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CARDIFF BID / UPDATE SUMMER 2017

INTRODUCTION

Welcome to the BID summer edition of our quarterly newsletter, it's hard to believe that 9 months have gone by since the BID team started in the January, but what a 9 months it has been!



The Champions League Final came to Cardiff in June, and we received a lot of feedback from our members about how the organisers communicated with both visitors to the city and with businesses. We want you to know that we heard you and

I have written a report detailing recommendations for large scale events like this. The Board and I will ensure the BID has a seat at the table when these event discussions are taking place to make sure your voice is heard, the city is safe and your business benefits, as much as possible from the economic impact.

Our business plan committed to supporting existing events in areas such as music, culture and film that will boost business and promote the city to a wider national and international audience. As a result, we have sponsored events such as Sŵn music festival which nurtures new talent with events across the city, the world's biggest LGBT film festival Iris, BAFTA Cymru, Mill Lane Arts Week and the SnowDog Trail but also events with a business focus such as the IntroBiz Business Expo, the Legal and Financial category of the Cardiff Life Awards for 2018 and the Cardiff Business Club.

The Ambassadors team is now fully established in the community and puts the rest of us to shame covering 8-11 miles a day, which leads to a total of 5000 miles! I've been delighted with the feedback we've had from both local and international visitors to the city but also the businesses.

The Board and I have so much we want to update you on, and hope that as many of you as possible will be able to join us at our drinks event or drop in session in October (see details overleaf). Whilst this event is a great way for us to launch new projects and keep our businesses informed it's also an opportunity for you to speak to us about what you want to see us deliver. I look forward to seeing and meeting many of you there.

Adrian Field
Executive Director

INVITATION

To celebrate our first year Adrian Field and the BID Board would like to invite BID businesses to join us for drinks and canapes and update you on what the BID has delivered and launch an exciting array of new projects.

Date: 11th October 2017

Time: 6.00-8.00pm

Venue: Kuku Club, Park Plaza Hotel, Greyfriars Road

Places are limited to two attendees per business and spaces are limited so RSVP is essential.
Please email info@cardiffbid.com by the 27th September to confirm your attendance.

VIBRANT // £4M OVER 5 YEARS

Wriggle

Wriggle are dedicated to finding the best independent food & drink establishments offering exclusive savings. They offer businesses the opportunity to be promoted to tens of thousands of people who are passionate about shopping local & supporting independents.

As part of the BID's commitment to independent businesses we have negotiated a discounted rate for BID food and drink businesses to be a part of this promotional activity and build bespoke offers to boost trade & increase footfall. If you want to get involved just email us for further information.



Table Tennis

We wanted to bring a little bit of summertime fun to the streets of Cardiff with the installation of two new ping pong tables on The Friary in Cardiff city centre.

The BID introduced the new tables to make exercise and outdoor activity more accessible to tourists and shoppers exploring the city, who have been quick to pick up the paddles and play a few games on their way around the capital

The tables are maintained by the Cardiff BID Street Ambassadors and are one of a string of new measures that the BID has introduced to enhance the experience of Cardiff's streets.



Cycling Survey

Over July and August, we have conducted a bicycle parking and storage survey to understand the issues businesses are having about existing bike storage and demand for further stands. It became clear that abandoned bikes are a significant issue in the city.

With the Tour of Britain coming to Cardiff on September 10th, Cardiff BID undertook a removal operation of the abandoned bikes in partnership with Cardiff Council and the South Wales Police. This will decrease the likelihood of theft and increase the number of parking spaces available in the city centre and improve the look of the city to locals and visitors alike.



Mystery Of The Star-Eaters

On September 16th Cardiff city centre will become a real-life game board as a host of amateur detectives descend on the city to attempt to solve the Mystery of the Star-Eaters. Their quest will take them on a tour of the BID area, opening up new parts of the city and encouraging them to explore commercial areas more off the beaten track. This event, run in partnership with Casebook Events, has already proved popular in locations across England but Cardiff BID are bringing the initiative to Wales for the first time.



“THE AIM IS TO REPLICATE THE FEEL OF A REAL INVESTIGATION AND THE BEST WAY TO DO THAT WAS TO MAKE THE MOST OF REAL LOCATIONS. WORKING WITH BUSINESSES THROUGHOUT THE CITY CENTRE, WE’VE BEEN ABLE TO CREATE AN EXCITINGLY IMMERSIVE EXPERIENCE FOR OUR PLAYERS.

