

# CONTENTS

CHAIR'S ADDRESS

LOOKING BACK AND LOOKING AHEAD

**BOARD OF DIRECTORS & TEAM** 

2019/20 YEAR IN NUMBERS

**PROJECTS** 

WELCOMING

**VIBRANT** 

INFLUENTIAL

FINANCIAL OVERVIEW

COVID-19 & BEYOND

3

4

6

.

10 16

26

29

30

#### **CHAIR'S ADDRESS**

FOR Cardiff is committed to working tirelessly for the business community to achieve the best outcomes for our members and their customers in a rapidly changing and challenging world.

We are living through extraordinary times, an era that is increasingly being compared to the industrial revolution in terms of its impacts and economic disruption, along with changes in how and where people live. We know Cardiff city's potential and we are going to keep working to ensure it continues to be the go-to destination for visitors and locals for all their retail, food, social and entertainment needs.

FOR Cardiff is proactively working to assist members in a number of ways including promotion of the city centre; training workshops; representing business needs at street level and in a manner that is not replicated by others; cleaning and providing a street ambassador service, to mention a few.

While there are challenges particularly for our retail, leisure and hospitality members, we continue to see substantial investment in the city, and this bodes well for the future.

Effective partnership working is imperative for the efficient and effective running of any city and Cardiff is no exception. We will continue to work with all parties to ensure a more proactive and business friendly city.

#### Simon Phillips

Chairman of the Board



#### LOOKING BACK AND LOOKING AHEAD

I am proud to publish our latest Annual Report. As you will see, the report reflects the continued hard work of the BID team and our partners, with substantial achievements across our core themes of 'Welcoming', 'Vibrant' and 'Influential'.

At the time of writing (April 2020) Cardiff is in the grips of the Coronavirus outbreak with every business, employee and residents' life changed dramatically with the virus affecting our loved ones and communities. Many of you will be worried about the financial impact Covid-19 will have on you and your family and I will address at the end of this document what FOR Cardiff is doing to help your business and Cardiff as whole when we are allowed into the city centre again.

Before the pandemic struck FOR Cardiff had rolled out 11 months of projects on behalf of our members. Some of my personal highlights include the inaugural City of Arcades Day event, which saw city centre footfall increase by 6% (compared to the year before which was an Autumn International match day), 63% of business reporting an increase in sales and 83% of businesses rating the event as 'very good' or 'excellent'. Another example reflects well on the agility and responsiveness of BIDs, businesses petitioned us as well as Cardiff Council and South Wales Police about the increase in anti-social behaviour on St Mary Street. Within a week of receiving the petition implemented

a new cleansing operative to collect needles and clear litter, faeces, discarded cardboard from private property, increased patrols from the FOR Cardiff funded Police Officers and enabled businesses to utilise the Ambassador team to contact 101 on their behalf.

A significant element of my role is sitting on crucial boards and committees so that I can ensure FOR Cardiff's resources and strategies resonate and reflect the needs of businesses as it evolves. Examples of this are the Cardiff Music Board, which was one of the key recommendations made in the Sound Diplomacy report. The Board is tasked with championing the city's music scene, protecting and promoting music at grassroots and all levels, and developing Cardiff's Music Strategy. I also Chair the Transport Working Group to ensure that bus, train, taxi operators and those involved in infrastructure are aware of each other's issues and opportunities; the Cardiff Business Events Partnership which seeks to ensure that Cardiff attracts business events & conferences and attend the Cardiff Commitment which seeks to broker employment opportunities between businesses, schools, colleges and Universities. I also Chair the new Cardiff Business Events Partnership which aims to promote and attract conferences and events to the city for the benefit of hotels, venues and other related businesses.

