

FOR CARDIFF NEWSLETTER

2019/20

9TH EDITION

City* of*
Arcades special
*
Barker* £8
& sons....
Curative*
*Punch' ☺

EXECUTIVE DIRECTOR'S INTRODUCTION



Welcome to the latest edition of the FOR Cardiff newsletter. As you will see over the next few pages, we've been very busy delivering quality projects on your behalf and have recently received our first international award (see page 10) as a result of our dedication.

One of the major issues facing Cardiff, as well as other towns and cities across the UK, is that of anti-social behaviour. We get calls from businesses on most days, asking for support or advice in dealing with the various challenges that it brings.

We recently met with key agencies to flag up the concerns of these businesses and have undertaken a series of actions to improve the situation on St. Mary Street where the issue was particularly acute. The issue is improving, but there is still more that can be done.

We will therefore be organising a seminar to look at positive actions that will

help businesses address the underlying issue and ensure tourists, locals and employees aren't subjected to verbal and physical abuse in the city centre.

Additionally, I am delighted to have joined and contributed to the first Music Board meeting in December. A stellar line up aims to make Cardiff a 'Music City' by delivering a range of initiatives and projects to help raise the city's profile. FOR Cardiff continue to support festivals such as Sŵn and Tafwyl and are keen to work with others to enhance the cultural offering and boost trade as a result.

As always, let us know if we can help you, your colleagues and your businesses. We are here for you!

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

Homelessness remains the number one concern for businesses in Cardiff and so, in September, FOR Cardiff launched Cardiff's Homeless Charter. Co-created with organisations that support people at risk of homelessness — it gives businesses, schools and universities alternative ways to come together to make a difference.

Pledges of time, employment, skills, expertise and services can be made via the Give DIFFerently website, which is our homelessness support fund. Businesses such as Neal's Yard, Martyn Prowell Solicitors and Jones the Barber have already come forward to offer a range of pledges. The commitments we have already received include time spent helping people integrate back into society, chef training to improve employability and free haircuts to build confidence.

Alongside the charter, FOR Cardiff has installed two permanent donation points on the front of Cardiff Central Library and in St. David's Shopping Centre to continue raising money for Give DIFFerently. A third hand-held device will be used on big event days and will also be available for local businesses to fundraise, so let us know if you are interested.

Since launching the contactless giving scheme last year, the fund has received £11,404 in donations from generous visitors, residents, businesses and organisations in Cardiff. 35 grants have been awarded for necessities, such as ID, driving lessons, furniture or white goods, as well as vocational training to aid people in their journey away from homelessness.

You can find case studies on the FOR Cardiff YouTube channel and Give DIFFerently website to see how 100% of the money raised directly supports people experiencing or at risk of homelessness.



FOR Cardiff and Drinkaware launch night-time economy safety scheme.

Drinkaware, the independent alcohol education charity, is relaunching its successful Drinkaware Crew scheme with a new name – Nightlife Crew – and aims to extend the scheme into a wider range of locations. FOR Cardiff has become one of the first places in the UK to sign up for Nightlife Crew and we intend for this to be incorporated into and complement existing city centre night-time safety initiatives.

Nightlife Crew is available as a complete package of five training modules:

- **Crew:** Training for dedicated members of staff in a pub or club, whose role is to promote a positive social environment and identify and support customers who may become vulnerable
- **Lead Crew:** Training for managers and supervisors, equipping them to support customers
- **Support Crew:** e-learning for all staff to raise awareness of vulnerability in venues
- **Festival Crew:** Adapted training for dedicated members of staff to support festival goers
- **Street Crew:** Training for dedicated volunteers within local communities, helping them to support people on the streets and to create a safer environment



FOR Cardiff and Drinkaware will offer the Support Crew e-learning course to pub, bar and club operators who want to ensure that their staff are trained to identify and deal with alcohol-related vulnerability.

