

# Cardiff

## Liveable City Report



October 2015

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## A Liveable City

The most successful cities are those that offer a high quality of life as well as a high quality of job opportunity. Cities like Cardiff. That's why we've put liveability at the centre of our long term strategy for Cardiff and for the Cardiff Capital Region. This requires much more than a thriving economy and excellent job opportunities – it requires creating great public spaces and access to our natural environment, culture, high quality schools and learning opportunities, as well as a commitment to protect the most vulnerable. It's about taking a much broader approach, appreciating everything that makes a city a great place to live.

If we are to achieve our vision of Cardiff becoming Europe's most liveable capital city, we need to first of all understand how our city is performing.

This report outlines our strengths and our weaknesses, and compares our performance to that of other major UK cities which face similar challenges, across the factors that make up a great liveable city:

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

The strengths far outweigh the weaknesses. As one of the fastest growing and most highly skilled cities in the UK we were recently named as the 'Best City for Young People in Britain' as well as the 'UK's most liveable city.' The European Commission's Urban Audit also placed Cardiff as the highest ranking UK city and the 6th most liveable capital city in Europe. We can be number one.

Cardiff is well placed to build on its success and become Europe's most liveable capital city – a great place to work and do business; which attracts and retains the best talent; a place where people love to live and a city of opportunity for everyone, regardless of background.



**Cllr Phil Bale**  
Leader, City of Cardiff Council

Successful liveable cities offer a viable alternative to the world's mega-cities





## Commentary from Jonathon Porritt

People like living in Cardiff! The city scores well in most quality of life indices. And that includes young people: in a 2013 poll, 70% of young people said they loved their work, and were happy with their work-life balance in Cardiff.

So that's a good starting point – and important in a city that is likely to be the UK's fastest-growing city between now and 2034. Managing that growth will be a huge challenge – as will its vision of becoming Europe's most liveable capital city.

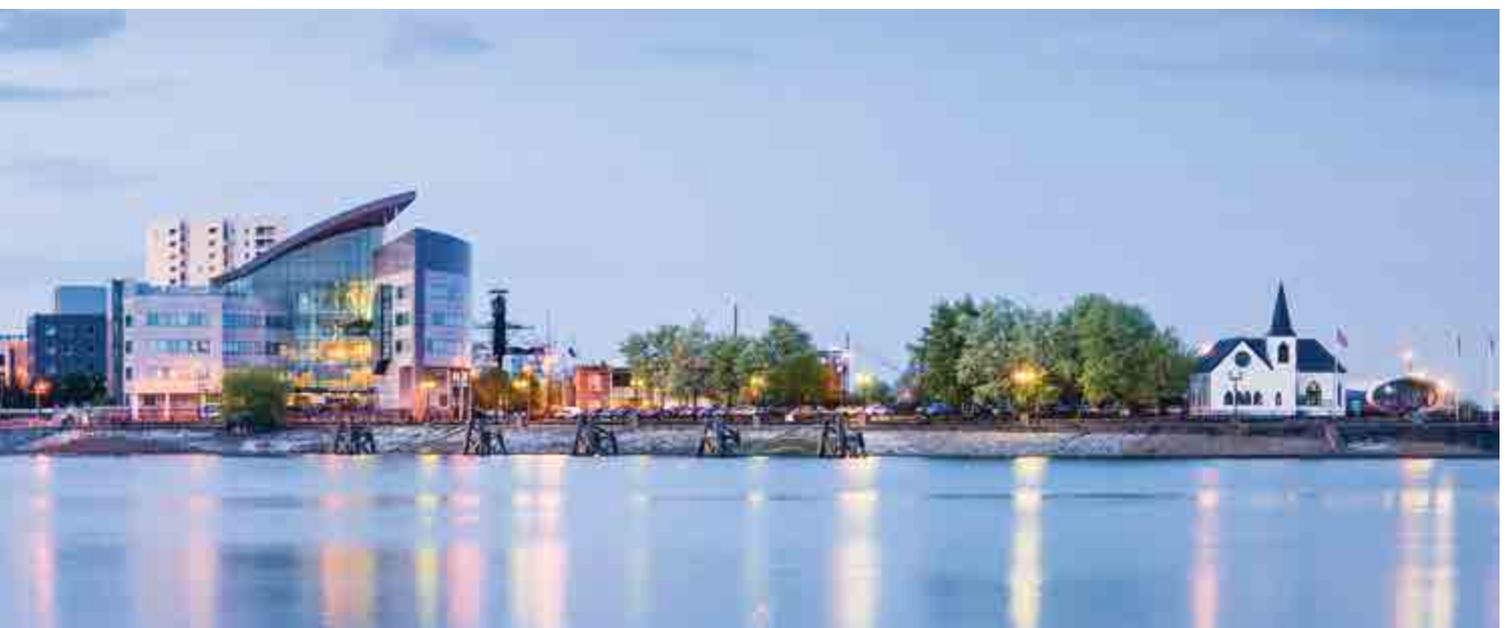
Liveability is all about the things that matter most to people: work, health, education, quality of life, a clean and sustainable environment, feeling safe in their homes and when out and about. All these things matter, and any attempt to boost performance in one area at the expense of the rest is bound to fail.

It's the synergies that matter. Just take health: the interventions that are needed to address significant problems in Cardiff around obesity, physical activity and diet will all improve liveability in other respects – in terms of better transport, cleaner air, reduced health inequalities, a thriving local food economy, low emissions of greenhouse gases and so on.

Whether you call it liveability or sustainability, this is now the challenge that confronts politicians and policymakers across Europe. It's hugely encouraging to see Cardiff aspiring to be amongst the best – and applying itself to what now needs to be done, in practice, to make that happen.



**Jonathon Porritt CBE**  
**Founder and Director of Forum for the Future**





## Why the Liveable City Report?

Cardiff is already one of the most liveable capital cities in Europe. If we are to achieve our vision of becoming number one then we need to understand the city's strengths and weaknesses.

This report explains Cardiff's position in comparison to other core cities and other Welsh areas. It shows where the city is performing well and where Cardiff needs to improve to become an even better place for people to live, work and visit.

## Key terms

**Outcomes** – An outcome is a future condition we want to achieve. Seven high level outcomes have been agreed by the Cardiff Partnership Board and are contained in Cardiff's Single Integrated Plan, "What Matters". The Partnership Board includes representatives from the City Council, Welsh Government, Blue Light services, the health service, Wales Probation Trust, Natural Resources Wales and the third sector.

**Indicators** – performance indicators are ways of measuring progress towards achieving our outcomes. The indicators used in this report have been agreed by the Cardiff Partnership Board.

**UK Core Cities** – the UK core cities is a group of 10 major cities, not including London. Comparisons to these cities, such as Manchester and Leeds, are included throughout this document.

**Cardiff Capital Region** – This includes the following local authorities: Vale of Glamorgan, Bridgend, Rhondda Cynon Taf, Merthyr Tydfil, Caerphilly, Blaenau Gwent, Torfaen, Monmouthshire and Newport. The region accounts for nearly half (48%) of the population of Wales.





## Delivering Our Vision

The Council and partners will need to work together towards a series of outcomes on the issues that are most important to the people of Cardiff

CARDIFF HAS A THRIVING AND PROSPEROUS ECONOMY

This means that everyone in Cardiff should have access to a good quality job, or an opportunity that suits their ambitions.

PAGE 16

PEOPLE IN CARDIFF ARE SAFE AND FEEL SAFE

Safety is always a top priority for residents, businesses and visitors and a liveable city offers a safe living environment for everyone.

PAGE 22

PEOPLE IN CARDIFF ARE HEALTHY

A liveable city will be somewhere that promotes good health at every opportunity, whilst making sure that those who do suffer poor health receive the care they need.

PAGE 28

PEOPLE IN CARDIFF ACHIEVE THEIR FULL POTENTIAL

A liveable city will offer school children the very best education, whilst offering opportunities for learning to people of all ages.

PAGE 34

PEOPLE IN CARDIFF HAVE A CLEAN, ATTRACTIVE AND SUSTAINABLE ENVIRONMENT

The quality of our surrounding environment has a big impact on how we feel. Cities that offer easy access to lots of high quality parks and public spaces not only attract people, but also help promote a good quality of life.

PAGE 40

CARDIFF IS A FAIR, JUST AND INCLUSIVE SOCIETY

Great cities are defined by how they treat the most vulnerable in society, offering everyone an equal opportunity to get the most out of life in the city, regardless of background.

PAGE 46

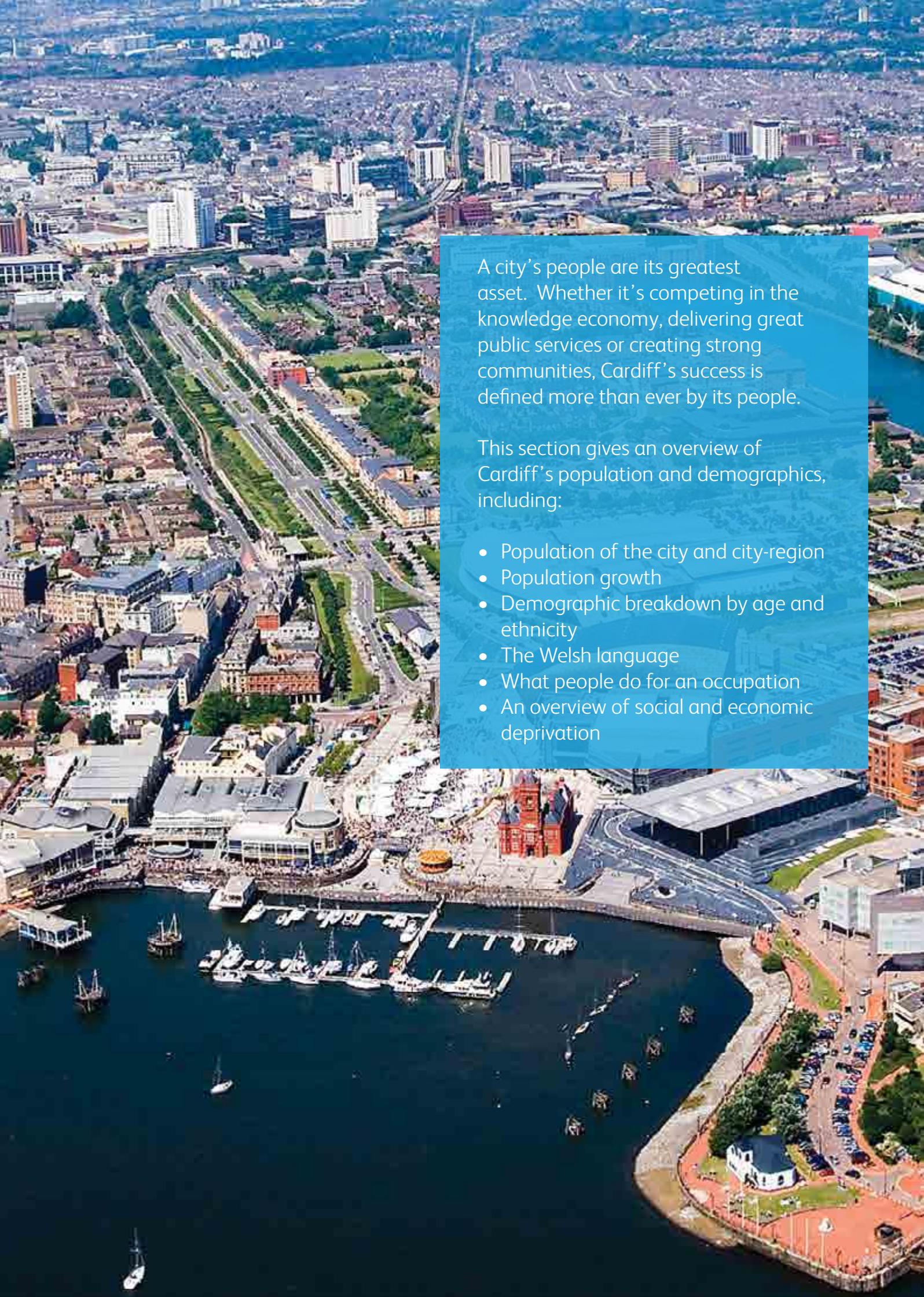
CARDIFF IS A GREAT PLACE TO LIVE, WORK AND PLAY

The most popular and successful cities offer a range of leisure and cultural opportunities. They also host some of the most exciting events that capture the public's imagination and create experiences that last long in the memory.

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# Cardiff Today





A city's people are its greatest asset. Whether it's competing in the knowledge economy, delivering great public services or creating strong communities, Cardiff's success is defined more than ever by its people.

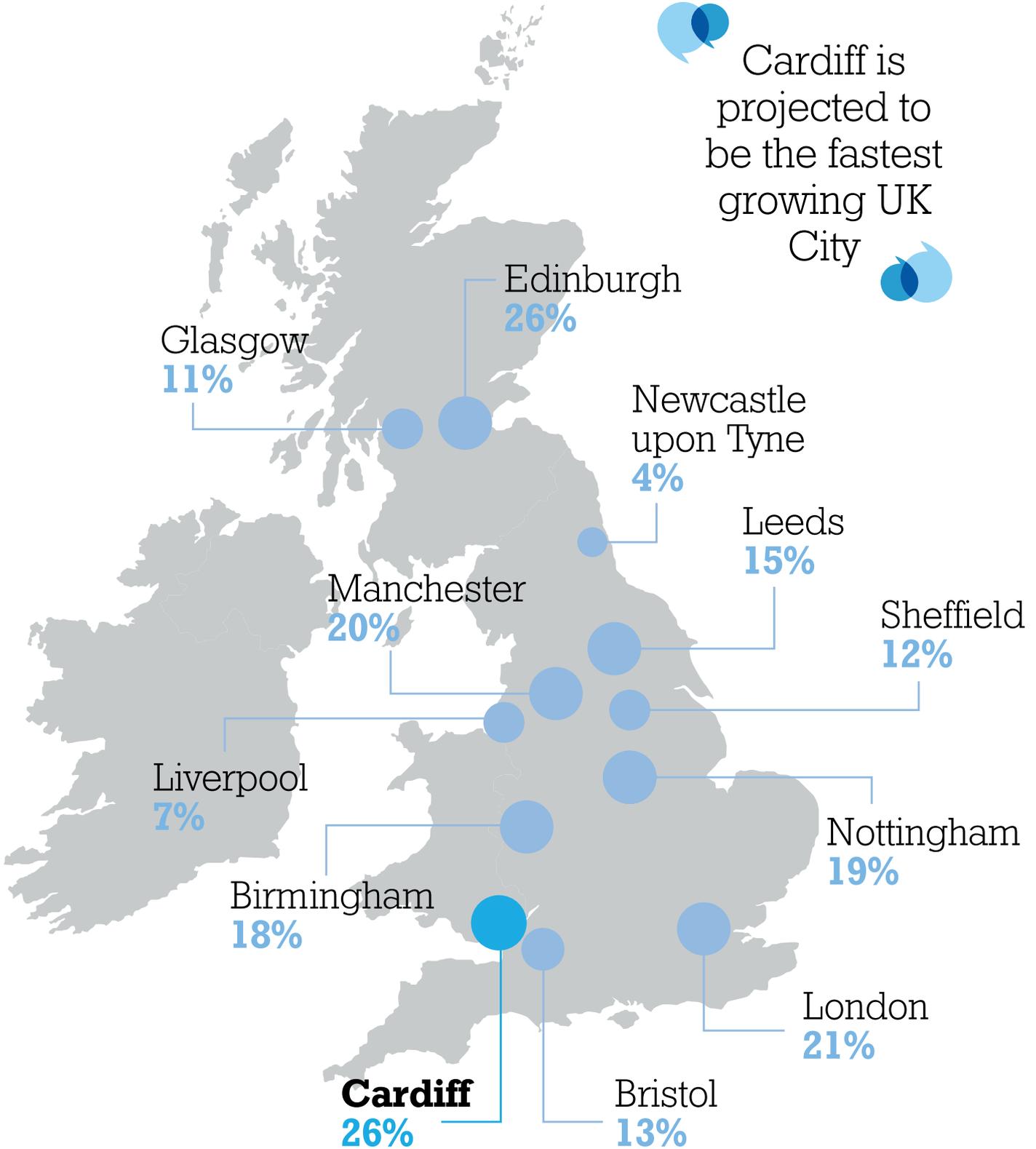
This section gives an overview of Cardiff's population and demographics, including:

- Population of the city and city-region
- Population growth
- Demographic breakdown by age and ethnicity
- The Welsh language
- What people do for an occupation
- An overview of social and economic deprivation





Population Growth within selected UK cities  
(2014-34)



\* The Edinburgh and Glasgow figures relate to projected population growth between 2010-35 as part of the National Records of Scotland's 2010 Local Authority population projections  
\* Source: Welsh Government mid-2011 based population projections, office of national statistics mid-2010 figures based on population projection.

# Cardiff Today

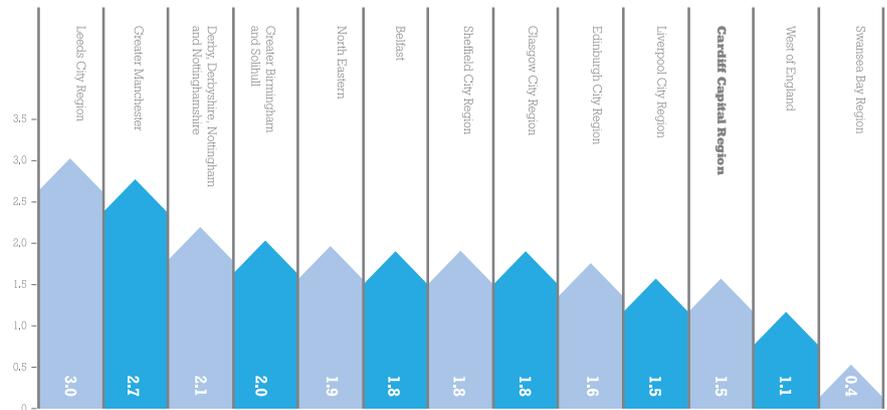
## Cardiff Capital Region

Cardiff is at the heart of the Cardiff Capital Region of 1.5m people, and makes up nearly a quarter (24%) of the city-region population.

The capital city is the economic engine of the city-region. Nearly 2 out of 3 net new jobs created in South East Wales over the last 10 years have been in Cardiff.

Each day around 80,000 people – or over a third of the city’s 200,000 strong workforce – commute in to Cardiff from elsewhere in the Cardiff Capital Region.

Population of Major UK Major Urban Conurbations, 2013 (in millions)



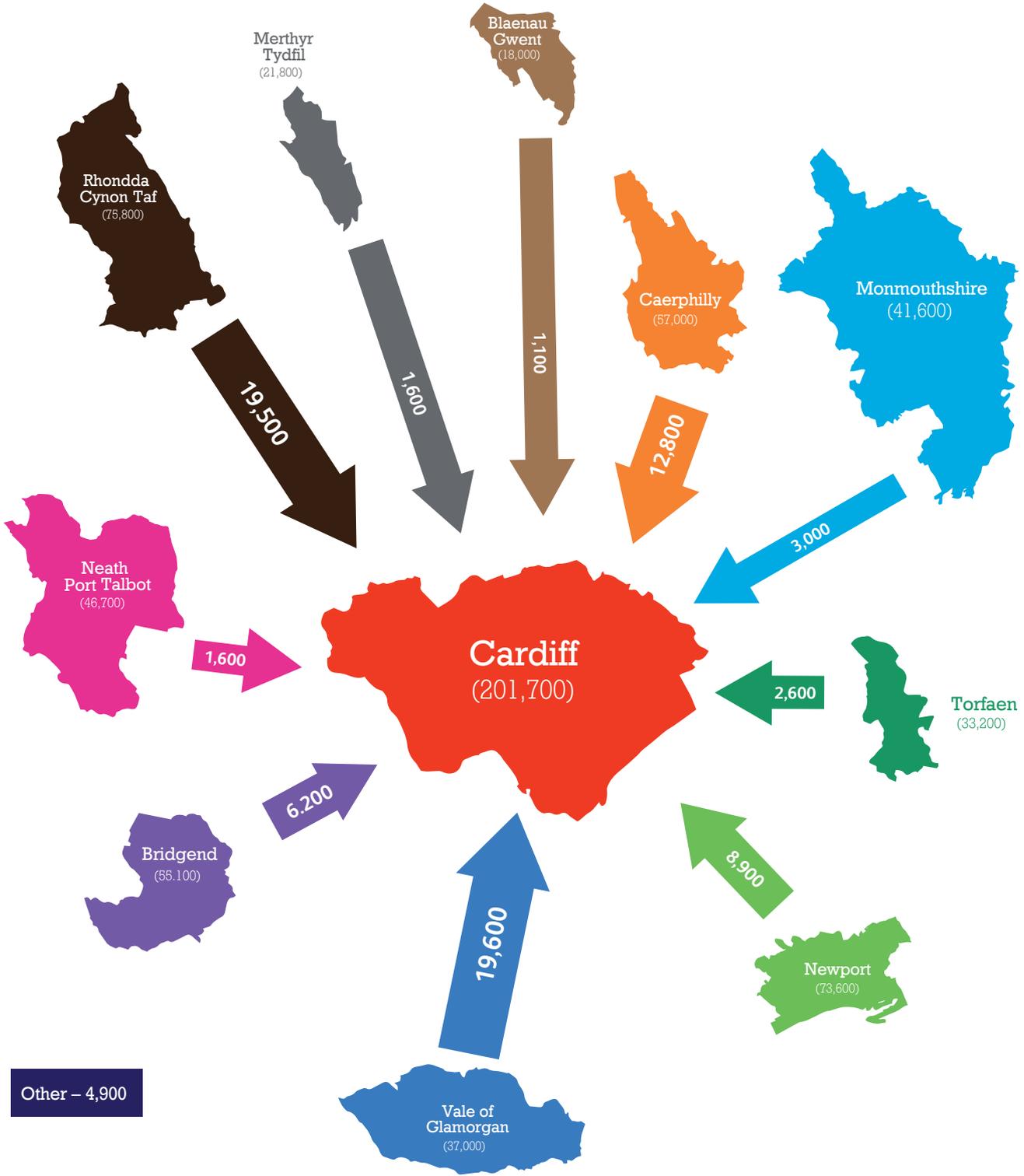
Each day around **80,000 people** commute in to Cardiff from surrounding local authorities.





