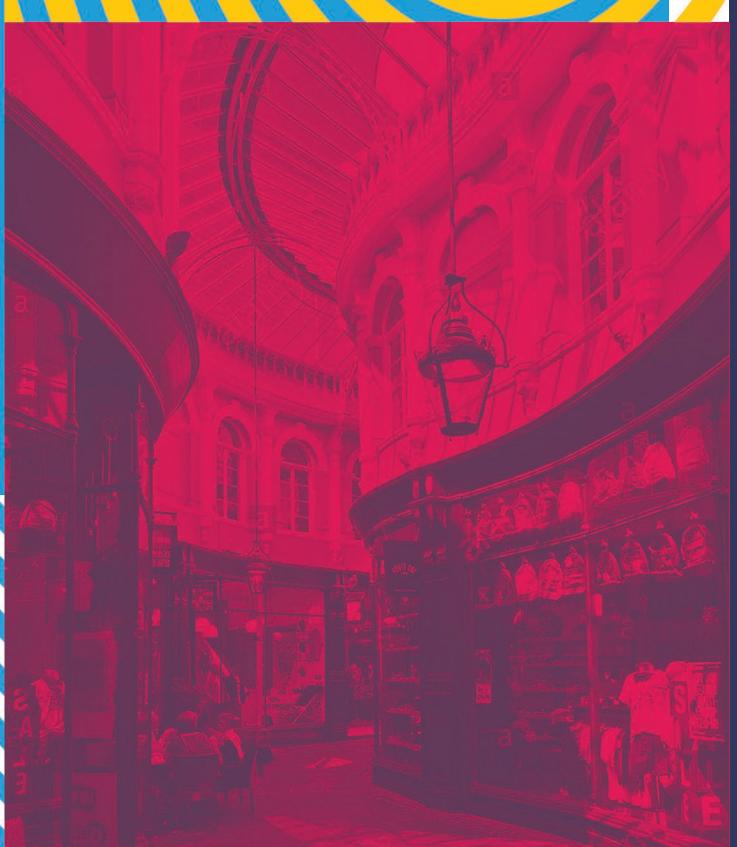


COVID-19: HOW WE HAVE RESPONDED TO YOUR NEEDS

FOR
CARDIFF



COVID-19 AND BEYOND...

Some FOR Cardiff members might question why we have sent out our levy bills in this time of crisis.

FOR Cardiff is committed more than ever to supporting your business and our community and we understand entirely that a bill might be the last thing you want to see at the moment.

Like many businesses, we are planning the best way to ensure funds for our continued operation, but to also consider the pressures on our levy payers at this time. This is why we committed to not pursuing payment for 3 months from the issue date on the levy invoice in April (normally 28 days).

As a Business Improvement District (BID), FOR Cardiff is funded via the levy from the businesses within the city centre and this levy is the primary source of income for the projects you want us to deliver.

FOR Cardiff has cut costs in certain project areas and been agile to reallocate resources into new ones and as such have changed our plans drastically for this financial year. Our costs have been reduced via the temporary suspension of some services and contracts, realigning our priorities, applying for government support including Welsh Government grants, and furloughing 85% of the team.

Since lockdown restrictions were imposed on March 23, FOR Cardiff has been working hard to support our members in as many ways as possible by representing your thoughts and ideas and lobbying on wide range of issues on your behalf. The following also shows more practical ways we have been working on for you:

SHOP CARDIFF

Within a week of lockdown FOR Cardiff created Shop Cardiff where businesses who had an online, delivery or gift card offering were promoted in one place. This directory was supported via a radio campaign with Capital FM. Visits to the website have exceeded 14,000 and the Twitter account has received over 51,000 impressions.

Visit www.forcardiff.com/shopcardiff

WEBINAR SERIES

As well as arranging webinars for businesses from different sector to come together and inform city centre recovery plans, FOR Cardiff facilitated or funded a series of webinars covering topics such as explaining furlough, transportation changes, working out at home, mental well-being and financial management.