I would like to take this occasion to thank the many volunteers who make up our Board of Directors, they dedicate many hours to ensure that FOR Cardiff is performing for its members and ensure all sectors are fairly represented in projects. A few changes have taken place within the company and I'm pleased to say that James Waugh from St Davids Dewi Sant has joined the Board as the successor to Steven Madeley who retired after a long and successful career. Steven Afia, from Shop Rugby & Shop Wales has also resigned due to work commitments but remains involved in the independents committee. I would like to welcome James to the Board, he has already begun to have an influence on the work we do.

FOR Cardiff is a membership organisation and we welcome your feedback on how you think we are delivering – myself and the team can be contacted via the details at the back of this report.



( Carly)

Adrian Fleld, Executive Director



#### **BOARD OF DIRECTORS & TEAM**

#### **BOARD OF DIRECTORS**

Stephen Afia (resigned Feb 2020) Shop Rugby & Shop Wales

**Bruno Nunes** Peppermint

**Margaret Waters** Park Plaza

**Mark Brace** South Wales Police

**Simon Phillips** Marks & Spencer - Chair

**James Waugh** St David's Dewi Sant (joined Feb 2020) National Museum of Wales

**Dan Langford** Acorn Recruitment

**Ken Poole Cardiff County Council** 

**Neil Wicks** 

**Huw Llewellyn** Admiral

**Ruth Ryder** University of South Wales

**Natasha Williams** S A Brain - Vice Chair

Steven Madeley (resigned Feb 2020) Nick Newman St David's Dewi Saint

**Phil Sheeran** Motorpoint Arena The Philharmonic

**Cliff Vanstone** John Lewis

#### **MANAGEMENT TEAM**



**Carolyn Brownell** Head of Marketing & Communications



**Emily Cotterill** Projects Manager



**Adrian Field Executive Director** 



**Daniel Ford** Digital Marketing Manager



**Nigel Griffiths Operations Manager** 



Ian Tumelty **Business Crime Reduction** Manager

#### **OFFICER TEAM**



**Mathew Hill Business Liaison Officer** 



**Andrew Noel Administration Officer** 



**Emma O'Donnell** Marketing & Projects Officer



Louise O'Hanlon **Business Liaison Officer** 



**Rhian Reynolds** Business Liaison Officer

#### **AMBASSADOR TEAM**



Hannah **Ambassador** 



Jodie **Ambassador** 



Jordan **Ambassador** 



Melanie **Team Leader** 



Mike **Ambassador** 



Natalie **Ambassador** 

#### **2019/20 IN NUMBERS**

#### **SURVEY STATS**

#### **SATISFACTION**



Reported 130% improvement in satisfaction since **January 2018** 

#### **AWARENESS**

48% increase in awareness of **FOR Cardiff projects** since 2018



#### **INFLUENTIAL STATS**

#### **TRAINING**



We trained 387 employees from 79 businesses in...

First Aid - 155 Fire Safety - 35 Terrorism Awareness - 62 Mental Health Awareness - 63 Mental Health First Aid: 47 Food Safety - 18 Conflict Management - 47

Providing a £15,552 total saving (an average saving of £197 per business.



#### **MYSTERY SHOPPING**



140 businesses took part in mystery shopping activities of which 25 scored 95% or more.

#### **VIBRANT STATS**

#### **CITY OF ARCADES DAY**



**206K** visitors to Cardiff (6% increase)

63% of bussineses saw an increase in sales

83% rated the event 'very good' or 'excellent'

