



BUSINESS  
IMPROVEMENT  
DISTRICT  
ARDAL GWELLA BUSNES

CARDIFF BID / UPDATE SPRING 2017

## INTRODUCTION FROM THE EXECUTIVE DIRECTOR

The last three months have been some of the most exciting of my career, Cardiff is going through such a period of change and I can think of no better time for a BID to come to the city. The biggest priority for me and the team is to get out into the city, meet business and key stakeholders and identify opportunities to support our members. I can say with confidence we have hit the ground running.

The Champions League final is the biggest sporting event this year and Cardiff is playing host to the men and women's finals. To support the event the BID are working on projects including additional taxi marshals, cleanliness, and floral decoration to place the city in the best possible light on the global stage. We will also communicate practical considerations for businesses such as road closures, so please check our communication channels.

Great events are synonymous with Cardiff and we are working on improving the customer experience on match days. Elsewhere we are working with Tŷ Hafan and sponsoring two SnowDogs, coming to Cardiff this September. In addition the team are working on an array of street entertainment which will move foot traffic around the BID area.

One of our promises to business is to improve the presentation of key arrival points and gateways. We've already had some exciting meetings with a variety of stakeholders as to what we can do in partnership around improving these gateways by embracing arts and culture.

Students are huge part of our economy with over 75,000 in the city. We are forging closer links between businesses and academic establishments to make the Cardiff student offering more appealing through ideas such as unique events, partnering on public realm projects, or opening doors to new organisations partnering with the colleges and universities.

Cardiff Arcades and independent businesses are a huge part of what sets us apart, which is why we committed £100,000 a year to support independent businesses. To facilitate this we have created an Independent Business Group which will be a forum for businesses to discuss how they want that money spent, details on this are on page 2.

Finally, we want to communicate effectively, visit our website and sign up to the newsletter at the bottom of the page for your chance to win a £50 St David's gift card. We look forward to working with you and celebrating what Cardiff businesses have to offer.



Adrian Field, Cardiff BID Executive Director

## WHAT IS A BID?

BID stands for Business Improvement District. BIDs are an arrangement whereby businesses come together and decide which improvements they feel could be made in their city centre, and also how they will implement these improvements. BIDs are then financed and controlled by the businesses within the selected area.

Cardiff BID was established in November 2016 and will run for a five year term during the course of that time at least an additional £7.5million will be invested in the city centre helping to position Cardiff as the vibrant and competitive national capital it deserves to be.

[CARDIFFBID.COM](http://CARDIFFBID.COM)



Snowdog at Cardiff Castle

## VIBRANT // £4M OVER 5 YEARS

### Snowdogs

In September 2017 Tŷ Hafan's sculpture trail Snowdogs Tails in Wales will arrive. This initiative is part of a proven programme encouraging visitors to linger longer in the city centre, visit more frequently and discover new areas. Cardiff BID is pleased to be sponsoring two of the Snowdog sculptures and there are still plenty of opportunities available for businesses to get involved in the trail themselves.

### Guest bloggers

We have opportunities available for guest bloggers on the Cardiff BID site, if you have an interesting story to share with the Cardiff business community then please get in touch with Carolyn at [carolyn@cardiffbid.com](mailto:carolyn@cardiffbid.com) or visit the website to find out more.

### Independents Group

The BID business plan dedicated £100,000 each year to support independent business. We want the projects delivered with this fund to be steered by the independent business community. An initial meeting of independent levy payers, which will be chaired by Steve Salamon of Wally's Deli, has been called for the 26th April, venue TBC. Please check our website and Twitter for further details.



Steve Salamon, Wally's Deli

## INFLUENTIAL // £500,000 OVER 5 YEARS

### Superfast Broadband

Following the successful press launch of the Superfast broadband project, work is now ongoing on the Superfast broadband project in the Castle Quarter, businesses in the area should expect to see the benefits of this investment, which leveraged and additional £60,000 from BT, early in 2018.

### Free training

Fast acting BID members have already taken advantage of free training sessions on first aid in the workplace and conflict management. The BID will be delivering additional cut price training opportunities to members – get in touch with the team if there is a particular area you would like to see covered.



