



Cardiff Well-Being Plan  
2018-2023

Annual Report  
2018/19



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“

Together we can make Cardiff  
a great place to live for all our  
residents ”

# Foreword

To meet the challenges of today and tomorrow, the public sector needs to adapt and respond as one.

Cardiff Public Services Board provides the forum for this to happen - for public sector partners to work together to drive forward economic growth for all, to address the causes of poverty and inequality and to manage demand for services and the impact of climate change in a resilient and sustainable way.

In May 2018, our Cardiff Well-being Plan 2018-2023 set out the steps we will take to tackle these challenges. A year in and the PSB has led the way in responding to some of the key issues facing the city – from responding to Brexit, advocating the Living Wage, making the shift to active modes of transport and developing an integrated approach to the planning of new communities.

The focus has also been on the voice of the child, with the launch of Cardiff's Child Friendly City Strategy and the new Family Support Service ensuring children and families are given the right support, in the right way and at the right time.

This annual report includes many more examples of the partnership work undertaken this year. It is clear that the PSB has already made significant strides forward in delivering its Well-being Plan and making Cardiff a greener, fairer and more prosperous city.



**Huw Thomas**  
Chair, Cardiff Public Services Board  
Leader of Cardiff Council

“

Meeting the challenges of today and tomorrow”

# Introduction

## About the Annual Report of the Cardiff PSB

This annual report outlines the work that the Cardiff Public Services Board has undertaken over the past 12 months to deliver on its [Well-being Plan](#) and provides an update on how the city is performing against the plan's outcome indicators.

The Well-being Plan sets 50 indicators for measuring the city's performance. [Cardiff in 2019](#) provides an interactive platform for comparing performance against the UK's Core Cities and other Welsh Local Authorities.

## What is Cardiff's Public Services Board?

Cardiff's Public Services Board (Cardiff PSB) brings together the city's public service leadership and decision-makers, including those from the Local Authority, Health Board, Natural Resources Wales, Welsh Government, the Third Sector and the Fire, Police and Probation services. The purpose of the PSB is to improve the economic, social, environmental and cultural well-being of Cardiff by strengthening joint working across the city's public services.

## What is a Well-being Plan?

Cardiff Well-being Plan 2018-2023 sets out the Cardiff PSB's priorities for action over the next 5 years, and beyond. The plan focusses on the areas of public service delivery which fundamentally require partnership working between the city's public and community services, and with the citizens of Cardiff.

The Well-being Plan should therefore be seen as a complementary document to the strategic plans of each PSB member, focusing on delivering 'collaborative advantage' in areas of city life and public services which cut across all public and communities services.

The Plan contains Well-being Objectives, high-level priorities that the Cardiff PSB have identified as being most important. It also contains 'commitments,' or practical steps that the city's public services, together, will deliver over the next 5 years. The PSB's Well-being Objectives are:

1. A capital city that works for Wales
2. Cardiff grows in a resilient way
3. Safe, confident and empowered communities
4. Cardiff is a great place to grow up
5. Supporting people out of poverty
6. Cardiff is a great place to grow old
7. Modernising and integrating our public services

## How is the Well-being Plan being delivered?

The Cardiff PSB has put in place a number of programmes of work in order to deliver in these areas where delivering improvement fundamentally requires partnership working across the public services. The partnership delivery framework, agreed by the PSB in May 2018, can be found in [Appendix A](#).



Well-being Objective 1

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A Capital City that  
Works for Wales

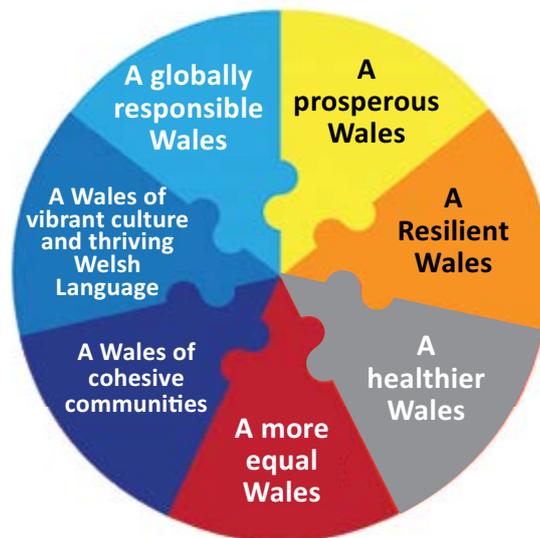
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## Introduction

Cardiff is the economic, political and cultural capital of Wales. As well as playing a vital role in creating jobs and attracting investment into Wales, it is the home of Welsh sport, politics, music and the arts, hosting major international sporting and cultural events, and provides specialist public services for the people of the wider Capital Region.

A successful Wales needs a successful capital city. PSB members are committed to working together to make sure that Cardiff continues to attract and deliver major sporting and cultural events, tourists, investment, businesses and students in to Wales and to position Cardiff as a capital city of international significance in a post-Brexit global economy.



## Measuring Progress:

City Level Outcome Indicator PSB is seeking to impact		Cardiff in 2018	Cardiff in 2019	
Unemployment rate		6.1 %	5.2 %	Green
GVA per head		£29,723	£30,629	Green
Gross Disposable Household Income per head		£16,237	£16,558	Green
Employee jobs with hourly pay below Real Living Wage		20.7 %	21.5 %	Red
Population (16-64) qualified to NVQ4+		47.8 %	46.8 %	Red
% Been to any Arts Event in Wales*		66 %	79 %	Green
% Visited any historic places in Wales*		66 %	71 %	Green
% Visited a museum in Wales*		54 %	58 %	Green
% Attended at Least One Cultural Activity in last 12 months	Most depr	80.3 %	85.7 %	Green
	Next most depr	88.0 %	92.6 %	Green
	Middle	92.2 %	92.6 %	Green
	Next least depr	94.1 %	94.5 %	Green
	Least depr	93.6 %	94.9 %	Green
% Adults that Speak Welsh		9 %	9.6 %	Green

\*measurement definition changed between years

## Overview of PSB work in 2018-19

Cardiff's economy continues to grow, creating jobs and attracting investment. Over the course of 2018/19, Cardiff PSB contributed towards the development of the city's **new economic strategy** – 'More and Better Jobs' and to the development of the Cardiff Capital Region City Deal.

Although the city's economy is growing, the number of jobs with hourly pay below the living wage is also high and growing. PSB members have therefore reiterated their commitment to **becoming accredited as Living Wage employers**, acting as advocates for encouraging more of the city's 'anchor' employers to recognise the benefits of the real Living Wage, and supporting the city's bid to become a **UK Living Wage City by 2020**.

The impact of the UK leaving the European Union remains a strategic issue facing Cardiff economy, communities and public services. Cardiff is one of the British cities most economically exposed to the risks of the EU leaving the European single market, with 61 % of Cardiff exports going to EU countries. The ongoing uncertainty around Brexit also presents a

serious risk to community cohesion, though reported hate crimes remain stable compared to the previous year. The potential increase in participation in far and extreme right wing groups and activities is an emerging risk, particularly in the event of a 'no deal' Brexit or a second referendum.

