



# FOR you Week



# 17TH - 23RD JANUARY 2022

**FOR A FULL LIST OF EVENTS AND OFFERS PLEASE CLICK HERE**

## THE TOOLKIT

This toolkit contains everything you need to know about FOR You Week on **17th January 2022**.

In this pack, you'll find out more about FOR You Week, the benefits of getting involved and how to promote the week to your employees.



## WHAT IS FOR YOU WEEK

Promoting wellbeing can help **prevent stress and create positive working environments, increase employee engagement and organisational performance.**

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.

During this week, we are encouraging our members to promote employee wellbeing through online training, experiences and exclusive offers. FOR You Week will be hosted on The Card - our staff incentive scheme exclusively for employees at FOR Cardiff member businesses.

## WHY GET INVOLVED

- Raise brand awareness and drive visitors to your business.
- A lift in sales/sign ups/services/new customers for your businesses.
- An increase in wellbeing education for your employees and businesses.
- Share expertise and learn best practice.
- Increase staff happiness, employee engagement and retention.
- Create conversations between colleagues and businesses on their own wellbeing personally and how their companies prioritise it professionally.
- Increase visibility for your business by being involved in a comprehensive marketing campaign with a potential audience of 40,000 Cardiff employees.
- Receive support from the FOR Cardiff team through our extensive networks social media channels and email databases.

The logo for 'FOR YOU WEEK' is centered in a dark blue square. The word 'FOR' is in a bold, white, sans-serif font, with the 'O' containing a circular graphic element. Below it, 'You Week' is written in a white, lowercase, handwritten-style font.

**FOR**  
You Week

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# SUPPORTING BUSINESSES

**Join our wellbeing programme**

**[CLICK HERE TO VIEW OUR PROGRAMME  
OF EVENTS](#)**

Our wellbeing programme focuses on supporting employers and employees to create positive working environments.

## **TAKE PART IN FOR YOU WEEK**

Take part by:

- Hosting a member event: an online or in-person event that promotes wellbeing or simply give people an opportunity to have fun and treat themselves.
- Holding a webinar, training session or talk: Does your businesses do something unique to support wellbeing and increase staff happiness? Share your knowledge and expertise with other businesses and help make Cardiff a positive city to work. Online live sessions or pre-recorded sessions are encouraged.
- Adding an offer or discount: promote products or services that boost wellbeing by adding an offer or discount to The Card.

Please email [TheCard@forcardiff.com](mailto:TheCard@forcardiff.com) ASAP if you would like to take part.



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## **WHO IS FOR CARDIFF?**

Formerly known as Cardiff BID, the FOR Cardiff year-long consultation process over 2020/21 involved surveys and business workshops, as well as face to face meetings with businesses, public agencies and stakeholders. This information was then compiled into a five-year business plan.

The plan proposed a 1% levy on all businesses in the area with a rateable value of £25,000 and above. It was then sent to all relevant businesses in the summer of 2021 outlining what projects the BID would deliver, the area it would cover, budgets, legislation guidelines and governance.

Eligible businesses were asked to take part in a month long independent postal ballot (conducted by an independent ballot holder) to vote on whether they wanted Cardiff to have a BID.

In July 2021, Cardiff Council announced that 91%

of businesses who voted were in favour of the BID by number and 93% by rateable value. The vote gave the go-ahead for the BID to take forward the five-year business plan and drive investment in the city centre, giving local businesses a greater say in the way it is marketed, maintained and managed. This is the BID's second term, the first term began in November 2016 and changed its name to FOR Cardiff in October 2017 to ensure the name was more representative of the organisation's purpose. The team are now delivering a £7.5 million investment in the area from 2021-2026.

As a BID, FOR Cardiff is funded by businesses in the city centre and delivers services and projects in addition to those already provided by public institutions such as Cardiff Council and South Wales Police.

To find out more about these projects, visit the website at [www.forcardiff.com](http://www.forcardiff.com)