## Commuters into Cardiff

This diagram shows people commuting into Cardiff from surrounding areas, and shows how Cardiff supports the economy of the wider city region.



•••➔➔➔ **81,800** Flow of Cardiff's Daily In-Commuters

Total Workplace Population in brackets, for example Cardiff (213,400)

# Cardiff Today

## A Closer Look at our Growing Population

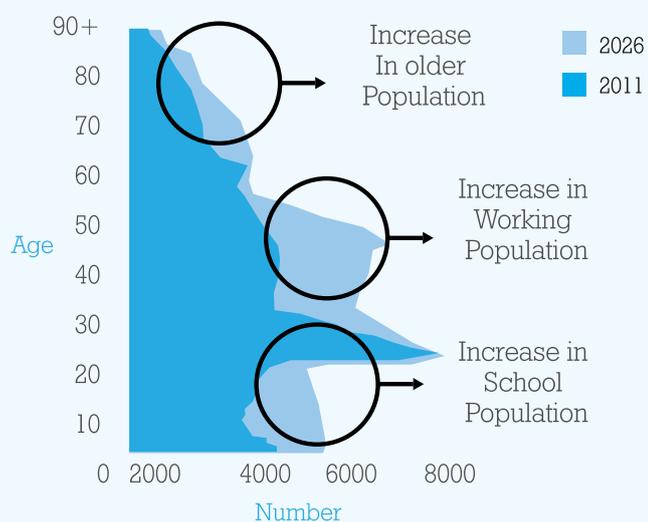
Cardiff's rapid growth won't be evenly spread across age-groups. There will be significantly more people between the age of 30 and 50, more school children and more people over 65 years old.

These changes in the make-up of Cardiff's population will put pressure on services because we know that certain age-groups are more likely to rely on public services.

Young people are entitled to high quality education, and so a 25% increase in school age children will mean that we will need more schools and more teachers in Cardiff.

Similarly older people – particularly those over 85 years old whose numbers are expected to nearly double over the next 10 years - are far more likely to need health and care services to help them live independent lives.

So, whilst population growth is a sign of success, there are challenges to be managed.



Source: Welsh Government population projection 2011-2026



## Ethnicity in Cardiff

Cardiff has a long history of being open and inclusive and is by far the most ethnically diverse local authority in Wales. This openness and cultural diversity is part of what makes Cardiff a great place to live, work and visit.

The table below demonstrates the diversity of people living in Cardiff.

## Welsh Language

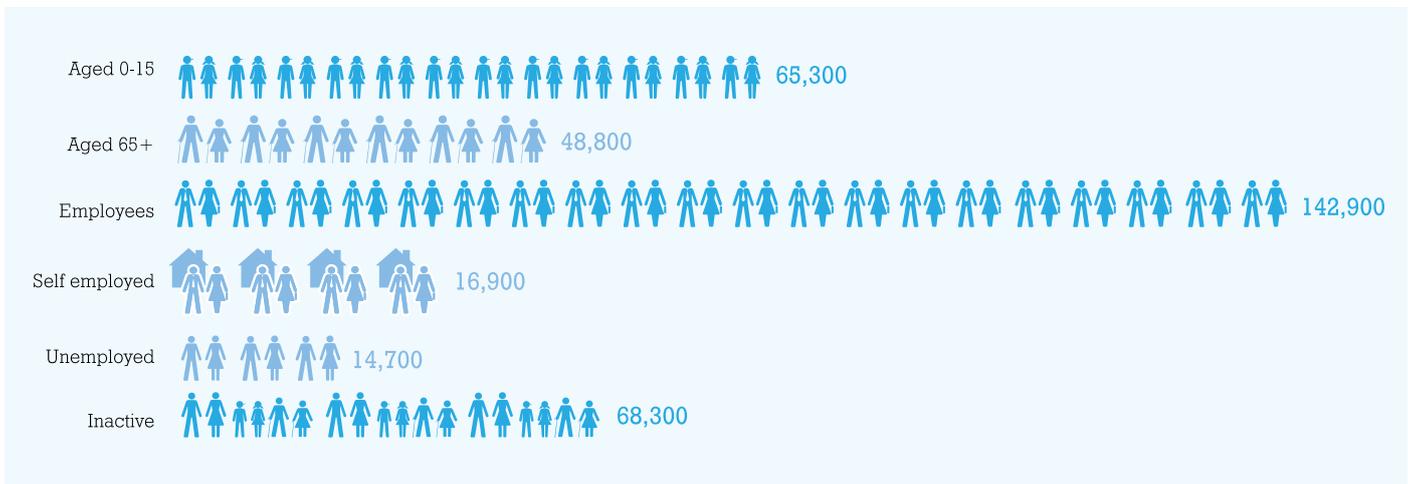
As a capital city, Cardiff also has an important role in promoting Wales as a fully bilingual country. Overall, 16.2% of people in Cardiff identified themselves as having one or more skills in the Welsh language (53,680) with 11.1% being able to speak Welsh (36,735).

Ethnic Group (Nomis Categories)	CARDIFF		
	No.	%	Cardiff % of Wales Total
Non-white:	52,976	15.3	39.2
Mixed/multiple ethnic groups	10,031	2.9	31.8
Asian/Asian British	27,885	8.1	39.8
Black/African/Caribbean/Black British	8,201	2.4	44.9
Other ethnic group	6,859	2.0	44.9

Source: 2011 Census, Office of National Statistics

## What people do in Cardiff

A number of people in Cardiff are classified as “economically inactive”, which means that they are not actively looking for work, and would include Cardiff’s large student population (over 30,000 people).



# Cardiff Today

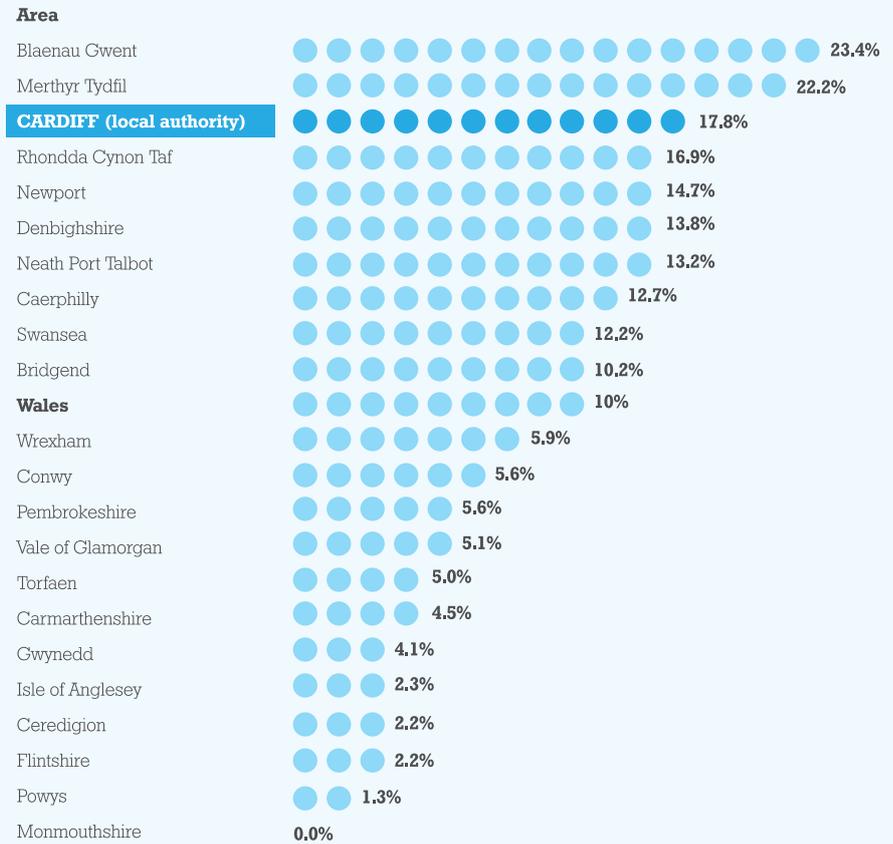
## Deprivation in Cardiff- An Overview

Cardiff faces some major challenges which are too often hidden by strong performance at a city level. For example, over a quarter of households in Cardiff – that’s over 41,000 homes - are deemed to be living in poverty.

The Welsh Index of Multiple Deprivation is the official measure of relative deprivation for small areas in Wales. It is designed to identify those small areas containing 1,000 to 3,000 people, known as local super output areas, where there are the highest concentrations of different types of deprivation.

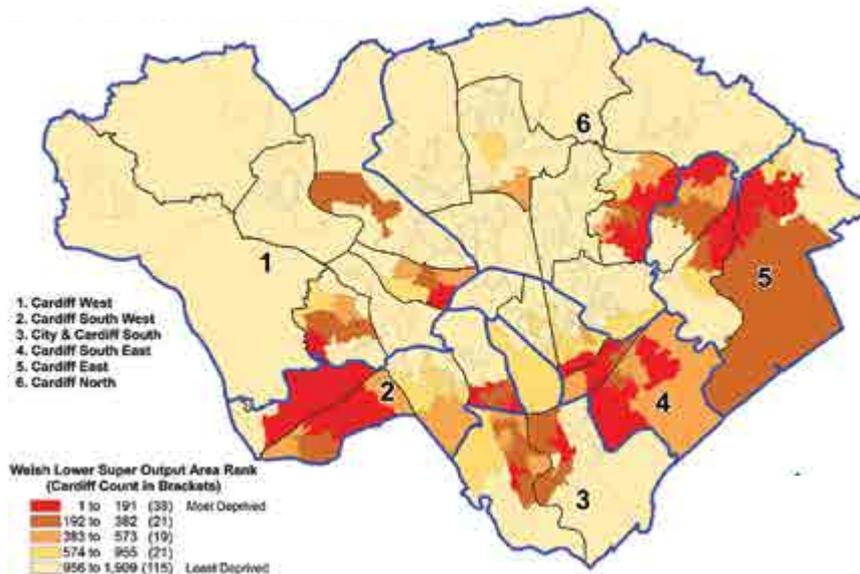
In terms of overall performance, only two other local authorities in Wales have a higher percentage of people who are amongst the 10% most deprived in Wales. The graph below shows the concentration of deprivation across the city.

### % in 10% Most Deprived Areas of Wales



Source: Welsh Index of Multiple Deprivation (2014)

## The 2014 WIMD Overall Ranks in Cardiff



Over **60,000** people in Cardiff are amongst the 10% most deprived in Wales



## Summary

Cardiff plays a unique role in Wales. Over the past decade it has been the main source of new jobs in the city-region, and over a third of the city's workforce commute in each day from surrounding areas.

It has grown rapidly, both in a Welsh and UK context. More strikingly, Cardiff's growth rates outstrip all the major UK cities, with projections placing it as the fastest growing UK city over the next 20 years.

This economic and population growth is good news for Cardiff – a successful city attracts people, particularly talented people.

However, it also brings challenges: new homes – indeed, new communities - will need to be built for these new citizens; new schools – and new teachers will be needed to accommodate the large rise in school age children; new transport infrastructure and services – roads, buses, trains, cycle-routes – will be needed to keep the city moving, particularly at peak times; and services will need to adapt to care for the needs of the city's growing elderly population.

Large inequalities exist within the city, with big differences evident in the economic and health outcomes for citizens, differences which are hidden by strong performance across key city wide indicators.



# Outcome 1

## Cardiff has a Prosperous Economy

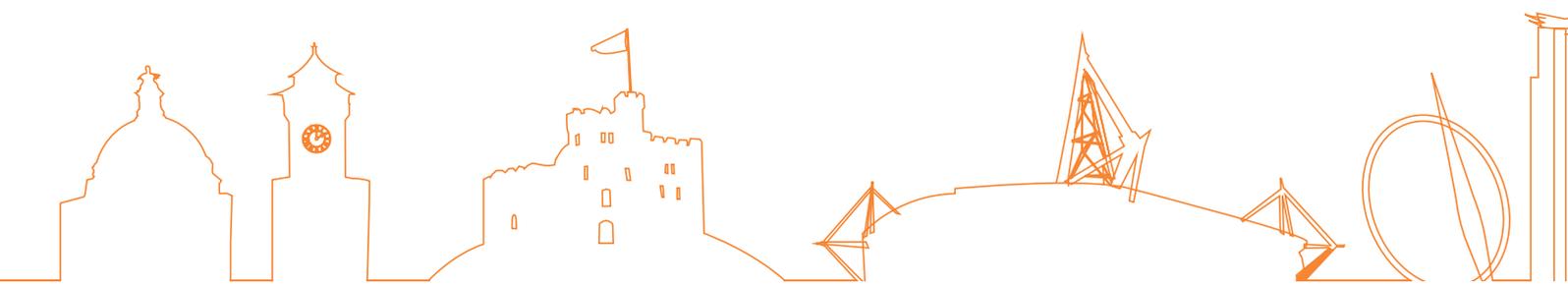




A growing and prosperous economy, with opportunities for all, is an essential component of making Cardiff Europe's most liveable capital city.

The following section gives an overview of Cardiff's economic performance, looking at the following indicators:

- GVA
- Median wage
- Unemployment
- Economic activity
- Business start-ups
- Visitor numbers and tourist spend



## Economic Output (Gross Value Added)

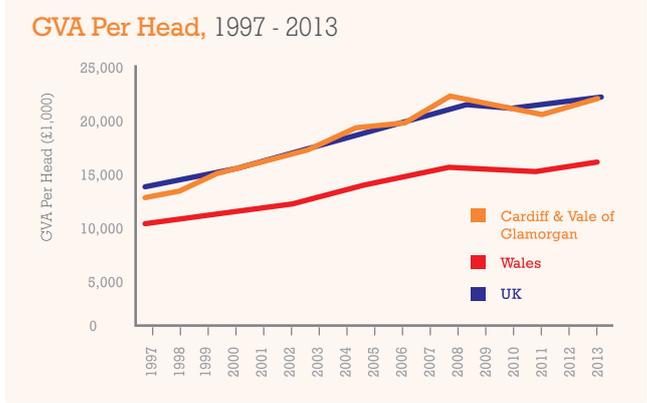
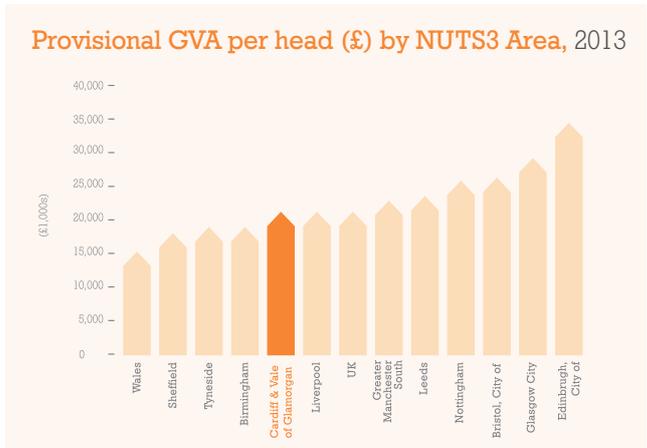
The measure of GVA per head gives an indication of the wealth created per person, and is often used as the way of measuring the strength of an economy.

In 2013 the GVA in Cardiff and the Vale of Glamorgan was £22,986.

This is substantially and consistently higher than the Wales level. However, Cardiff compares relatively poorly to other major UK cities, being markedly lower than the highest performing cities.

The UK has the widest regional economic disparity in Western Europe and compared to the core cities average, productivity per person is 88% higher in Munich, 42.8% in Rotterdam and 26.7% in Barcelona.

The line chart (right) also shows that Cardiff's GVA grew faster than the Welsh and UK average between 1999 and 2007 and though it suffered during the recession of 2008 – 2010 has since rebounded to 98.3% of the UK average.

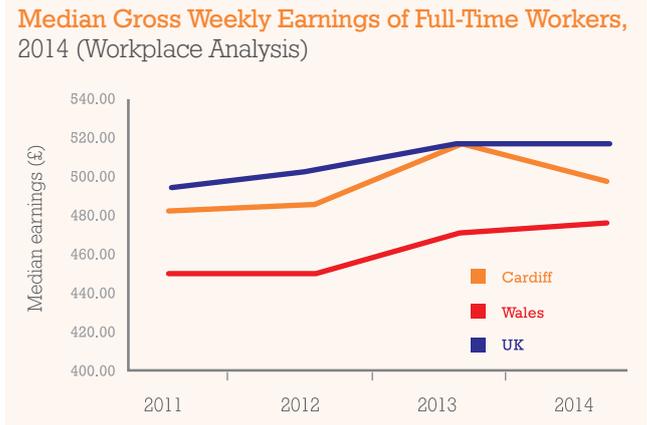
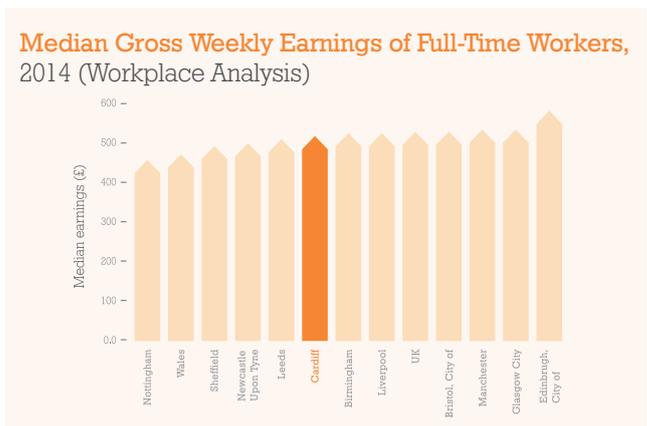


## Median Wage

In simple terms, this indicator is the average wage of those currently in employment in the city.

The chart (right) shows a comparison of the median gross weekly earnings of full-time workers.

The 'average wage' of people living in Cardiff is therefore some way off the best performing cities of Manchester, Glasgow and Edinburgh.



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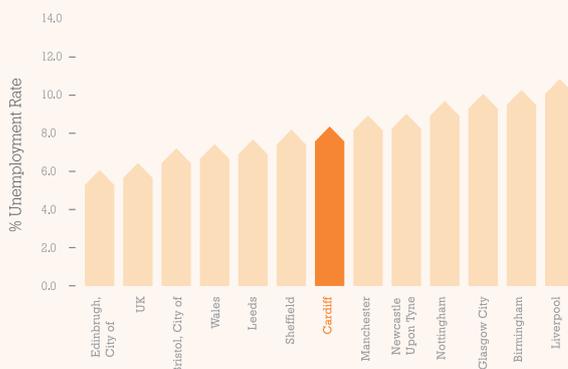
## Unemployment

There are numerous ways of measuring unemployment. The unemployment rate reveals the number of people who are out-of-work and who are actively seeking work.

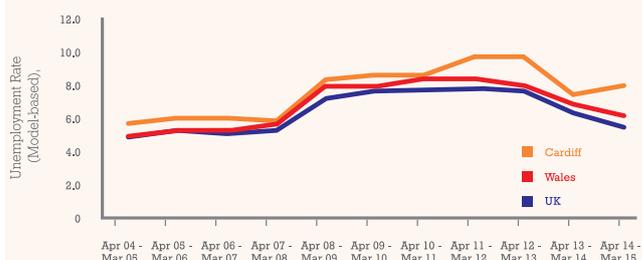
At 8.4% Cardiff's unemployment rate is mid-ranking across the core city areas, and it is higher than the average rate in both Wales and the UK.

Looking back over the last 10 years it can be seen that unemployment increased sharply in Cardiff since 2007, in line with the national trend, demonstrating the impact of the financial crisis and the economic downturn that followed. However, unemployment has fallen markedly since 2012.

