

Cardiff  
Well-being Plan  
2023-28





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# Context

## 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?

Every five years, Cardiff PSB is required to produce a new Well-being Plan. This is Cardiff's second Well-being Plan, covering the period 2023-2028.

The Well-being Plan sets out the Cardiff PSB's priorities for action over the next five years, focusing 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 Plan contains 'Well-being Objectives', areas for action that the Cardiff PSB have identified as being most important. It also contains 'Priorities' or the steps that the city's public services, together, will take forward.

The Well-being Plan should therefore be seen as a complementary document to the strategic plans and Well-being Objectives of each PSB member (which are summarised in Appendix A), focusing on delivering 'collaborative advantage' in areas of city life and public services which fundamentally require joint working between one or more of the public services.

The Plan responds to a wide-ranging evidence base on the quality of life and public services in Cardiff, and how these might change over the years to come. This includes:

- [Cardiff's Local Well-being Assessment](#): a comprehensive study of the quality of life in Cardiff undertaken in 2022. The assessment includes a '[Cardiff Today](#)' report, which identifies where the city is performing well, where it needs to improve and its key challenges, and a '[Cardiff Tomorrow](#)' report, which sets out the long-term trends facing Cardiff and the impact these will have on the city's public services.
- [The Cardiff and Vale Population Needs Assessment](#): an assessment of the needs for care and support amongst the residents of Cardiff and the Vale of Glamorgan, and the range and level of services required to meet that need.
- The views of the people of Cardiff (please refer to page 5 for an outline of the approach to consultation).

## Well-being of Future Generations Act

The Well-being of Future Generations (Wales) Act 2015 is about improving the social, economic, environmental and cultural well-being of Wales. It requires public services to work together through Public Services Boards to improve the well-being of each Local Authority area and contribute to the seven national well-being goals. The contribution of this Plan and its priorities against the national well-being goals, as well as timescales for delivery, can be found at Appendix B.

The Act is designed to help improve the well-being of local communities and deliver more sustainable public services by ensuring that public bodies think more about the long-term, work better with people and communities and each other, look to prevent problems and take a more joined-up approach (known as 'the five ways of working').

Importantly, the Well-being Objectives and priorities contained in the plan should not be viewed in isolation, but as a mutually reinforcing programme of change which, collectively, will help public services in Cardiff respond to the pressures they are under and improve the lives of the people of Cardiff, particularly the city's most vulnerable citizens.



## Reflecting on Cardiff's Local Well-being Plan 2018-2023

The Cardiff PSB published its first Well-being Plan in 2018, setting out Well-being Objectives and partnership priorities for action over the period 2018 to 2023, with an overarching ambition to make sure that, for generations to come, Cardiff is an even better place to live and work and where the benefits of growth are felt by all citizens, the region and nation.

Since that time, partners have worked together and have already made significant progress, as highlighted within the [Local Well-being Assessment \(2022\)](#). Cardiff PSB's [final Annual Report on its Local Well-being Plan 2018-23](#) reflects on progress made – against each Well-being Objective – over the lifetime of the Plan. Major achievements include:

- Helping to lift people out of poverty by achieving Living Wage City status, with PSB members leading the way and becoming accredited Living Wage employers.
- Progressing the journey towards becoming a Child Friendly City, with the rights of the child at the centre of city recovery and renewal following the pandemic.
- Launching the Cardiff & Vale Move More, Eat Well Plan, driving forward a whole-system approach to tackling obesity and health inequalities.
- Becoming the first authority in Wales to join the World Health Organisation's (WHO's) Global Network for Age-friendly Cities and Communities.
- Launching the Staff Healthy Travel Charter, setting out a number of commitments to help encourage employees to make the switch to sustainable modes of transport.

- Establishing a Climate Emergency Board, bringing together local public sector partners, as well as the city's Universities and utility companies, to support the delivery of the city's One Planet Cardiff Strategy and Action Plan.
- Convening a cross-public service response to the Covid-19 pandemic, with the introduction of new governance arrangements which ensured strategic support and information sharing at every level.

## Why do we need a new Well-being Plan?

Whilst significant progress has been achieved, Cardiff, like all cities, is facing a number of persistent and major challenges. In particular, managing recovery and renewal from the Covid-19 pandemic; ensuring that population growth and economic success benefits all citizens; reducing the inequity gap between the city's most and least deprived; meeting the needs of an ageing population; responding to increasing demands on health and social services; and urgently making the systemic changes needed to mitigate the impacts of climate change and decarbonise the city.

No one public service can respond to these challenges alone. It will require close partnership working between Cardiff PSB members and other organisations in the public, private and third sectors, and most importantly of all, with the citizens of Cardiff. The ambition remains to ensure that, for generations to come, Cardiff is an even better place to live and work, and where the benefits of growth are felt by all citizens, the region and nation. The PSB has therefore agreed to retain its original Well-being Objectives, although 'Cardiff Grows in a Resilient Way' has been renamed 'One Planet Cardiff', with this Well-being Plan setting out refreshed partnership priorities for action over the next five years, and beyond.

## How did we develop the Well-being Plan?

In March 2022, Cardiff PSB published its [Local Well-being Assessment](#), which identifies areas where the city is performing well, where it needs to improve and its key challenges, including [future trends](#). At the same time, the Cardiff & Vale Regional Partnership Board (RPB)<sup>1</sup> published its [Population Needs Assessment](#), which contains an assessment of care and support needs amongst the residents of Cardiff and the Vale of Glamorgan, as well as the range and level of services required to meet that need.

Using the findings of the Cardiff Local Well-being Assessment and the Cardiff & Vale Population Needs Assessment<sup>2</sup>, as well as taking into account the [2020 Future Generations Report](#), work began to review the objectives for improving the well-being of Cardiff. As part of this work, and in response to the range of issues identified within the assessments, Cardiff PSB and the Cardiff & Vale RPB worked together to produce a list of the wide range of priorities for Cardiff and the Vale of Glamorgan.

Following this, a further exercise was undertaken to develop a more focused list of priorities for inclusion in the Well-being Plan, that would enable progress against each of Cardiff's Well-being Objectives.

Priorities were assessed for inclusion using the following criteria:

- They can only be addressed through **strategic partnership working** (i.e., not through core business/ the statutory responsibility of one organisation).
- They require partnership working between **members of the PSB and/or RPB**
- They require partnership working on a **Cardiff and/or Vale of Glamorgan geographical footprint**.

In order to test and discuss the resulting proposed list of priorities for partnership working, a workshop was held in early July 2022, bringing together policy and data leads from public and third sector organisations across Cardiff and the Vale.

Following the workshop, on 21 July 2022, an amended list of proposed strategic partnership priorities by well-being objective was created and submitted to the Future

Generations Commissioner for advice. The response from the Commissioner was received on 21 September 2022.

This led to the development of a draft Well-being Plan for consultation, which was approved by the PSB at its meeting on 5 October 2022. The draft Plan was also considered by Cardiff Council's Policy Review and Performance Scrutiny Committee (PRAP) – which has overarching responsibility for the scrutiny of Cardiff's Public Services – at its meeting on 18 October 2022.

## Consultation

The 12-week statutory consultation on Cardiff's Draft Well-being Plan ran from 28 October 2022 to 20 January 2023. As well as providing statutory consultees with a copy of the draft Plan, an online survey – which focused on the Well-being Objectives and priorities for partnership working – was made available on the PSB's website. The consultation was promoted via the Council's media channels, to the Citizens' Panel through networks and community groups and in community buildings.

The Cardiff PSB also agreed that the most recently published annual 'Ask Cardiff' survey results would be used to supplement the results of the direct consultation on the Well-being Plan. The Ask Cardiff survey gives people living and working in Cardiff, as well as those visiting the city, the chance to share their experiences of public services. The survey is well established in Cardiff – it has been running since 2002 and, as a citizen survey, has one of the highest response rates of any local authority in Wales or UK Core City.

The findings of the online survey and Ask Cardiff, as well as other relevant surveys, including the Child Friendly City survey, were analysed, ensuring that the Well-being Plan and the PSB's priorities for partnership working align with issues identified by citizens. The findings can be found [here](#). Conversations with Cardiff's communities will be maintained moving forward, as a focus is placed on delivering the priorities.

This Plan therefore takes into consideration the feedback from the Future Generations Commissioner, citizen engagement, formal submissions from stakeholders and the views of Scrutiny.

<sup>1</sup> The Cardiff and Vale Regional Partnership Board was established by the Social Services and Well-being (Wales) Act 2014 to ensure local health boards, local authorities and the third sector work together to deliver services, care and support that meets the needs of people who live in Cardiff and the Vale.

<sup>2</sup> **Please note:** the Cardiff Local Well-being Assessment and the Cardiff and Vale Population Needs Assessment provide a snapshot in time, having been based on the latest data available at the time - 2021 Census data had not been released when the assessments were published, for instance. Evidence gaps and data limitations are considered within both assessments. Where possible, this Plan, including the priorities, has been evaluated to ensure that the most recently available data - at the time of writing - has been referenced and taken into consideration.



## How will we deliver our priorities for partnership working?

Delivering the Well-being Plan's priorities for partnership working will require action across multiple timescales and levels, from the immediate and operational, to the long-term and strategic.

To deliver on the priorities for partnership working, a review of partnership governance on a Cardiff and Vale regional footprint has therefore been undertaken. The review focused on ensuring that partnership governance arrangements reflect the new priorities identified in the Plan, that there is clarity over responsibilities and accountabilities for delivering partnership priorities, and that the complex statutory arrangements work in a streamlined and connected way locally.

The review therefore recognised that each priority needs a 'home' and a line of sight to the Cardiff PSB or Cardiff & Vale RPB.

Where the RPB is proposed to lead on oversight and delivery of partnership priorities (in Well-being Objectives 1 and 2) this is clearly identified within the Well-being Plan.

## Measuring Progress

Progress will be measured against a combination of national, regional and local outcome indicators as listed under each Well-being Objective.

The outcome indicators provide objective measures of the city's performance; the trends they measure are difficult to influence directly and no single body or organisation can be held accountable for delivering them. As a result, no target is set against them.

The latest data is available on [Cardiff's online City-wide Dashboard](#). The Dashboard brings together a number of data-sets, grouped by different themes, to present a picture of life in Cardiff. The data can be viewed over time and, where available, compared with other areas or broken down to sub-Cardiff level.

Progress against the Well-being Plan's indicators and priorities will be reported on annually, as part of the PSB's Annual Report.<sup>3</sup>

Please refer to the '**Measuring Progress - Outcome Indicators**' section on page 58 for a complete list of the indicators.

<sup>3</sup> **Please note:** the frequency at which the data is updated varies for each indicator. The data source also varies for each indicator and may change over time as new information becomes available, or current sources are amended or cease to be published. The first Annual Report against this Well-being Plan will provide a baseline for each indicator moving forward, although this data may be subsequently revised in future reports.







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# Cardiff Today and Tomorrow

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## Cardiff Today

Cardiff is a great place to live. Levels of general health in Cardiff are high; life expectancy is increasing, and the city is performing above the Welsh average across a range of healthy lifestyle indicators. Education attainment has risen every year in Cardiff since 2012<sup>4</sup> and Cardiff schools now rank amongst the top performers in Wales. As the economic powerhouse of Wales, Cardiff continues to play a vital role in creating jobs and wealth for the people of the city and the wider city region, accounting for 19% of Welsh Gross Value Added (GVA) and the wider Capital Region also creates over half the economic output of Wales. Furthermore, Cardiff is a safe place to live with the second lowest crime rate of comparable cities in England and Wales.

However, there are still areas of challenge – not least the current cost of living crisis, where rising inflation and energy price increases are putting pressure on the incomes and well-being of households across the city, impacting vulnerable individuals and families the hardest. As with other cities in the UK, significant and entrenched inequalities exist in Cardiff. In terms of income deprivation, almost one fifth of the Lower Super Output Areas (LSOAs) in Cardiff are ranked in the most deprived in Wales, the third highest proportion of all Welsh Local Authorities. This turns to over a third when looking at LSOAs in the ‘Southern Arc’ – an area stretching from Ely in the West to St Mellons in the East with a population of approximately 155,000 people. If the Southern Arc of Cardiff were a single local authority, it would be by some margin the most deprived in Wales.

