



**CARDIFF**

**12TH EDITION  
NEWSLETTER**



**2022**





# EXECUTIVE DIRECTOR'S INTRODUCTION



Welcome to the 12th edition of our quarterly newsletter. This is the team's opportunity to showcase what we have delivered in the last few months and I think you'll agree that we've been busy delivering and setting up the BID2 business plan projects.

I was enormously proud to see the work that the team have done for our members over the last year, recognised recently by a Cardiff Life Awards in their Civic category for the second time in three years. None of what we deliver would be achievable without our members' investment and this recognition is not just an award for us, but for all

of you.

Since our last edition we have delivered Cardiff's largest ever Christmas campaign, installed a beautiful patriotic floral arch, being nominated for a national award, had a member of staff nominated to join a key Welsh Government board and welcomed several new members of the team. To hear more about these and our projects that will be launching soon please read on!

I strongly believe that FOR Cardiff needs to lead the way in ensuring we are a company that is committed to diverse and inclusive environment for our employees. As a result we recently completed

the Chwarae Teg Fairplay Employer accreditation. I was delighted we were awarded the Silver FairPlay Employer Award. Their analysis showed that FOR Cardiff demonstrates a particular strength in business diversity, flexible working, and learning and development. I was pleased that we're all working towards and achieving an inclusive environment for employees.

On a much sadder note, turbulent and devastating times are happening across the world, and we're

keen to hear from our members of any ways you'd like to see your business improvement district support those in need.

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 l'w lawr lwytho  
o wefan Caerdydd AM BYTH.  
Ewch i:  
[www.forcardiff.com](http://www.forcardiff.com)



# BUSINESS STATISTICS (1<sup>ST</sup> JANUARY - 31<sup>ST</sup> MARCH)

## SAFE PLACES



**69**  
Safe place  
locations



Including:



**6**  
McDonald's



**8**  
Wetherspoons



**1**  
Marriott Hotel



**1**  
easyHotel

## TRAINING STATS

we provided in person training for **35** members of staff to the value of:  
**£2,610.11**

Upcoming courses:

HABC  
Emergency  
First Aid at  
Work



Mental Health  
Awareness



HABC  
Principles of Fire  
Safety



Conflict  
Management



Level 2 Food  
Safety



Available Online Training:



Managing  
Conflict

Drinkaware  
Awareness

Equality &  
Diversity

General Data  
Protection Regulation



## NIGHT MARSHALS

**3** locations - Mill Lane, Greyfriars Road & Wood Street

Assisted over **25,000** people into taxis



## CLEANSING TEAM



**367**

Graffiti tags removed



**10** Gallons of graffiti gel used

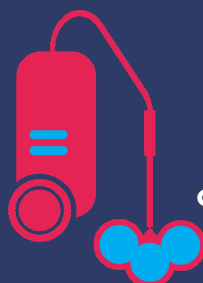
Pieces of chewing gum removed

**3,450**



**7**

Gallons of paint used



Square metres of street cleansed

**42,850**

## FEEDBACK FROM OUR MEMBERS

**Hamlyn Williams - Laura Bryce (Head of HR):**

"Since becoming aware of FOR Cardiff, we have managed to take full advantage of 'The Card'. 20+ members of our staff were able to have a great team night out at the opening of Heidi's Bar and we'll definitely keep an eye out for future events this year!"

**Bizspace - Raymond Lang (Sales and Operations Manager):**

"I think FOR Cardiff is a great scheme to get behind and beneficial for the businesses within Cardiff city centre. We are also keen to support their Give Differently initiative and have signed up to have a pay point within our premises, so that we can give back to the community of Cardiff".

## CHRISTMAS 2021

Biggest Christmas Campaign Cardiff has ever seen with a total reach of

**13.4 million**



Total social reach including paid reach was

**2,914,141**

Organic social media reach was

**211,695**



Total social media engagements were

**10,322**



# TEAM UPDATES

## WELCOME IESHA AND RICK

Iesha has a degree in Media Production and joins us from Capital Law as our new Business Engagement Officer. Iesha has most recently worked as a corporate legal secretary and gained valuable transferable skills that she's excited to put into practice to enhance the city centre that she loves.