Unemployment Rate (Model-based),  
 Apr 2014 to Mar 2015



Unemployment Rate (Model-based),  
 Apr 04 - Mar 05 to Apr 14 - Mar 15

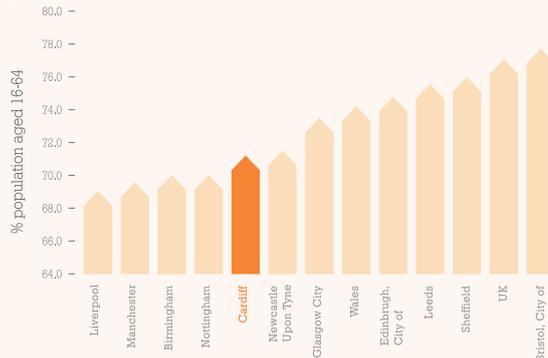


## Economic Activity

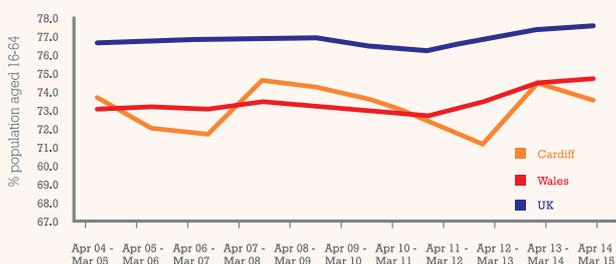
The economic activity rate is the number of people in the city who are either in work or are actively looking for work. It's an important indicator as it gives the overall capacity of the city's workforce to contribute to the economy.

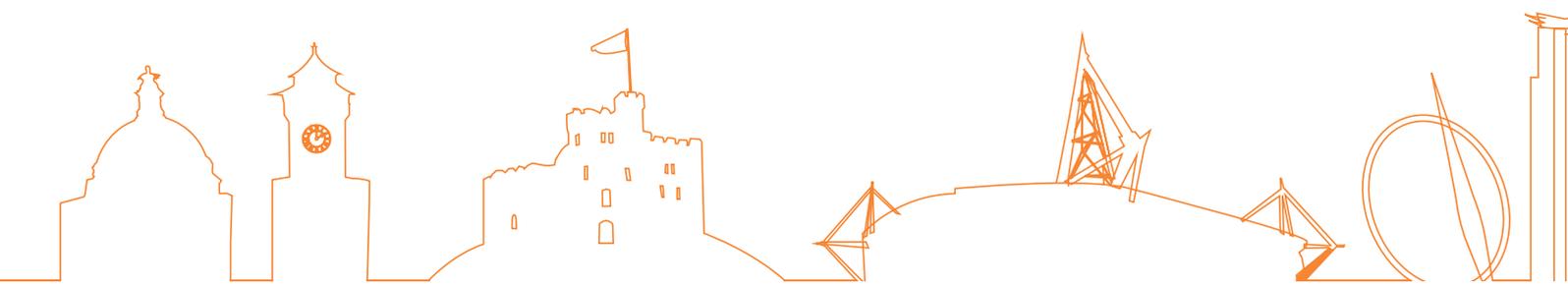
Cardiff's economic activity is relatively low compared to other core cities. This might be because Cardiff has a substantial student population which brings down economic activity levels.

Economic Activity Rate (% of population aged 16-64),  
 Apr 04 - Mar 05 to Apr 14 - Mar 15

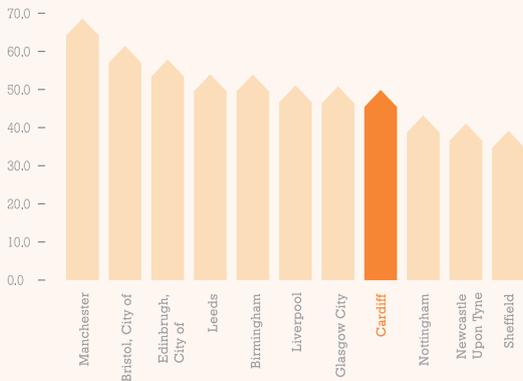


Economic Activity Rate (% of population aged 16-64),  
 Apr 04 - Mar 05 to Apr 14 - Mar 15

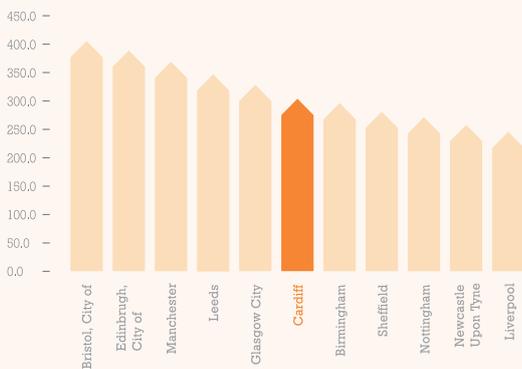




### Business Births per 10,000 population 2013



### Active Businesses per 10,000 population 2013



## Business Start-Ups

The number of business start-ups is an area where Cardiff is not performing well compared to other core cities. Cardiff also finds itself mid-placed in terms of the rate of active businesses, with around 92 businesses less per 10,000 residents than the top ranked core city, Bristol.



### Visitor numbers and expenditure for Cardiff 2002-2013



## Tourism

Attracting tourists can bring real economic benefits – both for Cardiff and the wider area. In 2013 the visitor economy was worth £1.05bn to Cardiff's economy from 1.91m overnight trips and some 18m day visitors. Tourism directly supports over 13,700 FTE jobs in the city. Visitors to Cardiff have risen significantly over the last 10 years and this has been matched by an increase in the money spent by those visiting.

### Expenditure (£) per FTE for Cardiff and a few Core Cities; 2013





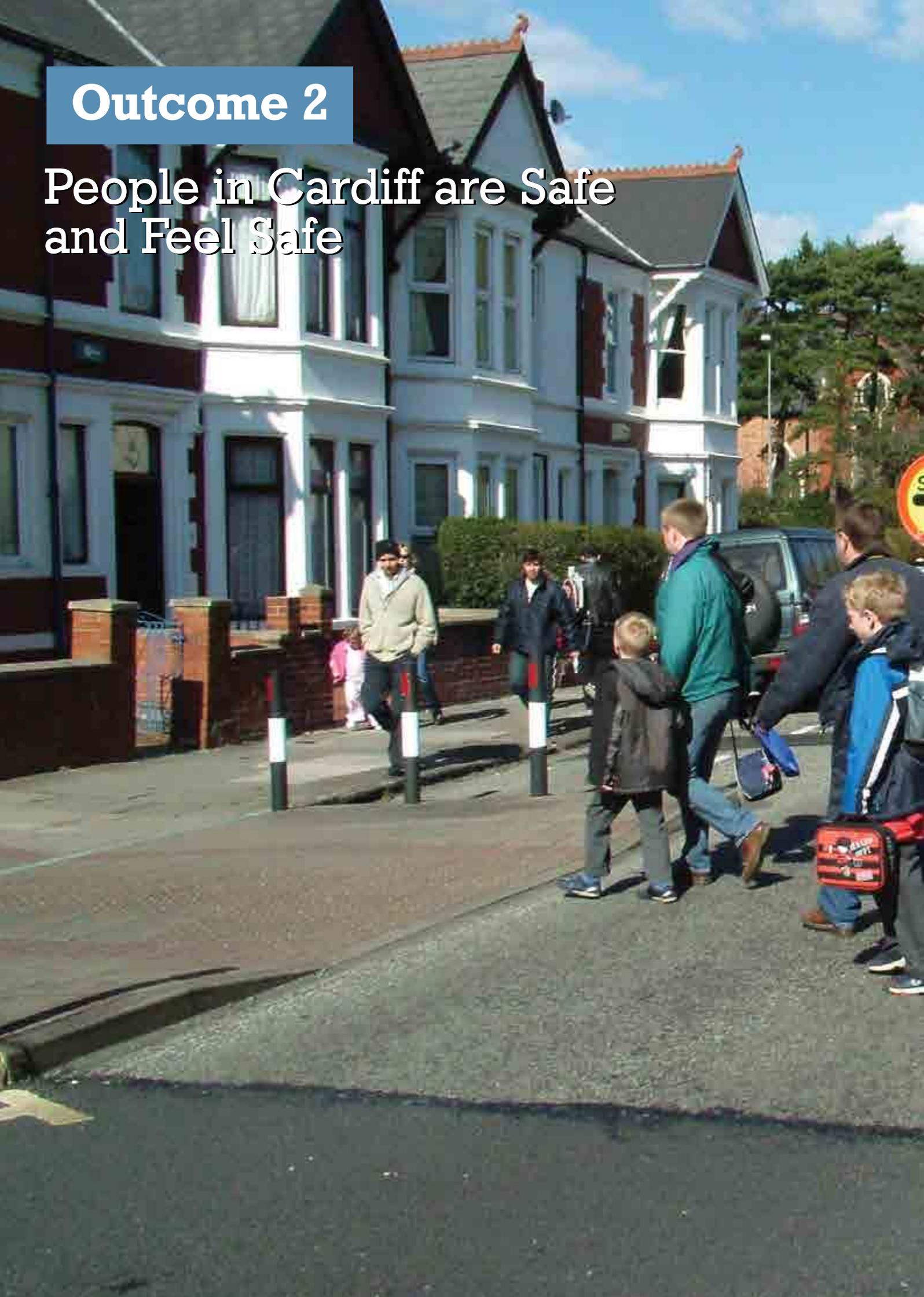
## Summary

Cardiff's economic performance is the strongest in Wales, and plays a vital role in creating jobs for the people of the city and the wider city-region. It has also demonstrated strength in relation to UK core cities, with faster jobs growth and consistently lower unemployment. With the fast population growth projected, particularly for people of a working age, many of the indicators point to a strong period for the city economy.

To move forward successfully the city's relatively low GVA must be addressed. This suggests that though jobs are being created, they are often lower paid. The city must therefore focus on creating and attracting more and better-paid jobs over the coming period if it is to deliver the opportunities expected in a leading liveable city.

## Outcome 2

People in Cardiff are Safe  
and Feel Safe



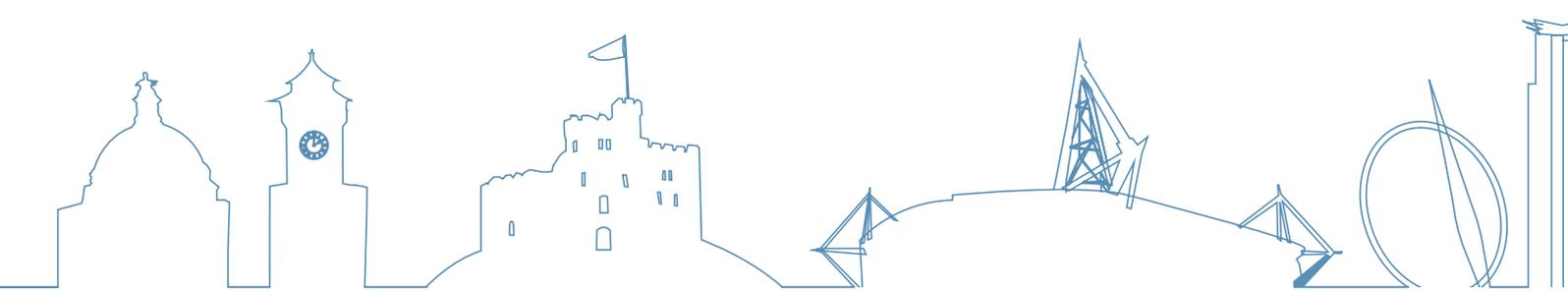


Being safe and feeling safe consistently rank as top priorities for residents, businesses and visitors.

This means more than being free from harm, injury, or risk. No matter how positive crime and community safety trends are, residents must feel confident they will live free from concerns about their safety.

The following section gives an overview of crime trends in Cardiff over the last decade and performance compared to UK core cities, looking at the following indicators:

- Total recorded crime
- Hate crime
- Violence against the person
- Anti-social behaviour
- House burglaries
- Other thefts
- Criminal damage
- Perceptions of crime



## Total Recorded Crime

Total crime in Cardiff has been reduced significantly in recent years. Even though the city's population grew by 12% between 2003 and 2013, the amount of crime reduced by 36.8%.

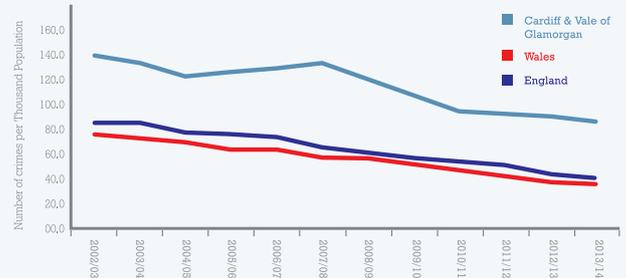
This means that over the last decade, when taking into account population growth, the city has experienced a 45.5% decrease in total crime. **Simply put, people in Cardiff are almost half as likely to be a victim of crime as they were 10 years ago.**

Cardiff is not alone in becoming much safer, with similar reductions seen across England and Wales.

Whilst overall crime has decreased in Cardiff at a significant rate, there is an inconsistent picture across the various crime categories, which make up the overall crime total. These vary from a 3% increase in "Violence Against the Person" to a 54% reduction in "Criminal Damage".

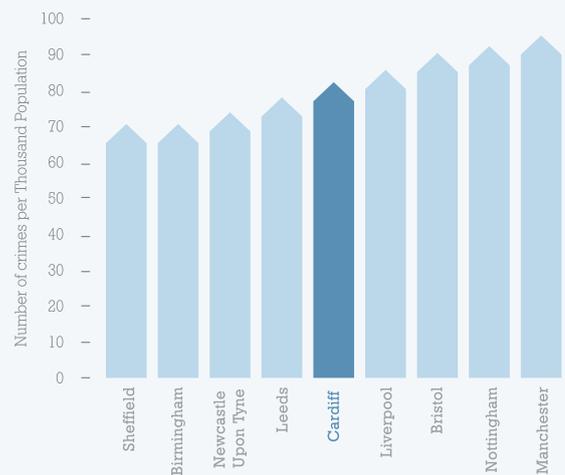
*Please note that over the last decade there have been significant changes to the way the Home Office records crime within England and Wales. Whilst these guidelines are published by the Home Office it is up to each individual police force how they implement these guidelines.*

## Overall Crime Trends



Source: Home Office Crime Statistic & South Wales Police

## Comparison of Overall Crime per City 2013/14



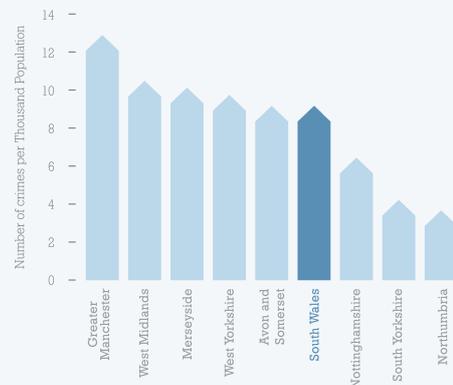
Source: Home Office Crime Statistic & South Wales Police



## Hate Crime

A comparison of the total number of hate crimes shows that South Wales is a mid-performing police force area. Whilst there are areas with higher levels of hate crime, there are also areas with significantly lower levels, such as the Northumbria Police Force area which includes Newcastle Upon Tyne. *Please note that data is not available at a city-level for this type of crime.*

## Police force area Hate crime per 10,000 population 2013/14



Source: Home Office Crime Statistic & South Wales Police

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## Violence against the Person

Cardiff has seen a 3% increase in Violence against the Person Offences when 2003/04 is compared with 2013/14.

This may not mean that Cardiff has become a more violent city. A closer look at the data shows that violence against the person was falling until 2012, after which it started to rise. This rise coincided with a change in the way the data was collected. Furthermore, a sharp decline in the number of people attending A&E due to violence related admissions over the same period suggests that this apparent rise may be down to the way the crime is reported, not the city becoming more violent.



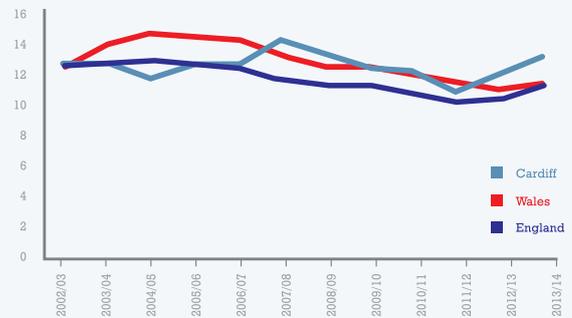
## Anti-Social Behaviour

Anti-Social Behaviour (ASB) covers a wide range of unacceptable activities that blight the lives of many people on a daily basis and tends to be behaviour which causes or is likely to cause harassment, alarm or distress. This can include anything from drinking in the street, being loud and inconsiderate or trespassing.

The city has seen a significant decrease of 71% in recorded incidents of ASB between 2005/06 (from when statistics are available) and 2013/14.

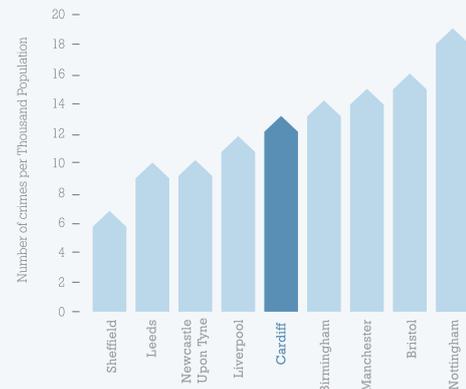
*Please note there are no figures available to compare against other core cities, but Home Office figures are available between 2007/08 and 2013/14 at a police force/ regional level.*

### Violence Against The Person Crime Trends



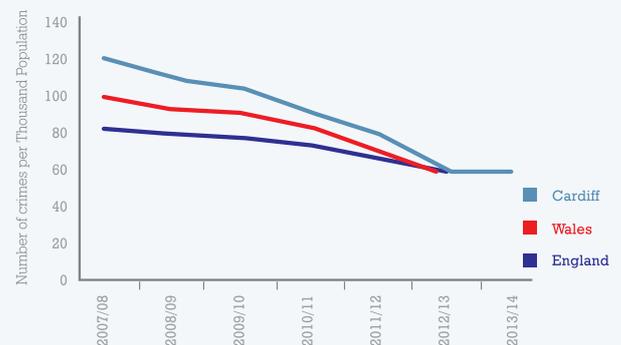
Source: Home Office Crime Statistic & South Wales Police

### Comparison of Violence against the Person per City 2013/14

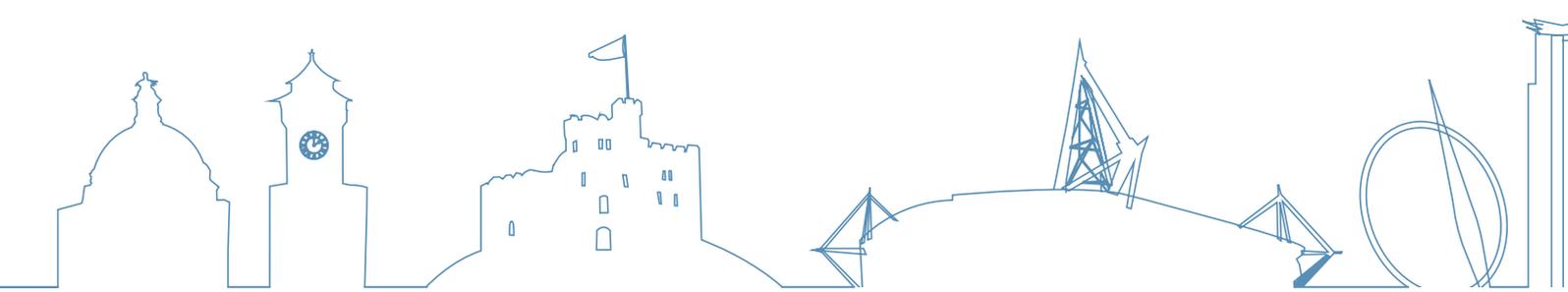


Source: Home Office Crime Statistic & South Wales Police

### Anti-Social Behaviour Trend Charts



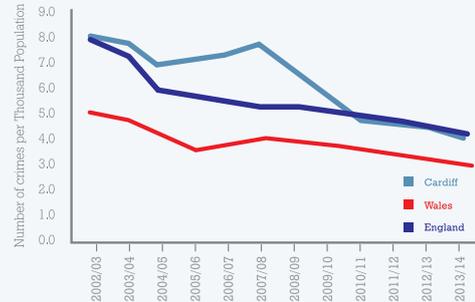
Source: Home Office Crime Statistic & South Wales Police



## Dwelling House Burglaries

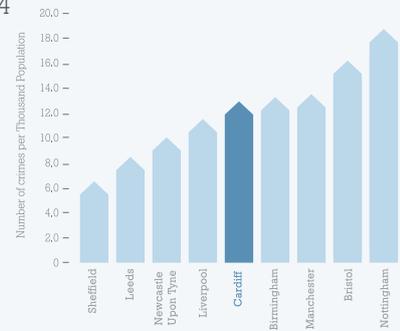
The number of Dwelling Burglaries fell by 50% between 2003/04 and 2013/14. This means that Cardiff is a mid-placed core city with respect to the number of Dwelling House Burglaries.