Furthermore, whilst levels of general health in Cardiff are high, Cardiff also has clear health inequalities across the city, with wards in the Southern Arc again most deprived. There is ample evidence that social and environmental factors, including education, housing,

air quality, employment status, income level, gender and ethnicity have a marked influence on how healthy a person is. For instance, the Covid-19 pandemic exposed how existing inequalities, such as deprivation, low income, and poor housing, were associated with an increased risk of becoming ill with the disease. The indirect health and well-being impacts of the pandemic are also important to consider; for instance, decreases in activity levels were seen during the restrictions and levels have not yet recovered. The long-term health and wellbeing consequences of the Covid-19 economic crisis are likely to be unequally distributed, exacerbating health inequalities for individuals from poorer and disadvantaged backgrounds, ethnic minority groups and deprived communities.

Children and young people, in particular, witnessed significant disruption to their daily lives as a result of the virus. Following the restrictions, there has been a significant rise in children and young people presenting with emotional and mental health issues. The Covid-19 pandemic also represented a great direct risk to the city’s older people, with services reshaped and additional care and support measures put in place to meet the challenge. Partnership working and integration between the city’s health and social care services was - and continues to be - taken to new levels as a result.



<sup>4</sup> Whilst the introduction of a new national performance framework means that both year-on-year and national comparison data is not available, the overall performance of Cardiff schools has shown notable improvement over the past five years. This is evidenced by Estyn inspection outcomes, national categorisation, and attainment across all key stages of education when compared to Central South Consortium (CSC) and national averages

The pandemic has also impacted city life, with the cultural scene, retail and hospitality sectors – some of the major draws for residents and visitors alike – particularly affected by prolonged closures and restrictions. Those employed by these sectors have been most adversely affected – typically young people, women, and people from an ethnic minority background. Indeed, the number of people claiming unemployment related benefits (claimant count rate) in Cardiff doubled at the beginning of the pandemic. It has since declined but remains about its pre-pandemic level

The return of footfall levels in the city centre to pre-pandemic levels points to the strength and resilience of the city economy. The level of investment in the city, alongside the ongoing delivery of major projects, also serves to accelerate recovery and position Cardiff as a high-value economy well served by digital and transport infrastructure. However, the city faces a number of challenges. With office workers unlikely to return to the city centre in the same volumes and the ‘Amazonisation’ of the high street offer, over the medium to long-term, the city centre must be re-imagined to respond to these emerging trends and become a destination for shopping

and leisure. The ongoing transformation of the city – through investment in digital and transport infrastructure and the creation of high-quality and environmentally sustainable public spaces – will be key.

More broadly, climate change remains the defining global challenge of our generation. The message could not be clearer and the UN’s Intergovernmental Panel on Climate Change (IPCC) report, published in February 2022, provides the starkest warning yet. The effects of the climate emergency are already being felt in Cardiff, including erratic weather patterns, heatwaves, and changes in biodiversity – with the city subsequently facing a nature emergency as a result. The journey to address the challenge is not new, however, and work has been underway to reduce Cardiff’s carbon dioxide emissions and to increase its climate change and ecosystem resilience for many years. Further action to address the climate emergency is being taken forward through Cardiff’s [One Planet Strategy and City-wide Action Plan](#) as the city looks to become carbon neutral by 2030.







# Cardiff Tomorrow: Trends, Opportunities and Challenges

## A Growing, Ageing and Increasingly Diverse Population

Cardiff has grown significantly over the last 25 years and although population projections indicate a slowdown in growth over the next 25 years (2018-2043), there is still a projected increase of 24,642 residents.<sup>5</sup> As a result, it is estimated that Cardiff will need between 19,000 and 30,500 new homes and 30,000 and 43,000 new jobs by 2036.

This growth will not be even across age groups, however, with the highest growth rate predicted for those aged 65+, primarily due to increasing life expectancy. The continued growth in the city's older population will result in greater need and consequently greater demand for health and care services due to frailty and chronic illness, such as dementia. Meeting the needs of an ageing population – and reducing pressure on services – will require ensuring the city is an age-friendly environment that supports older people to be active, participate in all aspects of city life, and live independently in their own homes for as long as possible.

It is also important to recognise that Cardiff has an increasingly diverse population, with people from many different cultures and backgrounds. According to the 2021 Census, 16.5% of Cardiff's residents were born outside the UK, the highest figure in Wales. Additionally, 21.2% of Cardiff residents belong to an ethnic minority group, which rises to 32.7% when considering those aged 4 to 15. Cardiff has seen positive total net migration for a number of years and, whilst latest projections show much lower net migration levels over the next 15 years, Cardiff will remain a key place of welcome, particularly for those seeking refuge and asylum. This is a great asset to our communities, but also means that needs can differ across the population. Services need to be able to adapt and respond to this diversity, empowering people by providing access to the right information, advice, and assistance.

## Cardiff's Role as an Economic Driver

As Wales' core city, Cardiff is fundamental to delivering economic prosperity – not just for the residents of the city, but for the wider city region and Wales. Moving forward, work will be needed to ensure that the city remains an attractive place to both live and work. As a national centre for arts, sport and performance, enhancing the city's cultural assets will be crucial, recognising the importance of culture to city life, to the economy and to well-being. Enhancing the city's green and blue assets will also be important – the city already has a rich heritage of green and blue infrastructure which form an integral part of its character.

Likewise, housing is central to liveability and ensuring that new homes are high-quality, sustainable and energy-efficient is fundamental. Furthermore, agglomeration, innovation and creativity – particularly with regards to the green economy – will be key to driving economic growth and jobs, linking in with work being undertaken by the Cardiff Capital Region.

Transport also has, and will continue to have, a major influence on the factors which make cities attractive, providing access to jobs and markets for businesses. An integrated transport system that offers safe, efficient, and sustainable travel for all, and where public transport, walking and cycling provide real alternatives to car travel, is key to making Cardiff a desirable capital city.

## An Unequal City

Whilst growth will bring major economic, social, and cultural opportunities, it will also bring significant challenges. There is a need, in particular, to address inequality across all areas of well-being. One of the major drivers of inequality is poverty – with those living in the more deprived areas of the city more likely to suffer poorer health, lower pay, and higher crime, resulting in greater pressures on services and budgets across the public sector. The pandemic served to highlight the levels of inequality that exist across Cardiff, and this is only set to further deepen due to the cost of living crisis.

<sup>5</sup> **Please note:** These projections are based on mid-2018 estimates, which are higher than the latest Census and 2021 mid-year estimates. These projections were therefore created prior to Brexit and the onset of Covid-19. Nonetheless, the population is still expected to grow and increase the pressure on services.

To lift people out of poverty, an inclusive economic recovery is needed that drives forward development and regeneration across the city – delivering excellent education, jobs that pay at least the Real Living Wage and jobs that provide opportunities for progression. To address health inequities, prevention will need to be at the heart of improving health outcomes. A whole-system approach will be needed that amplifies the importance of, and supports the take-up of, immunisations and screenings as well as healthy and active lifestyles, and that improves environmental factors such as air quality and access to green space.

### Climate and Nature Emergencies

The need to change the way we live in order to mitigate the impacts of the global climate and nature emergencies is another complex and serious challenge facing all of Cardiff's residents, along with the well-being of cities and communities around the world. The impacts of climate change, the need to adapt to these changes, and the need to decarbonise will even affect how the objectives and priorities within this Plan are delivered. To deliver sustainable growth and increase the resilience of our ecosystems, major shifts are needed in the use and sourcing of energy, the use of the car and the procurement of food and services to significantly reduce carbon emissions. A fundamental transformation is therefore needed across

energy, transport and food systems. This can only be achieved by working in partnership on a local, regional and national scale to deliver infrastructure and public services that, by design, contribute to a carbon neutral city and a healthy natural environment.

Climate change will have a significant impact on health and well-being, as well as on particular population groups in society – for example, people on low incomes are less likely to have the resources to adapt to or recover from floods or extreme weather. It is therefore of utmost importance that the transition to net-zero is carefully managed to be both equitable and fair.

### A Post-Covid Era

The response to the pandemic was characterised by unprecedented levels of partnership working. Recovery presents public services with a once in a generation opportunity to work even more collaboratively to reduce inequities, improve population health and respond to the climate emergency. Services will need to be permanently adapted to ensure effective operation in a post-pandemic world, whilst others may have their business models fundamentally challenged. By shifting thinking to focus on how, by working together and with closer involvement of the users of services, Cardiff's Public Services can have a greater impact on the health and well-being of the city's population.







## Ways of Working

The demands on public services are evolving rapidly, as are the ways that people interact with the public sector and their expectations. Effective partnership arrangements are needed now more than ever to bring partners together to solve complex public services problems. Partnership working will be characterised by the following five ways of working:

### Long-term – balancing short-term needs while safeguarding our ability to also meet the long-term needs of our communities

PSB partners are collectively working towards making Cardiff a stronger, fairer, and greener capital city, where all citizens feel able to contribute to and benefit from the city's success. In doing so, public services are facing a series of immediate and long-term crises that each demand a collective response, as highlighted in the [Cardiff Tomorrow report](#). An important part of this is enhancing the use of data across the public service system to inform decision making, service management and service improvement, building on the partnership approach to data-informed decision making developed during the Covid-19 pandemic.

### Collaboration – acting in collaboration with partners and stakeholders to meet our well-being objectives

As exemplified by the response to the Covid-19 pandemic, the complex challenges facing public services cannot be met by one organisation, sector or public service acting alone – a whole-system response from the city's public services is needed. Building on the progress made in this area during the pandemic, strengthened partnership arrangements and joint working will therefore be required in order to respond to increased demand and new, complex issues that are arising as the city emerges from the pandemic. The PSB's ability to facilitate the partnership-wide conversations that need to take place will be crucial.

In practice, this will mean cutting across organisational boundaries to drive change and break down traditional structures by progressing, for example, the development of 'locality working' models for planning and delivering services. This will involve bringing together and combining assets and services communities – including schools, health and care services, local policing and the third sector – to ensure that public services are accessible and tailored to meet local needs. It will also involve influencing other areas of work, such as the development of regional economic growth frameworks.

This Well-being Plan identifies the critical issues that public services need to work together on over the years ahead; all relevant partners and stakeholders will be engaged with to progress delivery of the priorities, as well as to ensure other opportunities and interdependencies are identified.

### Integration – considering how our well-being objectives may impact upon each of the well-being goals, or on partners' individual objectives

PSB members are committed to working collectively towards achieving the common objectives and partnership priorities set out in this plan, which are complemented by those in their respective strategic plans (Appendix A). The objectives and priorities identified have been set with regard to the national well-being goals and addressing the issues identified in [Cardiff's Local Well-being Assessment 2022](#) and [Cardiff and the Vale's Population Needs Assessment](#). Both of these assessments – and subsequently this Plan – highlight the interconnections between social, economic, environmental and cultural well-being. It will be important that, through the implementation/delivery of the partnership priorities, that the interconnections continue to be recognised and built upon to ensure that the widespread benefits of each priority area are realised.

## Prevention – acting to prevent problems occurring or getting worse to help us meet our objectives

In everything that the Cardiff PSB sets out to achieve, the Board will place a focus on intervening early, addressing the root causes and aiming to, wherever possible, prevent problems before they happen, building resilience. Effective use of data will be crucial to understanding the root causes of issues, as opposed to the symptoms, and will help identify what the most effective preventative measures might be, and when and where to intervene. In practice, prevention will mean identifying and working with vulnerable children and families to put in place the support they need at the earliest possible stage, way before crisis point is reached; it will mean working to keep people independent and healthy in their own homes and communities for as long as possible; improving our environment – the air we breathe and the spaces we live, play and work in; and it will mean working to tackle health inequities and poverty, creating a more inclusive city, where all citizens feel able to contribute to and benefit from the city's success.

## Involvement – involving people with an interest in achieving the well-being goals and ensuring that those people reflect the diversity of Cardiff

To understand the needs of service users and cohorts, as well as to ensure that services reflect the diversity of the city, it is important that local solutions are developed in partnership with local people, involving people and communities in the decisions that affect them and, where appropriate, in their design and delivery. This will make better use of resources by improving policy and decision making, whilst also accessing new information, ideas, and suggestions. As previously highlighted, this Well-being Plan was developed by taking into consideration the views of citizens; a '[Consultation Overview Report](#)' has been produced by the PSB, which provides a summary of the key findings of relevant consultation exercises.

A focus will continue to be placed on increasing levels of citizen engagement, particularly from civically disengaged groups and young people, as well as exploring joint and common approaches to consultation, in line with the [National Principles for Public Engagement in Wales](#). Conversations with communities will be ongoing and will consider longer-term needs to continuously inform planning and delivery.









