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FIRST YEAR







27 e-newsletters read by **4600** people

GIVE DIFFERENTLY

The FOR Cardiff **funded Give** Differently campaign had a reach of 40 million

STREET ENTERTAINMENT

A video of our street entertainment over the NatWest Six Nations tournament was watched more than 170,000 times



MARKETING



Created Cardiff's biggest ever Christmas campaign with a reach of 5.2 million across TV, radio, print, digital and social

IN NUMBERS

AMBASSADORS

9,000 business visits/interactions Over 2,000 directions provided



NEWSLETTER

5000

distributed to businesses on a quarterly basis

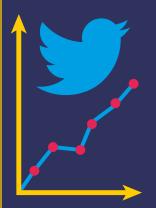


TRAINING



Free training for nearly 120 employees from over 25 FOR Cardiff businesses have benefitted from these training courses. That's an average saving for each of those businesses of £2,467!

SOCIAL



983,100 Tweet impressions

PRESS AND PR



14 pieces of broadcast coverage



£





£152,500 worth of coverage

By comparison, Northern Ireland's capital city BID, Belfast One delivered £24,421 worth of coverage in their first year and the UK's biggest BID outside London, Leeds, generated £60,000

WEBSITE

7,000 visits to the website



21,000 page views





CHAIR'S WELCOME

At the end of its first year, FOR Cardiff is meeting the vision and ambition of the business plan and is demonstrating itself to be a dynamic venture helping Cardiff to thrive.

FOR Cardiff has been the driving force behind several bold and innovative projects, delivering key investment to propel the city centre forward.

As one of the fastest growing cities in the UK, Cardiff is an economic powerhouse and recognised as one of the country's top destinations for business and pleasure – it needs to consolidate, celebrate and amplify its appeal, successes and strengths and the BID is working hard to help achieve this.

FOR Cardiff has already demonstrated, in its first year, that it is a force for positive change and good. Its achievements have been down to a combination of hard work from the BID team, judicious investment and the proactive involvement from businesses and organisations across the city.

Going forward into year two and beyond, FOR Cardiff will continue to build on this, working collaboratively across all sectors to deliver an aspirational and exciting project plan which will make a real difference to Cardiff's city centre.

Simon Phillips Chair of the Board

EXECUTIVE DIRECTOR'S INTRO

FOR Cardiff officially opened for business in December 2016 and since then the team have had a productive year working on projects across our key areas of Welcoming, Vibrant and Influential and progressing on initiatives set out in our five-year business plan.

We are passionate about our city centre and want to create a high quality experience for every visitor, be the destination of choice in Wales, and attract new investors and businesses. The Central Square development is now well under way with the BBC due to be fully operational by 2019. Brains have recently announced their plans to develop their site which will be the biggest regeneration scheme ever seen in Wales. The £1.2bn Cardiff Capital Region City Deal could transform the economy of South East Wales, including the new Metro scheme and development of the transport interchange. This is only a handful of the developments that are revolutionising Cardiff's landscape and with other projects in planning we're seeing an exciting regeneration of Cardiff unfold.

Our overall objective is to create a city centre that is *Welcoming, Vibrant and Influential*, an attractive place for people to visit, work and live and that is easily accessible from anywhere in Wales.

As part of our *Vibrant* project this year we delivered the largest Christmas campaign Cardiff has ever seen with a reach of 5.2 million, this was done in partnership with Visit Cardiff who received "an unprecedented" increase to their website as a direct result of the campaign. The Champions League Final came to Cardiff in June 2017, 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 businesses to know that we listened to you and I wrote 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 year one *Influential* projects included providing free training to nearly 100 employees from over 20 FOR Cardiff businesses. That's an average saving for each of those businesses of £2,467! Following extensive feedback from businesses we've invested in a pilot project, in partnership with BT Openreach, to bring superfast broadband to the Castle Quarter. 250 businesses could benefit from this installation and we've already received statements from multiple businesses who were looking to relocate due to poor broadband speeds and have now remained in the city centre, which is fantastic news.

Our flagship *Welcoming* project in year one was the introduction of our eight Street Ambassadors in the FOR Cardiff area, whose primary role is to greet tourists and share information on the highlights in our city. They also report on antisocial behaviour and environmental issues and engage with businesses. We were delighted at the initial success of our business crime reduction initiative, Cardiff Against Business Crime (CABC), with over 150 businesses signing up to the CityNet radio scheme in its first week. Businesses have fed back to us with huge positivity about this project praising its significant improvement in service and difference it has made to their bottom line compared to schemes they have used in the past.