### Dwelling House Burglary Crime Trends



Source: Home Office Crime Statistics

### Comparison of Dwelling Burglaries per City 2013/14



Source: Home Office Crime Statistics



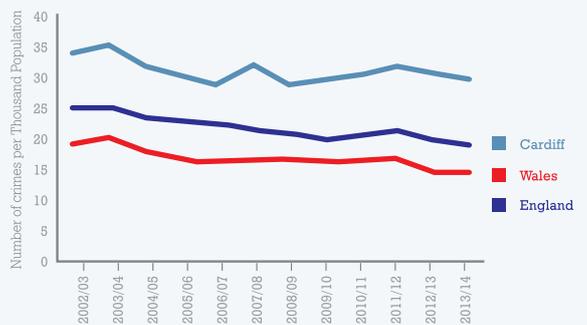
## Other Thefts

Other Thefts includes various classifications of theft but does not include offences relating to motor vehicles.

Over the years the number of offences recorded under this offence group has shown a 16% reduction when comparing 2003/04 to 2013/14.

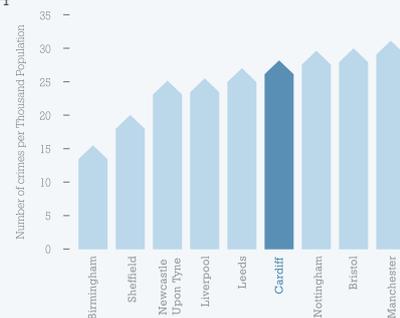
When Cardiff is compared against similar cities by thefts per thousand of population, it is a mid-ranking city.

### Other Thefts Crime Trends

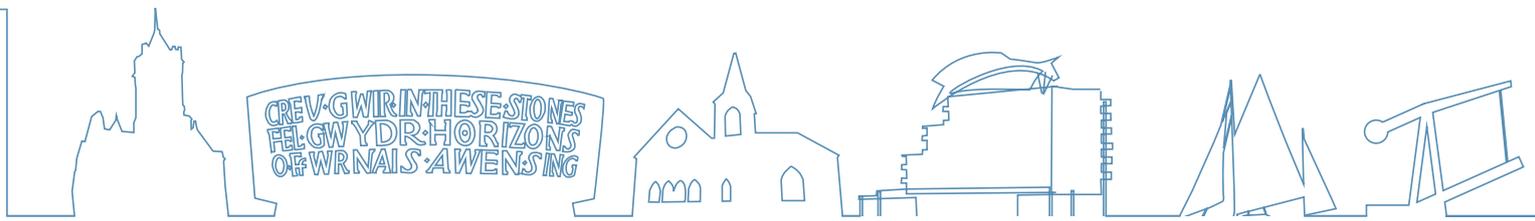


Source: Home Office Crime Statistics

### Comparison of Other Thefts per City 2013/14



Source: Home Office Crime Statistics



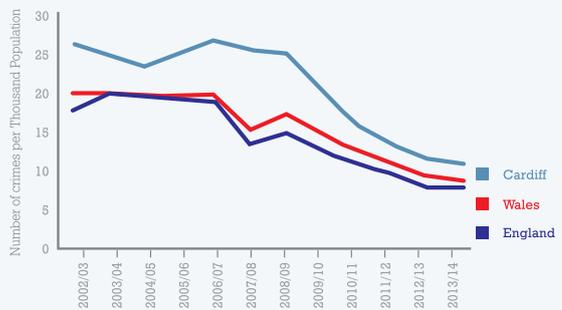
## Criminal Damage

In Cardiff there has been a reduction of 53.9% in the number of offences of criminal damage recorded, in line with the reduction in ASB incidents, which places Cardiff as a mid-ranking city in UK terms.

An analysis over time suggests a link between the level of anti-social behaviour and offences of criminal damage.

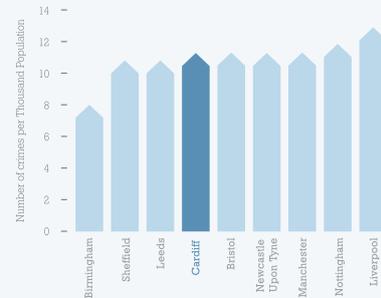


### Criminal Damage Crime Trends



Source: Home Office Crime Statistics

### Comparison of Criminal Damage per City 2013/14



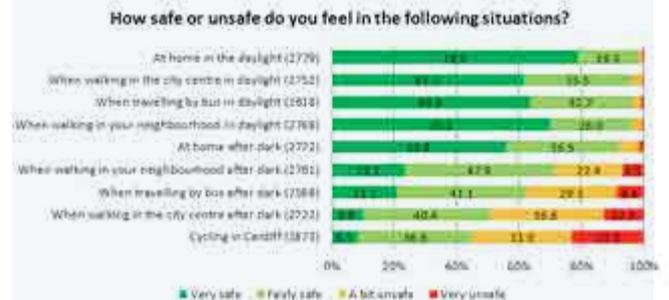
Source: Home Office Crime Statistics

## Perceptions of crime

How safe people feel is important because the way people feel often affects their quality of life. Responses to the Ask Cardiff Survey, Cardiff's annual survey to engage the views of citizens, reveal that people feel fairly safe in Cardiff.

Respondents felt most safe in their homes (both during daylight and after dark), and in their local neighbourhoods, the city centre and on buses during daylight, with over nine in ten respondents reporting they felt 'very' or 'fairly' safe in each of these situations. They were least likely to feel safe when cycling (45.1%), when walking in the city centre after dark (50.3%) or when travelling by bus after dark (62.3%).

It is noticeable therefore that people feel less safe after dark, but only a relatively small percentage feel 'very unsafe'.



Source: Ask Cardiff (2014) 'City of Cardiff Council'



## Summary

Cardiff today is a much safer city than it was 10 years ago. When taking into account population growth, overall crime per 1,000 of the population has decreased by 45.5% in this time. But it is also important that people feel safe. The Council and partners will continue to monitor and respond proactively to crime, and perceptions of crime, across the city and ensure that Cardiff is a city where people feel safe and are safe. This is an important part of being a liveable city and by targeting crime, and the underlying causes of crime, South Wales Police and the Council can help ensure Cardiff is a place where people enjoy living in a safe environment.

# Outcome 3

## People in Cardiff are Healthy



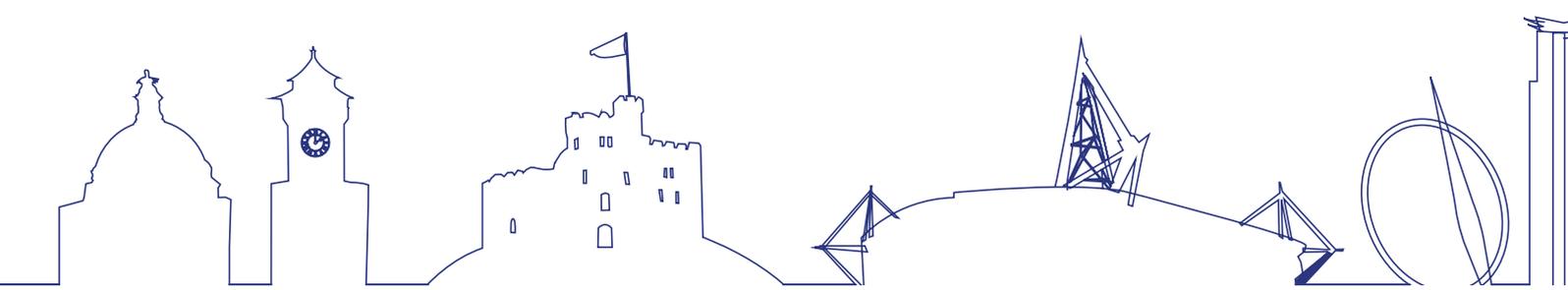


Being healthy allows people to live happy and fulfilled lives. Exercise, good nutrition and living a healthy lifestyle, such as not smoking or drinking heavily, are important if people in Cardiff are to be fit and well.

A healthy population also places less strain on public services, particularly the Health Service.

This chapter looks at the following indicators of whether people in Cardiff are healthy:

- Life expectancy
- Obesity
- Physical activity
- Nutrition
- Smoking
- Binge drinking



## Life Expectancy

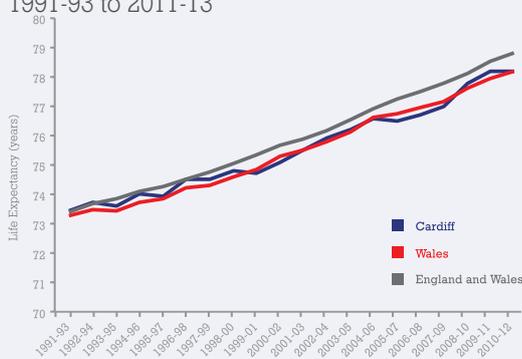
Life expectancy, for both men and women, has increased steadily over the last twenty years and is higher in Cardiff than in many of the UK core cities.

In fact, women in Cardiff are projected to live longer than in any other major British city.

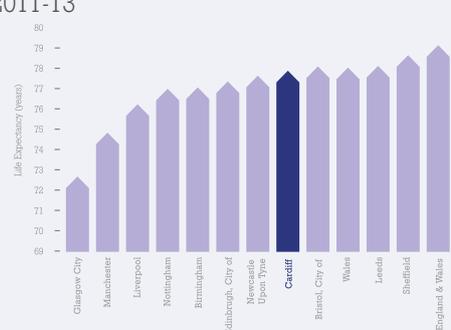
There is a substantial difference in projected life expectancy for those born in the city's poorest and richest areas. The graph below displays the extent of this gap.



**Male Life Expectancy (Years), 1991-93 to 2011-13**

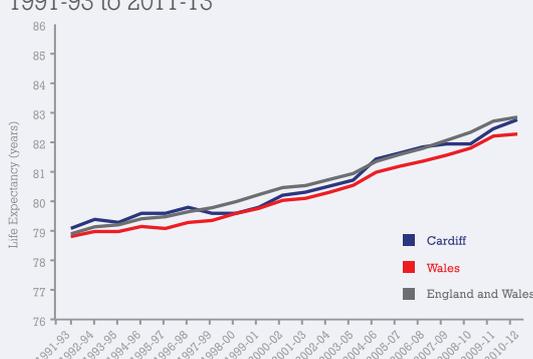


**Male Life Expectancy (Years), 2011-13**

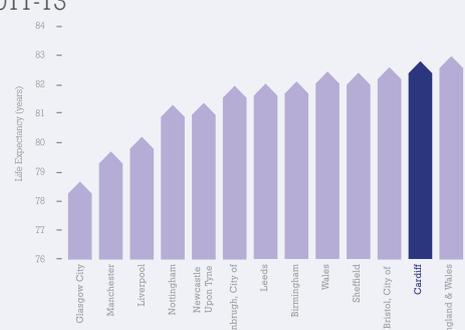


Source: Office of National Statistics

**Female Life Expectancy (Years), 1991-93 to 2011-13**



**Female Life Expectancy (Years), 2011-13**

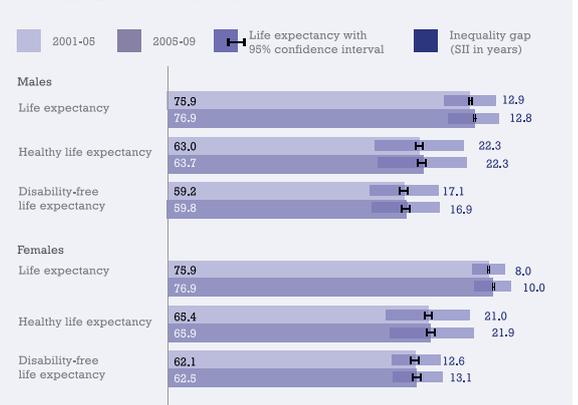


Source: Office of National Statistics

**Life Expectancy Projections 1999 - 2003 (Ward Level)**



**Comparison of life expectancy, healthy life expectancy & disability-free life expectancy at birth, Cardiff 2001-05 and 2005-09**



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## Obesity

Over a fifth of Cardiff's adult population was considered obese in 2013-14.

Though this places Cardiff below the Welsh average, and significantly lower than areas in the South Wales valleys, it remains a concerning issue.

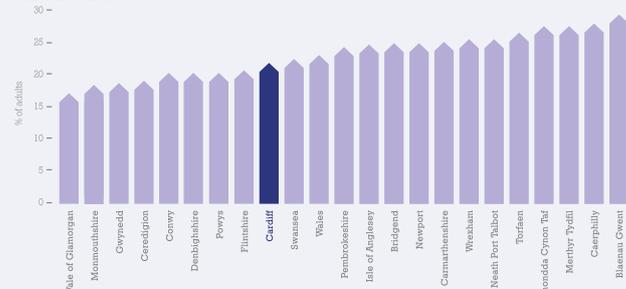


**% of Adults who were Obese (Age Standardised), 2013-14**



Source: Welsh Health Survey Lifestyle trends (2015) Public Health Wales

**% of Adults who were Obese (Age Standardised), 2013-14**



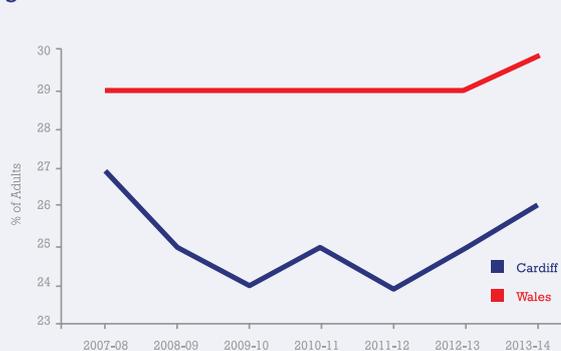
Source: Welsh Health Survey Lifestyle trends (2015) Public Health Wales



## Physical Activity

Over the last six years the percentage of adults who meet physical activity daily guidelines has dropped for men in Cardiff, falling behind the Welsh average, and has slightly increased for women reaching almost the same level as the Welsh average.

**% of adults who met physical activity daily guidelines in Wales**



Source: Welsh Health Survey Lifestyle trends (2015) Public Health Wales



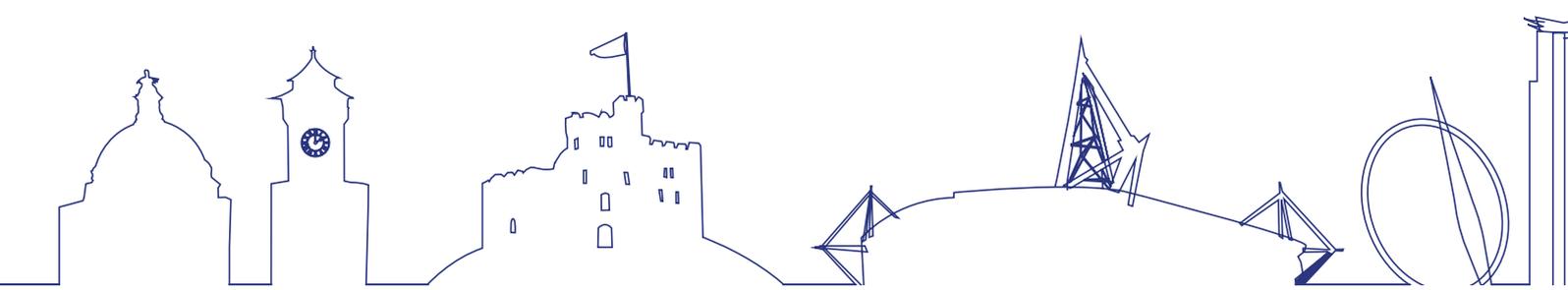
## Healthy Eating

There has been a fall in the number of adults who report eating five or more portions of fruit or veg the previous day and whilst relatively in line with the Welsh average this will be of growing concern given the decline in physical activity and gradual increase in obesity rates.

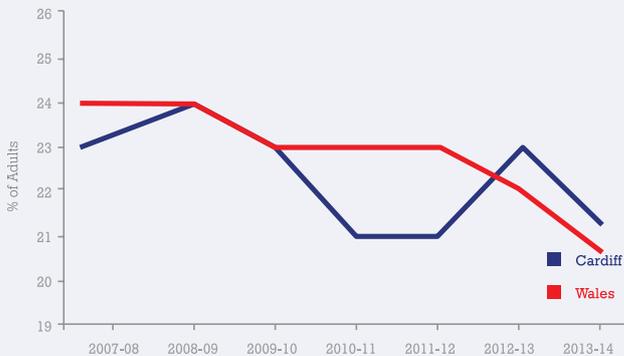
**% of adults who ate five or more portions of fruit and veg in the past week for Cardiff and Wales**



Source: Welsh Health Survey Lifestyle trends (2015) Public Health Wales



### % of Adults who Reported Being a Current Smoker (Age Standardised), 2007-08 to 2013-14

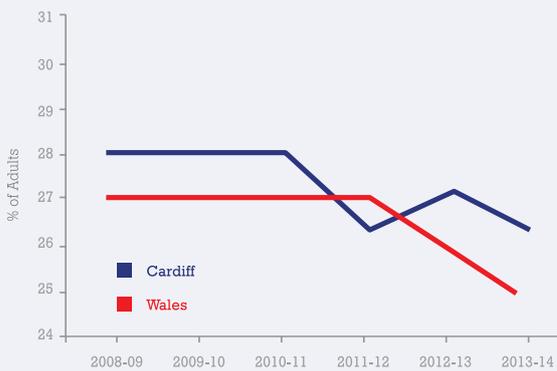


### % of Adults who Reported Being a Current Smoker (Age Standardised), 2013-14

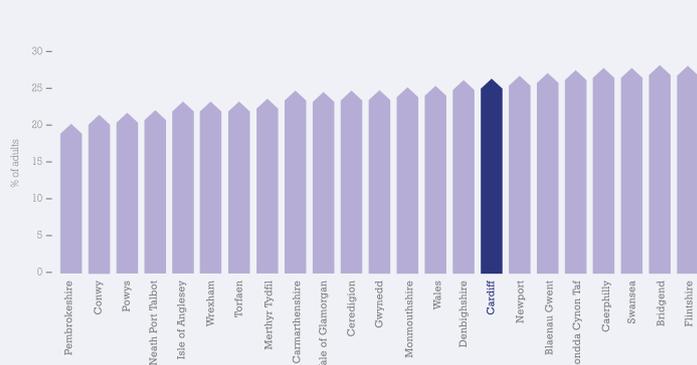


Source: Welsh Health Survey Lifestyle trends (2015) Public Health Wales

### % of adults that admit to binge drinking at least one night per week for Cardiff and Wales; 2008-14



### 2013-14



## Smoking

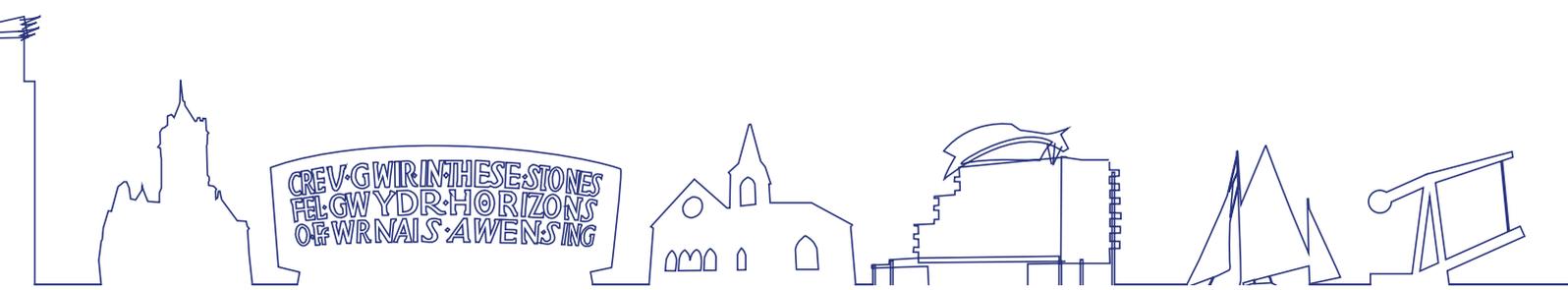
With regards to smoking, the number of people who smoke has fallen over recent years, but levels of smoking remain slightly above the Welsh average.



## Binge drinking

The level of reported binge drinking at least one night per week is higher for both men and women in Cardiff than the Welsh average. The general trend has been downward in the last six years, however this figure has remained relatively consistent. Binge drinking is behaviour that could lead to significant pressure on health services both in the short and long term – increasing the chance of heart disease and liver/kidney failure.





