

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



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



Mission 2: A City for Everyone

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



Mission 3: A City of Villages

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



Mission 4: Culture and Sport-led renewal

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



Mission 5: Tech City

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



Mission 6: One Planet Recovery

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



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 \(modern.gov.co.uk\)](#)

