an urban park between the City Centre and Bay by greening Lloyd George Avenue to create Cardiff's equivalent of the New York Highline.
- Provide active travel plans and effective safe active travel connections for schools.
- Take forward the Channel View regeneration scheme and new Gasworks development to provide high quality, affordable, sustainable communities.
- Expand and enhance our network of local multi-agency hubs.
- Deliver major new large and small public realm and green infrastructure investment.
- Support investment in co-working, innovation and start-up hubs within our city's communities.
- Consider the expansion of existing city centre management arrangements to include district centre management.
- Promoting district and local centres through 'Visit Cardiff neighbourhoods'.

Mission 4: Culture and Sport-led renewal

Our Priorities

- Put culture at the heart of redevelopment.
- Invest in our creative infrastructure, recognising the role that culture and creativity can play in developing a better city.
- Embrace Cardiff's Music City Strategy to make Cardiff the first city in the UK to incorporate music into its city structure.
- Support investment to unlock participation in sport at all levels.
- Develop a new post-Covid Events Strategy with Welsh Government to support a home-grown focussed events sector, supporting our own businesses in developing our visitor economy.

Proposed Projects

- Deliver the new 15,000 seat arena and establish an associated grassroots music support programme.
- Develop a new creative partnership for Wales in the heart of Cardiff Bay.
- Develop proposals for public realm improvements in Womanby Street.
- Develop a culture-led regeneration scheme for Mount Stuart Square.
- Establish plans for new creative hubs for businesses both in the city centre and in our district centres.
- Deliver the Cardiff Music City festival.
- Develop the business case for a new Centre of Contemporary Arts for Cardiff.
- Explore the feasibility of Cardiff as a host city for the 2030 World Cup.
- Deliver a new velodrome and outdoor cycling and running facility at the International Sports Village.

Mission 5: Tech City

Our Priorities	Proposed Projects
<ul style="list-style-type: none">• Establish Cardiff City Centre and Cardiff Bay as ‘Tech Central’ for Wales.• Support a ‘start-up to IPO’ tech eco-system.• Strengthen relationships between Cardiff and universities.• Invest in the infrastructure to support tech businesses.• Embed technology in the future delivery of public services.	<ul style="list-style-type: none">• Deliver a new ‘Tech City’ approach that delivers dedicated programmes for support for the tech, finance, creative and life sciences sectors.• Establish an Equity Fund for high growth businesses in the city.• Support the development of a new Tramshed Tech network in the city to provide a full spectrum of support for emerging tech business.• Support the development of a business case for a new Life Sciences Park with the Cardiff and Vale University Health Board.• Support the delivery of Cardiff Parkway.• Establish a new formal arrangement with the city’s universities.• Develop a plan for Cardiff to become a Smart City to manage energy, traffic flows, congestion and air quality.• Work with partners to develop city to city rail links.• Bring forward proposals for incubation space and business expansion space for the fintech, creative and cyber security sectors.• Develop the case for relocating a major UK Government department to Cardiff as part of the Places for Growth programme.

Mission 6: One Planet Recovery

Our Priorities	Proposed Projects
<ul style="list-style-type: none">• Deliver the One Planet Strategy, with the aim of becoming a carbon neutral city by 2030.• Use the Green Recovery to create local jobs.• Develop planning policy and guidance to facilitate and maximise low energy, resource efficient and resilient development.• Use the power of the Council's spending and investment decisions to deliver maximum social and environmental gain.• Invest in sustainable homes and neighbourhoods.• Develop the infrastructure to make Cardiff the most Electric Vehicle (EV) friendly city in the UK.• Ensure the city is prepared for and protected from flooding events.	<ul style="list-style-type: none">• Work with regional partners to develop proposals for a mass retrofit programme for homes.• Seek to establish a real time publically accessible clean air monitoring network across the city• Deliver 4,000 new sustainable homes, built to low carbon standards.• Continue investment in active and sustainable travel.• Deliver an integrated and segregated cycle network, and develop Active Travel Plans for all schools• Investigate a new pipeline of renewable energy generation projects.• Deliver Phase 1 and Phase 2 of a Local Heat Network for Cardiff Bay and the City Centre.• Explore with partners proposals for tidal power to harness the energy potential of the Severn Estuary.• Establish proposals for a programme of EV infrastructure investment.• Work with Cardiff Bus and other bus companies to green the city's bus fleet.• Promote healthy, local and low-carbon food through delivering the Cardiff Food strategy.• Establish a City Tree Farm as part of the ambition to increase the city's tree canopy coverage and deliver the Coed Caerdydd Programme.

