



LOOKING BACK AND LOOKING AHEAD

Welcome to the second annual report for Cardiff's business improvement district, FOR Cardiff. Cardiff has gone from strength to strength this year; voted the happiest place in the UK; enjoying multimillion-pound investments in Capital Quarter; Central Quay and Central Square amongst others and being ranked as the top city for investor appeal and the fastest growing city in the country.

In our first two years, the focus for FOR Cardiff has been to roll out our business plan in an effective and comprehensive manner, ensuring that projects are completed to the highest possible standard. Now that those projects, such as our cleansing team, the Ambassadors and communication channels are established. FOR Cardiff can move onto the next stage of its development. The company will work with partners to ensure that through our leadership, energy and influence, Cardiff is vibrant and welcoming; helping to attract greater footfall and encouraging investment.

Partnerships are crucial for the successful running of any location, and business improvement districts (BIDs) such as FOR Cardiff are an essential part of that puzzle. Over the last year we have worked hard to establish ourselves as an important body within the Cardiff machine to ensure the voices of the business community are heard. An example of this has been FOR Cardiff's

investment in the world's biggest property conference in the world, MIPIM, where we were part of a team of 40 delegates that went to Cannes from the public and private sector to ensure Cardiff had strong representation on the world's stage. To demonstrate how successful MIPIM can be, Cardiff visited this event several years ago which resulted in the developer investment that brought the new BBC building to Central Square.

Levels of rough sleeping and the challenges to businesses surrounding aggressive begging continue to be among the most prominent issues raised by our members. This was particularly prevalent in January when 35 tents were in Cardiff city centre. Our remit is not to deal with enforcement and lead on addressing the issues but to lobby and work strategically with partners such as Cardiff Council, South Wales Police and other stakeholders to ensure that the views of and impact to businesses are heard by those agencies to ensure that any decisions on this issue are informed by the experiences of you, our members.

We continue with our commitment to Give DIFFerently which shines a light on the wealth of services provided to help combat rough sleeping across the city, as well as fundraising to provide grants for individuals at risk and we are working on the next phase which will go live in summer 2019.

I would like to take this opportunity to thank our Board, who volunteer their time to help steer the company and ensure their sectors are fairly represented in projects. A few changes have taken place within the company and I'm pleased to say that Steve Afia, from Shop Rugby & Shop Wales has recently been appointed to the Board as the representative of independent businesses. Margaret Waters from Park Plaza Hotel is also a new Director taking over from Marie Fagan who has been promoted within the Hilton group. I'd like to welcome Steve and Margaret to the Board and have already felt their impact on the Board from working with them.

FOR Cardiff is run by businesses, for businesses, and we want to encourage all our levy paying members to get involved by signing up to the numerous projects and also giving us feedback. We're looking forward to embarking on our third 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

Adrian Field. **Executive Director**



BOARD OF DIRECTORS AND TEAM



BOARD OF DIRECTORS

Simon Phillips

Marks and Spencer, Chairman

Natasha Williams

SA Brain – Vice Chair (as from October 2018)

Bruno Nunes

Peppermint

Dan Langford

Acorn Recruitment

Huw Llewelyn

Admiral

Ken Poole

Cardiff County Council

Margaret Waters

Park Plaza

(appointed November 2018)

Marie Fagan

Hilton, Former Vice Chair (resigned in November 2018)

Mark Brace

Asst. Crime Commissioner,

South Wales Police

Neil Wicks

National Museum of Wales

Nick Newman

The Philharmonic

Phil Sheeran

Motorpoint Arena

Ruth Ryder

University of South Wales

Steven Madeley

St David's Dewi Sant

Steve Afia

Shop Rugby & Shop Wales (appointed November 2018)