FOR Cardiff is run by businesses, for businesses, and we want to encourage all our levy paying members to get involved by giving us feedback.

We're very much looking forward to embarking on our second year and progressing with the delivery of our five year business plan. If you would like to discuss FOR Cardiff further, please do not hesitate to contact a member of the team.

Adrian Field

Executive Director



ABOUT FOR CARDIFF

FOR Cardiff was founded by a core group of businesses and stakeholders in the area to drive forward positive change and create a thriving and prosperous community for everyone. Following a two year development period we were established in December 2016 and now represent over 750 individual businesses.

Our overall aim is to create a Welcoming, Vibrant and Influential city centre and a profitable place to do business. Our long-term projects and area management initiatives seek to improve the area for the benefit of all and our support and promotion of businesses will ensure the area continues to thrive.

We are a not-for-profit company limited by guarantee and are funded by businesses as a Business Improvement District, or BID, a model that exists in over 290 locations countrywide. Importantly each BID is tailored to suit the local environment, needs and stakeholders and every business plan is different to reflect the challenges in each area.

BOARD OF DIRECTORS

Simon Phillips Marie Fagan Dan Langford Steven Madeley Andrews Phillips Bruno Nunes Cliff Vanstone Huw Llewellyn Ken Poole Mark Brace Natasha Williams Neil Wicks Nick Newman Phil Sheeran Ruth Ryder Steven Salamon

Marks and Spencer – Chair of the Board
Hilton Hotels – Vice Chair of the Board
Acorn Recruitment – Chair of Marketing Sub Committee
St David's – Chair of the Projects Group
Savills
Peppermint Bar
John Lewis
Admiral
Cardiff Council
Asst. Crime Commissioner, South Wales Police
Brains
National Museum Cardiff
The Philharmonic
Motorpoint Arena

OFFICE TEAM

Adrian Field
Carolyn Brownell
Nigel Griffiths
Ian Tumelty
Emily Cotterill

Executive Director
Marketing and Communications Manager
Operations Manager
Business Crime Reduction Manager
Project Coordinator

University of South Wales

Wally's Deli (resigned January 2018)

