

FOR
CARDIFF
NEWSLETTER



2018/19

7TH EDITION



INTRODUCTION



Welcome to the seventh edition of the quarterly FOR Cardiff newsletter and our first of 2019. Enclosed is an update on the variety of projects the team have been working on over the last few months to deliver the commitments laid out in our business plan. I am really pleased with the results from some very high-profile projects.

A few changes have taken place within the company and I'm pleased to say that Steve Afia, from Shop Rugby has recently been

appointed to the Board as the new representative of independent businesses.

Previously this role was held by Steven Salamon who is now focusing on his newest business ventures. Margaret Waters from Park Plaza Hotel is also a new Director taking over from Marie Fagan who has recently been promoted within the Hilton Hotel. I'd like to welcome Steve and Margaret to the Board, and we look forward to working with them.

Preparations will begin soon for our Annual Showcase event, it is anticipated this will take place in early June and we have aspirations to make this year's event bigger and better than last year's. If you're interested in attending this event, please sign up to our e-newsletter on the website to make sure you receive your invitation.

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

PURPLE FLAG

The Purple Flag accolade has been awarded to Cardiff by the Association of Town and City Management (ATCM) for offering an entertaining, diverse, safe, and enjoyable night out.

Purple Flag is the scheme that recognises excellent city centre management at night, like the Blue Flag for safe beaches and Green Flag for parks.

The application for the accreditation was led by FOR Cardiff and involved partners including South Wales Police, Cardiff Council, British Transport Police, Cardiff Licensees Forum, Street Pastors and a host of cultural attractions. Cardiff was scored against the five core standards set by Purple Flag which include being safe and welcoming, the accessibility of the area and a diverse choice of leisure and entertainment activities available to all.

Various FOR Cardiff projects contributed toward the success of this application, these projects include vulnerability awareness training for pub and club staff, the team of Night Marshals who help people get home safely after a night out, the 102 night time economy businesses using our CityNet radio scheme and the support we offer initiatives such as the Street Pastors and Club Crew.

CABC – 200TH MEMBER

In December the CityNet Radio system welcomed its 200th subscriber since its launch in February 2018. The system links pubs, clubs, and retail stores in the city centre and Cardiff Bay with a Police Officer monitoring CCTV at County Hall 24 hours a day, 365 days a year.

CityNet is managed by a partnership arrangement between Cardiff Against Business Crime, the official business crime reduction partnership which is managed by FOR Cardiff, South Wales Police and M.R.S. Communications.

The system has more than proven its worth and has led to numerous arrests for theft and anti-social behaviour. It's also been instrumental in the tracing of vulnerable missing persons and lost children and is integrated into the city's EVAC emergency procedures that are in place in case of major incidents or disruption to services.



1ST YEAR

CABC celebrate one year since their launch on January 31st 2018



Purple Flag

Cardiff is accredited with Purple Flag in 2019

Police Officers



FOR Cardiff welcome two dedicated city centre Police Officers



Industry Recognised

CABC become members of Wales Against Business Crime and the National Association of Business Crime partnerships

146 Radios



CABC issue 146 state of the art digital CityNet radios in their first week



DISC

CABC launch the partnership intelligence sharing and GDPR compliant intranet DISC for the benefit of its members



2018 CABC LAUNCH



TEAMS UPDATE

CLEANSING TEAM

The FOR Cardiff cleansing team continue to work seven days a week to make Cardiff shine. Over the winter a chewing gum removal trailer was added to their inventory to further enhance their level of service and has already removed nearly 10,000 pieces of gum from Cardiff's streets.

Removed
9,516 pieces of
chewing gum



As well as their general work, the cleansing team have delivered some particularly impressive deep cleans in recent weeks particularly for Park Lane and Church Place.



Washed
27,662
sq metres



Removed
918 graffiti
tags



POLICE

Since their role began within the BID team, FOR Cardiff's two full time Police Constables continue to

supplement the South Wales Police team and work on crucial city centre issues.



