




FOR
CARDIFF
ANNUAL
REPORT 2020/21

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EXECUTIVE DIRECTOR'S ADDRESS

I have worked in business improvement district (BID) industry for the last 13 years, navigating the recovery from flooding in the Midlands, UK wide recessions, and Brexit, but nothing can quite compare to the global pandemic. Seeing both the desperation, and resilience of some of our members, as well as the challenges and innovation within the BID industry and our own team, have been some of the most difficult but rewarding times of my career to date.

I would like to thank our Board for their support and guidance through this time. As a result of redundancies and career changes we said goodbye to some of our long-standing members of the Board. Our former Chair Simon Phillips, Vice Chair Natasha Williams, Chair of the Marketing Committee, Dan Langford, and director Ruth Ryder have all moved on from the Board and we wish them all the best in their new ventures. The loss of these crucial

members gave us the opportunity to skill map the group and look what areas we needed more support, which lead to the recent appointment of Leanne O'Brien who is a Partner at Capital Law. Leanne is helping the team and Board have a better understanding of commercial property, an essential asset at this time.

The marketing committee and projects group also saw some new appointments. We welcomed Joe Purcell, Head of Marketing and Business Development at Hugh James, Ross Tyson, Marketing Executive at St Davids Dewi Sant, and Sian Statton, Marketing Manager at the WRU to the marketing committee. These new appointments have already added a huge amount of support and value to the team at this crucial time and we welcome you to the fold!

Although the last year has been a very difficult one to watch play out for Cardiff's economy, I have been very proud of the projects, lobbying, impact that myself and the team have been able to deliver on your behalf.

Whilst this document focuses on what we have delivered over 2020-21, at the time of writing FOR Cardiff is moving towards asking our members to vote 'yes' for another 5 years and a second term. We hope that when you look back at what we have invested your levy in from 2016-21 that you'll agree that you have received a return on your investment and will support us again.



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



BOARD OF DIRECTORS

Huw Llewellyn

Admiral — Chair

Cliff Vanstone

John Lewis — Vice Chair

Mark Brace

Asst. Crime Commissioner,
South Wales Police

Dan Langford

Acorn Recruitment
(resigned January 2021)

Nick Newman

The Philharmonic

Bruno Nunes

Peppermint

Leanne O'Brien

Capital Law
(appointed February 2021)

Simon Phillips

Marks & Spencer
(resigned January 2021)

Ken Poole

Cardiff Council

Ruth Ryder

University of South Wales
(resigned December 2020)

Phil Sheeran

Motorpoint Arena

Margaret Waters

Park Plaza

James Waugh

St David's Dewi Sant

Neil Wicks

National Museum of Wales

Natasha Williams

SA Brain
(resigned November 2020)



WELCOMING



AMBASSADORS

As a result of the pandemic and mass closure of a vast majority of our members, the Ambassador team were furloughed for a large proportion of this year. However, once they returned in August 2020 and then again in November 2020 following the firebreak, they were a crucial part of both our and the Council's reopening of the city. Visitors to the city centre were able to come to our team for advice on what direction to take with the city's new path signage, which public toilets were open as well as what businesses were open. The team also liaised with businesses, helped to identify areas that required deep cleaning ahead of the reopening, to support our cleansing team.

NIGHT MARSHALS

Night Marshals returned in August 2020 to support the night time economy. They implemented the road closures on St Mary St and Wood St each Friday & Saturday nights, managing the taxi ranks at those locations (issuing over 100 face masks to ensure taxi drivers and the public felt safe). In the period August to December, they assisted over 30,000 people into taxis. Additional marshals were tasked with encouraging social distancing in and around St Mary St and this continued until the lockdown in December.



CLEANSING TEAM

The cleansing team operated for a large proportion of 2021-21, and were featured across ITV, BBC and printed press as a crucial part of the assurance to businesses and residents that the city was clean and ready for their return.