## Summary

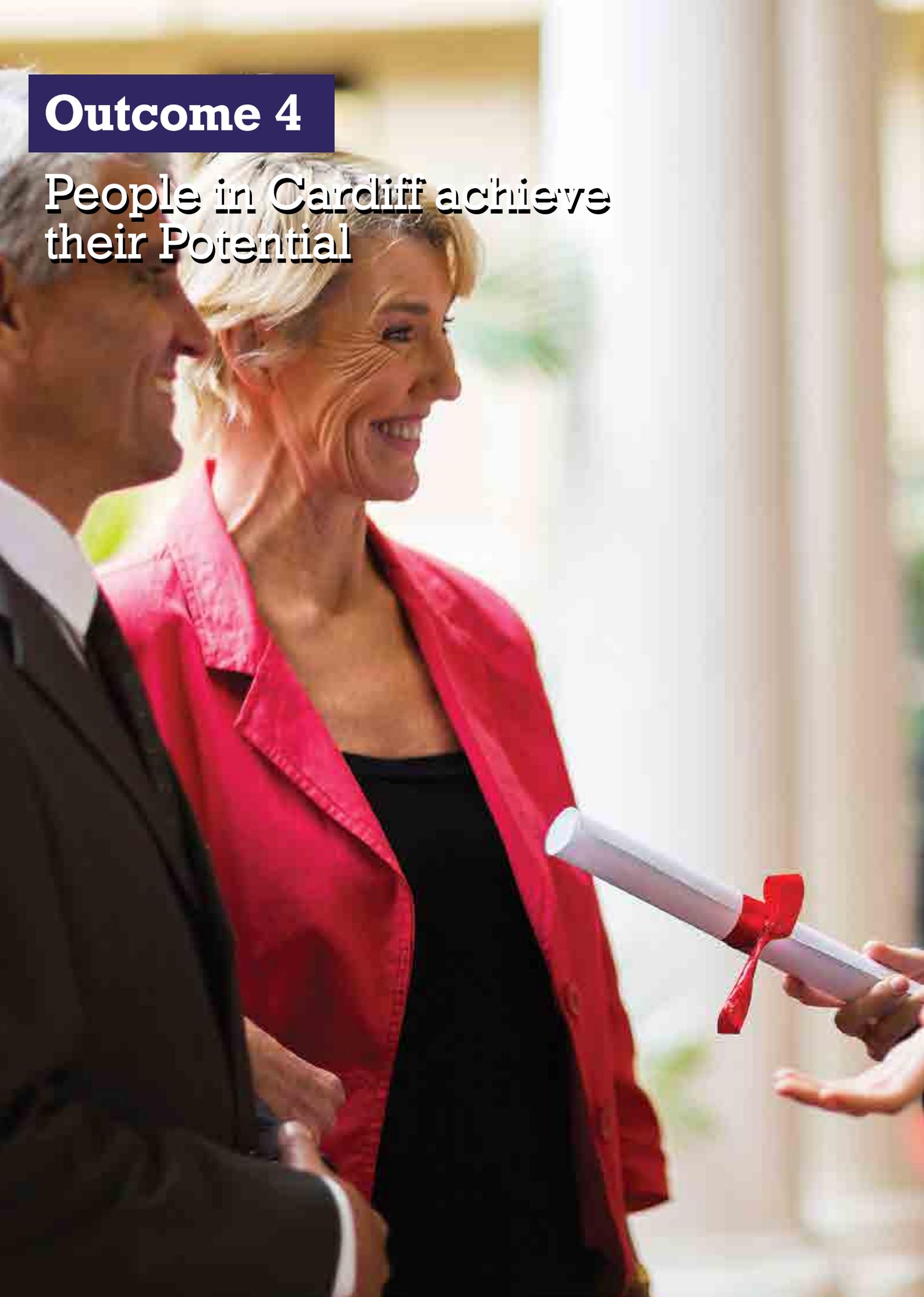
People in Cardiff could be described as being healthier than ever before; levels of good general health are high, average life expectancy is up and mortality rates have continued to fall. Cardiff's performance is strong in comparison to other areas of Wales and core cities.

Despite the positive trend in life expectancy, there are specific and persistent health problems that are a result of modern lifestyles: obesity, diabetes and coronary heart disease, among others. These present immediate challenges for the health of the population, and bring with them challenges for public services, particularly in view of a growing and ageing population

Public health behaviour also suggests that a lack of physical activity, poor eating habits and binge drinking might create additional pressure on health services in the future.

## Outcome 4

People in Cardiff achieve their Potential



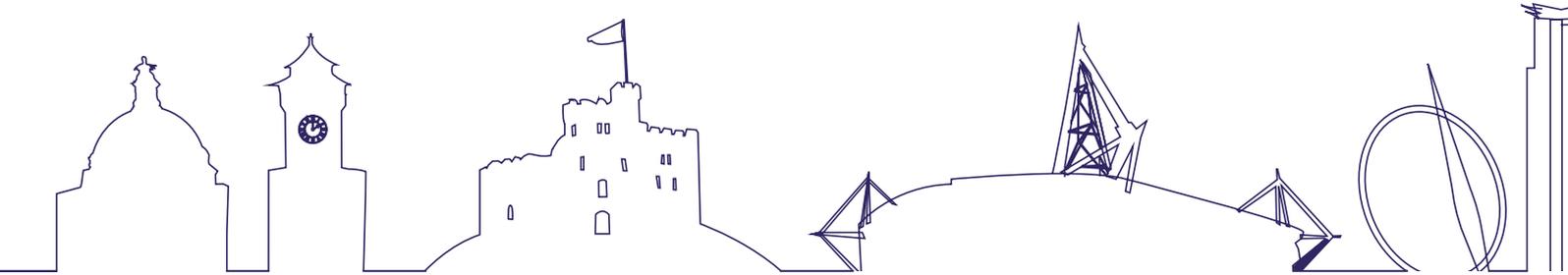


A great education is the most important platform for people to realise their potential and succeed in life, and, in a knowledge economy, it's also the most important factor in a city's economic success.

Providing high quality schools, colleges and universities is therefore a fundamental part of any successful city. Education does not stop at the school gate, and it is important to allow people to keep learning throughout their lives, to give them the skills and qualifications to do the things they want to do – whether that be gain skills to start a new career or learn a language.

This section looks at the following:

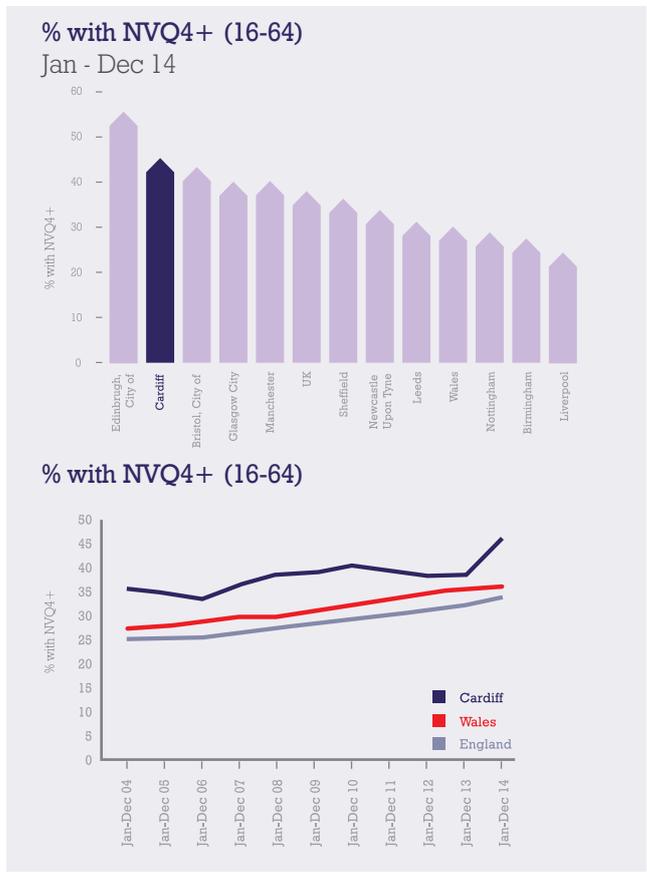
- The number of people with a degree-level qualification
- The number of people with no qualifications
- The number of people with the equivalent of 5 GCSEs
- Performance at primary school level
- Those not in education, employment or training (NEETs)



## Degree-level or equivalent

In relation to high end skills – like degrees and post-graduate qualifications – Cardiff is performing well. Cardiff is in the top 2 of UK core cities in relation to the number of people qualified to a degree level or equivalent (NVQ Level 4) and is well above both the UK and Wales average – with a sharp rise in recent years.

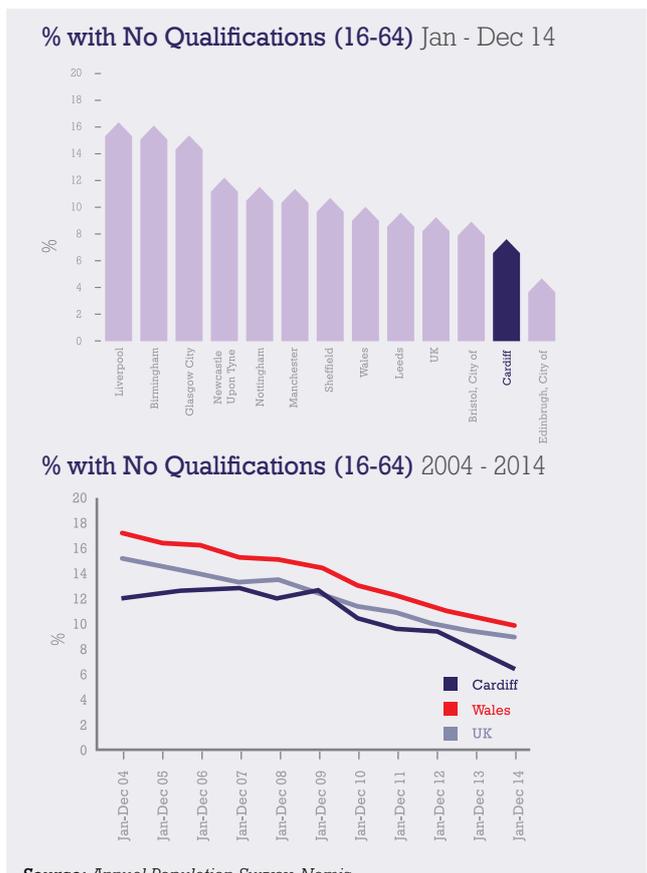
This means that people in Cardiff are well-educated and have a good chance of fulfilling their potential. Having a highly skilled population is also increasingly recognised as a driver for economic success with liveable cities placing a strong emphasis on keeping highly skilled people in the city.



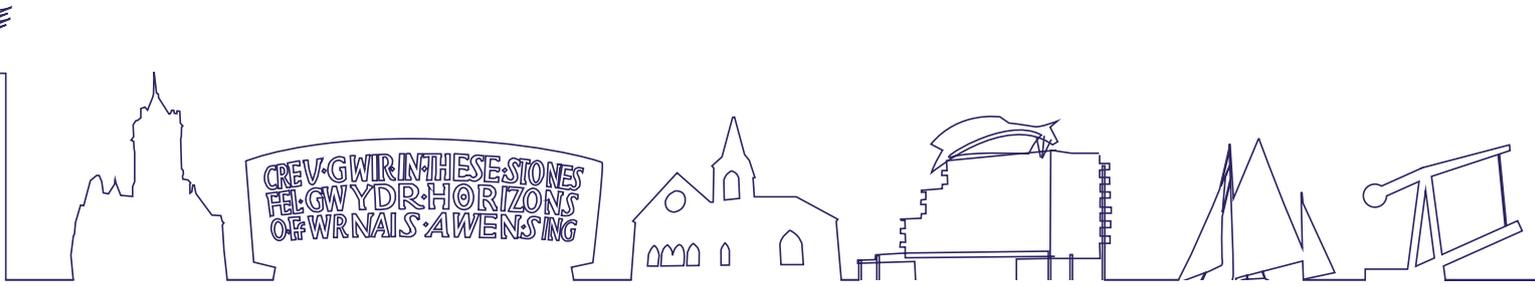
## The number of people with no qualifications

Only Edinburgh has fewer people with no qualifications than Cardiff. Over time there has been a marked reduction in the percentage of the population with no qualifications and the Cardiff level is below both the UK and Welsh average.

This is important as it ensures not only the city's economic competitiveness but also social justice within a city. Education and qualifications are key drivers of social mobility.

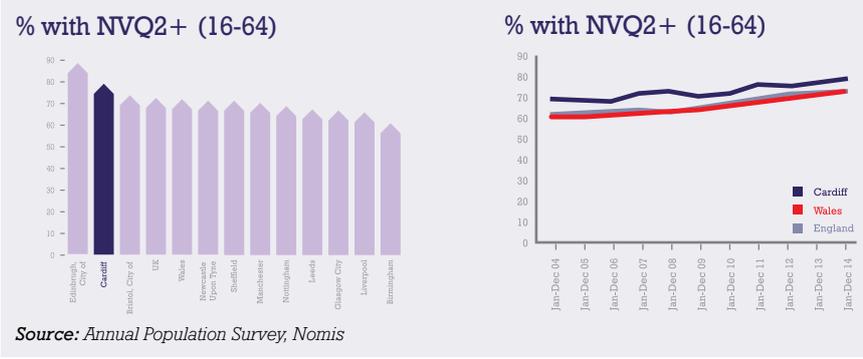


Source: Annual Population Survey, Nomis



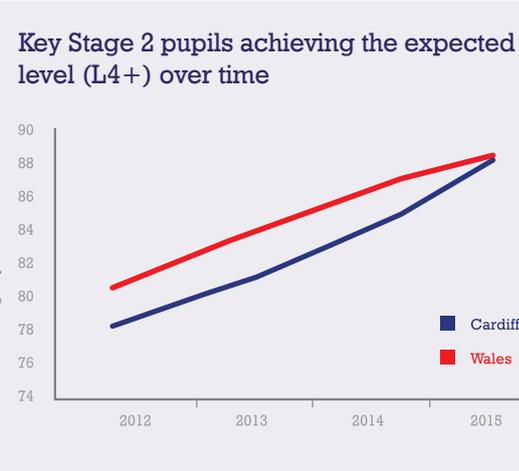
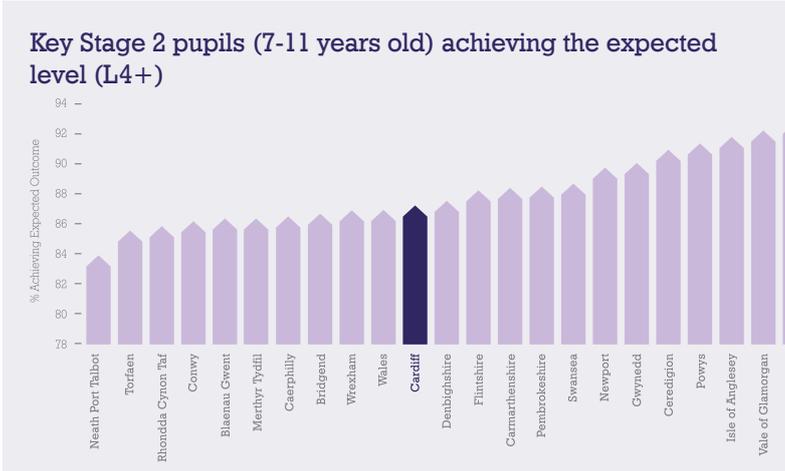
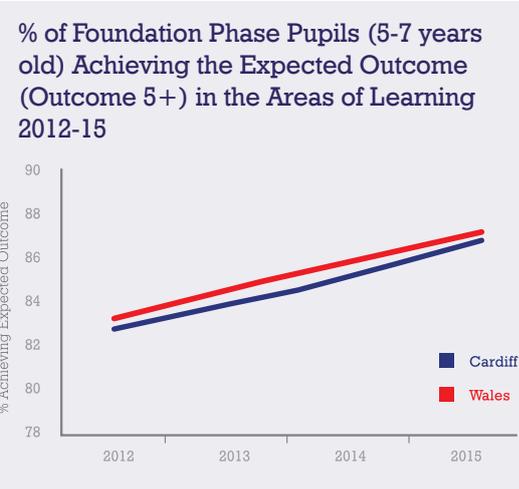
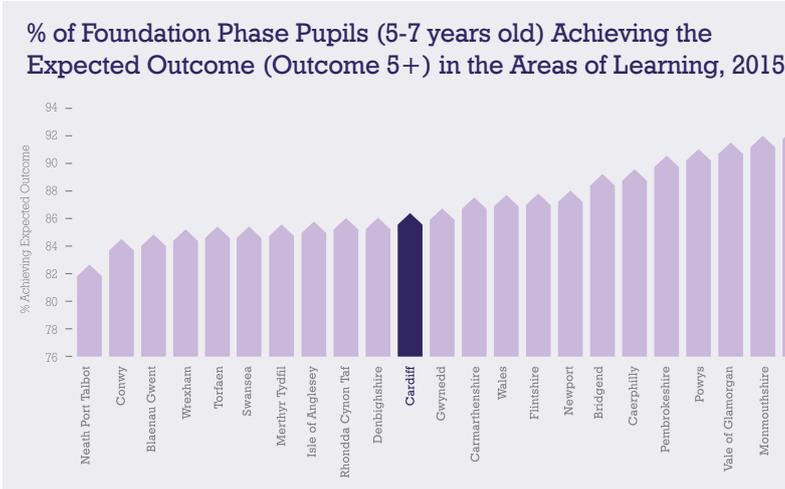
## GCSE Results

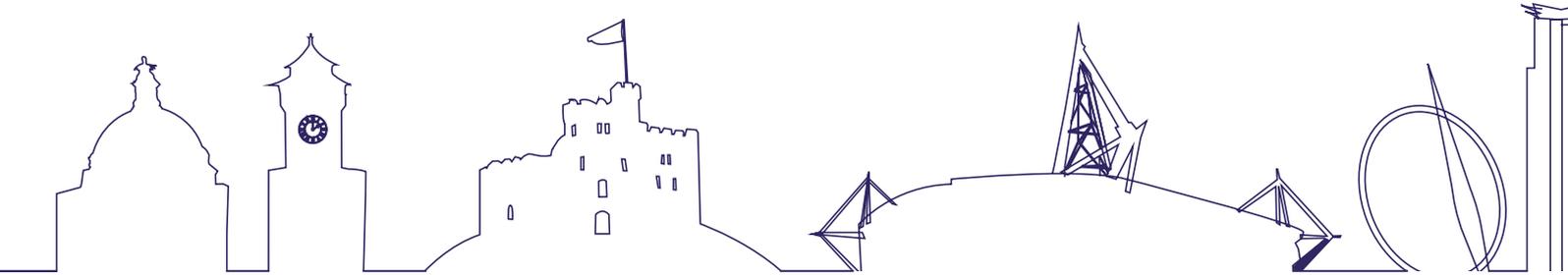
In terms of the percentage of the working age population with four or five GCSEs at grades A\*-C (qualified to NVQ Level 2) Cardiff is performing well in comparison to other core cities. Only Edinburgh has a higher percentage of the working age population qualified to this level or above and this figure has consistently risen in the last few years.



## Performance at Primary School level

With regards to primary school performance, Cardiff's comparative position against other local authorities in Wales is improving. There is a growing body of evidence to suggest that the gap is closing, and this continues to represent a priority area for the city.





## Number of young people known to be NEETS

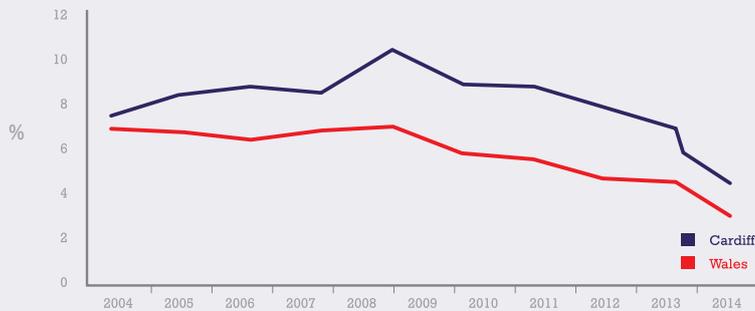
Cardiff has a higher percentage of young people (Year 11) deemed to be Not in Education, Employment or Training (NEET) than almost any local authority in Wales.

There has been a reduction of over 6 percent between 2008 and 2014, bringing the numbers in the capital city nearer to the Welsh average. This remains a priority for the city as it is an area where performance needs to improve significantly.