Steven Madeley

St David's Dewi Sant

Cliff Vanstone

John Lewis

MANAGEMENT TEAM

Adrian Field

Executive Director

Carolyn Brownell

Marketing and

Communications Manager

Emily Cotterill

Projects Manager

Ian Tumelty

Business Crime

Reduction Manager

Nigel Griffiths

Operations Manager

OFFICER TEAM

Emma O'Donnell

Marketing and

Projects Officer

Louise O'Hanlon

Business Liaison Officer

Mathew Hill

Business Liaison Officer

Rhian Reynolds

Business Liaison Officer

AMBASSADOR TEAM

Melanie - Team Leader

Jodie – Ambassador

Jordan - Ambassador

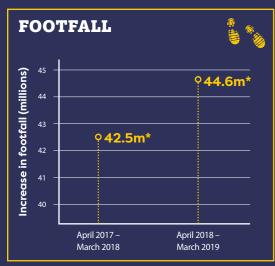
Mike - Ambassador

Olivia - Ambassador

Tasia – Ambassador

SECOND YEAR IN NUMBERS

GENERAL CITY CENTRE STATS



CITY CENTRE SALES



2017-18 +2% versus the previous year

2018-19 Level versus the previous year

*Figures are provided from Cardiff Council and collated by Springboard

VACANCY RATES



April 2017 – March 2018 (9%)

April 2018 – March 2019 (8.6%)

INFLUENTIAL STATS

TRAINING



We trained 225 employees from 40 businesses



We provided a £11,155.50 total saving to businesses (an average saving of £279 per business)



100% of attendees gave our recent conflict management course 5 out of 5 in all elements

MYSTERY SHOPPING



140 businesses took part in mystery shopping, an increase of 180% compared 2017/18. Of those businesses that took part, 59 members scored 90% or above (41% of participating businesses)

FUNDRAISING



We have raised £70,000 additional income as well as leading on a successful bid for £150,000 from the Regional Tourism Engagement Fund (subject to final approval).

VIBRANT STATS

SOCIAL



1,213,400 tweet impressions, an increase of 23.5% from 2017-18

55.3m total campaign reach



An average media value coverage of £135,250 from 2017-19

WELCOMING STATS

AMBASSADORS Gave 10,920 directions - an increase of 446%

since 2017/18



Walked 14,560 miles

Engaged with 7,280 members of the public



NIGHT MARSHALS

Helped a total of



people get home safely



over 119 nights

CLEANSING TEAM





Removed 918 graffiti tags



Washed 176,635 sq metres

Removed
36,954 pieces
of chewing gum



HANGING BASKETS



Distributed hanging baskets containing 7,600 plants

GIVE DIFFERENTLY



Raised £10,000 for Give DIFFerently

LITTER



Collected 32
bags of litter in
the 1 hour FOR
Cardiff litter pick

8 / / FOR CARDIFF

AMBASSADORS

After 2 years in post, the FOR Cardiff Ambassador team are now engrained in the running of the city centre. No day is the same for this hard-working team with unique challenges facing them. Whether it be providing first aid, providing directions, building a gazebo to protect FOR Cardiff funded street performers from the rain, or working with the police to report anti-social behaviour issues, their role is diverse!

The team are an essential piece of the puzzle when it comes to business engagement, with one member of the team allocated to every member business. Please get in touch if you would like to arrange a visit from your dedicated Ambassador or another member of the FOR Cardiff team.

"Today we encountered a young

man who was experiencing a serious mental health issue. Very early on into the dialogue, one of your FOR Cardiff team, Tasia was walking through the market and came up to see if she could help. She stayed

with me throughout the process of getting the young man help and was absolutely amazing." Louise Thomas ,,,,,,,,,,,,,,,,

NIGHT MARSHALS

In March 2018 Cardiff Council decided to withdraw funding for taxi marshalling in the city centre, meaning that there would be no manned ranks throughout Wales' capital city. The FOR Cardiff Board and team consulted with key partners such as South Wales Police and the Licensees Forum on the perceived threat this could have on the safety of the city centre and the decision was made for FOR Cardiff to recruit its own night marshal team.

The Night Marshals have now been in operation for a year, helping 220,983 people home on Fridays and Saturdays as well as holidays and major events such as Christmas and the Six Nations.

FOR Cardiff trialled 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 2019.



