

# Greener, Fairer, Stronger

## City Recovery and Renewal Strategy



# Introduction

- Covid-19 has changed cities and influenced trends
- Need to reconsider development strategy in light of these changes
- Strategy provides initial response and to begin engagement / discussion
- Outlines:
  - Influences / trends / impact
  - Immediate recovery
  - Key 'Missions' of our response
- Overview of engagement



# What we know...

- Big impact on unemployment
- Certain groups and sectors hit more than others:
  - Young
  - Hospitality and events
  - Exposed existing inequalities
- Almost half of city's workforce was working from home at the peak
- City centre virtually closed – venues still closed
- Changes in the way we use and move around our city
- BUT.... we've seen demand return quickly



# UK Context

- An overnight shift to home working
- An acceleration of the shift to online retail
- But, the city centre as an 'experience' for shopping, eating and drinking appears resilient.
- The rediscovery of the local
- The pandemic has widened existing inequalities



# International Context

- News of the death of cities has been greatly exaggerated....
- Opportunities for smaller cities
- “Amazonisation” of our cities
- Hybrid working – not wholesale work from home
- Events will still play a role
- More ‘curated’ cities and city centres
- Momentum behind the green agenda



# 10 key trends

1. News of the death of cities has been greatly exaggerated
2. A new model of working will emerge
3. A reboot of the retail experience
4. The city as experience
5. The local, rediscovered
6. Digitisation – of everything – will continue
7. Without concerted action, the gap between rich and poor will widen
8. Unlocking lockdown
9. Preparing for the next shock to the system
10. Good governance matters



# Recovery and Renewal: Greener, Fairer, Stronger

Recovery	Renewal
What do we need to do now to support jobs and communities?	How do we create a better city for the future?
<b>Immediate recovery issues</b>	<b>Key Missions for the city</b>
<i>Supporting businesses and safeguarding jobs</i>	<i>Creating more, and better, jobs and a better city to live in and visit.</i>



# Immediate Recovery Issues

Theme	Actions	
City Centre	<ul style="list-style-type: none"> <li>• City Centre Marshals</li> <li>• New permit arrangements for businesses</li> <li>• Opening of Castle grounds</li> <li>• Animation of Churchill Way, Hills Street and other key locations</li> <li>• Commuting plan</li> </ul>	<ul style="list-style-type: none"> <li>• Continued monitoring of parking provision</li> <li>• Establish Park and Stride schemes where appropriate</li> <li>• Improved signage and wayfinding</li> <li>• Promotion of staycations and domestic tourism</li> <li>• Adoption of child friendly measures</li> </ul>
District Centres	<ul style="list-style-type: none"> <li>• Public realm improvements</li> <li>• Greening of spaces</li> </ul>	<ul style="list-style-type: none"> <li>• Investment in active travel</li> <li>• Additional promotion</li> </ul>
Employment Support	<ul style="list-style-type: none"> <li>• Continuation of Economic Task Force</li> <li>• Use of Kickstart Scheme within the Council and across partners</li> </ul>	<ul style="list-style-type: none"> <li>• Increased support for Into Work Services</li> </ul>
Events	<ul style="list-style-type: none"> <li>• Roll out of test events</li> </ul>	<ul style="list-style-type: none"> <li>• Support for venues where restrictions continue</li> </ul>
Cardiff Bay	<ul style="list-style-type: none"> <li>• Visitor attractions</li> <li>• Increased waste collections</li> </ul>	<ul style="list-style-type: none"> <li>• Greater use of open space</li> </ul>
Safe	<ul style="list-style-type: none"> <li>• Continued roll-out of vaccination and Test, Trace, Protect (TTP)</li> </ul>	
Business Support	<ul style="list-style-type: none"> <li>• Working with Welsh Government to provide direct business support</li> </ul>	<ul style="list-style-type: none"> <li>• Continued signposting and promotion of business support schemes</li> </ul>





# Key Missions

- **Mission 1:** Reimagine the city centre
- **Mission 2:** A City for Everyone
- **Mission 3:** A City of Villages
- **Mission 4:** Culture and sport-led renewal
- **Mission 5:** Tech City
- **Mission 6:** One Planet Recovery