#### **CHRISTMAS TV ADVERT**



7.7m reach for billingual **Christmas TV advert** 

#### **EVENTS & CAMPAIGNS**



IRIS PRIZE TAFWYL

Resulted an additional £2.01M spend into Cardiff's economy from the 3 events

#### THE CARD



100 offers available

1st event sold out in 24 hours

#### **WELCOMING STATS**





#### FOR CARDIFF SECONDED POLICE



Patrolled for 312 days

Been engaged on 24 operations & protests



Made 57 referrals to the **Outreach Team** 

Made over 200 alcohol seizures

Made over 120 reassurance visits to businesses





Responded to over 175 calls

Made 57 drug seizures

**Obtained 2 Community Protection Orders** 



#### **CARDIFF AGAINST BUSINESS CRIME**

CityNet radio is live 24 hours a day, 365 days a year



15% increase in subscribers over the last year with 233 members

#### **CLEANSING TEAM**



chewing gum Washed 175,430 sq metres



Used 40 gallons of graffiti gel



Used gallons of paint



#### **NIGHT MARSHALS**

The Night Marshals are a crucial part of the safe and efficient running of the city centre evening and night-time economy, providing coverage across four ranks over Friday and Saturday nights as well as exceptional events such as Freshers' Week.

FOR Cardiff's night marshals ensure that people enjoying Cardiff's night life get home quickly and safely into licensed vehicles.



#### **FINANCIAL FIGURES**

- Ambassadors 27.2%
- Cleansing Team 25.9%
- Night Marshals 12.3%
- Dedicated Police Officers 11.3%
- Flowers 6.1%
- CABC / CityNet 5.7%

WELCOMING SPEND £££

- Give DIFFerently 3.3%
- Street Pastor Team 3.0%
- Drinkaware 1.7%
- Student Night Bus 1.7%
- Purple Flag 1.10%
- Operation Mistletoe 0.7%

#### **CLEANSING TEAM**

The cleanliness of the city centre remains a major priority for members and this invaluable team have worked hard to improve the standard of our public realm and have completed work on private land for many businesses.

Following a surge in demand for their services FOR Cardiff expanded on this team this year with a dedicated operative whose role was to collect needles and clear recesses of litter, faeces, drug paraphernalia and discarded cardboard and quilts from private property. This responsive service has been incredibly well received.

# FOR Cardiff Cleansing Team

**BEFORE** 

AFTER

#### **AMBASSADORS**

The Ambassador team are a crucial part of FOR Cardiff's communications with members and the public. During standard weekends, big event days and during more challenging times the Ambassador team have always been on hand to help.

The Ambassadors act as the face of FOR Cardiff for the majority of our customer facing members - please get in touch if you would like to arrange a visit from your dedicated Ambassador or another member of the FOR Cardiff team.









#### **CARDIFF AGAINST BUSINESS CRIME**

The Cardiff Against Business Crime Business (CABC) Business Crime Reduction Partnership is now firmly embedded within the city centre business community, to support its members and staff protecting businesses and making the city a safer place for customers, clients and employees.

The CityNet radio system that 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 has seen a 15% increase in subscribers over the last year.

This is a huge success based on the significant investment FOR Cardiff made in launching the partnership and its state of the art radio communications system in February 2018.

CABC continues to operate two DISC™ systems, the intelligence and incident sharing platforms used by members to report low level crime and anti-social behaviour in full compliance with the DPA 2018 and GDPR. The facility to report crimes within the system to the police saves members time in avoiding the 101 reporting

line and guarantees that the partnership captures the true picture of offending providing data for an analytical product to inform the strategic and operational response to driving crime down with our partners.

CABC gained accreditation with Secured by Design under the new standards for **Business Crime Reduction Partnerships** promoted by the Police Chiefs Council and was joint first in Wales and fourth in the UK to obtain accreditation. The awarding panel on granting the accreditation described CABC as a highly effective partnership.

CABC initiatives delivered in the past year include Vulnerability Awareness Training for staff in the night time economy delivered in partnership with the New Pathways charity, Modern Slavery Awareness and a Child Sexual Exploitation (CSE) Awareness program for hotel staff in the initial rollout delivered in partnership with British Transport Police and CrimeStoppers Cymru.

CABC also represents FOR Cardiff on the **Cardiff Community Alcohol Programme** (CAP) which seeks to tackle the consequences of 18 to 25 - year olds drinking high levels of alcohol in Cardiff City Centre. Cardiff CAP was awarded Welsh CAP of the year in January 2020.



