



Cardiff Wellbeing
Plan 2023-2028

Annual report
2024/25







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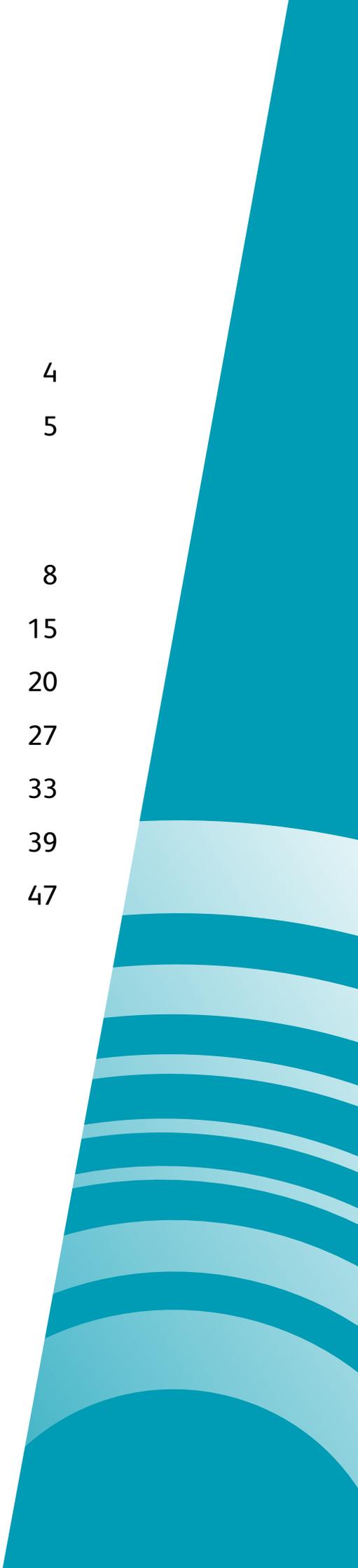
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Foreword

Over the past year, the Cardiff Public Services Board (PSB) has continued to make progress in delivering its second Local Wellbeing Plan (2023-28) and its overarching ambition of making sure that, for generations to come, Cardiff is an even better place to live and work. Significant progress has been made in delivering the PSB's partnership priorities for action.

We remain proud of Cardiff's status as the first UNICEF Child Friendly City in the UK. In 2024/25, partners have worked hard to ensure that this is more than just a title - that it is reflected in the day-to-day experiences of children and young people across the city. From advancing early years development and supporting families, to safeguarding vulnerable children and increasing opportunities through the Cardiff Commitment, we've continued to put children and young people at the centre of our shared priorities.

Significant steps have also been taken to improve the wellbeing of older people, through integrated care and community support via the Ageing Well @ Home programme and a new gold-standard Age Friendly Cardiff Action Plan. We have continued to expand preventative health initiatives, strengthened our position as a Living Wage City, and adopted new approaches to tackling health inequities across the life course.

We have deepened our response to the housing emergency declared in late 2023, strengthened our collective approach to community safety and safeguarding, and made further progress in tackling the climate and nature emergencies - including Cardiff's achievement of the Gold Sustainable Food Places Award in October 2024.

Behind all of these developments is a shared recognition that the most urgent and complex challenges we face - poverty, inequality, health, and climate change - cannot be tackled by a single organisation, sector or service alone. It is only through meaningful, sustained partnership working that we can deliver lasting change. That belief has been at the heart of the PSB's work throughout the year.

Public services continue to operate under extraordinary

pressure. Demand for services is growing, often in complexity and severity, while the resources available to us are being stretched as never before. The long-term effects of austerity, the legacy of the pandemic, and the ongoing cost-of-living crisis continue to impact people's lives - particularly the most vulnerable - and test the resilience of the systems designed to support them.

In response to these challenges, the PSB commissioned an independent strategic review of partnership working in early 2025. The review found that Cardiff has a strong foundation on which to build - with clear shared ambition, a positive culture of collaboration, and a track record of delivery. It also identified the need to go further and faster: to integrate services more deeply, make better use of data, and target efforts where they can have the greatest impact.

As a result, the PSB has agreed to adopt a 'Total Place v2.0' approach - a new programme of intensive, data-led collaboration focused on addressing the most complex and costly issues facing our city and communities. Whether it is supporting those with the most acute, unmet needs or developing more joined-up services in specific neighbourhoods, this approach represents our renewed commitment to delivering better outcomes for citizens through collective action.

The challenges ahead remain significant but this year has shown that by working together, sharing insight and innovation, and listening to the voices of our communities, we can continue to make real progress - and help deliver a stronger, fairer and greener future for Cardiff.



Huw Thomas

Huw Thomas
Chair, Cardiff Public Services Board



Charles Janczewski

Charles Janczewski
Vice Chair, Cardiff Public Services Board

Introduction

About the Annual Report

This annual report outlines the work that the Cardiff Public Services Board (PSB) has undertaken over the past 12 months to deliver its [Local Wellbeing Plan 2023-28](#).

The annual report is complemented by a detailed update on progress against the Cardiff PSB's priorities for partnership working outlined in the Wellbeing Plan (Appendix A), as well as the 'Cardiff in 2025' report (Appendix B), which provides a trend analysis of each of the Plan's wellbeing indicators.

What is Cardiff PSB?

Cardiff's 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 wellbeing of Cardiff by strengthening joint working across the city's public services.

What is a Wellbeing Plan?

The Wellbeing Plan sets out the Cardiff PSB's priorities for action for the period 2023 to 2028. The plan focuses 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 Wellbeing Plan should therefore be seen as a complementary document to the strategic plans of each PSB member, focusing on delivering 'collaborative advantage' in areas of city life and public services which cut across all public and communities services.

The Plan contains 'Wellbeing 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 over the five years of the plan. The Cardiff PSB's Wellbeing Objectives are:

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



How is the Wellbeing Plan delivered?

Delivering the Wellbeing Plan's priorities for partnership working requires 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 been undertaken, to ensure clarity over responsibilities and accountabilities for delivery. Each priority is aligned to a relevant 'Delivery Board', with a line of sight to the Cardiff PSB or Cardiff and Vale Regional Partnership Board (RPB).

Where the RPB leads on oversight and delivery of partnership priorities (in Wellbeing Objectives 1 and 2), this is clearly indicated.

How is progress measured?

The progress made in the delivery of the Wellbeing Plan is reported as follows:

- An update of the progress made in the delivery of the priorities for partnership working identified in the Wellbeing Plan, contained within this Annual Report and at Appendix A.
- An update of how the city is performing against the outcome indicators identified in the Wellbeing Plan, contained within this Annual Report¹ and in the Cardiff in 2025 report (Appendix B).

The latest data is also available on [Cardiff's online City-wide Dashboard](#). The Dashboard brings together a number of datasets, 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.

¹ Against each city-level outcome indicator, the latest data available is included, as well as the date of the latest data available, which varies for each outcome indicator. In addition, recent comparable data is noted, as well as a sparkline to represent the data trend. It is important to note that the timescale utilised for the sparkline varies for each outcome indicator, whilst the vertical axis always starts at zero. For more detail, see the 'Cardiff in 2025' report which provides a detailed trend analysis.





Wellbeing Objective 1

Cardiff is a Great
Place to Grow Up





Introduction

Cardiff continues to offer many children and young people a great start in life, with a wide range of opportunities to grow, learn and succeed. However, the lasting effects of the pandemic, continued pressure on household finances, and the long-term impact of austerity continue to shape the lives of children and families across the city. Inequalities remain, with many young people facing barriers that limit their life chances. In response, the Cardiff PSB remains committed to working together to reduce these inequalities, provide early and joined-up support and make Cardiff a city where every and young person can thrive.



Measuring Progress

City level outcome indicator PSB is seeking to impact		Date of latest data	Latest Data	Recent Comparable Data	Trend
Percentage of children in low-income families	Relative Low Income	2023/24	23.4 %	23.1 % (2022/23)	
	Absolute Low Income		20.1 %	18.7 % (2022/23)	
Mental well-being: children & young adults and adults	Mean Score (Aged 11-16)	2023	23.8	23.3 (2021)	
	Age-Standardised Average (Adults)	2022/23	49.4	<i>Not currently available. Latest data is not comparable with previous years.</i>	
Percentage of children aged 4 to 5 who are a healthy weight (or underweight)		2023/24	79.5 %	79.1 % (2022/23)	
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 ²		2021/22	18	<i>Not currently available.</i>	
Percentage of children cycling/walking to school ³		2024	59.1 %	58.6 % (2023)	
Percentage uptake of MMR2 by age 4 (second dose Mumps, Measles, Rubella vaccine)		2024/25	83.2 %	80.9 % (2023/24)	
Percentage of students (aged 11-16) who currently smoke at least weekly		2023	2.1 %	1.8 % (2021)	
Percentage of Year 11 and Year 13 school leavers that are not in education, employment or training	Year 11	2024	2.9 %	2.3 % (2023)	
	Year 13		3.1 %	3.6 % (2023)	
Number of First Time Entrants to the Youth Justice System		2024	34	31 (2023)	

² Percentage Point Difference between More Affluent Families and Less Affluent Families

³ Please note: Prior to 2024, Cardiff Council was responsible for collecting this data. Since then, Public Health Wales (PHW) has assumed responsibility for data collection. The PHW survey methodology differs slightly from that used by Cardiff Council, as does their sample size.

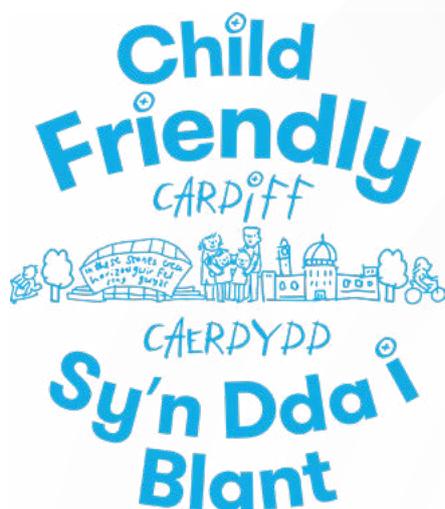
Overview of PSB work in 2024/25

Child Friendly City

In October 2023, Cardiff became the first city in the UK to be formally recognised as a UNICEF Child Friendly City. Cardiff PSB partners have been working towards this recognition since 2017, when the city joined UNICEF's Child Friendly Cities & Communities programme. Since then, partners have worked to implement a number of ambitious projects, initiatives and actions to ensure children and young people across the city are able to claim their rights and address the barriers which may limit their life chances.