FOR Cardiff members wishing to find out more about Nightlife Crew or the Support Crew e-learning module should contact our Business Crime Reduction Manager Ian Tumelty at ian@forcardiff.com

ST. MARY STREET PETITION

Businesses on St. Mary Street petitioned FOR Cardiff, Cardiff Council and South Wales Police due to growing concerns around anti-social behaviour, criminal or suspicious activity and its impact on trade and trading conditions. In response to the petition, Executive Director Adrian Field wrote to those businesses to detail the actions the team have taken:

- FOR Cardiff funded Police Officers will increase patrols (often covertly) on St. Mary Street
- FOR Cardiff have employed an operative to collect needles and clear litter, faeces, discarded cardboard and quilts etc. from private property
- When on duty, FOR Cardiff's Ambassadors will, if requested, email 101 on your behalf but you can also do this yourself by emailing publicservicecentre@south-wales.pnn.police.uk
- Our duty mobile number, if needed, is **07983 311723** and we strongly advise you to report all incidents of anti-social behaviour and criminal/suspicious activity
- FOR Cardiff have offered to contribute to the refurbishment of a mobile police station from South Wales Police to significantly increase the policing presence in high footfall areas such as St. Mary Street and Queen Street

We want to hear from our members about the difference these actions are making.

Please keep us informed via email at; info@forcardiff.com or call **029 2031 4770**

NATIONAL HOMELESSNESS LOBBYING

Projects Manager Emily Cotterill has been leading a campaign for Business Improvement Districts (BIDs) nationwide to pressure the UK government for systematic change to tackle the problems which cause rough sleeping.

In December, Emily reviewed the manifestos of all the major political parties in relation to rough sleeping and homelessness as a platform to launch her work with the Association of Town and City Management. The new Conservative government has made a manifesto promise to end rough sleeping by the end of this parliamentary term and Emily will be working with other BIDs and our

industry bodies to ensure that the government takes the issue as seriously as it has promised.



TEAM UPDATES OCT – DEC 2019

AMBASSADORS



Given **699** directions



Patrolled for **1,864** miles



Visited **1,398** businesses




Given First Aid **53** times




Referred **11** vulnerable people to the outreach team


CLEANSING TEAM



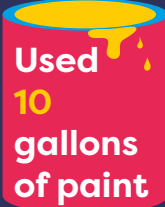
Removed **5,984** pieces of chewing gum




Washed **36,218** sq metres




Removed **126** graffiti tags



Used **10** gallons of paint




Used **25.5** gallons of deodoriser



Used **7** gallons of graffiti removal gel

NIGHT MARSHALS



Total people helped

TAXI RANK

| | |
|-----------------|--------|
| House of Fraser | 16,968 |
| Wood Steet | 20,316 |
| Mill Lane | 41,375 |
| Greyfriars Road | 11,834 |

POLICE



Removed **18** tents to prevent a breach of the peace



Over **90** days additional policing



Seized alcohol **16** times



Targeted patrols in **16** areas



Made **24** arrests



Made **2** outreach team referrals



Visited **40** businesses



Supported **2** people with mental health issues



Covered **4** events

STREET PASTORS

60 Street Pastors have patrolled popular nightlife spots in Cardiff **110** times over **3,204** hours over 2019. They have removed **4,512** bottles and glasses off the street and given **1,324** bottles of water to those in need of hydration. The Street Pastors have helped **1,345** people during their night out and dished out **1,118** pairs of flip flops to help people make a more comfortable walk home. **397** people were taken to the Alcohol Treatment Centre for support.



VIBRANT

CHRISTMAS

This year, FOR Cardiff's TV advert took viewers on a magical journey through the city to launch Christmas in style. A shadowy figure could be seen leading a family around the city centre, with the story reaching a crescendo when they arrive at Cardiff Castle to discover that the creature is, in fact, a dragon.

We wanted our ad to bring the magic of Christmas to life with a Welsh twist and showcase the very best Cardiff has to offer visitors. The supporting advertising campaign took place across Cardiff, Swansea and Newport.

2019 also saw the return of the giant gingerbread house with the addition of Mr and Mrs Mun! This selfie spot was part of a competition where people were in with a chance to win a £100 FOR Cardiff gift card. We received hundreds of entries and would like to thank everyone who took part in the fun.