Delivery

- Strengthen links with CCR, WG and UKG funding routes
- Value capture models
- Look at place based models, e.g. 'Compacts'
- Alignment of external funding sources



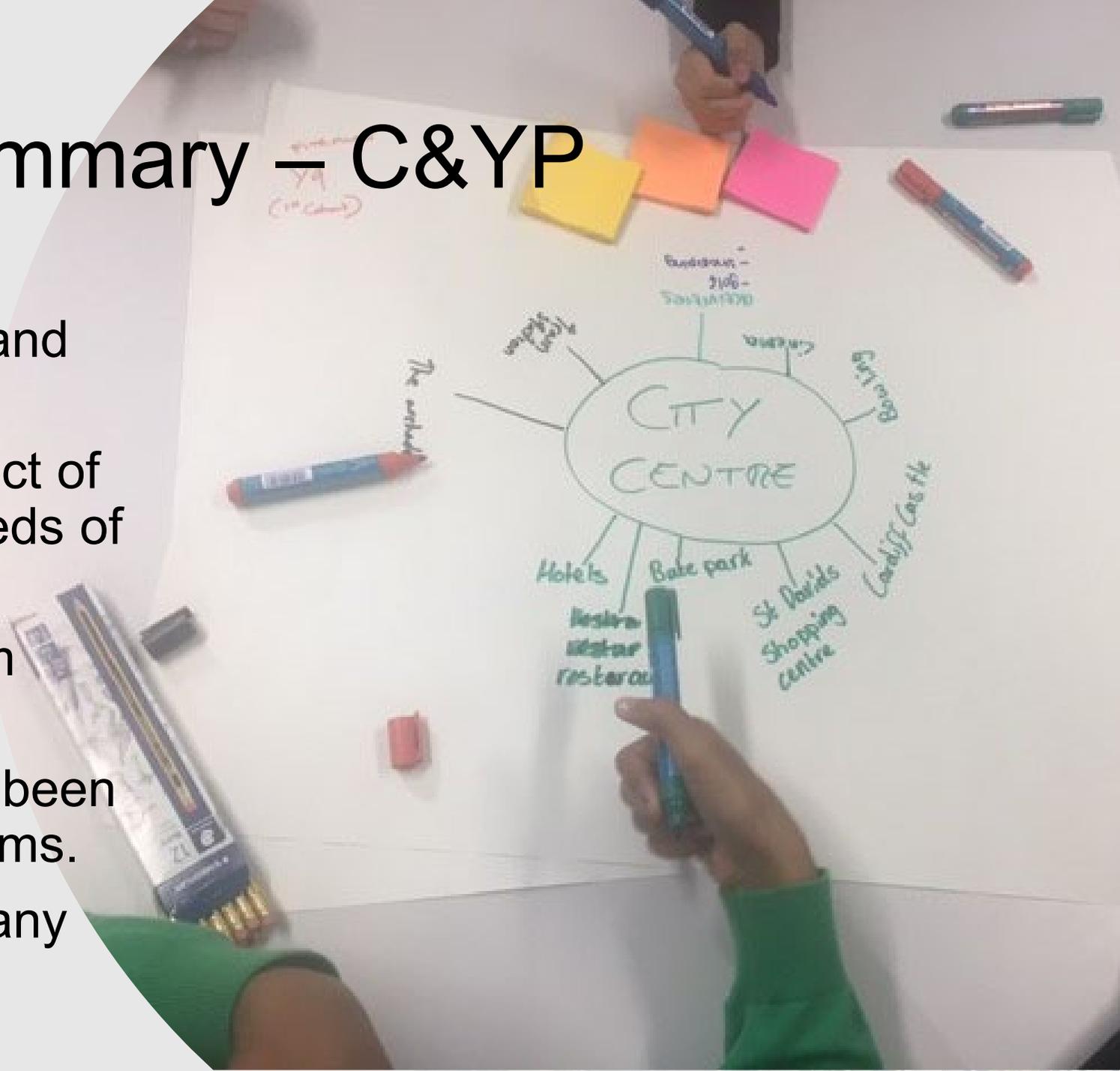
Engagement

An aerial photograph of the Cardiff University campus, showing a mix of green spaces, historic stone buildings, and modern structures. The image is partially obscured by a white, torn-paper-like shape on the left side, which serves as a background for the text.

- Launch Event with Cardiff University – open to all
- Delivered stakeholder engagement programme with Cardiff University, Sustrans and other partners
 - Business
 - Community groups
 - Arts and culture community
- Online public engagement programme
- Dedicated Child Friendly programme, and Child Friendly material

Engagement Summary – C&YP

- Accessibility, cleanliness, and open spaces.
- Concerned about the impact of homelessness and the needs of homeless
- Cost was a barrier for them taking part in events.
- A large number had never been to the castle, or any stadiums.
- Safety was an issue for many





Mission 1

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)