Cardiff PSB has played a leading role in the city's response to **Brexit**. [The 'Brexit: Implications For Cardiff'](#) report on the implications for the economy and public services has led the way in ensuring a coordinated understanding and response to the risks arising from the UK leaving the European Union. Building on this, with the initial Brexit deadline of 29 March 2019 approaching, the PSB established a Brexit Preparedness Group which met regularly to discuss organisational preparations and support available for staff, service users and residents. The webpage '[Cardiff and Brexit](#)' signposts businesses, EU residents and individuals to guidance and support.

The city is working to double the number of Welsh speakers in Cardiff, in line with Welsh Government's vision for **1 million Welsh Speakers** in Wales by 2050. **Cardiff's Bilingual Strategy**, launched in 2017, has been praised as an exemplar. Partners are working together to publish a new action plan for the city.





## Progress against our commitments for Cardiff:

Commitments	Update
<p>Strengthen Cardiff's role as the economic, cultural capital city of Wales, supporting the development of the Capital Region and ensuring that the City Deal and the Cardiff Metro deliver for the people of Cardiff and Wales.</p>	<p>Cardiff Council's Economic White Paper 'Building more and better jobs' was considered by the Cardiff PSB Delivery Board. The PSB received an update on the City Deal in March 2018 and options for the Cardiff Metro were considered.</p>
<p>Seek to make sure that Cardiff has the funding and fiscal powers it needs to lead the Welsh economy and deliver capital city infrastructure and services on behalf of the people of Cardiff, the Capital Region and Wales.</p>	<p>A task and finish group, led by South Wales Police, is undertaking a review of the financial pressures created by Cardiff's major events programme and will propose options for addressing the funding gap/sustainable funding. This group will report in 2019 and feed into Welsh Government's Major Events strategy and the review of the Council's Tourism Strategy.</p>
<p>Understand the impact of Brexit on Cardiff's economy, public services and communities and develop the city's response, including the shape of any successor programmes for European Funding streams in Wales.</p>	<p>A Brexit Preparedness group was established to coordinate a cross public sector response in the run up to the Brexit deadline of 29 March 2019. The PSB issued a statement emphasising Cardiff's openness and welcome to all residents. The webpage '<a href="#">Cardiff and Brexit</a>' signposts businesses, EU residents and individuals to guidance and support.</p>
<p>Continue to deliver major events in the city, building on the success of the Champions League Final, in partnership with Welsh Government and the private sector.</p>	<p>PSB members contributed evidence to the 'Events in Cardiff' Scrutiny Task and Finish Inquiry report and will respond to its recommendations when developing Cardiff Events &amp; Festival Strategy 2019-20. As stated above, a Task and Finish group is currently working on a review of financial pressures and funding options for major events in Cardiff.</p>
<p>Aim to double the number of Welsh speakers in Cardiff by 2050 through supporting the delivery of the Bilingual Cardiff Strategy.</p>	<p>The Bilingual Cardiff Strategy was reviewed positively by an independent expert in 2018. The Welsh Language Commissioner commended the approach adopted to partnership working in support of the Welsh language. An action plan has now been developed and approved by the Bilingual Cardiff working group.</p>

## Priorities for 2019/20

### The PSB will:

Ensure a cross-public service response to the challenges raised by **Brexit**.

Contribute to a **new Tourism and Major events strategy** for Cardiff, including exploring options for funding the impact on local public services of this important sector of the city economy.

Continue to support the delivery of the **Bilingual Cardiff action plan**.



Caerdydd

**Ddwyieithog**





Well-being Objective 2

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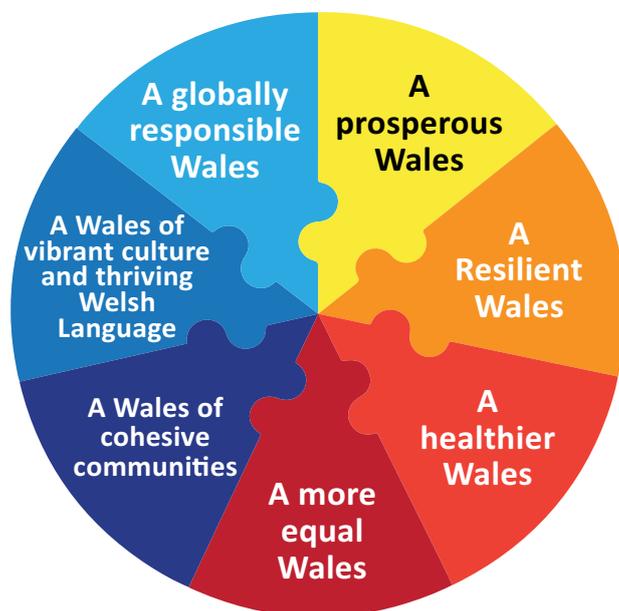
Cardiff grows in a  
resilient way

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## Introduction

Cardiff is one of Britain’s fastest growing cities, and is by far the fastest growing local authority area in Wales. Successful cities are those in which people want to live and this growth is welcomed and a sure sign of strength for the city. However, this growth will bring challenges too, putting pressure on both the city’s physical infrastructures, community cohesion, its natural environment and public services. Managing the impacts of this population growth and of climate change in a resilient and sustainable fashion will be a major long term challenge for Cardiff.



## Measuring Progress:

City Level Outcome Indicator PSB is seeking to impact	Cardiff in 2018	Cardiff in 2019	
Per capita CO2 emissions (t)	5.0	4.6	Green
% travel to work by sustainable transport	45.8 %	48.1 %	Green
Average NO2 concentration at residential locations	21	17	Green
Green Flag accredited parks	12	13	Green
Properties registered to NRW Flood Warning Service	8,480	8,204	Red
% municipal waste reused/recycled/composted	58.1 %	58.3 %	Green

## Overview of PSB work in 2018-19

Foremost is the work of Cardiff Council and Cardiff and Vale UHB/Public Health Wales on **air quality and active travel**. To improve air quality the PSB has overseen the consideration of a number of mitigating actions to tackle air pollution and increase active travel in key areas of the city centre. From these discussions and in response to the Annual Report of the Director of Public Health 2017, 'Moving forwards: Healthy travel for all' an active travel task and finish group led by Dr Tom Porter, Consultant in Public Health Medicine, developed [Cardiff's Staff Healthy Travel Charter](#). Approved by the PSB in April 2019, its members and a number of other organisations including the National Museum, Welsh Ambulance, Public Health Wales, HMRC, National Assembly, Office of Future Generations Commissioner and SportWales signed up to supporting staff to make active and sustainable travel choices and set 3 year targets. Collectively these organisations have over 33,000 employees.

The [Office of the Future Generations Commissioner](#) has produced a video outlining the importance of the Charter and its benefits. Going forward it is hoped that the charter will be adopted by organisations in the private and third sectors, universities and neighbouring local authorities.

Transport was also a major theme of the PSB workshop held in September 2018 on adopting an integrated approach to the **planning of the new communities** in Cardiff. Attended by representatives from across the public services, the Plasdwr development was used as a case study. It was agreed that an integrated approach to planning was being adopted, however further work was needed on the integrated planning and delivery of public services in these new communities, with the city's Community and Well-being Hub approach a best practice model to build on.