Part of their focus during quieter times of last year was addressing problem areas in the city such as graffiti removal, repainting of benches etc and jet washing.

“It has made such a difference and I can't thank you enough for all your support on this. It will have a massive impact on us at the hotel and clean up the general area. We have a green team in the hotel and we'll be making sure this area is cared for on a weekly basis with the team.”

Patrick Hogan, General Manager at The Clayton Hotel



CARDIFF AGAINST BUSINESS CRIME (CABC)



PURPLE FLAG

FOR Cardiff was delighted this year to have our accreditation renewed for Purple Flag status for the third year running. This gave us the rubber stamp that proved that we are a safe, welcoming place, with a strong commercial and cultural offering which is well marketed in the evening and late night.

FOR Cardiff will be endeavouring to retain this challenging accreditation in October 2021, and see this project as an excellent way to support the hospitality, cultural and events sector.



CYBER RESILIENCE CENTRE WALES

FOR Cardiff have partnered with the new Cyber Resilience Centre for Wales and will cascade information and offer free core membership with the centre to keep businesses free from online crime.



TRAINING

CABC's training offer was extended to offer a 30-minute E learning Drink Aware support crew certificate. This is a course for staff working in the Night Time Economy to recognise, and act positively to safeguard, those who may be vulnerable due to excess alcohol. This course compliments the face-to-face Vulnerability Awareness Training presentations delivered in partnership with the Police and Crime Commissioner's Office and the New Pathways sexual abuse support service.

Our CityNet radio scheme continued to operate throughout the year and whilst we lost some users as businesses closed permanently, we did see some new members with over 200 businesses in receipt of a radio by the end of March 2021.

We worked with South Wales Police to ensure that business premises were monitored by officers during patrols when lockdowns took place through the year. This was welcomed by those who signed up and was a good example of collaboration.



“Very often small independent businesses like ourselves have very small budgets to spend on external training, the free training provided by FOR Cardiff really does help us alleviate this issue. The savings on the training costs alone more than repays our full BID levy invoice”

Laura Peeroo, General Manager – Sleeperz Hotel



FLORAL DECORATION

The installation of planters and hanging baskets in June 2020 brought colour back to the streets of Cardiff when non-essential retail reopened for the first time in August 2020.



PARTNERSHIP WORKING

SECTOR SUPPORT

FOR Cardiff set up numerous sessions for the hospitality sector to get together to inform them of changes in rules and legislation relating to lockdowns and their subsequent easing. These were well attended by businesses who had the chance to hear from Welsh Government, South Wales Police and Cardiff Council's Licensing teams on the latest news, advice and guidance.

STUDENT SAFETY BUS

The Student Safety Bus which operated when restrictions allowed. Run in partnership with South Wales Police and the universities, it provides a crucial tool in helping students navigate Cardiff safely when out at night.

COMMUNITY ALCOHOL PARTNERSHIP (CAP) – CARDIFF

Cardiff CAP is a multi-agency public health led initiative to reduce alcohol related harm to 17 –24-year-olds with a particular focus on Cardiff's student body. FOR Cardiff is a core partner in CAP representing the evening and night time economy businesses and Chairs the Night Time Economy CAP sub group to deliver effective practices in this setting.

BIKE WORKSHOPS

In July 2020 when non-essential retail returned and hospitality reopened, we had feedback from our members that many of their employees were nervous about using public transport when case levels were still high. As a result, demand grew from both experienced and newcomers to cycling to have their bikes looked over to ensure they were road worthy. We worked with FOR Cardiff business 'I Want to Ride my Bike' café to run bike workshops every Wednesday in July. We were delighted with how many people's bikes we were able to service, with 202 people's bikes benefiting from this initiative.



VIBRANT

“FOR Cardiff brings added value to businesses at a time when high streets and retail are under unprecedented pressure. Their commitment to delivering a marketing and events programme in addition to initiatives like street cleansing, night marshals and floral decoration will drive footfall to the capital, footfall that is so vital to high street retailers.”