STREET AMBASSADORS TEAM



Louise O'Hanlon



Alex Grove



Jodie Sullivan



Mike Lewis



Jordan Tucker



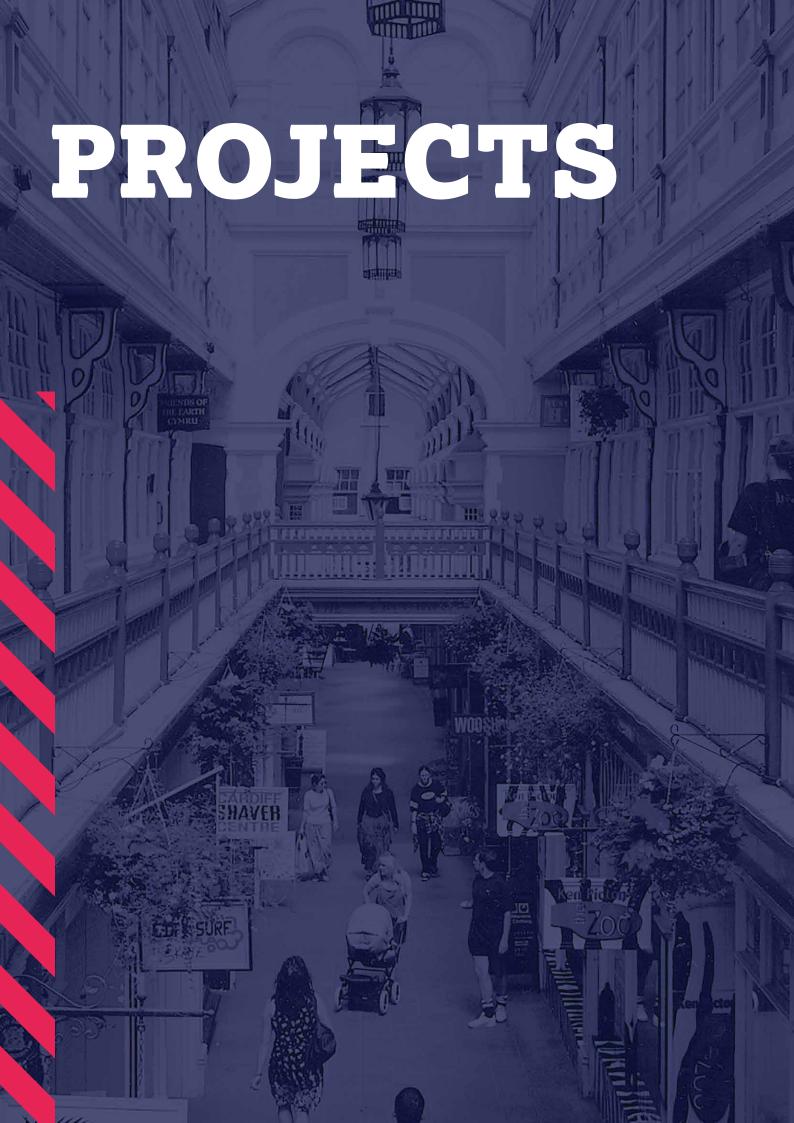
Tasia Stephens



Tom Smith



Olivia Insole





STREET AMBASSADOR TEAM

In April the BID introduced an exciting addition to the city, a branded team of Street Ambassadors. This high quality professional meet and greet team of eight, provide a warm, friendly and knowledgeable welcome to visitors, residents and businesses alike.

They act as human signposts, adding value with their expert city knowledge and enhancing the Cardiff welcome for all. They provide a link on the streets to the businesses in the BID area, carrying out visits to provide information on the activities of FOR Cardiff. They also help inform vital customer profile intelligence and details on how the city is being used.



On average the Ambassadors **engage** with **750** members of the public a month



They assisted over 2000 people to find the locations they were looking for



They cover the whole BID area, **walking an average of 8-10 miles** a day



"I was in Cardiff for the women's Champions League Final 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 get back to the stadium!"

Ella Souchet, France



"I am so grateful to you for the steps taken by yourself and your Ambassadors - it clearly demonstrates the benefits of the BID"

Peter Beckerley,

Director at solicitors Rausa Mumford





GIVE DIFFERENTLY

We engage with our businesses every day; the most common area of concern or query is the significant 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 led a group of key organisations in coming 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 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.

March 2018 saw the formal launch of the campaign where FOR Cardiff partnered with one of our members Cardiff Blues, to bring one of the UK's most influential sportsmen, Sam Warburton, to play an integral part in the campaign. We brought to Wales a never seen before technology where we took over the window of an empty unit on the The Hayes to show bespoke video footage of Sam encouraging passers-by to engage with the campaign and donate £2 by contactless technology. The FOR Cardiff funded Give Differently campaign had a reach of 40 million.

"The #giveDIFFerently campaign is absolutely inspiring - a really wonderful and much needed initiative. Bravo and thank you. Truly excellent."

Bizzy Day,
The Other Room

DEDICATED CLEANSING TEAM

FOR Cardiff unveiled their plans to conduct a six month trial with a dedicated deep cleansing street team. Rather than focusing on the physical welcome, their aim is to enhance the look and feel of the city centre.

The FOR Cardiff Deep Cleansing Team are highly visible, carrying out an enhanced cleansing service. The team delivers a programme of planned deep cleans in key areas as well as reactive cleans on both public and private property, responding to requests directly from businesses.

The feedback from both residents and businesses to this team has been overwhelmingly positive, which is why when we considered if this project should be rolled out full time it was an easy decision to make, but we wanted to make it bigger. Launched in March, the new FOR Cardiff branded team now include two vans, jet washers and a road sweeper. They provide on the spot cleansing to businesses and are proactive when they see opportunities to make the city shine.

They have quickly made an impact in key areas of the city centre – dealing with 300 clean up requests and 2,500 additional cleansing jobs completed.



"I wanted to reach out to say what an excellent job the team have been doing on the cleaning up of the streets.

Really great to see, thank you. Lets hope that people respect them a bit more now and we can keep looking sparkly!!!"

Margaret Waters, Park Plaza



MILL LANE INVESTMENT

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

- Enhancing the streetscape of the area
- Removing unnecessary street furniture
- Addressing the issue 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
- Defining Mill Lane through boundary signage to help market it as a destination

For updates on the progress of this project keep an eye on our website and social media channels.



LAUNCH OF CARDIFF AGAINST BUSINESS CRIME (CABC)

After listening to feedback from businesses, we launched Cardiff Against Business Crime (CABC) in January 2018 at an event where over 80 business and security representatives attended.