Outside of work Iesha is often exploring nature or an art exhibit in the city. She's also a veggie and a foodie and is always on the lookout for a new vegetarian restaurant to try.



Iesha Meah

Rick is a graduate from Rose Bruford College of Theatre and Performance and works as a professional actor alongside his role as a Business Engagement Officer at FOR Cardiff. Rick recently opened and managed 'Eartha', a vegan café and plant shop bringing together Welsh retailers and produce, encouraging people to support local, earning the title of 'Best Café' of the year' at the Cardiff Life Awards in 2021.

Rick has over ten years' experience in the hospitality and retail sector in both customer facing roles and working behind the scenes at many hospitality events across the UK. Outside of work, Rick enjoys film, theatre and all things creative.



Rick Yale



# TEAM UPDATES



## Head of Projects and Engagement Emily Cotterill is appointed to the newly established Economic Ministerial Advisory Board

In March FOR Cardiff's Head of Projects & Engagement Emily Cotterill was appointed to the Welsh Government's Ministerial Advisory Board for Economic Policy. This group exists to assist the Economy Minister in pursuing a stronger, greener, and fairer economic future for Wales. Emily brings close to a decade's experience of place management and High Street issues to the group and will advocate for the key role urban areas and strong local economies will play in a nationwide recovery.



Emily Cotterill

## Associate Director Carolyn Brownell appointment as Vice Chair of ATCM Wales

The Association of Town and City Management (ATCM) is considered to be a key voice for town and city management, helping to produce and implement action plans to support developments throughout the UK and Ireland. FOR Cardiff has been a long-standing member of ATCM seeing at first-hand the vital work it carries out to safeguard, develop and future-proof our town and city centres, the length and breadth of the United Kingdom.

As the Vice Chair for Wales, Carolyn will be able to further promote the interests of Cardiff City Centre and the region and allow FOR Cardiff to tap into good practice and latest thinking nationally and I will bring this back to use in the team.



Carolyn Brownell



# DELIVER

## CARDIFF AGAINST BUSINESS CRIME (CABC)

CABC has had a busy start to 2022 with the adoption of a new incident and intelligence sharing software application SentrySIS™ and the commencement of an exclusion scheme from members' premises for offenders committing retail theft and or threatening or abusive antisocial behaviour.

CABC replaced its previous crime intelligence software DISC™ with SentrySIS™. This upgrade seeks to provide its members with better tools and intelligence to prevent, detect and reduce business crime. The switch reflects CABC's commitment to protecting Cardiff businesses and the public using the latest technology for this sector.

## EXCLUSION SCHEME

The CABC exclusion scheme launched on April 2022. The scheme supports retailers and licensees across the city centre to effectively self-manage low-level business crime such as shoplifting and anti-social behaviour in the retail and night-time economy by excluding offenders from all participating sites. Exclusions are reviewed by an exclusion subcommittee and excluded individuals are informed of their status via a registered letter.

Offenders breaching or ignoring the exclusions will be subject of an impact statement completed by CABC forwarded to the police anti-social behaviour officer to make the case for Criminal Behaviour Orders that can be enforced by the courts.

If you wish to join the scheme or find out more please contact Business Crime Reduction Manager, [ian@forcardiff.com](mailto:ian@forcardiff.com)

**We are members  
of Cardiff Against  
Business Crime**



**Exclusion  
Scheme**

**CityNet**

**CABC**

Cardiff Against Business Crime

**WWW.CARDIFFABC.COM**

# CITYNET RADIO

The CityNet radio network continues to recover following the pandemic and we now have 239 users across the day and night time economies and are processing new applications on a weekly basis. A back-to-back channel is planned specifically for businesses in Central Square to support their FOR Cardiff supported Central Square Security Group that will have the facility to switch over to the main channel to contact the Police Officer and CCTV operator based at County Hall.