Following recognition, a focus has been placed on the delivery of the Child Friendly City Sustainability Plan 2023-26, which sets out four strategic priorities: child rights education, participation and engagement, urban planning and design, and tackling inequality.

Progress in 2024/25 includes over 80% of schools achieving Rights Respecting Schools status, the rollout of targeted rights-based training across services, and more than 100 formal engagement activities generating 2,837 hours of youth participation. Children and young people have shaped planning policy, co-designed resources for social action, and led inclusion campaigns on LGBTQ+ rights, neurodiversity and gender equity. Cardiff's approach is recognised as a model of good practice nationally and internationally.



Cardiff Commitment

Young people continue to be offered authentic knowledge, skills and experiences, employment and training opportunities, as well as work experience and curriculum enrichment activities through the Cardiff Commitment, with over 300 employers currently supporting the initiative.

In 2024/25, the Cardiff Commitment was named Public Sector Organisation of the Year at the UK Social Mobility Awards, recognising its impact in connecting young people with Cardiff's economic, social and cultural opportunities. More than 2,000 post-16 opportunities were promoted through the What's Next Cardiff platform, and the 'What's Next?' Award programme expanded to provide work experience to over 200 Sixth Form pupils. Dedicated work is also underway to widen access for learners with Additional Learning Needs and care-experienced young people.

Looking ahead, securing sustainable funding remains a critical challenge. The programme is primarily funded through the Shared Prosperity Fund, which is due to end in March 2026. Without alternative, long-term investment, there is a risk that the progress made to date will not be maintained or expanded. Despite this, the Cardiff Commitment will continue to focus on five strategic priorities: empowering partners to enhance learning, expanding access to meaningful work experience, supporting informed decision-making, maximising social value from partnerships and procurement, and deepening targeted support for those facing the greatest challenges.

Health and Wellbeing

Early childhood is a critical period that shapes lifelong mental and physical wellbeing. The health and development of children aged 0-5 years have far-reaching impacts - not only for individuals and families but also for society, the economy and national prosperity. In recognition of this, the [Cardiff and Vale of Glamorgan Director of Public Health \(DPH\) Annual Report 2024](#) focuses on early years health and wellbeing. The report highlights four key areas where timely, sustained action can make a significant difference: childhood vaccinations, good food and movement, oral health, and breastfeeding support. It also sets out clear recommendations to drive improvements in these areas. To ensure coordinated progress, the report was presented to the Cardiff PSB in January 2025, where partners committed to developing a joint action plan aimed at improving early years outcomes.

A range of targeted programmes and initiatives are already underway across Cardiff and the Vale of Glamorgan to support children and young people's health and wellbeing. These complement the DPH's priorities and address key challenges, from mental health and vaccination uptake to lifestyle and complex health needs, helping to create a more integrated, equitable system of care and support:

- **Enhancing emotional wellbeing and mental health:** A range of initiatives have been delivered through the Cardiff and Vale RPB's Starting Well programme to improve the emotional wellbeing and mental health of children and young people, particularly those experiencing acute psychological distress. In 2024/25, the ARC service supported over 20 families through a trauma-informed, family-focused model of care, helping nearly 90% of young people remain safely within the family unit. ARC works closely with the Goleudy service, which provided intensive wraparound support to 24 of the most distressed young people across the region. Psychologically informed therapeutic input has continued, through the Enfys team, for children who are adopted or looked after, while services such as Your Family Matters and Family Lives have empowered families through family-led decision making, parenting support, and tailored wellbeing interventions. Challenges remain around increasing demand and service capacity, but strong multi-

agency collaboration is helping to embed more preventative, trauma-informed approaches across the system.

- **Improving childhood vaccination uptake:** While there are signs of improvement in childhood vaccination rates across Cardiff and the Vale of Glamorgan, overall uptake remains below national targets, with persistent disparities linked to deprivation and ethnicity. In response, Cardiff and Vale University Health Board is continuing to deliver school-based MMR vaccinations in line with Welsh Government's 90% uptake target, focusing on schools with historically low coverage. A key challenge has been the lack of accurate, school-level immunisation data; however, collaboration with Cardiff Council is helping to close these intelligence gaps, enabling more precise targeting of interventions. Alongside this, analytical profiles are being developed for GP practices to support primary care in identifying communities most in need of support. Community engagement remains a central priority, with the Vaccine Champions initiative expanding to include more parent representatives from ethnic minority communities. These efforts are further supported by outreach at cultural and community events, where a newly deployed mobile vaccination unit is helping to improve access and convenience for families in areas with historically low uptake.
- **Supporting children and young people with complex health and disability needs:** The Cardiff and Vale RPB remains committed to advancing an integrated care model that strengthens support for children and young people with co-occurring complex health and disability needs through its Starting Well programme. Key initiatives currently being implemented include the Planning for My Future programme - a regional, multi-agency approach designed to improve transitions into adulthood - as well as Children's Learning Disability Services and early intervention strategies for children with additional learning needs (ALN). Looking ahead to 2025/26, priorities include enhancing support for children with highly complex needs, developing a needs-led model for neurodivergent children, developing a digital safeguarding solution, and improving cross-sector data sharing to ensure more coordinated, efficient care.

Youth Justice

Delivery of the Cardiff Youth Justice Service's (YJS's) [Building Safer Futures Together Strategy \(2022-24\)](#) has now concluded, with a review in April 2025 confirming strong progress across all four strands: working with children, families and partners; system analysis and change; better choices, safer places; and governance and leadership. Much of the work is now embedded into the service's day-to-day delivery and continues to be overseen through the statutory annual Youth Justice Plan. Feedback from the national Youth Justice Board has remained consistently positive.

The YJS continues to take a trauma-informed, relationship-based approach, recognising that many young people involved in serious offending are themselves vulnerable and at risk of exploitation. Close partnership working with Children's Services, schools and the third sector ensures early, holistic support is in place for young people and their families. In 2024/25, reoffending rates fell by over 50%, and custody levels remain low. However, the number of first-time entrants increased by 30% - in large part due to charges following the disorder in Ely in May 2023.

Looking ahead, work on system change remains a key focus, particularly in tackling exploitation and disproportionality. In addition, the YJS continues to play a key role in delivering the city's Violence Prevention Strategy, including targeted work to address knife crime, organised crime and serious youth violence. A Weapons in Schools and Educational Settings Protocol has been introduced, alongside a new Violence Prevention role in education to help create safer environments and support young people at risk.

Children and Families

Cardiff continues to make significant progress in transforming services for children and families, with a clear focus on early identification, prevention, and integrated multi-agency support - particularly for those at risk of Adverse Childhood Experiences (ACEs). A major development in 2024/25 was the establishment of the Family Advice, Support and Protection Hub (FASPH), which brings together the Multi-Agency Safeguarding Hub and Family Gateway into a single point of contact for help and harm. While in its infancy, the integrated model will ultimately enable faster, more informed decision-making and ensure a timely response to safeguarding concerns, improving outcomes for children and young people.

Preventative and targeted support has also been strengthened at a local level. Early Help teams embedded in the Ely and Caerau schools cluster have improved

access to support and helped prevent escalation, while a pilot enabling GPs to refer families directly to Early Help services has reported positive outcomes for 90% of those involved. In addition, targeted initiatives such as the trauma-informed Baby's Best Beginning pre-birth programme, Cardiff Parenting's expanded neurodivergent and ADHD-specific provision, and creative projects like the Lullaby Project - which supports parents with perinatal mental health needs - are helping families facing greater risk to build resilience.

Together, these developments reflect a whole-system commitment to earlier intervention and holistic, joined-up support. Looking ahead, the focus will be on scaling what works, embedding learning, and continuing to adapt services to meet the diverse needs of families across the city.

Supporting Unpaid Carers

The Cardiff and Vale RPB's Unpaid Carers Programme made significant progress in 2024/25 in identifying, recognising and supporting unpaid carers across the region. Across the region, 690 new unpaid carers were identified and supported, and 1,334 carers accessed short break opportunities delivered through third sector partners. Revised service models were introduced for the Carers Information Service, Carer Friendly and Young Carers services, with partnership working helping to ensure support was flexible, accessible and tailored to individual needs. Regional delivery also included support for 63 new young carers, with 191 personal goals set to reflect their priorities.

In Cardiff specifically, 535 carer assessments were completed, and by the end of Quarter 4, 5,202 unpaid carers were registered with Cardiff Council. One example of impactful local delivery was the Lioness Project, Lioness Project, a voluntary sector project funded through a small grant scheme managed by Cardiff Third Sector Council (C3SC), which worked with Cardiff communities to identify carers who were unaware of their role or unsure how to access support. Through culturally sensitive outreach, including home visits and engagement in local venues, the project supported isolated families - many facing barriers such as language or limited mobility - to take short breaks and access community activities.

Looking ahead, the Programme will continue to strengthen outreach, increase awareness, and improve equitable access to support, ensuring that more people across Cardiff and the Vale of Glamorgan recognise their caring role and are empowered to access the services and respite they need.



