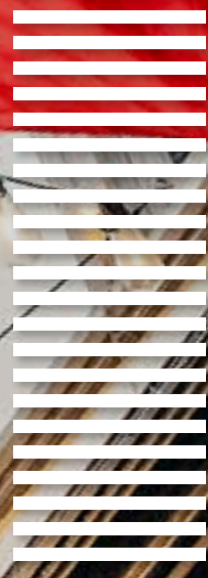




**CARDIFF**

**11TH EDITION  
NEWSLETTER**

**2022**





# EXECUTIVE DIRECTOR'S INTRODUCTION



Since 2016, FOR Cardiff have run a range of campaigns, projects and events which have helped to increase footfall, dwell time and consumer spending in the city centre. Receiving one of the best ballot results a Welsh BID has ever received evidences the quality of our 2021-26 business plan, and we want to thank the hundreds of you who voted resulting in a ballot result of 91% of businesses voting for our new 5 year term by number and 94% by rateable value.

FOR Cardiff will continue to offer support to businesses across the city centre, deliver the Night Marshal team, the city centre gift card, Cardiff Against Business Crime's City Net Radio scheme, employee discounts via The

Card, as well as Christmas marketing and events. But the team and I are excited to have started working on our new plan and are motivated to get things moving for the city to aid in its recovery post pandemic. We've made ambitious and exciting promises to our businesses, and we'll continue to work hard to make those promises to happen.

We want to thank our businesses for putting their trust in us and allowing us to deliver on an exciting new phase for Cardiff city centre, as well as our Board members whose commitment to the city is unparalleled. In particular I would like to extend my gratitude to our Chair, Huw Llewellyn, the Head of Property and Facilities Management

at Admiral and Vice Chair Cliff Vanstone, Partner and Head of Branch at John Lewis Cardiff (both appointed in January 2021). Huw and Cliff have been members of the Board for over 6 years and became Chair and Vice Chair at a challenging time for the company (with ballot and a pandemic) but their strategic vision and commitment has been a huge support to me and the team.

We understand that the pandemic has had a lasting impact on businesses and your staff, and we are here and available to help as we all navigate this ever changing landscape.

Please contact me directly on [adrian@forcardiff.com](mailto:adrian@forcardiff.com) if you have any suggestions on how we can better support you or enhance our offering to ensure all of our members receive a return on their investment.

*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)