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# THE CARD

**FOR You Week is hosted on The Card,  
our staff incentive scheme for FOR  
Cardiff members**

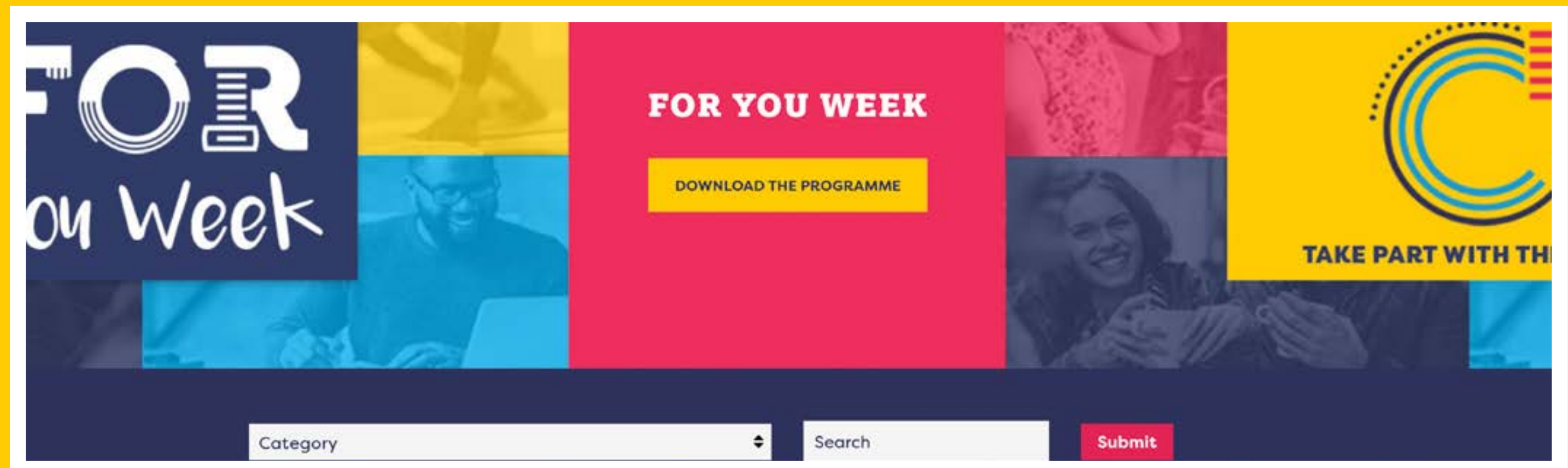
## **SIGNING UP USING THE CARD**

FOR You Week is hosted on The Card. [Click here](#) to login and view the full details of the online training, experiences and offers.

When logged in, you can download the FOR You Week programme, book training and experiences and redeem exclusive offers.

If you are a FOR Cardiff member business but don't have The Card. You can [sign up here](#).

A digital card is available when logged in and this can be shown in-store to redeem an offer.





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## PROMOTE FOR YOU WEEK

We have created social media assets, digital posters and leaflets to help businesses to promote FOR You Week to your team.

We have also written suggested social media copy to help you spread the word online.

**DOWNLOAD ASSETS HERE**

## INSTAGRAM

Take a Week FOR You

Launching on #BlueMonday (17 Jan), FOR You Week offers employees at @forcardiff member businesses like **(your company name)** access to online training, experiences and offers that promote wellbeing.

Visit [www.forcardiff.com](http://www.forcardiff.com) and sign-up to The Card to access their wellbeing programme.

#FORYouWeek #FORCardiff #TheCard

## TWITTER

To promote employee wellbeing, @FOR\_Cardiff is launching FOR You Week on #BlueMonday (17 Jan).

Online training, experiences and exclusive offers are available to employees of @FOR\_Cardiff member businesses.

Visit [www.forcardiff.com/the-card](http://www.forcardiff.com/the-card) and login to register.

#FORYouWeek

Please amend the text in red before posting

## LINKEDIN

We understand the importance of supporting employee wellbeing and promoting a positive working environment.

That's why we are encouraging our staff and fellow member businesses to take part in FOR You Week (17-23 Jan) – a week led by FOR Cardiff that promotes wellbeing through online training, experiences, and exclusive offers.

FOR Cardiff members can visit [www.forcardiff.com/the-card](http://www.forcardiff.com/the-card) and login to access the wellbeing programme.

#FORYouWeek #FORCardiff #TheCard



## FACEBOOK

To promote employee wellbeing, @ForCardiff is launching FOR You Week on #BlueMonday (17 Jan).

Online training, experiences and exclusive offers will be available to employees of @FOR\_Cardiff member businesses.

Members can visit [www.forcardiff.com/the-card](http://www.forcardiff.com/the-card) to sign-up or login to access their wellbeing programme. #FORYouWeek





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## LET PEOPLE KNOW YOU'RE TAKING PART

If you are a business that's taking part in FOR You Week, let people know you're taking part by posting about your activity on social media.

**DOWNLOAD  
ASSETS HERE**

### INSTAGRAM

We're taking part in FOR You Week by **(include detail of how you are taking part)**

Launching on #BlueMonday, 17 Jan, FOR You Week gives employees of @forcardiff member businesses access to online training, experiences and offers that promotes wellbeing.

Visit [www.forcardiff.com](http://www.forcardiff.com) and log into the members area to **(view our offer / book onto our course / register for our event)**

#FORYouWeek #FORCardiff #TheCard

### TWITTER

We're taking part in FOR You Week (17-23 Jan) by **(include detail of how you are taking part)**

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Exclusively for employees of @FOR\_Cardiff member businesses.

#FORYouWeek #FORCardiff #TheCard

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### LINKEDIN

We are taking part in FOR You Week by **(include detail of how you are taking part)**

Launching on 'Blue Monday' (17 Jan), FOR You Week is a week organized by FOR Cardiff to support employee wellbeing through online training, experiences and offers.

If you work for a FOR Cardiff member businesses, you can visit [www.forcardiff.com/the-card](http://www.forcardiff.com/the-card) and sign-up or login to access the wellbeing programme.

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The logo for 'FOR You Week' features the word 'FOR' in a stylized, white, sans-serif font with a grid pattern on the 'F' and 'R'. Below it, 'You Week' is written in a white, handwritten-style script font. The logo is centered on a dark blue rectangular background.

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**ANY  
QUESTIONS?  
GET IN TOUCH**

**FOLLOW US ON SOCIAL MEDIA**

 **@FOR\_Cardiff**

 **@FORCardiff**

 **@forcardiff**

Email [info@forcardiff.com](mailto:info@forcardiff.com) to get in touch