Following **Storm Emma** in March 2018 – or 'The Beast from the East' as it was called - which produced heavy snowfall and disruption across the city, the PSB commissioned a review of response systems, which made a series of recommendations for improving the public service response to extreme weather events. In response to this review a new partnership approach to access specialist vehicles – in particular 4x4s – has been established.

PSB members visited the award winning **Greener Grangetown partnership project** between Cardiff Council, Dŵr Cymru Welsh Water and Natural Resources Wales, which used the latest sustainable drainage (SuDS) techniques to clean and divert rainwater directly into the River Taff instead of pumping it away and discharging it out to sea. The scheme is delivering a wide range of benefits, including improved climate change resilience, reduced energy use and improved green infrastructure making the area more attractive to residents.



**Healthy Travel  
Employer**



## Progress against our commitments for Cardiff:

Commitments	Update
<p>Adopt an <b>integrated approach to the planning and delivery of public services</b> in the city's new communities.</p>	<p>In September 2018, a <b>workshop for partners</b> across the public services considered the approach taken to <b>masterplanning of new communities</b>, with the findings reported back to the PSB.</p>
<p>Aim for <b>50% of all journeys in Cardiff to be by sustainable travel</b> by supporting the development and delivery of the Cardiff Sustainable Transport Strategy.</p> <p>Take a <b>city-wide response to air pollution</b> through supporting the development and delivery of a Cardiff Clean Air Strategy.</p>	<p>The Board considered air quality and transport on a number of occasions over the course of the year, culminating in the signing and <b>launch of the Staff Healthy Travel Charter</b> in April 2019.</p>
<p><b>Ensure that the city is prepared for extreme weather events</b> associated with Climate Change, including raising awareness and encouraging behavioural change amongst residents, businesses and visitors to the city.</p>	<p>In response to Storm Emma that brought heavy snow in March 2018, the PSB commissioned a <b>review of response systems to adverse weather</b>. The recommendations were received by the PSB in November 2018 and partners agreed new arrangements for 4 by 4 provision and access to specialist vehicles.</p>
<p>Seek to <b>reduce the carbon footprint of the city's public services</b> by working to ensure that all public buildings are energy and waste efficient.</p>	<p>PSB partners are <b>working together to review existing assets (buildings and land) and design the future specification of public services</b> including the reduction of the city's carbon footprint.</p>
<p>Explore the potential for <b>divesting public investments from fossil fuel companies</b>.</p>	<p><b>Cardiff Council's Pensions Committee has considered a Climate Change Investment Policy</b> in consultation with the Pension Fund's independent advisers and the other LGPS funds in Wales. Work is ongoing to develop the policy in response to the comments of Committee and Board members. The outcomes of this work will be brought to the PSB for consideration in 2019/20.</p>

## Priorities for 2019/20

### The PSB will:

Contribute to the development and delivery of the **Cardiff Transport and Clean Air White Paper** which will be launched in autumn 2019.

Contribute to the development of **Natural Resources Wales Area Statement** in conjunction with the Section 6 duty on forward plans under the Environment (Wales) Act 2016.

Explore promotion of **Natural Resources Wales flood warning service** through community and public services hubs.

Make progress towards the targets set under the **Staff Healthy Travel Charter**; develop and launch versions of the Charter for businesses and the third sector, encouraging sign up to both

Consider joint working to ensure that all **public buildings are energy and waste efficient**.

Progress discussions on exploring the potential for **divesting public investments from fossil fuel companies**.





Well-being Objective 3

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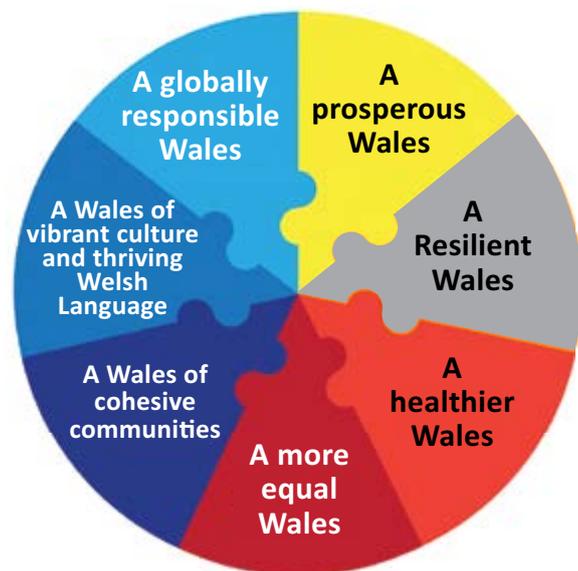
Safe, Confident  
and Empowered  
Communities

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## Introduction

Safe, confident and empowered communities are at the heart of well-being. They have a unique role to play when it comes to much of what we most value – our environment, safety, welfare, health and happiness. Moreover, communities often possess the knowledge, skills, passion, creativity and an understanding of the local area that service providers simply do not have. Ensuring that local communities are safe and empowered is therefore a fundamental component of a successful city.



## Measuring Progress:

City Level Outcome Indicator PSB is seeking to impact	Cardiff in 2018	Cardiff in 2019	
% agreeing that they belong to the area; that people from different backgrounds get on well together; and that people treat each other with respect	53 %	56 %	Green
% able to influence decisions affecting their local area	28 %	21 %	Red
% agreeing people in Cardiff are safe and feel safe	73 %	71 %	Red
% offenders who reoffend	37.3 %	38.4 %	Red
% clients of substance misuse services who reported improvement in quality of life*	77.7 %	77.1 %	Red
% adults (aged 16+) who volunteer	30 %	28 %	Red

\*Two years data available since publication of Cardiff in 2018. Most recent 2 years data compared

“ Safe, confident and empowered communities are at the heart of well-being ”

## Overview of PSB work in 2018-19

Cardiff's successful programme of developing multi-agency **community and public service hubs** has continued, with the St Mellons Hub completed in the summer of 2018, consolidating the full range of local public services under one roof. Plans have also been agreed for the location of a new public services hub – including a café, library, information centre and a centre for domestic abuse services at the Cardiff Royal Infirmary.

In October 2018, a new partnership approach to **Community Safety** was approved by Cardiff PSB, including the establishment of a new Community Safety Board for Cardiff, co-chaired by the Police and Crime Commissioner, Alun Michael, and the Cabinet Member for Housing and Communities, Cllr Lynda Thorne. The group, which reports into the PSB, has agreed the following priorities for joint working between PSB members for the year ahead:

- City Centre and Street Sleepers
- County Lines and exploitation of the vulnerable
- Prevent and CONTEST
- Area Based Working

Work on each of these priorities will focus on both **building resilience** - helping communities to withstand and recover from adverse situations – and **addressing vulnerabilities** - identifying those in a community who are subject to harm or are likely to be exposed to harm and taking action at the earliest opportunity.

Cardiff's **Violence Against Women, Domestic Abuse and Sexual Violence (VAWDASV)** service was launched in 2018 and has been extended to enable support for children and young people. 'It's in our hands' was developed with partners and survivors of violence and abuse. At the heart of this service is working in partnership to challenge attitudes and behaviours that could result in VAWDASV, meet the needs of victims and explore new ways of working.