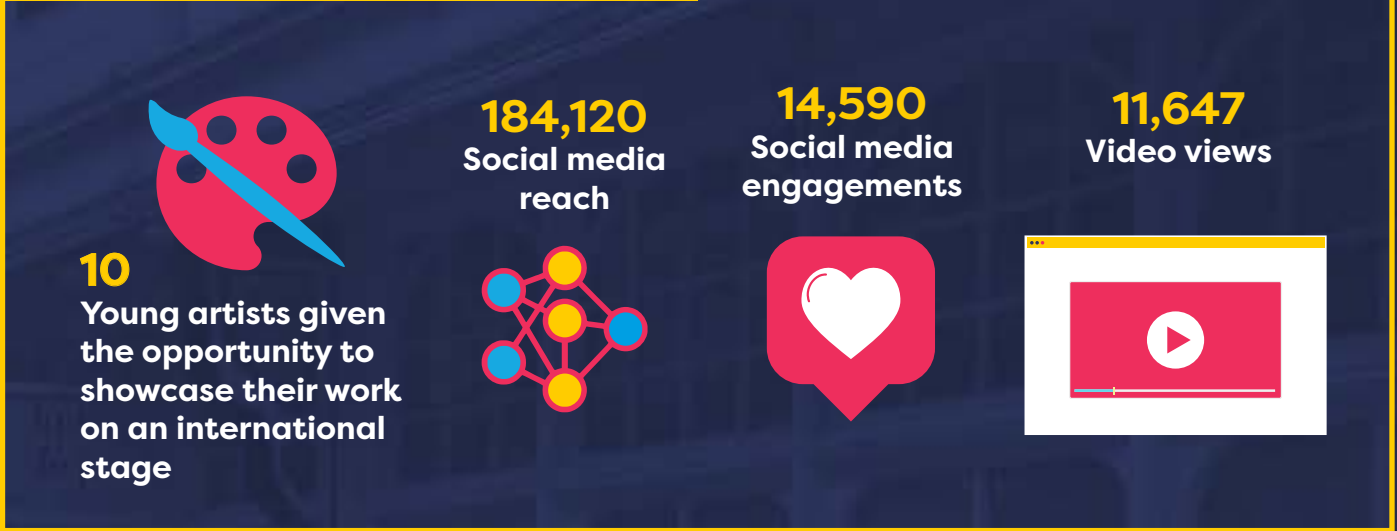


# BUSINESS STATISTICS 2021

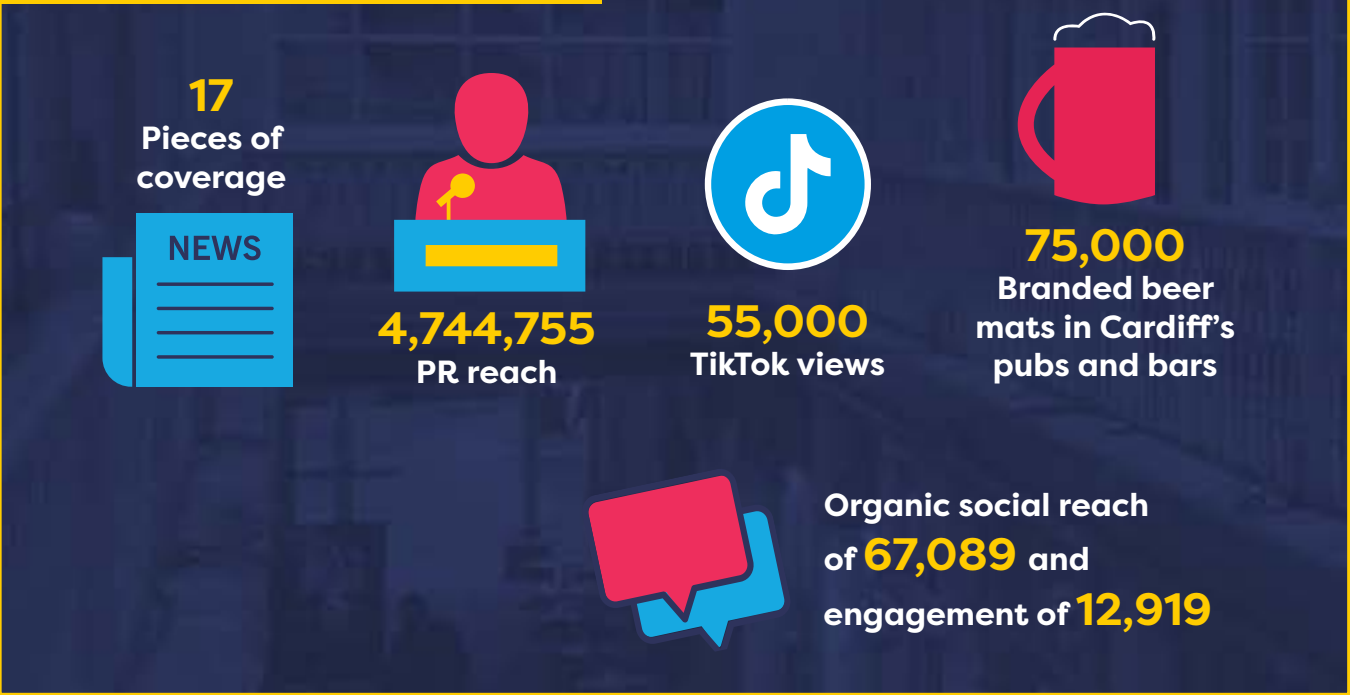
## ART AND SOUL OF CARDIFF



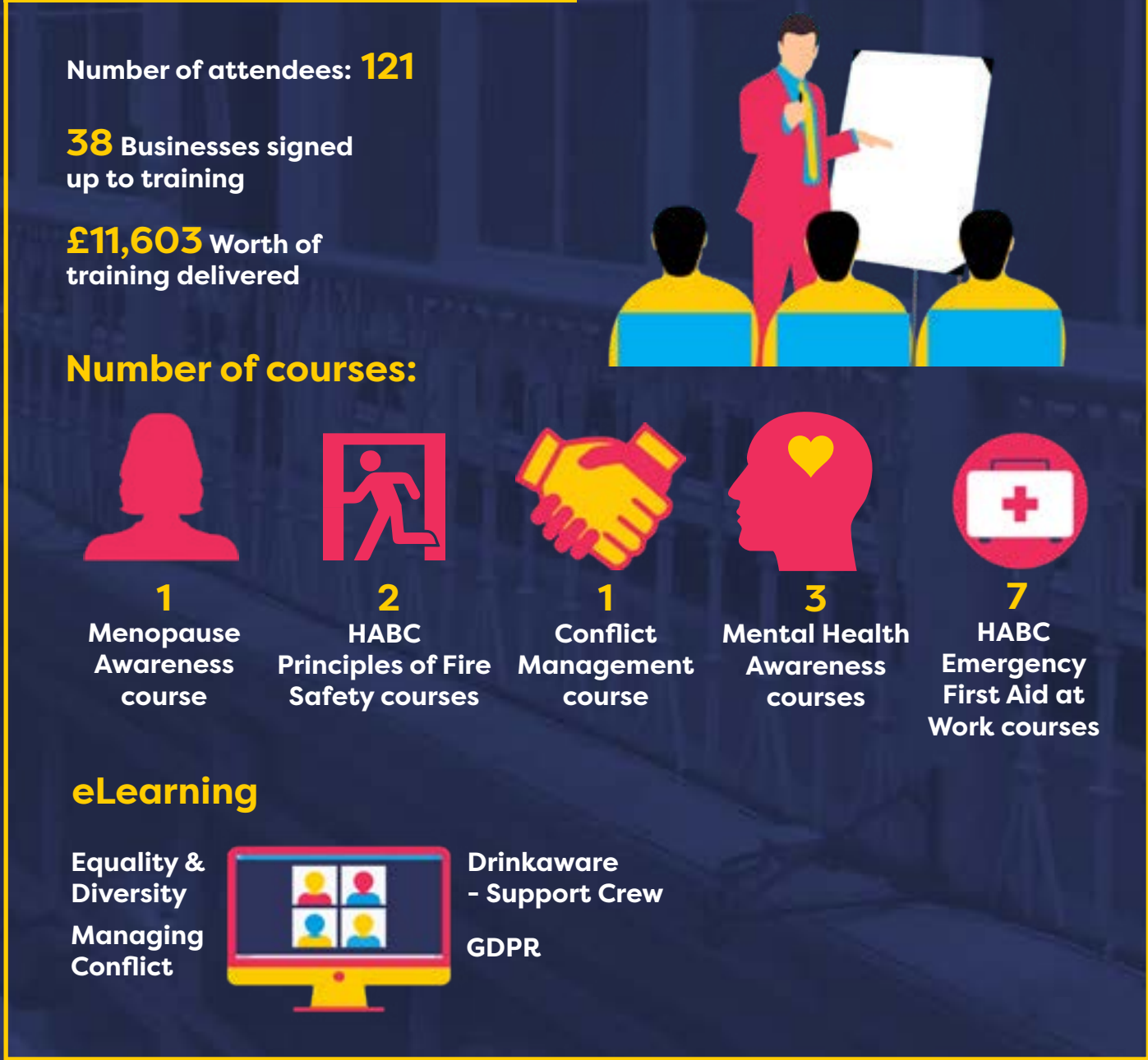
## CREATIVES OF THE CAPITAL



## SAFE PLACES



## TRAINING STATS



## NIGHT MARSHALS & BUSINESS ENGAGEMENT TEAM





# A YES VOTE FOR CARDIFF

Following a month long postal ballot in June 2021, FOR Cardiff were delighted to announce that we were elected as Cardiff's Business Improvement District (BID) for the second time – winning 91% yes votes by number and 94% yes votes by rateable value.

After receiving 300 yes votes, the ballot saw FOR Cardiff get the green light to deliver our ambitious plans to help the capital recover post-pandemic. This meant that more than £7 million from city centre businesses will now be invested in Cardiff over the period from 2021-2026 to help improve the capital.