The Cardiff assessment for the prestigious Association of Town and City Management's Purple Flag accreditation took place on Saturday 26th March 2022.

Purple Flag is an international accreditation programme that aims to reward those who achieve excellence in the evening and night-time economy by demonstrating innovation, curation, planning and partnership to delight users after dark. Purple Flag also strives to help create safe and thriving locations at night for all users. This year's application included a partnership reception for the assessors at the Clayton Hotel followed by an escorted walkabout in the early part of the evening where assessors were able to experience the full varied city centre evening and night time economy Cardiff has to offer. We await the assessors report in due course and are hopeful of retaining the Purple Flag accreditation Cardiff has held since 2019.



## SAFE PLACES

The Safe Places scheme, which provides a guaranteed open door to people in distress, now has 69 premises registered across Cardiff from multiple public facing businesses and also has seen the introduction of a Safe Place managed by British Transport Police (BTP) at Cardiff Central railway station. The BTP Safe Place reported incidents of assistance given to commuters in its first weeks of operating and also operates as a hub for the Wales Ambulance Trust Ambulance Trust Cycle Medics. We are keen to capture details of assistance given by the Safe Places scheme and would encourage members of the scheme to send brief anonymised reports to [info@forcardiff.com](mailto:info@forcardiff.com)



## GIVE DIFFERENTLY

Give DIFFerently is a partnership approach to tackling homelessness in Cardiff between FOR Cardiff and homeless organisations and charities. Using contactless donation points, people can donate directly to the Give DIFFerently fund which helps existing homeless charities support people through small grants

Following the relaxation of Covid-19 restrictions, more and more people are visiting Cardiff city centre and fewer people are carrying cash. We want to provide them with the opportunity to give to homeless charities by expanding the number of contactless donation points available and are looking for businesses to host a donation point.

Help us make a DIFFerence by installing a contactless donation terminal in your business and we will cover all of the costs. We will also support you by arranging installation of the terminal and funding an integrated marketing

campaign which we plan to launch in early summer.

If you're interested in playing host to a contact point please get in touch with your Business Engagement Officer or email [info@forcardiff.com](mailto:info@forcardiff.com)





# STUDENT SAFETY BUS

FOR Cardiff's commitment to safety in the evening & night time economy continues through the role of funding the Student Volunteer Bus. The scheme is a partnership with South Wales Police, Cardiff University and Student Volunteering Cardiff, with volunteers from all of the city's higher education establishments, and supports on average 20 students per night.

Whilst its primary function is for student safety, the bus has also assisted numerous other members of the public who have found themselves in vulnerable positions. The bus prevents

the need for emergency services/ vehicles to be tied up with incidents and links in regularly with the staff at the Alcohol Treatment Centre as well as supporting the evening economy businesses.

PC Mike Neate who runs the scheme added 'we are indebted to FOR Cardiff for their ongoing support for the bus which is a valuable and necessary resource in the city centre. It aims to make the city safe which is a huge part of the objectives of FOR Cardiff so we are delighted with their financial contribution to keep the service running.'



## MIPIM

FOR Cardiff were a sponsor of the Cardiff delegation to Cannes in March to promote the city to property investors. MIPIM is the biggest conference and exhibition of its kind and after a 2 year hiatus it returned with Cardiff's highly prominent stand receiving a huge amount of attention and level of good quality enquiries. Delegates included those from various member businesses who were able to promote opportunities such as in Capital Quarter, Central Square, and Central Quay. We were delighted to play a role in showing what opportunities are available in the city and expect to receive a large number of active enquiries as a result.





# ENHANCE

## NICK JR. TOUR

At Easter FOR Cardiff brought Wales' first toy brick model trail to the city centre. 15 models of the Nick Jr. favourites, including Chase, Skye and Abby Cadabby models were painstakingly built from toy bricks and were placed around St David's Dewi Sant between 11 and 24 April.