CLEANSING TEAM

The cleanliness of the city centre was one of the biggest concerns in the 2017/18 annual survey which further cemented in the minds of the FOR Cardiff Board the importance of our dedicated cleansing team. With over 176,635m² cleaned, 36,954 pieces of chewing gum removed, 918 graffiti tags erased, and 40 gallons of paint used it's safe to say the team have been busy.

"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

JOB CENTRE, BARRACK LANE ENTRANCE



CARDIFF CROWN COURT



DEDICATED POLICE OFFICERS

FOR Cardiff commits in its business plan to ensuring the city centre is a safe and secure environment for both the day and night time economies. In September 2018, we began to fund two full time Police Constables to supplement South Wales Police's existing officers in the FOR Cardiff area and to work on crucial issues such as anti-social behaviour and retail crime. The positions were created in response to a consultation with FOR Cardiff members and a review of FOR Cardiff's welcoming projects to establish how it can better support businesses and the city centre.



"We are pleased to be able to support this 'First in Wales' initiative as we are committed to understanding and responding to the needs of all those who work, live and visit Cardiff city centre. The additional officers will be able to provide an enhanced service to our existing **Neighbourhood Policing Team and improve the** look and feel of the city centre." Former Chief Inspector Ian Randell, South Wales Police



'OK TO ASK' CAMPAIGN

Evolving from the 'Wouldn't Shouldn't' campaign, which addressed 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 and had a reach of 1.6 million people.

GIVE DIFFERENTLY

FOR Cardiff surveys its members annually to ensure our projects and investment are reflective of businesses requirements. Across the last two years of surveys the number one issue raised was rising levels of rough-sleeping and public anti-social behaviour including drug use.

In response to this, FOR Cardiff launched the Give DIFFerently campaign in March 2018. This year that campaign was supported through the gingerbread house positioned on the Hayes over Christmas (for more information on Christmas please refer to the Vibrant section of the report) where residents, visitors and employees were asked to donate towards the Give DIFFerently fund. In it's first year this fund raised over £10,000, this has provided 30 grants to those in need.

TENTS

Issues surrounding the proliferation of tents in the city centre have been regularly raised by our members with reports increasing significantly over 2018/19. FOR Cardiff worked with Cardiff Council, South Wales Police and other stakeholders to ensure that the views of business were heard by those agencies who are best placed to directly influence the negative impact on trade that has ensued as a result. Lobbying, that has been led by FOR Cardiff, has involved meetings, reporting incidents on behalf of businesses and seeking impact statements to outline the damaging effect that the tents and associated anti-social behaviour is having.

The FOR Cardiff team continue to attend regular operational meetings to discuss the tent issue as well as strategy meetings. FOR Cardiff is not involved in any enforcement processes and it is not our place to do so. However we will continue to represent our members by conveying your issues in relation to impact on trade, safety of staff, anti-social behaviour etc. in order to ensure that any decisions partners take on this issue are informed by the experiences of our members.





PURPLE FLAG

The Purple Flag accolade was awarded to Cardiff by the Association of Town and City Management (ATCM) in January 2019. This acknowledges Cardiff as an entertaining, culturally diverse, safe, and enjoyable night out.

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 to initiatives such as the Street Pastors and Club Crew.

Cardiff's Purple Flag Assessors
particularly highlighted the city centre
for demonstrating "a very wide range
of cultural, dining and entertainment
options available within the
Purple Flag area. The standards
are generally very high and the
ambience both safe and energetic."



ST JOHN'S GARDENS

Following a period of closure, St John's Gardens which is located in the heart of the city centre was given a fresh lease of life as FOR Cardiff reopened its gates following its closure in 2017.

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.

Cardiff Council will be maintaining the gardens while FOR Cardiff has began coordinating a seasonal programme of entertainment in the space, such as carollers over Christmas.

LITTER PICKING

FOR Cardiff's cleansing team do an excellent job, but it's important to help support the local community by occasionally getting your hands dirty too! The first ever FOR Cardiff litter-pick took place on Callaghan Square in July 2018.

The event was run in partnership with the team from Keep Riverside Tidy who helped to 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.