# Mission 1: Reimagine the city centre

Our Priorities	Proposed Projects
<ul style="list-style-type: none"><li>• Accelerate the completion of the Central Business District.</li><li>• Support existing businesses to grow.</li><li>• Improve existing – and establish new – public spaces.</li><li>• Take a more direct role in managing the future of the city centre.</li><li>• Put culture and arts at the centre of the recovery.</li><li>• Making a city centre that is safe, clean, welcoming and attractive.</li><li>• Create a city centre that is fully accessible.</li></ul>	<ul style="list-style-type: none"><li>• Complete Central Square and Central Quay</li><li>• Complete Metro Central and the new Bus Station</li><li>• Develop the Canal Quarter, with an emphasis on water and green space.</li><li>• Implement a new scheme on Castle Street.</li><li>• Explore plans for a network of new squares.</li><li>• Deliver plans for a new Metro link between Central Station and Cardiff Bay</li><li>• Complete a cycle loop around the city centre</li><li>• Invest in pocket parks and street greening</li><li>• Keeping Cardiff Castle open as a public park.</li><li>• Develop specific ‘Transforming Towns’ proposals with Welsh Government.</li><li>• Establish new safe and secure cycling hubs</li><li>• Establish new city centre management arrangements</li><li>• Develop plans for a new creative hub in the city centre</li><li>• Adopt a new ‘home grown’ events strategy</li><li>• Deliver further investment in Cardiff Market</li></ul>



# Mission 2: A City for Everyone

Our Priorities	Proposed Projects
<ul style="list-style-type: none"><li>• Use the role of the Council as an economic anchor institution, and Council policies, procurement and partnerships to drive economic recovery.</li><li>• Ensure that the benefits of the city's regeneration and development programme are felt across all communities.</li><li>• Become a Child Friendly City.</li><li>• Ensure that the new models of support in place for the city's most vulnerable residents are maintained.</li><li>• Address the long term driver of health inequalities, including investing in housing, education and local communities.</li><li>• Ensure that Cardiff is a city where we can all feel safe and welcome.</li></ul>	<ul style="list-style-type: none"><li>• Gain status as a UNICEF Child Friendly City.</li><li>• Work with partners to deliver the Living Wage City initiative.</li><li>• Work with Welsh Government to make sure all young people can access an offer of a job, training, education or voluntary opportunities.</li><li>• Continuing to invest in our Into Work team.</li><li>• Continue our investment in new schools.</li><li>• Provide additional support and mentoring for young people.</li><li>• Deliver a programme of extra-curricular activity for children.</li><li>• Maintain the radical approach to supporting rough sleepers and the homeless population introduced during the pandemic.</li><li>• Deliver over 2,000 new Council Houses.</li><li>• Support the Race Equality Task Force.</li><li>• Aim to establish social clauses within all major council contracts.</li><li>• Strengthen links between schools, higher education and business to increase the digital and STEM knowledge, skills and experiences.</li></ul>



# Mission 3: A City of Villages

Our Priorities	Proposed Projects
<ul style="list-style-type: none"><li>• <b>Creating safe and accessible local centres.</b></li><li>• <b>Deliver a step change in the provision of public transport and active travel measures.</b></li><li>• <b>Manage, curate and promote local and district centres.</b></li><li>• <b>Invest in existing and establish new green spaces, and actively embracing our waterfront.</b></li><li>• <b>Celebrate the diversity and culture of different parts of our city, including historic assets.</b></li><li>• <b>Deliver a ‘locality’ approach to public services built on the networks of Community and Wellbeing Hubs.</b></li><li>• <b>Align resources to deliver a programme of regeneration in line with the Welsh Government’s Town Centres First Principle.</b></li><li>• <b>Support public service staff to work in an agile way, with community-based spaces in localities across the city.</b></li><li>• <b>Invest in estate renewal, enhancing existing estates and their neighbouring areas.</b></li></ul>	<ul style="list-style-type: none"><li>• Adopt a new Regeneration Strategy to support our district centres and local centres aligning with the Welsh Government’s Transforming Towns Programme.</li><li>• Invest in a network of safe and segregated cycling routes between local centres.</li><li>• Establish 20mph speed limits in residential areas.</li><li>• Transform public transport by working with Welsh Government and Transport for Wales to deliver investment in Cardiff Crossrail, City and Circle Lines and new train stations.</li><li>• Develop proposals for an urban park between the City Centre and Bay by ‘greening’ Lloyd George Avenue to create Cardiff’s equivalent of the New York Highline.</li><li>• Provide active travel plans and effective safe active travel connections for schools.</li><li>• Take forward the Channel View regeneration scheme and new Gasworks development to provide high quality, affordable, sustainable communities.</li><li>• Develop and promote current assets such as the Wales Coastal Path to provide more outdoor attractions for residents and visitors across the city.</li><li>• Expand and enhance our network of local multi-agency hubs.</li><li>• Deliver major new large and small public realm and green infrastructure investment.</li><li>• Support investment in co-working, innovation and start-up hubs within our city’s communities.</li><li>• Consider the expansion of existing city centre management arrangements to include district centre management.</li><li>• Promoting district and local centres through ‘Visit Cardiff neighbourhoods’.</li></ul>



