



**FOR**  
**CARDIFF**  
**WINTER**  
**NEWSLETTER**

# INTRODUCTION

## BY ADRIAN FIELD



Adrian Field  
Executive Director  
FOR CARDIFF



Welcome to the Winter edition of our quarterly newsletter, and the first edition under our new brand of FOR Cardiff! A huge thank you to the almost one hundred businesses who attend our business engagement event in October, which saw the launch of the new company name and numerous other exciting projects.

Why change the company name you may ask? Whilst there are over 290 business improvement districts (BIDs) UK wide, many of the larger BIDs often chose to move away from the technical and legal term. For example, London's largest BIDs are called New West End Company and Heart of London, whilst Edinburgh's BID is called Essential Edinburgh. There are several reasons for this, firstly, there can be confusion around what 'BID' means, with many questions around what you're bidding for. Secondly and most importantly, we wanted a name that was clear about what we stand for and why we're here. We are truly here FOR Cardiff and I believe this name is a clear statement of that, pure and simple.

We were delighted to see so many of you were able to come along to see the launch of, not only our new name, but also our cost savings project, free training programme, partnership with Visit Cardiff and the independent gift card. We look forward to hosting more of these events in the future and please make sure you either sign up to our e-newsletter or follow us on Twitter (@FOR\_Cardiff) and LinkedIn (FOR Cardiff) for updates about when and where these events are happening.

Happy New Year,

Adrian Field

# CAERDYDD

## AM BYTH

Croeso i rifyn y gaeaf o'n cylchlythyr chwarterol, a'r rhifyn cyntaf o dan yr enw 'FOR Cardiff'. Dioch o galon i'r, bron i gant, o fusnesau a fynychodd ein cyfarfod cyswllt busnesau yn yr Hydref pryd y lansiwyd enw newydd ein cwmni a nifer o brosiectau cyffrous eraill.

Pam newid enw'r cwmni? Mae tros 290 o ranbarthau datblygu busnes (BIDs) ar draws y DU ac mae llawer o'r 'BIDs' mwyaf yn dewis troi cefn ar y term technegol a chyfreithiol yma. Er enghraifft, mae 'BIDs' mwyaf Llundain yn cael eu hadnabod fel 'New West End Company' a 'Heart of London' tra bod 'BID' Caeredin yn cael ei adnabod fel 'Essential Edinburgh'. Mae amrywiol resymau am hyn. Yn gyntaf fe all cymhlethdod godi ynglyn ag ystyr 'BID' gyda cwestiynau ynglyn a beth yr ydych yn cynnig amdano. Yn ail, ac yn bwysicach, roeddym am gael enw oedd yn amlygu ein pwrpas a rheswm ein bodolaeth. Rydym yma ar ran Caerdydd ac fe gredaf bod yr enw yn amlygu hyn mewn ffordd syml ac eglur.

Roeddym mor falch bod cymaint ohonoch wedi gallu dod i lawnsiad yr enw newydd, ein prosiect arbed costau, ein rhaglen hyfforddiant rhad ac am ddim, ein partneriaeth gyda 'Visit Cardiff' a'r rhodd gerdyn annibynnol. Rydym yn edrych ymlaen i'ch croesawu i ddigwyddiadau pellach i'r dyfodol a gofynnwn yn garedig i chi danysgrifo i'n e-gylchlythyr neu ein dilyn ar Trydar (@FOR Cardiff) er mwyn derbyn gwybodaeth gyfredol am ble a phryd y bydd ein digwyddiadau.

Blwyddyn Newydd Dda,

Adrian Field

# WELCOMING



## GIVE DIFFERENTLY

We engage with our businesses every day; the most common area of concern or query is the large increase in begging or homelessness on the streets of Cardiff. Homelessness is a very complex issue and something that cannot be tackled by one organisation alone. Which is why we organised a group of key organisations to come together to give the generous people of Cardiff an alternative method to give money and help move people away from homelessness, aptly named Give DIFFerently.

