



INTRODUCTION

Welcome to the fifth edition of our quarterly newsletter. The team and I have had a busy few months and we are delighted to update you on our progress.

A huge thank you to over 70 businesses who attended our Annual Showcase event in June. It was a pleasure to meet so many of you and debut our showcase video. A Day in the Life of FOR Cardiff captured every project we have delivered in our first year from day to night. It's available to view on our YouTube channel if you missed it or would like to view it again.

Cardiff's evening economy is always busy, but as the sun shines we see an increasing number of people flocking to Mill Lane or one of Cardiff's other al fresco options! This sector is an important part of what makes Cardiff, Cardiff, which is why we've invested in a variety of projects to help support these members. April saw the launch of our dedicated team of Night Marshals whose primary role is to provide a street presence on Friday and Saturday nights in popular areas of the city centre. They manage three taxi ranks, control queues, assist vulnerable people, offer advice and guidance to those visiting the city. The team will also be deployed for major events including rugby internationals and large-scale concerts.

This Spring saw CABC roll out CityNet, a brand new radio system for the city centre, for both day and night time economy businesses. It has been a huge success with 170 members secured in its first quarter.

We're also pleased to announce that we've committed to supporting the Street Pastors team for another year. This invaluable team work on Friday and Saturday nights from 10pm-4am and have provided support to countless people ranging from vulnerable individuals to providing directions to lost international visitors!

And finally, we were overwhelmed by the response to the launch of our campaign to establish Cardiff as the City of Arcades. 9,500 people voted for their favorite business to create a City of Arcades Top 10 list. Find out more on page 5.

If you want to hear more about the projects that FOR Cardiff are investing in, make sure to follow our social media channels and keep an eye on our website www.forcardiff.com.

Adrian Field, Executive Director

Adrian Field



DEDICATED BID POLICE

FOR Cardiff has agreed to fund two Police Constables from South Wales Police in order to create a dedicated BID Police team - the first of its kind in Wales.

The new team will consist of two officers who will work directly with FOR Cardiff with a brief to address city centre issues such as aggressive beggars, antisocial behaviour and retail crime.

Businesses will be able to raise issues with the FOR Cardiff team who will pass them directly to the officers.

The posts have been created following a consultation with BID members and a review of the BID's welcoming projects to establish how it can better support members. FOR Cardiff will ensure that the officers are aware of local issues affecting the BID area, as part of the force's commitment to neighbourhood policing. The officers are additional to any existing resource.

OK TO ASK CAMPAIGN

Evolving from the Wouldn't Shouldn't campaign, which aimed to address drunken sexual harassment in the night time economy, Ok to Ask encourages young adults on a night out to be active bystanders if they see someone on the receiving end of sexual harassment. FOR Cardiff worked in partnership with South Wales Police, Drink Aware and the Police Crime Commissioner to deliver this campaign over July across outdoor and online advertising to reinforce this essential messaging for Cardiff's evening economy.

LITTER PICKING

The first ever FOR Cardiff litter-pick took place on Callaghan Square in July. The event was run in partnership with the team from Keep Riverside Tidy who crossed the river to join us in the city centre to help collect 32 bags of litter during the pick. A huge thank you to everyone who came to support this event and help make Cardiff that little bit tidier. FOR Cardiff will be running events like this regularly, to make sure you don't miss your chance to join in sign up to our e-newsletter via our website and follow our social media channels.



PLANTERS AND HANGING BASKETS RETURN

Last year FOR Cardiff organised the installation of Cardiff's hanging baskets and planters installation full of beautiful flowers to bring a splash of colour to the city centre. We had fantastic feedback on this project and so have brought it back for 2018. With 32 planters and 380 hanging baskets this year's installations are bigger and better than before, with new locations across the city.

FOR CARDIFF TEAMS





ASSISTED 35,728
PEOPLE SINCE
MID APRIL

NIGHT MARSHALS

In April 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.

Since the team started in mid-April the Marshals have assisted 35,728 people. Notably, for the Ed Sheeran & Rolling Stones concerts they were used by over 4,000 people every night. They have also identified a number of rogue taxis and have liaised with the Council's regulatory teams to ensure a safe service is available to both Cardiff's residents and visitors in the evening.

CLEANSING TEAM

The FOR Cardiff branded cleansing team include two vans, jet washers and a road sweeper and they provide on the spot cleansing to businesses and are proactive when they see opportunities to make the city shine.

In their first year the team have:

- Jet washed over 116,000 sqm of Cardiff city centre, that's 16 football pitches!
- Removed over 40,000 pieces of gum from Cardiff's streets
- Cleared over 3,000 graffiti tags
- Used over 60 gallons of paint to touch up previously neglected areas.







VISITED OVER
12,000 BUSINESSES
IN ONE YEAR



AMBASSADORS

The team of nine Street Ambassadors are now well established in the Cardiff business community, engaging with six businesses every day, they have carried out over 12,000 visits in the last year. They're also an invaluable service to the public, starting their day by the train station to provide and support to visitors to the city centre by giving out directions and often personally accompanying people to over 2500 locations.