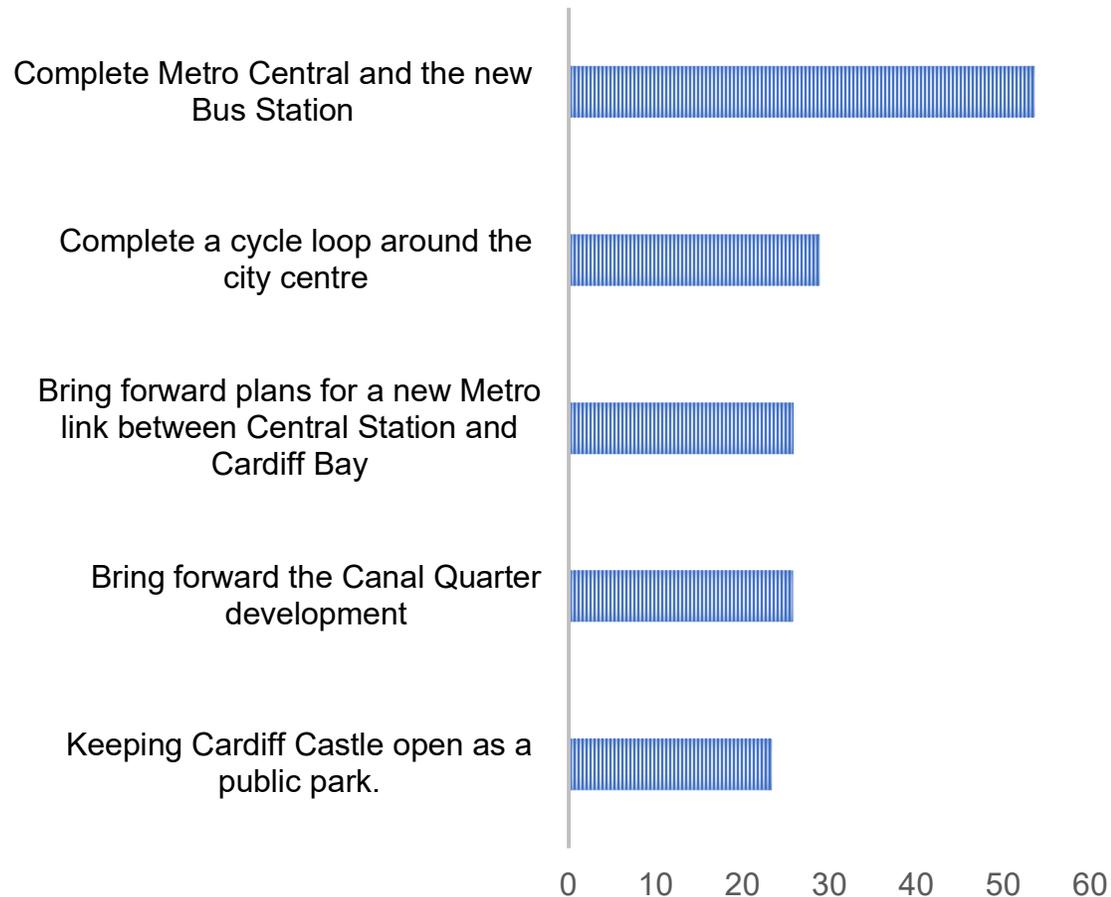
Mission 1: Reimagine the city centre

“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”



Mission 1: Reimagine the city centre

% IN TOP 3



Key Issues

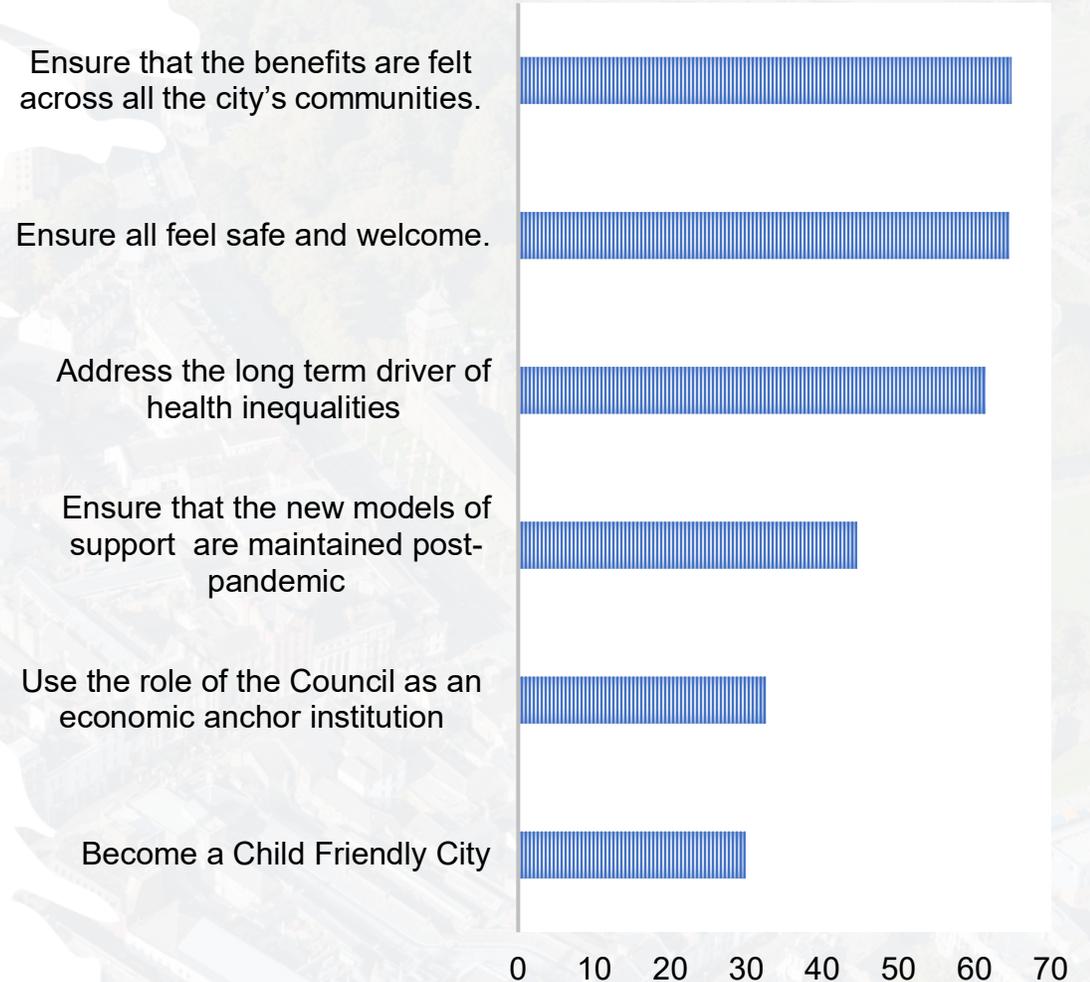
- **Cleanliness, safety and accessibility**
- Investment in public open space, including green space
- Transport remains a critical component
- Recruitment issues were raised by business
- Supporting local home grown businesses
- There were some differing priorities regarding transport
 - Car v Bike