Wellbeing Objective 2

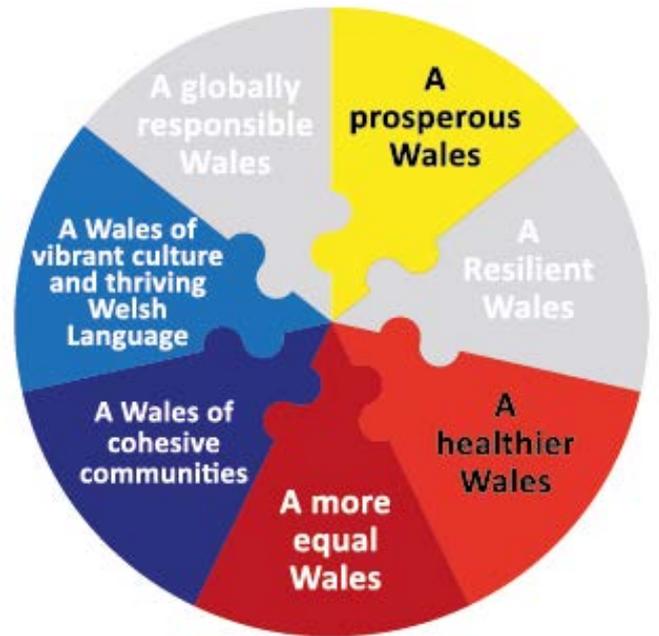
Cardiff is a Great
Place to Grow Older





Introduction

Cardiff, like the rest of Wales, is experiencing a significant demographic shift as the population ages. Older people make a vital contribution to the life of the city - to its economy, communities, and culture - but this change also brings new challenges, particularly for health and social care services. Working together, public service partners have a shared responsibility to support older people to live healthy, independent, and connected lives. The Cardiff PSB remains committed to making Cardiff a great place to grow older - a city where ageing is celebrated, older people are valued and empowered, and high-quality, joined-up support is in place to help people stay well, remain at home, and continue to participate fully in community life.



Measuring Progress

City level outcome indicator PSB is seeking to impact	Date of latest data	Latest Data	Recent Comparable Data	Trend
Percentage of people aged 65+ reporting their general health as being very good or good	2022/2023	66.8 %	65.3 % (2021/2022)	
Percentage of people aged 65+ of a healthy weight	2022/2023	46.6 %	33.1 % (2021/2022)	
Percentage of people aged 65+ reporting they felt involved in any decisions made about their care and support	2019-20	78.9 %	78.4 % (2018-19)	
Percentage of people aged 65+ reporting they received the right information or advice when they needed it	2019-20	77.7 %	80.2 % (2018-19)	
Percentage of people aged 65+ reporting they live in the right home for them	2019-20	86.7 %	86.2 % (2018-19)	
Percentage of people aged 65+ reporting loneliness	2019-20	84.8 %	86.0 % (2018-19)	
Life satisfaction among older people ⁵	2022/2023	83.9 %	82.3 % (2021/2022)	

⁵ The percentage of older people (aged 65+) who rate their satisfaction with their life as 7 out of 10 or higher.

Overview of PSB work in 2024/25

Establishing Integrated, Locality-based, Health and Care Services

The Ageing Well @Home programme, led by the Cardiff and Vale RPB, continues to drive the shift towards integrated, locality-based health and care services across the region. In 2024/25, the programme made significant progress, with multi-disciplinary team meetings now operating in all nine GP clusters, enabling earlier, coordinated support for chronically ill and frail residents. The Safe@Home service supported over 7,000 people, helping over 1,000 people avoid hospital admission, while more than 96,000 people accessed information, advice or assistance through the service.

A regional model for Integrated Care Hubs has been agreed, and work is underway to pilot telehealth solutions and roll out digitally enabled care planning. Social prescribing is now available in all GP practices, and a new community nursing specification has been developed to support more consistent, locality-based delivery.

Alongside the @Home programme, the RPB has strengthened delivery of integrated services for people with learning disabilities and those who are neurodivergent. In 2024/25, this included establishing new strategic boards to drive improvement, expanding community-based support, and investing in supported living accommodation and targeted interventions for families waiting for neurodiversity assessments.

Working Towards an Age Friendly City

In 2024/25, Cardiff launched a new five-year [Age Friendly Cardiff Action Plan](#), co-developed with older people, organisations, and communities. Since joining the World Health Organisation's (WHO's) Global Network for Age Friendly Cities and Communities in 2022, Cardiff is now recognised by the WHO as an outstanding member, with the new Action Plan praised as a "Gold" standard strategy.

Over the past year, key developments have included promoting age-inclusive employment through the 'Age Friendly Employer Pledge', ensuring older people stay informed through targeted communications on winter fuel payments, vaccinations, and financial support, and relaunching the Age Friendly Cardiff website, co-produced with older residents to enhance accessibility and engagement. In addition, a Dementia Prevention

Handbook was developed, published in multiple languages and widely shared through health and community settings.

Volunteer involvement has remained central to the programme, with older people helping to support unpaid carers, raise dementia awareness in local businesses, and offer neighbourly support within their communities.

Priorities for the year ahead include encouraging more employers to adopt the Age Friendly Employer Pledge, supporting research into accessible technology, and continuing to strengthen age friendly communication - both online and offline.

Working Towards Becoming a Dementia Friendly City

The Dementia Programme, led by the Cardiff and Vale RPB, continues to take forward a collaborative approach to improving brain health and dementia care across the region. The programme places a strategic focus on early diagnosis, inclusive engagement, and working with people with lived experience to shape support and services.

Progress in 2024/25 included delivering Memory Assessment Clinics in primary care settings, where 62% of those diagnosed were in the earliest stage of dementia, enabling timely planning and intervention. Over 8,000 contacts were made by Memory Assessment Link Workers, resulting in more than 3,000 referrals to support services. In addition, two new dementia connectors were appointed to help improve access to personalised, community-based support.

Work to raise awareness has continued through the delivery of "Opening Doors to Brain Workout" events, which are co-produced with people with lived experience and have reached over 1,100 people since August 2023, with a particular focus on reaching underrepresented communities. Dementia Friendly Pledges also saw significant growth in 2024/25, with 261 new organisations making a pledge, contributing to over 4,000 people gaining a greater understanding of the condition.

The Dementia Champions Network continues to play a central role in shaping services, and a new Co-production Plan is being developed to guide future work. Risk reduction resources have also been promoted throughout the year to support brain health and early intervention.

Looking ahead, the programme will continue to focus on strengthening local support, improving access to diagnosis, and embedding co-production across services.



Wellbeing Objective 3

Supporting People
out of Poverty



Measuring Progress

City level outcome indicator PSB is seeking to impact		Date of latest data	Latest Data	Recent Comparable Data	Trend
Percentage of people living in households in material deprivation ⁶		2022-23	15 %	12 % (2021-22)	
Number of accredited Real Living Wage employers		April 2025	225	217 (March 2024)	
Number of workers receiving a pay rise onto at least the Real Living Wage		April 2025	10,211	13,322 (March 2024)	
Healthy life expectancy at birth (male & female)	Male	2021-23	61.27yrs	61.93yrs (2020-22)	
	Female		61.02yrs	62.53yrs (2020-22)	
Healthy life expectancy at birth deprivation gap (male & female)	Male	2018-20	13.7yrs	19.7yrs (2017-19)	
	Female		18.5yrs	14.6yrs (2017-19)	
Percentage of low-birth-weight babies		2023	6.0 %	6.4 % (2022)	
Percentage of adults eating 5 or more portions of fruit and vegetables a day (Age standardised %)		2021/22 & 2022/23	40.6 %	<i>Due to the impact of the pandemic on the methodology used to collect these statistics, results from 2020/21 onwards should not be compared with previous data.</i>	
Percentage of adults eating 5 or more portions of fruit and vegetables a day: deprivation gap (difference between percentages for most deprived and least deprived areas of Cardiff)		2023	14.0	16.0 (2022)	
Percentage of adults active for less than 30 minutes in a week (Age standardised %)		2021/22 & 2022/23	21.4 %	<i>Due to the impact of the pandemic on the methodology used to collect these statistics, results from 2020/21 onwards should not be compared with previous data.</i>	

⁶ A breakdown by Lower Super Output Area (LSOA), using the Welsh Index of Multiple Deprivation (2019) Income Domain, can be found in the Cardiff in 2025 report.

City level outcome indicator PSB is seeking to impact	Date of latest data	Latest Data	Recent Comparable Data	Trend
Percentage of adults active for less than 30 minutes in a week: deprivation gap (difference between percentages for most deprived and least deprived areas of Cardiff)	2023	13.3 %	11.7 (2022)	
Percentage of adults reporting being a healthy weight (Age standardised %) ⁷	2021/22 & 2022/23	39.3 %	<i>Due to the impact of the pandemic on the methodology used to collect these statistics, results from 2020/21 onwards should not be compared with previous data.</i>	
Percentage of adults who are current smokers (Age standardised %)	2021/22 & 2022/23	12.3 %	<i>Due to the impact of the pandemic on the methodology used to collect these statistics, results from 2020/21 onwards should not be compared with previous data.</i>	
Housing Affordability: Ratio of house price to median gross annual salary	2024	6.95	7.40 (2023)	
Number of rough sleepers	April 2025	20	20 (April 2024)	
Food poverty: Number of emergency food parcels distributed from Cardiff distribution centres by Trussell Trust ⁸	2024/25	20,128	20,207 (2023/24)	
Percentage of households in fuel poverty	2018	9 %	<i>Comparable figure not available.</i>	

⁷ Please note that the percentage of adults reporting being a healthy weight by deprivation is included in the Cardiff in 2025 report – the latest data available is for 2009-12.

⁸ Further data on food insecurities can be found in the Cardiff in 2025 report.

Overview of PSB work in 2024/25

Implementing the Real Living Wage

Cardiff continues to lead the way among UK cities in advancing the Real Living Wage, with the Living Wage City Partnership providing strong leadership and coordination. As of April 2025, there are 225 accredited Living Wage employers in Cardiff, covering more than 77,000 employees, with over 10,000 receiving a direct pay uplift as a result of accreditation. Research published by Cardiff University in March 2025 estimates that since 2012, the adoption of the Real Living Wage has contributed over £100 million to the local economy - underlining the wider social and economic benefits of the initiative.

While progress continues, the broader economic climate remains challenging. In 2024/25, 17 accredited organisations in Cardiff did not renew their status, largely due to ceasing trading. However, 25 new organisations gained accreditation over the same period, delivering a net increase of 8. As a result, reaching the city's target of 300 accredited employers by November 2025 now appears unlikely.