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# Cardiff is a Great Place to Grow Up

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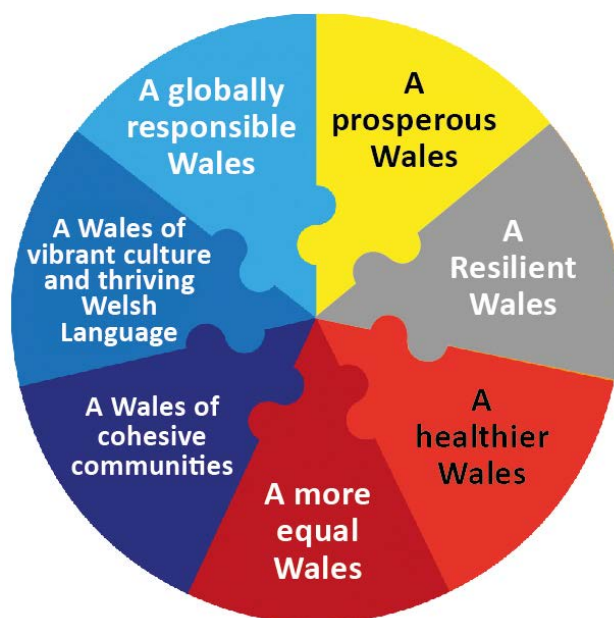




## Introduction

For many children and young people in the city, Cardiff is already a great place to grow up. Educational provision and learner achievement has improved significantly in recent years, and the city offers a wealth of opportunities to build a career and to take part in sports, leisure pursuits and culture.

Nonetheless, inequality is still evident in Cardiff, and it has a profound effect on the lives of children and young people and their families. The pandemic worked to further highlight and exacerbate existing inequalities – particularly impacting on the city’s most vulnerable children and young people. Addressing the inequality gap remains of utmost importance moving forward, requiring a joined-up and integrated approach across partners, with effective coordination of services around the child.



## Measuring Progress:

City-level outcome indicators that the PSB will seek to impact
Percentage of children in low-income families
Mental well-being: children & young adults and adults (National Indicator 29)
Percentage of children aged 4 to 5 who are a healthy weight
Percentage of students (aged 11-16) who are physically active for more than 60 minutes, less than 3 days a week by family affluence score
Percentage of children cycling/walking to school
Uptake of MMR2 by age 4 (second dose Mumps, Measles, Rubella vaccine)
Percentage of students who currently smoke at least weekly
Year 11 and Year 13 school leavers that are not in education, employment or training (Careers Wales)
Number of First Time Entrants to the Youth Justice System

## Cardiff Today

Cardiff is already a great 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 a diverse and extensive range of leisure, sporting, and cultural opportunities. Cardiff also has a rich heritage of green and blue infrastructure which allows children to connect with nature and play. Through the city's commitment to becoming a Child Friendly City, Cardiff is leading the way in ensuring that every child and every young person has their voice heard and their needs taken into account, with a Child Rights Based Approach embedded not just into the school system, but across all aspects of public services and city life.

In Cardiff, education attainment has improved every year since 2012<sup>6</sup> and schools now rank amongst the top performers in Wales. However, as is the case nationally, there is still a significant gap in educational outcomes between pupils from low-income families and those from more affluent backgrounds.

Indeed, too many children are living in low-income families in the city, which can have a detrimental impact on a child's future prospects and well-being. Children from a lower socio-economic background are more likely to be at risk of Adverse Childhood Experiences and the rates of children considered to be at risk, placed on the child protection register, or taken into care, are significantly higher in the city's most deprived communities. Evidence also suggests that children from a lower socio-economic background are more likely to have feelings of

isolation, be drawn into anti-social behaviour, young offending or suffer the effects of crime. It is recognised that children and young people are more likely to be the target of grooming and exploitation, particularly if they are considered to be more at risk or vulnerable.

Health and well-being in the early years of childhood particularly impacts on long-term outcomes. Whilst levels of general health for children in Cardiff are good, children living in the most deprived communities are more likely to suffer poorer health outcomes today and demonstrate symptoms which point towards poor health in the future.

Furthermore, whilst the full impact of the Covid-19 pandemic on Cardiff's children and young people remains to be fully understood, there is a risk that it could have a negative impact on educational attainment, rights, mental and physical well-being, and future pathways into employment. As a result of lockdowns and restrictions, children and young people experienced substantial changes to education, with several extended periods of school closures and a switch to online learning, separation from friends and extended families, and a lack of access to recreation, sport, and leisure activities. Subsequently, there has been a significant rise in children and young people presenting with emotional and mental health issues. Whilst the pandemic impacted all of Cardiff's children and young people, for the city's most vulnerable children and young people, the impact of the pandemic has been greater, further widening inequities.

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<sup>6</sup> Whilst the introduction of a new national performance framework means that both year-on-year and national comparison data is not available, the overall performance of Cardiff schools has shown notable improvement over the past five years. This is evidenced by Estyn inspection outcomes, national categorisation, and attainment across all key stages of education when compared to Central South Consortium (CSC) and national averages





## Cardiff Tomorrow

Moving forward, the city will continue work to become a UNICEF Child Friendly City, with a Child Rights Based Approach embedded across all aspects of city life. This will ensure that children and young people are at the heart of all decisions, with their voice, needs and priorities heard. In addition, the city will remain committed to making every school in Cardiff a good school, where every child can receive a great education. This includes providing children and young people with the experiences, opportunities and skills needed in a 21st century workplace.

It is recognised that a child's general health – including what they eat – in their formative years has enormous long-term effects. The early years are therefore vital in terms of laying down the foundations for health, achievement, and well-being in later years. Improving childhood vaccination uptake, as well as increasing the percentage of children and young people with a healthy weight and increasing physical activity levels, will therefore represent a key priority for the city moving forward. Sport is a big part of the city's culture – from professional teams through to the thousands of grassroots teams and clubs across the city – and ensuring accessibility to children and young people will form a fundamental part of this work moving forward.

Aligned to this is the need to reduce children and young people smoking in Cardiff. Tobacco use is the biggest cause of preventable morbidity and mortality in Wales; it is also linked to inequality, with young people in Wales more likely to smoke, start smoking earlier and be exposed to tobacco smoke in a car journey if they come from less affluent families. It is therefore important that a focus is placed on prevention and cessation.

A strengthened joint approach will also be needed to support those vulnerable children and young people with complex health needs; this includes those children and young people with a learning disability or autism. Engagement has identified the need for accessible and understandable information, the right support at the right time, and smooth transitions between children's and adult services. Linked to this will be ensuring that appropriate support and care is in place for Cardiff's young carers, including mental health support and support for their education.

Looking ahead, mental health support in general will form a top priority for Cardiff. Recent increases in demand are projected to continue as the long-term impact of Covid-19 on children and their families emerges; climate change and extreme weather events are also predicted to have significant impacts on mental health and well-being moving forward. Supporting young people to fulfil their potential and be resilient to the pressures of modern life will therefore be central to maintaining their sense of well-being. As well as access to mental health services, access to play, physical activity and biodiverse green and blue natural spaces will play a key role in supporting mental well-being.

Furthermore, as the number of children coming into care is increasing year-on-year, helping families stay together will be of utmost importance moving forward, because outcomes for children are best when they are supported to grow up within their own families. It will therefore be crucial that partners – including teachers, health practitioners, Social Workers, Youth Workers, Third Sector and Early Years practitioners – work together to deliver joined-up approaches to enable the right conversations to take place at the right time, between the right people. This includes developing approaches to identify early those at risk of Adverse Childhood Experiences, putting in place multi-agency, preventative responses and interventions to support children and families before they reach crisis point. It also includes ensuring that families are aware of the services available to them.

Likewise, it will be crucial for work to continue in partnership to improve services for those children who are in, or have come into, the youth justice system, reducing the number of children entering the system and those reoffending by delivering the joint '[Building Safer Futures Together Strategy](#)' for youth justice. This includes addressing serious youth violence through developing a robust, integrated, data-led approach to public services that work with young people. Taking this Child Rights Based Approach forward will require the development of a holistic approach to preventing children coming into the justice system and supporting young people to be in a safer place in order to make better life choices.

## Priorities for Partnership Working in Cardiff:

### We Will:

Gain UNICEF Child Friendly City status, ensuring every child and young person has their voice heard and needs taken into account when planning and delivering services.

Through the Cardiff Commitment, improve collaboration between Schools, Employers, and Further and Higher Education Institutions to further develop the authenticity of the School Curriculum in Cardiff, strengthening the power of education to transform young people's futures and build the skills needed in 21st century workplaces.

Develop approaches to identify early those at risk of Adverse Childhood Experiences (ACEs) and establish preventative, multi-agency interventions that support children and families before they reach crisis point.

Deliver a nurturing, empowering, safe and trusted approach to emotional well-being and mental health for children and young people, enhancing preventative services and supporting children presenting in acute psychological distress. **(Strategic Lead: RPB)**

Improve childhood vaccination/immunisation uptake in Cardiff, particularly in the most deprived communities/ socio-economic groups, through delivering a data-led, targeted approach.

Increase the percentage of children and young people with a healthy weight and increase physical activity levels, by delivering the [Move More, Eat Well Strategy 2020-2023](#).

Reduce – and ultimately prevent – the uptake of smoking in children and young people.

Develop an integrated care model – and improve the support offer – for children and young people with co-occurring complex health and disability needs. **(Strategic Lead: RPB)**

Deliver safe and supportive communities to keep our children and young people safe from harm by:

- Preventing and reducing offending by children and young people through delivering the [Building Safer Futures Together Strategy](#) for youth justice.
- Addressing serious youth violence through developing a robust, integrated, data-led approach to public services that work with young people.

Identify and recognise unpaid carers, including young carers, for the vital contribution they make to the community and the people they care for, enabling unpaid carers to have a life alongside caring. **(Strategic Lead: RPB)**







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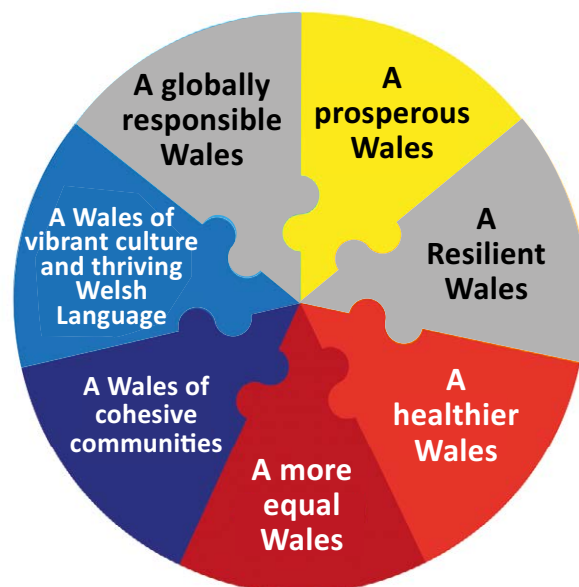
# Cardiff is a Great Place to Grow Older

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## Introduction

The population in Cardiff is ageing, as it is across Wales. The decisions and actions that are taken now – in partnership across public services – will be crucial in helping support people to remain in good health and live independently at home as they grow older. A key part of this will be the ongoing focus on joined-up planning and integrated service delivery across public services.



## Measuring Progress:

City-level outcome indicators that the PSB will seek to impact

Percentage of people aged 65+ reporting their general health as being very good or good

Percentage of people aged 65+ of a healthy weight

Percentage of people aged 65+ reporting they felt involved in any decisions made about their care and support

Percentage of people aged 65+ reporting they received the right information or advice when they needed it

Percentage of people aged 65+ reporting they live in the right home for them

Percentage of people aged 65+ reporting loneliness

Life satisfaction among older people



## Cardiff Today

Over 50,000 citizens aged 65 and above live in Cardiff, who contribute to all areas of life in the city.

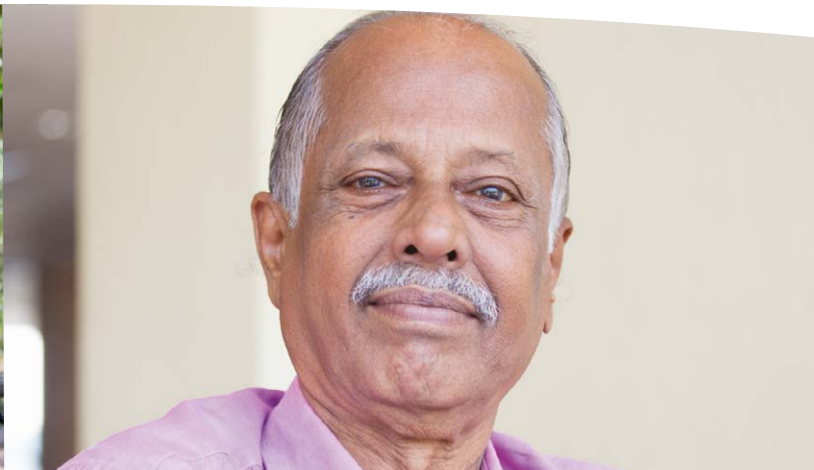
Life expectancy is increasing, and the city has recognised the need to adapt if it is to support the continued physical and mental well-being of the older population. In recent years a focus has been placed on designing communities in a way that accommodates the needs of older people, with housing options developed that enable people to live independently, in their own homes and communities for as long as possible. 86.7% of older people (aged 65+) feel that they live in a home that best supports their well-being as a result, with four-fifths feeling actively involved in decisions made about their care and support.

