

FOR

CARDIFF

NEWSLETTER



2018/19

8TH EDITION



EXECUTIVE DIRECTOR'S INTRODUCTION



Welcome to the eighth edition of the quarterly FOR Cardiff newsletter. Enclosed is an update about our ongoing work and our plans for the rest of the year.

Whilst we pride ourselves on having regular communication with our members, this is something that can always be improved. This is why we introduced the Business Liaison Officer team: Mathew, Louise and Rhian. They have been in post for a few months now and I've been very pleased with their progress.

Actively seeking national recognition for our work is something we committed

to in our business plan and I'm thrilled to announce this quarter has been our most successful yet. Details on our three recent wins are included in the newsletter and we also await the results of eight awards we're shortlisted for in the autumn, including an international award for marketing excellence.

There are tens of thousands of employees in the FOR Cardiff area and we want to get them out of their offices, shops and restaurants to experience everything the city has to offer and support their fellow member businesses. That's why we launched 'The Card'

in early September with a roll out of 30,000 cards across the city featuring over 80 offers, events or discounts for all to enjoy. Keep an eye on our social media and e-news for events and new offers coming on board.

In October 2018, Cardiff was awarded the prestigious Purple Flag accreditation after a rigorous assessment process. This accreditation is reassessed annually and we're busy putting our application together and monitoring the progress and investment that continues to be made in Cardiff's evening economy by both ourselves and our partners.

In closing, it was great to meet so many of you at our Annual Showcase event in June and debut our 2018/19 video, with over 14,000 views we hope it's a testament to the fact that we're working hard to ensure we achieve our commitment to making Cardiff more vibrant, welcoming and influential.

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



MEET THE BUSINESS LIAISON OFFICERS

The Business Liaison role was developed to enhance the relationships with BID businesses and to ensure FOR Cardiff delivers excellent standards of service. The team act as a conduit between businesses and ourselves, share information about our projects, work with them to problem solve any issues, and facilitate and develop opportunities for them to network.

Helen Ranson, the Site Support Manager at British Gas, was kind enough to talk to us about the work she's been doing over the last couple of months with our Business Liaison Officer, Louise.

"We've been working closely with Louise since autumn of 2018 in her role as Business Liaison Officer and since that time we've developed what I believe is a fantastic relationship. She's proved to be an excellent point of contact for bringing information back to us on a number of areas and for connecting us with other businesses who we can share ideas and best practice with.

"Until our contact with Louise, we weren't aware of the support, resources and benefits available to us as a levy payer based in the FOR Cardiff Business Improvement District (BID) area. As an example, Louise had previously mentioned the FOR Cardiff cleansing team were available for cleaning of business areas. The paved area around the whole of our building was looking pretty grubby so, testing the boundaries of what resource was available to us as a BID member, I asked if this could be cleaned expecting there to be some kind of nominal charge. I was delighted when the team were available to not only quickly scope the area and confirm start dates but to learn this was going to be done with no additional charge to us. It's a work in progress, but wow, what a difference already!

"Our regular catch-ups are a two-way opportunity for us to share with Louise what we've been up to and for Louise to share what's going on around the city centre and what our fellow businesses are doing."

WELCOMING

NATIONAL LOBBYING

FOR Cardiff is leading the call from Business Improvement Districts across the country for the UK and Welsh Governments to take a serious and evidence-based approach to tackling rough-sleeping. Projects Manager, Emily Cotterill is working closely with the Association of Town and City Management on this issue, adding a business voice to the call for reform alongside the excellent work from charities and pressure groups across the country.

CARDIFF AGAINST BUSINESS CRIME

Cardiff Against Business Crime (CABC) completed its accreditation with the National Association of Business Crime Partnerships in May this year and was the 4th in the UK to achieve this status.

CityNet radio now boasts 227 users across the day and night-time system whilst DISC shares essential intelligence with 74 approved active members.

The CABC AGM was held in July and chaired by Paul Hurley QPM. Justin Partridge, Manager of the White Company, was welcomed to the Board of Management.

A variety of training sessions are planned under the CABC banner this autumn including courses on drug awareness, vulnerability awareness, DISC usage, Terrorism Awareness in October, and a hotelier specific programme around child sexual exploitation. Discussions are ongoing with Welsh Government and South Wales Police to deliver modern slavery awareness training.