Cliff Vanstone, Head of Branch, John Lewis



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 10 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 centre.

The campaign received 13 pieces of media 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 togetherness 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 helped to 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.

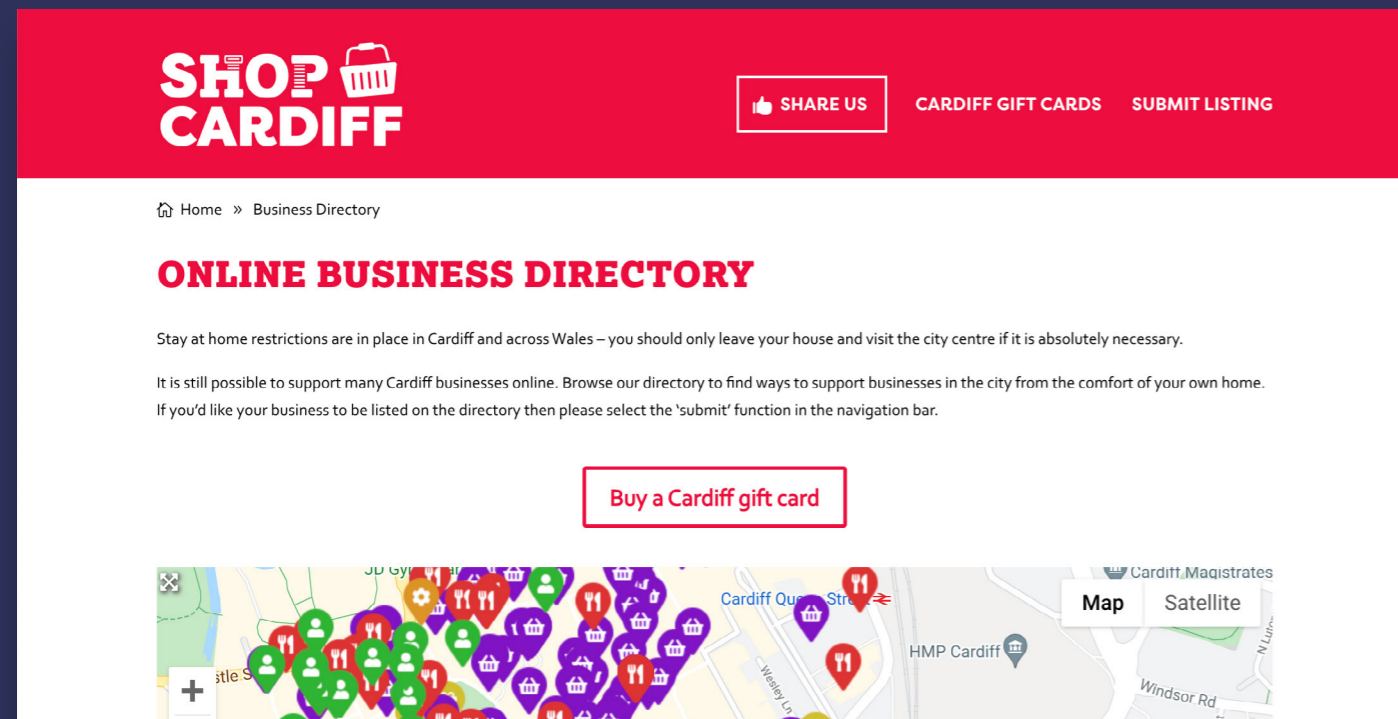


SHOP CARDIFF

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.



+20,000
visits to the website

62,000
Twitter impressions

A GIFT CARD



GIFT CARD FOR KEY WORKERS

In the summer of 2020 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.

The gift cards are currently being spent across the city – we've seen them be redeemed in independent favourites like Waterloo Tea and Wally's Deli as well as in Marks & Spencer, Cosy Club and Fat Face. The gift cards 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.