Mission 2: A City for Everyone

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

Public Service Board session

% IN TOP 3



Mission 2: A City for Everyone

“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

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

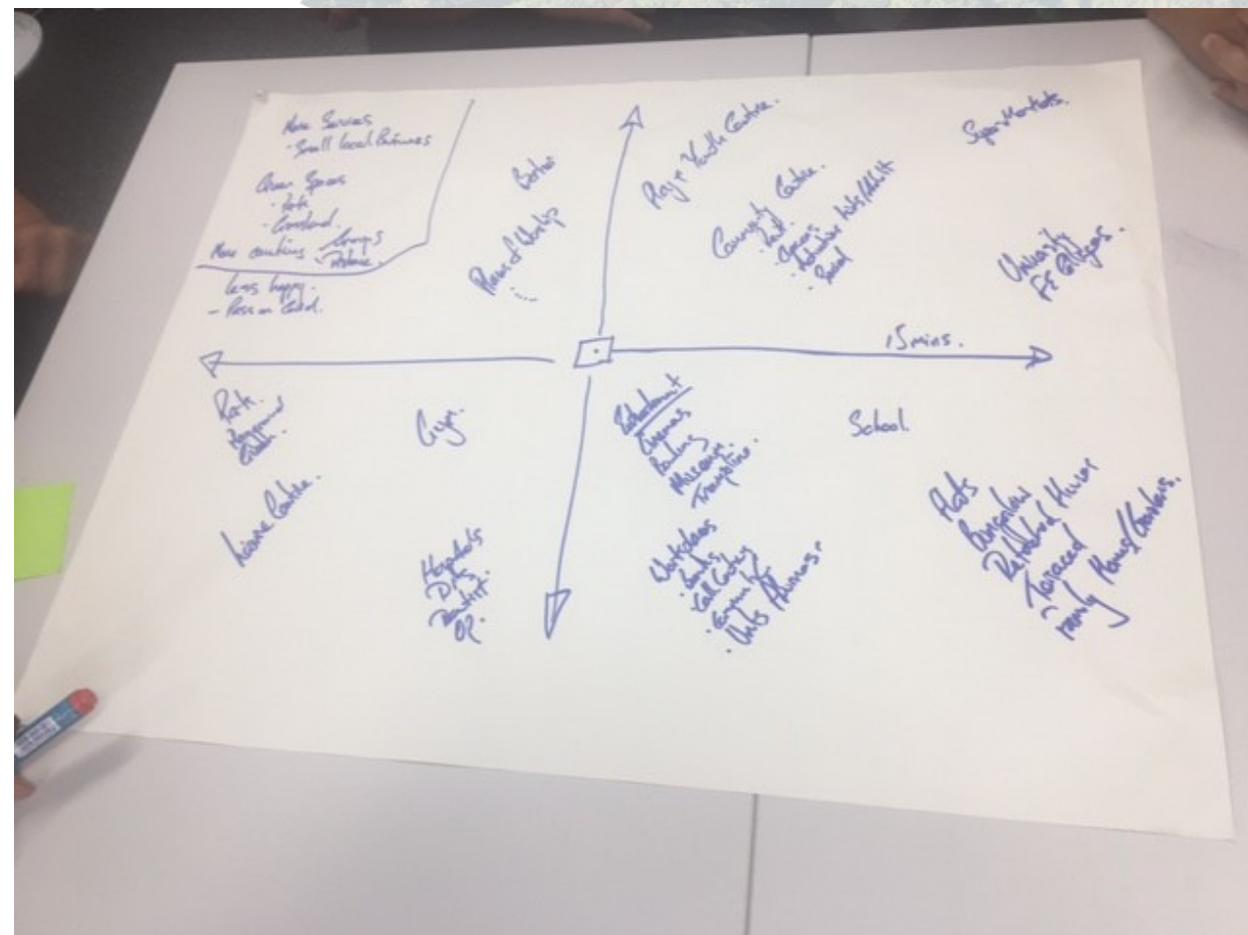
Theme	%
Better Public transport / Infrastructure / Accessibility	16.3
More Police / Tackle ASB / Safety / Anti-social concerns	13.3
Housing / Homelessness	12.4