The models were free to view, and families were encouraged to take part in FOR Cardiff's trail to explore the centre to find all 15 models using the tour map. Once entrants have found all 15 models, they were able to claim their sticker confirming they had completed the trail.

Thousands of families were able to enjoy this event, with hundreds of photos shared online with captivated children 'meeting' their Nick Jr. heroes!



## CARDIFF IN FULL BLOOM FOR ST DAVID'S DAY CELEBRATIONS

Following two years of lockdowns and restrictions, Cardiff city centre had a spring in its step this St David's Day.

To welcome the return of the annual parade on March 1st, FOR Cardiff gave away 500 packets of wildflower seeds to spread joy in the capital as well as commissioning a floral daffodil arch in St John's Gardens for the week of the Welsh patriot day.

Designed by Blooming Belles – who are known for their work at Rhossili Sunflowers, Mumbles Pier and Gower Fresh Christmas Trees – the silk flower

arch created the perfect backdrop for a St David's Day selfie and hundreds took advantage of that opportunity.





# FOR YOU WEEK

Personal wellbeing levels in the UK fell to the lowest recorded in a decade during the first and second wave of the pandemic, according to a recent ONS release. And it wasn't until the summer of 2021 that happiness levels got back on track and our wellbeing improved.

As Cardiff approached the second anniversary of the first national lockdown, FOR Cardiff wanted to encourage businesses across the city to engage with employees, help boost the personal wellbeing of staff and build resilience for the future of the sector.

FOR You Week was a week-long series of workshops, training sessions and self-care events, dedicated to supporting the wellbeing and mental health of Cardiff's BID members and their employees.

## STATS

- Average rating for business training was 4.8/5
- 94% of attendees said they would like to see FYW delivered again
- 100% of attendees said the event had a positive impact on their wellbeing
- Businesses found an average of 70% of users were new customers
- 100% of businesses that took part said they would partake again





## THE CARD -HEIDI'S EVENT

On Thursday 10th March, over 200 Cardiff city centre employees attended a VIP launch night at Heidi's Bier Bar, Cardiff as part of FOR Cardiff's membership scheme, 'The Card'.

Members received a free welcome drink, goody bag and two free drink vouchers on arrival. They were also able to get 2-4-1 on cocktails when they showed their digital or physical version of The Card.

Heidi's have officially added this offer to The Card, meaning that anyone signed up can access the 2-4-1 offer on cocktails between 4pm and 10pm every day.

With access to all three floors, guests were able to explore the venue and enjoy the full après ski experience.

Guests were also treated to Oktoberfest style dancing and live music from a traditional Oompa band.

### STATS

- 200+ attendees
- 35 businesses attended
- 207 new registrations for The Card
- Event rated 4.7/5 stars by members
- 5/5 satisfaction rating from Heidi's Bier Bar



"Really took care of us, came round to check we were ok. We had our own area and felt really special. Also Mathew, one of the FOR Cardiff team, called us to remind us to sign up for the event and it was definitely needed after a busy week."

- Megan Bain, Virgin Money

"It was great to be exclusively invited before the venue opened. The free drinks were a bonus for our employees! They all had a great night with dancing and having fun. They have all been talking about it since and can't wait to go back to Heidi's."

- Laura Bryce, Hamlyn Williams





## MINTY'S MAP

As a result of the hugely successful BBC 6Music Festival and Fringe coming to Cardiff and following the success of a version in 2018, FOR Cardiff have part funded an updated edition of the popular Minty's Gig Guide map as well as a digital version to be used long term.

Aimed at promoting live music venues in the city, the digital version will also allow users to identify upcoming gigs by date and venue. The Guide has already received widespread acclaim including from the Manic Street Preachers.

Venues for the guide were illustrated and promoted across the city during the Festival and Fringe and our financial support was matched by Creative Wales. This investment supports an industry which plays a key role in the post COVID recovery and which was affected more than any other sector in terms of enforced closures and restrictions. It also supports FOR Cardiff's commitment to making Cardiff a thriving Music City.