NIGHT MARSHALS

The Night Marshals have been in operation for nearly a year now and as well as assisting the public on Fridays and Saturdays, they are covering holidays and major events such as Christmas and the Six Nations to ensure everyone gets home quickly and safely.

FOR Cardiff decided to trial an additional rank outside Howells on St Mary Street as a result of feedback from our own Night Marshal team and the Cardiff Hackney drivers. The trial has been very successful and we have agreed to implement the new Night Marshal rank permanently from April.



Night Marshals
helped a total of
48,981 people

AMBASSADORS

The Ambassador team continue to provide a warm welcome to the city. As well as assisting the public and being the face of FOR Cardiff the team spend their time visiting their dedicated businesses. They update member businesses on projects the team is working on and how they can get involved. Training within the Ambassador role is essential as the demands on their time are so variable,

which has resulted in the whole team being trained in how to use a defibrillator, a potentially life saving skill.

Louise's role as a Business Liaison Officer, engaging with our corporate members has been so successful that FOR Cardiff are recruiting for another Business Liaison position. We will update on our new starter in the next edition.



Approx. **4,500**
miles covered



Approx. **5,500**
business visits
carried out

"I see the FOR Cardiff Cleansing Team out every morning as I'm coming into work and I have to say they're doing a brilliant job! Outside is looking lovely... and the guys doing the work are very friendly and keeping the public happy so early in the morning." Carrie James, Barclays

People helped



TAXI

House of Fraser **12,180**

Wood Steet **13,305**

Mill Lane **23,496**

Greyfriars Road **4,500**



Total people helped

MILL LANE

The regeneration works in Mill Lane have been completed and some of the businesses now have the option of increased table covers outside their frontages as well as having simplified licensing documentation. The area has been decluttered and walking areas have been better defined as part of the scheme. FOR Cardiff have helped to inform

businesses of progress as well as represent their views to Cardiff Council when the plans were being drawn up. FOR Cardiff has also committed funding to the next stage, which is for some physical branding to be installed to help define the area. A brief for designers is set to be issued this month and businesses in Mill Lane will be part of the final decision process.



Increased table covers outside businesses



The area has been decluttered

TENTS



Queen Street, Cardiff

FOR Cardiff have been lobbying on behalf of businesses to try and negate the impact of the increasing number of tents populating the city centre. Many thanks to those businesses who have provided us with impact statements on the issue – it is clearly something which affects trade and raises concerns about the welfare of employees, residents and visitors. Whilst we recognise that the issue of dealing with the homeless is a delicate one, our role is to represent

the views of businesses to South Wales Police and Cardiff Council to ensure that informed decisions are made. Consequently, we support the decision to remove tents which are no longer occupied and provide support to those in genuine need. In certain circumstances, Cardiff Council will lead on issuing advice to tent dwellers with the clear objective of encouraging them to engage with their services rather than use tents.



Ambassadors at the opening of St John's Gardens



St John's Gardens



St John's Gardens

ST JOHN'S GARDENS



St John's Gardens

Following a period of closure, St John's Gardens in the heart of the city centre has been given a fresh lease of life as FOR Cardiff re-opened its gates following its closure in 2018.

The FOR Cardiff Ambassadors open the gardens each day so that the public can enjoy the space. During the revamp period, FOR Cardiff worked with Cardiff Council and the Probation Service to clear overgrown plants, improve light visibility, refurbish benches and paint railings so the gardens could be restored to their former glory.

Interestingly, during the clean up several war graves were uncovered amongst the overgrown shrubs and FOR Cardiff are now working with the War Graves Commission to find out about their background in the hope that information can be displayed to inform visitors of their history.

Cardiff Council will be maintaining the gardens while FOR Cardiff will be coordinating a seasonal programme of entertainment in the space and will be responsible for opening and closing the gates daily.