## Year 11: % NEETS

LEA	2014
Newport	4.7
<b>CARDIFF</b>	<b>4.3</b>
Rhondda Cynon Taf	3.9
Neath Port Talbot	3.8
Bridgend	3.6
Caerphilly	3.5
Swansea	3.5
Blaenau Gwent	3.4
Carmarthenshire	3.4
Pembrokeshire	3.2
Wales	3.1
The Vale of Glamorgan	2.8
Merthyr Tydfil	2.6
Powys	2.3
Torfaen	2.2
Denbighshire	2.1
Ceredigion	1.8
Conwy	1.8
Wrexham	1.8
Gwynedd	1.7
Isle of Anglesey	1.7
Monmouthshire	1.7
Flintshire	1.3

## Destination of School Leavers - NEET, 2004-2014 (Careers Wales), Year 11

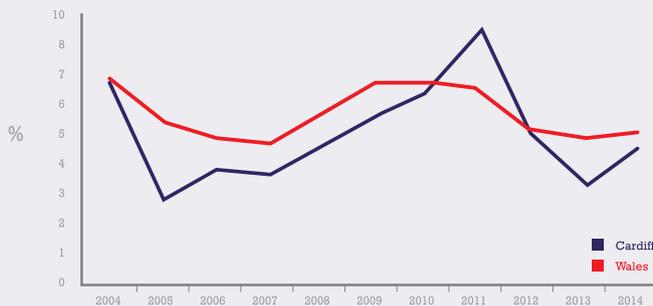


Destination of School Leavers data for Year 13 shows that, in 2014, Cardiff performed fairly well in terms of the number of young people identified as being NEET. The trend in Cardiff has also seen a reduction since 2010, with the fall continuing year on year, with the exception of a small rise in the number of young people identified as being NEET over the last year. Cardiff, however, remains below the Welsh average.

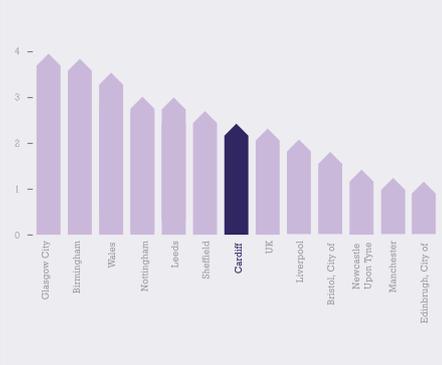
## Year 13: % NEETS

LEA	2014
Wrexham	7.9
Torfaen	7.7
Bridgend	7.5
Powys	6.7
Newport	6.3
Carmarthenshire	6.1
Rhondda Cynon Taff	5.9
Caerphilly	5.5
Wales	4.9
Pembrokeshire	4.5
Neath Port Talbot	4.4
<b>CARDIFF</b>	<b>4.4</b>
Swansea	4.4
The Vale of Glamorgan	4.1
Gwynedd	3.9
Monmouthshire	2.9
Conwy	2.7
Merthyr Tydfil	2.5
Ceredigion	2.7
Flintshire	2.3
Denbighshire	2.1
Isle of Anglesey	2.9
Blaenau Gwent	2.5

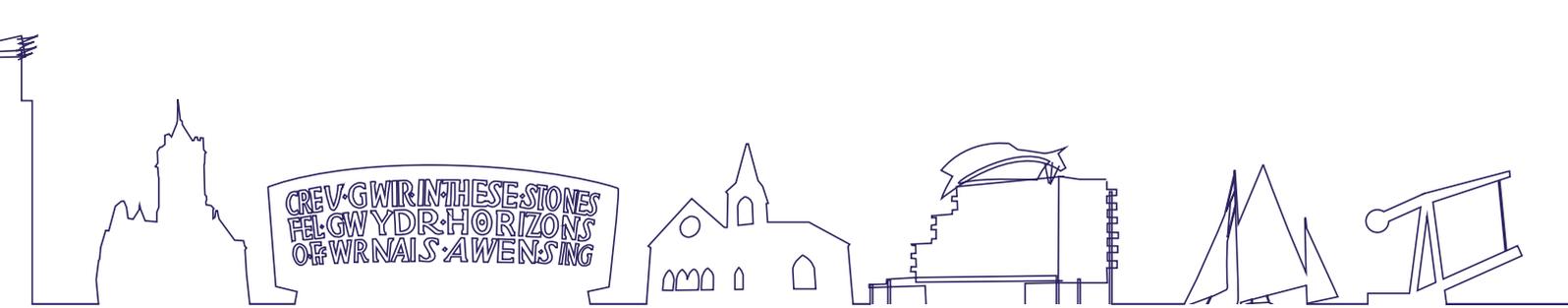
## Destination of School Leavers - NEET, 2004-2014 (Careers Wales), Year 13



## JSA Claimant Rate 18-24 year olds



Comparing the claimant count rate for 18-24 year olds, Cardiff is performing fairly well, and is following the national trend with a reduction in this number since 2009.



## Summary

When it comes to being a high-skilled city, Cardiff compares favourably to other core cities.

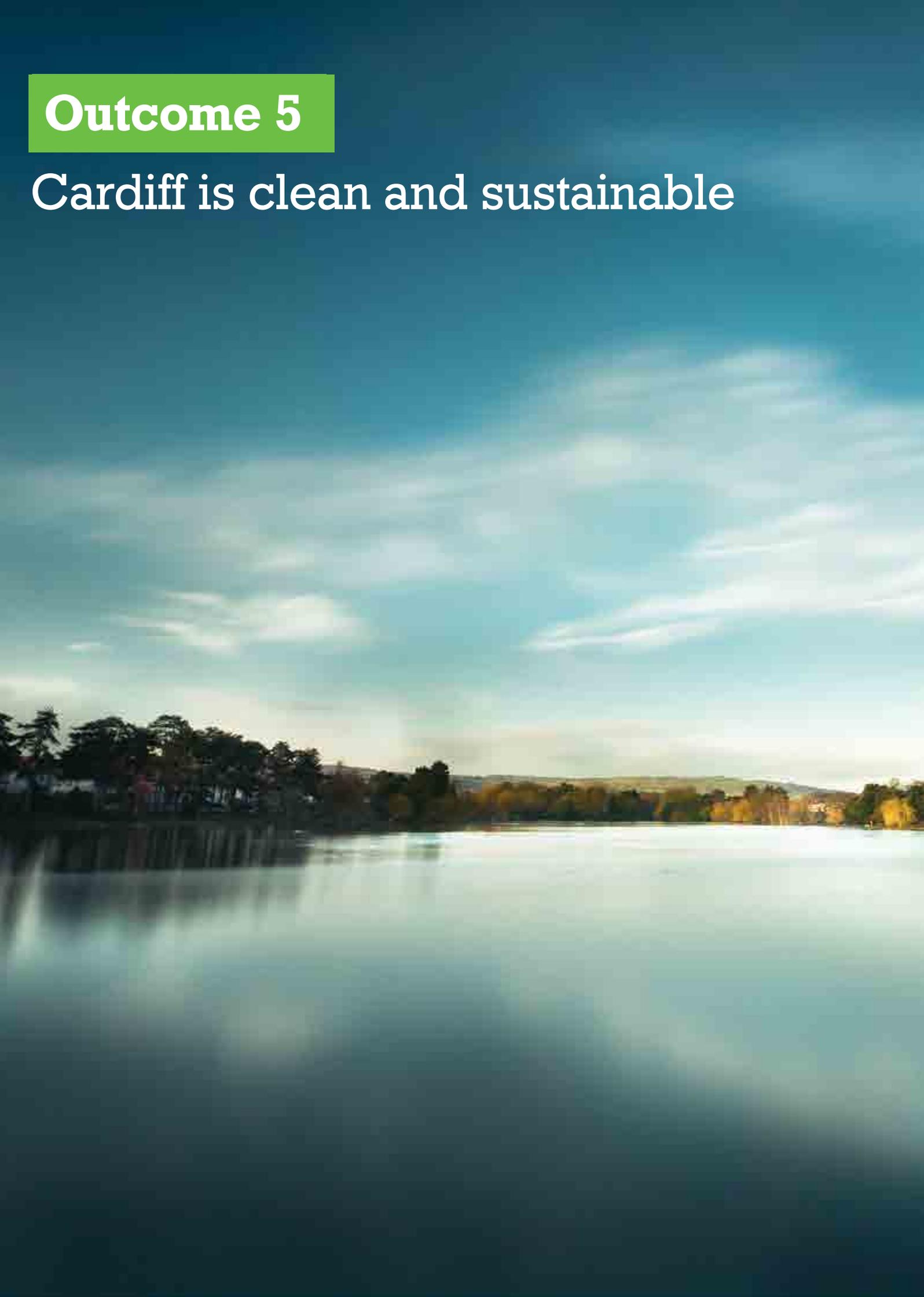
The high proportion of residents with degree level education (or equivalent) is a result of the presence of three universities in the city and the ability of Cardiff to retain graduates in the city when they have finished their studies. Alongside high levels of residents with the equivalent of 5 GCSEs, when compared to other core cities, it paints a picture of a city that has a well qualified population.

Similarly, the low number of people with no qualifications compares favourably to other UK core cities, and should have a positive impact on social mobility, as do the recent reductions in the number of people known to be 'NEET.'

Given the importance of education in helping people fulfil their potential, and the importance of skills and creativity in the knowledge economy, this is good news for Cardiff.

## Outcome 5

Cardiff is clean and sustainable



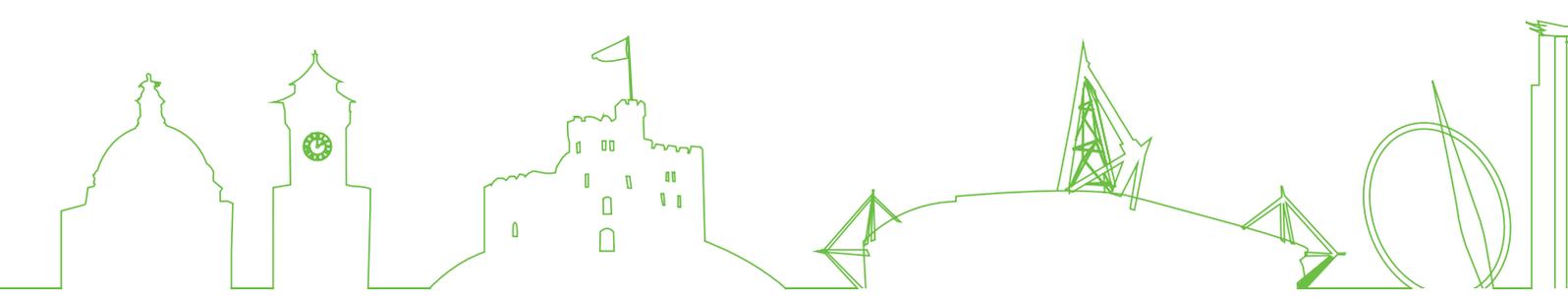


Cardiff is committed to becoming a 'One Planet City' by 2050. Cardiff's current ecological footprint is nearly 3 planets; this means that if everyone in the world lived and used resources in the same way we do, it would take almost 3 planets to sustain our way of life.

As a fast growing city it is important that we take steps to ensure Cardiff is as clean and sustainable as possible. This means increasing the number of people using sustainable transport, recycling more, and reducing pollution and carbon emissions. It also means considering new energy sources and improving the city's energy resilience by having a range of renewable energy sources.

Cardiff's performance in this area focuses on a number of indicators that include:

- Carbon emissions
- Sustainable travel
- Waste and recycling figures
- Cleanliness
- Parks and green spaces



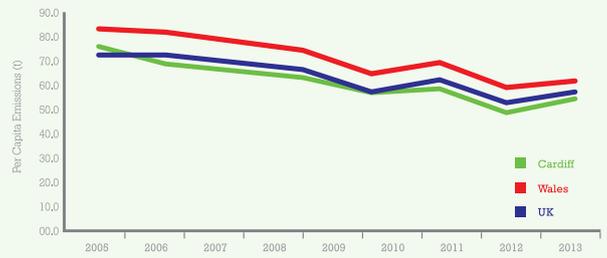
## Carbon Emissions

Within Cardiff, total emissions per person have been declining over a number of years; however Cardiff has higher levels of emissions than many of the UK core cities.

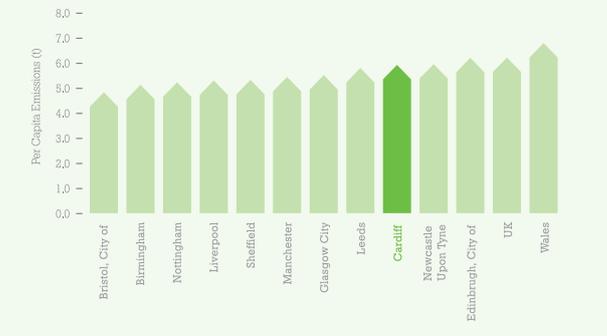


The number of days with moderate to high levels of air pollution in Cardiff city centre has **more than halved** since 2006.

Total Per Capita Emissions (t) Within the Scope of Influence of Local Authorities



Total Per Capita Emissions (t) Within the Scope of Influence of Local Authorities, 2013



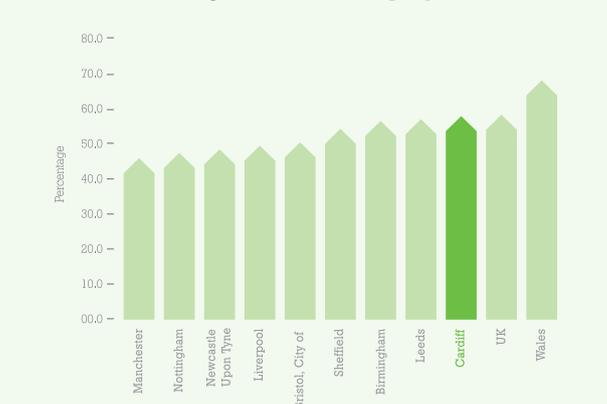
## Sustainable Travel

Road transport is the fastest growing source of carbon emissions whilst traffic congestion can lead to poor air quality which can be harmful to health. With Cardiff's fast growing population, shifting commuters on to more sustainable forms of transport is a top priority for the city.

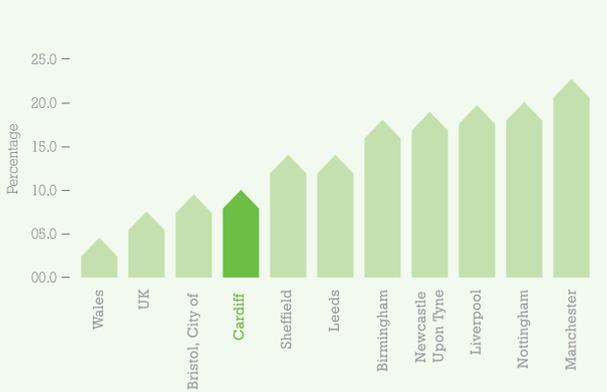
Car dependency is also recognised as a major contributor to inactive lifestyles and the increasing levels of obesity in the UK. Most of the world's most liveable cities have grown alongside the development of sustainable transport networks which allow people to travel freely by public transport, walking and cycling.

Taking short journeys on foot or by bike can also increase activity levels that lead to health benefits, as well as presenting opportunities to save money. For communities it can increase the numbers of people out on the street, creating a sense of vibrancy that leads to a number of community and economic benefits. The most recent figures, collected in 2011, show that Cardiff has a higher than average percentage of people travelling to work by car or van.

Travel to Work: Driving a Car or Van, 2011 (% of Residents Aged 16-74 in Employment)



Travel to Work: Bus, Minibus or Coach, 2011 (% of Residents Aged 16-74 in Employment)

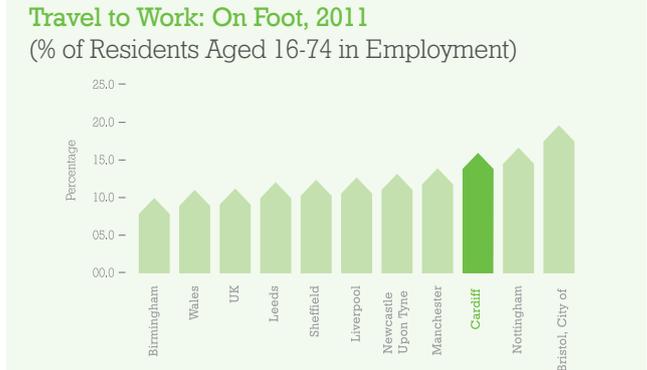
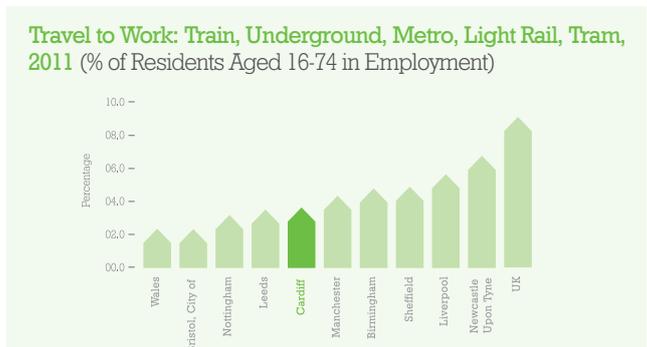




Equally, the 2011 Census revealed that a relatively small percentage of the Cardiff population travelled to work by bus (10.2%) or train (3.5%), particularly in relation to the other core cities.

Cardiff does however perform more strongly in terms of other forms of sustainable transport. In only Bristol and Manchester do more people cycle to work.

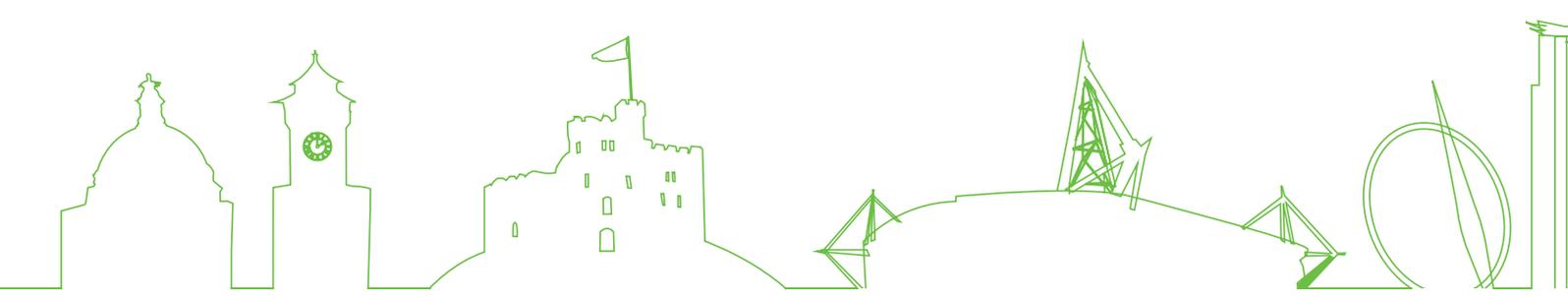
Taken together it can be seen that, in Cardiff, most people commute by either car or on foot.



The chart below shows the trends in Cardiff over a 10 year period. Whilst there has been a slight decline in the use of cars, it still is, by some margin, the most prominent mode of transport.

More positively, 43% of the Cardiff population travel using sustainable transport, with walking being the most popular means and a doubling in the number of cyclists and train users over the last 10 years.

### Reported mode of transport used in Cardiff (Ask Cardiff)



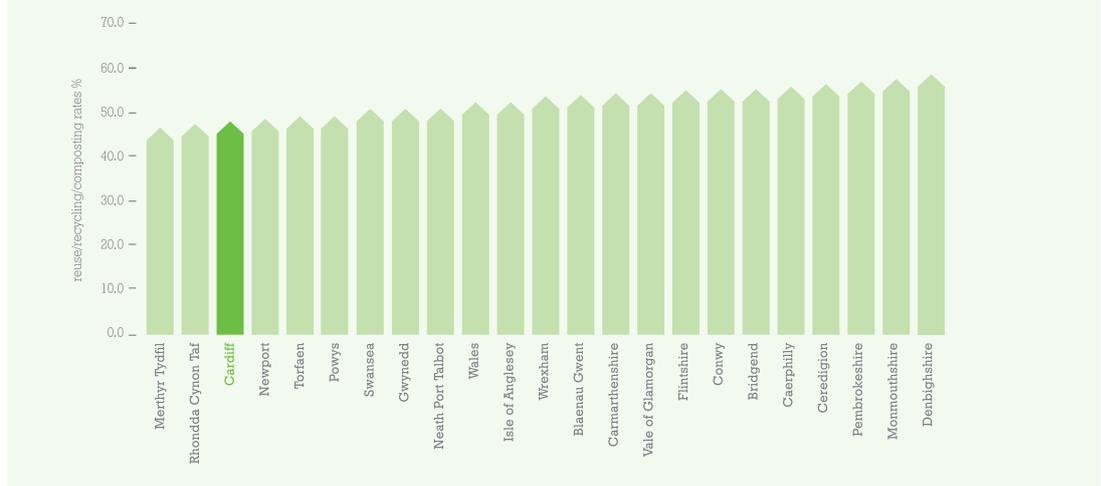
## Waste and Recycling

Cardiff is recycling and composting a percentage of public waste that is lower than the national average and the Welsh Government's recycling target. However, Cardiff recycles more than any other UK Core City.

The Cardiff and Welsh trends have generally mirrored each other, with the city seeing a drastic increase in recycling rates since the end of 2010. However, there was a slight decrease in this rate in 2013/14 with the Council recycling or composting 49.7% of its waste.

This is particularly important since there are fines if certain waste targets are not met.