We also transformed Cardiff into a giant advent calendar with 24 doors appearing in various locations across the city. Each door unveiled a new adventure of Dwywnwen the mischievous dragon and was designed by Welsh artist Pete Fowler, who is best known for his artwork for the Super Furry Animals.



In addition to finding Dwywnwen, visitors could take part in free events on the three weekends leading up to Christmas such as:

- Visiting Dewi the giant 7ft dragon
- Christmas decoration workshop with artist Louise Evans
- Bilingual story telling with Tamar Williams
- Pop-up choir at the Gingerbread Mun House
- Projections of Dwywnwen the dragon in St. John's Gardens onto the Old Library



OPERATION MISTLETOE

FOR Cardiff kickstarted Christmas 2019 festivities through a multi-agency approach with Cardiff Council and South Wales Police for the successful Operation Mistletoe.

We funded portable toilets which were in place from 13th to 15th, 20th to 23rd and the 31st December outside Tiger Tiger, New Theatre, the Friary, St. John Street and in two locations on St. Mary Street.

The Night Marshals also extended their operational hours. All these initiatives directly supported businesses, their employees and customers over the festive period and ensured everybody had a safe and enjoyable time.





More than 80 independent businesses and 206,000 people visited Cardiff to celebrate the inaugural City of Arcades Day, generating a 6% increase in footfall on last year's figures, which was an Autumn International match day.

The day, created by FOR Cardiff, followed the initial City of Arcades campaign in 2018 which saw almost 10,000 votes cast by the public to determine the Top 10 businesses in Cardiff's historic arcades.

Businesses put on special offers or hosted events which ranged from two sold-out tours of the Morgan Quarter, a mini Christmas market, a fashion show, a charity Mario Kart tournament and an evening poetry reading. To add to the overall atmosphere, live music and performances were also arranged by Spillers Records, Polarity Coffee and Cardiff-based music label PYST with the support of FOR Cardiff.

City of Arcades Day has been hailed a success by businesses, with some reporting over 300 additional visitors on the day and up to a 60% increase in sales. As a result of the overwhelmingly positive feedback, FOR Cardiff are looking to host another City of Arcades Day in 2020.

Jo Roberts, owner of Fabulous Welsh Cakes in Castle Arcade said:

"City of Arcades Day was a great success. We sold out of our exclusive salted caramel Welsh cakes by 1pm and took an extra 50% in revenue compared to a normal Saturday. The arcade was packed and really busy all day."

It wasn't just the arcade independents that saw a boost. St. David's shopping centre also reported the day to be their busiest of the year so far, demonstrating the benefit of having a city with an array of independent businesses alongside bigger retailers.



When surveyed, businesses reported:

87% WOULD LIKE TO PARTICIPATE AGAIN

63% SAW AN INCREASE IN SALES

83% RATED THE EVENT AS 'VERY GOOD' OR 'EXCELLENT'



THE CARD

Since its launch in September 2019, 40,000 cards have been circulated to employees of our member businesses. We've been delighted to work with over 100 businesses to bring exclusive offers and bespoke events to The Card holders.

For larger employers such as Admiral, Lloyds and Principality Building Society,

we have organised sign up days where members of our team have visited offices to distribute cards at a special collection and education point, allowing them to also answer any questions staff may have. If you have over 100 staff and would like to request this for your company, please email us on info@forcardiff.com and we'll schedule a date.

40,000
cards circulated
since Sep 2019



100+
businesses bring
exclusive offers



WHAT'S IN STORE FOR 2020?

We are launching a range of exclusive events for members with The Card. Keep an eye on our e-news and social media to see what you can attend.

We have also launched a Facebook group for The Card members. Get regular updates on new and existing offers and hear about exclusive member only events before anyone else! Head to the FOR Cardiff Facebook page to join The Card Members group.



GIFT CARD

The FOR Cardiff gift card has achieved its highest ever selling month in December 2019 with sales up 43% on 2018. 5% of the sales over December were also donated to the Give DIFFerently fund to support people experiencing or at risk of homelessness.

A GIFT CARD



ANNUAL SHOWCASE



RSVP to —
andrew@forcardiff.com
with any accessibility or
dietary requirements.