Part of CABC is the secure radio scheme, CityNet, and in its first week of operation over 145 businesses joined the initiative. We wanted to ensure this was a cost-effective option for businesses and based on experience this is a potential saving in excess of £200 per radio per year (based on 2017 prices). As a result, we are very confident this represents excellent value for money and demonstrates our commitment to reducing your business overheads, whilst ensuring that radios are not

cost prohibitive to businesses. January saw the recruitment of a new Business Crime Reduction Manager, Ian Tumelty. His role is to work with businesses offering business crime advice and training, ensure that all criminal activity on premises is logged and followed up and to ensure that the CABC radio scheme is working effectively. He is also the project lead on our Purple Flag accreditation ambitions.

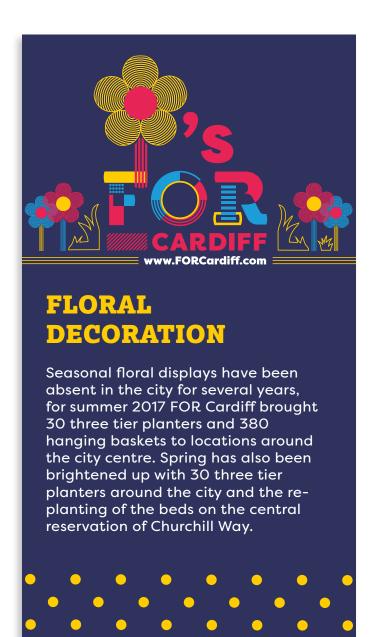
For more information on joining CABC and having a Motorola radio for your business, visit our dedicated website www.cardiffabc.com





PURPLE FLAG ACCREDITATION

Purple Flag is a nationally recognised scheme organised by the Association of Town and City Management which ensures the safety of the evening economy. FOR Cardiff has begun 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.



PARTNERSHIP WITH SOUTH WALES POLICE ON STUDENT SAFETY

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 2017.

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.



TAXI MARSHALLING AND CREATION OF A NEW RANK

Over the course of 2017, FOR Cardiff delivered additional taxi marshals at key events such as the Six Nations, Autumn Internationals, Champions League and music events such as Coldplay. We also created an additional taxi rank at the end of Westgate Street.

In January 2018 Cardiff Council announced that they were withdrawing the funding for all city centre Taxi Marshals as of the 31st March 2018.



STREET PASTOR 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 during 2017 they gave out more than 1,300 bottles of water, 1,000 pairs of flip-flops and removed 4,000 pieces od glass and bottles from the streets. The Pastors work every weekend making sure partygoers are safe during their night out. This invaluable scheme was under threat of extinction due to lack of funding until FOR Cardiff committed to supporting this crucial part of the evening economy through a £20,000 investment.

NIGHT MARSHALS

In 2018 FOR Cardiff made the decision to strengthen and improve people's experience of the city centre at night with the launch of a ten strong Night Marshal team.

The Night Marshals will work collaboratively with partners and members of Cardiff Against Business Crime (CABC) to help identify anti-social behaviour and work on crime prevention. They will liaise with city centre venue owners, door staff, Street Pastors and the emergency services to ensure Cardiff is a welcoming and safe city to visit.

The primary role of the Night Marshals is to provide a street presence on Friday and Saturday nights in popular areas of the city centre and manage three taxi ranks, controlling queues and assisting vulnerable people. They will also act as night time ambassadors, offering advice and guidance to those visiting the city. The team will also be deployed for major events including rugby internationals and large-scale concerts.

REMOVAL OF ABANDONED BIKES PROJECT

Throughout July and August 2017, we 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 an issue in the city

FOR Cardiff undertook a removal operation of the abandoned bikes in partnership with Cardiff Council and the South Wales Police. This decreased the likelihood of theft and increased the number of parking spaces available in the city centre. It also improved the look of the city to locals and visitors alike.





CHRISTMAS CAMPAIGN REACHING 5.2 MILLION

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 #CardifflsChristmas campaign and extend the reach of the campaign by over two million people 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 shopping in the 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 was 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





VISIT CARDIFF PARTNERSHIP

FOR Cardiff invested in a partnership with the Visit Cardiff network. This meant that all our businesses now automatically have 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).

The role of Visit Cardiff, is to grow the number of visitors to the city, presenting reasons, opportunities and events for them 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.