GIFT CARD

In 2020 the scope of the FOR Cardiff gift card programme was expanded so that all city centre businesses, independent or national, were able to participate. This expansion has proven successful and 300% more value was loaded onto gift cards in 2020 than in 2019. Many

businesses can now expect hundreds or even thousands of pounds of annual spend from the programme. The gift card also expanded into the corporate market more than ever in Christmas 2020 with FOR Cardiff member businesses benefiting from enhanced discounts on bulk purchases.

#CHRISTMASATCARDIFF

The aim of our 2020 campaign was to showcase businesses at Christmas, support levy payers during the festive season and give the public confidence to visit Cardiff city centre.

As part of the campaign, 5 videos showcasing businesses were produced in-house, 15 Cardiff influencers were appointed, and we ran a competition on Instagram to win a FOR Cardiff gift card.

The campaign launched on 25th November and ended earlier than planned on 19th December when lockdown restrictions were announced.

This was the first FOR Cardiff campaign where the main vehicle for engagement was collaborating with influencers, and it was a great success. It delivered a reach of 350,000, engaging with 17,000 people and most importantly profiling 51 of our members across retail and hospitality.

#CHRISTMASATCARDIFF

WIN £150 GIFT CARD THIS XMAS!

FOR Cardiff are giving you the chance to win a £150 FOR Cardiff gift card to spend in over 60 Cardiff businesses.

To enter post a picture on Instagram supporting your favourite Cardiff business with the hashtag #ChristmasAtCardiff and tag @forcardiff

The winner will be selected by FOR Cardiff on the 21st of December.

[Terms and conditions apply.](#)

WIN £150 GIFT CARD THIS XMAS!

For full details go to www.forcardiff.com/christmas

Hospitality
Show us your favourite festive bars.
#CHRISTMASATCARDIFF

Retail
Showcase your best gift ideas.
#CHRISTMASATCARDIFF

Restaurants
Feature your favourite foodie spots.
#CHRISTMASATCARDIFF

Online Shopping
Thank your favourite local retailer.
#CHRISTMASATCARDIFF

EAT OUT TO HELP OUT VIDEOS

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 were provided to members and used to promote their offering and received over 10,000 views on our YouTube channel.

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CREATIVES OF THE CAPITAL

With the creative sector being one of the hardest hit industries during the pandemic, this year's St. David's Day campaign was built on a virtual idea to support young creative talent in the capital – all part of FOR Cardiff's ambition to ensure Cardiff remains a cultural hotspot for years to come.

We partnered with Creative Cardiff to get creatives aged 18-25 from all backgrounds and cultures involved in the campaign to submit creative concepts that told a story about Cardiff City Centre.

We received 23 submissions in total, and a panel of 3 which included BACA director, Keith Murrell, selected 10 artists to commission, ready to unveil the final pieces in a virtual exhibition on St. David's Day.

A wide range of art disciplines were selected, including song, dance, textile, graphic design, and illustration.

Our aspiration is to use an empty unit to showcase the work to allow more people to see the artists' amazing representations of the brief.

Overall, the event received 9 pieces of coverage, a reach of 184,120, 14,590 social media engagements and 11,647 video views. All of this coverage and profile highlighted and provided profile to these young creatives as well as bringing attention to the breadth of talent and culture Cardiff has.

“This project has highlighted the diverse, vibrant community of young creatives we are lucky to have in our city. What better way to celebrate our spectacular Welsh heritage this St David's Day.

FOR Cardiff is committed to protecting and strengthening culture in Cardiff's city centre, and our exhibition allows people to experience Cardiff-inspired art in all different forms, including dance, textile, song, illustration and graphic design, from the comfort of their homes.”

Adrian Field, Executive Director – FOR Cardiff

9
pieces of coverage



184,120
reaches



14,590
social engagements



11,647
video views



TECHNOLOGICAL AND DIGITAL SOLUTIONS

SUPPORT PORTAL

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

WEBINARS

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.