In response, a new communications campaign will launch in summer 2025, targeting employers in growth sectors and industries with lower accreditation rates, such as hospitality and retail. At the same time, the Living Wage City Partnership will refresh its three-year Action Plan as part of Cardiff's application to retain its Living Wage City status in October 2025 - reaffirming the city's long-term commitment to tackling in-work poverty.



Tackling Health Inequities

To tackle health inequities, partners are progressing the Amplifying Prevention programme through a whole-system approach that strengthens prevention across the life course⁹:

- **Bowel screening:** Partners continue to work together to promote bowel screening uptake across Cardiff. The latest data, published in May 2025, shows that bowel screening uptake in Cardiff fell from 65.4% in 2021/22 to 63.2% in 2023/24. A similar trend was seen in nearly all other local authorities across Wales. The decrease coincides with the expansion of the screening programme to include 51-54-year-olds, who were invited for the first time from October 2023. It is well recognised that uptake tends to be lower among first-time invitees and younger age groups, which has contributed to the overall reduction. Cardiff Council and the Cardiff and Vale University Health Board continue to work alongside Public Health Wales' Screening Division to raise awareness and encourage uptake, particularly in communities where screening rates have historically been lower. This work will remain a key area of focus at a local level into 2025/26.
- **Reducing the prevalence of smoking:** Work continues across Cardiff and the Vale of Glamorgan to support the Welsh Government's ambition for a smoke-free Wales by 2030, aiming to reduce smoking prevalence from 13% to 5% or lower. Activity is focused on both preventing smoking uptake and supporting people to quit, with targeted efforts in communities where smoking rates remain high. 2024/25 saw the continued delivery of smoking awareness campaigns, community engagement, and support services through the 'Help Me Quit' programme, which offers free, accessible cessation support across a range of settings. A dedicated Public Health Practitioner is coordinating prevention activity across the region and supporting collaboration through a multi-agency group focused on reducing smoking prevalence. The 'Help Me Quit' programme has been recognised nationally for its impact, having been shortlisted for a Prevention in Healthcare Award at the 2025 Welsh NHS Sustainability Awards.

- Good Food and Movement:** In 2024, the Good Food and Movement Framework (2024-2030) was launched, building on the foundations of the Move More, Eat Well Strategy and setting out a shared vision for healthier living across Cardiff and the Vale of Glamorgan. Developed through wide-ranging community and professional engagement, the framework is supported by a cross-sector Implementation Plan (2024-26), with collective responsibility for action across key partners. Over the past year, progress has been made in creating healthier environments, strengthening support within community and workplace settings, and enabling more equitable access to good food and movement. For instance, restrictions on unhealthy food advertising have been introduced across council and University Hospital of Wales infrastructure, while tools to help people access physical activity opportunities are in development and connections between health services and community-led support are being expanded. Meanwhile, new leadership and coordination mechanisms have been put in place to guide progress, improve data and insight, and build capacity across the system. While strong progress has been made, challenges persist, including resource constraints, gaps in data, and dependence on short-term funding. The focus for 2025/26 will be on embedding change and tackling systemic barriers to ensure long-term impact.
- Health inclusion:** Cardiff PSB partners continue to work collaboratively to address extreme health and social inequities faced by the city's most vulnerable and marginalised groups¹⁰. In 2024/25, the Health Inclusion Programme focused on delivering Phase 1 of its model, which expands both outreach and in-reach services to improve healthcare access. Despite some delays caused by a Welsh Government resettlement programme and funding challenges, significant progress has been achieved. Outreach has been extended to additional high-need hostels, two probation sites (Westgate Street and Castle Street), and massage parlours. In addition, the in-reach team is now operational at University Hospital Wales and the Emergency Unit, running weekdays from 8:00am to 4:00pm. Comprising nurses and a GP, this service supports vulnerable patients to remain safely in the Emergency Unit where appropriate, and facilitates safe discharge planning when admission is necessary. Early data shows the programme is positively impacting NHS activity, improving outcomes for both patients and staff. Phase 2 will focus on developing a central hub to co-locate relevant services.

¹⁰ The concept of health inclusion typically encompasses vulnerable migrants; people experiencing homelessness; people released from prison; Gypsy, Roma and Traveller communities; and people engaged in sex work.

Preventing Homelessness and Rough Sleeping

In December 2023, Cardiff declared a housing emergency in response to unprecedented pressures on homelessness services. Despite expanding the number of temporary accommodation units across the city, demand continued to outstrip supply. At the time of the declaration, all 1,699 units were at full capacity, while waiting lists for temporary accommodation had risen by 150% since 2021, underlining the scale of the challenge.

Since then, early intervention and prevention have become the cornerstone of the city's response. Homelessness Prevention services have been strengthened and made more accessible through Community Hubs and other outreach locations. These efforts have helped stabilise the situation and ensure that people receive support as early as possible. Nevertheless, the need for temporary accommodation continues to be exceptionally high, and hotels continue to play a critical role in housing both single people and families, despite their limitations as long-term solutions.

To reduce reliance on hotels, Cardiff has led the way in Wales with the development of innovative 'meanwhile use' schemes. These projects make use of land awaiting permanent development, with high-quality modular units providing much-needed accommodation in the interim. A 156-home scheme has been completed on the former Gasworks site in Grangetown, and a further 44 single-person apartments have been delivered at Cwrt Ephraim. Plans are underway to expand this model further in the year ahead.

Alongside modular housing, Cardiff has significantly increased its property acquisitions to provide additional temporary accommodation. This includes the purchase of the Ibis hotel in Butetown and 20 flats in Howard Gardens, with a further 77 flats on Richmond Road and the first phase of the Scott Harbour residential conversion due to be completed by summer 2025.

Longer-term, Cardiff's Housing Development Programme continues to play a vital role in increasing the supply of affordable homes. In 2024/25, the programme delivered 217 new council homes and acquired a further 177 properties, bringing the total number of homes delivered through the programme to 1,317. With over 4,000 additional homes planned across 65 sites, the city remains committed to addressing homelessness through both immediate support and sustainable housing growth.



Wellbeing Objective 4

Safe, Confident
and Empowered
Communities

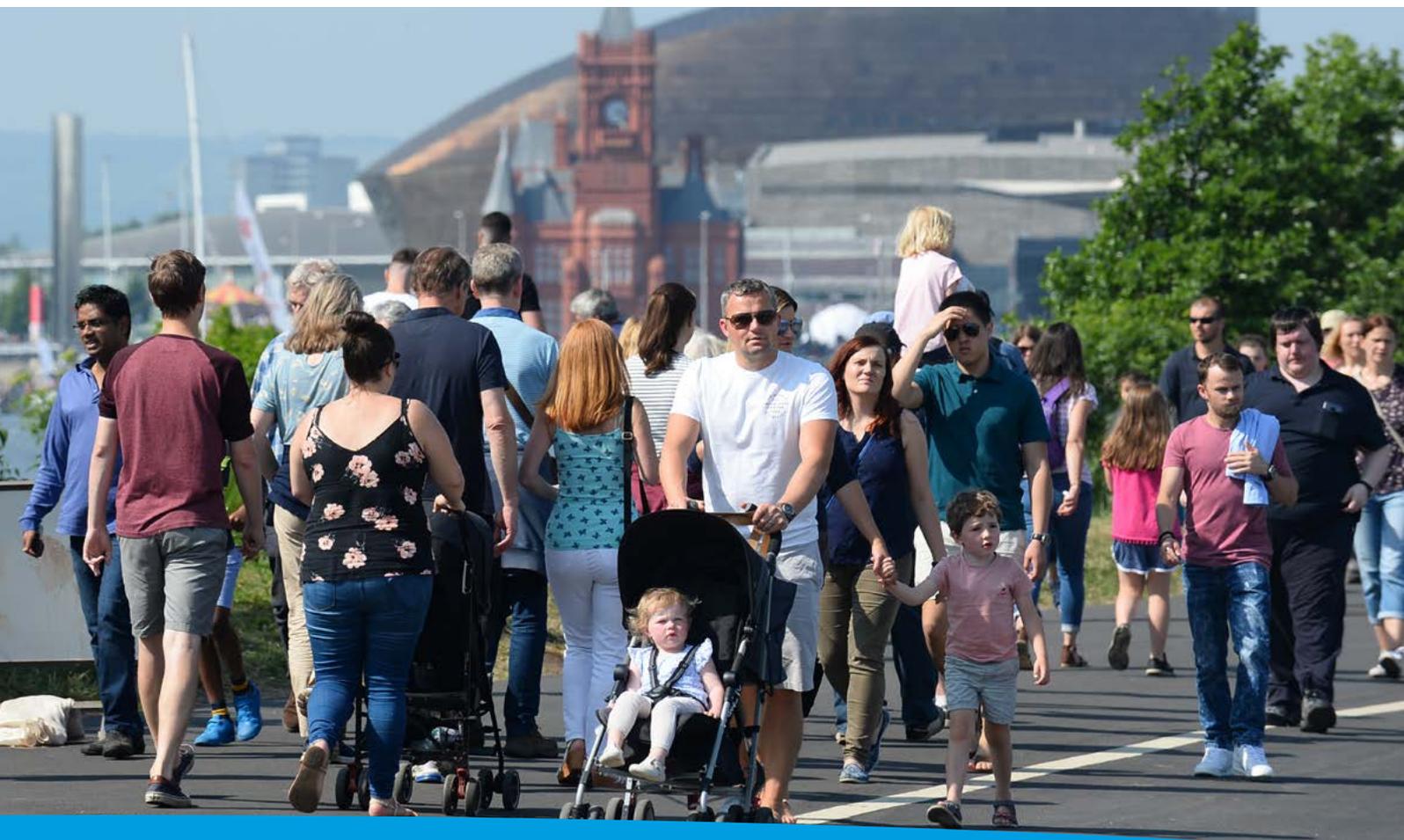
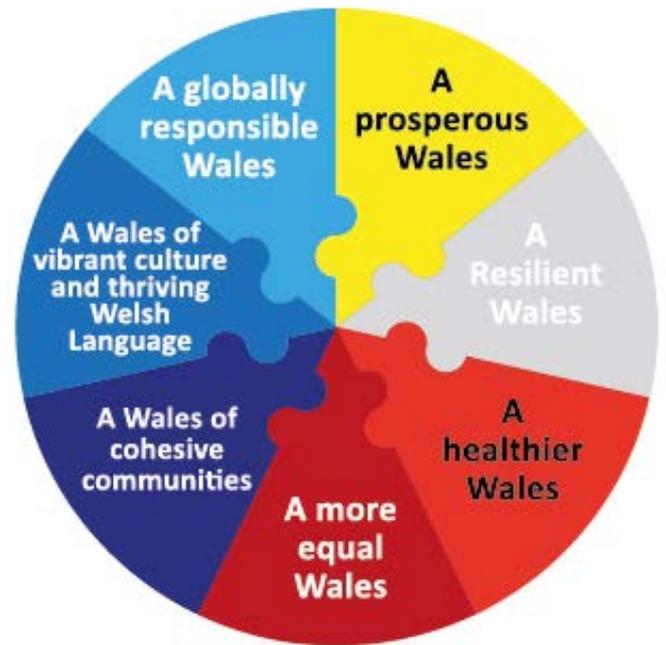