LIVE MUSIC VENUE MAP

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

We initially funded the print of 15,000 maps but following the huge support from the media and fantastic take up from businesses a reprint was required almost immediately. We have since funded the reprint of the maps and the positivity from both businesses and the public has been incredibly positive.

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"





WEIRD AND WONDERFUL WALES WATER TOWER MURAL BY PETE FOWLER

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).

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.

EVENT SPONSORSHIP

During 2017 we have sponsored numerous events to support Cardiff's entertainment, live music and arts scene as we feel they make the capital more 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 supported events such as BAFTA Cymru, the Iris Prize, the Snow Dog trail, IntroBiz and the Mill Lane Arts Week.

We were delighted with how successful those sponsorships have been, IRIS, the world's biggest LGBT film festival, was the most successful festival in its 11-year history and showcased Cardiff to a worldwide audience. BAFTA Cymru championed Cardiff throughout their PR and secured 173 pieces of coverage, with a total reach of 436,524,438! Our category sponsorship also had the most successful social media impact of any other sponsor reaching 70,500 people globally. In addition, we sponsored two of the fantastic Snow Dogs for the Tails in Wales campaign, which received 347,116 visitors and raised over £121,200 for the trail's chosen charity, Ty Hafan.



COMMUNICATIONS

We promised in our business plans to deliver a comprehensive communications strategy. We have done this by firstly having a dedicated member of staff to deliver marketing and communications and secondly investing in the award-winning Cardiff based PR agency, Cowshed.

Branding

In October 2017 FOR Cardiff rebranded to better represent what we stand for, put simply we are FOR Cardiff, for the businesses of Cardiff to make the city more welcoming, vibrant and influential. Following the rebrand our inbound messages received via Twitter improved by positive sentiment by 97%.

Press and PR

In the past 12 months several key business and consumer stories have been picked up by local and regional online and printed media. Our PR campaigns have delivered the following:

- 68 pieces of print/online coverage
- 14 pieces of broadcast coverage
- 3.9 million opportunities to see
- £152,500 worth of coverage. By comparison, Northern Ireland's capital city BID, Belfast One delivered £24,421 worth of coverage in their first year and the UK's biggest BID outside London, Leeds, generated £60,000.

E-newsletter

- 27 E-newsletters read by 4600 people
- Average open rate is 37.6% which is 80% higher than the industry average

Newsletter

5000 distributed to businesses on a quarterly basis

Website

- 5,592 visits to the website
- 19,823-page views

Social

- 1,700 Twitter followers in comparison to Go Southampton a BID who were voted in at a similar time to us and have similar budgets who have 625 followers.
- 983.1K Tweet impressions
- 511 views of video content on YouTube
- 22,554 organic impressions across the LinkedIn
- Facebook reach of 108,553 across all campaign activity
- Digital presence on Facebook, YouTube, Flickr and LinkedIn

BUSINESS ENGAGEMENT EVENTS

CHAMPIONS LEAGUE BRIEFING

The Champions League Final was the largest sporting event that took place in 2017, of which Cardiff played host. Whilst the FORCardiff team wasn't involved in the organisation of the event the team, and particularly the Ambassadors were receiving feedback across all sectors that businesses wanted the opportunity to understand the impact the event was going to have on the city centre better.

FOR Cardiff worked in partnership with the Licensees Forum to organise for Cardiff Council, Football Association Wales (FAW), Wales Extremist Counter Terrorism Unit and EVAC to present to a sell out event at Cineworld with over 400 members of the business community.

BUSINESS ENGAGEMENT EVENT

October 2017 was another successful event for the team with over 100 businesses and a waiting list to attend. Hosted at the Kuku Club, Park Plaza businesses and stakeholders enjoyed a glass of wine and canapes whilst the new company name of FOR Cardiff was launched along with a large array of exciting projects.

LAUNCH OF CARDIFF AGAINST BUSINESS CRIME (CABC)

Our most recent event for members, in February 2018, was the launch of CABC which saw over 100 representatives from the evening economy, retail, leisure and food and drink gather at The Old Library to find out more about the new business crime initiative and CityNet radio system. Much the same as our other events this had standing room only and was well received by all attendees.

A huge thank you to the members and stakeholders that attended our first-year events, we'll be rolling out a series of members events over 2018/19 and we want all members to have the opportunity to attend, meet the team and the Board. To make sure you know when they're taking place follow our social media channels or sign up to our e-newsletter on our website or via the Ambassador team.