**Local Authority Municipal waste reuse/recycling/composting rates by local authority (a) 2013-14**

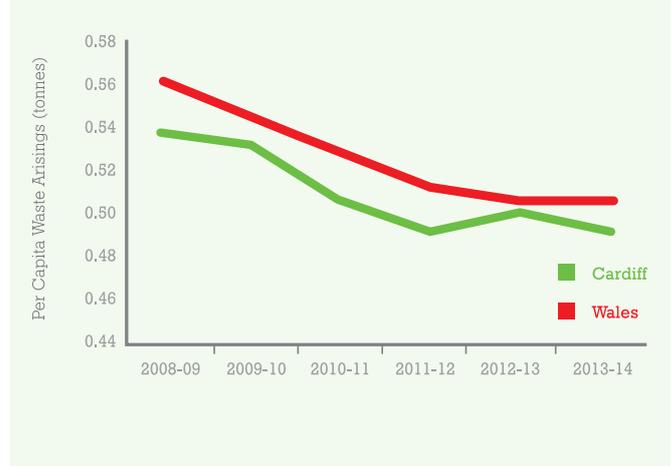


**% of household waste sent for reuse, recycling or composting (2013-14)**

<b>CARDIFF</b>	<b>49.67%</b>
Leeds	43.70%
Newcastle	41.54%
Bristol	41.52%
Edinburgh	38.07%
Manchester	34.93%
Nottingham	32.86%
Sheffield	30.22%
Birmingham	28.76%
Glasgow	26.90%
Liverpool	26.74%

Data sources: DEFRA, WRAP, Resource, StatsWales, SEPA, DOENI, ONS (accessed via <http://www.sita.co.uk/waste-as-a-resource/recycling-in-the-uk>)

**Local Authority Municipal waste arisings (tonnes) 2008-09 to 2013-14**

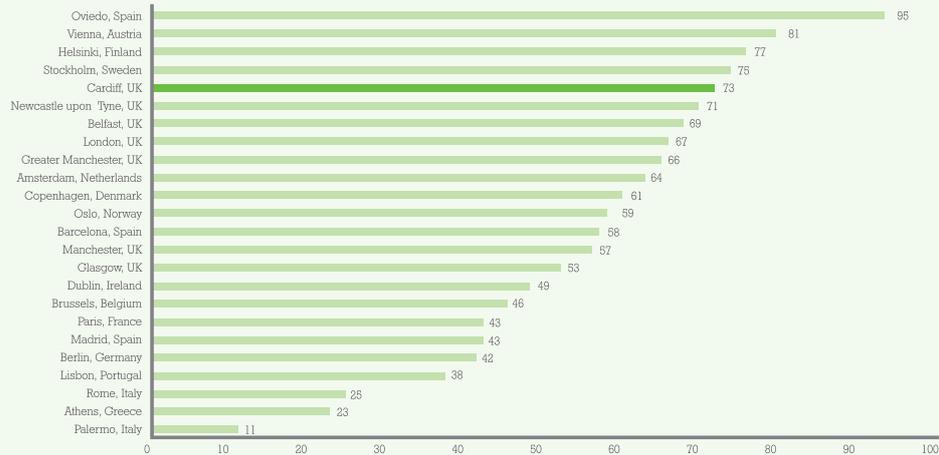




## Cleanliness

In the recent EU Urban Audit, Cardiff was the top performing UK city with respect to resident satisfaction with the cleanliness of the city. The graph below shows the performance of a selection of the 79 cities surveyed – Cardiff was ranked 21st overall and is the Joint 6th highest ranked European capital city on this measure.

**Respondents who expressed satisfaction with the cleanliness of their city, 2014**  
(%) E.U. Urban Audit



## Parks and Green Spaces

Cardiff currently has 9 green flag parks, with Bute Park designated Green Park Heritage status, one of only three sites in Wales. In the 2014 Ask Cardiff Survey residents were asked how satisfied they were with Cardiff's parks and open spaces and 87.5% of respondents reported being either very or fairly satisfied.

**How satisfied are you with parks and open spaces in Cardiff? (Ask Cardiff 2014)**



## Summary

Recycling rates have steadily increased in Cardiff over the past few years with a recycling rate significantly higher than any other UK core city. However, Cardiff is currently recycling less than the Welsh Government's recycling target and so more will need to be done to ensure the Council meets these targets and avoids substantial fines.

Emissions are another area where Cardiff will need to improve. Carbon emissions in the city are higher than most other core cities and this is perhaps a result of over reliance on the car or van as a form of transport. Affordable and efficient public transport is a factor in making any city a good place to live and analysis suggests that public transport is under utilised in the city- although rates of walking and cycling are encouraging. Satisfaction levels with both the city's parks and green spaces and overall cleanliness suggest Cardiff is performing well, however, this will need to be maintained to retain Cardiff's status as a top liveable city.

## Outcome 6

Cardiff is a fair, just and inclusive city





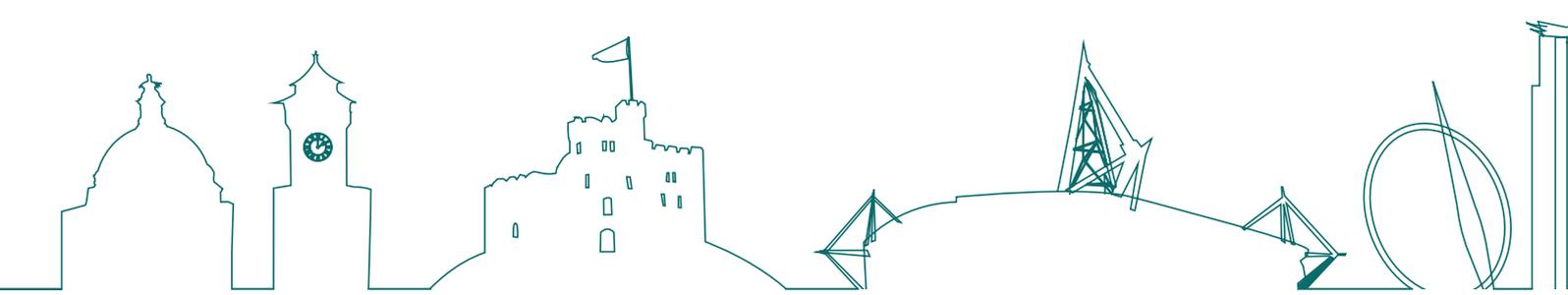
The Liveable City report provides an overview of city performance and the headlines would suggest that Cardiff is performing well in comparison with Core Cities and other parts of Wales.

However, further analysis reveals some stark disparities in performance between different parts of the city.

Addressing these will ensure that the most vulnerable in society are supported. It will tackle inequality and help provide opportunities for all, regardless of background, as well as improving both social mobility and overall prosperity in the city.

This section considers the levels of inequality within Cardiff in the following areas:

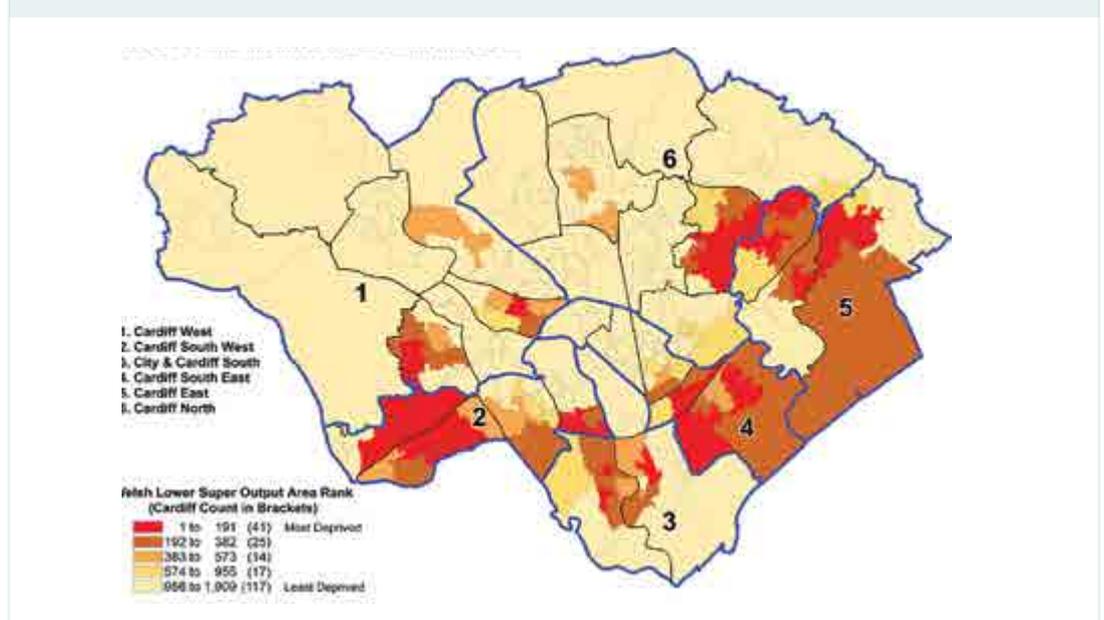
- Income
- Child poverty
- Unemployment
- Affordable housing
- Health
- Crime



## City Inequality: Income

The difference in income across the city also demonstrates the level of inequality that exists. Almost one-fifth (19.2%) of the areas in Cardiff are within the 10% most deprived areas in Wales when taking into account the proportion of people below a defined income level.

The 2014 WMD Income Domain Ranks in Cardiff



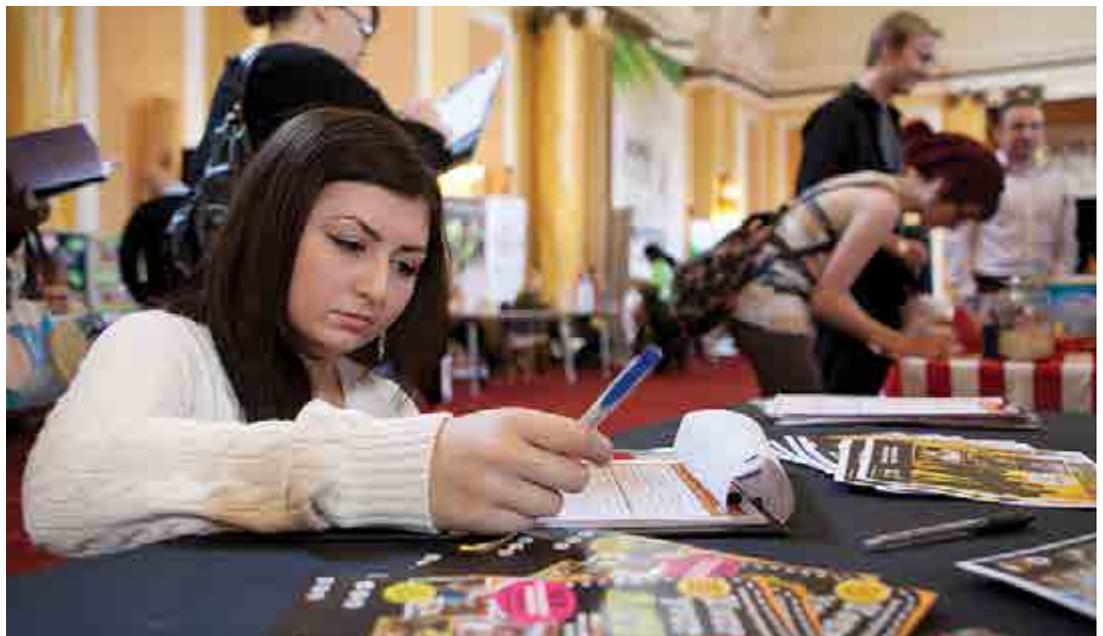
Claimant Count (%)

2015 Electoral Ward	Rate
Ely	5.8
Splott	4.7
Adamsdown	4.5
Caerau	4.5
Trowbridge	3.8
Llanrumney	3.6
Pentwyn	3.6
Riverside	3.4
Grangetown	3.3
Llandaff North	3.1
Plasnewydd	3.1
Butetown	2.9
Fairwater	2.9
Rumney	2.9
Cardiff	2.6
Canton	2.5
Llanishen	1.5
Penylan	1.5
Whitchurch & Tongwynlais	1.5
Pentyrch	1.4
Gabalfa	1.2
Heath	1.2
Llandaff	1.2
Pontprennau/Old St. Mellons	1.2
Cathays	0.9
Radyr	0.9
Lisvane	0.8
Creigiau/St. Fagans	0.7
Cyncoed	0.7
Rhiwbina	0.7

## Inequality: Unemployment

Data in the Thriving and Prosperous Economy section (see page 17) shows that unemployment in Cardiff is low, particularly compared to other core cities.

However there is significant difference across the city, with Ely, Splott and Adamsdown experiencing the highest claimant rate for jobseekers allowance in the city and Cyncoed, Rhiwbina, and Creigiau / St Fagans experiencing the lowest.





## Inequality: Low Income Families & Child Poverty

The table below shows the number of children in low-income families across Cardiff's electoral wards at the end of August 2012.

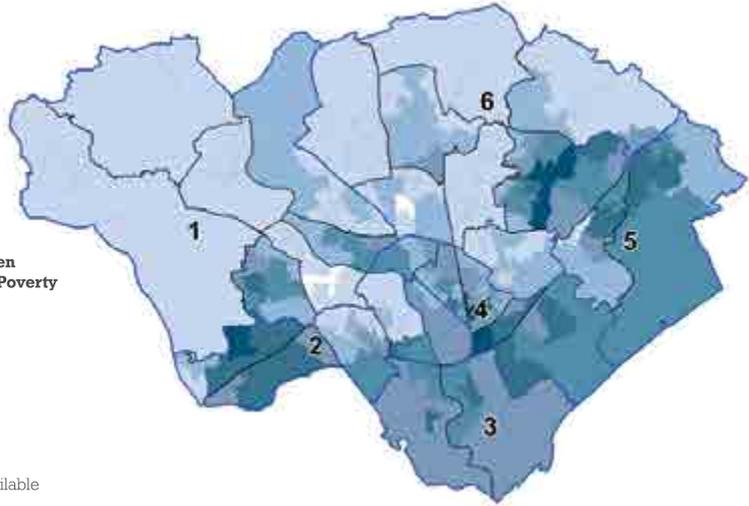
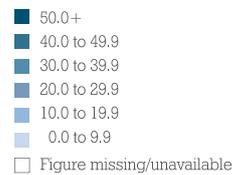
Around a quarter (24.6%) of children within Cardiff were deemed to be living in low-income families. This figure ranged from just 3.0% in Lisvane to almost 47.8% in Ely.

The distribution of children in low-income families across Cardiff at the end of August 2012 by lower super output area (LSOA) can be seen below.

Percentage of Children in Low-Income Families in Cardiff by LSOA, 31st August 2012

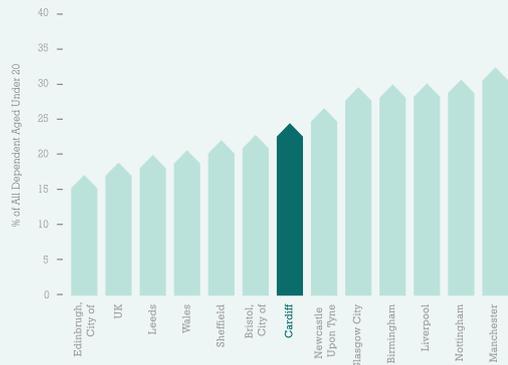
1. Cardiff West
2. Cardiff South West
3. City & Cardiff South
4. Cardiff South East
5. Cardiff East
6. Cardiff North

% of Dependent Children Under the Age of 20 in Poverty (Source: HMRC)

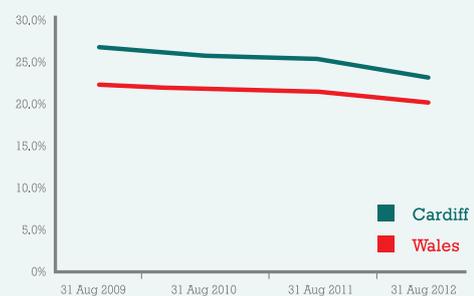


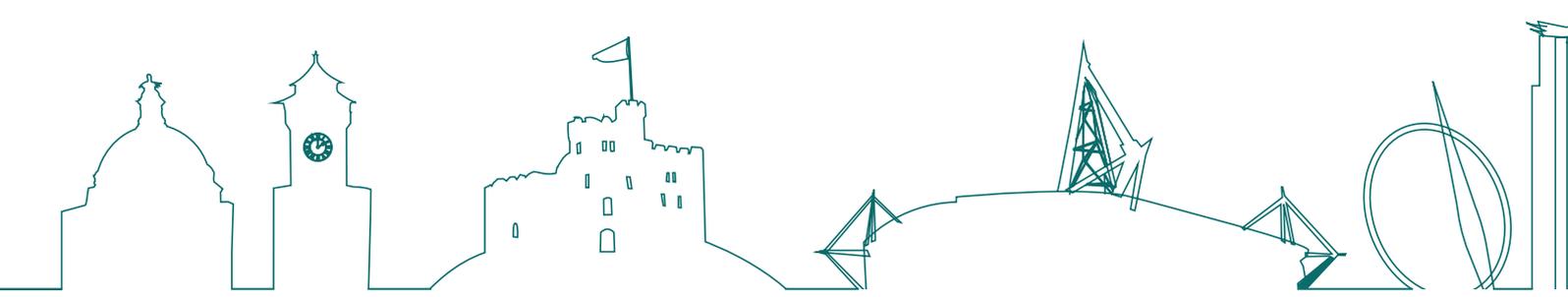
Relative to other major UK cities, Cardiff is a mid-table performer. The percentage of children living in low income households is significantly higher in some of England's larger cities, such as Birmingham and Manchester.

% of All Dependent Children Under the Age of 20 Living in Low-Income Families, 31st Aug 2009 to 31st Aug 2012



% of All Dependent Children Under the Age of 20 Living in Low-Income Families, 31st Aug 2009 to 31st Aug 2012



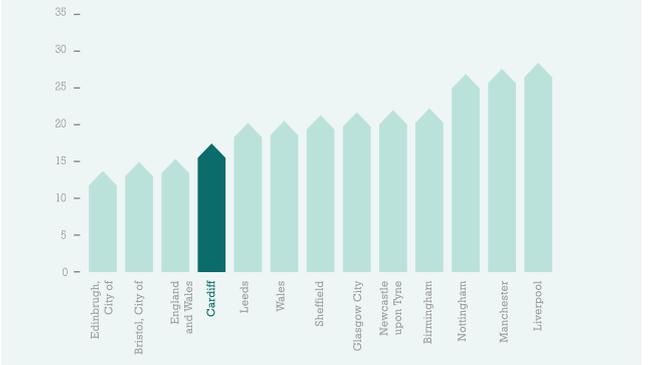


## Inequality: House Price Affordability

The graph on the right shows housing affordability in Cardiff. It is based on a consideration of annual full time pay in a city as a percentage of average house prices. This suggests that, relative to earnings, housing in Cardiff is relatively unaffordable, behind only Bristol and Edinburgh.

In Cardiff, the average house costs around a 6 times the average salary, while in Liverpool it is closer to 3 times the average salary.

Affordability: Median Gross Annual Pay Full-Time Workers as a Percentage of Average House Prices, 2015

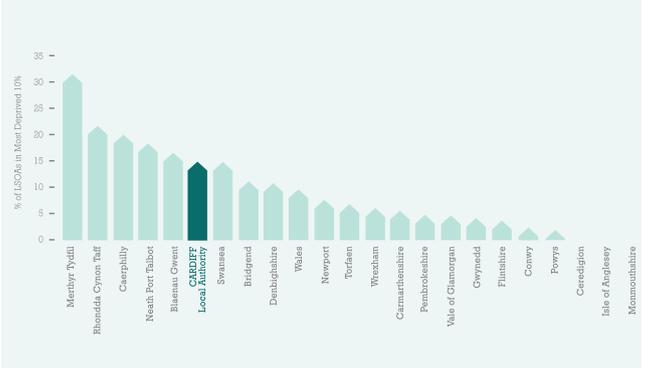


## City Inequality: Health

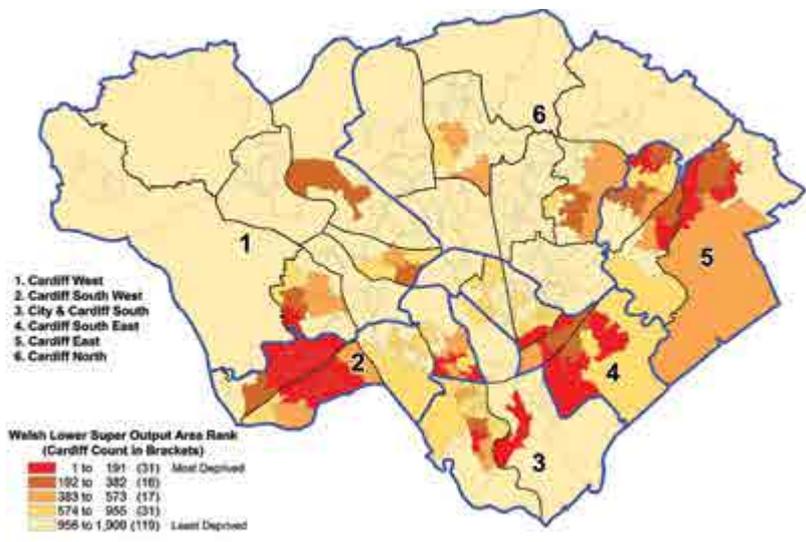
The difference in life expectancy across different wards in Cardiff, as outlined in the “People in Cardiff are Healthy” chapter, is significant. There is evidence that the gap between the least and most deprived areas is increasing over time.