THE DAFF TRAIL

FOR Cardiff was conscious that as Wales' capital city there was minimal activity to celebrate St. David, the patron saint of Wales.



#TheDaffTrail



Increased footfall:
24.1%



Campaign reach:
557,334



Social interactions:
18,276

Total social
media reach:
540,164



Unique visitors
to the website:
1,420

Visitors who returned
to the website:
25%



Central Square

The decision was made to surprise the public and have some fun by floating giant daffodils across the city.

The iconic symbols of Welshness were six metres in diameter and floated up to 60 metres in the sky. They appeared at 15 iconic locations including Cardiff Arms Park, City Hall and Callaghan Square, before the unusual floral display made a budding finale on St. David's Day at Cardiff Castle.

Each morning #TheDaffTrail popped up in two surprise locations before heading to their next locations for the afternoon. People needed

to be quick to spot them, but spot them they did with a campaign reach of 557,334 and 18,276 social media interactions over a 5 day period.

FOR Cardiff are also delighted to report that footfall for the city was up, showing an increase of 24.1% compared to 2017 (a severe weather warning was issued for the same week in 2018 as a result of the snow, so we have not included that data).



Cardiff City Hall



National Museum Cardiff



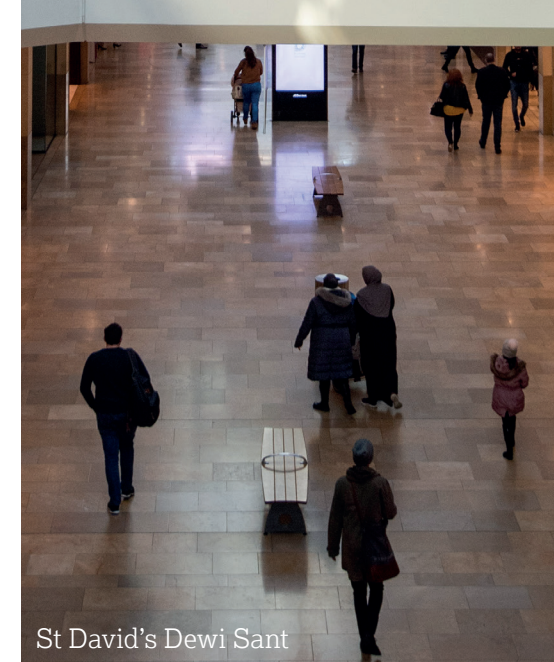
University of South Wales, The Atrium



Cardiff Castle



Cardiff Castle



St David's Dewi Sant



Gingerbread Mun House, The Hayes

9.3%
Increased footfall

4.7 million
People visited Cardiff

A media reach of
12 million

CHRISTMAS

More than 4.7 million people made their way to Cardiff to get into the festive spirit in 2018, an increase of 9.3% on 2017, while the overall footfall figures for the UK decreased 2.6% during November and December.

FOR Cardiff kicked Christmas 2018 off in style with our biggest marketing campaign to date with a media reach of 12 million. This included a Christmas television advert broadcast to audiences across Wales and the South West of England. The advert showcased the Christmas Market, the magic of Winter Wonderland and the wealth

of shopping locations available, including smaller independents and big high-street brands.

Experiential activities were also popular with people of all ages, such as a sweet smelling giant Gingerbread Mun House that appeared overnight on The Hayes, playing host to entertainers including stilt walkers and the Melingriffith Brass Band. The house also gave the public an opportunity to donate to FOR Cardiff's Give DIFFerently homeless fund through contactless payment points.

"December has been a fantastic trading period for the pubs and it's very positive to see that reflected in the footfall statistics. Cardiff city centre sites experiencing such growth this Christmas, in comparison to the UK trend, is a testament to the variety of activities and attractions being organised here for all to enjoy."