However, increased life expectancy has also meant a greater number of people suffering from ill health in later life and relying even more on public services. Older people are more likely to have long-term conditions and complex care needs, and have longer, more frequent stays in hospital. Longstanding issues related to delays in the discharging of older patients can particularly lead to worse health outcomes and increase long-term care needs, and there is a

recognised need to increase community care capacity for adults. Furthermore, poor health in older age can contribute to increased social isolation, separating older people from their communities.

As well as representing the greatest risk to the city's older people, the Covid-19 pandemic further increased loneliness and isolation for people of all ages, and increased the risk of health anxiety, panic, and depression. It also highlighted the importance of public services for many older people in the city, particularly those who are most vulnerable. To meet the challenge, services were reshaped and additional care and support measures put in place, which has seen a lasting strengthening of partnership working between the city's health and social care services.

Demand pressures and costs associated with an ageing population are therefore significant and show no sign of reducing. In parallel, the UK is continuing to face a shortage of care workers and health care staff, with national demand outstripping supply of these essential posts. Finding solutions to these long-term challenges will mean public services working in ever closer partnership to help older people stay safe, as healthy and independent as possible, and to lead lives that have value, meaning and purpose.





## Cardiff Tomorrow

Cardiff's ageing population is expected to continue to grow – over the next ten years, there is expected to be a 17.8% increase in those aged 65+, a 9.2% increase in those aged 85+ and a 5.9% increase in those aged 90+ <sup>7</sup>. It is therefore important that the city focuses on creating age friendly environments which foster healthy and active ageing, making it possible for people to continue to stay in their homes, participate in the activities they value – including arts, culture and heritage events – and contribute to their communities for as long as possible. Preventing any unnecessary time spent in hospital will remain crucial to this agenda and close partnership working will be essential to progress a strategic response, including establishing interim assessment arrangements for discharge and recovery outside of hospital, setting up a joint reablement model of care, and using block contracts for domiciliary care.

To ensure that Cardiff becomes a truly age friendly city, older people will need to be enabled to have a voice in the issues that affect them, with support delivered in locality-based settings and based on what matters to the individual. Crucial to this will be ensuring that the right staff, with the right skills, are in place to provide good quality care and support.

Furthermore, to ensure that older people can continue to stay in their homes for as long as possible, it is important that the city remains committed to delivering new affordable housing specifically for older people. This includes accessible/flexible accommodation that allows for ageing in walkable neighbourhoods within easy reach of local services and activities.

As the older population grows, it is recognised that needs will continue to change – the city's increased older population will result in an even greater

demand on both health and care services. As well as demands on services due to frailty in older age and long-term medical conditions, an increasing number of older people will suffer from chronic health issues, such as dementia. By 2025, there are projected to be approximately 7,000 people living with dementia across Cardiff and the Vale of Glamorgan; the ambition is therefore for Cardiff to be a Dementia Friendly City. As part of this ambition, it is crucial to understand how best to enable people with dementia to live in the community. In addition, assessment, diagnosis, and care planning practices will require genuine collaboration with older people, their carers and their families, so that their plan reflects what is important to them and achieves the outcomes they value.

It is important to consider and mitigate against the impacts that climate change and extreme weather events could have on older people – such as flooding and heatwave events. As well as being at higher risk of heat-related illness and mortality, social isolation may increase during heatwaves. Older people are also particularly vulnerable during flooding events that could lead to disruption to their health and social care support.

In order to increase resilience, as well as to tackle social isolation and loneliness generally, local communities need to have accessible, local and strong community networks to support the needs of older people where they live. Enabling older people to play a role in their communities, developing intergenerational services and events, as well as improving access to community and cultural activities, can support older people to stay active and connected in an age friendly city. Additionally, it will be important to explore and further develop the potential of digital solutions as a way to reduce social isolation – this includes ensuring that residents have easy access to equipment that is appropriate to their needs as they grow older.

<sup>7</sup> **Please note:** These projections are based on mid-2018 estimates, which are higher than the latest Census and 2021 mid-year estimates. These projections were therefore created prior to Brexit and the onset of Covid-19. Nonetheless, the population is still expected to grow and increase the pressure on services.



## Priorities for Partnership Working in Cardiff:

### We Will:

Establish integrated, locality-based, health and care services focused on meeting and improving the health and well-being of the local population. **(Strategic Lead: RPB)**

Deliver the [Age Friendly City Action Plan](#), ensuring older people can enjoy all aspects of life and are provided with opportunities to participate in activities and events to improve their well-being and enrich their lives.

Work towards becoming a Dementia Friendly City which helps people living with dementia and their families to thrive and which ensures that public and commissioned services are reshaped to meet current and future demand. This includes ensuring an equitable and timely access to a diagnosis and person-centred care delivered locally, as well as increasing awareness of dementia and ways to reduce risk. **(Strategic Lead: RPB)**

“

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

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Cardiff Library  
Llyfrgell Caerdydd

THE MILL

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# Supporting People Out of Poverty

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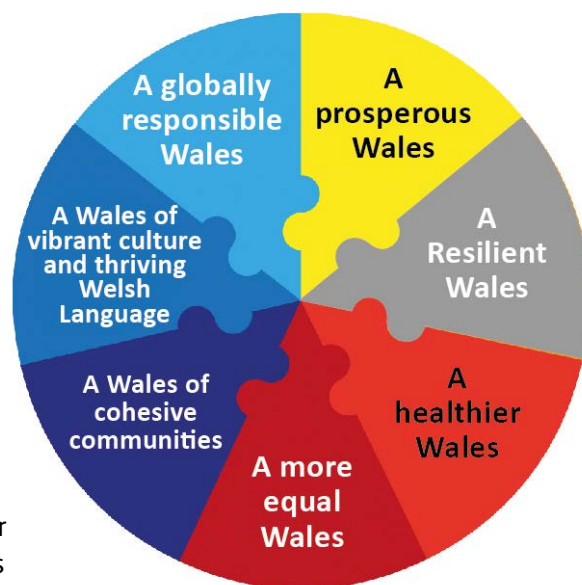




# Introduction

Cardiff has a strong economy. Unemployment levels compare well with the UK's Core Cities and it has the second lowest percentage of children living in workless households out of the Welsh Local Authorities. However, almost one fifth of its Lower Super Output Areas (LSOAs) are ranked in the 10 % most income deprived in Wales, the gap in healthy life expectancy between the least and most deprived areas of the city has continued to widen and significant differences in educational attainment levels persist. Furthermore, in the more deprived wards of Cardiff, air quality is poorer, there is less access to green space and crime is concentrated in these areas.

To support people out of poverty will therefore require action on many fronts. These include increasing job opportunities and jobs that pay at least the Real Living Wage, preparing people with the right skills for the workplace, improving health outcomes and supporting rough sleepers off the city's streets.



## Measuring Progress:

City-level outcome indicators that the PSB will seek to impact
Percentage of households in poverty (i.e. below 60 % of median income) by Middle-Layer Super Output Area (MSOA) (after housing costs)
Number of accredited Real Living Wage employers
Number of workers receiving a pay rise onto at least the Real Living Wage
Healthy life expectancy at birth (male & female) including the gap between the least and most deprived (National Indicator 2)
Percentage of low-birth-weight babies (National Indicator 1)
Percentage of adults eating five or more portions of fruit and vegetables a day by deprivation
Percentage of adults active for less than 30 minutes in a week by deprivation
Percentage of adults reporting being a healthy weight by deprivation
Percentage of adults who are current smokers
Housing Affordability: Ratio of house price to median gross annual salary (ONS)
Rough sleepers per 10,000 persons
Food poverty: Estimated percentage of individuals in the previous six months, a) having smaller meals than usual or skipping meals, b) missing meals to afford to pay bills, c) being hungry but not eaten, d) receiving food from a food bank or charity, e) not eating for a whole day, f) none of these
Percentage of households in fuel poverty



## Cardiff Today

Cardiff has seen significant economic growth during the last 30 years. However, the patterns of poverty and inequality that emerged a generation ago remain and are being exacerbated by the lasting impact of the Covid-19 pandemic and cost of living crisis.

Overall unemployment in Cardiff is low compared to the UK's Core Cities, and the claimant count rate has generally followed a downward trend over the past two years although it is yet to return to pre-pandemic levels. However, the rate varies significantly across the city with the claimant count rate in the Ely ward being roughly 11 times higher than in Lisvane. The percentage of households in material deprivation has fallen since 2016-17 but is still above the Wales-wide average; additionally, a quarter of children aged under 16 are living in relative low-income families.

Levels of poverty across the city align with health, crime, environmental and educational inequalities, with poverty concentrated in the Southern Arc. Over a third (35.6%) of the LSOAs in this area, that has a population of approximately 155,000 people, are ranked in the 10% most deprived areas in Wales. If the 'Southern Arc' of Cardiff were a single local authority, it would be by some margin the most income deprived in Wales.

Although levels of general health for adults are relatively high, when comparing those living in the least and most deprived areas of the city, Cardiff has one of the widest gaps in healthy life expectancy in Wales. Those living in poverty are twice as likely to be obese, are less likely to take up immunisations and screening, are more likely to be exposed to poor air quality and are less likely to have good access to urban green space. Additionally, smoking prevalence is highest in areas of higher deprivation. During the Covid-19 pandemic, people from poorer backgrounds were also at increased risk of becoming seriously ill with the disease. Furthermore, across Cardiff, including the poorer areas of the city, the majority of residents report having one

or more unhealthy lifestyle behaviours, highlighting that significant work is needed to encourage behavioural change to reduce levels of avoidable premature death and morbidity.

Culture shapes cities as a place to work, to live and to visit, and is increasingly recognised as a key well-being asset. Whilst participation in culture is high in Cardiff, with the city leading Wales in the percentage of its residents participating in cultural life, there is a marked difference between the most and least deprived communities. More deprived families are much less likely to attend cultural activities and work is therefore needed to improve accessibility.

Education attainment has improved every year in Cardiff since 2012<sup>8</sup> and Cardiff schools now rank amongst the top performers in Wales. However, as is the case nationally, there is still a significant gap in attainment between pupils from low-income families and those from more affluent backgrounds and more needs to be done to improve the educational outcomes of Children Looked After.

Evidence suggests that individuals from lower socio-economic backgrounds are more likely to come into contact with the justice system. Levels of crime vary across the city and are higher in the south and east of Cardiff where there are concentrations of deprivation, impacting on the quality of life and mental health of those living in these communities. Cardiff has fallen for the first time in three years below the Welsh average for feeling safe when walking in the local area and when travelling. People feel least safe when walking in the city centre, particularly people with a disability and women. Furthermore, respondents living in the most deprived areas of the city are more likely to feel unsafe compared to those living in the least deprived areas of the city.

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<sup>8</sup> Whilst the introduction of a new national performance framework means that both year-on-year and national comparison data is not available, the overall performance of Cardiff schools has shown notable improvement over the past five years. This is evidenced by Estyn inspection outcomes, national categorisation, and attainment across all key stages of education when compared to Central South Consortium (CSC) and national averages



As a Living Wage City, significant progress has been made in lifting people out of poverty in recent years; 197 Cardiff employers are currently signed up to the city's Real Living Wage scheme, with over 10,800 workers uplifted to the Real Living Wage as a result.<sup>9</sup> Following the pandemic, there has also been a dramatic fall in the numbers of people sleeping rough on Cardiff's streets with the introduction of the 'no going back' approach to homelessness. 'No going back' is centred on a multi-disciplinary approach to homelessness services, bringing together specialists from across public services – including social services, health and education – to ensure that homelessness is prevented or, if this is not possible, rare, brief and not repeated. This includes ensuring that those who are homeless but living in temporary accommodation – which can also negatively impact well-being – are settled into long-term accommodation as quickly as possible.