Visit www.forcardiff.com/youtube

TECHNOLOGICAL SOLUTIONS

FOR Cardiff has worked with **Yoello** to provide a discounted rate for a web-app which means hospitality businesses can provide their customers with a digital way to order, book a table and pay. This service will be used as part of the Castle Quarter Café pop up.

Visit www.forcardiff.com/yoello



SUPPORT PORTAL

Businesses had fed back to FOR Cardiff that they wanted a digital space where they could share documents, templates, best practice and support one another as the city and different sectors were allowed to reopen.

Visit www.forcardiff.com/support

DIGITAL TOOLKIT



As part of the support portal FOR Cardiff provided businesses with free digital posters and signage that businesses could use to promote; new open hours, that they're Covid-19 compliant, delivery times and a checklist for reopening.

Visit support.forcardiff.com/toolkit

E-NEWSLETTER



FOR Cardiff shared key information about grants and financial announcements from Government, as well as support available from the Council and partners. Links to these publications can be found below:

Visit www.forcardiff.com/e-newsletters

EVENING & NIGHT TIME ECONOMY TASKFORCE



Created by FOR Cardiff this (invitation only) group including representation from South Wales Police, Cardiff Council and cafes, bars and theatres was established to ensure that the communications and lobbying are in place to support this struggling sector.

SURVEYS

FOR Cardiff worked with the Cardiff Capital Region in the first 3 weeks of lockdown to capture data around what support businesses needed in order to survive. This data was then feedback to Welsh Government and Cardiff Council and helped them to formulate their support plans. Results can be found at:

Visit www.forcardiff.com/surveys

EAT OUT TO HELP OUT

FOR Cardiff has worked with Visit Cardiff to promote the UK Government's 'Eat Out to Help Out' campaign to support hospitality by offering up to 50% off food over Mondays, Tuesdays, and Wednesdays in August. FOR Cardiff offered members who had signed up to the scheme the opportunity to have a video showcasing their business.

Visit www.forcardiff.com/eotho

FLORAL DECORATION

FOR Cardiff ensured that when non-essential retail opened that customers, employees and residents were welcomed by over 380 hanging baskets, bringing some colour and much needed normality to the streets of Cardiff.

NCP CAR-PARKING OFFER

We have collaborated with NCP to offer FOR Cardiff members 24-hour parking for just £5 across a wide number of city centre car parks.

FREE BIRA MEMBERSHIP

We promoted an opportunity for independent businesses to have free membership for 3 months and access to all of their member benefits including legal advice.

CARDIFF COVID HEROES

FOR Cardiff created a campaign to celebrate the amazing work that Cardiff residents have been doing for one another during the pandemic. Over 100 people were nominated and ten were shortlisted as the "winners". Those people then had their portraits painted by internationally acclaimed artist Nathan Wyburn and then blown up and showcased on shop windows across the city.

Visit www.forcardiff.com/covid-heroes



GIFT CARDS TO THANK KEY WORKERS

FOR Cardiff launched a campaign providing the public with a way to say thank you to the key workers who are doing so much for us all during the Covid-19 pandemic by donating funds to be loaded onto FOR Cardiff gift cards and distributed to key workers. This helps to say thank you as well as driving spend into city centre businesses.

RAISE THE BAR CAMPAIGN

Welsh Government decided that businesses whose rateable value (RV) is in excess of £51k were ineligible for some government grants. FOR Cardiff has joined forces with other Welsh BIDs in campaigning for the RV ceiling for grants to be raised to £150k. You can sign the petition in support of the campaign below:

Visit www.forcardiff.com/raise-the-bar

FREE BIKE MAINTENANCE

FOR Cardiff was aware that there are many more employees who will be cycling into work as a result of the pandemic to support new and established cyclists FOR Cardiff held sessions every Wednesday in July where anyone was able to receive free bike maintenance on Working Street.

As we move further into the post-coronavirus economic recovery stage, we believe FOR Cardiff will have an important part to play in encouraging people back to our city centre and we thank you for your patience and understanding.

We are available at any time to provide help, support, and advice during this difficult period for everyone.

Please stay safe and healthy.

✉ info@forcardiff.com

✉ forcardiff.com

📞 02920314770