The campaign, which has been funded by FOR Cardiff, allows people to donate via a text-to-donate number. This provides people visiting and living in Cardiff with another way of giving to those who are begging, are homeless or at risk of homelessness.

Donations will go into a fund managed by the Community Foundation in Wales, where individuals can access small grants that will bring about positive change at a crucial moment in their lives. From clothing or transport

for a job interview to household items for a new tenancy, all the money raised will directly help people move away from homelessness.

The initiative is being supported by frontline services in Cardiff including The Big Issue Cymru, Cardiff Council, Huggard, the Salvation Army, South Wales Police and The Wallich.

Mari-Wyn Elias-Jones from Community Foundation in Wales said:

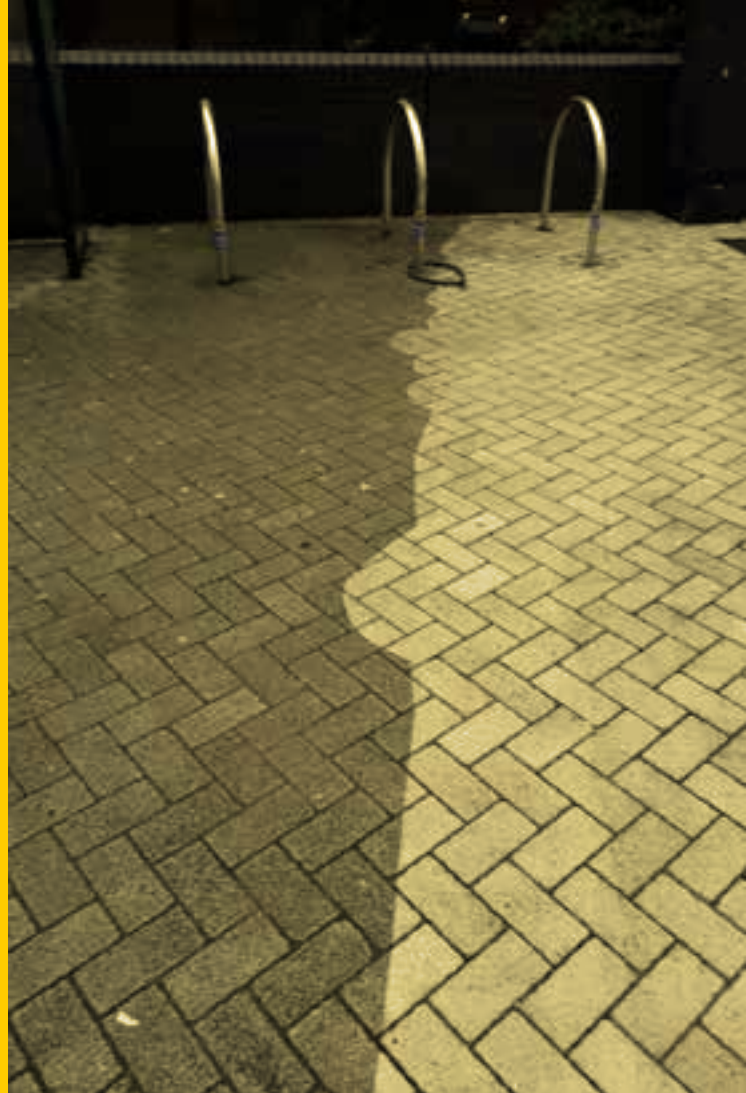
**“Any donation made to this fund will go directly to improving a homeless person’s life for the better. The Community Foundation in Wales will ensure that these small grants go directly to individuals, helping people move away from homelessness and preventing a journey to it - from support purchasing household goods to helping them gain employment. This is a truly unique fund set up by likeminded organisations, giving the people of Cardiff an alternative way of giving, collectively working to reduce homelessness and begging in our city.”**

To give differently, text DIFF20 followed by the amount you wish to donate to 70070. For more information, visit [www.givedifferently.wales](http://www.givedifferently.wales) and please spread the word to colleagues and family.