The business plan which our business members voted on outlined some of the proven successes that we will continue to deliver such as the cleansing team, night marshals and the City of Arcades brand as well as some innovative new ambitions such as our plans to become one of the UK's first equality cities, launch a university internship scheme, invest in arts and culture and create a challenge fund.



Executive Director Adrian Field and Vice Chair Cliff Vanstone

# MEET THE TEAM

In December 2021 FOR Cardiff welcomed two new members to the team, Lloyd Williams as our Digital Marketing Manager and Chloe Smith our Business Crime Reduction Officer.

Lloyd joins the team from Techniquet where he designed and led creative projects over the last few years. Lloyd will lead on the digital marketing strategy for the organisation, as well as leading on the design of marketing and communications campaigns across print, digital, social and web. Outside of work Lloyd is a self-proclaimed foodie and loves to try new restaurants and markets around Cardiff.

Chloe is a recent Swansea University graduate with a MA in Applied Criminal Justice & Criminology and a BSc (Hons) in Criminology & Criminal Justice. She has written two research papers on street-based sex work in South Wales and is

passionate about reducing crime. Chloe will support Business Crime Reduction Manager Ian Tumelty with operational matters and promoting and servicing CityNet and DISC™. They will also help in the delivery of Vulnerability Awareness and DrinkAware training for staff in the night time economy and Child Sexual Exploitation prevention for Hoteliers. In her personal life Chloe is a dog lover and gym enthusiast!

Welcome to the team both!



Lloyd Williams



Chloe Smith



# DELIVER

## CARDIFF AGAINST BUSINESS CRIME (CABC)

CABC has continued to support our members during the last year but saw a decrease in business engagement reflecting the difficulties experienced during the pandemic. Our core projects CityNet, the public safety radio net linking users with a police officer at the County Hall CCTV room, and DISC™ our members incident and intelligence intranet have been maintained and it is our priority to grow the membership of both schemes in the recovery stage from the pandemic.

There are currently 219 CityNet radios on the network and we have set a target to increase this number to 250 by the end of 2022 to maximise the potential of this key public safety radio scheme. The DISC™

intelligence and incident intranet is a key tool to report retail crime and we share intelligence with our partners South Wales Police and British Transport Police.

CABC renewed its accreditation in 2021 with the National Police Chiefs' Council sponsored Secured by Design National Business Crime Reduction Partnership Standards

Rory Fleming, Centre Manager of The Morgan Quarter took on the role of CABC Chair from Paul Hurley QPM whose business interests took him overseas. Rory is committed to further increasing business engagement with the partnership across the retail and night time economies to maximise the opportunities to drive down business related crime.

## PURPLE FLAG

FOR Cardiff are the lead agency coordinating Cardiff's partnership submission to the Association of Town and City Management (ATCM) prestigious Purple Flag accreditation programme. Purple Flag strives to help create safe and thriving locations at night for all users and the accreditation awards those who achieve this in their destinations.

Cardiff has met or surpassed the standards of excellence in managing the evening and night time economy since it was first awarded in 2019 and we prepared a strong case for reaccreditation.

The Purple Flag reaccreditation assessment was due to take place in December 2021

but was postponed by the ATCM until the Spring of 2022 where the partnership looks forward to an in-depth examination of Cardiff's vibrant evening and night-time economy offer. We remain confident of further renewal in 2022 further enhancing the city's reputation as a premier destination venue within the UK and internationally.



## UNITE FOR THE NIGHT

In response to the need to collectively represent the evening and night-time economy, we teamed up with Swansea BID as joint funders and the Licensees Forums for both Cardiff and Swansea to front the work to develop a Unite for the Night campaign which represented our licensees on all matters relating to COVID restrictions and support, raising awareness of the plight of the sector. Excluding radio and TV coverage, we had 31 pieces of coverage which reached an estimated 896,000 views. We believe that the efforts played a role in helping to reopen the hospitality sector in the summer with fewer ongoing restrictions than expected.

# #UNITE FOR THE NIGHT

## STUDENT SAFETY BUS

Once again FOR Cardiff funded the Student Safety Bus which operated when restrictions allowed and ensured that there was a highly visible presence and support for our many University students enjoying a night out in our businesses.