MILL LANE

The regeneration works in Mill Lane have been completed and some 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 of the regeneration, which will involve physical branding to be installed to help define the area. A brief for designers has been issued and businesses in Mill Lane will be part of the final decision process.



CARDIFF AGAINST BUSINESS CRIME

CABC

In December 2018 Cardiff Against Business Crime's (CABC) 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.

Feedback from our member users and our statutory partners in South Wales and British Transport Police has highlighted the effectiveness of systems where they have been able to pass information and intelligence in real time about offenders and suspected offenders which 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 which are in place in case of major incidents or disruption to services.

CABC and FOR Cardiff's tendering process, that resulted in M.R.S. Communications Ltd being selected as the delivery partner to roll out the system, delivered a saving for member businesses in the region of £300 on an alternative provider.

CABC also operates a DISC ™ Intelligence and Incident Sharing network with its members that is fully compliant with the DPA and GDPR.

CABC completed its accreditation with the National Association of Business Crime Partnerships in May this year and is awaiting the formal sign off from the awarding body Secured By Design and will be among the first batch of Crime Partnerships in England and Wales to achieve this status.



One of FOR Cardiff's most popular projects with the public are our hanging baskets and planters that bring a burst of colour to Cardiff's streets nearly all year round. Did you know that our hanging baskets bring an additional 7,600 plants to the city centre and countless flowers when they bloom?

This year saw the expansion of the scheme to include the central reservation on Churchill Way and a particular crowd pleaser as daffodils filled the streets in honour of St David's Day and The Daff Trail.

SPONSORSHIP

FOR Cardiff committed to a significant spend of up to £250,000p.a. towards Cardiff's night time economy and some of this budget is allocated to investing in existing schemes so that they can be expanded. 2018/19 saw the continued support of the fantastic Street Pastor team as well as the invaluable Student Night Bus in partnership with South Wales Police, Cardiff University, University of South Wales and Cardiff Metropolitan University.

"We wanted to thank all at FOR Cardiff for your ongoing support. It is fair to say that without this we would not exist today, and I do genuinely think the city would be poorer for it. So, thank you, we appreciate you all very much." Gary Smith, Street Pastor



CELEBRATING CARDIFF AS THE CITY OF ARCADES

The City of Arcades campaign launched in June 2018 and was a celebration of Cardiff's seven historic arcades with the aim of establishing Cardiff globally as the City of Arcades.

FOR Cardiff asked residents and visitors of Cardiff to support the campaign and vote for their favourite business within the nearly 800 metres of arcades. A dedicated City of Arcades website attracted 15,000 unique users within four weeks and 9,500 votes were cast. The top 10 were then announced with a brass band taking to the streets of Cardiff as we presented the winners with their accolades.

The second phase of the campaign in October 2018 saw the Top 10 businesses celebrated through advertising in Bristol and Bath as well as across Cardiff and south Wales. The whole campaign achieved a huge 17 million impressions through advertising, including billboards, lamp post banners and digital screens. 127,000 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."

17 million advertising impressions

16 pieces of media coverage

CARDIFF BUCKED THE TREND AT 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



