

# FOR CARDIFF

2020

10TH EDITION



## EXECUTIVE DIRECTOR'S INTRODUCTION



Since the last edition of the newsletter a global pandemic has gripped the nation and left no location untouched and Cardiff is no exception. Before, during and after the first lockdown restrictions were imposed in March and following local and national lockdowns, FOR Cardiff has been working hard to support our members in as many ways as possible. As we move out of firebreak, we believe FOR Cardiff will continue to have an important part to play in encouraging people back to our city centre and thank you for your patience, ongoing support and understanding.

I know that some of our members may have questioned how and why we sent out our levy bills in this time of crisis. We are committed more than ever to supporting your business and

understand entirely that a bill was the last thing you wanted to see.

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. We committed to no enforcement of payment for 3 months from the issue date on the levy bill in April for those in retail, leisure and hospitality. 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 mandated us to deliver.

FOR Cardiff have changed our plans for this financial year to allow us to focus on the Covid-19 recovery. We have done this via the temporary suspension of some

services and contracts, realigning our priorities and applying for government support.

This edition will detail how we have reacted for our members over the lockdown. There have also been hundreds of meetings, calls, emails, etc going on in the background, that could never all be written down, to help bring people together who needed help or lobbying to have your voices heard such as our recent letter (21st October) to Ken Skates lobbying strongly for a common-sense approach on the 2-metre rule, 10 pm curfew, and clarity on support post fire break. We will update on our social media and website once we have clarification on these points.

We are here and available at any time to provide help, support, and advice during this difficult period for our members. If you think there is anything that you want us to further develop or something we haven't been doing, we want to hear from you and you can contact me directly on [adrian@forcardiff.com](mailto:adrian@forcardiff.com). I look forward to hearing from you.

Please stay safe and healthy.

*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](http://www.forcardiff.com)

# TEAM STATISTICS 2020

## AMBASSADORS

Provided **474** directions

Patrolled for **1,211** miles

Visited **978** businesses

Given First Aid **22** times

Referred **2** vulnerable people to the outreach team

## CLEANSING TEAM

Removed **1,170** pieces of chewing gum

Jet-Washed **18,000 sqm** of city centre streets

Used **25** litres of paint

Used **24** litres of deodriser

Removed **84** graffiti tags

Used **5** litres of graffiti removal gel

## NIGHT MARSHALS

**37541**

Total people helped



Issued **100** masks to taxi passengers

## STREET PASTORS

**56** Street Pastors have patrolled popular nightlife spots in Cardiff **38** times over **753** hours across 2020. They have removed **788** bottles and glasses off the street and given **192** bottles of water to those in need of hydration. The Street Pastors have helped **295** people during their night out and dished out **172** pairs of flip flops to help people make a more comfortable walk home. **68** people were taken to the Alcohol Treatment Centre for support.

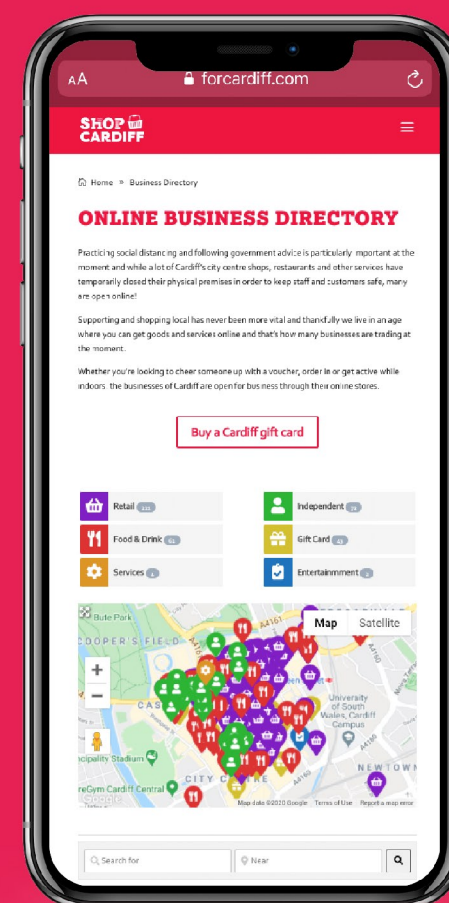
# COVID-19 BUSINESS SUPPORT

## SHOP CARDIFF

Within a week of the March lockdown FOR Cardiff created the Shop Cardiff brand, website, and twitter account where businesses who have an online, delivery or gift card offering were promoted in one place. This enabled businesses to create an online platform for their business at no cost through 'Shop Cardiff'.