The Student Safety Bus

Wales Cyber Resilience Centre

## WALES CYBER RESILIENCE CENTRE

FOR Cardiff has partnered with The Wales Cyber Resilience Centre. The WCRC is a not for profit organisation committed to helping protect businesses in Wales from cybercrime and operates as a partnership between policing, academia, businesses, third and public sector organisations. They provide businesses and voluntary organisations with access to affordable cyber security services, the latest advice and support from leading law enforcement and industry experts.

Ian Tumelty our Business Crime Reduction Manager has accepted an invitation to join the WCRC advisory panel and will cascade effective practice to ensure that our members have every opportunity to be cybercrime resilient.





# ENHANCE

## CREATIVES OF THE CAPITAL

On St David's Day 2021 FOR Cardiff unveiled ten pieces of Cardiff-inspired art in a digital exhibition that championed young creative talent in the capital and a sector hit hard by the pandemic.

Cardiff Castle in charcoal, a city centre map embroidered with Welsh wool, and portraits of some of the best-known characters in the city were just a few of the commissions showcased in the all-day art exhibition.

The selection of young creatives, aged 18-25, were commissioned by FOR Cardiff to develop works of art that told a story about Cardiff. In just three-weeks, ten pieces were produced and revealed to the public as part of the St. David's Day celebrations.

The creators were being given the stage to describe their creative process, their inspiration and how the pandemic has affected their industry.

Overall the campaign reached over 200,000 people and received 14,590 social media engagements and nine pieces of coverage. A testament to the quality of the works created by the artists.



## PWSH

In late July FOR Cardiff funded, and assisted in the co-ordination of, the pilot phase of the PWSH street art project. This playful installation brought artwork from six Cardiff born or based artists to sites across the city centre including within Cardiff Market and outside Peppermint Bar on Mill Lane. The PWSH project signalled an early development of FOR Cardiff's new business plan commitment to promoting and centring arts and culture as a key element of city centre life. The installation weekend saw people from across Cardiff getting excited to see street art emerging in the city and the feedback from the public was overwhelmingly positive and supportive and served as a clear demonstration that

the people of Cardiff would like to see more accessible artwork in their public spaces.

A devastating mistake saw some of the PWSH artwork accidentally removed from the city centre in October. FOR Cardiff are working closely with the PWSH team to find new sites so that the effected artists can bring reimagined artworks back to the city centre.



## ART AND SOUL OF CARDIFF

In early August overnight seven pieces of hanging art were unveiled in Cardiff's historic arcades in this year's 'City of Arcades' campaign – The Art and Soul of Cardiff – run and funded by FOR Cardiff.

A 21-foot-long angel suspended from the ceiling, sculptures balancing on tightropes and huge murals of Cardiff castle's famous animal wall were just a few of the pieces on display.

In collaboration with the Royal Welsh College of Music and Drama, FOR Cardiff commissioned seven alumni to create pieces of suspended art – to celebrate Cardiff's distinct and vibrant culture. Each piece of art forms part of a wider themed collection which will encourage the public to visit each

arcade to get the full story.

While the installations were live there was an increase in city centre footfall of 34% compared to August 2020 (when Eat out to Help out was live) and overall the campaign saw a PR reach of 1.4 million, a social media reach of 1.02 million, over 122,3000 social media engagements and 378,000 campaign video views.



## THE CARD - FOR YOU WEEK

FOR Cardiff understands that fostering employee wellbeing is great for organisations and their employees. It has also never been more important than in the current climate. Promoting wellbeing can help prevent stress and create positive working environments, increase employee engagement and organisational performance.

As a result we launched FOR You Week on 'Blue Monday' (17th January). Businesses ran offers, create events and experiences for the employees of FOR Cardiff businesses via The Card. Some of the training and webinars that took place included imposter syndrome, menopause awareness, climate change, communicating with vulnerable colleagues and agile and inclusive working.

All events were supported via a comprehensive marketing campaign from FOR Cardiff, utilising the 40,000 cards that are currently in circulation, as well as our extensive networks, social media, and e-mail databases. Businesses were also provided with packs, including posters to promote their event activity, digital assets, press releases, and suggested social posts.