## DEEP CLEANSING

In our last newsletter we outlined that we had begun a deep-cleansing programme trial to ensure chosen parts of the city sparkle. This six-month programme involved a dedicated team of four workers carrying out tasks such as chewing gum removal, painting street furniture, litter/leaf collection and fast-response waste disposal. This trial is nearing its end and we've received a huge amount of positive feedback from businesses as to the difference this has made to both their business frontages and the city centre as a whole. As a result, we're delighted to confirm the deep cleansing work will continue. We are finalising the exact details of that contract at the moment and will provide more details in the Spring.



## CALLING ALL YOU CHARLIE ROMEOS

After listening to feedback from businesses, we're pleased to announce we have agreed a new security radio contract with Cardiff-based radio experts M.R.S. Communications, which will commence in January 2018. Participating businesses will be provided with a secure radio system which will be **FREE** for the first six months and then just £194 for the next six months. In year two and onwards the cost will be £389 and held at this price until 2021. There is also a free earpiece for businesses involved in the night time economy. Based on experience this is a potential saving in excess of £200 per radio per year and over £400 compared with M.R.S.'s year one offer. As a result, we are very confident this represents excellent value for money, demonstrates our commitment to reducing your business overheads, whilst ensuring that radios are not cost prohibitive to businesses.

The new radio contract is as a result of the decision made by the Business Crime Reduction Partnership (BCRP) which we have set up entitled Cardiff Against Business Crime (CABC). This new partnership has a Board of Management with experience across varying sectors. This Board will ensure that business crime issues are dealt with proactively and reactively, ensuring the city remains safe and that new business crime initiatives are set up for the benefit of businesses, their employees and the public.

For more information on joining CABC and having a Motorola radio for your business, visit our [website](#).

# AMBASSADOR UPDATE

What is a day in the life of a Street Ambassador you may ask? You've probably seen our friendly team of eight wearing their red uniforms seven days a week and may have wondered what their role entails. Aside from walking over 8,000 miles since they started in April the team have a rewarding, but ultimately a very diverse and potentially challenging role.

As the eyes and ears of Cardiff city centre they're able to offer a unique insight into what is going on day to day. Such as liaising regularly to work with Outreach Teams to provide necessary support to vulnerable people in the BID area, e.g. the homeless. They also provide low level first aid and link closely with the cycle medics team to deal with any incidents that may have arisen. Recently they worked with local businesses and partners to stay with a local bus driver for five hours on Westgate Street awaiting an ambulance. They rallied with other businesses to get duvets, a hot water bottle, foil blankets etc to keep him comfortable during that time.

They work closely with the FOR Cardiff funded cleansing teams: identifying areas for additional

cleansing and facilitating fast response team requests from businesses, visitors and residents.

The team work with our members to support them through highlighted areas of concern such as an application to Cardiff County Council for an 'Alley Gate' at the rear of Northgate House, Queen Street.

Partnership working is fundamental to the success of the team and they have worked closely with South Wales Police PSCO and Policing teams through areas such identifying suspicious packages, safeguarding missing children until they were reunited with parents, witnessed/reported criminal incidents and individuals. Also working to identify several shoplifters via the DISC system, one recent incident saved a business losing £400 of property to theft for example.

This is of course just a snap shot of the last few months and doesn't include the countless directions, business visits and general support they offer to visitors and businesses.





## BOOST FOR MILL LANE ALL ABOARD

Mill Lane is an iconic part of Cardiff's landscape and we're working in partnership with these businesses to deliver multiple improvements such as:

- Enhancing the streetscape of the area
- Removing unnecessary street furniture
- Address issues of sprawling commercial bins
- Improving movement of pedestrian's flow from one end to the other
- Maximising the opportunity to increase outdoor seating for the businesses
- Finally define Mill Lane through boundary signage to help market it as a destination

## SPRING IN YOUR STEP

Over the Summer of 2017, we brought a splash of colour back to Cardiff by installing multiple planters and beautiful hanging baskets across the city. In Spring of 2018 we're installing 30 three-tier planters, over 300 hanging baskets and returning flowers to the planters on the central reservation in Churchill Way, keep an eye out and let us know what you think!