## PUTTING CARDIFF BACK ON THE MAP



## PWSH

The re-imagination of the PWSH artwork, which was sadly removed due to an administrative error last autumn, took place in April. Temeka Davies, Amber Heard, and Beth Blandford have re-imagined their artwork in sites across The Capitol Shopping Centre. Visitors to the centre can expect to see some familiar characters from the original pillars installation and some fresh new concepts from these exciting artists. The other original PWSH installations are still in situ at sites across the city centre.

Public art is a key part of FOR Cardiff's plans for the 2021-2026 term. If your business has a site that you think would be suitable for an installation please get in touch with [emily@forcardiff.com](mailto:emily@forcardiff.com)



Cardiff Council have recently made the transition to using the FOR Cardiff gift card when giving away gift cards as incentive prizes.

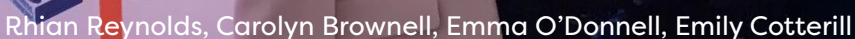
## AWARDS

FOR Cardiff has been awarded the coveted Civic Award at the annual Cardiff Life Awards at City Hall.

The Civic Award recognises FOR Cardiff's commitment to improving Cardiff and supporting its 1,000+ member businesses.

This is the second time FOR Cardiff was presented with the Civic Award after previously winning in 2020.

FOR Cardiff's Safe Places campaign has also been nominated for the best Not for Profit Campaign award at the national CIPR Excellence Awards. The team will find out in June whether we have been successful in winning this award or not but are delighted to see our campaign recognised nationally.



# REPRESENT

## COUNCIL MANIFESTO

In advance of the council elections in May FOR Cardiff produced a series of recommendations for the council to focus on over the next five year term. These recommendations have been produced in line with our 2021 recommendations to Welsh Government. The main three themes of the document are:

**Setting:** create a public realm to be proud of, upgrade the street scene and create a safe and accessible city centre

**Culture:** celebrate what makes Cardiff, Cardiff and give our cultural venues and creative minds the tools they need to succeed

**Transport:** use the post-pandemic opportunity to create a transport system that works for patterns beyond the Monday-Friday 9-5

The full text of the manifesto is available to read on our website.



## CARDIFF CITY CENTRE: A MANIFESTO

APRIL 2022

## CITY AMBITION FUND

In April the first round of the FOR Cardiff City Ambition Fund opened for applications. The fund offers grants of up to £5,000 to people, businesses and organisations delivering projects in line with the overall aims of FOR Cardiff. The fund was developed in line with feedback from our members that they would like to see FOR Cardiff become more strategic and outcomes focussed when awarding grant funding to third parties. Details of the successful applications will be shared across our channels as the projects progress. The City Ambition Fund will open for applications at least once a year over the current BID term – visit our website to find out more about applying to the scheme.



# FOR CARDIFF RECEIVES THE SILVER FAIRPLAY EMPLOYER AWARD

FOR Cardiff is honoured to receive the Silver FairPlay Employer Award from leading gender equality charity, Chwarae Teg.

This award recognises the company's commitment to creating a diverse and inclusive environment for employees, and their investment of time and effort in staff engagement.

FOR Cardiff showed a particular strength in business diversity, flexible working and learning and development. It is clear that the company works hard on creating an inclusive environment for employees.

The FairPlay Employer survey showcased the positive environment the company is creating with their focus on equality and diversity with 100% of staff saying they're not treated less favourably because of their gender, 100% of staff saying there is a supportive culture to work flexibly, and 100% of staff believe they have equal opportunity for access learning opportunities within the organisation.



**FAIRPLAY  
EMPLOYER  
AWARD**









# GET THE MOST OUT OF YOUR MEMBERSHIP

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

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

📞 02920 314770

f [FOR Cardiff](https://www.facebook.com/FORCardiff)

🐦 [@FOR\\_Cardiff](https://twitter.com/FOR_Cardiff)

in [FOR Cardiff](https://www.linkedin.com/company/FORCardiff)

▶ [FOR Cardiff](https://www.youtube.com/channel/UCFORCardiff)

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