Introduction

Communities are fundamental to wellbeing and play a vital role in connecting people to the social networks and everyday services that support fulfilling lives. They are rich in local knowledge, skills, and resilience, which help shape the city's unique character.

Cardiff remains one of the safest and most inclusive cities in the UK. The Cardiff PSB is committed to sustaining and building on this strength by working collaboratively to tackle crime, anti-social behaviour, and all forms of exploitation within the city's communities. The PSB's focus is on creating safe, welcoming environments where all residents feel confident, supported, and empowered to thrive.



Measuring Progress

City level outcome indicator PSB is seeking to impact	Date of latest data	Latest Data	Recent Comparable Data	Trend
Percentage agreeing that they belong to the area; that people from different backgrounds get on well together; and that people treat each other with respect	2021-22	63%	69% (2020-21)	
Percentage who feel able to influence decisions affecting their local area.	2021-22	33%	25% (2020-21)	
People feeling safe (at home, walking in the local area, and travelling)	2021-22	63%	66% (2020-21)	
Proportion of people who have offended who reoffend (adults and juveniles)	July 22 - June 23	34.0%	33.4% (July 21 - June 22)	
Percentage of people accessing substance misuse services who reported improvement in their quality of life	2024-25	74%	74% (2023-24)	
Percentage of adults (aged 16+) who volunteer	2022-23	32%	30% (2021-22)	

Overview of PSB work in 2024/25

Community Safety

The PSB's Community Safety Partnership continues to develop and implement strategies to tackle crime, disorder, substance misuse, anti-social behaviour and to safeguard people from abuse, exploitation and harm. Areas of focus include:

- **Violence Prevention:** Following the development of a Strategic Needs Assessment and comprehensive profile of violence in Cardiff, a draft 'Cardiff Without Violence' Strategy was developed with partners, supported by a Delivery Plan. A full evaluation of the first year has been undertaken, with a long-term Strategy for 2025-28 due for launch in the coming months. Over the past year, key developments include the integration of the Serious Violence and Organised Crime Group with the SAFE (Safeguarding Adolescents from Exploitation) Group to improve coordination and intelligence sharing, and continued delivery of South Wales Police's 'Clear, Hold, Build' approach to disrupt criminal activity and build community resilience. Preventing harm in the evening and night-time economy remains a priority, with coordinated work to promote safe spaces, raise awareness of support services, reduce substance-related harm, and strengthen workforce training. Tackling Violence Against Women, Domestic Abuse and Sexual Violence (VAWDASV) has also remained central to the partnership's work, with progress including delivery of early intervention for perpetrators, successful regional campaigns such as White Ribbon, and improved coordination of multi-agency risk assessments.
- **Tackling Anti-Social Behaviour:** A Strategic Anti-Social Behaviour Group has been established, which brings together agencies to develop practical, problem-solving responses to complex local issues. Four locality-based meetings - covering Adamsdown/Splott, Butetown, Ely/Caerau, and the City Centre - provide a long-term, coordinated structure to address neighbourhood concerns and enhance community wellbeing. Recent interventions include reducing e-bike nuisance at Anderson Fields; addressing

drug litter and nuisance behaviour in North Church Street; and improving safety in Mill Road Park with enhanced lighting, play area upgrades, and youth engagement programmes. Together, these efforts support the wider aim of creating safer, more resilient communities through sustained local partnership working.

- **Street-Based Lifestyles and Complex Needs:** Tackling the harms linked to substance use, exploitation, and complex needs remains a key priority for the Community Safety Partnership. A harm reduction pilot in hostels is being progressed, while a successful Emergency Unit alcohol screening pilot has been extended, with CAVDAS (Cardiff and Vale Drug and Alcohol Service) staff supporting early intervention and referral for alcohol-related harms. The Partnership has also supported South Wales Police's OP Pester campaign to disrupt drug supply lines and connect individuals to support, while contributing to advances in fast drug testing through the Force Harmful and Controlled Substances Group. These efforts, coordinated with the Area Planning Board, reflect a deepening commitment to preventing harm, protecting vulnerable individuals, and building a more integrated system of care and enforcement.
- **CONTEST:** Counter-extremism remains a priority for the Community Safety Partnership through delivery of the UK Government's CONTEST Strategy, with a focus on the four P's of the strategy: Prevent, Pursue, Protect and Prepare. From a Prevent perspective, in 2024/25, following publication of the updated Counter Terrorism Local Profile, a revised Situational Risk Assessment and Prevent Partnership Plan were developed for Cardiff, with significant progress made in delivering targeted interventions - particularly around safeguarding, awareness training, and online radicalisation. Cardiff subsequently received an 'exceeding' rating from the Home Office Prevent Performance Assessment, with funding secured to support regional delivery in 2025/26. In terms of Protect and Prepare, a revised Action Plan is being implemented through the Cardiff Protective Security Preparedness Group, including a Protect and Prepare seminar for key partners, and a city-wide review of security infrastructure. Looking ahead, work will focus on developing an integrated security system for Cardiff and ensuring the city is ready for the implementation of the Terrorism (Protection of

Premises) Act 2025, which introduces new legal duties on premises and events to put in place preparedness and protection measures against terrorist threats.

Safeguarding

Over the past year, the governance arrangements supporting the Cardiff & Vale Regional Safeguarding Board have been further strengthened, with a continued focus on data-informed decision-making and effective multi-agency oversight. A Development Day in January 2025 provided an opportunity to reflect on progress and to shape the Board's [Annual Plan for 2025/26](#). Key priorities identified include ensuring robust safeguarding governance, improving data use and audit activity, responding to emerging safeguarding themes, and engaging service users in shaping safeguarding work. Challenges such as funding pressures and the need for clear, consistent messaging across agencies were also acknowledged.

Alongside this, the Safeguarding Adolescents from Exploitation (SAFE) model continues to be implemented effectively across Cardiff and the Vale of Glamorgan. The SAFE Network brings together statutory and third sector organisations to embed a contextual safeguarding approach aimed at preventing and disrupting child and youth exploitation. To strengthen targeted collaboration, several thematic forums have been established, including a Post-16 Partnership Forum, a Parent and Carer Practitioner Forum, and four Youth Action Groups based in local communities.

The SAFE Partnership has also delivered a wide-ranging programme of training and professional learning, covering key issues such as safe spaces for women and girls, school exclusions, knife crime, and youth violence. Priorities for the year ahead include strengthening curriculum content on exploitation and healthy relationships, improving information sharing at key transition points, developing a parent and carer network, and producing multi-agency guidance on issues such as cuckooing.

Right Care, Right Person

In February 2024, South Wales Police began the phased implementation of the Right Care, Right Person (RCRP) model. This initiative fundamentally reshapes the way responses to calls about mental

health, welfare concerns, and social care issues are managed, ensuring that the most appropriate agency - not the Police as the default first responder - handles these calls. Prior to rolling out the programme, the Cardiff PSB established a dedicated working group to guarantee safe delivery and to ensure that all partner agencies fully understood the implications and had the necessary mitigation strategies in place. With all phases of RCRP now successfully implemented, a focus is being placed on reviewing the impact of RCRP on South Wales Police's ability to respond to the public.

Ely & Caerau Community Plan

The development and delivery of the Community Plan for Ely and Caerau has been a collaborative and community-drive process, shaped by the voices of over 1,200 local residents through events, surveys, and conversations held between August and December 2023. Led by ACE (Action in Caerau & Ely), with support from Cardiff Council, Welsh Government, and other partners, the Community Plan was created in response to the community's call for positive change following the events of May 2023. The plan centres on six key themes: Children and Young People; Community Safety and Safeguarding; Spaces and the Environment; Health and Wellbeing; Employment and Cost of Living; Communication and Community Building. Each theme is supported by a set of specific, actionable goals co-designed in community workshops and agreed upon by a Steering Group made up of residents, schools, charities, and public services.

As of May 2025, the Plan has already seen the completion of 40 actions, including initiatives focused on youth engagement, mental health support, improvements to public spaces, and community safety. The delivery phase has placed a strong emphasis on shared responsibility, with public services, community groups, and local volunteers all playing a role.

A Delivery Report has subsequently been published, which celebrates the community's strengths - its spirit, resilience, and strong sense of mutual support - as key drivers of progress. While addressing urgent local needs, the Plan also sets a foundation for long-term change, with continued engagement and accountability built into its structure to ensure lasting impact. The full Community Plan and Delivery Report are available on the ACE website: <https://www.aceplace.org/community-plan>

Supporting Refugees and Asylum Seekers

As the capital city of Wales, Cardiff continues to play a central role in providing sanctuary for people fleeing conflict, particularly in light of ongoing global tensions in Europe and the Middle East. While the number of new arrivals through the Ukraine Visa Schemes has declined to single figures each month since its peak in December 2022, Cardiff remains committed to offering high-quality support. This includes initial orientation, specialist assistance to navigate public services, and help in understanding evolving UK Government policies.