Mission 2: A City for Everyone

- The need to ensure that development and regeneration supported all people
- The link between health and economic outcomes
- Maintaining levels of support for rough sleepers
- Linking business and education was seen as important
- Improved public transport was also raised as essential
- Anti-social behaviour was also raised by a number of respondents
- 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

Mission 3: A City of Villages

	% in top 3
Deliver a step change in the provision of public transport	51.5
Invest in estate renewal, enhancing existing housing estates and their neighbouring areas	44.9
Manage, curate and promote local and district centres	44.3
Creating safe and accessible local centres for everyone, particularly children and older people.	43.9
Invest in existing and establish new green spaces, whilst more actively embracing our waterfront.	40.8



Mission 3: A City of Villages

“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.”

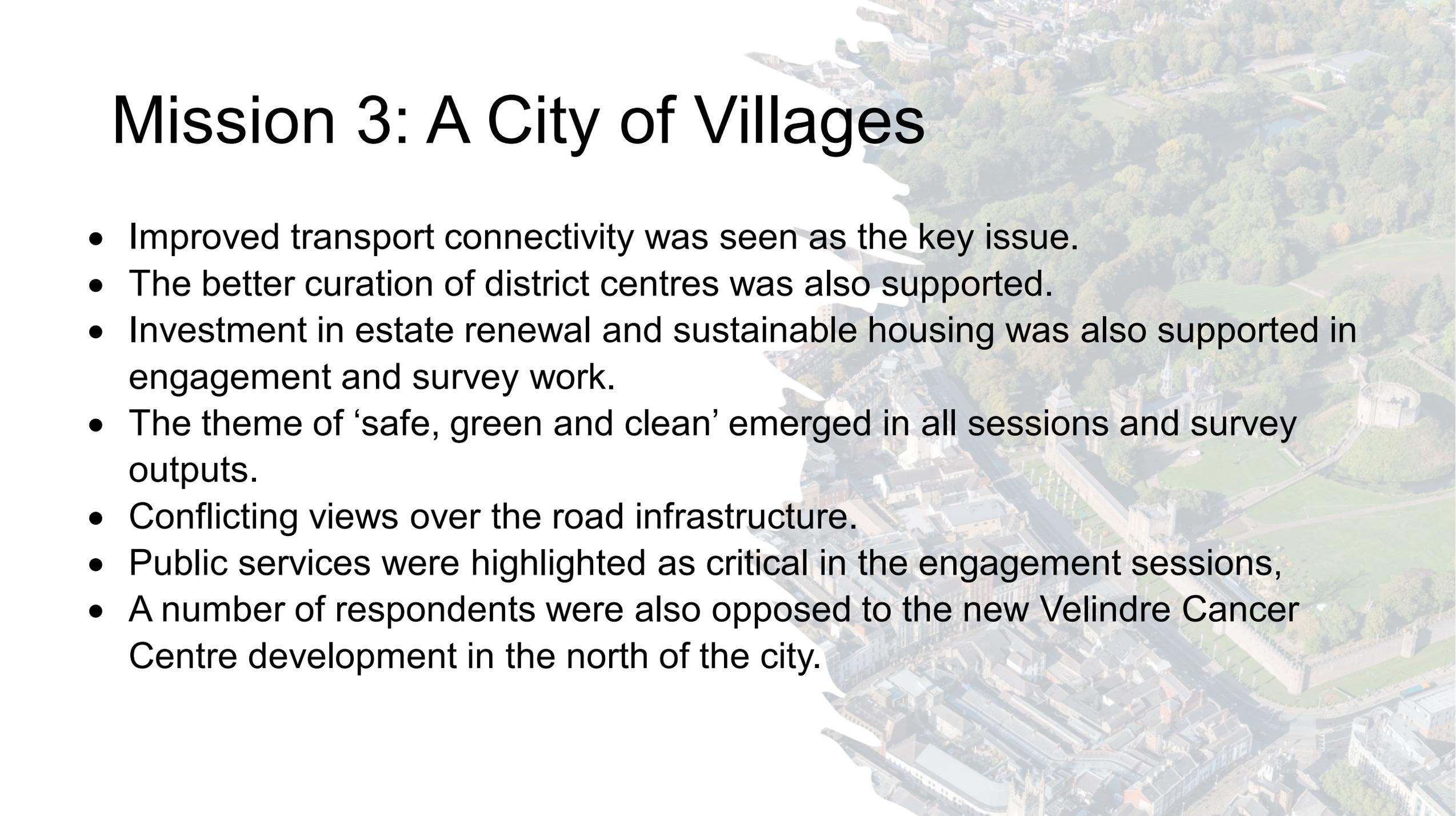
Public Service Board session

“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.”

Arts sector response