STREET ENTERTAINMENT

UNIDAYS

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 marshals 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.

NATWEST 6 NATIONS



Over the two March 2018 Six Nations games FOR Cardiff delivered a series of entertainment to delight and entertain visitors to the city centre. Based around The Hayes, Westgate Street, St Mary Street & High Street Hot Strings Cafe, the Kicking Cage, Fan Makeover, Comedy Coaches, Rugby Giants, Barracwda and Hapsley Hernias were welcome additions to the great atmosphere on a match day and something we're excited to replicate at other times across the city centre.

TABLE TENNIS TABLES

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 have now moved into the Capitol Centre to be enjoyed all year round!



"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





INDEPENDENT PROJECTS

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.

GET LOST IN CARDIFF MAP

One of the first projects that FOR Cardiff invested in was the Get Lost in Cardiff map. This beautifully illustrated and curated map encouraged people to create their own adventure and to lose themselves in a totally independent trail.

DISCOUNTED WRIGGLE MEMBERSHIP

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.

MYSTERY OF THE STAR-EATERS

In September 2017 Cardiff city centre became 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 took 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 FOR Cardiff are brought the initiative to Wales for the first time with over 200 people taking part in the fun.

STUDIO 16

A group of proactive independent businesses approached FOR Cardiff to fund Studio 16 and their website. Studio 16 is an informal networking group, that meets quarterly, aimed at bringing local entrepreneurs together and evolving a network of independent businesses that collaborate, refer, socialise and support each other; building a more prominent and lucrative business scene in Cardiff and the surrounding areas.



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GIFT CARD

In early December 2017 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. 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. The December campaign had a reach of over 750,000 and our plans for Spring 2018 see a bigger reach and some innovative ideas to reach the public and encourage them to spend local.





SUPERFAST BROADBAND FOR THE CASTLE QUARTER

Increasing city centre broadband speeds and creating a better-connected use of the latest technology has been raised as a concern by members. Which is why FOR Cardiff has worked in partnership with BT Openreach to roll out a pilot project to bring superfast broadband to the Castle Quarter. This project is due to be completed in Spring 2018 which will see businesses in this area immediately having access to premium broadband in their organisation.

REDUCING BUSINESS COSTS

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

DISCOUNTED PARK AND RIDE

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. These exclusive passes cost £450, that's less than £2 a day for parking and bus travel while helping free up invaluable parking and driving space in the city.





FREE TRAINING

You told us you wanted us to provide discounted training for 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 courses in partnership with Cardiff and Vale College (above). 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.

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 be 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

FINANCE

FOR Cardiff is in a strong financial position after the first year of business. The BID levy, which is our primary form of income, is by law collected by the local authority and transferred to the BID upon receipt. The collection rate for year one was 97% which equated to £1.722m of income. This is an exceptional collection rate which is testimony to the efficiencies of the systems in place and widespread support for FOR Cardiff.

Management and overheads expenditure in year 1 represents 21.9% of year 1 levy income which is in line with our business plan. It is worth noting that some of this expenditure relates to set up costs that will not be repeated.

Details of our annual accounts will be available on Companies House and on our website: www.forcardiff.com/for-cardiff-business-downloads/ if businesses would like to see a more detailed and timely reflection of FOR Cardiff's accounts.

*Accounts accurate as of 16th March, 2018.

FOR Cardiff is funded through a BID levy calculated as 1% of the rateable value of each hereditament in the BID area. This comprises 994 commercial buildings.

The figures below show a breakdown of the budget of the FOR Cardiff BID in the 16 months of the 2016-2021 term. Please note that these figures were compiled before the end of March 2018 and a full set of management accounts for the period will be provided by our accountants Naunton Jones Le Masurier and will be available in May 2018.

INCOME

BID Levy	£1,722,393
Non Levy Income	£4,373
Total Income	£1,726,766

EXPENDITURE

Welcoming	£413,387
Vibrant	£493,889
Influential	£36,756
Overheads	£378,599
Total Expenditure	£1,550,366
Carried forward	£176,400
Parket	



As we progress into our second year of operation, we do not like to rest on our laurels and already have several exciting new projects underway. We will be continuing with our existing projects and initiatives and build on our successes to date while continuing to seek out new ways of ensuring the city centre provides a quality, vibrant and profitable environment for our members.



GET THE MOST OUT OF YOUR MEMBERSHIP

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