What matters . . . One Vision, 7 Outcomes

Cardiff has been transformed over recent years and has been reinvented as a modern capital city for Wales. Moreover, the city has punched above its weight by building an international reputation on the back of its waterside destination, cultural facilities and renowned sporting events. We can all feel proud of these achievements as they have not only driven economic prosperity in the city, but they’ve helped to redefine Cardiff on the world stage. The city, however, is not exclusively defined by these achievements. It is the pride and passion of local communities that characterise Cardiff. We are a diverse and open city with a long-standing history of social justice within welcoming communities. As city partners, we want to build on this success as we look to the future.

From a city development perspective, there is no denying that over the last 20 years Cardiff has made great strides forward but with changing economic circumstances, evolving community needs and the challenge of reducing inequality we must re-establish our priorities for shaping the next decade of success. This strategy will help deliver the next chapter for Cardiff and achieve the outcomes necessary to make Cardiff one of the best places to live, work and visit in Europe. To do this, we must focus on what matters for Cardiff and its communities and work together to deliver our collective vision:

“By 2020... Cardiff will be a world class European capital city with an exceptional quality of life and at the heart of a thriving city region”

To achieve our vision we have embraced a different approach that focuses on improving outcomes for citizens, as opposed to focusing on the process of delivery. In the current climate of financial uncertainty, the question of how the city can get the best value for our people is at the heart of what we will do.

Key organisations must work together across organisational boundaries to share resources and deliver what matters most to people in the city. Consequently, this strategy, for the first time, brings together the components of the Proud Capital Community Strategy; the Health, Social Care and Well Being Strategy; the Children and Young People’s Plan; and the Community Safety Action Plan. By also including our other community planning priorities, such as our economic and environmental agenda, this strategy will outline our collective contributions towards delivering our 7 citizen outcomes.

Our Outcomes

- People in Cardiff are healthy;
- People in Cardiff have a clean, attractive and sustainable environment;
- People in Cardiff are safe and feel safe;
- Cardiff has a thriving and prosperous economy;
- People in Cardiff achieve their full potential;
- Cardiff is a great place to live, work and play;
- Cardiff is a fair, just and inclusive society.
**What Matters… Delivery Plan**

Whilst the *What Matters* Strategy provides a strategic overview of the issues, this delivery plan outlines the actions that will help us to achieve our vision.

The Delivery Plan sets out clearly for each strategic outcome the key actions that will be taken to ensure the delivery of the *What Matters* Strategy. All partners acknowledge the importance of having an effective and robust monitoring system in place so that progress can be reported. This will ensure that we are focussing our attention on the right priorities.

**The Delivery Framework- from strategic to operational**

The sections on the 7 outcomes provide a detailed consideration of the prevailing issues and outline the strategic response of the partners. In consultation, we have identified what represents our main priorities for the city under each outcome. In reality, the delivery of the action associated with each priority will contribute positively to more than one outcome, and to reflect this each priority within the delivery plan has an accompanying chart illustrating the extent to which they contribute to each of the seven outcomes. In this way we can appreciate the wider significance of each partner’s work and also the necessity of moving out of rigid organisational silos if we are to make a difference across the city.
OUTCOME: People in Cardiff are healthy

HEADLINE INDICATORS (Bellwethers)
• Overweight and Obese Data for Cardiff 2004-2008
• Life expectancy
• Adults who reported currently being treated for a mental illness

• % of people who reported having a limiting long-term illness
• % of babies born with low birth weight
• % People who smoke
• Hospital admissions attributable to alcohol – Interim measure

WHAT OTHER DATA DO WE NEED? (DATA DEVELOPMENT AGENDA)
• Levels of substance misuse
• Unscheduled admissions to hospital

HOW ARE WE DOING?

Life expectancy
(Source: Health Statistics and Analysis Unit, Welsh Assembly Government)

Overweight and Obese Data for Cardiff 2004-2008
(Source: Welsh Health Survey)

Adults who reported currently being treated for a mental illness
(Source: Welsh Health Survey)

Adults who reported having a limiting long-term illness
(Source: Welsh Health Survey)

% of babies born with low birth weight (under 2500g)

% of People who Smoke

STORY BEHIND THE BASELINE
The health of the population in Cardiff is influenced by a wide range of determinants. Those with the poorest health tend to live in the most deprived wards and experience a wide range of health inequalities.