“LAST YEAR’S LAUNCH OF POKEMON GO SHOWED THAT THERE IS A REAL APPETITE AMONG GAMERS FOR MORE THAN JUST STARING AT A COMPUTER SCREEN; THE MYSTERY OF THE STAR-EATERS GETS PLAYERS USING THEIR BODY AND BRAIN IN EQUAL MEASURES. PLUS, A LOT OF FUN ALONG THE WAY.”

Creator of Casefile: The Mystery of the Star-Eaters, Stephen Blackwell

Event Sponsorship

As a multi sector BID we understand the diverse nature of our member’s needs. When we approach or are approached by an organisation to support an event every application is considered carefully and on its individual merit.

We were delighted to both sponsor and offer discounted exhibition fees for Wales largest business Expo, the IntroBiz Wales Business Expo, taking place this 2nd November in the Motorpoint Arena, tickets are free to attend and thousands of business people visit every year. We have also supported Cardiff’s oldest business club; established for 100 years Cardiff Business Club is an institution of the Cardiff corporate world. We encourage our Cardiff members to submit entries into the Cardiff Life Awards, free to enter, this prestigious ceremony provides a huge amount of profile for their finalists and we’re delighted to be sponsors of the ‘Legal and Financial’ category for the 2018 awards.

One of the criteria for our support of events is that they profile the city to a new audience, whether that be local, national or international. Which is why when we were approached by the Cardiff based Iris Prize Festival, the world’s biggest international LGBT film festival, which has for the third year in a row been voted as one of the best film festivals in the world, we were excited to work with them.



Cardiff locals and the music industry as a whole made their feelings known about their passion for nurturing new & developing music talents across Cardiff venues. The BID is one of the sponsors for the Swn Festival and as a result of our investment this year’s festival will be bigger than ever and create an exciting boost to the city and showcasing new talent.

BAFTA Cymru are celebrating 26 years of rewarding excellence in Welsh film, television and games creativity in 2017 and this year we are focusing on bringing international attention to Cardiff as the host capital city for this significant event. They approached the BID so that we can work together to add value to the experiences of the 1000 strong industry and public audience on the night of the Awards. To offer businesses in the Cardiff BID area the chance to celebrate with us and gain from the BAFTA Cymru brand.

The inaugural Mill Lane Arts Week took place in August, bringing live art and community performances to the area. Mill Lane Arts Week approached Cardiff BID for funding to allow this event to take place for the first time in line with the BID's commitment to supporting street entertainment, new events and local culture.

The SnowDog trail was the first event to receive our sponsorship and we're so excited that it's nearly here, starting on the 16th September look out for our two brightly coloured dogs as part of this 60-strong pack!



"CARDIFF HAS BEEN HOME TO THE WORLD'S LARGEST LGBT SHORT FILM PRIZE AND WE WANT EVERYBODY TO KNOW ABOUT IT. THERE IS NO DOUBT IN MY MIND THAT CARDIFF HAS BEEN ONE OF THE SECRET INGREDIENTS IN THE SUCCESS OF THE IRIS PRIZE FESTIVAL."

"I UNDERSTAND THAT MANY OF THE VISITING FILM MAKERS HAVE COME BECAUSE OF THE £30,000 IRIS PRIZE, BUT MANY RETURN YEAR AFTER YEAR EVEN THOUGH THEY ARE NOT IN COMPETITION. ONE OF THE MANY REASONS THEY GIVE FOR RETURNING IS CARDIFF, WHICH THEY CITE AS A FRIENDLY PLACE FULL OF CAFES, RESTAURANTS AND AMAZING NIGHTLIFE."

"WE'VE SEEN A STEADY INCREASE IN THE NUMBER OF PEOPLE COMING TO CARDIFF FOR THE IRIS PRIZE FESTIVAL BUT WE WANT EVEN MORE PEOPLE TO JOIN US. WE ARE DELIGHTED TO HAVE SECURED THIS SPONSORSHIP FROM CARDIFF BID, IT WILL ALLOW US TO BE EVEN MORE CREATIVE WITH OUR MARKETING."

