



FOR
CARDIFF
NEWSLETTER
6TH EDITION



INTRODUCTION

Welcome to the sixth edition of the quarterly FOR Cardiff newsletter. Enclosed is an update on the variety of projects the team and I have been working on over the past months to deliver our business plan.

A few changes have taken place within the company and I'm pleased to say that Natasha Williams, Senior Operations Manager at Brains has recently been appointed as the new Vice Chair of the FOR Cardiff board. As the outgoing Vice Chair Marie Fagan focusses on her new role within Hilton Hotels, I'd like to extend my thanks to Marie for all her hard work on the BID board and previously the task group. I'd also like to congratulate Natasha on her new position. I look forward to working with her more closely in the future.

I'd also like to welcome Emma O'Donnell to the FOR Cardiff team. Emma joined us in early October as our Administrator, supporting the whole team on projects as diverse as our Purple Flag application and our independent gift card. A graduate of both University College Dublin and the University of West England, Emma is already demonstrating herself to be an asset to the team.

Our plans for 2019 are taking shape and I'm pleased to announce that in March, FOR Cardiff will be joining the city's delegation at the annual MIPIM conference in Cannes. The world's largest property investment conference will help us deliver on our business plan promise to you of attracting national and international investment into our city.



Adrian Field

Adrian Field, Executive Director





Mae'r fersiwn Gymraeg o'r
cylchlythyr ar gael i'w lawr lwytho
o wefan Caerdydd AM BYTH.
Ewch i:

www.forcardiff.com

WELCOMING

GIVE DIFFERENTLY

The Give DIFFerently campaign recently won a silver award in the Community Relations category at the CIPR Awards. This project led by FOR Cardiff aims to encourage cash free donations to move people away from homelessness. Look out for phase 2 of the scheme in January. The campaign was up against stiff competition from agencies representing a broad range of clients including EE, Twitter and Virgin Media.

CABC UPDATE

Cardiff Against Business Crime (CABC) and the accompanying CityNet radio network continues to go from strength to strength, with 194 radios now in use on the system. Although the partnership is less than a year old, work is already underway to have the organisation accredited by the National Association of Business Crime Partnerships. Paul Hurley QPM recently took up the position of Chair of the CABC board and will be providing strategic leadership to the partnership throughout the accreditation process.

PURPLE FLAG



Painting the town purple

Excellence in managing the evening & night-time economy

The Purple Flag accreditation programme continues apace. The submission has been completed and Cardiff will be visited by assessors on Saturday, 1 December who will tour the city to ensure that the safety of the evening and night time economy is of the highest standard. The results will be delivered by Monday, 14 January and we are looking forward to seeing Cardiff become an official Purple Flag destination recognised for its varied cultural offering, safety and for generally being a great night out!

MILL LANE

At the time of writing, the regeneration works in Mill Lane were due to be completed by November 23rd ahead of the Wales versus South Africa match at the Principality Stadium the next day. The aim of the works being funded by Cardiff Council is to increase the number of tables and chairs businesses can have outside, reduce street and make it easier to navigate the length of the street. A more uniform approach to license applications is also expected. FOR Cardiff have worked to ensure that the businesses in Mill Lane have their voices heard throughout the whole process. We have also committed funding to help with the branding of Mill Lane. Expressions of interest in producing designs to be used on the highway are set to be invited imminently.

TEAM UPDATE

AMBASSADORS

The team of eight Street Ambassadors continue to be highly valued by our members. Former Ambassador Louise O'Hanlon has recently moved into the role of Business Liaison Officer temporarily and is taking on responsibility for communicating with our office-based businesses. If you would like to arrange a meeting with Louise to discuss how your office can better benefit from your FOR Cardiff membership, please contact her on louise@forcardiff.com.

Approx. **4500**
miles covered



Approx. **5500**
business visits
carried out

POLICE

In September FOR Cardiff announced the funding of two full time Police Constable roles to operate in addition to the existing South Wales Police city centre team. The officers, PC Steve Thomas and PC Jason Lyons, have a shared experience of over 15 years within the Police and of the city centre. They are dedicated to the BID area and will focus on issues raised by members, including retail crime and anti-social behaviour.



Two
police
officers

CLEANSING TEAM

The FOR Cardiff cleansing team continue to work seven days a week to make Cardiff shine. Recently, a chewing gum removal trailer was added to their inventory to further enhance their level of service. As well as their general work, the cleansing team have delivered some particularly impressive deep cleans in recent weeks particularly for Next and Cardiff Crown Court.

Over **12,638**
pieces of
chewing gum
removed



14
gallons
of paint



Over
76,498
metres
washed



Over **460**
graffiti tags
removed

NIGHT MARSHALS

The Night Marshals have been in operation for seven months now and as well as assisting the public on Fridays and Saturdays, they are covering major events such as the Autumn Internationals to help ensure everyone gets home quickly and safely.

TAXI

Greyfriars Road **615** people helped

Wood Steet **18,300** people helped

Mill Lane **43,067** people helped

Total people helped **67,883** people helped

VIBRANT



CITY OF ARCADES CAMPAIGN

The second phase of the City of Arcades campaign saw the Top 10 businesses in the arcades, as voted for by the public, reach an audience in Bristol and Bath as well as across Cardiff and south Wales. The whole campaign achieved a huge 17m impressions through advertising, including billboards, lamp post banners and digital screens. 127k online video views were generated and the campaign was mentioned in 16 pieces of media coverage.