CASTLE QUARTER CAFÉ

FOR Cardiff worked with Cardiff Council and multi award winning Cardiff tech-based company, Yoello, to bring the Castle Quarter Café to Castle Street over the summer of 2020. 24 businesses took part and it generated £425,000 worth of sales for those businesses involved at a time when they needed support most. We also worked with Yoello to promote a free contact tracing tool for hospitality businesses to use for any patrons, as well as offering businesses the opportunity to have a digital food and drink table ordering system.

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.



AWARDS

CARDIFF LIFE – CIVIC AWARD AND PRCA – BEST EVENT

For obvious reasons, the awards landscape had to react quickly to adjust to ever changing regulations, none was done so well as Cardiff Life who staged a full black-tie awards ceremony via Zoom. FOR Cardiff has entered these awards before but have been pipped to the post by some of Cardiff's other fantastic companies, but 2020 was our year, taking home the 'Civic' award, demonstrating the positive impact that FOR Cardiff has had on our city.

The PRCA 'Best Event' prize was our second year in a row winning this hotly contested award, and we were delighted to see the inaugural City of Arcades Day win the 2020 award.



E-NEWS PANDEMIC RESPONSE

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 and the team will do it for you.



“Thanks to the FOR Cardiff team, I have developed strong connections with other businesses and gained knowledge of what is happening within the local area of Queen Street. Their friendly approach and willingness to help has been a great benefit to all at 200 Degrees”

Michael Ghee, General Manager – 200 Degrees

INFLUENTIAL

SURVEYS

During the last year we have conducted numerous surveys to ensure that we had accurate data reflecting the ever changing needs of our members of the time. These included weekly Covid-19 Impact Surveys, where we worked with the Cardiff Capital Region to capture data around what support businesses needed in order to survive. This data was then fed back 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 and returning to work intentions with the aim of allowing informed decisions on future provision to be made for reopening, both in the summer of 2020 and in 2021.

Getting your business ready The essentials

Communication is key for a smooth process in order to keep employees, customers and providers up to date with your policies and measures in place to help provide reassurance, meet expectations, minimise anxiety and make a simple transition.

Key things to keep in mind:

The infection spreads by people and places:

- Person to Person
- Person to Surface

Three elements to consider:

- Physical distancing
- Surfaces
- Point of Sale

Review your staff policies

Staff and schedule plan Risk assessments Internal communications

- Review safety processes and risk assessments in place for employees in line with national government guidance on COVID Secure business.
- Create a staff plan to reflect working from home, return to work, fixed teams on shift patterns, flexible working and potential support to work from home.

Consider:

- Prioritising working from home.
- Vulnerable staff.
- Safe commuting available.
- Circulate new policies, health measures and timescales with staff and across the workplace.
- Devise advice on safe commuting.
- Order the necessary PPE for staff to undertake their work safely.
- Check the latest Test, Trace, Protect guidance for employers on: <https://gov.wales/test-trace-protect-guidance-employers>

Check your venue

Policies review SLA review Facility inspections

Review:

- Internal policies to meet with landlord, managing agency and/or head office policies and guidance.
- Heating, ventilation, air conditioning and mechanicals ahead of re-opening.
- Fire/Life Safety systems.
- SLA cleansing services and frequency.
- Security measures for your office.

Introduce physical distancing

Health and safety checks Office traffic management Access points

- Identify and control access points for staff, customers and providers, consider one way systems to allow for distancing.
- Work with your local authority, BID and/or managing agency/landlord regarding support managing potential issues with queuing or access.
- Display health and safety policies in place across the workspace.
- Provide PPE as required by the risk assessment.
- Encourage increasing the frequency of hand washing.
- Limit face to face meetings and use alternative technology.

Apply social distancing on:

- Office space.
- Separation panels, alternate seating spaces.
- Communal areas
- Reduce maximum capacity allowed and introduce flexible time slot usage.
- Customer facing areas.
- Display social distancing spaces.
- Consider protective measures for employees where necessary.