# Drinkaware Crew at Cardiff Student

#### **PURPLE FLAG**

The Purple Flag accolade was re-awarded to Cardiff by the Association of Town and City Management (ATCM) in January 2020. This acknowledges Cardiff as an entertaining, culturally diverse, safe, and enjoyable night

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.

#### **DRINKAWARE**

Drinkaware, the independent alcohol education charity relaunched its successful Drinkaware Crew scheme with a new name – Nightlife Crew. 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:

FOR Cardiff and Drinkaware now offer: Support Crew Lead Crew, Support Crew, Festival Crew & Street Crew.

#### **PARTNERSHIP WORKING**

Over 2019/20 FOR Cardiff continued to support existing night time economy schemes such as the Street Pastor team and the Student Night Bus in partnership with South Wales Police, Cardiff University, University of South Wales & Cardiff Metropolitan University.

FOR Cardiff supported Christmas 2019 festivities through a multi-agency approach with Cardiff Council and South Wales Police via Operation Mistletoe. FOR Cardiff funded portable toilets in



six locations in the city centre. The Night Marshals also extended their operational hours during this period. These initiatives directly supported businesses, their employees and customers over the festive period and to help ensure revellers had a safe and enjoyable time. Through CABC, FOR Cardiff has also led on the setting up of a Central Square Resilience Group which meets regularly and involves nearly every business in this area. They have already been successful in lobbying for a new CCTV camera for the area where anti-social behaviour was regularly occurring.

#### **GIVE DIFFERENTLY**

In 2019/20, homelessness levels across the UK remained worryingly high, with Cardiff being no exception and this is mirrored in the feedback we receive from concerned members. This year Give DIFFerently evolved, working with Michael Sheen to launch Cardiff's Homeless Charter to unite people, businesses, schools and universities to tackle homelessness in Cardiff together.



Click here to watch "Cardiff's Homeless Charter" Video Trailer



Businesses, such as Neal's Yard, The Greenery and Jones the Barber have already come forward to offer a range of pledges such as offering community time to help people integrate into society, chef training to improve their employability and free haircuts to build confidence.



Co-created with homeless organisations, the charter provides alternative ways to give through time, employment, skills, and services to help people experiencing or at risk of homelessness. Pledges can be made through the **Give DIFFerently website**.

Delyth Griffiths, owner of The Greenery in Cardiff Market, who experienced homelessness when she was 15 said, "I've been through my own struggle with homelessness and it can feel like the world is against you. It only took one person to help me get back on the right track and now I'm able to do that for someone else.

"I'm offering to give professional chef training to someone experiencing homelessness, no matter where they are in their journey. They'll learn about everything that's needed to work in a professional kitchen and how to run their own catering business from stock take to marketing. I hope it will give them the skills and confidence to turn their lives around."



#### **ANTISOCIAL BEHAVIOUR**

In October 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 FOR Cardiff took the following actions:

- FOR Cardiff funded Police Officers increased patrols on St. Mary Street.
- Employed an operative to collect needles and clear litter, faeces, discarded cardboard and quilts etc. from private property.
- Ambassadors began reporting incidents to the police's non-emergency line 101 on behalf of businesses, ensuring that appropriate intelligence was gathered without taking up valuable business time.



#### **BEST BAR NONE**

Best Bar None is an accreditation scheme supported by the Home Office and drinks industry that aims to improve standards in the evening and night time economy. It is achieved through a combination of responsible management and operation of licensed premises, ongoing improvements, and social responsibility,

Best Bar None's goal is to help provide a safer night out to all. FOR Cardiff has rolled out the scheme to 43 businesses, and so far 8 have attained accreditation. Congratulations to Slug & Lettuce, Dirty Martini, Pryzm, The Gatekeeper, Great Western, Prince of Wales, Central Bar & Be at One.