To develop a **jointly commissioned substance misuse service**, Cardiff and Vale Area Planning Board is in the process of strengthening its governance through the PSB and developing an alliancing approach to inform a new substance misuse services system. This will focus on harm reduction, improving outcomes for service users and ensuring effective and value-based services.

In December 2017, [Volunteer Cardiff](#) was launched, signposting Cardiff residents to all the opportunities, organisations and support available across the city. Volunteering has been expanded into all Hubs, libraries and Adult Learning settings with nearly 150 volunteers across the teams. Best practice is being shared to develop wider volunteering opportunities.

Cardiff's **Night Time Economy Strategy** was developed in partnership with the Business Improvement District and agreed by the PSB in 2017/18. In January 2019, Cardiff was awarded Purple Flag status in recognition of the quality, safety, diversity of its night time economy.





## Progress against our commitments for Cardiff:

Commitments	Update
<p>Invest in and <b>involve communities in the delivery of integrated, locally-based public and third sector services</b> in Community and Well-being hubs.</p>	<p>The <b>new St Mellons Hub</b> completed in summer 2018 offers a full range of Council and partner services for the local community. <b>Plans have been agreed for conversion of the CRI Chapel</b> to a library/café/ information centre and unused space at the CRI to a one-stop shop for domestic abuse services.</p>
<p>Give people a greater voice in shaping public services through developing and delivering <b>co-created Community Involvement Plan/s</b>.</p>	<p><b>Inclusion officers have been appointed to work in Community hubs</b>, and will form an important part of the new approach to locality working, including:</p> <ul style="list-style-type: none"> <li>• The co-ordination of engagement opportunities</li> <li>• Building local knowledge and networks</li> <li>• Helping develop “active citizen” opportunities</li> <li>• Linking with other community based services</li> </ul>
<p>Promote <b>volunteering and social action</b>, including development of a city volunteering portal.</p>	<p><b>Volunteer Cardiff</b> has been launched, signposting Cardiff residents to all the opportunities, organisations and support available to enable volunteering in the city.</p>
<p>Protect our most vulnerable citizens, adopting integrated approaches to tackling trafficking, child sexual exploitation and domestic abuse.</p>	<p><b>Cardiff’s Violence Against Women, Domestic Abuse and Sexual Violence service became operational</b> in 2018-19. The service has been extended to enable support for more children and young people. Work is ongoing to develop a service to support male victims of abuse. A new process, led by Public Health Wales, has been agreed around Female Genital Mutilation (FGM). Barnardos have been commissioned to provide service for young people displaying Harmful Sexual Behaviour.</p>
<p><b>Tackle radicalisation in our communities</b> by building cohesion and trust, and promoting an environment where people have the confidence to report extremist behaviour.</p>	<p>The establishment and <b>development of a new Cohesion and Community Engagement team</b> in Cardiff Council, and the delivery of cross-public service community engagement particularly with marginalised groups, will be a priority for 2019/20. Training resources for schools have been provided in relation to challenging discrimination, aligned to the work for the Child Friendly Cardiff Strategy.</p>
<p><b>Reduce offending and improve life opportunities for the 18-25 age group</b> by developing an integrated, locally-focussed, approach to offender management.</p>	<p><b>Cardiff’s Youth Offending Service (YOS) worked with the Youth Justice Board (YJB)</b> to inform individually tailored responses to case management. This work has helped judges understand improved ways of working with children and young people. A pilot scheme has also been developed to identify children and young people who are not in school and are at risk of entering the Criminal Justice System.</p>

Commitments	Update
<p>Reduce levels of drug use and substance misuse, and levels of reoffending, through delivering a <b>jointly-commissioned substance misuse service</b>.</p>	<p>The re-commissioning of the city’s substance misuse services is being led by the Area Planning Board, reporting into the new Community Safety Leadership Group. Cardiff’s Community Safety Leadership Board has <b>responded to recommendations made by the Cardiff Council Scrutiny inquiry ‘Preventing Young People’s Involvement in Drug Dealing’</b>, and has commissioned further analysis on the issue of drug related litter in Cardiff as part of a wider review of services provided to vulnerable groups in the South of the city.</p>
<p>Make sure that <b>newcomers from the UK and overseas are welcomed and can build new lives in Cardiff</b>, including delivering the ‘Inclusive Cities’ project.</p>	<p>An <b>Inclusive Cities strategy and action plan</b> has been developed and is to be launched at a conference in October 2019. Cardiff Safeguarding team has worked in partnership with local churches, mosques and partners to advise on safeguarding policies with regard to Community Sponsorship schemes for refugees.</p>
<p>Deliver a <b>safe and vibrant night time economy</b>, working in partnership with the Business Improvement District.</p>	<p><b>Purple Flag Status was awarded to Cardiff in January 2019.</b> (The Purple Flag standard allows members of the public to quickly identify town &amp; city centres that offer an entertaining, diverse and safe night out).</p>

## Priorities for 2019/20

The PSB will:
<p>Continue to develop the city’s <b>Well-being and community hubs</b>.</p>
<p>Publish <b>Inclusive Cities strategy and action plan</b> and host conference (October 2019), with a focus on ensuring that Cardiff is seen as an open, welcoming and tolerant city.</p>
<p>Hold a cross-public services <b>conference on Community Safety in Cardiff</b> in September 2019.</p>
<p>Finalise governance arrangements, and funding priorities and service model for a <b>jointly commissioned substance misuse service</b> to help reduce levels of drug and substance misuse, levels of reoffending and improve levels of sustained long term recovery.</p>



Well-being Objective 4

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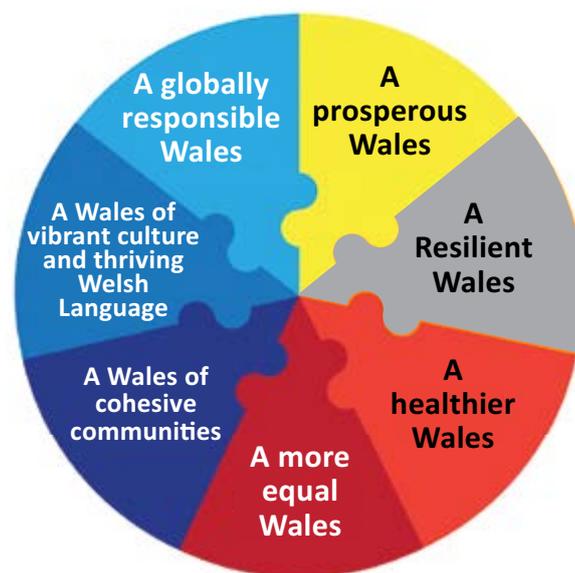
Cardiff is a great  
place to grow up

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## Introduction

Cardiff is already a good place for many of its children and young people to grow up, with a fast improving school system alongside the advantages that a capital city can bring such as an extensive range of leisure, sporting and cultural opportunities. However, the inequality evident in Cardiff can have a profound effect on the lives of children and young people and their families, and children who are disadvantaged - whether through disability, poverty, family circumstances, illness, neglect or abuse - will require particular help and support from across the public and third sector services and from within their communities.