However, this progress is threatened by the cost of living crisis and housing affordability. Although Cardiff is mid to low ranking among the UK's Core Cities in terms of households experiencing food poverty, it is estimated that 1 in 10 households report skipping or reducing the size of meals or seeking external help. Housing in Cardiff is the second least affordable amongst the Core Cities in England and Wales, just behind Bristol, with property costing just over eight times the median gross annual earnings. As the cost of living crisis continues, food and fuel poverty are set to rise, with some of the most vulnerable in society, those on low-incomes and older people, having to make the choice between 'heat or eat'.

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<sup>9</sup> At the time of writing (February 2023).







## Cardiff Tomorrow

Improving health and well-being is central to tackling poverty and inequality. The pandemic has significantly impacted the economy and has further deepened existing inequities, particularly health inequities, with citizens now facing a cost of living crisis. To close the gap, an economic recovery is needed that delivers inclusive and green growth, with a focus on improving well-being. This includes improving access to good jobs with opportunities for progression, continued investment in education and support for young people into the world of work, and an acceleration in the provision of affordable housing. It also includes delivering environmental improvements, particularly in areas of higher deprivation, such as increased access to green and blue spaces, and improved air and water quality.

Delivering inclusive, green growth will require delivering investment in infrastructure and jobs that benefit the more deprived areas of the city and supporting those in poverty and those impacted by the pandemic to access work, education or training. In particular, in the face of the cost of living crisis, there will be a need to champion the Living Wage initiative, encouraging all employers to pay the Real Living Wage not just in Cardiff but across the Cardiff Capital Region. Crucially, employers will need to work closely with schools and into work services to ensure that appropriate support and training is put in place to meet the skills in demand.

The key to tackling health inequities will be prevention. An individual's health outcomes are impacted by the first 1,000 days of life and, in adulthood, their lifestyle choices and the environment in which they live. A whole-system approach will therefore be needed that prioritises and amplifies the importance of prevention throughout the life course and addresses factors that will be exacerbated by climate change and the nature emergency, such as the affordability of healthy food and air quality. Cardiff and the Vale's ['Move More, Eat Well'](#) plan for tackling obesity, as well as health inequity, provides the framework for this, aligned to Welsh Government's [Healthy Weight: Healthy Wales Strategy](#). It is recognised that, moving forward, key

partner strategies relating to healthy weight, food, active travel, physical activity, smoking and access to green and blue spaces will need to be closely aligned to develop innovative and data-led approaches to prevention and behaviour change. Priorities include childhood immunisation, screening, obesity, smoking and air quality.

The cost of living crisis presents a significant challenge that is leading to increasing levels of food and fuel poverty. The affordability of food is also likely to be affected by climate change and the subsequent nature emergency, with impacts on crop yields leading to food price spikes. This will also impact on the health of people living in poverty or households with low income as increased global CO<sub>2</sub> emissions could impact on the availability and affordability of certain crops and therefore the ability to access healthy food. Cardiff's local food partnership, Food Cardiff, brings together over 200 partners to tackle these issues.

The cost of living crisis could also lead to an increase in homelessness. As well as accelerating the delivery of the city's affordable housing programme, embedding the city's 'no going back' approach to homelessness will need to be a priority, working in partnership to identify individuals and families at risk of homelessness and prevent this where possible, whilst supporting and assisting those who need it to access permanent accommodation and move towards independent living without delay. This will include the delivery of a trauma-informed, public health-based approach to support the vulnerable, especially those with street-based lifestyles.

The cost of living crisis also presents a challenge to cultural well-being, with more deprived families even less likely to participate in cultural activities. Work is therefore needed to increase participation through ensuring that local arts, culture, heritage, and sports events are reasonably accessible to all communities.

## Priorities for Partnership Working in Cardiff:

### We Will:

Implement the Real Living Wage across the public and private sectors and by November 2025:

- Increase the number of accredited Living Wage employers across the city to 300
- Increase the number of workers receiving a pay rise onto at least the Real Living Wage to 13,900

Develop innovative, data-led approaches to tackle health inequities and amplify prevention in the wake of the pandemic and current cost of living crisis, including:

- Improving childhood vaccination and immunisation uptake in Cardiff
- Improving uptake of bowel screening
- Reducing the prevalence of smoking

Increase the percentage of people with a healthy weight and increase physical activity levels, particularly in the more deprived communities, through the delivery of the [Move More, Eat Well Strategy 2020-2023](#).

Work together to tackle and prevent homelessness, with a focus on delivering sustainable and affordable housing options across the city to meet the growing levels of acute housing need, including for those who need specific housing with support.

Build on the success of Cardiff's 'No Going Back' approach to rough sleeping, by developing a trauma-informed, public health-based approach to positively impact the lives of vulnerable people, especially those with street-based lifestyles.









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# Safe, Confident and Empowered Communities

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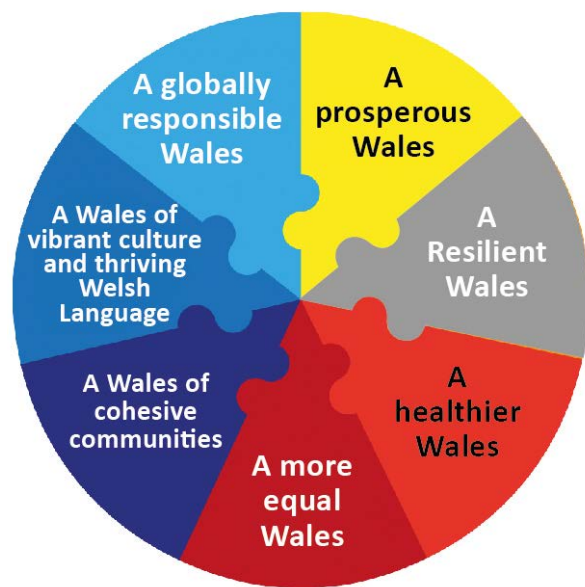


## Introduction

Communities are at the heart of well-being. They play a vital role in connecting people with the social networks and the day-to-day services we all depend on.

The pandemic particularly highlighted the importance of safe, confident and empowered communities, as individuals and organisations came together to support each other and the most vulnerable in society through the crisis. Strong, cohesive and resilient communities also provide a vital resource for tackling many of the issues that cities are facing today such as increasing global migration, a growing older population, climate change and potential future health crises.

Involving communities in decision making and empowering communities to contribute to making a difference is therefore crucial to improving well-being.



## Measuring Progress:

City-level outcome indicators that the PSB will seek to impact
People agreeing that they belong to the area; that people from different backgrounds get on well together; and that people treat each other with respect (National Indicator 27)
Percentage of people able to influence decisions affecting their local area (National Survey)
People feeling safe (at home, walking in the local area, and travelling) (National Survey)
Proportion of people who have offended who reoffend (adults and juveniles) overall in previous 12 months
Percentage of people accessing substance misuse services who reported an improvement in their quality of life
Rates of volunteering

## Cardiff Today

Cardiff is a safe city. Crime has continued to fall over the last 20 years and it has the second lowest crime rate of the UK's Core Cities. It also has the lowest rate of violence against the person and the second lowest rate for criminal damage. However, Cardiff has the third highest crime rate amongst Welsh Local Authorities, behind the other urban areas of Newport and Wrexham. Furthermore, levels of crime vary across the city as do perceptions of safety. People feel least safe when travelling or walking in the city centre after dark and those living in the most deprived areas of the city are more likely to feel unsafe compared to those living in the least deprived.

Significant progress has been made in reducing levels of anti-social behaviour, dropping almost a third since 2016-17. However, Cardiff has the highest rate of all Welsh Local Authorities, with hotspots for anti-social behaviour concentrated in the 'Southern Arc' of the city. Cardiff also has the highest rate of reoffending in Wales, although rates of reoffending among young people have steadily declined in recent years to significantly below the Wales average and just above the UK average. And, whilst Cardiff is a safe city for the vast majority, a small number of people – particularly women and children – are subject to violence, abuse and exploitation. It is likely that Covid-19 lockdowns and restrictions resulted in under-reporting of domestic violence and difficulties with mental health.

Cardiff is a cultural and diverse city. As well as being the most diverse authority in Wales, with 21 % of the population belonging to an ethnic minority

group, its young population is becoming increasingly diverse with 31 % aged 0-19 from an ethnic minority background. It is also a cohesive city with over three-fifths of respondents to the latest National Survey agreeing that where they live, people from different backgrounds get on well together and people treat each other with respect. However, there is an intra-city gap, with people from the most deprived communities less likely to agree. Cardiff is also an inclusive city, having supported asylum seekers and refugees to settle in Wales over the last two decades and playing a lead role in the UK's Inclusive City programme. The strong relationships between and within the city's communities and the support they can provide to those who arrive seeking sanctuary will become increasingly important, with global migration set to increase due to international events and the impacts of climate change and the continuing threat of terrorism.

As demonstrated during the pandemic, volunteering plays a central role in community well-being, cohesion and resilience in the face of change. It provides a sense of purpose, empowers individuals and communities to support each other to make a difference, and alleviates loneliness through the forming of social connections. With just over a quarter of people in Cardiff participating in volunteering, the city has a strong sense of civic duty and with over 1,000 people responding to the call to help the most vulnerable at the onset of Covid-19, the city is well placed to build on this to meet the challenges facing its communities, such as meeting the needs of a growing older population and the cost of living crisis.



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







## Cardiff Tomorrow

Building safe, confident and resilient communities will rely on understanding the causes of crime and taking preventative action; working as one service to intervene at the earliest opportunity to protect people from harm; and empowering communities to address local issues and make the connections that deliver strong and cohesive communities.

A whole-system approach is needed to reduce violence in the night-time economy, serious and organised crime and violence against the person in all its forms. This will involve adopting a public health approach to understanding violence and using the evidence to develop interventions that address its root causes. It will also involve sharing intelligence between all partners, including the police, health and the Third Sector, to identify emerging issues and to deliver evidence-led, multi-agency solutions at the local level.

Taking prompt and sustainable action to tackle anti-social behaviour and local community safety issues will require joint working across services that enables the quick introduction of diversionary and preventative community safety measures. This will be achieved by building on the success of Cardiff's Problem Solving Group, targeting resources as issues arise and at known crime and anti-social behaviour hotspots to reduce fear of crime and in turn improve the lives of residents.

Empowering communities will be key to meeting many of the challenges the city currently faces and those of future generations. These include increasing demand on public services, climate change, health inequities and increasing levels of social isolation due to a growing older population. Empowered communities will also be crucial to cohesion, supporting people struggling with the cost of living and responding to future health crises. Helping communities to access the appropriate service first time will help meet the financial challenge facing frontline public services. Involving communities in the development and delivery of services will ensure these services meet their needs. Given the growth of the city and the pressures on public services, now more than ever it is imperative

that communities and residents feel that they can be involved in shaping their city and the services they receive. Moreover, harnessing the local knowledge of community leaders and the power of volunteering will provide the support networks necessary to support and develop services at a community level. Maintaining these networks will also be central to cultural well-being and cohesion resulting in strong and resilient communities.

Protecting the most vulnerable in our communities from abuse, exploitation, the impacts of substance misuse and all forms of extremism and radicalisation will not only require close partnership working but the development of contextual safeguarding to understand the issues facing an individual, family or community. This will mean sharing intelligence between organisations but also ensuring those working and living in communities have the ability and confidence to identify and report the signs of harm. This will enable a comprehensive picture of an individual's contact with services and relationships outside of the family unit to be brought together, recognising that the relationships people form in their neighbourhoods, schools and online can feature violence and abuse. It will also support the delivery of a trauma-informed, public health-based approach to positively impact the lives of vulnerable people, especially those with street-based lifestyles.

Cardiff will continue to lead as a City of Sanctuary in welcoming refugees and asylum seekers to build new lives and make Wales their home, and the cultural diversity and vibrancy of the city will continue to be celebrated. In response to crises such as Ukraine and the potential for the movement of people due to climate change, close partnership working, locally, regionally and nationally, will be required to provide access to the accommodation, health, employment and specialist advice services needed. Working with and empowering communities to support new arrivals so that they are able to fully participate in the economic, social and cultural life of the capital city will also be needed to continue to build strong and cohesive communities.

## Priorities for Partnership Working in Cardiff:

### We Will:

Respond to the new statutory Serious Violence Duty, underpinned by a public health-based approach to violence reduction.

Tackle all forms of violence against women and girls, domestic abuse and sexual violence, and take action to strengthen the support available to victims, including agreeing and implementing an updated Violence against Women, Domestic Abuse and Sexual Violence strategy.

Work in partnership to identify vulnerability and prevent harm in the evening and night-time economy.

Safeguard those at risk of exploitation and those who have been a victim of crime. This includes embedding a contextual approach to safeguarding across Cardiff.