PURPLE FLAG

One of the most important elements of the Purple Flag accreditation is the ongoing commitment to develop the evening economy in your destination. To better understand how the public perceive Cardiff's night-time economy, we've rolled out a survey to both businesses and the public. The data and results of this will help shape and mould our plans for the future, so thank you in advance to those who take the time to complete it.

Another area highlighted by the Purple Flag process is the importance of perception of the city by both locals and further afield. In order to publicise better that Cardiff is a safe place to come and spend the evening, we're creating a video to showcase Wales' capital and the diverse offer available here for a safe night out. We're delighted to be working with so many key stakeholders on this and hope it'll be a resource for them and our members to use to promote Cardiff at night.

Ian Tumelty, Adrian Field and Nigel Griffiths



TEAM UPDATES

AMBASSADORS



Given **1,105** directions



Patrolled for **1,768** miles



Visited **1,326** businesses



Given First Aid **44** times



Referred **28** vulnerable people to the outreach team



Identified **109** areas for additional cleansing

CLEANSING TEAM



Removed **8,725** pieces of chewing gum



Used **4.5** gallons of deodoriser



Used **39** gallons of chemicals



Washed **44,320** sq metres



Used **8** gallons of paint



Removed **108** grafitti tags



Used **6.5** gallons of grafitti removal gel

NIGHT MARSHALS



74681

Total people helped

TAXI RANK

House of Fraser	16,771
Wood Steet	19,095
Mill Lane	33,473
Greyfriars Road	5,342

“We are extremely grateful for the prompt response provided by the FOR Cardiff cleansing team who have assisted us on a number of occasions with removal of harmful waste from our premises.”

Jenny Rogers, Accounts Manager – Merrils Ede Solicitors



STREET PASTORS

FOR Cardiff continues to be the main financial contributor to keep these invaluable set of teams on the streets on Fridays and Saturdays from 10pm-4am. The stats for this team are amazing: nearly 3,000 hours of time given, 1,440 people helped and 376 people taken to the alcohol treatment centre – a huge support to public sector services.

1,440 people helped

3,000 hours of time given



ST JOHN'S GARDENS

Fun in the sun was kick started over the summer holidays on Saturday afternoons in St John's Gardens, with everything from guitarists to violists and brass bands delighting visitors young and old.

We were also very happy to have worked with Pride Cymru to decorate the gardens with rainbow balloon arches covering the entrances to celebrate this fantastic event as Pride celebrations took place over the August bank holiday.

FOR Cardiff has also worked in partnership with Cardiff Council to make changes to the scenery to discourage anti-social behaviour.



VIBRANT

THE CARD

FOR Cardiff members and their staff are now entitled to exclusive use of 'The Card'. The Card gives holders unique access to offers, discounts and events for city centre businesses in the FOR Cardiff area.

The Card launched in September at a gin tasting event with over 80 attendees at Revolution and over 80 bespoke offers are now available city wide and 30,000 cards have been rolled out to member businesses. If you haven't had the chance to sign up your staff or submit an offer yet then email thecard@forcardiff.com to find out more. Remember it's free!

FOR Cardiff understands the importance of the environment and reducing single use plastic for our members, which is why we have ensured The Card is made from recycled plastic. You can also save your favourite offers and access a digital version of The Card from the members area in case you don't want to add more plastic to your wallet..

30,000 cards now issued

80 bespoke offers

THE WEBSITE - MEMBERS' AREA

The Card's offers are listed in the brand new login section of our website alongside other services. Have you ever wanted to get rid of some office furniture you no longer need or have some volunteer hours for your staff you'd like to use locally?

The 'classifieds' section of the website allows you to reach out to your fellow businesses to tell them what you have or may want, like a matchmaking service!

Users designated as Business Managers will also be able to manage their own business, upload events, classifieds and offers for The Card.

SUMMER HAYES AND CAPITOL

The summer holidays are an exciting time for kids of all ages but they can be a challenging and expensive time for parents. FOR Cardiff wanted to create some FREE entertainment to bring families into the city centre on Wednesdays and Thursdays so we developed a programme of entertainment on The Hayes and in the Capitol Centre. Activities ranged from giant Lego to clay making and they were a huge success with an average turn out of 200.



Pirates of Cardiff Cove



The Dinosaur Detectives

"Thank you, my son has thoroughly enjoyed this. I think I might struggle to tear him away!"

"We've really loved joining in with the dancing games and seeing the grandchildren so delighted. It's kept us fit."