## Measuring Progress:

City Level Outcome Indicator PSB is seeking to impact		Cardiff in 2018	Cardiff in 2019	
% children in low-income families		23.1 %	23.7 %	
% children aged 4 to 5 who are a healthy weight		76.1 %	77.6 %	
% uptake of MMR2 by age 4		83.0 %	88.1 %	
Mental well-being: children & young adults and adults		10.9 (Wales)	-	
Key Stage 2 Pupils Achieving the Expected Level (L4+) in the Core Subject Indicator	% achieving	89.4 %	-	
	FSM gap	13.0	-	
Key Stage 4 Pupils Achieving the Level 2+ Threshold including English/Welsh & Maths	% achieving	58.5 %	60.4 %	
	FSM gap	32.8	30.5	
% Year 11 and Year 13 school leavers that are not in education, employment or training	Year 11	1.6 %	1.7 %	
	Year 13	2.4 %	2.0 %	
% children cycling/walking to school		49.6 %	50.2 %	

## Overview of PSB work in 2018-19

Good progress has been made in relation to this Well-being Objective, with the PSB's Improving Outcomes for Children programme delivering a number of multi-agency projects to improve the lives of the city's children.

Launched by the Cardiff PSB on World Children's Day (20 November 2019), the [Child Friendly Cardiff](#) strategy, places the rights and voices of children and young people at the heart of Cardiff's policies, strategies and services; involving them in decision making and addressing the barriers which limit their life chances. The strategy is a significant step towards Cardiff's aim of being internationally recognised as **one of the UK's first Unicef Child Friendly Cities**. Work is progressing on a delivery plan setting out key actions and identifying lead delivery officers from across partnership organisations.

[In the following video](#), the Chair of the Children and Young People Advisory Board, Rose Melhuish and Board Member, Naz Ismail describe the changes that becoming a Unicef Child Friendly City could bring to Cardiff.

This year has seen the development of the **Cardiff Family Advice and Support** service that works across Housing, Education, Health and Social Care to ensure children and families are given the right support, in the right way and at the right time. It brings together a range of existing and new information, advice and assistance services for families, young people and children in Cardiff through a single point of entry for Early Help referrals. This is a brand new service and remains under development. Next steps for the service include setting up a referral form pilot with key partners in Education, Health and Housing, developing a website with the assistance of parents and young people and examining links with the Multi-Agency Safeguarding Hub.

Cardiff PSB has continued its support for the **Cardiff Commitment**, an initiative that aims to ensure all young people engage and progress in education, training and employment on leaving school. 181 organisations are supporting the Cardiff Commitment from the public, private and third sector. 'Open your eyes' week provided an opportunity for schools to engage with businesses and organisations around opportunities and career pathways.





## Progress against our commitments for Cardiff:

Commitments	Update
<p>Place the voice and experience of young people at the heart of public services in Cardiff through adopting a Child's Rights approach and <b>becoming a UNICEF 'Child Friendly City.'</b></p>	<p>The <b>Child Friendly Cardiff Strategy</b> was launched by the PSB at World Childrens Day, November 2018. This event was aligned with the launch of the Cardiff &amp; Vale UHB Charter for Children's Rights and Cardiff and Vale Health Youth Board. An action plan is being developed.</p>
<p><b>Adopt a 'Think Family' approach</b>, making sure that public services are joined up and that children and families are given the right support, in the right way, at the right time, including:</p> <ul style="list-style-type: none"> <li>• Development of an Early Help Single Point of Access</li> <li>• Commissioning a new Families First Programme</li> <li>• Develop a joined up approach to the first 1000 days of a child's life</li> </ul>	<p>Work to develop the <b>new delivery model for Family Help and Support in Cardiff</b> has progressed through 2018/19. It brings together existing services to create 3 new Council run family services:</p> <ul style="list-style-type: none"> <li>• Family Gateway Service - the primary route in for all referrals and requests for help.</li> <li>• Family Help Service - will provide a rapid response to families needing short term intervention.</li> <li>• Family Support Service - will work with families facing more complex or severe issues.</li> </ul> <p>The Family Gateway and Family Help Service and existing Flying Start, Childcare and Parenting teams will form the Early Help Service managed by Cardiff Council. Identified interventions for young people will be undertaken by a multi-agency team from the identified Hubs.</p>
<p>Develop <b>placed-based approaches to integrating public services for children and families in the city's most deprived communities</b> through a 'Children First' pilot in Ely and Caerau.</p>	<p>Cardiff's 'Children First' pilot has been absorbed within the work to develop the <b>new delivery model for Family Help and Support services</b> above.</p>
<p>Develop <b>innovative approaches to identifying those at risk of Adverse Childhood Experiences (ACEs)</b>, putting in place multi-agency response to support children and families before they reach crisis point.</p>	<p>Innovative approaches to identifying those at risk of Adverse Childhood Experiences will be progressed through the <b>development of the Child Friendly Cardiff Strategy, Family Help and Support model and Community Safety engagement model.</b></p> <p>Referrals will be jointly risk assessed by social services and police making use of their databases to best identify safeguarding issues and appropriate interventions.</p>
<p>Work with communities and across partners in the public and private sector to tackle <b>Child Sexual Exploitation.</b></p>	<p>Cardiff's Exploitation Strategy has been revised to a <b>combined Child and Adult Exploitation Strategy</b> and will be led by Cardiff and Vale Safeguarding Board. A <b>'Think Safe' team</b> has been established to ensure that those children in need of specialist Child Sexual Exploitation (CSE) intervention are receiving the right level of support.</p>

Commitments	Update
<p>Improve mental health and emotional Well-being for young people by delivering an <b>integrated approach to Children and Young People Emotional and Mental Health Support</b>.</p>	<p>Through the <b>Child Friendly Cardiff Strategy</b>, partners have committed to “improve the emotional health and Well-being of children and young people”. This will include creation of a single point of access for emotional Well-being and mental health services, and activities aimed at raising awareness and reducing the stigma associated with these services, as well as developing the skills of frontline staff.</p>
<p>Support young disabled people and their families through the delivery of the <b>Disabilities Futures programme</b>.</p>	<p>Two successful Intermediate Care Fund schemes that ran throughout the year have been extended until the end of the 2019/20 financial year. These are:</p> <ul style="list-style-type: none"> <li>• Ymbarel – hosted by the Vale and delivered by Action for Children providing intensive interventions to parents who have additional learning needs and where there is significant harm to their children.</li> <li>• Cardiff and the Vale Parenting Attention Deficit Hyperactivity Disorder – hosted by Cardiff and delivered by Barnardos and providing family support by supporting parents, carers and families who have children diagnosed with ADHD.</li> </ul> <p>The establishment of both the Regional Transition Review Interface Group and the Cardiff and Vale of Glamorgan Regional Transition Steering Group has improved regional collaboration and partnership working between Social Services, Education and Health.</p>
<p>Make sure young people are prepared for and given opportunities to participate in the world of work through delivery of the ‘<b>Cardiff Commitment</b>’, in partnership with the private and third sector.</p>	<p>There are 181 organisations supporting the Cardiff Commitment from the public, private and third sector. ‘Open your eyes’ week provided an opportunity for schools to engage with businesses and organisations around opportunities and career pathways.</p>