# CHRISTMAS

## BREATHER BUBBLES

FOR Cardiff conducted a UK-wide survey in winter 2021 which revealed that 41% of people felt anxious at the thought of crowds of Christmas shoppers, while 52% said they would benefit from having somewhere to relax and reflect while visiting a city centre over the festive period.

To help provide a safe haven for those who need it, FOR Cardiff created two unique 'Breather Bubbles' which were open on weekends in John Lewis and the Morgan Quarter in December. The bubbles resembled a home-from-home, with soft furnishings and plants to create a calming environment.

There was also an opportunity to speak to a friendly face with volunteers from the Samaritans, while 'Yurt in the City' – a wellbeing centre in Cardiff – were on hand to give free holistic therapies to visitors.



The Morgan Quarter



John Lewis

## FESTIVE EXPERIENCE

To help give families and friends the opportunity to come together safely and make new festive memories, FOR Cardiff installed three light installations across the city.

The installations included an interactive light maze in St John's Gardens, created by international designer Ben Busche of Brut Deluxe, a Christmas-themed light projection show on The Old Library building which ran every evening, and a 12-metre-high Christmas tree in Central Square which the public could walk underneath and witness the ever-changing display of colours.

Light Maze - St John's Gardens

## CAMPAIGN

FOR Cardiff also invested in an extensive campaign to encourage shoppers back into Cardiff at Christmas, this included social media, digital advertising, large billboards, train stations and buses. The campaign reached millions of people and promoted the fact that Cardiff was open to visitors.

Central Square



Digital Billboard

## FESTIVE SUPPORT

In addition to our own campaign and event activity FOR Cardiff also sponsored the Capitol Centre Christmas tree and supported South Wales Police's 'Project Mistletoe' campaign by providing additional portaloos for the streets of Cardiff during the Christmas period.

## GIFT CARD

The FOR Cardiff gift card can now be accepted in over 80 city centre businesses and continues to be a gift of choice. As ever, any public facing business based in the FOR Cardiff area is encouraged to get involved in the scheme which can drive significant additional spend into a business – our gift cards purposefully cannot be spent online – giving a gift card means bringing a shopper specifically into the city centre.

Leanne Herberg Chief Executive of Cardiff and the Vale Credit Union says, 'Cardiff and the Vale Credit Union are committed to supporting the local economy and local businesses – for the past two years we've used the

FOR Cardiff gift card to reward our team at Christmas because it provides great choice for individual team members while keeping spend on the Cardiff high street. We think this is now more important than ever.'





## AWARDS

Whilst it was a quieter year in terms of award entries and wins for FOR Cardiff, that didn't stop us still securing an award.

We were delighted to see our first digital art exhibition be recognised with the CIPR Pride Award for Best Event for Creatives of the Capital jointly with our fantastic agency Cowshed.



Robin Bonar-Law



Hills Street



Amarie Jones



Artwork by Olivia Williams

## HILLS STREET AL FRESCO SEATING

Over the summer of 2021 FOR Cardiff installed an alfresco seating area in Hills Street. It was hugely popular with both residents and visitors enjoying the vibrant new area with 10 benches, planters and flags.

FOR Cardiff funded this project to increase the availability of outdoor seating and to enhance this area of Cardiff city centre, making it more welcoming and enjoyable for all.

As part of our commitment to equality and diversity 2 of the benches installed was modified to be accessible to wheelchair users.

# REPRESENT

## THE LAUNCH OF SAFE PLACES

During Fresher's Fortnight, FOR Cardiff launched our Safe Places scheme by lighting up the streets of Cardiff with 35 digital billboards to help women feel safer at night and encourage them to download the Safe Places app.

The campaign attracted huge national attention with a PR reach of 4.8 million being featured in the Telegraph, ITV, BBC, and GB News and reached over 67,089 people on Instagram alone and 55,000 likes on TikTok. There are also 75,000 bilingual beer mats in Cardiff's pubs and bars encouraging people to download the app if they're walking home alone.

