What Beth sy’n Matters Bwysig

2010:2020 – The 10 Year Strategy
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Introduction

Over recent years partners from the public, private and voluntary sectors in Cardiff have worked together to transform the city and improve quality of life for the people who live, work and visit here. By working together we have been able to reinvent Cardiff as a modern capital with world-renowned sporting events, cultural facilities and new business and employment opportunities. We’ve also been able to improve our public services and make a strong contribution to the well being of our residents.

It’s clear that none of these things could have been achieved by any single organisation acting alone, and that by pooling our collective effort we have achieved so much more. For this reason we have resolved to work more closely than ever before. We believe that by working in a genuinely integrated way, across organisations, sectors and partnerships, we can deliver better outcomes for Cardiff and better value for money.

A Shift in Culture . . . The What Matters Strategy

The challenges brought to bear on organisations in Cardiff as a consequence of the economic downturn and evolving citizen needs have forced all partners to fundamentally reconsider the way we design and deliver services. It became clear that as partners we would need to work together to deliver both savings and service improvements. This meant extending the scope of partnership working in the city and fostering greater integration across our organisations.

To this end, partners agreed to develop a single strategy for the city. This was founded on a shared vision and some common aspirations that could help make it a reality. These aspirations took the form of 7 ‘citizen outcomes’, which could be described as the ultimate conditions of well being for Cardiff. Partners agreed to align all of their efforts around these outcomes, representing a significant milestone in integrating organisational activity.

- People in Cardiff are healthy;
- People in Cardiff have a clean, attractive and sustainable environment;
- People in Cardiff are safe and feel safe;
- Cardiff has a thriving and prosperous economy;
- People in Cardiff achieve their full potential;
- Cardiff is a great place to live, work and play;
- Cardiff is a fair, just and inclusive society
The Big Issues

What Matters: The 10 Year Strategy for Cardiff has brought partners together to focus on the major issues for the city, which can be captured in the following headings:

The City Region

Throughout Europe cities are now viewed as the key drivers of economic growth, creating prosperity far beyond their city-boundaries. With more than 71,000 people commuting to Cardiff to work everyday and over 6,000 international students studying in the city, Cardiff is a significant hub for regional success. It is therefore important for Cardiff to be recognised as the economic driver of the South Wales regional economy as well as the regional leader in the provision of specialist services in both the public and private sectors.

Sharing Prosperity

Although Cardiff can be described as a ‘quality of life’ capital, the benefits of this are not spread equally across the city. There are marked disparities in affluence between the north and south of Cardiff, with the majority of deprivation falling in the south. Addressing inequality is dependent on partners being able to direct resources to the people and areas who need it most. Only by focusing our efforts on the areas of distinct disadvantage can we break the pattern that has come to characterise need in the city.

Achieving a Balance

The changes and achievements that have characterised Cardiff’s journey mean we now have a city recognised for its ‘liveability’. For example, our new developments combined with well-preserved parks and open space and long-standing multicultural communities make it a cosmopolitan city with recognisable neighbourhoods. For this reason, questions about the future of the city often focus on striking a balance. Regeneration and development in Cardiff must be shaped around achieving a desirable size and scale for the city, because small can be beautiful but big can also be better. In Cardiff, our intention has been, and will continue to be, growing those elements that will improve overall prosperity whilst preserving what makes the city unique.
Children and young people make up almost 40% of the population of Cardiff and the number of children aged 0 to 24 has risen over the past 10 years. A proportion of Cardiff’s children and young people however grow up in poverty and tackling it is a high priority for partners. It is a major issue in Cardiff because of the numbers of children who are affected. Though the city appears to be relatively wealthy, a closer analysis reveals Cardiff has more than its expected share of children living in the most deprived families: more than a quarter (26.1%) of the city’s 0-15 year olds live in the 10% most deprived communities in Wales.

Addressing poverty is important not only because of the devastating impact on the lives of individual children and young people but also because of the wider impact on communities. Furthermore, the rights of children and young people have recently been strengthened by a new Assembly Measure, that places a duty on Welsh Ministers to have due regard to the United Nations Convention on the Rights of the Child (UNCRC).

In order to gain a thorough understanding of what matters in Cardiff we have undertaken a comprehensive assessment of the issues that affect people in the city. The ‘needs assessment’ has built a picture of where we are now and given us a clear indication of what the most pressing issues are. We have also undertaken research that considers the longer-term trends and how they could impact on the city. The in-depth picture of current need, coupled with an awareness of future challenges has enabled us to establish our priorities as a city. The rigorous use of data, or “business intelligence”, is central to partners’ decision-making and will continue to inform our work as we begin to implement the strategy. With the focus on outcomes, the strategy has been written in 7 chapters which identify key priorities for each. These are:

**People in Cardiff are healthy;**

Everybody has a right to be as healthy as possible and service providers in Cardiff will work together to address the range of components of good health and ensure that everybody is as healthy as they can be.