• In 2008/09 55% of people in Cardiff were overweight or obese, which was lower than the Welsh average of 57%. However, there are only three wards in Cardiff - Butetown, Cathays and Riverside - where the majority of people have a healthy Body Mass Index. Unlike other health issues, wards with a healthy BMI are situated in the south. Obesity decreases life expectancy by up to nine years and causes insulin insensitivity, an important risk factor in chronic diseases such as diabetes, heart disease, hypertension and stroke. Only 25% of adults met the physical activity guidelines in 2008/09, compared to a Welsh average of 29%. Lack of physical activity is a risk factor for chronic disease and mental ill health. Only 40% of adults in Cardiff eat 5 portions of fruit and veg a day, which still puts Cardiff third highest when compared to other areas in Wales. Diet has been shown to be a key risk factor in the development of a number of cancers

• Average life expectancy for Cardiff is estimated at 77.6 years, but there is an 11.6 year difference between our most and least deprived wards

• In 2008/09 10% of people in Cardiff were being treated for mental illness, equal to the Welsh average. The number of patients admitted to the then Cardiff and Vale NHS Trust equated to 16.2% of the total number of mental health admissions in Wales

• In 2008/09 the rate of Cardiff residents suffering from a Limiting Long Term Illness was 26%, under the Wales average of 27%

• 7.7% of live births in Cardiff in 2007 were low birth weight. Low birth weight is an important cause of infant death and increases the risk of illness into adult life. It is linked with poor maternal health, including some modifiable lifestyle factors

• 24% adults in Cardiff were smokers, equal to the Welsh average

• In 2008/09 46% of adults drank alcohol above recommended guidelines ‘on at least one day in the past week’, which was just over the Welsh average of 45%. The figure for binge drinking was 28% - equal to the Welsh average.

PARTNERS WHO CAN HELP US
• NHS
• Council - Adult Services, Children Services, Leisure & Play, Schools and Lifelong Learning
• Third sector
• Police
• Fire Service
• Neighbourhood management partners
• Private sector
• Communities First
• Food and drink industry
• Welsh Assembly Government
• Community Safety Partnership
• 101
• Social care providers

4-year rolling rate (2004-2008) for Cardiff from Public Health Wales:
• Males: 2024 per 100,000
• Females: 1115 per 100,000
## People in Cardiff are healthy delivery plan

<table>
<thead>
<tr>
<th>Priority</th>
<th>Contribution to Outcome</th>
<th>In order to deliver the outcome for Cardiff we will:</th>
<th>To be delivered by...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce inequalities in health and address the differentials in life expectancy across the city</td>
<td><strong>Healthy Environment</strong></td>
<td>Deliver the Healthy City programme by 2013</td>
<td>2010</td>
</tr>
<tr>
<td></td>
<td><strong>Safe</strong></td>
<td>Work to reduce health inequalities among families living in poverty by implementing the Child Poverty Strategy by 2020</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Thriving</strong></td>
<td>Reduce the rate of low birth weight babies in the most deprived wards in Cardiff</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Potential</strong></td>
<td>Target resources at those in most need, with a focus on asylum seekers &amp; refugees, gypsies and travellers and homeless people</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Healthy Environment</strong></td>
<td>Reduce obesity levels by promoting healthy and active living across all ages and concentrating on preventative action from childhood onwards</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Safe</strong></td>
<td>Deliver the Substance Misuse Strategy for Wales 2008-2018 “Working Together to Reduce Harm”</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Thriving</strong></td>
<td>Deliver the Chronic Conditions programme</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Potential</strong></td>
<td>Progress work place health initiatives including Practising Public Health Organisation achievement</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Rari</strong></td>
<td>Fully implement the Healthy Schools Programme</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Healthy Environment</strong></td>
<td>Develop services and new initiatives for people with emotional and mental health needs</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Safe</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Thriving</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Potential</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Rari</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improve the effectiveness of our service delivery to vulnerable adults and children</td>
<td>Provide safe, appropriate quality care at the right time in the right place</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Expand community-based support for vulnerable adults and children</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Establish locality-based clinical teams to identify individuals most at risk, undertake early assessment and provide care to help maintain health and independence</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Develop services that shift the focus towards prevention and early intervention, reduce social exclusion and promote independence</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Improve integration, quality and sustainability of overlapping services provided by NHS, local authority and third sector services</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
OUTCOME:
Cardiff has a clean, attractive and sustainable environment

HEADLINE INDICATORS (Bellwethers)
•% municipal waste reused recycled, and % composted or treated biologically
• Cleanliness Index
• Accessible natural greenspace
•% biodegradable municipal waste sent to landfill
• Per capita carbon emissions in Cardiff

WHAT OTHER DATA DO WE NEED? (DATA DEVELOPMENT AGENDA)
• Environmental Quality Index including:
  - Cleanliness
  - Air Quality
  - Water Quality
  - Biodiversity

PARTNERS WHO CAN HELP DELIVER THIS OUTCOME INCLUDE
• Council – Waste Management and Street Cleansing, Parks, Strategic Planning & Environment, Environmental Health, Infrastructure, Cardiff Harbour Authority, Children Services, Regulatory Planning
• Environment Agency Wales & Countryside Council for Wales
• Cardiff University and UWIC
• Third sector including Voluntary Action Cardiff and Keep Wales Tidy
• Major employers/industry including Cardiff & Vale University Health Board
• Prosiect Gwyrdd Partnership
• Neighbourhood management partners and local communities
• Cardiff Bus, South Wales Police

STORY BEHIND THE BASELINE
• Per capita carbon emissions in Cardiff are 7.42 tonnes, below the Welsh and UK average, but still well above the 80% reduction target to be achieved by 2050
• An average Cardiff resident produces at total of nearly 10kg of waste per week, but Cardiff’s recycling and composting rates have steadily increased in recent years
• Cardiff has a good level of open space provision in relation to other cities in the UK, and almost 70% of the population within 400m (6 minute walk) of accessible green space. There is a need to maintain the quantity, quality and accessibility of this open space.
• The Cleanliness Index shows a slight improvement resulting from a combination of improved education, cleansing and enforcement.

