Cardiff Grand Council

‘What Matters To Future Generations’

DRAFT
Report

City Hall

7th December 2015
What Matters to Future Generations?

Introduction:
Representatives from high schools, colleges, universities and a range of individuals attended a day long youth conference on 7th December 2015.

Councillor Dan De’Ath Cabinet Member for Skills, Engagement and Democracy hosted the event alongside officers from Cardiff Youth Service and Policy, Partnerships & Citizen Focus.

The programme focused on 3 main themes:
- The Councils Budget Proposals For 2016/17
- The What Matters 5 Year Review
- City and Service Improvement

Methodology for the day:
The morning session focused on the budget proposals and involved table discussions with key points captured on the table clothes followed by agree/ disagree game with facilitators making notes on feedback.

The late morning session involved multiple What Matters workshops run simultaneously in 3 rounds each lasting 30 minutes. Workshops used a variety of methods to capture key questions including what are the main challenges for Cardiff and what are the key activities to be taken if Cardiff is to achieve these outcomes.

Before lunch delegates were given the chance to take part in a Monopoly themed workshop posing 3 key questions:
- What is the best thing about living in Cardiff?
- What needs improving the most?
- How would you advertise your ‘perfect’ Cardiff?
Additionally there were five other options to write statements relating to services across the city and post into houses on the board.

The afternoon session was then concluded by a 40 minute debate in the Council Chambers themed around the 7 outcomes from What Matters Strategic Plan. The session was recorded and statements from the debate will be include within this paper.
What Matters Outcome Review

Young People in Cardiff think the key challenges and key actions required are...

- **People in Cardiff are healthy**

  **Key challenges** for Cardiff are obesity, alcohol and smoking.

  **Key actions** to address these challenges should include:

  **Alcohol**

  Higher taxation on alcoholic drinks, a limit on how much alcohol one person can buy, mirror warnings on cigarettes on side of alcohol and finally improve access to treatment and support services.

  **Obesity**

  Improved education for members of the public, more gym equipment in parks, review school meals as unhealthy options are cheaper than healthy options and support the sugar tax on fizzy drinks.

  **Smoking**

  Ban smoking in all public places, make smoking an inconvenience rather than a pleasure and promote less healthy options such as E-cigarettes.

- **People in Cardiff have a clean, attractive and sustainable environment**

  **Transport**

  The biggest **challenge** for Cardiff is we need a more reliable public transport system, which includes better information. **Key action** is we also need to try to reduce the amount of people currently travelling by car each day and this would be supported better public transport infrastructure.

  **Cleanliness**

  Key **action** is to increase in the number of bins are needed to combat the amount of rubbish being discarded on the floor, including chewing gum and dog mess.

- **People in Cardiff are safe and feel safe**

  The **challenge** is keeping Cardiff safe as it is important because it helps us to all live, work and play and reduce cost to our city. The **key actions** required are more visible policing in both communities and the city centre, improved lighting and more civic initiatives are needed in communities throughout Cardiff to achieve this outcome.
• **Cardiff has a thriving and prosperous economy**

  Key challenges include further encouraging large investment from corporations while enabling smaller firms to start and grow, the high level of unemployment compared to others areas and the income inequalities gap between areas of the city.

  Key action should include the continued inward investment from large companies, encourage more new start-up companies including young entrepreneurs and more small companies to trade in the city. We believe that Cardiff could benefit if companies worked together and didn’t just compete.

• **People in Cardiff achieve their full potential**

  For us the key challenges include the level of pupil support across our schools, the quality of work experience for young people and the variety of the course options in year 9. As well as the financial burden of higher education and supporting oneself throughout.

  Key actions should include smaller class sizes, individual support for those pupils that need it, a better mix of academic and vocational courses, and more than 3 options outside of the compulsory subjects. In addition it should be made to be compulsory that schools arrange work experience for pupils and the placements be of a better quality.

• **Cardiff is a great place to live, work and play**

  Key challenges for the city are health and hospitals, safety of our citizens and job opportunities.

  We suggest that key actions include companies paying the living wage directly and throughout the chain supply, increase staff and support services, increased CCTV and community safety initiatives.

• **Cardiff is a fair, just and inclusive society**

  The key challenges for Cardiff threelfold
  - Gender inequalities
  - How disabled people are supported and enabled to develop
  - The amount of poverty.

  Actions should include the continued challenging of stereotyping, increase community initiatives to reduce poverty such as greater financial education and savers clubs in schools. Increased sanctions for people breaking the law regarding gender differences and improved services for organisations supporting people with a disability.
Strategic Outcome Ranking

It is acknowledged that to make Cardiff the most liveable city in Europe all outcomes will need to be addressed, however delegates were given the chance to rank the 7 What Matter Strategic Outcomes in order of importance to ensure Cardiff improves.

The results are as follows:

(With the most important outcome first)

1. Cardiff is a fair, just and inclusive society (Ranked Very High)
2. Cardiff has a thriving and prosperous economy (Ranked Very High)
3. People in Cardiff have a clean, attractive and sustainable environment
4. People in Cardiff are safe and feel safe
5. People in Cardiff are healthy
6. People in Cardiff achieve their full potential
7. Cardiff is a great place to live, work and play
City and Service Improvement

Young people were offered the chance to comment on the city as a whole and then to feed in their views on how individual services could improve.