'Safe Places' – is part of an accessible, nationwide, network of support – business signed up to the scheme have made a commitment that anyone feeling intimidated, at risk can take refuge at their premises. All sectors are eligible to join and FOR Cardiff would welcome all public facing businesses across the city and county of Cardiff to join. A comprehensive training package that includes a video presentation outlining the scheme supports businesses and outlines the expectations of being a Safe Place. Once registered businesses will be provided with a bilingual window sticker and will show on the Safe Places app (available on IOS and Android) and the Safe Places website. There are now over 56 Safe Places in Cardiff, if you're interested in becoming a Safe Place please go to our website and download the business pack.



Safe Places Digital Billboard



# CARDIFF WOMEN’S SAFETY NETWORK

Following the launch of Safe Places and increasing concerns regarding women’s safety, FOR Cardiff brought together experts from businesses and organisations across Cardiff to launch the Cardiff Women’s Safety Network at a sold out event with Night Czar for London, Amy Lamé as our guest speaker.

Whilst the network comprises an invite-only committee of experts from hotels, bars, South Wales Police and Public Health Wales, anyone can help shape the conversation via the FOR A Safer Cardiff website, where an online forum is currently being developed which will inform the focus of the committee.

The event also included a panel discussion where attendees heard from interim Chair of the Cardiff’s Women’s Safety Network and Associate Director at FOR Cardiff Carolyn Brownell, Night Czar for London Amy Lamé, Hannah Doe, the President of Cardiff University Student Union and Shaye Svikeris, GM at Revolution and member of the Cardiff Licensees Forum.



Women’s Safety Network Event



Hannah Doe, Shay Svikeris, Amy Lamé, Carolyn Brownell

# TRAINING

This year, FOR Cardiff delivered £11,603 worth of training to our members. 121 employees attended our courses supporting 38 businesses.

In person training was suspended in early 2021, however eLearning courses on Equality & Diversity, GDPR, Managing Conflict, and DrinkAware were still available. These online courses can be completed anytime, from any location. From June onwards FOR Cardiff have delivered training in HABC Emergency First Aid at Work, HABC Principles of Fire Safety, Mental Health Awareness, and Conflict Management.

An online booking system was introduced to make it easier for businesses to sign-up to training, especially for members who were working from home and FOR Cardiff continue to look at digital training solutions, offering several courses online including Menopause Awareness, Mental Health Awareness and Child Exploitation Awareness.

If you would like to suggest a course to add to our programme, please get in touch by emailing [info@forcardiff.com](mailto:info@forcardiff.com).



Employees Attending Drink Aware Training

# HOSPITALITY RECRUITMENT FAIR

In response to the recruitment challenges faced by hotels and the wider hospitality industry, we collaborated with Cardiff Hoteliers Association and led on the delivery of a Recruitment Fair for the sector, turning the event round in a very short time.

22 businesses had a free stand at November’s Motorpoint Arena event with participating businesses continuing to report vacancies being filled as a result. FOR Cardiff also established an ongoing link with the Council’s Into Work team for future support for those struggling to get vacancies filled.



Hospitality Recruitment Fair

Castle Street



# LOBBYING AND CONSULTATION

FOR Cardiff have raised awareness of new developments in the city centre by organising events for businesses to have their say. Kingsway and Churchill Way’s new Canal Quarter are examples.

We also raised awareness to our levy players of the consultations for the reopening of Castle Street, plans for Central Station, lobbied to support the extension of allowing free street café licenses, and we continue to press to overturn the decision to close Station Terrace to cars.