FOR Cardiff worked in partnership with South Wales Police, Cardiff University, and Student Volunteering Cardiff (with volunteers from all four of Cardiff's higher education institutions) to bring a Student Safety Bus to the city centre. The bus operated over 16 nights from 21.30 until 04.00 on Wednesdays, Fridays and Saturdays and due to FOR Cardiff's investment the bus was able to double its operating times between the end of the Freshers period and Christmas.

Whilst its primary function is for student safety, the bus has also assisted numerous other members of the public who have found themselves in vulnerable positions. The bus prevents the need for emergency services/vehicles to be tied up with incidents and links in regularly with the staff at the Alcohol Treatment Centre as well as supporting the evening economy businesses



# BUSINESS ENGAGEMENT EVENT

Over 100 businesses came to the Kuku Club in Park Plaza Hotel to enjoy a glass of wine and canapes with the team, our Board and their fellow businesses. We were delighted so many of you were able to attend and celebrate with us our new brand and the launch of so many exciting projects.







# VIBRANT

## MAKING IT A REALITY

'In our business plan we promised to work in conjunction with other partners to build on and add value to the Christmas season in Cardiff city centre. For Christmas 2017 we were delighted to work in partnership with Visit Cardiff to support the #CardiffIsChristmas campaign and extend the reach of the campaign to over two million across England and Wales. Without our investment Cardiff would not have been bilingually on TV and online channels across ITV, S4c, Sky and Made in Cardiff. The Christmas advert was also promoted across radio, print, digital and social media, this message encouraged people to visit the city centre and enjoy everything it has to offer over the festive period from arcades, to pantomimes and ice skating.

We wanted to make sure Christmas started with a bang, and we worked with FOR Cardiff member Orchard to deliver a never before seen Augmented and Virtual Reality (AR & VR) experience for the city centre. The AR is a free to download game which encouraged players to help Santa find his 12 lost presents from around the city with opportunities to win amazing prizes after you'd secured the first six. We worked with Capital FM to help bring three different VR experiences to a unit in the St David's Centre, whether it be having a digital snow ball fight, exploring Snowdon or helping Santa train his naughty reindeer, we provided something for everyone. Something that has never been brought to Cardiff before and a truly unique experience over the festive period.





## GIFT CARD

In Cardiff we're passionate about our independents and believe they are a huge part of the identity of the city. Which is why when building the business plan, the Task Group wanted to dedicate an annual budget of £100,000 just for independent businesses. This has not been done in other BID areas and sets us apart from other city locations demonstrating our commitment to this vibrant sector.

In early December we launched one of our most exciting projects - a gift card, exclusively for independents. This project is open to both our members and businesses below the levy threshold. There is no cost to join, simply a five minute process to ensure tills can accept the card. The aim is to encourage people to spend money in the city centre and help showcase independents.

If you'd like to join the scheme, the only proviso is that you're an independent business in the city centre. You'll then be a part of a marketing campaign promoting the card which has included print, social media, Cardiff Bus adverts and a dedicated website [www.cardiffgiftcard.com](http://www.cardiffgiftcard.com).

Thinking about buying a card yourself? Why not use them as the prize for the employee of the month or a birthday present? Give them the gift of Cardiff!



## WE DIG THE GIG GUIDE

Following the recent success of the Save Womanby Street campaign, it has become more important than ever for FOR Cardiff to celebrate and promote live music venues in the Welsh capital. When we saw that the developer of a Gig Guide to Cardiff was looking for funding we proactively reached out to him to see what we could do to help support this project.

We were delighted to fund these bilingual maps which include 30+ hand-drawn illustrations of live music venues from across the city and Cardiff Bay towards outer-city areas, including everything from the Motorpoint Arena and St. David's Hall to Clwb Ifor Bach and Sully's Cafe. Minty's Gig Guide to Cardiff Maps are available for free in venues, shops and tourist attractions.