Disrupt the illicit supply of substances in our communities to prevent and protect children and vulnerable adults from exploitation, neglect, and abuse, and to reduce violent crime.

Reduce – and ultimately prevent – health and well-being harms from substance use, focussing on prevention and early identification of harmful alcohol use, and developing safe alternatives for people who currently use substances in public spaces.

Implement the CONTEST counter terrorism strategy and work in partnership to respond to the requirements of the new PROTECT Duty.

Deliver local partnership-based projects which tackle significant anti-social behaviour issues through a problem-solving approach.

Establish a partnership approach to reduce the number of older people becoming victims of fraud.

Continue to make the case to UK Government for additional and more sustainable funding to cover the cost of policing the capital city, as is the case in other UK capitals.

Welcome and support refugees and asylum seekers to build a new life in Cardiff, including continuing to lead the local response to the Ukraine and Afghanistan crises.









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# A Capital City that Works for Wales

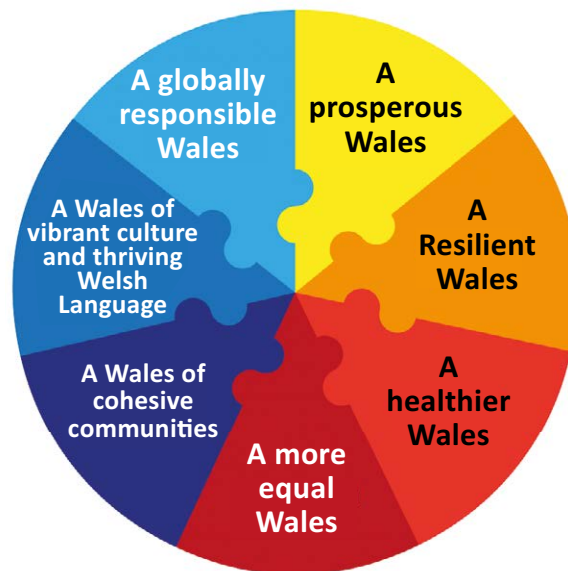
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## Introduction

As a centre of creativity, culture and diversity, Cardiff’s economy plays a pivotal role for Wales. It is the home of Welsh sport, politics, music and the arts, hosts major international sporting and cultural events, and provides specialist public services for the people of the wider Capital Region, as well as the nation.

Continuing to deliver for the people of Wales will require us to develop an economy which focuses on improving well-being; this will not only improve comparative advantage but ensure the sustainability of economic activity and attract investment and innovation. Attracting investment and innovation will benefit all communities, by improving productivity, leading to the delivery of better jobs and greater prosperity – including efforts to achieve a nature-positive and net-zero economy.



## Measuring Progress:

City-level outcome indicators that the PSB will seek to impact
Unemployment rate of the economically active population aged 16+
GVA per head
Gross Disposable Household Income per head
Employee jobs with hourly pay below the living wage
Percentage of population aged 16-64 qualified NVQ4+ (degree level or equivalent)
Number of apprenticeship learning programmes started in the healthcare and public services sector by Cardiff residents
Attendance at arts events, historic places and museums
People who can speak Welsh

## Cardiff Today

Cardiff is the economic powerhouse of Wales, playing a vital role in creating jobs and wealth for the people of the city and the wider city region. Cardiff accounts for 19% of Welsh GVA and the wider South East Wales Capital Region also creates over half the economic output of Wales. This is largely due to the skills, knowledge and expertise of the people and businesses that live and operate in the capital. High level skills are above average and the number of adults with no skills is low. The city also has a strong university presence, with three universities which are home to world-leading research expertise.

Whilst Cardiff has the building blocks for a competitive economy, productivity still lags behind many of the UK's leading cities which in turn affects earnings. Nonetheless, the number of employers paying the Real Living Wage in Cardiff has increased significantly in recent years; Cardiff has the lowest percentage of jobs that pay below the Living Wage in Wales and is amongst the lowest of the Core Cities.

Overall unemployment in Cardiff is low, but this varies significantly across the city. The percentage of working aged people claiming unemployment-related benefits was relatively stable between 2016 and 2018, before a gradual incline over the following two years. However, in April 2020, claims began to increase sharply, coinciding with the start of the pandemic. The rate has since declined but remains slightly above pre-pandemic levels. Furthermore, Cardiff's claimant count rate reveals a persistent problem with spatial inequality in Cardiff, with rates significantly higher in the most deprived fifth of the population. The claimant count rate in Ely is roughly 11 times higher than in Lisvane for example.

Over the past two decades, culture has been inventively used to transform Cardiff; the city's cultural offer is therefore an area of competitive advantage, with the city's infrastructure and broad offer recognised by citizens as amongst the best in Europe. The city's cultural scene, its sports and leisure offer, as well as its retail and hospitality, are some of the major draws for residents and visitors alike, and all play a vital role in the city's economic success, as well as its cultural and social well-being. These sectors have all been impacted by the pandemic and have been placed at the centre of recovery efforts moving forward, embracing the role each sector plays in shaping the city centre. Although visitor numbers fell drastically due to the pandemic, there are signs of post-pandemic recovery.

The Welsh language also forms an important part of cultural well-being in Cardiff and Wales, as an intrinsic part of who we are as a nation, our culture and way of life. Between 2001 and 2021, the number of Welsh speakers in Cardiff increased by over 31%, with the latest Census figures indicating that over 17.5% of the city's population, aged 3+, have one or more skills in the Welsh language.

The city will continue to face challenges moving forward, however. With continued hybrid working, office workers are unlikely to return to the city in the same volume and the move towards online shopping will likely continue. Nonetheless, this does provide an opportunity to reimagine the city as a new landscape with cultural events, spaces and experiences that bring people together whilst creating dedicated space for the concentration of high value businesses.







## Cardiff Tomorrow

Cities will remain nationally significant centres of employment. While home and agile working will impact on how cities are used by businesses and workers – and city centres will have to adapt to the shift to online retail – agglomeration, innovation and creativity will continue to drive economic growth and jobs. As Wales' core city, Cardiff will continue to play a leading role in the Welsh economy post-Covid, delivering economic prosperity – not just for the residents of Cardiff, but for the people of Wales. This will mean working with partners – across all sectors – to deliver a stronger, fairer and greener economy.

In order to respond to the legacy of the pandemic and drive up productivity, a focus on delivering more – and better – jobs needs to be maintained. Continuing to implement the Real Living Wage across the public and private sectors remains crucial to this – not only does the Real Living Wage help each individual employee, but it also helps local businesses by retaining additional income within the city.

Looking ahead, the economic recovery will be uneven, with some sectors continuing to be impacted by the legacy of the pandemic, particularly those sectors – such as hospitality and retail – that typically employ young people, women and those with an ethnic minority background. Moving forward, the city will need to focus on investing in skills training and into work support for young people, women and workers displaced by the pandemic, ensuring that this support is accessible to ethnic minority communities in order to address the gap in economic activity and employment. This includes ensuring that skills match with Cardiff's ambition for a prosperous, green and equal recovery, as well as the commitment to social, economic and environmental justice as the city transitions to an economy which promotes well-being. Attracting inward investment to create jobs in high-value industries of the future – including the green economy – as well as creating good-quality, accessible jobs across Cardiff's communities to

increase economic and social well-being will also continue to be essential.

It will be crucial that Cardiff responds to these challenges by taking a more active role in the management of the city centre. As the economy restructures and space within the city centre gets repurposed, it must be done so in a way that adds to the city, whether it is better and more appropriate office and co-working space, new public squares and spaces, or a greener city centre environment which seeks to raise environmental standards, improve sustainability and reduce carbon emissions. Linked to this, it is also important to consider how the city's spaces will perform in a changing climate and predicted increases in extreme weather events; adaption will be key, ensuring that infrastructure, both new and old, meets the highest construction standards. Through alignment between the public, private and third sector, this can be achieved with imagination and verve, attracting new investment and talent.

Furthermore, sport, music and cultural events reflecting the diversity of Cardiff will need to be placed at the centre of recovery. They not only play a key role in putting the city on the international stage – attracting visitors and investment to Wales – but in cultural well-being, cementing Cardiff's reputation as a welcoming and inclusive city. Also important to cultural well-being will be celebrating the Welsh language, ensuring it is protected and nurtured for future generations to use and enjoy. As set out in the [Bilingual Cardiff Strategy \(2022-27\)](#), the vision for the city is to develop a truly bilingual Cardiff, where citizens can live, work and play, as well as access services and support in Welsh or English equally. The PSB will therefore need to do all that it can to support the ambition to double the number of Welsh speakers in the city by 2050, supporting Welsh Government's Cymraeg 2050 vision to both achieve a million Welsh speakers by 2050, and increase the percentage of the population that speak Welsh daily – and can speak more than just a few words of Welsh – to 20%.

## Priorities for Partnership Working in Cardiff:

### We Will:

Work together to deliver new apprenticeship and trainee opportunities across the city's public services.

Work in partnership to support Cardiff's major events programme, being mindful of their impact on the cost of delivering public services.

Aim to double the number of Welsh speakers in Cardiff by 2050.

Work together to maximise outdoor recreation using green and blue infrastructure.

Work together on maximising opportunities for local employment and supply chains during the development and building of significant new public sector infrastructure, such as health or local authority estates, ensuring that new infrastructure supports the city to achieve decarbonisation and climate resilience, to improve the health and well-being of our communities.









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# One Planet Cardiff

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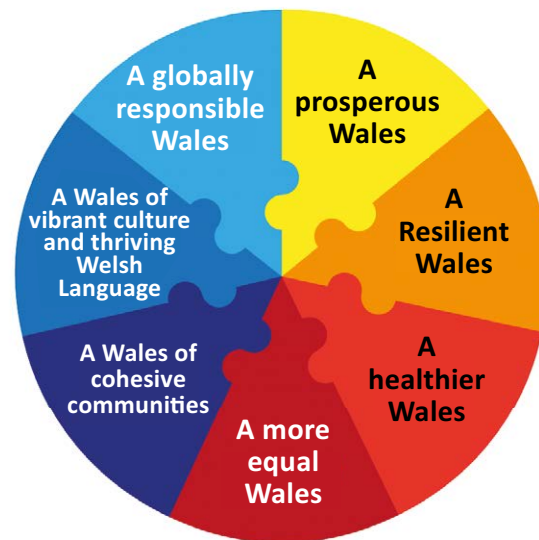
# Introduction

Climate change, the unsustainable use of natural resources and the associated nature emergency are some of the most significant challenges facing society, impacting on all areas of well-being.

The effects of the climate emergency are already being felt in Cardiff with more extreme weather patterns and changes in biodiversity. This has come with associated economic and social costs due to the impacts of heatwaves, flooding and spikes in food prices.

As the city continues to grow, significant changes are needed to the way we live to reduce emissions and mitigate the impacts of climate change to become a one planet city. With extreme weather becoming more common, we need to ensure our buildings and infrastructure are resilient and make adaptations as required.

Cardiff's [One Planet Strategy](#) sets out the actions that will allow the city to respond to the climate and biodiversity emergency and meet its aim of becoming carbon neutral by 2030. The next five years will be critical to making this happen.



## Measuring Progress:

City-level outcome indicators that the PSB will seek to impact
Per capita CO <sub>2</sub> emissions
Sustainable transport modal split
Levels of Nitrogen Dioxide (NO <sub>2</sub> ) and particulate matter (PM10, PM2.5) pollution levels in the air
Use of/proximity to accessible natural space: <ul style="list-style-type: none"> <li>• Quality: Number of sites meeting Green Flag Award and Green Flag Community Award criteria</li> <li>• Accessibility: Percentage of people who live within walking distance of high-quality green space</li> </ul>
Percentage of designated features in protected conservation sites that are in 'favourable' condition. Sites include Sites of Special Scientific Interest (SSSI) and Special Areas of Conservation (SAC)
Percentage of Cardiff residents who feel confident in buying food that is produced in an environmentally-friendly way
Percentage of Cardiff residents who feel there is a movement for good food in Cardiff
Number of properties in Cardiff registered to Natural Resources Wales' (NRW's) Flood Warning Service
Municipal waste reuse/recycling/composting rates



## Cardiff Today

Climate change is one of the most serious threats facing Cardiff with impacts such as rising sea levels, increased frequency of extreme weather events, air pollution, the depletion of natural resources and ecosystem resilience putting the city and the well-being of residents at direct risk. As the city's population grows, managing the impacts of climate change in a resilient and sustainable fashion is a major long-term challenge.