Proposed projects	% 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.	54.0
Invest in a network of safe and segregated cycling routes between local centres as well as safe walking routes.	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.	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.	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.	22.8

Mission 3: A City of Villages

An aerial photograph of a city, likely Edinburgh, showing a river winding through the urban landscape. The city features a mix of historic stone buildings, modern structures, and large green spaces with trees. The image is slightly faded to serve as a background for the text.

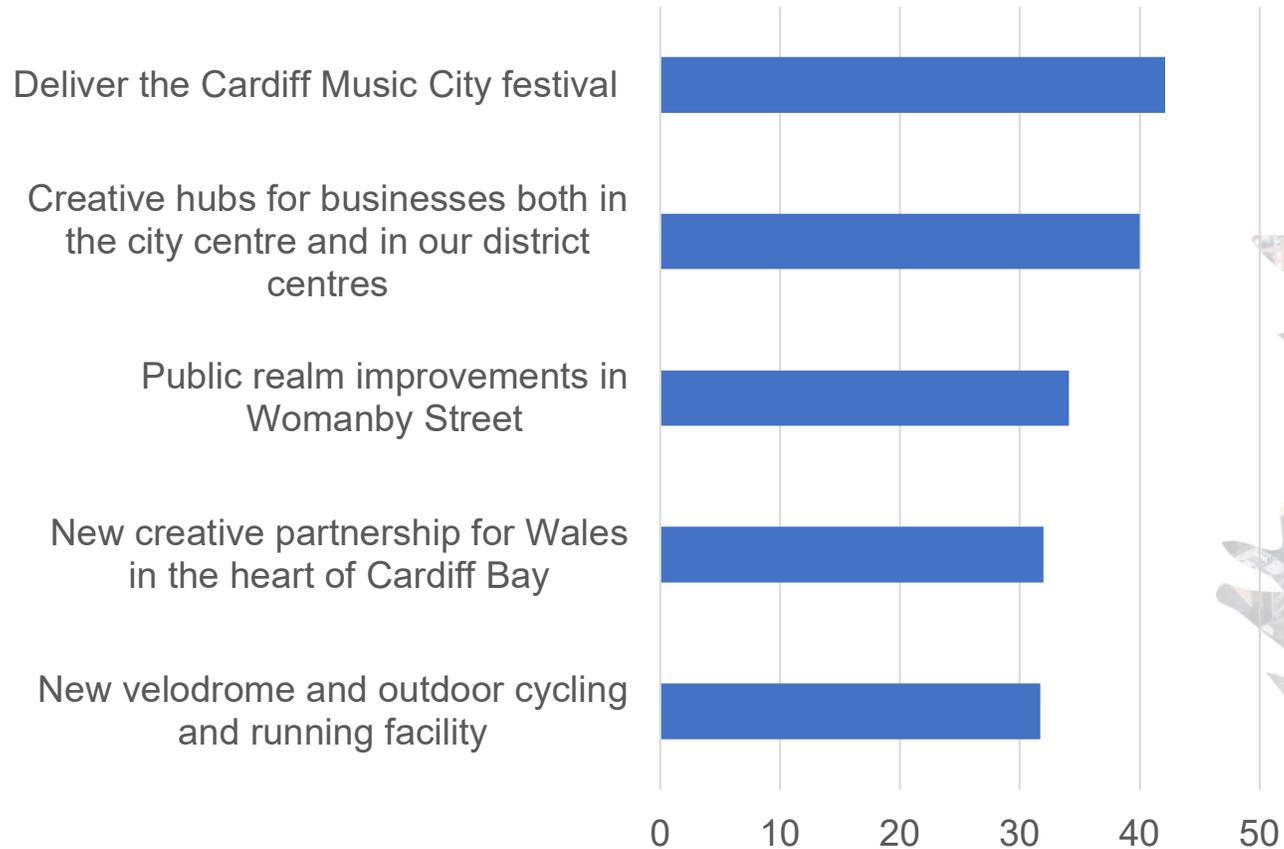
- Improved transport connectivity was seen as the key issue.
- The better curation of district centres was also supported.
- Investment in estate renewal and sustainable housing was also supported in engagement and survey work.
- The theme of 'safe, green and clean' emerged in all sessions and survey outputs.
- Conflicting views over the road infrastructure.
- 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.