This directory was supported via a complimentary radio campaign through our partners Capital FM and on digital screens across the city. Visits to the website have exceeded 20,000 and the Twitter account has received over 62,000 impressions.

Visit the Shop Cardiff website here



## SUPPORT PORTAL

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

FOR Cardiff created [support.forcardiff.com](https://support.forcardiff.com) to provide this portal, we would encourage our members to populate this site, whilst we can add key links the real value comes from members speaking to each other and providing moral and commercial support to one another in this difficult time.

## TECHNOLOGICAL SOLUTIONS

FOR Cardiff has worked with award winning Cardiff tech start up Yoello to provide a discounted rate for a web-app which allows hospitality businesses to provide their customers with a digital way to book a table, order and pay. This service was used as part of the Castle Street Café pop up and subsequently for businesses who reopened and needed digital support to adhere to government guidelines. We have helped to fund this free for the first 3 months to 35 food and drink businesses who took up the offer.

Click here if you would like to benefit



Castle Street Café



# 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.

The campaign received over 12 pieces of coverage with a reach of over 7.1 million showcasing how it captured the public’s imagination. The aim of this project was to celebrate the strengthened community ties that many felt over the lockdown period and create a sense of together ness across Cardiff. Our social media channels were flooded with positive messages from the public about the love of their city and going to visit all 10 of our winner’s portraits.

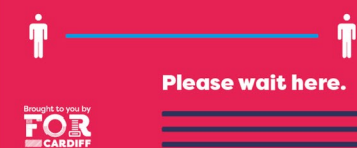
FOR Cardiff also partnered with Museum of Cardiff to ensure that the stories shared help record how the people of Cardiff reacted to and were impacted by COVID-19. The submissions will be available for use and research by the museum and public for generations to come and ensure a legacy for the winners.



## DIGITAL TOOLKIT

As part of the support portal FOR Cardiff provided businesses with free digital assets that businesses could use to promote; new open hours, that they are Covid-19 compliant, delivery times and a checklist for reopening. These assets are available on the support portal and FOR Cardiff website.

**WE ARE  
LIMITING  
THE  
NUMBER OF  
CUSTOMERS  
IN STORE**



### STAYING COVID-19 SECURE IN 2020

We confirm we have complied with the government's guidance on managing the risk of COVID-19.

#### FIVE STEPS TO SAFER WORKING TOGETHER

- ✓ We have carried out a COVID-19 risk assessment and shared the results with the people who work here.
- ✓ We have cleaning, handwashing and hygiene procedures in line with guidance.
- ✓ We have taken all reasonable steps to help people work from home.
- ✓ We have taken all reasonable steps to maintain a 2m distance in the workplace.
- ✓ Where people cannot be 2m apart, we have done everything practical to manage transmission risk.

Employer \_\_\_\_\_ Date \_\_\_\_\_

Who to contact \_\_\_\_\_  
(or the Health and Safety Executive at [www.hse.gov.uk](http://www.hse.gov.uk) or 0300 003 1647)

**WE ARE  
OPEN FOR  
HOME  
DELIVERIES**

Find out more at

Brought to you by  
**FOR  
CARDIFF**



**WE'LL  
BE BACK  
SOON**

We're re-opening on:

Our opening hours will be:

**WE'LL  
BE BACK  
SOON**

**WE'RE  
OPEN**

**WE ARE  
OPEN FOR  
TAKE  
AWAYS**

Find out more at

Brought to you by  
**FOR  
CARDIFF**

## EVENING & NIGHT TIME 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.

## WEBINAR SERIES

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.

Links to these webinars can be found on the FOR Cardiff YouTube channel.

Watch the webinar series here



## E-NEWSLETTER

FOR Cardiff shared timely key information about grants and announcements from Government, as well as support available from the Council and partners.