Adrian with Alwen Williams, BT Group



## WELCOMING // £3M OVER 5 YEARS



### Floral Decoration

Cardiff has spent several summers without floral decoration. The BID will be bringing colour back into the city by installing 380 hanging baskets and 30 three tier planters in locations across the city centre improving the visitor experience with a splash of colour.

### Cleansing

Following positive feedback on the pre-Christmas street cleaning Cardiff BID is in the process of arranging ongoing deep cleaning for the city. It is important to note that the cleaning provided by the BID will always be in addition to the services already provided by Cardiff Council. Additional cleaning will help to provide an ever better welcome for visitors to the city.

### Taxis

Improving the visitor experience during major events is a key part of the business plan – to that end a trial improved marshalling service with more higher staff levels was trialed for the Wales v Ireland Six Nations game with positive feedback from a number of partners. Another trial taxi project is the implementation of a new rank on Churchill Way – this development will improve the visitor experience to the city by reducing queue times and providing an easier route home for visitors on that side of the city.



### Purple Flag

Purple Flag is a nationally recognised scheme organised by the Association of Town and City Management which ensures the safety of the evening economy. Other cities in South Wales already hold the accreditation and Cardiff BID is beginning the process of achieving this standard. Ensuring that we reach these benchmarks will improve the attraction of Cardiff across the evening economy, from theatre goers and foodies to all night partiers.



### Ambassadors

This uniformed team of six Cardiff BID Ambassadors will be starting work on the 10th April for comprehensive training and will be visiting businesses and helping the public from the 24th April. Ambassadors will be updating levy payers on the work of the BID and will be helping businesses deal with any problems or queries as well as being a public facing service directing tourists around Cardiff and working in close partnership with the other agencies operating in the city centre.

**"WE ARE DESPERATE FOR A BETTER CONNECTION. AS A COMMUNICATION AGENCY WE SEND AND RECEIVE LARGE FILES DAILY AND OUR CURRENT BROADBAND SPEED SLOWS DOWN THIS PROCESS. POOR CONNECTIVITY IS NOT ONLY FRUSTRATING BUT IS COSTING US MONEY. THE INSTALLATION OF SUPERFAST BROADBAND WILL MEAN WE WON'T HAVE TO MOVE OUT OF THE OFFICE WE LOVE."**

**Vicki Spencer-Francis / Founder and Managing Director of Cowshed**



## MEET NIGEL



Nigel Griffiths joined the BID team as Operations Manager at the end of January after retiring as a Chief Inspector with South Wales Police. In his role with the police Nigel was involved with the task group that initially set up the BID and he says, 'I could see from the very beginning that the BID was a great opportunity for Cardiff and I am thrilled to be able to continue working for the good of the city now that my time with the police has ended.'

Amongst other projects Nigel will be managing the Cardiff BID Ambassadors – the on the ground eyes and ears of Cardiff BID who began work on April 10th.

### THE BID BOARD

**Simon Phillips** / Marks & Spencer and Chair

**Marie Fagan** / Hilton Hotel and Vice Chair

**Cllr Phil Bale** / Cardiff Council

**Mark Brace** / Assistant Police & Crime Commissioner

**Dan Langford** / Acorn Recruitment

**Huw Llewellyn** / Admiral

**Stephen Madeley** / St David's

**Jane Mcloskey** / University of South Wales

**Nick Newman** / Brewhouse

**Bruno Nunes** / Peppermint Bar

**Andrew Phillips** / Savills

**Steve Salomon** / Wally's Deli

**Phil Sheeran** / Motorpoint Arena

**Cliff Vanstone** / John Lewis

**Neil Wickes** / National Museum Cardiff

**Natasha Williams** / S A Brain

### UPCOMING PROJECTS

Plenty more BID projects will be launching over the coming months, keep an eye on our website and twitter feed for more information on: cost saving opportunities, an exciting new street entertainment schedule, student focused events, exclusive employee discount on Park and Ride, improved presentation of the public realm and much more to be revealed soon.

The best way to keep up to date with Cardiff BID's work is to sign up to our e-newsletter, scroll down to the bottom of our homepage to sign up to this.

### HOW TO FIND US

☎ 02920 234807

@ info@cardiffbid.com

🐦 @Cardiff\_BID

in Cardiff BID

🌐 [www.cardiffbid.com](http://www.cardiffbid.com)



BUSINESS  
IMPROVEMENT  
DISTRICT  
ARDAL GWELLA BUSNES