4.7 million i people visited Cardiff

increased footfall on 2017



ANNUAL REPORT / /

127,000



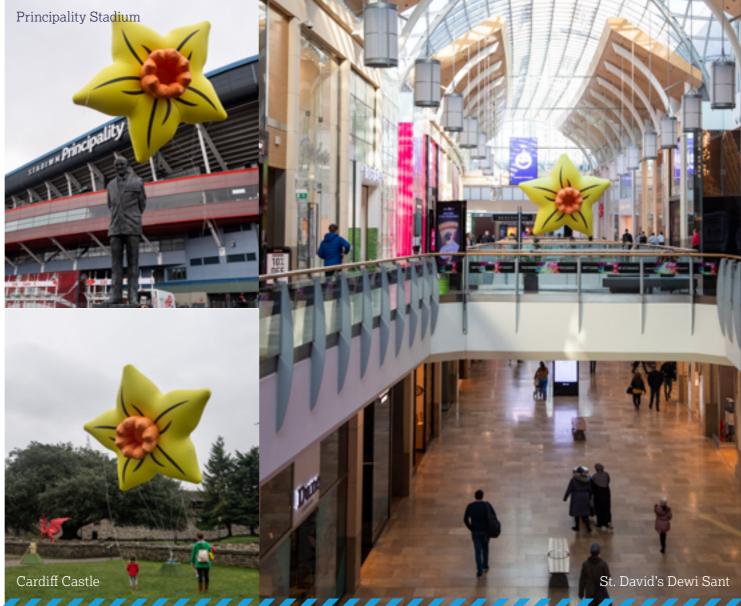
THE DAFF TRAIL

In recent years Cardiff's celebration of St David's Day has been disappointingly muted. FOR Cardiff decided to surprise the public and bring some excitement to the day 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, Cardiff University, Central Station and the National Museum, before a budding finale of all 5 inflatable daffodils and 8 3.5-metre ground-based daffodils 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. The marketing campaign to promote the trail had a reach of 557,334 and 18,276 social media interactions over a 5-day period. It also resulted in increased footfall of 24.1% compared to 2017 (2018 data has not been used for comparison as a result of the severe weather at the time) a result that the FOR Cardiff team were delighted by.







#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%





GLOBAL BUSINESS EVENTS PUSH FOR CARDIFF

Cardiff Business Events Partnership (CBEP) launched in March, supported by the Welsh Government Business Events team in association with FOR Cardiff, Cardiff Council, Cardiff Hoteliers Association and various Cardiff venues. The partnership will see businesses collaborate to promote Cardiff as a great business events city and provide seamless city experiences to delegates attending events in the city region including at the new International Convention Centre Wales (ICC Wales) which opens this year.

FOR Cardiff led on a successful bid for £150,000 Regional Tourism Engagement Fund monies from Welsh Government to support this partnership in addition to the £100,000 pot already committed by all partners (subject to final approval).

EVENT SPONSORSHIP

Cardiff is fortunate enough to have an excellent array of events that take place in venues across the city. FOR Cardiff is passionate about the value that arts and culture brings to Wales' capital city and has invested in Tafwyl, Independents Venues Week, IRIS, Sŵn, Mini Film Festival, Women in Music, and the Cardiff Book Festival.





RUGBY TOWERS

There is no place like Cardiff on a match day, with the passion for the game engrained in Welsh culture. FOR Cardiff worked with the WRU to bring some light hearted fun to the 6 Nations with 12 rugby towers positioned throughout the city showcasing iconic Welsh rugby imagery, quotes and fun interactive selfie spots for visitors to the city to enjoy.



ANNUAL BUSINESS SURVEY

Accountability and transparency are essential for an effective BID so that businesses can be assured that they are receiving a return on their investment. One of the ways that FOR Cardiff commits to this is regularly communicating with our members and by appointing an independent body to conduct an annual survey. The key findings from this year's survey are as follows:

1

The main areas businesses would like FOR Cardiff to focus on in 2019/20 are: crime reduction, homelessness, begging and street cleaning.

2 ------

Businesses identified their medium priority areas as; access / transport, additional policing, promotions, business support, Christmas and events.

FOR Cardiff's top-rated projects are floral displays, the Ambassadors and marketing campaigns.

The majority of businesses agree that Cardiff: 'is easy to use', 'has a good environment' and 'provides good facilities'.

BUSINESS EVENTS

Earlier this year FOR Cardiff worked with NatWest Cymru to host two events in their Central Square Accelerator space. The first event saw Christian Amodeo from I Loves the Diff discuss the importance of social media with over 100 attendees. Later in the year one of the UK's leading sales experts, Stuart Allen led a seminar for local businesses with over 80 people participating. Feedback from both events was excellent and this partnership is something we are looking to develop over the course of 2019/20.

NatWest Cymru event with Christian Amodeo

Late in 2018 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!

FOR Cardiff received feedback from businesses that they would like professional advice on how to reach out to rough sleepers. A jointly run event with The Wallich took place in February to provide this training. The event was hosted in Steinbeck and Shaw and saw more than 40 attendees from businesses across the city centre.