HOW ARE WE DOING?
% municipal waste reused and/or recycled and % municipal waste composted or treated biologically in another way

Cleanliness Index

Accessible natural greenspace

% biodegradable municipal waste sent to landfill

Per capita carbon emissions in Cardiff (tonnes)

ACCESSIBLE NATURAL GREENSPACE STATISTICS FOR CARDIFF (2008)

<table>
<thead>
<tr>
<th>Area Type</th>
<th>Area -ha</th>
<th>Area %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Cardiff Area</td>
<td>14869.60</td>
<td>100</td>
</tr>
<tr>
<td>Within 400m from Natural Greenspace access</td>
<td>10215.75</td>
<td>68.70</td>
</tr>
<tr>
<td>400m to 2km from Natural Greenspace access</td>
<td>4471.56</td>
<td>30.07</td>
</tr>
<tr>
<td>2km to 5km from Natural Greenspace access</td>
<td>176.05</td>
<td>1.18</td>
</tr>
</tbody>
</table>

STORY BEHIND THE BASELINE

• Per capita carbon emissions in Cardiff are 7.42 tonnes, below the Welsh and UK average, but still well above the 80% reduction target to be achieved by 2050
• An average Cardiff resident produces at total of nearly 10kg of waste per week, but Cardiff’s recycling and composting rates have steadily increased in recent years
• Cardiff has a good level of open space provision in relation to other cities in the UK, and almost 70% of the population within 400m (6 minute walk) of accessible green space. There is a need to maintain the quantity, quality and accessibility of this open space.
• The Cleanliness Index shows a slight improvement resulting from a combination of improved education, cleansing and enforcement.

PARTNERS WHO CAN HELP DELIVER THIS OUTCOME INCLUDE
• Council – Waste Management and Street Cleansing, Parks, Strategic Planning & Environment, Environmental Health, Infrastructure, Cardiff Harbour Authority, Children Services, Regulatory Planning
• Environment Agency Wales & Countryside Council for Wales
• Cardiff University and UWIC
• Third sector including Voluntary Action Cardiff and Keep Wales Tidy
• Major employers/industry including Cardiff & Vale University Health Board
• Prosiect Gwyrdd Partnership
• Neighbourhood management partners and local communities
• Cardiff Bus, South Wales Police

HEADLINE INDICATORS (Bellwethers)
•% municipal waste reused recycled, and % composted or treated biologically
• Cleanliness Index
• Accessible natural greenspace
•% biodegradable municipal waste sent to landfill
• Per capita carbon emissions in Cardiff
Cardiff has a clean, attractive & sustainable environment delivery plan

<table>
<thead>
<tr>
<th>Priority Theme</th>
<th>Contribution to Outcome</th>
<th>To be delivered by...</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>In order to deliver the outcome for Cardiff we will:</td>
<td>2010</td>
</tr>
<tr>
<td>Establish Cardiff as a sustainable ‘Carbon Lite’ city</td>
<td>Increase renewable energy</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reduce carbon emissions across the city</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reduce flood risk</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increase local food production</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reduce waste and increase composting and recycling</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Establish Cardiff as a sustainable city through the development of a green technology</td>
<td></td>
</tr>
<tr>
<td></td>
<td>projects and initiatives</td>
<td></td>
</tr>
<tr>
<td>Improve the quality of the Cardiff’s environment</td>
<td>Make Cardiff a cleaner city</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Improve the quality and accessibility of parks and green spaces in Cardiff</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Improve biodiversity</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Improve air and water quality</td>
<td></td>
</tr>
<tr>
<td>Establish Cardiff as a sustainable travel city</td>
<td>Increase use of sustainable travel modes and decrease private car use</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Deliver the Sustainable Travel City initiative</td>
<td></td>
</tr>
</tbody>
</table>
**OUTCOME:**
People in Cardiff are safe and feel safe

**POPULATION:**
All people in Cardiff

**HEADLINE INDICATORS (Bellwethers)**
- Neighbourhood Satisfaction survey: “How satisfied are you with your neighbourhood as a place to live?”
- Crime in Cardiff: Violence
- A&E admissions - assault