CITY OF ARCADES CAMPAIGN

Cardiff's seven historic arcades have been attracting shoppers for over a century and in June FOR Cardiff launched a campaign to raise their profile and establish Cardiff as the City of Arcades.

FOR Cardiff asked residents and regular visitors to Cardiff to support the campaign and vote for their favourite shop, café, bar, barber shop or hotel within the nearly 800 metres of arcades.

We created a dedicated City of Arcades website which attracted 15,000 unique users within four weeks and 9,500 votes were cast.

The most popular businesses will be included in a Top 10 City of Arcades list and will feature in the advertising of the second phase of the campaign, which will be rolled out in Bath, Bristol and Cardiff in September. This exciting £75,000 advertising campaign will include billboards, bus rears, digital screens and online advertising, encouraging people to come and see what Cardiff has to offer.

To find out which businesses made the Top 10 visit thecityofarcades.com



GIVE DIFFERENTLY **AWARD**



FOR Cardiff committed in our business plan to 'actively seek national recognition through awards' and were delighted to be shortlisted for the 'Best Marketing and Branding Scheme' award for the Give DIFFerently campaign at the national Association of Town and City Management (ATCM) & Awards Night. We can now announce that we won!

The Give DIFFerently campaign used touch pay technology to donate to a central fund that could be applied for by charities to fund homelessness projects or individuals. The campaign was congratulated on its innovative use of technology and celebrity endorsement and fought off fierce competition from Edinburgh and Manchester.

TABLE TENNIS TABLES RETURN

We wanted to bring back a little bit of summertime fun to the streets of Cardiff with the return of the FOR Cardiff ping pong tables on The Friary. The tables have already proved to be really popular and give an outdoor activity option 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.

ANNUAL SHOWCASE EVENT AND VIDEO



In June FOR Cardiff invited all members to attend our inaugural Annual Showcase event, hosted by new voluntary member, Cornerstone. This event was an opportunity to enjoy some drinks and nibbles with the FOR Cardiff team and Board, and for attendees to learn about the progress made over the last year.

A huge thank you to the 70 plus guests who came to join us, if you were unable to attend the event but would like to see what was discussed go to our YouTube channel and watch the Annual Showcase video which has already been viewed over 6800 times. Alternatively, if you would like to request a meeting with one of the team email us on info@forcardiff.com.

STREET ENTERTAINMENT

Large scale events have dominated the calendar over the last few months with Cardiff, welcoming world class acts such as Beyoncé and Jay-Z, Ed Sheeran and the Rolling Stones. There's always a buzz in the air for events like these and we wanted to make sure that the fun continues through a programme of entertainment.







EVENT SPONSORSHIP

CARDIFF MINI FILM FESTIVAL

This June Cardiff's Mini Film Festival, now in its 7th year, put on its biggest event to date with three days of film screenings, including some very special events. The acquisition of new funders and sponsors to the festival has meant that it has been able to extend its programme and FOR Cardiff were pleased to be able to support this event as a celebration of the new filmmaking talent in Cardiff. In a bid to showcase the best of the city and an alternative view, the festival took over bars, arcades and empty shop units providing a unique experience of viewing films. The festival welcomed filmmakers from across the globe, and hundreds of members of the public.

TAFWYL



Tafwyl is Cardiff's annual Welsh arts and culture festival, with a lively mix of music, literature, drama, comedy, art, sports, food and drink. The event is nine days in total: a fringe event held all around the city for 7 days, ending with the main event at Cardiff Castle on the 30 June - 1 July. The festival is free to enter and open to all – Welsh speaker or not. It's a great event for families, Welsh learners and people experiencing Welsh language and culture for the very first time. FOR Cardiff supported this event for the first time this year, investing £15,000 into the marketing event so that the reach of the campaign could be as broad as possible. We're delighted with how successful this event has been for the city centre.

IRIS FESTIVAL AND BAFTA CYMRU

FOR Cardiff commits to supporting new and established events and last year worked with both the Iris Festival and BAFTA Cymru. These sponsorships were hugely successful and provided a genuine economic boost to the city. Our support for these fantastic events is going to continue for 2018 with the promise that they'll be both bigger and better.



MYSTERY SHOPPING

This autumn the business which provides the best level of customer service in Cardiff will be crowned following a series of mystery shopping visits. If you would like your business to be in with a chance of winning all you need to do is sign up for a visit by contacting emily@forcardiff.com This service is fully funded for FOR Cardiff members.

NEXTBIKE

FOR Cardiff members are able to access a 10% discount on corporate membership of the new Nextbike cycle hire scheme. A corporate membership includes annual subscriptions for each member of your team and is a great way to reduce your carbon footprint as well as incentivise staff. To access this exclusive discount please contact emily@forcardiff.com.





COST SAVINGS

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. 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 identified are yours.

A huge amount of savings, £46,877,44 have already been identified for businesses so email us today on info@forcardiff.com to book in to speak to the Meercat team. Savings identified



GET THE MOST OUT OF YOUR MEMBERSHIP

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