Support for Afghan nationals has also entered a new phase. Since the closure of bridging accommodation in August 2023 and the wider dispersal of residents, the focus has shifted towards long-term integration, with emphasis on sustainable housing, employment, and access to education. Although the city is expected to welcome further Afghan households through the UK Government's Afghan Resettlement Programme, demand is anticipated to be more manageable, with referrals coordinated on a case-by-case basis.

Strong partnership working continues to be key to ensuring access to accommodation, healthcare, employment opportunities, and specialist advice, maintaining Cardiff's role as a welcoming and supportive City of Sanctuary.

Neurodivergent Friendly City

In September 2023, Cardiff Council passed a motion committing to removing barriers that prevent people with neurodivergent traits and conditions from fully participating in society. The Council also pledged to work across the city to make Cardiff more neurodivergent friendly.

In response, PSB partners joined Cardiff Council in its efforts to become a Neurodivergent Friendly City, including the development of a city-wide Neurodivergent Friendly Cardiff Strategy and Action Plan. To launch the initiative, a city-wide event was held in March 2024, followed by public engagement and a mapping exercise to assess the existing action plans, strategies, and initiatives of key stakeholders and partners across Cardiff.

A draft Neurodivergent Friendly Cardiff Strategy 2025-2030 has subsequently been developed and is due to be considered by Cardiff Council's Cabinet in summer 2025, with a recommendation to initiate a city-wide public consultation. The draft strategy will focus on promoting inclusion, ensuring access to trusted information, improving understanding of neurodivergence, and enhancing accessibility of public spaces. Following the consultation, the strategy will be refined to reflect feedback before being brought back to Cabinet for approval. Once finalised, the strategy will be shared with PSB members to inform wider partnership working.





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Llyfrgell Caerdydd

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Wellbeing Objective 5

A Capital City that
Works for Wales

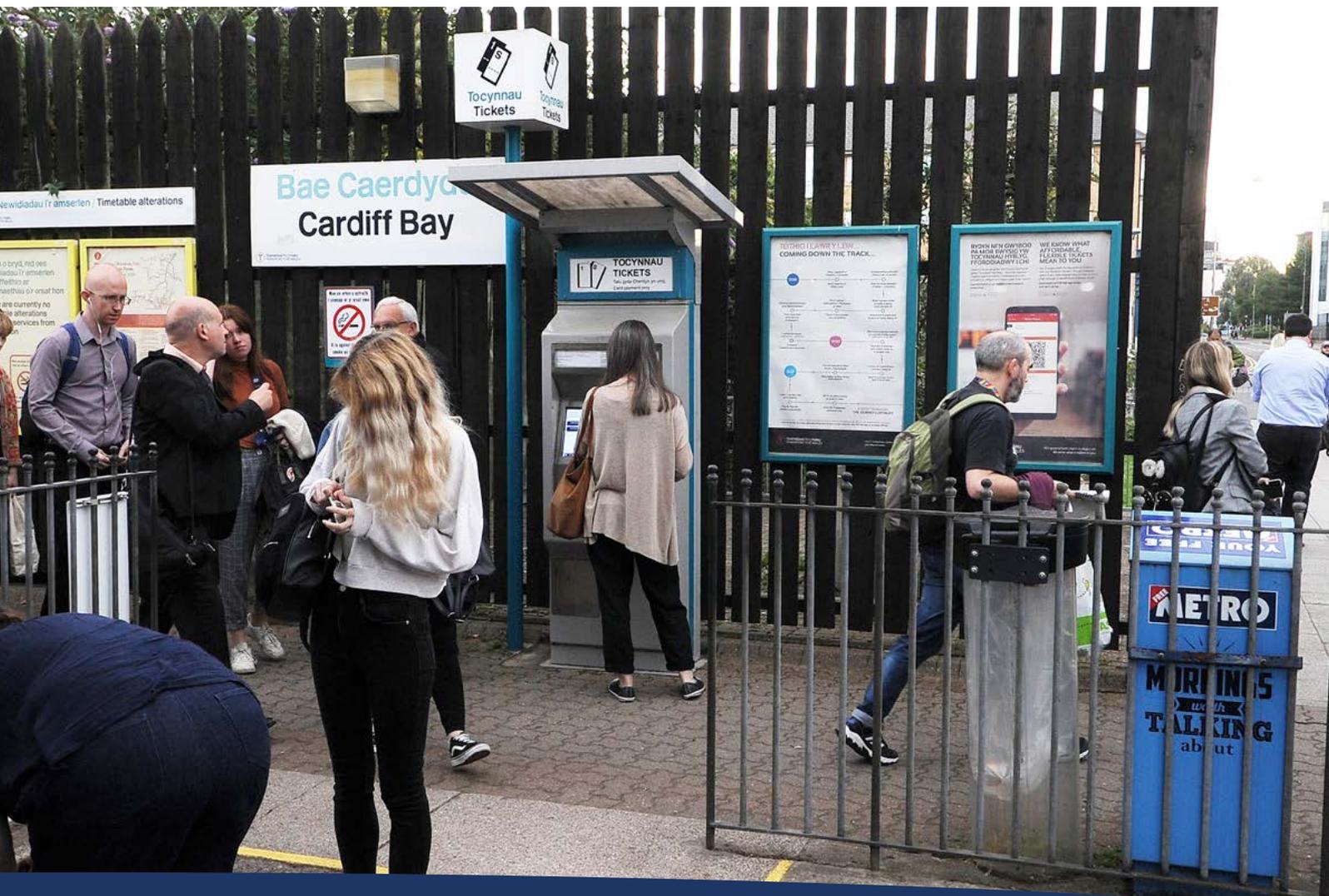




Introduction

As the capital of Wales, Cardiff plays a vital role in driving national prosperity - acting as the centre of Welsh culture, sport, and innovation. The city hosts international events and serves as the economic engine of the wider Capital Region.

The Cardiff PSB recognises the importance of shaping an economy that not only delivers growth but does so in a way that supports wellbeing and sustainability. This means creating good jobs, attracting investment, and supporting innovation - while also regenerating communities, expanding opportunity, and enhancing quality of life.



Measuring Progress

City level outcome indicator PSB is seeking to impact	Date of latest data	Latest Data	Recent Comparable Data	Trend
Unemployment rate of the economically active population aged 16+	January - December 2024	3.9%	5% (January-December 2023)	
GVA per head	2023	£40,064	£37,949 (2022)	
Gross Disposable Household Income per head	2022	£19,106	£18,775 (2021)	
Employee jobs with hourly pay below the living wage	2024	10.7%	9.1% (2023)	
Percentage of population (aged 16-64) qualified to RQF4+ ¹¹	January - December 2024	55.0%	50.7% (January-December 2023)	
Number of apprenticeship learning programmes started in the healthcare and public services sector by Cardiff residents	2023/24 (Academic Year)	1,260	1,370 (2022/23)	
Percentage of people attending or participating in arts, culture or heritage activities at least 3 times in a year	2022-23	83%	84% (2019-20)	
Percentage of people aged 16+ who can speak Welsh	2022/23	12%	13% (2021-22)	

¹¹ The regulatory framework supporting NVQs (National Vocational Qualifications) has been replaced by the Regulated Qualifications Framework (RQF). The different qualification levels can be viewed [here](#).

Overview of PSB work in 2024/25

Increasing Apprenticeship and Trainee Opportunities

Cardiff PSB partners continue to collaborate to expand apprenticeship and trainee opportunities within the city's public services, fostering workforce development and diversity.

In 2024/25, Cardiff Council created 64 new apprenticeship and trainee placements through its Corporate Apprentice and Trainee Scheme, bringing total in-year placements to 153. Cardiff and Vale University Health Board contributed 222 new placements, reaching 385 in-year opportunities. The Health Board also provided work placements and supported employment through partnerships with local schools, colleges, and third-sector organisations.

South Wales Police offers various entry routes, including its annual internship scheme, summer placements targeted at underrepresented groups, and the Police Constable Degree Apprenticeship, which combines work and study. South Wales Fire and Rescue Service, as part of the Welsh Apprenticeships Programme, supported 88 apprentices in 2024/25, including 42 new apprenticeships, equipping individuals with valuable work experience and qualifications.

Natural Resources Wales has strengthened its apprenticeship and placement schemes with Waste Regulation Higher Education placements and Enforcement Apprenticeships. It is actively seeking collaboration opportunities to further expand these programmes.

Looking ahead, partners remain committed to widening access and creating more diverse opportunities across both traditional and corporate functions.

Strengthening the City's Event and Cultural Offer

The city continues to strengthen its event and cultural offer through effective partnership working, enabling the successful delivery of a diverse annual events programme while maintaining business-as-usual operations during major events. The Cardiff Music City Festival will return in 2025 following a successful 2024 launch, which attracted around 60,000 attendees and generated over £3 million in economic impact. The city also hosted the European Professional Club Rugby (EPCR) Championship Finals in May 2025, further reinforcing its position as a leading destination for major international events. Preparations are now underway for hosting UEFA Euro 2028 matches, supported by the development of a new Tourism & Events Strategy and refreshed Cultural Strategy to guide the city's future offer. City centre footfall reached 44.8 million in 2024/25. While this remains below pre-pandemic levels, overall trends are broadly positive despite wider economic pressures.



Championing the Welsh Language

To play its part in meeting the Welsh Government's Cymraeg 2050 target of one million Welsh speakers, Cardiff must see a steady increase in Welsh language proficiency. According to the Annual Population Survey for the year ending September 2024, an estimated 83,300 people aged 3 and over in Cardiff speak Welsh - around 22.8% of the population. This is significantly higher than the 12.2% reported in the 2021 Census and surpasses the 45,389 Welsh speakers required by the end of 2024/25 to stay on track for the 2050 goal. While the latest survey suggests Cardiff is ahead of trajectory, the difference between survey and Census data means these figures should be interpreted with some caution, however.