# Mission 4: Culture and Sport-led renewal

Our Priorities	Proposed Projects
<ul style="list-style-type: none"><li>• Put culture at the heart of redevelopment.</li><li>• Invest in our creative infrastructure, recognising the role that culture and creativity can play in developing a better city.</li><li>• Embrace Cardiff's Music City Strategy to make Cardiff the first city in the UK to incorporate music into its city structure.</li><li>• Support investment to unlock participation in sport at all levels.</li><li>• Develop a new post-Covid Events Strategy with Welsh Government to support a home-grown focussed events sector, supporting our own businesses in developing our visitor economy.</li></ul>	<ul style="list-style-type: none"><li>• Deliver the new 15,000 seat arena and establish an associated grassroots music support programme.</li><li>• Develop a new creative partnership for Wales in the heart of Cardiff Bay.</li><li>• Develop proposals for public realm improvements in Womanby Street.</li><li>• Develop a culture-led regeneration scheme for Mount Stuart Square.</li><li>• Establish plans for new creative hubs for businesses both in the city centre and in our district centres.</li><li>• Deliver the Cardiff Music City festival.</li><li>• Develop the business case for a new Centre of Contemporary Arts for Cardiff.</li><li>• Explore the feasibility of Cardiff as a host city for the 2030 World Cup.</li><li>• Deliver a new velodrome and outdoor cycling and running facility at the International Sports Village.</li></ul>



# Mission 5: Tech City

Our Priorities	Proposed Projects
<ul style="list-style-type: none"><li>• Establish Cardiff City Centre and Cardiff Bay as 'Tech Central' for Wales.</li><li>• Support a 'start-up to IPO' tech ecosystem.</li><li>• Strengthen relationships between the Council and universities.</li><li>• Invest in the infrastructure to support tech businesses.</li><li>• Embed technology in the future delivery of public services.</li></ul>	<ul style="list-style-type: none"><li>• Deliver a new 'Tech City' approach that delivers dedicated programmes for support for the tech, finance, creative and life sciences sectors.</li><li>• Establish an Equity Fund for high growth businesses in the city.</li><li>• Support the development of a new Tramshed Tech network in the city to provide a full spectrum of support for emerging tech business.</li><li>• Support the development of a business case for a new Life Sciences Park with the Cardiff and Vale University Health Board.</li><li>• Support the delivery of Cardiff Parkway.</li><li>• Establish a new formal arrangement with the city's universities.</li><li>• Develop a plan for Cardiff to become a Smart City to manage energy, traffic flows, congestion and air quality.</li><li>• Work with partners to develop city to city rail links including improved services to London, Bristol and Swansea.</li><li>• Bring forward proposals for incubation space and business expansion space for the fintech, creative and cyber security sectors.</li><li>• Develop the case for relocating a major UK Government department to Cardiff as part of the Places for Growth programme.</li></ul>



# Mission 6: One Planet Recovery

Our Priorities	Proposed Projects
<ul style="list-style-type: none"><li>• Deliver the One Planet Cardiff Strategy, with the aim of becoming a carbon neutral city by 2030.</li><li>• Use the Green Recovery to create local jobs.</li><li>• Develop planning policy and guidance to facilitate and maximise low energy, resource efficient and resilient development.</li><li>• Use the power of the Council's spending and investment decisions to deliver maximum social and environmental gain.</li><li>• Invest in sustainable homes and neighbourhoods.</li><li>• Develop the infrastructure to make Cardiff the most electric vehicle friendly city in the UK.</li><li>• Ensure the city is prepared for and protected from flooding events.</li></ul>	<ul style="list-style-type: none"><li>• Work with regional partners to develop proposals for a mass retrofit programme for homes.</li><li>• Seek to establish a real time publically accessible clean air monitoring network across the city</li><li>• Deliver 4,000 new sustainable homes, built to low carbon standards.</li><li>• Continue investment in active and sustainable travel.</li><li>• Deliver an integrated and segregated cycle network, and develop Active Travel Plans for all schools</li><li>• Investigate a new pipeline of renewable energy generation projects.</li><li>• Deliver Phase 1 and Phase 2 of a Local Heat Network for Cardiff Bay and the City Centre.</li><li>• Explore with partners proposals for tidal power to harness the energy potential of the Severn Estuary.</li><li>• Establish proposals for a programme of electric vehicle infrastructure investment.</li><li>• Work with Cardiff Bus and other bus companies to 'green' the city's bus fleet.</li><li>• Promote healthy, local and low-carbon food through delivering the Cardiff Food strategy.</li><li>• Establish a City Tree Farm as part of the ambition to increase the city's tree canopy coverage and deliver the Coed Caerdydd programme.</li></ul>



# Engagement

- Launch event with Cardiff University
- Deliver stakeholder engagement programme with Cardiff University
- Online public engagement programme
- Dedicated Child Friendly programme, and Child Friendly material
- Specific engagement with representative groups

Results of the engagement will be presented back to Cabinet later this year.





# Engagement

- The full draft strategy can be found:
  - [Cabinet 20 May 2021 Recovery Greener Fairer Economy App 1.pdf \(modern.gov.co.uk\)](#)