Daniel Minty, founder of Minty's Gig Guide to Cardiff, said: "I am extremely proud of this project and grateful to FOR Cardiff for helping me make it happen. Live music is so important for Cardiff, whether you have a venue capacity of 60 or 60,000 -it makes sure our night life is thriving and gives people so much enjoyment, so it was important for me to bring an element of unity to show what we do in terms live music here in the city and show all the venues in one place. I'm delighted that we've had so much positive feedback already

A GIFT CARD



1234 1234 1234 1234

### Bringing the gift of independent shopping to Cardiff city centre.

With over 50 independent shops signed up, the gift card is the perfect present for a hard to please friend who likes to be a little different.



[www.cardiffgiftcard.com](http://www.cardiffgiftcard.com)



## VISIT CARDIFF PARTNERSHIP

FOR Cardiff has invested in a partnership with the Visit Cardiff network. This means that all our members will now automatically have either a Visit, Meet or Invest membership at no additional cost. To become a member of Visit Cardiff normally would cost businesses between £400-£1200 annually (\*2017 figures).

**“...ALL OUR MEMBERS WILL NOW AUTOMATICALLY HAVE EITHER A VISIT, MEET OR INVEST MEMBERSHIP AT NO ADDITIONAL COST...”**

The role of Visit Cardiff, is to grow the number of visitors and staying visitors to the city, presenting reasons, opportunities and events for visitors to visit, meet, invest, succeed and enjoy! By working in partnership with FOR Cardiff and our key stakeholders, the collaborative efforts are reaching new audiences and giving visitors a wider platform of choice.

The Visit Cardiff website and social media has some impressive statistics and your business is now automatically a part of this network and live on the website.

The ball is now in your court to make your listing work and be representative of your business, and you can update your listing online, just **email us on [info@forcardiff.com](mailto:info@forcardiff.com) and we'll send you the web link.**

## INDEPENDENTS FESTIVAL

Over 2018 we want to create a fantastic independents festival to give a platform and showcase what Cardiff Independents have to offer. We're already brainstorming ideas in the office but want to hear from you for any suggestions you may have such as live music, food festival or business to business showcases!

**Email Emily on [emily@forcardiff.com](mailto:emily@forcardiff.com) to let us know your ideas.**

## EVENT SPONSORSHIP

Over 2017 we have sponsored numerous events to support Cardiff's entertainment, live music and arts scene as we feel this is something that makes the capital vibrant and exciting. We wanted to make sure people continue to travel from far and wide to the city's cultural offering which is why we have previously supported BAFTA and the Iris Prize. We were delighted with how successful those sponsors have been, IRIS was the most successful festival in it's 11-year history and showcased Cardiff to a worldwide audience.

BAFTA championed Cardiff throughout all of their PR and secured 173 pieces of coverage, with a total reach of 436,524,438! Our category sponsorship had the most successful social media impact of any other sponsor reaching 70,500 people, bringing Cardiff to a worldwide audience.





## UNIDAYS WINTER INTERNATIONAL STREET ENTERTAINMENT

We understand that match days are some of the busiest days of the year for the city centre, and we want to make sure the city is showcased as the best it can be. Whilst we already provide additional cleansing and taxi marshalls to help with the safety and appearance aspects we wanted to bring something fun too! Which is why we worked with the number one student discount and offer card provider Unidays to bring a rugby game outside the Capitol Centre to entertain both locals and visitors. The campaign promoting Cardiff and encouraging people to come into the centre reached over 350,000 people.