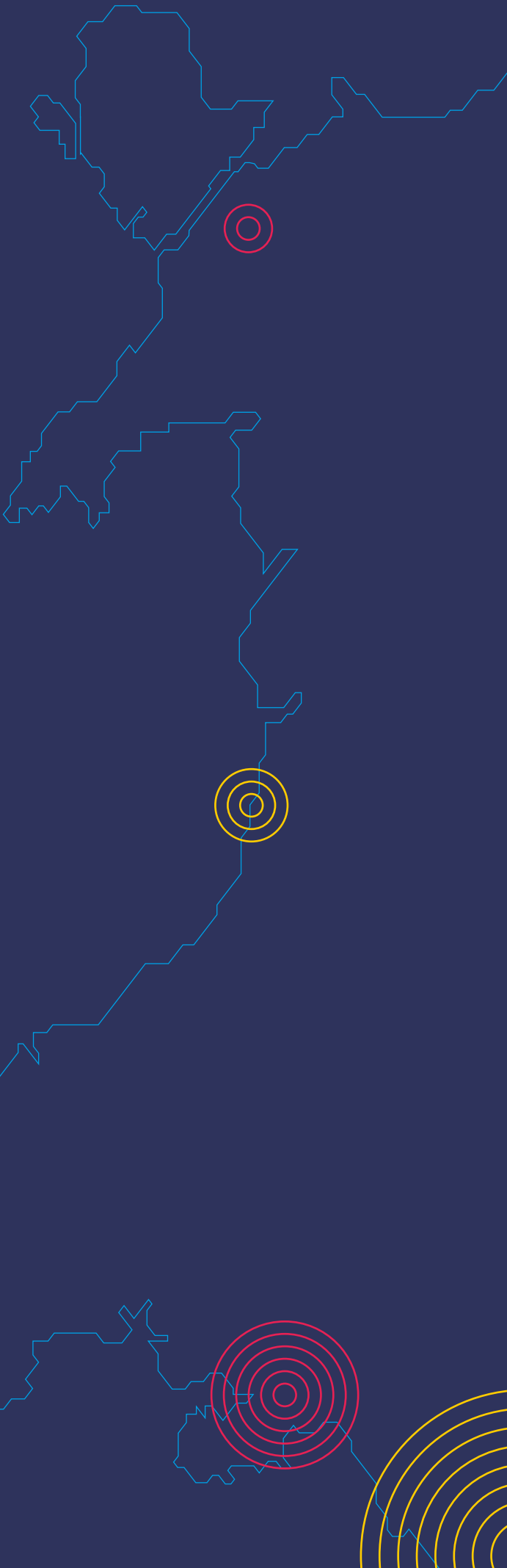
# MANIFESTO

In advance of the Senedd elections in May FOR Cardiff produced ‘A Recovery Manifesto for Cities & High Streets’. This document laid out a series of recommendations to focus healthy urban centres at the heart of a sustainable recovery from the pandemic and was widely reported on across the Welsh press and led to productive conversations across the political spectrum. The manifesto made use of many years of place management knowledge and experience from across the team and was picked up on as an exemplar piece of work across the BID industry.

The central recommendations of the document were to:

- Conduct a large-scale review of business rates
- Allow city centre partnerships to participate more fully in the development of cities through increased powers coupled with stronger regulation
- Maintain the benefits of good office environments whilst transitioning to a blended and accessible working dynamic
- Empower communities to take charge of neglected or mismanaged spaces and prevent the destruction of historic and socially relevant structures
- Supercharge the Town Centre First approach and bring public services into vacant central properties
- Position, protect and strengthen cultural institutions in city centres
- Defend free to access spaces and space for young people in particular
- Continue to invest in developing integrated high-quality public transport infrastructure

The production of this policy document marked the start of a new proactive approach to policy matters for FOR Cardiff. This approach will stretch to the council elections this year and beyond.



# EQUALITY CITY

Although this project is in its very early stages, FOR Cardiff’s commitment to making Cardiff one of the UK’s first equality cities has already received global attention. City Nation Place highlighted the project as “identifying a unique, authentic identity for your city making a real impact” listing Cardiff next to Helsinki, Eindhoven, Austin and Struer as one of the five cities making a name for itself in an unexpected way.

Associate Director Carolyn Brownell was also asked to speak at the international City Nation Place conference in November outlining plans for the launch of this project and the longer term aspirations for collaboration and what success will look like.



International City Nation Place Conference

# BID FOUNDATION AND BRITISH BIDS ACCREDITATIONS

A new set of industry standards has been launched by The BID Foundation for Business Improvement Districts, with FOR Cardiff one of the first to be awarded the kitemark in February 2021.

The new standards developed encourage transparency and responsible governance in the sector. The set of 11 industry standards cover 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.

FOR Cardiff was also awarded the British BIDs Accreditation, which is an industry recognised standard, externally assessed by independent auditors, and designed in line with the National BID Criteria and the National Guiding Principles for a BID.



# GET THE MOST OUT OF YOUR MEMBERSHIP

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