Grandad with his wife and two grandchildren



Craft activity at the Capitol Centre



Dragon School

GIFT CARD

Gift card sales in the UK are worth £6bn per year and studies show a quarter of people prefer to receive gift cards compared to other gifts. In order to make the most of this significant market, we have decided to expand our gift card scheme to the whole of the FOR Cardiff area. Whilst previously only open to independent businesses, the team have now been engaging with nationals to benefit from this project – we're confident that, alongside benefiting national businesses, this expansion will also increase the use of the gift cards across independent businesses. If you're interested in joining the gift card then email us at info@forcardiff.com.

**A GIFT CARD
FOR
CARDIFF**

ANNUAL SHOWCASE

A huge thank you to the 120 plus guests who attended our Annual Showcase event in Milk & Sugar in June. This was the biggest event of its type we have organised and we were so pleased with the feedback from businesses on how useful it was. The event provided a great opportunity to launch our latest video (with 14,000 views and counting) and interview some of the attendees about how they felt the year had gone. Both videos are on our YouTube channel.

120+ 
guests attended

2,000 
Annual reports printed

14,000 
video views and counting



EVENT SPONSORSHIP

Investing in events that make a difference in Cardiff is one of the hardest parts of the job as there are so many fantastic events that take place. This quarter, we've worked with Tafwyl to extend their festival to Friday for the first time following our investment. The event saw over 4,000 people visit Cardiff Castle with hundreds of people queuing to get in and enjoy the fun.

For the first time, FOR Cardiff worked with the National Museum of Wales on their new Lates programme, which launched with their Space event. 440 attended the sold-out event in July with 76% of the audience in the target demographic of 18-35. The geographical reach of the audience was substantial with tickets purchased from the Midlands, London

and South West regions. 22 artists were showcased at the event chosen from 89 applications received from Wales, England and USA through an open call process.

Over the coming months, we look forward to continuing our long-standing support of the fantastic LGBT+ film festival IRIS and Wales' biggest multi-venue music festival, Sŵn. We also sponsored the first ever City Ale Trail in August.



Tafwyl attendance was over **37,000**



The Friday evening event had over **4,000** in attendance



The castle was at capacity from **2.30pm** onwards

Saturday

Attracted over **20,000**



CHRISTMAS PLANS

Last year saw FOR Cardiff deliver the largest Christmas marketing campaign Cardiff has ever seen with a reach of over 12 million, resulting in an increased footfall of 9.3% compared to the previous year. To grow on that success, the giant gingerbread mun house will be returning with a new magical twist and the addition of a street entertainment festival. Over the weekends leading up to Christmas and every day from the 21st-24th December, areas around Cardiff will have a designated programme of fun for everyone to enjoy, really adding to the festive atmosphere.

The coach tour market is particularly significant at Christmas with thousands of people flocking to locations such as Birmingham and Bath to explore their markets. FOR Cardiff are partnering with Visit Cardiff to invest in a marketing campaign to promote Cardiff as a must have location for coach tours and look forward to updating on its success in early 2020.

9.3%
increased footfall

4.7 million 
people visited Cardiff



CITY OF ARCADES DAY

Following the successful launch of the City of Arcades brand last year, with 10,000 people championing their favourite independents and a campaign reach of over 17 million, we're working hard on bringing you Cardiff's first City of Arcades Day!

Events, offers and promotions will take place in arcades and independent businesses across the city on the 16th November, as well as lots of other fun activities to make the atmosphere one of celebration. If your business would like to take part or find out more, please email us at info@forcardiff.com and be a part of a huge marketing campaign celebrating the inaugural City of Arcades Day.

SAVE THE DATE
SATURDAY 16TH NOVEMBER

INFLUENTIAL

MYSTERY SHOPPING AND CUSTOMER SERVICE AWARDS

This is the third year that FOR Cardiff has offered mystery shopping to our members with over 50 businesses already signed up for this year's assessments. All entrants will be eligible to not only attend but potentially win one of our ten Customer Service Awards taking place on the 24th October in Cineworld, presented by S4C and BBC presenter, Alun Williams.

Not only do winners get a sparkling trophy, bottle of bubbly and the pride of knowing they're the best in their category but they also receive guaranteed TV coverage on Cardiff TV which reaches over 500k people across South Wales. Every winner will be interviewed for a 2-minute video which will be shown on Cardiff TV and their social media channels. These unbranded videos will then be given to the winning business, free of charge, for them to use as they please.