**What is the best thing in Cardiff?**

Young People reported that the **facilities, events, parks and open spaces** were the best thing about living in Cardiff. This was closely followed by **shopping and activities** in the city centre. Young people felt that the **culture and diversity** provided a welcoming atmosphere and that the large **student population** combined with the **community spirit** enhanced people’s lives.

‘Parks are important as they are a change of scenery’

**What needs improving in your Cardiff?**

The **public transport system** in Cardiff was rated as the top issue in need of improvement by young people. Environmental issues such as **cleanliness, litter and pollution** were voted second with concerns around **health services** including waiting times in hospitals and improvement of mental health services ranking third.

The fourth issue was around **schools preparing pupils for life** after education with work experience and developing life skills through curriculum subjects as well as PSE.

‘A bright, colourful and clean city are important to make people feel happy’

**How would you advertise your perfect Cardiff?**

Young people felt that the city’s **facilities and parks** were a **key** asset while others highlighted the fact that the **city was unique** compared to other cities of a similar size.

The use of **social media and digital platforms** were the most popular by far as a tool to advertise the city alongside a better use of a **marketing campaign** including slogans and traditional tools such as billboards / Screens.

‘Promote Cardiff globally and across the UK, for business and tourism’
Service Improvement

Advice category

- Careers office and Jobs

The main careers office is somewhat difficult to find there should be better advertising or it should be where it can be easily found.

There should be more staff to support young people how are at risk of being unemployed.

Education Category

- Schools

The curriculum should be improved by making work experience compulsory for all schools, all schools to commit to teaching pupils life skills not just employment related skills. There should be far more student support within a schools setting and the options selection in year 9 limits the career pathway of pupils as there options and limited outside of compulsory subjects.

- Welsh medium schools need extending so more young people can benefit. Teacher training disrupts teaching, they should be available to teach not train. There be more support for school meals provision as this would help those on the poverty threshold but also reduce health issues.

- Colleges

There should be an increase in funding for Higher Education pupils with low income. All pupils should be eligible for EMA.
• **Libraries**

**Libraries are important** and there should be more of them, they supply a good environment to study with internet access and support from staff. The fines are too low and this could provide extra income.

Libraries should innovate and think of having a coffee shop and other businesses, this could mean they stay open later as this is very much needed.

• **Youth groups**

Youth centres are important to the people who use them as they have **access to staff who help them**. Youth centres should be kept open but they need to **improve how they advertise**, they could also bring in other youth organisations to provide services and share costs.

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**Health Category**

• **Clinics and Health Centres**

The clinics and centres are great but there needs to be **an increase of awareness** around what services are on offer. There should always be a local clinic and there is not one near the town centre.

• **Hospital**

The national health is important to young people, we think it should be kept in public control. The **waiting times** are too long in some cases and this needs to be addressed. The **pay structure** should be improved to recognise nurses more and managers less.

Continue to **invest in technology** and local community services to provide it where people live **mental health** services are in adequate and unhelpful this needs drastic improvement.

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**Leisure category**

• **Cafes**

There is a need for **more independent cafes and restaurants** in the city centre, not chains. There should be a grants system for local businesses to grow. There be a **partnership with other services** so you could socialise as well as receive a service. We should have more support for Welsh language cafes / restaurants.

• **Cinemas**

There should be opportunity to attend a **cinema in your own community** not just in the city centre. The cost should be cheaper including the food.
- **Leisure centres**
The Leisure Centres are a good service within communities with lots of benefits, they should be kept open and developed further but not get any more expensive to use.

- **Parks**
Parks are important and communities use them a lot, they could also help with the up keep. There are examples where more lighting is needed to make people feel safe as this is important.

  Some parks need more bins to ensure they stay clean and tidy and additional gym equipment is needed to encourage even more people to exercise.

- **Skate parks**
There should be more skate parks both indoors and outdoors. They should be made more interesting to encourage even more people to travel to use them.

**Uniformed services**
- **Fire stations**
  This is an important and efficient service that needs continued funding to keep people safe.

  - **Police station**
    Police need funding to increase police patrols and more community police to support for communities.

**Transport Category**
- **Trains**
The train service is generally too expensive and there are issues around reliability. The service should be more frequent. There are concerns around late night use and platform safety and this should be improved. The Senedd should have more influence over Arriva trains wales.

- **Buses**
More buses are needed to provide the required service across the city. The service is unreliable and doesn’t allow you to make plans including a better Sunday services. Cost can put some people off and there should be a review on how to make it cheaper for some people including students.
Grand Council Event Evaluation:

Using a target tool delegates rated the daylong event in four categories.

All but 3 delegates answered the question ‘Did you feel listened to’ as excellent or good. While nearly 70% rated the programme on the day as excellent or good and 75% of delegates rated the enjoyment of the day as excellent or good.

Finally over 70% of the young people asked about the timing and pace of the day answered OK, Good or Excellent.