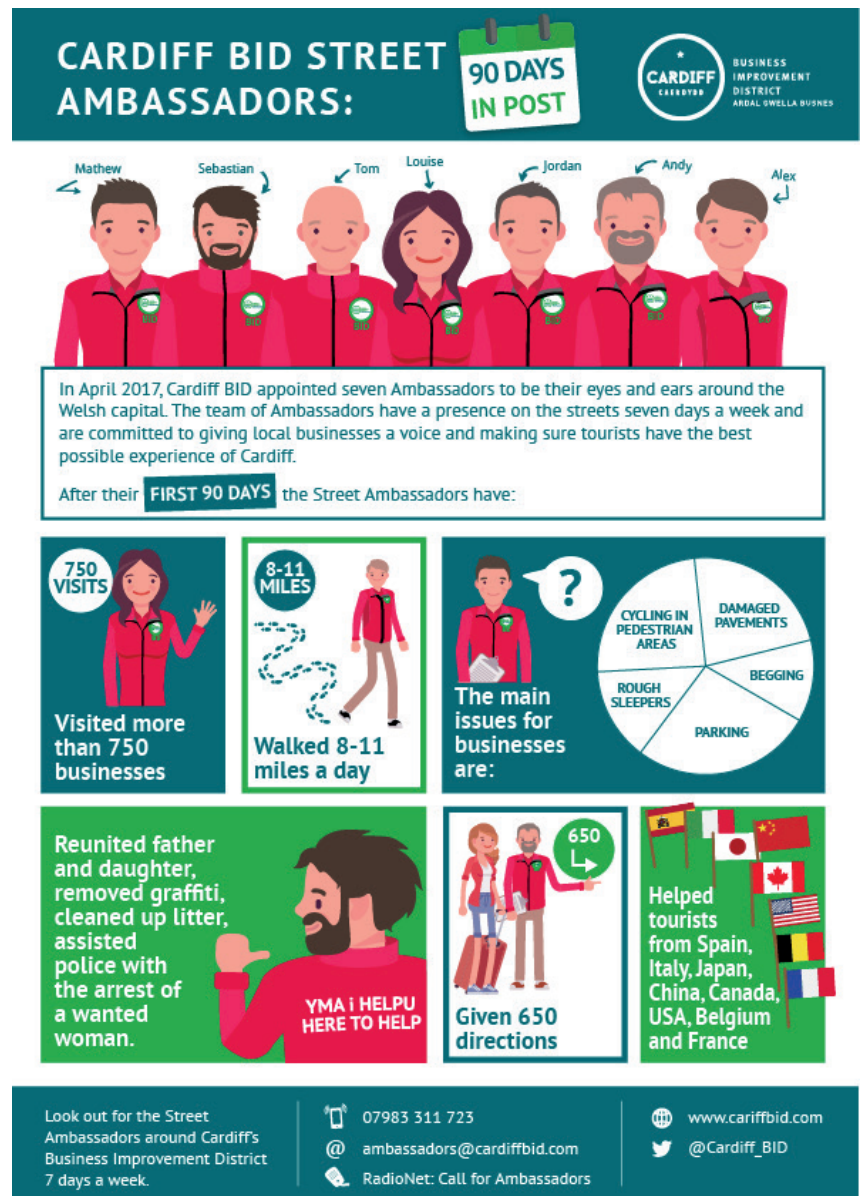
Andrew Pierce, Iris Prize Chair

Street Ambassadors

The Street Ambassadors are already making a big difference as the infographic (right) shows. They generally each undertake 10 business visits per day as well as dealing with impromptu issues raised by businesses who get in touch. Businesses are beginning to get used to contacting them as well if they have issues with litter, noise, begging, marketing and general queries where they are not sure where to turn to. The Ambassadors have already made a positive impact both with visitors and employees / business owners so please get in touch with them if you need assistance.

"I WAS IN CARDIFF FOR THE WOMEN'S CHAMPIONS LEAGUE FINALE AND I WOULD LIKE TO THANK ALL OF YOUR AMBASSADORS FOR GUIDING ALL OF US, LOST PEOPLE, INTO THIS BEAUTIFUL CITY. A VERY SPECIAL THANK YOU TO LOUISE, WHO HELPED ME A LOT TO GO AND GET BACK TO THE STADIUM!"