Cardiff has the second highest figure for CO<sub>2</sub> emissions per capita out of the UK's Core Cities with the emissions from transport and homes making up the majority of its carbon footprint. Although over 51 % of Cardiff's residents in the latest transport survey reported travelling to work by sustainable modes of transport and a significant shift has been made in the use of cycling as a mode of travel, the city continues to have the largest volume of motor vehicle traffic by local authority in Wales. Since 2016-17, public transport usage (bus and rail) has only slightly increased from 16.8 % to 18.1 % and cycling accounts for just 15 % of overall travel. Furthermore, demand for energy is continuing to rise with the [Powering Future Cities Report \(2016\)](#) predicting that, of the UK's major cities, Cardiff is to have the most significant increase in demand for domestic electricity and gas between 2015 and 2035, at 44 % and 28 % respectively. A significant acceleration in the shift to sustainable forms of travel and renewable sources of energy production is needed.

Emissions are not just driving climate change but are a significant health threat. It is estimated that the equivalent of up to 1,400 deaths each year in Wales alone can be attributed to air pollution and the risk to health is greatest for people living in the most deprived areas, where general health and air quality tend to be poorest. Modelling data shows Cardiff has the highest levels of Nitrogen Dioxide (NO<sub>2</sub>) and

Particulate Matter (PM<sub>2.5</sub> and PM<sub>10</sub>) pollution in Wales. Poor air quality due to levels of Particulate Matter also adversely affects the natural environment and biodiversity. Projections from the Air Quality Expert Group (2019) suggest that while exhaust emissions are likely to continue to fall, following a move toward electric and ultra-low emission vehicles, non-exhaust emissions from the wearing down of tyres and road surfaces are likely to grow in line with increasing levels of traffic. Reducing emissions by reducing use of the car will need to be a top priority.

Cardiff benefits from having a rich and varied natural environment, with its parks, rivers and waterfront location contributing significantly to its economy and health and well-being. The city is the top performer in Wales in terms of walking accessibility to local green space and is the most Green Flag awarded area in Wales. However, as well as facing a climate crisis, there is also a nature emergency. Natural resources are being used at an unsustainable level. Following a two-year dip, Cardiff's current municipal recycling rate – as reported at the cumulative 2022-23 mid-year position – is just above the 64 % target set by Welsh Government, at 64.02 % and work is ongoing to ensure that the city meets the statutory recycling target of 70 % by 2025.

Globally and locally, overconsumption and methods of production, along with emissions, are significantly impacting on biodiversity and the ecosystems that we rely on. This is likely to lead to food insecurity, with food price spikes impacting on the ability to access healthy food, particularly for those living in poverty and low-income families. A national Community Food Strategy is currently under development, to encourage the production and supply of locally-sourced food in Wales. The importance of food security is recognised by the city – in 2021, Cardiff became the first place in Wales to achieve Sustainable Food Places Silver Status and work is ongoing to achieve Gold Status.



Healthy Travel  
Cardiff





## Cardiff Tomorrow

Cardiff's [One Planet Strategy](#) sets out the city's roadmap for responding to the climate and nature emergencies and becoming a carbon neutral city by 2030. In particular, major shifts are needed in the use and sourcing of energy, use of the car and the procurement of food and services. Cardiff PSB's Climate Emergency Partnership Board will have a key role to play in this.

As Cardiff's population grows, so will its emissions and its contribution to global demand on finite natural resources if action is not taken, leading to the acceleration of climate change and its impacts on the environment, biodiversity and our health and well-being. It is estimated that Cardiff will need between 19,000 and 30,500 new homes and 30,000 and 43,000 new jobs by 2036. Key to sustainable growth will be ensuring new developments contribute to a carbon neutral city, reducing the use of the car and increasing the use of local and renewable energy sources. Crucial to this will be progressing the ambition of creating a '15-minute city' with walkable neighbourhoods, which enables residents to access most of the facilities they need on a daily basis within a short distance from their home. It will also be important to develop a circular economy, to minimise the environmental impact of consumption, the production of goods and delivery of services.

With Cardiff having the largest travel to work area population in Wales, a significant shift to sustainable modes of transport at a local and regional level will be needed if the city is to make a step change in reducing its emissions and improving air quality. Meeting this challenge will require continued investment in public transport systems, further development of Cardiff's active travel network and its promotion to the city's workforce and residents and applying local travel principles to the planning of communities.

Greening the city's infrastructure will also play a key role in reducing Cardiff's carbon footprint, as well as improving air quality and supporting biodiversity. This will require land management techniques that stimulate and support habitat and carbon capture. A city-wide tree planting programme is being taken forward through Cardiff's Coed Caerdydd project with

a target of increasing the city's tree canopy from 18.8% to 25% by 2030.

By the 2050s in Wales, summer average temperatures are projected to rise by 1.34 degrees, with summer rainfall expected to decrease by around 16%. Winter rainfall is projected to rise by 5% and sea levels are projected to rise by 24cm in Cardiff. By the 2080s, summer average temperatures are projected to increase by 3.03 degrees, more than double that projected for the 2050s, and sea levels are projected to rise by 42cm in Cardiff. The consequences to the environment and health and well-being are wide-ranging and the risks are not distributed equally with some of the most vulnerable and disadvantaged communities more likely to face the most severe impacts. People on low incomes are less likely to have the resources to adapt to or recover from floods and are more likely to live in buildings that are poorly adapted to high temperatures. More extreme weather events could also have significant impacts on older people. As well as being at higher risk of heat related illness and mortality, social isolation may increase during heatwaves. Older people, people with disabilities and those with long-term health conditions are particularly vulnerable during flooding events that could lead to disruption to their health and social care support.

Adapting the city's infrastructure will need to be a priority. Homes, buildings and infrastructure will need to be adapted to protect communities from the financial and health impacts of flooding and heatwaves. Nature-based solutions and other adaptive approaches will also be required to minimise the impact of development on natural habitat and water quality, enabling nature's recovery.

However, behavioural change is one of the greatest challenges to delivering a 'net-zero' and nature-positive city. Everyone will need to be involved in taking action to change the way we live at home, at work and in our communities. Reducing use of the car, reducing energy consumption through using green products and technologies, and eating lower carbon and healthier food will make the difference. Key to this will be involving communities in decision making, education and putting in place the social, economic and institutional measures and infrastructure that makes low carbon action the 'natural choice'.

# Priorities for Partnership Working in Cardiff:

## We Will:

Set out a collective carbon reduction ambition for public services.

Lead a programme of work on creating behaviour change and developing enabling environments with PSB staff, focusing on travel, energy use and food.

Work together to transition to a low emission public sector fleet by:

- Exploring opportunities for shared depot facilities, optimising opportunities for integrated electric vehicle (EV) charging infrastructure and possible direct renewable energy supply.
- Exploring technical opportunities that could enable partner organisations to utilise each other's existing on-site charging infrastructure.
- Exploring opportunities to develop shared procurement arrangements for new EV fleet vehicles.

Work together to reduce the carbon impact of PSB members' procurement activities and move to a circular economy.

Work together to reduce carbon in public service estates by:

- Comparing and collating overall cost estimates for net-zero by 2030 amongst all partners, and identifying funding gaps, strategic issues, and opportunities for onward discussion with policy makers.
- Embedding carbon sequestration, tree planting and environmentally responsible land management protocols in estates' strategies.

Increase the opportunity to absorb emissions and improve biodiversity with green infrastructure. This includes exploring the use of public sector land to increase tree planting to increase carbon sequestration and improve biodiversity.

Work together to develop and deliver a Local Nature Recovery Action Plan.

Complete and sustain implementation of the Healthy Travel Charter to support a modal shift amongst public service staff.

Work together on maximising opportunities for developing walkable neighbourhoods during the development and building of significant new public sector infrastructure, such as the health or local authority estate, progressing Cardiff's ambition to become a '15-minute city'.

Promote healthy, local, and low-carbon food and support Food Cardiff's bid to become the first Gold Sustainable Food Place in Wales.

Improve water quality through nature-based, whole catchment solutions to water resources management.

Understand the impact of the changing climate on our services and estates such as the flood risk, implementing climate adaptation solutions as required.







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# Modernising and Integrating Our Public Services

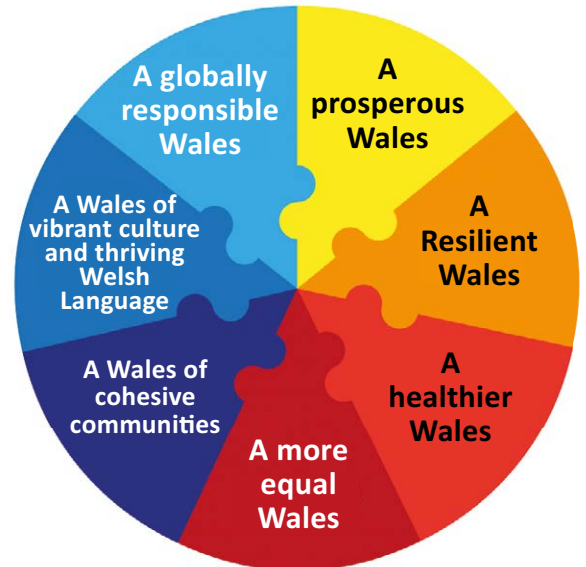
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## Introduction

The pandemic response brought into sharp focus the power of public sector collaboration and the need to harness assets, technology and the workforce to meet the requirements of modern public service delivery. As a result, it is important that organisations continue working together to ensure that assets are used purposefully, technology is effectively deployed, and that the workforce is developed and supported to meet all service delivery requirements. This will ultimately develop a more agile, preventative and greener public sector, providing improved and sustainable services for citizens.



## Measuring Progress:

City-level outcome indicators that the PSB will seek to impact

Percentage of people who agree that the quality of public services in Cardiff is good overall

Percentage of people satisfied with their ability to get to/access the facilities and services they need



## Cardiff Today

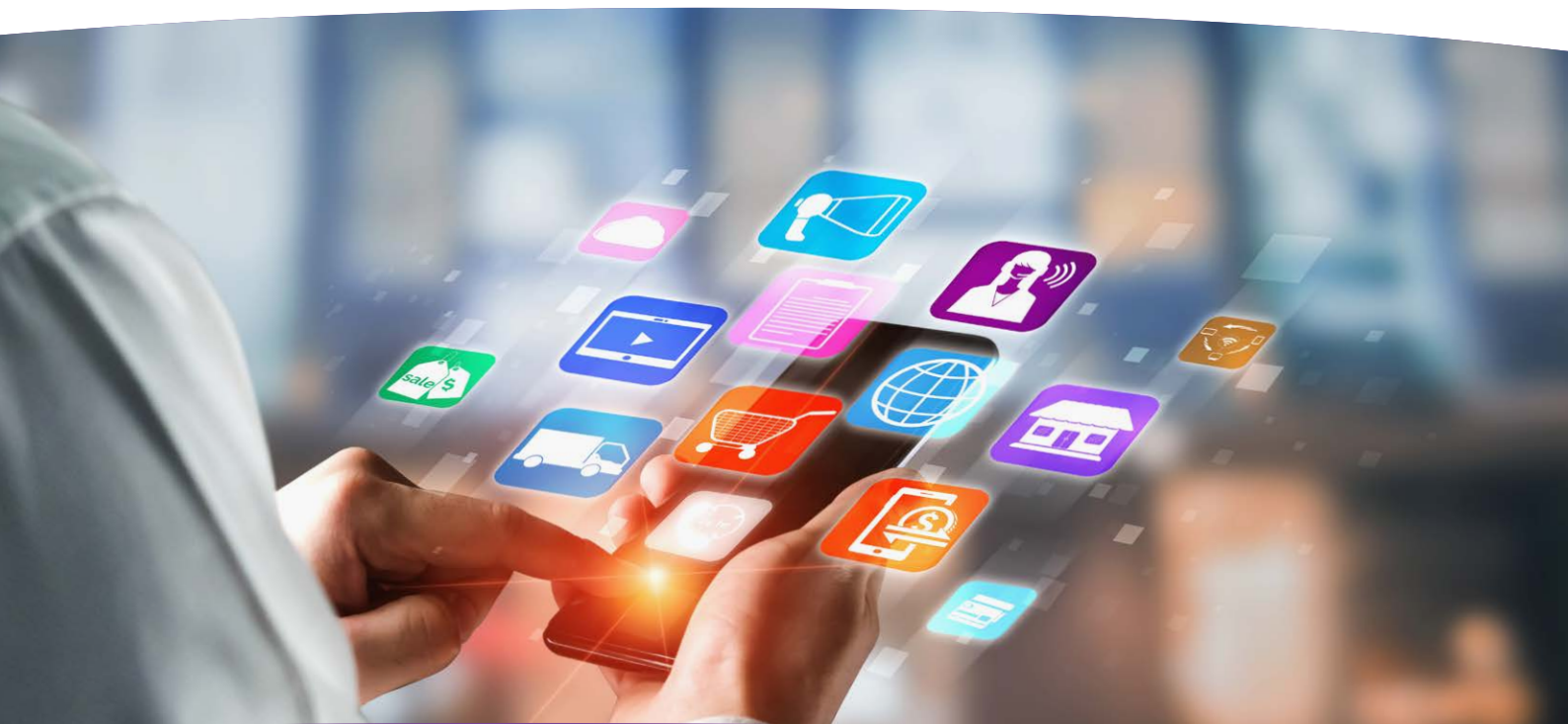
The city's public services continue to face unprecedented challenges.