**“What drives us at UNiDAYS is a passion to give students the power to make every experience they have more valuable and rewarding. So, the chance to work with FOR Cardiff to develop some fun rugby focused activity on a match day, to entertain and attract the local student community, was perfect for us. And we know from working with other Business Improvement Districts around the country just how effective these partnerships can be, but the success of our collaboration with For Cardiff surpassed even our expectations.**

**“This was one of the most successful events we’ve ever done, with hundreds of students engaging over the course of the day. We’re absolutely delighted with the news that footfall increased too.”**

Mai Fenton EMEA Marketing Director





## WEIRD AND WONDERFUL WALES: THE WATER TOWER MURAL

To celebrate Wales' Year of Legends, a 50ft high mural will be installed this Spring on the iconic Grade II listed Water Tower outside Cardiff Central Railway Station. This stunning mural is a part of 'Weird & Wonderful Wales', a six-stop tour of Wales which draws on some of the strange and fantastic stories contained in the Land of Legends ([www.landoflegends.wales](http://www.landoflegends.wales)).

The aim of this mural is to enhance the visual first impression of the people arriving into Cardiff by train. Part funded by FOR Cardiff, it was illustrated by artist Pete Fowler who is best known for Super Furry Animals' most iconic album covers. Its vivid graphics celebrate and showcase the mythical past of Wales, providing visitors and residents with an eye-catching mural asserting Wales' contemporary creativity. The mural will be in place throughout 2018, when Cardiff will see streams of visitors from all across the globe for events such as the Volvo Ocean Race. FOR Cardiff was approached by Literature Wales to support the project and was delighted to do so alongside Cadw and the Welsh Government.



# INFLUENTIAL

## REDUCE YOUR OVERHEADS

We are using the collective power of For Cardiff's 700 members to reduce business running costs. Our cost saving service is free and can save you time and money on energy, telecoms, waste and much more.

We have partnered with cost saving specialists Meercat Associates who work with individual businesses, case by case, to secure exclusive rates and deals from providers. Working with them means we can access their exclusive BID Buying Group, offering national buying power from 10,000 businesses across the UK's 280 BIDs.

There is no obligation and no hassle. Meercat's team manage all supplier relationships, saving you time and avoiding costly mistakes. They ensure that the best savings are achieved, and renewals are never missed.

To start the process, we simply arrange a meeting or call with you and Meercat. They will review your bills and update you on any savings identified. If you would like to progress with a saving, Meercat will help manage the termination process and set up new contracts.

**This service is free to FOR Cardiff members and no commission is earned on the service, so all the financial savings found are yours.**



## TRAINING

You said to us you wanted us to provide discounted training to our members, we went one better and did it for FREE! We surveyed businesses as to what courses you'd like to see and rolled out a programme of course in partnership with Cardiff and Vale College. This included everything from First Aid, Management Accounting and Book Keeping, to Basic Website Building and Sales. Nearly 100 employees from over 20 FOR Cardiff businesses have benefitted from these training courses. That's an average saving for those businesses of £2,467!

We want to continue rolling out a diverse range of courses for our members, if you don't see a course you're interested in you or your employees doing then just get in touch and we'll see what we can do!

## WORK ON CARDIFF COMMITMENT

The Cardiff Commitment is a vision that the public, private and third sectors will work in partnership to connect young people to the vast range of opportunities available in the world of work. FOR Cardiff has committed to being a part of the strategic leadership board and supporting various initiatives to promote employment in the city centre such as CV writing, mock interviews and engaging with local businesses.

If your business would like to know more or pledge to the Cardiff Commitment email [CardiffCommitment@cardiff.gov.uk](mailto:CardiffCommitment@cardiff.gov.uk).

## SEEKING IDEAS AND INTEREST FROM PROFESSIONAL SECTOR TO JOIN SUB GROUP

FOR Cardiff has a Board of Directors who volunteer their time to represent their sector and ratify and advise the FOR Cardiff team to ensure the success of the BID. We also have sub committees such as independents and marketing which include both Board and non-Board members and lend their expertise on a quarterly basis.

30 per cent of our members are from the professional services sector, this significant sector needs representation in our subcommittees to ensure their voice is heard. We're seeking expressions of interest from this sector to join the independent subcommittee.

Email [info@forcardiff.com](mailto:info@forcardiff.com) to find out more or feedback how we can best support this sector.

## GET THE MOST OUT OF YOUR MEMBERSHIP

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