**WHAT OTHER DATA DO WE NEED? (DATA DEVELOPMENT AGENDA)**
- Domestic and sexual violence and abuse
- Anti Social Behaviour (Anti-Social Behaviour which is much broader than that which is currently captured by police data)

**HOW ARE WE DOING?**
“How Satisfied are you with your neighbourhood as a place to live?”
(Source: Ask Cardiff Survey)

Crime in Cardiff: Violence
(Source: Our Bobby)

A&E admissions - assault

**STORY BEHIND THE BASELINE**
- Negative public perceptions of drug use, antisocial behaviour and violent crime have risen and are still prominent issues, particularly in more deprived areas. The city centre and night-time economy also receive negative attention. 40.1% believe the Police and local Council are dealing with the anti social behaviour and crime issues that matter in their area. Perception of crime data remains a data development issue at the Cardiff level.
- There was a 12.5% reduction in total crime in Cardiff for the year up until June 2010 - 5192 fewer victims of crime
- Antisocial behaviour reduced by 24% in the year to June 2010. Cardiff City and South has the highest number of offences of anti-social behaviour, violent crime and robbery. Cardiff South West has the second highest incidence of anti-social behaviour, violent crime, burglaries from dwellings, criminal damage and deliberate fires
- Violent crime against the person has fallen over the past year. However, this is set against a backdrop of a rising trend over the past ten years. Cardiff East experiences the highest proportion of its crime in the form of criminal damage and violence against the person, which together account for 25.3% of all offences in the area.
- One of the challenges is addressing the under-reporting of incidents of domestic violence.

**PARTNERS WHO CAN HELP US**
- Police
- NHS
- Fire Service
- Cardiff Council
- Neighbourhood management partners
- Third Sector
- Youth Offender Service
- Education Providers
- Probation Service
- Prison Service
- Cardiff Bus
- Private Sector
- Job Centre Plus
- Careers Wales
- Welsh Assembly Government
- Home Office
### People in Cardiff are safe and feel safe delivery plan

<table>
<thead>
<tr>
<th>Priority</th>
<th>Contribution to Outcome</th>
<th>To be delivered by...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure people are safe from harm, abuse and exploitation</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Healthy</strong></td>
<td>Safeguard children and support parents to provide stable homes for their children</td>
<td>2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020</td>
</tr>
<tr>
<td><strong>Environment</strong></td>
<td>Reduce domestic and sexual violence and abuse, focusing on preventative approaches and on tackling underreporting</td>
<td></td>
</tr>
<tr>
<td><strong>Safe</strong></td>
<td>Develop a ‘one-stop-shop’ facility as a single physical access point to the full range of domestic and sexual violence and abuse services in Cardiff, improving access to services and promoting greater collaborative working</td>
<td></td>
</tr>
<tr>
<td><strong>Thriving</strong></td>
<td>Promote the recognition and safeguarding of vulnerable adults</td>
<td></td>
</tr>
<tr>
<td><strong>Potential</strong></td>
<td>Develop programmes to reduce the harm to individuals, their families and wider communities in Cardiff by substance misuse by 2018</td>
<td></td>
</tr>
<tr>
<td><strong>Live, Work, Play</strong></td>
<td>Develop more effective substance misuse prevention programmes by 2018</td>
<td></td>
</tr>
<tr>
<td><strong>Fair</strong></td>
<td>Reduce hate crime across the 9 ‘protected characteristics’ (age, disability, gender and gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex, sexual orientation)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Further embed neighbourhood management and localised problem solving by 2013</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Encourage and promote active citizens and community involvement in partnership working</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Work towards achieving ‘restorative city’ status by 2016 (Restorative justice is an approach to justice where offenders are encouraged to take responsibility for their actions and “to repair” the harm they’ve done)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Build respect and positive relationships between communities</td>
<td></td>
</tr>
<tr>
<td>Ensure people are free from crime and the effects of crime</td>
<td>Develop the Cardiff’s Community Cohesion Strategy and Preventing Violent Extremism action plan</td>
<td></td>
</tr>
<tr>
<td>----------------------------------------------------------</td>
<td>------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Ensure people are safe in their environment</td>
<td>Increase the number of volunteers working in local communities</td>
<td></td>
</tr>
<tr>
<td>Ensure people are safe in their environment</td>
<td>Further embed neighbourhood management and localised problem solving</td>
<td></td>
</tr>
<tr>
<td>Ensure people are safe in their environment</td>
<td>Improve information handling, analysis and use to produce more joined up, problem orientated working</td>
<td></td>
</tr>
<tr>
<td>Ensure people are safe in their environment</td>
<td>Reduce antisocial behaviour concentrating on hotspot areas in the ‘southern arc’</td>
<td></td>
</tr>
<tr>
<td>Ensure people are safe in their environment</td>
<td>Reduce incidence of violent crime</td>
<td></td>
</tr>
<tr>
<td>Ensure people are safe in their environment</td>
<td>Develop more effective/holistic offender management services, prevention and early intervention (for the under 16s)</td>
<td></td>
</tr>
<tr>
<td>Ensure people are safe in their environment</td>
<td>Promote community involvement in partnership working through the neighbourhood management model</td>
<td></td>
</tr>
<tr>
<td>Ensure people are safe in their environment</td>
<td>Work towards achieving ‘restorative city’ status by 2016</td>
<td></td>
</tr>
<tr>
<td>Ensure people are safe in their environment</td>
<td>Reduce fear of crime, targeting ‘fear hotspots’ across the city</td>
<td></td>
</tr>
<tr>
<td>Ensure people are safe in their environment</td>
<td>Improve workplace health</td>
<td></td>
</tr>
<tr>
<td>Ensure people are safe in their environment</td>
<td>Improve road safety, reducing the rate of road traffic accidents</td>
<td></td>
</tr>
<tr>
<td>Ensure people are safe in their environment</td>
<td>Improve safety in the home</td>
<td></td>
</tr>
<tr>
<td>Ensure people are safe in their environment</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
OUTCOME:
Cardiff has a thriving and prosperous economy