## Priorities for 2019/20

The PSB will:
<p>Deliver the <b>Child Friendly City action plan</b> and make progress towards <b>UNICEF accreditation</b>.</p>
<p>Adopt an <b>integrated approach to children and young people emotional and mental health support</b> as part of delivering on Cardiff’s Child Friendly City Strategy.</p>
<p>Embed the new preventative delivery model for <b>Family Support</b> across the public services, and undertake further research on outcomes for vulnerable children.</p>
<p>Support schools to implement a core set of actions aimed at improving the food offer, food consumption and physical activity to deliver on the priorities in the Director of Public Health’s Annual report, <b>Move More, Eat Well</b>.</p>



Well-being Objective 5

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Supporting people  
out of poverty

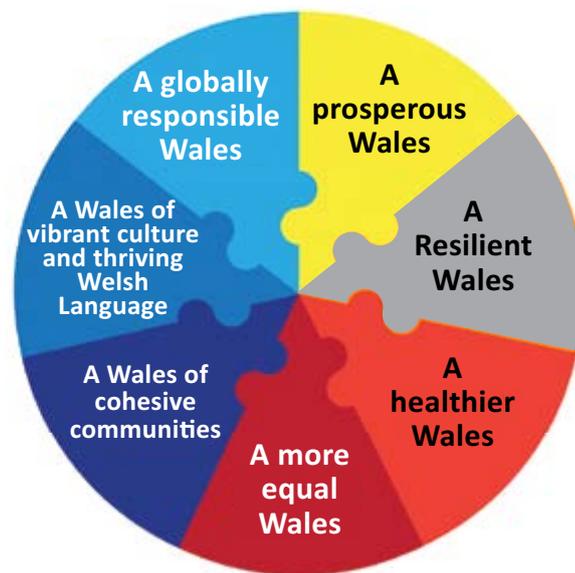
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## Introduction

Cardiff’s strong performance across a range of well-being indicators disguises deep and entrenched inequalities across the city. Over 60,000 people in Cardiff live in the 10 % most deprived communities in Wales. If the ‘Southern Arc’ of Cardiff, from Ely in the West to Trowbridge in the East, was considered a single local authority area it would be the most deprived in Wales by a considerable margin.

Living in poverty can cast a long shadow over people’s lives – life expectancy and other health indicators are lower in the more deprived wards of Cardiff, air quality is poorer, there is less access to green space and crime in the city is concentrated in these areas. How to ensure that all citizens benefit from the capital city’s economic growth is one of the most complex and challenging issues facing Cardiff over the years to come.



## Measuring Progress:

City Level Outcome Indicator PSB is seeking to impact	Cardiff in 2018	Cardiff in 2019	
Percentage of households in poverty (i.e. below 60 % of median income) by MSOA (after housing costs)	16 %	16 %	
Long-term JSA Claimants (i.e. over 12 months)	1,210	1,005	
Healthy life expectancy at birth (male & female)	Male	61.2	
	Female	61.1	
Percentage of low birth weight babies	5.3 %	4.9 %	
Percentage of adults eating 5 or more portions of fruit and vegetables a day	31.5 %	31.7 %	
Percentage of adults active for less than 30 minutes in a week	24 %	30.7 %	
Percentage of adults who are current smokers	14 %	16.2 %	
Housing Affordability: Ratio of house price to median gross annual salary	6.58	6.74	
Rough sleepers per 10,000 persons	2.5	2.8	
Food poverty	-	-	
Fuel poverty	23.81	-	

## Overview of PSB work in 2018-19

The Inclusive Growth Board, which focusses on removing the barriers to employment and helping people, particularly those furthest from the labour market, into good quality work, has led a series of projects over the last year on behalf of Cardiff PSB. The most significant being the **integration of into work services**.

Previously, employment support services in Cardiff have been fragmented, with differing and complex eligibility criteria. This caused duplication in the services offered, as well as gaps in service provision, and made services unnecessarily complicated to access. The into work project has developed a fully integrated and comprehensive **Into Work Service**, that went live on the 1st April 2018, and has brought together a range of services and funding streams, providing **an easy-to-access Gateway to employment support services** in Cardiff.

The PSB has committed to being advocates for Cardiff **becoming a Living Wage city**. 93 employers have now been accredited through the Council's Living Wage Accreditation Support Scheme. This represents around 46 % of the total number of accredited employers in Wales.

Recognising the large and growing gaps in health outcomes across the city, the PSB commissioned research into **health inequalities**. This work, undertaken by Public Health Wales in April 2019, further demonstrated the scale of the health inequalities in Cardiff.

A further in depth analysis of data/intelligence and existing interventions is currently being undertaken to identify action around a discrete number of issues relating to health inequalities.

The quality, availability and affordability of food has a significant role to play in addressing poverty, health inequalities and supporting the local economy. **Cardiff's Food Strategy** has been developed on the back of a study commissioned to look at best practice and understand the views of partners. The finalisation of the strategy has been delayed in order to ensure alignment with Welsh Government's obesity strategy 'Healthy Weight: Healthy Wales' will be brought to the PSB for consideration in Autumn 2019.

Like all major British cities, Cardiff has experienced a rise in the number of people **homeless and rough sleeping** over recent years. With the reasons that lead people to lose their home being complex and varied, it is rarely, just a housing issue. As a consequence, there is a need to recognise that the challenge of homelessness and rough sleeping goes far beyond housing and requires a co-ordinated multi-agency response to encourage individuals into services that can support them. Close multi-agency working has continued to take place on this issue over the past year, particularly relating to the issue which emerged in 2018/19 with the use of tents in the city centre.



## Progress against our commitments for Cardiff:

Commitments	Update
<p>Aim to provide more well-paid jobs in Cardiff through acting as an <b>advocate for the Real Living Wage</b> initiative across the public, private and third sector employers, and including its consideration in commissioning and funding decisions.</p>	<p>The majority of Cardiff PSB members are already paying the Living Wage and are looking to <b>become formally accredited Living Wage employers</b>. The number of accredited Living Wage employers in Cardiff now stands at 93, around 46 % of the Welsh total.</p>
<p><b>Support people who are adversely affected by welfare reform</b> by providing an integrated approach, locally delivered in Community and Well-being Hubs.</p>	<p>All frontline staff within Community and Well-being Hubs have been trained to identify when families will be required to claim Universal Credit. <b>Tailored support, advice and guidance</b> is available in all Hubs and outreach locations across the city.</p>
<p>Develop an <b>integrated approach to employment services in Cardiff</b>, helping people to find work, stay in work and progress at work, working in partnership with Welsh Government, DWP and training providers.</p>	<p>Employment services across Cardiff have been reviewed and <b>a single gateway has been established</b> to undertake initial assessments and direct individuals to the services they require.</p>
<p>Ensure that the Welsh Government’s flagship <b>anti-poverty programmes</b> (Communities First Exit Plans, Families First, Flying Start and Supporting People) are designed and <b>delivered in a co-ordinated way</b>.</p>	<p>Independent evaluation has been commissioned by Welsh Government on the <b>Flexible Funding Pilot</b>. A response will be developed following the publication of an interim report.</p>
<p>Seek to <b>end rough sleeping</b> in the city and <b>tackle the causes of homelessness</b>.</p>	<p>An <b>enhanced multi-agency approach</b> to supporting those sleeping on the streets was put in place in 2018.</p>
<p>Seek to increase the impact of public services as anchor employers on <b>tackling poverty through adapting employment</b> policies and exploring cross-public service approaches to ‘Social Responsibility’ policy and ‘Community Benefits.’</p>	<p><b>Cardiff Council’s Socially Responsible Procurement Policy</b> was presented to Cardiff PSB in June 2018. Meetings have taken place to understand how this can be implemented and adopted in other public sector organisations. Cardiff PSB will consider Cardiff’s Modern Slavery Statement in July 2019.</p>
<p>Support <b>a city wide Food Partnership</b> to ensure citizens have access to sustainable, healthy and affordable food.</p>	<p><b>Cardiff Food Strategy</b> has been developed in partnership through the Food Cardiff initiative. The implementation of the strategy has been delayed in order to ensure alignment with Welsh Government’s obesity strategy ‘Healthy Weight: Healthy Wales’.</p> <p>The <b>UK Sustainable Food Cities conference</b> was held in Cardiff, with 160 delegates attending from Sustainable Food Cities and Networks from around the UK. The UK Food Power conference was held as a follow-on event, looking at ways of alleviating food poverty and tackling inequalities.</p>

