



Cardiff
Caerdydd

A Proud Capital
Prifddinas Falfch

Cardiff

What Matters



2010:2020 - The 10 Year Strategy

Consultation Draft

Executive Summary

December 2010



Executive Summary

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 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 and that by pooling our collective effort we have achieved so much more. For this reason we are committed to continue working together and partners have now committed to work more closely than ever before. This renewed impetus to work across organisational boundaries is partly a result of the fact that the benefits are so great, but is also driven by the necessity to work in a smarter, more efficient way. 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.

Our vision, 7 Outcomes

As city partners we share a collective vision;

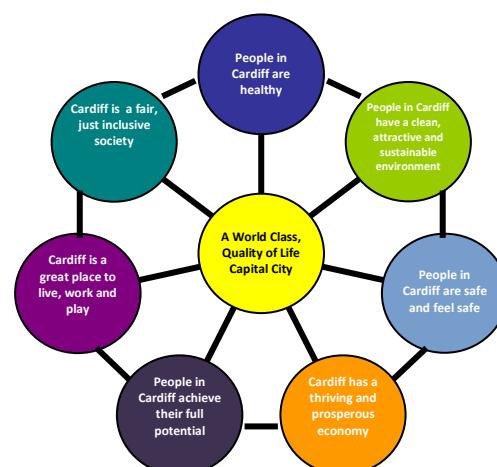
"By 2020... Cardiff will be a world class European capital city with an exceptional quality of life and at the heart of a thriving city region"

In order to make this vision a reality we need to understand [What matters](#) for Cardiff and to the people who live here. This strategy represents our collective view on the issues that matter and what we will do to address them in order to make Cardiff one of the best places to live, work and visit in Europe.

To achieve our vision we have embraced a different approach that focuses on improving [outcomes](#) for citizens, as opposed to focusing on the *process* of delivery. We have moved away from the structure of separate statutory plans towards a single document that focuses all of our activity around the end results, or the outcomes. This strategy, for the first time, brings together the components of the Proud Capital Community Strategy; the Health, Social Care and Well being Strategy; the Children and Young People's Plan; and the Community Safety Action Plan. By also including economic and environmental components this is a single strategy for Cardiff that includes all of the elements to make a real difference. It also marks a move away from unnecessary bureaucracy and towards a more sensible and streamlined way of doing things.

Partners have agreed seven outcomes that, if achieved would represent ultimate success and the realisation of the vision. Our outcomes are that;

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



What Matters... An evidence-based approach

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 is central to partners’ decision-making and will continue to inform our work as we begin to implement the strategy.

What Matters... The 7 Outcomes

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 for people in Cardiff to be healthy are to:*

Reduce inequalities in health and address the differentials in life expectancy across the city

Promote healthy lifestyles and prevent ill health

Improve effectiveness of our service delivery to vulnerable adults and children and young people

People in Cardiff have a clean, attractive and sustainable environment;

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. *Our priorities for Cardiff to be a clean, attractive and sustainable environment are to:*

Establish Cardiff as a sustainable ‘Carbon Lite’ city

Improve the quality of Cardiff’s environment

Establish Cardiff as a sustainable travel city

People in Cardiff are safe and feel safe;

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 people in Cardiff to be safe and feel safe are to:*

Ensure people are safe from harm, abuse and exploitation

Develop communities and neighbourhoods in Cardiff which are cohesive

Ensure people are free from crime and the effects of crime

Ensure 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:*

Build strong futures for children and young people by focusing on education, training and employment opportunities

Improve opportunities for the creation of quality and sustainable employment

Create an environment that develops, attracts and retains skilled workers, businesses and entrepreneurs to Cardiff

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:*

Encourage active citizenship and participation in all aspects of life

Support vulnerable families and individuals to achieve and maintain 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. *Our priorities for making Cardiff a great place to live, work and play are to:*

Provide the level of urban design infrastructure and connectivity required to make Cardiff a great place to work and do business

Support and maintain strong safe and sustainable neighbourhoods

Ensure the provision of high quality sustainable and affordable housing

Develop world-class leisure cultural and sporting facilities – that reflect the wants of citizens 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 fair, just and inclusive society are to:*

Enable all people in Cardiff to meaningfully engage and participate in decision-making processes

Mainstream equality issues at strategic and operational levels

Reduce inequalities through a joined-up, targeted approach

What Matters... Making it happen

Whilst this Strategy provides a strategic overview of the issues, specific details of the actions we will take to achieve the outcomes will be set out in ‘Delivery Plans’. Therefore, each of the seven outcomes will have an associated delivery plan that includes details of the actions that partners will take, who will be responsible and when it will be completed.

A ‘Technical Context’ will sit between these two documents providing details of structures and statutory requirements demanded by the previous statutory plans. This document will also explicitly link the work that we will undertake with our obligations to make it clear how the strategy and delivery plans meet each and every requirement.

The following diagram illustrates how each document relates to each other, taking us from the strategic to the operational delivery levels:

The Delivery Framework- from strategic vision to operational delivery



If you would like more information:

The What Matters Strategy, Delivery Plan and individual report cards can be found at www.AskCardiff.com

For any further details please contact:

The Proud Capital Secretariat, Room 412, County Hall, Cardiff CF10 4UW. Telephone: 02920 872727
Email: Whatmatters@cardiff.gov.uk