HEADLINE INDICATORS (Bellwethers)
• Gross Value Added (GVA) for Cardiff and the Vale of Glamorgan
• Unemployment claimant count
• New company start-ups

WHAT OTHER DATA DO WE NEED? (DATA DEVELOPMENT AGENDA)
• Overall worklessness in Cardiff

HOW ARE WE DOING?
GVA per head for Cardiff and the Vale of Glamorgan (£)
(Source: ONS)

Unemployment claimant count (proportion of working age population claiming job seekers allowance in Cardiff)
(Source: NOMIS)

New company start-ups - VAT registrations per 10,000 inhabitants

Full-time gross median weekly pay
(Source: Annual survey of hours and earnings)

Number of Visitors to Cardiff each year
(Source: STEAM)

STORY BEHIND THE BASELINE
• As of 2007 Gross Value Added (GVA) per head in Cardiff & the Vale stood at £21,195 – higher than the comparable UK figure and significantly greater than the Welsh average. Economic output per head in Cardiff, however, lags behind many UK cities, including Edinburgh, Belfast, Bristol and Nottingham. Cardiff and the Vale of Glamorgan generate 21% of the Welsh GVA in 2007 - £9,432 million.
• There is a heavy concentration of unemployment in the southern areas of the city. Less than 44% of Cardiff’s working age disabled population are in employment, someway short of the comparable figure for Cardiff as a whole of almost 68%. The employment rate for ethnic minorities in the city stands at 53.2% - again significantly lower than the city-wide average.
• Levels of business density in Cardiff are significantly lower than the UK average, and the number of business start-ups in Cardiff also lags the national average.
• As of 2009 full-time gross weekly earnings in Cardiff stood at almost £460, compared with almost £490 for the UK, and £440 for Wales.
• In 2008 the city attracted a total of 342,000 visitors, placing the city ninth in the UK (excluding London).

PARTNERS WHO CAN HELP US
• Cardiff Council – Economic Development, Local Training & Enterprise, Schools & Lifelong learning, Transport & Infrastructure, Marketing & Tourism, Events, Leisure Services, Schools, City Centre Management, Housing & Neighbourhood Renewal
• Third Sector
• Private Sector
• WAG
• Cardiff Business Partnership
• Universities
• JobCentrePlus
• Cardiff & Co
• South East Wales Economic Forum
• Cardiff Bus
• SD2
• BBC
• Property Agents
## Cardiff has a thriving and prosperous economy delivery plan

<table>
<thead>
<tr>
<th>Priority</th>
<th>In order to deliver the outcome for Cardiff we will:</th>
<th>To be delivered by...</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Build strong futures for children and young people by focussing on education, training and employment opportunities</strong></td>
<td>Address lower level skills in Cardiff, and improve literacy and numeracy rates</td>
<td>2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020</td>
</tr>
<tr>
<td></td>
<td>Development of TEEN (Training, Employment, Education NEXUS) programme to help young people access jobs or training</td>
<td></td>
</tr>
<tr>
<td><strong>Improve opportunities for the creation of quality and sustainable employment</strong></td>
<td>Address rising unemployment, especially in the southern areas of the city</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Develop an Employment &amp; Skills Partnership for the city region to align employers needs closer with the skills of workers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Address inequalities in employment rates and earnings between different groups in Cardiff</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Promote the development of more social enterprises within the city</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Maximise local gains from public service procurement arrangements by progressing the Source Cardiff initiative to improve access for local companies and suppliers</td>
<td></td>
</tr>
<tr>
<td><strong>Create an environment that attracts, develops and retains skilled workers, businesses and entrepreneurs to Cardiff</strong></td>
<td>Identify new funding streams and mechanisms for economic development and regeneration (e.g. Tax Increment Finance, public-private investment models)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increase levels of entrepreneurial activity in Cardiff</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Grow the knowledge economy and develop greater levels of Research &amp; Development through the creation of a new innovation centre.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Support businesses through the Capital Cardiff loan and equity fund</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Support the commercialisation of higher education research in Cardiff</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Develop an innovative business district within the city to help create jobs in the financial and service sector</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Develop a digital media centre for Cardiff to create an internationally significant creative cluster</td>
<td></td>
</tr>
</tbody>
</table>
OUTCOME:
People in Cardiff achieve their full potential