Review surfaces & POS

Cleansing plan Sanitising availability Minimising risks

- Review cleansing plan including potential new areas, hot spots, services, frequency and appropriate products recommended by Public Health England.
- Disable touchscreens, consider low-touch or no-touch switches, doors, drawers and other fittings.
- Remove high-touch shared tools such as whiteboard markers and remote controls.
- Consider restocking with food/beverage single-serving items.
- Provide sanitizer and cleansing products.
- Implement a clean desk policy.
- Identify safe storage areas for personal items.
- If possible, designate a specific enclosed room to isolate any person identifying themselves with symptoms.

Brought to you by
FOR
CARDIFF

Please see the Welsh Government's current COVID-19 workplace guidelines for employers and employees on: <https://gov.wales/workplace-guidance-employers-and-employees-covid19>

MEMBERSHIP & SUPPORT

BIRA

FOR Cardiff has a close working relationship with the majority of membership organisations that support and represent our members. During the summer of 2020 we were able to offer an opportunity for independent businesses to have free membership of the British Independent Retail Alliance (BIRA) for 3 months and access to all of their member benefits including legal advice.

bira

NCP

Feedback from our numerous surveys evidenced that a significant proportion of those who were able to work in offices or were essential workers preferred to travel via car. FOR Cardiff negotiated with NCP to secure a reduced rate for FOR Cardiff businesses of 24-hour parking for £5 in 2020.

£5

“We have a fantastic working relationship with FOR Cardiff and they have become a vital point of contact for us. They have improved the cleanliness of our car parks by responding quickly to requests to remove waste and graffiti. They have helped to improve the safety of our premises and the welfare of our staff through Cardiff Against Business Crime and police liaison. They have also liaised with other businesses on discounted parking.”

Kevin O'Connor, Director of Leased Services, NCP

MANIFESTO

In advance of the Senedd elections in May 2021, FOR Cardiff produced A Recovery Manifesto for Cities and High Streets. This document outlined eight policy priorities, such as business rates reform and strengthening of cultural institutions, to the next Welsh Government to ensure that the FOR Cardiff area and city centres in general can recover strongly and stably from the pandemic. The team engaged productively with the main political parties on the content of the manifesto and this will form the basis of increased involvement in policy in the future.



A RECOVERY
MANIFESTO
FOR CITIES AND
HIGH STREETS

REPRESENTATION

FOR Cardiff continue to have representation on the Cardiff Community Safety Delivery Board, Cardiff Music Board, the Association of Town and City Management (ATCM) Wales, The BID Foundation Council and in 2020 were invited to attend Ministerial led Welsh Town Centres Action Group. We also utilised our Central Square Resilience Group to highlight and address issues related to anti social behaviour and poor lighting in this area with a commitment to also seek to animate Central Square more in the near future. The feedback from businesses is flagged up via these various forums to lobby on key issues and ensure that decisions are evidence based.

RAISE THE BAR

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 joined forces with other Welsh BIDs in campaigning for the RV ceiling for grants to be raised to £150k.



TRAINING

Many of our normal training programmes were halted in 2020-21 due to Covid-19 and so FOR Cardiff implemented a digital solution to allow businesses to continue to upskill their staff remotely. Digital courses in GDPR, equality & diversity, and workplace conflict management were added to our training offer.



WELSH GOVERNMENT HOSPITALITY SUPPORT – FIREBREAK

During the winter localised and national lockdowns, UK 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 common sense approach to regulations post fire break rules.

“FOR Cardiff have and continue to offer unwavering support to Hotel Indigo Cardiff. They have proven to be a valuable advocate to the local hospitality industry, especially throughout the challenges that we have and continue to face in the fight against COVID-19. FOR Cardiff’s street cleaning team and night marshals ensure that the city is a safe and clean place to be, something that we and our guests value very much”

Lucy Hopkins, Marketing Manager – Hotel Indigo

RESEARCH AND DEVELOPMENT – CLWSTWR

Clwstwr is an ambitious five-year programme to create new products, services, and experiences for screen.