If you want to sign up to reach the e-news there is a link on our website or email [info@forcardiff.com](mailto:info@forcardiff.com) and the team will do it for you.



# GIFT CARDS TO THANK KEY WORKERS

Back in the summer FOR Cardiff pledged to donate £2,500 worth of gift cards to key workers to say thank you for all that they were doing for Cardiff over lockdown. We opened up a Crowdfunder to allow the public to say thank you as well and with those generous donations we had nearly £3,000 to give back to the city. We were proud to run this two-pronged campaign, saying thank you to our key workers and also driving spend back into the local economy at a time when it has never been more vital.

We've been absolutely thrilled to deliver those cards over the past months and weeks to an incredible range of key workers. We ran a competition across our social media channels which allowed people to apply directly and through that we found people who had been doing incredible social care work, stacking the shelves of our supermarkets, delivering our post and baking our bread. We also ran a call to the business community for managers to claim gift cards for their teams.

Despite the local lockdown the gift cards are already being spent across the city – we've seen them be redeemed in independent favourites like Waterloo Tea and Rules of Play as well as in Marks & Spencer, Cosy Club and Fat Face. The great thing about the gift cards is that they can be spent in over 70 business across the city centre so the lucky recipients can put the gift toward a top quality steak from Asador 44 or, if they prefer, splash out on a build your own Hogwarts set from the Lego store.



## EAT OUT TO HELP OUT

FOR Cardiff partnered with Visit Cardiff to promote the Government '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 have signed up to the scheme the opportunity to have a free video showcasing their venue.

These 30 second videos will be provided to members and used to promote their offering and received over 10,000 views on our YouTube channel.

Watch the video series on YouTube



Greens Vegan Filming

## 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.



Cardiff Castle



Windsor Place, City Centre

## SURVEYS

FOR Cardiff worked with the Cardiff Capital Region in the first 3 weeks of the March 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. The results of the survey also received 6 pieces of coverage including BBC Wales Online and had a reach of 1.9 million.

We have also worked in partnership to identify past, present and future travel to work intentions with the aim of allowing informed decisions on future provision to be made.

## 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 these new and established cyclists.

FOR Cardiff held sessions every Wednesday in July where anyone was able to receive free bike maintenance on Working Street courtesy of the team at I Want To Ride My Bike.

Over 200 bikes were spruced up at these sessions.

**200+**  
bikes adjusted 



Free Bike Maintenance, The Hayes

## FREE MEMBERSHIP TO BIRA

This was an opportunity for independent businesses from April onwards to have free membership for 3 months and access to all of their member benefits including legal advice.

# PROJECT UPDATES

## THE CARD

We understand that all sectors are under enormous pressure at the moment and as a result the amount of offers on The Card has changed since March. To assure all of our members The Card is still a priority project for the team, and we want to hear from you as to what offers/events you'd like to bring back or create. As a reminder there are over 40,000 in circulation and our email database is over 6000 people, so promotion of your offer reaches a large Cardiff centric audience.

We believe that The Card will be a crucial part of engaging with the office sector and a great opportunity to capture some of the Christmas traffic. If you'd like to find out more about The Card or have a reminder of what's involved please email [info@forcardiff.com](mailto:info@forcardiff.com)



**40,000**  
cards now issued

# LOBBYING

## RAISE THE BAR CAMPAIGN

During the March lockdown the Welsh Government decided that businesses whose rateable value 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.

## FIRE BREAK LOCKDOWN

During the winter localised and national lockdowns central and Welsh government enforced different rules, initiatives and funding including the 10pm curfews, and the Job Support Scheme, which caused problems for many sectors.

FOR Cardiff partnered with Wales' largest city BIDs, Newport Now and Swansea BID to write to Ken Skates to ask for a common sense approach to regulations post fire break rules.

## GIFT CARDS

The range of businesses accepting the FOR Cardiff gift card continues to grow with brands including John Lewis, Primark and Hotel Indigo recently joining the scheme. The widening range of participating businesses means that the gift card has become a better option than ever for corporate or workforce gifts. FOR Cardiff members can access discounts on bulk purchases of gift cards from as little as £500 – contact [emily@forcardiff.com](mailto:emily@forcardiff.com)

Cards are valid for at least a year from purchase with extensions or re-issues available in the case of further coronavirus restrictions.