HEADLINE INDICATORS (Bellwethers)
- Year 11 leavers (aged 16) known not to be in education, employment or training from schools in Cardiff
- Claimant Count Unemployment aged 18-24
- % with NVQ4+ - aged 16-64
- % with no qualifications - aged 16-64
- First time entrants to the criminal justice System aged 10-17
- Rate of older people (aged 65+) supported in the community per 1000 population – interim measure
- Rate of older people (aged 65+) whom the local authority supports in care homes per 1000 population - interim measure

WHAT OTHER DATA DO WE NEED? (DATA DEVELOPMENT AGENDA)
- Participation in culture, leisure and sport
- Maximising Independence

PARTNERS WHO CAN HELP US
- Job Centre Plus
- Careers Service
- Council – Schools, Local Training & Enterprise, Children Services, Adult Services, Leisure, Libraries
- Third Sector
- Police
- Arts sector
- Probation Service
- NHS
- Fire Service
- Neighbourhood management partners
- Community Safety Partnership / Health Alliance
- 101
- Further/Higher Education
- Private sector

POPULATION:
All people in Cardiff

HOW ARE WE DOING?

<table>
<thead>
<tr>
<th>Headline Indicators</th>
<th>Data Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 11 leavers (aged 16) known not to be in education, employment or training from schools in Cardiff</td>
<td>% of Year 11 School Leavers known to be NEET</td>
</tr>
<tr>
<td>Claimant Count Unemployment aged 18-24</td>
<td>People Aged 18-24 claiming unemployment benefit per 1,000 inhabitants</td>
</tr>
<tr>
<td>% with NVQ4+ - aged 16-64</td>
<td>% Working Age Population % with NVQ4+</td>
</tr>
<tr>
<td>% with no qualifications - aged 16-64</td>
<td>% with no qualifications</td>
</tr>
<tr>
<td>First Time Entrants to Criminal Justice System aged 10-17 years</td>
<td>First Time Entrants to the Criminal Justice System aged 10-17 years</td>
</tr>
<tr>
<td>DDA - Rate of older people (aged 65+) supported in the community per 1000 population – interim measure</td>
<td>The rate of older people (aged 65 or over) supported in the community per 1,000 population 2008/2009= 42.53 per 1,000</td>
</tr>
<tr>
<td>DDA - Rate of older people (aged 65+) whom the local authority supports in care homes per 1000 population – interim measure</td>
<td>The rate of older people (aged 65 or over) whom the authority supports in care homes per 1,000 population 2008/9= 20.36 per 1,000</td>
</tr>
</tbody>
</table>

STORY BEHIND THE BASELINE
- In 2009, 8.9% of Cardiff’s year 11 leavers were known not to be in education, training or employment, the 2nd highest proportion in Wales.
- The number of 16-24 year olds claiming unemployment benefit has increased rapidly since 2008 from 1,535 to 3,140.
- The proportion of Cardiff’s working age population lacking any qualifications has hovered around 13% for the past five years. However, 38.4% of 16-64 year olds have NVQ level 4 or equivalent, putting Cardiff above all of the English Core Cities.
- The number of first time entrants to the criminal justice system per 1,000 was 15.9 in 2008/09
- The rate of over 65-year olds helped to live in the community and the percentage of those helped to live at home have both increased steadily in recent years as home care and telecare support have improved
- Visits to indoor & outdoor sports venues per 1,000 people for 2009/10 stood at 11,910 whilst there were 1,550 visits to public libraries in Cardiff per 1,000 people over the same period. Between 2005/06 and 2008/09 the number of youth club members and youth club attendance both increased by over 70%
People in Cardiff achieve their full potential delivery plan

<table>
<thead>
<tr>
<th>Priority</th>
<th>Contribution to Outcome</th>
<th>To be delivered by...</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Healthy</td>
<td>Environment</td>
</tr>
<tr>
<td>Encourage active citizenship and participation in all aspects of life</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Support vulnerable families and individuals to achieve and maintain their independence and ambition</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In order to deliver the outcome for Cardiff we will:

- Develop programmes that offer opportunities for:
  - Physical activity
  - Play and leisure
  - Cultural activity
  - Sporting activity
  - Volunteering

- Encourage and promote active citizens and community involvement in partnership working