#### **DEDICATED POLICE OFFICERS**



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



#### **FINANCIAL FIGURES**

- Christmas 39.7%
- Event Sponsorship 14.9%
- City of Arcades Day 13.2%
- **CBEP 6.4%**
- The Card 5.1%
- Jurassic Jaunary (Dippy) 4.7%
- Newsletter 3.8%
- PR 3.3%



- St Johns Gardens 2.6%
- Summer Hayes 2.4%
- Gift Card 1.7%
- FOR Cardiff Events 0.9%
- Awards 0.7%
- **■** Website 0.5%
- E-Newsletter 0.1%

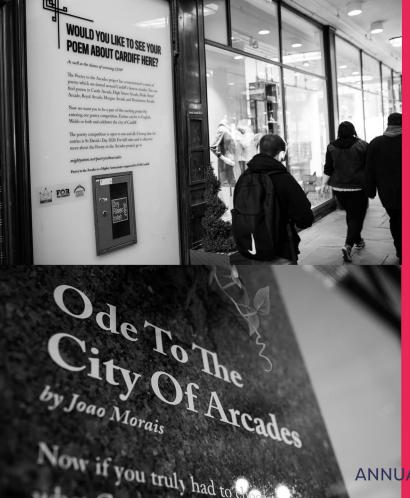
City of Arcades Day has been hailed a success by businesses, with some reporting over 300 additional visitors on the day and up to a 60% increase in sales.

It wasn't just the arcade independents that saw a boost. St David's Dewi Sant 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.

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."

#### 

- 87% of businesses would partake again
- 63% of businesses saw an increase in sales
- 83% rated the event as 'very good' or 'excellent'





#### **INAUGURAL CITY OF ARCADES**

In November 2019 over 206,000 people visited Cardiff on the inaugural City of Arcades Day, generating a **6%** increase in footfall on last year's figures, which, unlike this year, was a rugby Autumn International match day.

Over 80 independent 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.



16.11.19

## CITY OF ARCADES POETRY

As a part of FOR Cardiff's commitment to strengthen the individual identity of Cardiff and build the brand of the City of Arcades, we funded the Poetry in the Arcades project delivered by local visual arts company Mighty Atom. Poetry in the Arcades saw the commission of six Cardiff themed poems from esteemed writers with a connection to Cardiff – those poems have now been installed for semi-permanent display throughout the arcades themselves.

The project also encouraged the public to engage with the theme of the arcades, asking them to submit their own entries to be added to the arcade walls. The competition closed on April 1st and the winning poem will be added to the project this year.



#### THE CARD

The Card is an exclusive scheme allowing employees of FOR Cardiff member businesses to access exclusive offers, promotions and events whilst simultaneously creating a valuable marketing tool for our members to position their brand in front of a local audience. 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.



#### **EXCLUSIVE EVENTS**

The Card holders were some of the first people to experience The Botanist Cardiff before the venue officially opened its doors to the public.

150 members enjoyed a complimentary meal and free cocktail created by expert mixologists and enjoyed an exclusive tour before this exciting bar/restaurant officially opened. Tickets for the event 'sold out' within a day with over **500** people registering their interest in the event.

If feasible, FOR Cardiff aim to expand The Card with a programme of member only events that will run throughout the year. To hear about our next 'The Card' event join The Card Members Facebook group, follow our social media channels and subscribe to our e-newsletter.



Click here to watch "The Botanist **Exclusive Launch" Video Trailer** 

#### **CARDIFF AT CHRISTMAS**

This year, FOR Cardiff's bilingual TV advert was shown on ITV, S4C and Sky channels and took viewers on a magical journey through the city to launch Christmas in style. The ad was watched nearly 200,000 times on our YouTube channel alone.



Click here to watch the "Bilingual **Christmas Advert**"

The advert shows a mysterious figure leading a family around the city centre, with the story reaching a climax when they arrive at Cardiff Castle to discover that the creature is a dragon. Following a press release, journalists at the Western Mail and South Wales Echo made a direct comparison of Cardiff's dragon to John Lewis's Excitable Edgar TV advert.