In response to rising demand and reducing budgets, Cardiff's public services are pursuing a programme of modernisation to improve efficiency, better support service delivery, and promote social and environmental change. Partnership working is crucial to the success of this agenda, including increased collaboration and integration of services at a community level – such as the co-location of services within community facilities or Hubs – and introducing multi-agency teams to make sure that the right service is provided at the right time, by the most appropriate organisation and in the right way.

The challenge of responding to Covid-19 radically accelerated this agenda and necessitated the delivery of innovation, both within and between organisations. Indeed, the past few years has seen

joint working between the city's public services on an unprecedented depth and scale, with radical solutions – requiring fundamental redesign and reform – being identified, agreed, and delivered.

The challenge of responding to the pandemic particularly accelerated the use of digital technologies and data analysis in service delivery, with the city's response relying on the rapid, robust collection, presentation and analysis of real time data across the public service system to inform decision making. Public services will need to embed this shift in practice to significantly strengthen performance management and insight moving forward. Furthermore, citizen expectation and familiarity with 'digital' has increased, with new adopters of digital services, previously seen as unable or unwilling to access services online, having to out of necessity. People now expect digital public services that are indistinguishable from other services they access, and so digitalisation will need to accelerate over the years ahead.





## Cardiff Tomorrow

Public services will continue to face significant challenges moving forward, including meeting the needs of a growing older population, increasing demands and cost pressures on health and social services and delivering services that have a low carbon footprint.

To manage these challenges, public services will need to build on the change and innovation of the past few years to continue to modernise the way in which they operate and to promote early intervention and prevention. This includes developing a new approach that brings together assets, technology, and the workforce to unlock further efficiency savings, achieve environmental gains and deliver an improved service offer. Enhancing the effective use and analysis of data in service management and service improvement will be central to this new approach. In practice, this will mean continuing to progress a collaborative approach to the management and development of the city's public sector estate and services.

Through a joint approach, Cardiff's public services will be better able to respond to the needs and

strengths of its diverse local communities, providing accessible and adaptable services for citizens that support effective placemaking. With one of the oldest ethnically diverse communities in Britain, Cardiff is renowned for its cultural diversity and vibrancy, with 21 % of the population belonging to an ethnic minority group. Moving forward, a collective focus will be placed on delivering the [recommendations of Cardiff's Race Equality Taskforce](#), ensuring Cardiff is an anti-racist city where everyone can thrive, no matter their background. This work is aligned to [Welsh Government's Anti-Racist Wales Action Plan](#).

Citizen engagement will be crucial to the success of these joint approaches. By empowering residents to participate in local decision making, public services can improve resource management, ensuring that resource is directed to those areas that require it and will have the most positive impact on communities.

Allied to this, partner organisations will need to take advantage of their own power and role as anchor institutions within local communities, using their abilities and influence to produce the best results for citizens across the city. The spending and investment decisions of public services must be fully leveraged to create opportunities for residents whilst promoting social and environmental improvements.



Public services need to build on the change and innovation of the past few years...to unlock further efficiencies, environmental gains and an improved service offer.



## Priorities for Partnership Working in Cardiff:

### We Will:

Increase the use of data, including shared data, across public services to inform decision making and service reform, building on the successful approach adopted during the pandemic.

Take an integrated approach to the management of public sector land, buildings and services in localities, responding to the needs and strengths of each community, including existing and planned communities.

Increase levels of citizen engagement in decision making, particularly from civically disengaged groups and young people, exploring a joint approach to citizen engagement and consultation.

Lead public services that respond to and reflect the diversity of the city, including responding to and implementing in full the recommendations of the [Race Equality Taskforce](#).







## Measuring Progress – Outcome Indicators

Setting measurements against each Well-being Objective will assist Cardiff PSB in evaluating the level of success in raising the well-being of the city and identifying areas that require additional focus or revised priorities. These will be reported annually.

The measures chosen below are a combination of national, regional and local outcomes, selected to

clearly demonstrate progress against each objective. It is recognised that while reporting annually, and the need to demonstrate short-term impact, many of the progress measures chosen will require a long-term view in order to achieve the desired target.

Additional indicators have been included to measure the reported well-being of the people of Cardiff, taking a holistic view of well-being rather than being aligned to a particular Objective within the Plan.

Well-being Indicators
Personal Well-being – Life satisfaction
Personal Well-being – Feel worthwhile
Personal Well-being – Happiness
Personal Well-being – Anxiety
Percentage of people moderately or very satisfied with their jobs

Objective 1: Cardiff is a Great Place to Grow Up
Percentage of children in low-income families
Mental well-being: children & young adults and adults (National Indicator 29)
Percentage of children aged 4 to 5 who are a healthy weight
Percentage of students (aged 11-16) who are physically active for more than 60 minutes, less than 3 days a week by family affluence score
Percentage of children cycling/walking to school
Uptake of MMR2 by age 4 (second dose Mumps, Measles, Rubella vaccine)
Percentage of students who currently smoke at least weekly
Year 11 and Year 13 school leavers that are not in education, employment or training (Careers Wales)
Number of First Time Entrants to the Youth Justice System

### Objective 2: Cardiff is a Great Place to Grow Older

Percentage of people aged 65+ who reported their general health as being very good or good
Percentage of people aged 65+ of a healthy weight
Percentage of people aged 65+ reporting they felt involved in any decisions made about their care and support
Percentage of people aged 65+ reporting they received the right information or advice when they needed it
Percentage of people aged 65+ reporting they live in the right home for them
Percentage of people aged 65+ reporting loneliness
Life satisfaction among older people

### Objective 3: Supporting People out of Poverty

Percentage of households in poverty (i.e. below 60 % of median income) by Middle-Layer Super Output Area (MSOA) (after housing costs)
Number of accredited Real Living Wage employers
Number of workers receiving a pay rise onto at least the Real Living Wage
Healthy life expectancy at birth (male & female) including the gap between the least and most deprived (National Indicator 2)
Percentage of low-birth-weight babies (National Indicator 1)
Percentage of adults eating five or more portions of fruit and vegetables a day by deprivation
Percentage of adults active for less than 30 minutes in a week by deprivation
Percentage of adults reporting being a healthy weight by deprivation
Percentage of adults who are current smokers
Housing Affordability: Ratio of house price to median gross annual salary (ONS)
Rough sleepers per 10,000 persons
Food poverty: Estimated percentage of individuals in the previous six months, a) having smaller meals than usual or skipping meals, b) missing meals to afford to pay bills, c) being hungry but not eaten, d) receiving food from a food bank or charity, e) not eating for a whole day, f) none of these
Percentage of households in fuel poverty



#### Objective 4: Safe, Confident and Empowered Communities

People agreeing that they belong to the area; that people from different backgrounds get on well together; and that people treat each other with respect (National Indicator 27)

Percentage of people able to influence decisions affecting their local area (National Survey)

People feeling safe (at home, walking in the local area, and travelling) (National Survey)

Proportion of people who have offended who reoffend (adults and juveniles) overall in previous 12 months

Percentage of people accessing substance misuse services who reported an improvement in their quality of life

Rates of volunteering

#### Objective 5: A Capital City that Works for Wales

Unemployment rate of the economically active population aged 16+

GVA per head

Gross Disposable Household Income per head

Employee jobs with hourly pay below the living wage

Percentage of population aged 16-64 qualified NVQ4+ (degree level or equivalent)

Number of apprenticeship learning programmes started in the healthcare and public services sector by Cardiff residents

Attendance at arts events, historic places and museums

People who can speak Welsh



### Objective 6: One Planet Cardiff

Per capita CO<sub>2</sub> emissions

Sustainable transport modal split

Levels of Nitrogen Dioxide (NO<sub>2</sub>) and particulate matter (PM<sub>10</sub>, PM<sub>2.5</sub>) pollution levels in the air

Use of/proximity to accessible natural space:

- Quality: Number of sites meeting Green Flag Award and Green Flag Community Award criteria.
- Accessibility: Percentage of people who live within walking distance of high-quality green space

Percentage of designated features in protected conservation sites that are in 'favourable' condition. Sites include Sites of Special Scientific Interest (SSSI) and Special Areas of Conservation (SAC)

Percentage of Cardiff residents who feel confident in buying food that is produced in an environmentally-friendly way

Percentage of Cardiff residents who feel there is a movement for good food in Cardiff

No. of properties in Cardiff registered to Natural Resources Wales' (NRW's) Flood Warning Service

Municipal waste reuse/recycling/composting rates

### Objective 7: Modernising and Integrating our Public Services

Percentage of people who agree that the quality of public services in Cardiff is good overall

Percentage of people satisfied with their ability to get to/access the facilities and services they need



## Glossary

**Carbon Footprint** – The amount of carbon dioxide released into the atmosphere as a result of the activities of a particular individual, organisation, or community.

**City Region** – The Cardiff Capital Region is made up of an area of South East Wales, consisting of the ten local authorities (Bridgend, Vale of Glamorgan, Rhondda Cynon Taff, Merthyr Tydfil, Caerphilly, Monmouthshire, Blaenau Gwent, Torfaen, Newport and Cardiff)

**Economic Growth** – An increase in the amount of goods and services produced per head of the population over a period of time.

**Food Poverty** – The inability to afford, or to have access to, food to make up a healthy diet. It is about the quality of food as well as quantity.

**Fuel Poverty** – The inability to afford to keep one's home adequately heated. In Wales fuel poverty is defined as a household spending more than 10% of household income on fuel, and the household is deemed to be in severe fuel poverty if spending more than 20%.

**Healthy Life Expectancy** – An estimate of how many years a person might live in a 'healthy' state.

**Indicators** – Performance indicators are ways of measuring progress towards achieving our objectives. The indicators used in this report have been agreed by the Cardiff Public Services Board.

**Inequality** – Gaps in status (such as health status) between different groups; for instance, those who live in different areas, or of different ethnicity or socio-economic status. Such differences can be caused by a variety of factors, not all of which are possible to change e.g. inherited characteristics or geographical location.

**Inequity** – A difference (for example, in health) that is unnecessary, avoidable, unfair, or unjust; such differences are amenable to action.

**Life Expectancy** – The estimated amount of years that a person may expect to live.

**Outcome Indicator** – A measure of city-wide performance.

**Population Growth** – The increase in the number of individuals in a population.

**Poverty** – Living below the poverty threshold which is defined as under 60% of the average household income (before housing costs).

**Public Services Board** – Public sector bodies acting jointly to improve the economic, social, environmental and cultural well-being of the Local Authority area. Statutory membership includes the Local Authority, Health Board, Fire and Rescue Service and Natural Resources Wales.

**Real Living Wage** – The Real Living Wage is the only UK wage rate that is voluntarily paid by over 10,000 UK businesses who believe their staff deserve a wage which meets everyday needs - like the weekly shop, or a surprise trip to the dentist. Currently this is set at £9.90 per hour (£11.05 in London).

**Social Isolation** – A state of complete or near-complete lack of contact between an individual and society. It differs from loneliness, which reflects a temporary lack of contact with other humans.

**Southern Arc** – The 'Southern Arc' of Cardiff is made up of the following electoral divisions: Adamsdown, Butetown, Caerau, Canton, Ely, Grangetown, Llanrumney, Riverside, Rumney, Splott and Trowbridge.

**UK Core Cities** – The Core Cities are a group of 11 major cities, including the eight largest city economies in England (not including London) as well as Belfast, Cardiff and Glasgow. Comparisons to these cities are included throughout this document.

**Well-being** – Put simply well-being is about 'how we are doing' as individuals, communities and as a nation and how sustainable this is for the future. Well-being can be described as having 10 broad dimensions, "the natural environment, personal well-being, our relationships, health, what we do, where we live, personal finance, the economy, education and skills, and governance" (Office of National Statistics, 2013).