- Work towards ‘Restorative City’ status by 2016
- Promote the recognition and safeguarding of vulnerable adults
- Support independent living so that older people can live in the place of their own choice for as long as possible, with appropriate support services in place
- Ensure that appropriate housing and support is available and accessible for those with distinct housing requirements
- Develop a joint service delivery model responding to the care, accommodation and associated needs of vulnerable young people who approach the local authority for assistance
- Work together to provide carers with the opportunities available to other Cardiff citizens
- Deliver the Children and Young People Family Support Strategy
- Deliver co-ordinated multi agency action to address child poverty through the Child Poverty Strategy
<table>
<thead>
<tr>
<th>Support and provide access to appropriate learning and training provision for all</th>
<th>Ensure that all groups of people in Cardiff reach their educational potential at the end of compulsory schooling</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Develop ‘TEEN’ (Training, Employment and Education Nexus) programme</td>
</tr>
<tr>
<td></td>
<td>Develop Early Years and Youth Engagement programmes</td>
</tr>
<tr>
<td></td>
<td>Deliver Neighbourhood Learning through the Cardiff Community Learning Network</td>
</tr>
</tbody>
</table>
OUTCOME: Cardiff is a great place to live, work and play

HEADLINE INDICATORS (Bellwethers)
- Ratio of average house price to median annual full-time earnings
- Citizen satisfaction with the city as a place to live
- How citizens rate Sports facilities in local area
- How citizens rate Cultural facilities in local area.
- Transport and connectivity – congestion/travel time and modal shift

WHAT OTHER DATA DO WE NEED? (DATA DEVELOPMENT AGENDA)
- Quality of Life Index

HOW ARE WE DOING?
Ratio of average house price to median annual full-time earnings
(Source: Land Registry, Annual Survey of Hours and Earnings)

Citizen satisfaction with the city as a place to live: "How satisfied are you with your local area as a place to live?"
(Source: Ask Cardiff survey)

How citizens rate Sports facilities in local area.
(Source: Ask Cardiff survey)

How citizens rate Cultural facilities in local area.
(Source: Ask Cardiff survey)

Transport and connectivity – congestion/travel time and modal shift.

STORY BEHIND THE BASELINE
- Average house price as a % of earnings has dropped sharply since 2008, but had reached 7 times the average wage at that point. The 2008 Local Housing Market Assessment identifies that each year for the following five years there will be 3,640 households who cannot afford housing in Cardiff.
- Only 2% of the city’s residents weren’t satisfied with our cultural facilities according to the EU Urban Audit Perceptions survey.
- Satisfaction with Cardiff as a place to live decreased sharply in 2009 from just over 92% in 2008 to 82%. 96% are satisfied with cultural facilities and 78% with sporting facilities.
- Traffic on Cardiff’s roads grew by 12% between 1997 and 2007, an average annual increase of 1.8%.
- Cardiff’s transport network will be adversely affected by a projected 11-18% increase in road traffic over the next decade. 71% of Cardiff people are currently satisfied with public transport in their city compared with 64% for the 75 city average (EU Urban Audit).

PARTNERS WHO CAN HELP US
- Cardiff Council – Housing, Strategic Planning & Environment, Transport & Infrastructure, Marketing & Tourism., Events, Leisure Services, Schools, City Centre Management, Neighbourhood Renewal
- Voluntary Community Service & Third Sector
- Housing Associations
- Landlord/Tenant Associations
- Fire Service
- Neighbourhood management partners
- Community Safety Partnerships
- Cultural facilities
- Leisure & Sport Centres
- Cardiff & Co
- Cardiff Bus
- SD2
- Police
- Health
<table>
<thead>
<tr>
<th>Priority</th>
<th>Contribution to Outcome</th>
<th>To be delivered by...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide the level of urban design, infrastructure and connectivity required to make Cardiff a great place to work and do business</td>
<td>Improve Cardiff’s connectivity with other cities in the UK. Develop a 2020 vision for Cardiff’s transport system which identifies the balance between different transport modes and delivers a smart-city infrastructure by 2011. Ensure high-quality urban design is achieved in new developments in Cardiff.</td>
<td>2010 - 2020</td>
</tr>
<tr>
<td>Support and maintain strong, safe and sustainable neighbourhoods</td>
<td>Further embed the multi-agency neighbourhood management model and localised problem-solving. Develop an integrated strategic capital/estates plan across Local Service Board partners to increase efficiency of the public estate and ensure community facilities are located at the heart of communities. Develop and implement regeneration programmes, including local and district centre action plans, neighbourhood renewal schemes and area renewal strategies, to strengthen the sustainability of local communities (e.g. shops, neighbourhood facilities, employment etc). Deliver a voluntary sector centre for Cardiff which supports the continued development of a thriving third sector by 2014. Deliver a coordinated programme of action to promote and improve community cohesion by 2012. Deliver the Carbon-Lite changing behaviours programme by 2012.</td>
<td>2010 - 2020</td>
</tr>
<tr>
<td>Ensure the provision of high quality, sustainable and affordable housing</td>
<td>Increase the supply of quality affordable and sustainable homes. Improve the quality of existing homes and neighbourhoods. Reduce the numbers of and improve conditions for homeless people in Cardiff.</td>
<td>2010 - 2020</td>
</tr>
<tr>
<td>Develop world-class leisure, cultural and sporting facilities – that reflect the wants of citizens and visitors</td>
<td>Increase the number of staying visitors in the city and develop new tourism markets in Cardiff. Develop a new convention centre within the city centre by 2016. Provision of facilities to host cruise ships in Cardiff by 2015.</td>
<td>2010 - 2020</td>
</tr>
</tbody>
</table>
OUTCOME:
Cardiff has a fair, just and inclusive society