FOR Cardiff applied for the early 2020 round of their funding to conduct the research and development (R&D) for the creation of a new tourism product showcasing Cardiff’s rich history in film and TV. We were successful in securing this grant and conducted extensive desk research to understand what digital landscape for tourism products in the UK and other European nations. We went on to work with Cardiff-based research company, Strategic Research to conduct a variety of English and Welsh focus groups to understand the demand and audience for some of the proposed options. Following this we worked with Cardiff agency and specialists, Spindogs to map the technology and feasibility of the potential products.

As is the nature of any R&D project, the focus groups and technological findings have raised additional options both with audiences and the commerciality of the product. We have committed to investigating and better understanding these new challenges and opportunities further in our 2021-26 BID2 business plan.

BID FOUNDATION ACCREDITATION

In 2020 a new set of industry standards was launched for Business Improvement Districts, and in February 2021 FOR Cardiff became one of the first to be awarded the kitemark which recognises that these standards have been met.

The new standards, developed by The BID Foundation alongside governments and BIDs, encourage transparency and responsible governance in the sector.

FOR Cardiff successfully achieving this accreditation informs levy payers and other stakeholders, that we have met all 11 industry standards covering key aspects of a BID’s structure and operations including its business plan, governance mechanisms and reporting, Directors and personal interests, and detail on ballot results.

The accreditation is awarded following a review process conducted by The BID Foundation, which is delivered with the support of the Institute of Place Management, the professional body for place managers and leaders, based at Manchester Metropolitan University.

COMMUNICATIONS

Social



Twitter

- **1,400,800** tweet impressions
- **29,753** visits
- **2,260** mentions
- **4,894** followers
- **Castle Quarter Café** – most popular tweet



Instagram

- **2,395** followers
- **8,519** engagements
- **5,198** video views
- **179,660** total post reach
- **Creatives of the Capital St Davids Day campaign** – most popular post



LinkedIn

- **1,630** followers
- **6,710** engagements
- **11,649** page clicks
- **Castle Quarter Café** – most popular post



Facebook

- **3,049** followers
- **829,018** total post reach
- **1,055,384** total post impressions
- **22,136** engagements



YouTube

- **10,960** video views
- **45,200** impressions
- **250** hours of watch time
- **Eat Out to Help Out series** – most popular video



Press and PR

- PR reach of **4,508,921**
- AVE: **£51,000**
- **22** pieces of print & online coverage
- **6** pieces of broadcast coverage
- Total coverage: **28 pieces**



Website

- **37,378** visits to the website
- **83,535** page views
- **Covid-19 Updates** page – 7,769 page views (most popular page)



E-newsletter

- **50** E-newsletters
- **4,310** subscribers (BID business database)



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 levy collection rate at the time of writing for 20/21 was 76%. Clearly businesses have found paying bills difficult during the course of the year and this has been acknowledged in terms of the timing of any reminders and lack of follow up action to date. £198,225 of additional income was also generated from a range of sources including support grants from

Welsh Government, voluntary membership for businesses under our levy threshold wanting to be part of FOR Cardiff, and shared profit income received from the CityNet Retail Radio Scheme.

Details of our annual accounts will be available on Companies House and on our website: www.forcardiff.com/for-cardiff-businessdownloads/ if businesses would like to see a more detailed and timely reflection of FOR Cardiff's accounts.



**Accounts accurate as of May 2021. 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.*

INCOME

Levy collection total	£668,780
Other income	£63,370
Grant received	£134,855
Total income	£887,006

EXPENDITURE

Welcoming	£380,642
Vibrant	£170,029
Influential	£4,954
Administrative	£331,380
Total expenses	£887,006

Funds carried from 2019–2020	£62,368
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 @forcardiff