The story of the advert was supported through digital and print advertising that was shown across Cardiff, Swansea and Newport to encourage shoppers and revellers from within an hour's drive time of Cardiff. The campaign achieved a total reach of **7.7 million** people.

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



This was promoted via a Christmas campaign web page to direct people to the interactive advent calendar and festive events listing.

The giant gingerbread house made a dramatic overnight return in 2019 with the addition of Mr and Mrs Mun (see above).

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.

#### FREE CHRISTMAS EVENTS

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



#### **JURASSIC JANUARY** (DIPPY THE **DINOUSAUR CAFE)**

From October 2019 to January 2020 Dippy the Dinosaur was on display at the National Museum Wales Cardiff, as part of a tour which had been visited by 1.5 million people across the UK. FOR Cardiff supported Dippy's last month in Cardiff with a programme of entertainment across every weekend.

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.

"We've just been at the museum seeing Dippy and saw this advertised while we were there. We've driven a lovely unexpected extra treat!"

- Mum and Dad with daughter age 5

#### ST JOHN'S GARDENS

Since 2018 when St John's Gardens were opened again the space has become a hub for the community to enjoy. FOR Cardiff has provided music entertainment, live Carollers, and digital projections to delight visitors to the gardens.

In August 2019 Cardiff played host to Pride Cymru, which includes a 15,000 strong parade starting at City Hall, before passing Cardiff Castle, heading down The Hayes past St John's Gardens and returning via St Mary Street. To show our support to this fantastic event FOR Cardiff commissioned three rainbow arches over the 3 entrances to the gardens which delighted those taking part in the festivities.

FOR Cardiff also provided an opportunity for locals to celebrate St Dwynwen's Day and Valentine's Day by writing a message to their loved ones and hanging them from the trees in the gardens.

#### **GLOBAL BUSINESS EVENTS PUSH FOR CARDIFF**

FOR Cardiff have been instrumental in the setting up and Chairing of the Cardiff Business Events Partnership (CBEP). The group aims to promote Cardiff as a destination for conferences and all business events all year round thus helping visitor spend with hotels, venues and other businesses to boost the local economy.



#### **A GIFT CARD FOR CARDIFF**

ANNUAL REPORT ////// FOR CARDIFF

The FOR Cardiff gift card 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.







#### **COMMUNICATIONS**

#### Press & PR

- Potential reach: **55,293,362**
- Advertising Value: £118,000
- Print & online coverage: 47
- Broadcast coverage: 12

#### **◯** Brand Awareness

· Awareness of FOR Cardiff has increased to **85%** from 2018/19



#### **Newsletter**

• 9,000 newsletters delivered directly to businesses on a quarterly basis

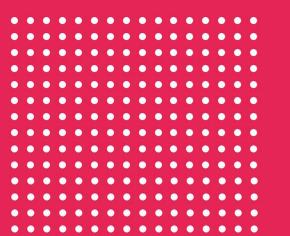
#### **Website**

- 50,675 visits to the website an increase **168%** of compared to 2018-19
- 376,843 page views an increase of 671% compared to 2019-19
- The most popular page on the website is **'The Card'** offers page, with the top ten offers receiving nearly 14,000 visitors since October 2019.



#### **E-newsletter**

- 31 e-newsletters
- 6,025 subscribers



#### **SOCIAL MEDIA**

#### **Twitter**

- **1,465,300** tweet impressions, an increase of **21%** from 2018-19
- 14,446 visits
- **3,060** mentions
- **3,878** followers
- 6,000 engagements

#### f Facebook

- 6,500 engagements
- 29,000 page content clicks
- 89% positive messages by sentiment
- Most popular post was the launch of the FOR Cardiff Christmas TV advert