Commitments	Update
Undertake additional research on how best to <b>tackle health inequalities</b> and reduce the healthy life expectancy gap.	Research has been presented to the PSB outlining how health outcomes in Cardiff's Southern Arc would compare with other areas of Wales if considered as a Local Authority Area. Further work has been commissioned to analyse a small number of discrete issues and potential interventions.
Work to support delivery of <b>Cardiff's Sport and Physical Activity Strategy</b> to increase participation of current and future generations in sport and physical activities, particularly in our city's most deprived communities.	Sport Cardiff Met have agreed to lead on the development of the Sport Strategy involving existing and additional stakeholders. The strategy will align with Sport Wales' vision for "an active nation where everyone can have a lifelong enjoyment of sport". Aligned to the local work on health lifestyles, led by Public Health team, this will be a priority for 2019/20.

## Priorities for 2019/20

The PSB will:
Work towards all its members being <b>Living Wage accredited</b> .
Lead on the development and delivery of <b>Cardiff's Healthy Weight Strategic Action Plan - Move More, Eat Well</b>
<b>Further develop Well-being and community hubs</b> as vehicles for integrated public services.
Help promote and develop approaches to 'Social Responsibility', 'Community Benefits' and 'Ethnical Employment' delivering on <b>Cardiff's Social Procurement strategy</b> .



## Well-being Objective 6

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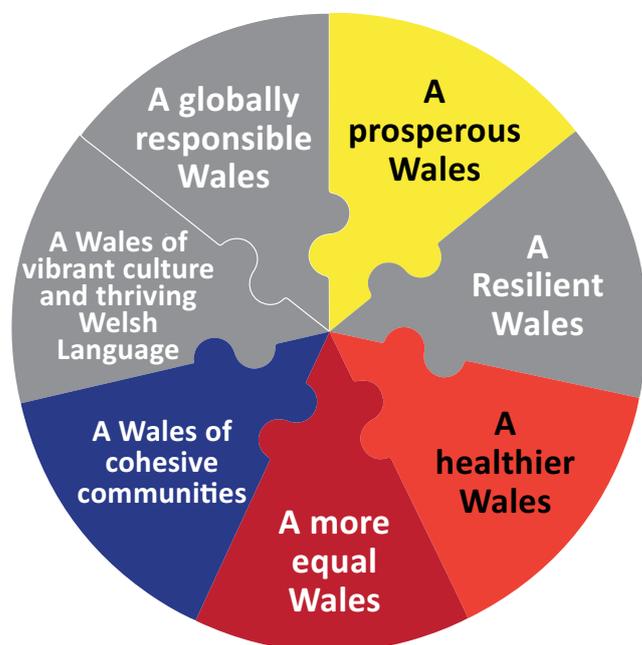
Cardiff is a great  
place to grow older

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## Introduction

How a society treats people as they get older reflects its values and principles, and sends an important message to future generations. Cardiff's ambition is for the city to be a great place to grow older, where older people are more empowered, healthy and happy, supported by excellent public and community services and integrated within all areas of community life.



## Measuring Progress:

City Level Outcome Indicator PSB is seeking to impact	Cardiff in 2018	Cardiff in 2019	
Percentage of people aged 65+ who reported their general health as being very good or good*		58.8	
Percentage of people aged 65+ reporting they felt involved in any decisions made about their care and support**	76.8	78.4	
Percentage of people aged 65+ reporting they received the right information or advice when they needed it**	82.5	80.2	
Percentage of people aged 65+ reporting they live in the right home for them**	89.2	86.2	
Percentage of people aged 65+ reporting loneliness**	83.5	86.0	
Life satisfaction among older people*	-	79.5	

\* method of collection changed from data published in Cardiff in 2018

\*\*two years data produced since publication of Cardiff in 2018

## Overview of PSB work in 2018-19

The Improving Outcomes for Adults programme has led on the development of a series of successful multi-agency projects supporting older people over the past year, reporting progress into both the Cardiff PSB and the Cardiff and Vale Regional Partnership Board (RPB).

An expansion of the existing model for the **First Point of Contact to Adult Services** has been piloted to enable patients to access Health, Council and third sector services from the hospital, thereby enabling far greater join-up between primary health services, social care and other community services. Initial analysis of this project showed it to be worthwhile with long-term prospects. As a result, plans for full implementation in 2019/20 have been put in place. Results show that 99% of clients felt able to live independently in their homes following support from the independent living services

During 2018-19 the Welsh Government (WG) approved the Cardiff and Vale Regional Partnership Board transformation proposals "**Me, My Home, My Community**", securing £6 million investment into wellbeing, social care and health services in one region to deliver seamless services in line with "Healthier Wales", WG's health and social care plan.

**Dementia Friendly Cardiff** officially launched in 2018 as a collaboration between Cardiff Council, Alzheimer's Society and the Health Board, with the support of the

Cardiff PSB. The project aims to deliver on a shared vision of working towards a city in which people affected by Dementia, as well as their families and their carers, can feel supported and live well with their diagnosis. Dementia Friendly Cardiff aims to make sure that people with dementia can live in supportive communities within the city and help them feel that they are not alone.

Some of the key achievements to date:

- There are now over 25,000 Dementia Friends across Cardiff and the Vale of Glamorgan who have participated in Dementia Awareness Sessions.
- A programme of face-to-face Dementia Friends Awareness sessions have been delivered to staff across the public sector.
- Dementia cafes have been delivered at Hubs and Libraries across the City.
- Grand Avenue Day Centre has opened as a Centre of Excellence to support those living with Dementia.
- A dementia friendly walk has been developed at Bute East Dock.

The **Get Me Home** project, progressed through the Improving Outcomes for Adults Programme Board, has improved the discharge process of patients receiving services at the University Hospital of Wales. A new collaborative way of working has been developed to improve the patient journey and increase integrated working between Cardiff Council, Health and Third Sector partners. Since the project commenced, the Get Me Home team has supported 166 patients and delivered 265 outcomes that have assisted discharge or helped independent living once patients return home.