**Our Priorities . . . What really matters**

Our service delivery to vulnerable adults and children is effective

Our priorities for people in Cardiff to be healthy are to ensure that:

- Health inequalities are reduced and the differentials in life expectancy across the city are addressed
- Healthy lifestyles are promoted and ill health prevented
- Our service delivery to vulnerable adults and children is effective
Successful cities will be those that can grow and develop without limiting the social and environmental quality of the area. Individuals, businesses and organisations alike must all play their part in minimising the waste of valuable resources such as energy, water and food whilst at the same time reducing harmful outputs such as carbon, pollution and waste.

Being safe and feeling safe are fundamental aspects of well being, and these issues have consistently ranked as top priorities for residents and visitors alike. For Cardiff to be a safe city we must ensure that people from all sections of the community are free from harm, injury, or risk and are secure in their surroundings. To ensure people feel safe we must make sure they feel confident that none of these things will be compromised.

Our priorities for Cardiff to be a clean, attractive and sustainable environment are to ensure that:

- Cardiff is a sustainable ‘Carbon Lite’ city
- Cardiff has a good quality environment
- Cardiff is a sustainable travel city

Our priorities for people in Cardiff to be safe and feel safe are to ensure that:

- People are safe from harm, abuse and exploitation
- Communities and neighbourhoods in Cardiff are cohesive
- People are free from crime and the effects of crime
- People are safe in their environment
Cardiff has a thriving and prosperous economy;

A thriving and prosperous economy means a buoyant economic environment that can withstand the prevailing challenges and be internationally competitive, offering opportunities to citizens in the city and wider region and creating wealth that can be enjoyed by all.

Our priorities for Cardiff to have a thriving and prosperous economy are to ensure that:

- Children and young people have strong futures, through education, training and employment opportunities
- There are opportunities to create quality and sustainable employment
- Cardiff attracts, develops and retains skilled workers, businesses and entrepreneurs

People in Cardiff achieve their full potential;

Educational and worklife achievements are often the most recognisable means of realising potential and they can enable us to access other enriching opportunities but it is important to recognise that potential is fulfilled in a variety of ways. Achieving ‘full potential’ means having the opportunity to lead a fulfilling life, whether that be through employment, education, volunteering, hobbies, leisure or lifestyle.

Our priorities for people achieving their full potential are to ensure that:

- Citizens can be active and participate in all aspects of life
- Vulnerable families and individuals can achieve and their independence and ambition
- Support and provide access to appropriate learning and training provision for all
Cardiff is a great place to live, work and play;

Being a great place to live, work and play means making the city work for our residents by ensuring that people all over the city can enjoy the highest quality of life with good quality public space, a user-friendly transport system and high-quality affordable housing. It also means developing a city that meets the sporting, leisure and cultural preferences of residents and visitors.

Cardiff is a fair, just and inclusive society.

Partners will continue to focus on eliminating inequality in health, housing, education and employment in order to reduce disadvantage in Cardiff and we will continue to target our resources toward those who need it most. We are also committed to working with the people of Cardiff to actively involve them in decision-making and shaping the future of the city.

Our priorities for making Cardiff a great place to live, work and play are to ensure that:

- Cardiff’s urban design, infrastructure and connectivity make it a great place to work and do business
- Cardiff has strong, safe and sustainable neighbourhoods
- Cardiff has high quality, sustainable and affordable housing
- Cardiff has world-class leisure, cultural and sporting facilities that reflect the wants of citizens and visitors

Our priorities for making Cardiff a fair, just and inclusive society are to ensure that:

- All people in Cardiff are able to meaningfully engage and participate in decision-making processes
- Equality issues are mainstreamed at strategic and operational levels
- Inequalities are reduced through a joined-up, targeted approach
The Delivery Framework - from strategic vision to operational delivery

High Level 10 Year Strategy

Technical Context Document
Details the statutory requirements / delivery structures / performance monitoring - provides the "bridge" between the Strategy & Delivery

1. People in Cardiff are healthy
2. Cardiff has a clean, attractive and sustainable environment
3. People in Cardiff live safe and feel safe
4. Cardiff has a thriving and prosperous economy
5. People in Cardiff achieve their full potential
6. Cardiff is a good place to live, work and play
7. Cardiff is a fair, just and inclusive society

7 Outcome Delivery Plans - including partnership & service contributions

If you would like more information:
The What Matters Strategy, Delivery Plan and individual report cards can be found at http://www.cardiffproudcapital.co.uk/

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