SAVE THE DATE!

6th June — Park Plaza — 6–8pm

AWARD WINS

FOR Cardiff was recognised by the International Downtown Association (IDA) at its 65th Annual Conference in Baltimore, Maryland in October with a Downtown Achievement Award of Excellence for its ‘City of Arcades’ campaign. FOR Cardiff was the only organisation outside of the USA to win.

The IDA is the premier organisation for urban place professionals engaged in shaping and activating dynamic city centre districts across the world. The award acknowledges FOR Cardiff’s outstanding work in promoting and celebrating Cardiff’s arcades.

David Downey, IDA President and CEO said:

“FOR Cardiff’s project received the IDA Award of Excellence for uniquely implementing best practice in urban place management. The City of Arcades campaign is a shining example of excellent urban place management delivering real value to the city and an exemplary response to a community challenge.”

FOR Cardiff also won ‘Best Event’ at the CIPR PRide Awards for ‘The Daff Trail’.



BEETHOVEN PIANO EVENT

This year, the world will celebrate the 250th anniversary of Ludwig van Beethoven’s birth. In Cardiff, the classical music community has come together to stage an exciting programme of events throughout the year.

Alongside the musical activity, Cardiff’s Beethoven 250 celebrations will also introduce Keys to the City – an eye-catching trail of artistically transformed street pianos, funded by FOR Cardiff.

A curated collection of 12 pianos will be placed in 12 different locations across the city centre and will be available for the public to play during May 2020. Anyone interested in transforming a piano can find out more information on www.streetpianos.com



EVENT SPONSORSHIP

IRIS

A BAFTA-qualifying festival, Iris has also been identified as one of the “50 film festivals worth the entry fee” by MovieMaker Magazine four times. The festival prides itself on sharing the very best of global LGBT+ filmmaking in Cardiff each October. FOR Cardiff has sponsored Iris for the last three years, with the partnership going from strength to strength.



Sŵn

Sŵn is an award-winning multi-venue music festival which celebrates and supports Welsh music and beyond. FOR Cardiff have sponsored Sŵn for the last three years as we believe the festival increases the profile of Cardiff nationally and internationally and boosts our reputation as a music city.

This year’s festival was enormously successful with nearly £65,000 worth of ticket sales, 616 performers, 3,707

attendees (23% of which were from outside of Wales) and 10 venues over 12 stages.

The total reach of coverage was over 6.3 million, which was an increase of 37% from 2018 and included The Guardian and BBC. Most impressively, the direct economic impact of the festival reached **£244,840** through spectator and attendee spend across travel, food, drink, shopping and accommodation – an impressive feat for a three-day festival.

Tafwyl announcement

FOR Cardiff is delighted to announce our continued support of Tafwyl as the 2020 headline sponsor. This year, Tafwyl will be increasing its capacity by 8,000 as it moves to a new location in Bute Park and welcomes new partners such as Transport for Wales and Cardiff and Vale NHS. The programme will expand to include comedy, cookery and literature events and an improved children’s activity area.

FOR Cardiff will also be working with the team to coordinate fringe event activities to ensure that the whole of Cardiff has the opportunity to benefit from the festival. Subscribe to our e-newsletter via the website and follow our social media channels for more information on what we have planned!

JURASSIC JANUARY AT THE DIPPY CRAFT CAFÉ

Dippy the Dinosaur was on display at the National Museum Wales Cardiff from October to January, the sixth stop of the eight-venue tour which has now been visited by 1.5 million people across the UK.

The tour brought thousands of people to the museum to see the awe-inspiring dinosaur cast, helping inspire the next generation of scientists and encouraging families to explore nature on their doorstep.

Dippy on Tour: A Natural History Adventure is being brought to visitors across the UK by the Natural History Museum, and FOR Cardiff wanted to support Dippy's last month in Cardiff by creating a programme of entertainment across every weekend in January.

FOR Cardiff worked in partnership with St. David's to bring FREE educationally relevant crafts to children in the city, including specific autism-friendly sessions. Over 2,000 people took part and we would like to thank everyone who came along.