#### **in** LinkedIn

- **866** followers 175% increase since 2018-19
- 2,300 engagements
- **4,600** page clicks
- Most popular post was the additional bins provided by FOR Cardiff for the Guinness Six Nations



#### O Instagram

- 903 followers
- 3,100 engagements
- **7,100** video views
- Most popular post was the Christmas #GingerbreadMun competition

#### YouTube

- 193,871 Video views 305% increase from 2018-19
- **49,600** impressions
- 3,200 hours of watch time
- Top videos were the English & Welsh version of the FOR Cardiff Christmas TV advert with 123,605 views

#### **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, IRIS and Sŵn who in turn have provided an additional £2,010,422 spend into Cardiff's economy which is a return on investment of £31.91 back for every £1 spent of FOR Cardiff's financial contribution.

We also sponsored the National Museum of Wales' 'Lates' event in summer 2019 which aimed to enhance the city's cultural offering and seek new audiences in the evening. 440 attended the sold-out event in July.

The geographical reach of the audience was substantial with tickets purchased from the Midlands, London and South West regions.



Tafwyl - £1.09m over 3 days



IRIS Prize - £675k over 6 days

### AWARD WINNING PROJECTS

FOR Cardiff committed in our business plan to 'actively seek national recognition through awards' Over 2019/20 FOR Cardiff won the following awards:

#### **LOCAL AWARDS**

 The Cardiff Business Award for Community Business of the Year

#### **NATIONAL AWARDS**

- PRCA 'Best Event' award for The Daff Trail
- CIPR PRide Awards 'Best Event' for the The Daff Trail
- CAP Award Cardiff Community Alcohol Partnership
- ATCM Runner Up for Best Safety and Resilience Scheme.

#### **INTERNATIONAL AWARDS**

 International Downtown Achievement Award of Excellence for its 'City of Arcades' campaign.
FOR Cardiff was the only organisation outside the USA to win.







As a BID we are accountable to our members and need to ensure that they are receiving a return on their investment. One of the ways that FOR Cardiff ensures this is by appointing an independent body to conduct an annual survey.

The key findings from this year's annual survey are as follows:

High priority action areas include homelessness, business crime reduction, policing, and cleaning. Aspects that have increased in priority rating, include new big events, transport and access, and cleaning.

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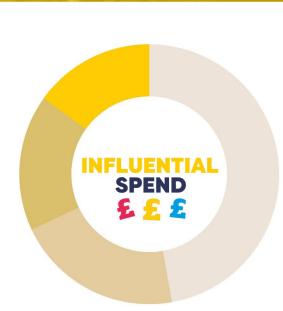
The majority of businesses agree that Cardiff: 'is easy to use', 'has a good environment' and 'provides good facilities'.



# INFLUENTIAL

#### **FINANCIAL FIGURES**

- **Training 47.2%**
- Customer Service Awards & Assessments 20.8%
- Media Buying 17.0%
- Reducing Overheads 15%



#### **TRAINING**

FOR Cardiff's fully funded member training is one of our most in demand projects with First Aid and Conflict Management becoming fully booked within hours of release throughout the year. Over 2019-20 over 387 employees were trained from 79 businesses, which is an increase of 58% from 2018-19.

Due to demand FOR Cardiff added Mental Health Awareness and Mental Health First Aid to the list of courses which have proved very popular.

The savings to businesses from these courses is £15.552, a 71% increase from 2018-19.



We trained 387 employees from 79 businesses.

This provides a £15,552 total saving (an average saving of £197 per business.

# staurant Winnerst: Turtle Bay (Cardiff) Fashion Retail Winners: Ann Summers (Cardiff) Pubs & Bars / Entertainment Winners: Live Lounge

Independent Business Winners: Bernsteins

#### **CELEBRATING CARDIFF'S CUSTOMER SERVICES**

63 of FOR Cardiff's members across all sectors took part in this year's mystery shopping visits and customer services awards. Of those businesses 38% scored 90% or above showcasing the excellent levels of customer service Cardiff's customers can enjoy.