Good luck to all of our entrants and we look forward to seeing as many of you as possible at the end of October to celebrate your success.

BUSINESS EVENTS BOOST

Following FOR Cardiff's application, we are pleased to announce that we have been granted £150,000 from Welsh Government to allow us to enhance our marketing and promotion of business events in the area. Through our leading role in the new Cardiff Business Events Partnership, we will be promoting Cardiff to international audiences at specialist international exhibitions, enhancing the PR work about what the area has to offer and produce high quality marketing materials to entice business event organisers to have their events and delegates here.

AWARD WINS AND NOMINATIONS

We're proud to announce that FOR Cardiff has won the PRCA 'Best Event' award for The Daff Trail, The Cardiff Business Award for Community Business of the Year and ATCM - Runner Up - for Best Safety and Resilience Scheme. We await the result of the following awards that FOR Cardiff have entered: British BIDs Awards, CIPR PRide Awards and the international IDA Award for Best Marketing and Campaign for City of Arcades.

2019 WINNER

PRCA **DARE AWARDS**
The Power of Communication



National Retailer - Luxury and Overall Winner: Links of London

FOR CARDIFF MEDIA BUYING

FOR Cardiff offer our members various options for them to cut costs and make savings, and we wanted to expand that portfolio to include media buying, specifically buses and digital screens.

The rates available to our members save them thousands of pounds and a testament to this project's success is that the digital screens are nearly sold out for the whole of 2019. Visit our website for more information and to book your slot.

4 WEEK CAMPAIGN (Cost for 10 buses)



	RATE CARD	OUR PRICE	PRODUCTION	TOTAL
STREETLINERS X2	£6,600	£1,900	£600	£2,500
BUS BACK	£2,910	£1,290	£210	£1,500
TOTAL COST FOR 4 WEEK CAMPAIGN (Including both media types)	£9,510	£2,690	£810	£3,500

DIGITAL SIX SHEETS (Cost for eight sites)



	RATE CARD	OUR PRICE	PRODUCTION
1 WEEK (approx. 19,200 plays)	£768	£400	N/A
2 WEEKS (approx. 38,400 plays)	£1,536	£775	N/A



TRAINING

The free member training programme continues to be one of our most popular projects with most being booked out for 2019. We've trained hundreds of people, saving our members thousands on First Aid at Work, Level 2 Fire Safety, Food Safety Level 2, Terrorism Awareness, Conflict Management, Mental Health Awareness and Vulnerability Training.

UPRISING SUPPORT

The Uprising Leadership programme supports young people who want to tell the people in charge how they'd like to see things improve and how they'd transform their community. FOR Cardiff financially supported the event and sat on the panel for their Dragon's Den style presentation at the Principality Stadium in April. We were incredibly impressed by the young people's enthusiasm, work ethic and entrepreneurship on the day.



Left to right: Huw Swayne, University of South Wales, Rebecca Gould, The British Council, Carolyn Brownell, FOR Cardiff and Jason Foster, Ty Hafan

CARDIFF UNIVERSITY PLACEMENT STUDENT

Cardiff's students are a thriving part of the city's economy and we wanted to do our bit to support this essential community through offering a summer placement to a Cardiff University student. For eight weeks over the summer, Lilli Spires was able to broaden her career options, build her professional network and improve her chances of securing a job in her chosen field when she completes her Masters. Like many SMEs, FOR Cardiff was eligible for funding from the Santander Universities Internship scheme to support this role and we are only too pleased to recommend the scheme and the Cardiff University Careers and Employability service to our members.

FOR Cardiff Meeting Rooms



Two large **£50 per day**
meeting rooms for member businesses

MEETING ROOMS

FOR Cardiff now has a new home on St Andrew's Crescent. We're lucky enough to have two large meeting rooms which we're offering at an introductory rate of £50 per day for member businesses. Please check the website to find out more or to book one or both of the rooms for the day.

GET THE MOST OUT OF YOUR MEMBERSHIP

✉ info@forcardiff.com

@ forcardiff.com

☎ 02920314770

🐦 @FOR_Cardiff

📘 FOR Cardiff

🌐 FOR Cardiff

📺 FOR Cardiff

●● FOR Cardiff

📷 @forcardiff

FOR Cardiff sponsored festival, Tafwyl.