We have been inundated with positive comments about how businesses have benefited from the campaign. Waterloo Tea in Wyndham Arcade secured first place in the Top 10. Kasim Ali, owner of Waterloo Tea Houses said: "It's such a proud moment for us to be a part of reinvigorating and championing the uniqueness of our beautiful city."

Another arcade business owner who has seen the benefits of the campaign is the co-owner of The Pen and Paper, the long-standing stationary shop based in Royal Arcade. Wendy Bottrill commented: "Visitors to the city love to explore and are always looking for something unique and different. This campaign has shown what great, independent shopping is available in our arcades."

STREET ENTERTAINMENT

Creating a welcoming and family friendly atmosphere on major event days is one of FOR Cardiff's key objectives. 3D Brass entertained crowds on the way to the recent Wales v Spain football match in the Principality Stadium and all this year's autumn internationals will feature some form of street entertainment.

NATWEST EVENT

Earlier this month FOR Cardiff worked with NatWest Cymru to bring an Influencer Marketing workshop to over 80 business people with Christian Amodeo, the man behind prominent Cardiffian social handle 'I Loves the 'Diff'. The workshop aimed to allow Cardiff businesses to generate a better understanding of how best to harness the power of social media.



INTROBIZ

Introbiz is Wales' largest business exhibition and Marketing and Communications Manager Carolyn Brownell led a seminar on the work of FOR Cardiff to members and non-members alike.

EVENT SPONSORSHIP



Cardiff Book Festival



IRIS



BAFTA Cymru

CHRISTMAS 2018

The FOR Cardiff business plan promises to make Christmas arrive with a bang and this year we are using sugar and spice and all things nice to cook up something truly delicious – keep your eyes peeled in December for the arrival of something truly special to accompany our TV and radio promotion of the city centre.





INFLUENTIAL



NEAR ME NOW

FOR Cardiff is committed to supporting independent businesses and has a ring-fenced fund of £100,000 a year to do just that. Near Me Now is one of the projects supported by this fund, the app allows shoppers to digitally explore and connect with their town or city centre. FOR Cardiff has funded the use of the app for our independent members for up to six months – to find out more please email info@forcardiff.com or speak to a Street Ambassador.

LOBBYING

As the matter is a devolved issue, FOR Cardiff are among the 10 Welsh BIDs lobbying for the business rate cuts for those with a rateable value of less than £51,000 announced in the budget for England to be adopted by the Welsh Government too.

2019 TRAINING

More than 35 FOR Cardiff businesses have sent staff onto a fully funded FOR Cardiff training course since the programme began last year. Recently, vulnerability awareness training has been added to the programme to ensure that hospitality staff are aware of their role in keeping members of the public safe from harm.

The 2019 fully funded training programme is currently in development. If there are any training courses that you would like to see added to the FOR Cardiff offer, which has previously included first aid, fire marshalling, sales, and social media, please email emily@forcardiff.com.

COST SAVINGS



Cost savings consultants Meercat Associates continue to deliver savings for FOR Cardiff members on overheads including utilities, telecoms and merchant fees. If you are interested in meeting with Meercat to explore opportunities for making savings, please email emily@forcardiff.com.

GIFT CARD

A Gift Card FOR Cardiff, the independent exclusive gift card, is another sign of the FOR Cardiff commitment to independent businesses. Now accepted in over 70 local businesses and for sale at www.cardiffgiftcard.com as well as in Shop Rugby and the SHO Gallery, the card is a true exploration of all things independent in Cardiff.

A Gift Card FOR Cardiff makes an ideal Christmas gift for clients or staff – FOR Cardiff members are entitled to exclusive rates on bulk orders. If you are interested in discussing options, please contact emily@forcardiff.com.

A GIFT CARD



1234 1234 1234 1234

NEXTBIKE

The NextBike scheme continues to grow. Employees of FOR Cardiff businesses can access discounted annual membership of the scheme for just £40 instead of the usual £60.

Alternatively, businesses can access a corporate membership for all their staff at a 10% discount with the FOR Cardiff membership. Some indicative rates are below – this is a terrific value proposal and an excellent benefit to offer for staff wellbeing. Contact emma@forcardiff.com for all NextBike discount codes or corporate memberships.

	General Rate	With For Cardiff discount	Cost per staff member
25 Staff	£750	£675	£27
100 staff	£1,920	£1,728	£17.28
500 staff	£6,000	£5,400	£10.80



MYSTERY SHOPPING - CUSTOMER SERVICE

Over 150 businesses took part in the FOR Cardiff Customer Service Awards, being presented with awards by Capital FM presenter, Geraint Price.

Congratulations to all the winners:



National Retailer – Luxury
and Overall Winner:
Links of London



Mike, Olivia and Emma – FORCardiff



Restaurant: Mia Porto Due



National Retailer – General: Lush



Pubs and Bars: The Goat Major



Accommodation: Clayton Hotel

SERVICE AWARDS

Service Championship with the winning businesses
Hardy at The Philharmonic on November 12th.



Compere: Geraint Hardy



National Retailer – Fashion:
Oxfam Boutique



Independent Retailer: Celtic Brides



Service & Attraction: TSB



Café and Eatery: Milk & Sugar



Coffee Shop: Caffè Nero, St. John St.



FOR
CARDIFF
NEWSLETTER
6TH EDITION

**GET THE MOST OUT OF
YOUR MEMBERSHIP**

✉ info@forcardiff.com
@ [forcardiff.com](https://www.forcardiff.com)
☎ 02920314770

🐦 @FOR_Cardiff
f FOR Cardiff
in FOR Cardiff
▶ FOR Cardiff
●● FOR Cardiff