Mission 4: Culture and sport-led renewal

Base: 700	% 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.	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 that culture and creativity can play in developing a better city.	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.	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.	52.3
Support investment to unlock participation in sport at all levels.	51.1

Mission 4: Culture and sport-led renewal

% in top 3



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.
- Support for the city's Music Strategy and proposed new Signature Event
- Accessibility for sporting and cultural venues
- Need to ensure that the impact of the new arena on communities was a positive one.

Mission 5: Tech City



“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 from outside Wales relocating to Cardiff”

Business session

Mission 5: Tech City

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

Theme	%
Ensure Tech is available for all	44.2
Road Network / Infrastructure / Accessibility	13.0
Greater Education	10.4

Top 3 Projects

	% in top 3
Develop a plan for Cardiff to become a Smart City to manage energy, traffic flows, congestion and air quality.	51.2
Work with partners to develop city to city rail links, including improved services to London, Bristol and Swansea.	39.8
Establish a new formal arrangement with the city's universities to share knowledge and expertise in developing public policy.	37.2

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.



Mission 6: One Planet Recovery

Survey Summary – Key Priorities

	% in top 3
Deliver the One Planet Cardiff Strategy	56.4
Ensure the city is prepared for and protected from flooding events.	55.1
Invest in sustainable homes and neighbourhoods	53.5
Develop the infrastructure to make Cardiff the most Electric Vehicle (EV) friendly city in the UK	40.9
Develop planning policy and guidance to deliver low energy, efficient and resilient development	34.4
Use the market potential of the Green Recovery to create local jobs.	29.7
Use the power of the Council's spending to deliver social and environmental gain.	26.0

Mission 6: One Planet Recovery

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

Theme	%
Protect / Preserve Green Spaces / Build on Brownfield	24.7
Better Public transport / Infrastructure	13.6
Improved Active Travel Infrastructure	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.

Impact on Strategy

An aerial photograph of a city, likely Cambridge, showing a mix of green spaces, historic buildings, and modern infrastructure. A large, white, semi-transparent silhouette of a person's head and shoulders is overlaid on the left side of the image, framing the text.

- General support for the Missions
- Focus on clean, green, open, safe and accessible spaces
- Underpinning of transport for all sections
- Greater links with health
- Greater recognition of role of public services in economy
- Recruitment concern for foundational economy
- Accessibility to opportunity critical