In Cardiff, health inequality also follows the same geographical pattern as many other forms of deprivation with the map below showing where poor health is more prevalent in the city based on a number of factors, such as death rate and cancer incidence.

Percentage of LSOAs in the 10% Most Deprived Areas in Wales (Ranked 1-191) WIMD 2014 Health Domain



The 2014 WMD Health Domain Ranks in Cardiff





## A Health Inequality Gap

Whilst health trends at the city level are encouraging this hides some stark differences between areas of the city. Many issues relating to health are concentrated in the same areas of Cardiff where several other issues are also more widespread.

Perhaps the most startling statistic is that between Butetown and Radyr, separated by a distance of less than 5 miles, there is a life expectancy gap of 11.5 years. Other figures reflecting inequality include:

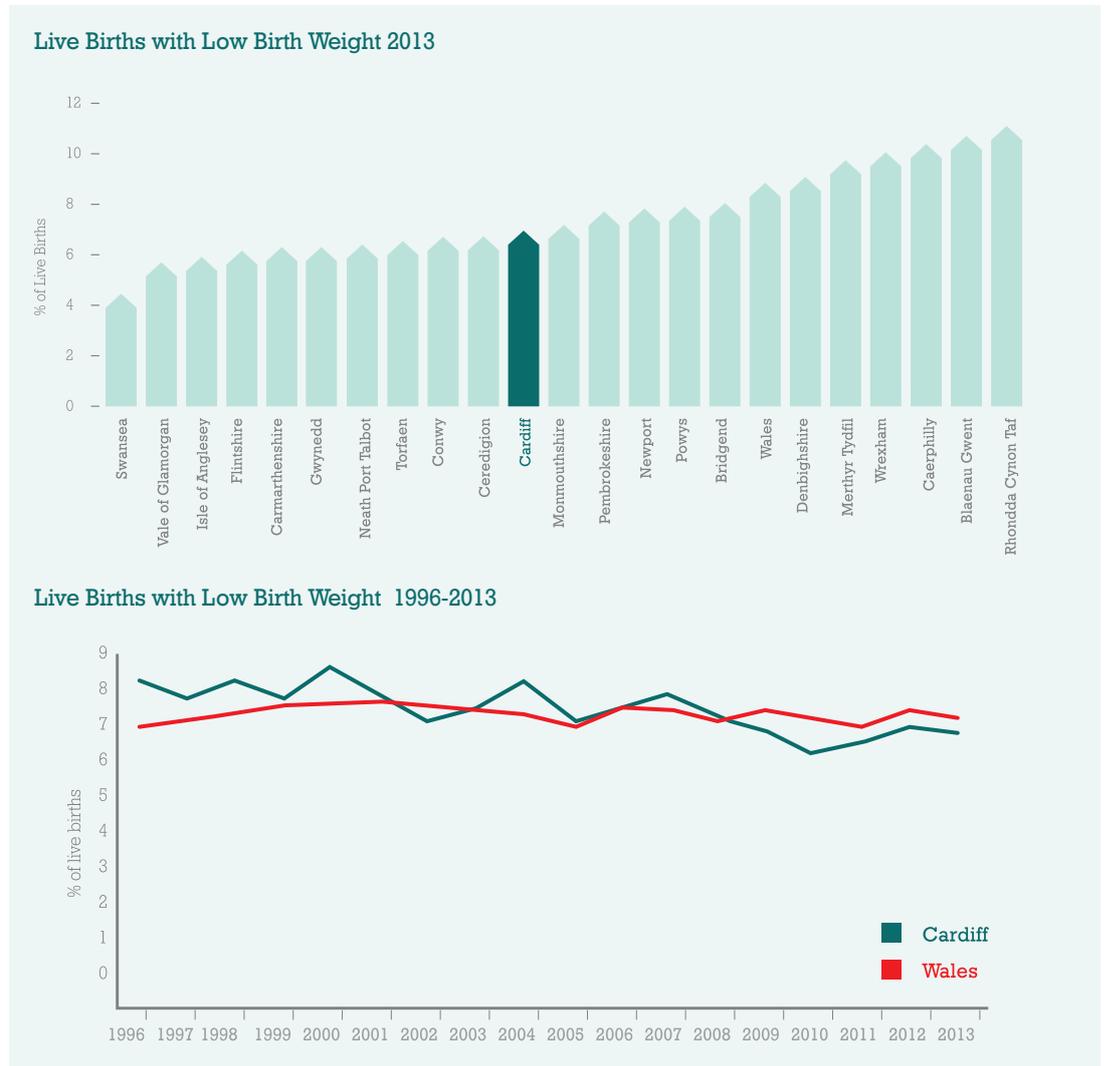
- Mortality, from all causes, is three times higher in Plasnewydd than in Thornhill.
- The mortality rate from respiratory disease is seven times higher in Splott than in parts of Llanishen.
- Premature mortality from circulatory disease is seven times higher in Riverside than in Thornhill.
- Mortality from coronary heart disease is three times higher in Cardiff Bay than in Lakeside.

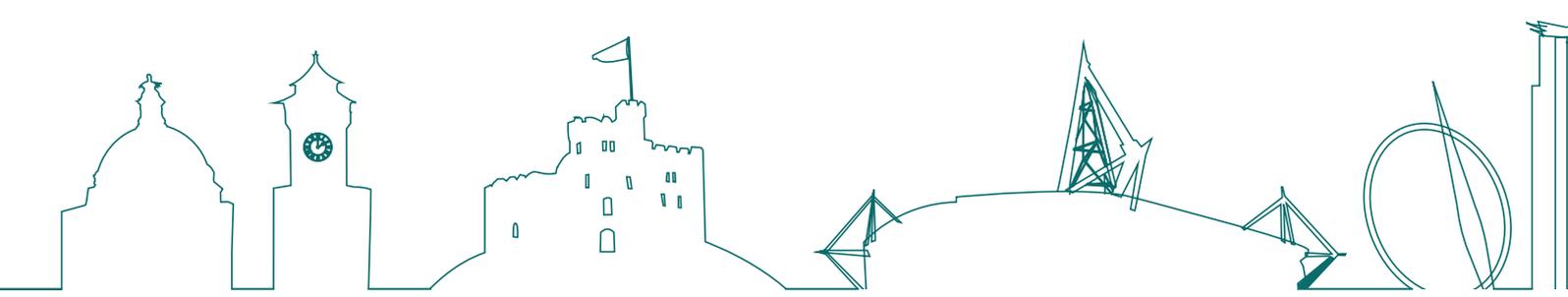
Source: Cardiff & Vale University Health Board – Health Needs Assessment Support 2010: Key Small Area indicators



## Live Birth Weights

Another key determinant of long term health and life chances is the number of births in which the baby is born weighing less than 2.5kg. Over the last 10 years, there has been a steady fall in the number of low birth weight babies (rate per 1,000) in Cardiff.





## Inequality: Crime

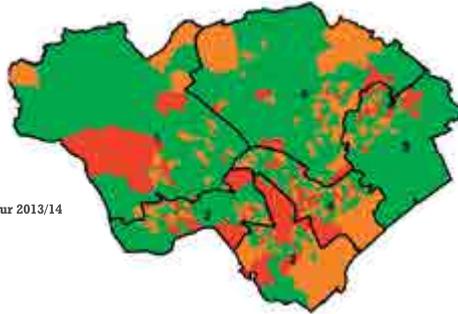
As is the case with a number of other indicators, crime is concentrated in the south and west of Cardiff, though there are pockets within the rest of Cardiff where some instance of crime are more pronounced.

### Anti-Social Behaviour

1. Cardiff West
2. Cardiff South West
3. City & Cardiff South
4. Cardiff South East
5. Cardiff East
6. Cardiff North

Anti-Social Behaviour 2013/14

- 25 to 900
- 15 to 25
- 0 to 25

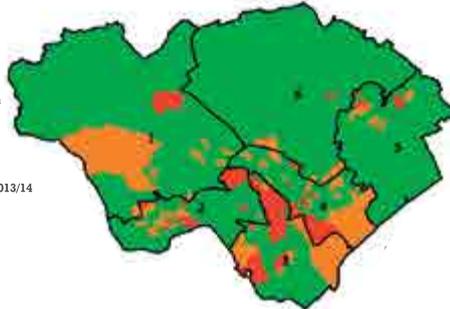


### Criminal Damage

1. Cardiff West
2. Cardiff South West
3. City & Cardiff South
4. Cardiff South East
5. Cardiff East
6. Cardiff North

Criminal Damage 2013/14

- 25 to 900
- 15 to 25
- 0 to 25

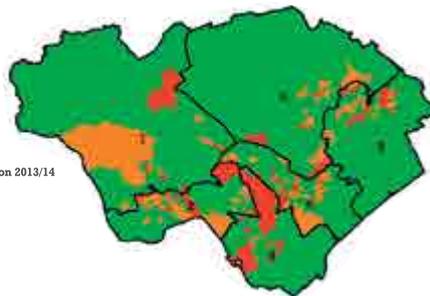


### Violence Against the person

1. Cardiff West
2. Cardiff South West
3. City & Cardiff South
4. Cardiff South East
5. Cardiff East
6. Cardiff North

Violence Against the person 2013/14

- 15 to 610
- 10 to 15
- 0 to 10

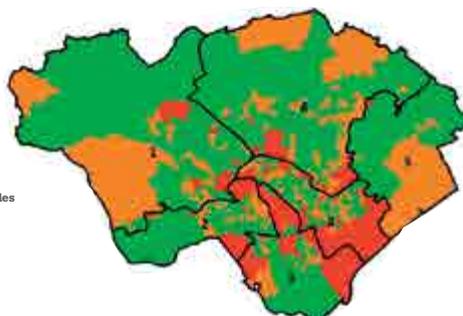


### Thefts from Motor Vehicles

1. Cardiff West
2. Cardiff South West
3. City & Cardiff South
4. Cardiff South East
5. Cardiff East
6. Cardiff North

Thefts from Motor Vehicles

- 5 to 15
- 3 to 5
- 0 to 3





## Summary

There are a number of pronounced differences in performance across a range of indicators, which suggest significant inequality in the city. There are areas that are home to concentrations of poverty, poor health, low incomes and crime. Cardiff is also not, relative to other core cities, an affordable place to buy a house, with average house prices around six times higher than the average income.

As with economic performance, the headline statistics hide stark differences between richer and poorer areas of the city, with health problems more concentrated south of the city, broadly following the same geographical pattern as other forms of deprivation.

If Cardiff is to become Europe's most liveable capital city, it will need to provide opportunities and quality of life for all residents; therefore addressing inequality across the city is a top priority for the Council and its partners.

# Outcome 7

## Great Place to Live, Work and Play





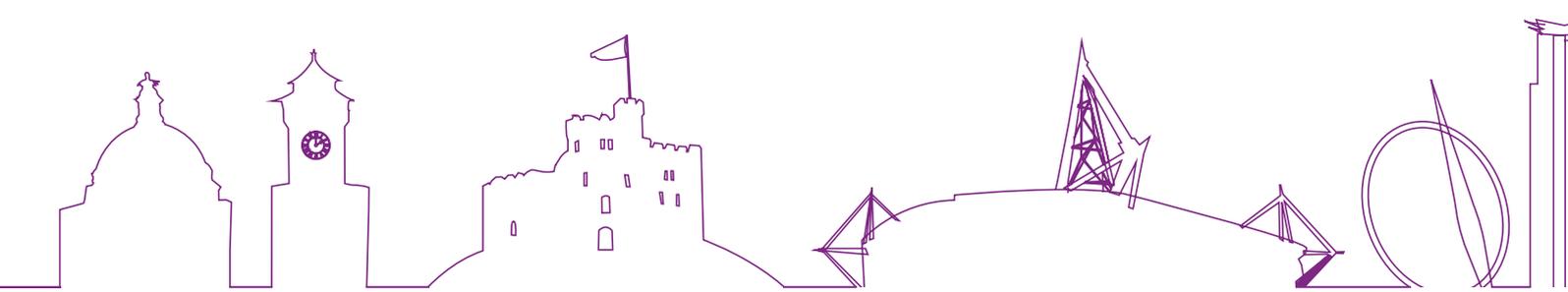
This section considers subjective measures of success – or put simply, what people who live, work or study in Cardiff have said about the city.

This includes the results of a number of surveys and questionnaires that reflect the views of residents, visitors and community groups.

Because some of these surveys are done across Europe, it also allows comparisons with European cities.

This section includes:

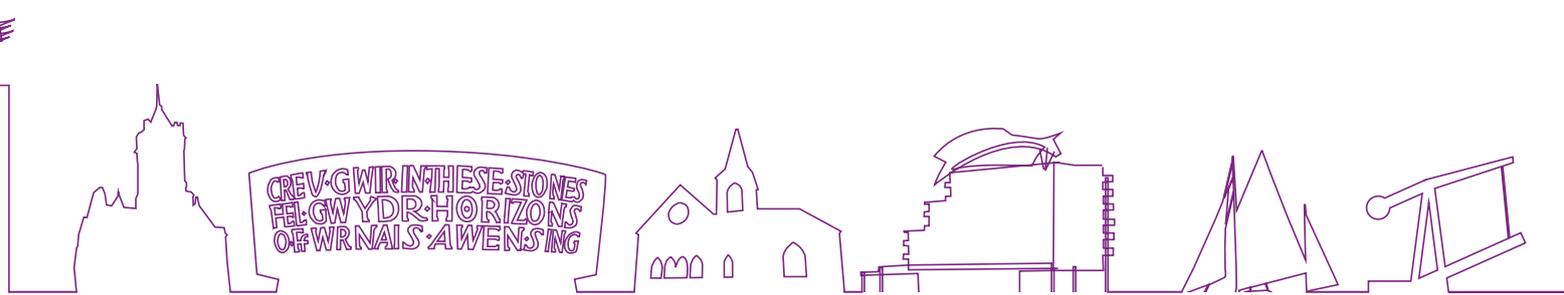
- European Commission Urban Audit
- UK quality of life index
- UK's best city to be young



The latest European Urban Audit, a survey of quality of life in 79 major European cities conducted by the European Commission placed Cardiff as the top UK city – and joint 6th European capital city ranking behind only Copenhagen, Oslo, Amsterdam, Reykjavik and Stockholm - in terms of resident satisfaction with the place they live.

<b>I'm satisfied to live in...</b>	<b>Position in terms of Capital Cities (31)</b>	<b>% satisfaction</b>
Oslo	1	97%
Copenhagen	=1	97%
Stockholm	3	96%
Reykjavik	=3	96%
Amsterdam	=3	96%
<b>Cardiff</b>	<b>6</b>	<b>95%</b>
Vienna	=6	95%
Berlin	9	93%
Belfast	=9	93%
Lisbon	=11	92%
Prague	15	90%
Dublin	=15	90%
Paris	20	88%
London	21	87%
Madrid	22	86%
Budapest	27	84%
Rome	30	80%
Athens	31	52%



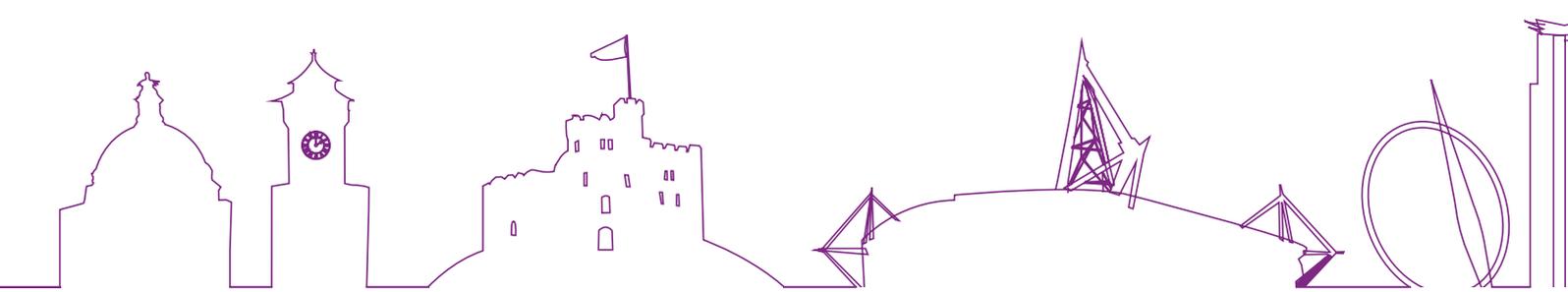


Cardiff also performs well against other European capital cities in terms of culture, leisure and environmental factors.

## Cardiff's performance in the European Commission Urban Audit (2013)

Level of satisfaction / agreement with....	% satisfied / in agreement with	Position against other capital cities (31)	Position against UK cities (6)	Position in Europe (79)
"I'm satisfied to live in my city"	95%	Joint 6th	1st	22nd
The life you lead	93%	Joint 6th	1st	19th
Cultural facilities	93%	3rd	1st	Joint 5th
Availability of retail shops	93%	Joint 1st	1st	Joint 5th
Sports facilities	78%	4th	1st	11th
Green spaces such as parks and gardens	89%	Joint 3rd	1st	Joint 11th
Public spaces such as markets, squares, pedestrian areas	87%	Joint 4th	1st	15th
Cleanliness	73%	Joint 6th	1st	21st
The quality of air	89%	1st	2nd	4th
I feel safe in [City Name]	83%	11th	2nd	25th
The administrative services of Cardiff help people efficiently	68%	3rd	3rd	12th
State of the streets and buildings in neighbourhood	72%	11th	2nd	31st
Public transport	76%	15th	3rd	30th
Schools and other educational facilities	75%	Joint 10th	4th	32nd
It is easy to find a job in...	32%	Joint 19th	2nd	34th
Financial situation of household...	79%	7th	1st	21st
Personal job situation	66%	Joint 9th	1st	29th
The place where you live...	92%	Joint 9th	3rd	39th
[City] is committed to fight against climate change	64%	3rd	2nd	16th
The noise level	85%	1st	2nd	Joint 2nd
Generally speaking, the public administration of [CITY NAME] can be trusted	68%	9th	2nd	27th
Generally speaking, most people in my neighbourhood can be trusted	77%	15th	4th	39th
Generally speaking, most people in [CITY NAME] can be trusted	74%	8th	3rd	22nd
I feel safe in my neighbourhood	86%	13th	3rd	36th
Foreigners who live in [CITY NAME] are well integrated	66%	4th	2nd	11th
The presence of foreigners is good for [CITY NAME]	68%	25th	4th	50th
It is easy to find good housing at a reasonable price in [CITY NAME]	43%	5th	5th	28th
Health care services, doctors and hospitals	86%	4th	3rd	Joint 24th





## UK's most liveable city

Cardiff was identified as the UK's top city in Money Supermarket's annual quality of life index. This takes into account factors such as disposable income, unemployment and the cost of renting, amongst other things, as well as looking at the overall cost of living.

This was an improvement on Cardiff's rank in 2013 when it was the third highest rated city of the 12 included in the index.



## UK's Best City to be Young (Legal & General, 2013)

Cardiff is also the best UK city for young adults because of its low cost of living, good job opportunities and decent wages, according to a 2013 poll by Legal & General. The city was placed above London, Edinburgh and Belfast after researchers spoke to more than 2,000 18 to 30 year olds from across the UK.

Seven in 10 living in Cardiff said they loved their job and took home an average annual wage of £21,585. The poll also found 70% were happy with their work-life balance. London offered the highest average wages but it scored poorly on cost of living, rental rates and levels of crime.

### 2014 Rank (2013)

### UK's 12 largest cities

1 (3)	Cardiff
2 (8)	Belfast
3 (12)	Bradford
4 (7)	London
5 (1)	Bristol
6 (5)	Leeds
7 (2)	Edinburgh
8 (6)	Manchester
9 (11)	Sheffield
10 (9)	Glasgow
11 (4)	Liverpool
12 (10)	Birmingham

### The UK's best cities for young adults

1. Cardiff	11. Leicester
2. Glasgow	12. Manchester
3. Coventry	13. Brighton
4. Sunderland	14. Bradford
5. Newcastle	15. Bristol
6. Hull	16. Nottingham
7. Liverpool	17. Belfast
8. Birmingham	18. Sheffield
9. Edinburgh	19. Leeds
10. London	20. Wakefield



CREV·GWIR·IN·THESE·STONES  
FEL·GWYDR·HORIZONS  
OF·WRNAIS·AWENSING

## Summary

Cardiff has performed extremely well in surveys, polls and reviews looking at quality of life and has been identified a number of times as the UK city offering the best quality of life for residents. It is important that this success is built upon, and that growth is accommodated in a way which protects the things people enjoy most about the city so that Cardiff can remain a great place to live, work and play and become Europe's most liveable capital city.

make the  
**difference**