NICK JR. TOY BRICK MODEL TRAIL



PAW Patrol, Blaze and the Monster Machines, Shimmer and Shine and Abby Cadabby in toy brick form are coming to Cardiff city centre. Visitors will be able to see 15 incredible brick models of their favourite characters and models from the hit Nick Jr. TV shows. FOR Cardiff has secured the BRICKLIVE trail's only trip to Wales between **4th-19th April**, over the Easter holidays. Visitors in other locations on the trail have totalled tens of thousands of people, and we're anticipating similar footfall for Cardiff.

Each of the 15 models will have a fun facts sheet, and customers can scan the QR codes for behind the scenes videos of the characters. We will also be running a trail quiz and map across all locations.

We need 15 locations for the characters. If your business is interested in playing host to one of the characters or donating a prize for the trail quiz, please email our Head of Marketing and Communications at carolyn@forcardiff.com or ask one of our Ambassador team for more information.

Locations and prizes will be promoted across all marketing and social media campaign materials and to every entrant in the competition.



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INFLUENTIAL

MEDIA BUYING

4 WEEK CAMPAIGN

(Cost for ten buses)



Streetliner

Bus back

| | 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)



Six sheet

| | RATE CARD | OUR PRICE | PRODUCTION |
|---|-----------|---------------|------------|
| 1 WEEK (approx. 19,200 plays) | £6,600 | £1,900 | £600 |
| 2 WEEK (approx. 38,400 plays) | £2,910 | £1,290 | £210 |

FOR Cardiff is the first BID in the UK to offer discounted media buying to members. In 2019, we were delighted to work with multiple businesses, including Shop Rugby, National Museum and the Sherman Theatre. We have plenty of availability for 2020, so why not get ahead of the game and book your peak time marketing now? Email Emily for more information on emily@forcardiff.com

MYSTERY SHOPPING AND CUSTOMER SERVICE AWARDS

2019's mystery shopping and Customer Service Awards saw over 60 members sign up to have their businesses evaluated. We're delighted to announce that the following businesses won their category:

- **Pubs and Bars:** **Live Lounge**
- **Entertainment Venue:** **Live Lounge**
- **Services:** **Ultralase**
- **Independent Business:** **Bernsteins**
- **Fashion Retail:** **Ann Summers**
- **Café's and Coffee Shops:** **39 Desserts**
- **Restaurant:** **Turtle Bay**
- **General Retail:** **Ernest Jones**
- **Hotels and Accommodation:** **The Angel Hotel**

All winners were given a chance to showcase their business on Cardiff TV, a bottle of prosecco and a trophy. A huge thank you to everyone who took part and to the people who joined us for the drinks reception at the newly refurbished Be At One.



TRAINING OCT – DEC 2019

We have made changes to our booking system to increase course attendance and allow more businesses to benefit from our funded training. Our training schedule is now available on the members area of our website and businesses are required to complete a booking form and accept our new terms and conditions to secure their place. Booking forms can be found in the members area or by emailing andrew@forcardiff.com

We have limited the amount of spaces available to each business and introduced a cancellation fee for those that cancel a booking less than 3 working days before a course.

Please email emma@forcardiff.com for more information on changes to our booking system.



First Aid
53



Food Safety
9



Fire Safety
9



Conflict Management
12



Terrorism Awareness
34



Mental Health Awareness
19

Amount of people trained this quarter:

Total: 136
Value: £6,575.43

MENTAL HEALTH FIRST AID TRAINING

We have made Mental Health First Aid Training more accessible to businesses by part-funding a Mental Health First Aid course. This means delegates are only required to pay 50% of the course fee, which is £55 per person. Mental Health First Aid Training is a two-day certified course that is tailored to the corporate

world and aims to increase awareness of mental health issues and reduce the stigma around mental health. The course gives participants the skills to recognise when someone might need support, and how and where to signpost them for help. Please contact andrew@forcardiff.com for more information.

GET THE MOST OUT OF YOUR MEMBERSHIP

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🐦 @FOR_Cardiff

📘 FOR Cardiff

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