Natasha Williams,
Senior Operations Manager
at SA Brains and Vice Chair
of FOR Cardiff

RUGBY TOWERS

The Welsh Rugby Union have joined together with FOR Cardiff to create a series of installations around Cardiff city centre, designed to give visitors and locals a flavour of what Welsh rugby means to the nation.

A variety of information points have sprung up around town, reminding visitors of famous moments, milestones and achievements in Welsh rugby history – such as Neil Jenkins' world record points tally, 'that try' from Gareth Edwards and a celebration of the Women's game.

The installations were put in place in time for Wales' first home game of the 2019 Guinness Six Nations Championship against England, to give visitors a taste of the high esteem in which our national sport is held.

The selfie spots and information points could be found in multiple locations around the city, from near Queen Street to Mill Lane, around the St. David's Hall and arcade and at Cardiff central station.

"We hope that fans from England, Ireland and Wales alike will enjoy the installations, we think there is something for everyone from selfie points to celebrations of our history and facts and stats about the game we all know and love," said a WRU spokesperson.



RESEARCH UNDERTAKEN

Within our business plan, FOR Cardiff commits to undertaking research. Businesses are repeatedly raising with us their concerns about the quietness of the twilight time between 5-8pm.

In order to better understand how FOR Cardiff can invest in project activity to help boost these trading times, we need to better understand the behaviours and decision-making patterns of people after they've finished work. As result, FOR Cardiff have appointed a local research company who have worked with the likes of the Welsh Government and St. David's Dewi Sant shopping centre to see what opportunities there can be to enhance the early evening economy for our members.



TOY MIC TREV

Taking inspiration from her time in Nottingham, Projects Manager Emily Cotterill suggested that FOR Cardiff fund a local artist to create a mural for one of Cardiff's most beloved and recognisable buskers, 'Toy Mic Trev'.

FOR Cardiff called out for local artists that would be interested in creating a lasting memorial to Trev. The design will add a little more culture to Queen Street on the side of the Greggs branch, by Trev's famous spot. At the time of writing the FOR Cardiff team have shortlisted 3 artists and will be putting it to the public to decide who wins this prestigious prize.

BUSINESS EVENTS

Earlier this year FOR Cardiff worked with NatWest Cymru to bring one of the UK's leading sales experts, Stuart Allen to a seminar for local businesses. Feedback from this event was excellent and this partnership is something we're looking to develop over the course of 2019.

At the end of last year FOR Cardiff hosted over 100 of our members at our annual Winter Drinks at Revolution. Attendees were trained in the art of cocktail making, with some creating their own bespoke concoctions! We will be announcing the date of our Annual Showcase event

soon, if you would like to ensure you're aware of this event then please sign up to our e-newsletter via our website forcardiff.com.

The Wallich is one of Cardiff's largest homelessness organisations and works tirelessly with the community, FOR Cardiff received feedback from certain businesses that they would like professional advice on how to reach out to rough sleepers. A joint event with The Wallich took place in February and was hosted in Steinbeck and Shaw and saw more than 40 attendees from businesses across the city centre.



FOR Cardiff, Winter Drinks at Revolution

EMPLOYEE CARD - CALL OUT FOR OFFERS

There are 50,000 employees working for FOR Cardiff member businesses and we want to ensure that those staff are making the most of everything the city has to offer. That's why we're launching an employee card to allow our members to promote themselves and their goods and services to this exciting audience and boost repeat business and trade generally. Offers could include a fixed promotion such as a 10% discount or could be flexible depending on the needs of your business.

The card will be launched in the summer, if you are interested in providing an offer to be included on the card and putting your business in front of those 50,000 employees, please email Emma on emma@forcardiff.com.



CardiffLife
AWARDS 2019

SHORTLISTED AS FINALISTS FOR THE 'CIVIC' CATEGORY IN CARDIFF LIFE AWARDS

FOR Cardiff has been a proud sponsor of the Cardiff Life Awards for the past two years and this year we were delighted to have the opportunity to apply for the newly created category, the Civic Award. We were even more pleased when we were shortlisted as finalists for the award.