Cards are available to buy online 24 hours a day from [www.cardiffgiftcard.com](http://www.cardiffgiftcard.com). If you're interested in accepting the cards in your businesses then get in touch.

### A GIFT CARD



# AWARDS

## CARDIFF LIFE AWARDS

In July the rescheduled 2020 Cardiff Life Awards took place via Zoom and FOR Cardiff were thrilled to be awarded the 'Civic' award. The award highlights the contribution of an organisation or company which has improved Cardiff this year, makes the city better or commits to help develop others.

The judges commented "Much achieved on a relatively modest budget by FOR Cardiff in the forefront of promoting the city and its businesses. Driving force behind several bold and innovative projects".

We were delighted to see the FOR Cardiff sponsored Tafwyl Festival win the 'Events' category and also so many successful members Chapel 1877, Cardiff Castle,

Martyn Prowel Solicitors, Sherman Theatre and big moose café all taking home awards. Congratulations to all of the winners and a big thank you to the judges for acknowledging the work that FOR Cardiff does for the city.

## PRCA WALES DARE AWARDS

For the second year running FOR Cardiff and Cowshed were successful 'Event, Launch or Stunt of the Year' for City Of Arcades Day. Last year we won for the 'The Daff Trail' and hope to have exciting news on that event for 2021.



Ian Tumelty & Lauren Idowu (Public Health Wales)

## THE CARDIFF COMMUNITY ALCOHOL PARTNERSHIP (CAP)

CAP has won a national award for its work tackling underage drinking.

Cardiff is the first CAP to also include 18-25-year olds and it works to ensure the safety of these young people by working closely with Cardiff's university students to reduce anti-social behaviour, alcohol-related violence and health risks from high levels of intoxication.



Adrian Lee & Natalie with Cardiff Life Award

# CHRISTMAS



## VIDEO SERIES

One of the most successful campaigns we ran over lockdown period was working with Visit Cardiff to promote 8 videos that FOR Cardiff filmed of our members premises to promote their involvement in the Eat Out to Help Out Scheme.

For Christmas we want to mirror the success of this campaign and make it even bigger this time and are asking for any businesses to get in touch to have their premises filmed.

The focus of these videos will be a celebration of your festive offering and we want to ensure have a joyful main message with a safety undertone.

These videos will be made available to businesses to use themselves but will also

be promoted on the Visit Cardiff website and social media as well as all of FOR Cardiff's digital channels.

## TV ADVERT

Our members will know that usually FOR Cardiff produces a TV advert that we invest heavily in to showcase Cardiff across TV and digital channels.

The purchasing of TV spots is something that needs to be done months in advance and the decision was made to not buy TV slots this year because of the uncertainty around what would be happening with the pandemic at the end of the year.

## EVENTS UPDATE

### BEETHOVEN 250 PIANO EVENT

Unfortunately, as a result of Covid 19 this event, which was scheduled for May 2020, has been cancelled, and won't be rescheduled. The event was a celebration of the 250th anniversary of Beethoven's birth and was going to include 12 artistically decorated pianos, however because of the restrictions and concerns around surfaces and also the 250 celebrations all being cancelled across the world the event was no longer viable.

### NICK JUNIOR TOUR

Originally the Nick Junior Tour was due to take place over Easter 2020, however as the UK had gone into national lockdown the event was rescheduled to August 2020. The lockdown then continued much longer than anyone initially envisaged so we made the decision to move this event to Easter 2021. We are hopeful about bringing these amazing brick characters to Cardiff next year and will be in touch with all of the business locations we liaised with previously in the new year.

# GET THE MOST OUT OF YOUR MEMBERSHIP

✉ [info@forcardiff.com](mailto:info@forcardiff.com)

@ [forcardiff.com](https://www.forcardiff.com)

☎ 02920314770

🐦 @FOR\_Cardiff

📘 FOR Cardiff

🌐 FOR Cardiff

📺 FOR Cardiff

📷 @FORcardiff