We presented at Wales' largest business expo, IntroBiz to a crowd of over 100 business attendees. Contacts were made with some key partners and member businesses during the event.

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COMMUNICATIONS

Press and PR

- Reach: **55,293,362**
- AVE: £118,000
- Print & online coverage: 47
- Broadcast coverage: 12
- Total coverage: 59

Rrand awareness

 Awareness of FOR Cardiff has increased to 80% compared to 48% in 2017-18

Website

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

■ Newsletter

• **5000** distributed to businesses on a quarterly basis



E-newsletter

• **27** E-newsletters

Social



Twitter

- 1,213,400 tweet impressions, an increase of 23.5% from 2017-18
- 24,306 visits
- **5.097** mentions
- 2,987 followers compared to Go! Southampton (who were voted in at the same time and have similar budgets) have 1,524 followers

Facebook

- 405 followers
- 727 engagements and 30,325 people reached

YouTube

47,784 views of FOR Cardiff videos.
 An increase of 9,251% from 2017-18

LinkedIn

318 followers, comparatively
 Go! Southampton has 256 and
 Dublin's BID has 330 but has
 been established for 11 years



GRADUATE RETENTION

Cardiff has the largest proportion of students in its population of anywhere in the UK with over 70,000 studying in the city centre representing over 50 countries from across the globe. The skills and expertise from these individuals are extensive and retaining those individuals in the city after graduation is something that FOR Cardiff commits in its business plan. In March, FOR Cardiff invested in Cardiff University's Big Grad Fair where we conducted research into the factors influencing students' decision to stay on in the city. FOR Cardiff also created a bespoke graduate retention brochure showcasing case studies of a broad range of Cardiff graduates who have stayed in the city and details on how their careers have progressed.

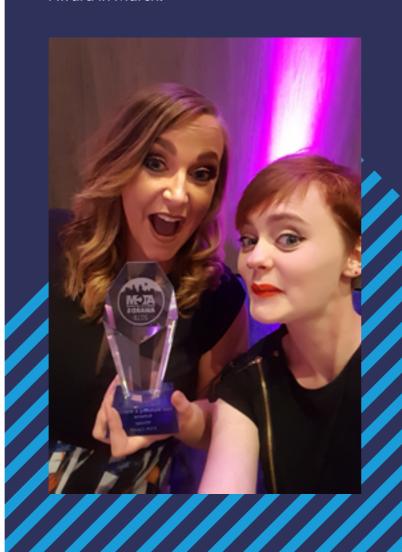
SINGING AND DANCING BROUGHT TO THE STREETS OF CARDIFF

The art of street entertainment is something that can bring joy to those who encounter it when visiting a city. FOR Cardiff programmes a schedule of entertainment throughout the year to support not just major events but also to bring atmosphere in the city centre at weekends and we receive countless pieces of feedback from visitors as to how much they enjoy it.

AWARD WINNING PROJECTS

FOR Cardiff committed in our business plan to 'actively seek national recognition through awards' and were delighted in July to win the 'Best Marketing and Branding Scheme' award for the Give DIFFerently campaign at the national Association of Town and City Management (ATCM) Awards beating Edinburgh and Manchester on the night. FOR Cardiff also secured a silver award at the CIPR Excellence Awards for the innovative use of digital for the Give DIFFerently campaign.

However, it's not just about winning but being aligned with world class campaigns. FOR Cardiff was shortlisted for a prestigious British Interactive Media Association (BIMA, the industry body representing the digital industry in the UK) award for the Communications and Content: Innovation category, missing out to Adidas on the night. The team was also shortlisted for the Cardiff Life Awards Civic Award in March.





A GIFT CARD FOR CARDIFF, THE GIFT OF CARDIFF'S INDEPENDENTS

FOR Cardiff is one of a very small number of BIDs which have a dedicated fund that is invested solely in independent businesses. We understand that it is not just major retailers that make up a city centre but the combination of smaller independents that gives a city centre its uniqueness and personality.