GIFT CARD

The FOR Cardiff gift card is now a year old and has resulted in thousands of pounds worth of spend in Cardiff's independent businesses from Fabulous Welshcakes and Greazy Vegan to Wally's Deli and Bar 44. The card can be redeemed at over 70 independent businesses. Over Christmas FOR Cardiff committed to donating 5% of all gift card sales to Give DIFFerently and we were delighted by the generosity of the public.

A big thank you to the businesses who currently sell the card, Shop Rugby, Hatts Emporium and SHO Gallery. If you'd be interested in selling the cards and earn a small commission from each sale, please get in touch with Emily on emily@forcardiff.com.

A GIFT CARD





Delivering cost savings is a tangible return on a levy payer's investment and we're always happy to hear proposals for delivering savings to our members. Levy payers Jelf have developed a proposition for fellow members which can include a minimum 5% lower premium than your current insurer's renewal, enhanced flood protection insurance, and access to a disaster recovery manager within First Recovery. If you are interested in making savings on your insurance renewal, then email forcardiff@jelf.com or call Rhys Perkins on 0330 134 67164.

5% LOWER PREMIUM THAN YOUR CURRENT INSURER'S RENEWAL

FREE MEMBER TRAINING

The FOR Cardiff fully funded training programme is one of our most successful projects with First Aid fully booked until July and Fire Safety until August. There are still places available on some courses and if demand is sufficient, we could look to host more. Our website is the best place to check availability and there is a link on the home page. If you'd like to find out more please email Emma at emma@forcardiff.com.



Defibrillator Training

"Very informative and I would recommend it to everyone. First Aid is updated so often and is so important. Even having done First Aid in the past I learnt a lot today."
Staff Member at Breakout Cardiff

CARDIFF BUSINESS EVENTS PARTNERSHIP

FOR Cardiff has joined together with the Cardiff & District Hoteliers Association, venues which have committed funding to the partnership and Cardiff Council to promote the city as a leading destination for business events and conferences.

Collectively the partnership has brought together £100,000 to deliver a new marketing plan, which includes utilising venues in Cardiff, as well as working alongside International Convention Centre Wales to maximise the business potential in this market.

The Welsh capital has already established itself as a world-class destination for sport and culture. The new partnership will now look to exploit the opportunities further to cement Cardiff as a leading destination in the business events sector, working alongside the Welsh Government's newly established Business Events team.

Cardiff has a variety of venues for business events including Principality Stadium; Sofia Gardens; National Museum of Wales; Welsh College of Music and Drama; Cardiff City Stadium; Motorpoint Arena; Techniquest as well as the Wales Millennium Centre.

The new partnership will be chaired by FOR Cardiff's Executive Director, Adrian Field who said: "We're confident that Cardiff has all the assets in place to become a real player in the business events market. We've got some great venues, we have a vibrant city centre, and we've got real enthusiasm from the sector to get behind this."

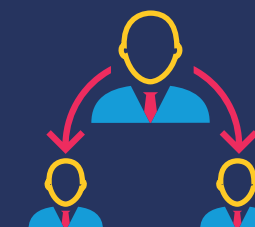


Adrian Field

KEY INDUSTRY FACTS:



The UK business events industry is worth £24 billion per annum



A business delegate is worth at least three times the value of a leisure visitor



74% of business delegates return to the conference destination as a leisure visitor

THE TEAM

As well as our Ambassador, Street Cleansing, Policing and Night Marshal teams there is a hard-working office team as well. Here's the team...

ADRIAN FIELD

Executive Director

CAROLYN BROWNELL

Marketing and Communications Manager

NIGEL GRIFFITHS

Operations Manager

EMILY COTTERILL

Projects Manager

IAN TUMELTY

Business Crime Reduction Manager

EMMA O'DONNELL

Marketing & Projects Officer

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