Cardiff's 2022-27 Bilingual Cardiff Strategy, which supports both Cymraeg 2050 and the city's Welsh in Education Strategic Plan (WESP), continues to drive progress. In 2024/25, key milestones included hosting

Gyrfa Gymraeg, the city's flagship careers event for Welsh-medium learners, for the second consecutive year, attracting over 700 pupils from across South Wales. Cardiff also became the first Welsh city to complete a Welsh language impact assessment of its Replacement Local Development Plan – a significant step in embedding the language into future planning decisions.

Further achievements include the successful conclusion of the Cymraeg i Bawb (Welsh for All) pilot, chaired by Cardiff Council in partnership with local and national organisations to enhance access to Welsh-medium education across the Southeast Wales region. The programme will now be expanded nationally with increased Welsh Government support.

Looking ahead, the Bilingual Cardiff Strategy will be updated in 2025/26 to strengthen data collection and incorporate findings from newly developed Welsh language policies.





#FRIDAYSFORFUTURE
#CLIMATESTRIKE
#SUOPERO MONDIALE PER IL FUTURO
#ACTNOW #EMERGENCY

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PLANET B



Wellbeing Objective 6

One Planet Cardiff





Introduction

Cardiff is already feeling the effects of the climate and nature emergencies, with more extreme weather patterns, pressures on biodiversity, and growing risks to infrastructure, public health and food security. These challenges are closely linked and wide-ranging, demanding significant changes to the way the city grows, how services are delivered, and how systems such as transport, energy, waste and water are managed.

In response, the Cardiff PSB is working collectively to drive action. Over the past year, partners have advanced efforts to assess climate risks, reduce emissions, promote nature recovery, and support healthier, more sustainable ways of living. With pressures continuing to grow, the years ahead will be crucial for deepening collaboration and ensuring sustained progress across the city.



Measuring Progress

City level outcome indicator PSB is seeking to impact		Date of latest data	Latest Data	Recent Comparable Data	Trend
Per capita CO2 emissions (t)		2022	4.2t	4.6t (2021)	
Percentage who travel to work by sustainable transport		2024/25	49.1 %	48.7 % (2023/24)	
Average NO2 concentration at residential locations		2022	14µg/m3	13µg/m3 (2021)	
Average PM10 concentration at residential locations		2022	14µg/m3	14µg/m3 (2021)	
Average PM2.5 concentration at residential locations		2022	9µg/m3	9µg/m3 (2021)	
Green Flag accredited parks	Number of Green Flag Awarded Sites	2024/25	22	19 (2023/24)	
	Number of Green Flag Community Awarded Sites		23	22 (2023/24)	
Percentage of people who live within walking distance of high-quality green space		2018-19	95 %	<i>No comparable data available.</i>	
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)		2020	15.4 %	<i>No comparable data available.</i>	

City level outcome indicator PSB is seeking to impact	Date of latest data	Latest Data	Recent Comparable Data	Trend
Percentage who feel confident in buying food that is produced in an environmentally friendly way	2024	37.9 %	39.7 % (2022)	
Percentage who feel there is a movement for good food in Cardiff	2024	34.6 %	36.6 % (2022)	
Number of properties in Cardiff registered to Natural Resources Wales' (NRW's) Flood Warning Service ¹²	17 Jun-25	8,112	<i>Figures for 2025 onwards are not comparable with previous years due to potential changes in the methodology.</i>	
Percentage of municipal waste reused/recycled/composted	2023-24	60.1 %	61.6 % (2022-23)	

¹² In previous years, this figure was provided to NRW by the Environment Agency (EA) and referred to the number of properties potentially warned, comprising all properties fully registered with the Flood Warning Service as well as those provided by mobile/landline companies. Since NRW left the EA in August 2024, it now produces its own figures. This year, the measure has changed to number of registered addresses, which only includes those that have actively signed up to receive flood warnings. This measure is not comparable to previous EA figures due to differences in data collection. Note: The number of properties signed up to the service may fluctuate over time due to flood extent map adjustments, data cleansing, resident turnover, etc.



Overview of PSB Work in 2024/25

Responding to the Climate Emergency

Building on the foundation laid by the 2021 publication of the One Planet Cardiff (OPC) Strategy, the city continues its progress towards carbon neutrality. Central to this effort is the Climate Emergency Board (CEB), a sub-group of the Cardiff PSB that brings together public service partners alongside wider city stakeholders, including universities and utility companies. The CEB's role remains vital in sharing best practice, exploring collaborative initiatives, and driving coordinated action in response to the climate emergency.

Among the CEB's recent achievements is its contribution to the development of the Cardiff Local Area Energy Plan, a critical blueprint assessing the requirements to decarbonise energy across the city by 2050. The CEB has also influenced Cardiff's Replacement Local Development Plan to ensure it supports sustainable, net-zero development across the city. Collaborative procurement efforts have gained momentum through engagement with a Welsh Government-led procurement framework, which has enabled local authorities to jointly purchase electric vehicles and deliver significant cost savings. In addition, the CEB's support for the Coed Caerdydd initiative has been a key highlight, with over 36,500 trees planted during 2024/25 alone, bringing the total since launch to more than 118,000.

Despite these advances, reaching a net-zero carbon position across the city remains challenging and will almost certainly not happen without a step-change in government. Latest data from 2022 indicates that total emissions within the city boundary fell by 8.3% since 2019, an encouraging improvement compared to earlier years. Transport, however, remains the highest-emitting sector, responsible for 40% of city emissions, with only modest declines seen in recent years. Domestic emissions have seen a more substantial reduction, while public sector emissions have improved after an earlier increase, reflecting progress among health, local government, and emergency services.

Looking ahead, the CEB will continue to explore opportunities to optimise electric vehicle infrastructure, including shared depot arrangements. Additionally, the CEB will continue to explore opportunities related to behaviour change, procurement-related emissions and estate efficiency. As a vital forum for partnership, innovation, and collective ambition, the CEB plays a key role in Cardiff's net-zero transition. However, achieving true net-zero status will require substantial government investment and sustained collaboration.

Climate Adaptation

Alongside efforts to reduce carbon emissions, the Cardiff PSB is progressing work to strengthen the city's resilience to the impacts of climate change. Over the past year, the PSB has advanced the development of a comprehensive Climate Change Risk Assessment (CCRA) for Cardiff, aimed at deepening the collective understanding of local climate risks and identifying opportunities for joint action.

In July 2024, the PSB formally agreed to commission the assessment, with funding secured through the UK Shared Prosperity Fund. A consultant was appointed in December 2024 to deliver the assessment, following a collaborative procurement process led by Cardiff Council on behalf of PSB partners, based on the 61 national climate risks and opportunities identified in Climate Change Risk Assessment 3 (CCRA3) for Wales, and incorporating localised climate projections tailored to Cardiff.

A bespoke framework has subsequently been developed to align with the classifications, asset types, and risk scoring methodologies best suited to PSB operations. Each partner identified a lead contact to support the work, sharing relevant data and participating in structured interviews. A joint workshop for PSB representatives was also held to support a shared understanding of emerging risks and opportunities.

As the assessment nears completion, the Cardiff Climate Emergency Board and the Vale of Glamorgan's Asset Management and Climate Emergency Sub-Group will take part in a joint foresight session in summer 2025, facilitated by the Future Generations Commissioner's Office. This workshop will explore key risks and scenarios using futures tools, helping to shape strategic responses and inform the next stage of collaborative climate adaptation planning.

Completing and Sustaining Implementation of the Healthy Travel Charter

The Cardiff Local Nature Partnership (LNP) continues to bring together cross-sector stakeholders to support initiatives that protect and enhance biodiversity. The Partnership plays a key role in encouraging outdoor recreation and promoting the use of green and blue spaces, including parks, rivers, waterways, and outdoor activity centres.

In 2024/25, Cardiff's green and blue infrastructure supported an estimated 570,000 visits linked to formal recreational activity, with the actual number of visits likely to be much higher. This ongoing engagement highlights the crucial role of outdoor spaces in fostering inclusive recreation and wellbeing.

A key focus of the LNP has been progressing the development of a Local Nature Recovery Action Plan (NRAP), which will contribute to the aims of the National Nature Recovery Action Plan. Following public consultation in 2023/24, work during 2024/25 focused on engaging with local wildlife groups and experts. A full list of proposed actions has now been compiled, with the final draft of the Plan due in summer 2025. Supporting information and ideas for action will be shared through new Outdoor Cardiff webpages, set to launch later in the year.

Progress also continues on a whole catchment approach to water resource management in the River Ely catchment, led by Natural Resources Wales. Following a Natural Capital Assessment and extensive stakeholder engagement, shared priorities have now been identified to support river restoration, flood management and water quality improvements. The next phase will focus on developing a catchment-wide plan to target improvements where they can have the greatest impact. Further river restoration projects are also underway across Cardiff, including initiatives at Nant y Wedal (Heath Park), Roath Brook (Roath Recreation Ground), and Nant Glandulais (Peppermint Park, Pontprennau).

Promoting Healthy, Local and Low-Carbon Food

In October 2024, Cardiff was awarded the Gold Sustainable Food Places Award, becoming the first city in Wales to achieve bronze, silver, and gold status. This significant milestone recognises Cardiff's long-standing and collaborative efforts to build a healthy, sustainable, and equitable food system. The award submission was led by Food Cardiff – a city-wide partnership of individuals and organisations working to promote healthy, environmentally sustainable and ethical food across the city. Cardiff's achievement places it among a small number of pioneering UK cities that have demonstrated system-wide leadership in transforming their local food environments. It reflects the strength of partnership working across the city and the role of food in addressing wider goals around health, climate change, and social justice.

At the same time, the 'Demonstrator' phase of the Cardiff Capital Region-funded food innovation programme has continued to support new ways to grow, distribute, and decarbonise the local food sector. Discussions are now underway to consider how this work can be scaled or further developed. Elsewhere, the Public Health Intervention Responsive Studies Team (PHIRST), working with Cardiff and Vale University Health Board, Cardiff Council, and the Vale of Glamorgan Council, has been exploring public perceptions of food and drink advertising in the local area, particularly in relation to products high in fat, sugar, and salt. This work aims to understand the potential health impacts of reducing unhealthy food promotion and will inform future policy interventions. Further progress has also been made through the city's planning system, with new policies supporting local food growing now included in Cardiff's Deposit Replacement Local Development Plan. These policies aim to embed food more firmly within the city's approach to urban development.