HEADLINE INDICATORS (Bellwethers)
• Employment rate by key groups
• Difference in life expectancy by ward

WHAT OTHER DATA DO WE NEED? (DATA DEVELOPMENT AGENDA)
• Accessibility of services (potentially based on the WIMD Access to Services Domain)
• Child poverty - Children living in households with earnings less than 60% of UK median household income

HOW ARE WE DOING?
Employment Rate by Key Groups

<table>
<thead>
<tr>
<th>Year</th>
<th>Employment Rate 16-64</th>
<th>Employment rate females - aged 16-64</th>
<th>% in employment with no qualifications - aged 16-64</th>
<th>Employment rate - ethnic minority</th>
<th>Employment rate - disabled</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004-2005</td>
<td>70</td>
<td>72</td>
<td>74</td>
<td>76</td>
<td>78</td>
</tr>
<tr>
<td>2005-2006</td>
<td>70</td>
<td>72</td>
<td>74</td>
<td>76</td>
<td>78</td>
</tr>
<tr>
<td>2006-2007</td>
<td>70</td>
<td>72</td>
<td>74</td>
<td>76</td>
<td>78</td>
</tr>
<tr>
<td>2007-2008</td>
<td>70</td>
<td>72</td>
<td>74</td>
<td>76</td>
<td>78</td>
</tr>
<tr>
<td>2008-2009</td>
<td>70</td>
<td>72</td>
<td>74</td>
<td>76</td>
<td>78</td>
</tr>
<tr>
<td>2009-2010</td>
<td>70</td>
<td>72</td>
<td>74</td>
<td>76</td>
<td>78</td>
</tr>
</tbody>
</table>

Life Expectancy by Ward
(Source: ONS 1999-2003)

<table>
<thead>
<tr>
<th>Year</th>
<th>Life Expectancy</th>
<th>Year</th>
<th>Life Expectancy</th>
<th>Year</th>
<th>Life Expectancy</th>
</tr>
</thead>
</table>

STORY BEHIND THE BASELINE
• Employment rates for women and ethnic minorities slowly declined in 2009/10, while for disabled people and those with no qualifications
• There is a heavy concentration of unemployment in the south of the city
• In the past six years 122 different nationalities registered for National Insurance purposes in Cardiff
• The number of young people in Cardiff who live in workless households is below the Welsh average. However there has been a year-on-year rise from 2004 to 2007, when the number peaked at 23%.
• In Butetown experimental life expectancy forecast is 71.9, nearly 12 years less than the life expectancy for residents in Radyr, one of the most affluent wards in Cardiff

PARTNERS WHO CAN HELP US
• NHS
• Council - Equalities, Adult Services, Children Services, Schools, Housing & Neighbourhood Renewal, Economic Development
• Police
• Third sector
• JobCentrePlus
• Private sector
• Neighbourhood management partners
• CYPP/Community Safety Partnership/Health Alliance
• Equalities and Human Rights Network
• Communities First
## Cardiff has a fair, just and inclusive society delivery plan

### Contribution to Outcome

<table>
<thead>
<tr>
<th>Priority</th>
<th>In order to deliver the outcome for Cardiff we will:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Enable all people in Cardiff to meaningfully engage and participate in decision-making processes</strong></td>
<td>Ensure that children and young people can freely express their identity and can meaningfully engage in decision-making processes&lt;br&gt;Increase people’s awareness and understanding of their rights and how to access them&lt;br&gt;Encourage and promote active citizens and community involvement in partnership working</td>
</tr>
<tr>
<td><strong>Mainstream equality issues at strategic and operational levels</strong></td>
<td>Establish an Integrated Single Equality Scheme for public service partners in Cardiff in consultation with key equality and community partners by 2014&lt;br&gt;Develop common standards for the management of equalities across all public service partners, including the collection and use of equality monitoring data, equality impact assessment, involvement of equality and community partners, accessible services and information by 2014&lt;br&gt;Ensure equality of access to services</td>
</tr>
<tr>
<td><strong>Reduce inequalities through a joined-up, targeted approach</strong></td>
<td>Develop a ‘Total place’ approach to resource allocation and project/ programme delivery by 2013&lt;br&gt;Target intervention to ensure everyone in Cardiff enjoys a good quality of life</td>
</tr>
</tbody>
</table>