Ella Souchet, visiting Cardiff from France for the Women's Champions League final



Floral Decoration

Cardiff has spent several summers without floral decoration. In June, we brought a splash of colour back into the city by installing 380 hanging baskets and 30 three tier planters in locations across the city centre. We're already looking at the 2018 scheme and how we can expand it to new parts of the city. If you'd like to offer suggestions, just let us know!

Street Pastors Sponsorship

Since 2008, the Street Pastors have been a welcome presence on the city's streets every Friday and Saturday night; There are now over 60 Street Pastors working in Cardiff and in the last year alone they have given out more than 1,300 bottles of water, 1,000 pairs of flip-flops and removed 4,000 glasses and bottles from the streets. The Pastors work every weekend making sure partygoers are safe at the end of their night. This invaluable scheme was under threat of extinction due to lack of funding until the BID committed to supporting this crucial part of the evening economy through a £20,000 investment.



"WITHOUT FINANCIAL SUPPORT FROM ORGANISATIONS LIKE CARDIFF BID, OUR TEAMS OF STREET PASTORS WOULDN'T BE ABLE TO OPERATE ACROSS THE CITY. THANKS TO CARDIFF BID NOT ONLY CAN WE CONTINUE, WE CAN ADD EXTRA PATROLS TO COVER AS MUCH GROUND AS POSSIBLE EACH WEEKEND."

Gary Smith, director of the Street Pastors

Champions League Business Briefing

The BID team had received feedback in advance of the Champions League Final that businesses had logistical questions about the impact of the event on their premises. We worked together with the Licencees forum to bring 400 representatives from BID businesses to Cineworld for a briefing from the event organisers.

BID makes Cardiff Sparkle

In August, we began a six-month deep-cleaning programme to ensure chosen parts of the city sparkle. As part of the wash up, businesses are able to suggest to the Street Ambassadors which areas they think should be cleaned. These suggestions will be used to inform a weekly programme of work for the cleansing team.

The initiative was rolled out following feedback gathered by the Ambassadors that parts of Cardiff are beginning to look unkempt. The cleansing team are sprucing up the streets, painting kerbside furniture, getting to work scraping off posters, stickers, removing grease and taking away waste.

"THE NEW DEEP CLEANING INITIATIVE FROM CARDIFF BID IS FANTASTIC. IT'S A REALLY GREAT OPPORTUNITY FOR BUSINESSES LIKE US TO PLAY A PART IN MAKING SURE CARDIFF LOOKS CLEAN AND WELCOMING FOR TOURISTS AND SHOPPERS. WE'RE BASED ON QUEEN STREET SO WILL WITNESS THE PROJECT IN ACTION FIRST, WE'RE REALLY LOOKING FORWARD TO SEEING THE RESULTS, NOT JUST OUTSIDE OUR DOORS BUT ACROSS THE CITY."

Tom Vincent from coffee shop, 200 Degrees

Taxi Marshalling and New Rank

Cardiff has a reputation as a great night out and as part of our commitment to the evening economy we want to make sure locals and visitors to the capital can safely get home. As of early June, we created an additional taxi rank on Westgate St at the junction with Wood St and funded 3 additional taxi marshals on Fridays and Saturdays and at large scale events. Although this project is in its infancy these Marshals have already assisted over 1000 revellers in safely securing a taxi.

Discounted park and ride rate for BID employees

To reduce traffic into the city and ensure commuting is more comfortable for staff and business owners we have teamed up with Cardiff Bus to offer our levy payers reduced costs on the Cardiff East Park and Ride service. Get your exclusive pass for £450, that's less than £2 a day for parking AND bus travel and helps free up invaluable parking and driving space in the city.

This is an exclusive offer to owners and employees of BID levy paying businesses – to find out if you are eligible for this discount or apply for your discounted parking pass please email info@cardiffbid.com.

Training

After a successful pilot in the Spring of this year where we offered free first aid training to BID businesses we rolled out a survey to establish what other types of training businesses want and would like to thank the businesses who took the time to complete the survey

Following on from those results we are going to be working in partnership with Cardiff and Vale College to deliver a programme of free or heavily discounted training, we will announce which courses at our Business Engagement event on the 11th October and also through our website and social media channels so watch this space as places will be limited per business.

Mystery Shopping

BID businesses who opt in to our mystery shopping initiative get FREE objective feedback on their company's customer service and a confidential report on the results. The BID will then compile this information and provide discounted or free training on the main themes that emerge.

THE BID BOARD

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