Building on this momentum, work is now underway to develop a refreshed Good Food Cardiff Strategy, which will outline the city's next ambitions in creating a healthier, more sustainable food landscape.

Completing and Sustaining Implementation of the Healthy Travel Charter

Partners across Cardiff have continued to work together to embed the Healthy Travel Charter, with collaboration through the Cardiff and Vale peer group helping to sustain momentum and share learning. Practical initiatives like the Dr Bike sessions, funded by Cardiff and Vale University Health Board's Public Health Team, have proven highly popular, regularly oversubscribed and well-received by staff. These efforts have been supported by wider improvements to active travel infrastructure and continued progress on the South Wales Metro, encouraging more staff to walk, cycle or use public transport for their commute.

Nationally, Welsh Government, Transport for Wales and Public Health Wales have begun work on a more unified offer for employers, drawing on the Charter model and aiming to launch in 2025/26. In parallel, new evaluation methods, including Ripple Effects Mapping, are being explored to better capture impact. Although local-level data remains limited, the launch of a new National Travel Survey marks an important step forward in understanding travel behaviour over time. Charter partners continue to actively promote awareness campaigns and meet regularly to coordinate communications and strengthen joint working.





Wellbeing Objective 7

Modernising and Integrating our Public Services





Introduction

In response to rising demand and ongoing financial pressures, public services across Cardiff are committed to a programme of modernisation aimed at delivering resilient, efficient, and inclusive services for all residents. This involves streamlining processes, embracing integrated service models, and making better use of public assets, while adopting innovative ways of working that leverage digital technology and artificial intelligence.

As Cardiff’s public services adapt to current and future challenges, the PSB remains dedicated to ensuring that this transformation is grounded in a workforce and culture that reflect and respond to the city’s rich diversity. Through this commitment, services will be better equipped to meet the complex needs of all communities and promote long-term wellbeing across the city.



Measuring Progress

City level outcome indicator PSB is seeking to impact	Date of latest data	Latest Data	Recent Comparable Data	Trend
Percentage satisfied with the quality of public services in Cardiff	2024	49.9 %	49.4 % (2022)	
Percentage of people satisfied with their ability to get to/access the facilities and services they need	2021-22	92 %	90 % (2020/21)	

Overview of PSB Work in 2024/25

Strengthening Partnership Working

The Cardiff PSB's Local Wellbeing Plan (2023-28) and the Cardiff and Vale RPB's Area Plan (2023-28) were developed in close collaboration, setting out priorities for partnership action across the city's public services. Alongside plan development, a review of partnership governance and delivery arrangements was undertaken to simplify structures and clarify responsibility and accountability for the agreed partnership priorities. This review also clarified the respective oversight roles of the PSB and RPB. As a result, tangible progress has been made in areas such as community safety and safeguarding, partnership asset management, and the development of digital and data capabilities. The revised approach has been recognised as an example of best practice in Wales, with Cardiff invited to present its work to the Ministerially convened Partnership Council with local government leaders.

Given the scale and complexity of demand across the public service system, the PSB commissioned a strategic review in early 2025 to explore how Cardiff could build on this strong platform. The review was led by Stephen Taylor, former Director of the Leadership Centre for Local Government and one of the thought leaders behind the concept of 'Total Place'. Drawing on interviews with all PSB member organisations, the review confirmed that Cardiff has a strong culture of partnership working and a shared ambition to accelerate progress in tackling some of the city's most persistent, system-wide challenges.

In May 2025, the PSB agreed to adopt a 'Total Place v2.0' approach. This will involve a new programme of intensive, data-led collaboration focused on developing preventative responses in the areas where need is greatest and costs are highest. This includes work to better support a small number of individuals who

currently require repeated intervention from multiple services due to complex and unmet needs, often leading to duplicated assessments and fragmented support. It will also involve targeted investment in specific communities, recognising that different localities across the city face distinct challenges and opportunities that require tailored, place-based public service involvement.

Increasing the Use of Data, Including Shared Data, Across Public Services

Strengthening the use of data, including shared data, remains central to the PSB's ambition to deliver more integrated, preventative and person-centred public services. Over the past year, significant progress has been made in using data to inform earlier intervention, support frontline decision-making, and drive service reform.

A key milestone was reached with the launch of the Single View of the Child system in March 2025. The project responds to learning from serious case reviews across the UK, which have repeatedly highlighted how more effective information sharing between agencies could help prevent harm and improve outcomes for children. The system consolidates data from various Council services - including Education and Youth Justice - providing frontline social workers with a more comprehensive view of a child's circumstances, supporting more timely, informed decision-making. Work is ongoing to expand the system to incorporate data from Youth Services, Housing, and Health, with plans to introduce additional datasets and user groups over time.

Alongside this, the PSB continues to build capability in data-led service delivery through tools like the Community Safety Dashboard and City Dashboard, which support better understanding of local trends and more targeted action. These platforms are being further developed to improve accessibility, automate updates, and broaden the range of data available to partners.

An Integrated Approach to Managing and Developing Assets

Partners have continued to take a more strategic and integrated approach to the management and development of public sector land and property, recognising the critical role that shared assets play in delivering more joined-up, efficient and accessible services. The re-establishment of the Partnership Asset Management Board (PAMB) has provided renewed momentum to this agenda, offering a senior-level forum for aligning capital strategies, identifying opportunities for co-location, and supporting the delivery of shared priorities across Cardiff and the Vale of Glamorgan.

In 2024/25, the PAMB's updated terms of reference were agreed, strengthening its role in supporting the work of both the Cardiff and Vale of Glamorgan PSBs and the Cardiff and Vale RPB. Underpinned by the RPB's Strategic Capital Plan, partners are progressing a number of priority schemes, including the development of new integrated hubs. These hubs seek to bring services and staff together in a single, fit-for-purpose space, enabling a more holistic offer to residents and contributing to wider ambitions for prevention, early intervention and community wellbeing.

There is also a continued focus on ensuring that capital investment delivers broader economic and environmental benefits, maximising local employment and supply chain opportunities, while supporting the transition to net zero. From a decarbonisation perspective, Cardiff Council and Cardiff and Vale University Health Board are working closely to embed carbon reduction plans in procurement and to influence emerging statutory guidance under the Social Partnership and Public Procurement (Wales) Act 2023. Carbon reporting remains a complex area, but new tools and pilot projects are laying the groundwork for more accurate, supplier-specific data in future years.

While challenges remain - including inflationary pressures, construction market volatility and capacity constraints across all partners - there is strong and sustained commitment to collaborative working. This work builds on a solid foundation of joint delivery to date and is helping to ensure that public assets are planned and used in a way that delivers the greatest possible value for communities.

Increasing Levels of Citizen Engagement in Decision Making

Listening to the voices of citizens remains central to the way public services are shaped and delivered in Cardiff. Co-production, engagement and consultation continue to be fundamental tools in ensuring that services reflect the lived experiences, needs and aspirations of local communities.

Building on the progress made in recent years, Cardiff PSB partners have strengthened their shared approach to understanding what matters to residents. The Consultation Overview Report, now established as an annual publication, brings together key findings from engagement and consultation exercises undertaken by partners across the city. Organised around the PSB's Well-being Objectives, the report provides a consolidated view of public sentiment on a range of key issues - from service access to community wellbeing - and includes demographic analysis to highlight how views and experiences differ across groups. The next edition is due for publication in summer 2025.

To complement this work, a Cardiff and Vale Public Services Engagement Partnership has been established, with the aim of building a more joined-up and collaborative approach to public engagement across the region. The group brings together engagement professionals from across the Cardiff and Vale of Glamorgan public service landscape and has met regularly over the past year to align priorities, coordinate activity, and promote shared learning.

In the context of growing pressures on communities and public services alike, the partnership will play an important role in ensuring that local voices continue to shape decisions. In particular, the group is focused on reaching seldom-heard communities, reducing duplication across organisations, and promoting best practice in meaningful, inclusive engagement. An annual progress report will be presented to the Cardiff and Vale of Glamorgan PSBs, supporting transparency and ongoing improvement.

Leading Public Services that Respond to and Reflect the Diversity of the City

Cardiff Council established the Cardiff Race Equality Taskforce in July 2020, bringing public sector partners and major employers together to address racial discrimination and promote race equality in the city. The Taskforce published its final report in March 2022, setting out 31 recommendations across five thematic areas: employment and representative workforce; education and young people; citizen's voice; health; and criminal justice. All recommendations were formally accepted by Cardiff Council and endorsed by the Cardiff PSB, with responsibility for implementation shared across the city's public sector. In response to an early recommendation of the Taskforce, the Cardiff PSB established the Public Service Equality Network to support delivery of the agreed actions, promote equality within the workplace, and ensure continued focus on improving outcomes for Cardiff's diverse communities.

In summer 2024, the Taskforce was reconvened to assess progress. It concluded that significant steps had been taken to deliver many of the agreed actions,

particularly in relation to supporting employment pathways. However, the Taskforce also identified areas where further attention is needed, particularly around diversifying the school and council workforce, fully leveraging social value to benefit local communities, and advancing racial equity within the justice system.

To maintain momentum, outstanding and ongoing actions have been embedded within existing policy frameworks. For example, recommendations relevant to Cardiff Council are now part of the Council's Strategic Equality Plan 2024-28, while those requiring a broader response are being monitored through the Public Service Equality Network. The Network has also undertaken a review of best practice and developed a new set of actions to drive change across five priority areas: leadership and culture; equality, diversity and inclusion training; workforce diversity; inclusive and informed service delivery; and social value.

The Cardiff PSB will continue to oversee and support this work through its annual reporting, ensuring that progress remains visible, and that race equality stays at the heart of public service delivery in Cardiff.