#### Congratulations to our category winners:

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





#### **MEETING ROOMS**

FOR Cardiff moved to new offices on St Andrew's Crescent in April 2019 and has been able to offer meeting rooms for hire to FOR Cardiff members for an introductory rate of just £50 a day.

The rooms are also available to hire for non-member businesses at a higher rate bringing additional income for FOR Cardiff to invest in the city. 5% of the cost of each booking is donated to Give DIFFerently, the FOR Cardiff led fund which helps people avoid and move away from homelessness.

#### HEALTHY TRAVEL CHARTER

In partnership with Public Health Wales we also launched the Business Healthy Travel Charter which aims to get the private sector to commit to a series of measures to consider options which improve the wellbeing of staff, their businesses and the environment.

This work continues following a positive start with businesses such as Blake Morgan, Eversheds Sutherland, Slater + Gordon, and Monzo as well as ourselves signing the Charter.



#### **MEDIA BUYING**

FOR Cardiff is the first BID in the UK to offer discounted advertising to members, with businesses able to purchase promotional space on bus backs and sides as well as digital city centre based screens for a significant reduction from the market price.

In 2019 we were delighted to work with multiple businesses, including Shop Rugby, National Museum and the Sherman Theatre.



### FINANCIAL OVERVIEW

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 the year was 96% which equated to £1.4m of income. BID industry standards demonstrate that this is a good collection rate which is testament to the efficiencies of the systems in place and support for FOR Cardiff.

Additional income was also generated from a range of sources including grant funding, meeting room hire and the CityNet radio system.

\*Accounts accurate as of May 2020. 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 1,088 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 on our website and at Companies House.

#### **INCOME**

BID Levy	£1,460,000
Additonal Income	£57,297
Total Income	£1,517,297

#### **EXPENDITURE**

Welcoming	£733,667
Vibrant	£486,032
Influential	£82,150
Total Project Expenditure	£1,301,849
Administrative Expenses	£302,729
Net Assets Carried Forward 20/21	£68,193

# COVID-19 &BEYOND

At the time of writing we are living through a human tragedy unprecedented in the modern era. With experts unsure of the outcomes of this devastation. Our members across all sectors are already reporting on the enormous impact this is having on their businesses, livelihood, staff and wellbeing and we have captured all this information in weekly surveys.

Retail, hospitality and leisure were the first to feel the impact of the Coronavirus and this was a sector which has been making headlines for years before with many major retail and food chains going into administration.

FOR Cardiff created 'Shop Cardiff' to ensure that wherever relevant our members are promoted via our 'virtual high street' and this has seen hundreds of visitors in a matter of days from it's launch in March as people want to shop local and stay close to home.

Other sectors have quickly followed with hundreds of organisations furloughing or making their staff redundant as they struggle with the immediate problem of cash flow and then the longer-term ramifications as to when people will be allowed out of their homes again.

Cardiff is in the same position as every major city when it comes to this crisis and will face some serious challenges once the city centre is fully open again.

As the Business Improvement District, FOR Cardiff will play a vital role in getting footfall back into the city in the short and long term. There will be an immediate need to work with partners such as Cardiff Council and Welsh Government to ensure that there is a feeling of vigour and optimism in Wales' capital.

Much the same as any business we are unsure about our exact levels of cashflow over 2020/21 but we know that a longer-term new vision is required with a strong focus on the needs of our members. With our city centre and UK intelligence and an experienced team, FOR Cardiff will help take the lead on planning for Cardiff's new normal and allocate our priorities and budgets accordingly.

The crisis provides FOR Cardiff and partners a chance to set a new itinerary for the city ensuring it reflective of the needs and wants of its people, businesses, environment, transport and our public spaces. Working collaboratively, we'll be able to achieve this and bring Cardiff out the other side and thrive again.



#### **GET THE MOST OUT OF YOUR MEMBERSHIP**

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