One of the ways FOR Cardiff supports this sector is through our gift card, where purchasers can add up to £500 to spend in over 70 businesses across the city. This year, the gift card has

been available to purchase in stores, and we would like to thank Shop Rugby, The SHO Gallery in Castle Emporium, and Hatts Emporium in Cardiff market for facilitating these cards so customers can buy them in person.

International purchases have flooded in this year reaching from Ireland to the United States and Australia! Interest in corporate use of the cards is also growing and recently, Cardiff University used them as prizes for the winners of the Student Support & Well Being Awards.

We're also delighted to announce that online sales of the gift card have increased by 50% evidencing the card going from strength to strength in its second year.

Purchasers can add up to £500 to spend

70 businesses across the city to choose from

The gift card is available to purchase in stores

INFLUENTIAL

CELEBRATING CARDIFF'S CUSTOMER SERVICE STARS

FOR Cardiff's members across all sectors were able to request mystery shopping visits and we were delighted to see 140 businesses taking part, which is a huge increase of 180% compared 2017/18. Of those businesses, 59 members scored 90% or above (41% of participating businesses) showcasing the excellent levels of customer service Cardiff's customers can enjoy.

Following on from the success of the mystery shopping initiative, businesses were invited to the inaugural Customer Service Awards held at The Philharmonic. Over 150 businesses attended with Links of London taking home the crown as the winner's winner. Congratulations to all the businesses who were awarded as best in their sector and we look forward to hosting the awards this year!







National Retailer – General: Lush



FREE MEMBER TRAINING

FOR Cardiff's fully funded member training initiative is unsurprisingly one of our most popular projects with some courses now booked out until the end of the year. Over 2018-19 this continued to be the case with over 225 employees trained, an increase of 87% from the previous year. This resulted in a total business saving of £11,155 and an average saving per business of £279. Many of the free member training courses took place at Cardiff and Vale College with whom we worked in partnership with over the last year.

"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

"Our staff came back from the conflict management course and said it was the best one they attended and asked for the rest of the team to go." Laura Peeroo, Sleeperz Hotel on the Conflict Management Training



225 employees trained, an 87% increase from the previous year

£11,155 saved across all businesses

THE CARDIFF COMMITMENT

Cardiff Commitment brings the public and private sectors together to work in partnership, connecting young people to the vast range of opportunities available in the world of work. FOR Cardiff is one of the employers of this scheme and has taken part in their 'Open Your Eyes' careers weeks where employers visit local primary schools to discuss their organisations and the employment opportunities within them.

FOR Cardiff also funded a student on the Seren Network (which helps pupils to achieve their full academic potential and gain access to leading Universities) for a placement in Yale University's Yale Young Global Scholars (YYGS) summer programme.







NEXTBIKE

The Nextbike scheme continues to grow across the city. 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.

	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



£100,000'S WORTH OF SAVINGS IDENTIFIED FOR MEMBERS

Our partnership with cost saving specialists Meercat Associates continues to be a success identifying savings for member businesses of £105,526. There is no cost for this service nor is there any obligation or 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.



FINANCIAL OVERVIEW

FOR Cardiff is in a strong financial position after the second year of business. The BID levy, which is our primary form of income, is by law collected by the local authority and transferred in full to FOR Cardiff upon receipt.

The collection rate for year one was 94% which equated to £1.3m of income. Experience from the wider BID industry demonstrates that 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 two represents 19% of year two income which is in line with our business plan and industry standards.

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

*Accounts accurate as of May 2019. FOR Cardiff is funded through a BID levy calculated as 1% of the rateable value of each hereditament in the BID area with discounts applied in areas where a service charge is applied in a managed area. This comprises 1,075 commercial buildings within the BID geographical boundary. Please note that a full set of management accounts for the period will be provided by our accountants Naunton Jones Le Masurier and will be available from June 2019.

INCOME

Levy	£1,355,725
Additional Income	£69,185
Total Income	£1,429,910
Funds carried from 2017-18	£176,400

EXPENDITURE

Welcoming	£630,043
Vibrant	£581,501
Influential	£95,917
Overheads	£278,938
Total Expenditure	£1,586,399

SPRING 2019 & BEYOND

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