## Progress against our commitments for Cardiff:

Commitments	Update
<p>Building on the <b>First Point of Contact and Single Point of Access services</b>, further develop easily accessible telephone, online and face-to-face access points for the region, for both professionals and the public.</p>	<p><b>Expansion of the First Point of Contact to Adult Services</b> to include people accessing services from hospital, has been piloted. Plans are in place for full implementation in 2019/20.</p> <p>Welsh Government (WG) approved the Cardiff and Vale Regional Partnership Board transformation proposals '<b>Me, My Home, My Community</b>', securing £6 million investment into well-being, social care and health services.</p> <p>The '<b>Get Me Home</b>' and '<b>Get Me Home Plus</b>' projects have been successfully piloted.</p> <p><b>Direct Payments champions</b> have been appointed.</p>
<p>Develop resilient communities <b>with local services, infrastructure and strong community networks</b> to meet local needs where older people live.</p>	<p><b>Cardiff Older Persons Housing Strategy</b> was approved in March 2019. Implementation of the strategy will be overseen by the Cardiff and Vale Health, Housing and Care Programme Board.</p>
<p>Develop and provide a range of future accommodation options to meet demand and <b>enable people to remain at home</b>.</p>	<p><b>Cardiff Older Persons Housing Strategy</b> was approved in March 2019. Implementation of the strategy will be overseen by the Cardiff and Vale Health, Housing and Care Programme Board.</p>
<p>Develop <b>improved assessment, diagnosis and care planning practices</b> which are built upon genuine collaboration with older people and their carers and families, so that their plan reflects what is important to them and achieves the outcomes they seek.</p>	<p>Action against this step will be progressed by Cardiff and Vale Regional Partnership Board in 2019-20.</p>
<p><b>Make Cardiff a dementia friendly city</b></p>	<p>A new <b>Integrated Dementia Day Service on Grand Avenue in Ely</b> was opened in March 2019 – a joint project between the Council and Cardiff &amp; Vale University Health Board.</p> <p>Dementia Friend training has been rolled out across PSB organisations.</p>

## Priorities for 2019/20

The PSB will:

Implement the Cardiff Older Persons Strategy

Develop a partnership approach to the well-being, health and care workforce.

Reform pathways for adult mental health services, from protection to acute provision.

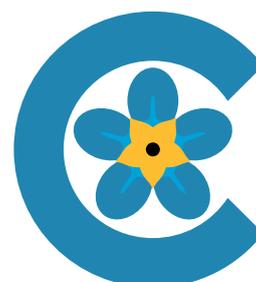
“

Cardiff's ambition ... where older people are more empowered, healthy and happy

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Caerdydd  
Dementia  
Gyfeillgar



Dementia  
Friendly  
Cardiff



Well-being Objective 7

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Modernising and  
Integrating our  
Public Services

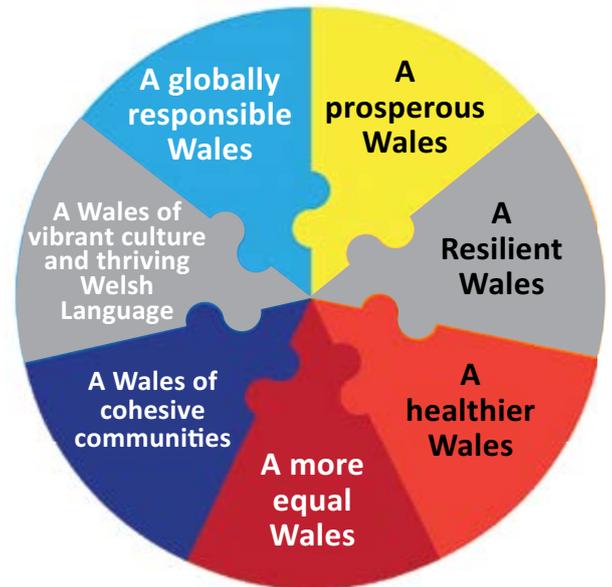
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## Introduction

Public services in Cardiff are undergoing a period of rapid change. Over the years ahead they will need to continue to adapt in response to the rapid growth in population, the changing expectations of citizens, the consequences of poverty and significant and ongoing resource constraints.

No single service can meet the challenges they face alone. New, integrated approaches to service delivery will be needed, characterised by a drive to break down and reshape organisational boundaries, systems and cultures around the needs of those receiving the service and the communities in which they live. Service providers in Cardiff have a strong track record of working together, but this now needs to go up a gear to create a culture of one public service with one purpose - to deliver for the people of Cardiff.



## Measuring Progress:

City Level Outcome Indicator PSB is seeking to impact	Cardiff in 2018	Cardiff in 2019
To what extent do you agree that the quality of public services in Cardiff is good overall?	65.5	71.9

## Overview of PSB work in 2018-19

Through the **Partnership Asset Management** programme, PSB partners are working together to review existing assets (buildings and land) and design the future specification of public services. At the heart of this work is the delivery of greater operational efficiencies through reduced costs alongside the alignment of asset planning and service planning, most notably through the development of Community and Well-being Hubs which bring a range of local public services together under a single roof.

Community and Well-being Hubs will also be at the heart of the city's new approach to **locality working and community engagement**. New inclusion officers based in local hubs will work alongside a newly created 'cohesion and community engagement' team in Cardiff Council to better join up consultation and engagement work with communities, and increase the participation of 'seldom heard' groups in public debate and decision making.

Cardiff Council is currently working to develop its vision to become a **'Smart City'** - a collaborative space where people are better connected and the use of digital technologies and data is seamlessly woven into day-to-day activities to help a city to address and prevent the social, economic, health and environmental issues it may face.





## Progress against our commitments for Cardiff:

Commitments	Update
Adopt a <b>cross-public services approach to the management of public property and assets.</b>	As part of Ystadau Cymru and Welsh Government's Making Assets Work Review (MAWR), the Cardiff and Vale Sub Regional National Assets Working Group has undertaken an <b>asset review identifying where there are opportunities for new partnership service provision to be explored.</b> Members of the assets working group includes Cardiff Council, Vale of Glamorgan Council, South Wales Police, Cardiff and Vale University Health Board, Welsh Health Estates and Welsh Government.
Develop and <b>appropriately skill the city's public service workforce</b> to meet changing needs and demands.	Proposals are being developed for <b>training on 'collaborative leadership'</b> across public and third sector organisations.
Develop a <b>joined up approach to consultation, engagement and research</b> (integrated with the Community Involvement Plans outlined in Objective 3).	Action against this step will be progressed by Cardiff Public Services Board in 2019-20.
Seek to deliver <b>public and third sector services and workforce that are representative of the city and its communities</b> , especially BAME communities.	Action against this step will be considered by Cardiff Public Services Board in 2019-20.

“

Working together ... to create a culture of one public service with one purpose ”

## Priorities for 2019/20

### The PSB will:

Develop the **master planning** of new communities and undertake a **public services assets/land review**.

Contribute to the **development of Smart City approaches** to the delivery of public services and city infrastructure, aligned with the Smart City Strategy.

Consider **cohesion and community engagement**, particularly work to increase participation from 'seldom heard' groups.

Take forward proposals for **Public Sector Collaboration**.



